

Dutch Boy®
**MERCHANDISING
PLANNER**

0000-NLI-000020113

Dear Dutch Boy Dealer:

Here's a preview of the National Advertising that will be helping you to sell Dutch Boy Paint during 1968. I think you will be as excited about the program as we are.

Dutch Boy will be on network, prime-time television in 1968, plus being in some of the paint-purchaser's favorite national magazines. The program is aimed specifically at your best customer: the homeowner who does most of his own painting.

Our television commercials will reach men through three of their favorite forms of entertainment: Sports, Adventure and News. For Sports, we will be using WIDE WORLD OF SPORTS on Saturday afternoon, made even more popular this year because they will be telecasting try-outs for the US Olympic teams. GARRISON'S GORILLAS will provide adventure on Tuesday evenings. It has proven to be one of the most popular new shows of the 1967-68 television season. For news, we will have ABC EVENING NEWS in an all-new, two man program featuring Bob Young and Howard K. Smith.

The national magazines will reach men when they are concentrating on "do-it-yourself" projects. Our ads will be in POPULAR SCIENCE, POPULAR MECHANICS, MECHANIX ILLUSTRATED and FAMILY HANDYMAN. To reach our homeowner's wife, we will have ads in BETTER HOMES AND GARDENS. Rounding out the list and providing an additional 16,000,000 readers, will be READER'S DIGEST. There will be a total of seventeen ads in these magazines.

Three products will be featured in our advertising. Two reliable revenue producers, LATEX HOUSE PAINT and NALPLEX; plus our exciting new semi-gloss product that has already met with wide consumer acceptance, LATEX SATIN GLOSS ENAMEL.

Add to the National Advertising an all new Dutch Boy Mat book, two great new point-of-purchase displays and some outstanding promotions, and you have a formula designed to produce a record year for Dutch Boy sales.

This calendar will give you more detailed information on our National Advertising. Use it to plan your own promotions to take best advantage of our national effort. If you need advice, your Dutch Boy representative will be happy to lend a hand.

Best wishes for a very successful 1968.

Sincerely,



K. C. Specht
General Manager

0000-NLI-000020114



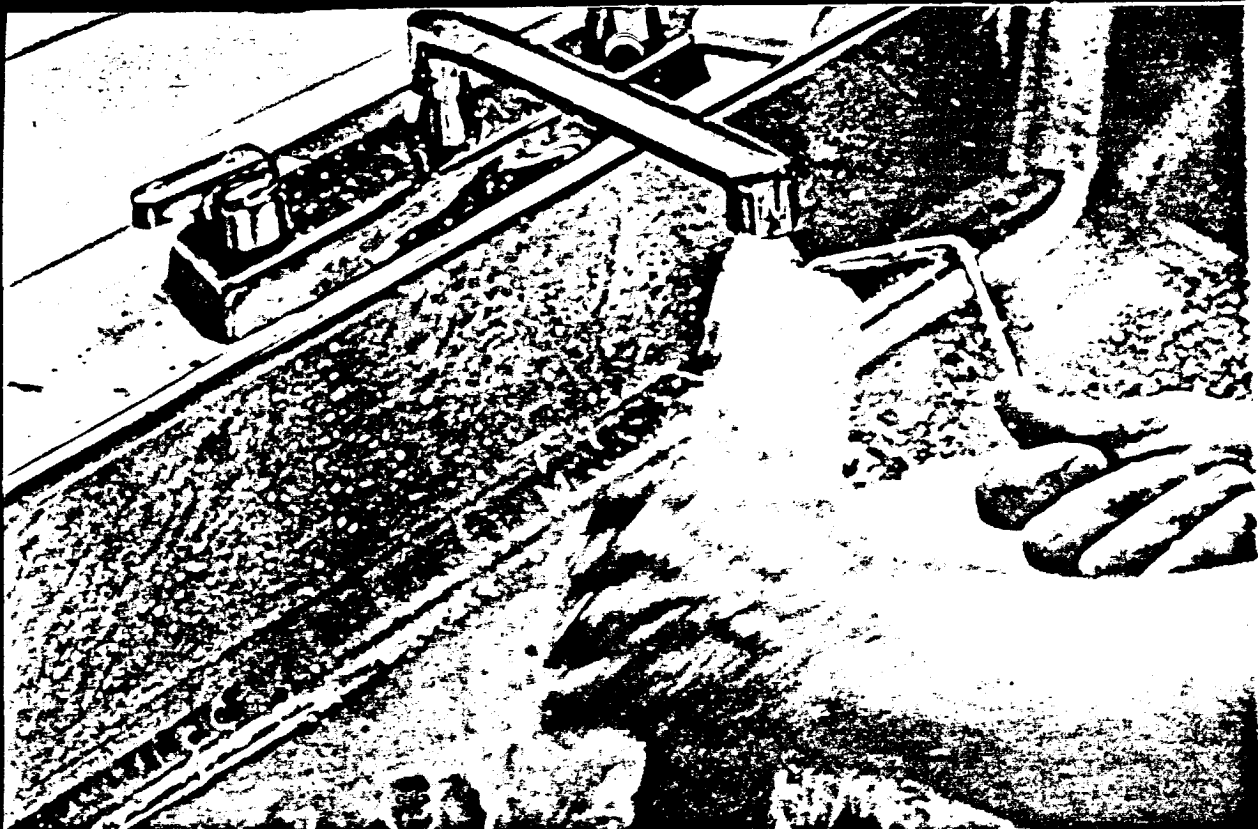
A scene from one of the new Dutch Boy television commercials. Nalplex—the first cosmetic for walls.

