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NLI 111889

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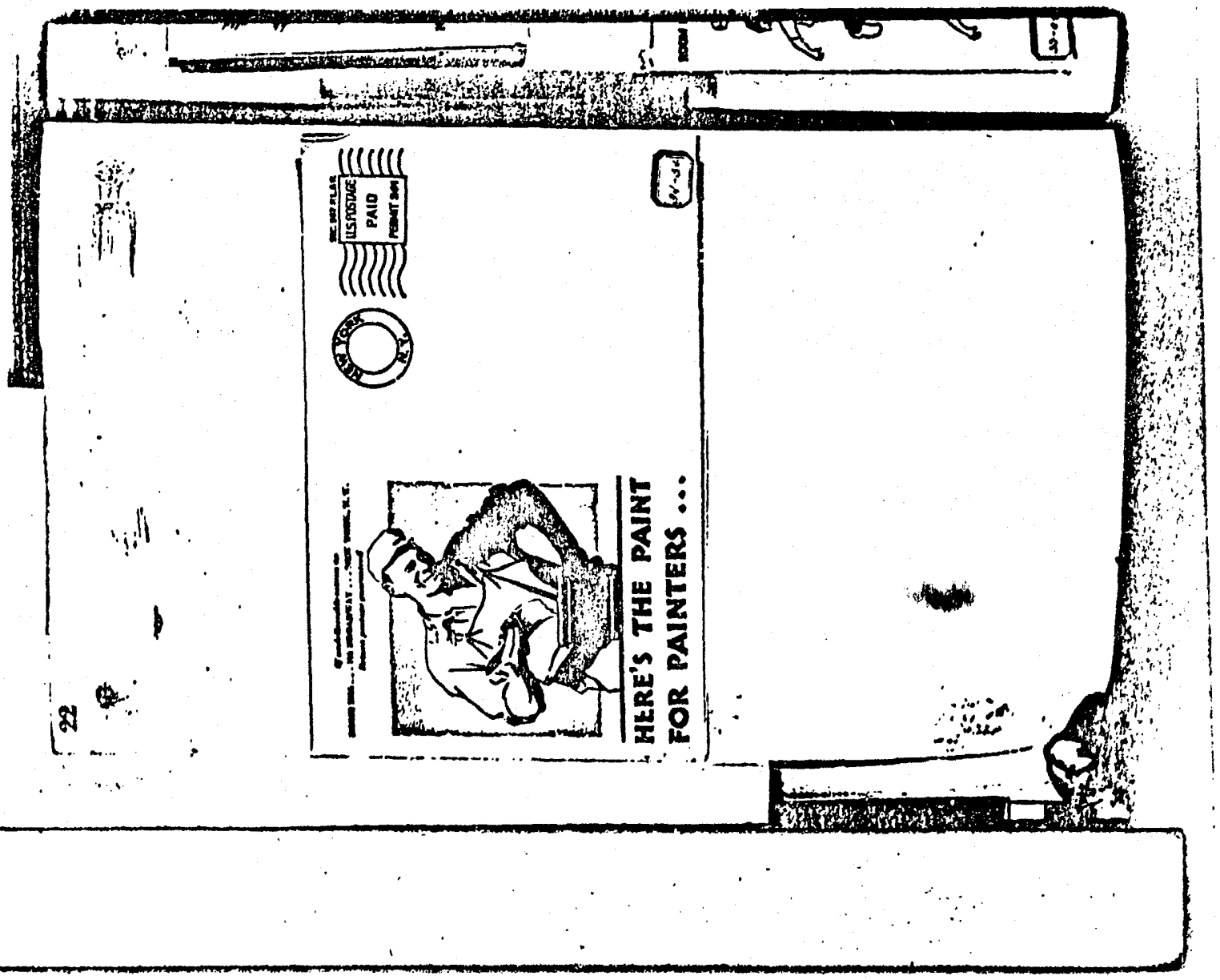

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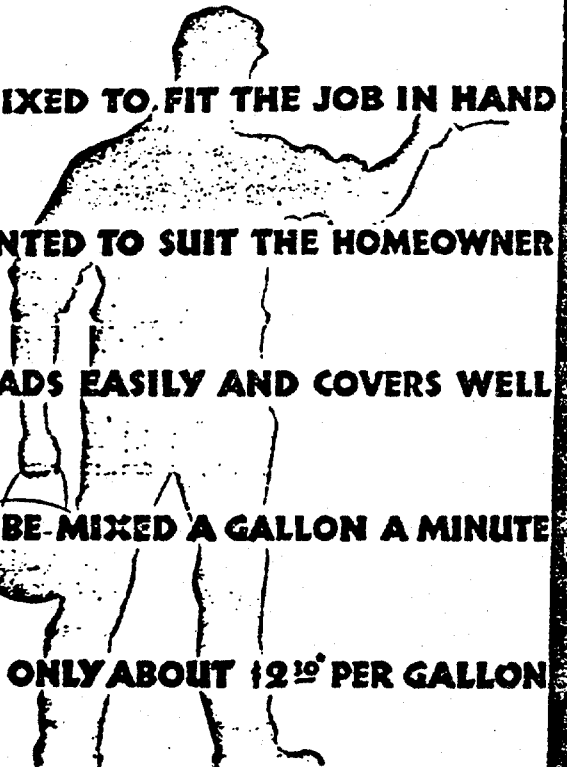
DUTCH BOY WHITE LEAD PAINT

is the Painter's Paint because



IT IS MIXED TO FIT THE JOB IN HAND

IT IS TINTED TO SUIT THE HOMEOWNER

IT SPREADS EASILY AND COVERS WELL

IT CAN BE MIXED A GALLON A MINUTE

IT COSTS ONLY ABOUT $2.10* PER GALLON

*This price, $2.10, is the cost of a gallon of pure white lead finishing coat paint—100 lbs. white lead at 11 cents per lb., 5 gals. linseed oil at $1.00 per gal. and 1 gal. drier at $2.00 per gal.

