

(FORM BOOK)

VOLUME VA

1934-1935

N17381

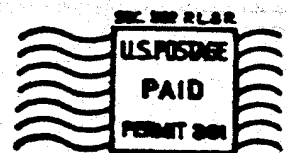
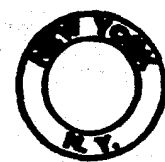
NLI 001779

ST. LOUIS
 PORTLAND (ME) 1211 N. W. Clinton Street
 LOS ANGELES 428 Wilcox Street
 CLEVELAND 220 W. Superior Avenue
 CINCINNATI 629 Freeman Avenue
 CHICAGO 200 W. 18th Street
 BUTTE 116-118 South
 NEW YORK 111 Broadway
 SAN FRANCISCO 2200 21st Street
 SEATTLE 973 John Street
 BOSTON National-Boston Lead Co., 800 Albany St.
 PHILADELPHIA John T. Lewis & Bros. Co., Wilkeson Bldg.
 PITTSBURGH 722 (Westmont) Street
 National Lead & Oil Co., 216 Fourth Av.

NATIONAL LEAD COMPANY



If undeliverable return to
 ROOM 886 ... 111 BROADWAY ... NEW YORK, N. Y.
 Return postage guaranteed



**HERE'S THE PAINT
 FOR PAINTERS ...**

NLI 001788

DUTCH BOY WHITE-LEAD PAINT

is the Painter's Paint

IT IS MIXED TO FIT THE JOB IN HAND

IT IS TINTED TO FIT THE HOMEOWNER

IT SPREADS EASILY AND COVERS WELL

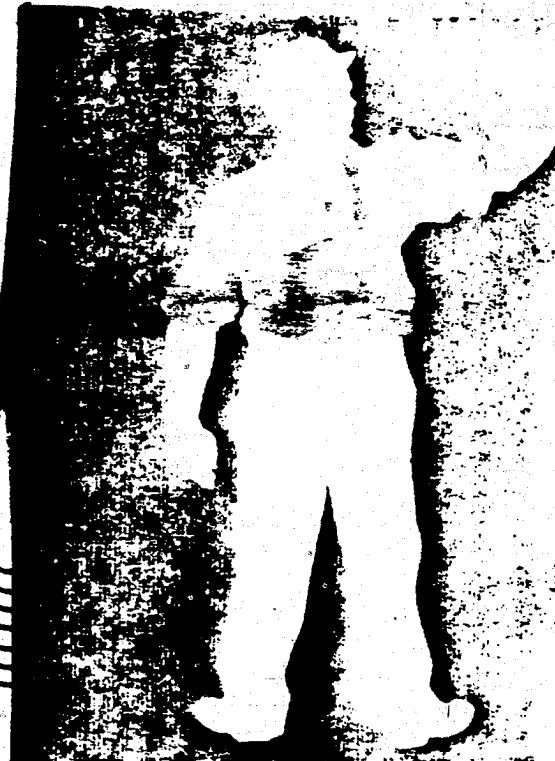
IT CAN BE MIXED A GALLON A MINUTE

IT COSTS ONLY ABOUT \$2.30* PER GALLON

* This price, \$2.30, is for a gallon of pure white-lead finishing coat paint—100 lbs. white-lead at 11 cents per lb., 2 gal. linseed oil at \$1.00 per gal. and 1 pt. drier at \$2.40 per gal.

NLI 001789

NLI 001790



PRIMING COAT PAINT

NEW OUTSIDE WOOD

No paint job is any better than its priming coat. The coat next to the wood must support all the coats which will follow in the years to come. Prime new lumber with paint mixed on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, 1 gal., Dutch Boy linseed oil, 1 1/4 gals. pure turpentine and 1 pt. Dutch Boy liquid drier. This makes 9 gals. of paint which will cover about 5000 square feet of surface.



BODY COAT PAINT

NEW OUTSIDE WOOD

Paint for the second coat on new outside wood must have "body" and hiding power. It must be hard and should dry with no more than an egg-shell gloss. Mix your body coat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, 1 1/2 gals. Dutch Boy linseed oil, 1 1/4 gals. pure turpentine and 1 pt. Dutch Boy liquid drier. This makes 6 gals. of paint which will cover about 1200 square feet of surface.

NLI 001792

MAKE EVEN ALL-DUTCH

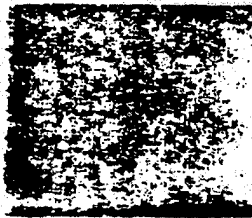


THE "M

COAT PAINT

(SIDE WOOD)

More than its priming coat, and must support all the in the years to come. Paint mixed on the basis of all-purpose soft paste white-lead, 2 gals., Dutch Boy linseed oil, 1 1/2 gals., pure Dutch Boy liquid drier. This mix will cover about 5000



COAT PAINT

(SIDE WOOD)

out on new outside wood hiding power, it must be no more than an egg-ly coat paint on the basis of all-purpose soft paste Dutch Boy linseed oil, 1 1/2 gal. and 1 pt. Dutch Boy liquid drier, of paint which will feet of surface.

FIRST COAT PAINT

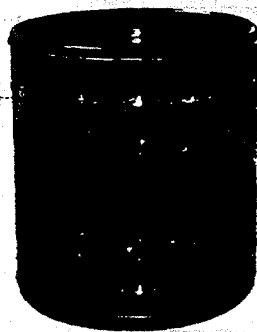
(REPAINTING OUTSIDE WOOD)

The first coat on a repaint job should not only have good penetration to get anchorage but it should also have hiding power and a good spreading rate. Mix your first coat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, 2 gals. Dutch Boy linseed oil, 1 1/2 gals., pure turpentine and 1 pt. Dutch Boy liquid drier. This makes 7 gals. of paint which will cover about 7000 square feet of surface.



NLI 001793

EVERY JOB AN DUTCH BOY JOB



THE "MIXIN'S"

FINISHING COAT PAINT

NEW AND OLD OUTSIDE WOOD

The final coat on any exterior paint job must take the beating given by sun, rain and weather. It must be tough, elastic and able to shed dirt as time goes on. Mix your finishing coat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, 3 gals. Dutch Boy linseed oil and 1 pt. Dutch Boy liquid drier. This makes 6 1/2 gals. of paint which will cover about 675 square feet of surface.



N L I 001794



FLAT WALL PAINT

(FOR INTERIOR PLASTER)

Flat wall paint made from Dutch Boy materials is adaptable to any color scheme and it will also meet requirements of long, hard service. For a flat washable finish coat mix your paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead and 1 1/4 gals. Dutch Boy flattening oil tint to suit with Dutch Boy colors-in-oil. This makes about 5 gals. of paint which will cover about 6000 square feet of wall surface.



