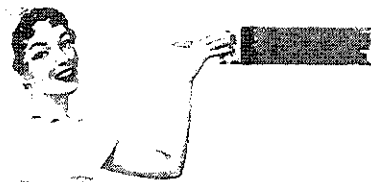




To bed, to bed, you sleepy head in a beautiful "Dutch Boy" Color Gallery room: walls, Florentine Blue; woodwork, Georgian Gray.

A Paint that'll
open your eyes
to "easy-does-it" decorating



...new, odorless "Dutch Boy" Flat Wall Enamel,
the alkyd resin wonder finish!

What's new in paint?

New "Dutch Boy" Flat Wall Enamel!

It's an odorless alkyd resin paint—the last word in modern finishes. And take it from the "Dutch Boy," it will open your eyes to "easy-does-it" decorating.

Easy does it—easy and fast—when you're brushing or rolling on new "Dutch Boy" Flat Wall Enamel. No brushmarks, no lapmarks, no sag.

Easy to get a smooth, slick, uniform finish every time. You just can't go wrong with this brand-new wonder paint—it's as foolproof as paint can be. And one coat's enough for most repaint jobs.

Easy to wash! And repeated cleanings don't "wash out" the rich, fresh beauty of your finish.

Easy to find just the color you want, too. More than 100 smart, lovely hues. And you can also get these same gorgeous colors in satin and high lustre finishes.

At your "Dutch Boy" dealer. His name is listed under "Paint" in your classified telephone directory. See him soon, and today write for a free copy of COUNT ON COLOR.

Live Colorfully with

Dutch Boy

*Reg. U. S. Pat. Off.

PAINTS • ENAMELS • VARNISHES



You pick a color—the new "Dutch Boy"
Color Gallery does the planning

Modish pastels, subtle in-between shades, gorgeous deep tones... your favorite color is at your fingertips in the new "Dutch Boy" Color Gallery. And chips you can take home tell you which colors go together. See the new Color Gallery at your "Dutch Boy" dealer. Pick your color, and let the Gallery do the planning.

NATIONAL LEAD COMPANY
Dept. 321 (Address nearest office)

New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 2; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a Free copy of COUNT ON COLOR—the "Dutch Boy" booklet that shows how the Color Gallery can help "re-shape" rooms, individualize them, make them sing a new high note of beauty.

Name _____
Address _____
City _____

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