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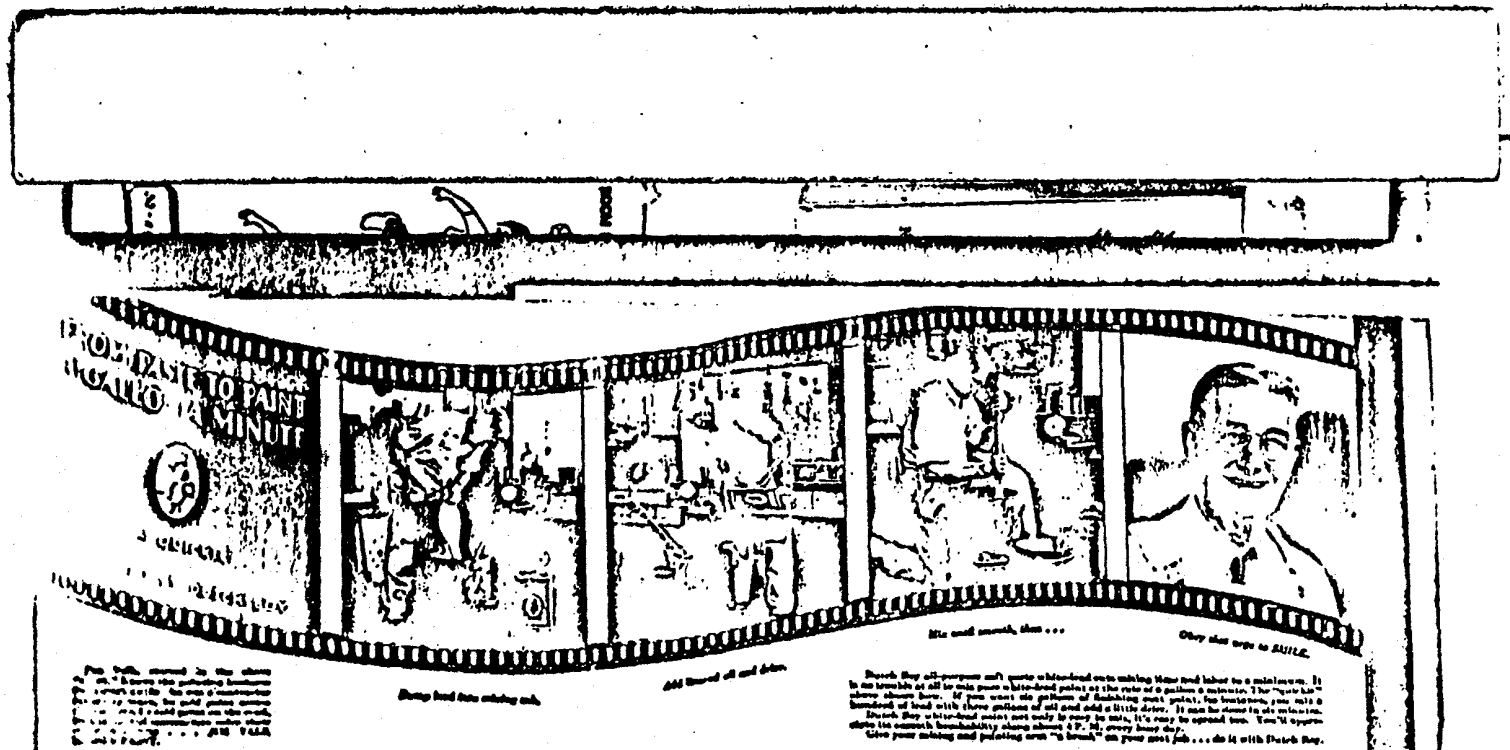
NLI 111890



HIGHEST QUALITY AT LOW COST PER GALLON

$2.30

You've heard so much about the quality of Dutch Boy white-lead paint, so much praise for its easy spread, wide coverage, hiding power, durability and all-round usefulness, that you may think that it is high-priced.

Is $2.30 a gallon a lot of money to pay for Dutch Boy's advantages? No. Yet that's all this good paint costs you if your local price for lead is 11 cents a pound, oil $1.00 a gallon and drier 30 cents a pint. Lower prices prevail in many localities, in which case your Dutch Boy white-lead paint costs even less than $2.30 per gallon.

Like most good painters who always use Dutch Boy, you probably never bother to figure the gallon cost of your paint. You take for granted that, because it is good, it must be expensive. Dutch Boy white-lead paint *is* worth whatever your paint-sense tells you it's worth. But, it doesn't cost you that much. Buy a batch of Dutch Boy materials for your next job and figure your gallon cost down to a penny. You'll have proof that quality can talk price!

Quality Talks Price

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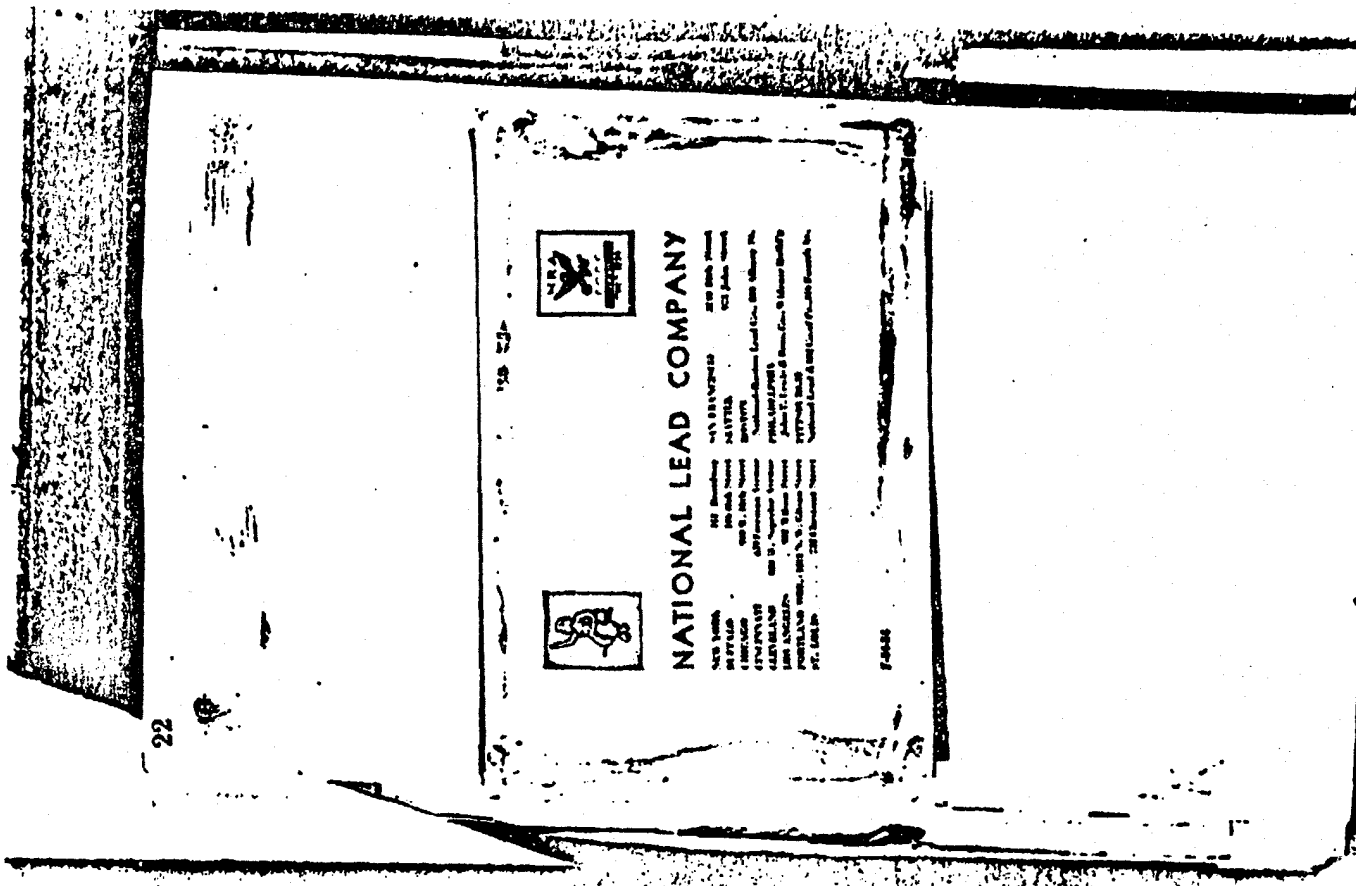

