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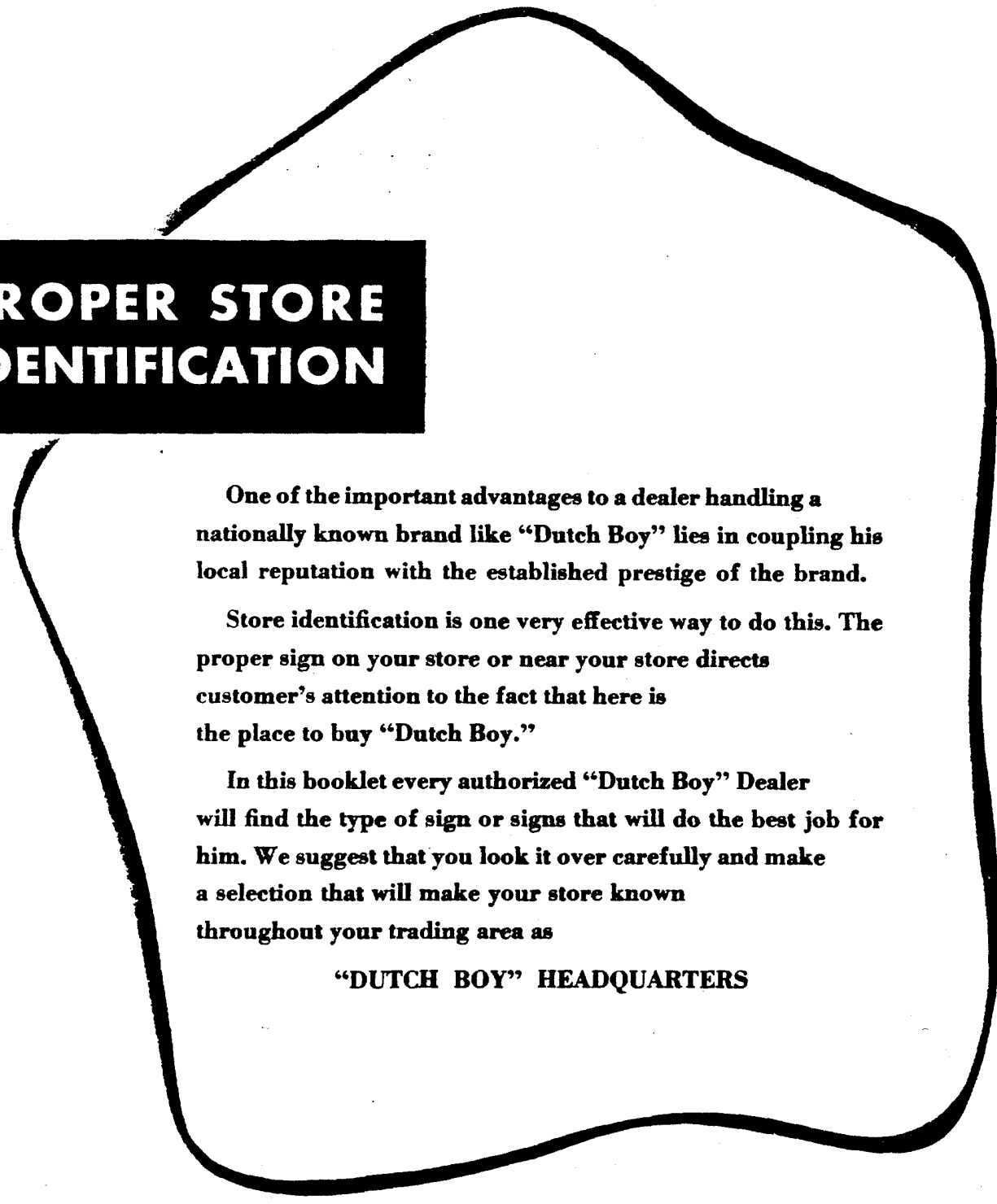
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MLI 114588

