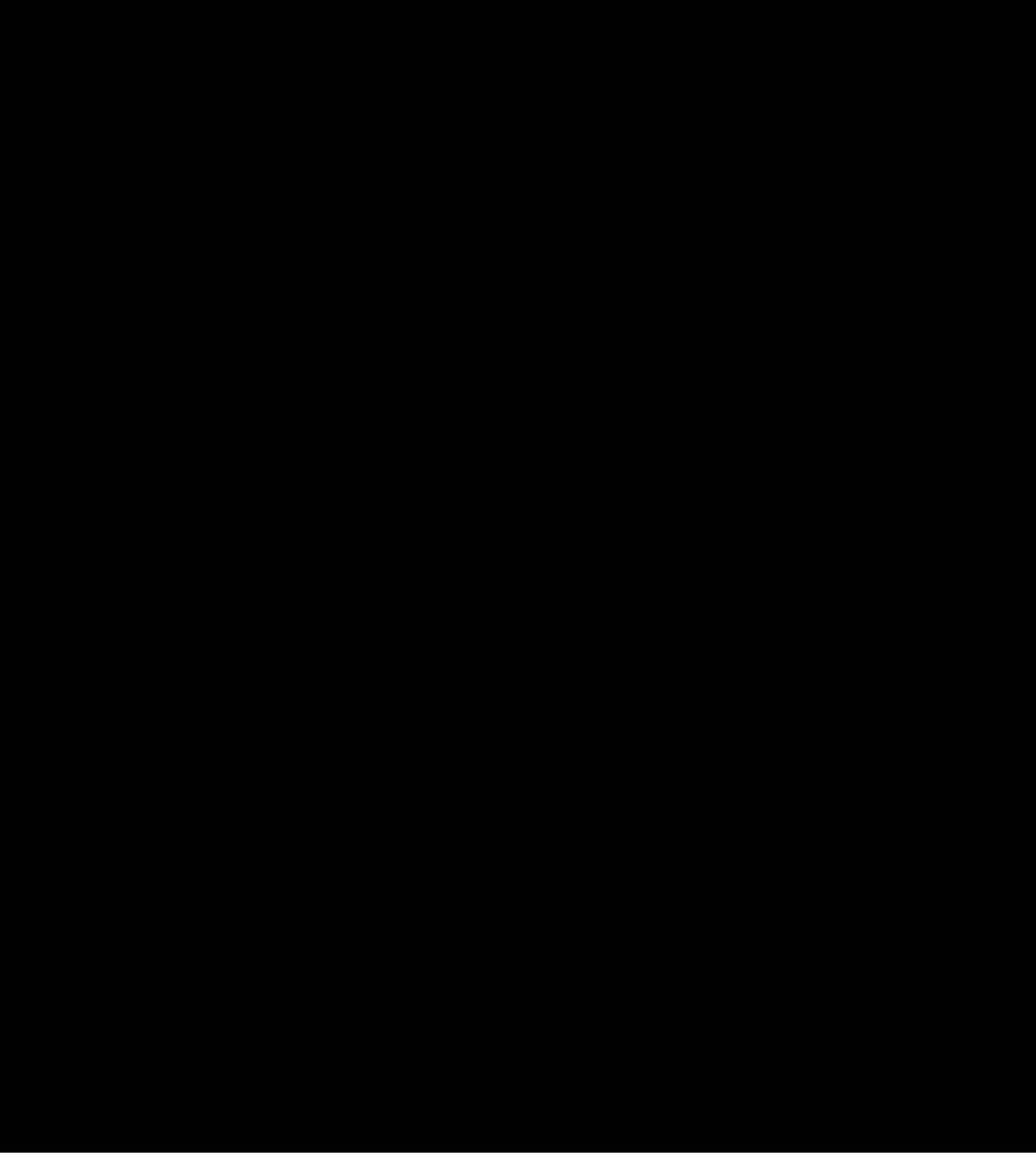




Dutch Boy®

DEALER ADVERTISING & MERCHANDISING HANDBOOK

Keep this book handy. It's your best source for practical advertising information, newspaper mats, radio spots, merchandising helps . . . everything you'll need for promoting your Dutch Boy line.

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0000-NLI-000020352

COOPERATIVE ADVERTISING

Dutch Boy shares your advertising costs dollar for dollar under the terms of your yearly Co-op Advertising Agreement. It is to your advantage to make full use of the many opportunities to advertise and promote your store and your Dutch Boy line. The selection of the best advertising media suited to your location and merchandising requirements is important. Choose the one that promises the best return for your advertising dollar.

Be sure you've signed and returned the Dutch Boy Cooperative Advertising Agreement. Your file copy will indicate the amount of your advertising allowance for the year. Please read your copy carefully. Become familiar with the terms and follow the few simple rules.

Start with a plan. Productive retail advertising should not be "hit or miss". Select your media with care. Budget your expenditures over the proper period and schedule your own ads to tie in with Dutch Boy national advertising whenever practical.



SUBMIT YOUR CO-OP CLAIMS PROMPTLY AND PROPERLY

To avoid delay in the processing of your Co-op claims, they should always be checked to be certain that they include the items listed below:

WITH NEWSPAPER CO-OP CLAIMS INCLUDE:

- Full-page tearsheet showing the ad.
- Itemized, receipted invoice showing the rates paid and the dates of appearance.

WITH RADIO OR TV CO-OP CLAIMS INCLUDE:

- Copy of Script (if script from this book is used, it is only necessary that the number of the script appear on affidavit).
- Affidavit of Performance from the station.
- Receipted invoice showing rates, and times at which Spot Announcements were broadcast.

WITH DIRECT MAIL CO-OP CLAIMS INCLUDE:

- Sample of the mailing piece used.
- Post Office (or Delivery) receipt showing number of pieces mailed, cost of mailing.
- Receipted invoices for any other expenses.

WITH NATIONAL SIGN CO-OP CLAIMS INCLUDE:

- Duplicate invoice from National Advg. Co.

WITH YELLOW PAGES CO-OP CLAIMS INCLUDE:

- Monthly bill from the Telephone Company or, if paid in advance, receipted contract or statement showing term and amount paid.

CO-OP HIGHWAY SIGN ADVERTISING



Around the clock store advertising for only pennies per day

The cost of a Dutch Boy Highway Sign can be less than 30 cents a day under the Co-op Plan. Brand identification for 24 hours a day that identifies your store as the place to buy Dutch Boy Paints. When placed in strategic locations along main highways leading to your store they continually remind prospects and customers that you sell Dutch Boy. Signs are big and colorful—10' high by 8' wide—including the 2' 9" by 8' store name panel. All printed in new full-color, reflectorized "scotchlite." Day or night they spotlight your store name and address along with the familiar smiling Dutch Boy.

Paint prospects are more than local. Two thirds live outside your immediate shopping area and one third of those living in the shopping area will use the highway daily.

To arrange for installation, or just to learn more about the program, see your Dutch Boy Sales Representative. Through him the National Advertising Co. will be notified and one of their representatives will call to discuss the program in detail.

YELLOW PAGES LISTINGS

Paint Dealers-Retail

Atlas Paint & Wallpaper
846 Alder Av MA 1-7862

Bertram's Paint Store
1121 Elm Av MA 2-1104

BOB'S COLOR SHOP
721 Great Hiway AT 7-0342

Branson Hardware & Supply
104 McKinley Dr MA 1-7778

CRANSHAW HARDWARE
Featuring
"DUTCH BOY" PAINTS
1186 Mission Terrace AT 7-1165

Crowe's Paint & Wallpaper
2121 South 4th St MA 2-1102

Don's Building Supply Center
107 North 11th St AT 7-7012

DRAKE'S PAINT & WALLPAPER
630 St Francis Way MA 2-4242

Dristan Lumber Co Inc
2104 Alder Av AT 7-5537

Dunn Home Supply
1301 - 13th St MA 2-9931

Durable Paint Store
1975 Maple Av AT 2-0863

DUTCH BOY PAINTS

PAINTS, VARNISHES & ENAMELS

Blended to keep
your home bright

Manufactured by
NATIONAL LEAD COMPANY

"WHERE TO BUY THEM"

Atlas Paint & Wallpaper
846 Alder Av MA 1-7862

BOB'S COLOR SHOP
721 Great Hiway AT 7-0342

CRANSHAW HARDWARE
1186 Mission Terrace AT 7-1165

Fitzgerald's Do-It-Yourself Shop
731 Bacon St AT 2-9011

HOUSE OF COLOR
2104 - 7th St MA 6-6543

Magee Hardware & Paints
916 Richland Av AT 2-3456

Erwin Hardware & Variety
1660 Evergreen Rd AT 7-1765

Emory-Williams Hardware
1015 Commercial St MA 7-0123

(Continued Next Page)

All national Dutch Boy advertising refers the reader to their Dutch Boy Dealer . . .

"He's listed in the yellow pages" . . . You need a listing for Dutch Boy store location.

Typical Regular Type Listing (RTL)

"Boxed" Informational Listing (IL) in several sizes and type faces

Bold Type Listing (BTL)

Your local phone book representative will solicit your listing under the Dutch Boy Trademark Heading. Only authorized Dealers are eligible. Dutch Boy pays the entire cost of the Heading. You pay only for the cost of your store listing. Listings are usually available in either of two styles, Regular Type (RTL) or Bold Type (BTL).

Other types of listings not under the Trademark Heading are also available. Because these are intended primarily for store identification, not hand identification, Dutch Boy does not share in this expense. They are listed under Paint Dealers—Retail and are available as:

For complete information about rates, and various Yellow Page listings call your local Telephone Company representative.

CO-OP YELLOW PAGES ADVERTISING

A Yellow Page display ad works for you all year long.

Unlike Trademark Headings with Dealer Listings, Dealer Display advertising in the Yellow Pages qualifies under the terms of the Dutch Boy Cooperative Advertising Agreement. Other than prospects directed to Dealer Listings by national advertising, many shoppers have come to rely upon the Yellow Pages for guidance. A store Display ad will back up the regular listing program and further advertise your store and the services you offer.

You will find a complete showing of Dutch Boy Yellow Pages Display Ad cuts on the following pages. They are available to Dutch Boy Dealers without charge. If you prefer to create your own Display Ad, the Telephone Company will be happy to assist you. Such ads should be submitted for approval prior to use to be sure of their compliance with the terms of the Co-op Plan.





FREE...CUTS FOR YELLOW PAGES

Choose the cut you want . . . it's free!

Your name, address, etc. will be typeset by the Phone Company at no cost. Engraved portion (for which the Phone Company would normally bill you) is provided free by Dutch Boy. For narrow-columned books, cuts can be trimmed to fit. Order coupons for free cuts are in the back of Section 1.

Dutch Boy Paints



651 1 quarter-column

Dutch Boy
PAINTS



655 2 quarter-column



656 2 quarter-column

Dutch Boy
PAINTS



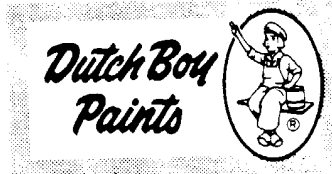
657 1 half-column

DISPLAY ADS

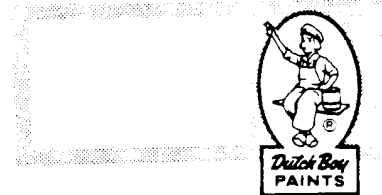
Fill in store information to suit your needs.



652 1 quarter-column



653 1 quarter-column



654 1 quarter-column



658 1 half-column



get "more years to the gallon" with



659 2 half-column

CO-OP DIRECT MAIL ADVERTISING



Because Direct Mail is highly selective, it permits more "direction" than with other media. With the proper list, you can pin-

point your target area. . . . a specific neighborhood, all the homeowners on a particular street—any group you wish to reach. Use Direct Mail for special events or for important announcements or for certain promotions that are sure to create customer interest and response. Many Dealers make use of Dutch Boy Newspaper Mats, or illustrations cut from the mat repro proofs, in preparing mailers that are both effective and economical. Remember, Direct Mail can be quite expensive. It is well to first consider and evaluate the costs of printing, envelopes, addressing and postage. Design your mailer for maximum impact and plan your efforts to concentrate on prime prospects only. If a local mailing firm is available, they can help you materially as to advice, lists, costs, etc.

CO-OP TELEVISION ADVERTISING

The medium of Television is forceful and effective because it gets the viewers interest with sight, sound and motion. It can present a paint sales message in the very area where it counts the most—the prospect's home. Most TV stations offer a range of 50 miles in all directions, though not as great as radio, it more than adequately covers a dealer trading area. If the spot announcement you would like to make would apply to other Dutch Boy Dealers within the same TV area, you or your Dutch Boy Sales Representative may be able to effect a "share the time and cost" combined program. Before contacting your TV station, check with Dutch Boy as to availability of any Dutch Boy 60 second TV spot films. Depending upon the



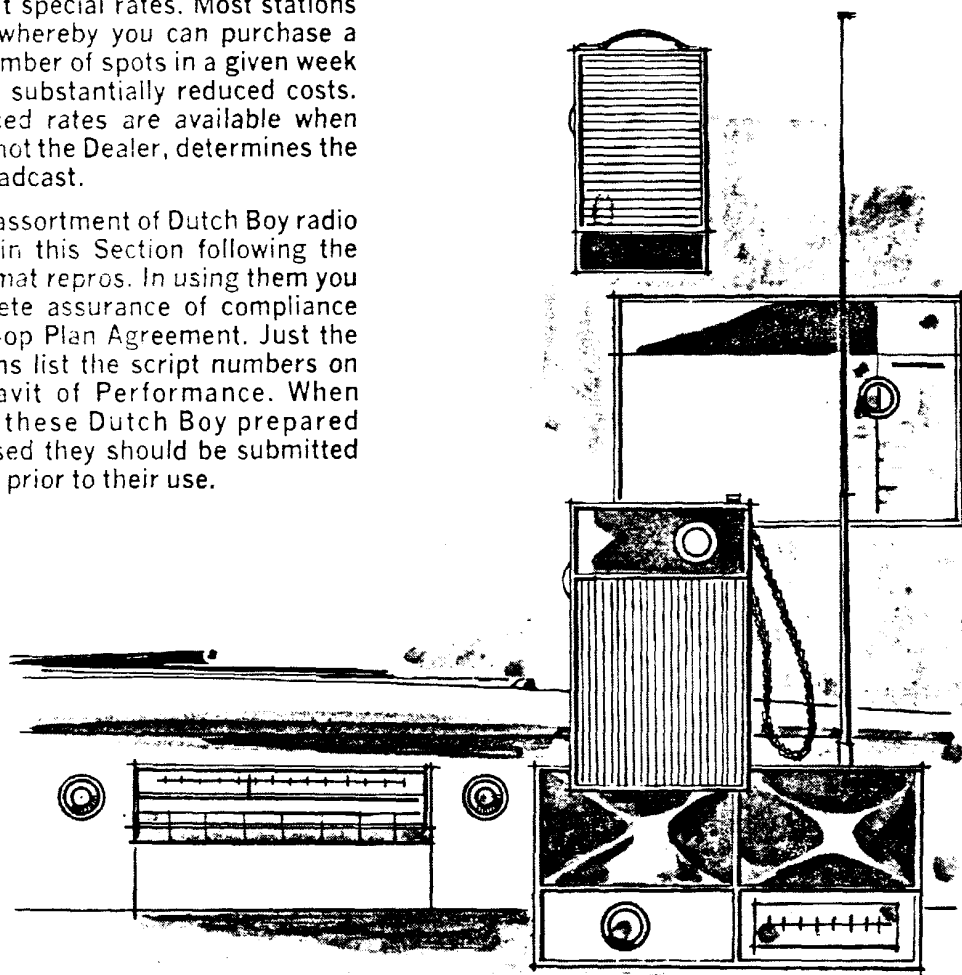
extent of the schedule, certain free services are available from TV stations to help you create your own "live" type spot.

