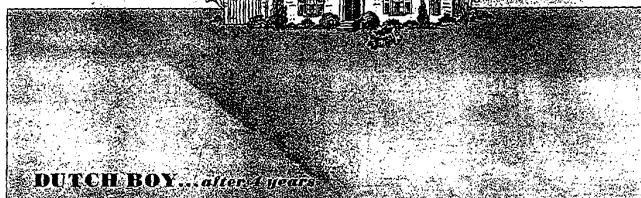


Proof from

Marschalk & Pratt, Inc. 369 Lexington Ave., N.Y.C.



DUTCH BOY...after 4 years

● Above: Typical cheapboard surface painted with "cheap" paint four years ago. Paint has cracked and scaled off, exposing the wood. Notice also how wood has split. This surface must be burned and scraped before it can be repainted. ● Below: Cheapboard surface painted four years ago with Dutch Boy White-Lead. While the paint shows some signs of weathering, it is still in good condition and still completely protects the surface. No burning and scraping required here at repainting time.

He won't stop paying for this paint job ...until he pays for burning it off!



● Take a look at the upper photograph which shows a "cheap paint" job after four years' exposure to the weather. Notice how the paint has gone to pieces...how it has cracked and scaled...how moisture has gotten in and split the wood.

The man who bought this paint job thought he was getting a bargain. But any way you figure it, he will stop paying for this "cheap paint" job only when he pays for burning it off. It's going to cost this property owner real money to put the surface in shape for repainting.

Now look at the lower photograph and observe how good the Dutch Boy job is after four years of weathering. The wood is still

completely protected. There'll never be any need to burn or scrape off this paint. The gradual chalking has left a perfect surface for repainting. What other paint can equal this record.

● This story of how a Dutch Boy job outwears a "cheap paint" job is the keynote of Dutch Boy advertising in 1932. National magazines, such as The Saturday Evening Post and Collier's, are bringing this convincing evidence to millions of property owners.

Incidentally, these photographs tell why good painters everywhere prefer pure white-lead paint...why 8 out of 10 painters use Dutch Boy.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 425 West Superior Avenue, Cleveland; 712 Chestnut Street, St. Louis; 2340 26th Street, San Francisco; National-Boston Lead Co., 300 Albany Street, Boston; National Lead & Oil Co. of Pa., 216 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

The well-known brand of Carter White-Lead is also made by National Lead Company. In purchasing either Carter or Dutch Boy White-Lead, the buyer is assured of obtaining white-lead of the highest quality.



This advertisement appears in the following publications:

Painter Magazine, April, October, 1932
American Painter and Decorator, April, October
Master Painters & Decorators, April, October
KD-475

Painter & Decorator, April, October, 1932

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