



This is advertisement No. 2 in the Dutch Boy campaign for 1931. It will appear in magazines having a total circulation of 8,500,000—Collier's, Apr. 11; Saturday Evening Post, Apr. 18; American Magazine, May; Better Homes and Gardens, May.

The aim of this advertisement, and of all the others in the series, is to show property-owners that "cheap" paint is expensive . . . that they will save money by using the best paint and having it applied by an experienced painter. In other words, this is advertising designed to develop business for the master painter and also for the dealer interested in selling high-grade painting supplies.

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"Cheap" Paint Costs Less ONLY

YOU can't figure paint cost by the dollar alone," said the painter to the house-owner decisively. "You've got to take years into account too."

"As simple as two and two. I could apply a 'cheap' paint for say \$250. That figure may sound low when you think only in dollars but it's high when you think in years as well. Why even if the 'cheap' paint lasts two years your cost is \$125 a year."

"Now consider a Dutch Boy White-Lead paint job at say \$270 and let's assume that it will stand up for four years. That's \$67.50 a year. I have known it to last five and even six. But four years is a safe average. That's four years for \$270. That's \$67.50 a year. And that isn't all. You'll tell me that your cost at next re-scaling which means scraping. A Dutch Boy White-Lead because of wearing down amounts to a perfect 8 painters in every requirement of a good paint job."

8 PAINTERS IN EVERY USE DUTCH BOY

AND NO ONE KNOWS PAINT LIKE A PAINTER

(According to an impartial, non-partisan survey)

NATIONAL LEAD COMPANY—New York, 111 Broadway — Buffalo, 314 Oak Street — Chicago, 655 Franklin Avenue — Cleveland, 430 E. 14th Street — Detroit, 228 E. 14th Street — St. Louis, 728 E. 14th Street — San Francisco, 455 Market Street — Seattle, 111 Broadway — Washington, 111 Broadway — Boston, National Bureau of Paints, 100 Albany Street — Philadelphia, National Lead & Oil Co., 100 N. 2nd Street — Pittsburgh, National Lead & Oil Co., 100 N. 2nd Street — St. Paul, 111 Broadway — Toledo, 111 Broadway — Youngstown, 111 Broadway — John T. Lewis & Son, Inc., 111 Broadway