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

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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 protecting American homes with fine paint. Blended of exactly the right ingredients to put a sparkling smile of beauty on the face of a home and keep it there.

3 Different Blends for 3 Different Jobs

It's the new "Dutch Boy" Paint... Blended.

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

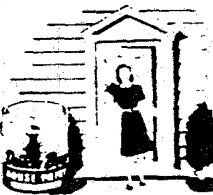
The new "Dutch Boy" Blended Paint includes these three kinds of paint, each at its best:

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 cheer brightness.

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

Bottom of 40 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 prove easy and stay on long. Blended to prove that, in colors as well as white, "Dutch Boy" is *Good Paint—Other Name*.

1. Blended for Self-Cleaning White



that Stays White:

"Dutch Boy" Blended White is really a *self-cleaning* paint. It stays white because the surface continuously cleans itself of dirt and grime.

Special Tinting White: For coloring white paint to any shade of gray, blue, green, or pink. The color is blended in the paint, so it stays white.

2. Blended for Crisp Tints that Stay Beautiful:



"Dutch Boy" Tints retain their sparkling look because they are specially blended to stay lasting color and beauty.

3. Blended for Gay Trim Colors



that Stay Bright:

"Dutch Boy" Gay Trim Colors stay bright and colorful because they are blended to hold their gloss. Blended for color permanence. Ideal for trim and accents. They also hold their color after years of weathering, rain, and dirt.

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

NATIONAL LEAD COMPANY, New York 6, Buffalo 3, Chicago 6, Cincinnati 3, Cleveland 25, St. Louis 1, San Francisco 10, Boston 6, National Lead Co. of Mass., Philadelphia 3, John T. Lewis & Co., Pittsburgh 30, National Lead Co. of Pa.

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