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if undeliverable return to
ROOM 1112 ... 111 BROADWAY ... NEW YORK, N. Y.
Return postage guaranteed



Please mail this to "Charles Smith" 1112

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DUTCH BOY

OFFERS

BUSINESS - GETTING FEATURES FOR 1935

FOR

PAINTERS

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NLI 112003

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JOHN SMITH
"DUTCH BOY PAINTER"

This year-

take the **DUTCH BOY**
for your **PARTNER** and
give him a chance to
develop more business

...the **DUTCH BOY** offers you these **FREE**
advertising and selling helps:

Newspaper Advertisements
Property Inspection Plan
Handbook on Painting
Post Card Makers
Movie Slides
Color Pack

PLUS—special assistance
in landing jobs in sec-

tion with your local
BETTER HOUSING CAMPAIGN

Send about this business-getting material in this booklet... study each
feature... consider how your **DUTCH BOY PARTNER** will work for
you. If you give him a chance... then check, sign and mail the order card.

THE OUTLOOK FOR 1935

is more favorable for average painters than it has been for several years. Not only have painters themselves taken steps to climb "out of the pit" but the government has launched the Better Housing Campaign to help the slump in the building and allied industries. The immediate future looks good. Consider these factors, all in favor of a prosperous period for painters:

- A** A majority of this country's homeowners have put off painting as long as they dare and postpone the job much longer.
- B** More money is available now for painting and other upkeep work than has been in evidence for years.
- C** The National Housing Act has developed an very important plan for the painting industry... increasing painters and home-owners alike have shared for years.
- D** Better Housing Campaigns carried on last fall in many localities have definitely proved their ability to start people to paint. Make and more of these Campaigns will be started this year.
- E** Paint material manufacturers, paint jobs and paint dealers are planning to widen their markets in 1935. Painters will benefit through increased sales of painting materials.

THE DUTCH BOY PAINTER is willing to carry on your painting in the advertising and selling helps. He knows you have no better price for your painting than he can give you. He will get the job.

THE DUTCH BOY PAINTER furnishes the necessary advertising material... it's up to you to place this material where it will do the most good. Experience can point out where to place the largest number of most profitable jobs go to the man who gets them done.

Tie up with your
BETTER HOUSING CAMPAIGN

Time: *Things to Buy: Paint Job* booklet, or see Housing Campaign section with your local Better Housing Campaign.

ORDER CARD

ONE
CENT
STAMP

NATIONAL LEAD COMPANY
Room 1816
111 Broadway
New York, N. Y.

DUTCH BOY PAINTER

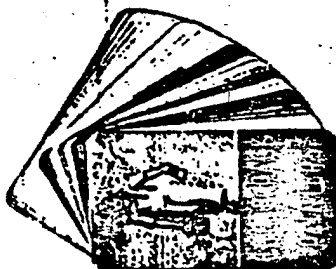
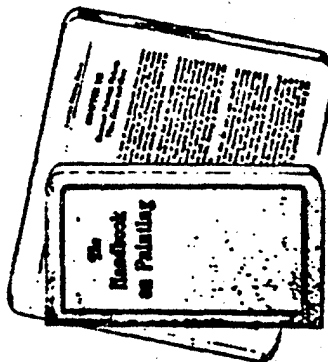
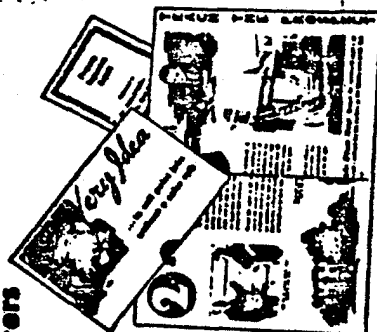
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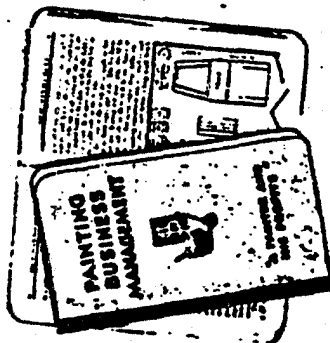
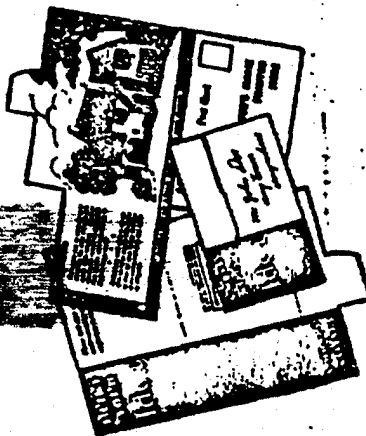
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NLI 112007

