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NLI 114367

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Dutch Boy

HOUSE PAINT

BLENDED TO STAY BEAUTY BRIGHT

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NLI 114368

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NLI 114369

51

SALES STARTER No. 1.

Watch for this first big gun in the Dutch Boy's 1948 national advertising campaign. You'll find it, on the dates shown, in the four widely-read magazines listed —magazines which are read by over 36,000,000 potential paint buyers.

Try out place this ad at a vantage point in your store? It makes an excellent four-color poster.

Dutch Boy
USE PAINT
TO STAY BRIGHT

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52

LEAD MIXING OIL



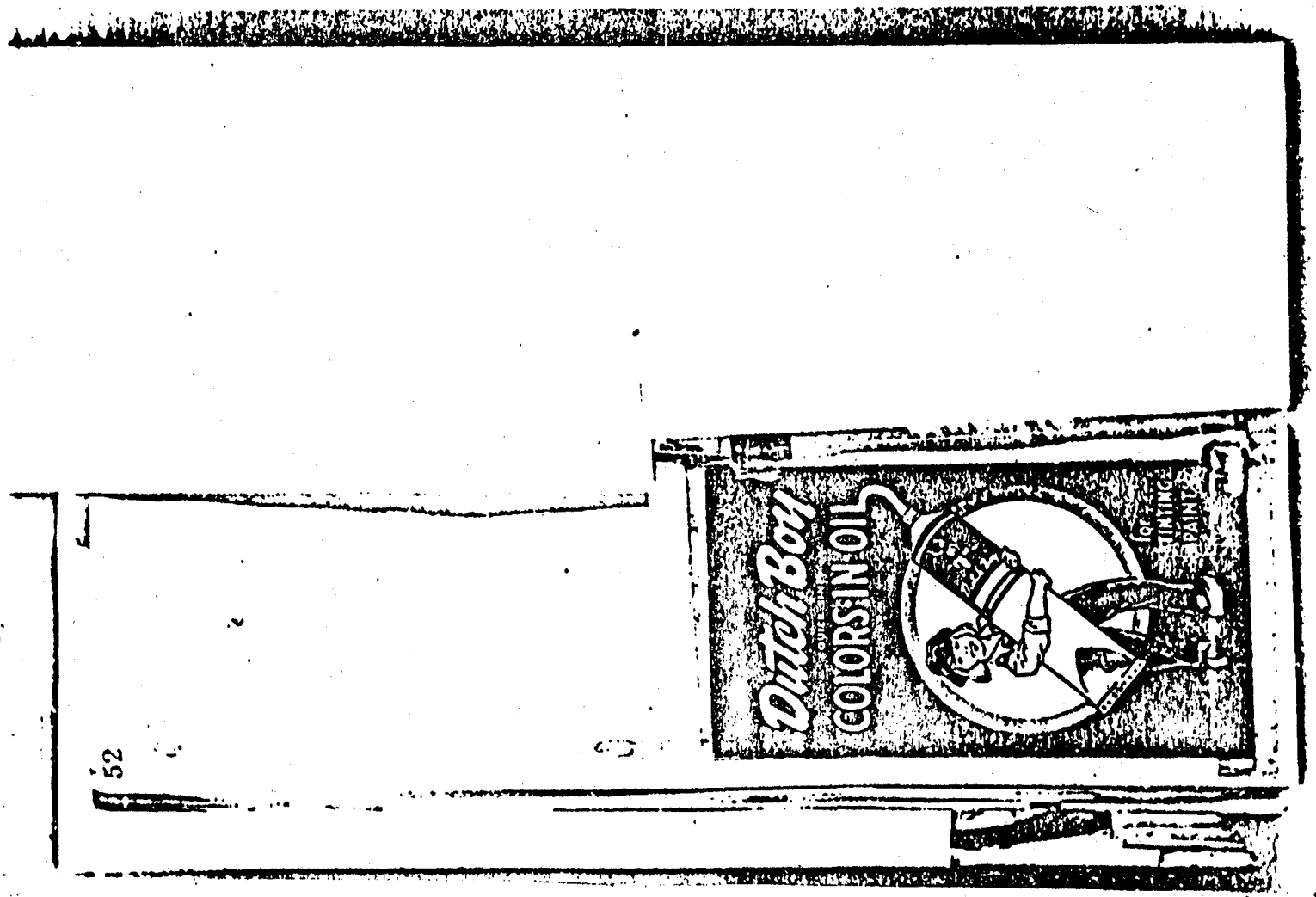
for making exterior or interior flat paint with white le

