



Dutch Boy®

DEALER IDENTIFICATION PLAN

SIGNS AVAILABLE TO AUTHORIZED, FULL LINE DUTCH BOY DEALERS

DUTCH BOY PAINTS
National Lead
Paint Division



111 BROADWAY, NEW YORK, N.Y. 10005

N13871

0000-NLI-000020332

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SECTION I

STANDARD and CUSTOM STORE IDENTIFICATION SIGNS

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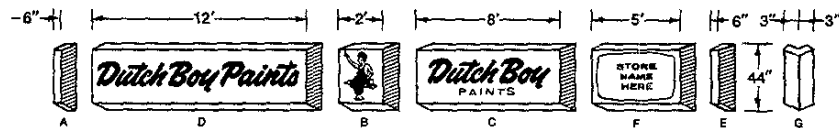
Dutch Boy®

PORCELAIN MODULAR SIGN

CODE LETTERS: PA
(STANDARD SIGN)

DIMENSIONS

This sign is constructed of separate MODULAR elements adaptable to the particular size requirements of most dealer stores. For your guidance in selecting the arrangement most suitable, the dimension of each MODULE is illustrated below. Any proposed combination of MODULES is subject to final approval by the National Lead Company.



COLORS

Background	White
8' Dutch Boy Paints	(Dutch Boy: Red — Paints: Blue)
12' Dutch Boy Paints	Red
Dealer Name	Blue
Trademark	Full Color

CONSTRUCTION

Porcelain enamel fused to a special heavy-gauge enameling iron. Supplied with all brackets and hardware needed for hanging on a flat surface.

ILLUMINATION

Not illuminated

DEALER IMPRINT

1-line (Module "H")
6 inch high letters
30 maximum number of characters and spaces per line.
2-lines (Module F)
7 1/2 inch high letters
8 maximum number of characters and spaces per line.
3-lines (Module F)
6 inch high letters
11 maximum number of characters and spaces per line.

APPROXIMATE WEIGHT

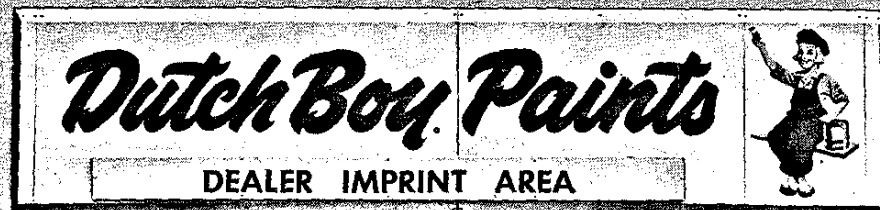
9 pounds per lineal foot

GROSS COST

Module A	\$10.00 each
Module B	\$25.00 each
Module C	\$61.00 each
Module D	\$61.00 each
Module E	\$10.00 each
Module F	\$44.00 each
Module G	\$12.60 each
*Module H	\$106.00 each

*This is identical in size to Module D. However the "Dutch Boy Paints" copy is raised slightly to accommodate a separate 1-line dealer imprint panel "HA" which is bolted to the face of the sign element.

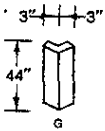
Maximum of \$150.00 allowable under "first" sign category.



