



A NEW STANDARD IN FLAT PAINTS

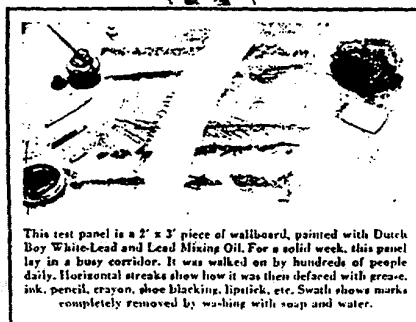
When you choose an interior paint, don't be too easily satisfied. Don't be content with a paint that gives no better service than you used to get five years ago. Today, there's a new standard in flat paints... a new measure of value established by paint made with Dutch Boy White-Lead and Lead Mixing Oil.

First and foremost, this paint is *really washable*. That's important. As you've probably noticed, many an interior paint job turns out to be a costly "washout"—simply because it isn't washable. It needs repainting, not because the paint has worn out but because dirt can't be washed out.

A Real Clean-Up

Saying that this Dutch Boy paint is really washable means two things: (1) Its beauty is not destroyed by hard scrubbing. (2) Those scrubbing actually get you somewhere. The test panel on the left shows how stubborn stains and dirt really do "come out in the wash". It explains why paint made with this Dutch Boy combination saves money formerly wasted in over-frequent repaintings.

Of course, washability isn't the whole story. This paint has all the beauty and durability for which White-Lead has long been famous. Because of its excellent sealing power, it stops suction and hides firecracks. And it saves money in more ways than one. It mixes quickly, spreads easily and has high coverage—800 sq. ft. per gal. on smooth plaster. Those three qualities mean low first cost. Then add long wear and real cleanability, and you have long-run economy also.



This test panel is a 2' x 3' piece of wallboard, painted with Dutch Boy White-Lead and Lead Mixing Oil. For a solid week, this panel lay in a busy corridor. It was walked on by hundreds of people daily. Horizontal streaks show how it was then defaced with grease, ink, pencil, crayon, shoe blacking, lipstick, etc. Swath shows marks completely removed by washing with soap and water.

DUTCH BOY WHITE-LEAD AND LEAD MIXING OIL



NATIONAL LEAD COMPANY

511 Broadway, New York; 116 Oak St., Buffalo; 900 West 12th St., Chicago; 410 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 125 Chestnut St., St. Louis; 1245 10th St., San Francisco; National-Lead Sales Ltd. Co., 200 Alhambra St., Berkeley; National Lead & Oil Co. of France, 216 Fourth Ave., New York; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

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