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NLI 114603

Fresh... Lasting Beauty

with Dutch Boy's sensational

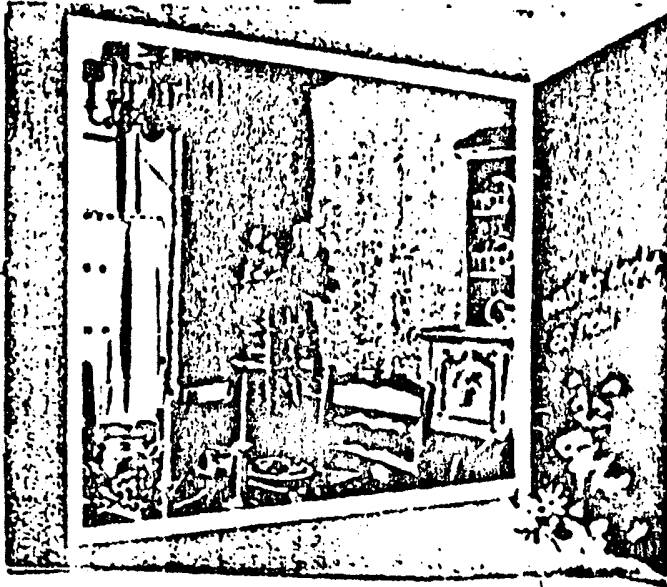
one-coat wonder... *Wimover*

'Dutch Boy' Wimover is the quality interior flat paint... made only of fine oils and pigments. Its high-hiding formula will cover most surfaces in just one coat!

Wimover can be washed easily, because dirt does not penetrate the paint film... and, separately, because of the durable quality engineered right into the paint itself.

This modern paint is designed to go on tight, even painted surfaces... and forms a perfectly sealed base for economical one-coat painting in the future.

You'll be happy inside, tomorrow... if you Wimover today!



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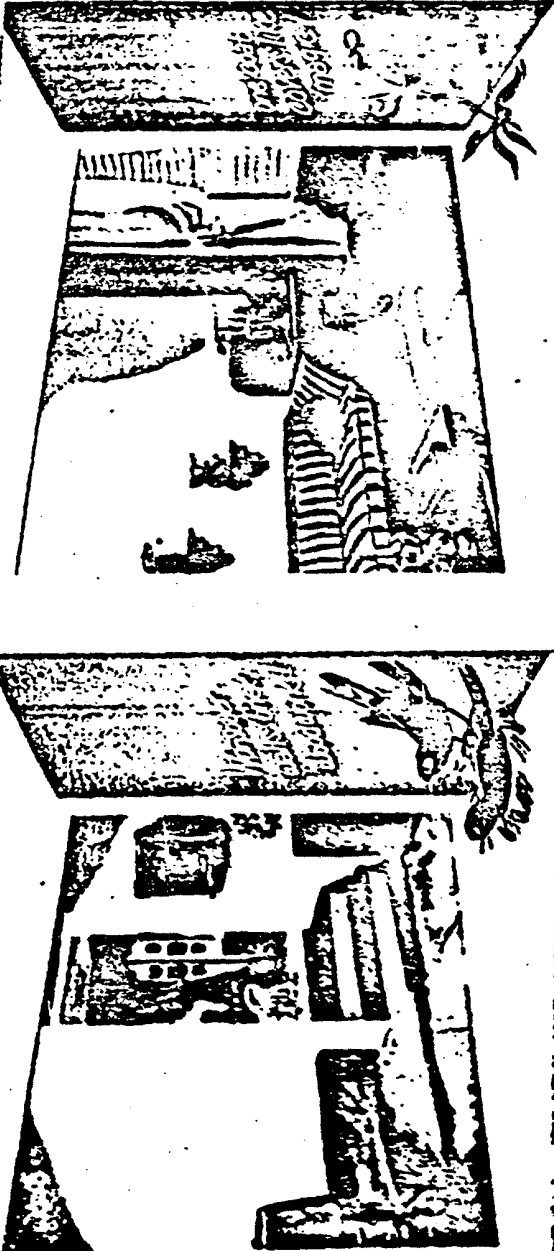
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Dear Customer —

... and if you're not yet a customer of ours, this letter is especially for you, because your home will be needing a Spring Tonic soon.

A sparkling new paint job gives you a lift when you look at your house... and, it protects your property ... increases the fair cash value more than the cost of painting.

We do more than just sell paint. We like to talk about painting. Bring your painting problems to us soon... and be sure and ask us to show you the colors in the "Dutch boy" line.

Your Dutch boy Dealer



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Wonsover spreads spring throughout the house!



BE HAPPY INSIDE! Bring indoors ... to the walls of your home, colors as soft and fresh as the new buds of Spring ... tones rich and subtle as the best blankets of flowers.

BEAUTY IS YOURS ... when you paint with Wonsover, and economy, too. This modern, quality paint covers most surfaces in just one coat! Is washable easily and repeatedly with soap and water!