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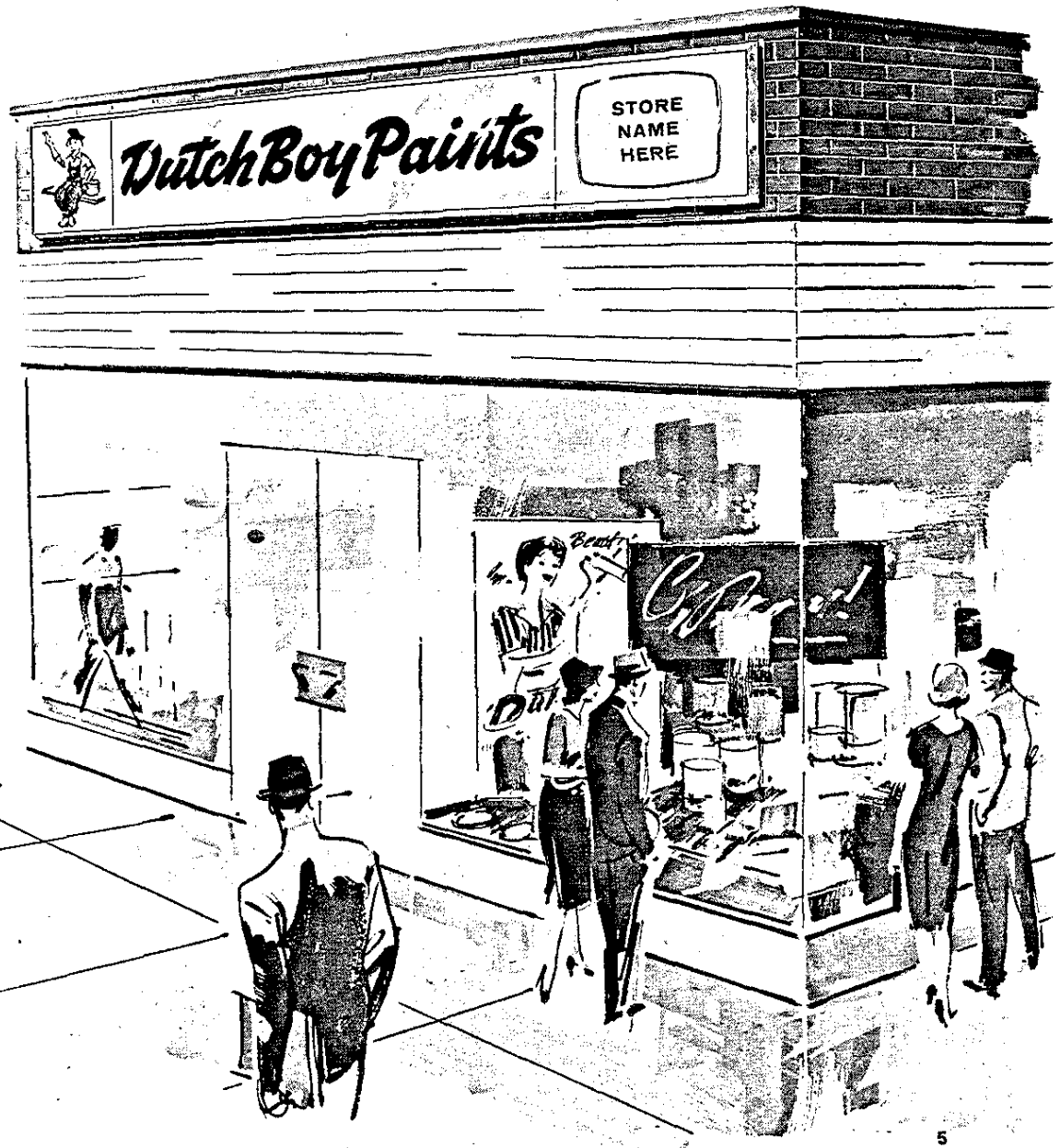
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Dutch Boy

**ILLUMINATED DOUBLE-FACED
HANGING ACRYLIC
PLASTIC SIGN**

CODE LETTERS: DA

(STANDARD SIGN)

DIMENSIONS 4 foot high
6 foot wide

NOTE: A single-faced version of this sign is available at
no extra charge for flush wall mounting. (Code DA-1)

COLORS

Background
Dutch Boy Paints
Dealers Name
Trademark

Translucent white
Red
Black
Full color

CONSTRUCTION

Sign Case — Extruded Aluminum
Faces — .125 Acrylic Plastic
One face frame is hinged to case for easy tube replacement

ILLUMINATION

Four — 72" T-12 Instant-Start Slimline fluorescent tubes. All electrical
equipment Underwriter approved approximately 245 watts

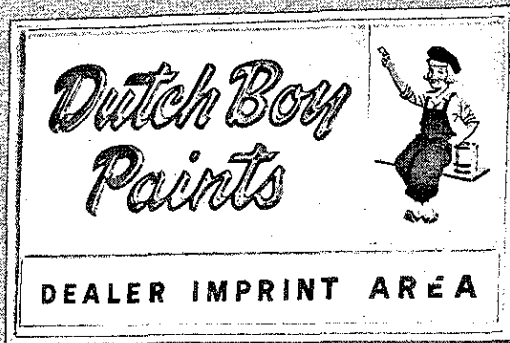
DEALER IMPRINT

1-line
5'6" long
4 1/2 inch high letters
20 maximum number of characters and spaces per line.