EGGSHELL WALL PAINT

(FOR INTERIOR PLASTER)

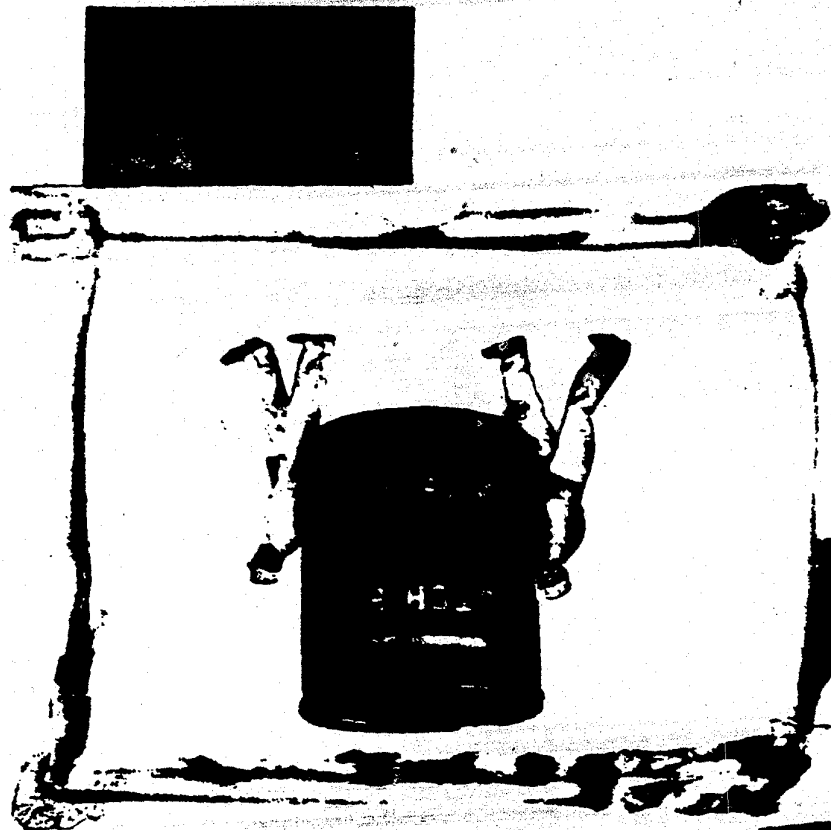
A washable finish that is halfway between a full gloss and a dead flat is much in demand nowadays. Mix a flat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead and 1 1/4 gals. Dutch Boy flattening oil; then add 3 gals. Dutch Boy wall primer to each 2 gals. of flat paint—tint to suit with Dutch Boy colors-in-oil. This paint will cover about 600 square feet per gallon.

NLI 001795

FOR OVER 20 YEARS THE

N. F. P. HAS BEEN HELPING

PAINTERS GET MORE JOBS



NATIONAL LEAD COMPANY
ATLANTIC BRANCH
111 Broadway, New York

N. L. I 001796





**What's
Your
Opinion
of the**

NEVER FAIL PLAN?

We like to hear you say—as so many painters do—"The Never Fail Plan is a fine idea. It works. It gets business. It's easy to use."



But more than this, we'd like to see you use the Never Fail Plan. Because, no matter how much we tell you about the other fellow's success—no matter how much you admit the plan's effectiveness—it's only what it will do for your business that counts. And it is only by using the Never Fail Plan that you can possibly know how it turns idle hours into busy, profitable ones; how it helps to avoid price competition; how it smooths over that important first interview with the prospect.



Of course, we tell you all these things. We have been telling the advantages of the Never Fail Plan to painters for over twenty years. But it is only those painters who have used the plan who realize the truth of what we say. You may believe, but the user knows.



So we say, if you are sincerely interested in increasing your painting business, in making jobs grow where none grew before—try the Never Fail Plan.



It costs you nothing. It has worked for others. It will work for you. More jobs—better jobs—profitable jobs—are yours for the asking.

N L I 001797

HERE'S HOW...

The Never Fail Plan

WORKS FOR YOU



JOT DOWN first the names of owners with houses or other buildings that need painting. It's not difficult these days to find properties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

We sell "The House We Live In" to every property owner on your list.



ON THE blank we furnish for the purpose or on your letterhead, send in these names and addresses to us. We immediately send each one a copy of a beautifully illustrated booklet, **THE HOUSE WE LIVE IN**, imprinted with your name and address—sent with your compliments. This booklet not only is well-filled with color illustrations of houses and interiors, but it contains as well an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'handy man' or spare-time 'dabber'." In short, it is your story from cover to cover.

BY THE time the prospect has had a chance to read and digest this selling tale, you will be ready to call personally at the house. This is easy to do because the prospect already knows about you from the imprint on the booklet. Then, to make it still easier we furnish you with another booklet to take with you when you call—**HOW TO BUY A PAINTER**. You can either go over this with the owner at the time or leave it for him to read later. It contains still more arguments for good paint and a good painter—illustrated with pictures of what happens when these two important elements are not combined... as well as what happens when paint is not applied in time. It gives all the arguments that are used by a top-notch salesman. If you are a man



SHOULD the owner ask you for an estimate at this time you can still further clinch the job by using our Estimate Follow-Up Service. To receive this service all you do is send us a post card with the name and address of the prospect whose job you are estimating. We immediately send him a letter recommending that he give your estimate preference. Also, we send **THE TALE OF TWO PAINT JOBS**, another illustrated booklet filled with arguments for a good painting job.

If you need help at the time you submit an estimate we'll send the prospect a personal letter and a booklet.



If you are a painter ...

who wants to select and work on prospects who are able and willing to pay for the right kind of paint job

use THE NEVER FAIL PLAN

If you are a painter ...

who wants to conduct a dignified and foolproof sales campaign for additional business on a craftsmanship basis

use THE NEVER FAIL PLAN

You select your list of prospects and send it to us for circularizing.



JOT DOWN first the names of owners with houses or other buildings that need painting. It's not difficult these days to find proper ties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

If you are a painter ...

who wants to keep away from ringing doorbells on cold coming

use THE NEVER FAIL PLAN

ON THE blank we furnish for the purpose or on your letterhead, send in these names and addresses to us. We immediately send each one a copy of a beautifully illustrated booklet, **THE HOUSE WE LIVE IN**, imprinted with your name and address—sent with your compliments. This booklet not only is well-filled with color illustrations of houses and interiors, but it contains as well an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'buddy man' or spare-time 'drubber'." In short, it is your story from cover to cover.

BY THE time the prospect has had a chance to read and digest this selling talk, you will be ready to call personally at the house. This is easy to do because the prospect already knows about you from the booklet on the booklet. Then, to make it still easier we furnish you with another booklet to take with

If you hire a painter ...

who likes to deal with owners who have an intelligent idea of what good materials and good craftsmanship mean to a paint job

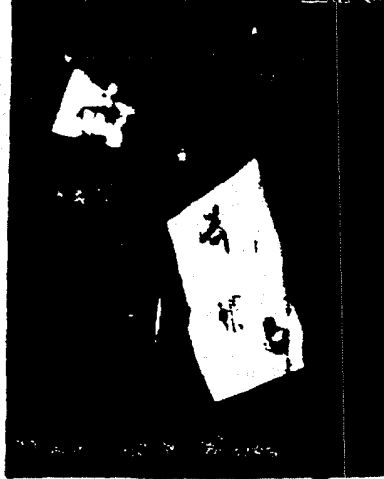
use THE NEVER FAIL PLAN

If you are a painter ...

who is tired of losing customers to "cheap" materials, cheaper labor and want to something about it

use THE NEVER FAIL

In a few days you will see the owner with a copy of "How To Buy a Paint Job."

