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NLI 114245

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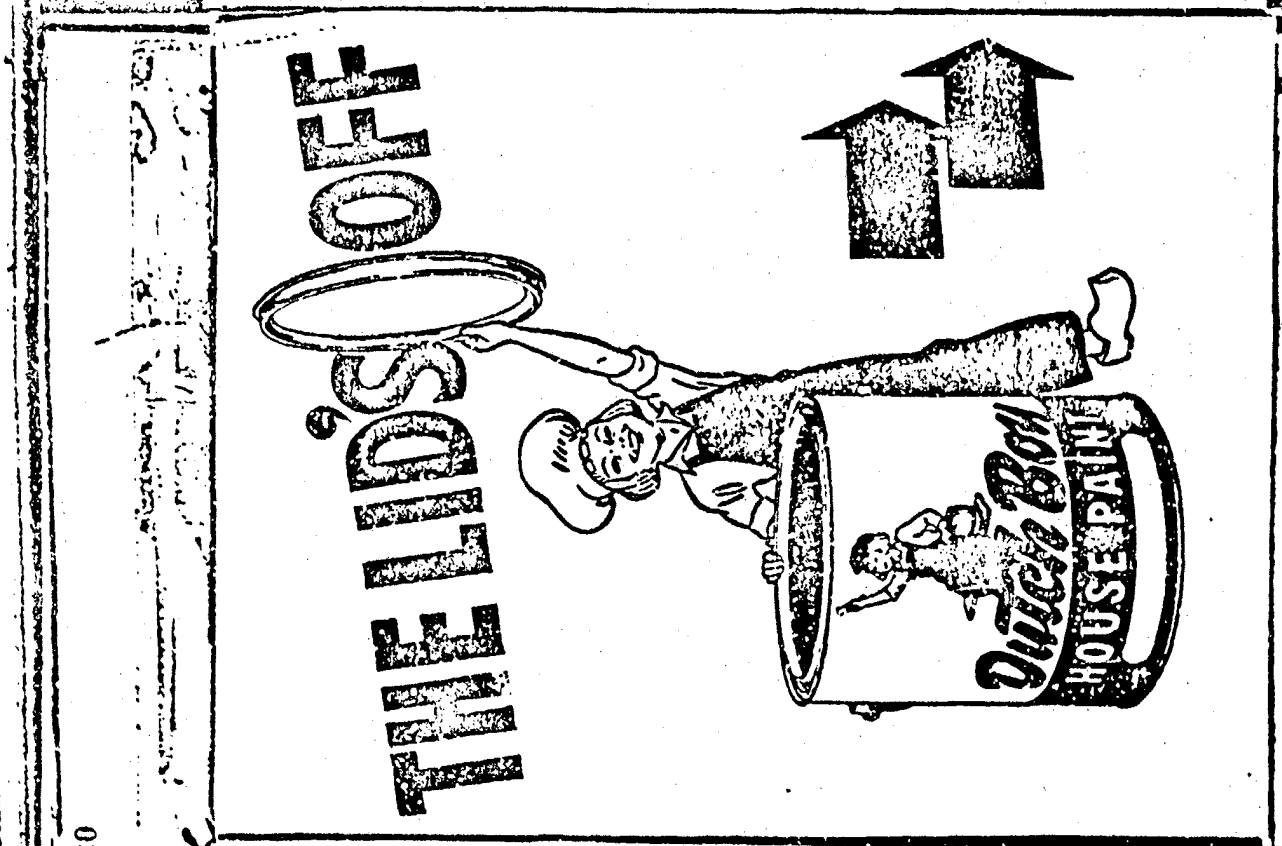
NLI 114246



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20

Dutch Bo

ANNOUNCES
HIS NEW
PAINT—

BLENDED!

00056

NLI 114247

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tch Boy

OUNCES
NEW
T—

NDED!

00056

NLI 114248

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5 GENERATIONS HAVE KNOWN AS "Good Paint"

OF PAINT DUTCH Other

00056

NLI 114249

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20

GENERATIONS HAVE KNOWN

OF PAINT USERS DUTCH BOY

"Good Paint's Other Name"

NOW

00056

NLI 114250

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20

Dutch Boy

OFFERS EVEN MORE

IN { Perfo
Prefe
User

00056

NLI 114251

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h Boy

OFFERS

EVEN

MORE

IN { Performance
Preference
User Satisfaction

with —

00056

NLI 114252

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THIS NEW BLENDED PRODUCT

00056

NLI 114253

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NEW

IDED

DUCT

00056

NLI 114254

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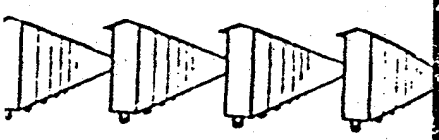
00056

