

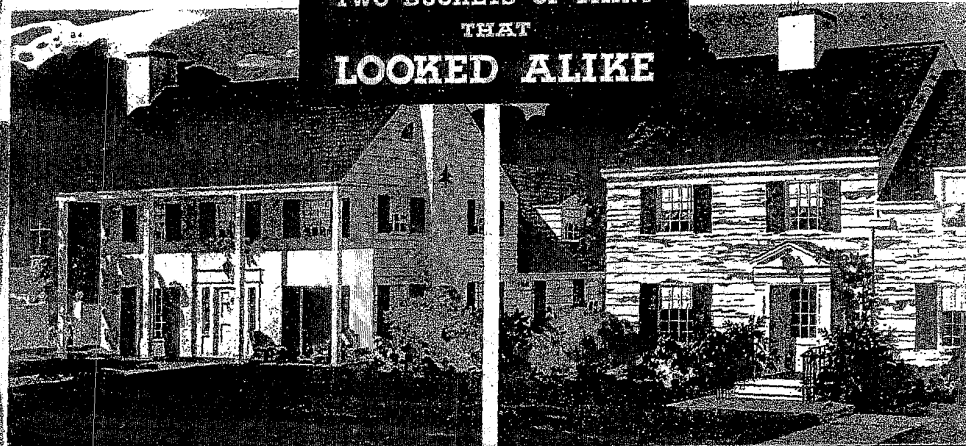
Collier's, The National Weekly



Look at these two buckets of paint. Not much to choose between them, is there, as far as appearance goes? Judged by looks alone, they might fool anyone. But appearances are often deceiving.

Look what came out of the buckets! When the two 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 BUCKETS OF PAINT THAT LOOKED ALIKE



-two Painted Homes that Don't!

"HA", chuckled the man who got his paint job out of the wrong bucket, "I'm \$50 ahead. And can I use \$50!"

Now, after 2½ years, his paint job which cost \$125 is all through. (See actual photograph at right.) And before repainting, he has to pay \$75 for burning off what's left of his "cheap" paint... a total of \$200. That's \$30 a year. A priming coat, needed before new paint can be put on, will add still further to the cost.

And his neighbor? After 4 years, his paint... Dutch Boy White-Lead... is still good. He paid \$175... less than \$44 a year up to now.

What's more, at repaint time he'll pay for no burning and scraping. Nor for a new priming coat either. Because Dutch Boy does not crack



and scale. Instead, it resists the weather... wears down stubbornly by gradual chalking, which leaves a smooth, unbroken surface for new paint.

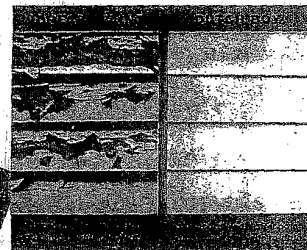
Play safe. See a Dutch Boy painter. He mixes Dutch Boy to meet the requirements of your job and tints his paint to the exact color you specify. No one knows paint like a painter.

The free booklet below is full of money-saving suggestions. Shows you what to look for. How to pick the right painter. How to order your painting job out of the right bucket! Send for it. Address your request to Dept. 108, nearest branch.

NATIONAL LEAD COMPANY

211 Broadway, New York; 115 Oak St., Buffalo; 500 West 10th St., Chicago; 606 Fremont Ave., Cincinnati; 130 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 226 94th St., San Francisco; National-Boston Lead Co., 809 Albany St., Boston; National Lead & Oil Company of Penna., 218 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

In the left panel below, you see a paint job that 2½ years ago looked like the one shown. Today, it has cost almost twice as much per year as the Dutch Boy job shown in the right panel... same type of house in the same mid-western city.



DUTCH BOY WHITE-LEAD

Good Paint's Other Name



KD-2496—Saturday Evening Post, April 27, 1934

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