

Proof from

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

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DUTCH BOY'S reputation
for wearing quality
is based on records
like this



● Here's a reproduction of an unretouched photograph of a clapboard surface painted four years ago with Dutch Boy White-Lead. While the paint shows some signs of weathering as is to be expected, there is no evidence of cracking and scaling. The film is still in remarkably excellent condition and completely protects the surface. Is there any other

paint that can show as good a record?

The wearing qualities of paint made with Dutch Boy have been thoroughly established over a long period of years by the experience of thousands of users. Master painters and property owners know that it wears... and wears... and wears. Moreover, they recognize that it provides an ideal surface for repainting, because it does not crack and scale but has the advantage of wearing down smoothly by gradual chalking.

No wonder property owners prefer pure white-lead paint. No wonder 8 out of 10 painters use Dutch Boy.

Dutch Boy is sold in both heavy and soft paste forms. 12½, 25, 50 lb. pails and 100 lb. kegs.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 900 West Eighteenth Street; Cincinnati, 659 Freeman Ave.; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut St.; San Francisco, 2240 Twenty-fourth Street; Boston, National-Boston Lead Co., 900 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., Widener Building.

The Carter brand of pure white-lead is also sold by National Lead Co. Whether your customer purchases Carter or Dutch Boy White-Lead, they are assured of obtaining white-lead of the highest quality.



This advertisement appears in the following publications:

American Paint & Oil Dealer—Feb., Aug., 1932

Hardware Age—Feb. 13, 1932

Hardware Retailer—March

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