

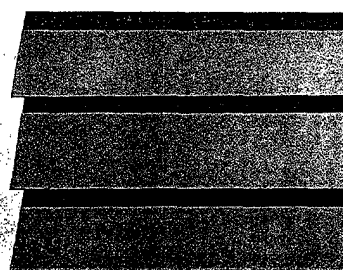
Marshall & Pratt, Inc.

369 Lexington Ave., N.Y.C.

THE MAN WHO GOT THIS "CHEAP" PAINT JOB THOUGHT HE WAS *getting a bargain*



CHEAP paint after 4 years



DUTCH BOY after 4 years



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.



● Above left: Clapboard surface painted with "cheap" paint four years ago. Paint has cracked and scaled... gone completely to pieces. Notice also how wood has split. This surface must be burned and scraped before it can be repainted.
● Above right: Clapboard 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 repaint time.

● The upper left photograph tells a tragic story. Four years ago, the man who bought this "cheap" paint job thought he was getting a bargain. He didn't realize that he would keep on paying for "cheap" paint in the way of hastened depreciation and then eventually have to pay for burning it off! For, as every painter knows, it costs real money to put a "cheap" paint job in shape for repainting.

But just look at the other photograph and observe how Dutch Boy White-Lead paint still protects the surface after four years of weathering. Note the absence of cracking and scaling. See how Dutch Boy grows old gracefully by gradual chalking, leaving a perfect surface for repainting.

Millions of property-owners are reading this paint-results story every month in national magazines such as The Saturday Evening Post and Collier's. This hard-hitting, factual advertising is designed to help you sell more Dutch Boy jobs. Also, these photographs give the logical reason 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; 120 West Superior Avenue, Cleveland; 712 Chestnut Street, St. Louis; 2540 24th Street, San Francisco; National-Boston Lead Company, 800 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.



This advertisement appears in the following publications:

Painters Magazine, June, December, 1932
American Painter and Decorator, June, December
Master Painter and Decorator, June, December

Painter & Decorator--June, December, and December, 1932

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