



MADE BY THE MAKERS OF "DUTCH BOY" WHITE LEAD

THE NEWS  
IS OUT...

# It's New... It's Blended to Stay Bright... It's the New "Dutch Boy" BLENDED Paint!

In Colors or White...  
It's Blended Just Right...  
To Stay Beauty-Bright



The news has been leaking out... but now the lid is off!  
The "Dutch Boy" announces "Blended" Paint.

It's a completely new line... in colors and white.

It's an entirely new kind of "Dutch Boy" House Paint...  
Blended just right to any beauty-bright. Blended by the master hand of the "Dutch Boy", with all his years of experience in producing America's homes with fine paint. Blended of exactly the right ingredients to put a sparkling smile of beauty on the face of your home and keep it there.

## 3 Different Blends for 3 Different Jobs...

Why is the new "Dutch Boy" Paint blended?

Become three different types of service paint. These pigments and blending gives you three different types of paint, specially designed for maximum beauty-life in each.

The new "Dutch Boy" Blended Paint brings you three kinds of paint at their blended best:

1. Dazzling White, blended to clean itself and stay white.

2. Sparkling Trim, blended to stay fresh and true.

3. Gay Trim Colors, blended to keep their pinks and cherry brightness.

Each is specially blended to do its job... blended of the right combination of pigments to stand up in heavy use. It's so, too, in its finish. Born of more than 30 years of weather testing with all types of house paint... the longest continuous outdoor paint test project of its kind... there's no doubt that these three blends of paint will stand up to any weather, in any climate, in any season, in any color, as well as white.

Dutch Boy is Good Paint! Other News.

FREE COLOR SAMPLES! Write for them today! No charge. No obligation. Just fill out the coupon and send it to the nearest Dutch Boy dealer.

Over 40 million Americans have known the joy of Dutch Boy House Paint. For your job is right, Dutch Boy is the right paint. Write for your free color sample today!

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Over 40 million Americans have known the joy of Dutch Boy House Paint. For your job is right, Dutch Boy is the right paint. Write for your free color sample today!

The Trend is to Blend...



You like *Blended Tobacco*... You love *Blended Tea*...



...Now meet my New "Dutch Boy"  
**Blended Paint**

In Colors or White  
It's Blended just Right  
To Keep Your Home Bright



It's true of so many good things... blending brings out the best.  
And now the "Dutch Boy" brings out "Blended" Paint!

Here's a completely new line of "Dutch Boy" House Paint... in colors and white... blended by the experienced hand of the "Dutch Boy," whose fine paint has protected America's homes for generations. Blended of the right combination of the right ingredients to make your home lovely - and keep it that way.

### 3 Special Blends for 3-Way Lasting Beauty...

Not one, but *three* different services are required of house paint. *Blending* gives you the right paint for each purpose. *Blending* gives you full beauty-life from all three.

So here's the "Dutch Boy's" 3-way answer:

1. Bright *White*, blended to clean itself and stay white.
2. Sparkling *Trim*, blended to stay fresh and true.
3. Gay *Trim Colors*, blended to stay glossy and brilliant.

Each is as accurately blended as a doctor's prescription, to do its own particular job

... to play its part in keeping your house cheery and bright.

No higher quality paint has ever been sold under the "Dutch Boy" name.

These new "Dutch Boy" Blended Paints are the result of more than thirty years of weather testing with all types of house paint... the longest continuous, outdoor paint testing project of its kind. They're blended to prove that, in colors as in white, "Dutch Boy" is *Good Paint's* Other Name.

Preview Your  
Color Scheme at Your  
"Dutch Boy" Dealer's...



Picture your home in the "Dutch Boy's" beautiful new blended paints. Preview your color scheme from this handy, miniature-house display at your "Dutch Boy" Dealer's. Choose from smart combinations of brilliant white, lovely tints, bright sash and trim colors.

MADE BY THE MAKERS OF "DUTCH BOY" WHITE LEAD

# Sweet music for Home-Loving Ears The New "Dutch Boy" Paint is Blended

In Colors or White  
...It's Blended just right...  
to stay Sparkling Bright



It's something to sing about...  
the new "Dutch Boy" Blended Paint!

From the dazzling Bright White... to the fresh, crisp Tints... to the gay, glossy Trim Colors... it's an exciting new kind of "Dutch Boy" paint for your home. In colors and white... it's blended just right to stay beauty-bright. Blended by the master hand of the "Dutch Boy" with all his years of experience in brushing away the years from American Homes.

## 3 Blends for 3-Way Beauty Protection

House paint is required to do three different jobs. And blending brings you three different kinds of paint... (1) Bright White; (2) Sparkling Tints; (3) Gay Trim Colors... each designed to do its job right.

No wonder the new "Dutch Boy" Blended paint stands up just as it stands out.

No higher quality paint has ever carried the "Dutch Boy" label. It's backed up by over 30 years of continuous outdoor paint tests... the longest research project of its kind.

So remember... when it's time to paint... your home's best friend is the "Dutch Boy" blend.



**1. White Blended to Stay White.**  
"Dutch Boy" Bright White is self-cleaning. The surface continually renews itself... permits rain to wash away dirt. Covers exceptionally well; gives a dazzling white exterior finish.



