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19



Dutch Boy

COOPERATIVE
ADVERTISING

1947

00056

NLI 114212

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Dutch Boy

COOPERATIVE ADVERTISING 1947

Every dealer handling the new Dutch Boy House Paint line is entitled to participate in our 50-50 Cooperative Advertising Plan. This means that for every dollar he spends for any of the cooperative methods described — newspaper, radio or direct-mail — we match it with another dollar. The limit for which we are obligated, however, is two per cent of the dealer's purchases of the new paint during the calendar year.

This offer gives each dealer a chance to link his store's own advertising with Dutch Boy's powerful, nation-wide ad campaign, and gain recognition as headquarters for good paint.

On cooperative newspaper advertising the dealer should furnish a remitted bill and two copy of each advertisement as run. On cooperative radio commercials it is necessary for him to supply us only with a remitted bill. In either case we will then refund to him 50% of the total bill, providing our share does not exceed the two per cent limit mentioned above.

Payment for the cooperative mailing folders operates under a somewhat different arrangement as explained under that particular feature.

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NLI 114213

COOPERATIVE

Preview
Your Home's Color Scheme
In the NEW "DUTCH BOY"

Blended Paint!



1. White that keeps it true
2. Tint that stays bright
3. Two Colors that stay bright

*In Colors or White
It's Blended Just Right
To Stay Beauty-Bright*

3 Special-Purpose Blends
The reason blended paint keeps its sparkling beauty so long is simple. There is a special blend for each of the three types of service required at home paint. Each is designed to do its own job best. 1 - Blended White: keeps steel and stays white. 2 - Blended Tint: stays fresh and true. 3 - Blended Tint: keeps floor glass and lightness. Come in and picture your home in "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE

Secret recipe for Home-Lasting Fun
The New "Dutch Boy" Paint is Blended

*In Colors or White
It's Blended Just Right
To Stay Sparkling Bright*



PREVIEW Your Home's Color Scheme in the New "DUTCH BOY" BLENDED PAINT

*In Colors or White
It's Blended Just Right
To Stay Beauty-Bright*

"Seeing is believing" - Come see how beautiful your home will look in the new "Dutch Boy" Blended Paint. Pick your color scheme from the handy counter display. And remember, in colors or white, blended paint stays bright because it's blended by the master hand of the famous "Dutch Boy."

3 Special-Purpose Blends
There is a special blend for each of the three types of service required at home paint. Each is designed to do its own job best. 1 - Blended White: keeps steel and stays white. 2 - Blended Tint: stays fresh and true. 3 - Blended Tint: keeps floor glass and lightness. Come in and picture your home in "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE

DEALER'S NAME
AND ADDRESS HERE

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AND ADDRESS HERE

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NEWSPAPER ADS

**VIEW Your Home's
for Scheme in the
w "DUTCH BOY"
ENDED PAINT**

Colors of White
Blended Just Right
Easy Beauty Bright

is interesting" - (some say that
of your name will look in the
hills) - (some say that the
the others from the hills, the
others as well, the hills are
light)

Social-Purpose Brands

ALER'S NAME
172 NORTH 7TH

*Sweet music for
Home-Loving Ears*
The New "Dutch Boy
Paint Is
Blended

✓
In Colors or White
113 Diamond Just Right
10 5107 Sparkling Bright



It's amazing to me that - the "Dance Ray" Maudslayi Point is called when it's banded just right to heavy bright bands to the end of the "Dance Ray," with all years of age taken in keeping with better times and lively.

3 Heads for 2-Way Security

Shooting guns three different ways
each designed to do the job of
1) Drawing them, loaded to stay
2) Opening them, loaded to stay
3) All one 2-Way Team Call, a Number
they play and bring you home
to see the "One Day" Head T-

DEALER'S NAME



**REVIEW Your Home's
Color Scheme in the
New "DUTCH BOY"
EXTENDED PAINT**

- Colors of White
- Almond Just Right
- Stay Greeny Bright

the is behaving" - Come me have
 bid your name will lead to the
 "Church May" blessed - most Part
 - the arising from the hands the
 in colors of white, blessed pass
 & light

Sprayed Furber Blows

It is a special blend for such of
some types of service required of
your 100% Blended Western Blends.
and they are 2 Blended Tons
and they are 2 Blended Tons
to keep their
and brightness
in and pure
from in their
Blended Tons



DEALER'S NAME



*Good music for
Home-Loving Sons*
**The New "Dutch Boy"
Paint Is
Blended**

A
In Colors or White
No Blended Just Right
To May Sparkling Bright



It's no wrong to sing about - the new "Dark Day" musical "Dark Day" is a new show, it's intended just right to the beauty bright. Based on the musical book of the "Dark Day" with all the years of experience in singing America's finest songs and lyrics.

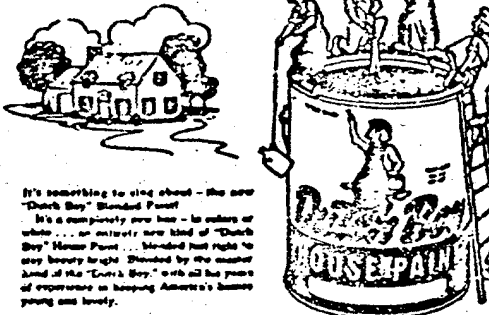
3 Birds in LP & County
 Standing over three different types of
 some each assigned to do so as per
 1 Standing Over, Water T & day of J.
 2 Standing Over, Water T & day of J.
 3 Standing Over, Water T & day of J.

DEALER'S NAME

Sweet music for Home-Loving Ears

The New "Dutch Boy" Paint is Blended

*In Colors of White
It's Blended Just Right
To Stay Sparkling Bright*



It's something to sing about - the new "Dutch Boy" Blended Paint!

It's a new, purely new hue - in colors of white... an entirely new kind of "Dutch Boy" House Paint... blended just right to stay heavily bright. Blended by the master hand of the "Dutch Boy," with all his years of experience in keeping America's homes young and lovely.

3 Ways for 3-Way Heavy Protection...

House paint is required to do three different jobs and keeping them three different types of paint, each composed to do its job right.

- 1 - Durable White, blended to stay fresh and true.
- 2 - Gray-Tan Colors, blended to stay shiny and bright.
- 3 - Remember your house's best friend is the "Dutch Boy" brand. You'll be proud your paint's experience.



1. White, Blended to Stay White



2. Tan, Blended to Stay Tan



3. Gray-Tan, Blended to Stay

DEALER'S NAME

AND ADDRESS HERE

00059

NTI 114215

0059

NLI 114216

Sweet music for He-nu-Loving Ears
The New Dutch Boy Paint is
Blended
*In Colors
 For Blending
 To Stay-Sp*

In Colors or White
It's Blended Just Right
To Stay Sparkling Bright



It's something to sing about - the new "Dutch Boy" Shandon Pennell.

It's a completely new line - in colors of white . . . an entirely new kind of "Dutch Boy" Shandon Pennell . . . blended just right to stay brightly bright. Blended by the master hand to the "Dutch Boy," with all the years of experience in bringing Assurance's famous paint and lovely.

3 Heads for 2-Way Beauty Protection...

House paint is required to do three different jobs. And blending gives you different types of paint, each designed to do its job right. 1 - One Day White, blended to any color. 2 - Sporty Taupe, blended to any fresh and true. 3 - Gay True Colors, blended to any glow and bright.

So remember, you don't have to be the "Dark Boy" blind Tark to do about your home improvements.



1. **What is the purpose of the study?**

2. Name: _____
3. Date: _____

2. Identifying the to Buy Order

DEALER'S NAME
AND ADDRESS HERE



**REVIEW Your Home's
Color Scheme in the
New "DUTCH BOY"
BLENDED PAINT**

- ↳ Colors or White
- ↳ Blended Just Right
- ↳ Long Shaggy Hair

"ing to believing" - Come out here
and your home will be in the
"Church Way" Blessed Poor People
from the streets of the world. And
in the city of the world, blessed poor
people.

1. Coral-Pearl Islands



DEALER'S NAME

*Sweet music for
Home-Loving Sons*
**The New "Dutch Boy"
Paint Is
Blended**

In Colors or White
At Howard's Jewels
To 1107 Sparkling Bright



It's something to sing about - the new "Doris Day" Shostakovich song is a new classic, it's brought just right to the beauty of the Shostakovich song. The new song of the "Doris Day" with all the years of experience in singing Shostakovich's music - and the new

3 Blends for 2-Way Beauty

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DEALER'S NAME

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COOPERATIVE



The "Dutch Boy" is Stepping Out with his New Blended Paint

In Colors or White... It's Blended Just Right... To Keep Your Home Bright

The "Dutch Boy" takes a step in the bright direction... with his new "Blended" paint... It's an entirely new... of "Dutch Boy" House Paint... in colors and white... Blended by the expert... of the "Dutch Boy" of exactly the right ingredients... a most of lasting beauty on your home.

Blended to Protect Your 3 Ways...

The new "Dutch Boy" Paint is blended... for three purposes. Each kind has a special job to do... 1 - Blended Tints stay right... Blended Tints Colors stay in place. Each blend stands as it stands out in beauty. Decide today to ask to about the... "Dutch Boy" Blended Paint.

