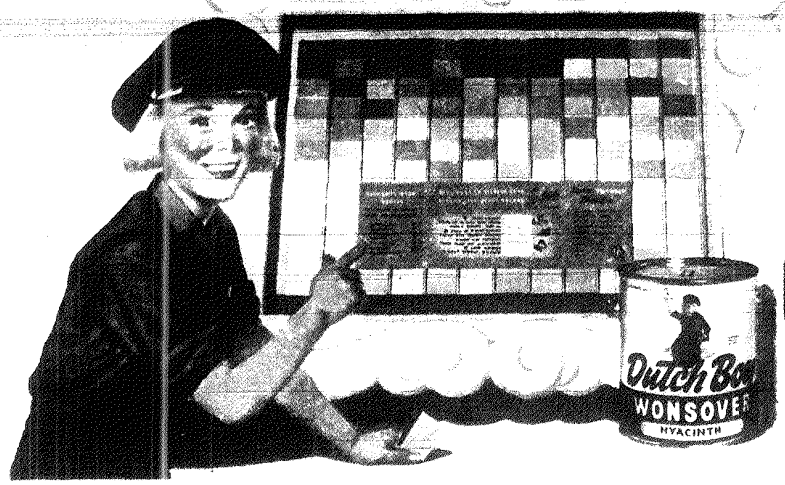
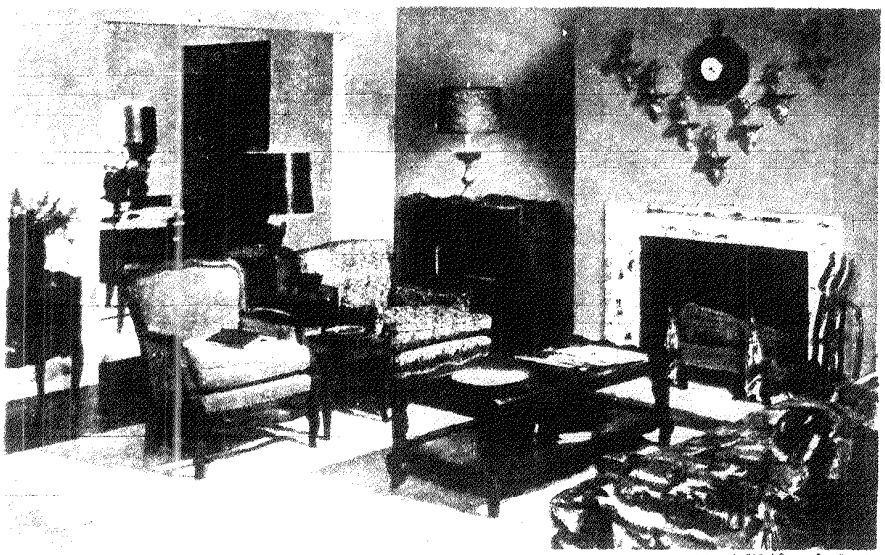
Oakland Tribune Sept. 14, 1952 Parade p. T-8

There's no place like your Home...when



you paint the "Dutch Boy" COLOR GALLERY WAY!

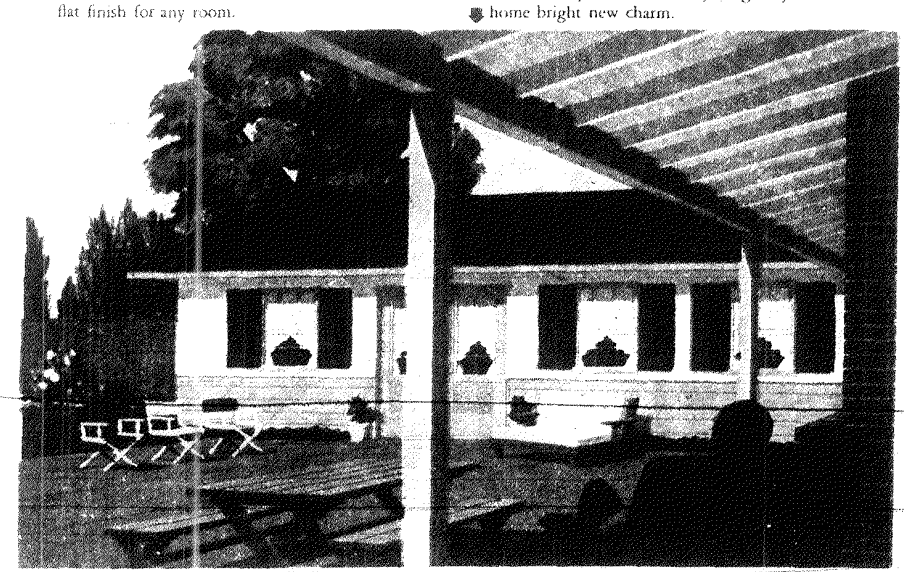
REG. U. S. PAT. OFF.



Interior by W. & J. Sloane, San Francisco

Look!—Lovely interior colors in "Dutch Boy's" new Rubberized Finish—washable, durable, a velvet-like flat finish for any room.

Yes, you can choose *exterior* colors, too, from the "Dutch Boy" Color Gallery to give your western home bright new charm.

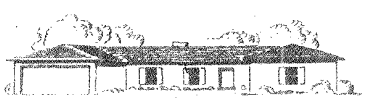


Never before



SO MANY PAINT COLORS

A distinctive color scheme—for your home alone! It's easy with "Dutch Boy" Color Gallery colors. 112 shades in all—from delicate pastels to dramatic deep tones—in an almost unlimited number of stunning combinations.



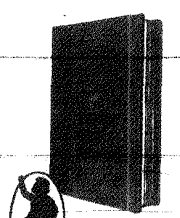
IN SO MANY FINISHES!

All the colors you'll ever want in Wonsover, Flat Wall Enamel, Quick-Drying Enamel, Interior Gloss Enamel, Satin Finish Enamel, Porch and Floor Enamel, House Paint, Sash & Trim Colors, Stucco and Concrete Paint, as well as dozens of modern decorator hues in "Dutch Boy's" new *Rubberized* Finish. You can paint virtually anything—inside or out.



SO EASY TO CHOOSE AND USE!

Note reverse side of big *take-home* swatches. Each gives harmonizing and accent shades, a complete decorator-approved scheme! Most Color Gallery colors are styled to match popular decorator fabrics.



SCHEMES FROM MAGAZINES, TOO!

Most "Dutch Boy" Color Gallery dealers feature this giant Color Planning Book. Contains *over* 300 full color schemes from magazines, with directions on how to match. Latest schemes added regularly . . . always something new to see.

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