

THE DUTCH BOY PAINTER



A Children's Book---

Another Way to Hook up with Our Newspaper Advertising

"Who gave you that?" This is a question that is going to be asked by parents in thousands of homes this year by many of the same folks who will see the national Dutch Boy advertising.

It is a question that ought to be asked right in your town, your neighborhood. And the answer to that question ought to be your name or your store. It is just such an answer that will help to identify you

in the property-owner's mind with what he had been reading about—pure lead paint made of Dutch Boy white-lead.

The Dutch Boy's Hobby paint book is for distribution to children. The kiddie takes it home and it carries your name into that home in such a way that it will not be forgotten when the time comes to buy paint.

Check the card for a supply of these booklets. They'll go fast.

THE DUTCH



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*Gives the Details about White-lead
Will Work*

When that newspaper reader comes into your store and says, "Tell me some more about pure lead paint" you will want this coloring card folder to hand to him.

Not only will it give the information he wants about mixing and applying white-lead but it will tell him about colors and special interior