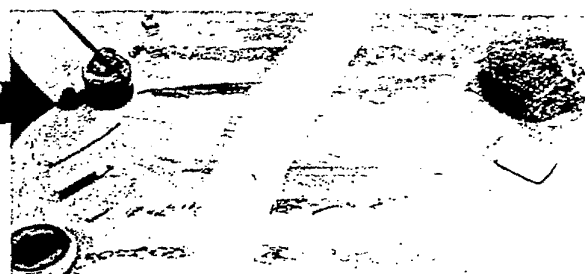




Here's Proof



• This is a piece of wallboard painted with Dutch Boy White-Lead and Lead Mixing Oil. Horizontal streaks show how it was used with various corners of interior paint. Swath shows marks completely removed by soap and water.

WHEN you want to get the most for the money you spend on interior paint, don't ask "Is this paint durable?" Say, "Is it really washable?"

Durability alone is not enough. You have probably had many experiences with paint that didn't wear off but from which marks and smudges wouldn't wash off. So repainting time came much sooner than was expected.

Flat paint made with Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil has all the durability for which white-lead is famous. In addition, this paint is washable in the full sense of the word. Its beauty is not impaired by hard scrubbing. Those scrubbing really get you somewhere. Stubborn stains and dirt actually do "come out in the wash".

For proof, take a look at the test panel above. It was walked on for a week. Then it was smeared with

grease, stained with mercuriochrome, streaked with pencil, crayon and lipstick, daubed with shoe blacking. But despite this hard treatment, washing with soap and water left the panel looking as clean as when first painted.

Now consider briefly this paint's many other advantages. It has all white-lead's characteristic richness, solidity and depth, a paint of unusual beauty. Because of its excellent sealing power, it stops suction and hides fire cracks.

Finally, this paint gives you all-

round economy. It has high coverage (800 sq. ft. per gal. on smooth plaster), mixes quickly, spreads easily. Add up those three qualities, and you have low first cost. Then add long wear and real cleanliness, and you have low cost per year.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 10th St., Chicago; 629 Freeman Avenue, Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2219 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Wolner Bldg., Philadelphia.



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