

(FORM BOOK)

VOLUME VA

1934-1935

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For the First Time



an All-Purpose soft paste

... a new and improved Dutch Boy soft paste white-lead that will produce a perfect inside flat as well as a durable outside gloss. Extra grinding by a special milling process, during which a small amount of pure turpentine is added, is the reason why:

IT'S AN ALL-PURPOSE LEAD ... It can be used equally well for inside flat or outside gloss paint. No more need to keep two kinds of paste.

IT'S SMOOTHER

Extra grinding gives this white-lead a new smoothness. It makes a paint that's easy to brush and far spreading.

IT'S EASIER AND QUICKER

The "new" softness of this new paste reduces all the time and effort of mixing. It is ready for the brush in an instant.

IT GIVES WHITER WHITES AND CLEARER TINS

The new paste is even whiter than the old soft paste. The difference is noticeable the minute you open a tin.

Get it now! It will also add to this new feature.

The Sealed Can Protects You



ONLY the finest of selected oil is put in these attractive black and yellow lithographed cans. Then, every can is sealed at the factory to make sure that you receive nothing but Dutch-Boy Linseed Oil—as pure as any oil you can buy—clear... carefully filtered... well-settled.

AS A PAINTER

you have a reputation for good painting to uphold. Safeguard this reputation by mixing your white-lead with Dutch-Boy Linseed Oil. Then, you can be absolutely sure of high quality, and, in addition, you will be using a linseed oil particularly made for mixing with Dutch-Boy white-lead. Here is a combination that will back up your skill on any job.

Dutch-Boy Linseed Oil, in its handy one and five-gallon sealed cans gives you convenience and your customers confidence. Its exceptionally good drying qualities will help you say good-bye to all troubles. Dutch-Boy Linseed Oil is good insurance on any job. Comes either raw or boiled.

A Modern Primer for All Porous Surfaces

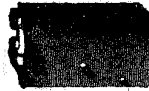


DUTCH BOY Wall Primer meets every requirement of an ideal sealer and paint coat combined. It is designed for the white-lead painter to enable him to produce a quality job under today's conditions.

THIS EFFICIENT PRIMER—

1. Works easily under the brush—keeps labor costs low.
2. Seals ALL porous surfaces effectively and completely.
3. Hides even the darkest surfaces with a solid coat.
4. Spreads 1000 square feet per gallon on smooth plaster—real economy.
5. Penetrates the surface sufficiently to prevent later flaking or peeling.
6. Requires no special thinners, special colors or special conditions.

For Better Interior Painting



DUTCH BOY Flatting Oil is a skillfully blended flatting liquid for use with Dutch-Boy white-lead to produce a flat and semi-flat paint for modern interior painting and a finish that is satisfactory, washable, durable, beautiful and economical.

White-lead and flatting oil paint on fairly large stretches without worry of carrying laps. It brushes on easily, the surface well, levels up before setting. It leaves no unsightly brush marks. It is an ideal flat paint for use over Dutch-Boy Wall Primer.

Dutch-Boy Flatting Oil is also a good flatting liquid as well as a blending liquid for tiffany effects. Use it for bronzing enamel undercoatings for plastic and for thinning stencil paint. Many painters use it too, in place of volatile thinners to improve the working and brushing quality of their paint.

Get acquainted with this valuable Dutch-Boy product.

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A NEW PAINTER'S PRODUCT

This latest addition to the Dutch Boy family of painters' products is just one more proof that we accept our responsibility in the white-lead painters of the industry. Under today's conditions, and in today's markets, pure offer is a very important necessity to most painters. Calling this, we experimented and tested until we developed a painter's drier it measures up to the Dutch Boy standard of quality.

You can use this drier with your Dutch Boy white-lead and Dutch Boy linseed oil in perfect safety. It is an unusually long drier of the best known composition, properly balanced to bring about prompt drying of the paint—always uniform in strength.

Indeed, it is a Dutch Boy product in every sense of the word, measuring up to the high standard of reliability and purity which goes with every material bearing the Dutch Boy trademark.



THESE NEW COLORS

are especially designed for use in tinting paint made with Dutch Boy white-lead. Under the Dutch Boy name they bring you high-tinting strength, ideal consistency and true color long.

HIGH TINTING STRENGTH

Quality materials, extremely fine grinding, extra milling to insure complete "setting", are reasons for the uniformly high tinting strength of all Dutch Boy Colors in Oil.

NEW CONSISTENCY

A short, "putty" paste that mixes quickly and thoroughly into your paint describes the ideal consistency of these colors. Use them just as they come in the can. No thinning. No lumping. No streaking.

TRUE COLOR TONE

Every care is exercised to constantly maintain Dutch Boy Colors in Oil as the standard of what true color tone should be. This means clean, pure tints in your white-lead paint.

Now an

All-Dutch-Boy Job

Now—with this quality line of painters' products you can make every job—exterior or interior—a complete Dutch Boy job with all that this means in quality, reliability and economy.

FOR GLASS PAST JOBS

Dutch Boy ALL-PURPOSE SOFT PASTE

Dutch Boy Linseed Oil

FOR FLAT PAINT JOBS

Dutch Boy Wall Primer

FOR ALL-PURPOSE SOFT PASTE

Dutch Boy Flatting Oil

FOR ALL PAINT

Dutch Boy Colors in Oil



Six

Dutch Boy Products

A Quality Line
for the
White-Lead
Painter

NLI

001782

PROPERTY INSPECTION REPORT

A thorough inspection of your property located
at 72 West Main Street
shows the conditions that have been indicated
below with recommendations for their treatment.

GENERAL RECOMMENDATIONS

EXTERIOR of HOUSE:

Immediate repainting is advised. Paint on east and
west exposures needs burning and scraping off before
new paint is put on. Certain areas show bad cracking
and scaling. Mildew condition on north exposure.

Paint on body of house in poor condition generally.

Recommend complete white-lead and oil job, three coats
on burned-off areas and two coats on remainder of house.

INTERIOR of HOUSE:

Recommend redecoration of living room, bedroom and
kitchen. See page three for detailed comments.

This inspection and the above recommendations are given in a spirit of coopera-
tion for better preservation and appearance of property. They are made without
obligation to the owner.

Report Submitted by M^c Coy + Evans

Painting Contractor

Address 108 East Main Street Phone 369

NLI 001783

INSPECTION OF EXTERIOR					
ITEMS	CONDITION OF PAINT				DETAILED COMMENTS
	EXCELLENT	FAIR	POOR	NO PROTECTION	
BUILDING:					Paint on front and rear beginning to crack and peel, especially above windows. Mildew, probably from live oak trees, shows in places on north side. South side practically unprotected because of washing off of paint. Same condition on south gable. Cornice shows cracking and scaling on all but north side. Trim faded and washing off. Underside of eaves not well protected - paint is cracking and scaling. Door frames beginning to split and rot due to moisture getting through unprotected places. Window sash in fair shape. Several lights need reputting. Blinds faded on exposed side.
Body, Front			✓		
Body, Rear			✓		
N. Side		✓			
S. Side				✓	
Gables			✓		
Dormer			✓		
Cornice				✓	
Trim			✓		
Overhang of Eaves			✓		
Door Frames				✓	
Window Frames		✓			
Sash		✓			
Storm Sash					
Blinds			✓		
Screens		✓			
FRONT PORCH:					Floor and step-treads worn in places. Posts and rail show some blistering. Ceiling dirty but in fair condition. Front door checked and spotty.
Floors and Steps				✓	
Posts and Rail			✓		
Ceiling		✓			
Door			✓		
REAR PORCH:					Floor and step-treads badly worn. Risers beginning to crack. Ceiling blistered - moisture appears to get through roof. Paint nearly gone on door panels.
Floors and Steps				✓	
Posts and Rail		✓			
Ceiling			✓		
Door				✓	
ROOF:					
Gutters and Flashing	✓				
Chimneys					
Foundations					
Fire Escapes					
Fences, Pergolas, etc.					
GARAGE OR BARN:					Down-spouts lack protection. Old paint not suited to metal. Cracked and flaking off. Rust spots show in spouts on southeast corner.
Body		none			
Trim					
Roof					
Sash					
Down-Spouts				✓	

N. I 001784

INSPECTION OF INTERIOR				
ITEMS	APPEARANCE			DETAILED COMMENTS
	EXCELLENT	FAIR	POOR	
<u>Kitchen</u> room				
WALLS			☒	Paint on walls and ceiling discolored from smoke. Recommend washing and repainting.
WOODWORK				
CEILING				
FLOOR				
<u>Living</u> room				
WALLS			☒	Wallpaper faded and coming loose in spots. Recommend removing paper, washing wall and painting to produce Tiffany finish.
WOODWORK				
CEILING				
FLOOR				
<u>North Bed</u> room				
WALLS			☒	Calomine on walls soiled. Recommend washing off, and repainting with two coats flat white-lead paint.
WOODWORK			☒	Door and window frames yellowed. Recommend repainting.
CEILING				
FLOOR			☒	Varnish worn through in places. Recommend refinishing floor.
<u>room</u>				
WALLS				
WOODWORK				
CEILING				
FLOOR				

NLI 001785



We use and recommend
Dutch Boy White-Lead

Paint, varnish, enamel and lacquer are applied to surfaces as a protection against wear or weather. That is the primary purpose of painting materials. Their secondary function is to add beauty to the object coated.

It is less expensive to renew protective and decorative coatings than to renew building materials. It is false economy to postpone needed painting. Don't put it off—remember that paint pennies save property dollars.

Property Inspection Report
Submitted to
Mr. John Arnold.
712 W. Main St.
Meriden, Conn.
By
McGoy & Evans.
108 E. Main St.
City.
Date May 1st, 1923

NLI

001786

1. FREE INSPECTION PLAN

Please send me a supply of the Report Blanks so I can get started.

NOTE: If you want a supply of Post Card Mailers to be mailed out to your prospects, check here ☐

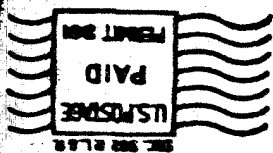
NLI 001787

882100 NLI 001788

HERE'S THE PAINT
FOR PAINTERS ...



It's the paint that makes the difference between a good job and a bad job. That's why the paint that's used in the most important buildings in the world is the paint that's used in the most important buildings in the world. It's the paint that's used in the most important buildings in the world. It's the paint that's used in the most important buildings in the world.



NATIONAL LEAD COMPANY

NEW YORK	111 Broadway	SAN FRANCISCO	2200 20th Street
BUFFALO	116 Oak Street	SEATTLE	973 John Street
CHICAGO	900 W. 10th Street	BOSTON	National-Boston Lead Co., 200 Albany St.
CINCINNATI	619 Freeman Avenue	PHILADELPHIA	John T. Lewis & Bros. Co., Widener Bldg.
CLEVELAND	820 W. Superior Avenue	PITTSBURGH	National Lead & Oil Co. of Pa., 316 Fourth Av.
LOS ANGELES	932 Wilcox Street		
PORTLAND ORE.	1211 N. W. Glisan Street		
ST. LOUIS	722 Chestnut Street		

DUTCH BOY WHITE-LEAD PAINT

is the Painter's Paint

IT IS MIXED TO FIT THE JOB IN HAND

IT IS TINTED TO SUIT THE HOMEOWNER

IT SPREADS EASILY AND COVERS WELL

IT CAN BE MIXED A GALLON A MINUTE

IT COSTS ONLY ABOUT \$2³⁰* PER GALLON

* This price, \$2.30, is for a gallon of pure white-lead paint—100 lbs. white-lead at 11 cents per lb., 4 gal. linseed oil at \$1.00 per gal. and 1 pt. drier at \$2.00 per gal.

NLI 001789

FROM PASTE TO PAINT
A GALLON A MINUTE



A QUICKIE
PRODUCED BY DUTCH BOY



See the world in the store
The Dutch Boy painting business
has been growing for a century
and a half. The old paint covers
the world's population on the road.
The Dutch Boy paint can be found
everywhere. . . . JIM VALL
DUTCH BOY

Dutch Boy has been making ink.

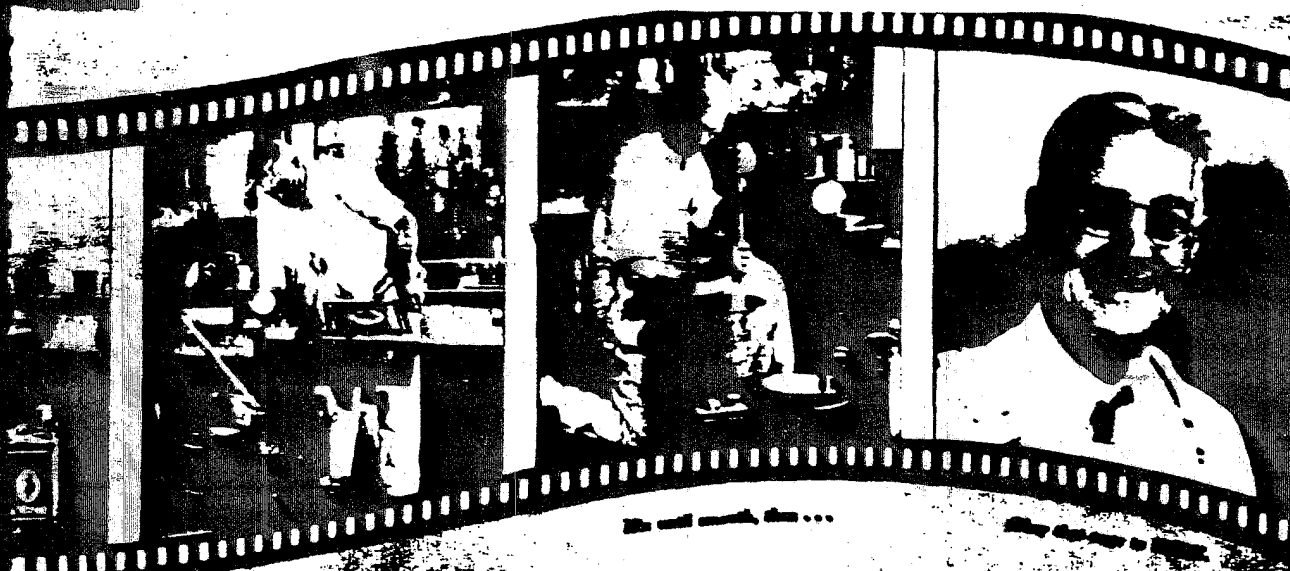
HIGHEST QUALITY AT L

\$2.30

You've heard so much about the quality of Dutch Boy white-lead paint, so much praise for its easy spread, wide coverage, hiding power, durability and all-round usefulness, that you may think that it is high-priced.