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NATIONAL LEAD COMPANY



PROPER STORE IDENTIFICATION

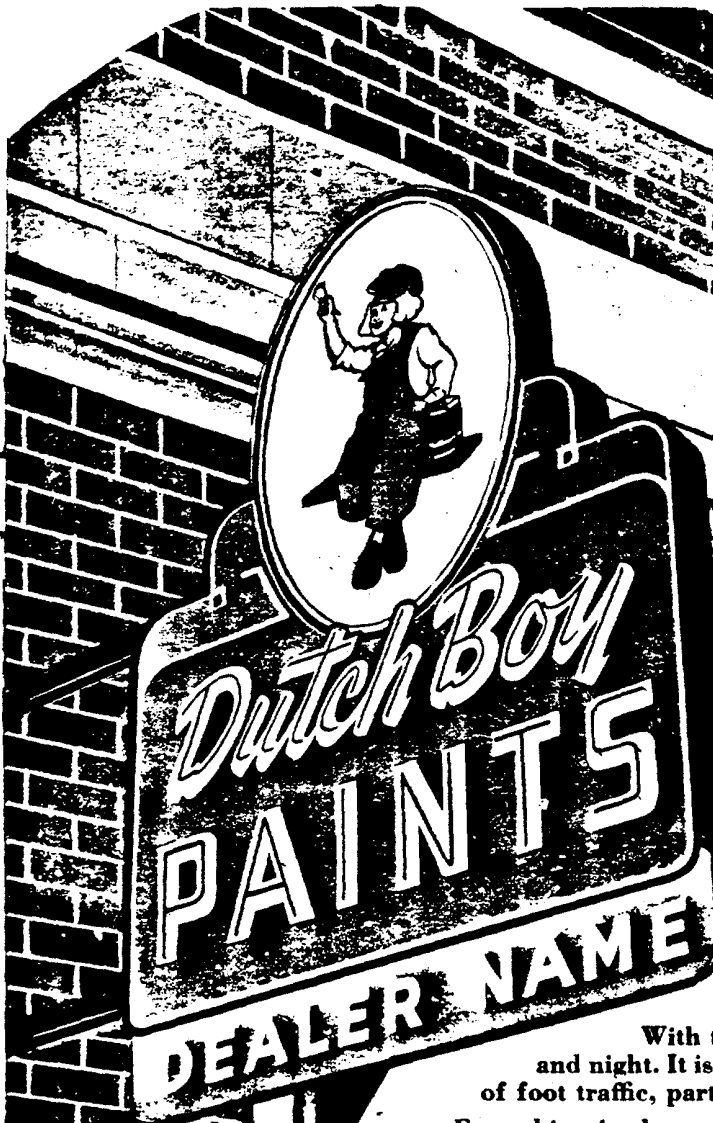
One of the important advantages to a dealer handling a nationally known brand like "Dutch Boy" lies in coupling his local reputation with the established prestige of the brand.

Store identification is one very effective way to do this. The proper sign on your store or near your store directs customer's attention to the fact that here is the place to buy "Dutch Boy."

In this booklet every authorized "Dutch Boy" Dealer will find the type of sign or signs that will do the best job for him. We suggest that you look it over carefully and make a selection that will make your store known throughout your trading area as

"DUTCH BOY" HEADQUARTERS

STORE FRONT NEON SIGN



SIZE:

4½ Feet Wide x 5½ Feet High
Dealer Panel adds 9 Inches

With this de luxe sign your store will stand out day and night. It is ideally suited to the location with plenty of foot traffic, particularly during shopping hours.

Everything in the construction of this sign is designed for strength and permanence. It is constructed on a rigid steel framework. Both sign faces, including the "Dutch Boy" trademark are porcelain enamel, noted for long life and color fastness.

The Neon tubing is properly supported throughout to withstand the elements and the high quality transformers are completely sealed from weather.

