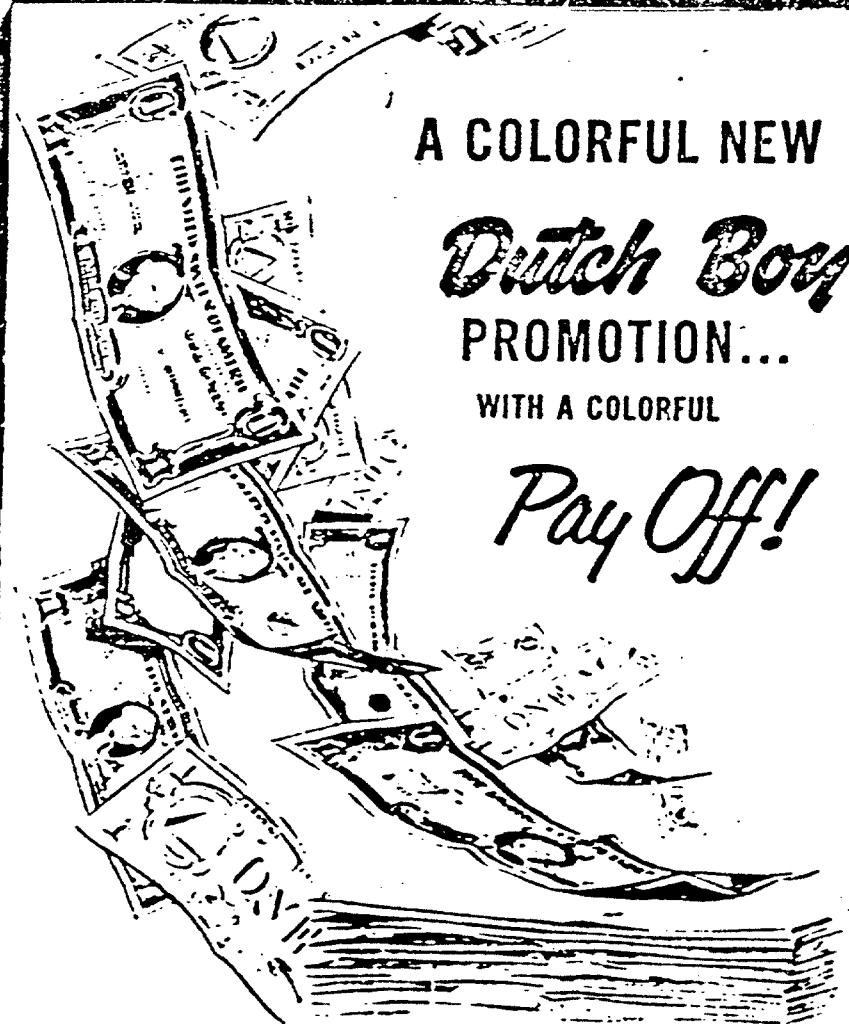


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A COLORFUL NEW
Dutch Boy
PROMOTION...
WITH A COLORFUL
Pay Off!

