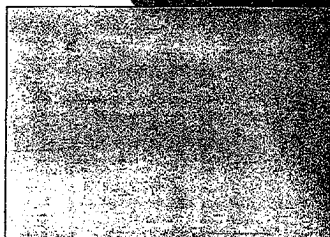


Proof from
Marschalk & Pratt, Inc. 369 Lexington Ave., N.Y. C.

A DUTCH BOY job doesn't call for the blow torch



Four years ago this clapboard surface was painted with Dutch Boy White-Lead. Notice the excellent condition of the paint which still completely protects the surface. No cracking and no scaling. No burning and scraping required here at repaint time. Is there any other paint that can match this performance?



The Carter brand of pure white-lead is also sold by National Lead Company. Whether your customers purchase 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; 590 West 10th Street, Chicago; 659 Foreman Avenue, Cincinnati; 220 West Superior Avenue, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Company, 200 Albany Street, Boston; National Lead & Oil Co. of Pa., 216 Fourth Avenue, Philadelphia; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

Examine carefully the photograph at left of a clapboard surface painted with Dutch Boy White-Lead four years ago. Notice that the film is still in excellent condition. Naturally, the paint shows some signs of weathering after four years' exposure, but there's no cracking and no scaling. Here's proof that a Dutch Boy paint job stands up in a superior way...that it doesn't call for burning off with the blow torch at repaint time.

As long as you or your customers can remember, paint made with pure white-lead has maintained an unchallenged reputation for wearing qualities. The experience of thousands of users...of property owners and good painters everywhere...proves that Dutch Boy gives complete surface protection for years on end. It does not crack or scale. It wears down smoothly by gradual chalking and provides an excellent surface for repainting.

Is it any wonder that property owners everywhere prefer pure white-lead paint, or that 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.



This advertisement appears in the following publications:

Hardware Age, April 21, 1932
Hardware Retailer, May
American Paint & Oil Dealer, April, October
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