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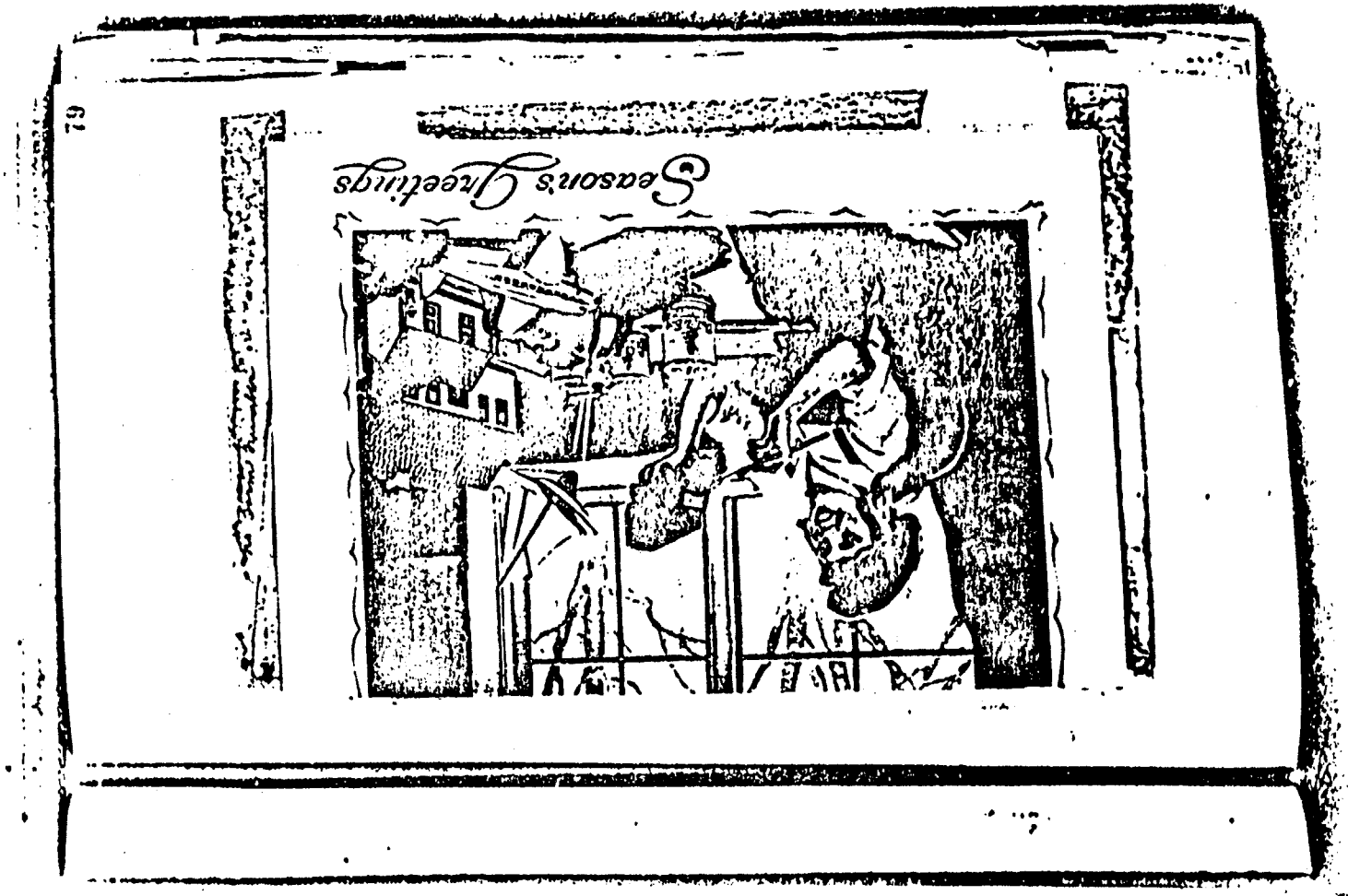
NLI 114524