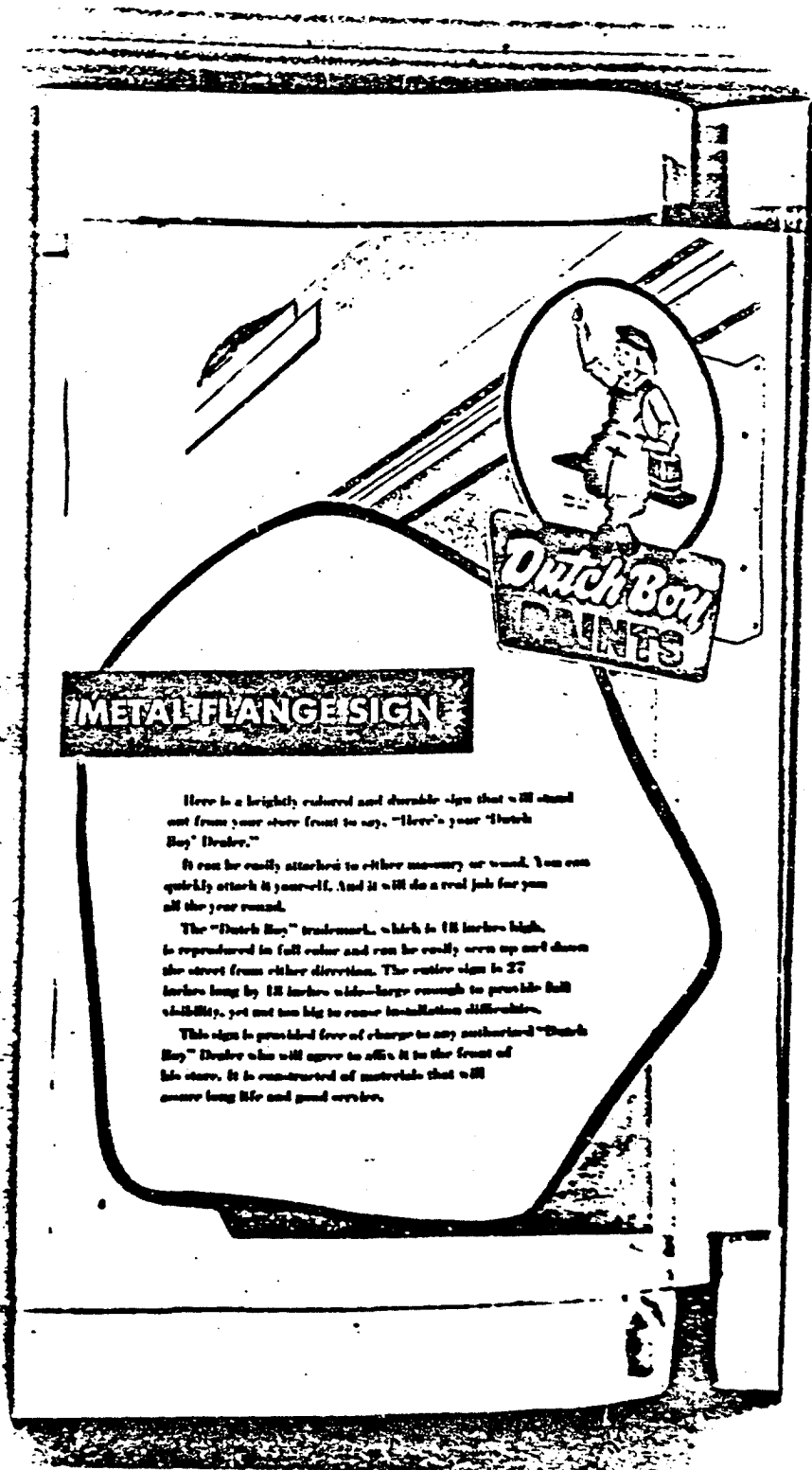
A brightly lighted panel is provided for your store name. This is also porcelain enamel with applied letters 4 inches high.

The mechanical and electrical work on the sign conform to all regulations so that it can be installed in any city where there are no local restrictions against erection. Each sign carries an A.F. of L. Union Label and the Underwriters Label of Approval. All necessary hanging equipment is included.

This sign is approved under "Dutch Boy" Cooperative Advertising. In other words, 50 per cent of its cost, including erection charge, can come out of your regular advertising allowance.

Cooperative price of the sign to you, including a one-line imprint, is \$220 delivered to sign erector. We pay a like amount, which represents our 50 per cent of the cost, and this is deducted from your advertising allowance.

