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NLI 114165

ALL PAINT should be well mixed before application. Perhaps the best method is to pour all the paint into a larger container. It should then be stirred with a lifting motion until completely uniform. A strong paddle is best for this purpose. It should be remembered, too, that the paint ought to be stirred occasionally while being used.

The surface to be painted should be clean and dry. All loose or scaling paint should be scraped or burned off. If there is blistering, all construction defects that allow moisture to get behind the paint film should be repaired.

It's important, too, that the paint be applied only in good weather — not when it's damp, stormy or when there's a likelihood of a sudden temperature drop to near freezing. Outside painting should not be attempted in the late evening, and no surface should be painted when directly exposed to intense sunlight. The paint should be brushed enough to spread it evenly, allowing about one gallon for 500 square feet with the Primer-Undercoater and 600 square feet for the finish coat.

Sappy streaks or knots should be coated thinly with shellac after the first coat of paint is dry while nail holes and similar defects should be pottled at the same time. In addition, if metal surfaces not usually painted, such as screens and door hardware, are kept varnished, it will avoid the possibility of unsightly staining of the painted surface.

Dutch Boy PAINT in COLORS of



THE PRIMER-UNDERCOATER

This paint is especially designed to be the first coat on both new unpainted wood and old painted surfaces. It seals and holds while producing a smooth, uniform foundation that adheres firmly to the surface. When the Primer-Undercoater is followed by one of the "Dutch Boy" finish coat paints, you have the ideal two-coat system.



THE BRIGHT WHITE

Made from a weather-tested formula, the Bright White holes exceptionally well and produces a dazzling exterior finish that stays white. Its self-cleaning surface continually renews itself — permits the rain to wash away dirt which may collect. This paint is especially designed as a white finish coat, to be applied over "Dutch Boy" Primer-Undercoater, either on new unpainted wood or on old painted surfaces.

Another glance through this booklet will show that its pages are filled with helpful tips and suggestions for those of you about to paint. But frankly, the *best* tip of all is to use a paint of recognized quality — the new "Dutch Boy" *Blended* Paint.

The *proper blend* means just as much to good paint as it does to fine tea, fragrant coffee or aromatic tobacco. "Dutch Boy's" carefully studied formulations give you the proper blend to do the proper job . . . a white that stays white . . . tints that stay beautiful . . . trim colors that stay bright.

Look for this brilliant "Dutch Boy Paint" sign in your town. It marks the store to go to for your supply of the new "Dutch Boy" Blended Paint. It's the place to go, too, for helpful advice on painting, for color combinations and for reasons why your home needs "Dutch Boy" . . . *Good Paint's Other Name.*

Dutch Boy PAINT

WHITE IT'S BLENDED JUST RIGHT

HOUSE PAINT IN COLOR

A colored body paint that not only looks lovely when applied, but retains its brightness as time goes by. This paint is specially formulated to assure stability of color and uniformity of appearance. Comes in cream, ivory, green, buff, tan, colonial yellow and two shades of gray.



SASH AND TRIM COLORS

The very latest developments in color pigments and paint oils combine to make the Sash and Trim Colors remarkably durable. These trim paints are ideal for exterior use on parts of the home railing for strong colors, such as sash, shutters, doors, railings, as well as for decorative metal work, lawn furniture and play equipment, field in white, blue, red, yellow, brown, black and three shades of green.



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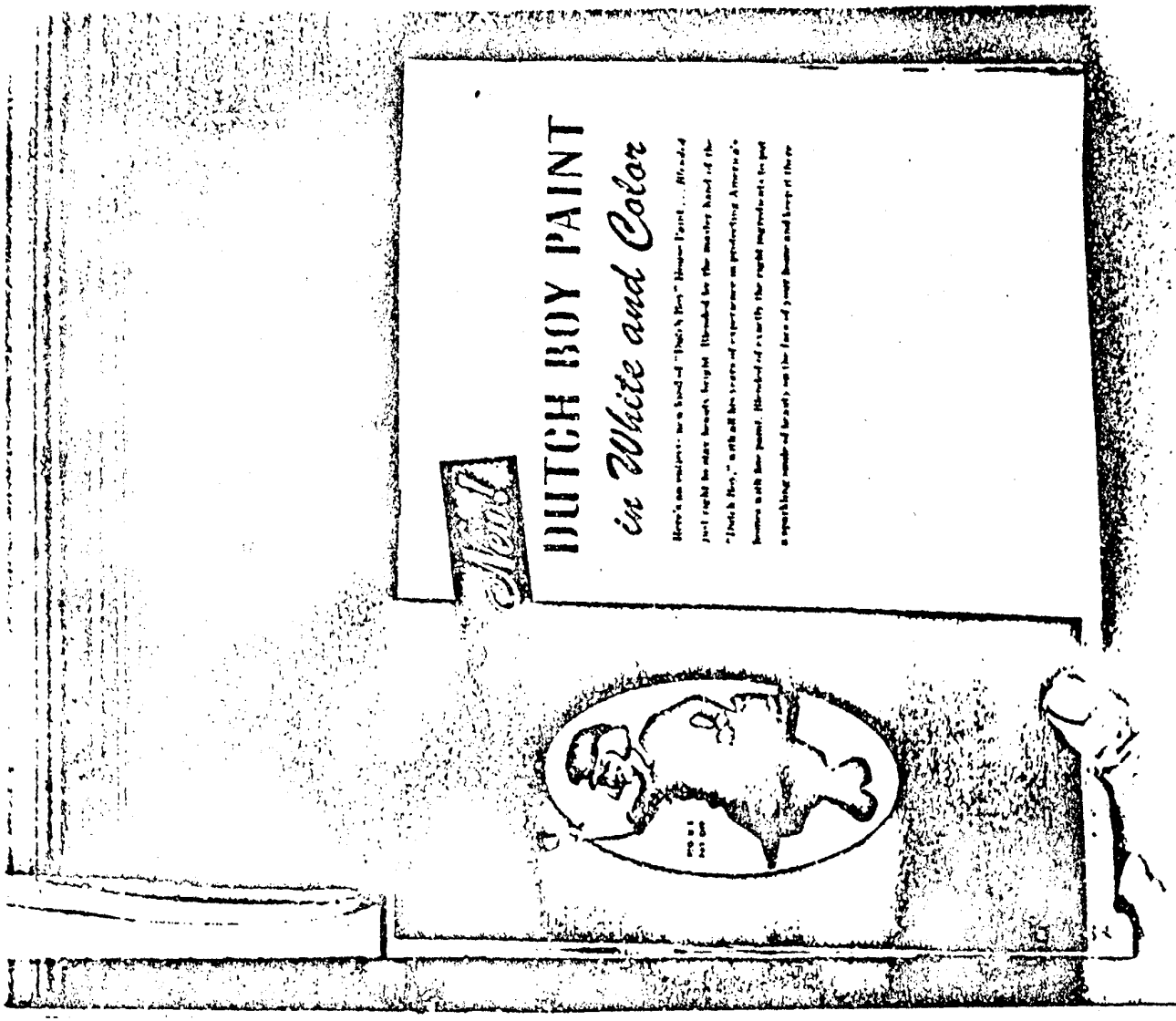