APPROXIMATE WEIGHT

Net weight approximately — 100 pounds
Shipping weight approximately — 180 pounds

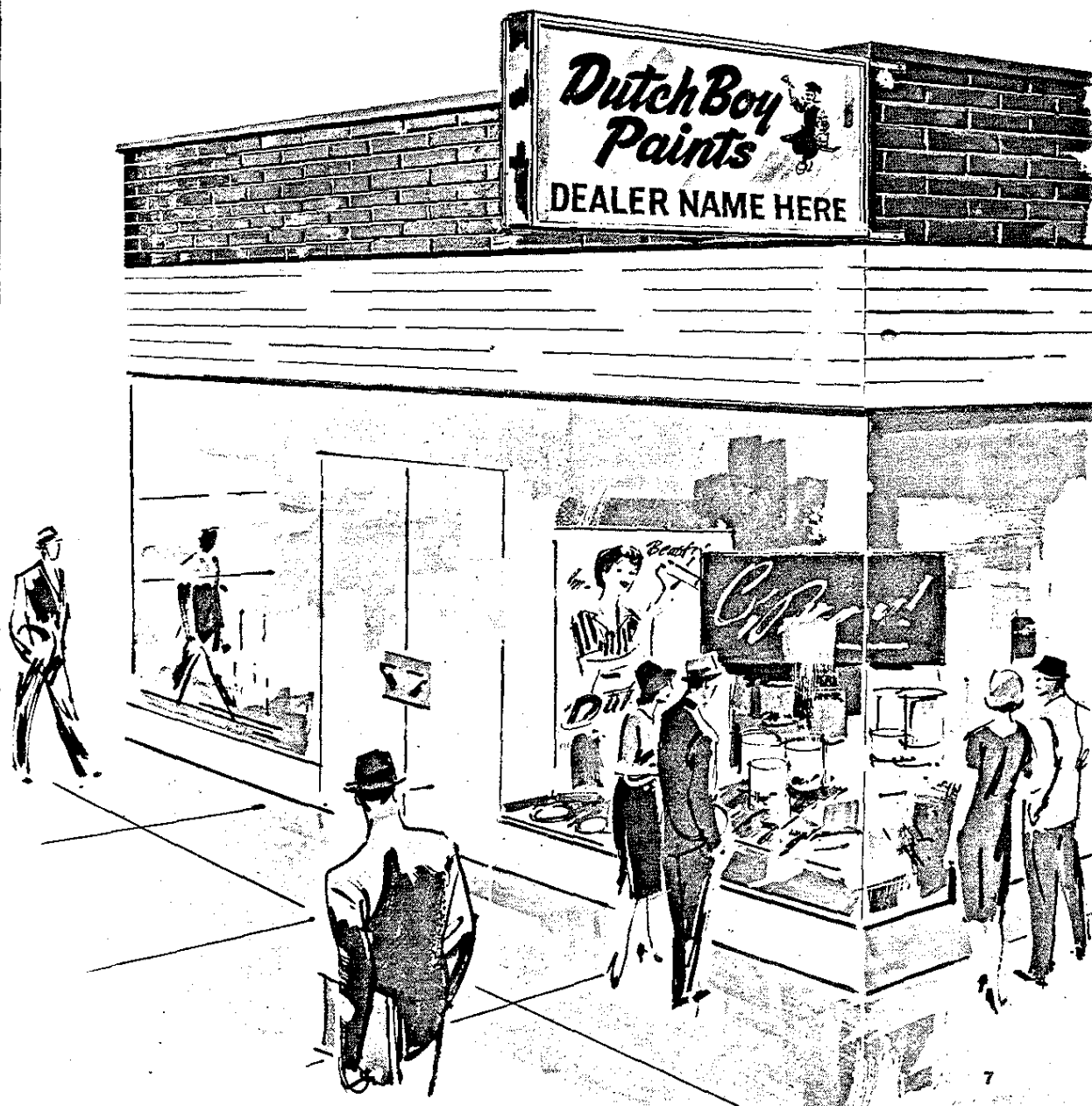
GROSS COST \$150.00



CED

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Code DA-1)

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Dutch Boy

**ILLUMINATED ACRYLIC PLASTIC
HALF ROUND CAN SIGN**

CODE LETTERS: HRA
(STANDARD SIGN)

DIMENSIONS 4 foot high
3 foot 9" width

COLORS	Background	Translucent white
	Dutch Boy	Blue
	Paints	Black
	Trademark	Full Color

