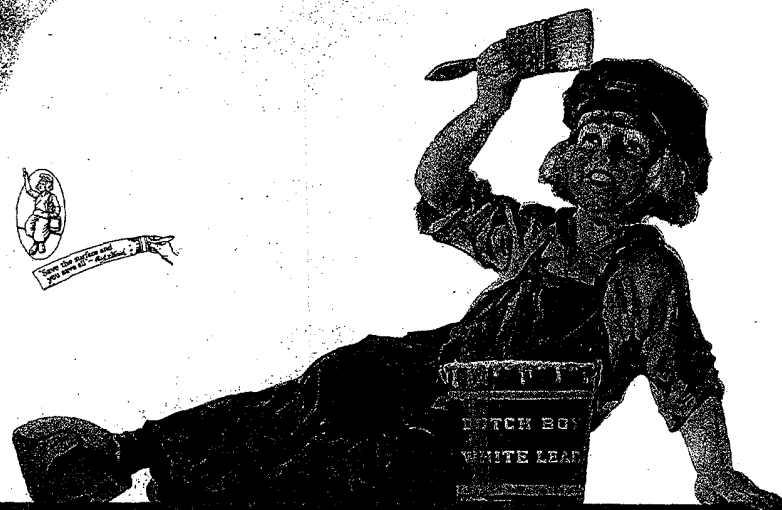


Marchall & Pratt, Inc.

369 Lexington Ave, N.Y.C.

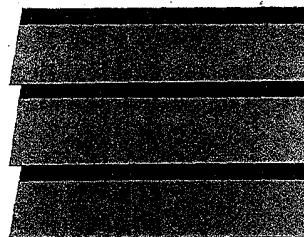
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Paint records like this... keep customers sold on **DUTCH BOY**

● Four years of sun and rain... four years of summer heat and winter cold... time and weather haven't destroyed the protective film of this Dutch Boy White-Lead paint job. Although the paint on this clapboard surface shows some signs of weathering, there is no evidence of cracking or scaling. There will be no need for a blow torch and scraper at repaint time. Here's irrefutable proof of Dutch Boy's wearing quality... of Dutch Boy's performance!

For years and years, property owners and painters have known that paint made with Dutch Boy White-Lead wears a long time and affords excellent protection. They know that



Four years ago this clapboard surface was painted with Dutch Boy White-Lead. Notice the excellent condition of the paint film which still completely protects the surface. No cracking. No peeling. No burning and scraping will be required here at repaint time. What other paint will give such service?

Dutch Boy won't crack and scale... that it wears down smoothly by gradual chalking... that this long-wearing paint doesn't require expensive burning and scraping.

Look at this typical four-year paint record if you want to know why 8 out of 10 painters use Dutch Boy.

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



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

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak Street, Buffalo; 980 West 10th Street, Chicago; 619 Freeman Avenue, Cincinnati; 820 West Superior Avenue, Cleveland; 122 Chestnut Street, St. Louis; 2348 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.

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Hardware Age, August-14
Hardware Dealer, October
KD-485

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