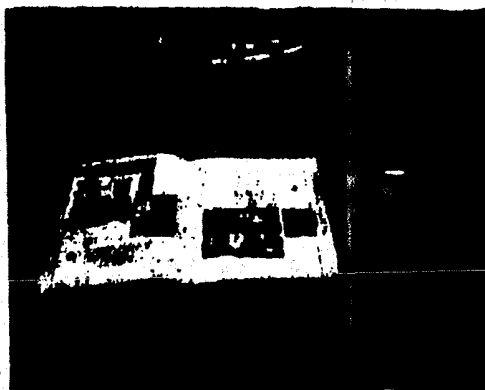


SHOULD the owner ask you for an estimate at this time you can still further clinch the job by using our Estimate Follow-Up Service. To receive this service all you do is send a post card with the name and address of the prospect whose job you are estimating. We immediately send him a letter recommending that he give your estimate preference. Also, we send **THE TALE OF TWO PAINT JOBS**, another illustrated booklet filled with arguments for a good painting job.

NI I 001800

JOT DOWN first the names of owners with houses or other buildings that need painting. It's not difficult these days to find properties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

We mail "The House We Live In" to every property owner on your list.



talker yourself, this booklet will supplement

and interiors, but it contains a small, an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'bandy man' or spare-time 'dauber'." In short, it is your story from cover to cover.

BY THE time the prospect has had a chance to read and digest this selling talk, you will be ready to call personally at the house. This is easy to do because the prospect already knows about you from the imprint on the booklet. Then, to make it still easier we furnish you with another booklet to take with you when you call—HOW TO BUY A PAINT JOB. You can either go over this with the owner at the time or leave it for him to read later. It contains still more arguments for good paint and a good painter—illustrated with pictures of what happens when these two important elements are not combined . . . as well as what happens when paint is not applied in time. It gives all the arguments that are used by a top-notch salesman. If you are a good talker yourself, this booklet will supplement your efforts. If you are not a good talker, this booklet will tell your story for you.

SHOULD the owner at this time you job by using our E To receive this set a post card with the prospect who We immediately mending that he ence. Also, we a PAINT JOBS, another with arguments for

If you are an estimate send letter

This is the Complete Never Fail

Selected prospects . . . 3 effective booklets . . . your personal call . . . our personal letter—these unbeatable combination. No wonder this plan produces painting jobs—and all without cost to you. Say more to convince you that until you use this plan you are throwing business away.

On Interior Walls?

From whom do you buy your white-lead?

Name

Address

How many do you usually employ?

Have you ever used this plan? When?

FOLD BACK AND SEAL HERE

New York, N. Y.

111 Broadway

ATTENTION: SALES

NATIONAL LEAD COMPANY



A few days after you mail this blank
you will receive detailed instructions
and a copy of the booklet we send to
your prospective customers.

A FINAL CAUTION!

Have you kept a copy of this list?

NLI 001801

need painting. For we never can find to work the things we use the more we you receive this list. I promise that Dutch Boy or Carter white-lead will be used on all contracts which the Never Fail Plan lands.

NOTE—Type-write your list or print it in ink. Spell names correctly and give proper initials and addresses. Select names carefully. Submit only names of property owners whose houses actually need painting. The better the list, the better the results.

Name _____

Street and No. _____

City _____

State _____

Phone _____

NOTE—You do not need to fill out every space to use the Plan. Just send in as many names as you have. You can send in others later on.

BE SURE TO KEEP A COPY OF YOUR LIST

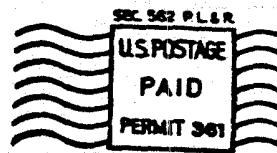
NLI 001802

ST. LOUIS
 PORTLAND, ORE.
 LOS ANGELES
 CLEVELAND
 CINCINNATI
 CHICAGO
 BUFFALO
 NEW YORK
 111 Broadway
 116 Oak Street
 900 W. 18th Street
 609 Freeman Avenue
 220 W. Superior Avenue
 902 Wilson Street
 121 N. E. Adams Street
 722 Chestnut Street
 NATIONAL LEAD & CO. (INC.)
 PITTSBURGH
 PHILADELPHIA
 BOSTON
 SEATTLE
 SAN FRANCISCO
 2200 24th Street
 913 John Street

NATIONAL LEAD COMPANY



The Part You Play
in the N.H.A.

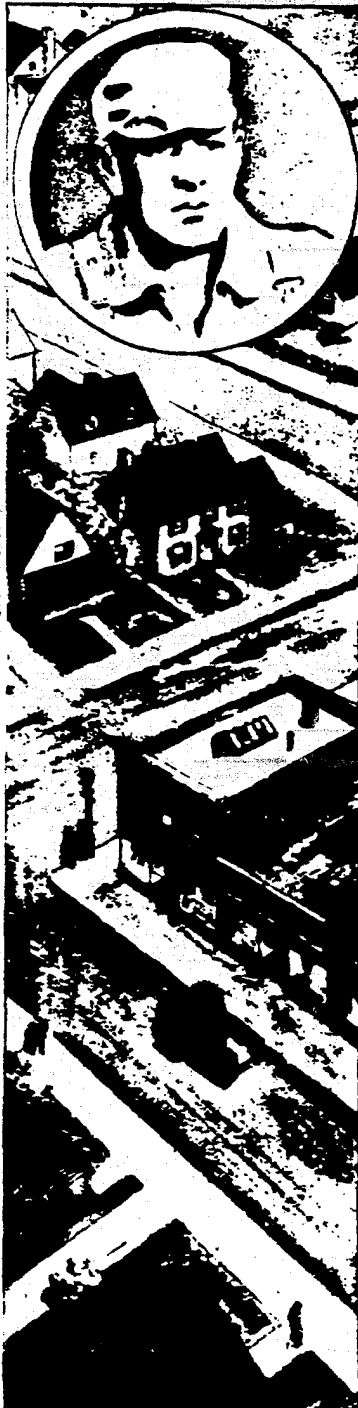


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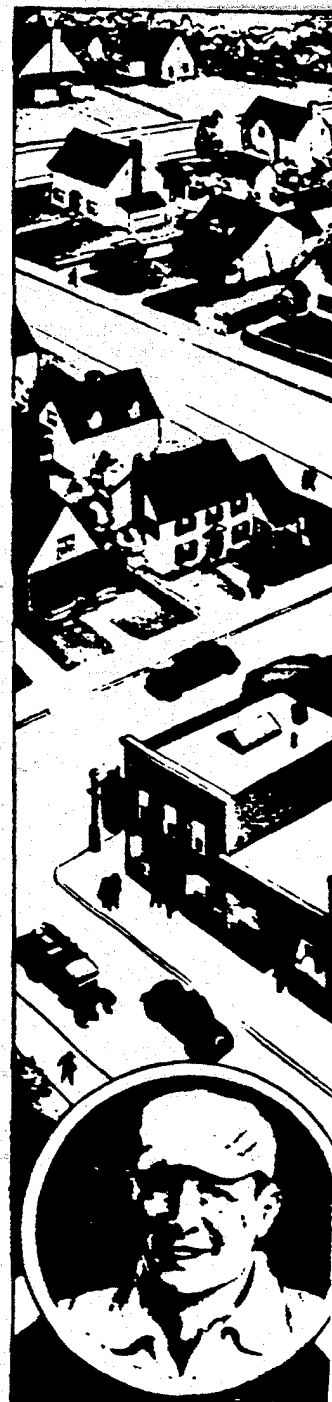
001804

THE NATIONAL HOUSING ACT



is the Government's answer to the demand that something be done to lift the construction industry out of the rut of depression. Carpenters, roofers, masons, bricklayers, plasterers, plumbers and painters—probably 4,000,000 men all told—were among the first to feel the slump and are among the last to be freed from its grip.

