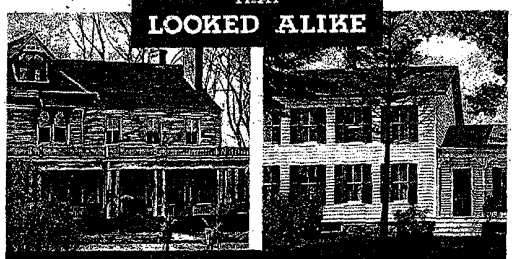
Look at these two buckets of paint. Not much to choose between them, is there, as far as appearance goes! Judged by looks alone, their similarity might fool anyone. But appearances can deceive.

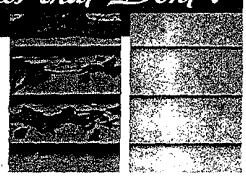


TWO BUCKETS OF PAINT THAT LOOKED ALIKE

Look what came out of the buckets! When the jobs were finished, they, too, looked alike. But now what a difference between them: A big difference in appearance and a big difference in cost.



-two Painted Homes that Don't!



LOW-GRADE PAINT — *All through 5½ years after painting. The owner of this place must repaint immediately to protect his buildings. And he must first burn and scrape off the old paint. Then put on a new priming coat.*

DUTCH BOY — *Still good 4 years after painting. This house is in the same northern Indiana section as the place painted with low-grade paint. No need to burn and scrape Dutch Boy. No need for a new priming coat.*

THE man who chose his paint from the wrong bucket knows *now* that he made a bad mistake.

Just 2½ years after he painted, he faces doing it over again.

But before he starts, he must burn off what's left of the low-grade paint he once picked for a bargain. And burning and scraping call for a new priming coat, too.

Compare this with his neighbor's paint—Dutch Boy White-Lead. After 4 years it's still good for a lot of wear.

Dutch Boy resists the weather and wears down stubbornly by gradual chalking which leaves a smooth, perfect surface . . . and so requires no burning and scraping . . . no new priming coat . . . at repaint time.

It's easy to make good paint with Dutch Boy All-Purpose Soft Paste. You simply stir in the proper thinner and in just a few minutes, there's your paint ready to use. Indoors or outdoors. Moreover, you can tint it quickly and easily to any color you want.

ONLY **$2.30*** *per gal.*

That's all it costs for pure white-lead paint. Easy to mix, too, from Dutch Boy All-Purpose Soft Paste.

*This price (as of February 1934) varies somewhat depending on buyer's distance from producing centers.

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