You are to arrange for erection and provide necessary maintenance.



METAL FLANGE SIGN

Here is a brightly colored and durable sign that will stand out from your store front to say, "Here's your 'Dutch Boy' Dealer."

It can be easily attached to either masonry or wood. You can quickly attach it yourself. And it will do a real job for you all the year around.

The "Dutch Boy" trademark, which is 18 inches high, is reproduced in full color and can be easily seen up and down the street from either direction. The entire sign is 27 inches long by 18 inches wide—large enough to provide full visibility, yet not too big to cause installation difficulties.

This sign is provided free of charge to any authorized "Dutch Boy" Dealer who will agree to affix it to the front of his store. It is constructed of materials that will ensure long life and good service.

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METAL WALL SIGN

Many "Dutch Boy" Dealers have signs at all locations that are ideal for this type of metal poster. In fact, it can be used, if desired, as a roadside sign by simply providing it with the necessary wood backing and supporting framework.

It is large enough, 3 feet high and 3 feet long, to do an effective eye-catching job in either location. Also it is in bright, attractive colors that will be picked up from a great distance.

The sign is constructed in six colors on 28-gauge, rust-proofed steel. The edges are turned and grooves provided for easy tacking to the surface.

Provision is made for a one-line imprint on the bottom of the sign, if desired. This will consist of your firm or store name in large readable block letters. No phone number, street address or town can be included. However, for this type of sign which is to be used on the store itself or immediately outside the store, if used by the owner, this additional information is unnecessary.

This attractive "Dutch Boy" sign is free to any authorized "Dutch Boy" Dealer who has the proper use for one or more. However, if imprint is desired there will be a charge of \$3.00 to cover actual cost of name.

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NEIGHBORHOOD POSTER

This is another new "Dutch Boy" cooperative feature. Now, for the first time, you can get colorful, dominant neighborhood poster coverage for your store and "Dutch Boy."

The service is completely local. You arrange with a designated local sign company for the number of showings you want in the locations you select. You pay them a monthly rate, varying from \$9.00 to \$12.50 per panel, send us the receipted bill and we reimburse you for 50 per cent of the amount up to the limit of your regular cooperative advertising allowance.

For this you get a well-planned continuous poster advertising campaign—a new design and a new message every 45 days. And all this right in your own neighborhood and your own market where it will do you the most good.

Each panel is 5½ feet high and 12½ feet long. The poster colors are brilliant and the designs will be planned to do an effective selling job. Your name is prominently displayed on each poster.

8 COLORFUL ON-THE-SPOT POSTERS *in 1 Year's Campaign*



Dutch Boy Paints



Spacious and warm...

Dutch Boy

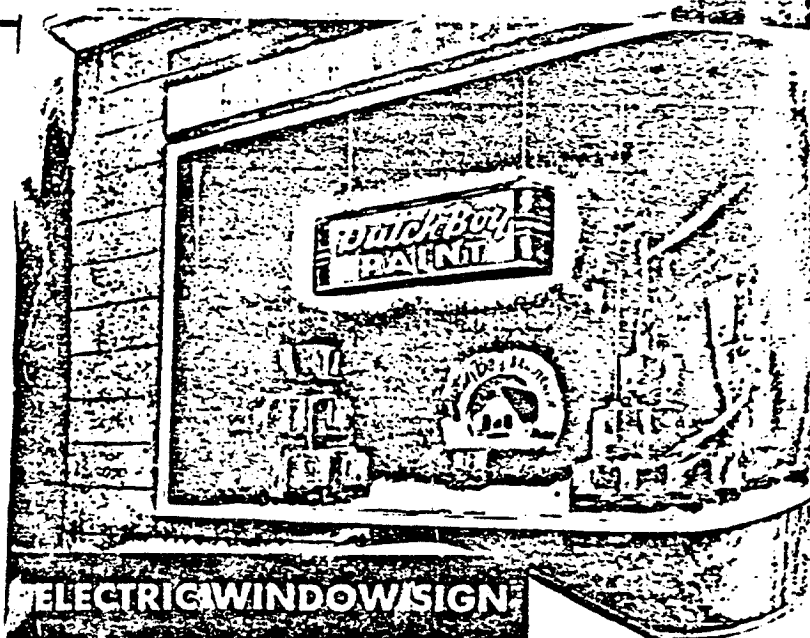
Dutch Boy Paints



This is the "DUTCH BOY" Cooperative Poster Plan

- Daily Neighborhood Coverage
- Constant Repetition
- Dominant Locations
- Eye Appeal
- Variety in Design
- Localized Service