CO-OP RADIO ADVERTISING

Many Dutch Boy Dealers, particularly those in or near smaller cities, know that local radio is an excellent advertising medium for them. It is effective and economical when used for the promotion of seasonal products and special merchandising offers. In the larger cities, the high cost and the impractical broadcast range has been successfully overcome (as with TV) by joining with other Dealers in a "package buy". In this way the cost can be scaled down to be more consistent with the market area involved.

Stretch your radio dollar. Ask your radio station about special rates. Most stations have plans whereby you can purchase a specified number of spots in a given week or month at substantially reduced costs. Other reduced rates are available when the station, not the Dealer, determines the times of broadcast.

A complete assortment of Dutch Boy radio scripts are in this Section following the newspaper mat repros. In using them you have complete assurance of compliance with the Co-op Plan Agreement. Just the radio stations list the script numbers on their Affidavit of Performance. When other than these Dutch Boy prepared spots are used they should be submitted for approval prior to their use.

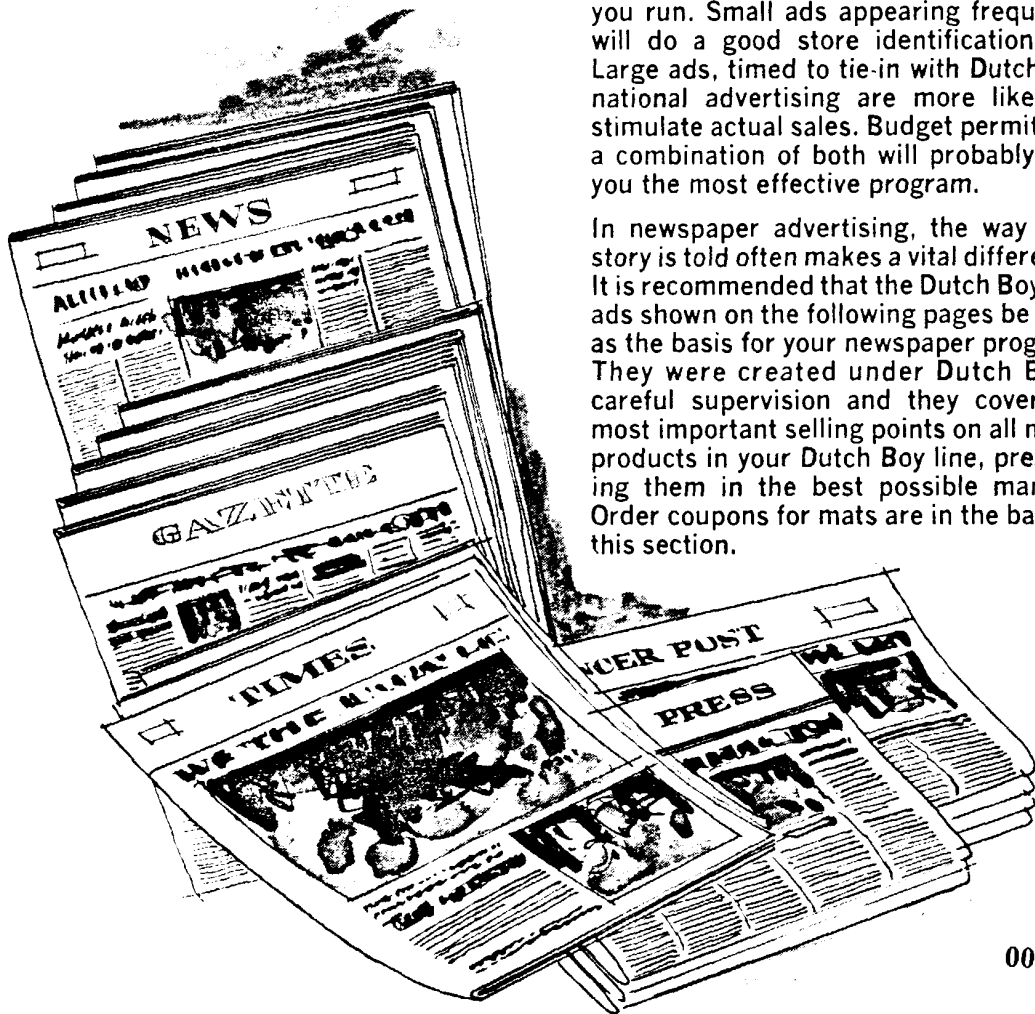


CO-OP NEWSPAPER ADVERTISING

Practically every Dutch Boy Dealer in a medium sized city, town or rural area has a good daily or weekly newspaper that serves his market. When the circulation coincides closely with the Dealer's market area it is probably the best advertising buy. In the larger metropolitan areas, where newspaper circulation frequently extends far beyond the community served by the Dealer, much of the advertising dollar will be wasted on readers who are not prospects. If available, a good neighborhood newspaper may be the answer to this problem. Too much reliance should not be placed on advertising done in the free-distribution or "throw-away" type of papers. Their statements of circulation may or may not be accurate.

The size of your advertising budget will determine the number and size of ads that you run. Small ads appearing frequently will do a good store identification job. Large ads, timed to tie-in with Dutch Boy national advertising are more likely to stimulate actual sales. Budget permitting, a combination of both will probably give you the most effective program.

In newspaper advertising, the way your story is told often makes a vital difference. It is recommended that the Dutch Boy mat ads shown on the following pages be used as the basis for your newspaper program. They were created under Dutch Boy's careful supervision and they cover the most important selling points on all major products in your Dutch Boy line, presenting them in the best possible manner. Order coupons for mats are in the back of this section.



RADIO COPY

CUT ALONG DOTTED LINE—GIVE TO YOUR RADIO STATION

Dutch Boy LATEX HOUSE PAINT

Script No. LHP-12—60 Seconds

Here's a special word for people who are planning to paint their homes. Don't! At least, not until you've let (dealer name & address) tell you about Dutch Boy's remarkable new Latex House Paint. Dutch Boy Latex House Paint goes on so quickly with brush or roller that it'll cut your painting time practically in half. It makes painting almost painless. It's so foolproof that you can actually paint between rains—or even on a slightly damp surface. And you can forget the old problem of lap marks. When you use Dutch Boy Latex House Paint, they just don't show. Brush or roller cleans up easily with just soap and water. This is the ideal paint to give a fresh new look to exterior siding, shakes, shingles, stucco, masonry—even metal. Stop by (dealer name) and feast your eyes on the range of colors available. For any painting question you can count on (dealer name & address) for the right answers—and the right paints, too! Quality paints—by Dutch Boy!

Dutch Boy LATEX HOUSE PAINT

Script No. LHP-13—60 Seconds

If things look a little faded around the home-front and you're about ready for a paint job—well, here's some important news from (dealer name & address). These people now offer Dutch Boy Latex House Paint. This newest development in exterior paint finish is just what's needed to make your home the envy of the neighborhood. For one thing, it comes in the most wonderful array of colors you've ever seen. For another, the colors last—and last—and last. Dutch Boy Latex House Paint is so easy to use that it cuts painting time practically in half! Lap marks? When you use Latex House Paint, they just don't show—so you can stop 'n start as often as you wish. Dutch Boy Latex House Paint is good for exterior siding, shakes, shingles, stucco, masonry—even metal. Best of all, rollers and brushes clean up in plain soap and water. So see them at (dealer name) soon, won't you? Ask them about Dutch Boy Latex House Paint. They're located at (dealer address).

Dutch Boy NEW NALPLEX

Script No. NLP-25—60 Seconds

Are all wall paints pretty much alike? Well, if that's what you thought—or if you've a room that could stand repainting—here's a suggestion. Stop by and visit (dealer name & address). These people really know paint. And according to them, there's a brand new kind of flat wall finish . . . New Dutch Boy NALPLEX . . . that's like no paint ever made. To give you an idea of the sheer covering power in NALPLEX, they call it "the wall paint with built-in second coat." You see, new Dutch Boy NALPLEX hides so completely—levels so beautifully—that one coat looks like two. Besides that, rollers and brushes clean up in plain soap and water. And as soon as you're through, you can start replacing furniture . . . new Dutch Boy NALPLEX dries that fast! So if you had the idea all wall paints are pretty much alike, better try new Dutch Boy NALPLEX—the flat wall paint with the built-in second coat. The place to get it is (dealer name & address). Just ask for new NALPLEX . . . by Dutch Boy!

Dutch Boy NEW NALPLEX

Script No. NLP-26—60 Seconds

Say, if you've ever re-painted a room and had to give it two coats instead of one . . . well, you already know the best reason for using Dutch Boy NALPLEX. As the folks at (dealer name) will tell you, new NALPLEX is the flat wall finish with the second coat built right in . . . a wall paint so high in hiding, so smooth in leveling, that one coat looks like two. Can you think of a better way to save time and money? I can't. So visit (dealer name) soon, won't you? They're located at (address) and they now have full stocks of NALPLEX in a wide array of wonderful Dutch Boy colors. Stop by and pick your favorites—and get started re-doing that room right away. New Dutch Boy NALPLEX—the flat wall paint with the built-in second coat will make it easier than you ever imagined. NALPLEX is fast drying, too—and your paint rollers and brushes clean up in plain soap and water. Ask for it by name . . . new NALPLEX by Dutch Boy. The place to ask is at your Dutch Boy dealer (dealer name & address).

0000-NLI-000020363

RADIO COPY

CUT ALONG DOTTED LINE—GIVE TO OUR RADIO STATION

HOUSE PAINT

Script No. HP-1—60 Seconds

Next time you paint the outside of your home, why not do it like you mean business? In other words, why not do it with Dutch Boy House Paint? As the folks at (dealer name) will tell you, Dutch Boy is the House Paint that thrifty people use. They like it because Dutch Boy lasts—and lasts—and lasts. They like it because no paint offers such a big difference in protection—for such a little difference in price. The folks at (dealer name & address) invite you to stop by any time. Even if you're not quite ready to paint, they'll be glad to provide all the information you'll need for a satisfactory paint job. Besides that, they'll give you a free color card that shows all the wonderful colors available in Dutch Boy House Paint. Remember—Dutch Boy House Paint gives years of extra wear, and that's why thrifty people like it. That's why you'll like it, too. Hadn't you better get those free color samples now at your authorized Dutch Boy dealer? Yes, of course! That's (dealer name & address).

HOUSE PAINT

Script No. HP-2—60 Seconds

Say, is it getting near time for a paint job on the outside of your home? Well, the people at (dealer name) have an important suggestion about choosing a House Paint. If you want famous old-time quality—the kind of quality you seldom find today, but in the most modern formulations available . . . they recommend Dutch Boy. You see, Dutch Boy House Paint is the paint that thrifty people buy. They buy it because no paint offers such a big difference in protection, for such a little difference in price. If you'll stop by at (dealer name & address), they'll give you, absolutely free, a color card showing all the wonderful Dutch Boy House Paint colors . . . colors so beautiful, you'll feel like getting started right away. Visit them soon, won't you? You see, (dealer name) are authorized Dutch Boy dealers—which means they carry a full line of famous Dutch Boy paints—modern paints with that hard-to-find, old-time quality. That's (dealer name & address) for quality paints . . . by Dutch Boy!

BRIGHT WHITE HOUSE PAINT

Script No. BW-3—60 Seconds

Ever heard of a house paint that likes rainy weather? Dutch Boy Bright White does—it actually thrives on it! You see, the people at (dealer name) really know paint and, as they explain it, Dutch Boy Bright White has what's called a controlled chalking action. Its tough, water-tight film renews itself every time it rains—so that year after year your home keeps that crisp, freshly painted look it had the day Dutch Boy Bright White was first applied. To learn all about Dutch Boy Bright White, pay them a visit at (dealer name & address). While you're there, better inquire, too, about Dutch Boy Sash & Trim Colors—the rugged, high-gloss finish that does such a fine job on doors, windows and other trim. For Dutch Boy Bright White—the self-cleaning House Paint—and for Dutch Boy Sash & Trim, see (dealer name & address). They have everything you'll need to assure a professional-looking, long-lasting paint job—including, of course, Dutch Boy Bright White House Paint. That's (dealer name & address).

LATEX HOUSE PAINT

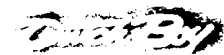
Script No. LHP-11—60 Seconds

Wouldn't you like your home to be the envy of the neighborhood? Well—our suggestion is that you stop by (dealer name & address). Ask them to tell you about Dutch Boy's new Latex House Paint. It goes on so easy, using brush or roller, that it cuts painting time almost in half—makes painting practically painless. You can use Dutch Boy Latex House Paint on any exterior surface—siding, shakes, shingles, stucco, masonry—yes, even metal. What's more, it's so foolproof, you can actually paint between rains—or even on a surface that's slightly damp! And, no matter how you apply it, lap marks just don't show! And best of all, Dutch Boy Latex House Paint comes in a splendid array of rich colors—colors that last and last and last. Stop by (dealer name & address) soon. They're paint experts—and they have a full range of products for any surface you want to paint . . . products that give you "more years o the gallon" . . . quality products made by Dutch Boy!

