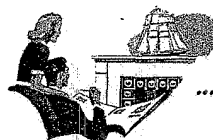




It's like we're living in
A HOME OF OUR OWN



...Let's keep it lovely with the NEW "DUTCH BOY" BLENDED PAINT

The home you care for best... deserves the best of care.

And when it comes to paint, that means the new "Dutch Boy" BLENDED Paint.

For no finer exterior paint has ever been mixed by the "Dutch Boy's" careful hand. In colors or white... it's blended just right... to stay sparkling bright!

Blended To Do Different Jobs Extra Well...

Why blended paint? Because different types of service require different kinds of paint. For maximum beauty and protection, white house paint cannot be made like trim colors... nor tints like porch and deck paint.

That's why Dutch Boy blending brings you a completely new line of outside paints—each individually blended by paint chemists to do its own special job especially well.

1. Brilliant Bright White blended to stay white. 2. Crisp, true Tints blended to stay fresh. 3. Gay, glossy Trim Colors blended to stay bright. 4. Tough Porch and Deck Paint blended to stand wear. 5. New, improved Primer blended to cover well and hug tight.

These new "Dutch Boy" blends are the result of 31 years of continuous outdoor paint tests... the longest research project of its kind. Thus, in colors as in white, "Dutch Boy" is *Good Paint's Other Name*.

See your "Dutch Boy" Dealer today... look for his name in your classified telephone directory.

1. **Blended** Bright White Stays White! "Dutch Boy" Bright White is self-cleaning. The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding. Gives a dazzling white finish.
2. **Blended** TINTS Stay Fresh! "Dutch Boy" Tints go on crisp and fresh... and they go on staying crisp and fresh. Specially blended to assure lasting, uniform color so they'll keep their sparkling good looks.
3. **Blended** TRIM COLORS Stay Bright! "Dutch Boy" Sash and Trim Colors add the finishing touch to your home's protection. They're blended to hold their gloss... to stay bright and gay. Ideal for garden furniture, too.
4. **Blended** PORCH AND DECK PAINT Stands Wear! "Dutch Boy" Porch and Deck Paint is blended to stand up under the kicking around this type of paint gets from foot traffic and bad weather.
5. **Blended** PRIMER Covers Well and Hugs Tight! An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat paint job, even on unpainted wood.

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 28, care of the nearest office listed below.



Mail Coupon Today...

NATIONAL LEAD COMPANY.
Dept. 28 (Address nearest branch) New York 6;
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Lead Co. of Mass.); Philadelphia 7 (John T. Lewis &
Bros. Co.); Pittsburgh 12 (National Lead Co. of Pa.).

Please send me a free copy of your new color-illustrated booklet: "Blended" Beauty For Your Home.

Name.....

Address.....

City..... Zone..... State.....

MADE BY THE MAKERS OF THE FAMOUS "DUTCH BOY" WHITE LEAD

*The Home You Love
Gives Your Heart a Lift*



*In Colors or White
It's Blended just Right
To Stay Sparkling Bright!*

**The New "Dutch Boy" *Blended* Paint
gives Your Home a Lift that Lasts!**

Home... the place you love the best... what a lift you get when you see it blossom anew in freshly-painted loveliness!

Keep it that way with the paint that's *blended just right*... in colors or white... to stay sparkling bright... the new "Dutch Boy" Blended Paint.

***Blended* Right to do Each Job Right...**

Why *blended* paint? Because different types of service require different kinds of paint. For maximum beauty and protection, white house paint cannot be made like trim colors... nor tints like porch and deck paint.

So the "Dutch Boy" gives you a completely new line of outside paints... each individually blended by paint chemists to do its own particular job just right:

1. Dazzling Bright White, *blended* to stay white. 2. Sparkling Tints *blended* to stay fresh and true. 3. Gay, glossy Trim Colors *blended* to stay smart and bright. 4. Tough, durable Porch & Deck Paint *blended* to resist hard wear. 5. Special "Dutch Boy" Primer, *blended* to seal the surface, cover better and hug tight.

These splendid new "Dutch Boy" Blended Paints are the result of over 30 years of continuous outdoor paint tests... the longest research project of its kind. So remember, your home's best friend is the "Dutch Boy" blend.