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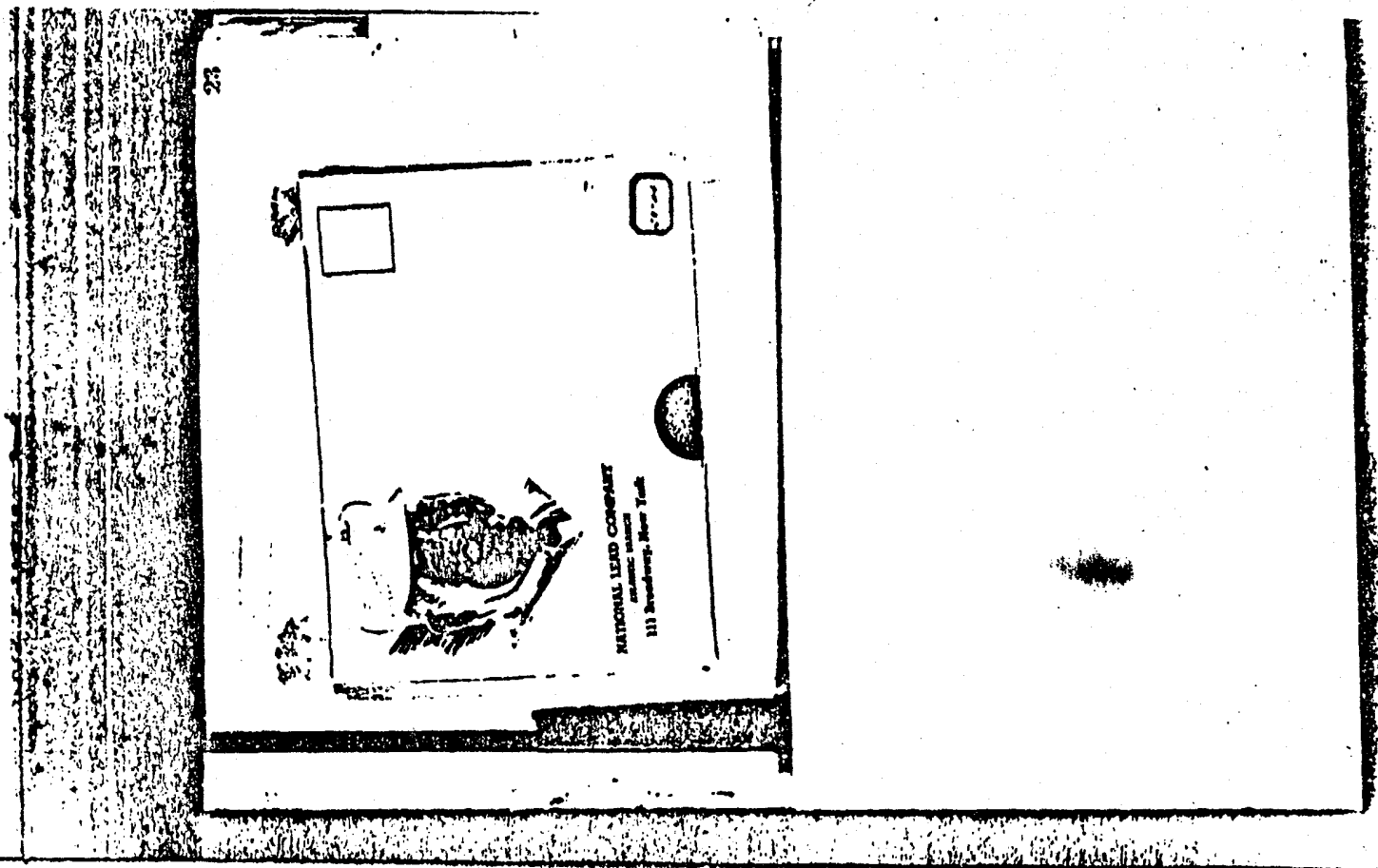

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What's Your Opinion of the NEVER FAIL PLAN?

We like to hear you say—as so many painters do—"The Never Fail Plan is a fine idea. It works. It gets business. It's easy to use."

★

But more than this, we'd like to see you use the Never Fail Plan. Because, no matter how much we tell you about the other fellow's success—no matter how much you admit the plan's effectiveness—it's only what it will do for your business that counts. And it is only by using the Never Fail Plan that you can possibly know how it turns idle hours into busy, profitable ones; how it helps to avoid price competition; how it smooths over that important first interview with the prospect.

★

Of course, we tell you all these things. We have been telling the advantages of the Never Fail Plan to painters for over twenty years. But it is only those painters who have used the plan who realize the truth of what we say. You may believe, but the user knows.

★

So we say, if you are sincerely interested in increasing your painting business, in making jobs grow where none grow before—try the Never Fail Plan.

★

It costs you nothing. It has worked for others. It will work for you. More [illegible]—better jobs—profitable jobs—are yours for the asking.

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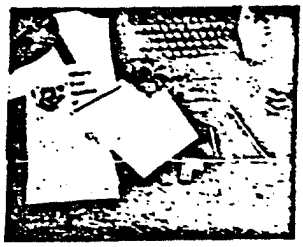
HERE'S HOW...