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4

ORDER BLANK for PAINTERS' BUSINESS FORMS

Date _____

To
National Lead Co., Painters' Service Division
111 Broadway, Room 1415
New York 6, N. Y.

Please ship, to the address below, all charges prepaid, the following material:

QUANTITY	ITEM	PRICE	TOTAL
	[illegible]	[illegible]	
	Check List-Contents Pages [illegible]	[illegible] per pad	
	Job Record Envelopes [illegible]	[illegible] per pack	
	Forget Not Borrowing Records [illegible]	[illegible] per pad	
	Rate Time Cards [illegible]	[illegible] per pack	
	Weekly Time Reports [illegible]	[illegible] per pad	
	Employee's Wage Record Cards	[illegible] per card	
	Wage-Tax Cards	[illegible] per card	
	Binder for Job Record Envelopes	[illegible] each	
	Refill for Business Record Cards [illegible]	[illegible] each	
	Business Record Sheets	[illegible] each	
	Monthly Trial Balance Sheets	[illegible] each	
	Statement Sheets	[illegible] each	
	All-purpose Ledger Sheets	[illegible] each	
		Total amount enclosed	$

Remittance in Money Order ( ) Check ( ) or Postage ( )

Note: Above items sold only on a cash-with-order basis.
No C.O.D. No "charge" accounts.
Please do not send currency.
No quantity or trade discounts.

SHIP TO

Name _____

Street Address _____

Town _____ Zone No. _____ State _____

(Please write plainly)

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F-19-4

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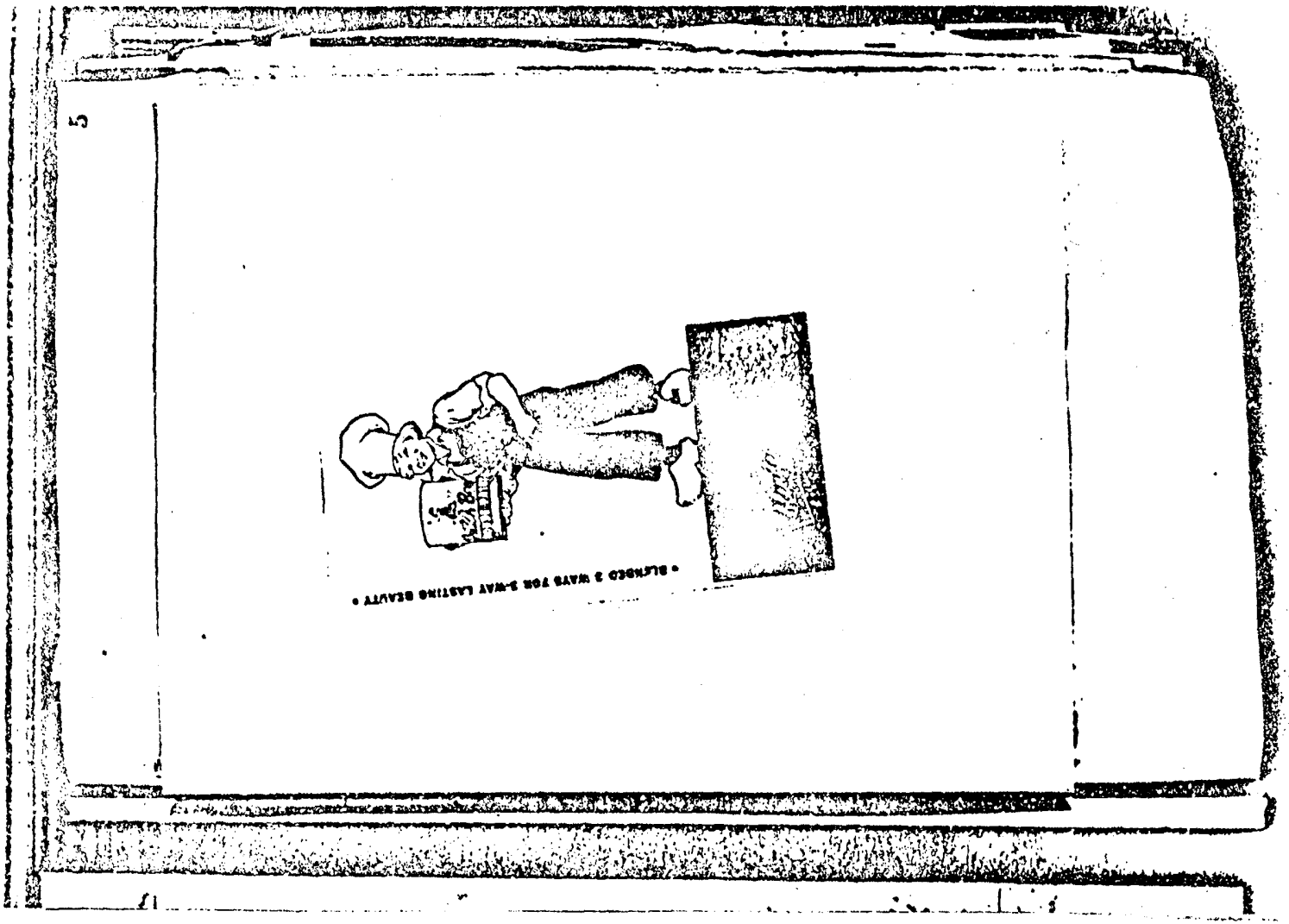