See your "Dutch Boy" Dealer now... look for his name in your classified telephone directory.

1. BRIGHT WHITE *Blended* to Stay White! "Dutch Boy" Bright White is *self-cleaning*. The surface continually renews itself... paints safe to wash away dirt. See a new standard for hiding! Gives a dazzling white finish!

2. TINTS *Blended* to Stay True! "Dutch Boy" Tints go on crisp and fresh... and they stay crisp and fresh! Specially blended to assure lasting, uniform color, they keep their sparkling good looks!

3. TRIM COLORS *Blended* to Stay Bright! "Dutch Boy" Sash and Trim Colors add the finishing touch to your home's protection. They're blended to hold their gloss... to stay bright and gay! Ideal for garden furniture, too.

4. PORCH & DECK *Blended* to Stand Wear! "Dutch Boy" Porch & Deck Paint is blended for extra toughness. It laughs at punishment from foot traffic and weather!

5. PRIMER *Blended* to Cover Well and Hug Tight! An undercoat of great sealing and hiding power, this holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat paint job, even on unpainted wood!

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 33, care of the nearest office listed below.



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(National Lead Co., ed. Mass.); Philadelphia 7 (John
T. Lewis & Bros. Co.).

Please send me a free copy of your new color-illustrated booklet: "Blended" Beauty For Your Home.

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MADE BY THE MAKERS OF THE FAMOUS "DUTCH BOY" WHITE LEAD

To appear in: Collier's, April 10—Saturday Evening Post, April 24—Better Home and Gardens, May—American Home, May, 1948—*

0000-NLI-000015963

N 29260.01



*A HOME where Laughter Lingers
and Loveliness Lingers, too!*

The New "Dutch Boy" Paint is BLENDED to Stay Bright

Your home... that happy blend of beauty and protection... keep it beautiful and protected with the new "Dutch Boy" Blended Paint.

Here's house paint that not only stays on but stays good looking! In Colors or White... it's BLENDED Just Right... to STAY Sparkling Bright!

Specially BLENDED to Fit the Job...

Why is "Dutch Boy" Paint Blended? Because different types of service call for different kinds of paint. To give you house paints with the greatest beauty and protection, the white cannot be made like the trim colors... nor the tints like the porch and deck paint.

Now the "Dutch Boy" brings you the completely new line of outside paints described at the right... each scientifically blended by paint experts to do its own special job especially well.

"Dutch Boy" Blended Paints are the triumph of more than 30 years of continuous outdoor paint tests... the longest research project of its kind. So remember, your home's best friend is the "Dutch Boy" Blend.

See your "Dutch Boy" Dealer now... look for his name in your classified telephone directory.

1. BRIGHT WHITE Stays White—it's BLENDED!

"Dutch Boy" Bright White is self-cleaning! The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for shining and for a dazzling white finish that stays white!

2. TINTS Stay True—they're BLENDED!

"Dutch Boy" Tints go on crisp and fresh... and they stay crisp and fresh! Specially blended to assure lasting, uniform color, they keep their sparkling good looks!

3. TRIM COLORS Stay Bright—they're BLENDED!

"Dutch Boy" Sash and Trim Colors add the finishing touch to your home's protection. They're blended to hold their gloss... to stay bright and gay! Ideal for garden furniture, too.

4. PORCH & DECK Stands Up—it's BLENDED!

"Dutch Boy" Porch & Deck Paint is blended for extra toughness. It stands up under heavy foot traffic and weather!

5. PRIMER Seals, Hides and Holds—it's BLENDED!

An undercoat of great sealing and hiding power that holds fast! When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat paint job, even on unpainted wood!

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 37, care of the nearest office listed below.



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Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.).

Please send me a free copy of your new color-illustrated booklet: "Blended" Beauty For Your Home.

