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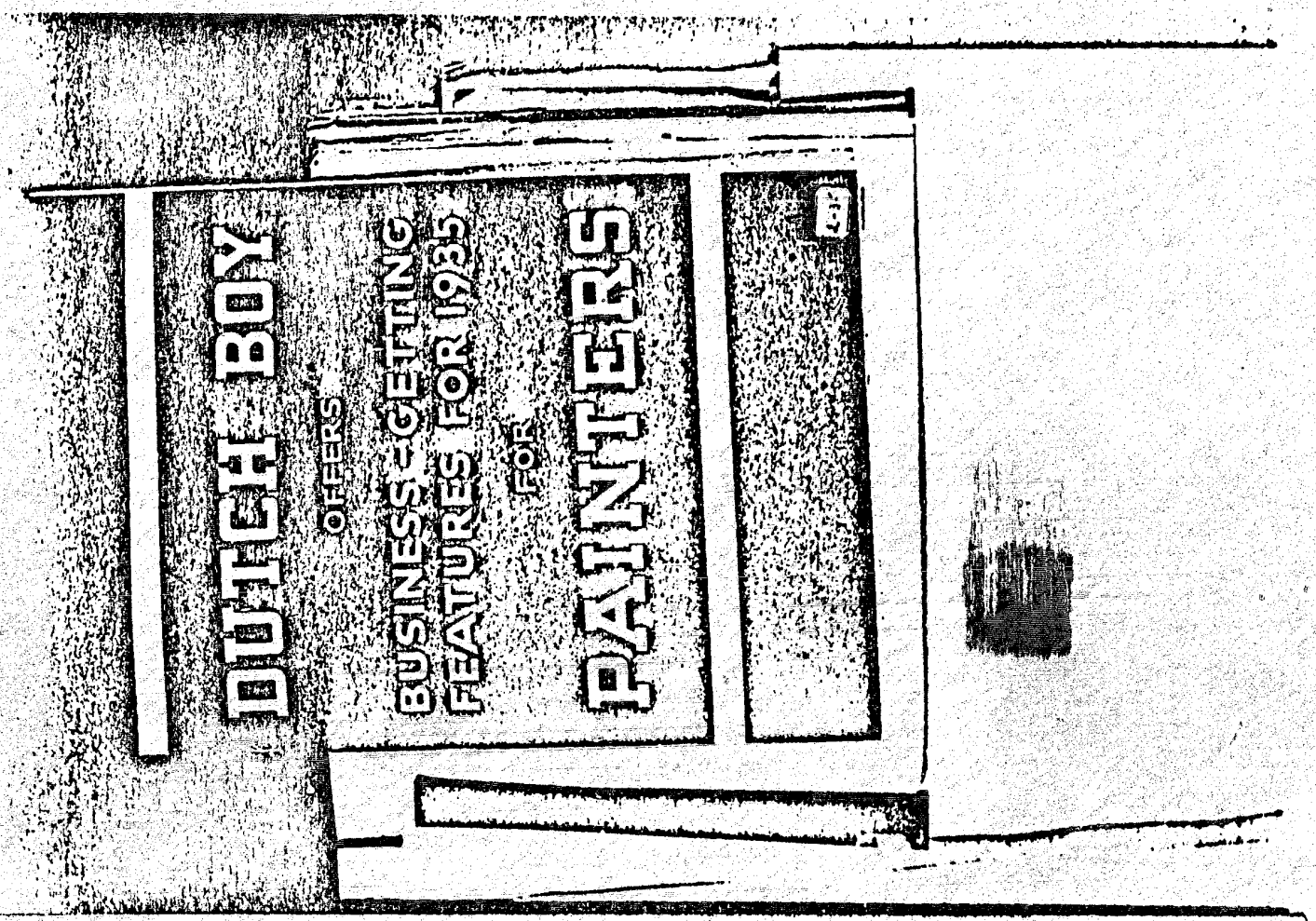



This year—

take the DUTCH BOY for your PARTNER and give him a chance to develop more business

...the DUTCH BOY offers you these FREE advertising and selling helps:

Newspaper Advertisements
Property Inspection Plan
Handbook on Painting
Post Card Mailers
Wet Paint Signs
Movie Slides
Color Pack

PLUS—special assistance in landing jobs in con- ***section with your local BETTER HOUSING CAMPAIGN***

Read about this business-getting material in this booklet . . . study each feature . . . consider how your DUTCH BOY PAINTER-PARTNER will work for you. If you give him a chance . . . then check, sign and mail the order card.

THE OUTLOOK FOR 1935

is more favorable for energetic painters than it has been for several years. Not only have painters themselves taken steps to climb "out of the red" but the government has launched the Better Housing Campaign to help and the slump in the building and allied industries.

The immediate future looks good. Consider these factors, all in favor of a prosperous period for painters:

A A majority of this country's home-owners have put off painting so long that they dare not postpone the job much longer.

B More money is available now for painting and other upkeep work than has been in evidence for years.

C The National Housing Act has developed an easy payment plan for the painting industry . . . something painters and home-owners alike have wanted for years.