Is \$2.30 a gallon a lot of money to pay for Dutch Boy's advantages? No. Yet that's all this good paint costs you if your local price for lead is 11 cents a pound, oil \$1.00 a gallon and drier 30 cents a pint. Lower prices prevail in many localities, in which

NLI 001790



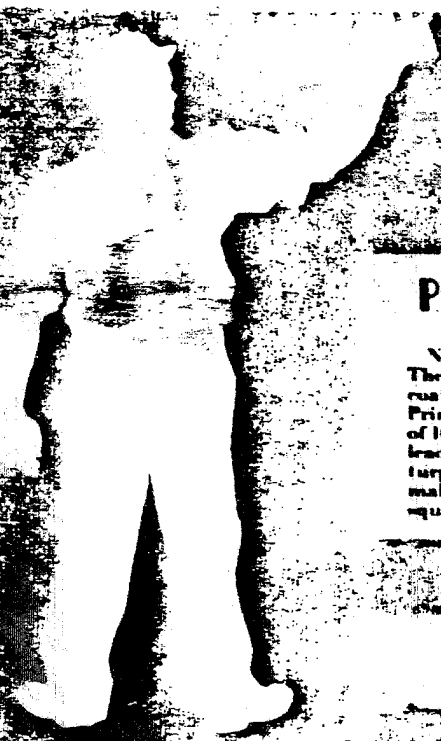
Dutch Boy white-lead paint is the most economical paint on the market today. It is so durable, it will last for years without needing to be repainted. It is so easy to use, it can be applied with a brush, roller, or spray. It is so cheap, it will save you money on your next painting job. Buy a batch of Dutch Boy white-lead paint and figure your gallon cost down to a penny. You'll have proof that quality can talk price!

Y AT LOW COST PER GALLON

ward so much
quality of Dutch
ad paint, so
for its easy
coverage, hid-
durability and
fulness, that
ink that it is
Boy's advan-
if your local
llon and drier
ilities, in which

case your Dutch Boy white-lead paint costs even less than \$2.30 per gallon. Like most good painters who always use Dutch Boy, you probably never bother to figure the gallon cost of your paint. You take for granted that, because it is good, it must be expensive. Dutch Boy white-lead paint is worth whatever your paint-sense tells you it's worth. But, it doesn't cost you that much. Buy a batch of Dutch Boy materials for your next job and figure your gallon cost down to a penny. You'll have proof that quality can talk price!





PRIMING COAT PAINT

(NEW OUTSIDE WOOD)

No paint job is any better than its priming coat. The coat next to the wood must support all the coats which will follow in the years to come. Prime new lumber with paint mixed on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, 1 gal. Dutch Boy linseed oil, $1\frac{1}{4}$ gals. pure turpentine and 1 pt. Dutch Boy liquid drier. This makes 9 gals. of paint which will cover about 5000 square feet of surface.



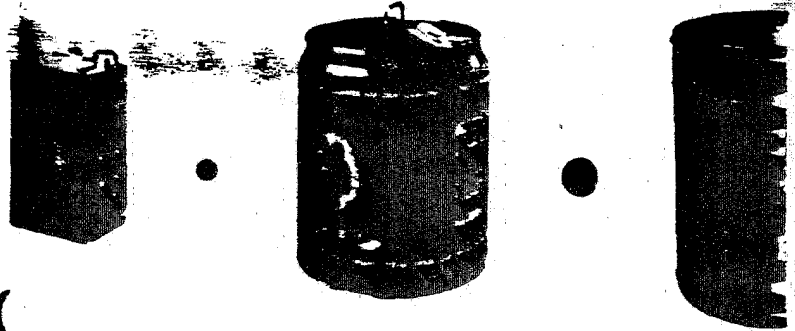
BODY COAT PAINT

(NEW OUTSIDE WOOD)

Paint for the second coat on new outside wood must have "body" and hiding power. It must be hard and should dry with no more than an egg-shell gloss. Mix your body coat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, $1\frac{1}{2}$ gals. Dutch Boy linseed oil, $1\frac{1}{4}$ gals. pure turpentine and 1 pt. Dutch Boy liquid drier. This makes 6 gals. of paint which will cover about 4200 square feet of surface.

NLI 001792

MAKE EVEN ALL-DUTCH



THE "M"

FIRST COAT PAINT

INSIDE WOOD

After its priming coat, paint must support all the work in the years to come. Paint mixed on the basis of all-purpose soft paste white-lead, 2 gals., Dutch Boy linseed oil, 1 1/2 gals., pure turpentine and 1 pt. Dutch Boy liquid drier. This mix will cover about 5000

FIRST COAT PAINT

INSIDE WOOD

Paint on new outside wood should have good hiding power. It must be able to hide no more than an egg. Paint mixed on the basis of all-purpose soft paste white-lead, 2 gals., Dutch Boy linseed oil, 1 1/2 gals., pure turpentine and 1 pt. Dutch Boy liquid drier. This makes 7 gals. of paint which will cover about 5000

FIRST COAT PAINT

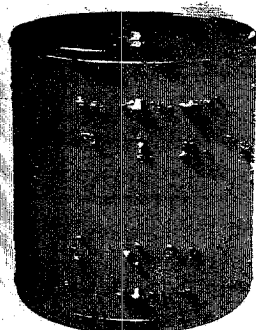
REPAINTING OUTSIDE WOOD

The first coat on a repaint job should not only have good penetration to get anchorage but it should also have hiding power and a good spreading rate. Mix your first coat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, 2 gals., Dutch Boy linseed oil, 1 1/2 gals., pure turpentine and 1 pt. Dutch Boy liquid drier. This makes 7 gals. of paint which will cover about 5000 square feet of surface.



NLI 001793

EVERY JOB AN DUTCH BOY JOB



THE "MIXIN'S"

FINISHING COAT PAINT

NEW AND OLD OUTSIDE WOOD

The final coat on any exterior paint job must take the beating given by sun, rain and weather. It must be tough, elastic and able to shed dirt as time goes on. Mix your finishing coat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead, 3 gals. Dutch Boy linseed oil and 1 pt. Dutch Boy liquid drier. This makes 6 1/2 gals. of paint which will cover about 675 square feet of surface.



N L I 001794



FLAT WALL PAINT

(FOR INTERIOR PLASTER)

Flat wall paint made from Dutch Boy materials is adaptable to any color scheme and it will also meet requirements of long, hard service. For a flat washable finish coat mix your paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead and 1 3/4 gals. Dutch Boy flattening oil—tint to suit with Dutch Boy color-in-oil. This makes about 5 gals. of paint which will cover about 600 square feet of wall surface.



EGGSHELL WALL PAINT

(FOR INTERIOR PLASTER)

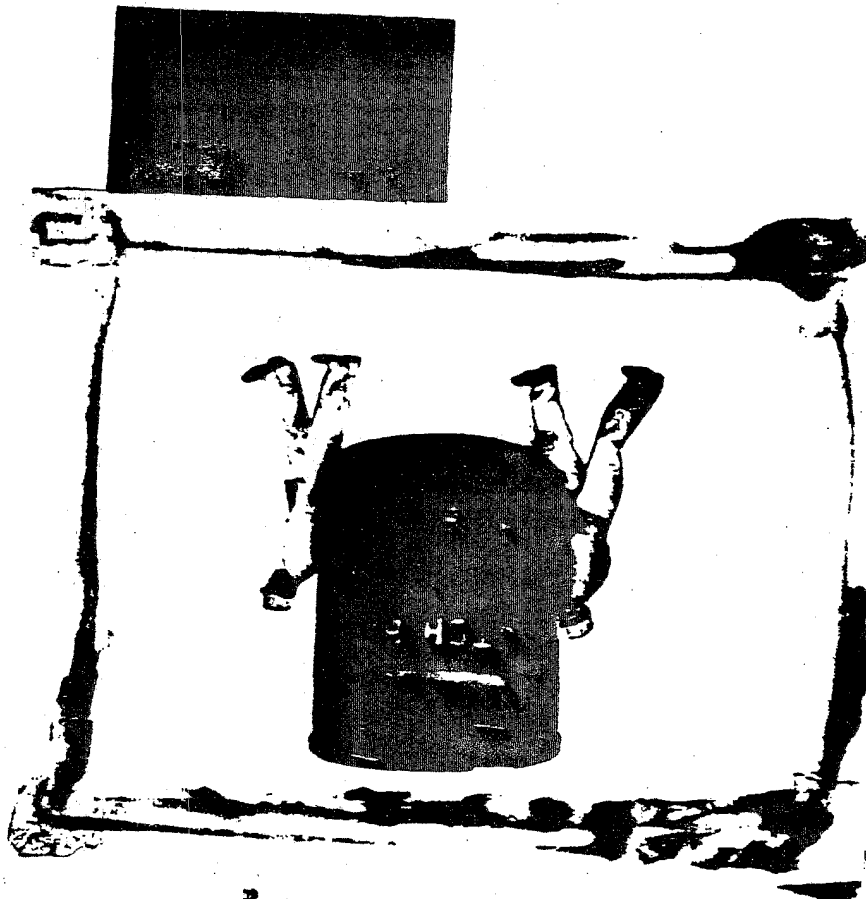
A washable finish that is halfway between a full gloss and a dead flat is much in demand nowadays. Get a flat paint on the basis of 100 lbs. Dutch Boy all-purpose soft paste white-lead and 1 3/4 gals. Dutch Boy flattening oil; then add 3 gals. Dutch Boy wall primer to each 2 gals. of flat paint—tint to suit with Dutch Boy color-in-oil. This paint will cover about 300 square feet per gallon.

NLI 001795

FOR OVER 20 YEARS THE

N. F. P. HAS BEEN HELPING

PAINTERS GET MORE JOBS



NATIONAL LEAD COMPANY
ATLANTIC BRANCH
111 Broadway, New York

N. L. I

001796





**What's
Your
Opinion
of the**

NEVER FAIL PLAN?

We like to hear you say—as so many painters do—"The Never Fail Plan is a fine idea. It works. It gets business. It's easy to use."



But more than this, we'd like to see you use the Never Fail Plan. Because, no matter how much we tell you about the other fellow's success—no matter how much you admit the plan's effectiveness—it's only what it will do for your business that counts. And it is only by using the Never Fail Plan that you can possibly know how it turns idle hours into busy, profitable ones; how it helps to avoid price competition; how it smooths over that important first interview with the prospect.



Of course, we tell you all these things. We have been telling the advantages of the Never Fail Plan to painters for over twenty years. But it is only those painters who have used the plan who realize the truth of what we say. You may believe, but the user knows.



So we say, if you are sincerely interested in increasing your painting business, in making jobs grow where none grew before—try the Never Fail Plan.



It costs you nothing. It has worked for others. It will work for you. More jobs—better jobs—profitable jobs—are yours for the asking.

N L I 001797

HERE'S HOW...

The Never Tail Plan

WORKS FOR YOU

Send a copy of "HOW TO Buy a Paint Job."



JOT DOWN first the names of owners with houses or other buildings that need painting. It's not difficult these days to find properties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

We send "The House We Live In" to every property owner on your list.



ON THE blank we furnish for the purpose or on your letterhead, send in these names and addresses to us. We immediately send each one a copy of a beautifully illustrated booklet, **THE HOUSE WE LIVE IN**, imprinted with your name and address—sent with your compliments. This booklet not only is well-filled with color illustrations of houses and interiors, but it contains as well an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'handy man' or spare-time 'dauber'." In short, it is your story from cover to cover.

BY THE time the prospect has had a chance to read and digest this selling talk, you will be ready to call personally at the house. This is easy to do because the prospect already knows about you from the imprint on the booklet. Then, to make it still easier we furnish you with another booklet to take with you when you call—**HOW TO BUY A PAINT JOB**. You can either go over this with the owner at the time or leave it for him to read later. It contains still more arguments for good paint and a good painter—illustrated with pictures of what happens when these two important elements are not combined... on what happens when paint is not applied in time. It gives all the arguments that are needed by a top-notch salesman. If you are a good



SHOULD the owner ask you for an estimate at this time you can still further clinch the job by using our Estimate Follow-Up Service. To receive this service all you do is send us a post card with the name and address of the prospect whose job you are estimating. We immediately send him a letter recommending that he give your estimate preference. Also, we send **THE TALE OF TWO PAINT JOBS**, another illustrated booklet filled with arguments for a good painting job.

If you need help at the time you submit an estimate we'll send the prospect a personal letter and a booklet.



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If you are a painter . . .

who wants to select and work on prospects who are able and willing to pay for the right kind of paint job

use THE NEVER FAIL PLAN



If you are a painter . . .

who likes to deal with owners who have an intelligent idea what good materials and good craftsmanship mean to a paint job

use THE NEVER FAIL PLAN

If you are a painter . . .

who wants to conduct a dignified and foolproof sales campaign for additional business on a craftsmanship basis

use THE NEVER FAIL PLAN



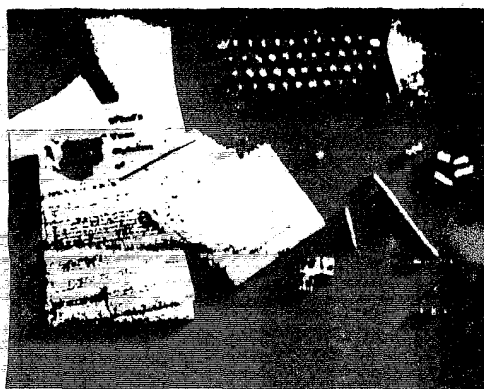
If you are a painter . . .

who wants to keep away from ringing doorbells on cold canvassing

use THE NEVER FAIL PLAN



You select your list of prospects and send it to us for circularizing.



JOT DOWN first the names of owners with houses or other buildings that need painting. It's not difficult these days to find properties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

ON THE blank we furnish for the purpose or on your letterhead, send in these names and addresses to us. We immediately send each one a copy of a beautifully illustrated booklet, **THE HOUSE WE LIVE IN**, imprinted with your name and address—sent with your compliments. This booklet not only is well-filled with color illustrations of houses and interiors, but it contains, as well, an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'handy man' or spare-time 'dabber'." In short, it is your story from cover to cover.

