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NLI 114647

112

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

NATIONAL LEAD CO.
111 BROADWAY
NEW YORK, N. Y.

IS YOUR
PHONE
RINGING?



MAKE IT EASY
FOR DUTCH BOY CUSTOMERS
TO FIND YOU!

DUTCH BOY PAINT

Blended to Keep Your Home Bright . . . House Paint in White and Colors; Sash & Trim Colors; Porch & Deck Paint; WONSOVER, the new 2-coat Wall Paint.



"WHERE TO BUY IT"

NATIONAL . . . RECH 2-9400

DEALERS

J. RAYNOLDS PAINT SHOP

84 Hanlon St.

3-3948

W. G. BROWN PAINT SHOP

62 George St.

6-6699

Your Name, Address & Telephone No.

JONES PAINT & VARNISH CO.

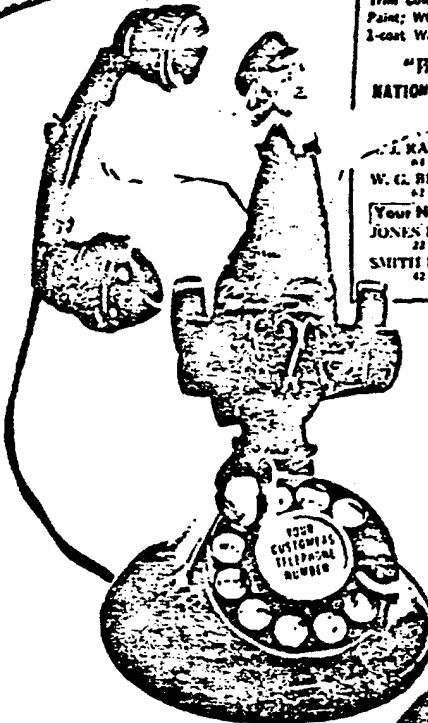
23 Bishop St.

6-2300

SMITH PAINT STORE

42 Main Street

6-8811



YOUR
DUTCHBOY LISTING
IN THE TELEPHONE DIRECTORY
WILL SEND SALES TO YOU!

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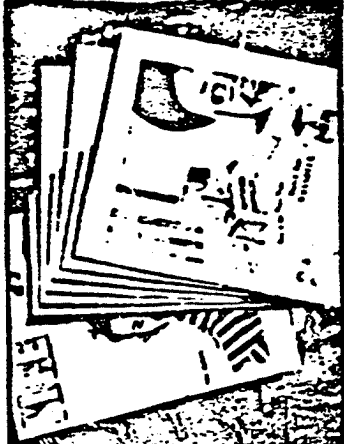
"Dutch Boy" MAGAZINE ADVERTISING CREATES CUSTOMERS!
 EVERY "DUTCH BOY" AD SAYS, "LOOK FOR YOUR 'DUTCH BOY'
 DEALERS NAME IN YOUR CLASSIFIED TELEPHONE DIRECTORY!"

"Dutch Boy" ADVERTISING

IS REACHING OVER

60,000,000 READERS

with full color ad



as an approved listing your name will be in your

phone. It is no longer an extra cost - it's included
 in the price of the ad - it's the only way to get
 "Dutch Boy" readers.

NAME OF BUSINESS _____
 ADDRESS _____
 CITY _____
 STATE _____
 ZIP _____
 PHONE _____
 TELETYPE _____
 TELEFAX _____
 FAX _____
 E-MAIL _____
 NAME OF ADVERTISER _____
 ADDRESS _____
 CITY _____
 STATE _____
 ZIP _____
 PHONE _____
 TELETYPE _____
 TELEFAX _____
 FAX _____
 E-MAIL _____

→ Your telephone number will be included in the ad - it's no extra cost - it's included in the price of the ad - it's the only way to get "Dutch Boy" readers.

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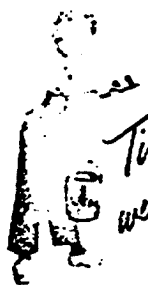
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Time and weather tested!

Surfaces as usual—On boats pumiced by weather, painted in traffic, the sturdy "Dutch Boy" paint gives a new quality, rugged, fast drying finish that can take it.

Over the top—No, here's a porch and a gate on deck and outside, and at that way. Holds its color and stands up to storms, repeated washing.

Over the top—The "Dutch Boy" Finish and wherever you want eye appeal come. On wood, concrete or metal in porches, railings, stairs, steps, wash down, machinery base—every surface will be a life improvement.

It's—You'll be delighted with the way it keeps your painted surfaces, inside and outside, from weathering over time. It's a high class, modern paint and so brilliant.

Colors—in this brand "Dutch Boy"

new product to hold the color like a Dutch Boy Finish and Dutch Boy.



Scrape and wash, it's ready to go



Dutch Boy's there, with the sun and rain



Get over the top, it can't be beat



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NATIONAL LEAD COMPANY



A Few Words, Please

To help you with Modern Merchandising

Did you know that there are several widely circulated trade magazines published every month devoted just to retailer merchandising? That's how far we've come from crossers in barrels.

Here's evidence that real sales and profits are made by merchandising in a modern way. The up-to-date retailer gets his time in attractive, clean containers — displays them — sells them to customers — and keeps up his profits.

He doesn't even consider the old method of packing goods himself, with time-loss and trouble, waste, error, measure, and extra costs.

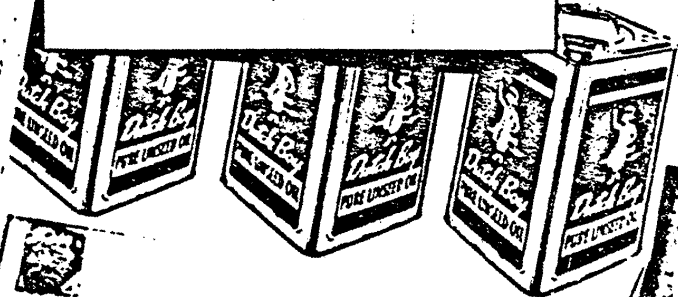
There, in a few paragraphs, you can see why we supply "Eutec" brand oil in cans — so that you can sell it easily — quickly — profitably.

Now, just turn the page for more facts and more facts.

Turns for easier, faster selling

THE **Quik-Sell** NATIONAL LEAD COMPANY

SELL OIL LIKE YOU SELL PAINT — IN CANS!



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Modern Merchandising OF UNSEED OIL MEANS More Money FOR YOU

....SELL **Dutch Boy** UNSEED OIL

ELIMINATE LOSS FROM LEAKAGE, SURPRISING! SILLAGE

SAVE TIME—

BRIGHT CANS ARE SELF-SELLING—

SEALED QUALITY AS WELL AS QUANTITY—



...and remember, when you sell "Dutch Boy" Unseed Oil you're building up your reputation for handling material of consistent high quality. Oil from Dutch Boy's plant, well settled, aged, carefully stored, and clean before it goes in sealed cans. That's "Dutch Boy".

Here are a few more facts. Consider how easily you can keep an order record of your stock in each community. How easily all Dutch Boy risk and losses become cash, how easily and how much. How easily, small size containers make these things into the most successful selling, painting and other work.

YOU MAKE ALL YOU CAN—WHEN YOU SELL IN CANS!

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