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NLI 114371

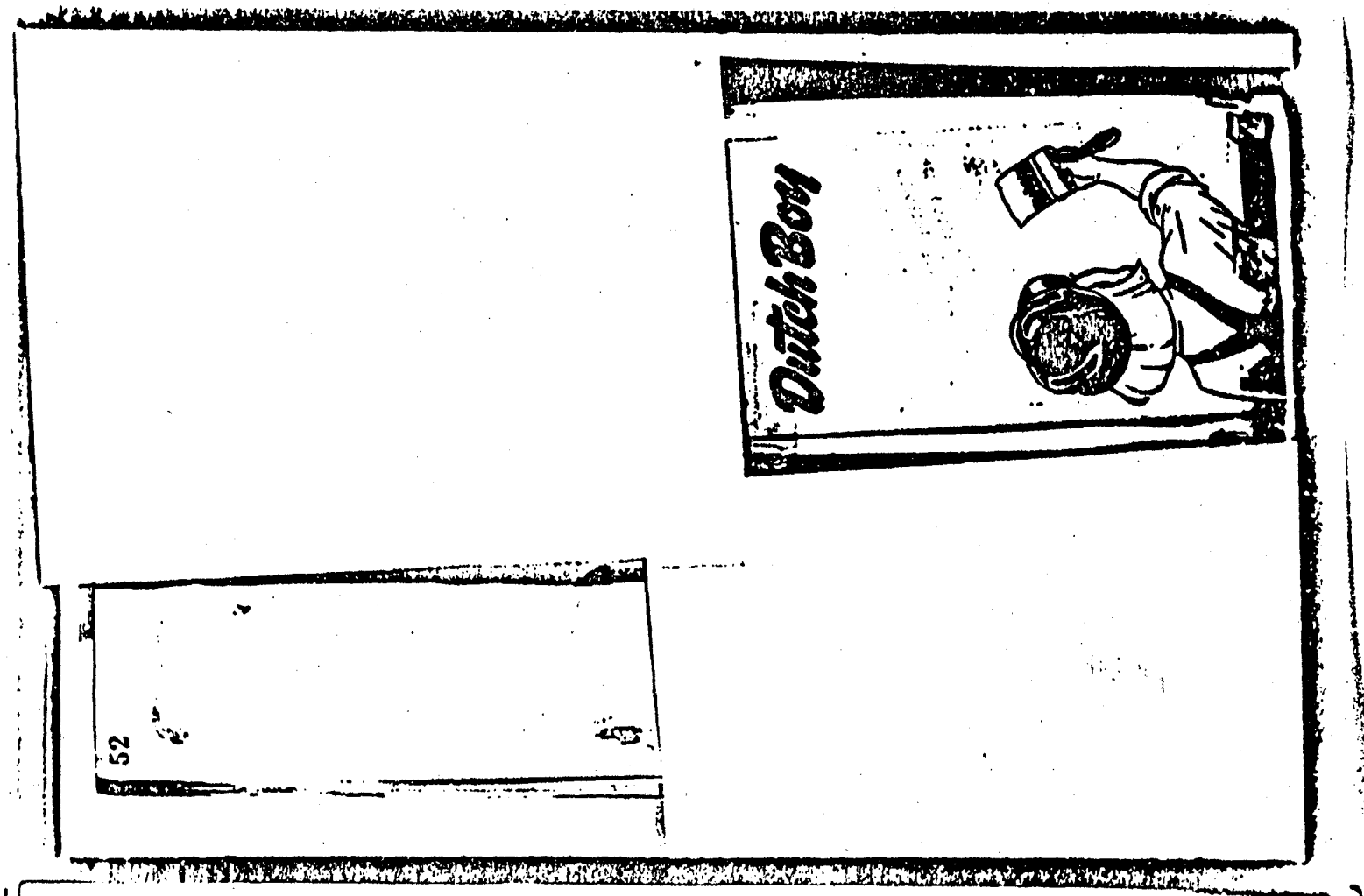
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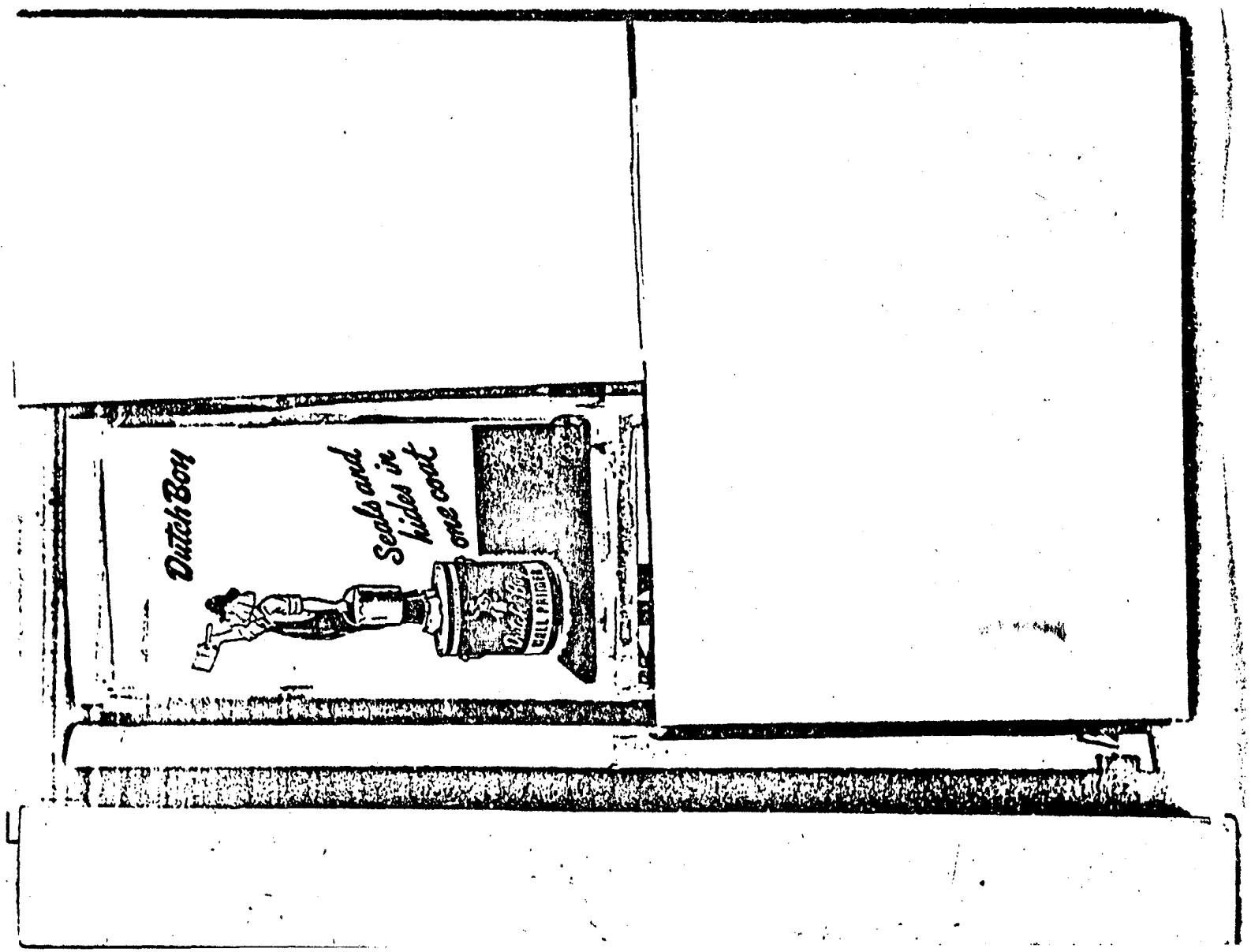
