

Cleveland

Bld Sales

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June 22, 1947

C. W. Lamperly

National Lead Advertising

I took time to go to the library to refer to some of the paint journals for a review of National Lead Company's advertising. I found that up to November, 1946, they regularly advertised ...

Dutch Boy Soft Paste Lead
Exterior Primer
Pure White Lead Paint

The keynote of all this advertising is that they have been selling these products for many years under the name of Dutch Boy and that "Dutch Boy" stands for the best possible paint product.

There seems a period between November, 1946 and May, 1947 when monthly releases of this kind were suspended. In May, 1947, there appeared in the American Paint Journal, the following ad. (This is largely a repeat of one in Mr. Dasbach's scrapbook taken from Collier's April 18, 1946.) This makes no special mention with details of products but it is a story about two little Dutch boys and how they saved their country's homes. They refer particularly that National Lead began in 1917, a paint testing project which has continued without let-up for 29 years. This embraced 17,000 outdoor tests.

The June, 1947 appears ...

"The Lid Is Off! It is now! It is belated
to stay bright! It is the new Dutch Boy
Blended Paint."

The ad is practically the same as released through Saturday Evening Post. The following is a digest of the ad for a considerable period:

November, 1946

"The Dutch boy came to town on the quality line years ago. He arrived with painters, home owners when they learned that Dutch boy means durability and beauty. He went to town on quality as the years passed by keeping his standard high by making paint jobs that stand out in beauty and stand up in service. And he'll go to town on quality in years to come because first and foremost he knows that good painters know good paint. That's the only kind that wins new customers and

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brings old ones back. The only kind he'll ever put his name on and that's why in the long run he'll be able to say now as always, "Dutch Boy is good paint's other name."

October, 1946

"They have always called for Dutch Boy when they wanted good paint. They called for it during the war. Now, as always, Dutch Boy is good paint's other name."

September, 1946

"Dutch Boy made friends for your father before you by helping him build his business by proving that good paint always pays. He made friends for you during the war by holding up quality when materials were scarce and standing up in service when paint jobs had to last. And he'll make friends for your sons and grandsons for home owners like home, know it and show it when they meet up with good paint. And no other kind ever bore the Dutch Boy name or ever will. Even when your grandson takes on the business, Dutch Boy will still be able to look him in the eye and say, "Now - Always, Dutch Boy is good paint's other name."

June, 1946

"Dutch Boy stands for good paint back in the old days. He stood for good paint even during the war. And he always will. Now, as always, Dutch Boy is good paint's other name."

Illustration features Soft Paste Lead, Exterior Primer and Pure White Lead Paint.

May, 1946

Repeated practically the same as November, 1946

April, 1946

Practically a repeat of June, 1946

March, 1946

Practically a repeat of June, 1946

February, 1946

Practically a repeat of ad appearing in June, 1946

November, 1945

"Dutch Boy has always stood for good paint material. It still does on the new pure white lead paint ready mixed and believe me, it always will."

October, 1945

"Yes, Dutch Boy lead in oil was the painters' choice even before my time. The new Dutch Boy Pure White Lead Paint is making a name for itself too. Guess our grandsons will find that Dutch Boy is Good Paint's Other Name."

September, 1945

A full-page ad showing Dutch Boy Soft Paste Lead, Pure White Lead Paint, Exterior Paint - "Haven't changed. Still as young as ever. Old Dutch Boy stands for best in paint products. Dutch Boy name will never go on any other kind." This clearly states that white lead paint is the best.

June, 1945

"When my dad started in business this young fellow, Dutch Boy, helped us start in right. He's still at it. Dutch Boy ready-to-use paint is just as good as his famous paste. Dutch Boy is one name painters have learned to trust yesterday - today and tomorrow.

May, 1945

"Dutch Boy has always stood for good paint material and always will. Soft paste lead, exterior primer, pure white lead paint."

April, 1945

A painter speaking ...

"That picture, the 'Dutch Boy' (name carried me back. My father always liked it to -----.

Dealer replies ...

"Yes, Dutch Boy Lead in oil was the painter's choice before my day. The new ready-to-use Dutch Boy Paint is making a name for itself too. Yes, our grandsons will find Dutch Boy is good paint's other name." Soft paste lead, exterior primer, pure white lead paint.

March, 1945

A painter speaking ..

"Well you see I haven't changed since I was painting many years ago. Still young as ever. Still sitting tight when it comes to quality.

Dealer replies ...

"That's right. The Dutch Boy brand still stands for the best in paint products. And you can bet your wooden shoes the name Dutch Boy will never go on any other kind.

November, 1944

A general ad featuring Dutch Boy soft paste white lead, Dutch Boy pure white lead in oil, Outside White, Dutch Boy Exterior Primer

October, 1944

"Two of a kind. Dutch Boy soft paste white lead, Dutch Boy Exterior Primer, Dutch Boy Pure White Lead Paint. Paste or paint, Dutch Boy is first choice for making things last - including your reputation for selling top quality products.

W.R. Sieplein:mr
cc: GDN LWD

Supervisor of Bid Sales