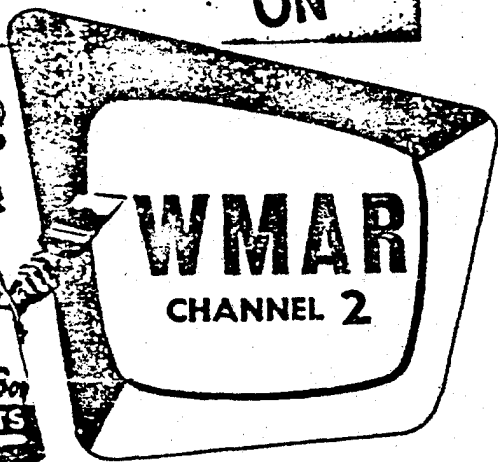


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Dutch Boy's
NEW TV PROGRAM
ON



No. 1000000

00057



NLI 11

00057

customers ...



THE
BIBB

MI 11572

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.....A T.V. PROGRAM THAT
EVERY HOME OWNER AND DO

"The Handyman"

A weekly five minute program
of helpful know-how on countless
around-the-house jobs by that
outstanding and beloved radio
and T.V. personality...

NORMAN BROKENSHIRE

ALSO on a night before each
"Dutch Boy" commercial and

00057

00000

NLI 115737

PROGRAM THAT HAS SOMETHING FOR
OWNER AND DO-IT-YOURSELF ADDICT

ndyman⁹⁹

minute program
show on countless
jobs by that
beloved radio
ality...

ROKENSHIRE



on a night before each program "Butkey" will do a 20 second
"Boy" commercial and announce the day and time of program

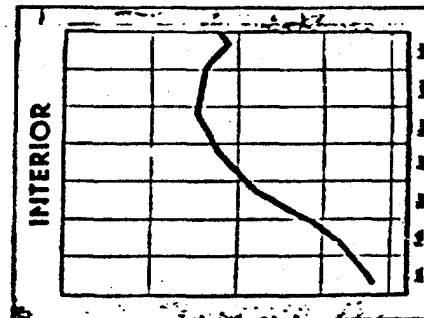
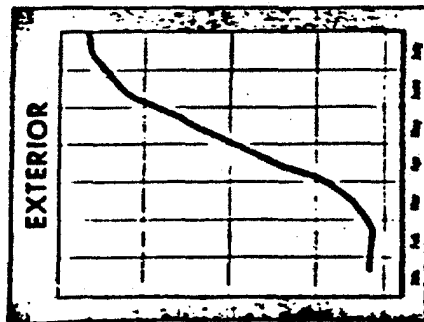
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...and every program ends with a
hard-selling "Dutch Boy" Message

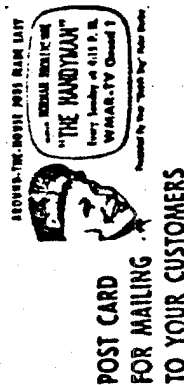
If you are a Full Line "Dutch Boy" dealer your name
will be featured in connection with the program.
Your "Dutch Boy" representative has full details.

TIMED TO RUN DURING THE
3 PEAK PAINTING MONTHS



CHARTS FROM NATIONAL CONSUMER SURVEY OF PAINTING HABITS
Conducted by the National Paint, Varnish and Lacquer Association

TIE-IN MATERIAL
SUPPLIED FREE TO YOU



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Your customers will look forward each week to
"The Handyman" as he solves such problems as...

Handyman

TO PAINT SCREENS

TO ELIMINATE FLOOR SQUEAKS

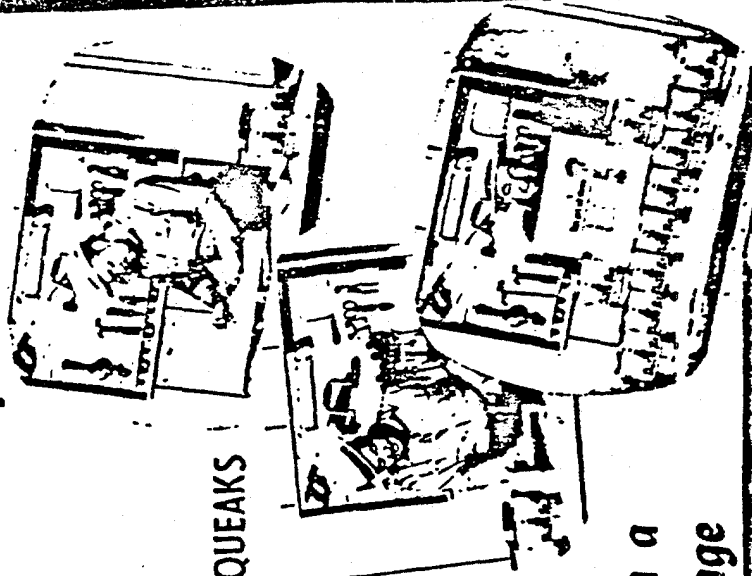
TO INSTALL WINDOW PANES

TO REPAIR NICKS IN FURNITURE

TO PAINT PANEL DOORS

TO REPAIR CRACKS IN WALLS

...and every program ends with a
hard-selling "Dutch Boy" Message



If you are a Full Line "Dutch Boy" dealer your name
will be featured in connection with the program.

75000

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