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92

Dutch Boy Paints

Blended
just right
for years
of beauty



© 1911

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NLI 114566

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NLI 114567

Dutch Boy

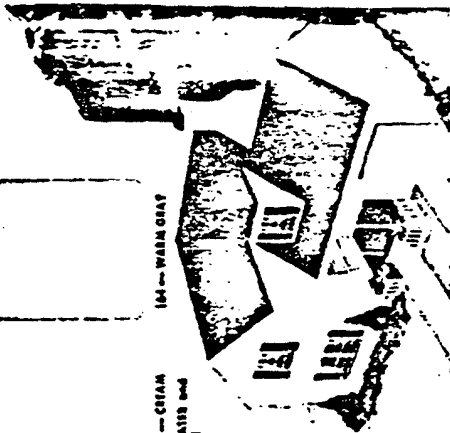
PAINT AND PRIMER

The quality of your paint job is determined by the quality of the paint you use. Dutch Boy paint is the only paint that is formulated to give you the best possible results. It is the only paint that is formulated to give you the best possible results. It is the only paint that is formulated to give you the best possible results.



Dutch Boy BLENDS

Designed to meet the highest standards set for home paint, Dutch Boy paint is the only paint that is formulated to give you the best possible results. It is the only paint that is formulated to give you the best possible results. It is the only paint that is formulated to give you the best possible results.



92

*Fresh, lasting
Beauty for homes!*

Tough as the "Dutch Boy's" lusty painting arm ... sparkling as the sun on his golden hair ... teasing as his cheery smile ... that's "Dutch Boy," the Paint with the Happy M. ENDING!

Why is "DUTCH BOY" Paint BLONDER? Because different parts of your home and other buildings call for different types of paint.

And blending brings you the right combination of the right ingredients to do each job right ... blended by the master hand of the "Dutch Boy" whose fame as a paint maker is spread from coast to coast.



THERE'S A DUTCH BOY BLEND FOR EACH OF THESE PAINTING JOBS



WHITE BLEND: Blends to keep walls and trim bright and clean. It's the perfect blend for the job.

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NLI 114569

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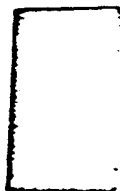
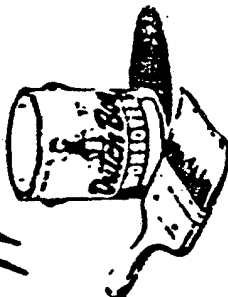
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NLI 114570

Bright, crisp ONE-COAT colors —

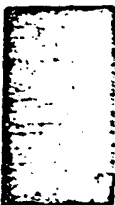
Never before... has there been such a quality and ease of use. It's time to say "goodbye" to dirty, high-maintenance paint, and say "hello" to Dutch Boy's ONE-COAT colors. The ONE-COAT colors are all the paint you need. They're the only paint that will give you the bright, crisp colors you want. And no longer need grease, mud, and other messes. Dutch Boy's ONE-COAT colors are the only paint that can be applied to any surface and still retain its color.

Wonsaver



415 - 015 - 015

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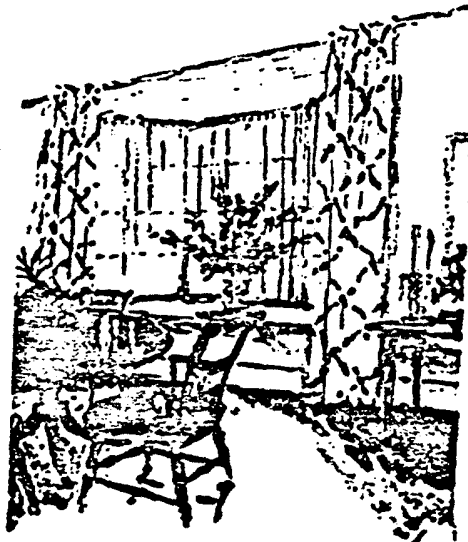
Wonsor

The 11th wall paint
Don't have time to wait for
your wallpaper to be replaced, or to
modernize your home by painting
the walls. Wonsor is the answer.
It's the only paint that can be
applied to any surface.