0000-NLI-000020364

RADIO COPY

CUT ALONG DOTTED LINE—GIVE TO YOUR RADIO STATION



PORCH & FLOOR ENAMEL

Script No. PF-71—60 Seconds

Wherever the going is really tough under-foot, nothing can match the hard-wearing durability of Dutch Boy Porch & Floor Enamel. As the folks at (dealer name) will tell you, this remarkable enamel takes over where others leave off. In-doors or out, it dries to a tough, long-lasting film that resists scuffs and kicks—heat and cold—oil or water stains . . . in fact, just about anything you can mention. You can use it to protect surfaces of wood, concrete—or even metal. Best of all, Dutch Boy Porch & Floor comes in a handsome array of rich, fade-resistant colors. You can see them all at (dealer name & address). So if you've a floor to paint . . . or steps or a porch . . . or even the deck of a small boat . . . well, just get Dutch Boy Porch & Floor Enamel from (dealer name) and you've got it made! They can provide the reliable advice—the rollers and brushes—everything you'll need to turn out an enduring paint job. That includes, of course, Dutch Boy Porch & Floor Enamel. Again—that's (dealer name & address).

NEW DEALER ANNOUNCEMENT

Script No. NDA-91—60 Seconds

(Dealer name & address) are proud to announce their appointment as full-line Dutch Boy paint dealers—and I think they'll have to agree, they couldn't offer a better line of products. The name Dutch Boy, you see, has meant the best in paints for a good many years . . . well over a half-century, in fact. And (dealer name) are now able to provide these products for any painting need. Their wide selection of the latest Dutch Boy colors and the newest, finest Dutch Boy finishes will bring out the best in any home—inside and out. So, no matter what you're planning to paint . . . and no matter what color you're planning to paint it . . . keep (dealer name) in mind, won't you? They are now waiting to serve you with the complete Dutch Boy line, which means they have everything you'll need to get your next paint job off to a flying start. So just remember . . . when you think of painting, think of Dutch Boy—and of (dealer name). That's (dealer name & address) for a full line of paints—by Dutch Boy!



FULL LINE

Script No. FL-81—60 Seconds

Say, if you've a paint job coming up—mind if I ask a question? Why pay more than necessary? As the people at (dealer name & address) will tell you, there's a costly way to do a paint job—and there's a thrifty way. The thrifty way is to use paints that last, and last, and last! That, by the way, is why the folks at (dealer name & address) carry the complete Dutch Boy line. When you use Dutch Boy paints, the job gets done faster—more easily—and you're assured of extra years of wear. The result, of course, is honest-to-goodness economy. Dutch Boy has been making good paints for well over a half-century—and Dutch Boy's constant research and development keeps them that way. So if you've a paint job coming up, we suggest you visit (dealer name & address). Because they're full-line Dutch Boy dealers, you can count on them for reliable advice—for help with color scheming—and for paints that will do your job the thrifty way! Keep them in mind! That's (dealer name & address) . . . for Dutch Boy!

NEW DEALER ANNOUNCEMENT

Script No. NDA-92—60 Seconds

Say—here's good news for just about everybody! (Dealer name & address) have just been appointed full-line dealers for Dutch Boy paints—which means they now carry a complete selection of this famous top-quality line. The Dutch Boy name, you see, has meant the best in paints for a good many years . . . well over a half-century, in fact. And now that they're full-line Dutch Boy dealers, (dealer name) will be able to provide you with the latest Dutch Boy colors, and the finest Dutch Boy products. The Dutch Boy line includes paints to suit every surface, and just the right finish . . . flat, semi-gloss, or gloss . . . to suit your own preference. And when it comes to colors—well, Dutch Boy offers the widest array you've ever seen! Visit (dealer name) won't you? You'll find no-one surpasses them for friendly service—for reliable advice—and for paints backed by more than a half-century of experience. Remember—that's (dealer name & address)—your new source for the complete Dutch Boy line!

0000-NLI-000020365

RADIO COPY

CUT ALONG DOTTED LINE — GIVE TO YOUR RADIO STATION

NEW NALPLEX

Script No. NLP-27—60 Seconds

Just the other day, some folks walked into (dealer name) to buy enough paint for a two-coat job of room repainting. The people at (dealer name) asked them this question: "Why paint it twice?" You see, they now carry full stocks of new Dutch Boy NALPLEX, the latex flat wall paint with the built-in second coat. New Dutch Boy NALPLEX hides so completely, levels so beautifully, that one coat looks like two. If you have a room to repaint, wouldn't it be a good idea to visit (dealer name) and ask about this remarkable flat wall finish? Besides one-coat coverage, NALPLEX lets you clean rollers and brushes in soap and water—and it dries so fast you can start moving back furniture as soon as you're through painting. Yes, you can really save time and money by using new Dutch Boy NALPLEX—the wall paint with the built-in second coat. As the people at (dealer name) say—"Why paint it twice?" See them now. They're located at (address). That's (dealer name) at (address).

SATIN EGGSHELL

Script No. SE-32—60 Seconds

Say, if you're planning a new look for kitchen or bathroom, why not use the sort of finish a professional decorator would use? What you'll need is a soft-looking, low-lustre enamel—but one that stands up to plenty of wear and tear and repeated scrubbing. (Dealer name) have just the thing . . . Dutch Boy Satin Eggshell. As the people at (dealer name) will tell you, this tough semi-gloss provides just the protection that's needed for shelves, trim, cabinets and—in rooms where extra durability is important—for walls themselves. Whether you use brush or roller, you'll be surprised how easily and quickly Satin Eggshell goes on . . . how quickly it dries, too. And Satin Eggshell comes in a host of decorator colors. The people at (dealer name) will be glad to give you a free color card showing the whole, wonderful array. To choose the colors you like—and to get the same sort of finish a professional decorator would use—see them now at (dealer name & address)—for Satin Eggshell by Dutch Boy!

SATIN EGGSHELL

Script No. SE-31—60 Seconds

Which rooms get the most wear and tear in your house? Rooms like kitchen, bath, playroom? The answer's **yes**, of course! That's why, for these areas, (dealer name) recommends Dutch Boy Satin Eggshell—the modern, semi-gloss enamel that's made to take a lot of scuffs, stains, and scrubbing. You see, Satin Eggshell creates a soft, low-lustre effect that looks for all the world like a hand-rubbed finish—but don't let that beautiful appearance fool you. Whether you use it for shelves, trim, cabinets—or for complete walls—nothing is quite so durable. So visit (dealer name & address) soon, won't you. They have Dutch Boy Satin Eggshell in a wonderful array of colors, and they'll be glad, if you wish, to give you a free color card to take home. Whether you use brush or roller, you'll be surprised how easily and quickly Satin Eggshell goes on—how quickly it dries, too! To protect those rooms that get so much wear and tear, get Dutch Boy Satin Eggshell at (dealer name). That's (dealer name & address).

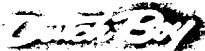
COLOR HARMONIZER

Script No. CH-41—60 Seconds

Have you ever finished a re-decorating project only to find that the color scheme wasn't exactly what you had in mind? If you have . . . and who hasn't! . . . well, here's an interesting invitation from (dealer name & address). They invite you to stop by and borrow, absolutely free, a copy of the new Dutch Boy Color Harmonizer. This useful swatch-book contains samples of Dutch Boy paint colors—plus samples of all the most popular carpet colors, too—not just pictures, but actual cut-out swatches. (Dealer name) will show you how the Color Harmonizer can lead to an effective color scheme every time—keying in wall colors with carpets, draperies, and everything that's already in your room. Yes—if you'd like sure-fire help with color schemes, better accept this invitation now. Just see (dealer name) and tell them you'd like to borrow the new Dutch Boy Color Harmonizer. They'll show you how to use it, and they'll be glad to let you take it home. No cost or obligation, of course. Get it now at (dealer name & address).

0000-NLI-000020366

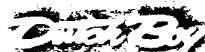
RADIO COPY



COLOR HARMONIZER

Script No. CH-42—60 Seconds

Have you ever wondered why some people prefer one paint brand over another? Take Dutch Boy, for instance. There are probably many reasons for Dutch Boy's popularity—but one reason is that Dutch Boy makes it so easy to choose the right colors! (Dealer name & address) carry a complete Dutch Boy line—and they now invite you to borrow what's called the Dutch Boy Color Harmonizer. This useful swatchbook—designed by top color authorities—includes generous-sized samples of paint colors, plus actual swatches of the most popular carpets. The Color Harmonizer will not only help you find the colors you want—but assure their perfect combination with upholstery, rugs, draperies—everything else in your room. Best of all, the Color Harmonizer is yours to take home! All you do is stop in at (dealer name). They'll lend you a copy of the Color Harmonizer without cost and without the slightest obligation. Yes—if you want reliable help in choosing a color scheme, borrow a copy now at (dealer name & address).



SPECTRAL RANGE

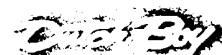
Script No. SR-51—60 Seconds

How many times have you seen cartoons poking fun at housewives who can't make up their minds about color? Well, in a way, it's not funny—because the colors you pick for painting or redecorating are ones you'll have to live with for a long time. And that's where (dealer name & address) can be a real help. For one thing, they have a full line of quality Dutch Boy paints. For another, they offer an array of colors like nothing you've ever dreamed of. The range is so wide, in fact, that it's often called Total Color! Because this array stretches from one end of the spectrum to the other, and covers practically everything in between—it's known as Dutch Boy's Spectral Range. Yes—if you want the finest in paints—and if you'd like to choose from well over 2,000 colors in the Dutch Boy Spectral Range—see (dealer name) right away. For Total Color, and for the full Dutch Boy line of top-quality paints, see them now at (dealer name). That's (dealer name & address).

SPECTRAL RANGE

Script No. SR-52—60 Seconds

You know, some people might feel a bit guilty about browsing through a paint store. They want to redecorate, but they feel a little funny about taking so much time to choose the color that's exactly right. Well, you're always welcome to browse at (dealer name & address). They know the importance of settling on a color scheme that's just right—and they'll be happy to help you find it from the Dutch Boy Spectral Range. The Spectral Range, you see, includes better than 2000 decorator hues—and it stretches from one end of the spectrum to the other, with practically no spaces in between. And since (dealer name) are full-line Dutch Boy dealers, you'll be able to carry out that color scheme in the best paints obtainable anywhere. So, if you're planning to paint, visit (dealer name) right away, won't you? Their color offering from the Dutch Boy Spectral Range is so complete it's often called Total Color! Their paint line—by Dutch Boy—is the best that money can buy. That's (dealer name & address).



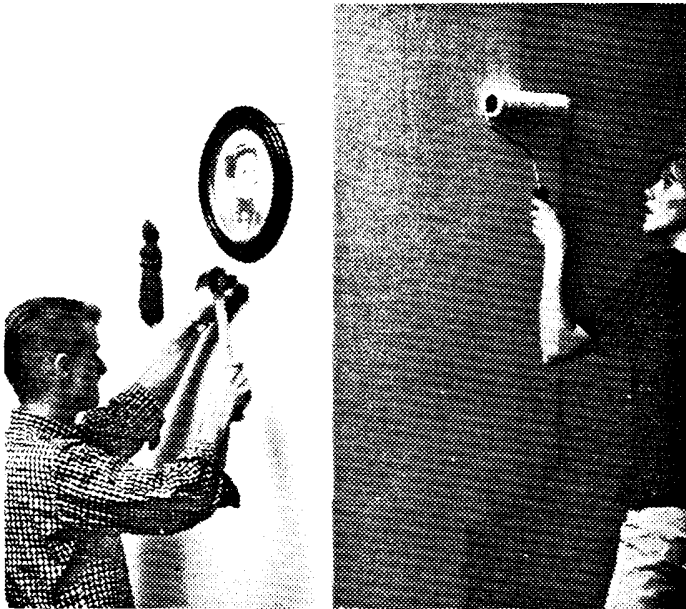
QUICK DRYING ENAMEL

Script No. QD-61—60 Seconds

You know, it takes a special paint to do a special job. That's why it's a good idea to talk to your Dutch Boy dealer, (dealer name & address), before you get started. For instance, if you'd like to sparkle up some of that kitchen or playroom furniture—or re-do a cabinet, say—or even put a china-like gloss on kitchen walls, they have just the paint to get the job done right. It's Dutch Boy Quick-Drying Enamel. Here's an enamel especially made to take the wear and tear off a busy family. In fact, it's practically family-proof! And it's easy to work with, too. Dutch Boy Quick Drying Enamel flows on easily with brush or roller—and in no time at all it dries to a tough, colorful finish that just doesn't fade. You can even wash it with hot water, without fazing that handsome gloss. (Dealer name) can show you the full array of Dutch Boy colors any time you'd like to stop by. And you can count on them for all the advice—all the materials—to do the job right. That's (dealer name & address).

0000-NLI-000020367

CUT ALONG DOTTED LINE — GIVE TO YOUR RADIO STATION



THE LATEX WALL PAINT WITH THE BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two.

New Nalplex is the flat wall finish made especially for rollers. It dries practically free of roller marks, even with the most inexperienced hand at the roller. No odor, quick drying, soap and water clean-up. Easy to use! Roll on new beauty with a single coat of Nalplex.

Ask us for a demonstration.



NEW
Dutch Boy
NALPLEX
flat wall finish

STORE NAME

Dutch Boy: More years to the gallon



THE LATEX WALL PAINT WITH THE BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two.



Ask us for a Nalplex demonstration.

STORE NAME

Dutch Boy: More years to the gallon

66-11

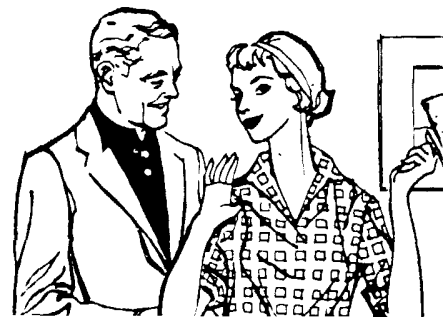
2 cols. x 7"

66-12

1 col. x 7"



0000-NLI-000020368





THE LATEX WALL PAINT WITH THE

BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two!

- especially for rollers—odorless
- fast drying—soap and water clean-up

See a demonstration at our store.

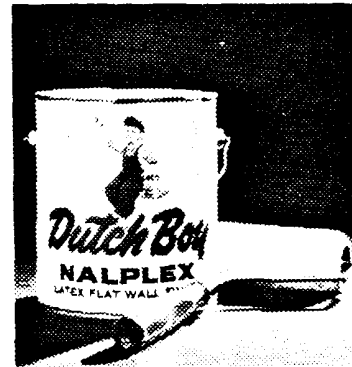
NEW
Dutch Boy
NALPLEX
flat wall finish

STORE NAME

Dutch Boy: More years to the gallon

66-7

2 cols. x 7"



THE LATEX WALL PAINT WITH THE BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two!