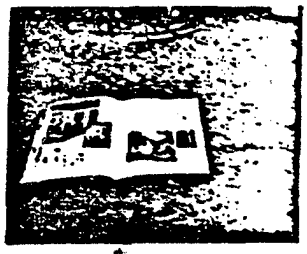
The Never Fail Plan

WORKS FOR YOU



JOT DOWN first the names of owners with houses or other buildings that need painting. It's not difficult these days to find properties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

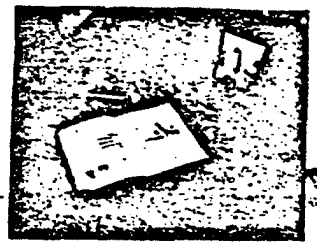
We send "The House We Live In" to every property owner on your list.



ON THE blank we furnish for the purpose or on your letterhead, send in these names and addresses to us. We immediately send each one a copy of a beautifully illustrated booklet, THE HOUSE WE LIVE IN, imprinted with your name and address—sent with your compliments. This booklet not only is well-filled with color illustrations of houses and interiors, but it contains as well an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'handy man' or spare-time 'dauber'." In short, it is your story from cover to cover.

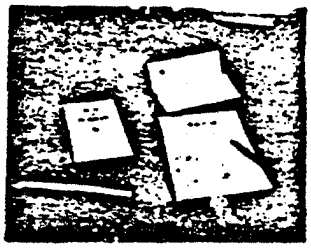
BY THE time the prospect has had a chance to read and digest this selling talk, you will be ready to call personally at the house. This is easy to do because the prospect already knows about you from the imprint on the booklet. Then, to make it still easier we furnish you with another booklet to take with you when you call—HOW TO BUY A PAINT JOB. You can either go over this with the owner at the time or leave it for him to read later. It contains still more arguments for good paint and a good painter—illustrated with pictures of what happens when these two important elements are not combined.... as well as what happens when paint is not applied in time. It gives all the arguments that are used by a top-notch salesman. If you are a good talker yourself, this booklet will supplement your efforts. If you are not a good talker, this booklet will tell your story for you.

with a copy of "How To Buy a Paint Job."



SHOULD the owner ask you for an estimate at this time you can still further clinch the job by using our Estimate Follow-Up Service. To receive this service all you do is send us a post card with the name and address of the prospect whose job you are estimating. We immediately send him a letter recommending that he give your estimate preference. Also, we send THE TALE OF TWO PAINT JOBS, another illustrated booklet filled with arguments for a good painting job.

If you need help at the time you submit an estimate we'll send the prospect a personal letter and a booklet.



This is the Complete Never Fail Plan

Selected prospects....3 effective booklets....your personal call....our personal letter—these make an unbeatable combination. No wonder this plan produces painting jobs—and all without cost to you. Need we say more to convince you that until you use this plan you are throwing business away.

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NLI 111897

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If you are a painter . . .
who wants to select and work on prospects who are able and willing to pay for the right kind of paint job
see THE NEVER FAIL PLAN



If you are a painter . . .
who wants to conduct a dignified and foolproof sales campaign for additional business on a craftsmanship basis
see THE NEVER FAIL PLAN



If you are a painter . . .
who wants to keep away from singing dumbbells on cold canvassing
see THE NEVER FAIL PLAN

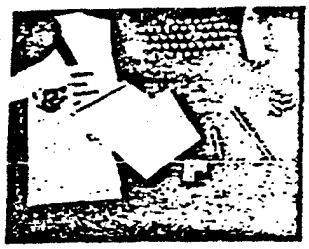


If you are a painter . . .
who likes to deal with owners who have an intelligent idea of what good materials and good craftsmanship mean to a paint job
see THE NEVER FAIL PLAN



If you are a painter . . .
who is tired of losing customers to "cheap" materials and cheaper labor and want to do something about it
see THE NEVER FAIL PLAN

You select your list of prospects and send it to us for circularizing.



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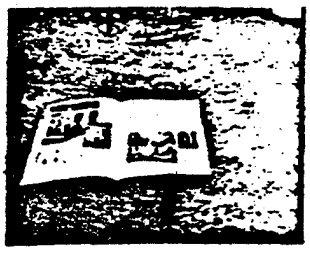

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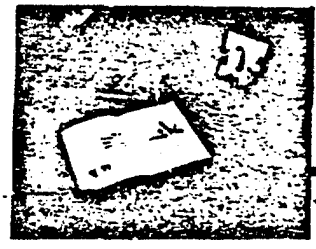
In a few days you call on the owners with a copy of "How To Buy a Paint Job."



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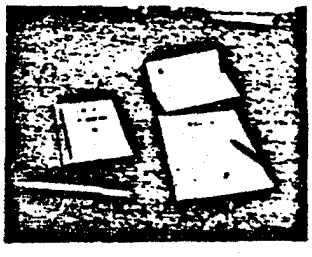

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Selected prospects . . . 3 effective booklets . . . your personal call . . . our personal letter—these make an unbeatable combination. No wonder this plan produces painting jobs—and all without cost to you. Need we say more to convince you that until you use this plan you are throwing business away.