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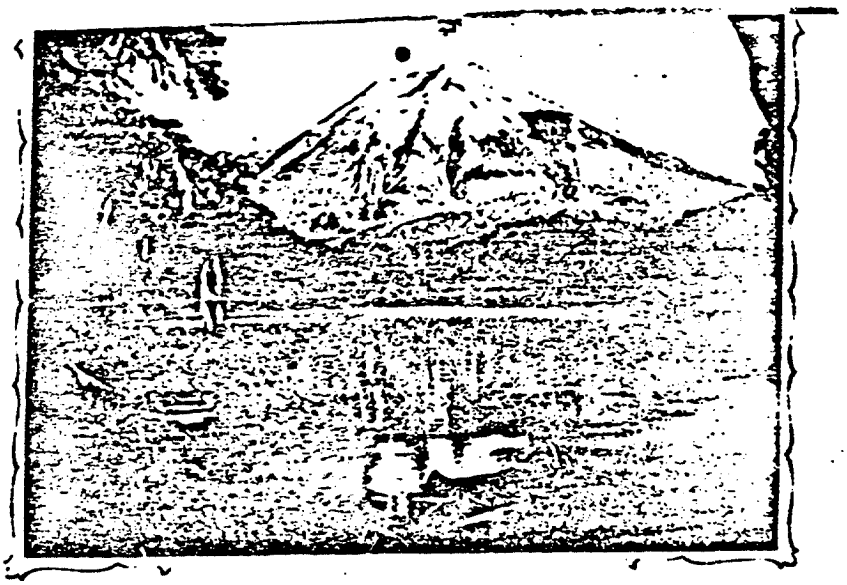

YOUR ADVERTISEMENT
IN THREE OR FOUR LINES

WE ARE THE AUTHORIZED DEALER FOR
"DUTCH BOY" BLENDED PAINT

1949

January

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

February

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

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NLI 114525

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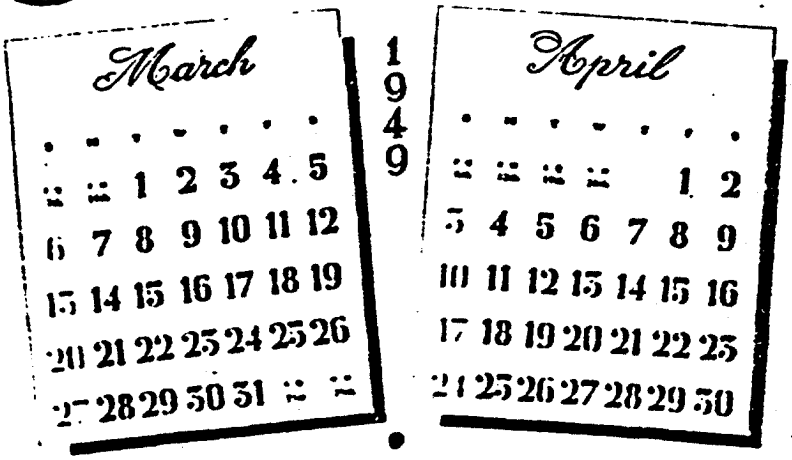
YOUR ADVERTISEMENT
IN THREE OR FOUR LINES
WILL MAKE FRIENDS
Service No 5016

SPRINGTIME IS PAINTING TIME—
TIME FOR "DUTCH BOY"



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NLI 114527

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YOUR ADVERTISEMENT
IN THREE OR FOUR LINES
WILL MAKE FRIENDS
Series No 6016