CONSTRUCTION Sign Case — 20 ga galvaneal
Curved Face — .125 Acrylic Plastic

ILLUMINATION Four — 48" T-12 Hi-Output Fluorescent tubes

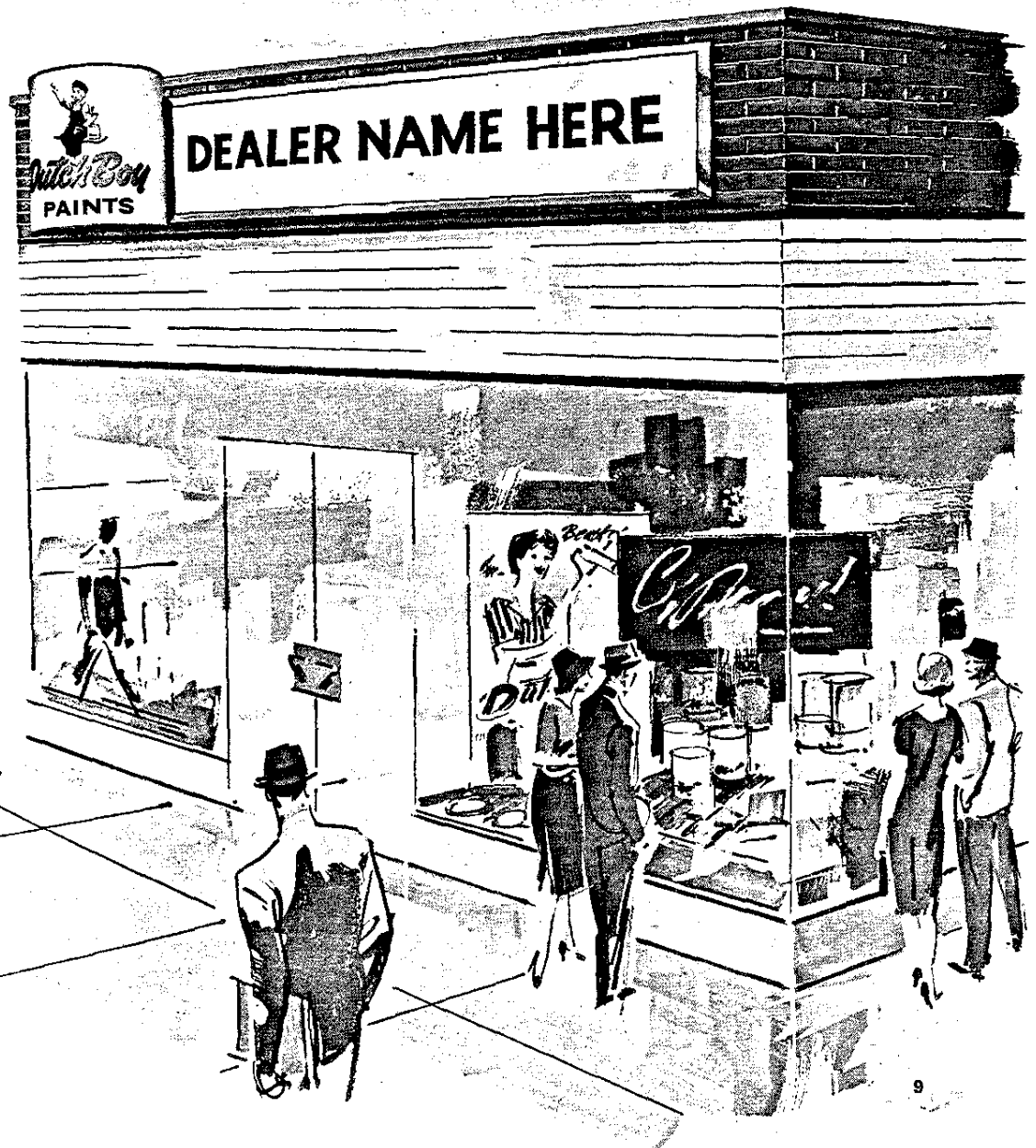
DEALER IMPRINT No dealer imprint

APPROXIMATE WEIGHT Net weight approximately — 100 pounds
Shipping weight approximately — 150 pounds

GROSS COST \$150.00



STIC



0000-NLI-000020340

Dutch Boy.

**ILLUMINATED SINGLE-FACED
ACRYLIC PLASTIC SIGN**

CODE LETTERS: SA

(CUSTOM SIGN)

DIMENSIONS 4 foot high
16 foot wide

NOTE: This sign is also available in additional 2 foot filler sections. These additional blank filler sections will cost \$40.00 each.

COLORS

Background	White
Dutch Boy Paints	Red applique letters
Dealers Name	Blue applique letters
Trademark	Full color

CONSTRUCTION

Sign Case	24 gauge galvanized steel
Face	.125 Acrylic Plastic
Letters	.125 molded pigmented acrylic plastic

ILLUMINATION

Six -- 96" high output fluorescent tubes. All electrical equipment Underwriter approved approximately 500 watts

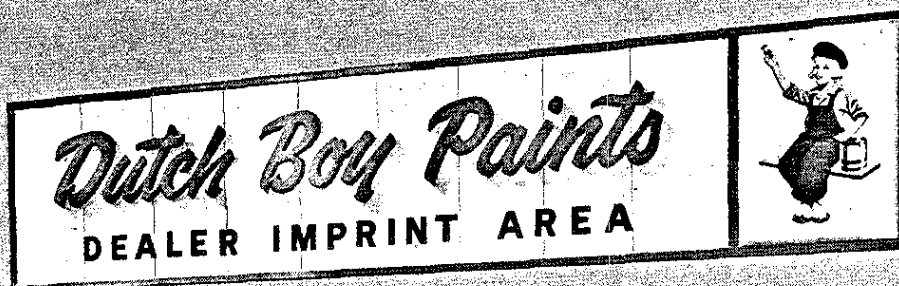
DEALER IMPRINT

1-line
6 inch high letters
18 maximum number of characters and spaces per line.