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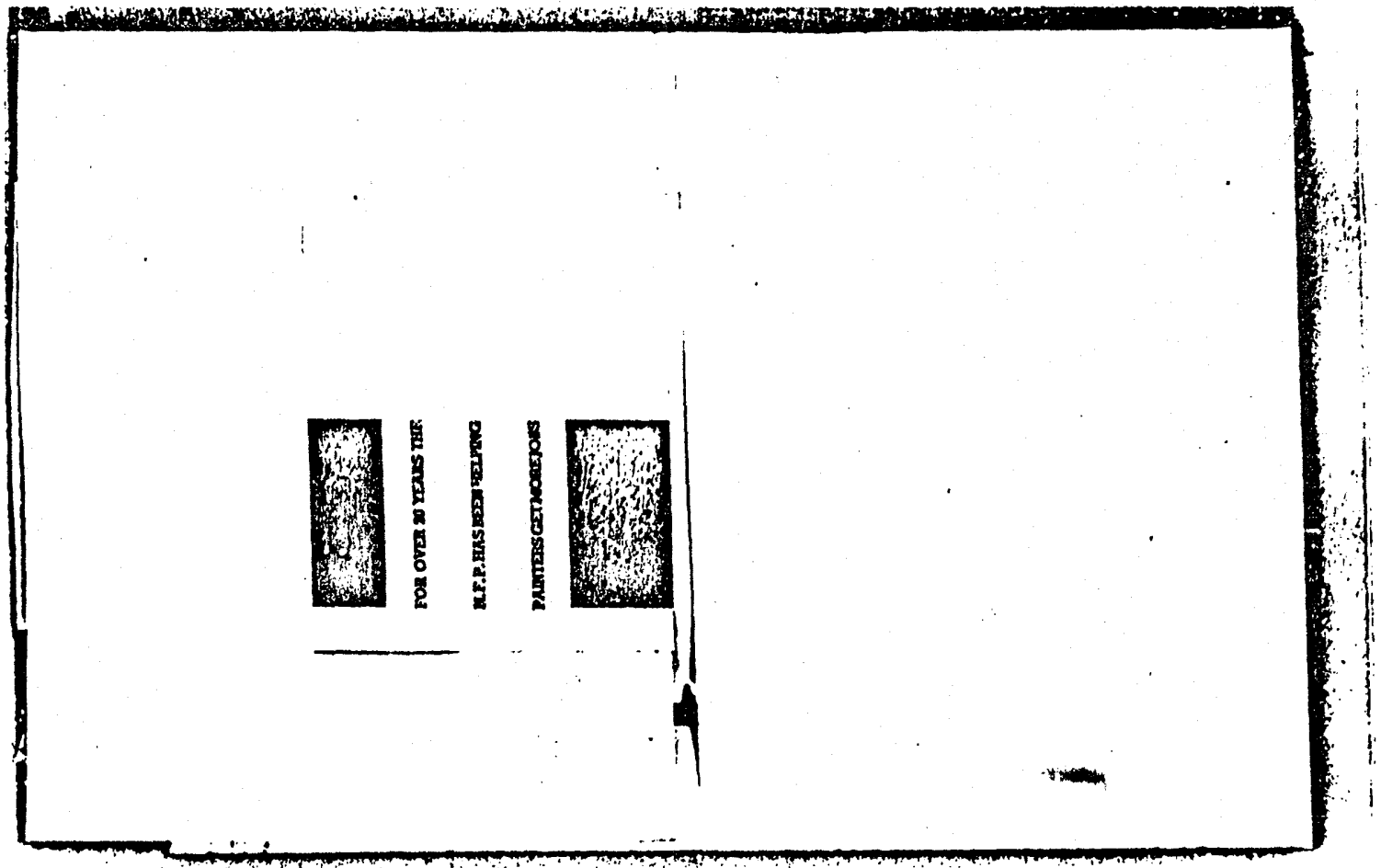

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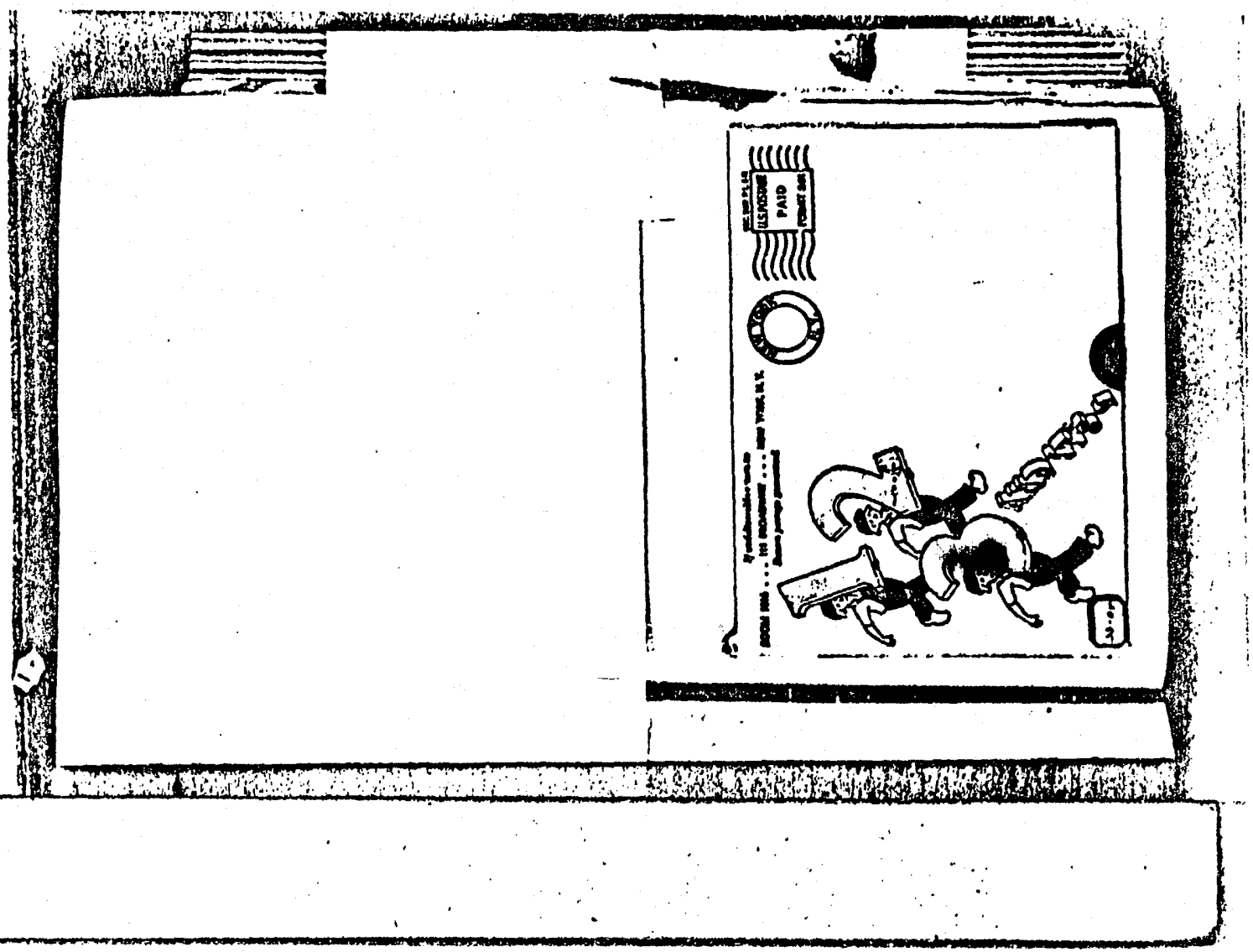

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PAINT

GET a keg or two of DUTCH BOY "lead" — the all-purpose soft paste kind — for your next job. Prove to your own satisfaction that gallon-a-minute mixing is a fact, not a slogan.

This quick-mixing grind of white-lead contains pure white-lead, pure linseed oil and pure turpentine — nothing else. Not only does it assure gallon-a-minute mixing but it also is an all-purpose paste, suitable for outside gloss paint and inside flat or eggshell finishes. So, whether your work is outdoors or indoors, you can save mixing time with DUTCH BOY All-Purpose Soft Paste White-Lead.

