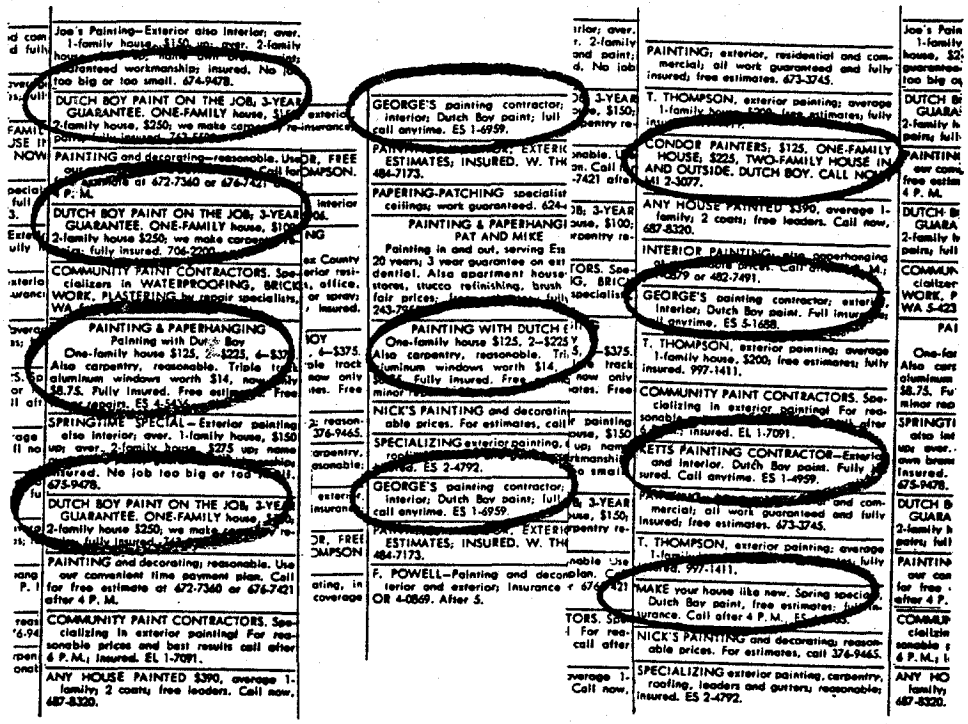
1967

Mention Dutch Boy. It pays to be a name dropper.



Ever notice that when a contractor ad mentions a paint, the one it mentions is Dutch Boy? It's the fastest, surest way to tell your prospects you're a professional. Because Dutch Boy is the paint with nearly 200 years' experience behind it. And it's the paint with the name that everybody knows. To quote Dutch Boy is to quote quality.



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