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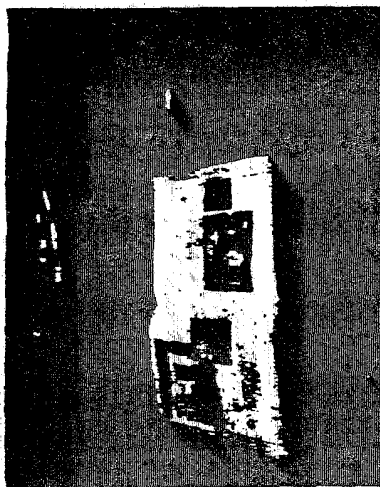
SHOULD the prospect not be at home at this time, you can leave the job by using our post card with the prospect's name. We immediately send that to the prospect's home. Also, we send a **PAINT JOB**, with arguments

talker yourself, this booklet will supplement

and interiors, but it contains as well an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'handy man' or spare-time 'dauber'." In short, it is your story from cover to cover.

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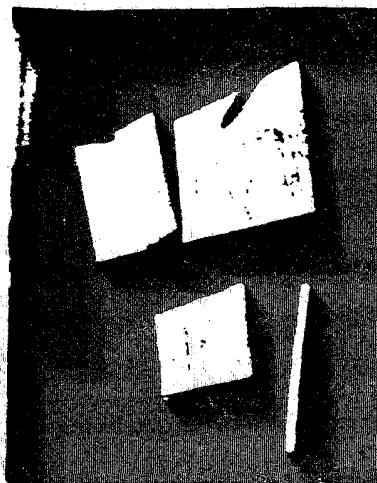
We need "The House We Live In" to every property owner on your list.



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SHOULD the owner ask you for an estimate at this time you can still further clinch the job by using our Estimate Follow-Up Service. To receive this service all you do is send us a post card with the name and address of the prospect whose job you are estimating. We immediately send him a letter recommending that he give your estimate preference. Also, we send **THE TALE OF TWO PAINT JOBS**, another illustrated booklet filled with arguments for a good painting job.

If you need help at the time you submit an estimate we'll send the prospect a personal letter and a booklet.



This is the Complete Never Fail Plan

Selected prospects... 3 effective booklets... your personal call... our personal letter—these make an unbeatable combination. No wonder this plan produces painting jobs—and all without cost to you. Need we say more to convince you that until you use this plan you are throwing business away.

NLI 001800

On Interior Walls?

From whom do you buy your white-lead?

Name

Address

How many do you usually employ?

Have you ever used this plan? When?

FOLD BACK AND SEAL HERE

New York, N. Y.

111 Broadway

ATTENTION: SALES

NATIONAL LEAD COMPANY



A few days after you mail this blank
you will receive detailed instructions
and a copy of the booklet we send to
your prospective customers.

A FINAL CAUTION!

Have you kept a copy of this list?

NLI 001801

need painting. Put the Never Fail Plan to work on them as fast as you can. As soon as you receive this list I promise that Dutch Boy or Carter white-lead will be used on all contracts which the Never Fail Plan lands.

NOTE—Type-write your list or print it in ink. Spell names correctly and give proper initials and addresses. Select names carefully. Submit only names of property owners whose homes actually need painting. The better the list, the better the results.

Name _____

Street and No. _____

City _____

State _____

Phone _____

NOTE—You do not need to fill out every space to use the Plan. Just send in as many names as you have. You can send in others later on.

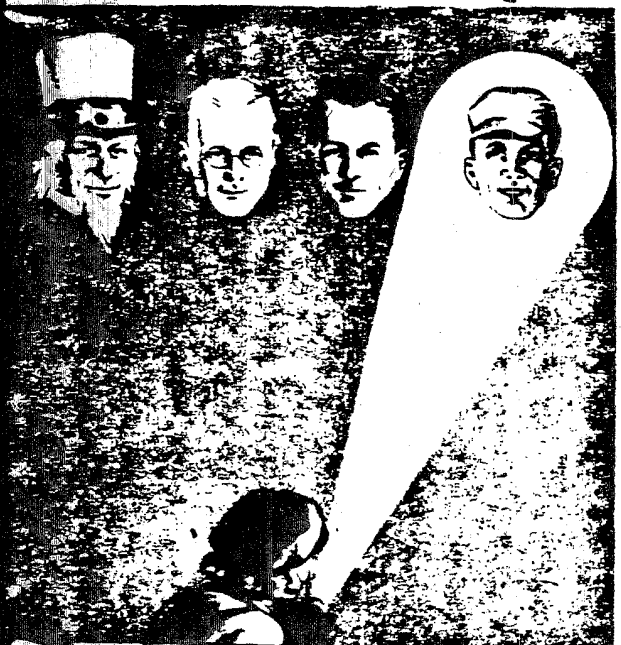
BE SURE TO KEEP A COPY OF YOUR LIST

NLI 001802

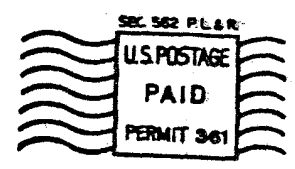
F-35-34

NEW YORK 111 Broadway
BUFFALO 116 Oak Street
CHICAGO 900 W. 18th Street
CINCINNATI 609 Freeman Avenue
CLEVELAND 320 W. Superior Avenue
LOS ANGELES 923 Wilcox Street
PORTLAND ORE. 1211 N. W. Glisan Street
ST. LOUIS 725 Chestnut Street
SAN FRANCISCO 2220 24th Street
SEATTLE 773 John Street
BOSTON National-Boston Lead Co. 200 Albany St.
PHILADELPHIA John T. Lewis & Bros. Co., Wire & Sheet Metal
PITTSBURGH National Lead & Co. 1000 11th Street
National Lead & Co. 1000 11th Street

NATIONAL LEAD COMPANY



*The Part You Play
in the N.H.A.*

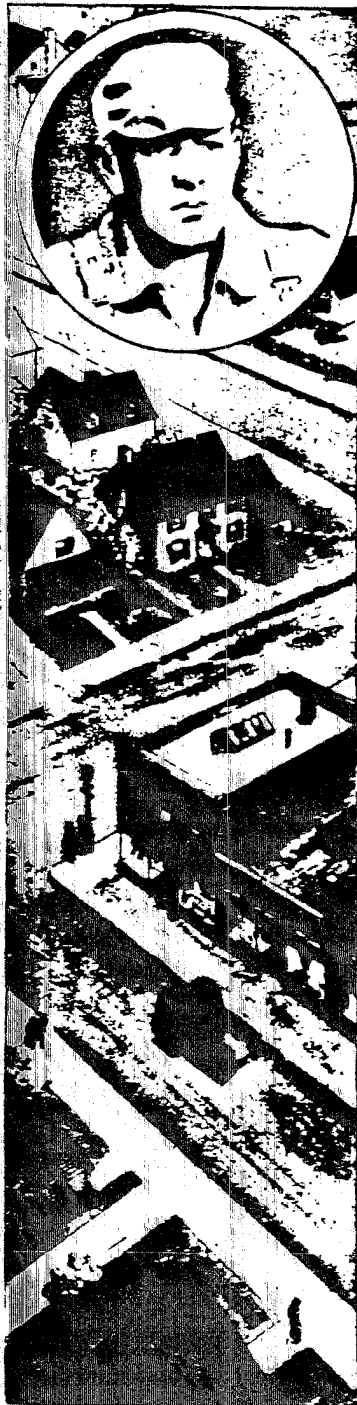


NLI 001803

NLI

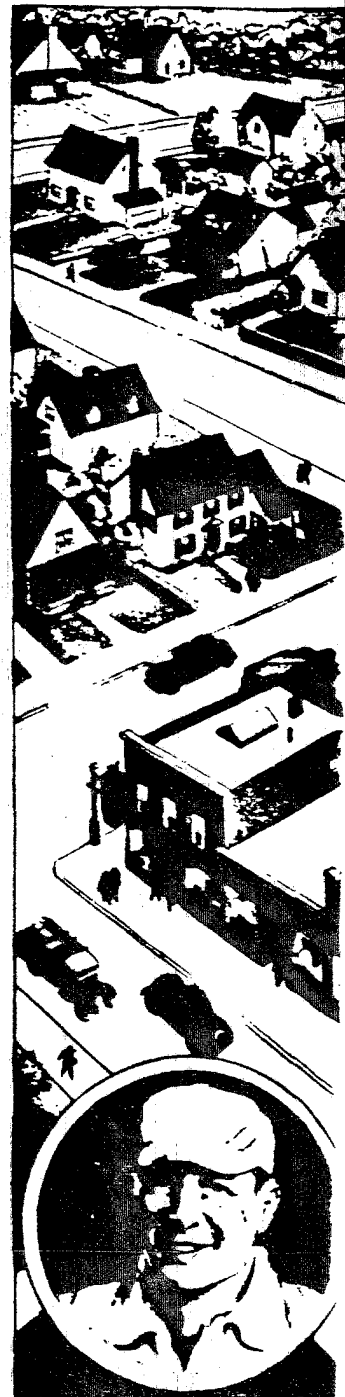
001804

THE NATIONAL HOUSING ACT



is the Government's answer to the demand that something be done to lift the construction industry out of the rut of depression. Carpenters, roofers, masons, bricklayers, plasterers, plumbers and painters—probably 4,000,000 men all told—were among the first to feel the slump and are among the last to be freed from its grip.

THE NATIONAL HOUSING ACT is designed to set in motion the wheels of the construction industry which came to a virtual halt a few years ago. The Federal Housing Administration already is well under way with the first phase of its Better Housing Campaign—a country-wide movement in which the Federal Government, banks and other lending agencies, home-owners, and all those who supply or use construction materials are enlisting. The first step is to put over a tremendous repainting, repairing and remodeling program.



Important parts in the Housing Program are played by .

NL 1001805



THE FEDERAL GOVERNMENT

The Government's part in the program includes, of course, the passage of the National Housing Act (which became law on June 27, 1934) and the securing of cooperation between banks, the construction industry and home-owners.

Uncle Sam says to the banks and other lenders of money, "You make loans to worthy home-owners for improving their neglected properties. Collect as interest and or discount or fee a total charge not exceeding an amount equal to \$5 per \$100 of the original face amount of a one year note, the charge to be deductible in advance. I will insure you against loss on these loans as follows: If you loan \$100,000 and \$20,000 of this amount is not repaid, I will make good on that \$20,000 or any portion thereof. Even in our worst depression years losses on this type of loan have reached barely 3% of the money lent, so you see, my 20% guarantee amounts practically to 100% insurance."

Thus, while the Government does not lend money directly to property-owners under the N.H.A., it aims to make this type of lending attractive to local banks, building and loan associations and other qualified lenders.



FINANCIAL INSTITUTIONS

The lenders' participation in the Better Housing Campaign takes the form of loans to home-owners who can reasonably be expected to repay the money within a specified time.

Those financial institutions cooperating with the F.H.A. say to home-owners: "Come to us with an estimate covering the improvements you wish to make. Fill out Form FHE-3. We will investigate your credit in the usual way; we will assure ourselves that the improvements are proper. If your application is approved, we will make only a small charge for the money loaned. For example, if you need \$285 for a paint job, you might sign a note for \$300 payable in 12 equal monthly installments. This note would not bear interest, because the maximum charge permitted (\$15 in this case) would be included in the face of the note. You may borrow any amount from \$100 to \$2,000 depending on the size of the improvement and your ability to repay."

Banks and other lending agencies which are co-operating with the Federal Housing Administration, have on hand the necessary printed forms, promissory notes, etc., to be used in connection with the N.H.A. program.

TO HELP PAINTERS PLAY THE

NLI

001806



THE HOME-OWNER

The home-owner's part in the Better Housing Campaign is, of course, obvious. He knows better than anyone else whether or not he needs a loan to pay for repainting or otherwise improving his house. He knows whether or not his income justifies obtaining a loan which must be repaid by regular monthly installments. He knows whether or not he can qualify for a loan, under the rules laid down by the N.H.A.—mortgages not in arrears, property ownership established, income satisfactory, etc.

The home-owner will say to the contractor (carpenter, mason, painter, etc.), "Give me an estimate on improving my property (repainting, repairing, etc.). Make a careful survey of the work and put your proposition in writing, naming materials to be used, details of the job, price, etc. Then I'll take the estimate to the bank."

The bank or other cooperating financial house will give the property-owner a blank, called Form FHE-3, to fill out. If the information required on the blank is considered satisfactory, the application for a loan will be approved and the property-owner will sign a note promising repayment. He will then get the money he needs to pay for the improvement on his property.



THE PAINTING CONTRACTOR

The master painter who intends to play a part in the National Housing Act should, first of all, familiarize himself with the principal features of the Act. He can get all the information he needs from his local banks or from his local Better Housing Campaign headquarters. The painter should make up a list of property-owners in his community whose houses (or business buildings) need repainting and then approach these people in person, by phone or by letter, suggesting the advisability of "painting before winter". He should find out, tactfully, whether or not the home-owner has considered the possibility of securing a loan to pay for the painting.

If the home-owner shows interest in the N.H.A. proposition and he appears to be able to qualify for a loan, the painter should offer to help by making an inspection of the property and submitting a report, together with a detailed estimate covering the job. He may also offer to get from his bank such forms as are required by the N.H.A. to give the money-lending agency the information needed to O.K. the loan. The painter can show the property-owner how to fill out the blanks and can offer to handle the details of obtaining the loan, provided the owner is eligible.

THEIR PART IN THE N.H.A. . . .

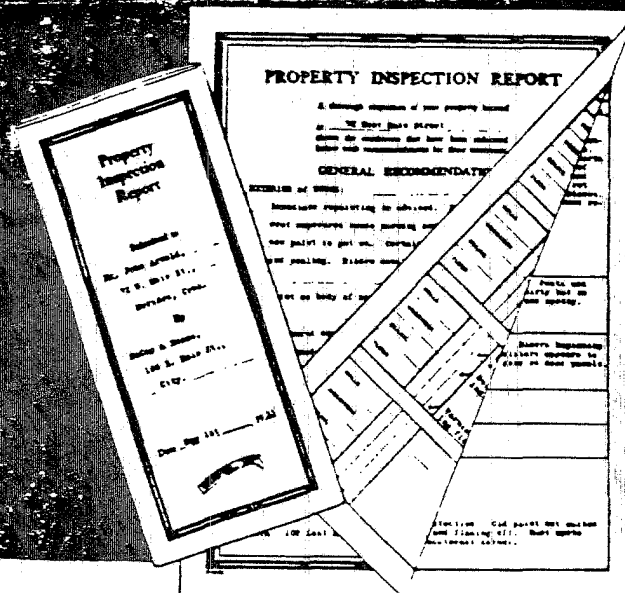
NLI 001807

THE MAKERS OF DUTCH BOY offer some advertising



POST CARD MAILER

Truly remarkable results are claimed by many painters who have sent these mailers to persons whose houses needed painting. The folders are attractive and tell a simple, direct story. A detachable return post card is provided, so that the home-owner may ask you to call and inspect his property. We print your name and address on the card. You address, stamp and mail the folders.



