

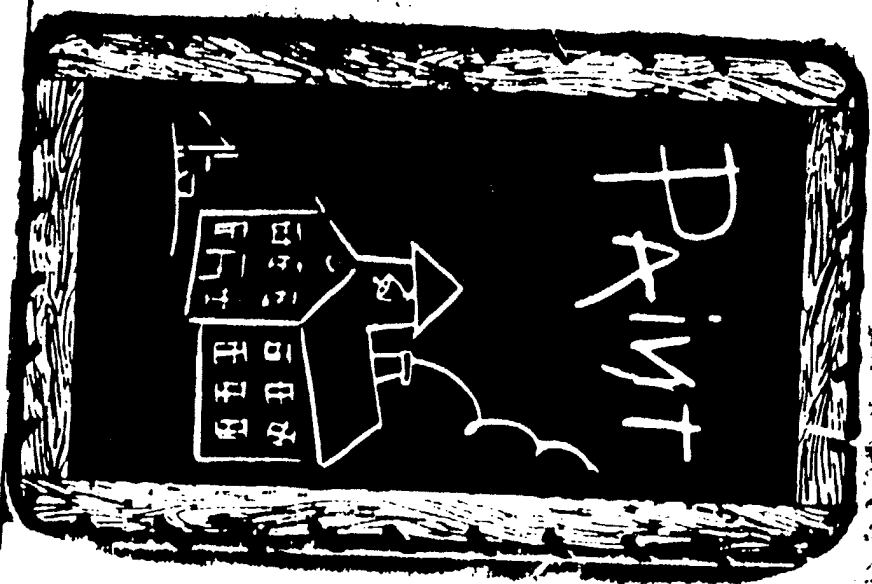
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THE schoolhouse has always served a broad purpose in American life. It has always been the center of community activity, both educational and social, and it holds that position today, in spite of the multiplication of clubs, institutes and centers of entertainment. As such, the building should be a proper example of civic pride. Everywhere the little schoolhouse is disappearing and in its place goes up a modern, fire-proof building. Improved construction and better equipment are the rule.

With the coming of the new and improved type of school building, the paint question assumes a more important and more complex aspect, and it is with the purpose of making the task a simpler one for those charged with the duty of selecting that this little talk is printed.

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Where to Use Paint

PAINT serves a two-fold purpose; it protects and decorates. Little need be said about paint for purposes of protection. It is universally understood that to retard and prevent the decay of wooden buildings, it is absolutely necessary to protect their exterior with a few coats of good, weather-resisting paint. Wood when stripped of its bark is not equipped to fight the ravages of time and nature but, adequately protected by paint, the life of a building may be prolonged indefinitely.

When it comes to decoration, it is generally appreciated that a few bright, clean coats of paint will work wonders toward improving the exterior appearance of a building.



U.S. Department of Education

But what of the school building inside? Why cannot paint serve a good purpose here too? It can, and does. Everywhere the painted wall is being adopted and is winning tremendous favor.

There are certain well-defined advantages that recommend the painted wall for use in school buildings.

Sanitary Not injured by washing, the painted wall may be cleaned and kept clean without in the least impairing its beauty or wearing qualities. This is of prime importance, for a school-room wall presents an inviting surface for the smudgy hands of the children. Dirt accumulates in this and other ways, making the wall unsanitary and disfiguring it permanently unless it can be satisfactorily washed.



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Paint contributes to sanitation in even the broadest meaning of that word. Health authorities on educational matters have often dwelt on the importance of conserving the eyesight of the scholars. Paint may readily be tinted so as to produce just the tone that is most careful to the children's eyes.

The wall color also materially affects the quality and quantity of reflected light in the room. Here too, paint may be used to splendid advantage, for we know that abundant light is conducive to good health.

Beautiful No other decorative medium offers the variety or beauty of finish that can readily be produced with paint. Whether you prefer an attractive mural design, a panel effect or a plain, flat surface, you will



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find that with paint as a medium you can satisfy your taste to a nicety.

Economical The painted wall outlasts any other kind of wall covering. It may also be made to effect an economy in the cost of lighting a room. It is almost incredible, but scientists claim to have proved that the color on the walls of a room can make as much as 30 per cent. difference in the cost of properly lighting it.

But perhaps the most valuable feature of the painted wall is its effect on the children themselves. A properly maintained school building is an example to them of just what is meant by civic pride. It fills them with a desire to see their own home just as clean, just as fresh looking, and in time this influence is bound to be felt in the community.



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What Paint to Use

PICKING the right paint is important. In fact the advantages claimed for the painted wall cannot be fully realized unless pure white lead paint is used. It is today, as it has been for years, the universal standard for both interior and exterior painting. It is the most durable under the hard usage of washing. Many paints are easily streaked by the rubbing. Being more washable, white lead paint is most economical, for a bath is cheaper than another coat of paint.

Again, with some paints one is limited in the decorative possibilities to the stock colors in which they are produced. White lead paint is always made to order and the tints are limitless.



Dutch Boy White Lead
White Lead Co., Inc.

That the buyer of paint may be sure of his paint, of its quality, its purity, its uniformity, he need merely look for Dutch Boy White Lead. This name has become a by-word wherever good paint and good painting is known.

Mixed with proper tinting colors and Dutch Boy Linseed Oil, Dutch Boy White Lead produces a beautiful, smooth, washable finish in just the colors you desire for decorating interiors.

If dead flat finish is desired, the white lead is mixed with turpentine or a flattening oil. For outside painting Dutch Boy White Lead is mixed with linseed oil to form a tough, lasting, weather-resisting coat of unsurpassed beauty.

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tendency of working with their well-known materials. He knows that with them he can give you a job that will satisfy you in every respect.

Color Schemes

THE selection of harmonious and at the same time desirable color schemes is no simple matter. Our Department of Decoration, under the supervision of an expert, welcomes the opportunity of co-operating with school boards and superintendents in charge of maintenance. Simply address the branch nearest you, as shown below. There is no obligation whatsoever incurred on your part. We will advise on color schemes or on any question connected with painting—exterior or interior.

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