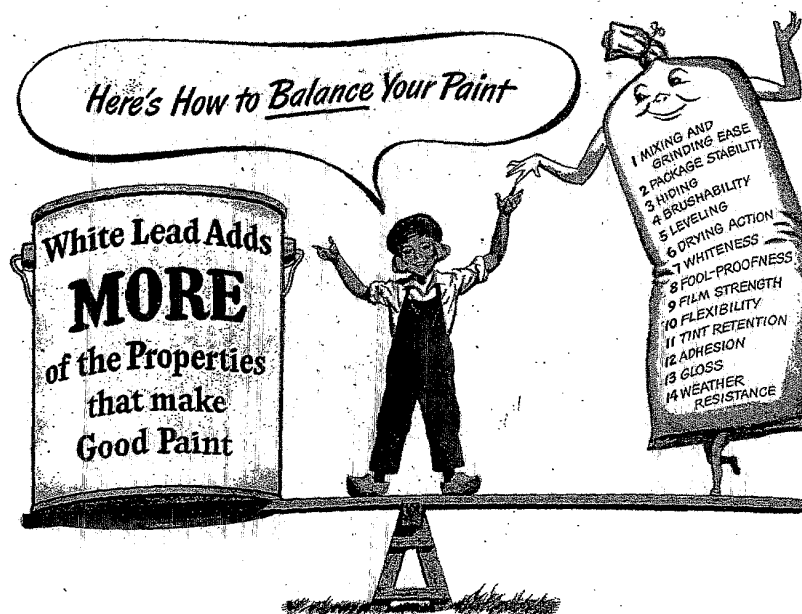




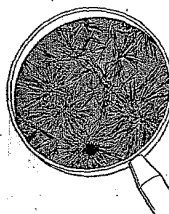
See what Basic Carbonate White Lead does for your paint. You never saw such balance.

This one pigment not only offers 14 paint-making properties... but it imparts them in well-balanced proportion to the paint you make.

Check all of White Lead's paint-making properties in the list above. No other pigment contributes so many of the properties that make good paint... and make good paint easy to make.

Many of these paint-making benefits are directly traceable to White Lead's ability to form lead "soaps." Yes, as explained at the right, *Lead Soaps Mean Fine Paint*.

Consult National Lead's technical staff for the whole picture of how "Dutch Boy" Basic Carbonate White Leads fit into your formulations. Their recommendations are backed up by broad experience, including 30 years of continuous test-fence studies—the longest project of its kind on record.



L.S.M.F.P. *Lead Soaps Mean Fine Paint*

White Lead combines with oil to produce a distinctive type of soap formation having a fibrous structure. The photomicrograph at the left shows how multiple projections radiate from each central soap core.

As the soaps grow, these projections become intermeshed. Thus, the paint film is mechanically reinforced and

given greater toughness, elasticity, adhesion and weather resistance. White Lead's tendency to combine with linseed oil also explains the ready wetting of this pigment and consequent mixing and grinding ease.

NATIONAL LEAD COMPANY—New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Boston 6, (National Lead Co. of Mass.); Philadelphia 7; (John T. Lewis & Bros. Co.); Pittsburgh 30, (National Lead Co. of Pa.).



Dutch Boy *Basic Carbonate* **White Leads**
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KD-4026—American Paint Journal, August 4—Oil, Paint and Drug Reporter, April 7, June 30, September 22 and December 15—Paint Industry Magazine, July—Paint, Oil and Chemical Review, May 29 and September 18, 1947
KD-4026A—Official Digest, June and October ★

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