

NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

55

Third
Mailing

W.B. Wood, Inc.
J.S. C. Carter, Inc.

Company
in
New
York



Phone 1000
AM

Our painter friends want to know more about Dutch Boy
flattening oil. What it is. What it will do. How to use it.
Formulas. And other information about this wonderful flat
paint vehicle.

We have provided a way to get this information — and
more.

If you have a special problem in interior decoration,
answer the questions on the enclosed blank and mail it in the
self-addressed envelope. Our Department of Decoration will
not only suggest the proper color schemes, but will send you
the corresponding color swatches and formulas.

If you have used Dutch Boy flattening oil, there is a space
on the fourth page of this letter to tell us what you think
of it. Return the letter in the envelope with your comments.
Make them frankly honest—whether critical or complimentary.

If you want to give Dutch Boy flattening oil a trial and your
dealer hasn't it, so indicate on this letter and return it. We
will let you know where you can get it.

If you want the booklet on Dutch Boy flattening oil, return
this letter with the proper square checked. Mail your requests
for information today. We want you to be informed about Dutch Boy
flattening oil. The chances are that you will then give it a trial.
And a trial will make you a permanently enthusiastic user.

Yours very truly,

J. S. C. Carter, Inc.
National Lead Company

00059

RECEIVED

NLI 109937

N13572

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed.

Geo. W. Fenderson, Manager
J. M. Polson, Asst. Manager
R. J. Townley, Comptroller

H. S. J. F. L. de Koning
H. S. E. H. A. V. de Koning

National Lead Company.
Atlantic Branch.

111 Broadway
New York

[illegible]

**TO THE PAINTERS
WHO WANT TO KNOW:**

Our painter friends want to know more about Dutch Boy
flattening oil. What it is. What it will do. How to use it.
Formulas. And other information about this wonderful flat
paint vehicle.

We have provided a way to get this information -- and more.

If you have a special problem in interior decoration, answer the questions on the enclosed blank and mail it in the self-addressed envelope. Our Department of Decoration will not only suggest the proper color schemes, but will send you the corresponding color swatches and formulas.

If you have used Dutch Boy flatting oil, there is a space on the fourth page of this letter to tell us what you think of it. Return the letter in the envelope with your comments. Make them frankly honest--whether critical or complimentary.

If you want to give Dutch Boy Flattig oil a trial and your dealer hasn't it, so indicate on this letter and return it. We will let you know where you can get it.

If you want the booklet on Dutch Boy flatting oil, return this letter with the proper square checked. Mail your requests for information today. We want you to be informed about Dutch Boy flatting oil. The chances are that you will then give it a trial. And a trial will make you a permanently enthusiastic user.

Yours very truly,

National Lead Company

00059

NTL 109938

Thanks Us For Persuading Him

Testimonial:

"Many thanks for persuading me into trying out Dutch Boy flatting oil. Like all other painters who try to do the best work possible, I believed only paints made with turpentine would produce a satisfactory job of flat finish. I hesitated taking the chance to try something I doubted, with prospects of having to do the work over.

"I must say I was much surprised at the results I got using it with Dutch Boy white-lead, in dead flat, egg-shell gloss and semi-gloss, also for preparatory work on floors that I crumpled.

"This Dutch Boy flatting oil does not fill the house with strong, unpleasant fumes. It will cover fully twice as much surface per gallon as turpentine flat paint - will cover, for the flattening oil does not cut the spread of the paint near so slow. It dries with a dull smooth finish minus hair scratches. It does not set so quickly as turpentine paint.

"I am so well pleased with your flattening oil and the results I received from its use, I will never use turps any more for interior painting.

"I believe any painter who uses Dutch Boy flattening oil once will continue to use it, for it works under the brush like linseed oil paint, yet dries perfectly flat.

"I used this flattening oil in the home of my most particular and very wealthy customer who inspects work very closely. She recommended me to her relatives and friends, getting me two more jobs.

"Wishing you success for the future,

"Yours respectfully,

(Signed) "JOS. F. BRADLEY,
"1304 Milan St.,
"New Orleans, La."