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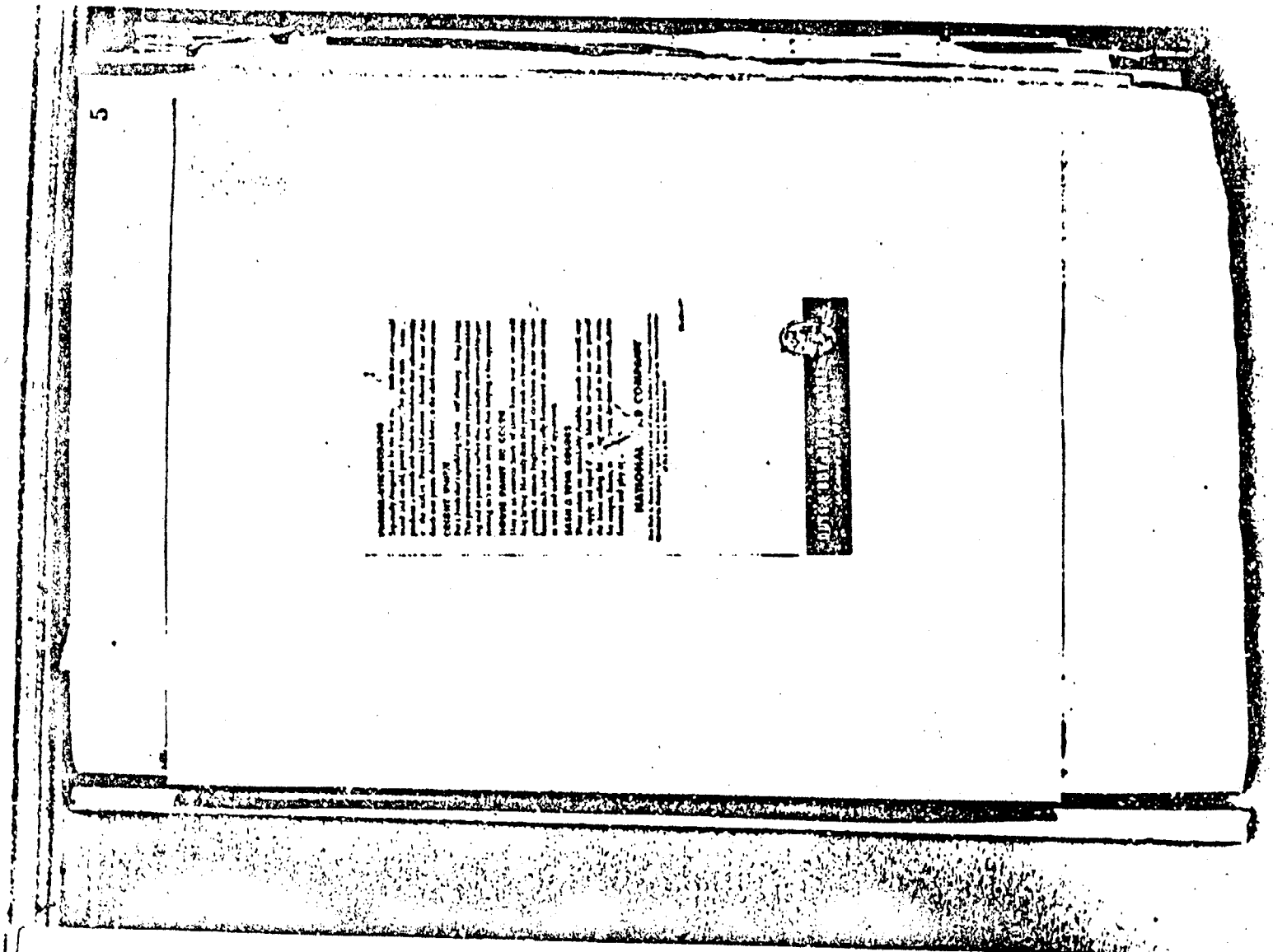

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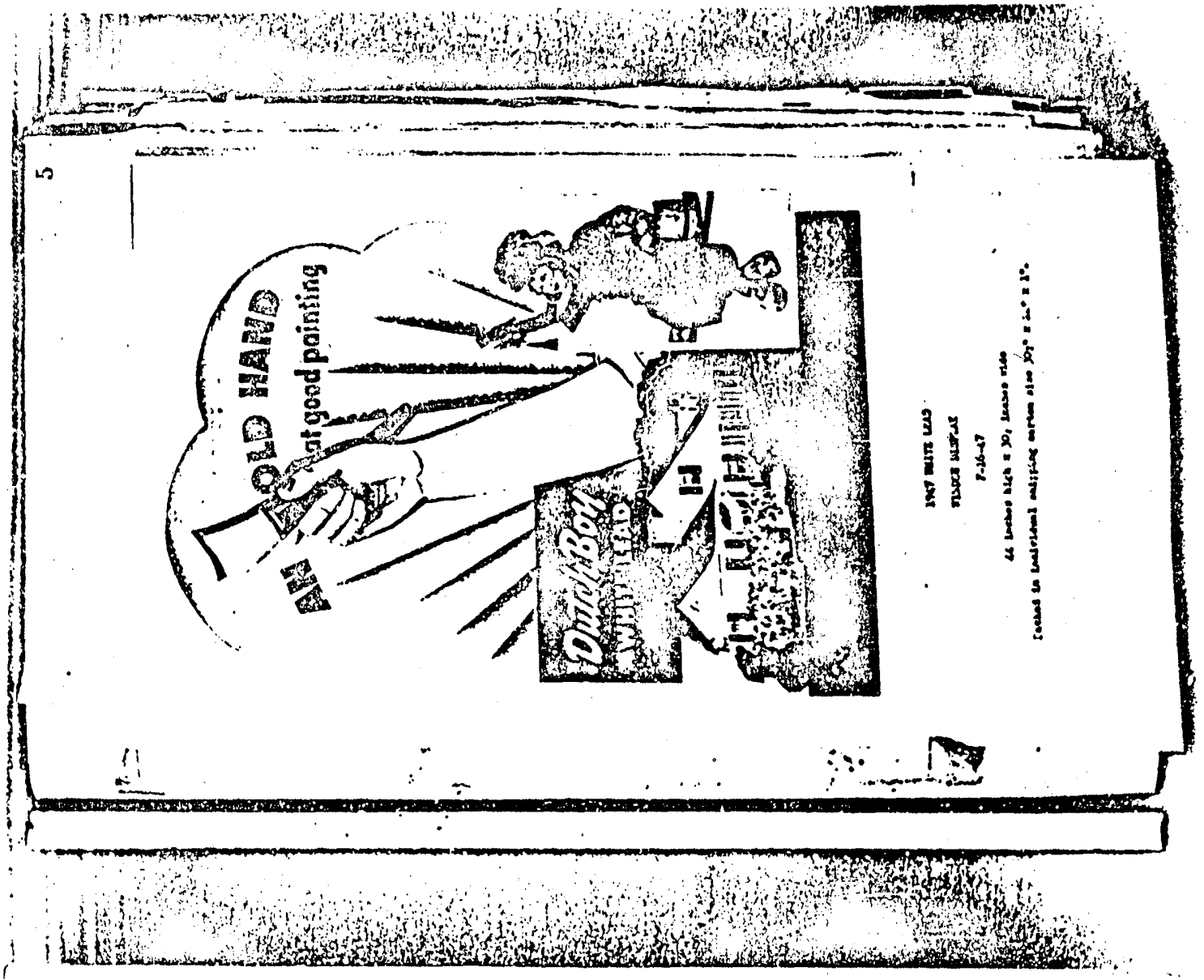