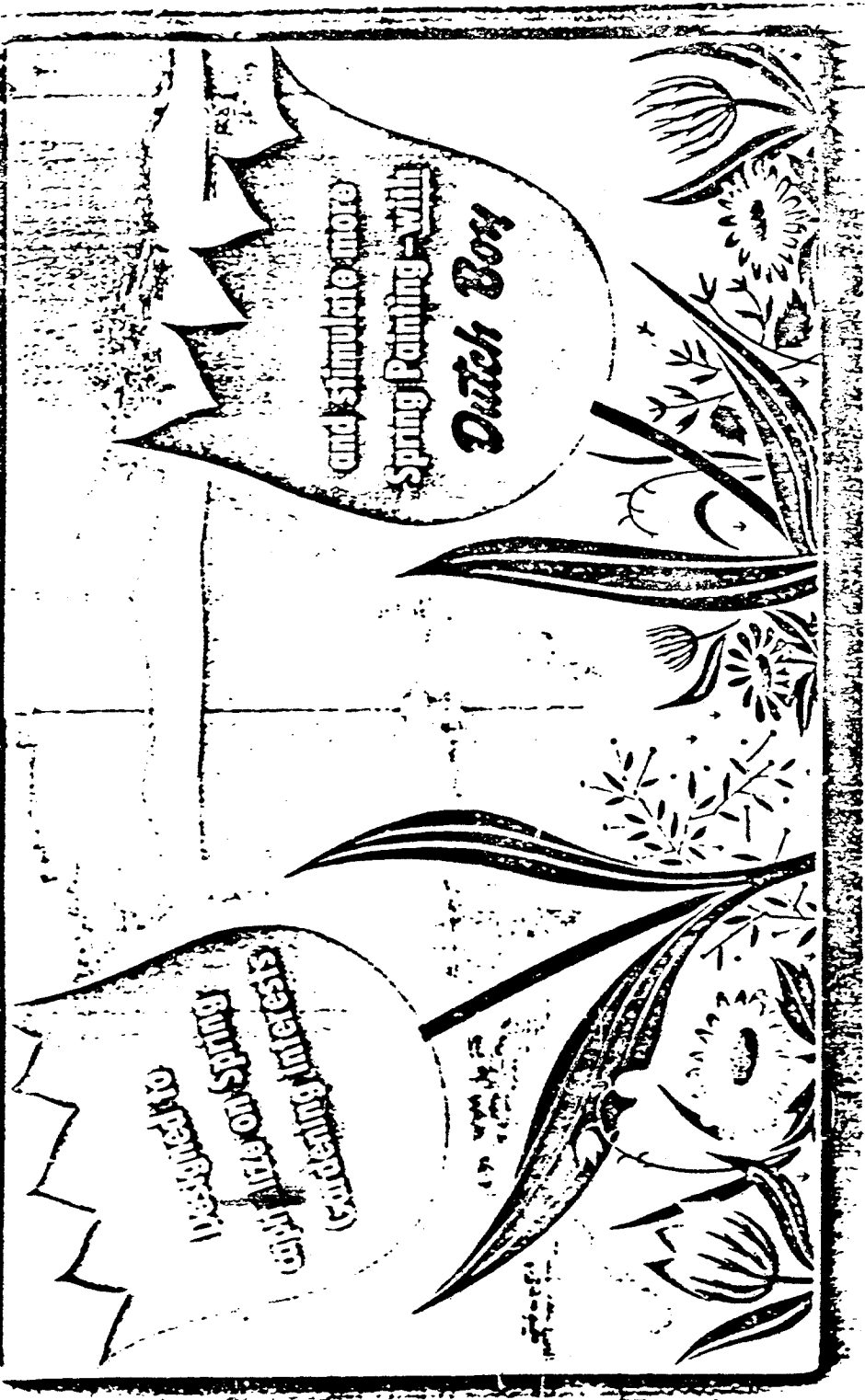
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A "Dutch Boy" EXCLUSIVE IN THE PAINT INDUSTRY

AN AMAZING
TRAFFIC-PULLER
GIVEAWAY

that will pull Home-owners into your
store in droves!

UNUSUAL
Kolorcoat
FLOWER SEED
PROMOTION
WILL EXCITE EVERY
GARDEN LOVER

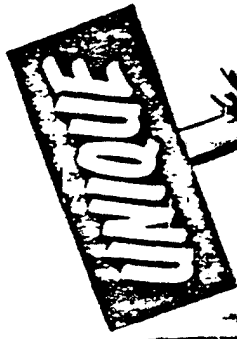
PAINTS & OILS



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KOLORCOAT FLOWER SEEDS

provide an exclusive, low-cost giveaway that guarantees QUICK TRAFFIC

Colored plant-food coating on each seed
identifies flower color, permitting gardeners
to make unique flower bed pattern plantings.

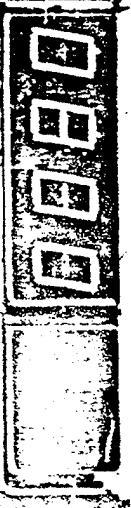
The Amazing KOLORCOAT Flower Seeds are a revolutionary new development...

Each seed is coated with plant food
and colorful Dutch Ray paints will give you a
"natural" color springboard for stimulating
extra plant purchases.
Sales results have been sensational every-
where these Kolorcoat seeds have been used.
Hardware, Gas Stations and Supermarkets
have drawn big traffic with them all over the
country. Get on the Bandwagon now for a real
Spring sales upswing!



