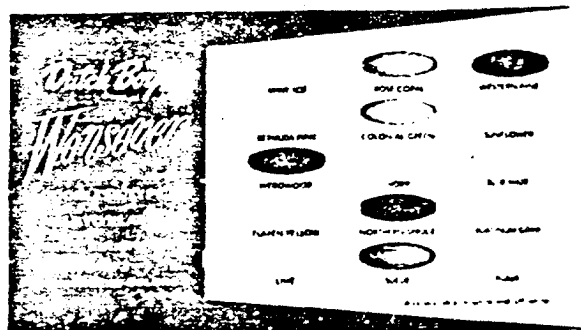


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Abstract



2012年12月15日



Key words:



1. 2. 2008

DATA SET 17: 1980



Abstract

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Abstract

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THIS NEW
11/10/58
IS WONDERFUL

[illegible]

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NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

DUTCH BOY DIRECT MAIL CAMPAIGN
INVOICE

Amount due on	Mailing	T
"Dutch Boy" Direct Mail Campaign		\$

RETURN
YELLOW COPY
WITH CHECK

PLEASE PAY TO
NATIONAL LEAD COMPANY
111 BROADWAY ROOM 1013
NEW YORK 6, N. Y.

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174

ADVERTISING DEPT. COPY

Dutch Boy SPECIALTIES

COMBINATION ORDER BLANK



Dealer's Name _____
 Street _____
 Town _____ State _____

Ship the following: (check)

	Quantity		Quantity
☐ Count on Color	_____	☐ Illuminated Clock	_____
☐ Envelopes for above	_____	☐ Department Identification Sign-Illuminated	_____
☐ How to Paint Right	_____	☐ "Your Personalized Color Scheme"	_____
☐ Metal Wall Sign	_____	☐ "New Sparkle" Broadside (Comprehensive Color Card)	_____
☐ Painters' Job Sign	_____		
☐ Book Matches	_____		
☐ Windower	_____		
☐ Product	_____		
☐ Assortment	_____		

Imprint (see limits below)

LIMITS

How to Paint Right - 3 lines	1st line _____
Metal Wall Sign - 1 line	2nd line _____
Job Sign - 2 lines	3rd line _____
Book Matches - 4 lines	4th line _____
Clock - 2 lines	
"New Sparkle" Broadside - 4 lines	

Not Imprinted: Count on Color; Dept. Ident. Sign; "Your Personalized Color Scheme"

Prices

Count on Color: 5¢ per copy. Envelopes: 70¢ per 100*
 How to Paint Right: \$6.00 per 100 (250 copies minimum)*
 Metal Wall Sign: \$5.00 per sign (free without imprint)*
 Painters' Job Sign: 2 signs (same imprint) \$4.00*
 4 " " " 5.00*
 6 " " " 6.00*

Additional signs: same imprint - 10¢ each*

Book Matches: 2,500 Books - \$14.25 F.O.B. Factory
 5,000 Books - \$20.25 F.O.B. Factory
 10,000 Books - \$40.50 Prepaid*

Department Identification Sign: \$12.00*

Chen: \$14.55 F.O.B. Cincinnati

"Your Personalized Color Scheme": \$3.00 per 100, including envelopes

"New Sparkle" Broadside: \$6.00 per 100, including imprint

*All shipping charges prepaid

☐ Check Enclosed
☐ If you prefer to have Branch deliver you in the regular manner, indicate here.

Franch _____
 Subtotal _____

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Real beauty with a tough skin!

For a face that keeps smiling back at you, we formulated long-lasting "Dutch Boy" Face and "New Enamel" You put them on once for that business or floor job. What's more, on any inside or outside surface, it resists

brass, saltwater, weather, hard wear or weather. It dries overnight to a rich, gleaming finish, so who needs those smelly under-paints by getting "Dutch Boy" Face and "New Enamel" today!

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*Laughs at
the weather!*

On days pummed
by weather ...
pounded by traffic,
such, such "Dumb Boy" Pouch
and Flare Enamel takes a "Toss"
prove that this quality Enamel
stands up, come weather, wear
and repeated washing.