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NLI 114608



How does a paint achieve such a reputation?
... simply by staying out in front with the finest products it is
possible to produce!

There's more than fine oils and pigments in 'Dutch Boy' paints
... there's research and experience and steady, constant testing.

At Sayville, Long Island, the 'Dutch Boy' outdoor paint testing
project has operated without interruption since 1917.
On over two miles of panels, thousands upon thousands
of paint tests are being observed and recorded right now!

It's this kind of care ... this willingness
to prove and find out that keeps 'Dutch
Boy' — Good Paints Other Name.



FIVE GENERATIONS HAVE SAID IT —

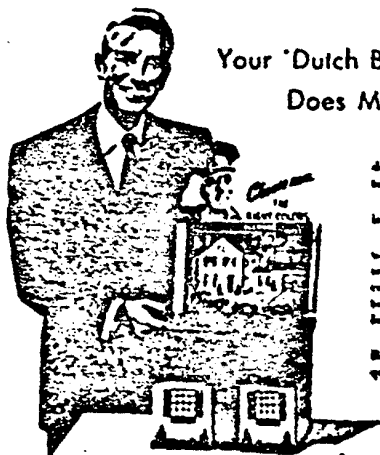
"Dutch Boy" is Good Paints Other Name.



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Your 'Dutch Boy' Dealer Does More Than Sell Paint!



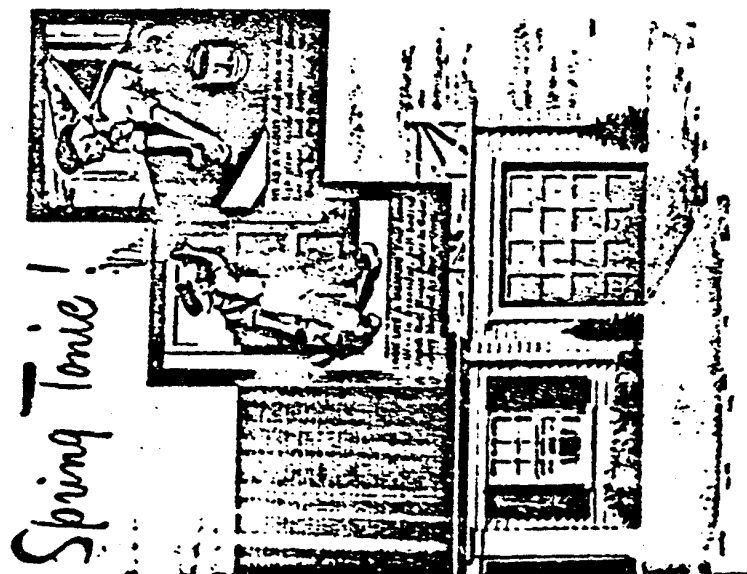
You'll find a better handle from an your 'Dutch Boy' dealer, making you to bring your paint problems to us on.

Who should you select as your consultant on painting? Because . . . we were selected for you!

We don't want to sound self-centered, but that's the way it happened! You see, the makers of 'Dutch Boy' select their very limited number of dealers according to certain high standards . . . business reputation, ability to serve, and knowledge of painting are weighed carefully before a valuable 'Dutch Boy' franchise is awarded.

We're proud to say that we are an Authorized 'Dutch Boy' Dealer . . . ready to help you with your painting questions to the best of our ability, and without obligation.

We will be happy to see you—and to serve you.



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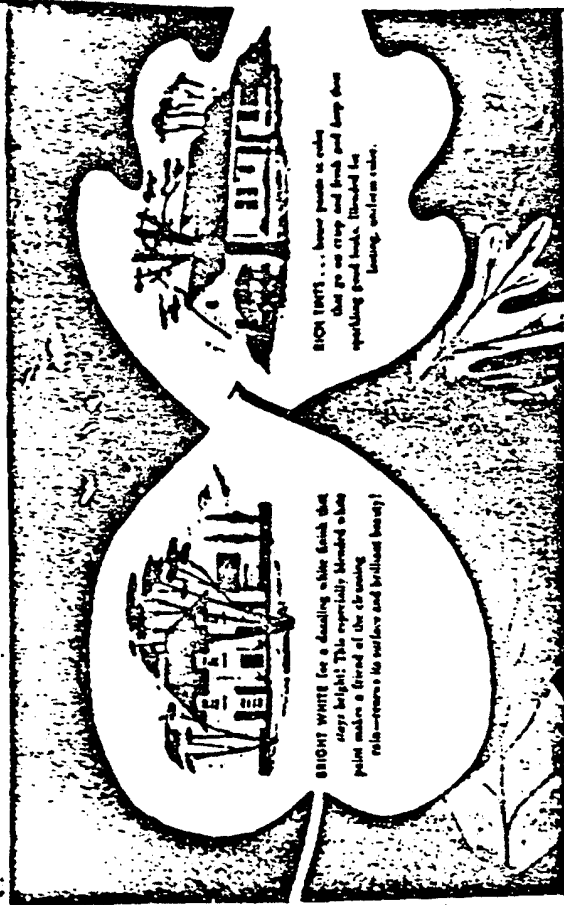
Let us help protect yours with
Dutch Boy paints!