THE NATIONAL HOUSING ACT is designed to set in motion the wheels of the construction industry which came to a virtual halt a few years ago. The Federal Housing Administration already is well under way with the first phase of its Better Housing Campaign—a country-wide movement in which the Federal Government, banks and other lending agencies, home-owners, and all those who supply or use construction materials are enlisting. The first step is to put over a tremendous repainting, repairing and remodeling program.



Important parts in the Housing Program are played by .

N L 1001805



THE FEDERAL GOVERNMENT

The Government's part in the program includes, of course, the passage of the National Housing Act (which became law on June 27, 1934) and the securing of cooperation between banks, the construction industry and home-owners.

Uncle Sam says to the banks and other lenders of money, "You make loans to worthy home-owners for improving their neglected properties. Collect as interest and or discount or fee a total charge not exceeding an amount equal to \$5 per \$100 of the original face amount of a one year note, the charge to be deductible in advance. I will insure you against loss on these loans as follows: If you loan \$100,000 and \$20,000 of this amount is not repaid, I will make good on that \$20,000 or any portion thereof. Even in our worst depression years losses on this type of loan have reached barely 3% of the money lent, so you see, my 20% guarantee amounts practically to 100% insurance."

Thus, while the Government does not lend money directly to property-owners under the N.H.A., it aims to make this type of lending attractive to local banks, building and loan associations and other qualified lenders.



FINANCIAL INSTITUTIONS

The lenders' participation in the Better Housing Campaign takes the form of loans to home-owners who can reasonably be expected to repay the money within a specified time.

Those financial institutions cooperating with the F.H.A. say to home-owners: "Come to us with an estimate covering the improvements you wish to make. Fill out Form FHE-3. We will investigate your credit in the usual way; we will assure ourselves that the improvements are proper. If your application is approved, we will make only a small charge for the money loaned. For example, if you need \$285 for a paint job, you might sign a note for \$300 payable in 12 equal monthly installments. This note would not bear interest, because the maximum charge permitted (\$15 in this case) would be included in the face of the note. You may borrow any amount from \$100 to \$2,000 depending on the size of the improvement and your ability to repay."

Banks and other lending agencies which are cooperating with the Federal Housing Administration, have on hand the necessary printed forms, promissory notes, etc., to be used in connection with the N.H.A. program.

TO HELP PAINTERS PLAY TH

NLI

001806



THE HOME-OWNER

The home-owner's part in the Better Housing Campaign is, of course, obvious. He knows better than anyone else whether or not he needs a loan to pay for repainting or otherwise improving his house. He knows whether or not his income justifies obtaining a loan which must be repaid by regular monthly installments. He knows whether or not he can qualify for a loan, under the rules laid down by the N.H.A.—mortgages not in arrears, property ownership established, income satisfactory, etc.

The home-owner will say to the contractor (carpenter, mason, painter, etc.), "Give me an estimate on improving my property (repainting, repairing, etc.). Make a careful survey of the work and put your proposition in writing, naming materials to be used, details of the job, price, etc. Then I'll take the estimate to the bank."

The bank or other cooperating financial house will give the property-owner a blank, called Form FHE-3, to fill out. If the information required on the blank is considered satisfactory, the application for a loan will be approved and the property-owner will sign a note promising repayment. He will then get the money he needs to pay for the improvement on his property.



THE PAINTING CONTRACTOR

The master painter who intends to play a part in the National Housing Act should, first of all, familiarize himself with the principal features of the Act. He can get all the information he needs from his local banks or from his local Better Housing Campaign headquarters. The painter should make up a list of property-owners in his community whose houses (or business buildings) need repainting and then approach these people in person, by phone or by letter, suggesting the advisability of "painting before winter". He should find out, tactfully, whether or not the home-owner has considered the possibility of securing a loan to pay for the painting.

If the home-owner shows interest in the N.H.A. proposition and he appears to be able to qualify for a loan, the painter should offer to help by making an inspection of the property and submitting a report, together with a detailed estimate covering the job. He may also offer to get from his bank such forms as are required by the N.H.A. to give the money-lending agency the information needed to O.K. the loan. The painter can show the property-owner how to fill out the blanks and can offer to handle the details of obtaining the loan, provided the owner is eligible.

THEIR PART IN THE N.H.A. . . .

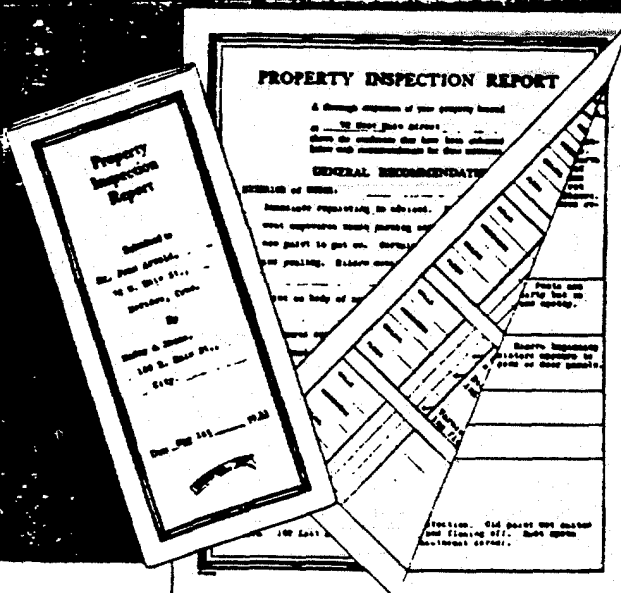
NLI 001807

THE MAKERS OF DUTCH BOY offer some advertising



POST CARD MAILER

Truly remarkable results are claimed by many painters who have sent these mailers to persons whose houses needed painting. The folders are attractive and tell a simple, direct story. A detachable return post card is provided, so that the home-owner may ask you to call and inspect his property. We print your name and address on the card. You address, stamp and mail the folders.



PROPERTY INSPECTION REPORT

Use this blank in reporting the results of your free inspections.

If you are going to cooperate in this fall and if you are going to start a new business, you must

Don't wait for home-owners to come to you. Get the names of people who have inquired about painting from contractors in other trades—plumbers and so on—the name of the house to be rebuilt and repair. Make up

Then order from us the advertising material especially designed to make your Dutch Boy Housing campaign. We offer newspaper, movie theatre and radio Property Inspection Report and business-like personal approach.

Use Dutch Boy Advertising

USE DUTCH BOY

When you figure the many advantages offered by Dutch Boy

- (1) Dutch Boy white-lead is the best paint owners are already familiar with. It has the Dutch Boy trademark.
- (2) Dutch Boy white-lead is the best paint in town in the country.
- (3) Dutch Boy white-lead is the best high-quality paint.
- (4) Dutch Boy white-lead paint is tinted to suit the color of the paint can give the flexibility

NLI 001808

DUTCH BOY PRODUCTS

sing and selling aids

ing to cooperate in this home improvement
all and if you expect to get your full share
ess, you must help create jobs.

or home-owners to look you up. Go to your
sing Campaign headquarters and get the
who have inquired about the N.H.A. Find
ctors in other trades—builders, carpenters,
on—the names of people who are going to
ir. Make up your own list of prospects.

rom us the advertising matter you will need
to actual sales. The features shown here
signed to make selling easier in the Better
en. We offer three types of advertising—
e theatre and direct mail. In addition, the
ion Report provides an opportunity for a
sonal approach to many paint jobs.

oy Advertising and

DUTCH BOY WHITE-LEAD

sure the materials on your paint jobs, and
developed by N.H.A., bear in mind the ad-
by Dutch Boy:

white-lead is nationally advertised. Home-
already familiar with the famous Dutch
ark.

white-lead is obtainable in practically every
country.

