

DUTCH BOY FAVORS THE BUDGET



IN many of the most prominent hotels, apartment houses, office buildings and institutions, it has become standard practice to budget upkeep and maintenance costs. The cost of paint and painting is generally an important item in these budgets.

Interior paint made with Dutch Boy White Lead and flinting oil has helped many building operators and owners keep down their painting costs.

The pigment in this paint—white lead—is insoluble in water and remains so. Therefore a Dutch Boy White-Lead and flinting oil finish stands up under the frequent washings to which walls may be subjected. The natural result is lower maintenance costs.

Dutch Boy White-Lead is extremely adaptable—a paint material of many uses. Flat or eggshell finishes for interiors... gloss paint for exteriors... undercoatings for enamel... any one of a thousand different tints... paint for wood, plaster, wall board, masonry or metal... blended or marbled effects... plastic paint that gives the new low-relief textures—any of these you can get with Dutch Boy White-Lead. It is the all-purpose, all-around paint material.

It is a sound and good business economy to keep an adequate supply of Dutch Boy White-Lead always on hand. It will permit you to have a mix of the right paint for every purpose.

For additional information, and color advice, write to our Department of Color Research and Decoration in care of our nearest branch.



Since the surface and type was...
Carter brand of pure white-lead is also sold by...
Lead Company, in purchasing either...
Dutch Boy White-Lead, the buyer is assured...
of the highest quality.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 111 Madison Street; Cincinnati, 659 Freeman Avenue; Cleveland, 810 Broadway; Detroit, 122 Chestnut Street; San Francisco, 2216 34th Avenue; Boston, 800 Albany Street; Pittsburgh, 316 Fourth Avenue; Philadelphia, John T. Lewis & Co., 100 North 2nd Street.

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