- ★ especially for rollers—odorless
- ★ fast drying—soap and water clean-up

NEW
Dutch Boy
NALPLEX
flat wall finish

See a demonstration at our store

STORE NAME

Dutch Boy: More years to the gallon

66-8

2 cols. x 7"



0000-NLI-000020369

All latex house paints are the same. Right?

Wrong.

Dutch Boy Latex House Paint makes the difference because it's 100% pure acrylic latex, has greater durability and color retention and is backed by nearly 200 years of experience.

- ★ 100% pure acrylic latex
- ★ unexcelled durability
- ★ non-fade colors
- ★ white stays bright
- ★ exclusive Dutch Boy PBL guarantee



STORE NAME

Dutch Boy: More years to the gallon

All latex house paints are the same. Right?

Wrong.

Dutch Boy Latex House Paint makes the difference because it's 100% pure acrylic latex, has greater durability and color retention and it's backed by nearly 200 years of house paint experience.



- 100% pure acrylic latex
- unexcelled durability
- non-fade colors
- white stays bright
- exclusive Dutch Boy PBL guarantee
- nearly 200 years of house paint experience

STORE NAME

Dutch Boy: More years to the gallon

66-1

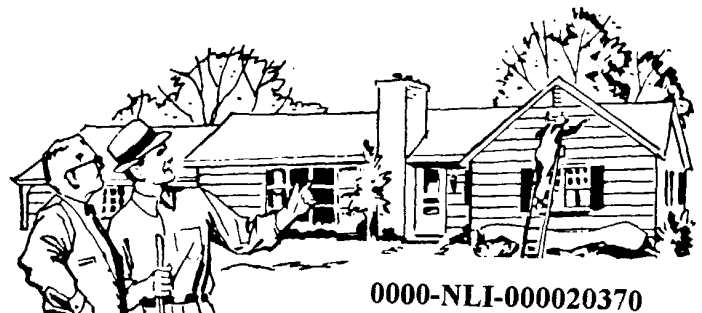
2 cols. x 7"

66-2

1 col. x 7"

CLIP THESE PROOF SHEETS FOR CUSTOM ADS

Cut out these Dutch Boy ad proofs or any portions that suit your needs. Paste them up -- or give them to your newspaper -- to "customize" your ads.



0000-NLI-000020370

MADE FOR ROLLERS



New Dutch Boy Nalplex is made especially for rollers—no splatter, no roller marks. It's the flat wall finish with—

- new beauty in a single coat
- soap and water clean-up
- no unpleasant odor

NEW *Dutch Boy* NALPLEX THE LATEX WALL PAINT WITH THE BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two. Come in to see the wide spectrum of colors.

STORE NAME

Dutch Boy: More years to the gallon

66-9

2 cols. x 7"

MADE FOR ROLLERS



New Dutch Boy Nalplex is made especially for rollers—no splatter, no roller marks. It's the flat wall finish with—

- ★ new beauty in a single coat
- ★ soap and water clean-up
- ★ no unpleasant odor

THE LATEX WALL PAINT WITH THE BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two. Come in to see the wide spectrum of colors.

STORE NAME

Dutch Boy: More years to the gallon

66-10

1 col. x 7"



0000-NLI-000020371

TO PREPARE NEWSPAPER ADS WITHOUT USING MATS

You (or your newspaper) can clip ads or portions of ads from these proof sheets and use them in pasting up newspaper ads of your own design.

ALL LATEX HOUSE PAINTS ARE THE SAME. RIGHT? WRONG.

Dutch Boy makes the difference because it's

100%

pure acrylic latex, especially designed and manufactured by Dutch Boy to give you all of the advantages of true acrylic latex house paint.



- ★ long-lasting protection
- ★ non-yellowing white
- ★ colors that stay bright
- ★ repaint work guaranteed* not to peel for five years.

*See us for details and for the best exterior paints:

STORE NAME

Dutch Boy: More years to the gallon

ALL LATEX HOUSE PAINTS ARE THE SAME. RIGHT? WRONG.

Dutch Boy makes the difference because it's

100%

pure acrylic latex, especially designed and manufactured by Dutch Boy to give you all of the advantages of true acrylic latex house paint.



- long-lasting protection
- non-yellowing white
- colors that stay bright
- repaint work guaranteed* not to peel for five years.

*See us for details and for the best exterior paints:

STORE NAME

Dutch Boy: More years to the gallon



It's the
LATEST —it's Acrylic
LATEX



Dutch Boy®
LATEX HOUSE PAINT

FOR OUTSIDE WOOD AND MASONRY

Come in and get the facts on another dependable quality *Dutch Boy* House Paint—one that's new and different! It offers many advantages in ease of application, improved color retention.

more years to the gallon

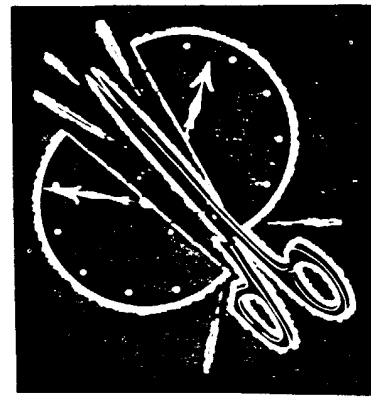


DEALER NAME

65-8 2 col. x 7 1/2"

TO PREPARE NEWSPAPER ADS WITHOUT USING MATS

You (or your newspaper) can clip ads or portions of ads from these proof sheets and use them in pasting up newspaper ads of your own design.



Cut Painting Time
in half—with
Dutch Boy LATEX
HOUSE PAINT

The amazing ease of application and speed of drying time is just one advantage of this new *Dutch Boy* paint for outside wood and masonry. Come on in, and discover for yourself why this top-quality acrylic latex house paint offers a new concept in exterior painting—one with many extra benefits!



more years
to the gallon



DEALER NAME

0000-NLI-000020373

65-9 1 col. x 10"

CLIP THESE PROOF SHEETS FOR CUSTOM ADS

Cut out these Dutch Boy ad proofs or any portions that suit your needs. Paste them up -- or give them to your newspaper -- to "customize" your ads.

**INSIDE OR OUTSIDE
YOUR
BEST BUY IN PAINT**



**THE OUTSIDE PAINT THAT
LASTS, LASTS AND LASTS**

Its tough, brilliant finish wears slowly and evenly. Resists cracking and peeling. Keeps maintenance down.

**NEW INSIDE PAINT WITH
THE BUILT IN SECOND COAT**

A latex flat wall paint so high in hiding, so smooth in leveling that one coat looks like two! Try it.



Depend on "Dutch Boy"
more years to the gallon

DEALER NAME

65-10 2 col. x 7 1/2"

**INSIDE
OR OUTSIDE
YOUR
BEST BUY
IN PAINT**



**THE OUTSIDE PAINT THAT
LASTS, LASTS AND LASTS**

Its tough, brilliant finish wears slowly and evenly. Resists cracking and peeling. Keeps costly maintenance way down.



**NEW INSIDE PAINT WITH
THE BUILT IN SECOND COAT**

A latex flat wall paint so high in hiding, so smooth in leveling that one coat looks like two! Try it.

more years
to the gallon



DEALER NAME

0000-NLI-000020374

65-11 1 col. x 10"

SAVE MONEY WITH A QUALITY PAINT



**COVERS MORE... LOOKS BETTER...
LASTS LONGER!**

That's right! Quality Dutch Boy House Paint actually saves you money. It covers more surface area because it has superior hiding power. It looks better, too! Its tough, brilliant finish wears slowly and evenly. Resists cracking and peeling. Keeps costly maintenance way down. So get the most for your money! Get quality! Get Dutch Boy House Paint!

more years to the gallon



DEALER NAME

67-1

A QUALITY PAINT SAVES YOU MONEY!



**COVERS MORE!
LOOKS BETTER!
LASTS LONGER!**

That's right! Quality Dutch Boy House Paint actually save you money. It covers more surface area because it has superior hiding power. It looks better, too! Its tough, brilliant finish wears slowly and evenly. Resists cracking and peeling. Keeps costly maintenance way down. So get the most for your money! Get quality! Get Dutch Boy House Paint!

more years
to the gallon



**DEALER
NAME**

67-2

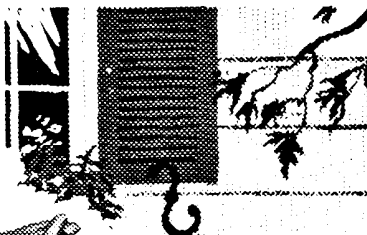
0000-NLI-000020375

more years to the gallon
Nalcrete



New Masonry Paint

for ASBESTOS SIDING



CONCRETE



STUCCO AND BRICK



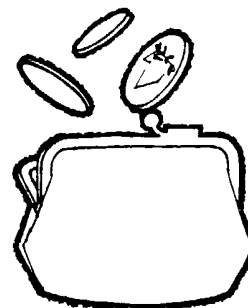
If your home is of masonry, brick or asbestos siding, here's the paint that will beautify and protect it as no other paint can! For Nalcrete's revolutionary formula makes a durable, "breathing" type film — trapped water vapor can get out but outside weather can't get in — and it is unaffected by alkali too. Nalcrete flows on smoothly without lap-marks, dries to a handsome flat finish. *Dutch Boy Nalcrete* comes in many distinctive colors. See them today at

DEALER NAME

65-26 2 col. x 9"

ORDERING MATS

Newspaper Ad Mats are available to Dutch Boy Dealers without charge for ads illustrated in this White Section. Please order only those you need. using an Order Form from page 31.



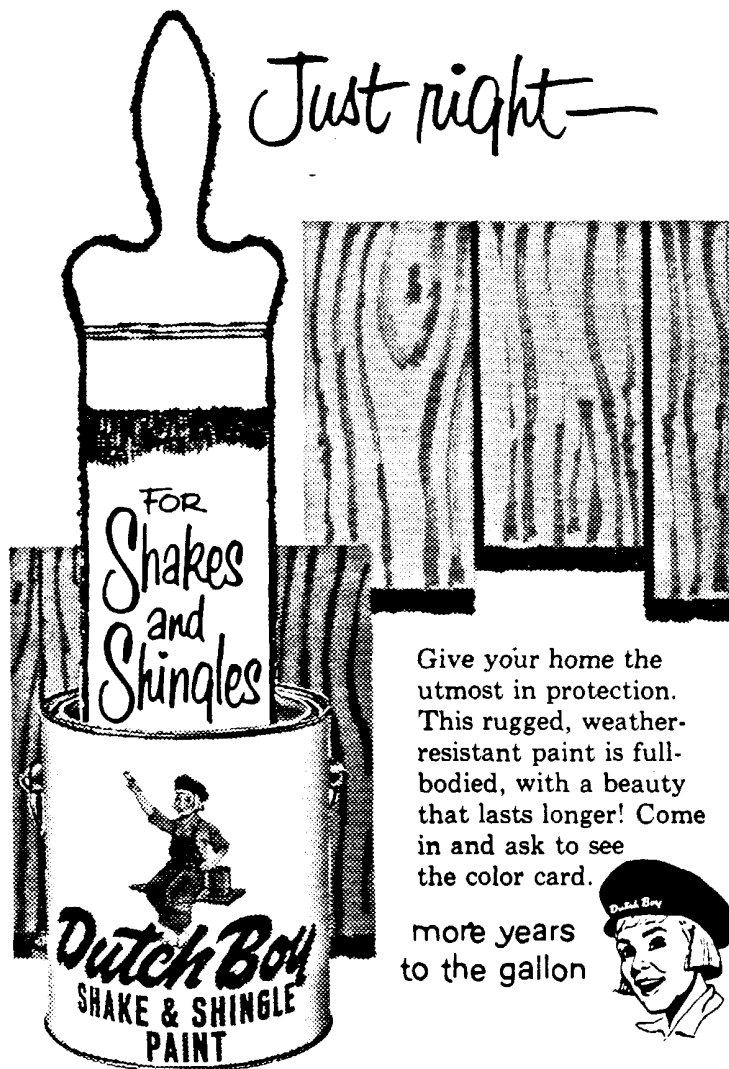
You **SAVE**
 with Quality
 that lasts!



DEALER NAME

65-27 1 col. x 6½"

0000-NLI-000020376



Give your home the utmost in protection. This rugged, weather-resistant paint is full-bodied, with a beauty that lasts longer! Come in and ask to see the color card.

more years
to the gallon



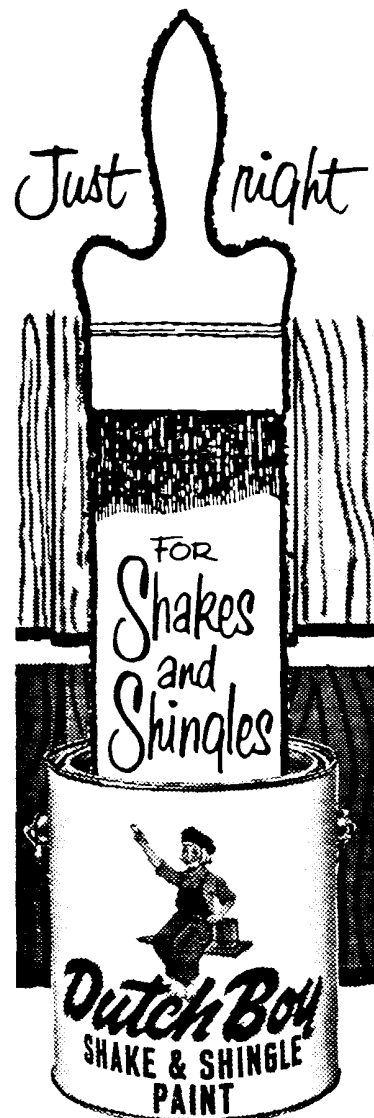
DEALER NAME

65-20 2 col. x 7"

BE SURE YOUR ADS QUALIFY UNDER THE CO-OP PLAN

When you use Newspaper Ads prepared by Dutch Boy you are always sure of a full 50% cooperation under the Co-op Plan.

Remember, to qualify for full cooperation ads must be predominantly "Dutch Boy"; otherwise reimbursement must be limited to the Dutch Boy portion only.



