



*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 you 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...

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:

Customers who go in for color will 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, porch furniture, store fronts, railings, fences and decorative metal work.

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-coat paint 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 & Bnps. Co.); Pittsburgh 30 (National Lead Co. of Pa.).