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There's a Dutch Boy
Blended Paint
 that's just right for
 each of these paint jobs!



BRIGHT WHITE for a dazzling white finish that stays bright! This especially blended white paint makes a brand of the atmosphere rain-resistant to surface and brilliant beauty!

BROWN WHITE for a warm, rich and deep tone that goes on crisp and fresh and keeps down everything good looks. Blended for lasting, uniform color.

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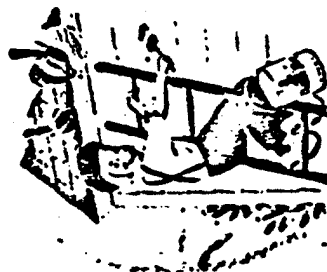
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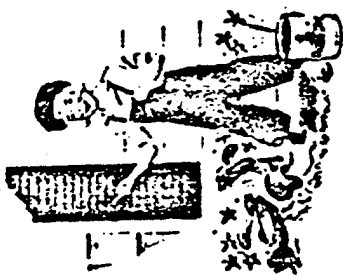
NLI 114613

give your home a Spring Ionic with *Dutch Boy Blendo*

Crisp White... Blendo White does more than paint. It makes the walls of your home look like new. It's the only paint that's always there and so thick.



Bright tints and trim colors... Home Paints in colors that are rich in body, stay strong in color. Such and Trim Paints specially blended to last—keep their colors, brilliant finish.



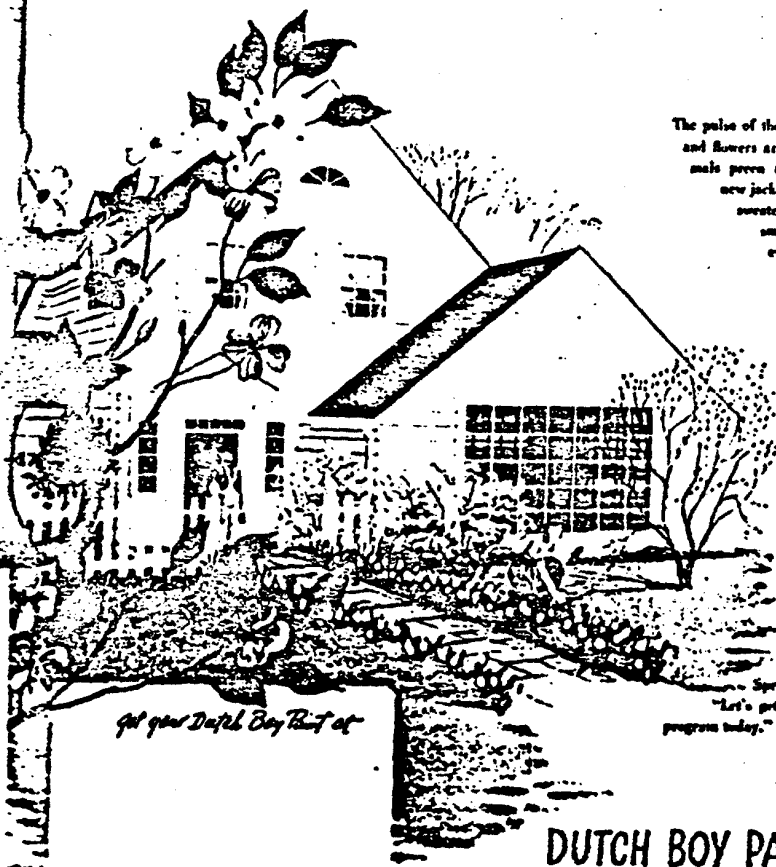
Porch and deck paint... The made and made paint that is blended to stand up under heavy traffic—and heavy weather. A quality that makes them quality in a high place.



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give your home a Spring Tonic with *Dutch Boy Blends*



Get your Dutch Boy Blend at

The pulse of the whole world is quickening — trees and flowers are putting on new dresses — the animals peep their coats — the young men wear new jackets and girls — the girls wear bright sweaters and socks and seem to like being smiled at — there's beauty blossoming everywhere. It's Spring!

And Spring is clean-up and paint-up time. Of course you want your home to be beautiful ... to reflect the joy of living ... perhaps you're even saying, "It sure would be nice to do that painting now — this Spring — but ..."

If you are thinking along this line, remember — "It's more expensive not to paint!"

Well-painted property is protected property, and increases in value more than the cost of painting!

So get in step with Nature. Freshen up in new Spring beauty and know that you're protecting your investment.

Spraying on your "Dutch Boy" colors, "Let's get together and plan your painting program today."

DUTCH BOY PAINTS
Good Paint's other name



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NLI 114617