1. Blended White Stays Gloss
2. Blended Tints Stay Bright
3. Blended Tints Stay Bright

DEALER'S NAME
AND ADDRESS HERE



The "Dutch Boy" is Stepping Out with his

New Blended Paint

In Colors or White... It's Blended Just Right... To Keep Your Home Bright

The "Dutch Boy" takes a step in the bright direction... with his new "Blended" paint... It's an entirely new... of "Dutch Boy" House Paint... in colors and white... Blended by the expert... of the "Dutch Boy" of exactly the right ingredients... a most of lasting beauty on your home.

Blended to Protect Your 3 Ways... The new "Dutch Boy" Paint is blended... for three purposes. Each kind has a special job to do... 1 - Blended Tints stay right... Blended Tints Colors stay in place. Each blend stands as it stands out in beauty. Decide today to ask to about the... "Dutch Boy" Blended Paint.

DEALER'S NAME
AND ADDRESS HERE



My New "Dutch Boy" Blended Paint

There's a home for every looking home... the new "Dutch Boy" Blended Paint... It's an entirely new... of "Dutch Boy" House Paint... in colors and white... Blended by the expert... of the "Dutch Boy" of exactly the right ingredients... a most of lasting beauty on your home.

In Colors or White, Blended Paint Stays Bright... The new, but these years of service are needed from your home. Blending gives you three... Blended Tints stay right... Blended Tints Colors stay in place. Each blend stands as it stands out in beauty. Decide today to ask to about the... "Dutch Boy" Blended Paint.

DEALER'S NAME
AND ADDRESS HERE

00056

NLI 114217

PERATIVE

NEWSPAPER ADS



1. Blended White
Stays
White



2. Blended Tint
Stays
Bright



3. Blended True Colors
Stays
Bright



The "Dutch Boy"
Is Stepping Out with his
**New Blended
Paint**

In Colors or White...
It's Blended Just Right...
To Keep Your Home Bright

The "Dutch Boy" takes a step in the bright direction... with "Blended" Paint. In colors and white, it's blended of exactly the right ingredients to put a coat of lasting beauty on your home.

Blended to Prove it Beauty 3 Ways The new "Dutch Boy" Paint is blended for three purposes. Ex-actly blended for a special job. 1 - Blended White more white. 2 - Blended Tint stays right. 3 - Blended True Colors stays bright.

Stands today to ask us about the new "Dutch Boy" Blended Paint.

DEALER'S NAME
AND ADDRESS HERE



My New "Dutch Boy"
**Blended
Paint**

Here's a home for the best looking home... the new "Dutch Boy" Blended Paint. It's so exactly new that... in colors or white.

It's Blended by the "Dutch Boy" method... blended to keep your home looking lovely.

In Colors or White, Blended Paint Stays Bright... Not one, but three types of service are needed from house paint. Blending gives you three different kinds of paint, each compounded to do its own job better. 1 - White, that stays white. 2 - Tint, that stays true. 3 - True Colors, that stay shiny and bright. So, if your home is looking run-down - get Dr. "Dutch Boy's" blended paint principles from us - and apply externally.

DEALER'S NAME
AND ADDRESS HERE



It's BLENDED as Carefully
as a Doctor's Prescription...

My New "Dutch Boy"
Blended Paint



Here's a tonic for tired-looking homes... the new "Dutch Boy" Blended Paint.

It's an entirely new line... in colors or white. It's blended by the "Dutch Boy's" matchless hand to keep your home looking lovely.

In Colors or White, Blended Paint Stays Bright

Not one, but three types of service are needed from house paint. Blending gives you three different kinds of paint, each compounded to do its own job better. 1 - White, that stays white. 2 - Tint, that stays true. 3 - True Colors, that stay shiny and bright. So, if your home is looking run-down - get Dr. "Dutch Boy's" blended paint principles from us - and apply externally.

DEALER'S NAME
AND ADDRESS HERE

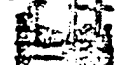
1. Blended White
Stays
White



2. Blended Tint
Stays
Bright



3. Blended True Colors
Stays
Bright



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NLI 114218

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COOPERATIVE



It's New... It's Blended.
It's the New Dutch Boy
BLENDED PAINT!

In Colors or White
It's Blended Just Right
To Stay Beauty-Bright

Here's the "Dutch Boy's" new "BLENDED" PAINT. It's an entirely new kind of "Dutch Boy" House Paint. In colors or white it's blended just right to stay beauty-bright. Blended of exactly the right ingredients to put a smile of sparkling beauty on the face of your home and keep it there.

3 Different Blends for 3 Different Jobs

Why is the new "Dutch Boy" Paint blended? Because three different types of service are required of house paint. And blending gives you three different types of paint, specially designed for maximum beauty life in each: 1—White, blended to stay white. 2—Tints, blended to stay right. 3—Trim colors, blended to stay bright. Try "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE

1. Blended White
Stays White
2. Blended Tints
Stay Right
3. Blended Trim
Colors Stay Bright



It's New... It's Blended
It's the New "Dutch Boy"
BLENDED PAINT!

In Colors or White...
It's Blended Just Right...
To Stay Beauty-Bright

Here's the "Dutch Boy's" new "BLENDED" PAINT. It's an entirely new kind of "Dutch Boy" House Paint. In colors or white it's blended just right to stay beauty-bright. Blended of exactly the right ingredients to put a smile of sparkling beauty on the face of your home and keep it there.

3 Different Blends for 3 Different Jobs... These different types of service are required of house paint. And blending gives you three different types of paint, specially designed for maximum beauty life in each: 1—White, blended to stay white. 2—Tints, blended to stay right. 3—Trim colors, blended to stay bright. Try "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE



...Now meet my New
**"DUTCH BOY"
BLENDED PAINT**

It's new all in many good things... blending just right to stay beauty-bright. Blended of exactly the right ingredients to put a smile of sparkling beauty on the face of your home and keep it there.

3 Different Blends for 3 Different Jobs... These different types of service are required of house paint. And blending gives you three different types of paint, specially designed for maximum beauty life in each: 1—White, blended to stay white. 2—Tints, blended to stay right. 3—Trim colors, blended to stay bright. Try "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE

00056

NLI 114219

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RATIVE

NEWSPAPER ADS

Now... It's Blended
New Dutch Boy
**BLENDED
PAINT!**

White
Just Right
Very Bright

- 1. Blended White
Stays
White
- 2. Blended Tints
Stay
Bright
- 3. Blended Tints
Colors
Stay
Bright



**It's New... It's Blended
It's the New "Dutch Boy"
BLENDED PAINT!**

In Colors or White...
It's Blended Just Right...
To Stay Beauty-Bright!

Now's the "Dutch Boy" time to "blend" it! Paint in colors or white... it's blended just right to stay beauty-bright! In fact, it's the best of paint there and long it there.

3 Different Blends for 3 Different Jobs... These different types of colors are composed of better paint. And blending gives you three different types of paint, specially designed for maximum beauty-life in each. 1. Dazzling White, blended to stay white. 2. Sparkling Tints, blended to stay bright. 3. Gay Tint Colors, blended to stay bright. Try "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE



**...Now meet my New
"DUTCH BOY"
BLENDED PAINT**

It's true of so many good things... blending brings out the best. And now the "Dutch Boy" brings out "Blended" Paint.

It's a completely new line of "Dutch Boy" House Paint... in colors and white... blended just right to keep your home bright. There's a real reason why the new "Dutch Boy" Paint is blended.

3 Special Blends for 3 Special Purposes Three different types of colors are required of house paint. And blending gives you three different types of paint, specially designed for maximum beauty-life in each. 1. Dazzling White, blended to stay white. 2. Sparkling Tints, blended to stay bright. 3. Gay Tint Colors, blended to stay bright. Let us show you the new "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE



The Trend is to Blend...

You like Blended Tobacco...

You love Blended Tea...

Now meet my New
**"DUTCH BOY"
BLENDED PAINT**

It's true of so many good things... blending brings out the best. And now the "Dutch Boy" brings out "Blended" Paint. It's a completely new line of "Dutch Boy" House Paint... in colors and white... blended just right to keep your home bright. There's a real reason why the new "Dutch Boy" Paint is blended.

3 Special Blends for 3 Special Purposes

Three different types of colors are required of house paint. And blending gives you three different types of paint, specially designed for maximum beauty-life in each. 1. Dazzling White, blended to stay white. 2. Sparkling Tints, blended to stay bright. 3. Gay Tint Colors, blended to stay bright. Let us show you the new "Dutch Boy" Blended Paint today!

DEALER'S NAME
AND ADDRESS HERE

- 1. Dazzling White
Blended to
Stay White
- 2. Sparkling Tints
Blended to
Stay Bright
- 3. Gay Tint Colors
Blended to
Stay Bright

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NLI 114220

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THE LID IS OFF!

It's New... It's Blended
It's the New Dutch Boy Blended Paint!