PROPERTY INSPECTION REPORT

Use this blank in reporting the results of your free inspections.

If you are going to cooperate in the Dutch Boy campaign this fall and if you want to get the most out of the new business, you must

Don't wait for home-owners to come to you. Get the names of people who have inquiries from contractors in other lines—plumbers and so on—the names of people who need a rebuild and repair. Make up a list.

Then order from us the advertising material. Our folders are especially designed to make a direct appeal in the Housing campaign. We offer a direct appeal in newspaper, movie theatre and radio. We offer a Property Inspection Report and a business-like personal approach.

Use Dutch Boy Advertising

USE DUTCH BOY

When you figure the results of the campaign, especially jobs developed by Dutch Boy, you will find the advantages offered by Dutch Boy.

- (1) Dutch Boy white-lead is the best. Home-owners are already familiar with the Dutch Boy trademark.
- (2) Dutch Boy white-lead is the best in the country.
- (3) Dutch Boy white-lead is the best high-quality paint.
- (4) Dutch Boy white-lead paint is tinted to suit the color of the house. The paint can give the flexibility.

NL I 001808

DUTCH BOY PRODUCTS

Advertising and selling aids

ing to cooperate in this home improvement
all and if you expect to get your full share
ess, you must help create jobs.

or home-owners to look you up. Go to your
ising Campaign headquarters and get the
who have inquired about the N.H.A. Find
ctors in other trades—builders, carpenters,
on—the names of people who are going to
ir. Make up your own list of prospects.

om us the advertising matter you will need
to actual sales. The features shown here
signed to make selling easier in the Better
en. We offer three types of advertising—
e theatre and direct mail. In addition, the
ion Report provides an opportunity for a
onal approach to many paint jobs.

by Advertising and

DUTCH BOY WHITE-LEAD

ure the materials on your paint jobs, and
eveloped by N.H.A., bear in mind the ad-
by Dutch Boy:

white-lead is nationally advertised. Home-
already familiar with the famous Dutch
ark.

white-lead is obtainable in practically every
country.

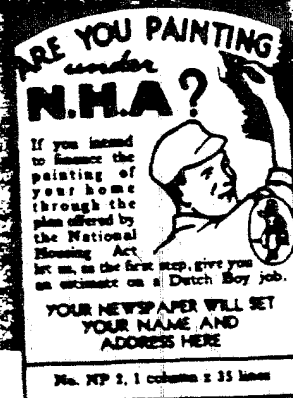
white-lead is recognized everywhere as a
paint.

white-lead paint is mixed to suit the surface
to suit the customer. Only painter-made
the flexibility demanded by the wide

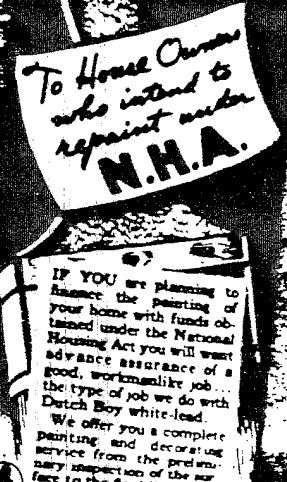


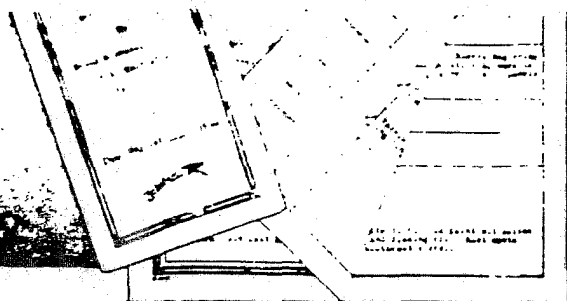
MOVIE SLIDE No. NP 1

If you advertise in your community movie house this slide will
tell movie-goers that you are cooperating in your local N.H.A.
program. The actual slide is painted in several colors and will carry
your name and address or name and phone number.



NEWSPAPER "ADS"





PROPERTY INSPECTION REPORT

Use this blank in reporting the results of your free inspections. Take one of these blanks with you when you make your free property inspection and jot down on it the condition of the paint on the house you are inspecting. Then, when you go back to your shop, fill out a clean blank, neatly and fully, to give the owner when you go back to report your findings and recommendations.

CHECK LIST - CONTRACT BLANK

This is a special feature and not necessary to the operation of the property inspection plan. It is offered here simply because many painters use it with the inspection service and have found it very useful in that connection. You may order it or not as you see fit.

The Check List-Contract is not a piece of advertising matter—it is a business form and is therefore charged for. We sell this form at our net cost—50 cents per pad of 50 originals and 50 duplicates (original for the home-owner and duplicate to be kept in your files).

The Check List-Contract is used as follows: When you return to the shop to make out a Property Inspection Report, also fill out a set of Check List-Contract blanks. Then, when the home-owner is given the Inspection Report and he asks what the job will cost, hand him the Check List-Contract which shows the work to be done, price, terms, etc.

Another desirable feature is the form of contract printed on the blank.

owners are already familiar with the Dutch Boy trademark.

- (2) Dutch Boy white-lead is the best in the country.
- (3) Dutch Boy white-lead is high-quality paint.
- (4) Dutch Boy white-lead paint and tinted to suit the color of the house can give the flexibility of paint jobs you want.
- (5) Dutch Boy white-lead paint can be applied with the brush, at the rate of 1/2 gallon per square yard. It's a time-saver.
- (6) Dutch Boy white-lead paint costs only about \$2.30 per gallon on a finishing coat paint, 10 cents a pound, linseed oil drier at \$2.75 a gallon.

Any way you look at it, Dutch Boy is the paint for the painter. The money to pay for a paint job is less than the time needed to repay the money *paid to stay painted*. He gets it that he gets it.



NL I 001809

Make every N.H.A. job

already familiar with the famous Dutch mark.

white-lead is obtainable in practically every country.

white-lead is recognized everywhere as a by paint.

white-lead paint is mixed to suit the surface to suit the customer. Only painter-made give the flexibility demanded by the wide paint jobs you are called upon to do.

white-lead paint can be mixed, ready for at the rate of a gallon of paint per minute. saver.

white-lead paint, in most localities today, about \$2.30 per gallon. This price is based ing coat paint, with white-lead figured at 11 and, linseed oil at \$1.00 a gallon and liquid .75 a gallon.

you look at it, Dutch Boy white-lead paint is the painter. The home-owner who borrows for a paint job wants the paint to last longer needed to repay his loan. He wants his house painted. He wants a Dutch Boy job. See



NL 1001810

If you intend to finance the painting of your home through the plan offered by the National Housing Act let us, in the first step, give you an estimate on a Dutch Boy job.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

No. NP 1, 1 column x 3 1/2 inches

NEWSPAPER "ADS"

Your local newspapers are carrying news of the Government's Better Housing Campaign. Either or both these "ads" run in your paper give you a natural tie-up with the N.H.A. items in the news columns. Space is provided at bottom of "ads" for your own name and address—to be inserted by the newspaper. You can also use these cuts on blotters, handbills, mailing cards, etc. Order by number.

N.H.A.

If YOU are planning to finance the painting of your home with funds obtained under the National Housing Act you will want advance assurance of a good, workmanlike job... the type of job we do with Dutch Boy white-lead.

We offer you a complete painting and decorating service from the preliminary inspection of the surface to the final "touching up"—all with a minimum of fuss and inconvenience. Let us give you an estimate on a Dutch Boy job.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

No. NP 1, 1 column x 3 1/2 inches

MAIL YOUR ORDER PROMPTLY

Mail the order blank below to the branch office of National Lead Company located nearest you. Here are the addresses:

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 W. 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 820 W. Superior Avenue, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

If you order Check List-Contract Blanks it will, of course, be necessary to mail the order and your remittance in an envelope, but if these blanks are not ordered you can mail this blank for 1 cent by putting it securely to the back of a government postcard, enclosing the face of the postcard to our nearest office. Be sure to write plainly.

QUICK ACTION ORDER BLANK

PAINTER'S ADVERTISING DEPT.
NATIONAL LEAD CO. BRANCH OFFICE

Date _____

Please send promptly, to the address below, the items checked. It is understood that there is no charge of any kind for this material (with the single exception of the Check List-Contract Blank which does not have to be ordered).

- | | |
|--|--|
| ☐ Post Card Mailers | ☐ Newspaper "ad" NH 1 |
| ☐ Property Inspection Reports | ☐ Newspaper "ad" NH 2 |
| ☐ Movie Slide NP 1 | |

Ship to—Name _____

Street and Number _____

Town and State _____

Send _____ pays Check List-Contract Blanks @ 50 cents per set
remittance of \$ _____ enclosed in ☐ stamps, ☐ check or ☐ money order.

DUTCH BOY



**Millions for
Painting Jobs**

*Make Sure You
Get Your Share*

NLI 001811

Millions for Painting Jobs is no exaggeration.
Just look at these figures: It is estimated that
16,000,000 houses
and other properties need improvements and
repairs.

23% or nearly one-quarter
of all loans and 14% of the total money loaned
so far under the National Housing Act have
been for painting. Up to a billion dollars can

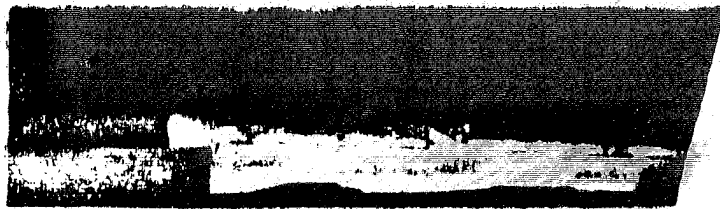
be loaned under the Act. 14% of a billion is
\$140,000,000

What a market to shoot at!

Of course, it is your share of this enormous
potential market that is important to you
. . . the share that exists at this moment
in your town and in your neighborhood.
How to go after this important business is
the question answered in this folder.

Turn the page for . . .

NLI 001812



Millions for Painting Jobs

Just look at these figures:

16,000,000

and other properties need repairs.

23% or nearly
of all loans and 14% of the
so far under the National
been for painting. Up to

I First Step . . .

Get together the best possible list of the most likely prospects for painting, especially those who might be interested in the easy payment plan of the N. H. A. You have a good start for this list with those prospects you have worked on during the past year or two and who have offered the excuse of "No money." Go through your records of former customers whose houses need painting. Spot properties around your neighborhood that need paint repair. There are plenty of them. Check up on the owners. Then, when you have decided how many prospects you have

WRITE DOWN THE QUANTITY ON THE
POST CARD OPPOSITE. SIGN AND MAIL IT
TO OUR NEAREST OFFICE

And on This

At his home or place of business
have a plan for him that is very
his property . . . that you want
it and present him with information
you may find it advisable to pho
Use your best judgment on
Take with you—on these per
furnish, containing a copy of
JOB and the folder explaining
a loan under the N. H. A. Go
prospect during your call, exp

you will find an excellently p
good paint and a good painter.
to sign up immediately, leave
read over at his leisure and t
set a definite date for your f
better yet look over his house
to give him an estimate on the

ABOVE ALL GET BU
PECTS WITHOUT DEB
ON YOUR COMPETIT
TO REGISTER YOUR
PAY YOU TO "CASH
BETTER HOUSING PA

NLI 001813

PAINTING WITH



**DUTCH BOY
WHITE-LEAD**

NLI 001814

PAINTING DIRECTIONS

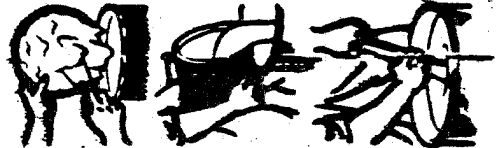
APPEARANCE

The smooth beauty of pure white-lead paint is evident from the moment it is put on. But more than this, it retains this smoothness throughout its long life, because it is not subject to cracking and scaling.

Furthermore, the use of white-lead brings you the choice of an almost unlimited range of beautiful colors. You are not confined to the colors on this card or on any card. Scores of tints and shades are at your command. It is simply a matter of tinting the white paint to exactly the color you want.

CONVENIENCE

Dutch Boy white-lead is now sold in the improved ALL-PURPOSE soft paste form. It is the same high quality white-lead always supplied under the Dutch Boy brand but put up in easier-to-use form. A few minutes to thin it and it's ready for the brush. No guessing about what it contains. You know that you have a pure white-lead paint.



THREE EASY STEPS TO MIX PURE WHITE LEAD PAINT



PROTECTION

White-lead paint becomes almost an integral part of the surface to which it is applied. Its elasticity... power to stretch and contract with the surface... keeps it from cracking and scaling. There are no breaks for moisture to get in and destroy.

ECONOMY

Low even in first cost, white-lead paint adds the real economy of low cost per year. It takes as much labor to put on any paint as it does to apply pure white-lead... sometimes more. It takes just as much paint to do the job... usually much more. So you can see that unless the other paint lasts at least as long as the white-lead, it is going to cost somebody a lot of money or a lot of hard work or both.

We do not need to claim that white-lead paint lasts. Look around you at houses that have been painted with white-lead four, five, six or more years ago. Ask painters, what they see when they have to stand back of their jobs. Ponder these facts and think twice before you accept claims as a substitute for the test of long use.

Undercoat. This coat must dry fairly fast to give "booth" for the finishing coat. Use half as much linseed oil as Soft Paste white-lead. The same with turpentine. Add $\frac{1}{4}$ pint drier for each gallon of paint.

Finishing Coat. This coat needs more oil than the undercoat but not so much as to make a soft film. Use a mix of half Soft Paste white-lead and half linseed oil... 10 turpentine. Or better yet... use a little less oil than white-lead. Add $\frac{1}{4}$ pint drier for each gallon of paint.

Wood never painted before needs three coats... a priming coat followed by two coats as given above.

Priming Coat. This coat needs plenty of linseed oil to fill up the pores of the wood. So use twice as much thinner (in the proportion of two parts linseed oil and one part turpentine) as Soft Paste white-lead. Add $\frac{1}{4}$ pint drier for each gallon of paint.

Each gallon of paint, mixed in the directions above, requires about 15 lb. of white-lead, 1 qt. of turpentine and 1 qt. of linseed oil. 15 lb. of white-lead, 1 qt. of turpentine and 1 qt. of linseed oil for the finishing coat; 10 lb. of white-lead, 3 lb. of linseed oil, 1 lb. of turpentine for the priming coat.

