

Modern Hospital

1937

National Lead

N15021



Washable and How!

● When you choose an interior paint your first question should be "Will it stand repeated washings?" As you know, walls usually need repainting not because paint has worn off but because stains and dirt insist on staying on. Therefore, real washability automatically means economy.

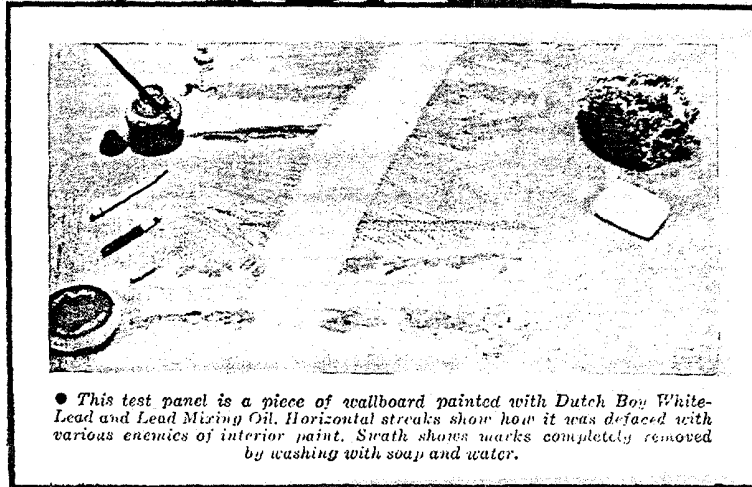
When you use flat paint made from Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil, you will find that stubborn stains and dirt really do "come out in the wash."

For proof, take a look at the test panel on the right. It was walked on for a week. Then it was smeared with grease, stained with mercurochrome, streaked with pencil, crayon and lipstick, daubed with shoe blacking. But despite this hard treatment, washing with soap and water left the panel looking as clean as when first painted.

Now consider briefly this paint's many other advantages. It has all white-lead's characteristic richness, solidity and depth, a paint of unusual beauty. Because of its excellent sealing power, it stops suction and hides fire cracks. Finally, this paint gives you all-round economy. It has high coverage (800 sq. ft. per gal. on smooth plaster), mixes quickly, spreads easily. Add up those three qualities, and you have low first cost. Then add long wear and real cleanability, and you have low cost per year.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 W. Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.



● This test panel is a 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. Swath shows marks completely removed by washing with soap and water.

All the marks come out in the **WASH...**



HERE'S →
PROOF!

Washability means economy. That's true of fabrics (ask your wife). And it's just as true of interior paints. When a paint is *really washable*, the job can be kept new-looking much longer.

Far otherwise when paint is durable but not really washable. It may last. But stains and smudges seem to sink in and become permanent "decorations". So repainting time comes much sooner than expected.

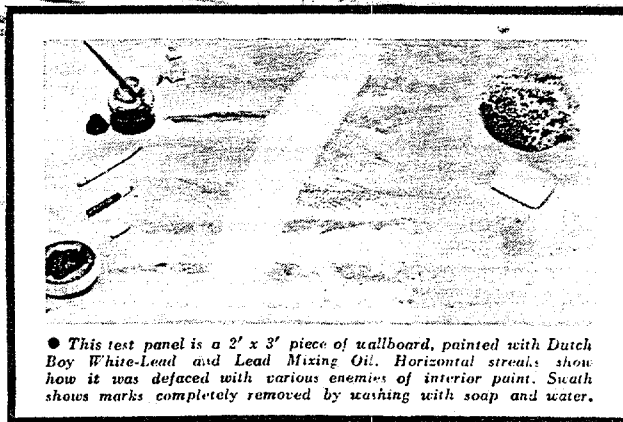
Flat paint made with Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil has all the durability for which white-lead is famous. In addition, this paint is washable in both senses of the word. (1) Its beauty is not destroyed by hard scrubbing. (2) Those scrubbing really get you somewhere. Stains

and dirt actually do "come out in the wash".

For proof, look at the test panel at right...walked on for a week. Then smeared with grease. Stained with mercurochrome. Streaked with pencil, crayon and lipstick. Daubed with shoe blacking.

Then came the washing with soap and water. And it left that much abused panel looking as clean as when it was first painted.

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DUTCH BOY WHITE-LEAD AND LEAD MIXING OIL



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Here's Proof



• This is a piece of wallboard painted with Dutch Boy White-Lead and Lead Mixing Oil. Horizontal streaks show how it was attacked with various enemies of interior paint. Swath shows marks completely removed by soap and water.

WHEN you want to get the most for the money you spend on interior paint, don't ask "Is this paint durable?" Say, "Is it really washable?"