In Colors or White
 It's Blended Just Right
 To Stay Beauty-Bright

Here's the "Dutch Boy" new "Blended" Paint. It's an entirely new kind of "Dutch Boy" House Paint in colors or white it's blended just right to stay beauty-bright. Blended of exactly the right ingredients to put a coat of sparkling beauty on the face of your home and keep it there.

3 Different Blends for 3 Different Jobs

Why is the new "Dutch Boy" Paint blended? Because three different types of surfaces are required of house paint. And blend us gives you three different types of paint, specially designed for maximum beauty life in each:

- 1-White, blended to stay white.
- 2-Tinted, blended to stay right.
- 3-Tinted colors, blended to stay bright.

Try "Dutch Boy" Blended Paint today!

DEALER'S NAME
 AND ADDRESS HERE

COOPERATIVE NEWSPAPER

The Trend is to Blend...

You like Blended Tobacco...
You love Blended Tea...



Now meet my New "DUTCH BOY" BLENDED PAINT

It's one of the many good things... Blending brings out the best, and now the "Dutch Boy" brings out "Blended" Paint.

Why's everybody now love of "Dutch Boy" Blended Paint... in colors and white... blended just right to keep your home bright.

3 Special Blends for 3 Special Purposes

There's a real reason why the new "Dutch Boy" Paint is blended. Three different types of surfaces are required of house paint. And blend us gives you three different types of paint, specially designed for each:

- 1-White, blended to stay white.
- 2-Tinted, blended to stay right.
- 3-Tinted colors, blended to stay bright.

Let us show you the new "Dutch Boy" Blended Paint today!

DEALER'S NAME
 AND ADDRESS HERE

Come In Your In It



In Colors or White
 It's Blended Just Right
 To Stay Beauty-Bright

DEALER'S NAME
 AND ADDRESS HERE

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NLI 114221

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NLI 114222

COOPERATIVE NEWSPAPER ADS

The Trend is to Blend...

You like Blended Tobacco ...

You love Blended Tea ...

Now meet my New
**"DUTCH BOY"
BLENDED
PAINT**



3 Special Purposes

There's a real surprise in the new "Dutch Boy" Paint to Blend. Three different kinds of colors are blended in every can. And thanks to our new three different kinds of paint, specially selected for each other.

It's a completely new kind of "Dutch Boy" Paint. Perfect in color and texture. It blends just right to save your time and money.

It's Colorful in White
It's Blended Just Right
To Save Money-Bright

DEALER'S NAME
AND ADDRESS HERE

Come in and PREVIEW
Your Home's Color Scheme
in the NEW "DUTCH BOY"

**Blended
Paint**

...with this Handy
Color Selector

3 Special-Purpose Colors

1. White that keeps it white
2. Fresh color that stays bright
3. Pure colors that stay bright



DEALER'S NAME
AND ADDRESS HERE

PREVIEW Your Home's Color Scheme in the New "Dutch Boy" BLENDED PAINT!

3 Special-Purpose Colors

There's a real surprise in the new "Dutch Boy" Paint to Blend. Three different kinds of colors are blended in every can. And thanks to our new three different kinds of paint, specially selected for each other.

DEALER'S NAME
AND ADDRESS HERE

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COOPERATIVE NEWSPAPER ADS

The Trend is to Blend...

You like Blended Tobacco...

You love Blended Tea...

Now meet my New "DUTCH BOY" BLENDED PAINT

It's one of the many good things...
It's completely new line of "Dutch Boy" Blended Paint...
It's blended just right to keep your home bright.

3 Special Blends for 3 Special Purposes

There's a good reason why the new "Dutch Boy" Paint is blended...
These selected types of service...
The price you know for better quality of paint, specially designed for each.

DEALER'S NAME
AND ADDRESS HERE

Come in and PREVIEW Your Home's Color Scheme in the NEW "DUTCH BOY" Blended Paint

...with this Handy Color Selector

3 Special-Purpose Blends

1. White and Blue
2. Pure Red
3. Pure Yellow

To Colors or White It's Blended Just Right To Stay Handy-Bright

DEALER'S NAME
AND ADDRESS HERE

PREVIEW Your Home's Color Scheme in the New "Dutch Boy" BLENDED PAINT!

DEALER'S NAME
AND ADDRESS HERE

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NLI 114223

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COOPERATIVE

NEWSPAPER

Great News for Your Living Room
The New "Dutch Boy" Paint is BLENDED



It is a revolutionary new paint that has been blended just right to give you sparkling bright colors that will last for years and years.

3 Blends for 3-Way Beauty Protection:
1. Sparkling White, blended to stay white.
2. Sparkling Colors, blended to stay bright and true.
3. Sparkling Colors, blended to stay bright and true.

DEALER'S NAME
AND ADDRESS HERE

Sweet Music for Home-Loving Ears
The New "Dutch Boy" Paint is
Blended
In Colors or White
It's Blended Just Right
To Stay Sparkling Bright



3 Blends for
3-Way Beauty Protection

DEALER'S NAME
AND ADDRESS HERE



The Dutch Boy
is Stepping Out
with his
New Blended

Blended to Protect
Beauty 3 Ways...

DEALER'S
AND ADDRESS HERE

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NLI 114224

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CO-OPERATIVE

NEWSPAPER ADS

Music for Home-Loving Ears

"Dutch Boy" Paint is
Blended

In Colors or White
It's Blended Just Right
To Stay Sparkling Bright

DEALER'S NAME
AND ADDRESS HERE

The "Dutch Boy"
is Stepping Out
with his
New Blended Paint

In Colors or White
We Blended Just Right
To Stay Sparkling Bright

Blended to Protect
Beauty 3 Ways ...

1. Single White
2. Colors, Gray Tint 3. Gray Tint Colors

DEALER'S NAME
AND ADDRESS HERE

The "Dutch Boy"
is Stepping Out with his
**NEW BLENDED
PAINT!**

The "Dutch Boy" takes a step in the paint business ... with "Blended" ...

No matter how often it's blended of course the right ingredients to get a coat of lasting beauty on your walls.

Blended to Protect Beauty 3 Ways

The new "Dutch Boy" paint is blended for three purposes. Every blend has a special job. 1. Blended White paint when it's blended to stay bright. 2. Blended Tint Colors stay bright. 3. Blended Gray Colors stay bright. Choose today to get the most the new "Dutch Boy" Blended Paint.

DEALER'S NAME
AND ADDRESS HERE

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NLI 114225

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NLI 114226

My New "Dutch Boy"
BLENDED PAINT

It's BLENDED as Carefully
as a Doctor's Prescription

DEALER'S NAME
AND ADDRESS HERE

My New "Dutch Boy"
Blended
Paint!

R. for Keeping
Always Young,
Lasts Longer

3 Special Blends

1. Light White
and Blue White
2. Cream Color
and Blue White
3. Gray Tone Color
and Blue White

In Colors or White... Blended Paint Stays Bright

DEALER'S NAME
AND ADDRESS HERE

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is less clear than this
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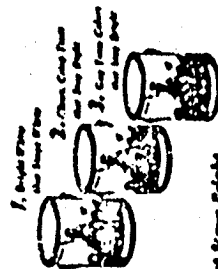
OPERATING

PLEASE be Careful
Do Not's Prescription

My New "Dutch Boy"
Blended
Paint!



3 Special Blends



... Blended From Three Bright

LEER'S NAME

MC ADDRESS MPRT

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PLEASE FILL OUT AND RETURN BOTH FORMS



50-50
Dutch Boy



BLENDED PAINT ADVERTISING

COOPERATIVE NEWSPAPER ADS

(Check one below for each ad to be placed)

7" x 3" Col. AD NO.	7" x 3" Col. AD NO.	7" x 3" Col. AD NO.	7" x 3" Col. AD NO.	7" x 3" Col. AD NO.	7" x 3" Col. AD NO.	7" x 3" Col. AD NO.	7" x 3" Col. AD NO.
831	811	731	621	511	421	311	211
832	812	732	622	512	422	312	212
833	813	733	623	513	423	313	213
834	814	734	624	514	424	314	214
835	815	735	625	515	425	315	215
836	816	736	626	516	426	316	216

COOPERATIVE MAILING FOLDERS

(Indicate quantity of folders desired below name of folder)

	QUANTITY
1. Sweet Home for Home Lining Cars	
2. The Life of US	
3. Dutch Boy is Shipping Out	

REPRINT FOLDERS AS FOLLOWS

COOPERATIVE ADVERTISING AGREEMENT

The undersigned dealer agrees to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but is no more than National Lead Company's obligation to exceed 5 per cent of the dealer's 1947 purchases of Dutch Boy Blended Paint.
2. Accepted credits for this advertising in dealer's newspaper (any of the ads listed above for which no further credit is given) (any of the suggested 1/4 column or 1/2 column spot announcements) and direct mail (any of the three Blended Paint folders listed above).
3. Radio and newspaper advertising should be placed locally by the dealer, paid for by

him and accepted bill, accompanied by two checks in case of newspaper advertising, mailed to National Lead Company for proper refund.

