

White Lead Adds **MORE**
of the Properties
that make Good Paint



This is the House Paint
that White Lead Built

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|-----------------------------|-------------------|------------------------|
| 1. MIXING AND GRINDING EASE | 5. LEVELING | 10. FLEXIBILITY |
| 2. PACKAGE STABILITY | 6. DRYING ACTION | 11. TINT RETENTION |
| 3. HIDING | 7. WHITENESS | 12. ADHESION |
| 4. BRUSHABILITY | 8. FOOL-PROOFNESS | 13. GLOSS |
| | 9. FILM STRENGTH | 14. WEATHER RESISTANCE |

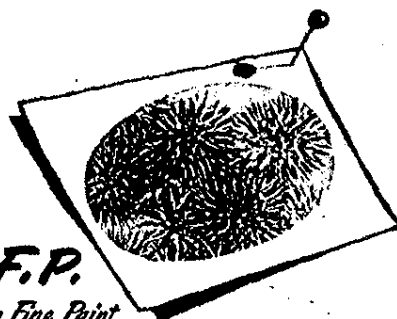
There's no place like home to prove it—Basic Carbonate White Lead does *more* things to help you make good house paint.

Check the list above. White Lead not only offers all 14 of these welcome properties, but it imparts them, in well-balanced proportion, to paints.

Thus, White Lead makes it easy for you to turn out good paint . . . easy for the paint user to turn out a good, durable job.

Many of White Lead's paint-making properties are directly due to its unique ability to form lead "soaps." At the right, you'll find why *Lead Soaps Mean Fine Paint*.

Consult National Lead's technical staff for the whole picture of how "Dutch Boy" Basic Carbonate White Leads will dovetail into your formulations. Their recommendations are backed up by broad experience and 30 years of continuous paint-fence testing . . . the longest project of its kind on record.



L.S.M.F.P.

Lead Soaps Mean Fine Paint

The photomicrograph above shows how lead "soaps" form when White Lead combines with oil. Note the intermeshing fibrous structure, consisting of multiple projections radiating from the central cores. This reinforced structure produces a more completely bonded film, having greater toughness, elasticity, adhesion and weather resistance.

White Lead's affinity for linseed oil also explains the ready wetting of this pigment, which makes it easy to mix and grind.



Dutch Boy *Basic Carbonate* **White Leads**

By U.S.P.A. DE.

NATIONAL LEAD COMPANY—New York, 6; Buffalo 2; Chicago 2; Cincinnati 2; Cleveland 12; St. Louis, 1; San Francisco 10; Boston 6. (National Lead Co. of Mass.); Philadelphia 7, (John T. Lewis & Bros. Co.); Pittsburgh 20. (National Lead Co. of Pa.).