DINGY ROOMS NEED
"DUTCH BOY" WONSOVER — THE MODERN
ONE-COAT FLAT PAINT

1949

May

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

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NLI 114528

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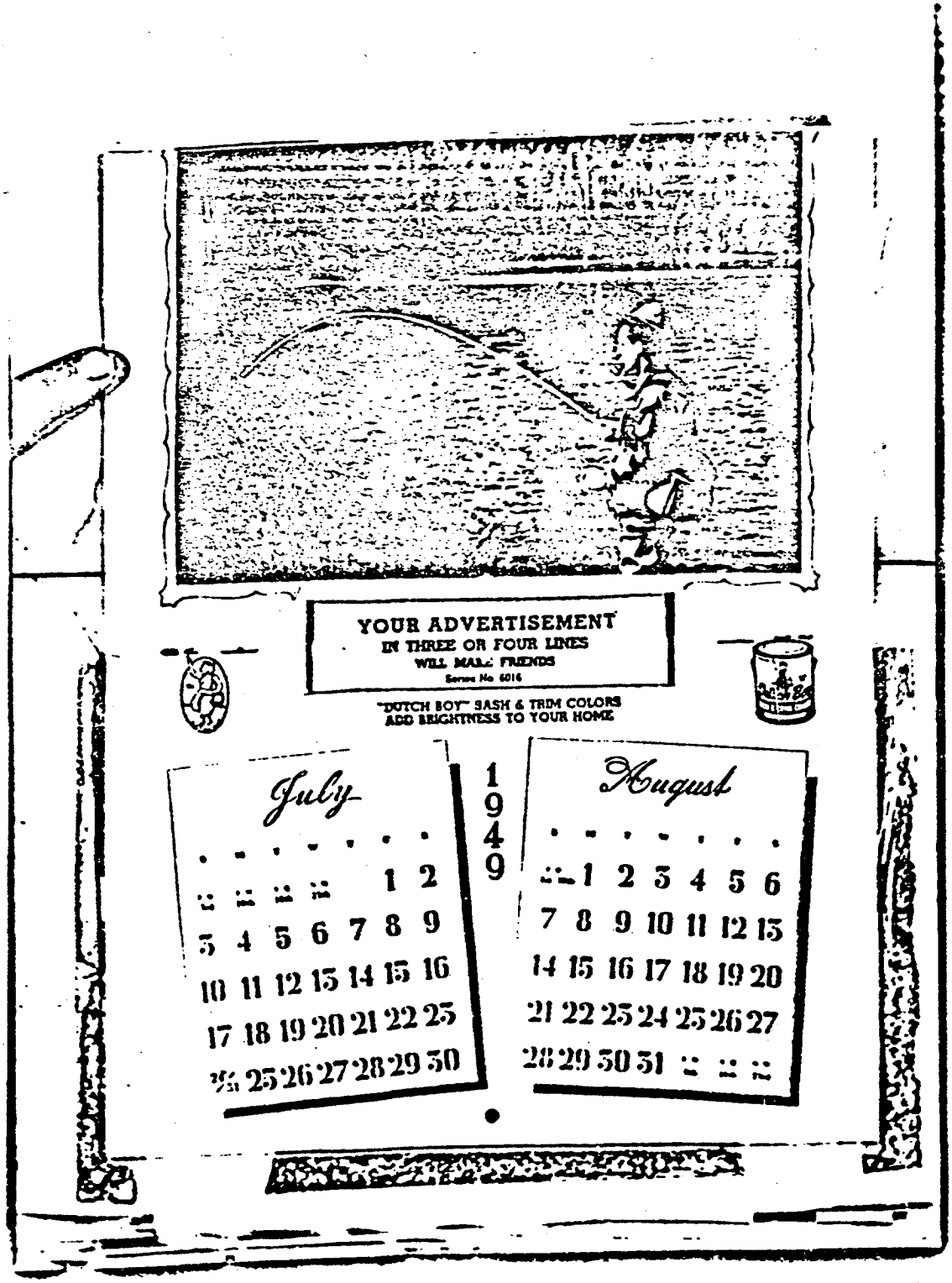

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NLI 114529

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NLI 114530

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NLI 114531

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NLI 114532

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PAINTING HINTS

ABOUT BRUSHES

Buy good brushes and then keep them clean. In purchasing a brush, see that it is well brushed and that the bristles are springy. A poorly made brush will neither hold paint nor distribute it evenly. This is the disadvantage of buying a cheap brush with the intention of throwing it away when the job is finished.

The secret of keeping a brush clean is to never let the paint on varnish dry in it. Once this happens it is very difficult, and often impossible, to clean the brush properly.

If regular oil paint is used, clean the brush in turpentine or benzene. A brush used in shellac should be thoroughly cleansed with denatured alcohol immediately after use. If the brush has been used in nitro-cellulose lacquer it will be necessary to clean it with lacquer thinner.

If the brush is not going to be used for some time, it is good practice to supplement the above procedure. Wash out the brush with a soap solution made with ordinary yellow laundry soap; rinse with clear warm water, and after the brush has thoroughly dried, wrap the bristles in paper to keep out dust and dirt.

ESTIMATING AMOUNT OF PAINT

To determine how much paint will be required for a given job it is first necessary to measure the number of square feet in the surface to be painted. The convenient of this data into gallons of paint is done by dividing the total area of each type of surface—clapboard, wood shingles, plaster, concrete and so on—by the number of square feet each gallon of paint will cover.

Roughly the average spreading rate of a paint can be found by reading your Dutch Boy Booklet.

MIXING PAINT

Before painting, be certain the paint is well mixed. A convenient method is to pour all the paint into a larger container. Then with a strong paddle and a lifting motion stir until completely uniform. Also stir paint occasionally while using.

