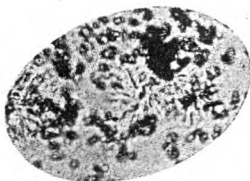




WHY WHITE LEAD HELPS PAINT "WORK" EASILY



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.

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.



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.