00059

NLI 109939

N13572.01

00059

NLI 109940

Special Service to Painters

If you have some special problem in decoration or color selection to solve, address your inquiries to the Department of Decoration, National Lead Company, 111 Broadway, New York, N. Y., and your letter will receive prompt attention. If it is simply a color scheme suggestion that you want, this blank will suffice.

INTERIOR

(If you want a color scheme suggestion for the interior of a house, please give us the information requested below.)

- (a) Attach rough floor plan of house, giving dimensions of rooms.
- (b) What kind of wood is the trim?
- (c) Will you paint or stain the trim?
- (d) Of what kind of wood is the floor?
- (e) Where there is paneling give height and description.
- (f) Give height of picture molding and chair-rail from floor.
- (g) Are the plastered walls rough or smooth finish?
- (h) Describe previous decoration if walls have been treated.
- (i) Describe fireplace if there is one and give location.
- (j) Give particular colors or other decoration already in mind.
- (k) Give direction drawings or photograph if possible.

EXTERIOR

(If you want a color scheme suggestion for the exterior of a house, please give us the information requested below.)

- (a) Are the outside walls built of wood, brick, tile, concrete, stone or metal?
- (b) Of what material is the roof?
- (c) Are there windows blank?
- (d) In what direction does the house face?
- (e) Give description of surroundings including colors of nearby houses.
- (f) What is your color preference for the body of the house?
- (g) If not a new house, what colors were used before?
- (h) Approximate size of house.
- (i) What is the style of architecture?

(Please typewrite or print plainly your name and address in space provided below.)

Name.....
Street and Number.....
Town and State.....

MAIL IN ENCLOSED ENVELOPE TODAY

N13572.02

They Know By Experience

Mr. Brady's letter on the opposite page is typical. Hundreds of pointers have written us enthusiastically endorsing Dutch Boy flaring oil. Many of them are the greatest drivers of the age, so far as the pointing track is concerned. Several have taken us to task for not letting them know sooner about Dutch Boy flaring oil.

A large number of pointers, like Mr. Brady, were skeptical when told of the wonderful results that could be obtained with Dutch Boy flaring oil. They were finally persuaded to try it. And then they thanked us for bringing this remarkable paint vehicle to their attention.

Users of Dutch Boy flaring oil have learned by repeated experience with it that:

1. Dutch Boy flaring oil is a wheel-bal paint vehicle which makes it possible to obtain greater speed in application than with any other - therefore lower cost to spread.
2. Dutch Boy flaring oil is a wheel-bal paint vehicle which gives a spreading rate that makes it more convenient by the finished job than paints costing much less per gallon.
3. Dutch Boy flaring oil is a wheel-bal paint vehicle that sets more slowly than any other, permitting one man to do a team's share of shoring legs.
4. Dutch Boy flaring oil is a wheel-bal paint vehicle of the vanilla type that, while flaring the lead, builds up a silky, solid, substantial egg-shell finish which nothing but an expensive many-coat, rubber-tanned job approaches.
5. Dutch Boy flaring oil is a wheel-bal paint vehicle that should be used just as it comes from the can. No varnish should be added. No linseed oil. No drier. It is complete in itself and gives uniform results because you do not have to add anything to it.

Try Dutch Boy flaring oil. Use it right. Follow directions implicitly. You will be enthusiastic over the results.

If your dealer hasn't Dutch Boy flaring oil, let us know on the next page.

Information Blank

(It is not necessary to answer *all* the questions below. Fill out as much as is necessary to get the particular information you want. When you have so filled out the blank, please mail it in the enclosed envelope.)

1. If you have not used Dutch Boy flatting oil, will you give it a trial? Yes ☐ No ☐.
2. Does your dealer handle Dutch Boy flatting oil? Yes ☐ No ☐.

(Whether you answer "Yes" or "No" to this question, please give the name and address of your dealer in space below.)

Name of your dealer.....

Town and state.....

3. Do you want us to send you a booklet on Dutch Boy flatting oil? Yes ☐ No ☐.
4. If you have used Dutch Boy flatting oil, please tell us frankly what you think of it in the space provided below:

.....
.....
.....

(Please typewrite or print plainly your name and address in space provided below)

Name.....

Street and Number.....

Town and State.....

MAIL IN ENCLOSED ENVELOPE TODAY

N13572.04

NLI 109942