


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

NATIONAL LEAD COMPANY: New York 6; Buffalo 8; Chicago 8; Cincinnati 8; Cleveland 13; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.); Pittsburgh 30 (National Lead Co. of Pa.).

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# It's New... It's Blended to Stay Bright... It's the New "Dutch Boy" BLENDED Paint!

*In Colors or White It's Blended Just Right To Stay Beauty-Bright.*



The news has been leaking out... but now the lid is off!

The "Dutch Boy" announces *"Blended" Paint.*

It's a completely new line...in *colors and white...*

It's an entirely new kind of "Dutch Boy" House Paint . . . *blended* just right to stay beauty-bright. Blended by the master hand of the "Dutch Boy", with all his years of experience in bringing you fine paint to protect America's homes. Blended of exactly the right ingredients to help you put a sparkling smile of beauty on the face of a home and keep it there.

## 3 Different Blends for 3 Different Jobs...

*Why* is the new "Dutch Boy" Paint blended?

Because three different types of service are required of house paint. And blending gives you three different types of paint, specially designed for maximum beauty-life in each.

The new "Dutch Boy" Blended Paint brings you these three kinds of paint at their blended best:

1. Dazzling *White,* blended to clean itself and stay white.
2. Sparkling *Tints,* blended to stay fresh and true.
3. Gay *Trim Colors,* blended to keep their gloss and cheery brightness.

Each is specially blended to do its job—blended of the right combination of the right ingredients to stand *up* in beauty after it is on, just as it stands *out* in beauty when you put it on.

Born of 30 years of weather-testing with all types of house paint . . . the longest continuous outdoor paint testing project on record . . . these new "Dutch Boy" Blended Paints are blended to go on easy and stay on long. Blended to prove that, in colors as well as white, "Dutch Boy" is *Good Paint's Other Name.*

1.



**Blended for Self-Cleaning White that Stays White:**

"Dutch Boy" Bright White covers amazingly well and gives a dazzling white exterior finish that stays white because the surface continually renews itself—permits rain to wash away dirt.

**Special Tinting White:**

For the benefit of painters who want to mix their own tints, the new paint is also available in a tinting white.

2.



**Blended for Crisp Tints that Stay Beautiful:**

"Dutch Boy" Tints retain their fresh, sparkling look because they are specially blended to assure lasting color and uniformity.

3.



**Blended for Gay Trim Colors that Stay Bright:**

"Dutch Boy" Sash and Trim Colors stay bright and colorful because they are blended to hold their gloss—blended for color permanence. Ideal not only for shutters and trim, but also for lawn furniture, storefronts, railings, fences and decorative metal work.

**Special "Dutch Boy" Blended Primer:**

An undercoat of exceptional sealing and hiding power that holds fast. When used under a finish coat of "Dutch Boy" Bright White or Tints, you get an outstanding 2-coat paint job, even on unpainted wood.