When you open the keg, just give a few stirs to mix in any drier all that may have come to the top.

Pour as much of the lead as you want to use at this time into a mixing tub or pail that will hold at least twice the volume of the lead.

Reduce to paint by stirring in the proper amount of linseed oil, turpentine and drier. Tint to any color you want.

NLI 001815

These standards will be used for the purpose of color calibration and color control in the use of 100% cotton fabric and will be used for the purpose of color calibration and color control in the use of 100% cotton fabric.

		DARK GRAY Permanent 1 pt. 100% cotton			DARK GRAY Permanent 1 pt. 100% cotton
		TAN Permanent 2 pt. 100% cotton			TAN Permanent 2 pt. 100% cotton
		CERULEO BLUE Not Permanent 1 pt. 100% cotton			CERULEO BLUE Not Permanent 1 pt. 100% cotton
		IVORY Permanent 1 pt. 100% cotton			IVORY Permanent 1 pt. 100% cotton
		LEMON Permanent 1 pt. 100% cotton			LEMON Permanent 1 pt. 100% cotton
		ROSE BUFF Permanent 1 pt. 100% cotton			ROSE BUFF Permanent 1 pt. 100% cotton
		SPANISH RED Permanent 1 pt. 100% cotton			SPANISH RED Permanent 1 pt. 100% cotton
		WHITE Permanent 1 pt. 100% cotton			WHITE Permanent 1 pt. 100% cotton

NLI 001816

HELPFUL PAINTING HINTS

KNOTS and sappy streaks in new wood should be discolored with orange shellac, brushed out very thin, after the painting coat of paint is applied.

PAINING should be done in dry weather on dry surfaces. Moisture under paint is almost sure to cause trouble.

TO find the number of square feet to be painted, measure the total distance around the house and multiply this by the height of the corner boards. This will give the number of square feet in the body. To find the area of gables, multiply their width by one-half their height. Add this to the area of the body. Be sure to add enough for the overhanging of the eaves, chimneys, etc., and for porch floors and ceilings. Take nothing off for doors and windows. In estimating the quantity of paint needed, figure one gallon to every 700 square feet of surface, one coat.

IF IS a good idea to stain paint through a double thickness of cheesecloth or a fine wire screen.

THE surface to be painted should be smooth before new paint is applied. If old paint has cracked, scaled or blistered, it will be necessary to scrape or burn off the old paint.

DO not allow the paint merely to flow from the brush. Brush it out. And do it uniformly, too, without trying to hide spots with an extra dab. Each coat should be allowed to dry at least two or three days before the next coat is applied.

AFTER the first coat is dry, fill all nail holes and cracks with putty made by working together dry whiting and paint white-lead.

DUTCH BOY WHITE-LEAD

ALL-PURPOSE SOFT PASTE

Here, for the first time, is a quick-mixing white-lead which is equally suitable for inside as well as outside use. This new and improved lead-in-oil not only gives a fine gloss but sets perfectly without a trace of a shiner or flash... and at the same time, brings you the advantages of quick-mixing. Extra gliding by a special milling process, doing which a small amount of pure turpentine is added, is the reason why Dutch Boy ALL-PURPOSE Soft Paste is not only a new but an improved white-lead. It is a modern product in every sense of the word... convenient... adaptable... economical... let it trial... that suitability for which it is sold under the well-known Dutch Boy brand. In the convenient 18 1/2, 33 and 50 pound pails as well as 100 pound kegs.

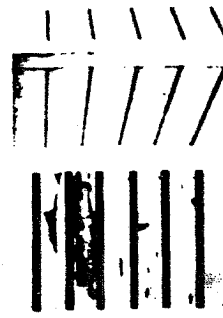
HEAVY PASTE WHITE LEAD

Heavy Paste is exactly the same as ALL-PURPOSE soft paste except that it does not contain the turpentine and must therefore be "broken-up" before it can be thinned to paint. If, for any reason you prefer the heavy paste, follow the mixing formula in this folder except to ADD a little turpentine in each case.

HANDBOOK ON PAINTING

For full information about the painting of interior as well as exterior surfaces — wood, plaster, metal, brick, stone, concrete and stone — write for our Handbook on Painting, 150 pages of useful painting facts. Free on request.

WITH A "CHEAP" PAINT



"CHEAP PAINT" AFTER 1 YEAR DUTCH BOY WHITE-LEAD. The left side shows the paint after one year, and the right side shows the paint after one year, both looking good.

You can't judge how good a paint is by its appearance when new. Then, even "cheap" paint looks good. But all too soon it discloses its poor quality and shows it will quickly cost much more than Dutch Boy White-lead paint. Unlike "cheap" paint, Dutch Boy does not crack and scale, but wears down gradually by gradual chalking and leaves a perfect base for repainting... There's no burning off... no extra cost to pay for.

YOU CAN'T FOOL THE WEATHER -

WHAT DOES IT COST?

3 1/2 gal. (100 lbs.) Dutch Boy Soft Paste white-lead... 3 gal. pure linseed oil... 1 1/2 gal. pure drier... 6 1/2 gal. pure white-lead paint... Actual price per gallon... This table is on the basis of 20¢ per gallon for linseed oil and 10¢ per gallon for drier. You will find that pure white-lead paint mixed for the other colors is equally low in price per gallon.

NATIONAL LEAD CO.

111 Broadway, New York 110, N. Y. Sales and service in all parts of the country. Branches in all principal cities. Write for literature.





Very Idea

**...to sell paint jobs
without a sales talk**

NLI 001818

Every Man to his Trade

*—is an old saying
that bears retelling*

THE ORATOR makes an after-dinner speech with no more strain than if talking to a few friends. The salesman tackles a difficult sale as part of the day's work. But ask either of these men to paint a house and he'll soon find himself out of his element.

Why, then, should the painting craftsman try to be an orator or a salesman? He may be a "fast talker," of course. But usually the man who is at home swinging the brush is out of his element in the selling "game."

Yet, in these times, the master painter who progresses must go after business. Competition is keener than a few years back, not alone competition within the paint field but general competition for the home-owner's favor. Electric refrigerators, automobiles, oil burners, insulation, air conditioning are all after the dollar that used to go automatically for painting and decorating.

This is why we developed **The Inspection Plan**

You are a craftsman . . . a decorator. You may not be a salesman. You may not be a good talker. You may not like to engage in a verbal tilt with a difficult prospect. But—with this plan—you can still get paint jobs.

The reason for this is simple. The working of the plan is based on the very thing you can do better than anyone else . . . the thing you know more about than anyone else . . . recommending the right paint treatment for surfaces that need it and in most cases need it badly.

You'll admit that this sort of prescribing is not difficult for you . . . that it is not out of your line. Yet—as many painters know—it produces the jobs when it is done according to our inspection plan.

There are only
Two Simple Steps

NLI 001819

REACH THE PROSPECT
TEACH THE PROSPECT

1st Reach the Prospect.



You may want to reach your prospect with a personal call, explaining your service and leaving your business card.

THERE ARE different ways of going about this.

We furnish you with a supply of attractive mailing cards to carry your story into the homes that need your services. There is a post card printed with your name and address that the prospect can tear off and return to you, asking you to call and inspect his property.

Or, if you prefer, you can send a letter on your own stationery offering a free inspection of the house.

Again, you may wish to call at houses that need painting and leave a blotter or your card so that the owners can get in touch with you.

The main purpose of this first step, however you may go about it, is to let the prospect know that you are ready and willing to look over his property at no expense to him and then give him a full report on its condition as regards paint.

If you like to use personal letters, write to the prospect on your own stationery, offering to look over his property without charge or obligation.



This is the attractive business mailing card which you may request to be printed and addressed to people on the territory with paper and other price free paper.



N L I 001820

386.5!

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NTI

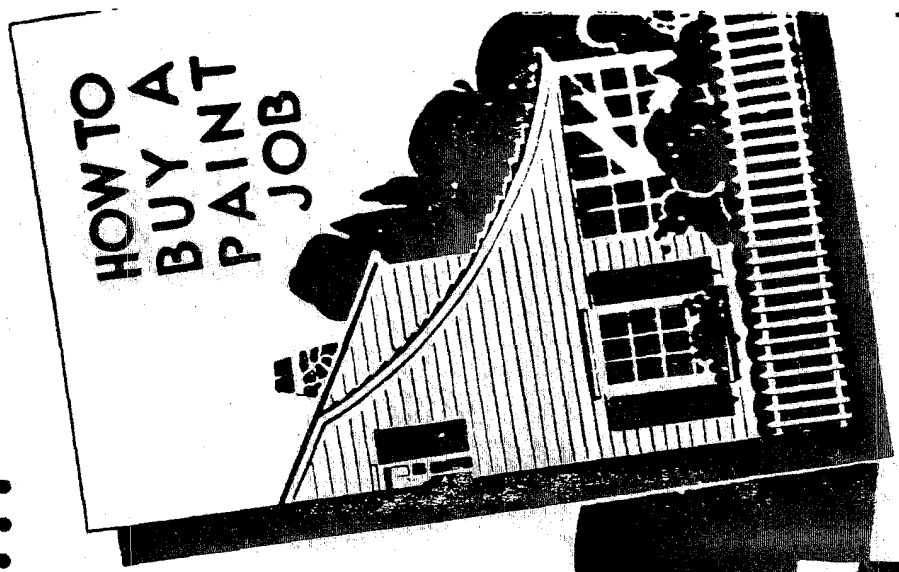
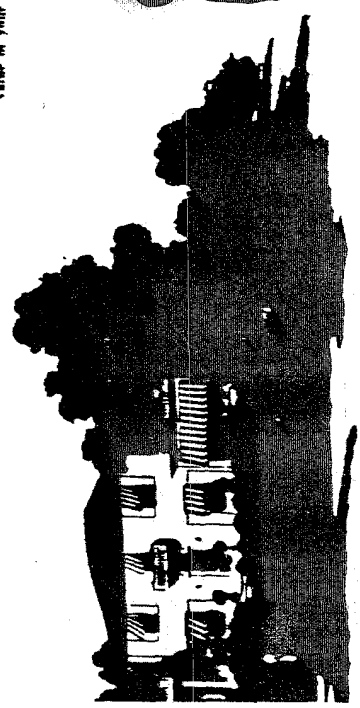
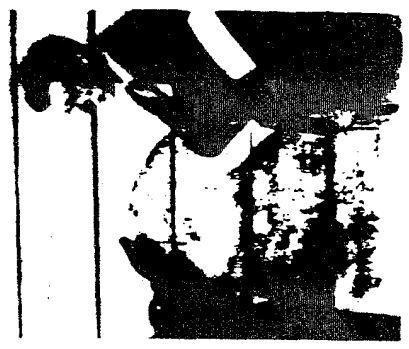
2nd Teach the Prospect...

One of the questions the owner will probably ask is, "How much will this cost me?" Be ready for him with a carefully drawn up specification-contract. Use your own form or preferably the ones we sell to painters at cost. Be business-like. Impress him with your carefulness.

WHEN YOU GET permission from the owner to look over his property, do so at once. Give it a careful inspection and then—on the special report blank we furnish—neatly write or type the conditions as you found them and your recommendations for their treatment.

Present this report to the owner as soon as you can get it ready. Go over it with him. Answer in your own words any questions he may have or use the *How To Buy A Paint Job* booklet that we furnish you for the asking.

Present and explain your report to the owner. Stress the value of your findings.



This is the booklet attractive to the eye and packed with common-sense paint facts that we furnish you without charge to use in your call.

See the property carefully. Point out defects to the owner.

TEACH THE PROSPECT

Go through the booklet with the owner to explain some of the dangers of "cheap" paint and poor workmanship. Let the book work for you to get that name on the contract.



From this point on let the prospect sell himself. If your report has shown a bad paint condition and if your estimate has been drawn up to itemize all that you will do to correct that condition for the price in question . . . a logical man will say: **THE JOB IS YOURS.** If he is still doubtful, leave the **How To Buy A Paint Job** booklet with him. It alone has sold many a paint job to add "on the fence" prospect.

Of course, we cannot guarantee that you will get a paint job from every inspection that you make. But we can tell you that you are bound to get a profitable share—more than enough to pay you for the slight effort you put into the plan.

Start Using this Plan Now Return the enclosed card — or write on your own letterhead — and ask for the mailers or the blanks you need. Get busy ahead of competition.



DUTCH BOY

**LEAD
MIXING
OIL**

**PLASTER • STUCCO
CONCRETE • BRICK**

NLI

001823



● Dutch Boy LEAD MIXING OIL

DUTCH BOY Lead Mixing Oil is not just another "special oil." It is designed for a definite purpose—to provide in one package a vehicle that mixes perfectly with white-lead and that seals, protects and beautifies porous surfaces whether they may be plaster, concrete, brick or stucco—interior or exterior. Use Dutch Boy Lead Mixing Oil with white-lead for these surfaces. You will like the way it brushes . . . its excellent sealing properties . . . the way it covers and levels out . . . its high spreading rate . . . and the solid durable finish it produces.

NL I 001824

● for PLASTER and WALLBOARD

A swelling experience . . . that's the only phrase to describe the first time you use white-lead and Dutch Boy Lead Mixing Oil on interior plaster or wallboard. For this is a radically different flat paint. It seals . . . can be used for all coats on new plaster. It levels out beautifully . . . no brush-marks mar its solid, smoothly flat surface. And its hard finish is extremely durable under repeated washings standing up under the strenuous service demanded by hospitals, schools and office buildings. As for economy . . . it spreads at least 7-10 square feet to the gallon—hides well—goes on quickly and easily—saves on time and materials.

General Recommendations for Interior Plaster

White-lead and Dutch Boy Lead Mixing Oil should be used for all three coats on new plaster. A two-coat job on new plaster is not recommended at any time, but with Dutch Boy Lead Mixing Oil you increase the chances of a good job. Two coats are, of course, sufficient on repair jobs.

Paint made with white-lead and Dutch Boy Lead Mixing Oil flares down progressively during the drying period. The final effect is a solid flat with a very slight sheen at angle reflection. This paint also sets up slowly, gives all the time needed to catch laps even on fairly large stretches.

Stippling, while not required, may be done when such a finish is desired. If it is to be a heavy stipple, the proportion of Lead Mixing Oil should be reduced to a minimum of two gallons per each hundred pounds of white lead.

On interior work, if surface is in particularly bad condition, Dutch Boy Wall Primer may be used for priming followed by one or two coats of white-lead and Lead Mixing Oil.

● for STUCCO and CONCRETE . . .