This sparkling, lively enamel
comes in rich, handsome colors.
Change your favorite for festive
brandy undertones. Enamel it
too—a little goes far. Stop in,
get a can on the way home!

FORM
NATIONAL LEAD COMPANY

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Dutch Boy
SATIN EGGSHELL and
GLOSS ENAMELS



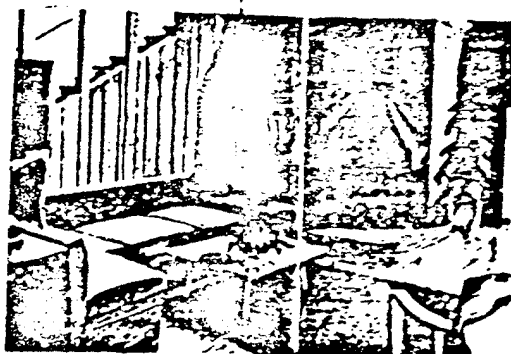
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An eye-dea for beauty!

Give a Rethinking of our role, give some good planning
the month of September of "Dutch Day" from 1958 to
1960. It is a thing to do which is not just a matter of
glorifying in our own history, but a matter of looking
backward and forward, and as such, it is a thing to
be done. We are not just a people of the past, but
we are the people of the future.



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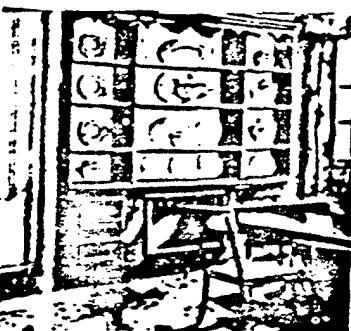
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NLI 1134/1

cheer up
every corner
...the Q.D.
way!



Colored "Think Boy" Quick-Dryer
Paints makes curtains, cloths, tables
and chairs quickly bright as new! And the
effect of these brilliant pictures like
here picks up the whole room. Easy to
use too - just draw it on for a few dry ing
minutes. And having made it better
than glazing new colors that you
can see at our store today!

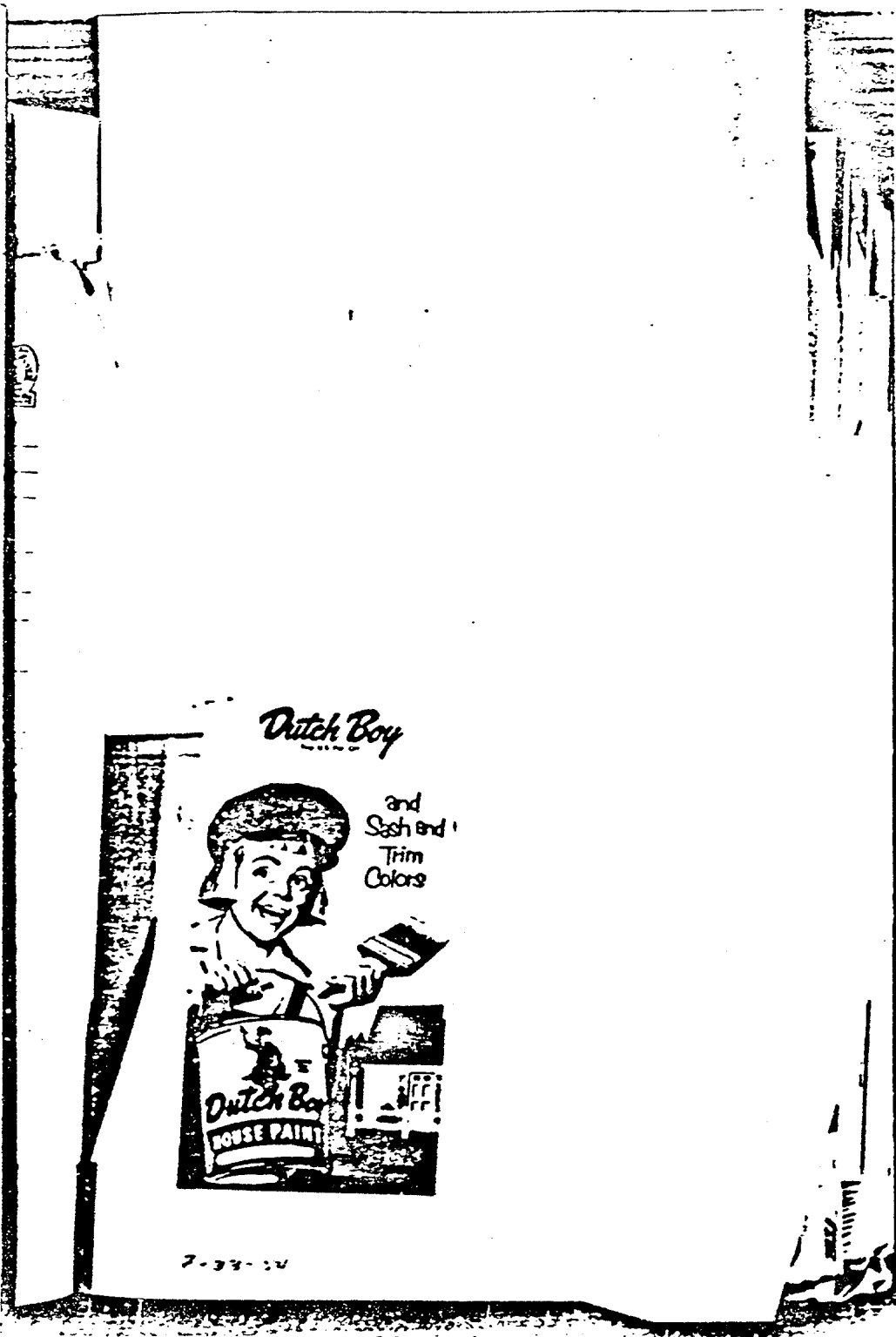
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bright as new!

