

The Trend is to Blend...



You like Blended Coffee...
... Now



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



You like Blended Tobacco...

meet my New "Dutch Boy"
Blended Paint

In Colors or White
It's Blended just right
To Keep Your Homes 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 homes lovely — and keep them that way.

3 Special Blends for 3-Way Lasting Beauty

Not one, but *three* different services are required of house paint. Blending gives the right paint for each purpose. Blending gives 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 *Tints*, 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 homes 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*.

1. Dazzling White Blended to Stay

The beauty of "Dutch Boy" White is that it *cleans*! These continually re-blend themselves — prevent dirt from washing off. It covers evenly well and Special Tinting want to mix available to a

2. Sparkling Tints Blended to Stay

These fresh, "Dutch Boy" are specially blended to keep their coloring good for years and years — colors and uniform

3. Gay Trim Colors Blended to Stay

"Trim" is the name for the "Dutch Boy" Sash and Trim. They're blended to hold their gloss — brilliant — true color — hence, ideal for porches, fireplaces, and

Special "Dutch Boy" exceptional When used White or Trim job, even on

NATIONAL Buffalo, N.Y. St. Louis, Mo. Lead Co. of Bros. Co.)

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