**2. Tints Blended to Stay Right.**  
Crisp and lively are these "Dutch Boy" Tints... specially blended to assure lasting, uniform colors and keep their sparkling good looks.



**3. Trim Colors Blended to Stay Bright.**  
"Dutch Boy" Sash and Trim Colors add the finishing touch to your home's protection. They're blended to hold their gloss and stay bright. Ideal for garden furniture, too.

Special "Dutch Boy" Blended Primer: An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat paint job, even on unpainted wood.

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



Harmonize Your Home  
at Your "Dutch Boy" Dealer's...

Picture your home in the "Dutch Boy's" beautiful new blended paints. Preview your color scheme from this handy, miniature house display at your "Dutch Boy" Dealer's. Choose from distinctive combinations of brilliant White, lovely Tints, smart Sash and Trim Colors.



**FREE Color-Scheme Booklet!** Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 12, care of the nearest office listed below.

..... **Mail Coupon Today** .....  
National Lead Company, Dept. 12 (Address nearest branch)  
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.).  
Please send me a free copy of your new color-illustrated booklet: "Blended" Beauty For Your Home.

Name.....  
Address.....  
City..... Zone..... State.....

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# The "Dutch Boy" is Stepping Out with his New Blended Paint

*In Colors or White...It's Blended Just Right...To Keep Your Home 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 a dazzling *Bright White*.

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

## Blended to Protect Beauty 3 Ways...

House paint has three 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 *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 go 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 high gloss and color! Just the thing for doors, shutters and porch furniture, too.

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 you get a perfect 2-coat paint job, even on unpainted wood!



Picture Your Home in Color at Your "Dutch Boy" Dealer's

Here's a handy way to preview your home's new color scheme. At your "Dutch Boy" Dealer's try different colors on this miniature-house display. Choose from combinations of brilliant White, fresh Tints, and distinctive Sash and Trim Colors.



FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paints. For your free copy, address Dept. 13, care of the nearest office listed below.

..... Mail Coupon Today! .....

National Lead Company, Dept. 13  
(Address nearest branch)

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.).

Please send me a free copy of your new color-illustrated booklet: "Blended" Beauty For Your Home.

Name .....

Address .....

City .....

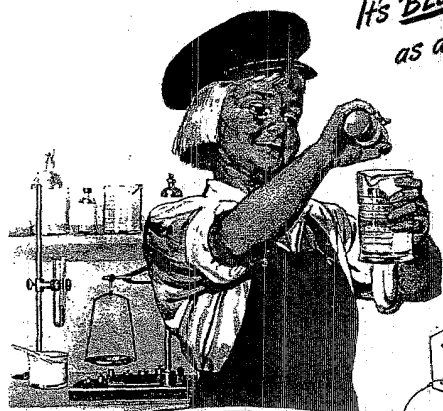
Zone .....

State .....

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It's **BLENDED** as Carefully  
as a Doctor's Prescription...

# My New "Dutch Boy" Blended Paint



**R. for Keeping  
Homes Young  
(Apply Externally)**



Now Dr. "Dutch Boy," that famous Home specialist, brings you his newly blended tonic for tired, run-down houses... the new "Dutch Boy" Blended Paint.

A fountain of youth for aging homes, it pours forth in refreshing, modern colors, as well as a dazzling Bright White.

## 3 Blends Protect Beauty 3 Ways...

Why *three* blends? Because house paint has to do *three* different jobs. And blending gives you *three* different kinds of paint, each compounded to do its job right.

1. Bright White. 2. Crisp, sparkling Tints. 3. Gay, glossy Sash and Trim Colors.

Yes, in colors as in white, "Dutch Boy" is *Good Paint's Other Name*. No higher quality paint has ever earned the "Dutch Boy's" dependable label. It is backed by over 30 years of continuous outdoor paint tests... the longest research project of its kind.

So, if your home is losing its glow of youth... get Dr. "Dutch Boy's" Blended Paint prescription... and apply externally.



**Pick Your Home A Smart New Coat.  
At Your "Dutch Boy" Dealer's**

Picture your home all dressed up in the "Dutch Boy's" beautiful new blended paints. Preview your color scheme from this handy, miniature-house display at your "Dutch Boy" Dealer's. Choose from distinctive combinations of brilliant White, lovely Tints, gay Sash and Trim Colors.



### Color-Scheme Booklet **FREE!**

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 14, care of the nearest office listed at the right.



**1. Bright Blended White Stays White:** "Dutch Boy" Bright White stays white because it is *self-cleaning*! The surface continually renews itself... permits rain to wash away dirt. Covers amazingly well... gives a dazzling white exterior finish.



**2. Lively Blended Tints Stay True:** You'll learn how true that is, because "Dutch Boy" Tints are specially blended to keep a lasting, uniform color, and so keep their fresh good looks.



**3. Gay Blended Trim Colors Stay Bright:** "Dutch Boy" Sash and Trim Colors add lasting color cheer to your home. They're blended to hold their high gloss and stay bright. Perfect for shutters and doors, garden furniture, too.

**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 you get a perfect 2-coat paint job, even on unpainted wood!

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Address.....  
City..... Zone..... State.....

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