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the KOLORCOAT
Promotion
Package is

*TIMED FOR
SPRING PAINT
PROFITS!*

*This exclusive Dutch Boy
Promotion is timed for
quick Spring Action—when
people are in a gardening
and painting mood!*

HERE'S HOW TO WORK IT...



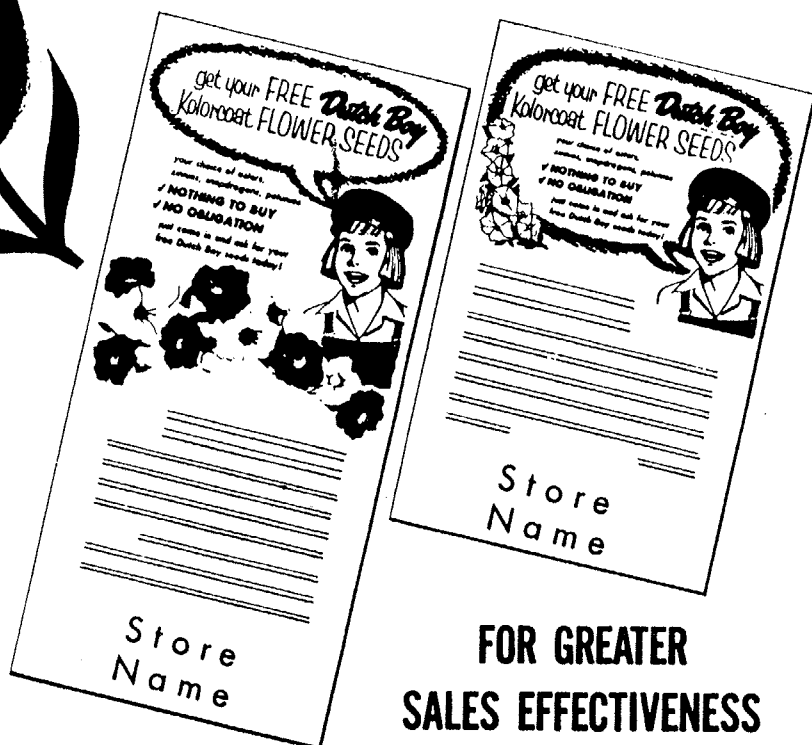
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THE *Dutch Boy* KOLORCOAT PROMOTION PACK

1

WITH NEWSPAPER ADS



FOR GREATER
SALES EFFECTIVENESS

to pull the customers into
YOUR STORE

— add your own "Spring Paint Special" to this copy and
get the greatest possible value from the premium promotion.

2

WITH A C
WINDOW



to invite street tra

TRAFFIC FOR YOU ... *4 WAYS...*



WITH

HARD-HITTING

DIRECT

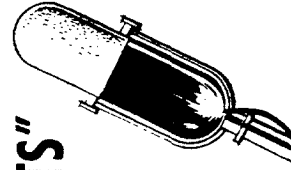
MAIL

Use this eye-catching 4-color post card to carry the exclusive Dutch Boy Kolorcoat offer to your customers through the mails.



AND CATCHY RADIO "SPOTS"

—round out your Promotion Package to produce a powerful 4-way pressure for building a flood of new store traffic.



SCHEDULE THIS

PROMOTION *NOW*

...AND BE PREPARED

FOR REAL SPRING

PAINT SALES!

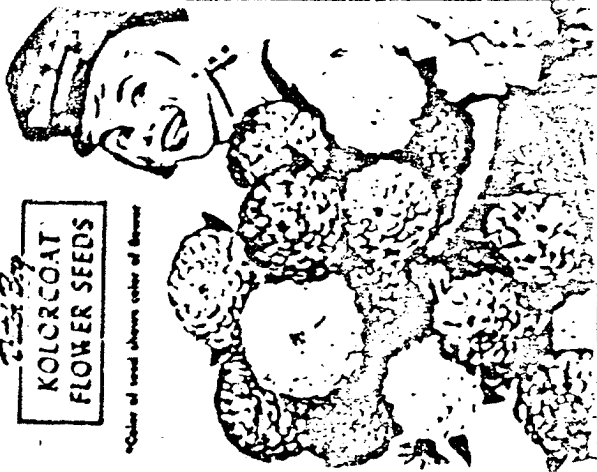
YOU CAN PUT THIS SHOW ON THE ROAD — FAST!
The Dutch Boy Kolorcoat promotion package comes to you in ONE complete shipping carton... seeds, advertising and display material all together!