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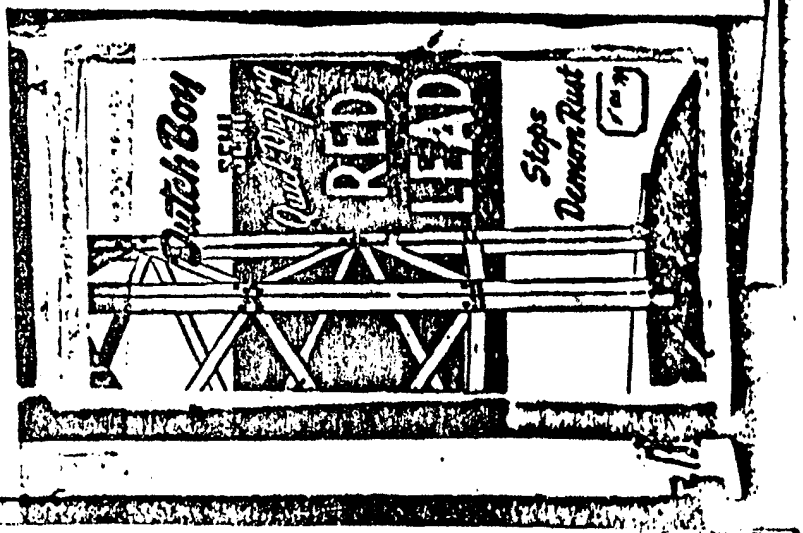
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NLI 114377



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02 NLI 114378