Durability alone is not enough. You have probably had many experiences with paint that didn't wear off but from which marks and smudges wouldn't wash off. So repainting time came much sooner than was expected.

Flat paint made with Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil has all the durability for which white-lead is famous. In addition, this paint is washable in the full sense of the word. Its beauty is not impaired by hard scrubbing. Those scrubbing really get you somewhere. Stubborn stains and dirt actually do "come out in the wash".

For proof, take a look at the test panel above. It was walked on for a week. Then it was smeared with

grease, stained with mercuriochrome, streaked with pencil, crayon and lipstick, daubed with shoe blacking. But despite this hard treatment, washing with soap and water left the panel looking as clean as when first painted.

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Walls that stand SCRUBBING



SUPPOSE a store tried to sell you a shirt that couldn't be washed. Your answer would be, "Not for me!" Long before such a shirt had *worn out*, it would have to be *thrown out*.

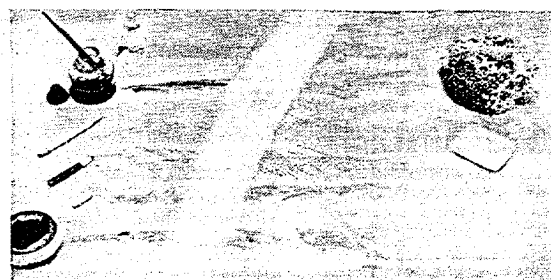
Apply the same rule to interior paint. A certain paint may have plenty of durability. It lasts...but so does every stain or smudge that gets on it. So repainting time comes much sooner than expected.

Flat paint made with Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil has all the durability for which white-lead is famous. In addition, this paint is washable in both senses of the word. (1) Its beauty is not destroyed by hard scrubbings. (2) Those scrubbings really get you somewhere. Stub-

born stains and dirt really do "come out in the wash."

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Then came the washing with soap and water. And it left that much abused panel looking as clean as



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of its excellent sealing power, it stops suction and hides fire cracks.

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Walls certainly do **COME CLEAN**



*Panel at right
shows proof!*

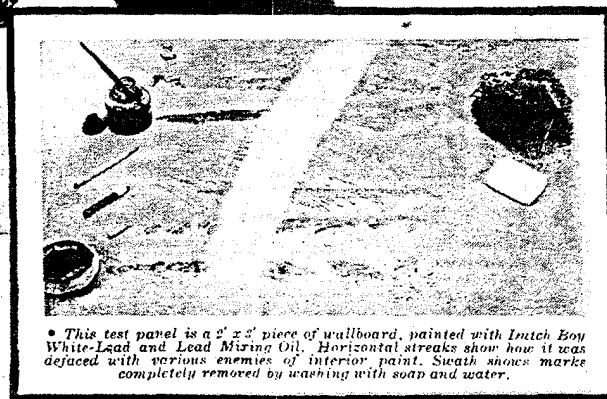
WHO SAID dirt is cheap? Dirty smudges and greasy stains can cost plenty—when they get on painted walls...and laugh at every attempt to wash them off...and make repainting necessary long before you expected to.

So, for real 100 per cent economy, choose an interior paint that is *really washable*. Get your biggest money's worth by using paint made with Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil.

This "flat" has all the durability for which white-lead is famous. In addition, it is washable in the full sense of the word. Its beauty is not impaired by hard scrubbing. Those scrubbing really get you somewhere. Stubborn stains and dirt actually do "come out in the wash."

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lent sealing power, it stops suction and hides fire cracks.

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WHAT A CLEAN UP!

"GIVE IT THE WORKS!" was the order.

So the painted panel was put squarely on the spot—right in front of a door where hundreds of people tramped over it for a solid week. Then it was smeared with grease. Stained with mercuriochrome. Streaked with pencil, crayon and lipstick. Daubed with shoe blacking. Finally, a washing with soap and water. And—

All the marks "came out in the wash"...because that test panel had been painted with flat paint made

with Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil.

This proves that this paint is washable in both senses of the word.

(1) Its beauty is not destroyed by hard scrubbing. (2) Those scrubbing really get you somewhere. Stubborn stains and dirt actually do come off in the clean-up.

This washability makes it possible to cash in on Dutch Boy durability. Stains and smudges don't sink in and become permanent "decorations". This long lasting

paint can be kept clean and good looking as long as it lasts. And there is a longer interval between painting and repainting.