NLI 114255

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



2½ MILES OF TEST PANELS

-BACKED BY THIRTY YEARS OF FIELD AND LABORATORY RESEARCH

F RESEARCH DATA

00056

NLI 114256

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IT'S NEW 3 SPE

AND IT'S BLENDED 3 FOR W

00056

NLI 114257

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20

EW 3 SPECIAL BLENDS

FOR

IDED 3 -WAY BEAUTY

00056

NLI 114258

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1 BLENDED for a bright

2 BLENDED for crisp

3 BLENDED for gay

WHITE

TINTS

TRIM

00056

NLI 114259

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for a bright **WHITE** *that stays white*

D for crisp **TINTS** *that stay clean*

ED for gay **TRIM** COLORS *that stay bright*

00056

NLI 114260

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

A SIMPLIFIED line

of 3 WHITES

each blended just right

A special fui

SEALS SURFACE

A long-lastin

SPARKLING WHITE

A tinting wh

FOR TINTING WIT

00056

NLI 114261

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

IED line

ITES

paint right

A special primer-undercoat
SEALS SURFACE – STICKS TIGHT

A long-lasting finish coat
SPARKLING WHITE – SELF CLEANING

A tinting white
FOR TINTING WITH OIL COLORS

00056

NLI 114262

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20

8 TINTS

BLENDED

FOR CLEAN, LONG-LASTING COLOR

IVORY	CREAM
TAN	WARM GRAY

00056

NLI 114263

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20

TINTS

ENDED

EAN, LONG-

NG COLOR

IVORY	CREAM	COLONIAL YELLOW	BUFF
TAN	WARM GRAY	GRAY	LIGHT GREEN

00056

NLI 114264

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

20

9 SASH AND TRIM COLORS

BLENDED

FOR RAPID DRYING, HIGH GLOSS, LASTING COLOR

LIGHT GREEN	
YELLOW	
BLACK	DU

00056

NLI 114265

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

20

ASH AND
IM COLORS

ENDED

DRYING, HIGH

STING COLOR

LIGHT GREEN	MEDIUM GREEN	DARK GREEN
YELLOW	RED	BROWN
BLACK	DUTCH BOY BLUE	WHITE

00056

NLI 114266

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

and for this simplified line, a

NEW PACK

that's

UP TO

EYE-C

OUTS

in th

00056

NLI 114267

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20

NEW PACKAGE

that's

UP TO THE MINUTE
EYE-CATCHING
OUTSTANDING

—TOPS

in the paint field—

00056

NLI 114268

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20

. . . and best of all

— BACKED BY THIS FAMOUS Dutch Boy TRADE MARK

. . . . so widely KNOWN

so completely RESPECTED

so universally ACCEPTED wherever go

REG. PAT.

00056

NLI 114269

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

...and best of all

...ED BY THIS

...'S Dutch

...RADE MARK

...dely KNOWN

...y RESPECTED

...ly ACCEPTED wherever good paint is needed

00056

NLI 114270

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20

ANNOUNCED TO THE PUBLIC WITH FULL-COLORED MESSAGES

in Saturday Evening Post
Collier's
American Home
Better Homes and Gardens

00056

NLI 114271

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

20

ED TO THE

ITH FULL-

ESSAGES

lay Evening Post

's

can Home

lomes and Gardens

00056

NLI 114272

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00056

NLI 114273

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

00056

NLI 114274

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

...Announced in the

TRADE MAGAZINES

and in the DUTCH BOY PAINTER *magazine*

to ARCHITECTS BUILDERS PAINTERS

...Announ

YOUR C

through coopera

by

00056

NLI 114275

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

...Announced in

YOUR OWN TOWN

through cooperative advertising

by

- NEWSPAPERS
- RADIO
- CLASSIFIED PHONE DIRECTORY
- DIRECT MAIL

ed in the

AGAZINES

DY PAINTER *magazine*

RCHITECTS

ILDERS

INTERS

00056

NLI 114276

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

20

WITH COLORFUL POINT-OF-SALE AIDS

FOR YOU

✓ Ele

✓ Sh

✓ Di

FOR YOU

✓ Ove

✓ Cou

✓ Col

✓ Col

✓ Fol

and even postcar

00056

NLI 114277

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

20

AIDS

FOR YOUR WINDOWS

- ✓ Electric Sign
- ✓ Streamer
- ✓ Display

FOR YOUR STORE

- ✓ Over Shelf Display
- ✓ Counter Merchandiser
- ✓ Color Booklet
- ✓ Color Card
- ✓ Folders, etc.

and even paints for your trucks ✓

00050

NLI 114278

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

20

PLUS—Highly Selec

DEALER DISTR

So that as headquarters

for **Dutch Boy**

BLENDED HOUSE P

00056

NLI 114279

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

20

Highly Selective
DEALER DISTRIBUTION

headquarters

Dutch Boy

BLENDED HOUSE PAINT

YOU GET

00056

NLI 114280

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SALES
GREATER
PROFIT
SATISFIED
CUSTOMERS

– that go along with this top-qu

00056

NLI 114281

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

LES

EATER

OFIT

ISFIED

TOMERS

o along with this top-quality product

00056

NLI 114282

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

it's NEW!

it's BLENDED!

it's Dutch Boy!

00056

NLI 114283

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

EW!

NDED!

h Boy!

00056

NLI 114284