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FREE! Your Choice of
Zinnias, Asters
Petunias, Snapdragons

2-11-39
**KOLORCOAT
FLOWER SEEDS**

*Color of seed shows color of flower



*Thank you
for my
seeds.*

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Dear Friends: It's planting time. Come in
today for your Free "Dutch Boy" Seeds. No
obligation... we'll be looking for you!

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2



Nalcrete

for stucco, brick, concrete
and cinder block walls



F-22-55

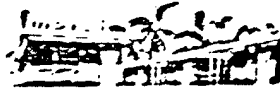
for stucco—



brick—

concrete or

cinder block buildings



Dutch Boy Nalcrete



Ever since painting began—centuries of stone, brick and concrete buildings have sought a durable, decorative coat that would solve their masonry painting problems. Today, they are finding the answer... in "Dutch Boy" Nalcrete!

"Dutch Boy" Nalcrete's revolutionary formula is the outgrowth of many years of paint research by the "Dutch Boy" technical staff. Nalcrete is an all new, all different finish, made especially for exterior surfaces of stone, brick and concrete.

Because stone, brick and concrete

The film of new "Dutch Boy" Nalcrete is so tough and rugged it won't let water in. At the same time, water vapor can get out—like steam rising from the "Dutch Boy" surface. So you can paint down to the masonry, and the top of the film, and Nalcrete doesn't flake or peel or crack. And it keeps its color uniform, for years without fading.

F-22-55

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[illegible]

"I think they" began to say.

The last safety valve seems to have been pulled by extreme home druggists and they told the kids to quit it and, too, that it is a health hazard with no "benefits" at all. I think the war really started.

Thank Sir," and we gave a welcome to the very honest & dry humor, that dual and ordinary that I like that shining against with some and ordinary sparkling in all other than ordinary state humor, but they are not right at home that is, we are not right at home.



1947
1948

1100
1100

**FAST
ABOUT 2000**

REF ID: A7714408

Dutch Boy
Nalcrete



ANOTHER NOVEL?

0004170417

ALL INFORMATION CONTAINED

NOT CHOCOLATE

MYZ

SECRET

INDEX

SECRET

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• STORY CRY

THE UNIVERSITY OF CHICAGO

WATER DOWN

COUNTRY

ZILBER MORTIMER

◆ DESERT SAND

CACTUS CACTUS

Business Goals in Operations Management

1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

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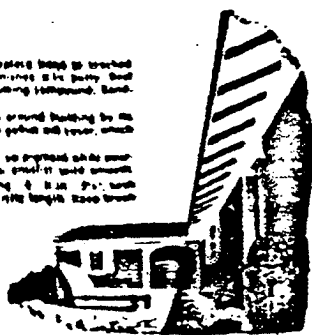
PAINTERS SAY:

Make SURE with Dutch Boy

Using the reliable "Dutch Boy" Paint will make a difference in the results. "Dutch Boy" is the house paint preferred by most painting contractors. The man who knows most about paint and how to use it. For easier application... this fast spreading rate... solid coverage... plus tough beauty and protection that keeps painting off repainting. Get "Dutch Boy" and count on the results!

TIPS FOR A PERFECT JOB

1. Paint when weather is dry and above 50°
2. Be sure surface is smooth, clean and dry. Remove things to be treated. Put up windows, shutters and paint trim. Wash off dirt, sand, paper and dust from surface.
3. How much paint? Multiply the square feet of surface by its average height. Divide this by number of sq. feet a gallon will cover, which is about 350 sq. ft. per gallon.
4. Mix paint thoroughly. Pour all out on tray or in pail and stir thoroughly. Pour into bucket. Pour from one container to another will mix paint.
5. Use a GOOD brush. Right size for house painting. 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, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.
6. Apply the paint. Start from an upper corner. Brush paint out with a wide brush. Paint trim and shutters last.
7. When in doubt, get your dealer. He'll suggest the correct "Dutch Boy" paint for each job. Get a number of colors and how to protect it. Get you to be proud of.



