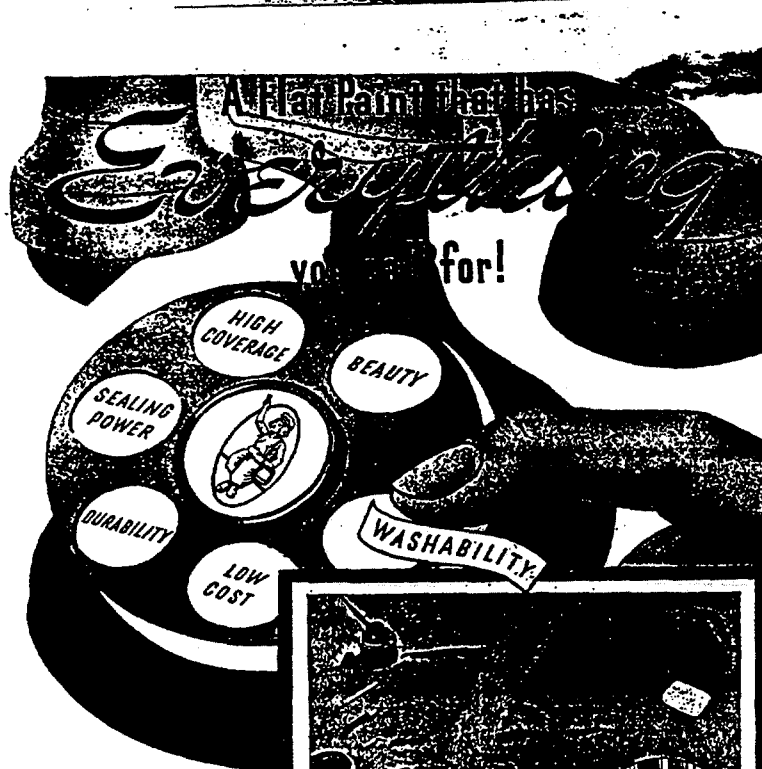




• Talk about a flat paint! Here's one made right to your own specifications. Made with Dutch Boy White-Lead and a new companion product, Dutch Boy Lead Mixing Oil.

It's a flat paint that washes perfectly clean after almost unbelievable abuse. We submit in evidence the unretouched photo at the right. This panel was first nailed to the floor outside an office door. For a week a stream of heel and toe traffic poured over it...hundreds of scuffing, scratching, grinding shoes.

Then we smeared it with grease. Stained it with mercurchrome and ink. Smeared it with pencil, crayon and lipstick. Dabbed it with shoe blacking.

Soap and water washed a swath right through the middle of it as clean as a

hound's tooth...and without damage to the paint! (See photograph above.)

Paint that survives a test like this must also be durable. Further proof of its durability is its use for sealing and finishing exterior concrete, stucco and brick. Used inside on plaster or other porous surfaces it stops suction and hides fire-cracks.

It has all of white lead's characteristic richness, solidity and depth, a finish beautiful enough for even the finest interiors.

Its high coverage of 800 square feet per gallon, added to its quick mixing and easy spreading, makes it low in first cost while its long wear and easy cleanliness make it low in cost per year.

This test panel is a 2' x 2' piece of wallboard, painted with Dutch Boy White-Lead and Lead Mixing Oil. Horizontal streaks show how it was defaced with various abuses of interior paint. Swath shows marks completely removed by washing with soap and water.

Scores of People Even Walked on this Test Panel

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 12th St., Chicago; 114 Freeman Ave., Cincinnati; 410 W. Superior Ave., Cleveland; 122 Chestnut St., St. Louis; 2246 16th St., San Francisco. National-Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 216 Fourth Ave., Pittsburgh; John T. Lingo & Bros. Co., Widener Building, Philadelphia.

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Architectural Forum, March

DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL

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