APPROXIMATE WEIGHT

Shipping weight 580 pounds

GROSS COST \$480.00

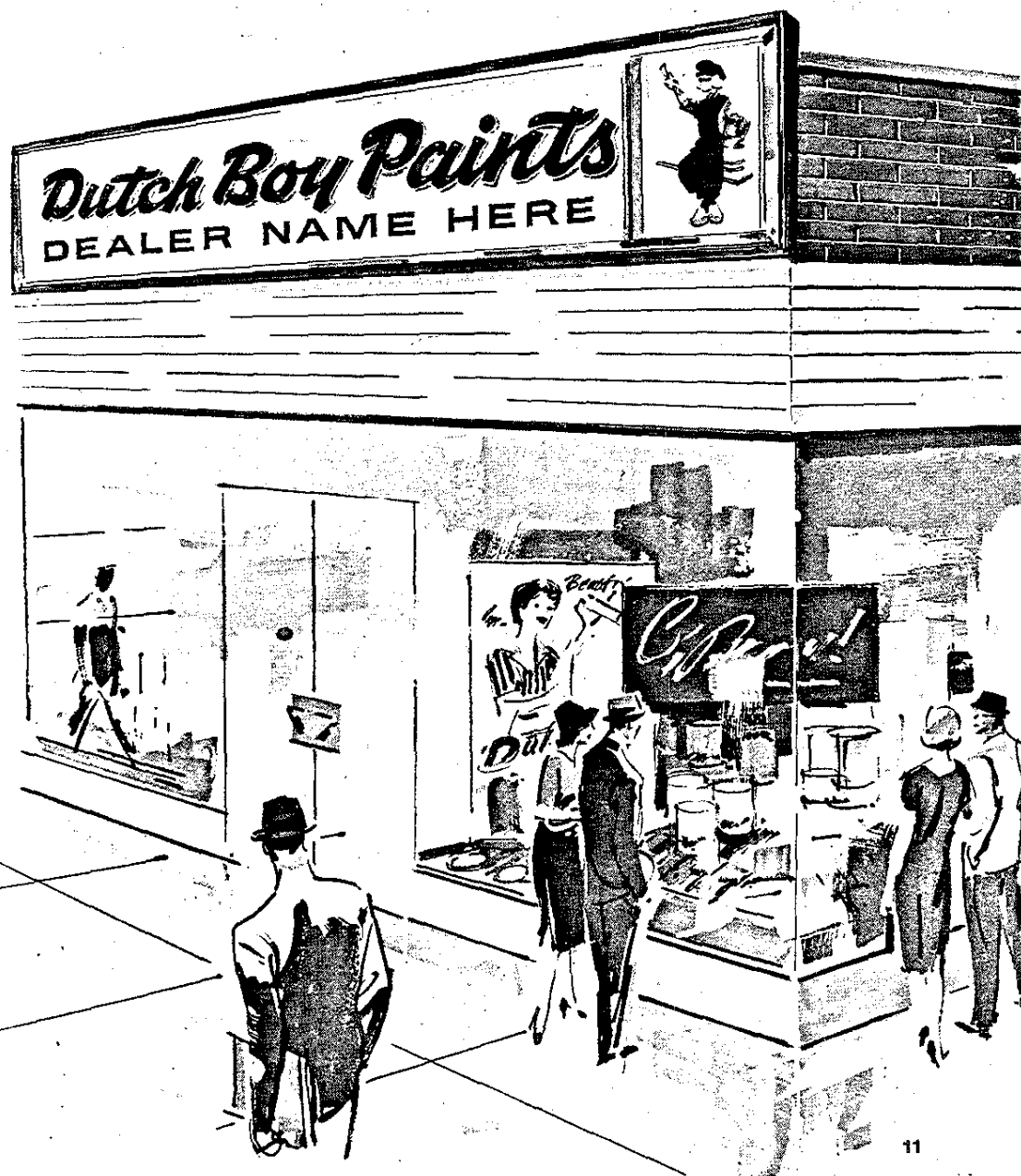


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DIMENSIONS 6 foot high
5 foot 4 inches diameter

COLORS	Background	Translucent white
	Paints	Black
	Trademark	Full Color

Note: Full design appears on both sides of sign

CONSTRUCTION	Sign Case	Galvanized metal
	Faces	.187 Acrylic Plastics
	Motor	1/10 h.p., revolving at 6 R.P.M.