White-lead and Dutch Boy Lead Mixing Oil has been successfully used for a number of years as a paint for concrete and stucco. Such surfaces need a waterproofing paint to prevent dampness, moisture cracks and surface staining. This combination of white lead's *durability* and Lead Mixing Oil's sealing results in a paint that keeps out dampness and moisture and gives lasting beauty as well. And, being a white-lead paint, it wears down slowly by gradual chalking, leaving a smooth even surface when repainting is eventually necessary.

White lead and Dutch Boy Lead Mixing Oil has all the easy-spreading, high-hiding features of pure white lead paint. There's economy for the owner, too, in its long life and low upkeep cost.

General Recommendations for Stucco and Concrete

Stucco and concrete should be permitted to weather from three to six months before being painted. In exceptional cases longer weathering is through to eliminate residual lime and Lead Mixing Oil which withstands the chemical activity of any normal stucco or concrete surface.

If the surface has previously been painted, any loose paint must be entirely removed by thoroughly wire brushing the surface. The stucco or concrete must also be completely dry . . . not just on the surface but throughout. Do not paint just after a heavy rain or a prolonged rainy spell. Allow time for the sun to dry out all the absorbed moisture.

Two coats on new work result in a very satisfactory job although three coats are recommended for the very best work. Under normal drying conditions, an exterior surface painted with white lead and Dutch Boy Lead Mixing Oil may be recoated in forty-eight hours. If the weather is extremely hot and the paint sets up too quickly, volatile thinner may be added. However, this reduces the sealing properties of Lead Mixing Oil and should not be done unless absolutely necessary.

● for BRICK . . .

Finish is important when brick is to be painted. Paint made with white lead and Dutch Boy Lead Mixing Oil duplicates that soft lustrous sheen found on the surface of the best face brick. It seals the porous surface, too, and stands up under sun and storm. Straight Lead Mixing Oil also makes a fine vehicle for brick reds.

● for ENAMEL UNDERCOATER

Because it levels out so smoothly, because it gives that solid finish so necessary for a perfect enamel job, paint made with white-lead and Dutch Boy Lead Mixing Oil is excellent as an enamel undercoater.

Formulas

The following formulas apply whether the white lead used is soft paste or heavy paste and for all porous surfaces, exterior or interior.

UNPAINTED SURFACES

PRIMER COAT

100 lbs. Dutch Boy white-lead
4 to 5 gals. Dutch Boy Lead Mixing Oil

SECOND COAT

100 lbs. Dutch Boy white-lead
3 to 4 gals. Dutch Boy Lead Mixing Oil

FINISHING COAT

Plat
Same as second coat above.

Semi-Gloss

Use 1/2 gallon less Lead Mixing Oil and add 1/2 gallon spar varnish.

It is strongly recommended that new work receive three coats. In case two coats only are desired, Dutch Boy Wall Primer is preferable as the first coat on interior plaster only or 1 gal. Lead Mixing Oil to 100 lbs. white-lead. Follow with the finishing coat as above.

REPAINTING

On surfaces previously painted, touch up patched spots; then apply second and finishing coats given above.

Note: The minimum quantities stated above are recommended where unusual hiding is necessary.

Paint made with white lead and Dutch Boy Lead Mixing Oil will skin over with an extremely thin, clean skin if exposed to air several hours. This skin may be easily removed without harm to the paint or may be entirely prevented by covering the paint with a little turpentine when the paint is to be left exposed overnight or for a similar period.



NATIONAL LEAD COMPANY

411 Broadway, New York • 216 Oak Street, Buffalo
900 West 18th Street, Chicago • 609 Freeman Ave., Cincinnati • 820 West Superior Ave., Cleveland • 722 Chestnut St., St. Louis • 2240 24th St., San Francisco • National-Boston Lead Co., 80 Albany St., Boston • National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh • John T. Lewis & Bros., Inc., Widener Bldg., Philadelphia

N L I 001826

DUTCH BOY WHITE-LEAD

(Heavy Paste and All-Purpose Soft Paste)



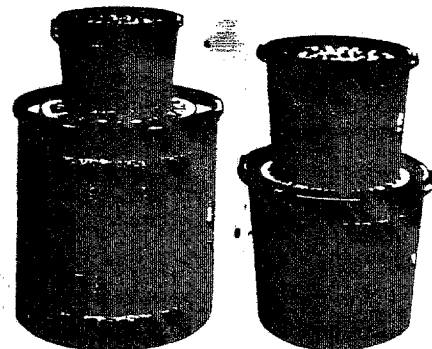
DUTCH Boy heavy paste white-lead is strictly pure carbonate of lead ground in linseed oil to form a paste which mixes readily with linseed oil for outside paint and with lead mixing oil or turpentine for flat or eggshell wall paint. Heavy paste white-lead contains 91% pure carbonate of lead and 9% pure refined linseed oil.

Dutch Boy all-purpose soft paste white-lead is strictly pure carbonate of lead ground in linseed oil and then re-ground in turpentine to form a soft paste which mixes quickly and easily with linseed oil for outside paint and with lead mixing oil or turpentine for flat or eggshell wall paint. All-purpose soft paste white-lead contains 89% pure carbonate of lead, 9% pure refined linseed oil and 2% pure turpentine.

Dutch Boy white-lead is virtually concentrated paint. It is easy to thin, tint and spread. It is often called "the Painter's Paint" because painters prefer to mix their paint to suit the needs of each individual job, both as to the type of paint required and the color wanted by the customer.

Dutch Boy white-lead paint, properly mixed and applied to a surface fit to receive it, may be depended upon to last long and look well and to wear down stubbornly, giving a perfect repainting surface when repainting eventually becomes necessary.

Dutch Boy white-lead is marketed in steel packages in the following sizes: 100 lb. kegs, 50, 25 and 12½ lb. steel pails. One-lb. and five-lb. friction top cans are also available for plumbers, steam-fitters, etc.



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N L I 001827

LINSEED OIL put up under the Dutch Boy trade mark is

DUTCH BOY LINSEED OIL

Mixing Directions

Dutch Boy white-lead paint for a two-coat repaint job on previously painted outside woodwork is mixed as follows:

(NOTE: These formulas are based on All-Purpose Soft Paste white-lead. If Heavy Paste white-lead is used add 1 quart turpentine to amounts given.)

Materials	First Coat	Finish Coat
Dutch Boy white-lead	100 lbs.	100 lbs.
Dutch Boy linseed oil	2 gals.	3 gals.
Dutch Boy liquid drier	1 pint	1 pint
Pure turpentine	1 3/4 gals.	None
Total quantity of paint	7 gals.	6 1/4 gals.
This paint will cover about	4900 sq. ft.	4375 sq. ft.

Dutch Boy white-lead paint for a three-coat job on new, unpainted outside woodwork is mixed as follows (the third coat is same as finish coat above):

Materials	First Coat	Second Coat
Dutch Boy white-lead	100 lbs.	100 lbs.
Dutch Boy linseed oil	4 gals.	1 1/2 gals.
Dutch Boy liquid drier	1 pint	1 pint
Pure turpentine	1 3/4 gals.	1 1/4 gals.
Total quantity of paint	9 gals.	6 gals.
This paint will cover about	5400 sq. ft.	4200 sq. ft.

Information on mixing, tinting and applying all types of paint coatings may be secured without charge from National Lead Company. Questions on paints and painting will be answered by the technical staff of National Lead Company Laboratory. A magazine, "The Dutch Boy Painter," will be sent to jobber's salesman, paint dealers and painting contractors on request.

Prices and Discounts

NLI 001828

(Dutch Boy white-lead paint for a two-coat repaint job on previously painted outside woodwork is mixed as follows:
 1 quart turpentine to 1 quart white-lead paint. These formulas are based on All Purpose Soft Paste white-lead and add 1 quart turpentine to 1 quart white-lead.)

Mixing Directions

DUTCH BOY LINSEED OIL



LINSEED OIL put up under the Dutch Boy trade mark is pure, well-settled and reasonably free from foots. It is pressed from high-grade flaxseed and is processed in modern plants.

Dutch Boy linseed oil is available in three types — raw linseed oil, boiled linseed oil and the newer standoil type linseed oil.

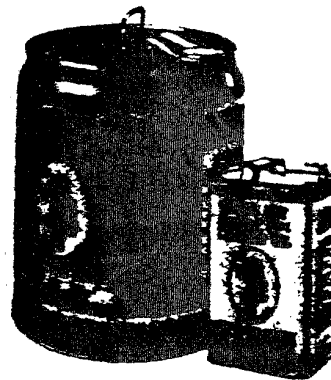
Standoil type linseed oil contains nothing but pure linseed oil. The oil, however, has been specially treated to give it extra "body." The name "standoil" is taken from a Dutch term which identifies linseed oil that has been given the treatment which produces the extra "body." This type of oil has long been used in Holland in the making of high grade enamels.

Dutch Boy standoil type linseed oil can be used in place of raw linseed oil, following regular painting practice. Under some conditions, it may require a slight increase in the proportion of turpentine for proper working qualities but in no case should enough turpentine be added to remove entirely the slight pull which a bodied oil of this kind gives to paint and which is desirable for best results. The oil contains no drier of any kind and the usual proportion of Dutch Boy liquid drier (one-third pint to a gallon of oil) should be added by the painter. This new Dutch Boy product mixes easily and rapidly with white-lead. It will give improved gloss and improved leveling qualities to the paint. It is also intended to correct some of the difficulties occasionally experienced by painters due to adverse weather and surface conditions.

All Dutch Boy linseed oil is marketed in factory-sealed containers, assuring the consumer a paint vehicle which is clean, pure and full-weight. Dealers prefer packaged oil because it is easily handled, there is no leakage and sales are made with no muss or bother. The Dutch Boy trade mark on the can makes for easy and favorable identification.

Dutch Boy linseed oil is sold in one-gallon cans (net weight of contents 7.5 lbs.) and in five-gallon drums (net weight of contents 37.5 lbs.).

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NLI 001829

Prices and Discounts

NLI 001830

DUTCH BOY LIQUID DRIER



GIVEN sufficient time and proper atmospheric conditions almost any paint film will eventually dry hard and firm. Unfortunately time and weather are not easily controlled, so if a paint job is to be done promptly and properly, the normal drying rate of the paint must be hastened. This is accomplished by the addition of relatively small amounts of drier to the paint mixture before application.

Dutch Boy liquid drier is a metallic type drier, containing cobalt, manganese and lead. It is scientifically compounded and properly balanced in order to insure good drying of white-lead and oil paint films. Used in the recommended amounts, it will not curdle the paint in the pots nor "burn" the paint after it is spread.

Drier should be added to all paint mixed with raw linseed oil and standoil type linseed oil. Dutch Boy liquid drier may be used in the ratio of one pint to each hundred pounds of white-lead. Under unfavorable drying conditions—cool, damp or "sticky" weather—the usual amount of drier should be increased, not, however, to exceed one quart to every hundred pounds of white-lead. It is usually advisable to add a small portion of drier to paint mixed with boiled linseed oil—about a half pint to each hundred pounds of white-lead. Drier should be added to the paint just before the paint is to be spread.

Dutch Boy liquid drier is sold in half-pint, pint, quart and gallon cans.

Prices and Discounts:



NLI

001831

DUTCH BOY COLORS IN OIL



IN making colored paint, for either interior or exterior use, painters add certain tinting pigments to the basic white lead paint. The pigments are called colors in oil.

The makers of Dutch Boy products have learned, through 75 years of color grinding experience, the science of making colors which offer certain easily demonstrated advantages. These are:

- (1) High Tinting Strength
- (2) True Color Tone
- (3) Quick-Mixing Consistency

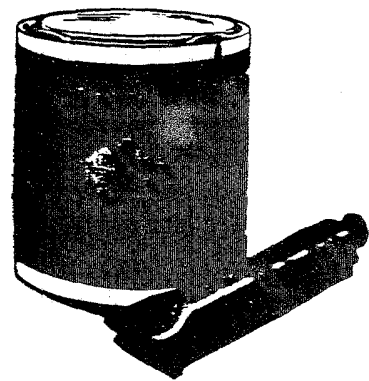
High tinting strength may be proven by adding a measured quantity of any Dutch Boy color to a measured quantity of white-lead paint and comparing the resulting tint with a similar quantity of paint tinted with an ordinary color. Surprisingly little Dutch Boy color is required to tint a batch of paint. Dutch Boy colors, therefore, are economical.

True color tone may be demonstrated by noting the progressive changes of depth of color produced as increasing amounts of white paint are added to a fixed amount of Dutch Boy colors. The color becomes lighter but the tone remains true to the basic tint. Extreme care in the selection of the color pigments insures a uniformly true color tone.

The quick-mixing consistency of Dutch Boy colors is a real convenience to the master painter. Tests have proven that the ideal form in which to market colors in oil is not a heavy, sticky paste nor a thin, watery liquid. Instead there is a half-way point which is a "short" soft, buttery paste. Dutch Boy colors disperse quickly when added to white-lead paint.

The Dutch Boy line of colors in oil includes all the popular tints for exterior and interior work. They are sold by volume, as recommended by the American Paint and Varnish Manufacturers Association. Dutch Boy colors in oil are put up in half-pint, quart and gallon friction top cans and many of the colors are also packed in two-ounce tubes.

(over)



NLI 001832

PLASTER walls must be sealed before they are painted. Otherwise the absorbent nature of the surface will rob the first paint coat of its vehicle and the second coat will dry with an uneven finish and uncertain appearance.



DUTCH BOY WALL PRIMER

THE DUTCH BOY LINE OF COLORS IN OIL

YELLOWS

- *C.P. Chrome Yellow—Lemon
- *C.P. Chrome Yellow—Medium
- *C.P. Chrome Yellow—Orange
- Chrome Yellow—Lemon
- Chrome Yellow—Medium
- Chrome Yellow—Orange
- *French Ochre

BLUES

- *C.P. Prussian (Chinese) Blue
- Prussian (Chinese) Blue
- *Ultramarine Blue
- *Cobalt Blue

REDS

- Bulletin Red
- Dutch Poster Red
- *Positive Vermilion—Light
- Positive Vermilion—Dark
- *Rose Lake
- *Rose Pink
- Tuscan Red
- *English Venetian Red
- Indian Red
- *Orchid Tinter

GREENS

- C.P. Chrome Green—Light
- C.P. Chrome Green—Medium
- C.P. Chrome Green—Dark
- *Chrome Green—Yellow Shade—Light
- *Chrome Green—Yellow Shade—Medium
- *Chrome Green—Yellow Shade—Dark
- Chrome Green—Blue Shade—Light
- Chrome Green—Blue Shade—Medium
- Chrome Green—Blue Shade—Dark
- Bronze Green—Light
- Bronze Green—Dark
- C.P. Chromium Oxide Green

BLACKS

- *Lamp Black
- *Drop Black

BROWNS

- *Raw Italian Sienna
- *Burnt Italian Sienna
- *Raw Turkey Umber
- *Burnt Turkey Umber
- *Vandyke Brown

*These colors and Flake White supplied in tubes packed six tubes, one color, to box.