4. The amount out of the direct mail folders to National Lead Company is 1/4 each. This amount will be deducted from the undersigned's advertising allowance as National Lead Company's part of the cost. The dealer's share is the balance of 1/4 each that he pays to mail out the folders.
5. It is understood that no allowance for 1947 advertising will be granted after December 31, 1947.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

NATIONAL LEAD COMPANY

By _____
NAME OF DEALER _____
CITY _____ STATE _____

Dealer's Signature



BLENDED

COOP

7" x 3" Col. AD NO.	7" x 3" Col. AD NO.	7" x 3" Col. AD NO.
831	811	731
832	812	732
833	813	733
834	814	734
835	815	735
836	816	736

COOP

	QUANTITY
1. Sweet Home for H	
2. The Life of US	
3. Dutch Boy is Ship	

COOPER

The undersigned dealer agrees to the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but is no more than National Lead Company's obligation to exceed 5 per cent of the dealer's purchases of Dutch Boy Blended Paint.
2. Accepted credits for this advertising in dealer's newspaper (any of the ads listed above for which no further credit is given) (any of the suggested 1/4 column or 1/2 column spot announcements) and direct mail (any of the three Blended Paint folders listed above).
3. Radio and newspaper advertising should be placed locally by the dealer, paid for by

NATIONAL LEAD COMPANY

By _____
NAME OF DEALER _____
CITY _____ STATE _____

Dealer's Signature

00056

NLI 114228

50-50 Dutch Boy PAINT ADVERTISING COOPERATIVE NEWSPAPER ADS



1st Col.	2nd Col.	3rd Col.	4th Col.	5th Col.
AD NO.	AD NO.	AD NO.	AD NO.	AD NO.
621	611	521	211	111
622	612	522	212	112
623	613	523	213	113
624	614	524	214	114
625	615	525	215	115
626	616	526	216	116

IVE MAILING FOLDERS

	QUANTITY
ving Envs	

FOLDERS AS FOLLOWS

ADVERTISING AGREEMENT

I, the undersigned dealer, agree to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but no more than 50 per cent of the dealer's obligation to covered 2 per cent of the dealer's 1942 purchases of Dutch Boy Blended Paint.
2. Accepted media for this advertising is chosen by the dealer from the list of the National Lead Company's advertising allowance as National Lead Company's half of the cost. The dealer's share is the postage of 1942 each that he pays to mail out the folders.
3. It is understood that no allowance for 1942 advertising will be granted after December 31, 1942.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

Dealer's Signature _____
 BY _____
 SALESMAN _____
 BRANCH _____

50-50 Dutch Boy BLENDED PAINT ADVERTISING COOPERATIVE NEWSPAPER ADS



1st Col.	2nd Col.	3rd Col.	4th Col.	5th Col.	6th Col.	7th Col.	8th Col.
AD NO.	AD NO.	AD NO.	AD NO.	AD NO.	AD NO.	AD NO.	AD NO.
631	611	531	431	331	231	131	111
632	612	532	432	332	232	132	112
633	613	533	433	333	233	133	113
634	614	534	434	334	234	134	114
635	615	535	435	335	235	135	115
636	616	536	436	336	236	136	116

COOPERATIVE MAILING FOLDERS

	QUANTITY
1. Secret Mails for Home Laundry Envs	
2. The Kid's Life	
3. Dutch Boy is Shipping Out	

REPORT FOLDERS AS FOLLOWS

COOPERATIVE ADVERTISING AGREEMENT

The undersigned dealer agrees to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but no more than 50 per cent of the dealer's obligation to covered 2 per cent of the dealer's 1942 purchases of Dutch Boy Blended Paint.
2. Accepted media for this advertising is chosen by the dealer from the list of the National Lead Company's advertising allowance as National Lead Company's half of the cost. The dealer's share is the postage of 1942 each that he pays to mail out the folders.
3. It is understood that no allowance for 1942 advertising will be granted after December 31, 1942.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

NATIONAL LEAD COMPANY _____
 BY _____
 SALESMAN _____
 BRANCH _____

I, the undersigned dealer, agree to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but no more than 50 per cent of the dealer's obligation to covered 2 per cent of the dealer's 1942 purchases of Dutch Boy Blended Paint.
2. Accepted media for this advertising is chosen by the dealer from the list of the National Lead Company's advertising allowance as National Lead Company's half of the cost. The dealer's share is the postage of 1942 each that he pays to mail out the folders.
3. It is understood that no allowance for 1942 advertising will be granted after December 31, 1942.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

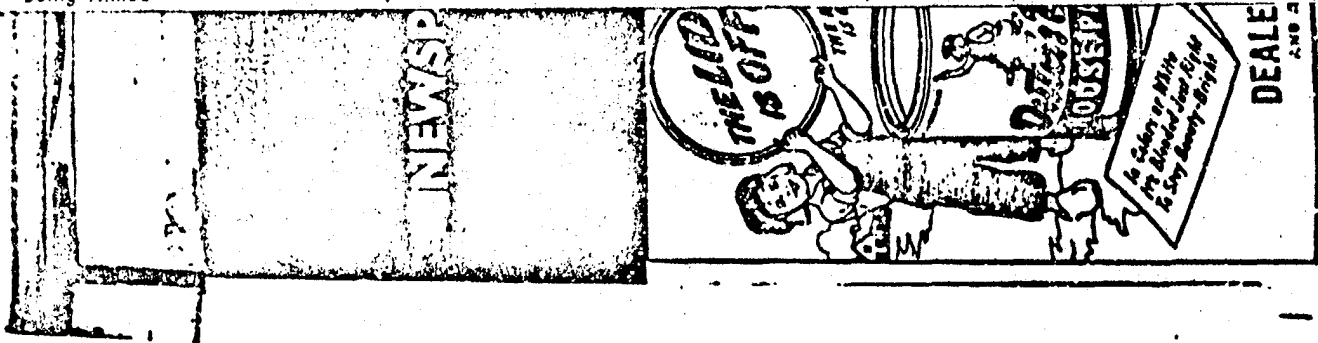
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NEWSPAPER ADS



It's the New "Dutch Boy" BLENDED PAINT

Here's the "Dutch Boy" new "Blended" Paint. In color or white, it's a blended paint that's so good it keeps all working houses on the face of your home and keeps it there.

3 Different Blends for 3 Different Jobs... These select types of colors are prepared at home and blending gives you three different types of paint, specially designed for domestic house use, in each: 1 - White, blended to give white. 2 - Tint, blended to give light. 3 - True color, blended to give bright. Try "Dutch Boy" Blended Paint today.

DEALER'S NAME
AND ADDRESS HERE

THE LID IS OFF!

It's New... It's Blended
It's the New "Dutch Boy"

BLENDED PAINT!

3 Different Blends for 3 Different Jobs

1 Bright White and Deep Yellow

2 Clean Cold Pure and Blue Bright

3 Can True Color and Blue Bright

In Colors or White It's Blended Just Right To Stay Beauty-Bright

DEALER'S NAME
AND ADDRESS HERE

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NLI 114231

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**...NOW MEET MY NEW
"DUTCH BOY"
BLENDED PAINT**

It's the new paint that's been blended for you...
It's a completely new line of "Dutch Boy" House Paint...
It's the new paint that's been blended for you...

3 Special Blends for 3 Special Purposes
Three different types of colors are blended for you...
1. Blending White...
2. Blending Yellow...
3. Blending Red...

DEALER'S NAME
AND ADDRESS HERE

**COOPERATIVE
NEWSPAPER
ADS**

The Trend is to Blend...
You like Blended Tobacco... You love Blended Tea... Blended!

Now meet my New Dutch Boy Blended Paint!

3 Special Blends for 3 Special Purposes

1. Blending White Blended to Stay Bright
2. Blending Yellow Blended to Stay Bright
3. Blending Red Blended to Stay Bright

DEALER'S NAME
AND ADDRESS HERE



DEALER'S NAME
AND ADDRESS HERE

The Dutch Boy is Stepping Out with his New Blended Paint!

DEALER'S NAME
AND ADDRESS HERE

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COOPERATIVE NEWSPAPER ADS

The Trend is to Blend...

You like Blended Tobacco...
You love Blended Tea...
Now meet my New Dutch Boy Blended Paint!

3 Special Blends for 3 Special Purposes

1. Blending White Blended to Stay White
2. Blending Pure Blended to Stay Bright
3. Give Your Colors Blended to Stay Bright

In Colors or White It's Blended Just Right To Stay Bravely Bright

DEALER'S NAME
AND ADDRESS HERE

720

Come in and PREVIEW
Your Home's Color Scheme
in the NEW DUTCH BOY

Blended Paint

...with this Ready Color Selector

In Colors or White It's Blended Just Right To Stay Bravely Bright

DEALER'S NAME
AND ADDRESS HERE

521

The Dutch Boy is Stepping Out with his

New Blended Paint

In Colors or White It's Blended Just Right To Stay Bravely Bright

DEALER'S NAME
AND ADDRESS HERE

522

Secret Recipe for Home-Loving Love

The New Dutch Boy Paint is **Blended**

In Colors or White It's Blended Just Right To Stay Sparkling Bright

DEALER'S NAME
AND ADDRESS HERE

522

It's BLENDED as Carefully as a Doctor's Prescription

My New Dutch Boy **Blended Paint**

It's the Longest-Lasting Home-Protecting Paint

In Colors or White Blended Paint Stays Bright

DEALER'S NAME
AND ADDRESS HERE

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NLI 114232

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COOPERATIVE NEWSPAPER AD

THE LID IS OFF!
It's New... It's Blended
It's the New Dutch Boy
BLENDED PAINT!

