

Paste this in Your Hat...



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

L.S.M.F.P.



*Lead Soaps
Mean Fine Paint*

Here's a tip the "Dutch Boy" has never tried to keep under his cap: Basic Carbonate White Lead does 14 things to make paint better.

Check the list above and see all the paint-making properties you get from this one pigment.

And remember, White Lead not only offers all 14 of these qualities, but imparts them, in well-balanced proportion, to paints.

White Lead's unique ability to form lead "soaps" accounts for many of these advantages. The "soap" story at the right tells why.

Our technical staff is at your call to help you fit "Dutch Boy" Basic Carbonate White Leads into your formulations. You get recommendations backed up by broad experience and 30 years of continuous paint-fence testing...the longest project of its kind on record.

When White Lead combines with oil, a distinctive type of "soap" is formed. As shown in the photomicrograph above, these soaps are of fibrous structure consisting of multiple projections radiating from a central core.

These intermeshing formations spread out and mechanically reinforce the paint film, giving it greater toughness, flexibility, adhesion and weather resistance.

White Lead's ready tendency to combine with linseed oil also explains why this pigment wets easily and gives such good mixing and grinding.

Dutch Boy *Basic Carbonate* White Leads

Reg. U. S. Pat. Off.

NATIONAL LEAD COMPANY—New York, 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis, 1; San Francisco 10; Boston 6. (National Lead Co. of Mass.); Philadelphia 7. (John T. Lewis & Bros. Co.); Pittsburgh 30. (National Lead Co. of Pa.).

