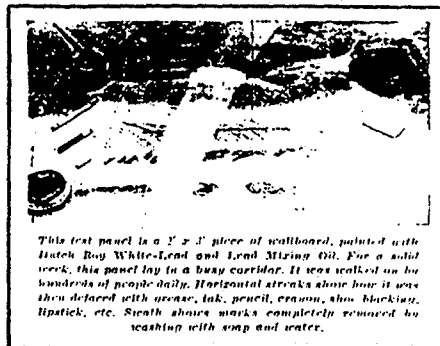




DURING recent years, a new interior paint has been winning highest praise from painting contractors all over the country. It's a "flat" that is really washable. Stubborn stains and ground-in dirt really do "come out in the wash" when you use paint made with Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil. (See panel at right.)

And that's just one of the many advantages of this unusual "flat". Another important feature is excellent *sealing power*. This Dutch Boy paint seals so well, stopping suction and hiding fire-cracks, that it can be used for all coats on interior plaster. Incidentally, this sealing power is one of the reasons for this paint's extensive use in water-proofing concrete, brick and stucco.

Now consider the many other strong points of paint made with Dutch Boy White-Lead and Lead Mixing Oil. This "flat" has all the richness, solidity and depth for which white-lead has long been famous. It is a paint of exceptional beauty, handsome enough for the finest interiors. It levels out so smooth that stippling to eliminate brush marks is not necessary.



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. Smooth shows marks completely removed by washing with soap and water.

Moreover, this paint gives all-round economy. It has high coverage (800 sq. ft. per gal. on smooth plaster), mixes quickly, spreads easily. Add up those three qualities and you have *low first cost*. Then add long wear and real *cleanability*, and you have low cost per year.

NATIONAL LEAD COMPANY — 111 Broadway, New York; 114 One St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



**DUTCH BOY WHITE-LEAD
AND LEAD MIXING OIL**

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