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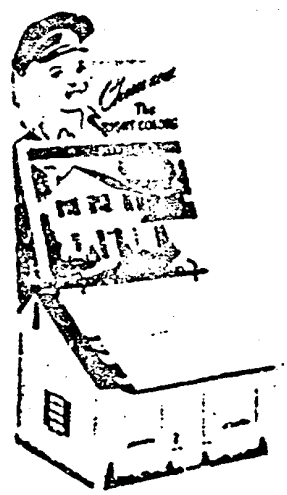
NLI 114173

THE NEW Dutch Boy COLOR SELECTOR



Color Selector opened



Color Selector closed

THE TREND IS TO BLEND

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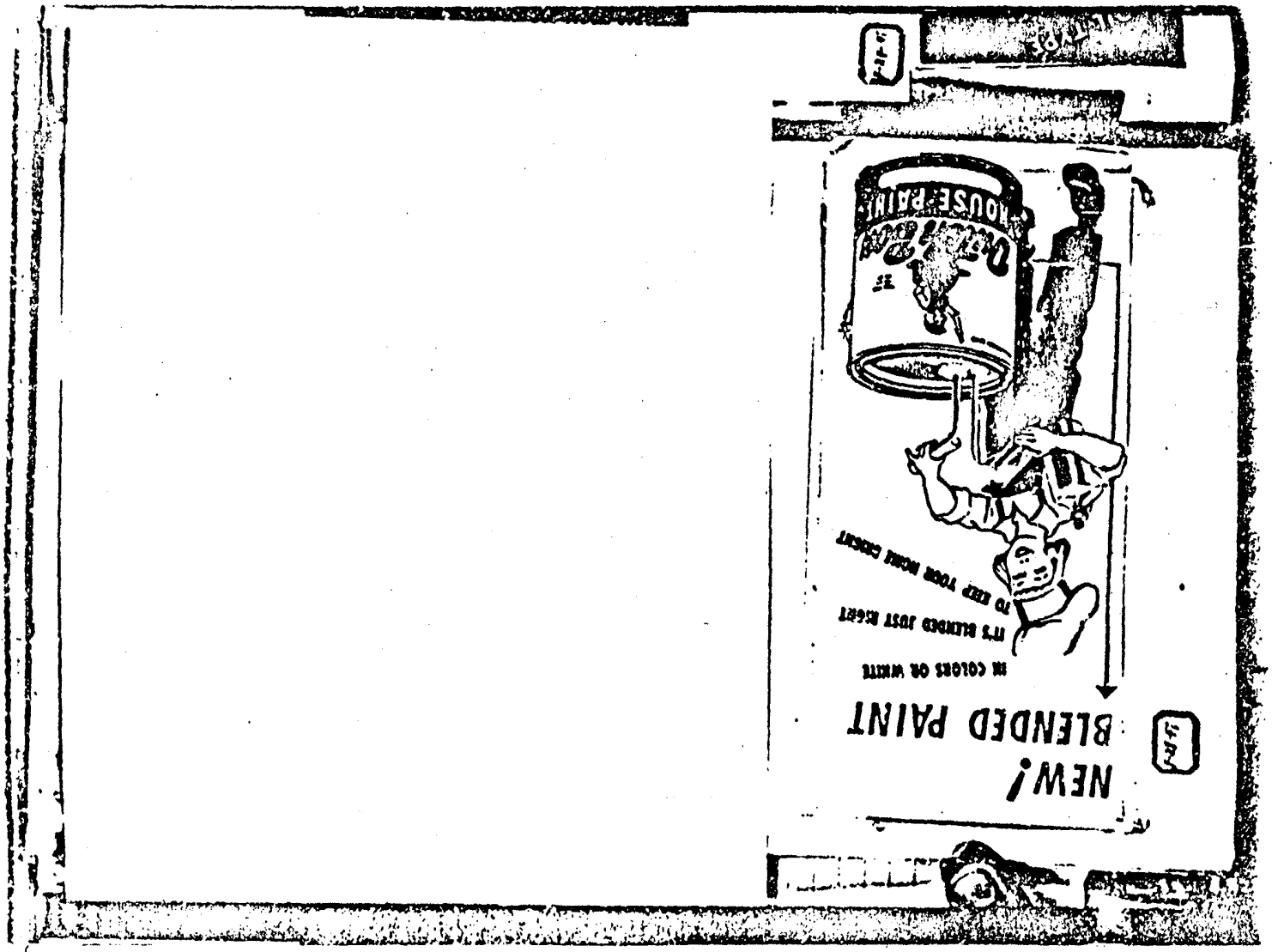
NLI 114174



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NLI 114176

NLI 114177

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1947 WINDOW DISPLAY

DUTCH BOY BLENDED HOUSE PAINT

Four Pieces:

Large Center Piece - size, in use, 45" wide and 45" high

2 Small Side Cards - size, each 16½" wide and 22½" high

"Top-of-Window" Streamer - size, in use, 45" wide and 8" high

These four pieces, plus an "Over-Shelf" display (see separate photo), are packed in corrugated shipping cartons size 45" x 22" x 1", weighing 9 lbs. packed.

