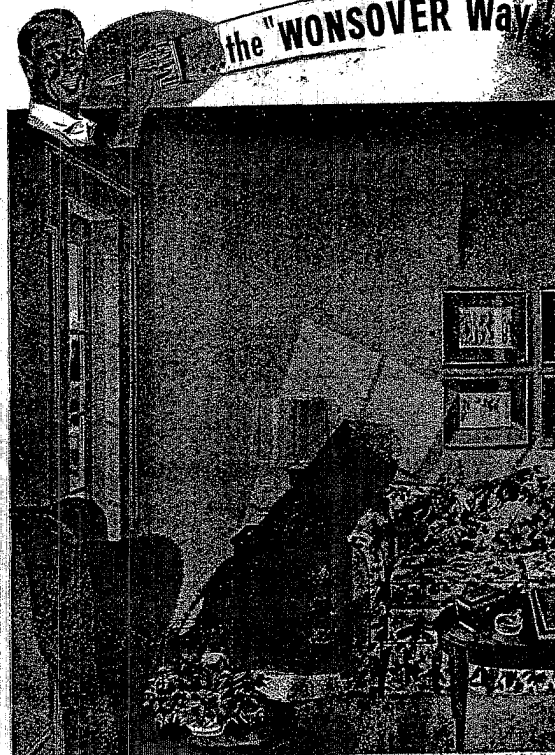


Make DINGY Rooms Gay

the "WONSOVER" Way!



**Never Before! A Real OIL PAINT
that Really COVERS IN ONE
yet Really WASHES LIKE NEW!**

Never Before... a one-coat, inside paint that really covers in one coat... yet really washes like new!

Never Before... but now the famous "Dutch Boy" brings it to you... the revolutionary new "Dutch Boy WONSOVER"... the paint that has done the "impossible" by combining complete covering power with complete washability!

Never Before such covering power in a real oil flat paint! Just once over drab, dull rooms... and you'll be won over to "WONSOVER"! It transforms old surfaces in one single stroke. Covers *any* surface in one coat... walls, woodwork, brick, even wallpaper and water-mixed paint.

No mixing, no tinting. No after odor. No peeling from brush or roller. The Dutch Boy WONSOVER is a rich, creamy, white paint that dries to a flat finish in 24 hours. Duty!

NATIONAL LEAD COMPANY
General Office

111 Broadway, New York 6, N.Y.

Never Before... a one-coat, inside paint that really covers in one coat... yet really washes like new! "WONSOVER" is a genuine oil paint... its surface is unbeatable. Stains wash right off. Wash right off.

Never Before such covering power in a real oil flat paint! Just once over drab, dull rooms... and you'll be won over to "WONSOVER"! It transforms old surfaces in one single stroke. Covers *any* surface in one coat... walls, woodwork, brick, even wallpaper and water-mixed paint.

The color... rich tints, soft shades, modern, deep tones, and pure white!

Give "WONSOVER" the once-over at your Dutch Boy Dealer's today! See his name in your classified telephone directory.



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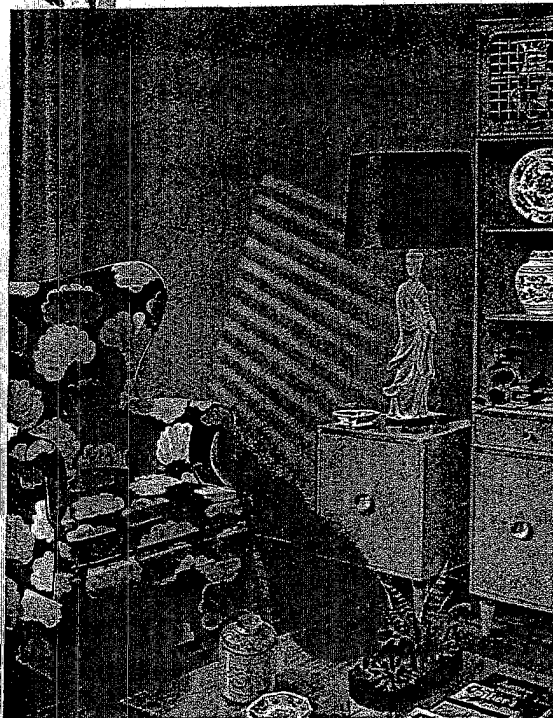
This advertisement appears in Saturday Evening Post, April 10—Collier's, April 17—American Home, May—Better Homes and Gardens, May, 1948

N 29263

For a Room Fresh as Clover 



...give it the "WONSOVER"!