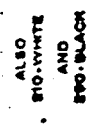
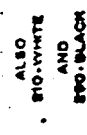
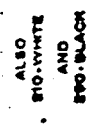
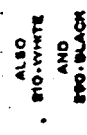
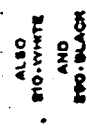
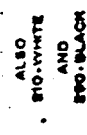
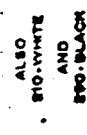
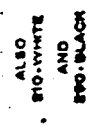
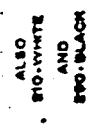
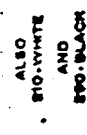
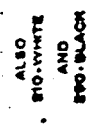
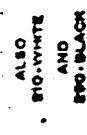
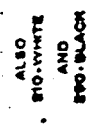
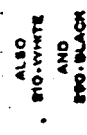
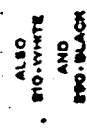
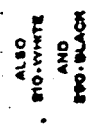
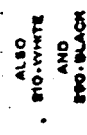
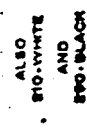
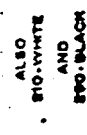
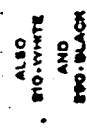
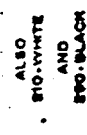
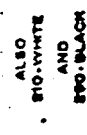
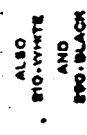
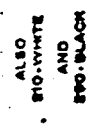
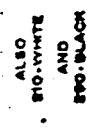
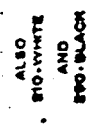
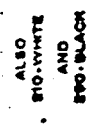
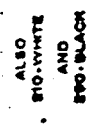
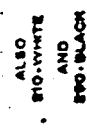
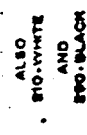
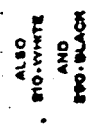
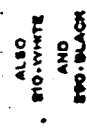
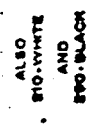
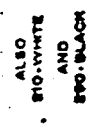
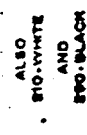
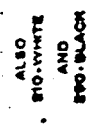
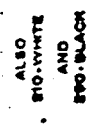
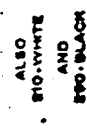
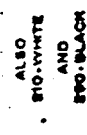
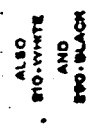
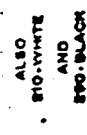
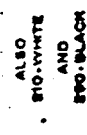
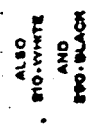
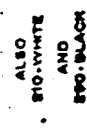
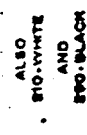
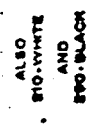
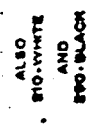
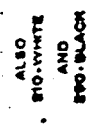
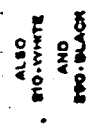
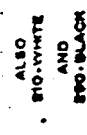
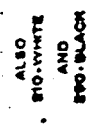
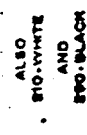
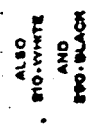
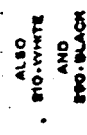
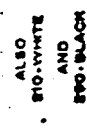
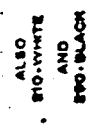
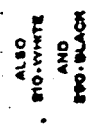
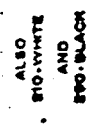
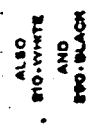
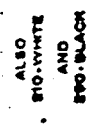
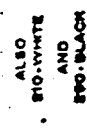
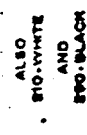
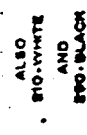
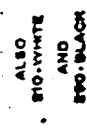
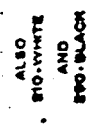
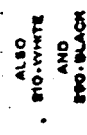
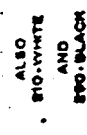
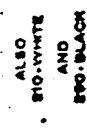
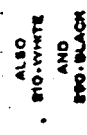
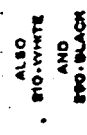
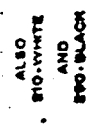
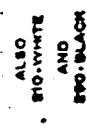
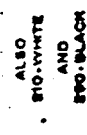
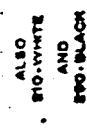
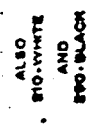
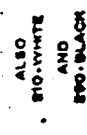
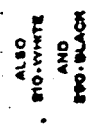
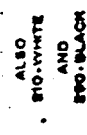
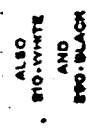
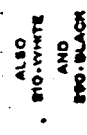
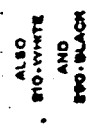
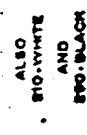
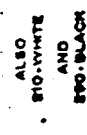
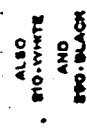
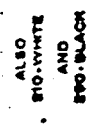
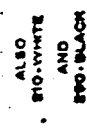
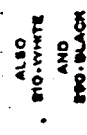
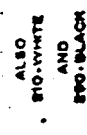
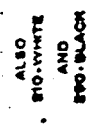
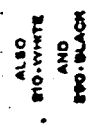
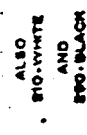
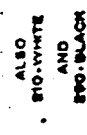
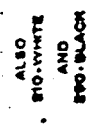
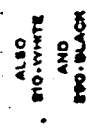
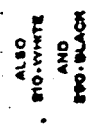
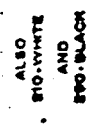
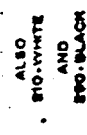
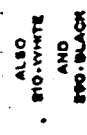
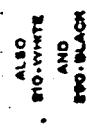
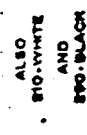
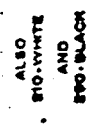
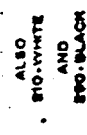
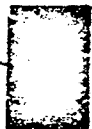
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Dutch Boy HOUSE PAINT

