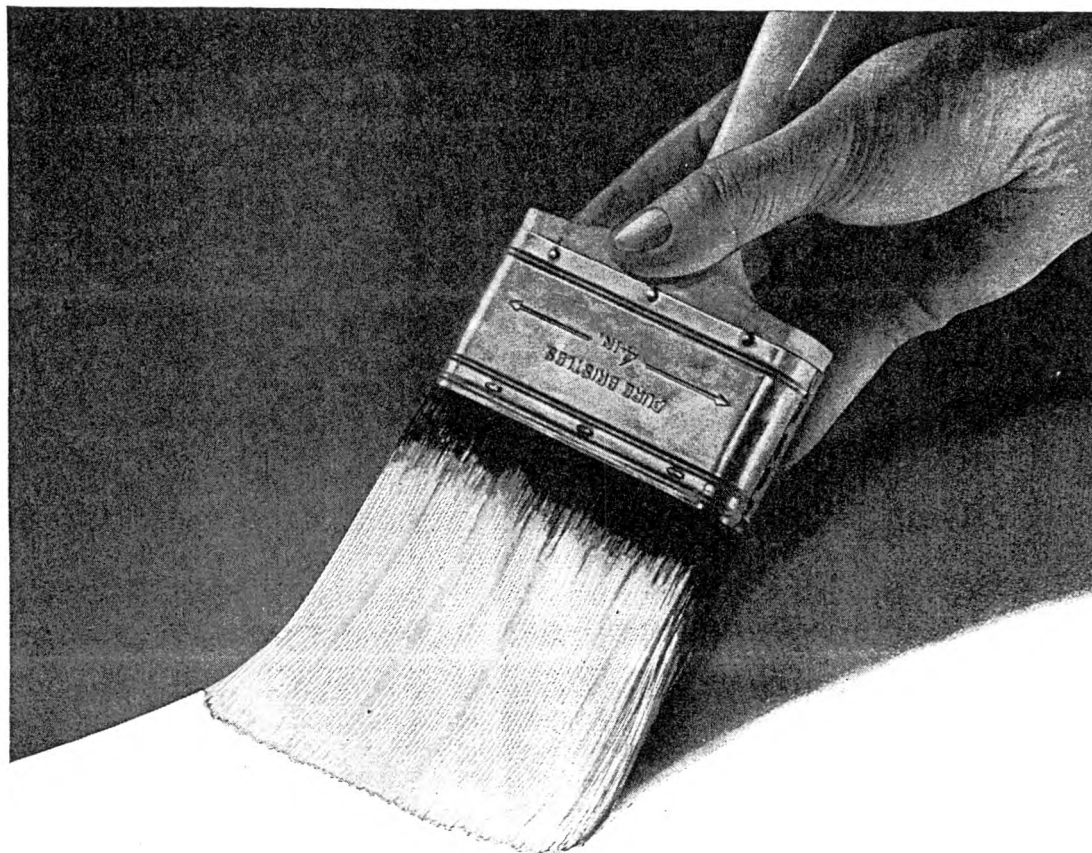
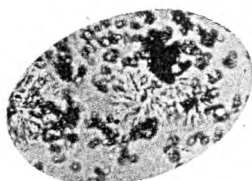




WHY WHITE LEAD HELPS PAINT "WORK" EASILY



Photomicrograph showing formations of lead soaps (Magnification 460X)

You've noticed how paints with a high lead content flow readily . . . level off smoothly . . . pass all tests for ease of brushing with flying colors.

The reason is this: Basic carbonate white lead and oil have a strong attraction for each other. A reaction takes place between the vehicle and the surface of the pigment particles. This reaction—commonly known as the formation of lead soaps—facilitates flow, promotes brushability.

Improvement in working qualities is but one of the many desirable properties white lead imparts to paint. Others are better adhesion, more thorough drying—plus proved durability.

Check over the five basic carbonate white leads the Dutch Boy offers. They range from a low oil absorption type to one with extra-high hiding and paint thickening power. Among them you will find a lead exactly suited to your needs.

