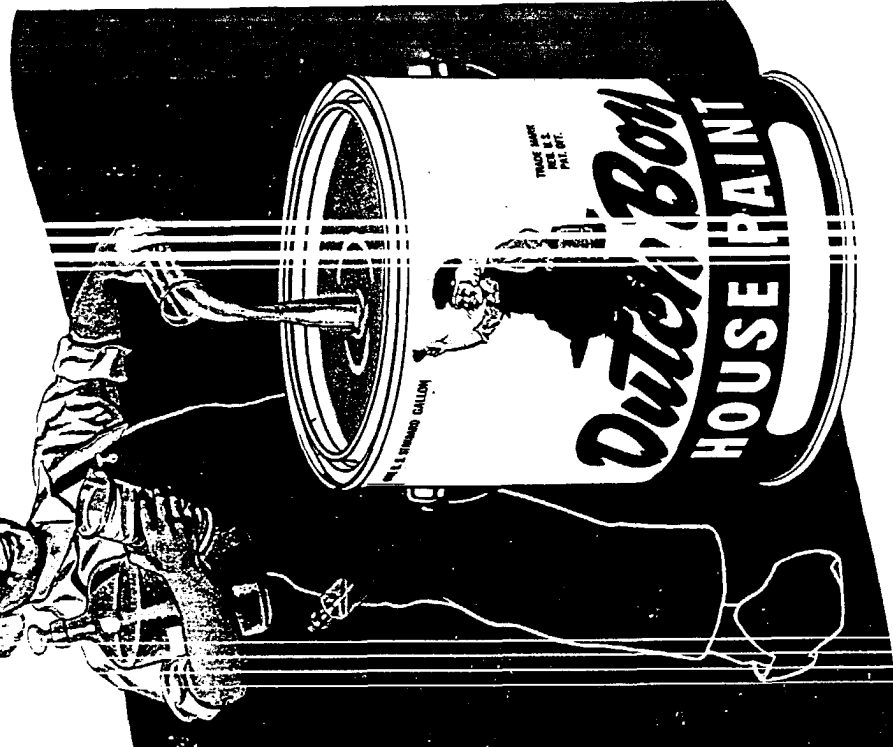


The Trend is to Blend...



You like Blended Coffee...

...Now



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



You like Blended Tobacco...

meet my New "Dutch Boy"
Blended Paint!

In Colors or White
It's Blended Just Right
To Keep Your Homes Bright



It's true of so many good things . . . blending brings out the best.

And now the "Dutch Boy" brings out "Blended" Paint! Here's a completely new line of "Dutch Boy" House Paint . . . in *colors and white* . . . blended by the experienced hand of the "Dutch Boy," whose fine paint has protected America's homes for generations. Blended of the right combination of the right ingredients to make homes lovely — and *keep* them that way.

3 Special Blends for 3-Way Lasting Beauty

Not one, but *three* different services are required of house paint. *Blending* gives you the right paint for each purpose. *Blending* gives you full beauty-life from all three.

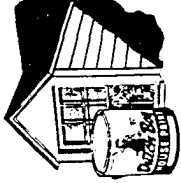
So here's the "Dutch Boy's" 3-way answer:

1. Bright *White*, blended to clean itself and *stay* white.
2. Sparkling *Tints*, blended to *stay* fresh and true.
3. Gay *Trim Colors*, blended to *stay* glossy and brilliant.

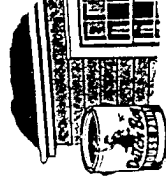
Each is as accurately blended as a doctor's prescription to do its own particular job . . . to play its part in making and keeping your new houses cheery and bright.

No higher quality paint has ever been sold under the "Dutch Boy" name.

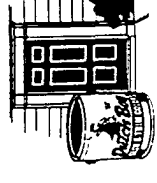
These new "Dutch Boy" Blended Paints are the result of more than thirty years of weather testing with all types of house paint . . . the longest continuous, outdoor paint testing project of its kind. They're blended to prove that, in colors as in white, "Dutch Boy" is *Good Paint's* Other Name.



1. **Sparkling White**
Blended to Stay White:
The beauty of this "Dutch Boy" Bright White paint is that it keeps itself continuously renewed itself — permitting rain to wash away dirt. It covers amazingly well and gives a dazzling white exterior finish.



2. **Sparkling Tints**
Blended to Stay Bright:
These fresh, lively "Dutch Boy" Tints are specially blended to keep their sparkling good looks . . . to assure lasting color and uniformity.



3. **Gay Trim Colors**
Blended to Stay Bright:
"Trim" is the word for the "Dutch Boy" Sash and Trim Colors. They're blended to hold their glossy brilliance — blended for true color permanence. Ideal not only for shutters and trim, but also for stone fronts, railings, fences and decorative metal work.

Special "Dutch Boy" Blended Primer: An undercoat of exceptional sealing and hiding power that holds the "Dutch Boy" Blended Paints. When used under a finish coat of "Dutch Boy" Bright White or Tint, you get an outstanding two-coat job, even on unpainted wood.

NATIONAL LEAD COMPANY: New York, Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 3; St. Louis 1; San Francisco 30; Boston 6; (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis Co.); Pittsburgh 30 (National Lead Co. of Pa.).

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