ILLUMINATION Ten — 64" — Hi-output Fluorescent tubes

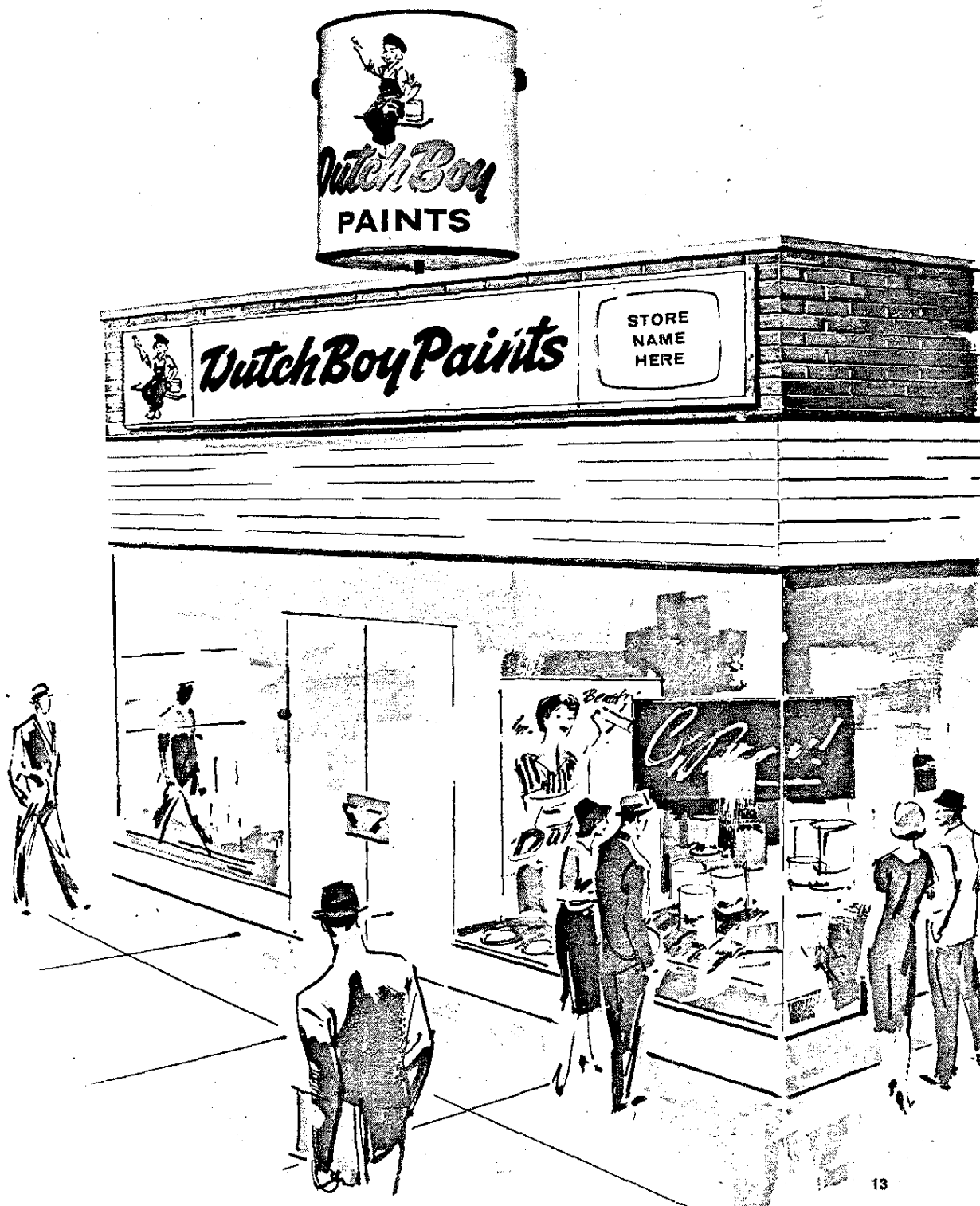
DEALER IMPRINT No dealer imprint

APPROXIMATE WEIGHT 315 pounds plus the weight of any special mounting requirements.

GROSS COST \$980.00



RIC



DEALER IDENTIFICATION PLAN

THE GENERAL PURPOSE	The general purpose of the "Dutch Boy" Dealer Identification Plan is to adequately identify each full-line "Dutch Boy" dealer's store-front by means of an approved "Dutch Boy" sign.
ELIGIBILITY	Only authorized, full-line "Dutch Boy" dealers whose annual purchases exceed \$4,000 are eligible under this plan. Section I of this catalogue contains pictures and descriptions of both "Dutch Boy's" STANDARD and CUSTOM store-front signs.
STANDARD SIGNS	Each eligible dealer may select one of the STANDARD PORCELAIN MODULAR sign arrangements, the ILLUMINATED DOUBLE-FACED HANGING ACRYLIC PLASTIC sign, or the ILLUMINATED ACRYLIC PLASTIC HALF ROUND CAN SIGN. Where any standard sign is a "first" dealer sign, National Lead Company will pay for the total cost of the sign. Where any standard sign is in the "second sign" category, National Lead Company will share one half the cost of the sign. If in the "third sign" or more category, the dealer will pay for the full cost of the sign.
*CUSTOM SIGNS	There are two custom signs available to "Dutch Boy" dealers. These custom signs may be used in lieu of standard signs only where local ordinances, special construction situations or zoning regulations prohibit the use of a standard "Dutch Boy" sign. One is a REVOLVING ACRYLIC PLASTIC PAINT CAN sign and the other is a SINGLE-FACED ILLUMINATED ACRYLIC PLASTIC sign. Where either custom sign is used as a "first" dealer sign in lieu of standard "Dutch Boy" sign, National Lead Company will contribute the equivalent dollar cost of one standard sign and share one half the balance with the dealer. If either custom sign is in the "second sign" category, National Lead Company will share one half of the sign cost. If in the "third sign" or more category, the dealer will pay for the full cost of the sign.
*SPECIAL SIGNS	Where it is impossible for a dealer to use "Dutch Boy's" STANDARD or CUSTOM signs because of local ordinances or unusual construction situations, a special sign may be requested. The request for such a sign must be made in writing to the Branch or District Manager and must be approved by the Advertising Manager. If the request is approved, National Lead Company will share one half the cost of such a sign in the "first" or "second" sign category. If in the "third" sign or more category, the dealer will pay the full cost of the sign. *SPECIAL NOTE: On any CUSTOM or SPECIAL sign National Lead Company's share of the cost cannot exceed 2% of the annual or estimated annual purchases of the individual store location where the sign is to be installed.
INSTALLATION OF SIGNS	The dealer will make arrangements for all sign installations. National Lead Company will pay for installation costs, up to but not exceeding \$75.00, for the "first" dealer STANDARD, CUSTOM or SPECIAL sign. Installation costs for any sign after the "first" sign category will be paid by the dealer.
RE-INSTALLATION	No "Dutch Boy" store sign may be moved from its original position without approval of the National Lead Company Advertising Manager. If due to change in store location or store remodeling, with said approval, normal costs incurred in such re-installation shall be at the National Lead Company expense.
REPAIRS	National Lead Company will meet the cost of replacement of parts and repairs on any STANDARD or CUSTOM sign, provided they are not made necessary by the acts of the dealer or his employees.
OWNERSHIP	All "Dutch Boy" STANDARD and CUSTOM signs remain the property of National Lead Company. However, a sign will not be removed by the National Lead Company as long as the dealership continues to the mutual satisfaction of both the National Lead Company and the dealer.
SIGN REQUESTS	Sign requests are to be submitted by the Sales Representative for the Branch or District Manager's approval. No commitment regarding a sign placement shall be considered final until a contract has been signed by both the Advertising Manager and the dealer.