GALLON-A-MINUTE MIXIN
SAVES MINUTES ISCLE MON

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NLI 111902

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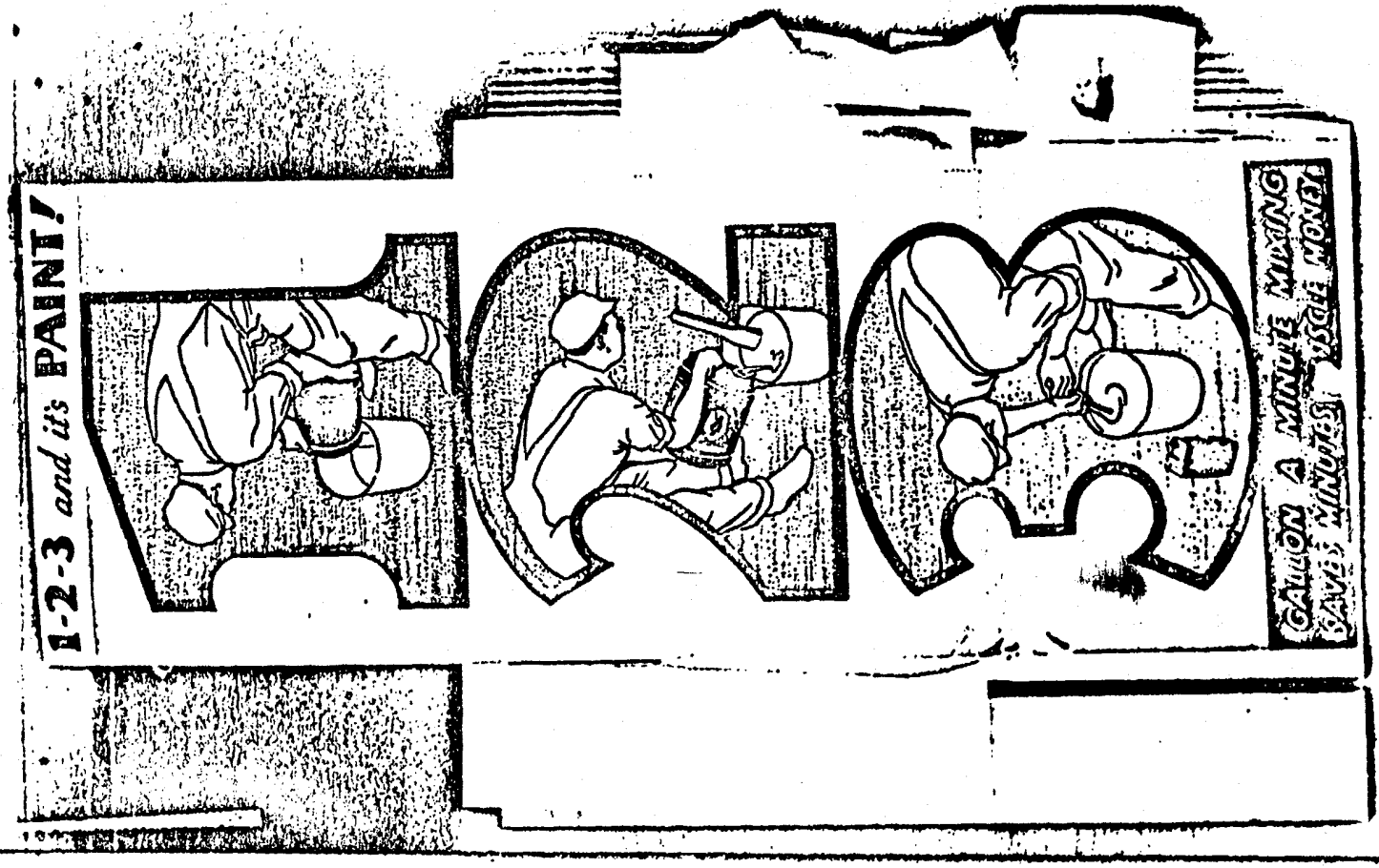

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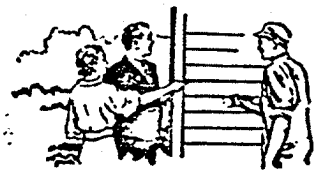
Other reasons why You should use DUTCH BOY WHITE-LEAD PAINT



MEETS TODAY'S CONDITIONS

ANY painter who has followed the craft for even a few years knows that 2 holes scored at the job point to lasting and first class work. Howard-Rex especially, you're going to rely on pure lead-and-oil to help you give your customers 100% satisfaction. Many people put off painting during the past few years and the result is some pretty sad-looking houses. You'll get your share of them. But you won't be stumped. You'll finish your mixin right on the job, give the house a good looking over, and then mix up a batch of lead-and-oil paint that is custom-made all the way through — first coat and finish coat, body, tint and tack.



EASILY TINTED TO SUIT

"All That's the color I find" exclaims the lady of the house. It's a grand and glorious feeling to know that you're working with durable materials . . . materials that can be mixed to satisfy your customer's color preferences, as well as to suit surface conditions. A few people may be satisfied with "any color just so it's brown," but most customers are pretty particular about getting exactly the tint they have in mind.

Use DUTCH BOY materials on all your jobs — inside as well as outside. With lead, oil and a couple of cans of colors-in-oil you can work magic before the very eyes of your customers. You can adjust your colors step by step, trying out a brushful now and then, until you reach the exact tint wanted.



HIGH QUALITY – LOW PRICE

WHAT do you figure DUTCH BOY white-lead paint costs today — with its convenience, adaptability and top-notch quality? $4 a gallon? No. $3.50 a gallon? No. $3 a gallon? Again, no. In most places today you can buy the mixes for about $2.70 a gallon.

If you think the painter has made a mistake, figure it yourself:

What are you paying for a keg of lead? . . $____
What do you pay for 3 gallons of linseed oil? . $____
What does a pint of good drier cost you? . . $____
That makes 4½ gallons of paint for . . . . $____
Or a per-gallon cost of . . . . . $____

Here's clear-cut proof that quality can talk price!



IT'S THE PAINTER'S PAINT

PURE white-lead has been the Painter's Paint for many years . . . and for some very good reasons. It combines paintness to match their expert workmanship with skilful mixing and thinning. It goes on easily, covers a lot of surface and hides well. It wears down gradually, without peeling or scaling, leaving a good repainting surface.

DUTCH BOY white-lead is the standard paint materials in thousands of paint shops — big operations with big payrolls and little shops of the one-man variety. These organizations depend upon DUTCH BOY white-lead paint to help them get the kind of jobs that build reputations by insuring home-owner satisfaction.