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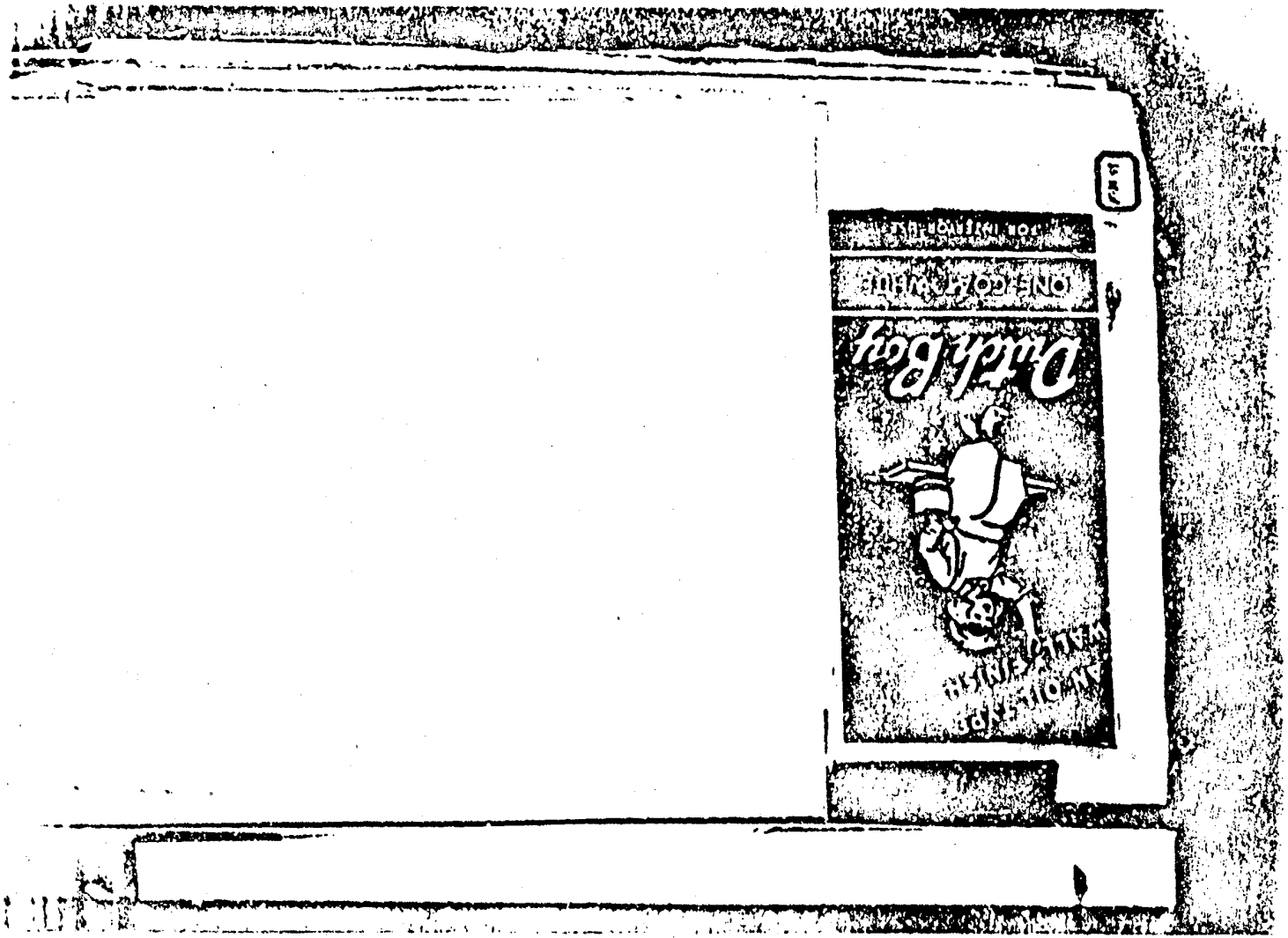

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Dutch Boy

ONE-COAT WHITE

NATIONAL LEAD COMPANY

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8

Branch Report of Advertising Material, Month Ending

Feature and Form Number	Value	Stock Out of Month	Received during Month	Total Stock & Receipts	Shipped during Month	Stock End of Month
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
Patented Mailing Pieces						
Neighborhood Mailing Cards, [illegible]	[illegible]					
Neighborhood Mailing Folders, [illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					
[illegible]	[illegible]					

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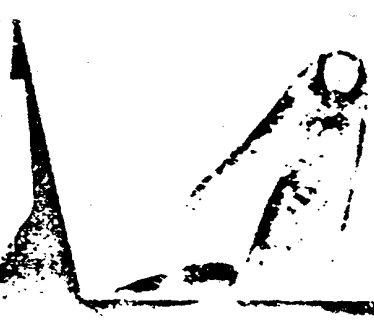
MADE BY THE MAKERS OF DUTCH BOY WHITE LEAD

1947 HOUSE PAINT

TRUCK SIGN

Size 21 inches x 22 inches

(Back of sign has "MYSTIK" tape around edges for quick, easy mounting to truck body or panel.)