Take it from us! Here's the utmost in beauty *plus* protection. This tough, weather-resistant, full-bodied oil paint is preferred by many of our customers—because its beauty lasts longer! Come in and ask to see the color card.

more years
to the gallon



DEALER NAME

65-21 1 col. x 9 1/2"

0000-NLI-000020377



Dutch Boy
SATIN EGGSHELL
 ALKYD SEMI-GLOSS ENAMEL

It's the bright finish, the *right* finish for walls and woodwork in kitchens, baths, playrooms—any "busy" rooms. Wonderfully easy to apply—there's no painty odor and it dries to a smooth, semi-gloss finish that takes many a repeated scrubbing. Sparkle up *your* rooms with these lovely and easy-to-keep-lovely enamels! Come in — ask to see the lovely colors.



DEALER NAME

65-16 2 col. x 8"



**FLOOR PAINT
 HAS TO**

take it!

We recommend *Dutch Boy*... because it's specially blended to protect longer, resist hard wear and weather, inside and out—wherever the going is tough. Smooth-flowing, easy to apply—this sturdy paint can make a big difference. Try it once, you'll agree!

Dutch Boy
Porch & Floor
 ENAMEL



DEALER NAME

65-17 1 col. x 9"

0000-NLI-000020378

Dutch Boy[®] IS HERE!



America's best-known painter is at our store with his wonderful line of quality paints, varnishes and enamels. Here's great news for every homeowner in



town. We're proud to welcome the famous **Dutch Boy** to our store, so that you and your neighbors can count on us more than ever to help you solve any painting problem. On our shelves you'll find the complete

line of famous **Dutch Boy** paints, varnishes and enamels—every one especially blended to do its job best, give lasting value! We can supply your painting equipment, too—and we're happy to help you plan any painting project. So, whatever you plan to paint—stop in, before you begin, at **Dutch Boy** headquarters.



DEALER NAME

get "more years to the gallon" with **Dutch Boy[®]**

Follow
THIS Boy
to paint
headquarters!



DEALER NAME

65-28 1 col. x 8½"



Everyone is
talking about

Dutch Boy.

more years
to the gallon

Get yours at



DEALER NAME

65-29 1 col. x 5½"

ORDERING MATS

Newspaper Ad Mats
are available
to Dutch Boy Dealers
without charge
for ads illustrated
in this White Section.
Please order
only those you need.
using an Order Form
from page 31.

Our
Dutch Boy
paints give you
a choice of



Over 2,000 COLORS!

It's almost impossible to think of any tint or shade of any color that we can't match for you with our ingenious new paint color system—and blend in quality *Dutch Boy* finishes for either inside or outside surfaces of your home. If you have a pet color in mind, come in and ask to see the Spectral Range Album of Color. It will help you make your color dreams come true!

BE SURE IT'S
Dutch Boy
PAINTS
INSIDE AND OUT!

more years
to the gallon



DEALER NAME

65-18 2 col. x 9 1/2"

Good-bye
to Paint Color
Guesswork—



BE SURE IT'S
Dutch Boy
PAINTS
INSIDE AND OUT!

Our *Dutch Boy* Spectral Range Color System will match practically any subtle tint or shade of any color you can think of, and we can blend it in dependable *Dutch Boy* finishes for exterior or interior use. Come in today and see this amazing system make your color dreams come true!

more years
to the gallon



DEALER NAME

0000-NLI-000020381

65-19 1 col. x 10"



**FREE
FOR HOME
USE**

Dutch Boy® Color Harmonizer

YOUR GUIDE TO EFFECTIVE COLOR COORDINATION

... color planning couldn't be easier

Actual carpet swatches are displayed with pages and pages of harmonizing and contrasting wall paint colors . . . plus other color coordinating suggestions. Best of all you can use it in your home and we loan it free of charge. Pick up your copy today. Supply is limited.



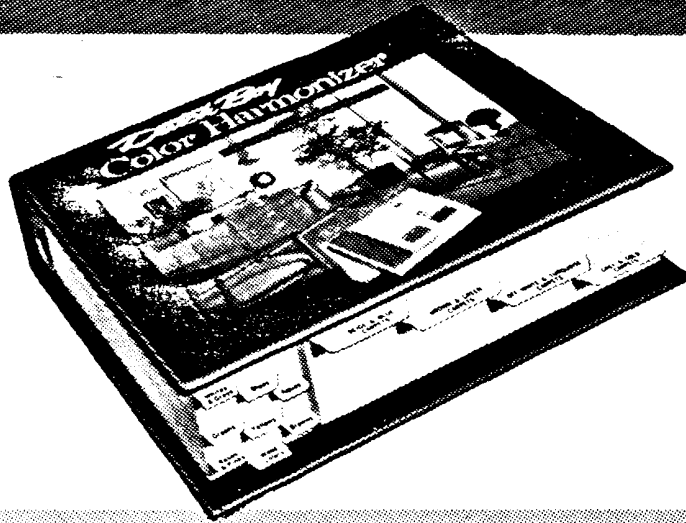
DEALER NAME

Dutch Boy® more years to the gallon

65-22 3 col. x 9 1/2"

0000-NLI-000020382

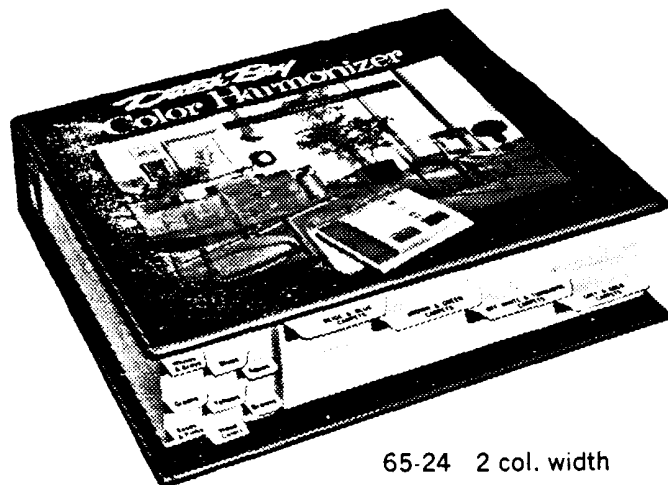
FREE FOR HOME USE



**BRAND NEW GUIDE FOR EASIER
PAINT COLOR PLANNING. PICK
UP YOUR FREE COPY TODAY!**

DEALER NAME

65-23 2 col x 5 1/2"



65-24 2 col. width

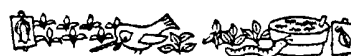
Salute to Spring!

AT YOUR *Dutch Boy*® STORE



Salute to Spring!

AT YOUR *Dutch Boy*® STORE



65-31 1, 2, 3 col.

(Illustrated above in 1 and 2 column widths)



65-34 1, 2, 3 col.

(Illustrated above in 1 and 2 column widths)

USING DUTCH BOY MODULAR ADS

The Modular Ad units illustrated here and on the following two pages can be used in an almost unlimited number of combinations in designing your newspaper ads.

By using them, a variety of promotional or seasonal ads may be prepared with a minimum of effort and expense.

Special Dutch Boy Headings that have been designed for use with these Modular Ads are shown on the preceding page.

(See, also, the illustration on page 22.)

Whether you are making layouts for one-column ads, two-column ads -- or full-page ads -- you will be almost sure to find modular units for the Dutch Boy products you will want to feature and in sizes to fit the space available.

You, or your newspaper representative, can use clippings of the Modular Ad proofs in pasting up you ads --

or, if mats are preferred, obtain those you will need by using one of the Newspaper Mat Order Forms on page 31.

OTHER MATERIAL AVAILABLE FOR SPECIAL ADS

In designing special newspaper ads don't forget the Dutch Boy Action Poses, and the Package and Trademark Illustrations



"Dutch Boy" SASH & TRIM COLORS

The easy, quick way to give your home distinction and charm. Use these quality colors for doors, shutters, trim, fences, window boxes--any area that needs a color accent.

65-36



"Dutch Boy" Shake & Shingle Paint

A top quality, full-bodied oil paint that's ideal for rough surfaced siding, shakes and wood shingles. Handsome on smooth clapboard, too! Beautiful flat finish. Lovely colors.

65-37



"Dutch Boy" NALCRETE

This sturdy, weather-resistant paint has been specially formulated to give maximum protection to brick, stucco and concrete houses. Won't crack or blister. Rain renews it, too!

65-38



"Dutch Boy" HOUSE PAINT

Gives extra coverage, extra protection and value! Tints stay fresher, whites stay whiter -- buy quality "Dutch Boy" House Paint for beauty that lasts!

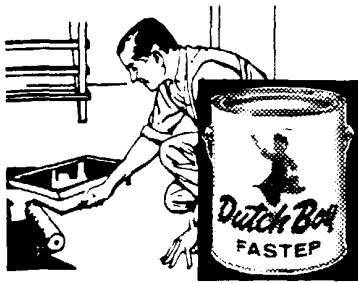
65-39



"Dutch Boy" LATEX HOUSE PAINT

The last word in exterior paint... rugged, smooth-flowing, quick drying, with amazing color retention. It cuts your painting time in half!

65-40



"Dutch Boy" FASTEP

The quick, easy way to bring new life and beauty to floors and steps of playrooms, basements and porches. New latex paint is color-fast, with a semi-gloss lustre that defies traffic and year-round exposure.

65-41



"Dutch Boy" PORCH & Floor Enamel

A rugged, wear-and-weather-resistant enamel that can take traffic and punishment. For decks, porches, playroom floors—any "heavy-traffic" areas. Comes in many rich colors.

65-42



"Dutch Boy" Color Gallery Colors

Scores of smart decorator colors, hundreds of pre-planned color schemes. Your favorites blended in quality flat, semi or high gloss enamels. Choice of exterior, colors, too.

65-43



"Dutch Boy" WONSOVER

The Nalkyd flat wall finish that makes home decoration quick and easy. Colors pre-planned for perfect harmony. Dries quickly. One coat covers most surfaces. Odorless, washable.

65-44



"Dutch Boy" Quick-Drying Enamel

With these bright, tough enamels you can paint smart accents of color all around the house—perk up old or unpainted furniture, terrace furniture. Flows smoothly, dries quickly.

65-45



"Dutch Boy" NALPLEX

... with the BUILT IN SECOND COAT so high in hiding, so smooth in leveling that one coat looks like two. Easy clean-up too—you just use soap and water. Try it and see!

65-46



"Dutch Boy" SATIN EGGSHELL

A truly washable semi-glass enamel that's just the thing for woodwork, trim, kitchen, bath or playroom walls. Odorless. Colors are pre-planned to harmonize with Nalplex

65-47



"Dutch Boy" Bright White House Paint

A brilliant intense white that stays white longer. No unsightly discoloration from chalk wash-down. Gives you extra years of beauty, protection and value!

65-48

CREATE YOUR OWN MODULAR ADS

In addition to those shown here, you can prepare your own Modular ads by using Dutch Boy Action Poses and Package Illustrations shown on the last three pages of this White Section.



"Dutch Boy" LATEX HOUSE PAINT

The last word in exterior paint—a revolutionary flat finish for wood siding, trim, shakes and masonry surfaces. It's long-wearing, smooth flowing, quick-drying, with an amazing color retention. Cuts your painting time in half!

65-49



"Dutch Boy" HOUSE PAINT

Gives extra coverage, extra protection and value! Tints stay fresher, whites stay whiter. Buy quality "Dutch Boy" House Paint for beauty that lasts!

65-50



"Dutch Boy" FASTEP

The quick, easy way to bring new life and beauty to floors and steps of playrooms, basements and porches. This new latex paint is color-fast, with a lovely semi-gloss lustre that defies heavy traffic and year-round exposure.

65-51



NEW "Dutch Boy" NALPLEX

... the latex flat wall paint with the BUILT IN SECOND COAT so high in hiding, so smooth in leveling that one coat looks like two! No mess either—clean hands, brushes, rollers with soap and water. Try it and see!

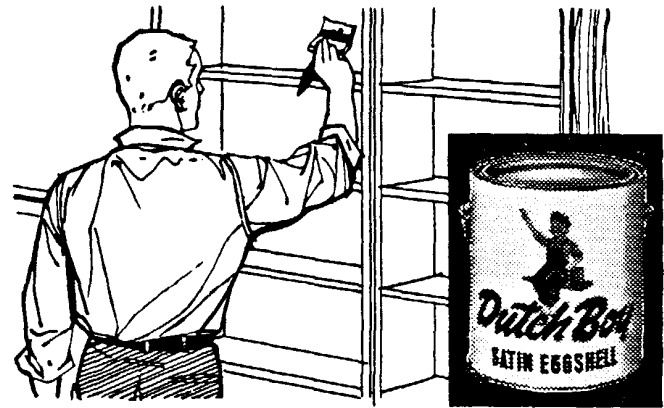
65-52



"Dutch Boy" WONSOVER

The Nalkyd flat wall finish that makes home decoration quick and easy. The smart decorator colors are pre-planned for perfect harmony. Wonsover dries quickly, and one coat will cover almost any surface. Odorless, washable.

65-53



"Dutch Boy" SATIN EGGSHELL

A truly washable semi-gloss enamel that's just the thing for walls, woodwork and trim in kitchens, baths, playrooms. Resists wear, water, repeated cleaning. Odorless. Colors are pre-planned to harmonize with Nalplex.

65-54

0000-NLI-000020387



Mat. No. 65-55

To obtain the full assortment of Action Poses shown here -- ask for Mat No. 65-55.

0000-NLI-000020388



Mat No. PH-1½ (Assorted Packages - Halftone - 1½" High)



Mat No. PB-1½ (Assorted Packages - Black & White) - 1½" High)

FOR DUTCH BOY DEALERS WHO CREATE THEIR OWN ADS

If you prefer to prepare your own newspaper advertising you will find many uses for the Dutch Boy Package and Trademark mats illustrated on the last three pages of this White Section.

Your newspaper will be glad to help with the copy and layout. If you wish to be sure of full cooperation under the Co-op Plan submit ads for approval in advance of appearance.



Mat No. PH-2 (Assorted Packages - Halftone - 2" High) 0000-NLI-000020389



ORDER FORMS
for mats are
on page 31.

