



WHY...

8 Painters in Every 10 use DUTCH BOY

Here's the answer, most painters give:

8 painters in every 10 use Dutch Boy because it safeguards their reputations for quality work...because it gives beautiful, long-lasting paint jobs...because it makes a paint that doesn't crack or scale—a paint that has the advantage of wearing down smoothly, by gradual chalking, leaving a perfect surface for the next painting job.

Dutch Boy White-Lead comes as both soft and heavy paste...in 12½, 25 and 50 lb. pails and 100 lb. kegs.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 900 W. 16th St.; Cincinnati, 639 Freeman Ave.; Cleveland, 820 W. Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 2240-2262 St.; Boston, National-Boston Lead Co., 209 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 216 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., Widener Building.

Job KD-275—Painter & Decorator—January & July, 1931

N 28032

0000-NLI-000014303

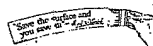
90

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

**8
PAINTERS
IN EVERY
10**

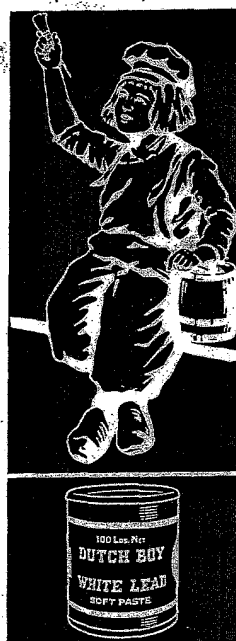
USE DUTCH BOY...

GENERATIONS of painters and property-owners have recognized pure white-lead as the most satisfactory means of protecting and beautifying exterior surfaces. 8 Painters in Every 10 Use Dutch Boy White-Lead because it makes a paint that does not crack or scale—that has the advantage of wearing down smoothly, by gradual chalking, leaving an excellent surface for repainting.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th St.; Boston, National Boston Lead Co., 800 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.



KD-274—Painter and Decorator—February and August, 1931

N 28032.01

0000-NLI-000014304

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York



BECAUSE painters know paint and what it should do—how it should protect—how it should beautify—how it should last—they use Dutch Boy... 8 out of every 10 of them. Dutch Boy White-Lead makes paint that doesn't crack or scale but wears down smoothly by gradual chalking, leaving a perfect surface for repainting.

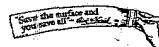
NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago, 908 West 18th St.—Cincinnati, 659 Freedom Avenue—Cleveland, 100 West Superior Avenue—St. Louis, 722 Chestnut St.—San Francisco, 2240 24th Street—Boston, National-Boston Paint Co., 100 Allen Street—Pittsburgh, National Lead & Oil Co. of Pennsylvania, 316 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., 1000 Arch Street



...and no one

knows paint like a painter



KD 373—Painter & Decorator—April—Oct.—1931

N 28032.02

0000-NLI-000014306

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

8 PAINTERS
in every **10**

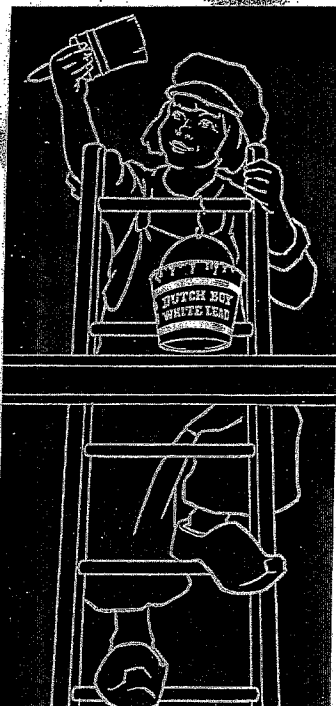
use **DUTCH BOY**

(According to an impartial, country-wide survey)

PAINTERS value Dutch Boy as a "reputation-protector". They appreciate the importance of using paint that gives customers long-wearing, good-looking paint jobs. They know that reputations for quality work help get profitable jobs. That's one reason 8 painters in every 10 use Dutch Boy.

Here's another reason: Dutch Boy makes paint that doesn't crack or scale—pure white-lead paint that has the advantage of wearing down smoothly by gradual chalking, leaving a perfect surface for repainting.

8 Painters in every 10 use Dutch Boy! Do you?



DUTCH BOY WHITE-LEAD



NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak St.—
Chicago, 500 West 16th St.—Cincinnati, 609 Freeman
Avenue—Cleveland, 820 West Superior Avenue—
St. Louis, 722 Chestnut St.—San Francisco, 2240
24th Street—Boston, National-Boston Lead Co.,
300 Albany Street—Pittsburgh, National Lead & Oil
Co., of Pennsylvania, 316 Fourth Ave.—Philadelphia,
John T. Lewis & Bros. Co., Widener Building.



KD-411—Painter & Decorator, May, Nov., 1931

N 28032.03

0000-NLI-000014307

8 PAINTERS IN EVERY 10

USE DUTCH BOY

(According to an impartial, country-wide survey)

JUST as a carpenter has his favorite saw, a plumber his favorite wrench, so does a painter have his favorite paint material.

Dutch Boy White-Lead is used by 8 painters in every 10 ...and there are many good reasons why. For instance:

It protects their reputations for quality work. It makes good looking, long-lasting paint. It makes paint that does not crack or scale but wears down smoothly by gradual chalking, leaving a perfect surface for repainting.



...AND NO ONE
KNOWS PAINT
LIKE A PAINTER

Save the money and
you save all - Dutch Boy



NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago, 909 West 16th St.—Cincinnati, 659 Freeman Avenue—Cleveland, 820 West Superior Avenue—St. Louis, 722 Chestnut St.—San Francisco, 2240 24th Street—Boston, National-Boston Lead Co., 300 Albany Street—Pittsburgh, National Lead & Oil Co. of Pennsylvania, 316 Fourth Ave.—Philadelphia, John T. Lewis & Bros. Co., Widener Building.

Job KD-415—Painter & Decorator—June—December, 1931

N 28032.04

0000-NLI-000014308