Packed: 24 half pints per case; 12 quarts per case; 4 gallons per case.

Prices and Discounts

NLI 001833

THE DUTCH BOY LINE OF COLORS IN OIL

■ DUTCH BOY WALL PRIMER



PLASTER walls must be sealed before they are painted. Otherwise the absorbent nature of the surface will rob the first paint coat of its vehicle and the second coat will dry with an uneven finish and uncertain appearance.

Dutch Boy wall primer seals all porous surfaces effectively and completely. This includes plaster, wallboard, plaster board and concrete. It hides dark, off-color surfaces with a solid coat that affords a good foundation for any type of wall finish.

Dutch Boy wall primer penetrates the surface sufficiently to give proper anchorage. Its firm adhesion provides an anchorage that helps to keep succeeding coats of paint from peeling and scaling later on.

Because it spreads easily and brushes out nicely, and because it covers about 800 square feet per gallon on smooth plaster, Dutch Boy wall primer is decidedly economical. It saves labor and it saves material.

Dutch Boy wall primer is used just as it comes from the can—it needs no special thinners. It mixes perfectly with white-lead flat paint. It is always ready for use, does not settle out in the can and develops no messy top skin.

TIPS ON USING

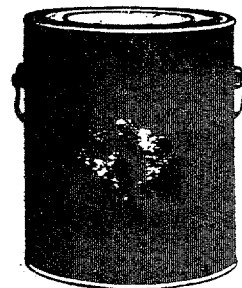
On two-coat work, use this primer just as it comes from the can but tinted to about the finishing coat color, for the first coat. Touch up with the same tinted primer, any bad firecracks or blemishes. Apply finishing coat made from Dutch Boy white-lead mixed with Dutch Boy lead mixing oil.

On three-coat work use Dutch Boy wall primer just as it comes from the can for the first coat. Then apply the second coat, which should be a white-lead and lead mixing oil flat paint. Apply finishing coat made from white-lead and lead mixing oil.

Dutch Boy wall primer may also be used to advantage in the first coat on old painted walls. Ordinarily one quart of primer should be mixed with each gallon of paint made from white-lead and lead mixing oil, for this first coat. Where firecracks are very bad, straight Dutch Boy wall primer is recommended. Apply finishing coat made from white-lead and lead mixing oil.

Dutch Boy wall primer is sold in half-gallon and one-gallon friction-top cans, five-gallon kits and thirty-gallon barrels.

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NLI 001834

DUTCH BOY LEAD MIXING OIL



DUTCH Boy lead mixing oil, as its name suggests, is an oil intended for use with white-lead. It may be used for all white-lead paints excepting where a full-gloss finish is desired. (For gloss paints there is nothing better than Dutch Boy pure linseed oil.)

Dutch Boy lead mixing oil has unusual sealing properties. When mixed with white-lead it effectively seals and waterproofs stucco, concrete, brick, plaster, etc., either indoors or outdoors. White-lead and lead mixing oil paint has for a number of years been preferred by painters who have a great deal of stucco painting to do. Such surfaces need a waterproofing paint to prevent dampness, stop moisture cracks and hide surface staining. The combination of white-lead's durability and lead mixing oil's sealing results in a paint that keeps out dampness and gives lasting adornment as well.

White-lead and lead mixing oil paint is easy to mix and tint. It brushes nicely, hides well and covers a lot of surface. This paint wears down stubbornly and leaves a perfect repainting surface.

DIRECTIONS FOR USING DUTCH BOY LEAD MIXING OIL

The following formulas apply whether the white-lead is "all-purpose" soft paste or heavy paste.

UNPAINTED SURFACES

Priming Coat

100 lbs. Dutch Boy White-Lead
4 to 5 gals. Lead Mixing Oil

Second Coat

100 lbs. Dutch Boy White-Lead
3 to 4 gals. Lead Mixing Oil

Finishing Coat

For FLAT finish, repeat second coat.
For SEMI-GLOSS finish, use $\frac{1}{2}$ gallon less lead mixing oil and add $\frac{1}{2}$ gallon spar varnish.

REPAINTING

In case of surfaces previously finished with oil paint, follow above formulas but omit priming coat.

STIPPLED FINISH

If paint is to be stippled, reduce lead mixing oil in finishing coat to 2 gallons.



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NLI 001835

TWO-COAT WORK

For best results, surfaces never painted before should receive three coats. However, some hard and not very porous surfaces, if free from cracks, can be painted satisfactorily with two coats.

For two-coat work on plaster and other interior surfaces, apply a priming coat of Dutch Boy wall primer or one mixed on the basis of 3 gals. lead mixing oil to 100 lbs. white-lead. The wall primer is preferable. Then apply either of the finishing coats specified under "Unpainted Surfaces." Except that the wall primer should not be used, follow this same treatment for two-coat work on exterior concrete, stucco, brick and stone.

Prices and Discounts

NLI 001835A

PURE RED-LEAD PAINT No. 16



RED-LEAD for metal has long been standard practice among engineers and those with large and costly metal structures to maintain. In all kinds of tests, under every conceivable condition, red-lead has proved its superiority as a rust preventative. Red-lead paint is insoluble in water, unaffected by ordinary atmospheric gases, and sticks tightly to the surface it covers.

This is the paint—pure red-lead mixed with pure linseed oil—that railroads use for the protection of cars, bridges and other structures. It is used on vessels of the United States Navy. It protects gas holders for public service corporations, oil tanks for the big oil companies and the steel in skyscrapers.

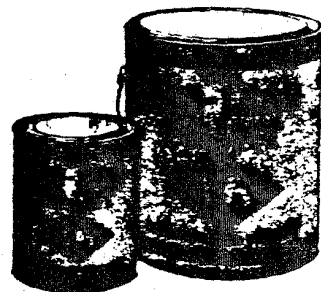
This is the paint that should be used for all metal surfaces around the house to protect them from rust and deterioration.

Pure Red-lead Paint No. 16 is pure red-lead mixed with pure linseed oil and pure liquid drier. The red-lead pigment is exceedingly fine and carefully ground with the vehicle to produce a paint that does not settle out and that spreads easily and far. It weighs nearly twenty pounds to the gallon and comes in the natural red-lead color. It can be tinted easily to darker shades by the addition of lamp-black or other colors in oil.

Being a pure red-lead paint, this ready-to-use product has all the durability for which red-lead is noted. It will effectively protect all types of metal surfaces from weather and moisture. It will stick tight to the metal even under severe conditions of use and exposure. In short, it is the ideal metal protective paint for use on all the metal surfaces found on and around the average home—metal roofs, metal fences, tanks, downspouts, gutters, flashings, railings, fire escapes, etc.

Pure Red-lead Paint Number 16 comes in attractive orange and black lithographed cans of convenient sizes.

(over)



N L I 001836



This year-

**take the DUTCH BOY
for your PARTNER and
give him a chance to
develop more business**

**...the DUTCH BOY offers you these FREE
advertising and selling helps:**

**Newspaper Advertisements
Property Inspection Plan
Handbook on Painting
Post Card Mailers
Wet Paint Signs
Movie Slides
Color Pack**

**PLUS—special assistance
in landing jobs in con-**



**nection with your local
BETTER HOUSING CAMPAIGN**

**Read about this business-getting material in this booklet . . . study each
feature . . . consider how your DUTCH BOY PAINTER-PARTNER will work for
you. If you give him a chance . . . then check, sign and mail the order card.**

F-1-L

NLI 001838

THE OUTLOOK FOR 1935

is more favorable for energetic painters than it has been for several years. Not only have painters themselves taken steps to climb "out of the red" but the government has launched the Better Housing Campaign to help end the slump in the building and allied industries.

The immediate future looks good. Consider these factors, all in favor of a prosperous period for painters:

- ▶ A A majority of this country's home-owners have put off painting so long that they dare not postpone the job much longer.
- ▶ B More money is available now for painting and other upkeep work than has been in evidence for years.
- ▶ C The National Housing Act has developed an easy payment plan for the painting industry . . . something painters and home-owners alike have wanted for years.
- ▶ D Better Housing Campaigns carried on last fall in many localities have definitely proved their ability to coax people to paint. More and more of these Campaigns will be started this year.
- ▶ E Paint material manufacturers, paint jobbers and paint dealers are planning to widen their markets in 1935. Painters will benefit through increased sales of painting materials.

The DUTCH BOY PAINTER is willing to serve as your job-getting partner. He relieves you of the work of making up your own advertising and selling helps. He shows you how to locate prospective customers, how to put your story across and how to get the job.

The DUTCH BOY PAINTER furnishes the necessary salesmaking materials . . . it's up to you to place this material where it will do the most good.

Experience has proved that almost always the largest number of most profitable jobs go to the man who goes after them.

Tie up with your

BETTER HOUSING CAMPAIGN

One of the surest ways for you to get a good start this year is to cooperate 100% with your local Better Housing Campaign. Newspapers and theatres are featuring this campaign in news stories and in movie "shorts". Property owners everywhere are being shown the advantages of immediate repainting of homes, stores and offices. Under the terms of the National Housing Act (NHA) owners now are able to have their buildings painted and decorated, paying for the work out of income. The painters who do the work get their money promptly on completion of the job.

TIE UP WITH YOUR CAMPAIGN

Take an active, aggressive part in your community's Program. That's the way to cash in on this unusual opportunity.

The newspaper "ads" and movie slides which follow are designed especially to hitch your busi-

ness up with your Better Housing Campaign. Run the "ads" in your newspaper. Scar yourself on the screen in your movie house.

So much for your general advertising. Now for your direct approach to people with houses that need painting now.

Painters who have used all types of job-getting material tell us that the booklet, "How to Buy a Paint Job", is a sure clincher. This booklet tells the home-owner the very same story you would tell if you had the time and the desire to sit down and carefully think out all the reasons why the home-owner should give you his job. And, having this booklet in the hands of the home-owner keeps your story of good painting right in front of him.

These "How to Buy a Paint Job" booklets, enclosed in jackets carrying a Better Housing Campaign selling talk, are made to order for the painter who is actively hooking up with his local campaign. Here's how to use the booklets: Select ten home-owners in your locality whose houses need painting. See that each one gets a booklet. It's best, of course, for you to hand the books to the owners in person, but if this is inconvenient, mail them or have them delivered in some other way. The main thing is to make sure that the selected home-owners get this story before they make up their minds to invest their money in something that won't do you any good.

After you have placed the booklets with your list of ten property owners, call on each owner personally and make a direct bid for the job. When a job is closed (or definitely turned down) add a new name to your list—always keep ten prospective customers on tap. Now look over the helps offered on the following pages by your DUTCH BOY PAINTER-PARTNER.

N L I 001839

ADVERTISEMENTS FOR YOUR NEWSPAPER

Let your prospective customers know you are participating with the Dutch Boy Housing Campaign.

These "ads" are furnished in complete form, ready to run in your paper. The printer will set your name and address in the bottom of the "ad". Please be sure to order the "ad" you want by the number which appears below the ad.

To Home Owners who intend to repaint under N.H.A.

IF YOU are planning to finance the painting of your home with funds loaned under the National Housing Act, you will want advance assurance of a good workmanlike job — the type of job we do with Dutch Boy where-lead.

We offer you a complete painting and decorating service. Let us give you an estimate on a Dutch Boy job.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

ARE YOU PAINTING under N.H.A.?

If you intend to finance the painting of your home through the plan offered by the National Housing Act, let us be the first step, give you an estimate on a Dutch Boy job.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

PAY for PAINTING on the Easy payment plan

The National Housing Act's financing plan offers you a chance to have your house painted to day with Dutch Boy White-lead.

We'll be glad to give you all necessary information, including an estimate on a first-class paint job.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

EVERYBODY'S PAINTING UP!

Wherever you go... wherever you look, painters are busy. Property-owners have grown tired of dingy surroundings. They're painting out the scars of depression.

HOW'S YOUR HOUSE...

Wouldn't you like to see it brightened up with a first-class, long-lasting Dutch Boy paint job? Sure you would! Just say when and we'll roll with a batch of up-to-date color suggestions. And, of course, we will give you a highly interesting estimate.

USE DUTCH BOY

Your Newspaper Will Set Your Name and Address Here

HOW TO BUY A PAINT JOB

Under The National Housing Act

LOOK IT OVER

Now is the time to Paint your house!

YOUR NAME AND ADDRESS OR PHONE WILL BE LETTERED IN THIS SPACE

Do you want that money paid?

YOUR NAME AND ADDRESS OR PHONE WILL BE LETTERED IN THIS SPACE

SPAPER

ing with the Better

PAY for PAINTING on the Easy payment plan



National Housing Administration plan offers home-owners to have your home painted in as little as 12 months.



PAINT WILL SET HOME AND 12 MONTHS

Slide No. 1001

Don't forget to get the full benefits of the all-weather paint. It's the only paint that's guaranteed to last for years. It's the only paint that's guaranteed to last for years.

Slide No. 1002

A SALES-MAKING BOOKLET and a series of Movie Slides to help you get jobs developed by the National Housing Act.

HOW TO BUY A PAINT JOB

Under

The National Housing Act



No down payment—monthly payments as low as \$3.20 a month for each hundred dollars borrowed—a new way to buy a paint job.

LOOK INSIDE

This special booklet carries a copy of the booklet, "How to Buy a Paint Job," which you will place in the hands of home-owners who are looking for a paint job. It's the only way you can get the full benefits of the National Housing Act.

What You'll Also Get



If you are going to get a paint job, you should get this booklet. It's the only way you can get the full benefits of the National Housing Act. It's the only way you can get the full benefits of the National Housing Act.

Now is the time to Paint your home!



YOUR NAME AND ADDRESS OR PHONE WILL BE LETTERED IN THIS SPACE

Slide No. 1001

See yourself on the screen, along with the Better Housing Campaign. These slides, attractively hand-printed, will tell thousands in your town that you are co-operating with the Better Housing Program. Order the slides by number.

WE ARE CO-OPERATING



HAVE YOU CONSIDERED PAINTING UNDER THE PLAN?

Get out for an interview on a Paint Job job.