Mat No. PB-7/8 (Assorted Packages - Black & White - 7/8" High)



Mat No. PH-1 (Assorted Packages - Halftone - 1" High)



Mat No. PB-1 (Assorted Packages - Black & White - 1" High)



Mat No. PH-1½ (Assorted Packages - Halftone - 1½" High)



Mat No. PB-1½ (Assorted Packages - Black & White - 1½" High) 0000-NLI-000020390

FOR DUTCH BOY DEALERS WHO CREATE THEIR OWN ADS

If you prefer to prepare your own newspaper advertising you will find many uses for the Dutch Boy Package and Trademark mats illustrated here and on the preceding two pages. Your newspaper will be glad to help with the copy and layout. If you wish to be sure of full cooperation under the Co-op Plan submit ads for approval in advance of appearance.



Mat No. PB-2 (Assorted Packages - Black & White - 2" High)

USE THESE DUTCH BOY TRADEMARKS IN YOUR ADS
For mats, please use Order Forms on page 31.



7/8"



1"



1 1/4"



1 1/2"



2"

Mat No. TE-1 (Trademark Emblems - Assorted Sizes)

1 1/2" *Dutch Boy Paints*

2" *Dutch Boy Paints*

2 3/4" *Dutch Boy Paints*

3 1/2" *Dutch Boy Paints*

Mat No. TL-1 (Trademark Lettering - Assorted Sizes)

DUTCH BOY DEALER ORDER FORM

**NEWSPAPER
AD MATS**

To: Your Sales Representative, or your local National Lead Company Sales Office.

Please send us, without charge, the Newspaper Mats and / or Package and Trademark Illustrations we have listed (by number) in the spaces below:

DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM

**NEWSPAPER
AD MATS**

To: Your Sales Representative, or your local National Lead Company Sales Office.

Please send us, without charge, the Newspaper Mats and / or Package and Trademark Illustrations we have listed (by number) in the spaces below:

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DUTCH BOY DEALER ORDER FORM

**NEWSPAPER
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ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM

**NEWSPAPER
AD MATS**

To: Your Sales Representative, or your local National Lead Company Sales Office.

Please send us, without charge, the Newspaper Mats and / or Package and Trademark Illustrations we have listed (by number) in the spaces below:

DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

0000-NLI-000020392

SIGNS & COLOR MERCHANDISING

As a Dutch Boy Dealer you carry one of the nation's top brands of paint. Since 1907 the famous "boy on the plank" has been consistently and aggressively advertised to the point that today the name and image of Dutch Boy is synonymous with high quality paint. It is important that your store be readily and constantly associated with the name of Dutch Boy and its location of purchase. A Dutch Boy sign as long as it is used is a continuing day by day reminder to all that see it that your store is the place to buy Dutch Boy.

No other retail selling tool is as important as the color card. It is the one final selling piece upon which previous effort depends. Particularly in the area of volume paint sales—ready mixed shelf goods. They have to be good to do the job. Dutch Boy continually enjoys the top position in the industry's color cards because no effort is spared in their production. They are beautifully printed in full color with color swatches applied using only the finest of modern equipment. Put them in the right hands and they will really do the job. Color cards are available in all the major Dutch Boy finishes.

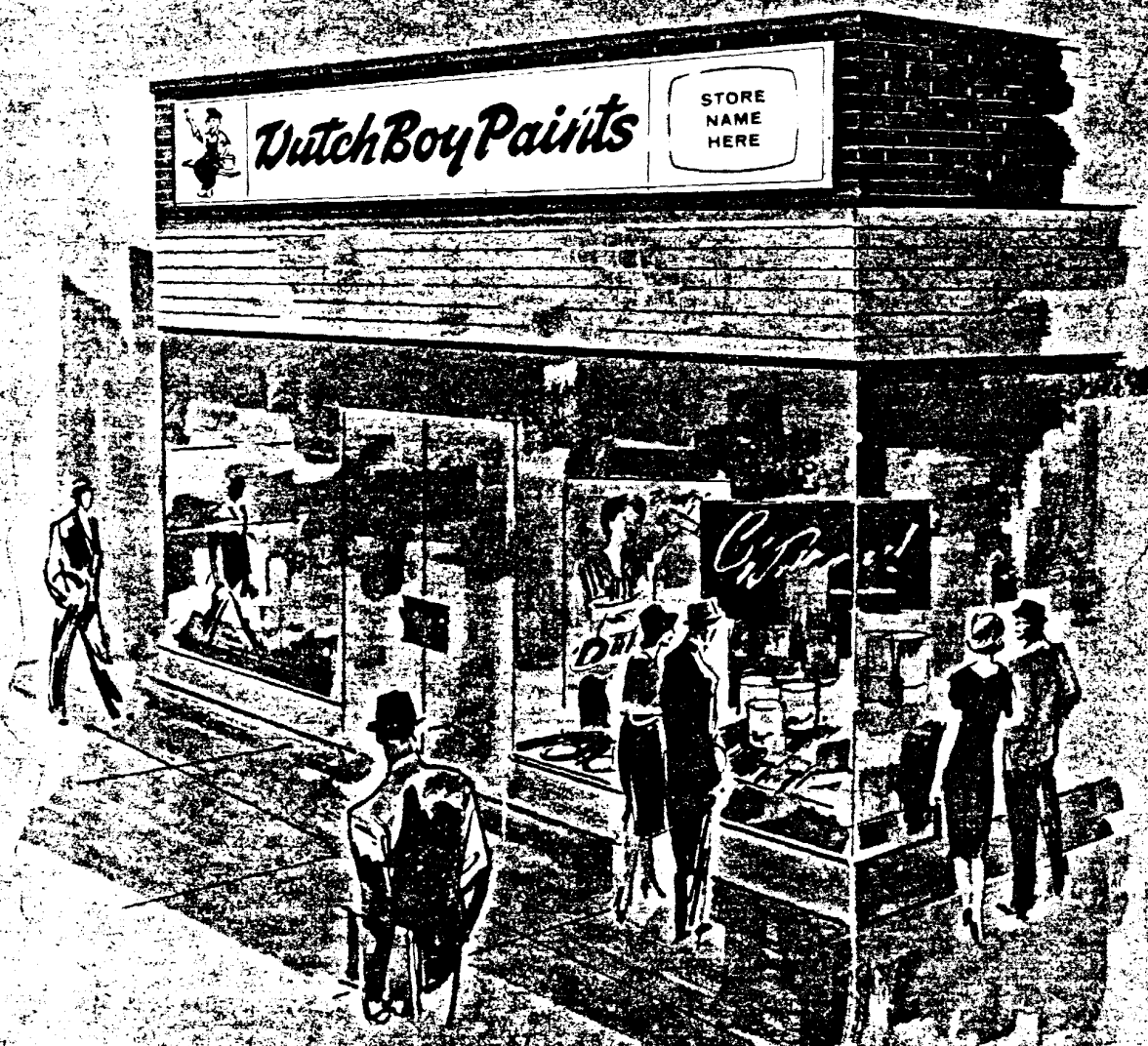
When it comes to custom color selling, the Dutch Boy Color Gallery and Spectral Range Color System offer the optimum in the field of multi-color paint merchandising. Well over 2,000 paint colors in basic interior and exterior quality Dutch Boy finishes to answer the most particular and sophisticated customer request.

Along with other merchandising and promotional aids Dutch Boy offers total color selling. The complete answer to today's color demands.



STORE IDENTIFICATION

Perhaps no other group of Dutch Boy signs is as important as strong store front identification. Paint customers must easily identify the location of their Dutch Boy Dealer in their shopping area. Dutch Boy offers you a complete array of illuminated and non-illuminated store front signs in a variety of shapes and sizes. In keeping with Dutch Boy's DEALER IDENTIFICATION PLAN some signs are free and some are with a liberal share-the-cost proposition. Your Dutch Boy Sales Representative has all the particulars and will be happy to advise you as to which sign or signs are best suited for your store and location.



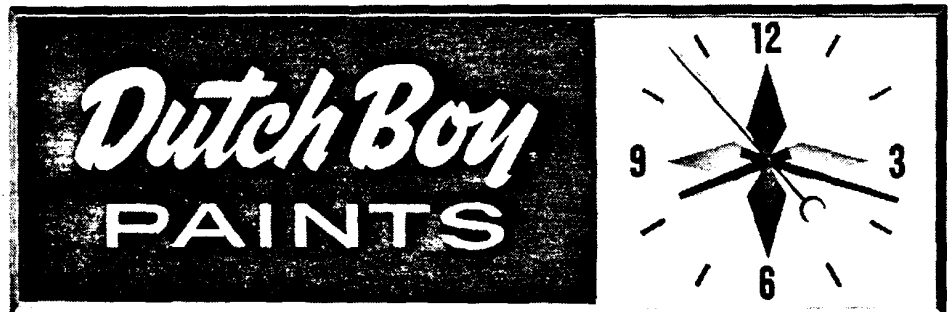
0000-NLI-000020394

TRUCK DECAL SIGNS



Though ideal as Dutch Boy identification on doors and panels of Dealers and Contractors delivery trucks, they are also suitable on the outside of store windows, on mirrors, salesmen's cars, any inside or outside smooth sealed surface of wood glass or metal. Pressure sensitive backing, no soaking in water. Just peel off backing and press into place. Available in two sizes, 18" and 24". Order coupons in back of this section.

ILLUMINATED CLOCK SIGN



An in store or window sign that will catch the eye of everyone. An ever changing pattern of motions in four brilliant colors—an attractive "drip" effect that shows through the clear plastic of "Dutch Boy Paints". Daytime and nighttime—a constant reminder to prospects and customers that Dutch Boy is the brand of paint you sell. Brackets and chain installation equipment is included for hanging from wall or ceiling. See order coupons in back of this section.

PAINTER JOB SIGNS



CONTRACTOR NAME
ADDRESS OR PHONE NUMBER

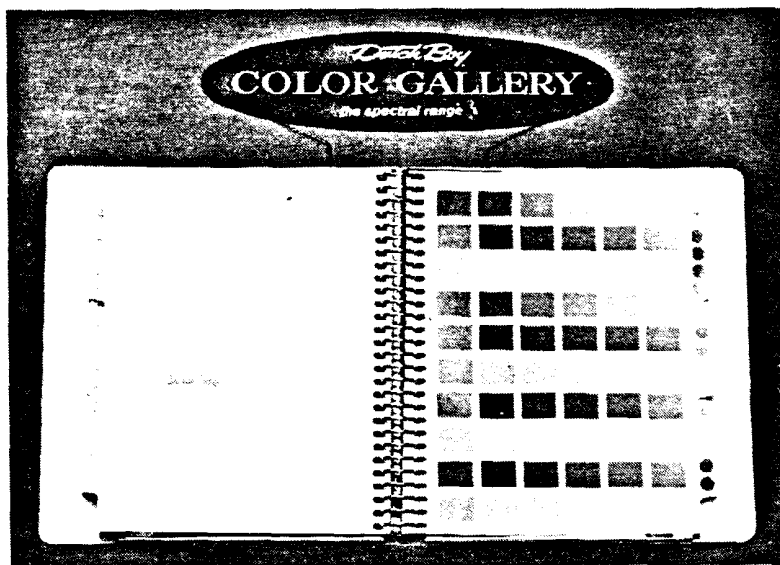
Just the sign for your quality minded painter contractors. Helps promote more business both for them and you. These are sturdy long life metal signs, 3' x 2' in size, embossed and printed in full color. Ample space is provided for the painters name imprint. See order form in back of this section.

FLANGE SIGN



This double-faced Dealer Flange Sign is versatile, attractive and informative. Use it as a Departmental Sign or outside doorways, such as rear-parking entrances. It features the "Boy" in full color on both sides and measures 13" x 21". A "Privilege Panel", 8" x 12", comes with the sign, on which could be lettered "Store Name", "Parking in Rear", "Shipping and Receiving" etc. Cost and order coupon in back of this section.

SPECTRAL RANGE ALBUM AND RACK

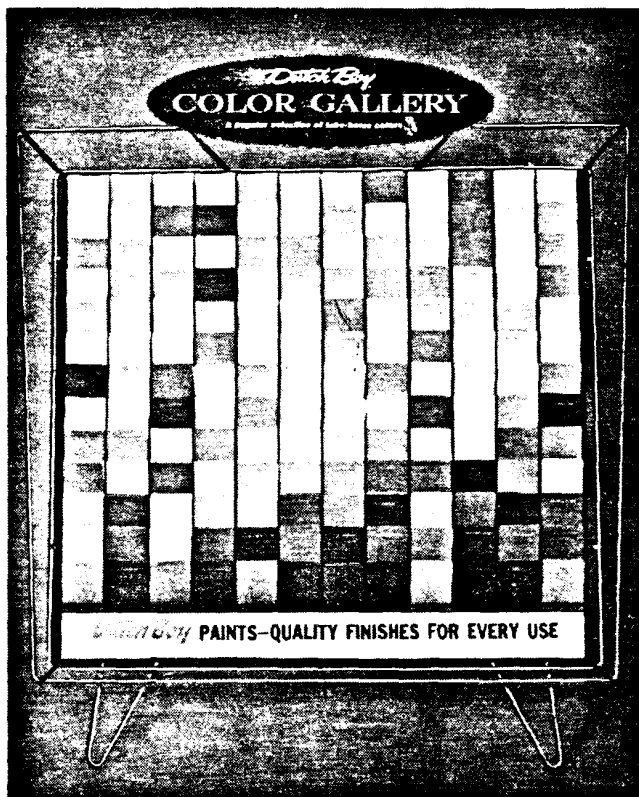


The Dutch Boy Spectral Range Album is now recognized as the most outstanding, the best arranged collection of colors ever offered! Large enough—well over 2000 colors—to give you complete coverage of every color area, yet compact enough, and so well organized, that color selection is easy! Colored selector tabs on each section divider direct the customer quickly and accurately to the section containing the colors in the range of brightness or grayness desired.

To get all the attention it so rightly deserves, the Dutch Boy Spectral Range Album should be prominently displayed on the Album Rack—where it can be easily seen and conveniently used! This attractive rack is constructed of durable metal and, with its black, oval header, is a fitting companion piece for the Dutch Boy Color Gallery.

For complete details about the Spectral Range Album and Rack, see your Representative!

COLOR GALLERY & DISPLAY RACK



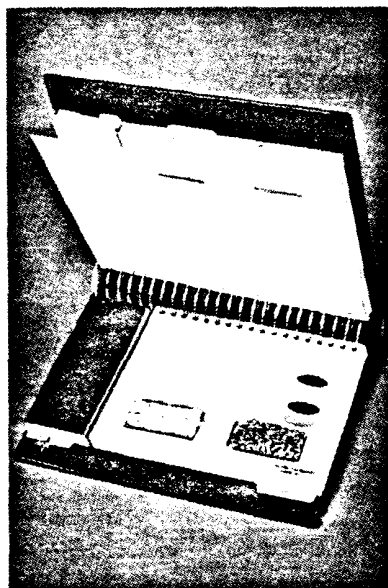
The attractive Dutch Boy Color Gallery, is furnished without charge to dealers who feature the Dutch Boy Spectral Range. It is a great help to your customers, for it eliminates the guess work in color matching. For details, see your Sales Representative.