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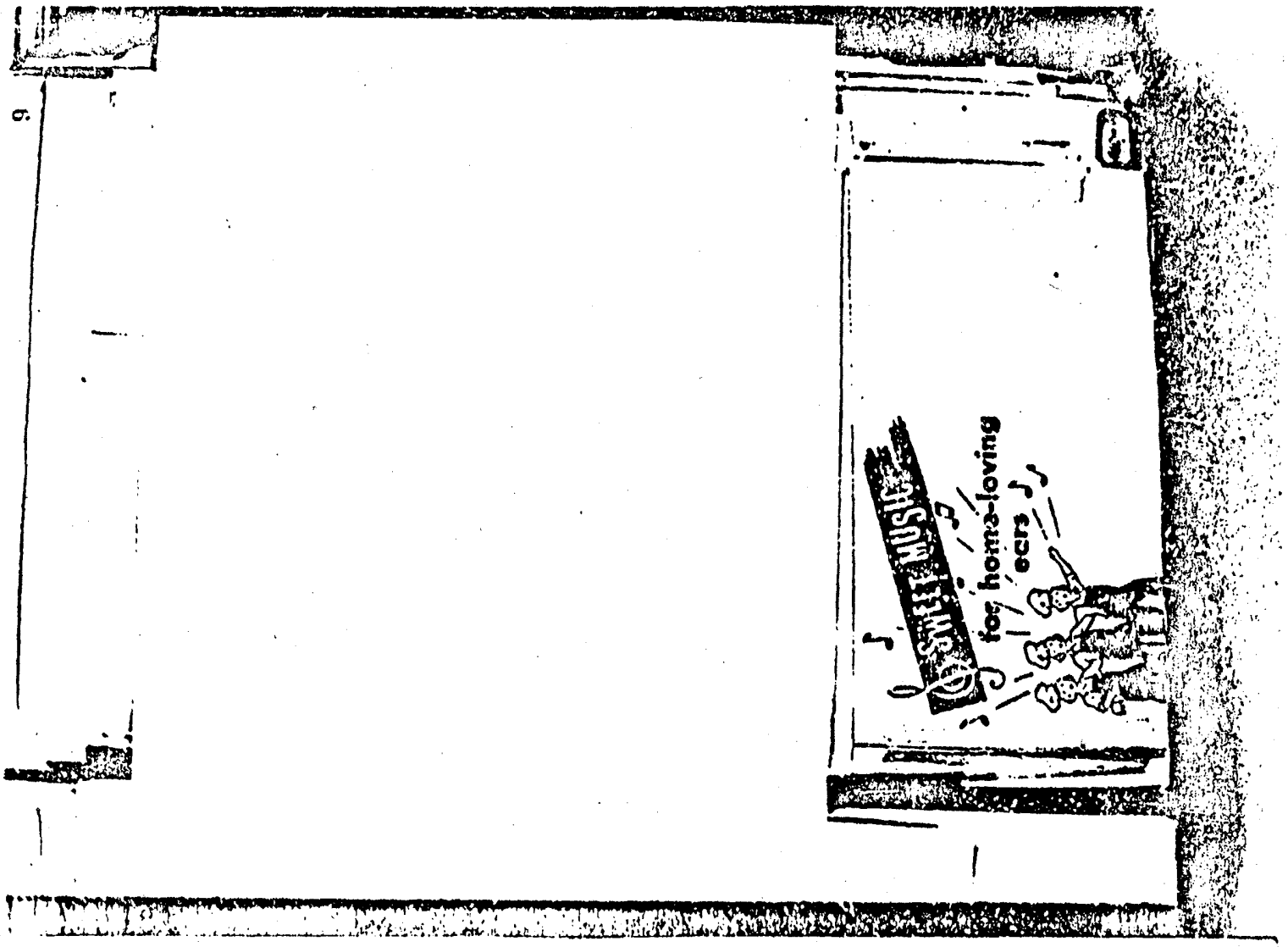
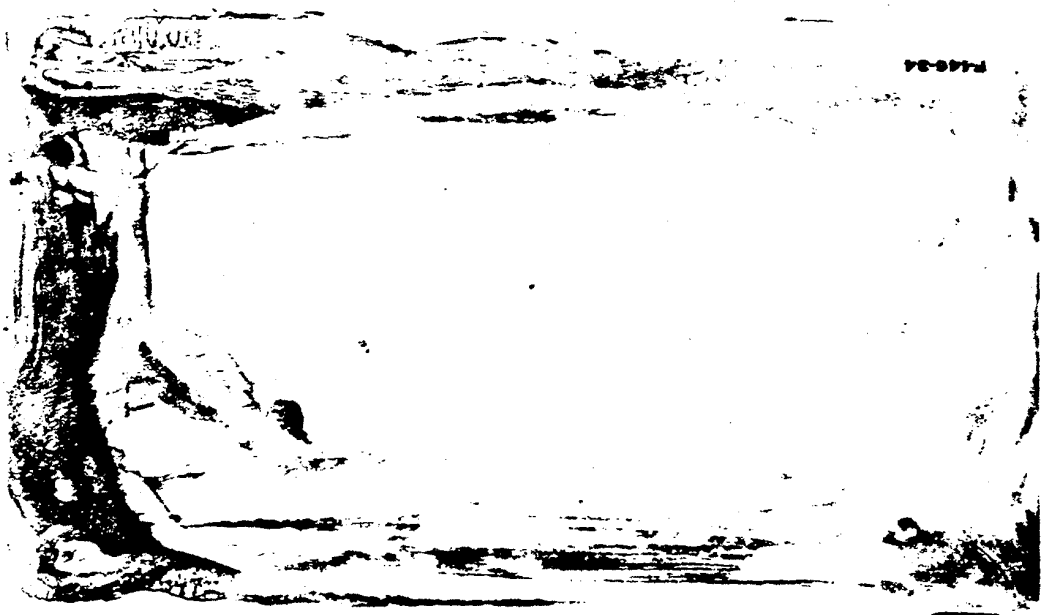


I would like to know—

just what may be needed to put my house in condition. Please look it over with the understanding that this is a FREE inspection in every sense of the word.





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A house worth calling **HOME** *- is worth* **PROTECTING!**

A HOUSE worth calling HOME is worth protecting with paint—that's good sentiment and it is also *good sense*. Perhaps you do not realize how far decay has gone on your house—how here and there moisture is at work eating away at your investment. Why take chances. Why not KNOW just what the "paint condition" of your house is. That's our job—to find out and to tell you the truth.