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This bright banner has become a welcome sight to paint buyers everywhere seeking out the place where "Dutch Boy" can be had.

If you are an authorized "Dutch Boy" Dealer you are entitled to receive one of these window signs free of charge. Also, as a franchised dealer it is very much to your interest to see that the sign is placed in a prominent spot and kept lighted. In this way you will be telling as many people as possible that your store is the right store for "Dutch Boy."

The sign is illuminated by two green, 18-inch fluorescent tubes. The light from these is so concentrated on the lettering "Dutch Boy Paint" that the effect is even brighter than noon.

Only 20 watts of current is consumed, making it a very inexpensive sign to operate. Also tube replacements can be easily and quickly made.

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WALLPAPER

HARDWARE

BRUSHES

OILS

LUMBER

TOOLS

Don't waste that top-of-the-window space on your store front. It can do a job for you in attracting, informing and selling customers.

And in these special window valances too, "Dutch Boy" is providing you with the ready-to-use material to reach to on this often neglected store space. Attractively designed in white, blue and red, they give high daylight visibility. And by night, with the store lights shining through, this is even intensified.

Installation is simple. Your "Dutch Boy" salesman can arrange it for you. And sure done, you will have a colorful, draw-drop valance for a long, long time to come.

Whether your windows are large or small, the various "Dutch Boy" units can be fitted to do an attractive job. All the material is here, no matter how many units you require.

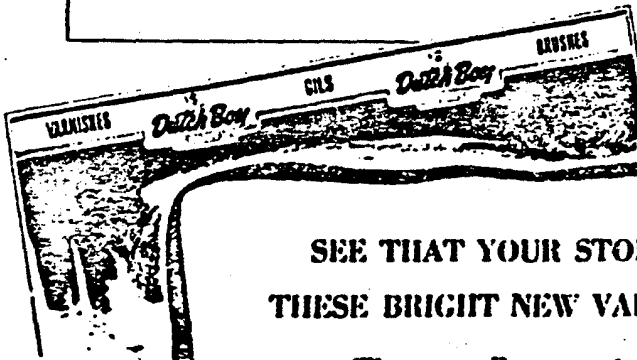
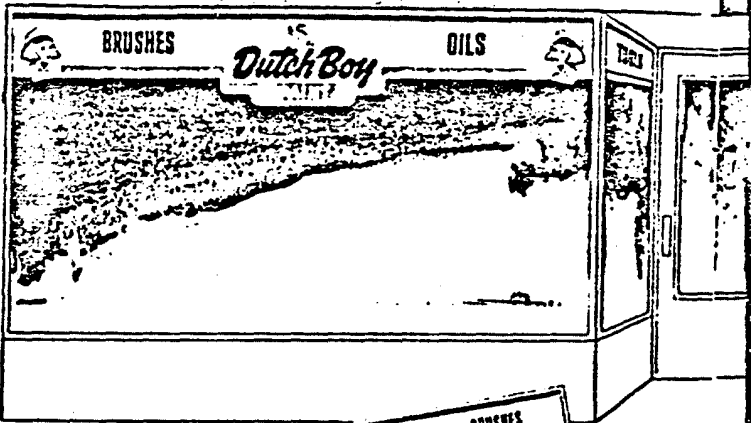
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modern color



SEE THAT YOUR STORE HAS
THESE BRIGHT NEW VALANCES

...They are Beacons to Attract
New Customers!

