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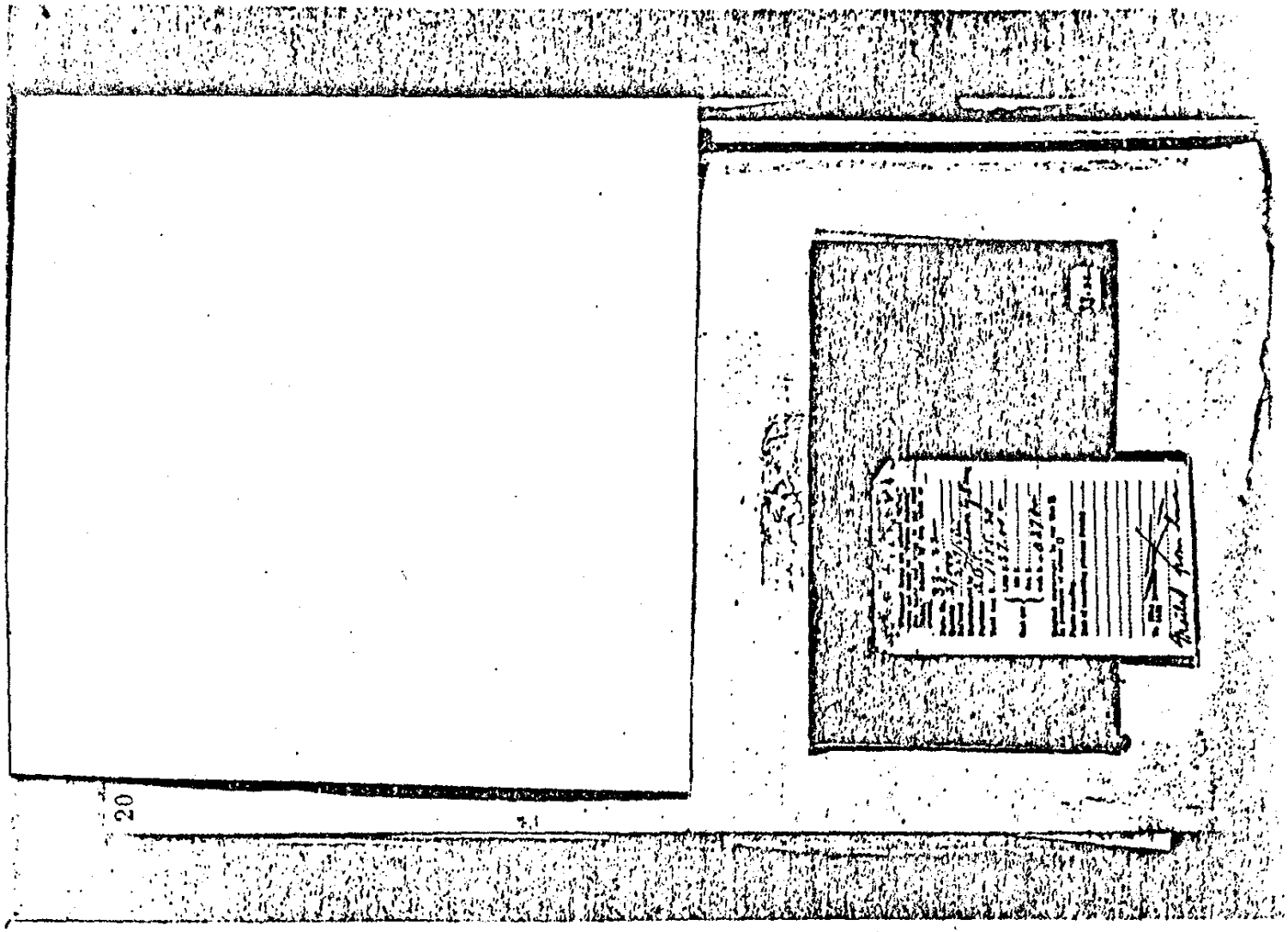
NLI 10961