**DEALER'S NAME
AND ADDRESS HERE**

The Trend Is to Blend...
For Me Blended Paint...
You too Blended Paint...
Now meet my
New Dutch Boy
Blended Paint!

**DEALER'S NAME
AND ADDRESS HERE**

COOPERA

DEALER'S NAME AND ADDRESS

DEALER'S NAME AND ADDRESS

CLASSIFIED

**DEALER'S NAME
AND ADDRESS HERE**

**DEALER'S NAME
AND ADDRESS HERE**

**DEALER'S NAME
AND ADDRESS HERE**

**DEALER'S NAME
AND ADDRESS HERE**

**DEALER'S NAME
AND ADDRESS HERE**

**DEALER'S NAME
AND ADDRESS HERE**

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NLI 114233

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COOPERATIVE NEWSPAPER ADS

The Trend Is to Blend...

You like Blended Tint...
You like Blended Tint...

Now meet my New Dutch Boy Blended Paint!

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS HERE

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS

CLASSIFIED PHONE DIRECTORY LISTING

THE NEW DUTCH BOY PAINT

is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS HERE

Another feature available to Dutch Boy House Paint dealers is a listing in his local classified telephone directory, as shown at the left. He pays all the cost, except for the dealer's name, street address, and phone number. This part of the listing he pays for, as is customary. If more than one dealer is listed, each pays for his own name.

We have signed a blanket contract with the Telephone Company for this type of advertising, and one of their representatives will call on each dealer about it.

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS HERE

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS HERE

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS HERE

The New Dutch Boy Paint is Blended

In Colors or White Blended Paint says Bright

DEALER'S NAME AND ADDRESS HERE

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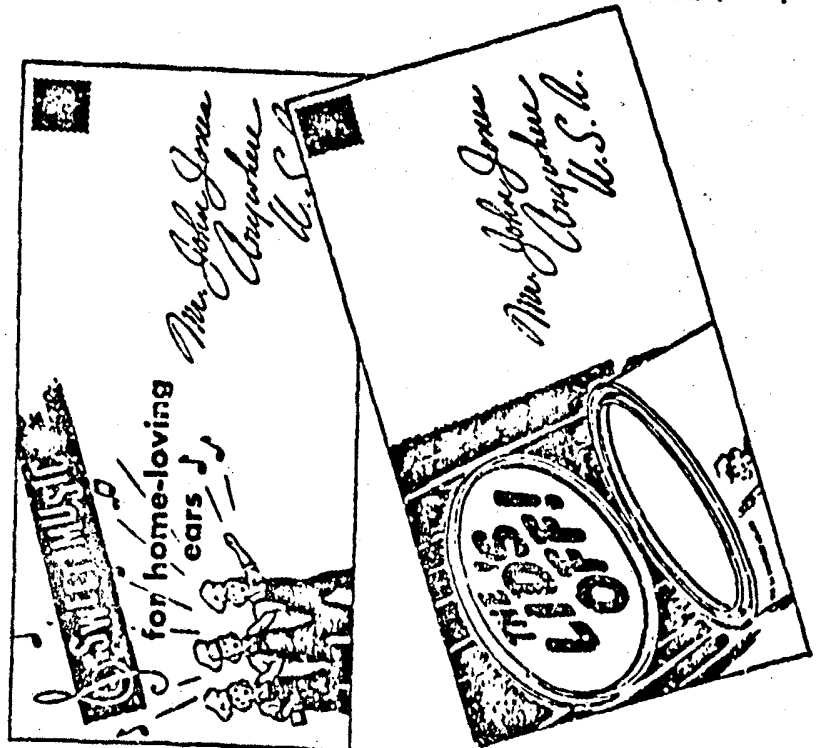
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THE NEW

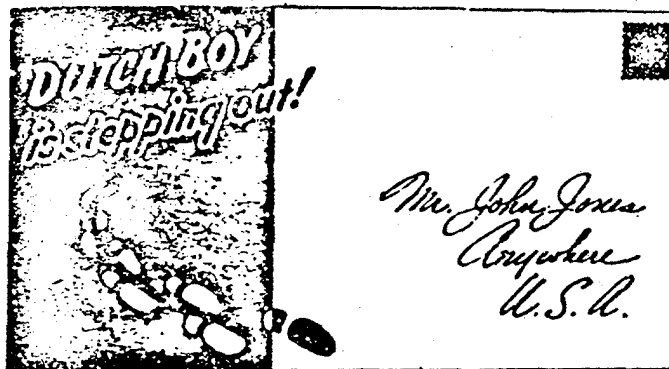
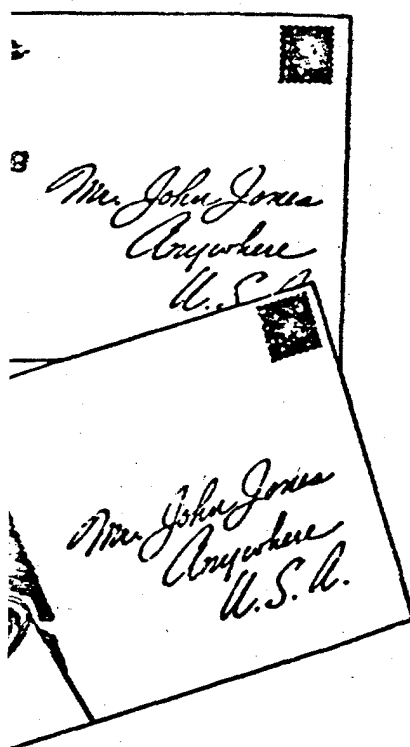
COOPERMAN FOLDERS ON



All of the cooperative new line of blended paints, vertising samples, are offered sales agents on the They are furnished to and stamping. The actual cost. This total will be of the agreement. The dealer when mailing them to his own The minimum quantity to be no minimum limit except to



FOLDERS ON THE NEW BLENDED PAINT



All of the cooperative folders shown above are available to dealers handling the new line of blended paints. These folders, designed to tie in with our national advertising campaign, are attractively printed in two colors, each containing a carefully worded sales message on the new blended house paint.

They are furnished to the dealer with his imprint on the back, ready for addressing and stamping. The actual cost of the folders, which are not stamped, amounts to 1¢ each. This total will be deducted from the dealer's advertising allowance as our half of the agreement. The dealer's share is the 1¢ postage that he pays on each folder when mailing them to his customers.

The minimum quantity that can be ordered is 100 copies of any one folder. There is no maximum limit except the amount of the dealer's allowance.

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NLI 114236

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COOPERATIVE

(ONE MINUTE)

During these days of the housing shortage your home is a priceless possession which must be made to last. It goes without saying that paint — good paint — is your best assurance of complete protection. And the better the paint, the better the protection — so put your trust in Dutch Boy — a proven name in paint. The new Dutch Boy House Paint — available in both white and colors — is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self-cleaning white that is blended to stay white. Truly a whiter white. Second — the colorful tints are blended to remain fresh and true. Third — the gay trim colors are blended to stay glossy and bright. So whether you are one of the lucky ones with a home you love or whether you are just planning the home of your dreams you'll be smart to rely on the protection and beauty of the new Dutch Boy blended house paint. Available at your local Dutch Boy Dealer.

Have you ever given any thought to the people in the United States? Our great country is a BLEND of many nationalities. From every part of the world people have come to put their best into making this nation outstanding. In home paints, too, blend is an important factor — a factor in making an outstanding product. The new Dutch Boy paint is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self-cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to stay fresh and true, even under the most demanding outdoor conditions. Third — the gay trim colors are blended to stay glossy and bright, a feature so necessary in decorative paints. Each blend stands up after it's put on, and stays up after it's put on, so get the newest blended house paint at your local Dutch Boy Dealer.

Somewhere, how many times have you wished for an Aladdin's lamp to help you do the impossible? Many times I'll bet, but no magic lamp is actually needed to accomplish miracles on the outside of your house. All that's really necessary is the new blended Dutch Boy House Paint. This latest addition to the Dutch Boy paint family will serve as the "genie" for your house. Just a few quick brushfuls will be enough to convince you of its magical possibilities. Just watch it hide the old dull, dingy surface quickly and effectively. This new Dutch Boy paint is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self-cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to remain looking fresh and true. Third — the gay trim colors are blended to retain that glossy, bright appearance so necessary for decorative color. All of these Dutch Boy blends stand up in quality and stand out in appearance, so whenever you want to give your home that magic touch, perform the miracle with the new Dutch Boy blended paint. You can buy it at

Have you ever watched a sailboat glide with effortless ease across the surface of a lake? In much the same manner, the new Dutch Boy blended paint glides across the outer surface of your home, giving it that clean, crisp finish of which you can be justifiably proud. Besides improving the appearance of your home, the new Dutch Boy blended house paint provides longer lasting protection against the elements. Many years of experience and research have gone into this new Dutch Boy blended paint — a paint of three special blends for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to remain glossy and bright. Each of these new Dutch Boy blends represents the ultimate in paint formulation. They can be purchased at your local Dutch Boy Dealer.

