



The "Dutch Boy"
is Stepping Out
with his
New Blended Paint
In Colors or White...It's Blended Just Right...To Stay Beauty-Bright

The "Dutch Boy" takes a step in the bright direction ... with his new *Blended Paint*.

And a colorful step it is ... bringing the famous "Dutch Boy" quality in lovely, sparkling *Tints* and gay, glossy *Trim Colors*, as well as dazzling *Bright White*.

Each is specially *blended* by the Boy, in the Blue Overalls to *stay beauty-bright* ... to *keep* homes looking right.

Blended to Protect Beauty 3 Ways . . .

As every architect knows, house paint has 3 different jobs to do. So, the new "Dutch Boy" Paint comes in 3 different blends. Each blend does a special job especially well. (1) *Blended White* stays *White*. (2) *Blended Tints* stay *Right*. (3) *Blended Trim Colors* stay *Bright*.

The "Dutch Boy" has never dipped his brush into higher quality paint. It is the result of over 30 years of continuous, outdoor paint tests ... the longest research project of its kind.

So remember, when it's a question of *weather*, it isn't a question of *which*. Now as always ... in the new blended colors and white ... "Dutch Boy" is *Good Paint's Other Name*.

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



1. Bright White, Blended to STAY White:

It goes on white and it goes on staying white, because "Dutch Boy" Bright White is *self-cleaning*! It permits rain to wash away dirt. Covers exceptionally well, and gives a dazzling, durable exterior finish.



2. Lovely Tints, Blended to STAY Right:

If you are going in for color, you'll go for these "Dutch Boy" Tints! They keep their crisp petal-freshness ... because they're specially blended to assure lasting color and uniformity.



3. Smart Trim Colors, Blended to STAY Bright:

It's a bright idea to add cheery, long-lasting brightness with "Dutch Boy" Sash and Trim Colors. They're blended to keep their gloss and color! Just the thing for doors, shutters, fences, decorative metal work and many other purposes.

Special "Dutch Boy" Blended Primer: An undercoat of great sealing and hiding power that hugs tight. When used under a topcoat of "Dutch Boy" Bright White or Tints the result is a perfect 2-color job, even on unpainted wood!

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.); Pittsburgh 30 (National Lead Co. of Pa.)

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