

IN COLORED OR WHITE IT'S BLENDED JUST RIGHT

What a LINE of Advantages... In Colors or White... Blended Just Right...
To STAY Sparkling Bright!

What a LINE for YOU . . . a line of house paints that cover every surface with lasting beauty . . . each scientifically *blended* by paint experts to do its own special job especially well!



2. Blended TINTS Stay Fresh! "Dutch Boy" Tints go on crisp and fresh... and they go on *staying* crisp and fresh. Specially blended to assure lasting, uniform color!



4. Blanded PRIMER Covers Well, Hugs Tight! An undercoat that really *seals, bides and holds!* Used under "Dutch Boy" Bright White or Tints, it gives a superior 2-coat job, even on unpainted wood!



"DUTCH BOY" BLENDED PAINT

Made by the Makers of
the Famous "Dutch Boy" White Lead

0000-NLI-000015948

N 29258

Whata Line*

... it's the completely new line
of Blended Paints!
... In Colors or White ... It's Blended Just Right
... Sparkling Bright!
Each is a real "Dutch Boy" paint ... specially blended to do its job
especially well. Each is the result of over 30 years of continuous
outdoor paint tests!



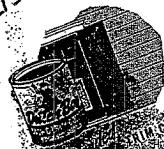
1. Blended Bright White Stays White! "Dutch Boy" Bright White is self-cleaning! The surface continually removes itself ... permits rain to wash away dirt. Sets a new standard for hiding and for a dazzling white finish that stays white!



2. Blended Tints Stay Fresh! "Dutch Boy" Tints go on crisp and fresh ... stay on staying crisp and fresh ... are specially blended to assure lasting, uniform color!



3. Blended PRIMER Covers Well, Holds Tight! An undercoat that really *mats, hides and holds!* Used under "Dutch Boy" Bright White or Tints, it gives a superior 2-coat job, even on unpainted wood!



4. Blended Colors Stay Bright! "Dutch Boy" Colors are so bright and so long-lasting that they hold their brilliant color for years!



5. Blended PORCH & DECK PAINT Stands Wear! "Dutch Boy" Porch & Deck Paint is blended to stand up longer under the kicking around this type of paint gets from foot traffic and weather!



The New Line of
"DUTCH BOY"
BLENDED PAINT

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.).

Made by the Makers of
the Famous "Dutch Boy" White Lead

0000-NLI-000015949

N 29258.01

KD-5391—American Paint & Oil Dealer, March—National Painter's Magazine, March, 1948—★
KD-5391-A—American Painter and Decorator, March
KD-5391-B—Paint Logic, April
KD-5391-C—Painter and Decorator, April

What an INTERIOR PAINT!

Never Before! A Real OIL PAINT
that Really COVERS IN ONE COAT
yet Really WASHES LIKE NEW!

Never Before... a one-coat, inside paint that really covers in one coat... yet really washes like new!

Never Before... but now the famous "Dutch Boy" brings it to you... the revolutionary new "Dutch Boy WONSOVER"... the paint that has done the "impossible" by combining complete covering power with complete washability!

Never Before such covering power in a real oil flat paint! Just once over and the work's over... with "WONSOVER"! It transforms old surfaces in one magic stroke. Covers walls, woodwork, brick... even wallpaper and water-mixed paints... in one coat!

No mixing! No muss! No after odor! No brush marks! "Dutch Boy WONSOVER" goes on with creamy smoothness, dries to a flat finish of flawless beauty!

Never Before such an easy-to-clean one-coat paint! "WONSOVER" offers users the long life of a genuine oil paint plus something new! Its surface is unbelievably easy to wash, hard to wash away. Stains, even ink, don't sink in, so they wash right off!

The colors? Fresh tints, soft shades, modern, deep tones and white white!

Give "WONSOVER" the once over at your "Dutch Boy" dealer's today!



The New "Dutch Boy"
WONSOVER



NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.).

0000-NLI-000015950

KW-5182—American Paint and Oil Dealer, April—National Painter's Magazine, April 1948—★
KW-5182A—American Painter and Decorator, April

N 29258.02

The Line that Stays Bright... the completely new line of "Dutch Boy Blended Paints in Colors of White." **BLENDED Just Right Stay Bright!**

The Line that's Blended Right... Each paint is scientifically blended to do its own special job especially well. Blended by the hand of the "Dutch Boy" with the experience of more than 30 years of continuous outdoor paint tests.