DISPENSER DECALS



As a Dutch Boy Dealer featuring the Spectral Range of the Color Gallery, you will want to identify the colorants in the canisters of your color dispensing machine with these full-color Dutch Boy decals. They show your customers that their paints are tinted with Dutch Boy Colorants, too! Decals are made of durable, easy-to-clean plastic. Easy to apply, too; just peel off the back and press into place! To obtain a set, see your Dutch Boy Representative.

COLOR HARMONIZER



The problems of color harmony, can be easily solved with the Color Harmonizer. It affords your customers a complete, compact guide to color coordination, while developing a valuable mailing list for you. This is done via the two library type cards, located in the pocket in the inside back cover. These cards give you up to the minute knowledge of where the book is, and who has it. To order your Color Harmonizers, see your Dutch Boy Sales Representative or use the convenient order coupon at the end of this section.

COLOR CARDS & HOLDER



Your Dutch Boy Color Cards exhibit to your customers the variety of ready-mix colors in our line and the quality of our products. You may obtain the color cards you need, as well as the convenient holders to accommodate either large or small cards, with your paint supplies or through your Dutch Boy Sales Representative.

INTERIOR COLOR PACK



This all new Interior Color Pack, is a handy pocket sized pack featuring 100 of today's most popular colors, chosen by our Dutch Boy color experts. Each page (6" x 1 3/4") is perforated three times to allow your painter or decorator customers to remove and leave with their customers, up to three, 1 inch color swatches of the colors they have chosen.

The Interior Color Pack is an excellent selling tool, because it eliminates guess work, while attractively presenting today's most wanted colors.

To obtain a supply of Interior Color Packs, order them through your Dutch Boy Sales Representative, or use the convenient order form at the end of this section.

NOTE: WHERE CHECKING IS REQUIRED, MARK WITH "X". THIS NECESSARY TO LESSEN BOOKKEEPING EXPENSE AND REDUCE COST TO DEALER. ALL PRICES QUOTED IN THIS BOOK MUST NECESSARILY BE SUBJECT TO CHANGE, BUT DEALERS WILL BE NOTIFIED OF ANY INCREASE.

DUTCH BOY DEALER ORDER FORM

**PAINTER
JOB SIGNS**

To: Advertising Dept., National Lead Company, 111 Broadway, New York, N.Y. 10006
Please send us _____ "Dutch Boy" Painter Job Signs, all shipping charges pre-paid. (First 2 signs with same imprint for a total of \$5.50; additional signs with same imprint, \$1.50 each. Imprint limit is 2 lines. Keep imprint copy brief for best readability.)

*Our check for \$ _____ is enclosed.

Imprint Copy: _____

1st line _____

2nd line _____

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

DUTCH BOY DEALER ORDER FORM

**PAINTER
JOB SIGNS**

To: Advertising Dept., National Lead Company, 111 Broadway, New York, N.Y. 10006

Please send us _____ "Dutch Boy" Painter Job Signs, all shipping charges pre-paid. (First 2 signs with same imprint for a total of \$5.50; additional signs with same imprint, \$1.50 each. Imprint limit is 2 lines. Keep imprint copy brief for best readability.)

*Our check for \$ _____ is enclosed.

Imprint Copy: _____

1st line _____

2nd line _____

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

DUTCH BOY DEALER ORDER FORM

**DUTCH BOY
FLANGE SIGN**

To: Advertising Dept., National Lead Company, 111 Broadway, New York, N.Y. 10006

Please send us _____ "Dutch Boy" Dealer Flange Signs at \$4.00 each, shipping charges prepaid. (Included with each Flange Sign will be an 8" x 12" panel which may be used by the Dealer for Store Identification or other appropriate message.)

*Our check for \$ _____ is enclosed.

Imprint Copy: _____

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

DUTCH BOY DEALER ORDER FORM

**DUTCH BOY
FLANGE SIGN**

To: Advertising Dept., National Lead Company, 111 Broadway, New York, N.Y. 10006

Please send us _____ "Dutch Boy" Dealer Flange Signs at \$4.00 each, shipping charges prepaid. (Included with each Flange Sign will be an 8" x 12" panel which may be used by the Dealer for Store Identification or other appropriate message.)

*Our check for \$ _____ is enclosed.

Imprint Copy: _____

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

0000-NLI-000020400

NOTE: WHERE CHECK IS REQUIRED WITH ORDER, IT IS NECESSARY TO LESSEN BOOKKEEPING EXPENSE AND REDUCE COST TO DEALER. ALL PRICES QUOTED IN THIS BOOK MUST NECESSARILY BE SUBJECT TO CHANGE, BUT DEALERS WILL BE NOTIFIED OF ANY INCREASE.

DUTCH BOY DEALER ORDER FORM

**COLOR HARMONIZER
INTERIOR COLOR PACK**

To: Your Sales Representative, or your local National Lead Company Sales Office

Please send us _____ "Dutch Boy" Color Harmonizers (\$6.00 each; in quantities of three or more, \$5.50 each) and/or _____ "Dutch Boy" Compact Editions of the Color Gallery (sold only in units of twenty—20, 40, 60, etc. Cost per unit of twenty is \$6.00). All shipping charges prepaid.

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

DUTCH BOY DEALER ORDER FORM

**COLOR HARMONIZER
INTERIOR COLOR PACK**

To: Your Sales Representative, or your local National Lead Company Sales Office

Please send us _____ "Dutch Boy" Color Harmonizers (\$6.00 each; in quantities of three or more, \$5.50 each) and/or _____ "Dutch Boy" Compact Editions of the Color Gallery (sold only in units of twenty—20, 40, 60, etc. Cost per unit of twenty is \$6.00). All shipping charges prepaid.

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

DUTCH BOY DEALER ORDER FORM

**ILLUMINATED
CLOCK SIGN**

To: Advertising Dept., National Lead Company, 111 Broadway, New York, N.Y. 10006

Please send us _____ "Dutch Boy" Illuminated Clock Signs at \$18.95 each. (The Federal Tax has been included, and all shipping charges will be prepaid. There is no provision for a dealer imprint on Clock Signs.)

*Our check for \$ _____ is enclosed.

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

DUTCH BOY DEALER ORDER FORM

**ILLUMINATED
CLOCK SIGN**

To: Advertising Dept., National Lead Company, 111 Broadway, New York, N.Y. 10006

Please send us _____ "Dutch Boy" Illuminated Clock Signs at \$18.95 each. (The Federal Tax has been included, and all shipping charges will be prepaid. There is no provision for a dealer imprint on Clock Signs.)

*Our check for \$ _____ is enclosed.

DEALER NAME _____

ADDRESS _____

CITY _____

STATE _____

SIGNED _____

DATE _____

0000-NLI-000020401

GOOD WILL BUILDERS

Good Will is a commodity, whose worth cannot be measured in dollars. Nevertheless, no one will dispute it's value and importance to a profit minded dealer.

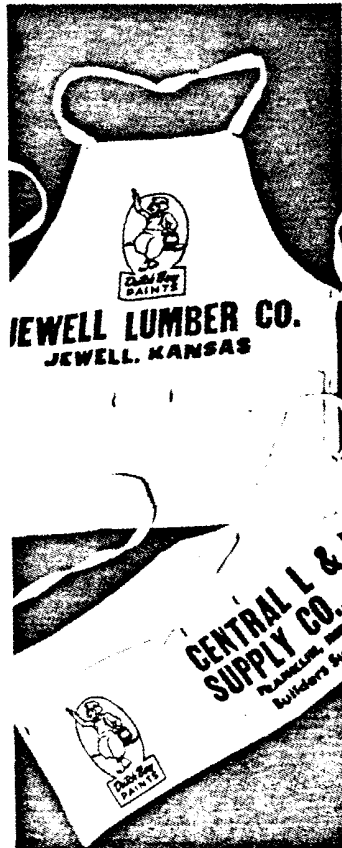
This year we have collected an array of useful items, geared to generate good will among all your customers. In many cases these items, featuring your store imprint, will be used daily by your customers, to serve as a constant reminder of where to buy their paint and painting supplies.

The Dutch Boy Good Will Builders can be effectively used as an incentive to new customers, a thank you to existing customers, or tied in with promotions or sales. The cost of these gifts are usually repaid many times over, in additional sales.

Read the following section carefully. Your Dutch Boy Sales Representative will be happy to help you select the Good Will builders that best suit your needs.

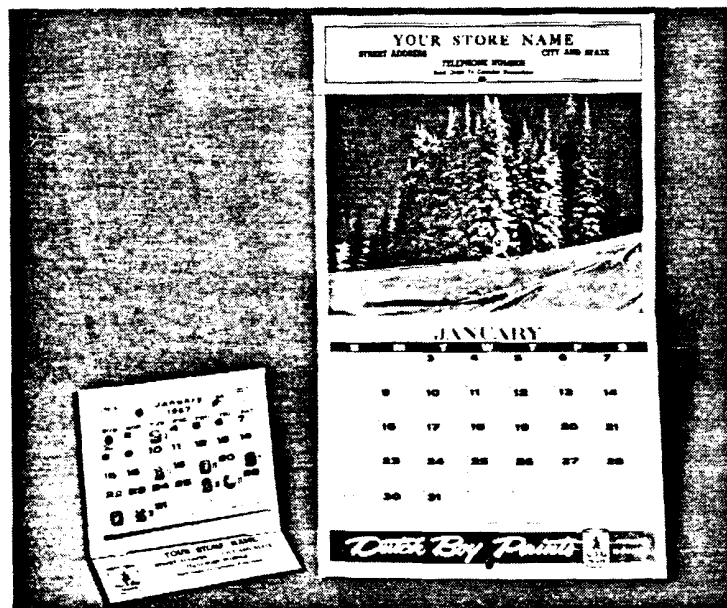


APRONS



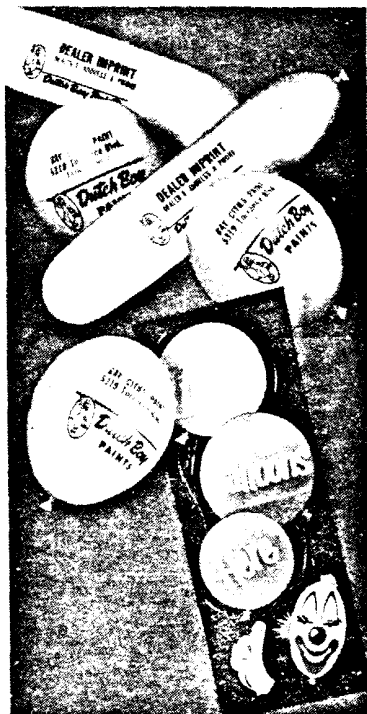
● Both the neck type and waist type cloth aprons keep your 3 line store imprint where it belongs—out in front! These durable, heavy cotton-twill Aprons continue to increase in popularity with your do-it-yourself customers, as well as your contractors. See the coupon at the end of this section for information on quantity and price.

CALENDARS



● The Dutch Boy Calendar, featuring your own imprint, is an attractive and useful gift for your valued friends and customers. They serve as year long reminders of whom to call and where to go for all painting needs. Calendars are available in attractive desk or wall models.

BALLOONS



● Balloons have been and will continue to be a great attention getter for store openings, special sales and events. Without any effort on your part, they'll spread your good name far and near! The #9 round balloons inflate to 9 inches; the #524 airship balloons to 5" x 24". Balloons are packed in assorted colors, with window banner. For best readability, hold imprint to a minimum.

BOOKMATCHES



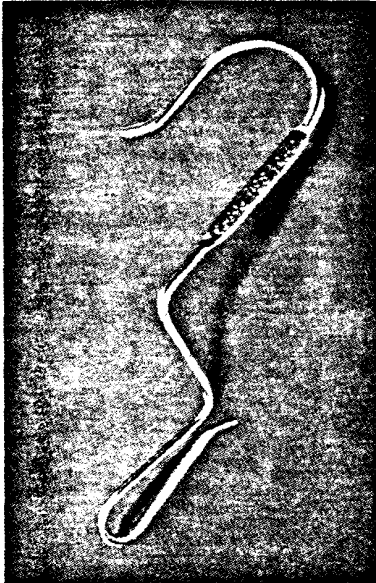
● The ever popular Dutch Boy Bookmatches cost so little, they can be given away freely to all your smoking customers! Bookmatches are assorted by the supplier, to include equal quantities of each design. Space is provided to allow you to feature up to four lines of imprint copy, on the striking side, where it will be seen every time a match is used. That's a total of 20 "hot" impressions per book. See the coupon at the end of this section, for quantity and price information.

CAN AND BOTTLE OPENERS



● This is the best tool yet designed for the removal of friction-top lids from paint cans and — after the job is completed — it's very efficient, too, in removing the caps from the refreshing soft drinks that usually follow! The special turned-up end prevents damage to the lids and makes it possible to re-seal a container and preserve its contents. It's made of tough $\frac{3}{16}$ " diameter steel rod finished with a double plating of highly polished nickel. Over-all length is $4\frac{7}{8}$ inches. "Dutch Boy Paints" is embossed on one side to remind your customers of the paint to use the next time they decorate. For information about prices and quantities, see Order Form at the rear of this section.

PAINTER POT HOOKS



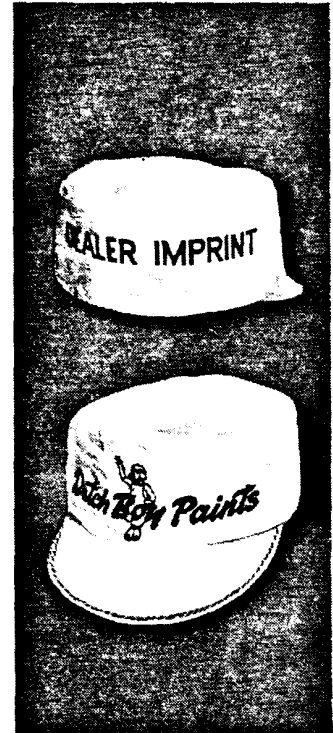
● This should not be misconstrued as being just an ordinary Painter Pot Hook! This is a very special kind of hook that has been designed for right-handed, left-handed, or even ambidextrous painters! Although it hooks over a ladder rung in the usual ways, an offset in the heavy wire shank allows the painter's pot or pail to hang on the outside of either the right-hand or the left-hand side-rail. The paint is always within easy and unobstructed reach of the painter's brush! For complete information about your cost and the quantities to order, please refer to the Order Form at the end of this section.