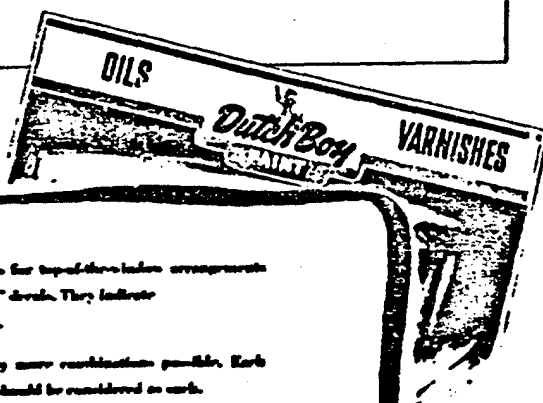
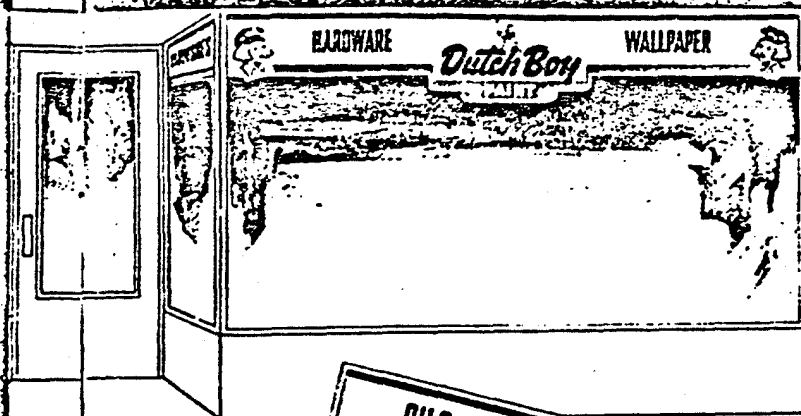
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1 window dress-ups



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Here are some suggestions for top-of-the-line arrangements using the special "Dutch Boy" device. They indicate how versatile these units are.

Of course, there are many more combinations possible. Each window is a special case and should be considered as such. Variations in length and combinations of windows will for ease and ingenuity to make the best possible use of the space available.

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TRADEMARK DECALS

Every "Dutch Boy" Dealer will find profitable use for these trademark decals on the windows in the store-on his truck.

They can be applied either to show through glass or on an opaque surface. Ten sizes are available, 10 inches and 18 inches in depth. Of course, the boy is reproduced in full, brilliant color that makes an attractive display wherever shown.

Get your painter customers to use these decals too, on their trucks. As an Authorized Dealer of the local "Dutch Boy" advertising you can get in going to reach in increased sales for you.

AGENCY DECALS

This agency decal is a small but highly important item. It takes but a 12 inch space on your window or your front door yet it tells every passerby and every paint customer a story that's vital to you.

It speaks out very plainly: "Right here is the store where you can come to and buy that famous 'Dutch Boy' Paint you have been reading about in the big magazines like The Post and Life-or have been hearing about from your friends or neighbors."

That's important to you-do what and be prompt. Make sure you are not missing out by putting up one or more of these small signs in a prominent place.



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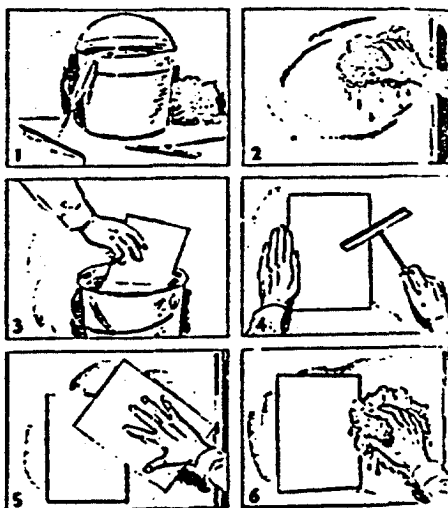
How to properly install DECALS

The installation of decals is not a complicated procedure. However, the observance of a few simple precautions will result in a smooth, long-lasting job.

The necessary steps are outlined in the illustrations opposite. Follow them and you will have no difficulty.