APRIL 1968

S	M	T	W	T	F	S
	1	2 Reader's Digest	3	4	5	6
7	8	9	10	11 Popular Science	12	13
14	15	16	17 HANDYMAN	18	19	20
21	22 Better for	23	24	25	26	27
28	29	30				

Dutch Boy Paints

0000-NLI-000020115



A scene from the Dutch Boy Latex Satin Gloss commercial demonstrating how easily tools come clean.

JUNE 1968

S	M	T	W	T	F	S
						1
2	3	4 EVENING NEWS 5:30-6:30 P.M.	5	6 EVENING NEWS 5:30-6:30 P.M.	7	8 WIDE WORLD OF SPORTS 5:00-6:30 P.M.
9	10	11 BARRISON'S GORILLAS 5:00-6:30 P.M.	12	13 EVENING NEWS 5:30-6:30 P.M.	14	15 WIDE WORLD OF SPORTS 5:00-6:30 P.M.
16	17	18	19 HANDYMAN	20 EVENING NEWS 5:30-6:30 P.M.	21 Popular Science WEDNESDAY	22 WIDE WORLD OF SPORTS 5:00-6:30 P.M.
23 30	24	25 BARRISON'S GORILLAS 5:00-6:30 P.M.	26	27 EVENING NEWS 5:30-6:30 P.M.	28 MECHANIX ILLUSTRATED WEDNESDAY	29 WIDE WORLD OF SPORTS 5:00-6:30 P.M.

Dutch Boy Paints

* TV program times are E.S.T.
Consult your local listing for the
time and stations in your city.

0000-NLI-000020117



After seven years of tough New England weather, the owners of this house are still waiting for the first blister to appear in Dutch Boy Latex House Paint. This is a scene from the commercial for that product.

AUGUST 1968

S	M	T	W	T	F	S
				1 EVENING NEWS 7:00-7:30 P.M.	2	WIDE WORLD OF SPORTS 5:00-6:30 P.M.
4	5	6	7	8 EVENING NEWS 7:00 P.	9	WIDE WORLD OF SPORTS 5:00-6:30 P.M.
11	12	13 HARRISON'S GORILLAS 5:30-6:30 P.M.	14	15 EVENING NEWS 7:00 P.	16	WIDE WORLD OF SPORTS 5:00-6:30 P.M.
18	19	20	21	22 EVENING NEWS 7:00-7:00 P.	23	WIDE WORLD OF SPORTS 5:00-6:30 P.M.
25	26	27 HARRISON'S GORILLAS 5:30-6:30 P.M.	28	29 EVENING NEWS 7:00-7:00 P.	30	31

Dutch Boy Paints

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