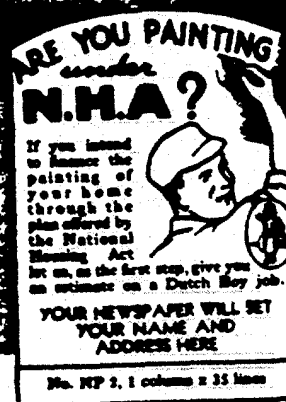
white-lead is recognized everywhere as a
paint.

white-lead paint is mixed to suit the surface
to suit the customer. Only painter-made

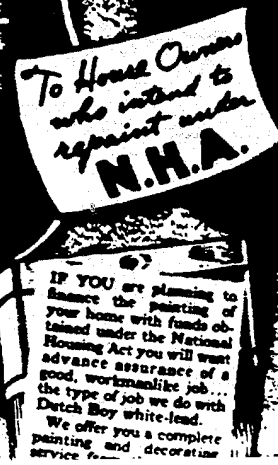


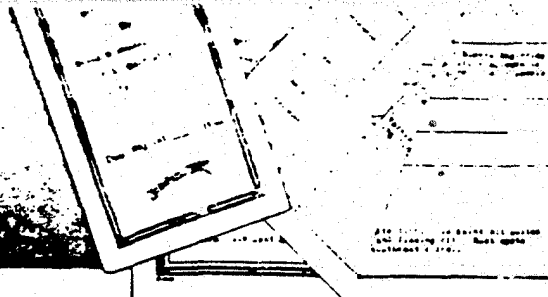
MOVIE SLIDE No. NP 1

If you advertise in your community movie house this slide will
tell movie-goers that you are cooperating in your local N.H.A.
program. The actual slide is painted in several colors and will carry
your name and address or name and phone number.



NEWSPAPER "AD"





PROPERTY INSPECTION REPORT

Use this blank in reporting the results of your free inspections. Take one of these blanks with you when you make your free property inspection and jot down on it the condition of the paint on the house you are inspecting. Then, when you go back to your shop, fill out a clean blank, neatly and fully, to give the owner when you go back to report your findings and recommendations.

CHECK LIST - CONTRACT BLANK

This is a special feature and not necessary to the operation of the property inspection plan. It is offered here simply because many painters use it with the inspection service and have found it very useful in that connection. You may order it or not as you see fit.

The Check List-Contract is not a piece of advertising matter—it is a business form and is therefore charged for. We sell this form at our net cost—50 cents per pad of 50 originals and 50 duplicates (original for the home-owner and duplicate to be kept in your files).

The Check List-Contract is used as follows: When you return to the shop to make out a Property Inspection Report, also fill out a set of Check List-Contract blanks. Then, when the home-owner is given the Inspection Report and he asks what the job will cost, hand him the Check List-Contract which shows the work to be done, price, terms, etc.

Another desirable feature is the form of contract printed on the blank.

owners are already familiar with the Dutch Boy trademark.

- (2) Dutch Boy white-lead is the best in the country.
- (3) Dutch Boy white-lead is high-quality paint.
- (4) Dutch Boy white-lead paint and tinted to suit the color of the house can give the flexibility of a variety of paint jobs.
- (5) Dutch Boy white-lead paint can be applied with the brush, at the rate of 1/2 gallon per square yard. It's a time-saver.
- (6) Dutch Boy white-lead paint costs only about \$2.30 per gallon on a finishing coat paint, 1/2 cents a pound, linseed oil drier at \$2.75 a gallon.

Any way you look at it, Dutch Boy is the paint for the painter. The money to pay for a paint job is less than the time needed to repay the money painted to stay painted. He gets it that he gets it.



N L I 001809

Make every N.H.A. 1

already familiar with the famous Dutch mark.

white-lead is obtainable in practically every country.

white-lead is recognized everywhere as a quality paint.

white-lead paint is mixed to suit the surface to suit the customer. Only painter-made give the flexibility demanded by the wide paint jobs you are called upon to do.

white-lead paint can be mixed, ready for at the rate of a gallon of paint per minute. saver.

white-lead paint, in most localities today, about \$2.30 per gallon. This price is based on oil coat paint, with white-lead figured at 11 and, linseed oil at \$1.00 a gallon and liquid at .75 a gallon.

you look at it, Dutch Boy white-lead paint is the painter. The home-owner who borrows for a paint job wants the paint to last longer and need to repay his loan. He wants his house painted. He wants a Dutch Boy job. See



NL I001810

If you intend to finance the painting of your home through the plan offered by the National Housing Act let us, in the first step, give you an estimate on a Dutch Boy job.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

No. NP 1, 1 column x 3 1/2 lines

NEWSPAPER "ADS"

Your local newspapers are carrying news of the Government's Better Housing Campaign. Either or both these "ads" run in your paper give you a natural tie-up with the N.H.A. items in the news columns. Space is provided at bottom of "ads" for your own name and address—to be inserted by the newspaper. You can also use these cuts on blotters, handbills, mailing cards, etc. Order by number.

repaired N.H.A.

If you are planning to finance the painting of your home with funds obtained under the National Housing Act you will want advance assurance of a good, workmanlike job... the type of job we do with Dutch Boy white-lead.

We offer you a complete painting and decorating service from the preliminary inspection of the surface to the final "touching up"—all with a minimum of fuss and inconvenience. Let us give you an estimate on a Dutch Boy job.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

No. NP 1, 1 column x 5 lines

MAIL YOUR ORDER PROMPTLY

Mail the order blank below to the branch office of National Lead Company located nearest you. Here are the addresses:

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 W. 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 820 W. Superior Avenue, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

If you order Check List-Contract Blanks it will, of course, be necessary to mail the order and your remittance in an envelope, but if these blanks are not ordered you can mail this blank for 1 cent by putting it securely to the back of a government postal card, and placing the face of the postal card to our nearest office. Be sure to write plainly.

QUICK ACTION ORDER BLANK

PAINTER'S ADVERTISING DEPT.
NATIONAL LEAD CO. BRANCH OFFICE

Date _____

Please send promptly, to the address below, the items checked. It is understood that there is no charge of any kind for this material (with the single exception of the Check List-Contract Blank which does not have to be ordered).