Wonsor is the best
Wonsor is the best paint for
your home. It's the only paint
that can be applied to any surface.
It's the only paint that can be
applied to any surface.

Wonsor is the best
The painted by Wonsor is the best
paint for your home. It's the only
paint that can be applied to any
surface. It's the only paint that
can be applied to any surface.

Wonsor is the best
You can give your home a new
look in just a few hours. Wonsor
is the only paint that can be
applied to any surface. It's the
only paint that can be applied to
any surface.



EVERY ROOM FINDS NEW CHARM WHEN PAINTED

Wonsor
brightly!

Wonsor

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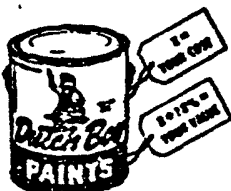
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NLI 114574

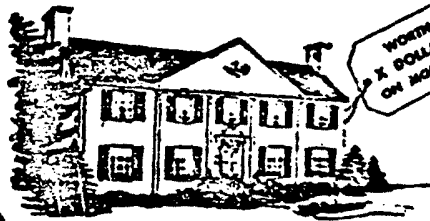
ARE YOU GETTING
**PAINT
VALUES!**



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Here are the facts

which mean HIGHER VALUES to you.
Facts important to everyone who builds,
manages, sells, or designs property.



WORTH
X DOLLARS
ON MONDAY



WORTH
X DOLLARS
PLUS 12%
ON THURSDAY

Simply painted, using 11 gallons of "Duck Brand," this house was worth far more
to the owner, an example of what happens to property that's properly painted.
Real estate experts, in a nationwide survey, agreed that painting increases the
value of property 12%.

The beauty and protection of paint makes two buildings worth more — makes
older buildings look younger.

PS-77

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NLI 114575

FOR FIVE GENERATIONS

"Dutch Boy" Paints have served millions of paint-wise Americans. Today, thanks to research, experience, and the indisputable test of time... "Dutch Boy" Paints are demanded by those who know paint refers.

Correct specifications for your painting applications can be obtained by referring to Enser's Fin-architectural, Section 16, Catalog no. 11

BASH AND TRIM COLORS
-Bright, sparkling finishes for
trim, bargeboards, gutters, etc.
-Paints that stand up to the
harshest weather conditions
(see Enser's Fin-architectural
Section 16, Catalog no. 11)

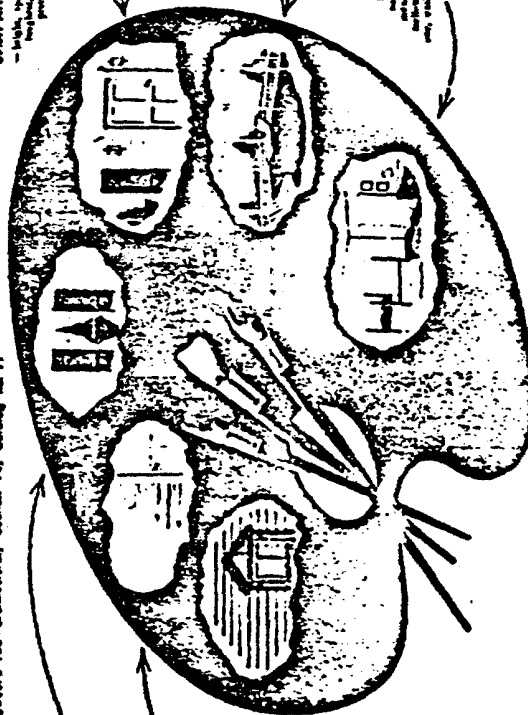
**PORCH AND
DECK PAINTS**
-To take as much
foot traffic as possible
-To stand up to the
harshest weather conditions
-To last for many years
-To keep the deck
looking like new

WAGONWHEEL
-The only paint
that will stand up to
the harshest weather
conditions and still
keep the wheels
looking like new

BRIGHT WHITE
-The brightest, most durable
white paint ever made
-It will stand up to the
harshest weather conditions
-It will keep the paint
looking like new for
many years

**PRIMER-
UNDERCOAT**
-The best primer for
all types of surfaces
-It will stand up to the
harshest weather conditions
-It will keep the paint
looking like new for
many years