Never 'til Now! A Real OIL PAINT
that Really COVERS IN ONE COAT...
yet Really WASHES BRIGHT AS NEW!

Never 'til Now... a paint like the miraculous new "Dutch Boy" WONSOVER! Here's a one-coat inside paint that really covers in ONE coat... yet really washes like NEW! Once-over and the work's over with "WONSOVER!"

Never 'til Now... an inside flat paint that gives you such hiding power plus the long life of a real oil paint! "Dutch Boy" WONSOVER covers in one coat—walls, woodwork, brick—even wallpaper and water-mixed paints!

Never 'til Now... a one-coat paint that cleans like new! "WONSOVER'S" surface is amazingly easy to wash... hard to wash away. Stains, even ink, don't sink in... so they wash right off!

NATIONAL LEAD COMPANY
 General Office
 111 Broadway, New York 6, N.Y.

Never 'til Now... a paint like this! No mixing... no fuss... no work from brush or roller... no after-work! "WONSOVER" flows on slick and smooth... dries to a lovely, flat finish—durable!

Never 'til Now... the dream paint! Lovely colors... soft shades... fresh tint... no more gloomy tones... and really washes like new!

You'll call it wonderful! We call it "WONSOVER." Call for it at your "Dutch Boy" Dealer's today! Look for his name in your classified telephone directory.



To appear in: *Saturday Evening Post*, May 8 — *Collier's*, May 22 —
Better Homes and Gardens, June — *American Home*, July, 1948 — ★

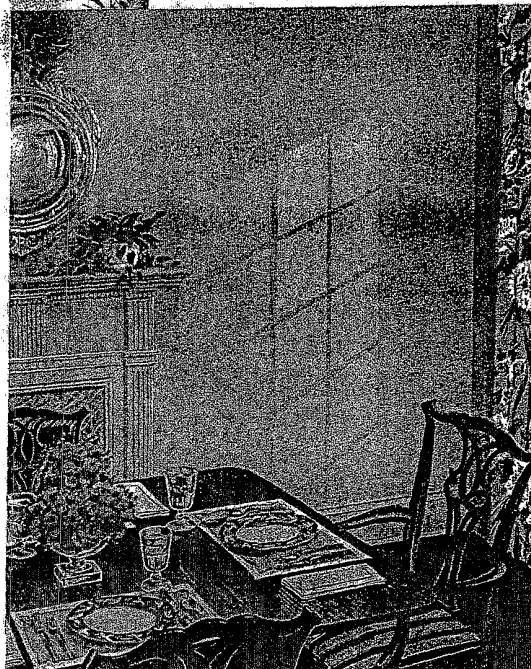
N 29263.01

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Paint Rooms to Stay Sprightly



...just "WONSOVER" Lightly!



**For the First Time! A 1-Coat FLAT PAINT
that Really COVERS IN ONE COAT
...yet Really WASHES LIKE NEW!**



For the First Time... a one-coat inside flat that covers like magic... yet really washes bright as new! It's the entirely new and different "Dutch Boy WONSOVER!"

For the First Time... a long-lasting real-oil flat paint with complete one-coat covering power. Just once over with "Dutch Boy WONSOVER" and you cover walls, woodwork, brick... even wallpaper and water-mixed paints!

For the First Time... a one-coat interior flat paint that washes bright as new! "WONSOVER'S" amazing finish is unbelievably easy to wash clean... but hard to wash away. Stains, even ink, don't sink in... so they wash right off!

For the First Time... now you can get the paint you've been want-

ing! No mixing... no muss... no marks from brush or roller! "Dutch Boy WONSOVER" flows on with creamy smoothness. Dries to a lovely, flawless flat finish... leaves no after odor!

For the First Time... the inside paint that has everything... in modern, deep "decorator" tones... soft, subtle shades... fresh tints... and subtle white.

Give "WONSOVER" the once over at your "Dutch Boy" Dealer's today! See his name in your classified telephone directory.



**"Dutch Boy"
WONSOVER**



NATIONAL LEAD COMPANY

General Office:
111 Broadway, New York 6, N.Y.

KW 5149—Collier's, October 2—Saturday, October 16, 1948—★
KW 5149A—Better Homes

N 29263.03

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