



The way to a man's pocket is through his TV set.

Eighty-five percent of all the people living in your area will see or hear the name "Dutch Boy" again and again this season. We'll be on network prime-time television and in national four-color full-page magazine insertions.

Nationally, Dutch Boy's total home impressions should exceed 20,000,000. That's very impressive. And very good for your business. Because the more people we get to through advertising ... the more people will get to you for Dutch Boy.

DUTCH BOY PAINTS
National Lead
Paint Division



Watch for Dutch Boy Advertising on these network prime-time shows:

ABC Evening News • Garrison's Gorillas • Wide World of Sports • CBS Thursday Night Movies • CBS Friday Night Movies

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Paint & Wallpaper Logic, May, 1968 — Spotlights, May, 1968