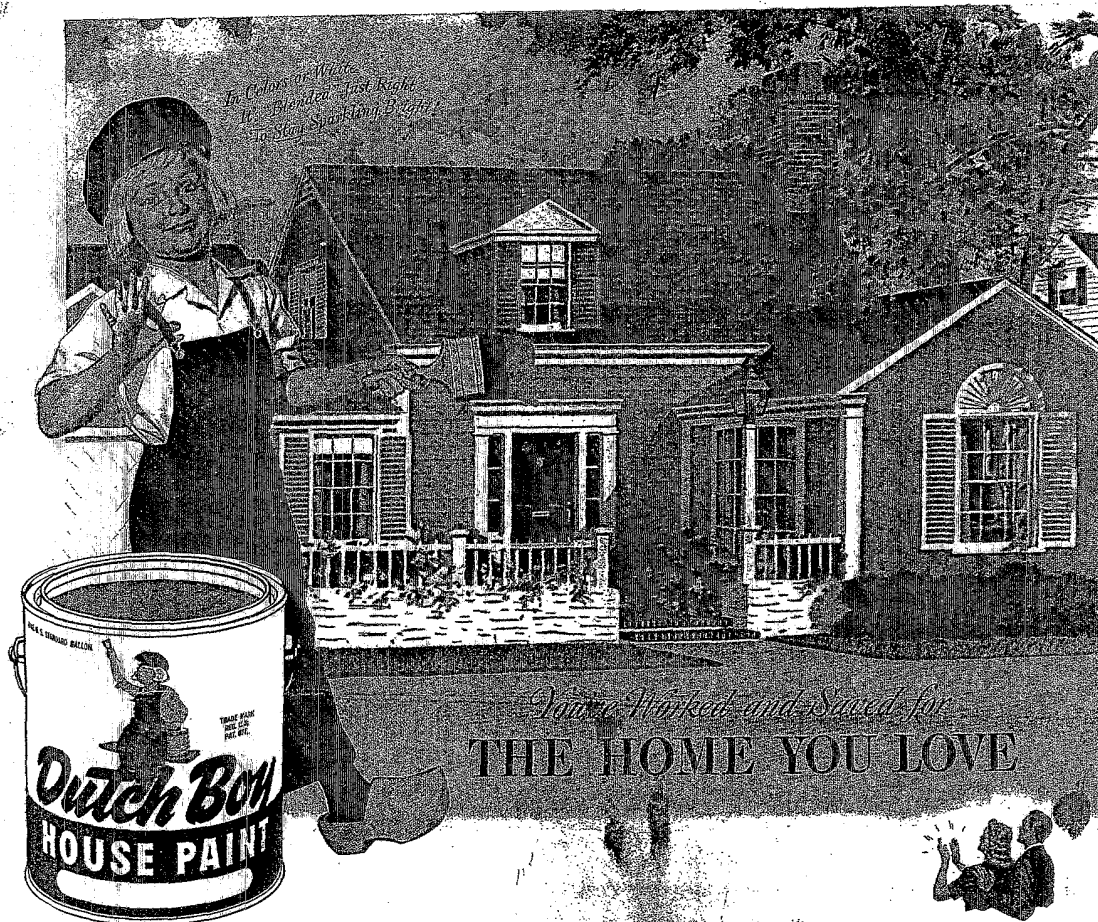
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MADE BY THE MAKERS OF THE FAMOUS "DUTCH BOY" WHITE LEAD

0000-NLI-000015964

To appear in: Collier's, May 8—Saturday Evening Post, May 22—Better Homes and Gardens, June—American Home, June, 1948—★

N 29260.02



You've Worked and Saved for THE HOME YOU LOVE

New "DUTCH BOY" Blended PAINT Keeps Your Home Looking the Way You Love it!

Your lovely home of dreams-come-true . . . keep it ever bright as new.

Help it smile through the years . . . with the new "Dutch Boy" Blended Paint. In Colors or White . . . It's **BLENDED** Just Right . . . to Stay Sparkling Bright!

Specially Blended to do Each Job Especially Well

Why is "Dutch Boy" Paint blended?

Because different types of service call for different kinds of paint. Paint chemists know that, for lasting beauty, white house paint cannot be made like trim colors. Nor can tints be made like porch and deck paint.

That's why the "Dutch Boy" brings you the completely new line of outside paints described at the right . . . each scientifically blended to do its own special job especially well.

These new "Dutch Boy" Blended Paints are backed up by more than 30 years of continuous outdoor paint tests . . . the longest research project of its kind. So remember, in colors or white, "Dutch Boy" is *Good Paint's Other Name*.