IMPORTANT Order STANDARD or CUSTOM signs only on special order forms. Please order by code letters as shown in this catalogue.

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SECTION II

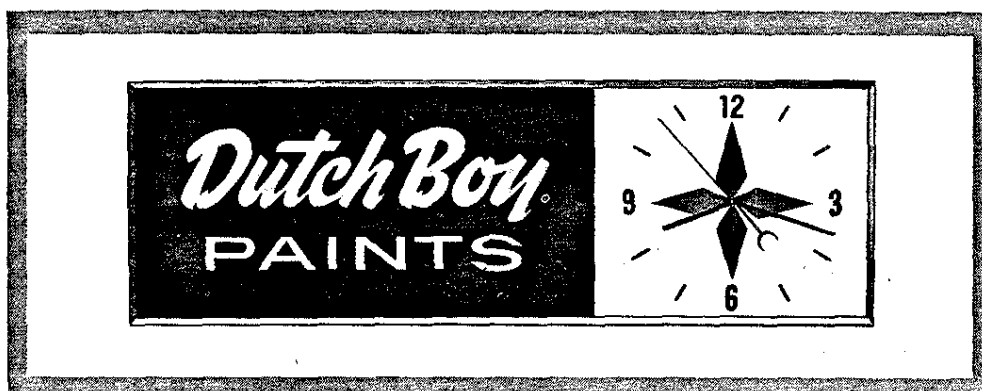
SUPPLEMENTAL BRAND IDENTIFICATION AIDS

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ILLUMINATED CLOCK

This all-new Dutch Boy Illuminated Clock will be a real attention-getter in a Dealer's store! There is a continuous and ever-changing pattern of motion in four brilliant colors — an eye-catching "drip" effect — showing through the clear plastic lettering of "Dutch Boy Paints". Day-time or night-time, customers — and potential customers just passing

by — will be sure to see, and they will surely remember, that Dutch Boy is the brand of paint sold. The clock's over-all dimensions are 31" by 10". Convenient brackets and chain are included with each Illuminated Clock to facilitate hanging from either walls or ceiling. The cost \$18.95 F.O.B. your dealer's store

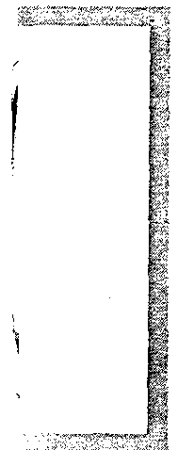
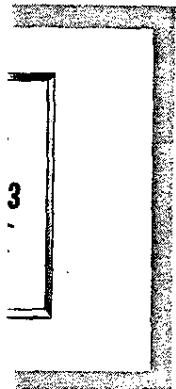


NEW ILLUMINATED DOUBLE FACED PAINT CENTER SIGN

This new, illuminated, double faced Dutch Boy Paint Center Sign, in full color, is sure to catch the eye of all customers, the moment they enter your dealers store. It directs customers right to the paint department without delay, while it brightens

and beautifies the store. The signs overall dimensions are 18" x 36". Chain installation equipment is included for hanging from ceiling. The cost is \$18.95, F.O.B. your dealers store.

