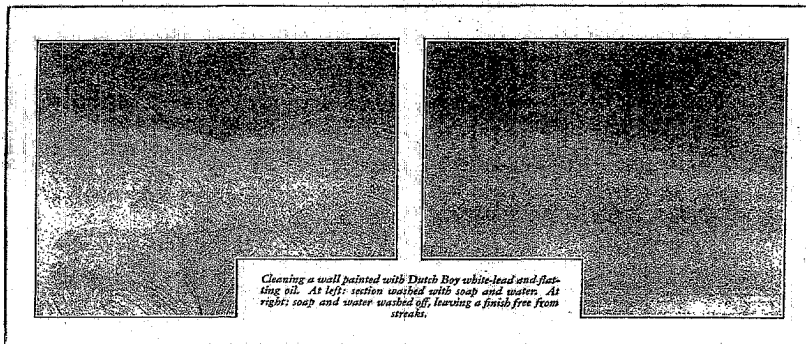




Cleaning a wall painted with Dutch Boy white-lead and flattening oil. At left: section washed with soap and water. At right: soap and water washed off, leaving a finish free from streaks.

THIS INTERIOR FLAT FINISH IS

WASHABLE

throughout its long life



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

HERE is a paint that is washable... time and time again... not only a few months after being applied, but throughout its entire long life.

This certainly is a desirable feature for building owners or managers... for it

cuts down cost of maintenance... reduces operating costs.

The ability to remain washable is one of the outstanding characteristics of paint made with Dutch Boy white-lead and flattening oil.

There are very definite reasons for the extreme washability of this paint. Its vehicle, flattening 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 flattening 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.

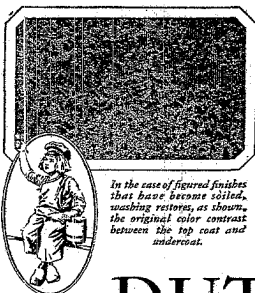
Color, design, finish

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-

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." Simply address our branch office nearest you.

NATIONAL LEAD COMPANY
New York, 111 Broadway - Boston, 600 Albany Street - Buffalo, 116 Oak Street - Chicago, 900 West 18th Street - Cincinnati, 659 Freeman Avenue - Cleveland, 820 West Superior Avenue - St. Louis, 722 Chestnut Street - San Francisco, 275 Montgomery Street - Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue - Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street



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

DUTCH BOY WHITE-LEAD FLATTING OIL

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