What a Line

- 1. BRIGHT WHITE Blended to Stay White!** "Dutch Boy" Bright White is self-cleaning. The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding... and for a dazzling white finish that stays white!
- 2. TRIM COLORS Blended to Stay Trim!** "Dutch Boy" Trim Colors on crisp and fresh... and they stay crisp and fresh! Specially blended to assure lasting uniform color, they keep their sparkling good looks!
- 3. TRIM COLORS Blended to Stay Bright!** "Dutch Boy" Trim Colors add the finishing touch to a home's protection. They're blended to hold their gloss... to stay bright and gay!
- 4. PRIMER Blended to Really Seal, Hide and Hold!** An undercoat of great sealing and hiding power, that holds fast. When used under a top coat of "Dutch Boy" Bright White or Trim it gives a superior two-coat paint job, even on unpainted wood!
- 5. PORCH & DECK Blended to Stand Wear!** "Dutch Boy" Porch & Deck Paints blended for extra toughness... stand up under heavy foot traffic and the elements.

The New Line of

"DUTCH BOY"
BLENDED PAINT

NATIONAL LEAD COMPANY: New York 6; Buffalo 5; Chicago 8; Cincinnati 1; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6; (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.)
Made by the Makers of the Famous "Dutch Boy" White Lead

0000-NLI-000015951

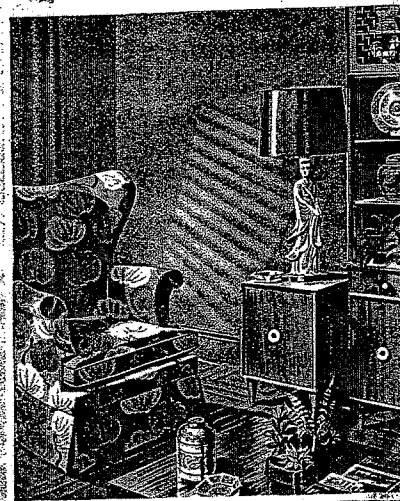
N 29258.03

KD-5494—American Paint and Oil Dealer, May—National Painter's Magazine, August, 1948
KD-5494-A—American Painter and Decorator, May
KD-5494-B—Paint Logistics
KD-5494-C—Painter and Decorator, June

What a Paint

now at last now at last now at last now at last

NOW, AT LAST!
... a Real OIL PAINT that
Really COVERS IN ONE COAT
yet **Really WASHES LIKE NEW!**



Now, at Last!... a one-coat inside paint that really covers in one coat... yet really washes like new! It's the new "Dutch Boy WONSOVER!"

Now, at Last!... an all-purpose, inside-flat paint that gives you really complete one-coat hiding in a long-lasting, real oil paint. Just once over with "Dutch Boy WONSOVER" covers walls, wood, work, brick, even wallpaper and water-mixed paints... in one coat!

Now, at Last!... an inside paint that has everything! Really easy to put on! No mixing... no muss... no brush marks... no laps! "Dutch Boy WONSOVER" flows on with creamy smoothness... dries to a flawless flat finish... leaves no after odor!

Now, at Last!... a one-coat paint that cleans like new! "WONSOVER" gives a revolutionary new kind of finish... amazingly easy to wash clean... hard to wash away. Stains, even ink, don't sink in... so they wash right off!

The colors? Fresh tints, soft shades, deep decorator tones, and *pure white*!

Give it the *once-over* and you'll be *won over* to "WONSOVER!"

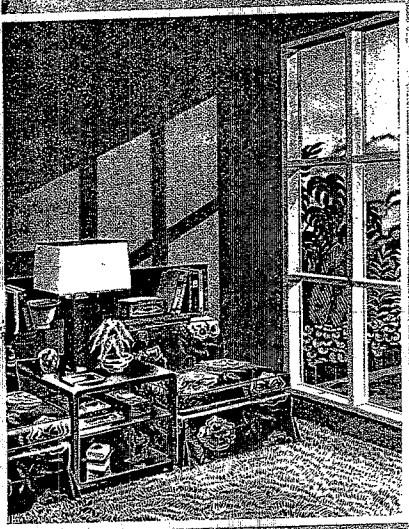
The New Dutch Boy
WONSOVER



The Once-Over-In-One-Coat Paint
NATIONAL LEAD COMPANY, New York, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Los Angeles, San Francisco 10, Boston, National Lead Building, Philadelphia, John F. Lewis Building, etc.

What a Feature!

For the First Time! A 1-Coat OIL PAINT
that Really COVERS IN ONE COAT
yet Really WASHES LIKE NEW!



For the First Time... a one-coat inside paint that covers like magic... yet really washes like new! It's the entirely new and different "Dutch Boy WONSOVER!"

For the First Time... a long-lasting, real oil flat paint with complete one-coat covering power. Just once over with "Dutch Boy WONSOVER" covers walls, woodwork, brick, and wallpaper and water-mixed paints.