**HOUSE PAINT
IN COLOR**
-The best color paint
for the home
-It will stand up to the
harshest weather conditions
-It will keep the paint
looking like new for
many years



Dutch Boy BLENDS

YOU CAN
DEPEND
ON-



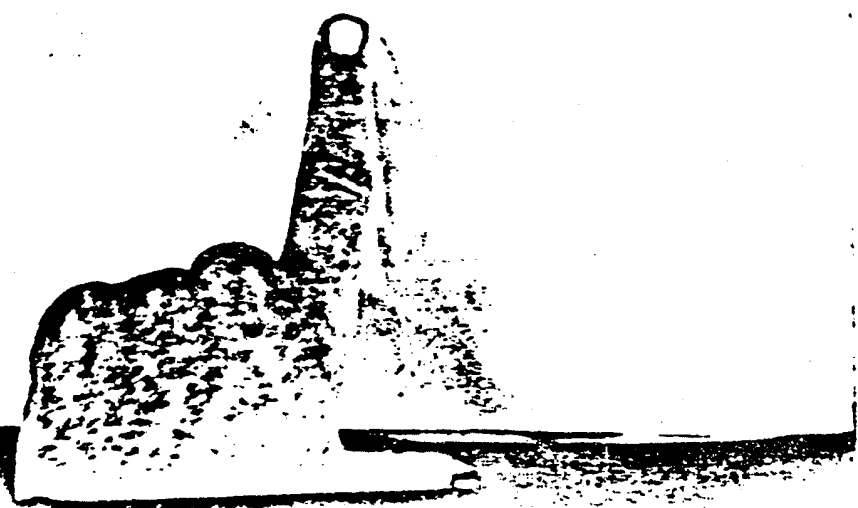
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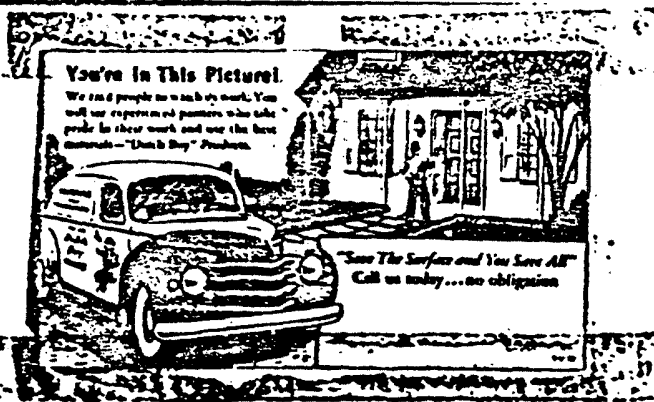
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NLI 114579

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SEC. 942 P. 1. 8. 8.
U. S. POSTAGE
PAID
SECURITY, N. Y.
PERMIT NO. 3028

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CHECK
ACCOUNTING INFORMATION
TIME FILED

49 MAR 9 AM 10
FEDEROSSES ST
9/6/18

WESTE UNIO

JOSEPH L EGAN
PRESIDENT

The filing time shown in the date on telegrams and day letters is STANDARD TIME at point of

F92CC 2W 71 SER PD

WUX NEWYORK NY 946A MAR 14

MR. "BLUE AND WHITE" DEALER

STILL TIME IF YOU ACT AT ONCE TO PUT DUTCH
DIRECT MAIL CAMPAIGN TO WORK FOR YOU. REMEM
OWN LIST WE FURNISH ONE ALL GOOD HOUSEOWNER
SECTION OF TOWN YOU WANT. YOU HAVE NOTHING
SPECIAL ORDER BLANK ENCLOSED. DO IT NOW. GO
THE DUTCH BOY WAY.