PAINT STRAINERS



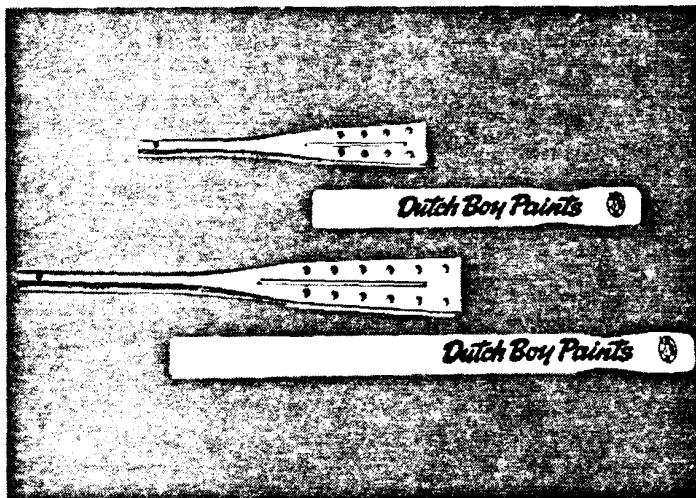
● These handy Dutch Boy Paint Strainers are always in demand by both contractors and do-it-yourself painters. They are approximately 6 inches in diameter and the mesh is of preferred coarse grade that enables even heavy bodied paints to pass through freely. Because they are almost always discarded after use, there is no provision for dealer imprint. See coupon at end of this section for ordering details.

PAINTERS CAPS



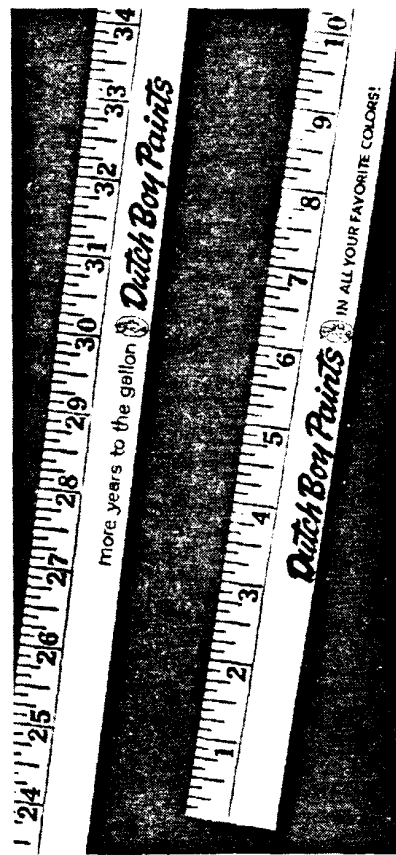
● Coming or going, these caps will identify your store as a quality "Dutch Boy" paint dealer, while earning you the gratitude of your appreciative customers. Select sizes from 6¾ to 7½, or order in sizes, assorted to suit. See price and quantity information at the end of this section.

PAINT PADDLES (WOOD OR METAL)



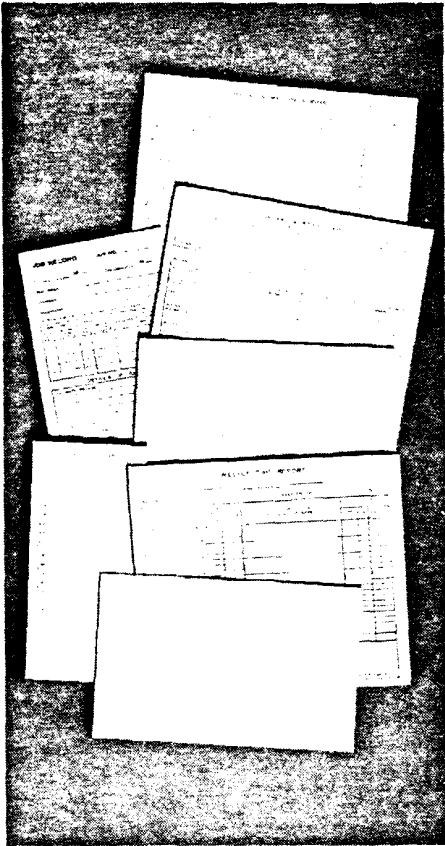
● These handy convenient Dutch Boy Paint Paddles will be a welcome gift and a sure good will builder to your customers. They are available in both wood or metal. Both paddles carry your own 3-line imprint as well as the Dutch Boy identification, to serve as a constant reminder to your customers of what kind of paint to buy and where to buy it. See coupons at the rear of this section for details.

YARDSTICKS



● A Dutch Boy Yardstick is a gift your customers will truly appreciate. These yardsticks are made of smooth straight-grained sugar pine and supplied to you in natural finish (uncoated). The Dutch Boy imprint, your imprint and a few words of promotional copy appear on both sides. Shipment will be made within 14 days from receipt of order. To estimate freight cost, allow for a shipping weight of about 125 pounds per thousand. See order form at the rear of this section.

PAINTER BUSINESS HELPS



● Get your Painting Contractor customers to use these business forms. Eliminating guesswork from their bookkeeping, will probably mean more business for you. Estimate Forms, Check List Blanks, Weekly Time Reports, Employee Wage Records, a complete business record system. Easy! Efficient! Low in cost! See your Sales Representative.

WET PAINT SIGNS



● Your good painter customers, will surely appreciate your thoughtfulness in supplying them with these "Dutch Boy" wet paint signs. At the same time, you will be doing a service for yourself, by advertising the fact that "here is a job, painted with Dutch Boy". Wet paint signs are excellent selling tools, because they're used where they're sure to be seen. Your Dutch Boy Sales Representative will be happy to supply them to you.

PAINTER CAPS

Customer/Assigned: ☐ Assorted size as shown

Important Copy

DEALER NAME

ADDRESS

SIGNED

PAINTER CAPS

☐ Customary Assortment ☐ Assorted sizes as follows

Imprint Copy

DEALER NAME

ADDRESS

SIGNED

CLOTH APRONS

Imprint Copy 1st line

2nd line

3rd time

DEALER NAME

ADDRESS

SIGNED

PAINT STRAINERS

☐ 250 Strainers at \$4.65

☐ 500 Strainers at \$8.25

☐ 1000 or more at \$14.45 per thousand

DEALER NAME

ADDRESS

SIGNED

CITY

STATE

DATE _____

0000-NLI-000020408

NOTES: EXPENSE AND REDUCE COST TO DEALER. ALL ORDERS QUOTED IN THIS BOOK MUST NECESSARILY BE SUBJECT TO CHANGE, BUT DEALERS WILL BE NOTIFIED OF ANY INCREASE.

DUTCH BOY DEALER ORDER FORM

**DUTCH BOY
BALLOONS**

Please send us "Dutch Boy" Balloons as indicated below, shipping charges prepaid. (The imprint limit is two lines. Do not check "Assorted Balloons" unless order is for 2000, or more. For the prices and detailed information, see section 3.)

☐ #9 Round Balloons ☐ #524 Airship Balloons ☐ Assorted Balloons

Imprint Copy: Our check for \$_____ is enclosed

1st line _____ 2nd line _____

DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

To: Don Wright Associates, 5915 Hollis Street, Oakland, California 94608

Please send us "Dutch Boy" Balloons as indicated below, shipping charges prepaid. (The imprint limit is two lines. Do not check "Assorted Balloons" unless order is for 2000, or more. For the prices and detailed information, see section 3.)

☐ #9 Round Balloons ☐ #524 Airship Balloons ☐ Assorted Balloons

Imprint Copy: Our check for \$_____ is enclosed

1st line _____ 2nd line _____

DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

Send to: Anthony and Company, Inc., 1501 No. 23rd Street, Escanaba, Michigan 49829

Please send us "Dutch Boy" Gallon Paddles ($\frac{1}{8}$ " x $1\frac{1}{4}$ " x 14") @ \$17.45/1000 and/or Quart Paddles ($\frac{1}{8}$ " x $1\frac{1}{4}$ " x 9") @ \$12.45/1000, F.O.B. Escanaba. (Minimum order is 250, either size. A \$2.00 imprint charge will be added to each order. The imprint limit is three lines of not more than 40 characters per line.)

Imprint Copy: 1st line _____

2nd line _____ 3rd line _____

DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

Send to: Anthony and Company, Inc., 1501 No. 23rd Street, Escanaba, Michigan 49829

Please send us "Dutch Boy" Gallon Paddles ($\frac{1}{8}$ " x $1\frac{1}{4}$ " x 14") @ \$17.45/1000 and/or Quart Paddles ($\frac{1}{8}$ " x $1\frac{1}{4}$ " x 9") @ \$12.45/1000, F.O.B. Escanaba. (Minimum order is 250, either size. A \$2.00 imprint charge will be added to each order. The imprint limit is three lines of not more than 40 characters per line.)

Imprint Copy: 1st line _____

2nd line _____ 3rd line _____

DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM

**DUTCH BOY
BALLOONS**

DUTCH BOY DEALER ORDER FORM

**PAINT PADDLES
WOOD**

DUTCH BOY DEALER ORDER FORM

**PAINT PADDLES
WOOD**

0000-NLI-000020409

NOTE: WHERE CHECK IS REQUIRED WITH ORDER, IT MUST BE QUOTED IN THIS BOOK MUST NECESSARILY BE SUBJECT TO CHANGE, BUT DEALERS WILL BE NOTIFIED OF ANY INCREASE.

DUTCH BOY DEALER ORDER FORM
**PAINT PADDLES
METAL**

Send to: **F. B. Williams Company, 507 East Pershing Road, Chicago, Illinois 60653**
Please send us **"Dutch Boy" Metal Paint Paddles** at \$1.95 per 100, F.O.B. Chicago, Illinois. (Minimum order for paddles is 250. The imprint limit is 3 lines consisting of not more than a total of 24 characters and spaces per line.)

Imprint Copy: 1st line _____
2nd line _____
3rd line _____

DEALER NAME _____
ADDRESS _____ CITY _____ STATE _____
SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM
**PAINT PADDLES
METAL**

Send to: **F. B. Williams Company, 507 East Pershing Road, Chicago, Illinois 60653**
Please send us **"Dutch Boy" Metal Paint Paddles** at \$1.95 per 100, F.O.B. Chicago, Illinois. (Minimum order for paddles is 250. The imprint limit is 3 lines consisting of not more than a total of 24 characters and spaces per line.)

Imprint Copy: 1st line _____
2nd line _____
3rd line _____

DEALER NAME _____
ADDRESS _____ CITY _____ STATE _____
SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM
**DUTCH BOY
YARDSTICKS**

Send to: **Anthony and Company, Inc., 1501 No. 23rd Street, Escanaba, Michigan 49829**
Please send us **"Dutch Boy" Yardsticks** at \$4.20 per 100, F.O.B. Escanaba, Michigan. (The minimum order for yardsticks is 250. A \$2.50 set-up charge for the imprint will be added to each order. It is necessary to limit the imprint copy on Yardsticks to one long line. Copy should be kept brief for maximum effectiveness.)

Imprint Copy: _____
DEALER NAME _____
ADDRESS _____ CITY _____ STATE _____
SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM
**DUTCH BOY
YARDSTICKS**

Send to: **Anthony and Company, Inc., 1501 No. 23rd Street, Escanaba, Michigan 49829**
Please send us **"Dutch Boy" Yardsticks** at \$4.20 per 100, F.O.B. Escanaba, Michigan. (The minimum order for yardsticks is 250. A \$2.50 set-up charge for the imprint will be added to each order. It is necessary to limit the imprint copy on Yardsticks to one long line. Copy should be kept brief for maximum effectiveness.)

Imprint Copy: _____
DEALER NAME _____
ADDRESS _____ CITY _____ STATE _____
SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM

**DUTCH BOY
BOOKMATCHES**

To: Advertising Dept., National Lead Company, 111 Broadway, New York, N.Y. 10038
Please send us the following quantity of "Dutch Boy" Bookmatches. (Bookmatches are packed 50 books in a box. Minimum order is 2500. Up to 4 lines of imprint copy.)

☐ 2,500 Books at \$22.75 ☐ 5,000 Books at \$40.75 ☐ 10,000 Books at \$81.00

Imprint Copy

1st line

2nd line

3rd line

4th line

DEALER NAME

ADDRESS

CITY

STATE

SIGNED

DATE

DUTCH BOY DEALER ORDER FORM

**CAN & BOTTLE
OPENERS**

To: Deborah Sales & Manufacturing Co., 32 Vesey Street, Newark, New Jersey 07105

Please send us "Dutch Boy" Can and Bottle Openers at \$4.00 per 100 F.O.B. Newark. (Minimum order, 500. To cover cost of imprint die, a flat charge of \$7.50 will be added to orders of less than 1000; \$5.00 will be added to orders of more than 1000. This charge will not apply to repeat orders. Imprint limit is 2 lines consisting of not more than a total of 20 characters and spaces per line.)

1st line

2nd line

DEALER NAME

ADDRESS

CITY

STATE

SIGNED

DATE

DUTCH BOY DEALER ORDER FORM

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1st line

2nd line

DEALER NAME

ADDRESS

CITY

STATE

SIGNED

DATE

DUTCH BOY DEALER ORDER FORM

**PAINTER
POT HOOKS**

To: Deborah Sales & Manufacturing Co., 32 Vesey Street, Newark, New Jersey 07105

Please send us "Dutch Boy" Painter Pot Hooks at \$5.00 per 100 F.O.B. Newark, New Jersey. (Minimum order is 500. To cover cost of imprint die, a charge of \$7.50 will be added to orders of less than 1000; \$5.00 will be added to orders of more than 1000. This charge will not apply to repeat orders. Imprint limit is 2 lines consisting of not more than a total of 20 characters and spaces per line.)

Imprint Copy

1st line

2nd line

DEALER NAME

ADDRESS

CITY

STATE

SIGNED

DATE

0000-NLI-000020411

NOTES: WHEREVER CHARGE IS REQUIRED, IT MUST BE QUOTED IN THIS BOOK. ALL CHARGES QUOTED IN THIS BOOK MUST NECESSARILY BE SUBJECT TO CHANGE, BUT DEALERS WILL BE NOTIFIED OF ANY INCREASE.