Use this **FREE** *Inspection Service*

Just by returning the card you can have the services of a *trained* craftsman to look over your house and report its condition. There is no obligation to buy a paint job; no cost for the service. ***Can you afford to pass it up?***



POST CARD

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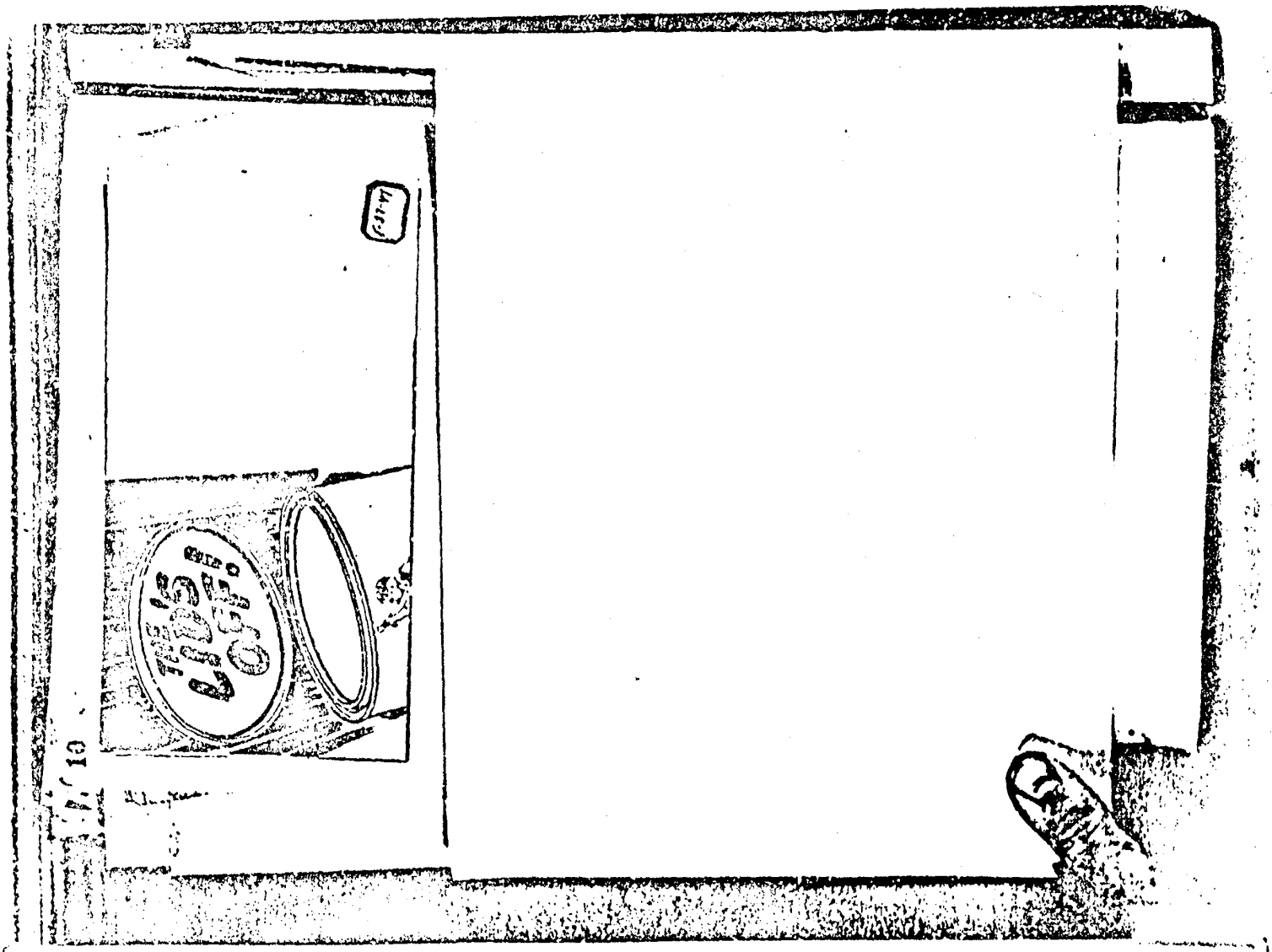

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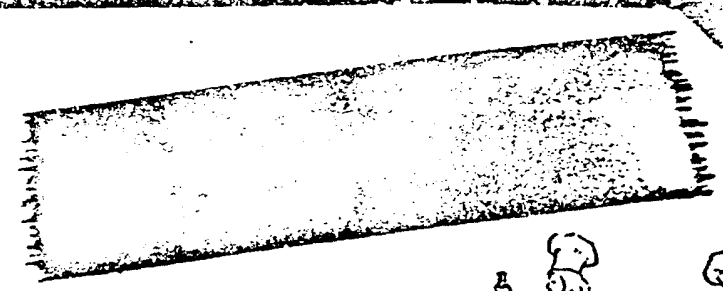


"Dutch Boy" BLENDED Paint

3 Blends for 3-way Beauty Protection

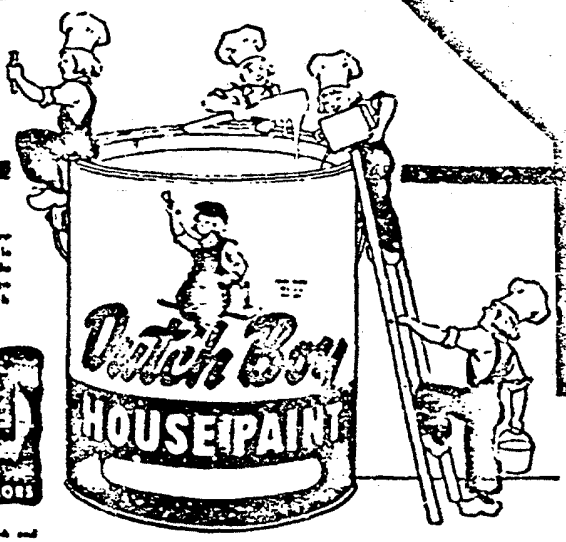
The new "Dutch Boy" Paint is blended three ways to offer the three different types of service required of any good house paint. Each blend is a carefully selected combination of ingredients—specially prepared to do its own job better. Each blend is different, but they are all designed to go on easy and stay on long. Blended to prove that, in colors or white, "Dutch Boy" is Good Paint's Other Name.



