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for the Dutch Boy Painter magazine. This binder is practical, sturdy, handsome. Holds two-year issues. Magazines can be inserted in a jiffy—no punching or trimming needed. Price, 75 cents, postpaid. Send your order for "a D.B.P. binder", with 75 cents in stamps, check or money order, to:

**NATIONAL LEAD CO.**  
Room 3030  
111 Broadway  
New York, N. Y.

THIS BINDER plus Two-Year's Issues of "Dutch Boy Painter" equal THIS USEFUL BOOK

## DUTCH BOY PAINTER Magazine

Volume 32  
1939  
No. 2

Published by monthly by National Lead Company, Room 3030, 111 Broadway, New York, N. Y., in the interest of better painting. Mailed without charge to painters and paint dealers.

## LEAD INDUSTRY BEGINS CAMPAIGN TO ADVERTISE WHITE-LEAD

FOR painting contractors and paint dealers, a piece of important news these days is the big, new, cooperative advertising effort in behalf of white-lead just getting under way in a number of leading national magazines. The campaign is sponsored by the miners, smelter, refiner and white-lead manufacturer members of the Lead Industries Association.

A series of large-size advertisements in such widely read magazines as the *Saturday Evening Post*, *Gulf*, *American Home*, *Country Gentleman* and *Better Homes and Gardens* will bring the white-lead story to the public in general and to home-owners in particular. Some idea of the scope of the magazine campaign may be gained by trying to visualize the total of 67,570,326 separate messages that will be carried in the publications named.

Supporting this major activity will be a series of advertisements in trade magazines covering the paint, painting, architectural, building and lumber fields. In addition, there will be newspaper publicity, direct-mail advertising,

bulletins and other appropriate items. This lead industry campaign, aimed to consolidate the position long held by white-lead in the painting field, should awaken more than an academic interest in those who sell and apply paint. It should do more than confirm their faith in a time-tested material. It should furnish the incentive to support white-lead more vigorously than ever. It should help pave the way for increased profit and prestige for both painters and dealers. It should hardly be necessary to point out that the manufacturer, the distributor and the painter are links in the same chain. A campaign designed to sell white-lead is bound to prove helpful also to those who handle and who use white-lead. Because white-lead, by its very nature is a "cooperative" material: its distribution and its use both call for teamwork.

This campaign, running parallel to the national Dutch Boy campaign, doubles the amount of advertising ordinarily used in presenting white-lead to the public. And to get the most out of the industry—Dutch Boy combines

NLI 063310

## Dutch Boy Painter

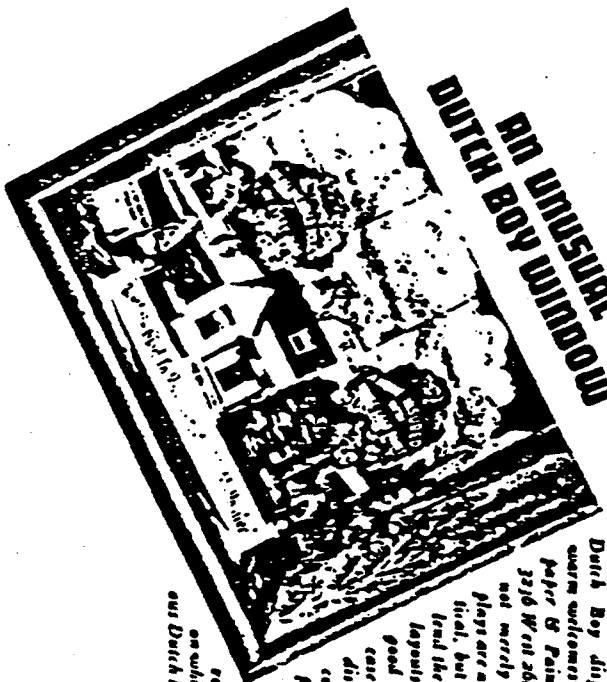
tion, the aggressive dealer and painter will make more intensive use of Dutch Boy advertising features. Dealers will give more prominence to Dutch Boy white-lead, will give longer showings of Dutch Boy displays, will feature Dutch Boy at every opportunity. Similarly, painters will give wider circulation to Dutch Boy mailing pieces, will write "Dutch Boy" into their contracts and will bring Dutch Boy to their jobs.

Reproduced, in reduced size, on the following pages are two full-page national magazine advertisements—one being the first "ad" in the Lead Industry's campaign; the other, the current Dutch Boy page. Both drive home to home-owners the selfsame arguments that painters and dealers use in their daily contacts with their customers—

that white-lead is long-lasting paint... that white-lead is economical paint. These two acknowledged advantages from the home-owner's standpoint are likewise advantages from the painter's standpoint, because by doing jobs that last and that thus cost less he builds up his own reputation. And from the dealer's viewpoint, he gains by selling white-lead because this paint sells.

The Lead Industry campaign and the Dutch Boy campaign both center public attention on white-lead. The white-lead dealer and the white-lead painter will get their share of attention—and the resulting increased business—in proportion to their active cooperation in support of the white-lead publicity. The lead industry is setting the pace. Tie in with both campaigns!

## AN UNUSUAL DUTCH BOY WINDOW



Dutch Boy displays always get warm welcomes at the Hart Wall-paper & Paint Company Store, 3236 W. 26th Street, Chicago, not merely because the displays are attractive and practical, but also because they find themselves to radiate loyalty, of which this is a good example. In this case the Dutch Boy display has been incorporated in the painted background scenery. The house shown is a wooden model, surrounded by "lawns" on which are placed various Dutch Boy paint products.

Here's where the best paint gets its start



I'm a painter and a painter. The word And saying that I'm a painter is hard and expensive to prove.

You think I'm a painter? Ask any painter who's been at it long enough to tell you the word which makes the difference between a painter and a painter.

You see, I'm a painter. And the word which makes the difference between a painter and a painter is the word which makes the difference between a painter and a painter.

I know that's one of the reasons why I'm a painter. And the word which makes the difference between a painter and a painter is the word which makes the difference between a painter and a painter.

This is a small reproduction of the first Lead Industry "ad"

Save money about white lead

White Lead