



A BETTER CHANCE THAT YOU'LL BE **Sitting Pretty!**

Question: Why does the Dutch Boy use EASY chairs to symbolize his five white-leads?

Answer: That's simple. With five white-leads (count 'em!) to choose from, it's very EASY for the paint manufacturer to find one that fits his paint composition. He's sitting pretty with a "lead" that has exactly the paint-making characteristics he requires.

Here's the wide choice that the Dutch Boy offers: First, those two old standbys, Dutch and Carter. Next comes H.T.S. with its increased paint-thickening power, tinting strength and hiding power. Then there are the new 333 and 111 White-Leads, both of which rate even higher in these qualities. No. 111, for example has greater paint-thickening power, tinting strength and hiding power than any other white-lead on the market.

Remember that no matter which one of the five you choose, you can be sure of uniformity. Remember also, that the more white-lead you use the better the paint. Step up the white-lead in your formula—and you automatically step up the quality and durability of your paint.



NATIONAL LEAD COMPANY—111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 639 Freeman Ave., Cincinnati; 1213 W. Third St., Cleveland; 722 Chestnut St., St. Louis; 2210 24th St., San Francisco; National-Boston Lead Co., 300 Albany St., Boston; National Lead & Oil Co. of Penna., 1376 River Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.

KD-11255B—American Paint Journal, April 1, 1941 ★

Feb. 3, 1941.

0000-NLI-000015476