- | | |
|--|--|
| ☐ Post Card Mailing | ☐ Newspaper "ad" NH 1 |
| ☐ Property Inspection Reports | ☐ Newspaper "ad" NH 2 |
| ☐ Movie Slide NP 1 | |

Skip to—Name _____

Street and Number _____

Town and State _____

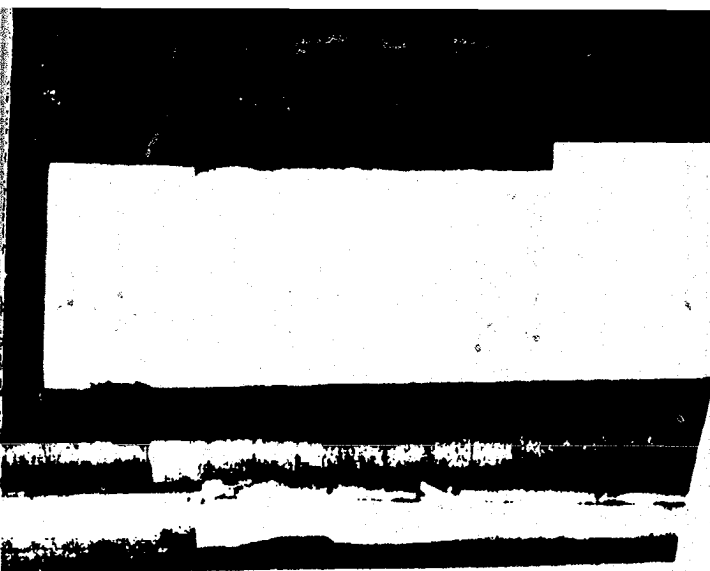
Send _____ paid Check List-Contract Blanks @ 50 cents per set; remittance of \$_____ enclosed in ☐ stamps, ☐ check or ☐ money order.

DUTCH BOY



**Millions for
Painting Jobs**
*Make Sure You
Get Your Share*

NLI 001811



Millions for Painting

Just look at these figures

16,000,000

and other properties
repairs.

23% or near

of all loans and 14%
so far under the Na
been for painting. U

be loaned under the

\$140

What a market to share

Of course, it is your
potential market that

. . . the share that
in your town and

How to go after the
the question answered

NI

Just look at these figures: It is estimated that
16,000,000 houses

and other properties need improvements and
repairs.

23% or nearly one-quarter
of all loans and 14% of the total money loaned
so far under the National Housing Act have
been for painting. Up to a billion dollars can

And on This Call...

At his home or place of business. Tell him frankly that you
have a plan for him that is very important to the upkeep of
his property . . . that you want only a few minutes to explain
it and present him with informative literature. In some cases
you may find it advisable to phone for a definite appointment.
Use your best judgment on this.

Take with you—on these personal calls—the envelope we
furnish, containing a copy of HOW TO BUY A PAINT
JOB and the folder explaining the necessary steps in securing
a loan under the N. H. A. Go over this material with your
prospect during your call, especially the booklet in which

you will find an excellently presented talk on the need for
good paint and a good painter. If your prospect is not ready
to sign up immediately, leave this information with him to
read over at his leisure and then check back later. Try to
set a definite date for your follow up call at the time, or
better yet look over his house while you are there and offer
to give him an estimate on the necessary work.

ABOVE ALL GET BUSY ON YOUR PROS-
PECTS WITHOUT DELAY. GET THE JUMP
ON YOUR COMPETITORS. BE THE FIRST
TO REGISTER YOUR STORY. IT WILL
PAY YOU TO "CASH IN" ON ALL THE
BETTER HOUSING PROGRAM PUBLICITY.

First Step . . .

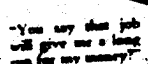
Get together the best possible list of the most likely prospects
for painting, especially those who might be interested in the
easy payment plan of the N. H. A. You have a good start for
this list with those prospects you have worked on during the
past year or two and who have offered the status of "No
money." Go through your records of former customers
whose houses need painting. Spot properties around your
neighborhood that need paint repair. There are plenty of
them. Check up on the owners. Then, when you have
decided how many prospects you have

WRITE DOWN THE QUANTITY ON THE
POST CARD OPPOSITE, SIGN AND MAIL IT
TO OUR NEAREST OFFICE

NLI 001813

[illegible]

These advertisements are designed and ready to use when you
integrate into your game and enhance the game experience
of the players at each table. Order by number below.



-You say that job
will give me a long
run for my money?"

"You can count on it
... it's a Dutch Boy
white-lead job."

YOUR NEWSPAPER WILL SET.
YOUR NAME AND ADDRESS HERE



YOUR NEWSPAPER WILL SET YOUR
NAME AND ADDRESS FREE



but —
WE CAN
PAINT IT
WITH...
"LEAD"

Why do you see so many things wrapped in cellophane? Because the covering not only gives protection but also improves appearances. For the very same reasons people paint their homes.

Paint—good paint—does a double-harrelled job. It prevents deterioration and it adds much to the attractiveness of the home. We have standardized on Dutch Boy white-lead for our jobs because it is "the painter's paint." We mix it to suit the surface and tint it to suit the customer. And it wears long and never cracks or scales.

We will be glad to give you an estimate on coating your house with "lead."

**YOUR NEWSPAPER WILL SET
YOUR NAME AND ADDRESS HERE**



Then I think
about the paint
or and the paint
I am an import-
ered painter
and I use Dutch
Boy white lead
paint. What do
you want? What
color?

YOUR NEWSPAPER WILL SET
YOUR NAME AND
ADDRESS HERE

THEY'VE MORE HELP FOR 1936 OFFERED BY THE
DUTCH BOY PAINTER-PARTNER

DUTCH BOY WHITE-LEAD WET PAINT



(PAINTER'S NAME HERE)

I'm painting this house to Stay Painted!



YOUR HOUSE DESERVES A DUTCH BOY JOB

Get our figures first!

YOUR NAME AND ADDRESS OR PHONE
WILL BE LETTERED IN THIS SPACE

THE name of this paint is so famous
that it's known all over the world.
It's the best paint you can get
and you get it everywhere.
It's the best paint in the world of paint.
It's the best paint you can get.

Enjoy the advantages of painted walls



YOUR NAME AND ADDRESS OR PHONE
WILL BE LETTERED IN THIS SPACE

Slide No. DP10

NLI 001845

*What PAINT will you use on the jobs developed by
your DUTCH BOY PAINTER-PARTNER?*

DUTCH BOY WHITE-LEAD PAINT

because it gives you these big advantages:

● **PRICE**

Figure it any way you like, Dutch Boy white-lead paint is most reasonably priced. *Cost per gallon, cost per pound, cost per square, cost per coat, cost per job, cost per year ... *low* in every instance.

** Your cost per gallon on a two-coat job is \$2.18, if you pay 11c per lb. for Dutch Boy white-lead and \$1 per gallon for linseed oil.*

● **CONVENIENCE**

When you are readying the paint for a job have you ever "put the watch" on yourself? Do it next time you use Dutch Boy all-purpose soft paste white-lead. With this new pure lead in quick-mixing form, you can mix pure white-lead paint at the rate of a gallon a minute.

● **ADAPTABILITY**

...a big word meaning "all-around usefulness." Dutch Boy white-lead paint is the painter's paint because it can be used on practically every type of paint work. With a comparatively small stock of staple Dutch Boy materials you're

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all set to mix up pure white-lead paint to meet every requirement.

● QUALITY

Men who have had experience with paint agree on one point, at least, and that is: Pure white-lead paint is *the quality paint*. Any paint that has come down through the years since George Washington's time, practically unchanged, has that certain something which sets it apart. And that "something" is the ability to make good at the job for which it is intended—the protection of exposed surfaces. Always remember that Dutch Boy white-lead paint, properly mixed and properly applied to surfaces fit to receive paint, can be depended upon to last long and look well and to wear down stubbornly, without cracking or scaling, leaving a perfect repainting surface.