Dutch Boy BASH & TRIM COLORS



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2

Dutch Boy



HOUSE PAINT

These special house paint colors are very
popular in certain parts of the country.
Both colors are extremely durable, weather-
resistant and long lasting. They will add
distinction to any home. Some home owners
have found them very effective as trim
colors, used with lighter, harmonizing body
colors.



122 - BRONZE GREEN



123 - OAKWOOD

Made by the makers of
"Dutch Boy" Paints

NATIONAL LEAD COMPANY

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Dutch Boy[®] ACID CORE WIRE SOLDER

GENERAL PURPOSE SELF-FLUXING SOLDER FOR AUTOMOTIVE REPAIR WORK

If you've never used Dutch Boy[®] Acid Core Wire Solder for joining in body and frame repairs you ought to try it. Used in the Netherlands for Dutch Boy[®] Body Solder, it provides a perfectly fused surface. Bright, light and completely homogeneous with the solder. Dutch Boy[®] Acid Core Wire Solder is also used in radiator repairs and other non-ferrous metal work. Available in the popular Dutch Boy[®] 60/40 grade, standard 1/8" diameter wire, in 1, 5 and 20 lb. cans.

ORDER from your JOSSER

DUTCH BOY TYPING COMPOUND

The quick, strong action of this new body and frame solder that are difficult to burn out. You merely heat the damaged area, rub on Typing Compound with a pad of cotton, then heat the metal in a flame. The compound is bright, and metal surface appears, showing a good bond with the body solder. 25¢ per can, 1/2 lb. size.

NO. 11 ACID SOLDER PASTE

Many mechanics find this the easiest, cheapest of all solders. After thorough cleaning, it is simply spread, with brush or cloth, on a thin coat over the area to be joined. The heat is turned on, it flows and a perfectly fused surface results. The Solder Paste is especially useful on small fittings, rivets, etc.

Under the mark brand, this soldering is not required. No heat application. The paste flows to the spot to be joined. It is used on metal surfaces. 25¢ per can, 1/2 lb. size.

ORDER from your JOSSER

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HERE NOW!
Dutch Boy

ONE COAT WHITE HOUSE PAINT



Does a beautiful repaint job in one coat!

Protects and beautifies your home.

Saves time and labor.