In placing decals on windows, do not attempt the job in freezing weather. The temperature of the glass should not be much below 50° F. for best results.

Ask your "Hutch Bay" salesman for assistance, if you wish. He will be glad to give you a helping hand.



METHOD OF PREPARING AND APPLYING DECALS

Soak each decal in clean, lukewarm water, a sponge and a squeegee will be needed. (A squeegee with a rubber blade makes a satisfactory squeegee if a regular one is not available.)

Soak the window thoroughly, where decal is to be applied. Soak decal in water about half a minute, remove and wash until printed part shows easily on paper.

Apply to position and squeegee out bubbles and air bubbles. Rubble off paper backing. Then squeegee out any remaining bubbles or bubbles.

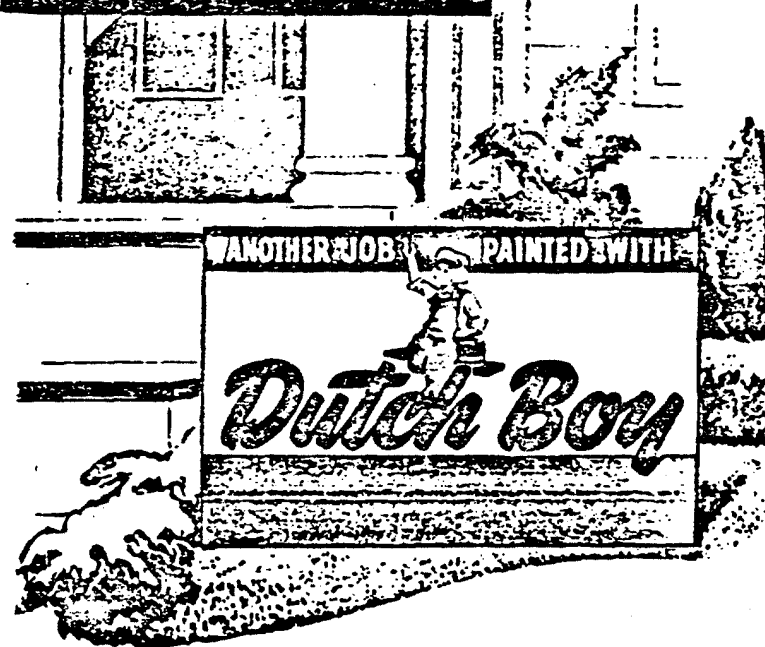
Squeeze all air from back of decal with clean water. THEN DO REVERSE SIDE.

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PAINTER JOB SIGN



Good Will—that's what you want your customers to feel toward you. What better way of promoting it than to give your best painter friends a couple of these attractive metal signs for their own use.

All metal... in full, brilliant color... these signs provide a long life of business-getting for the painter and good will for you.

We do not charge for the actual sign but the following prices cover cost of imprinting, packing and shipping.

2 Signs... \$1.00 1 Sign... \$0.50 6 Signs... \$6.00
Additional Signs, same imprint, 50¢ each

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HOW TO ORDER SIGNS

STORE FRONT NEON (page 3): Ask your "Dutch Boy" salesman for the special request order blank. He will help you fill it out properly.

METAL FLANGE SIGN (page 4): Request it through your "Dutch Boy" salesman or direct from our branch office.

METAL WALL SIGN (page 5): Fill out Form 10 enclosed, hand it to your "Dutch Boy" salesman or mail direct to our branch office.

NEIGHBORHOOD POSTER (pages 6, 7): You will be contacted by the local representative of Advertiser, Inc. All details are to be arranged with him. If you are interested and no call is made upon you, notify your "Dutch Boy" salesman or our branch office.

ELECTRIC WINDOW SIGN (page 8): If you are a newly franchised "Dutch Boy" dealer you will automatically receive one of these signs.

WINDOW VALANCES (pages 9, 10, 11)

TRADEMARK DECALS (page 12)

AGENCY DECALS (page 13)

Ask your
"DUTCH BOY"
Salesman

PAINTER JOB SIGN (page 14): Fill out Form 20 enclosed, hand it to your "Dutch Boy" salesman or mail direct to our branch office.

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