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PAINTER JOB SIGN

This Painter Job sign is a real attention getter—and one that any conscientious painting contractor will be proud to display. These personalized signs help promote more neighborhood business. The signs are 3 feet by 2 feet in size, embossed and printed in full-color. Ample space

is provided for the contractors imprint. Allow from two to three weeks for delivery. The cost \$5.50* F.O.B. your dealer's store for the first two signs with same imprint; additional signs with the same imprint \$1.50 each. The imprint limit is two lines. Keep copy brief for best readability.

* Free on board.

NEW FLANGE SIGN

Versatile . . . informative . . . attractive—describe this 13" x 21" New Dealer Flange Sign! Versatile because it can be used in so many ways — as a Departmental Sign; Brand identification at front or rear doorway, "marker" at an alley entrance! Informative, because the 8" x 12" "Privilege Panel" can be used for "Store Name", "Parking in Rear", "Shipping and Receiving", or other important information. And for that purpose, the Dutch Boy in full-color will always be attractive! The cost \$4.00 F.O.B. your dealer's store. If dealer copy panel is used, lettering should be done locally.



Dutch Boy DECALS



DECALS There are two types of "Dutch Boy" decals available FREE to all "Dutch Boy" dealers.

TRADEMARK DECALS

An all new version of the ever-popular Truck Decal, re-designed to place the "Boy" in the familiar Trademark oval. The "Dutch Boy" figure is in full-color and the "Dutch Boy Paints" logo is in blue. Available in two sizes 9" wide by 18" high and 12" wide by 24" high with a convenient pressure sensitive backing that requires no soaking in water. To apply, just peel off the paper backing and press into place. Extremely color fast, these decals are ideal for delivery trucks, windows, mirrors — any smooth, sealed surface.



DUTCH BOY CAN DECAL

A new all-purpose "Dutch Boy" can decal showing the attractive "Dutch Boy" package in full color. Specially printed on both sides, it is equally suitable for use on either transparent or opaque surfaces. Available in one size: 8 1/2" wide by 10" high, this decal is also of the pressure sensitive type . . . to apply, just peel off the paper backing and press into place.

Boy

Dutch Boy

WINDOW VALANCE DECALS

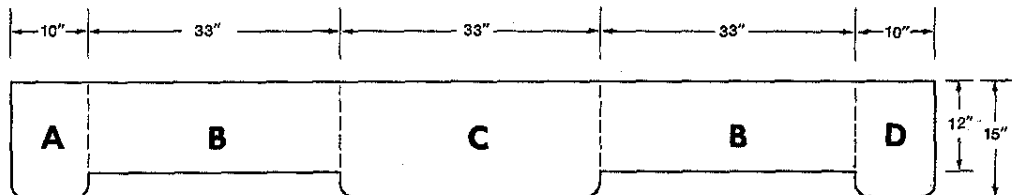
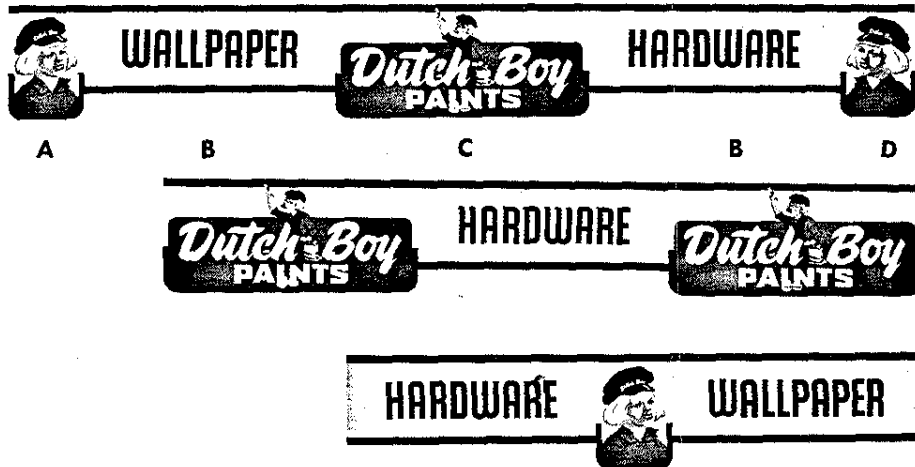
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Full-color "Dutch Boy" Window Valance Decals are available in 3 different Modular units that may be arranged in a variety of interesting ways. Used in combination with a STANDARD or CUSTOM "Dutch Boy" sign, or by themselves, these window valance decals will help to quickly identify your dealer's store as the place to buy "Dutch Boy" Paint. For your guidance in selecting the right combination of decals for any given dealer window, we have illustrated below several basic groupings indicating the actual dimensions of each module.

All "Dutch Boy" Window Valance Decals are available at NO CHARGE to your dealers. It will be the dealer's responsibility to arrange for the installation of "Dutch Boy" Valances and pay any installation charges.

Use special Valance order form.



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