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Bargain Counter Paints Are No Bargains

PAINTERS who know paint best are master painters. They work on the common sense basis that years of experience determine what a paint job costs.

What does it profit you for example to get a job done with "cheap" paint - bargain counter paint - for \$250 that lasts perhaps two years at \$125 a year, when a Dutch Boy job costs only \$270 and lasts at least ten years at \$27 a year?

What does it profit you if your paint job costs \$20 less in the beginning but \$240 more in the end - this means an extra \$220 for yourself. "Cheap" paint at \$125 a year for four years costs \$500. Dutch Boy for the same period costs \$270 - a four year saving of \$230!

What does it profit you if in addition the "bargain counter" paint doubles your costs at new repainting time by cracking and peeling, which means extensive painting and scraping? While Dutch Boy wears down smoothly by gradual chalking, leaving a perfect surface for repainting.

No wonder 8 painters in every 10 with a Dutch Boy paint the as well as paint entrance Dutch Boy White Lead.

8 PAINTERS IN EVERY 10
USE DUTCH BOY
as well as paint the as well as paint entrance Dutch Boy White Lead
AND SO ONE PAINTS PAINT LIKE A PAINTER

where appears in the following publications:
Collier's Weekly, March 11th
Better Houses and Gardens, April

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