TAME THE DUTCH BOY PAINTER FOR YOUR PARTNER
and cash in on these 1935 job-getters



PAINTERS COLOR PACK
The color pack would be made up of 100 color chips, each with a number and a name. The pack would be used by the painter to select the color for the job. The pack would be made up of 100 color chips, each with a number and a name. The pack would be used by the painter to select the color for the job.



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HERE'S MORE HELP FOR 1935 OFFERED BY YOUR DUTCH BOY PAINTER-PARTNER

DUTCH BOY WHITE LEAD

WET PAINT

(PAINTER'S NAME HERE)

WET PAINT SIGNS

Each man of the painting crew will Dutch Boy White Lead paint the sign for his territory. The painter will be paid for the sign. The sign will be a valuable asset to the kind of job you do with Dutch Boy White Lead.

DO NOT BE CREDITED IN THE DOOR TO STICKER AND SIGN BOOK.

For painting this house to Day's Standard, get your sign from your Dutch Boy White Lead sign book.

STICKER SIGN

DO NOT BE CREDITED IN THE DOOR TO STICKER AND SIGN BOOK.

SPRING NEWSPAPER ADVERTISEMENTS

DO NOT BE CREDITED IN THE DOOR TO STICKER AND SIGN BOOK.

DO NOT BE CREDITED IN THE DOOR TO STICKER AND SIGN BOOK.

Thinking of PAINTING?

DO NOT BE CREDITED IN THE DOOR TO STICKER AND SIGN BOOK.

WE CAN PAINT IT WITH LEAD

DO NOT BE CREDITED IN THE DOOR TO STICKER AND SIGN BOOK.

What painter will you use on the jobs developed by
your DUTCH BOY PAINTER-PARTNER?

DUTCH BOY WHITE-LEAD PAINT

because it gives you these big advantages:

1 PRICE

Figure it any way you like, Dutch Boy white-lead paint is most reasonably priced. Cost per gallon, cost per pound, cost per square, cost per coat, cost per job, cost per year ... low in every instance.

Your cost per gallon on a two-coat job is \$2.18, if you pay 11c per lb. for Dutch Boy white-lead and \$1 per gallon for linseed oil.

2 CONVENIENCE

When you are readying the paint for a job have you ever "put the watch" on yourself? Do it next time you use Dutch Boy all-purpose soft paste white-lead. With this new pure lead in quick-mixing form, you can mix pure white-lead paint at the rate of a gallon a minute.

3 ADAPTABILITY

... a big word meaning "all-around usefulness." Dutch Boy white-lead paint is the painter's paint because it can be used on practically every type of paint work. With a comparatively small stock of staple Dutch Boy materials you're

all set to mix up pure white-lead paint to meet every requirement.

4 QUALITY

Men who have had experience with paint agree on one point, at least, and that is: Pure white-lead paint is the quality paint. Any paint that has come down through the years since George Washington's time, practically unchanged, has that certain something which sets it apart. And that "something" is the ability to make good at the job for which it is intended—the protection of exposed surfaces. Always remember that Dutch Boy white-lead paint, properly mixed and properly applied to surfaces fit to receive paint, can be depended upon to last long and look well and to wear down sublimely, without cracking or scaling, leaving a perfect repainting surface.

5 PRESTIGE

The painter who uses Dutch Boy white-lead paint (and who lets his customer know it) is taking advantage of the many years of Dutch Boy national advertising. He need not try to sell "a pig in a poke." He ties up his hard-earned reputation as a skilled mechanic with the Dutch Boy's well-earned reputation as a pride mark, to be found only on the highest grade paint materials.

There is a Dutch Boy dealer near you. His aim is much the same as yours: He likes to sell the paint that stays sold — you like to spread the paint that stays put ...
DUTCH BOY WHITE-LEAD PAINT.

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