RADIO

Somewhere! Do you ask yourself two questions any paint. First — is it reliable brand? Second — your home year-after-year? After carefully answers to these two questions that the new bit of Scotch will insist that you second best — Dutch Boy blended. This newest addition to the paint family is blended in three-way lasting beauty. Three special blends is the white — a self-cleaning white — a self-cleaning white. To white. Second — the sparkling tints are blended to remain fresh and after long exposure to the Third — the gay trim colors retain that glossy, bright appearance for decorative of these blends stand up to stand out in appearance, if you plan to paint, stay in blended Dutch Boy. You'll

Each year, when cold around, people feel the need to protect themselves from blasts. They wear this cold war days of spring appear, may until the next winter house needs more than second it needs an "overcoat" just hot summer months as it does cold, frost-bitten days of new Dutch Boy blended paint home this year-round protection it from the elements. July as it does in December this new Dutch Boy blended your home in a cloud of fog that will stay fresh and the life of the paint. This paint is blended for three each blend having a special a blended white that stays blended tints that stay the blended trim that stay the each blend stands up after it's put on the new Dutch Boy blended paint

In today's

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NLI 114237

COOPERATIVE

(ONE MINUTE)

Someowners, how many times have you wished for an Aladdin's lamp to help you do the impossible? Many times I'll bet, but no magic lamp is actually needed to accomplish miracles on the outside of your house. All that's really necessary is the new blended Dutch Boy House Paint. This latest addition to the Dutch Boy paint family will serve as the "genie" for your house. Just a few quick brushfuls will be enough to convince you of its magical possibilities. Just watch it hide the old dull, dingy surface quickly and effectively. This new Dutch Boy paint is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to remain looking fresh and true. Third — the gay trim colors are blended to retain that glossy, bright appearance so necessary for decorative color. All of these Dutch Boy blends stand up in quality and stand out in appearance, so whenever you want to give your home that magic touch, perform the miracle with the new Dutch Boy blended paint. You can buy it at _____

Have you ever watched a sailboat glide with effortless ease across the surface of a lake? In much the same manner, the new Dutch Boy blended paint glides across the outer surface of your home, giving it that clean, crisp finish of which you can be justifiably proud. Besides improving the appearance of your home, the new Dutch Boy blended house paint provides long-lasting protection against the elements. Many years of experience and research have gone into this new Dutch Boy blended paint — a paint of three special blends for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to remain glossy and bright. Each of these new Dutch Boy blends represent the ultimate in paint formulation. They can be purchased at _____

your local Dutch Boy dealer.

RADIO COMMERCIALS

(ONE MINUTE)

Someowners! Do you always shop wisely, making careful decisions instead of rash purchases? If so, you'll want to ask yourself two questions before buying any paint. First — is it a well-known, reliable brand? Second — will it offer your home year-after-year continued protection? After carefully considering the answers to these two questions, we're sure that the wee bit of Scotch in your blood will insist that you economize with the best — Dutch Boy blended house paint. This newest addition to the Dutch Boy's paint family is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to remain fresh and true, even after long exposure to the elements. Third — the gay trim colors are blended to retain that glossy, bright appearance so necessary for decorative colors. All of these blends stand up in quality and stand out in appearance, so whenever you plan to paint, step in at _____ and get the new blended Dutch Boy. You'll find it pays.

Each year, when cold weather rolls around, people feel the need of an overcoat to protect themselves from chilly seasonal blasts. They wear this coat until the warm days of spring appear, when it's put away until the next winter. However, your house needs more than seasonal protection. It needs an "overcoat" just as much in the hot summer months as it does during the cold, frost-bitten days of winter. The new Dutch Boy blended paint will give your home this year-round protection — still save it from the elements just as well in July as it does in December. In addition, this new Dutch Boy blended paint will wrap your home in a cloak of beauty — beauty that will stay fresh and true for the entire life of the paint. This newest Dutch Boy paint is blended for three purposes with each blend having a special job. First — a blended white that stays white. Second — blended tints that stay bright. Third — blended trim colors that stay bright and true. Each blend stands up when it goes on, and stands up after it's put on. You can get the new Dutch Boy blended paint at _____

so today!

That makes America great? Is it her high industrial empire, developed by such men as Henry Ford and Andrew Carnegie? Is it the extensive farm and cattle lands of our mid and southwest? — or the vast transportation system which stretches across our land? — or is it the timber, oil, coal and other natural resources which we possess? Economists say that none of these alone is the answer to America's greatness. They say the real reason is a combination — a blend of all these things. It is "blend", too, that distinguishes the new Dutch Boy House Paint — a blend of carefully selected paint pigments that are the best available to the paint industry. This newest Dutch Boy creation has been blended by the skillful hands of craftsmen with many years of experience in keeping American homes young and beautiful. The new Dutch Boy House Paint is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to stay fresh and true, even under demanding weather conditions. Third — the gay trim colors are blended to stay glossy and bright — a feature so necessary in decorative painting. Step in at _____ and get a can of the new Dutch Boy House Paint, the blended paint!

Someowners! Here's a chance for you to attend a preview. Not exactly the Hollywood type, but one in which you should have a much more personal interest. For this preview, just go to _____ St. Here you can see, with the help of the Dutch Boy Color Selector, just how your home will look in a new, attractive color scheme. This new Dutch Boy Selector will show you ultra smart combinations of brilliant white, lovely tints and bright trim and trim colors. And all of these colors are available in the new Dutch Boy House Paint — a paint blended three ways for three-way lasting beauty. First of the three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the colorful tints are blended to stay fresh and true. Third — the gay trim colors are blended to stay glossy and bright. Therefore, no matter what color combination you select, you're sure to be right with the new blended Dutch Boy House Paint. Step in and let the Dutch Boy Selector stand help you with color vision. The address stands at _____

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COOPERATIVE RADIO COMMERCIALS

(ONE MINUTE)

What does home ownership mean? To some it's merely a roof over their heads. Most people, however, have a "pride of ownership" concerning their house which means not only possessing that house, but keeping it bright and shining. If you are this type of homeowner, pick the new Dutch Boy **blended** paint to help make your house a home — to keep it looking like your pride and joy. This new Dutch Boy paint not only provides your home with a coat of protective armor, but also wraps it in a cloak of sparkling beauty that will last and last. More than 30 years of weather-testing all types of house paint stand back of this new Dutch Boy House Paint — a paint that is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white that is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to retain their glossy, bright look. If you have real "pride of ownership" in your home, give it a lift with the new Dutch Boy blended house paint — paint made by a manufacturer whose name has stood for the best in paint products for many years. Get a can of the newest in blended paints at

your local Dutch Boy dealer.

Folks, that is there about your favorite tobacco, tea or coffee that you especially enjoy. Nine out of ten users will say it's the blend that keeps them loyal to a particular brand. And now, homeowners can have blended house paint — in a brand that has earned their loyalty. The Dutch Boy, long a producer of superior paint products, now takes another step forward with his new **blended** paint. This entirely new line of house paint, in colors and white, is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to stay glossy and bright. Remember, in paint, as in tobacco, the blend is the blend. Now is the time to give your home a new shiny overcoat that will beautify and protect it at the same time. Get the new Dutch Boy **blended** paint at your local Dutch Boy dealer.

Have you ever watched a group of runners in a long distance race? Even the uninitiated can distinguish a champion from an also ran after a short time. The also ran may start the race at a good fast pace, but he always fades out of the picture long before the finish line is reached. When it comes to house paint you can pick a champion, too. Dutch Boy — a name that has stood for the best in house paint for many years — will be in there "plunging along" when inferior brands have faded from the surface of your home. Dutch Boy's newest product, the new blended house paint, has been created by the same skillful hands that have made the name "Dutch Boy" a recognized leader in the painting industry for many years. This Dutch Boy paint is blended three ways for three-way lasting beauty — each blend having a specific job to do. First — the self-cleaning white is blended to stay white. Second — the tints are blended to stay fresh and true. Third — the trim are blended to stay glossy and bright. Each blend stands up when it goes on, stands up after it's put on. You can count on Dutch Boy's newest champion — the three-way blended house paint — to hold its gloss when inferior paints have faded away. Get some at your local Dutch Boy dealer.

Homeowner! Are you planning to paint your home? Then don't fail to seriously consider the answers to two important questions before buying any paint. First — what is the reputation of the maker? Second — can I depend on it to give long lasting beauty to my home? Careful investigation will tell you that the new Dutch Boy House Paint is your best answer to both questions. Blended three ways for three-way lasting beauty, the new Dutch Boy paint is designed to do a better job on your home. First — the dazzling white is blended to give you a self-cleaning white that stays white. Truly a whiter white. Second — the colorful tints are blended to stay fresh and true, even after long exposure to the elements. Third — the gay trim colors are blended to stay glossy and bright, an appearance so necessary for decorative colors. Each blend is Dutch Boy's best, so to save money in the future, use first quality Dutch Boy blended paint now. You can get it at your local Dutch Boy dealer.