DUTCH BOY *Basic Carbonate* WHITE LEADS



111—Extra-high hiding and paint consistency.
333—High hiding and paint consistency, but less than 111. H.T.S.—Medium-high hiding and paint consistency. Carter—Medium-low oil absorption white lead, made by the Carter Process. Dutch—Low oil absorption white lead, made by the Dutch Process.

NATIONAL LEAD COMPANY: 111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 1213 West Third Street, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Company, 800 Albany Street, Boston; National Lead & Oil Co. of Pennsylvania, 1376 River Avenue, Pittsburgh; John T. Lewis & Bros. Company, Widener Building, Philadelphia.

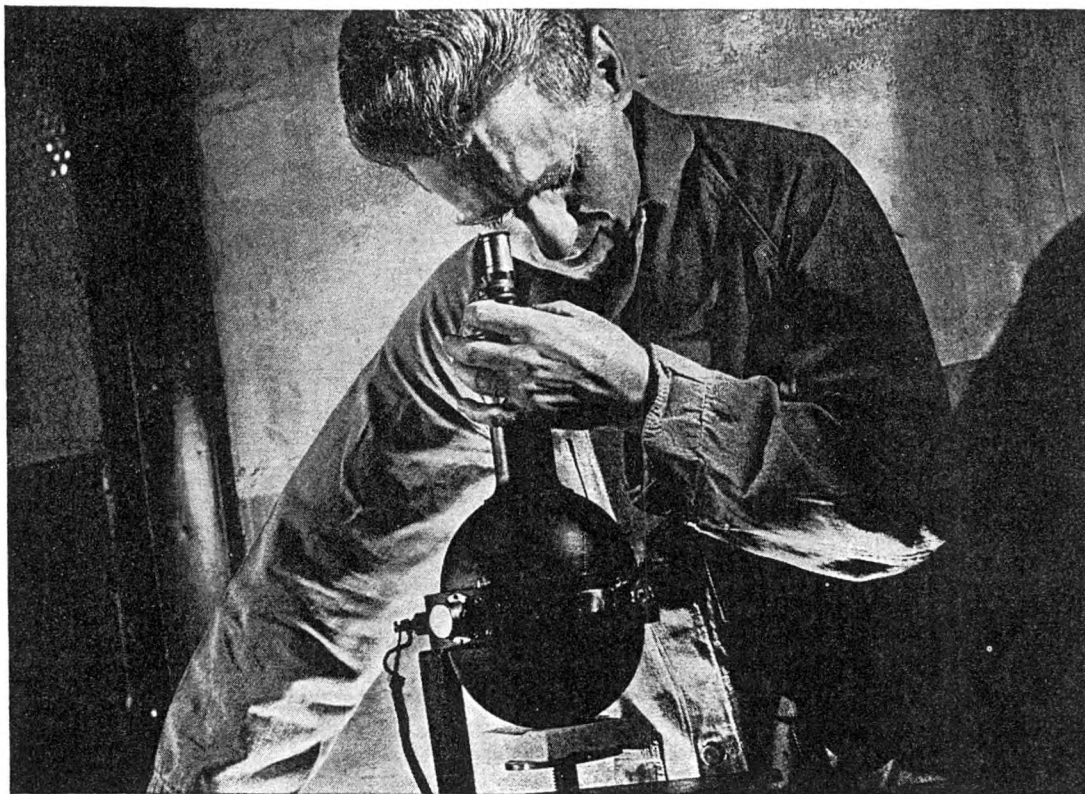


Photo by Kurt Schelling

HOW WHITE IS WHITE LEAD?



This is not just a play on words. It is an honest question, the answer to which may be highly illuminating to you:

So great has been the improvement in color of basic carbonate white lead in recent years that today this pigment can be had with a dry brightness of 96%.

As you need not be told, that's really white. And, expressed in terms of paint-making, it means that you can obtain the required whiteness in your product and still have the advantages of white lead's proved durability and other desirable qualities.

We offer you five basic carbonate white leads, ranging from a low oil absorption type to one providing extra-high hiding and paint consistency. Thus you can select the particular white lead best suited to your purpose.