YOUR DUTCH

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PA

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NLI 114580

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49 MAR 9
10 10
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WESTERN UNION

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DN

JOSEPH L. EGAN
PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

For all telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

ER PD

WUX NEWYORK NY 946A MAR 14 1949

WHITE" DEALER

YOU ACT AT ONCE TO PUT DUTCH BOY'S SALES PRODUCING
CAMPAIGN TO WORK FOR YOU. REMEMBER IF YOU DO NOT HAVE
FURNISH ONE ALL GOOD HOUSEOWNER PROSPECTS ANY TOWN OR
IF YOU WANT. YOU HAVE NOTHING TO DO EXCEPT FILL OUT
BLANK ENCLOSED. DO IT NOW. GO AFTER 1949 PAINT SALES
WAY.

YOUR DUTCH BOY SALESMAN

COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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NLI 114581

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RUSH ORDER

ORDER FORM
Dutch Boy
COOPERATIVE
DIRECT MAIL CAMPAIGN

DO NOT WRITE HERE

TO: NATIONAL LEAD COMPANY

Please enter my order for Dutch Boy's 1979 6-piece direct mail campaign.

NOTE: PRICES QUOTED REPRESENT YOUR SHARE OF THIS PROGRAM OR 50% OF THE TOTAL COST.

OPTION #1 PRICE ESTIMATION

☐ Mail my pieces to _____ names in my trading area (titles of \$4,000 and over) at

10¢ per name _____
(Mail pieces on order of this order)

OPTION #2 ☐ Mail my pieces to _____ names in my town(s) at 10¢ per name _____
(Mail pieces on order of this order)

OPTION #3 ☐ Mail my pieces to _____ RFD and local Post Office Box Holders in my town(s) at 10¢ per Box Holder _____
(Mail pieces on order of this order)

OPTION #4 ☐ Mail my pieces to _____ names on my list (attached) at 10¢ per name _____
(Mail pieces on order of this order)

DO NOT SEND PAYMENT WITH
YOUR ORDER - YOU WILL BE
BILLED LATER.

TOTAL \$ _____

DEALER IMPRINT

All pieces are to carry my imprint as follows:

Name of Firm _____
(Print Name Please)

Street Address _____
(Print Name Please)

City, State, Telephone _____
(Print Name Please)

DEALER SIGN HERE:

(Print Name)

BE SURE INFORMATION REQUESTED ON REVERSE SIDE IS COMPLETE.

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REVERSE OF ORDER BLANK

LAW ENFORCEMENT

OPTION #1

(Fill out the names of selected names in trading area have been checked on order form.)

Complete a list of _____ names plus 10% coverage pending to my trading area as noted below. Forward this list to me for my inspection as soon as possible.

(BE SURE TO INDICATE PLENTY OF STREETS IN ORDER OF PREFERENCE.)

Street	Street	Street	Street	Street	Street
1. _____	_____	_____	10. _____	_____	_____
2. _____	_____	_____	11. _____	_____	_____
3. _____	_____	_____	12. _____	_____	_____
4. _____	_____	_____	13. _____	_____	_____
5. _____	_____	_____	14. _____	_____	_____
6. _____	_____	_____	15. _____	_____	_____
7. _____	_____	_____	16. _____	_____	_____
8. _____	_____	_____	_____	_____	_____

OPTION #2 or #3

(Fill out the names of Town or the Order coverage to desired.)

Note: (Option #2). Forward this list with 10% coverage of names to me for my inspection as soon as possible.

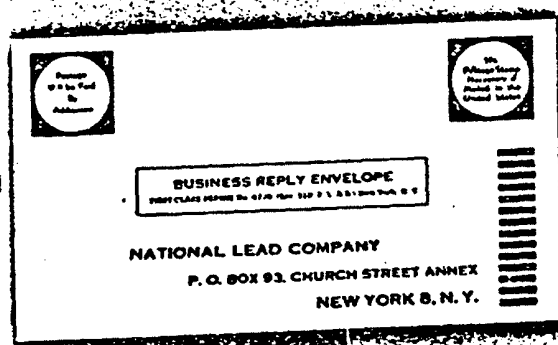
Town	County	Town	County
1. _____	_____	5. _____	_____
2. _____	_____	6. _____	_____
3. _____	_____	7. _____	_____
4. _____	_____	8. _____	_____

INDICATE TOWNS IN ORDER OF PREFERENCE. GIVE PLENTY OF TOWNS.

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Your Booklet

OF



SIGNS

from

NATIONAL LEAD COMPANY

100