Come in TODAY . . . let us tell you more about
this "Dutch Boy" quality paint!



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E-8-17

NLI 115628

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Dear Friends—

*When you want to paint
Shakes, Shingles or Siding...think
of "Dutch Boy". We believe the new
"Dutch Boy" Shake Paint is it!
We'll be happy to show you the
wide selection of colors at your
convenience. Drop in to see us today!*

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NEL 11002

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We're Headquarters for
"Dutch Boy" SHAKE PAINT
 for Shakes, Shingles, Wood Siding



- ★ "DUTCH BOY" SHAKE PAINT is a full bodied, waterproof paint especially formulated for use on shakes. It is not a stain.
- ★ Easy to apply. Goes on quickly over shakes, shingles or siding in any condition - "pre stained," painted or unpainted, new or weathered.
- ★ Excellent hiding power - especially important when applied over stained or painted surfaces.
- ★ It gives a completely flat finish.
- ★ Excellent water resistance. Its tough, durable, lasting paint forming protection plus the beauty of attractive color.

Come in today!

Let us show you actual samples of shakes treated with "DUTCH BOY" SHAKE PAINT in 12 beautiful colors plus various whites.



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36 WAYS TO SPELL *"you"* ON YOUR HOME

Open this folder wide and see the big array of Color Gallery hues in famous quality "Dutch Boy" House Paint! These exciting colors make possible a home that looks *colorfully* new, inside as well as out. In regular and Color Gallery House Paint "Dutch Boy" offers a total of more than 80 superb colors. See them all!



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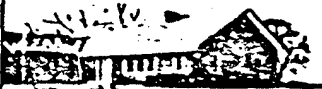
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*Dutch Boy
makes all the
difference!*

You can see the difference! — just look at
the "Dutch Boy" houses around town — they
look brighter, cleaner, newer. And as paint-
ers know, using "Dutch Boy" makes a dif-
ference, too. It is smooth and easy to apply
— covers walls — has a good spreading
rate — dries to an even uniform finish. All
colors resist fading. And best of all, "Dutch
Boy" is economical to use because it pro-
vides year after year of beauty and protec-
tion and keeps putting off the painting day.
Use "Dutch Boy" House Paint and see!

LASTS LONGER
PUTS OFF
REPAINTING
STAYS BRIGHT



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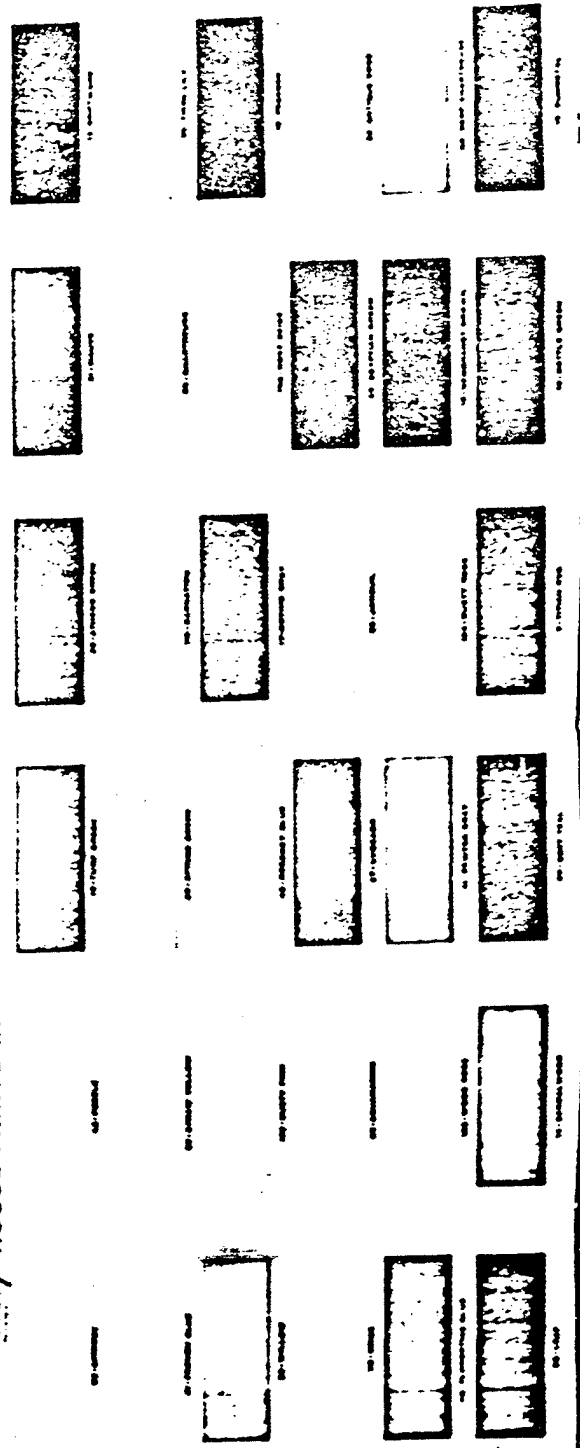
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Dutch Boy HOUSE PAINTS IN 36 DISTINCTIVE COLORS FROM THE DUTCH BOY COLOR GALLERY



