

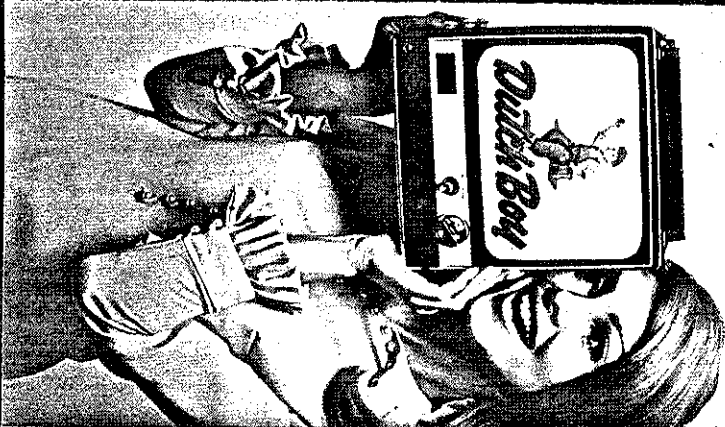
If there's quality
on the inside
there's a Dutch Boy.
on the outside.



NL
NATIONAL LEAD COMPANY
111 BROADWAY
NEW YORK, N.Y. 10005

Introducing Dutch Boy.

TV for 1968



In 1968, Dutch Boy will be advertising on prime-time television with three entertaining and selling commercials. They will be seen during the heavy painting season—mid-April through August—on five popular and highly-rated network TV shows: ABC's Wide World of Sports; the ABC Evening News; CBS Thursday Night Movies; CBS Friday Night Movies; and Garrison's Gorillas on ABC.

In addition to the network TV, extra TV advertising on local stations will be seen in major market areas throughout the country.

To augment this extensive TV advertising campaign, Dutch Boy ads will appear in leading national magazines. Eye-catching, full-color advertisements will be seen in Reader's Digest, Better Homes and Gardens, Popular Mechanics, Mechanix Illustrated, Popular Science and Family Handyman.

All in all, more than 80 per cent of all U.S. households will see or read about Dutch Boy paint and how it can help make their homes a little bit brighter and a little bit nicer.



CBS THURSDAY and FRIDAY NIGHT MOVIES



ABC'S WIDE WORLD OF SPORTS



GARRISON'S GORILLAS



ABC EVENING NEWS

N13850