Meet the Dutch Boy family of Paint Materials



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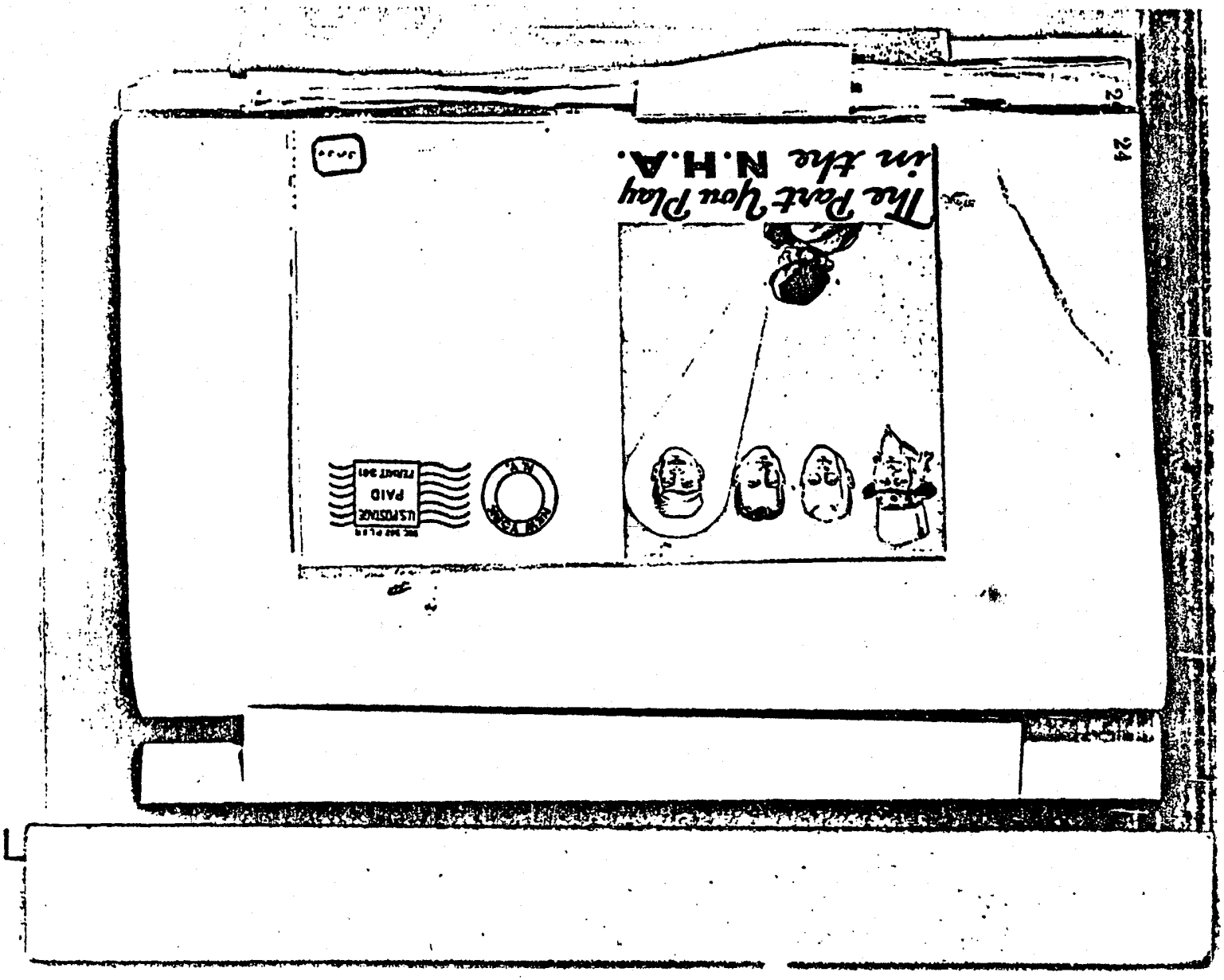
NLI 111904



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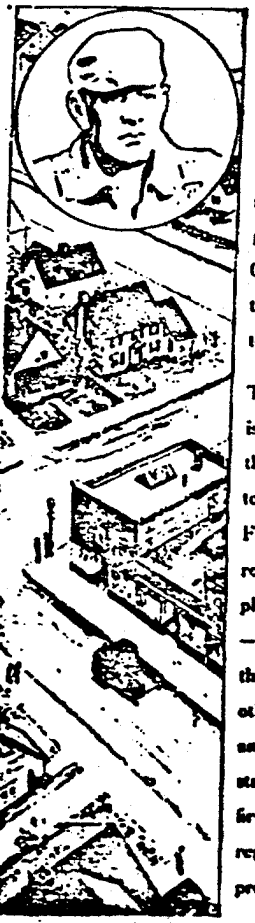
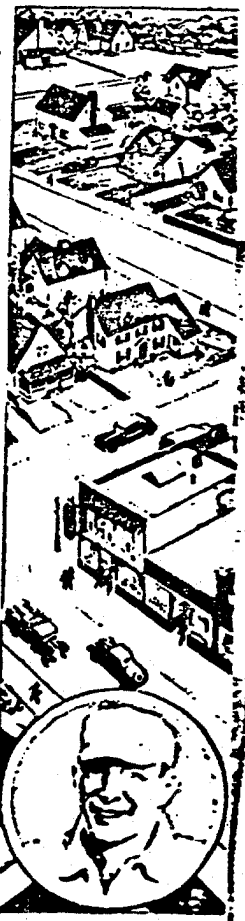
THE NATIONAL HOUSING ACT



is the Government's answer to the demand that something be done to lift the construction industry out of the rut of depression. Carpenters, roofers, masons, bricklayers, plasterers, plumbers and painters—probably 4,000,000 men all told—were among the first to feel the slump and are among the last to be freed from its grip.

THE NATIONAL HOUSING ACT is designed to set in motion the wheels of the construction industry which came to a virtual halt a few years ago. The Federal Housing Administration already is well under way with the first phase of its Better Housing Campaign—a country-wide movement in which the Federal Government, banks and other lending agencies, home-owners, and all those who supply or use construction materials are enlisting. The first step is to put over a tremendous repainting, repairing and remodeling program.



Important parts in the Housing Program are played by . .

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NLI 111905



1 THE FEDERAL GOVERNMENT

The Government's part in the program includes, of course, the passage of the National Housing Act (which became law on June 27, 1934) and the securing of cooperation between banks, the construction industry and homeowners.