DUTCH BOY *Basic Carbonate* WHITE LEADS

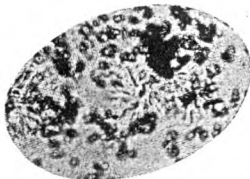


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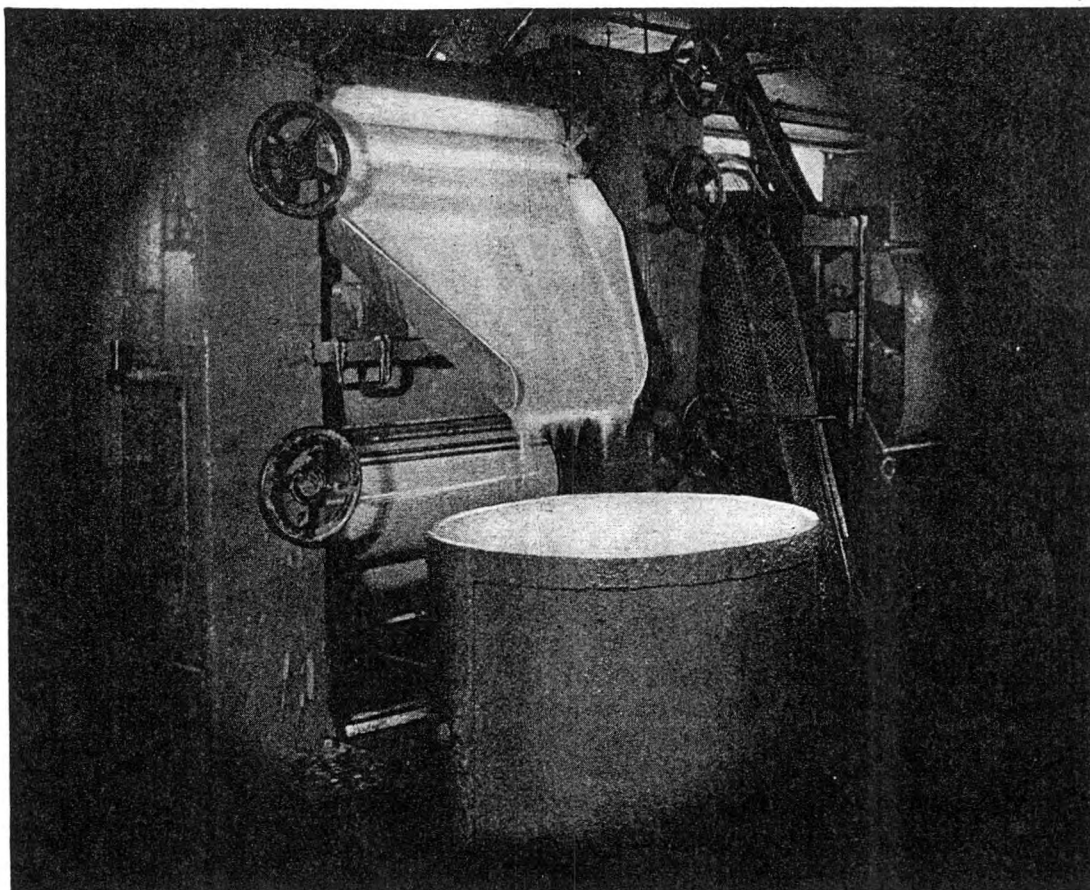
Improvement in working qualities is but one of the many desirable properties white lead imparts to paint. Others are better adhesion, more thorough drying—plus proved durability.

Below are described the five different Dutch Boy Basic Carbonate White Leads. They range from a low oil absorption type to one with extra-high hiding and paint thickening power. Among them there is a lead exactly suited to every need.



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YOU GET EASIER GRINDING



Oil and white lead "like" each other immensely. The surface of each pigment particle wets readily and completely. Thus, grinding operations are facilitated, thorough dispersion is reached sooner—and costs kept down.

And another thing: White lead today comes packed in easy-to-heft 50-lb. bags—a Dutch Boy innovation which makes paint-making easier.

Remember, too, white lead adds the very qualities most desired in paint—better adhesion and drying, greater ease in brushing, more satisfactory leveling and flow—plus proved durability.

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