● PRESTIGE

The painter who uses Dutch Boy white-lead paint (and who lets his customers know it) is taking advantage of the many years of Dutch Boy national advertising. He need not try to sell "a pig in a poke." He ties up his hard-earned reputation as a skilled mechanic with the Dutch Boy's well-earned reputation as a pride mark, to be found only on the highest grade paint materials.

There is a Dutch Boy Dealer near you. He will tell you the name of your: He has to sell the paint that stays put — you like to spread the paint that stays put — DUTCH BOY WHITE-LEAD PAINT.

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Line up with **THE DUTCH BOY LINE** *this year!*

DUTCH BOY WHITE-LEAD

Dutch Boy white-lead is marketed in two forms—heavy paste and all-purpose soft paste. Heavy paste is ground in nine per cent of linseed oil and all-purpose soft paste is ground in nine per cent of oil and two per cent of turpentine, producing a pigment which may be mixed quickly and easily. Both grinds are strictly pure, extremely fine and of uniform high quality. Both grinds may be used for either outside or inside paint. Both grinds are put up in 100 lb., 50 lb., 25 lb. and 12½ lb. steel packages.



DUTCH BOY LINSEED OIL

Clear, well-settled, carefully filtered linseed oil, made from selected flaxseed. Now available in three types—raw oil, boiled oil and standoil type. All are pure and conform to rigid Dutch Boy standards. Use Dutch Boy linseed oil with Dutch Boy white-lead for glossy, elastic, durable paint. Sold in one-gallon cans and five-gallon kits, sealed at the factory.

DUTCH BOY COLORS-IN-OIL

Pure, clear tone; high tinting strength; quick, complete dispersion; easy-to-use form. Dutch Boy colors are backed by seventy-five years of color-grinding experience. Incorporated for use in Dutch Boy white-lead paint—both outside gloss and inside flat. The line includes all the standard colors in all the standard sizes—gallon, quart and half-pint cans and two-gallon kits.



DUTCH BOY LIQUID DRIER

A small item, but one that can "make or break" a batch of paint. Dutch Boy Liquid drier is a balanced blend of drying agents (metallic type) so formulated as to insure efficient drying of white-lead paints. Used in the recommended amount, it will cause paint to dry at the proper rate for a durable job. Sold in gallon, quart, pint and half-pint cans.

DUTCH BOY WALL PRIMER

A sealer, a primer and an actual paint coat, all in one. Seals plaster, wall board and plaster board. Gets a firm hold on the surface, bridging fine cracks and hiding blemishes. Covers a lot of surface, spreads easily and hides completely. Ready to use as it comes from the can. Sold by the gallon or quart; also in five-gallon kits and thirty-gallon barrels.



DUTCH BOY LEAD MIXING OIL

A new vehicle for use with white-lead to make flat or semi-gloss paint for all porous surfaces—interior plaster or wall board; exterior stucco, concrete, brick and stone. White-lead-Lead Mixing Oil paint is truly washable. It is weatherproof and durable. May be tinted any color, quickly and easily. Sold in one-gallon cans and five-gallon kits, sealed at the factory.



NLI 001843

TO THE CHILDREN

More than ten hundred thousand boys and girls know the Dutch Boy Painter's picture.

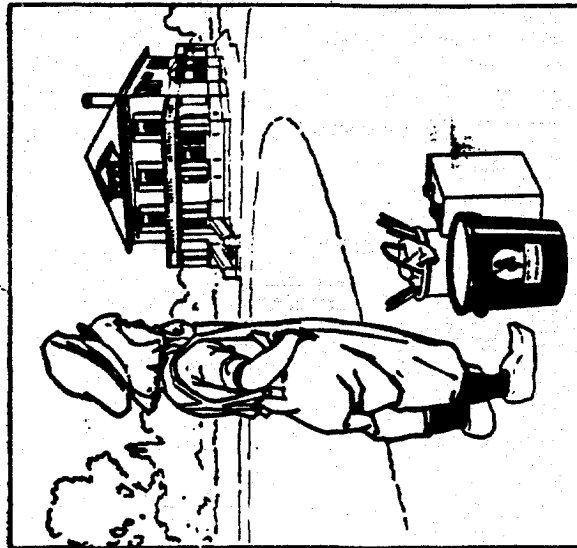
Do you know him, and do you know who he is?

The Dutch Boy Painter is the white lead boy. When you see his picture stamped on the side of a new keg you know there is pure white lead in the keg. When you see his picture on a sign or a poster or in a magazine it means that somebody near-by has white lead to sell.

And that is always a good sign, because the Dutch Boy Painter's white lead makes the kind of paint which looks well and which wears so long that plenty of money is left to buy other fine things for both children and grown-ups.

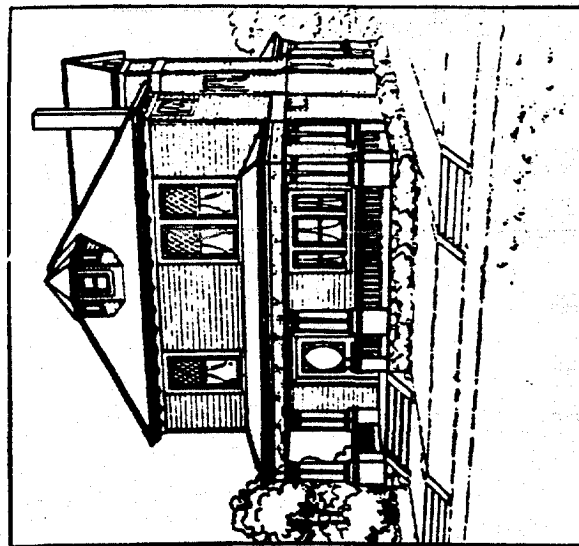
We hope you will have a good time painting the picture houses and the children in this little book and that you will get very well acquainted indeed with the Dutch Boy Painter. The way to color him in these pictures is shown by the picture on the cover. Make him as nearly as you can like that.

Every time you see anyone painting a real house just ask him if he is painting it with "Dutch Boy Painter" white lead.

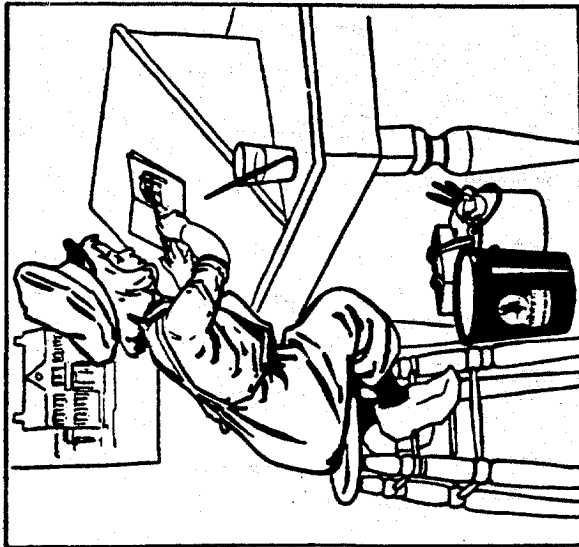


"Let me see! color is very important. Yellow will look well for this house, with leaves green and red and chimney, green black, trees and grass."