I note from reps to the banks and other lenders of money, "You make loans to worthy homeowners for improving their residential properties. Collect an interest and or discount or fee a total charge not exceeding an amount equal to $5 per $100 of the original face amount of a one year note, the charge to be deducted in advance. I will insure you against loss on these loans as follows: If you lose $1000.00 and $200.00 of this amount is not repaid, I will make good on that $200.00 or any portion thereof. Even in our worst depression years losses on this type of loan have reached barely 2% of the money lent, so you see, my 20% guarantee amounts practically to bank insurance."

Thus, while the Government does not lend money directly to property-owners under the N.H.A., it aims to make it a type of lending attractive to local banks, building and loan associations and other qualified lenders.



2 FINANCIAL INSTITUTIONS

The lenders' participation in the Better Housing Campaign takes the form of loans to homeowners who can reasonably be expected to repay the money within a specified time.

To our financial institutions cooperating with the F.H.A. say to homeowners: "Come to us with an estimate covering the improvements you wish to make. Fill out Form FHB-3. We will investigate your credit in the usual way. We will assure ourselves that the improvements are proper. If your application is approved, we will make only a small charge for the money loaned. For example, if you need $243 for a paint job, you might sign a note for $300 payable in 12 equal monthly installments. This note would not bear interest, because the maximum charge permitted ($15 in this case) would be included in the face of the note. You may borrow any amount from $100 to $2,000 depending on the size of the improvement and your ability to repay."

Banks and other lending agencies which are cooperating with the Federal Housing Administration, have on hand the necessary printed forms, promissory notes, etc., to be used in connection with the N.H.A. program.



3 THE HOME-OWNER

The homeowner's part in the Better Housing Campaign is, of course, obvious. He knows better than anyone else whether or not he needs a loan to pay for repainting or otherwise improving his house. He knows whether or not his income justifies obtaining a loan which must be repaid by regular monthly installments. He knows whether or not he can qualify for a loan, under the rules laid down by the N.H.A.—mortgages not in arrears, property ownership established, income satisfactory, etc.

The home owner will say to the contractor (carpenter, mason, painter, etc.), "Give me an estimate on improving my property (repainting, repairing, etc.). Make a careful survey of the work and put your proposition in writing, naming materials to be used, details of the job, price, etc. Then I'll take the estimate to the bank."

The bank or other cooperating financial house will give the property-owner a blank, called Form FHB-3, to fill out. If the information required on the blank is considered satisfactory, the application for a loan will be approved and the property-owner will sign a note promising repayment. He will then get the money he needs to pay for the improvement on his property.



4 THE PAINTING CONTRACTOR

The master painter who intends to play a part in the National Housing Act should, first of all, familiarize himself with the principal features of the Act. He can get all the information he needs from his local banks or from his local Better Housing Campaign headquarters. The painter should make up a list of property-owners in his community whose homes (or business buildings) need repainting and then approach these people in person, by phone or by letter, suggesting the advisability of "painting before winter". He should find out, tactfully, whether or not the homeowner has considered the possibility of securing a loan to pay for the painting.

If the home-owner shows interest in the N.H.A. proposition and he appears to be able to qualify for a loan, the painter should offer to help by making an inspection of the property and submitting a report, together with a detailed estimate covering the job. He may also offer to get from his bank such forms as are required by the N.H.A. to give the money-lending agency the information needed to O.K. the loan. The painter can show the property-owner how to fill out the blanks and can offer to handle the details of obtaining the loan, provided the owner is eligible.

TO HELP PAINTERS PLAY THEIR PART IN THE N.H.A. . . .

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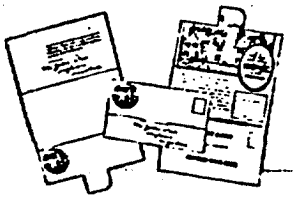
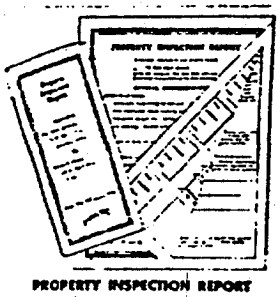
THE MAKERS OF DUTCH BOY PRODUCTS

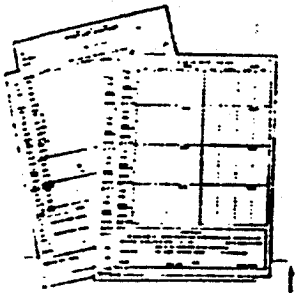
offer some advertising and selling aids .....



POST CARD MAILER



PROPERTY INSPECTION REPORT



CHECK LIST — CONTRACT BLANK

If you are going to cooperate in this home improvement campaign this fall and if you expect to get your full share of the new business, you must help create jobs.

Don't wait for home-owners to look you up. Go to your local Better Housing Campaign headquarters and get the names of people who have inquired about the N.H.A. Find out from contractors in other trades—builders, carpenters, plumbers and so on—the names of people who are going to rebuild and repair. Make up your own list of prospects.

Then order from us the advertising matter you will need to pave the way to actual sales. The features shown here are especially designed to make selling easier in the Better Housing campaign. We offer these types of advertising—newspaper, movie theatre and direct mail. In addition, the Property Inspection Report provides an opportunity for a business-like personal approach to many paint jobs.

Use Dutch Boy Advertising and

USE DUTCH BOY WHITE-LEAD

When you figure the materials on your paint jobs, and especially jobs developed by N.H.A., bear in mind the advantages offered by Dutch Boy:

(1) Dutch Boy white-lead is nationally advertised. Home-owners are already familiar with the famous Dutch Boy trademark.

(2) Dutch Boy white-lead is obtainable in practically every town in the country.

(3) Dutch Boy white-lead is recognized everywhere as a high-quality paint.

(4) Dutch Boy white-lead paint is mixed to suit the surface and tinted to suit the customer. Only painter-made paint can give the flexibility demanded by the wide variety of paint jobs you are called upon to do.

(5) Dutch Boy white-lead paint can be mixed, ready for the brush, at the rate of a gallon of paint per minute. It's a time-saver.

(6) Dutch Boy white-lead paint, in most localities today, costs only about $2.30 per gallon. This price is based on a flashing coat paint, with white-lead figured at 11 cents a pound, linseed oil at $1.00 a gallon and liquid drier at $2.75 a gallon.

Any way you look at it, Dutch Boy white-lead paint is the paint for the painter. The home-owner who borrows money to pay for a paint job wants the paint to last longer than the time needed to repay his loan. He wants his home pretted to stay painted. He wants a Dutch Boy job. See that he gets it.





MOVIE SLIDE No. NP 1





NEWSPAPER "ADS"

MAIL YOUR ORDER PROMPTLY

NATIONAL LEAD COMPANY

QUICK ACTION ORDER BLANK

Make every N.H.A. job a DUTCH BOY job

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NLI 111907