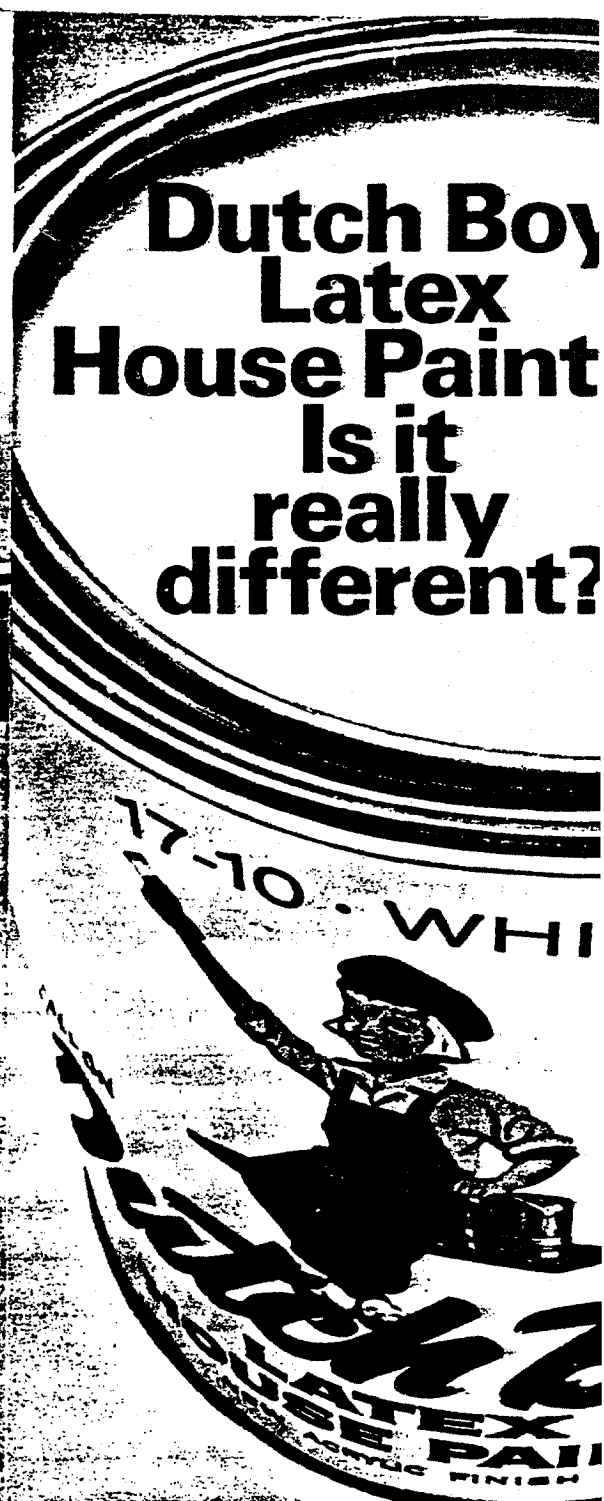


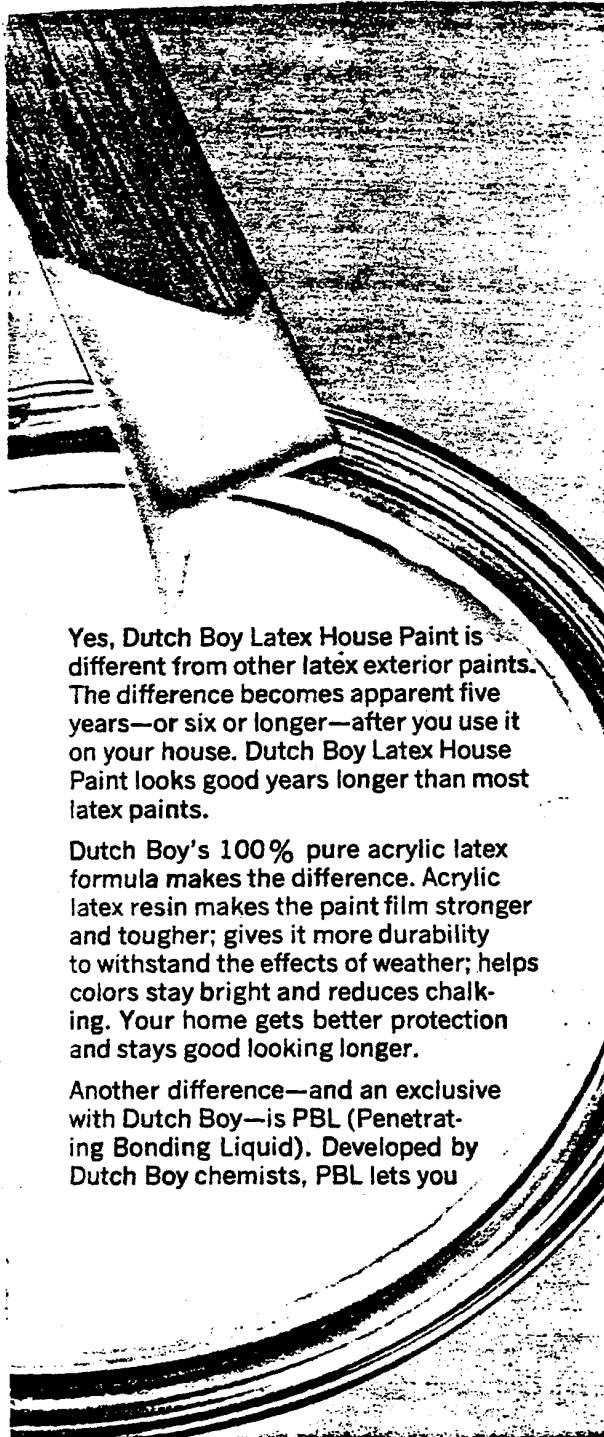


**Dutch Boy
Latex
House Paint
Is it
really
different?**

**There is
a difference
in Latex
House Paint.
And
Dutch Boy
makes
the
difference.**

DUTCH BOY PAINTS
National Lead
Paint Division





Yes, Dutch Boy Latex House Paint is different from other latex exterior paints. The difference becomes apparent five years—or six or longer—after you use it on your house. Dutch Boy Latex House Paint looks good years longer than most latex paints.

Dutch Boy's 100% pure acrylic latex formula makes the difference. Acrylic latex resin makes the paint film stronger and tougher; gives it more durability to withstand the effects of weather; helps colors stay bright and reduces chalking. Your home gets better protection and stays good looking longer.

Another difference—and an exclusive with Dutch Boy—is PBL (Penetrating Bonding Liquid). Developed by Dutch Boy chemists, PBL lets you

avoid a primer coat on previously painted surfaces when you add it to the first coat of Dutch Boy Latex House Paint. PBL penetrates the chalk from the old paint to form a firm, tight bond between the old surface and the new latex paint on top. When you use PBL according to label instructions, Dutch Boy Latex House Paint is guaranteed not to peel from a sound, previously painted surface for five years.

You have fourteen popular colors to choose from, plus white and black, pre-mixed and ready to use. If



your tastes call for that special, unusual color, that's no problem either—Dutch Boy Latex House Paint can easily be tinted by your dealer.

And when you've finished, just soap and water cleans up brushes and rollers, your hands and your work clothes. No smelly, irritating solvents are needed.

So you see, there is a difference in latex house paint. And Dutch Boy makes the difference.