For the First Time... a one-coat interior paint that washes bright as new! "WONSOVER'S" amazing finish is unbelievably easy to wash clean... but hard to wash away. Stains even ink don't sink in... so they wash right out!

For the First Time... the paint you've been wanting! No mixing... no muss... no marks from brush or roller! "Dutch Boy WONSOVER" flows on with creamy smoothness. Dries to a flawless flat finish... leaves no after odor!

For the First Time... the inside paint that has everything... in fresh tints, soft shades, modern deep tones and white white.

Give "Dutch Boy WONSOVER" the once over today!



NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 5; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Sons, Co.)

0000-NLI-000015953

N 29258.05

What a LINE!*

IN COLORS OR WHITE IT'S BLENDED JUST RIGHT TO

What a LINE of Paints . . . the new line of "Dutch Boy" Blended Paints!

What a LINE of Advantages... In Colors or White... Blended just Right...
To STAY Sparkling Bright!

What a LINE of Paint Experience behind them . . . the "Dutch Boy's" unbroken line of over 30 years of outdoor paint testing!

What a **LINE** for YOU . . . a line of house paints that cover every surface with lasting beauty . . . each scientifically *blended* by paint experts to do its own special job especially well!



1. Blended Bright WHITE Stays White! "Dutch Boy Bright White is *self-cleaning*! The surface continually renews itself . . . permits rain to wash away dirt, sets a new standard for hiding and for a dazzling white finish that *stays white*!"



2. Blended TINTS Stay Fresh! "Dutch Boy" Tints go on crisp and fresh . . . and they go on *staying* crisp and fresh. Specially blended to assure lasting, uniform color!



3. Blended TRIM COLORS Stay Bright! "Dutch Boy" Sash & Trim Colors add the finishing touch to a home's protection. They're blended to *hold* their brilliant gloss . . . to *stay* bright and gay!



4. Blended PRIMER Covers Well, Hugs Tight! An undercoat that really *seals, hides and holds!* Used under "Dutch Boy" Bright White or Tints, it gives a superior 2-coat job, *even on unpainted wood!*



5. Blended PORCH & DECK PAINT Stands Wear!
 "DutchBoy" Porch & Deck Paint is blended to *stand up longer* under the kicking around this type of paint gets from foot traffic and bad weather!

NATIONAL LEAD COMPANY: New York 6; Buffalo 1; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 7; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.).

* *The New Line of*
"DUTCH BOY"
BLENDED PAINT

Made by the Makers of
the Famous "Dutch Boy" White Lead

0000-NLI-000015954

N 29258.06

Whata Line*

The Line that's NEW... It's the completely new line of "Dutch Boy" Blended Paints!
The Line for YOU... In Colors or White... It's Blended Just Right... To STAY Sparkling Bright!
Each is a real "Dutch Boy" paint... specially blended for its job... especially well. Each is the result of over 30 years of continuous outdoor paint tests!



1. Blended Bright WHITE Stays White! "Dutch Boy" Bright White is self-cleaning! The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding and for a dazzling white finish that stays white!



2. Blended TINTS Stay Fresh! "Dutch Boy" Tints go on crisp and fresh... and they go on staying crisp and fresh. Specially blended to assure lasting, uniform color!



3. Blended TRIM COLORS Stay Bright! "Dutch Boy" Sash & Trim Colors add the finishing touch to a home's protection. They're blended to hold their brilliant gloss... to stay bright and gay!



4. Blended PRIMER Seals, Hides and Holds! An undercoat of great sealing and hiding power that holds fast. Used under "Dutch Boy" Bright White or Tints, it gives a superior 2-coat job, even on unpainted wood!



5. Blended PORCH & DECK PAINT Stands Wear! "Dutch Boy" Porch & Deck Paint is blended to stand up under the kidding around this type of paint gets from foot traffic and weather!



The New Line of

"DUTCH BOY" BLENDED PAINT

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.).

Made by the Makers of the Famous "Dutch Boy" White Lead



And what an INTERIOR PAINT!

Never Before... a one-coat, inside paint that really covers in one coat... yet really washes like new! It's the new "Dutch Boy WONSOVER"!
Never Before such covering power in a real oil, flat paint! "WONSOVER" covers in one coat... even wallpaper and water-mixed paints!

Never Before such an easy-to-clean one-coat paint as "WONSOVER"! Even ink, don't sink in, so they wash right off!
The colors? Fresh tints, soft shades, modern, deep tones and white white!

