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Dear Sir:

Before you buy the materials for your [redacted] job..

NLI 112116

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. . . take a fresh look at this painting business. It's your job to make property look better and last longer. To do this you spread paint when and where needed. Paint won't spread itself--it takes your experience, your skill, to apply paint properly. Your workmanship is worth several times the cost of the materials you use.

Since the cost of spreading the paint is the principal item in the bill you render your customer, isn't it wise to use good paint, pure paint, Dutch Boy white-lead paint? It is. All the care and skill you employ in applying paint may go for less than naught if the same care and thought are not used in buying the paint.

When you use Dutch Boy white-lead paint you give your customer his money's worth in appearance and protection. But that's only a part of the story. You also give yourself a chance to justify your own job, by mixing your own paint to fit the job in hand and by tinting it

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to suit the customer. Then, too, you know exactly what to expect of your paint because you know what's in it.

As for the working qualities of Dutch Boy white-lead paint, they tell their own story. It brushes easily, hides well and spreads far. Almost any experienced painter can tell just by the "feel" of his paint, whether it's pure white-lead paint.

It's just human nature, too, to suppose that Dutch Boy white-lead paint is as high in price as it is in quality. The better the article, the higher the premium for quality, is the general rule. Dutch Boy white-lead paint ignores this rule. It is one commodity that is priced below its quality level. And by "quality level" we mean measuring its performance by any yardstick of paint values.

What would you expect to pay for paint that is mixed fresh—and to order—for every job? . . . paint that can be mixed quickly and easily? . . . that has good covering capacity, real hid-

Get acquainted with

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ing power and high spreading rate? . . . paint that never cracks or peels, when properly applied, but that stays put? Would you pay $4 a gallon? You don't have to. Would you pay $3.50 a gallon? No need to. Would you pay $3 a gallon? Hardly. You pay less than $2.50 per gallon, if your lead cost you eleven cents a pound and your oil one dollar a gallon.

There's no better way to keep your material costs down, your job quality high and your reputation safe than to use Dutch Boy products on every job. It's wasteful to pay more than the cost of Dutch Boy . . . and it's risky to pay less.

Dutch Boy white-lead paint gives you everything you want—high quality, convenience, adaptability, durability and national advertising prestige—all at low cost.



Sincerely,

The Dutch Boy

The DUTCH BOY line

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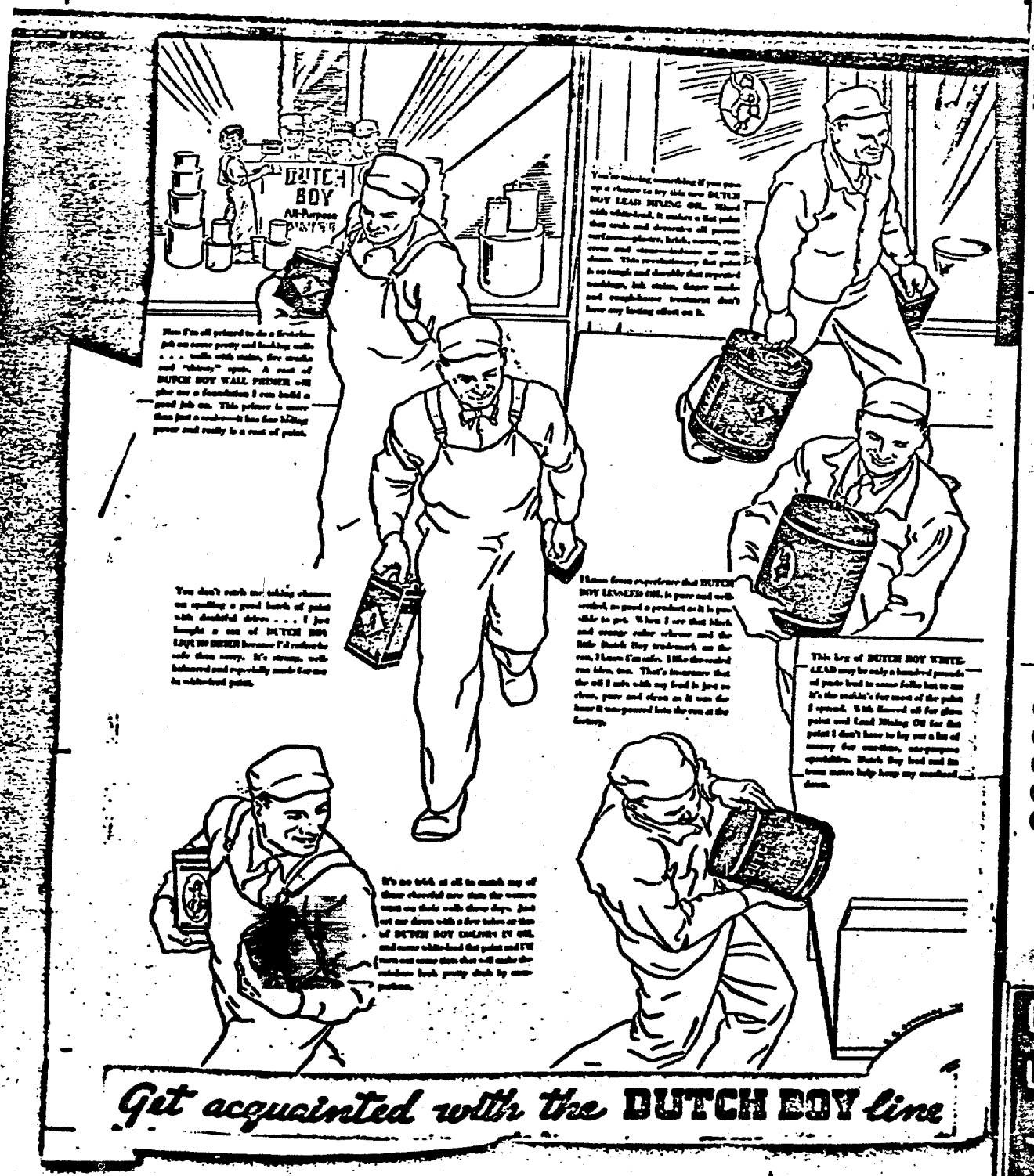

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