

## Newspaper Cuts for Dealers

THE newspaper is an important medium from the dealer's standpoint. He maintains an established business. His customers come to him; he does not go to them. The newspaper forms the connecting link. Thru it the dealer calls on his customers.

The Dutch Boy Painter has included newspaper cuts among its features because this is one of the most difficult types of advertising to prepare and also because getting an attractive, convincing, attention-getting advertising is a costly thing if the painter has to do it himself.

A careful reading of a well thought out advertisement will readily convince one that it has taken hours of preparation and con-

siderable expense to produce it. The copy must be written and rewritten until every technical flaw is eliminated and every ounce of selling power possible put in. Then the artist must be hired to draw the illustrations. When the copy and illustration are laid out in an attractive arrangement the result is an advertisement that sells goods.

On the next page are illustrated four double-column advertisements. Each is six inches long with plenty of space for the dealer's name and address at the bottom. Below on this page are shown duplicates in single-column size, five inches long. Check the numbers of the advertisements which you expect to use in your local paper. Sent free.



New Faces

FRIENDS, whose faces are familiar to our country, need not be told that our artists are not only skilled but also have the ability to make their work as attractive as the work of any other painter. In our advertisement, that our artist is not only a painter but also a decorator, and that we are ready and willing to solve any problem.

Dealer's Name and Address

D F 1



A MAN is known by the company he keeps—more so in the case of a painter. A stock of well known, nationally-advertised goods, like good paint, is a guarantee of reliability and quality.

Our artists are filled with recognized leaders, such as Dutch Boy White Lead. In our complete line of painting supplies, we have everything you need for your full painting business.

Dealer's Name and Address

D F 2



PERHAPS it is the Dutchman who, the master of the art, has made the Dutch Boy White Lead, the most popular of all painting supplies, everything that you will need, including Dutch Boy White Lead, for your business.

We carry a complete line of painting supplies, everything that you will need, including Dutch Boy White Lead, for your business. You do not have to shop around.

Dealer's Name and Address

D F 3



Washable Walls

WALLS that form an attractive setting for your business, the master of the art, has made the Dutch Boy White Lead, the most popular of all painting supplies, everything that you will need, including Dutch Boy White Lead, for your business.

We carry a complete line of painting supplies, everything that you will need, including Dutch Boy White Lead, for your business. You do not have to shop around.

Dealer's Name and Address

D F 4



A MAN is known by the company he keeps—more so in the case of a painter. A stock of well known, nationally-advertised goods, like good paint, is a guarantee of reliability and quality.

Our artists are filled with recognized leaders, such as Dutch Boy White Lead. In our complete line of painting supplies, we have everything you need for your full painting business.

Dealer's Name and Address

D F 5

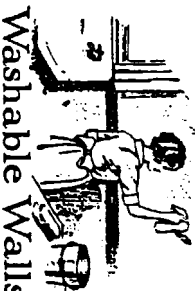


New Faces

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Dealer's Name and Address

D F 6



Washable Walls

WALLS that form an attractive setting for your business, the master of the art, has made the Dutch Boy White Lead, the most popular of all painting supplies, everything that you will need, including Dutch Boy White Lead, for your business.

We carry a complete line of painting supplies, everything that you will need, including Dutch Boy White Lead, for your business. You do not have to shop around.

Dealer's Name and Address

D F 6



Inside Odd-Painting

PERHAPS it is the Dutchman who, the master of the art, has made the Dutch Boy White Lead, the most popular of all painting supplies, everything that you will need, including Dutch Boy White Lead, for your business.

We carry a complete line of painting supplies, everything that you will need, including Dutch Boy White Lead, for your business. You do not have to shop around.

Dealer's Name and Address

D F 7