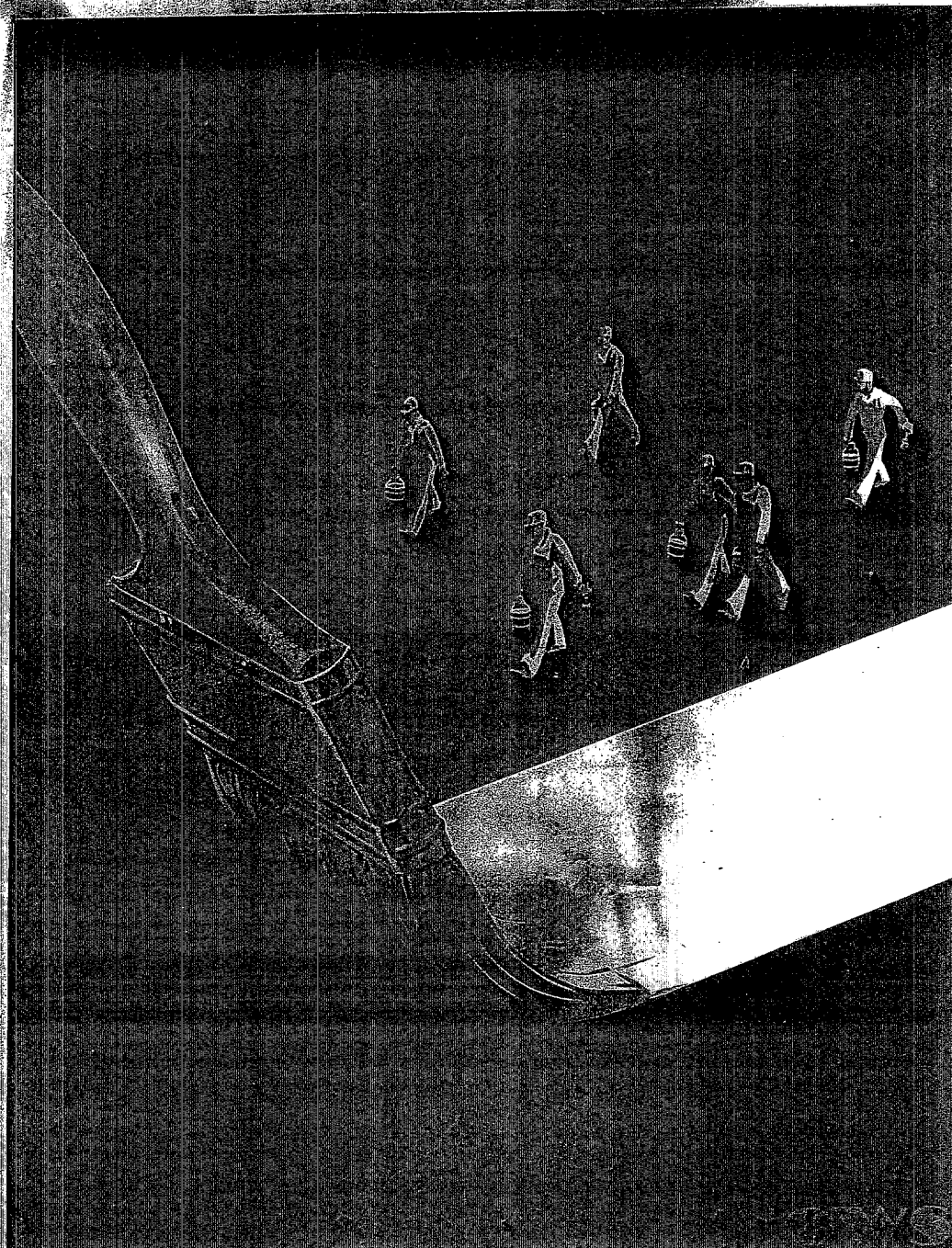




N 27988

This advertisement appears in the following
The Saturday Evening Post, May 16th
The American Magazine, June , Better

USE DUTCH

Paint Arithmetic Argues Against Cheap Paint

The amount you pay for paint or for a paint job doesn't determine how much it costs. Years it wears are the determining factor.

If you use a "cheap" paint on your house—say \$250 for the job, and get as much as two years' service out of it, you do get "cheap" paint but you don't *do* a cheap paint job—not when you pay for it at the rate of \$125 a year.

If a Dutch Boy paint job, on the other hand, at say \$250, stands up only four years—and most painters claim it is good for at least five or six—your paint cost is only \$67.50 a year.

And mark these important facts too: These ten or any extra year that Dutch Boy lasts—beyond a year beyond four—you save an additional \$125. Second, the "cheap" paint may double your cost at next repainting time by sanding and scaling, which means expensive laboring and scraping. A Dutch Boy job has the advantage of wearing down smoothly by gradual chalking, leaving a perfect surface for repainting.

After all, the answer to the painting problem is found in this simple statement of fact: 16 painters in every 10 use Dutch Boy White Lead.

Write for free booklet, "The House We Live In," which gives suggestions on the decoration and protection of the home. Address the branch office nearest your home.

NATIONAL TRADING COMPANY

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 May 10th Collier's Weekly, May 9th
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