COOPERATIVE

Do you plan to paint your home? Then never fail to ask yourself questions before buying the paint. First — what's the reputation of the maker? Second — can I depend on it to give long lasting beauty to my home? You'll find the new Dutch Boy House Paint is your best answer to both questions. This newest addition to the Dutch Boy family carries high stamp of Dutch Boy quality — it is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trim stay bright. Get it at your local Dutch Boy dealer.

During these days of the shortage, your home is a prime possession which must last. Without saying that good paint is your best assurance of complete protection, and the better the protection, the better the protection. If you put your trust in Dutch Boy's new blended house paint, you add to the Dutch Boy family the new house paint — it is blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the tints are blended to stay fresh and true. Third — the gay trim colors are blended to remain glossy and bright. Make your home last the longest in blended paints — available at your local Dutch Boy dealer.

Some homeowners are content merely have a roof over their heads. Most, however, have a "pride of ownership" which demands that they keep their home bright and shiny. If you are this latter type of owner, the new Dutch Boy blended house paint will help you keep your home as bright as your pride and joy. This addition to the Dutch Boy family is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Second — the tints remain fresh. Third — the gay trim stay bright. So, for shining real "pride of ownership" use the new blended Dutch Boy House Paint — available at your local Dutch Boy dealer.

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NLI 114239

ADIO COMMERCIALS

(ONE MINUTE)

Have you ever watched a group of runners in a long distance race? Even the uninitiated can distinguish a champion from an also ran after a short time. The also ran may start the race at a good fast pace, but he always fades out of the picture long before the finish line is reached. When it comes to house paint you can pick a champion, too. Dutch Boy — a name that has stood for the best in house paint for many years — will be in there "plugging along" when inferior brands have faded from the surface of your home. Dutch Boy's newest product, the new blended house paint, has been created by the same skillful hands that have made the name "Dutch Boy" a recognized leader in the painting industry for many years. This Dutch Boy paint is blended three ways for three-way lasting beauty — each blend having a specific job to do. First — the self-cleaning white is blended to stay white. Second — the tints are blended to stay fresh and true. Third — the tints are blended to stay glossy and bright. Each blend stands up when it goes on, stands up after it's put on. You can count on Dutch Boy's newest champion — the three-way blended house paint — to hold its gloss when inferior paints have faded away. Get home at your local Dutch Boy dealer.

Sometimes! Are you planning to paint your home? Then don't fail to seriously consider the answers to two important questions before buying any paint. First — what is the reputation of the maker? Second — can I depend on it to give long lasting beauty to my home? Careful investigation will tell you that the new Dutch Boy House Paint is your best answer to both questions. Blended three ways for three-way lasting beauty, the new Dutch Boy paint is designed to do a better job on your home. First — the dazzling white is blended to give you a self-cleaning white that stays white. Truly a whiter white. Second — the colorful tints are blended to stay fresh and true, even after long exposure to the elements. Third — the gay trim colors are blended to stay glossy and bright, an appearance so necessary for decorative colors. Each blend is Dutch Boy right, so to save money in the future, use first quality Dutch Boy blended paint now. You can get it at your local Dutch Boy dealer.

COOPERATIVE RADIO COMMERCIALS

(NALS MINUTE)

Do you plan to paint your home? Then never fail to ask yourself two questions before buying the paint. First — what's the reputation of the maker? Second — can I depend on it to give long lasting beauty to my home? You'll find the new Dutch Boy House Paint is your best answer to both questions. This newest addition to the Dutch Boy family merits the high stamp of Dutch Boy quality since it is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trim stay bright. Available at your local Dutch Boy dealer.

During these days of the housing shortage, your home is a priceless possession which must last. It goes without saying that good paint is your best assurance of complete protection, and the better the paint, the better the protection. Therefore, put your trust in Dutch Boy, good paint's other name. The newest addition to the Dutch Boy family — the new house paint — is blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the colorful tints are blended to stay fresh and true. Third — the gay trim colors are blended to remain glossy and bright. Make your home last with the newest in blended paints — available at your local Dutch Boy dealer.

Some homeowners are content to merely have a roof over their heads. Next, however, have a "pride of ownership" which demands that they keep their home bright and shining. If you are this latter type of homeowner, the new Dutch Boy House Paint will help you keep your home looking like your pride and joy. This newest addition to the Dutch Boy family is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trim stay bright. So, for moving real "pride of ownership", use the new blended Dutch Boy House Paint — available at your local Dutch Boy dealer.

Most smokers like a particular brand of tobacco because it's blended just right. And now smart homeowners can have house paint that's blended just right — in a brand that has really earned their loyalty. The Dutch Boy, long a producer of superior paint products, now offers his new house paint — blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh. Third — the gay trim colors are blended to stay bright. Smokers, in paint, as in tobacco, the trend is to blend. Get the new Dutch Boy blended paint at your local Dutch Boy dealer.

What makes America great? Is it her huge industrial empire, the vast transportation system stretching across our land, or is it the great abundance of natural resources we possess? Realists say the real reason for America's greatness is a blend of many things. It is "blended" too, that distinguishes the new Dutch Boy House Paint — a "blend" of the best pigments available to the painting industry. This newest Dutch Boy product is blended three ways for "three-way beauty." First — the dazzling white stays white. Second — the sparkling tints remain fresh. Third — the colorful trim stay bright. Stop in and get a can of this truly great blended paint at your local Dutch Boy dealer.

Have you ever watched runners in a long distance race? It doesn't take long to tell a champion from an also ran. The also ran may start well but soon fades out. When it comes to house paint you can pick a champion, too. Dutch Boy, a name that has stood for the best in paint products for many years, will stick to the job when inferior paints have faded away. And this new Dutch Boy paint is blended, blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints stay fresh. Third — the gay trim colors stay bright. Each blend is a champion, made by Dutch Boy, the champion of champions. Get home at your local Dutch Boy dealer.

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COOPERATIVE RADIO COMMERCIALS

Here's a chance for you to attend a preview. Not exactly the Hollywood type but one in which you have a much more personal interest. Yes, at _____ on _____

St., you can preview the way your house will look in a new color scheme. Here you can use the Dutch Boy Color Selector to show you smart combinations of brilliant white, lovely tints, bright sea and trim colors. And they're all colors available in the new Dutch Boy blended paint — paint blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints stay fresh. Third — the gay trim stays bright. Step in and let the Dutch Boy Color Selector help you with color visuals. The address again is _____

Homeowners, how many times have you wished for an Aladdin's lamp to help you do the impossible? Many times I'll bet, but actually no magic lamp is necessary to accomplish miracles on your house. All you need is the new Dutch Boy House Paint. This newest addition to the Dutch Boy family is blended three ways for three-way lasting beauty. First of these special blends is the dazzling white that is blended to stay white. Second — the sparkling tints are blended to remain fresh and true. Third — the gay trim colors are blended to stay glossy and bright. When you decide to give your house the magic touch, make sure it's done with the new Dutch Boy blended paints — available at _____

In winter when it's cold people wear an overcoat to protect themselves from chilly seasonal blasts. However, your home needs an "overcoat" just as much in the winter as it does during the frost-bitten days of winter. Dutch Boy blended house paint, newest member of the famous Dutch Boy family, will not only give your home this year-round protection but it is blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh. Third — the gay trim colors are blended to stay bright. All three blends are "right" so get the select you want at _____ your

local Dutch Boy dealer.

(HALF MINUTE)

This great country is a BLEND of many nationalities. From every part of the world people come to put their best into making this nation truly great. In the same way, house paint can be truly great when it's blended from the best pigments known to the paint industry — blended with the same painstaking exactness that characterizes the new Dutch Boy House Paint. This newest addition to the Dutch Boy family is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trim stays bright. Each blend stands up when put on, and stands up after it's on. Got some at _____ your local Dutch Boy dealer.

Have you ever watched a sailboat glide effortlessly across a lake? Is such the same manner, the new Dutch Boy blended paint glides across your home — giving it a clean, crisp finish you can be justifiably proud of. This newest addition to the Dutch Boy family is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh and true. Third — the colorful trim colors are blended to stay bright. Each of these new Dutch Boy blends represents the ultimate in paint formulation. Buy them at _____ your local Dutch Boy dealer.

Are you a careful shopper? If so, ask yourself two questions before buying any can of house paint. Is it a reliable brand, and will it offer your home lasting protection from the elements? After considering the answers, your instinct will tell you to commit with the best — Dutch Boy House Paint — a paint that's blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh. Third — the colorful trim colors are blended to stay bright. All blends are "tip-top" Dutch Boy quality, so get this newest in blended paints at _____



AM 101



AM 102

00056

NLI 114241

ADIO COMMERCIALS

HALF MINUTE

This great country is a BLEND of many nationalities. From every part of the world people come to put their best into making this nation truly great. In the same way, house paint can be truly great when it's blended from the best pigments known to the paint industry — blended with the same painstaking exactness that characterizes the new Dutch Boy House Paint. This newest addition to the Dutch Boy family is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trims stay bright. Each blend stands up, when put on, and stands up after it's on. Get some at your local Dutch Boy dealer.

