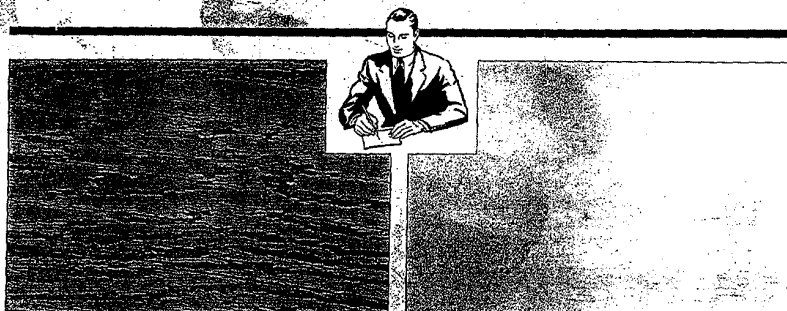


Proof from
Marschalk & Pratt, Inc. 369 Lexington Ave., N.Y.C.

"CHEAP" PAINT JOB JUST CAN'T BE CHEAP



"CHEAP" PAINT after 4 years

Above: Typical clapboard 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.

DUTCH BOY after 4 years

Above: 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 completely protects the surface. No burning and scraping required here at repaint time.

● Four years ago this man had his house painted with "cheap" paint and thought he was getting a bargain. Now look at the left photograph and you'll know why his "cheap" paint job just wasn't cheap. Observe how the "cheap" paint has gone to pieces...cracked and scaled...exposed the wood. Only expensive burning and scraping can put this surface back in shape for repainting. And that's going to cost a pretty penny.

If you want to see the difference between "cheap" paint and Dutch Boy, look at the photograph on the right. Here's a typical four-year-old Dutch Boy White-Lead job still in excellent condition. Notice that it has worn down gradually without cracking or scaling. It still protects the wood from the weather. No burning and scraping needed here!



● Dutch Boy advertising in the big national magazines during 1932 is telling this illustrated story of the vast difference between a Dutch Boy White-Lead job and a "cheap" paint job. Millions of property-owners the country over will read this hard-hitting advertising designed to help you sell more Dutch Boy jobs.

Incidentally, with such evidence available, there can be no uncertainty as to why good painters everywhere prefer pure white-lead paint...and why 8 out of 10 painters use Dutch Boy.

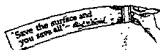
NATIONAL LEAD COMPANY

111 Broadway, New York; 316 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 210 West Superior St., Cleveland; 721 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 6th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

This advertisement appears in the following publications:

Painters Magazine, May, November, 1932
American Painter & Decorator, May, November
Master Painter & Decorator, May, November

KD-478
Painter & Decorator, May & Nov., 1932



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

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