NLI 001850

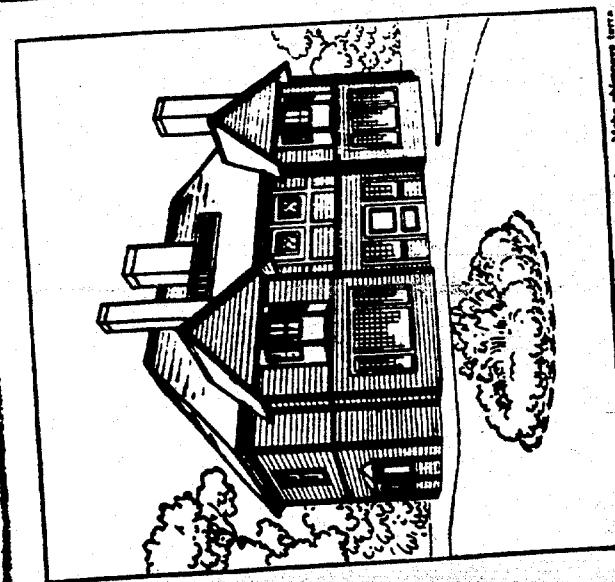


A smallish house made a light color, the gray. Leave windows and porch pillars white, make chimney terra cotta, roof and grass green. Flowers to red. Your own fancy.



"I wish everybody knew that if people would use my white lead and pure linseed oil there would be very little paint trouble any more."

NLI 001851

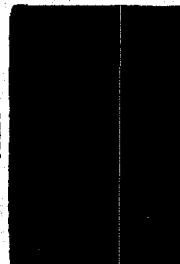


A large house may be painted terra cotta, with grey trim. Make chimney terra cotta, red green. Flowers to please the taste.

NLI 001852



BLUE



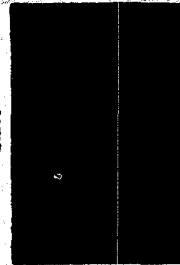
YELLOW



TEARA COTTA



GRAY



GREEN
These color marks are real water colors. Use them with a wet paintbrush just as you would with tubes of paint. Don't use too much water.

N L I 001853

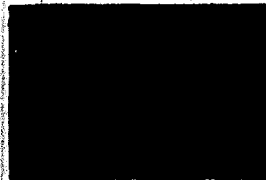
NL 1001854



TERRA COTTA



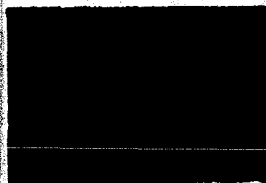
BLUE



GRAY



YELLOW



GREEN



BROWN

These color blocks are real water colors. Use them with a wet paintbrush just as you would little cakes of paint. Don't use too much water.



BLACK



YELLOW



TERRACOTTA



GRAY



BROWN

These color blocks are real water colors. Use them with a wet paintbrush just as you would little cubes of paint. Don't use too much water.

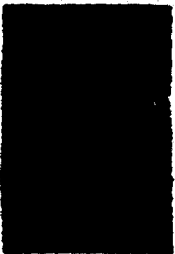
NLI 001855



BROWN



YELLOW



TERRACOTTA



GRAY

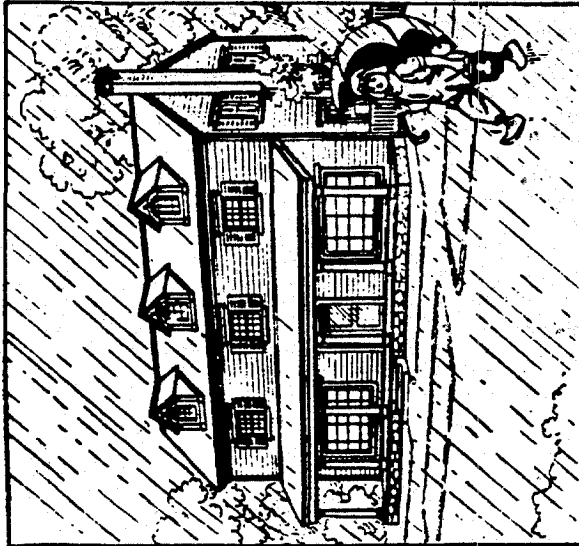


GREEN

These color blocks are used water colors. Use them with a wet paintbrush and no
too much water. They will dry in 10 minutes.

NLI

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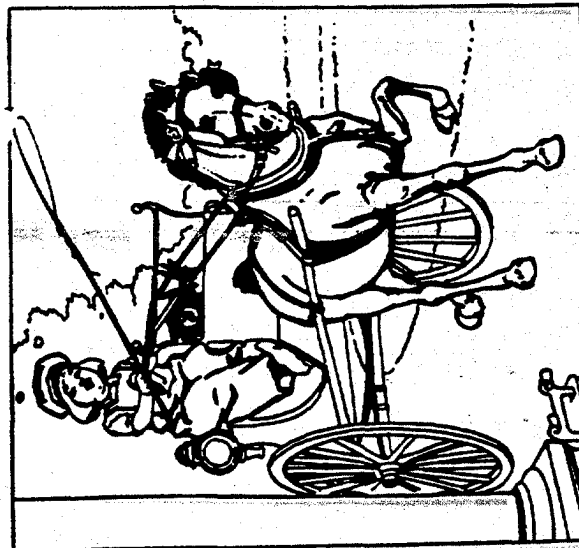


You can look at the picture of Dutch Boy Palace, white lead and green ironed oil. The kind of a house may be white, with green trim, grey roof and chimney.

NLI 001857

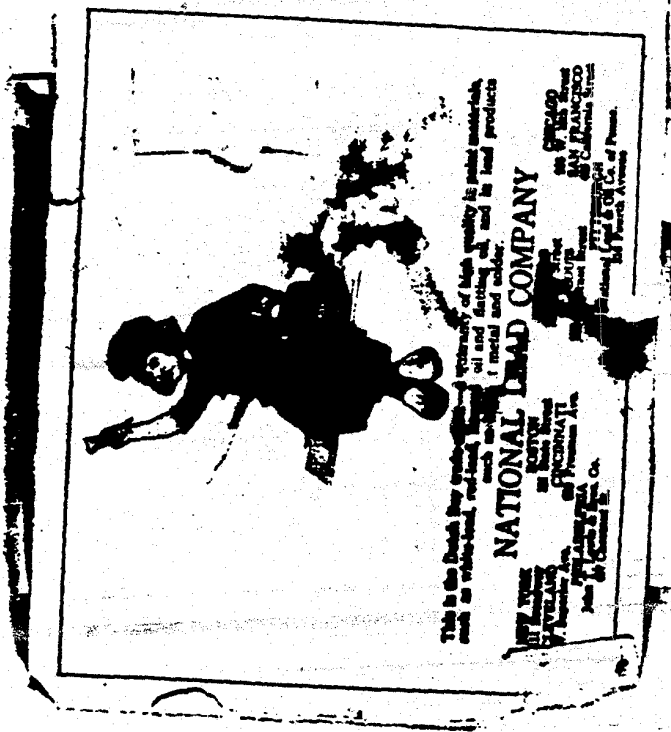


The Dutch Boy Farmer the only and famous, green for it



A wherry every time and every where - "Dutch Boy Farmer" white land and up the road all, pulls the wagon body, green, white and black yellow, brown blue, here may be white or grey

NLI 001858



NL L001860