PREPARING SURFACE

Preparing the surface is a very important part of a painting job. No matter what material is being painted, it should be clean and smooth before a brushful of paint is applied. Dirt, dust, rust, loose paint, grease or any other foreign matter should be removed from the surface. Rough and uneven places should be sandpapered smooth.

On wood surfaces, if there are soapy streaks or knots, coat them thinly with shellac after the first coat is dry. At the same time nail holes and similar defects should be puttied.

Before preparing plaster walls, fill large cracks with patching plaster. Then cover these places, as well as any knot cracks or bad stains, a pre-coat of Dutch Boy Wonder over a day before the actual finish is applied. Freshly plastered surfaces should be allowed to age for a reasonable time in order to avoid "hot spots."

APPLYING THE PAINT

Paint in good weather — not when it is damp, stormy or there is likelihood of a sudden temperature drop to near freezing. Avoid painting in the late evening. Also, do not paint while the surface is directly exposed to intense sun. Brush the paint enough to spread it evenly but do not try to see how far you can make it go.

In painting a room, follow its natural divisions. Do a side, an end or a ceiling as a unit. Complete the painting of one section before starting another. Apply the paint in easy strokes with a full brush or roller and spread evenly.

YOUR ADVERTISEMENT
IN THREE OR FOUR LINES
WILL MAKE IT KNOWN
Lenox Ho. 3816

00056

NLI 114533

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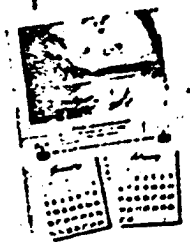
Last Chance — Place Your Order Now!

Special Dutch Boy - Dealer Help Calendar

KEEP YOUR NAME, LOCATION, PRODUCTS AND SERVICES BEFORE THE PUBLIC THE YEAR 'ROUND

Special Dutch Boy
GREETING DESIGN CALENDAR

A CALENDAR FOR HOLIDAY PRESENTATION



These beautiful calendars are in demand everywhere. They are Special Dutch Boy Dealer Calendars reproduced with a Special Dutch Boy Cover Design and contain six beautiful art subjects chosen to fit the season. A new full color art subject every two months.

Your advertisement is neatly imprinted within a die cut ad space and prominently displayed in connection with fortunates of the Dutch Boy Products. A seasonal slogan or reminder is incorporated below your advertisement and allows the calendar pictures to serve as an additional reminder to your customers and prospects of the products you sell. The two back pages contain helpful information about the preparation and use of Dutch Boy Products.

Your Special Dutch Boy Dealer Calendar is lithographed in full natural color beauty. The background and border color is gold blue and the calendar pictures are bull with all Holidays shown in red.

The National Lead Company has authorized us to offer you these low Group Purchase Prices. Prices about 50%, below ordinary retail cost. Because Dutch Boy Dealers carry purchase these calendars through one source we are able to pass on the benefits of large edition purchasing. Note the Special Greetings Cover Design below. This calendar is available to Dutch Boy Dealers alone.

Exclusive!

Enter your order today and ensure yourself of early delivery.

SPECIAL GROUP PURCHASE PRICES
CASH WITH ORDER
12¢ EACH
50% DEPOSIT—BALANCE C.O.D.
13¢ EACH
F.O.B. CHICAGO
MINIMUM ORDER
100 CALENDARS

TIME IS SHORT!
RUSH YOUR ORDER TODAY

Date 1940

JOHN BAUMGARTH COMPANY
111 W. Randolph Street
Chicago 7, Illinois

Gentlemen: Please enter our order for the Special "Dutch Boy" Dealer Help Calendars and ship to us via changed ... as soon as ready for delivery.

Name ..... Dept. .....
Address .....
City .....

... No. 6000 Special "Dutch Boy" Greeting Fold Blanket Calendars.

Payment ... with order ..... 6¢ Each ....
Ship C.O.D. 50% Deposit ..... 6¢ Each ....
Please check method desired
Envelopes — If desired ..... 1½¢ Each ....
Total $

TERMS: Cash with order or 50% Deposit, Balance C.O.D.
Amount of check enclosed $ ....
Make check payable to John Baumgarth Company, Chicago, Ill.
Do you use Express Office in Your City? ☐ Yes ☐ No

PRINTING COPY

Always attach business card or letterhead to avoid misspelling your address.

.....
.....
.....
.....

Be sure to give shipping instructions if other than the address supplied above.

Signed .....
Address .....
City-State .....

00056

NLI 114534