"Dutch Boy" Brights. These provide a dazzling choice of brilliant shades. It's a finish that stays color luminous for months—resists weather and fumes—cleans easily. Dutch Boy Brights are made to stay a color true and to stay a color true.

"Dutch Boy" Tints are specially blended to provide those delightful pastel colors that are so popular in fashionable homes. Tints are also blended in true and lasting colors. "Dutch Boy" Tints are all distinguished by their soft and restful beauty. They are specially formulated to stay color true and to stay a color true.

The "Dutch Boy" Dark and Trim Colors are specially blended to provide those handsome deep colors for the painted woodwork, trim and furniture of modern homes. They are also used for painting roofs, barns and other outbuildings. "Dutch Boy" Dark and Trim Colors are specially blended to stay color true and to stay a color true.



A SPECIAL PRIMER, TOO

Primer-sealer is specially blended to form an undercoat of unequalled sealing and hiding properties, underneath old or new paint. It has twice the hiding power of ordinary primers. It is the ideal primer for any of the "Dutch Boy" finish coat paints. It gives an unbeatable foundation for any paint job, either on old wood that's been already been painted, or on new, unpainted wood.

IT'S NEW IT'S Blended IT'S "DUTCH BOY"



MADE BY THE MAKERS OF "DUTCH BOY" WHITE LEAD

DUTCH BOY

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IT'S THE NEW
"Dutch Boy"
Blended
PAINT

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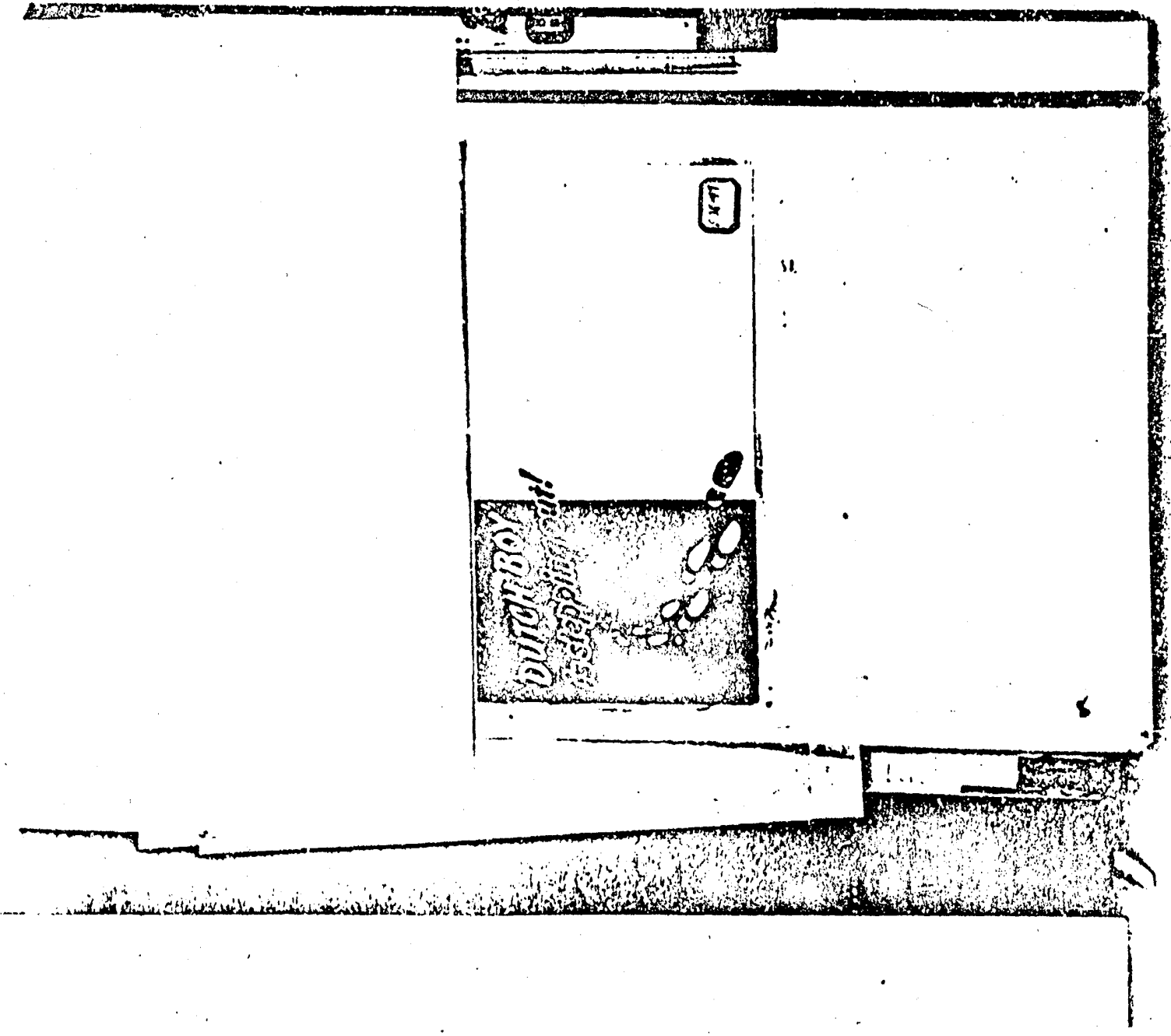

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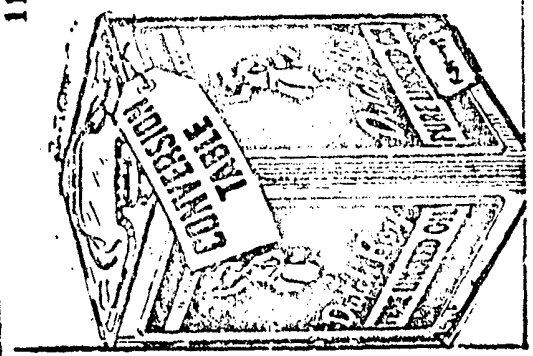

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