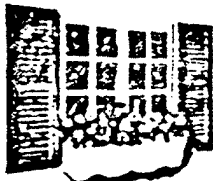
That's the proud effect you
get when you paint your
house with such famous "Thick
Boy" Exterior Paints! For
the color of home is here,
our Bright White - the self-
cleaning paint that stays
white. For deep color, our
one of "Thick Boy's" spe-
cial tones. Important: you
see where you see "Thick
Boy" - top quality paint! So
start right - come to and see
us today!



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NLI 115474



accent the snap and give them
 a better look and show them in the
 right way for the camera. These
 cameras and lenses are. These cameras
 do much better than to hold the
 camera and
 and repeat making it better
 from the side view of back
 and then when you can
 see to see their right side



1939
 NATIONAL LEAD COMPANY

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NLI 115475

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16 176

Wonsorcer
-THE MAJESTY
PURE IN TO LAST

Today's "Duchess" Wonsorcer is the woman
called the face that was a real beauty
with beauty. Wonsorcer comes in 12 lovely
colors. Try to blend perfectly with each
other and with your eye and hair color.
Just one one more eye with
soft surface with a smooth
soft finish. And Wonsorcer's
are built for results in a
beautiful, graceful, and
pleasant, wrinkle-free, hard
smiling and long-lasting look.

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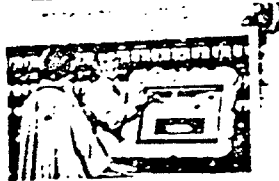


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NLI 115477

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*Bask in colors
that suit you!*



For real custom effect beauty
in every room team up with
the "Dutch Row" Color Gallery!
The Color Gallery offers you
scores of gleam, ready-to-use
paint hues. What's more, its
take-home innovations make
choosing easy and suggest
how each color harmonizes. Here
come in a choice of the finest
quality finishes - flat, satin,
high luster. Come in today.
See this new way of
color shopping.

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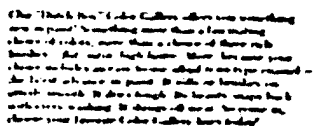
DUTCH BOY
Color Gallery
PAINTS



7-37-64

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