1967



This 2 level house and garage were painted 4 years ago. The colors are so bright they look like they were painted last week. That's the superb color retention of Dutch Boy Latex House Paint.



A beautiful house with a beautiful paint job done in 1964. Dutch Boy Latex House Paint makes the difference—200 years of paint-making experience.



This house? Painted 6 years ago and not one sign of peeling! When used with PBL (Penetrating Bonding Liquid), Dutch Boy Latex House Paint is guaranteed against peeling from a sound previously painted surface for 5 years



This can has it all! Exclusive formula with 100% pure acrylic latex. Plus 200 years' experience. Plus superior color retention. What more could you want from a paint?

Dutch Boy—The Paint [illegible] of Northwest [illegible]

All Latex House Paints are not the same. Dutch Boy makes the difference.

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