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**DUTCH BOY
WHITE-LEAD...**



plus



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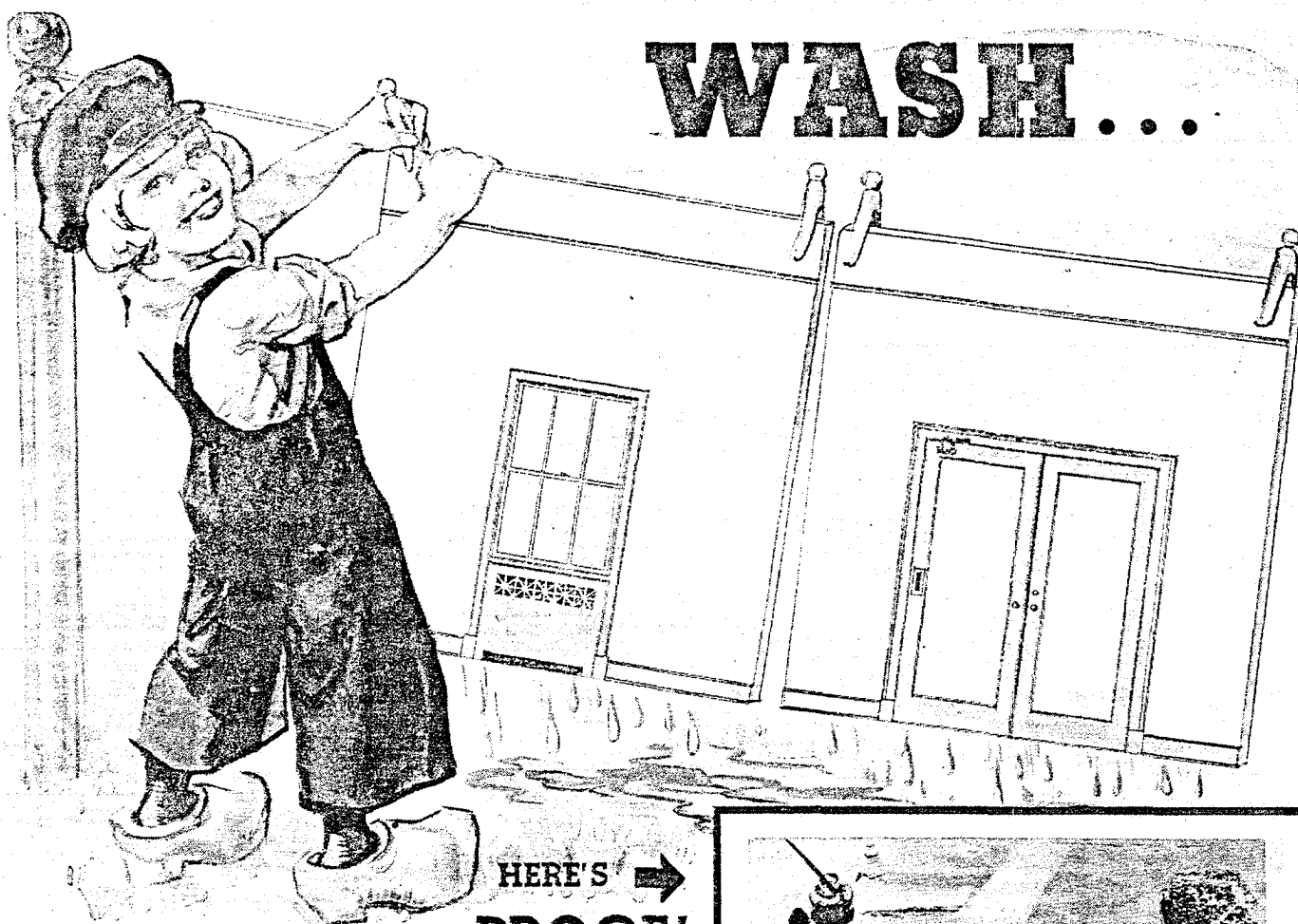
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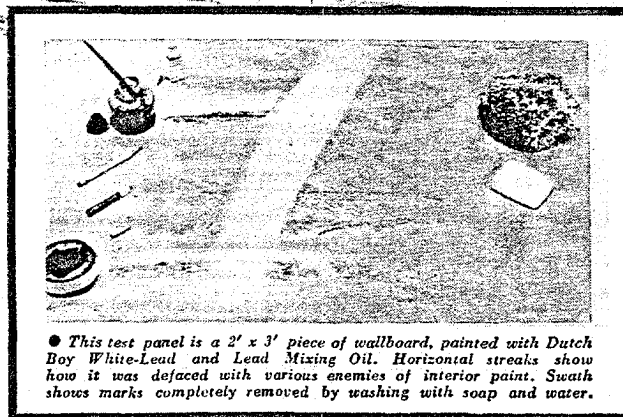
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