"Dutch Boy" WONSOVER

KD-3430-S—Architectural Forum, April, October—Practical Builder, April, September, 1948—*

0000-NLI-000015955

N 29258.07

What a Line

What a Line in Color Beauty! It's the new Dutch Boy Blended Paint and the new Dutch Boy Blended White Paint. These new Dutch Boy Blended Paints are the first of their kind in the world. They are the first to be blended just right to stay sparkling bright in color or white. They are the first to be blended just right to stay sparkling bright in color or white. They are the first to be blended just right to stay sparkling bright in color or white.



1. DUTCH BOY BLENDING WHITE

It's the first white paint that's blended just right to stay sparkling bright in color or white. It's the first white paint that's blended just right to stay sparkling bright in color or white. It's the first white paint that's blended just right to stay sparkling bright in color or white.



2. DUTCH BOY BLENDING COLOR

It's the first color paint that's blended just right to stay sparkling bright in color or white. It's the first color paint that's blended just right to stay sparkling bright in color or white. It's the first color paint that's blended just right to stay sparkling bright in color or white.



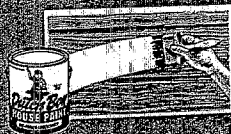
3. DUTCH BOY BLENDING WHITE

It's the first white paint that's blended just right to stay sparkling bright in color or white. It's the first white paint that's blended just right to stay sparkling bright in color or white. It's the first white paint that's blended just right to stay sparkling bright in color or white.



4. DUTCH BOY BLENDING COLOR

It's the first color paint that's blended just right to stay sparkling bright in color or white. It's the first color paint that's blended just right to stay sparkling bright in color or white. It's the first color paint that's blended just right to stay sparkling bright in color or white.



5. DUTCH BOY BLENDING WHITE

It's the first white paint that's blended just right to stay sparkling bright in color or white. It's the first white paint that's blended just right to stay sparkling bright in color or white. It's the first white paint that's blended just right to stay sparkling bright in color or white.

The New Line of **"DUTCH BOY" BLENDED PAINT**



And what an INTERIOR PAINT!

For the First Time... a one-coat inside paint that covers like magic... yet washes like new. It's the new "Dutch Boy WONSOVER!" For the First Time... a long-lasting, real oil flat paint with complete covering power. Once over and the work is over with "WONSOVER!" For the First Time... a one-coat interior paint that

washes bright as new! Stains, even ink, don't sink in, so they wash right off! And what colors! Fresh tints, soft shades, modern deep tones and really white white.

"Dutch Boy" WONSOVER



What a LINE!*

IN COLORS OR WHITE IT'S BLENDED JUST RIGHT TO STAY SPARKLING BRIGHT IN COLORS OR WHITE

What a LINE of Paints... the new line of "Dutch Boy" Blended Paints!

What a LINE of Advantages... In Colors or White... Blended Just Right... To STAY Sparkling Bright!

What a LINE of Paint Experience behind them... the "Dutch Boy's" unbroken line of over 30 years of outdoor paint testing!

What a LINE for YOU... a line of house paints that cover every surface with lasting beauty... each scientifically blended by paint experts to do its own special job especially well!



1. Blended Bright WHITE Stays White! "Dutch Boy" Bright White is self-cleaning! The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding and for a dazzling white finish that stays white!



2. Blended TINTS Stay Fresh! "Dutch Boy" Tints go on crisp and fresh... and they go on staying crisp and fresh. Specially blended to assure lasting, uniform color!



3. Blended TRIM COLORS Stay Bright! "Dutch Boy" Sash & Trim Colors add the finishing touch to a home's protection. They're blended to hold their brilliant gloss... to stay bright and gay!



4. Blended PRIMER Seals, Hides and Holds! An undercoat of great sealing and covering power that holds fast! Used under "Dutch Boy" Bright White or Tints, it gives a superior 2-coat job, even on unpainted wood!



5. Blended PORCH & DECK PAINT Stands Wear! "Dutch Boy" Porch & Deck Paint is blended to stand up longer under the kicking around this type of paint gets from foot traffic and bad weather!

*The New Line of "DUTCH BOY" BLENDED PAINT

Made by the Makers of the Famous "Dutch Boy" White Lead

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 & Bros. Co.); Pittsburgh 12; (National Lead Co. of Pa.)



And what an INTERIOR PAINT!

Never 'til Now a house inside paint that really COVERS IN ONE COAT & yet WASHES LIKE NEW! It's the new "Dutch Boy" WONSOVER!™
Never 'til Now such covering in a real oil,

flat paint! Over- and the work's over with "WONSOVER"! Never 'til Now such an easy-to-clean one-coat paint as "WONSOVER"! Stains, even ink, don't sink in, so they wash right off! The colors? Fresh tints, soft shades, modern, deep tones, and more.

"Dutch Boy" WONSOVER