See your "Dutch Boy" Dealer now . . . look for his name in your classified telephone directory.

1. Blended BRIGHT WHITE Stays White! "Dutch Boy" Bright White is blended to make it self-cleaning! The surface continually renews itself . . . permits rain to wash away dirt. Sets a new standard for hiding and for a dazzling white finish that stays white!

2. Blended TINTS Stay Fresh! "Dutch Boy" Tints go on crisp and fresh . . . and they go on staying crisp and fresh. Specially blended to assure lasting, uniform color, they keep their sparkling good looks!

3. Blended TRIM COLORS Stay Bright! "Dutch Boy" Bash & Trim Colors add the finishing touch to your home's protection. They're blended to hold their gloss . . . to stay bright and stay ideal for garden furniture, too.

4. Blended PORCH & DECK PAINT Stands Wear! "Dutch Boy" Porch & Deck Paint is blended for extra toughness . . . to stand up under heavy foot traffic and the elements.

5. Blended PRIMER Really Seals, Hides and Holds! An undercoat of great sealing and covering power that holds tight. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat paint job, even on unpainted wood!

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 40, care of the nearest office listed below.



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phia 7 (John T. Lewis & Sons Co.).

Please send me a free copy of your new color-illustrated booklet: "Blended Beauty for Your Home."

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MADE BY THE MAKERS OF THE FAMOUS "DUTCH BOY" WHITE LEAD

To appear in: Collier's, June 5—Saturday Evening Post, June 5—Better Homes and Gardens, July—American Home, July, 1948—★

0000-NLI-000015965

N 29260.03



The Old Masters Blended their Paint for Lasting Beauty

Picture Your Home in the New "Dutch Boy" BLENDED Paint!

Like a lovely masterpiece, your home can *keep* its beauty through the years . . . painted with the new "Dutch Boy" Blended Paint.

For, here is paint which not only stands out but stands up. In Colors or White . . . it's "Blended" Just Right . . . to STAY Sparkling Bright!

Why is "Dutch Boy" Paint BLENDED?

For lasting beauty, different types of use call for different *kinds* of paint. To keep their freshness, *mixed* house paints must be blended differently from *white*. To stay bright and gay, *trim colors* must be blended differently from *porch and deck* paint.

Therefore, the "Dutch Boy" now brings you a completely new line of blended paints . . . each *scientifically blended like a prescription* to do its own special job especially well. Read why, at the right.

Each of these paints is an achievement based on more than 30 years of continuous outdoor paint tests . . . the longest research project of its kind. So remember, your home's best friend is the "Dutch Boy" Blend.

Call your "Dutch Boy" Dealer today! Look up his name in your classified telephone directory.

1. BLENDED BRIGHT WHITE Stays White!

"Dutch Boy" Bright White is specially blended to make it self-cleaning! The surface continually renews itself . . . permits rain to wash away dirt. Sets a new high standard for hiding and for a dazzling white finish that stays white!

2. BLENDED TINTS Stay Bright!

"Dutch Boy" Tints go on crisp and fresh . . . and they stay crisp and fresh! Expertly blended to assure lasting, uniform color, they keep their sparkling good looks!

3. BLENDED TRIM COLORS Stay Bright!

"Dutch Boy" Sash & Trim Colors add the finishing touch to your home! They're blended to hold their gloss and stay bright. Wonderful for garden furniture, too!

4. BLENDED PORCH & DECK PAINT Stands Up!

"Dutch Boy" Porch & Deck Paint is blended for extra toughness. It stands the gaff of heavy foot traffic, laughs at weather and scrubbing!

5. BLENDED PRIMER Seals, Hides and Holds!

An undercoat of great sealing and hiding power that holds fast! When used under a top coat of "Dutch Boy" Bright White or Tints, you get a superior two-coat job, even on unpainted wood!

MADE BY THE MAKERS OF THE FAMOUS "DUTCH BOY" WHITE LEAD

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 45, care of the nearest office listed below.



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To appear in: Saturday Evening Post, September 11—Better Homes and Gardens, September, 1948—★

N 29260.04

0000-NLI-000015966