D Better Housing Campaigns started on last fall in many localities have definitely aroused their owners to more people to paint. More and more of these Campaigns will be started this year.

E Paint material manufacturers, paint jobbers and paint dealers are planning to widen their markets in 1935. Painters will benefit through increased sales of painting materials.

The DUTCH BOY PAINTER is willing to serve as your job-getting partner. He relieves you of the work of making up your own advertising and selling helps. He shows you how to locate prospective customers, how to put your story across and how to get the jobs.

The DUTCH BOY PAINTER furnishes the necessary advertising materials . . . it's up to you to place this material where it will do the most good.

Experience has proved that almost always the largest number of most profitable jobs go to the man who goes after them.

Tie up with your

BETTER HOUSING CAMPAIGN

One of the surest ways for you to get a good start this year is to cooperate now; work your local Better Housing Campaign. Newspapers and theaters are boosting this campaign in news stories and in movie "shorts". Property owners everywhere are being shown the advantages of immediate repainting of homes, stores and others. Under the terms of the National Housing Act (NHA) owners now are able to have their buildings painted and decorated, paying for the work out of income. The painters who do the work get their money promptly on completion of the job.

TIE UP WITH YOUR CAMPAIGN

Take an active, aggressive part in your community's Program. Here's the way to cash in on this unusual opportunity.

The newspaper "ads" and movie slides which follow are designed especially to knock your business up with your Better Housing Campaign. Run the "ads" in your newspaper. Star yourself on the screen in your movie theater.

So much for your general advertising. Now for your direct approach to people with houses that need painting most.

Painters who have used all types of job-getting material tell us that the booklet, "How to Buy a Paint Job", is a sure clincher. This booklet tells the home-owner the very same story you would tell if you had the time and the desire to sit down and carefully thrash out all the reasons why the home-owner should give you his job. And, having this booklet in the hands of the home-owner keeps your story of good painting right in front of him.

These "How to Buy a Paint Job" booklets, enclosed in jackets carrying a Better Housing Campaign selling talk, are made to order for the painter who is actively hooking up with his local campaign. Here's how to use the booklets: Select ten home-owners in your locality whose houses need painting. See that each one gets a booklet. It's best, of course, for you to hand the books to the owners in person, but if this is inconvenient, send them or have them delivered in some other way. The main thing is to make sure that the selected home-owners get this story *before they make up their minds to invest their money in something that won't do you any good.*

After you have placed the booklets with your list of ten property owners, call on each owner personally and make a direct bid for the job. If he is not ready for it, make a date to call back. If he is closed (or definitely turned down) add a new name to your list—always keep ten prospective customers on tap. More hints over the page, selected for the following pages by your DUTCH BOY PAINTER-PARTNER.

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TAKE THE DUTCH BOY PAINTER FOR YOUR PARTNER

and cash in on these 1935 job-getters

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What **PAINT** *will you use on the jobs developed by your* **DUTCH BOY PAINTER-PARTNER?**

DUTCH BOY WHITE-LEAD PAINT

because it offers you these big advantages:

(1) PRICE

Figure it any way you like, Dutch Boy white-lead paint is most reasonably priced. Cost per gallon, cost per pound, cost per square, cost per coat, cost per job, cost per year . . . *low* in every instance.

Your cost per gallon on a two-coat job is $2.18, *if you pay* 11c *per lb. for Dutch Boy white-lead and* $1 *per gallon for linseed oil.*

2 CONVENIENCE

When you are readying the paint for a job have you ever "put the watch" on yourself? Do it next time you use Dutch Boy all-purpose soft paste white-lead. With this new pure lead in quick-mixing form, you can mix pure white-lead paint at the rate of a gallon a minute.

(3) ADAPTABILITY

. . . a big word meaning "all-around usefulness." Dutch Boy white-lead paint is the painter's paint because it can be used on practically every type of paint work. With a comparatively small stock of staple Dutch Boy materials you're all set to mix up pure white-lead paint to meet every requirement.

(4) QUALITY

Men who have had experience with paint agree on one point, at least, and that is: Pure white-lead paint is *the quality paint.* Any paint that has come down through the years since George Washington's time, practically unchanged, has that certain something which sets it apart. And that "something" is the ability to make good at the job for which it is intended—the protection of exposed surfaces. Always remember that Dutch Boy white-lead paint, properly mixed and properly applied to surfaces fit to receive paint, can be depended upon to last long and look well and to wear down stubbornly, without cracking or scaling, leaving a perfect repainting surface.

5 PRESTIGE

The painter who uses Dutch Boy white-lead paint (and who lets his customers know it) is taking advantage of the many years of Dutch Boy national advertising. He need not try to sell "a pig in a poke." He ties up his hard-earned reputation as a skilled mechanic with the Dutch Boy's well-earned reputation as a pride mark, to be found only on the highest grade paint materials.

There is a Dutch Boy dealer near you. His aim is much the same as yours: He likes to sell the paint that stays sold—you like to spread the paint that stays put . . . DUTCH BOY WHITE-LEAD PAINT.

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