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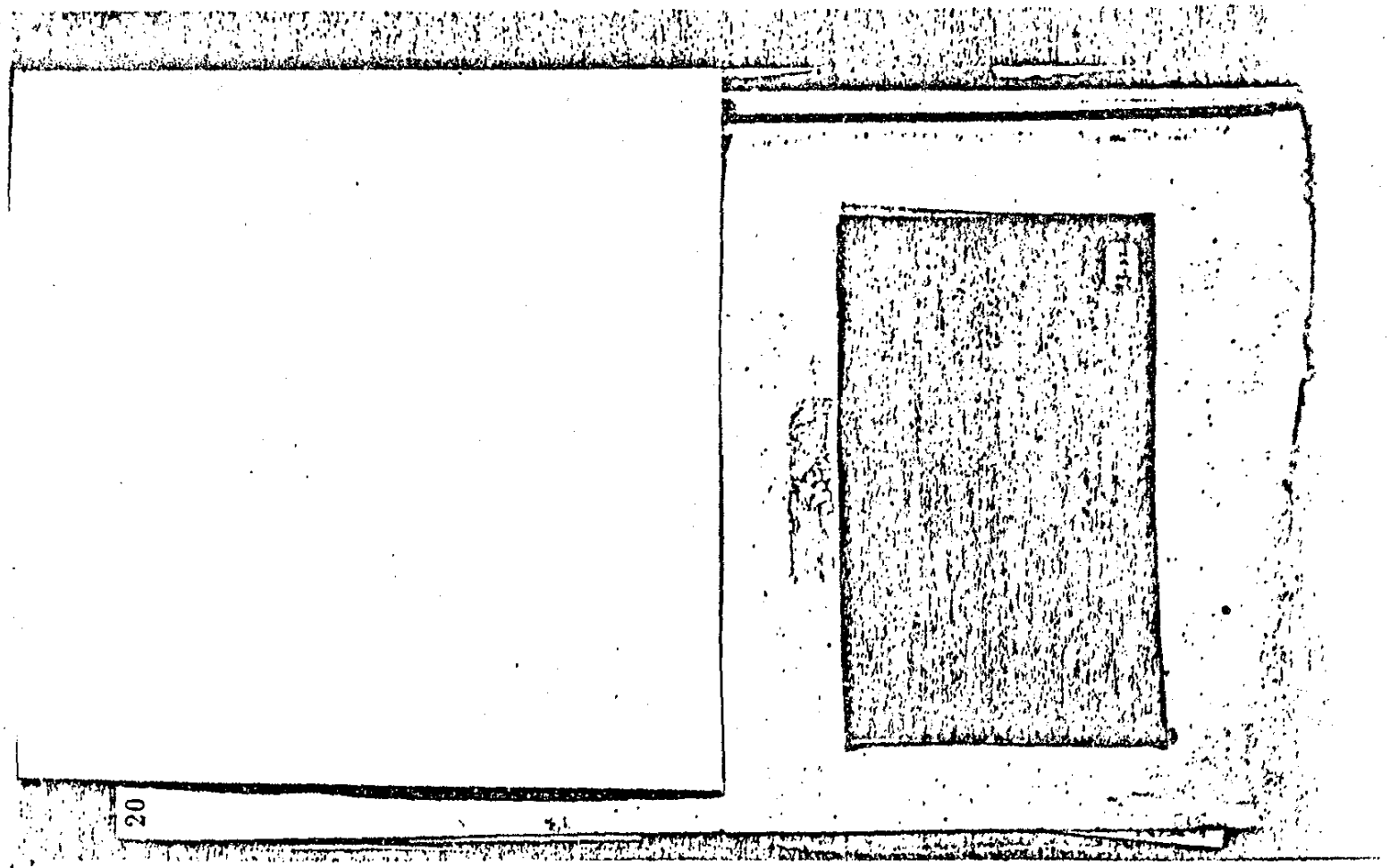
NLI 109616



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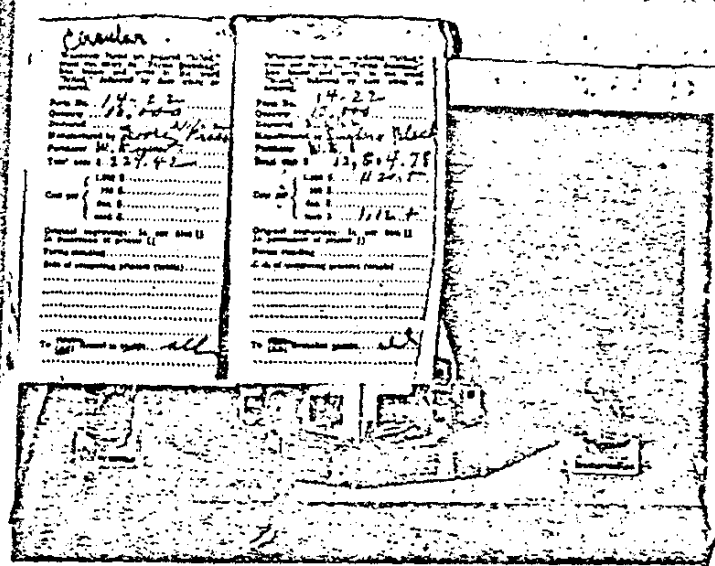


WINDOW DISPLAY: Arrange all four parts of display in your window as shown above. Dutch Boy hanger is slotted to fit house cut-out. Keg cut-outs are fitted with cords for standing them up.