Have you ever watched a mill-best glide effortlessly across a label? In much the same manner, the new Dutch Boy blended paint glides across your home — giving it a clean, crisp finish you can be justifiably proud of. This newest addition to the Dutch Boy family is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh and true. Third — the colorful trim colors are blended to stay bright. Each of these new Dutch Boy blends represents the ultimate in paint formulation. Buy them at your local Dutch Boy dealer.

Are you a careful shopper? If so, ask yourself the questions before buying any can of house paint. Is it a reliable brand, and will it offer your home lasting protection from the elements? After considering the answers, your instinct will tell you to combine with the best — Dutch Boy House Paint — a paint that's blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh. Third — the colorful trims are blended to stay bright. All blends are "tip-top" Dutch Boy quality, so get this newest in blended paints at your local Dutch Boy dealer.

Dutch Boy BLENDED PAINT CUTS

Dutch Boy HOUSE PAINT
Blended to Stay Bright

AM 107



Dutch Boy HOUSE PAINT

Blended to Stay Bright

AM 108



AM 101



AM 102



AM 103



AM 104



AM 105



AM 106

**Dutch Boy
HOUSE PAINT**

AM 109

**Dutch Boy
HOUSE PAINT**

AM 110

**Dutch Boy
HOUSE PAINT**

AM 111

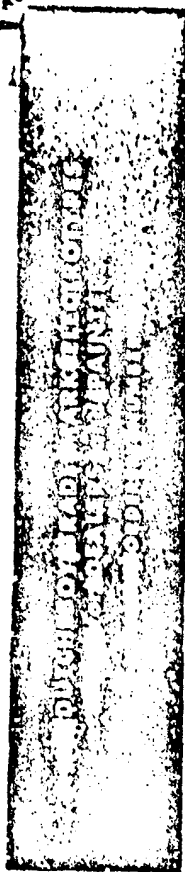
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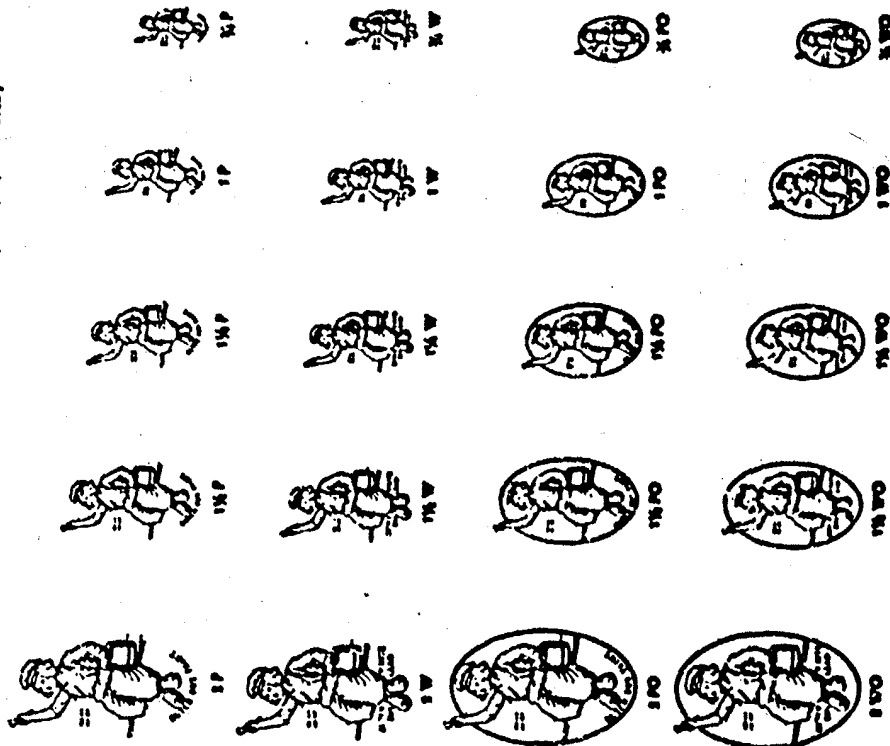
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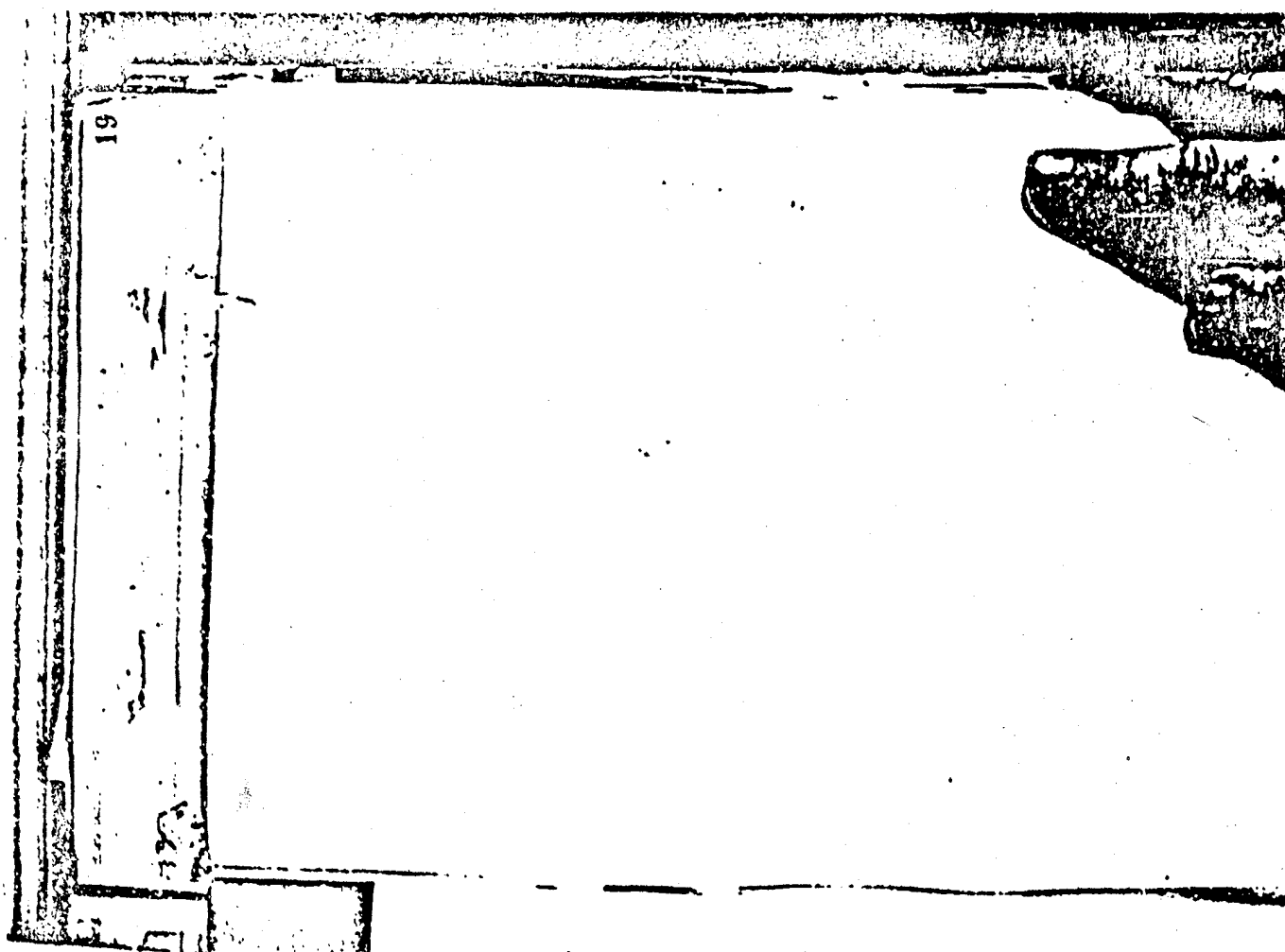


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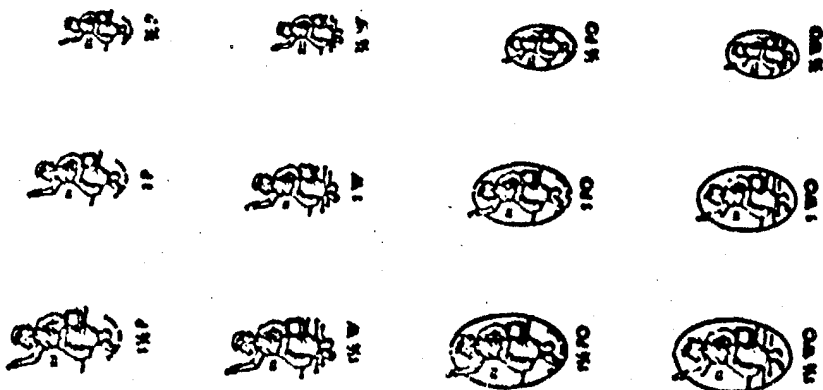


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