NATIONAL LEAD COMPANY

August 12, 1955

To ALL "DUTCH BOY" PAINT DEALERS:

You probably saw the "Dutch Boy in Disneyland" article in the July issue of the DUTCH BOY PAINT DEALER . . . and you know that "Dutch Boy" has a colorful exhibit in the "Tomorrowland" section of Walt Disney's fabulous project at Anaheim, California. All the paints for Disneyland were supplied by "Dutch Boy". . . and that means several thousand gallons have been used there.

This is an excellent "talking point" to use with your customers and prospects. Most of them have certainly heard about Disneyland, seen it on TV or read about it in their magazines and newspapers. "Dutch Boy" is proud to have a part in this great enterprise. Some 5 million visitors are expected to go through the gates of Disneyland each year, and a great many of them will see the "Dutch Boy" exhibit there . . . and we hope that these visitors will see their own "Dutch Boy" dealer - YOU - when they return home again and when they need paint.

To help you pass the word along to your own customers and prospects, we are making the enclosed "Dutch Boy in Disneyland" envelope stuffer available through our Branches. It's free in any reasonable quantity. Use it in your mailings and on your counters. We believe it will help boost your sales.

Order through your own Branch office or through your "Dutch Boy" sales representative. And if you should get out that way, be sure to step in and see the "Dutch Boy" exhibit at Disneyland.

Sincerely yours,

"The Dutch Boy"

Advertising Department
NATIONAL LEAD COMPANY



M. Hunter

NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

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