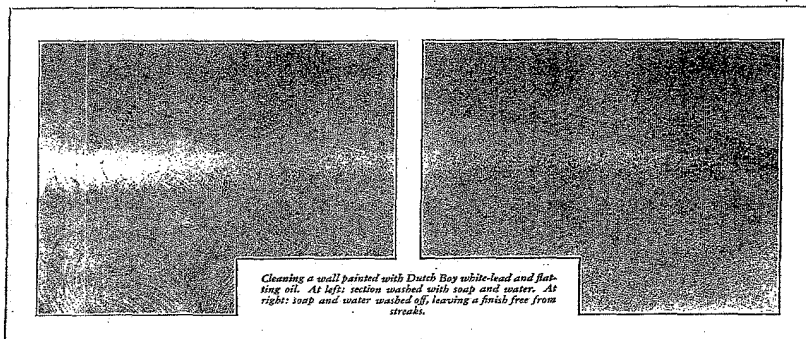




Cleaning a wall painted with Dutch Boy white-lead and flatting oil. At left: section washed with soap and water. At right: soap and water washed off, leaving a finish free from streaks.

THIS INTERIOR FLAT FINISH IS

WASHABLE

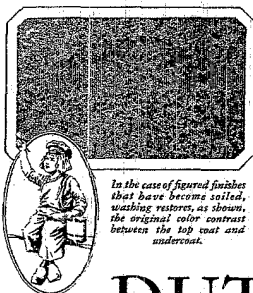
throughout long life



White-lead and flatting oil give a paint that stays washable... that can be safely cleaned again and again because nothing in it becomes soluble in water

VERY desirable quality in a flat paint is that it be washable. Important, too, is "How long does it remain washable?" Can it be safely cleaned with soap and water not only a few months after it is applied, but a year, or two years, or longer?

Washability is one of the outstanding



In the case of figured finishes that have become soiled, washing restores, as shown, the original color contrast between the top coat and undercoat.

characteristics of paint made with Dutch Boy white-lead and flatting oil. Here is a flat paint that will withstand many washings... that stays washable throughout its long life.

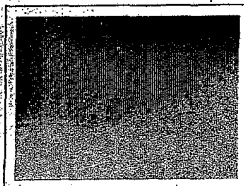
There are very definite reasons for the extreme washability of this paint. Its vehicle, flatting oil, binds the pigment particles together strongly. Its pigment, white-lead, undergoes no chemical change under ordinary conditions indoors... it is insoluble in water and stays so. Therefore, it does not wash off and leave streaks on the wall or woodwork.

No brushmarks—no laps

Furthermore, with Dutch Boy white-lead and flatting oil you can count on an interior finish unspoiled by brushmarks, laps and joints. This flat paint possesses to an unusual extent the ability to level itself out. Thus it gives a smooth, even finish free from brushmarks. At the same time, it "sets up" slowly. It remains workable on the wall long enough to permit the joining of one painted surface to another without laps or joints showing.

Color, design, finish

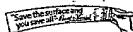
Being mixed to order specially for each job, this pure all-lead paint is extremely adaptable. You can obtain the exact tints required to express fully your color ideas. You can get both flat and "eggshell" fin-



You see here how pencil marks can be removed from a white-lead and flatting oil finish by washing it. This paint remains washable throughout its long life.

ishes. And if figuration is desired, you have access to the crumpled roll and sponge mottle effects, not to mention blended finishes—the Tiffany, for example.

If you wish further information about these finishes, let us send you a booklet which describes them—"Decorative Possibilities of Paint." We shall also be glad to send a complete specification book which gives formulas for all work, coat, and finishes. Address nearest branch.



NATIONAL LEAD COMPANY
New York, 111 Broadway; Boston, 800 Albany Street; Buffalo, 116 Oak Street; Chicago, 900 West 14th Street; Cincinnati, 639 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 235 Montgomery Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street

DUTCH BOY WHITE-LEAD FLATTING OIL

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