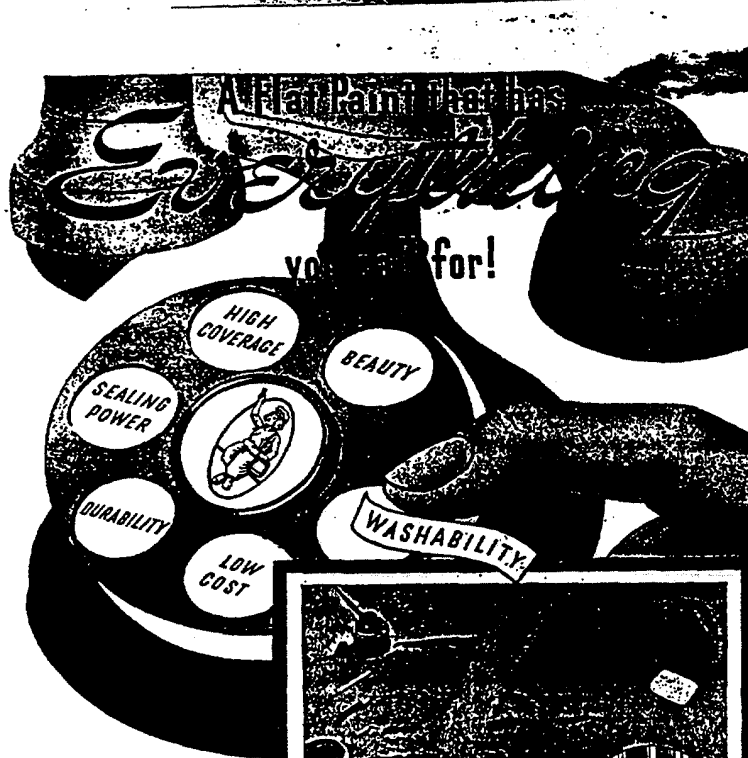




● Talk about a flat paint! Here's one made right to your own specifications. Made with Dutch Boy White-Lead and a new companion product, Dutch Boy Lead Mixing Oil.

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. Streaked it with pencil, crayon and lipstick. Dabbed it with shoeblackening.

Soap and water washed a smooth 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 cleansability 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 enemies of interior paint. Smooth shows marks completely removed by washing with soap and water.

Score of People Even Walked on this Test Panel

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 14th St., Chicago;
618 Franklin Ave., Cincinnati; 825 W. Superior Ave., Cleveland; 121 Chestnut
St., St. Louis; 1240 14th St., San Francisco. National-Lead Co., 600
Albany St., Boston; National Lead & Oil Co., 411 Fifth, 214 Fourth,
Pittsburgh; John T. Lewis & Bros., Co., Widener Building, Philadelphia.

KD-3766—Nat'l Real Estate Jnl., March, 1936 ★-A-1
Buildings & Building Management, March - Nov.
Hotel Management, March - Oct.
Modern Hospital, March - Oct.
Architectural Forum, March

DUTCH BOY
WHITE-LEAD & LEAD MIXING OIL

Architectural Record, April
Matter Painter and Decorator, April
Painter and Decorator, March
American Painter & Decorator, March
National-Business-Management, April

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