A Window Display, A Hanger and Two Counter Signs

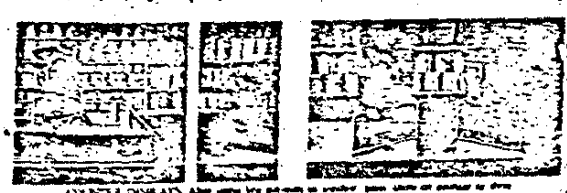
THIS Dutch Boy display is unique in that it is designed to serve three distinct purposes. Assembled as illustrated above, its four parts form a smashing point display for your show window. The large Dutch Boy cut-out, being provided with a cord at the top for hanging, is an excellent store sign. Used together or singly as shown below, the two keg cut-outs make an attractive display for your counter or show case.

Use the Display All Ways

The big advantage of this display is that it gives you three advertising "shots" at each prospect, thus tripling your chances of landing his business. Use the display in all the ways suggested and in any other ways which occur to you. A good plan is first to put the complete display in your window for about two weeks, then hang the Dutch Boy cut-out in a prominent place in your store and place the two keg cut-outs on your show case or counter.

JOHN T. LEWIS & BROS. CO.
[illegible] LAFAYETTE BUILDING
PHILADELPHIA, PA.





COUNTER DISPLAYS: [illegible]

00059

NLI 109617

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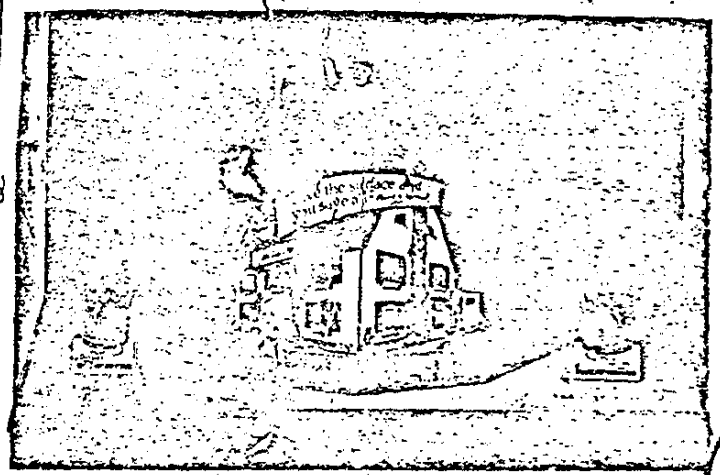


WINDOW DISPLAY: Arrange all four parts of display in your window as shown above. Dutch Boy hanger is slotted to fit lower cut-out. Keg cut-outs are fitted with easels for standing them up.

A Window Display, A Hanger and Two Counter Signs

THIS Dutch Boy display is unique in that it is designed to serve three distinct purposes. Assembled as illustrated above, its four parts form a smashing paint display for your show window. The large Dutch Boy cut-out, being provided with a cord at the top for hanging, is an excellent store sign. Used together or singly as shown below, the two keg cut-outs make an attractive display for your counter or show case.

Use the Display All Ways

The big advantage of this display is that it gives you three advertising "shots" at each prospect, thus tripling your chances of landing his business. Use the display in all the ways suggested and in any other ways which occur to you. A good plan is first to put the complete display in your window for about two weeks; then hang the Dutch Boy cut-out in a prominent place in your store and place the two keg cut-outs on your show case or counter.

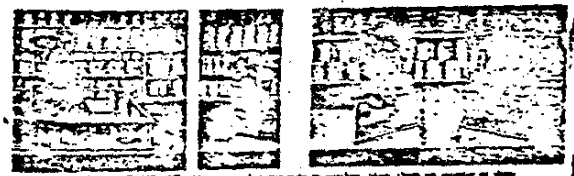
JOHN T. LEWIS & BROS. CO.

[illegible] LAFAYETTE BUILDING

PHILADELPHIA, PA.



DUTCH BOY HANGER: [illegible]



COUNTER DISPLAYS: After using keg cut-outs in window, place them on counter or show case. Use individually or together as shown.

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NLI 109618