

Washable and How!

● When you choose an interior paint your first question should be "Will it stand repeated washings?" As you know, walls usually need repainting not because paint has worn off but because stains and dirt insist on staying on. Therefore, real washability automatically means economy.

When you use flat paint made from Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil, you will find that stubborn stains and dirt really do "come out in the wash."

For proof, take a look at the test panel on the right. It was walked on for a week. Then it was smeared with grease, stained with mercurchrome, streaked with pencil, crayon and lipstick, daubed with shoe blacking. But despite this hard treatment, washing with soap and water left the panel looking as clean as when first painted.

Now consider briefly this paint's many other advantages. It has all white-lead's characteristic richness, solidity and depth, a paint of unusual beauty. Because of its excellent sealing power, it stops suction and hides fire cracks. Finally, this paint gives you 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; 116 Oak St., Buffalo; 806 W. 18th St., Chicago; 459 Freeman Ave., Cincinnati; 1213 W. Third St., Cleveland; 722 Chestnut St., St. Louis; 2243 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 214 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.



● This test panel is a piece of wallboard painted with Dutch Boy White-Lead and Lead Mixing Oil. Horizontal streaks show how it was defaced with various enemies of interior paint. Smooth shows marks completely removed by washing with soap and water.

KD-6975—Architectural Forum, January, 1937 ★
Architectural Record, March
Building & Building Management, Jan.
Hotel Management, January

Modern Hospital, Feb. 1937
National Real Estate Journal, Feb.
American Architect, Feb.

0000-NLI-000015204