

The Trend is to Blend...



You like *Blended* Coffee... You like *Blended* Tobacco...

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

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 been specified by architects for generations. Blended of the right combination of the right ingredients to make homes lovely — and keep them that way.

In Colors or White
It's Blended just right
To Keep Your Homes Beautiful



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

As every architect knows, 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 White:

The beauty of this "Dutch Boy" Bright White is that it's *self-cleaning*! The surface continually renews itself — permitting rain to wash away dirt. It covers amazingly well and gives a dazzling white exterior finish.



2. Sparkling Tints Blended to Stay Right:

These fresh, lively "Dutch Boy" Tints are specially blended to keep their sparkling good looks . . . to assure lasting color and uniformity.



3. Gay Trim Colors Blended to Stay Bright:

"Trim" is the word for the "Dutch Boy" Sash and Trim Colors. They're blended to hold their glossy brilliance—blended for true color permanence. Ideal not only for shutters and trim, but also for store fronts, railings, fences and decorative metal work.



Special "Dutch Boy" Blended Primer: An undercoat of exceptional sealing and hiding power that holds fast. When used under a finish coat of "Dutch Boy" Bright White or Tints, you get an outstanding two-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 & Bros. Co.); Pittsburgh 30 (National Lead Co. of Pa.).

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

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