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Dutch Boy
HOUSE
PAINTS



A Selection
of NEW
FASHION COLORS
for Your Home

25-41-55

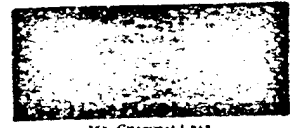
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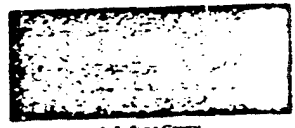


151-CHALK



164-CHARCOAL GRAY

176-ASTRAL BLUE



183-PURP GREEN

Now new, attractive fashion colors are now available in well-known "Dutch Boy" House Paint. As new as today, so exciting as tomorrow, they make possible that promised decorative touch for the outside of your home.



Like all "Dutch Boy" exterior colors, these modern hues are fade-resistant and will stay bright and clean over long periods. What's more, they provide the year-after-year beauty and protection for which "Dutch Boy" House Paint is famous.

Dutch Boy HOUSE PAINTS

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AROUND-THE-HOUSE JOBS MADE EASY

watch NORMAN BROKENSHIRE

"THE HANDYMAN"

Every Sunday at 4:15 P. M.
WMAR-TV Channel 2



Presented By Your "Dutch Boy" Paint Dealer

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POST CARD



Look for us on
the "Dutch Boy"
Paint Program
every week.
Horsemen Backstage
your Handyman

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Something to be Fixed - Mended - Painted
It's easy when you watch **NORMAN**

"THE HANDYMAN"

EVERY SAT. 12 NOON **WHO-T**
CHANNEL 12



LEAKY FAUCETS?
SCREENS NEED PAINTING?
FLOOR SQUEAKS?
NICKS IN FURNITURE?

Around-the-house jobs made easy

Watch **NORMAN BROKENSCHIRE**
"THE HANDYMAN"

PRESENTED BY **DET. ROY L. HARRIS**

EVERY SUN. 4:15 P.M. **WHO-T**
CHANNEL 2

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Something to be Fixed - Mended - Painted?

It's easy when you watch **NORMAN BROKENSHERE**

"THE HANDYMAN"

PRESENTED BY
Dutch Boy Paints

EVERY SAT. 12 NOON **WHO-TV**
CHANNEL 13

Around-the-house jobs made easy

watch **NORMAN BROKENSHERE**

"THE HANDYMAN"

PRESENTED BY *Dutch Boy Paints*

EVERY SUN. 4:15 P.M. **WMMR-TV**
CHANNEL 2

LEAKY FAUCETS?

SCREENS NEED PAINTING?

FLOOR SQUEAKS?

NICKS IN FURNITURE?



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Dutch Boy Brings Helpful Hints to Householders!

watch NORMAN BROKENSHIRE

"THE HANDYMAN"

EVERY SAT. 4:15 P.M. WGBH-TV

CHANNEL 2



AKE A TIP FROM "DUTCH BOY"-WATCH NORMAN BROKENSHIRE'S
TIPS ON REPAIR JOBS AROUND THE HOUSE

"THE HANDYMAN"

PRESENTED BY *Norman Brokenshire*

EVERY SUN. 4:15 P.M. WGBH-TV

CHANNEL 2



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