YOUR NAME AND ADDRESS OR PHONE WILL BE LETTERED IN THIS SPACE

Slide No. 1002



YOUR NAME AND ADDRESS OR PHONE WILL BE LETTERED IN THIS SPACE

Slide No. 1003



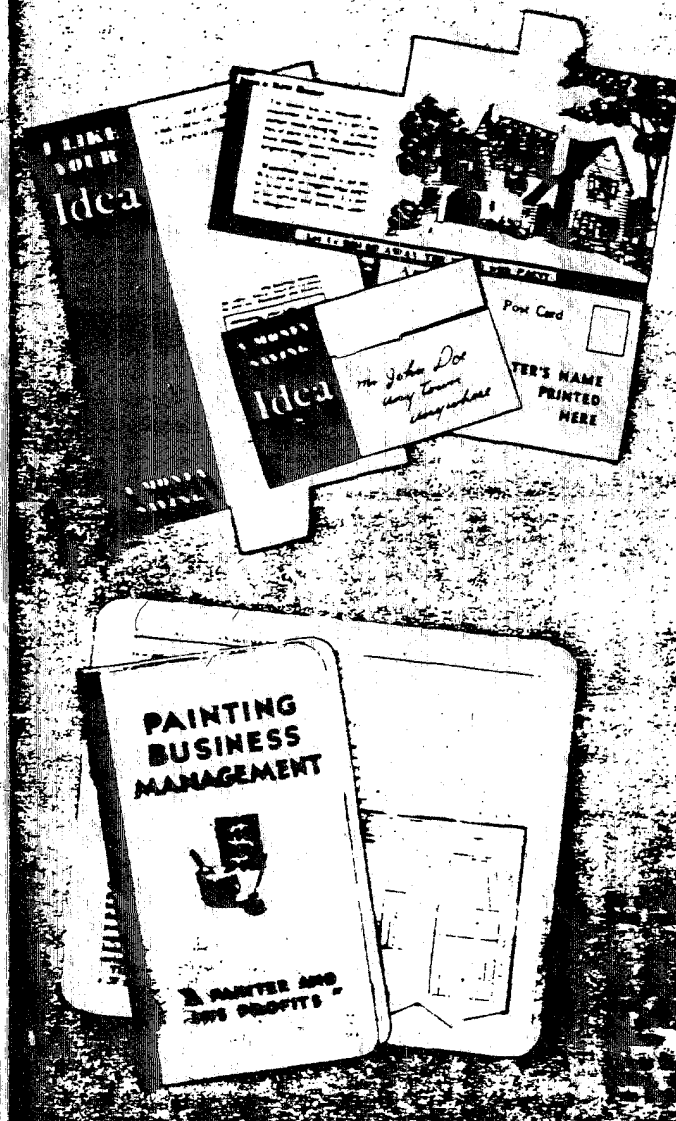
YOUR NAME AND ADDRESS OR PHONE WILL BE LETTERED IN THIS SPACE

Slide No. 1004

NLI

001841

TAKE THE DUTCH BOY PAINTER FOR YOURS and cash in on these 1935 job orders



The painter who can find his materials in nature
to these features. Order the items you will use in the
national post card.

PROPERTY INSPECTION PLAN

One of the most effective business methods now being
used for painting. Sample of ABC. This is the plan you
use if you don't receive a sample. The plan
shown in the right side of the plan.

POST CARD NAME

A good "address book" is a good way to get people to call you
and make business. This is the plan you use if you don't
receive a sample. The plan shown in the right side of the plan.

BOY PAINTER FOR YOUR PARTNER in on these 1935 job-getters

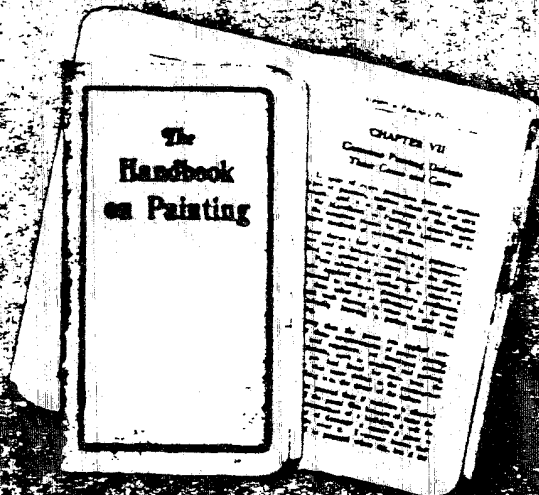
Any painter who can find the material is entitled to these features. Order the items you will use on the enclosed post card.

PROPERTY INSPECTION PLAN →

One of the most effective business-getters ever devised for painters. Sample at \$10.00. This is the plan you use if you don't receive a reference. The table shows at the right with the whole story.

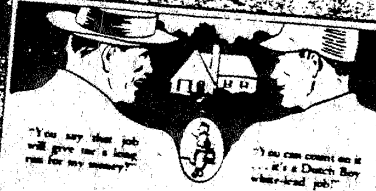
FOUR CARD MARK

A good "business agent" to get people to ask you to do their outside work. Send some money to people who know and praise. They are, in effect, your own advertisement when they carry your name and address about town.



NL I 001843

SPRING 1935 NEWSPAPER ADVERTISING



"You say that job will give me a long run for my money?"

"You can count on it... it's a Dutch Boy white-lead job!"

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE



I'm a painter and I'm proud of it. My job is to make your home more attractive, more comfortable, more lasting. I'm here to give you a chance to see my work. I've been in the business for 20 years and I know what I'm doing. I'll give you a free estimate and I'll be glad to answer any questions you may have. I'll be glad to see you at my home or office.

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

You can't wrap your house in cellophane but —



WE CAN PAINT IT WITH... "LEAD"

Why do you see so many things wrapped in cellophane? Because the covering not only gives protection but also improves appearance. For the very same reasons people paint their homes.

Paint—good paint—does a double-barrelled job. It prevents deterioration and it adds much to the attractiveness of the home. We have standardized on Dutch Boy white-lead for our jobs because it is the painter's paint. We mix it to suit the surface and tint it to suit the customer. And it wears long and never cracks or scales.

We will be glad to give you an estimate on coating your house with "lead."

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

Thinking of

PAINTING?



YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

NLI 001844

HERE'S MORE HELP FOR 1936 OFFERED BY YOUR
DUTCH BOY PAINTER-PARTNER

DUTCH BOY WHITE-LEAD

**WET
PAINT**



(PAINTER'S NAME HERE)

I'm painting this house to Stay Painted!



YOUR HOUSE DESERVES A DUTCH BOY JOB

Get our figures first!

YOUR NAME AND ADDRESS OR PHONE
WILL BE LETTERED IN THIS SPACE

With some of these facts up on every Dutch Boy job, you gain good will by meeting practically face to face the fact that you gain in reputation by getting attention to the best of jobs done by Dutch Boy White-Lead.

Enjoy the advantages of painted walls



YOUR NAME AND ADDRESS OR PHONE
WILL BE LETTERED IN THIS SPACE

Slide No. DP10

NLI 001845

*What PAINT will you use on the jobs developed by
your DUTCH BOY PAINTER-PARTNER?*

DUTCH BOY WHITE-LEAD PAINT

because it gives you these big advantages:

● **PRICE**

Figure it any way you like, Dutch Boy white-lead paint is most reasonably priced. *Cost per gallon, cost per pound, cost per square, cost per coat, cost per job, cost per year ... *low* in every instance.

** Your cost per gallon on a two-coat job is \$2.18, if you pay 11c per lb. for Dutch Boy white-lead and \$1 per gallon for linseed oil.*

● **CONVENIENCE**

When you are readying the paint for a job have you ever "put the watch" on yourself? Do it next time you use Dutch Boy all-purpose soft paste white-lead. With this new pure lead in quick-mixing form, you can mix pure white-lead paint at the rate of a gallon a minute.

● **ADAPTABILITY**

... a big word meaning "all-around usefulness." Dutch Boy white-lead paint is the painter's paint because it can be used on practically every type of paint work. With a comparatively small stock of staple Dutch Boy materials you're

all set to mix up pure white-lead paint to meet every requirement.

● QUALITY

Men who have had experience with paint agree on one point, at least, and that is: Pure white-lead paint is *the quality paint*. Any paint that has come down through the years since George Washington's time, practically unchanged, has that certain something which sets it apart. And that "something" is the ability to make good at the job for which it is intended—the protection of exposed surfaces. Always remember that Dutch Boy white-lead paint, properly mixed and properly applied to surfaces fit to receive paint, can be depended upon to last long and look well and to wear down stubbornly, without cracking or scaling, leaving a perfect repainting surface.

● PRESTIGE

The painter who uses Dutch Boy white-lead paint (and who lets his customers know it) is taking advantage of the many years of Dutch Boy national advertising. He need not try to sell "a pig in a poke." He ties up his hard-earned reputation as a skilled mechanic with the Dutch Boy's well-earned reputation as a pride mark, to be found only on the highest grade paint materials.

There is a Dutch Boy dealer near you. He also is proud of his name at yours. He likes to tell the paint that stays put — you like to spread the paint that stays put — DUTCH BOY WHITE-LEAD PAINT.

N L I

001847

Line up with **THE DUTCH BOY LINE** *this year!*

DUTCH BOY WHITE-LEAD

Dutch Boy white-lead is marketed in two forms—heavy paste and all-purpose soft paste. Heavy paste is ground in nine per cent of linseed oil and all-purpose soft paste is ground in nine per cent of oil and two per cent of turpentine, producing a pigment which may be mixed quickly and easily. Both grinds are strictly pure, extremely fine and of uniform high quality. Both grinds may be used for either outside or inside paint. Both grinds are put up in 100 lb., 50 lb., 25 lb. and 12½ lb. steel packages.



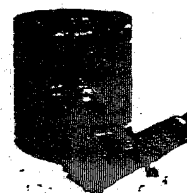
DUTCH BOY LINSEED OIL

Clear, well-settled, carefully filtered linseed oil, made from selected flaxseed. Now available in three types—raw oil, boiled oil and standoil type. All are pure and conform to rigid Dutch Boy standards. Use Dutch Boy linseed oil with Dutch Boy white-lead for glossy, elastic, durable paint. Sold in one-gallon cans and five-gallon kits, sealed at the factory.



DUTCH BOY COLORS-IN-OIL

Pure, clear tone; high tinting strength; quick, complete dispersion; easy-to-use form. Dutch Boy colors are backed by seventy-five years of color-grinding experience. Included for use in Dutch Boy white-lead paint—both outside gloss and inside flat. This line includes all the painted colors in all the standard sizes—gallon, quart and half-gallon cans and two-ounce tubes.



DUTCH BOY LIQUID DRIER

A small item, but one that can "make or break" a batch of paint. Dutch Boy liquid drier is a balanced blend of drying agents (metallic type) so formulated as to insure efficient drying of white-lead paints. Used in the recommended amounts, it will cause paint to dry at the proper rate for a durable job. Sold in gallon, quart, pint and half-pint cans.



DUTCH BOY WALL PRIMER

A sealer, a primer and an actual paint coat, all in one. Seals plaster, wall board and plaster board. Gets a firm hold on the surface, bridging fine cracks and hiding blemishes. Covers a lot of surface, spreads easily and hides completely. Ready to use as it comes from the can. Sold by the gallon or quart; also in five-gallon kits and thirty-gallon barrels.



DUTCH BOY LEAD MIXING OIL

A new vehicle for use with white-lead to make flat or semi-gloss paint for all porous surfaces—interior plaster or wall board; exterior stucco, concrete, brick and stone. White-lead-Lead Mixing Oil paint is truly washable. It is weatherproof and durable. May be tinted any color, quickly and easily. Sold in one, two, five and five-gallon kits, sealed at the factory.





NLI 001843

TO THE CHILDREN

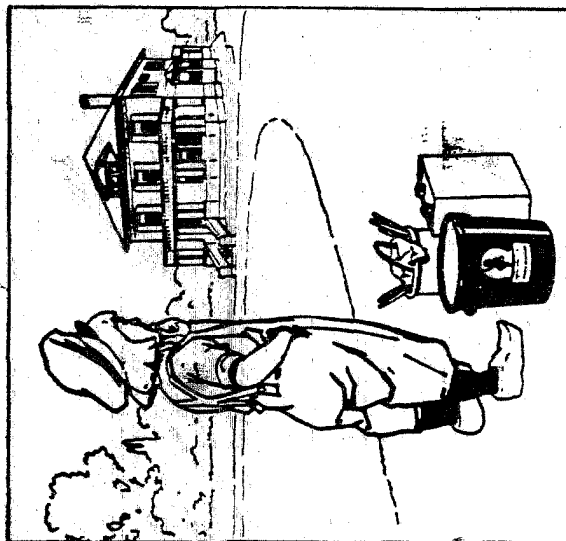
More than ten hundred thousand boys and girls know the Dutch Boy Painter's picture.

Do you know him, and do you know who he is? This Dutch Boy Painter is the white lead boy. When you see his picture stamped on the side of a new keg you know there is pure white lead in the keg. When you see his picture on a sign or a poster or in a magazine it means that somebody near-by has white lead to sell.

And that is always a good sign, because the Dutch Boy Painter's white lead makes the kind of paint which looks well and which wears so long that plenty of money is left to buy other fine things for both children and grown-ups.

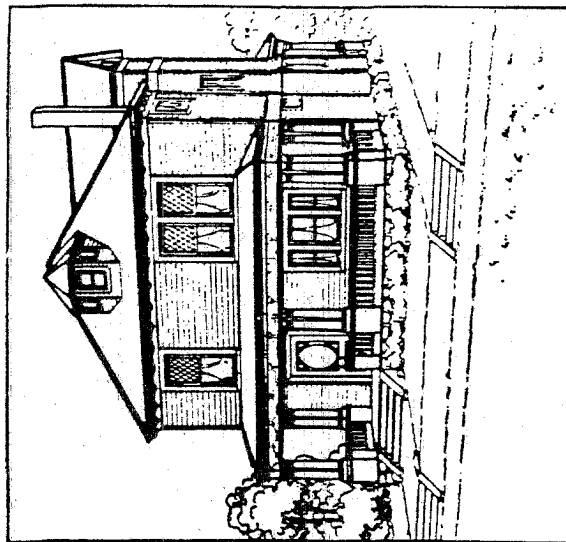
We hope you will have a good time painting the picture houses and the children in this little book and that you will get very well acquainted indeed with the Dutch Boy Painter. The way to color him in these pictures is shown by the picture on the cover. Make him as nearly as you can like that.

Every time you see anyone painting a real house just ask him if he is painting it with "Dutch Boy Painter" white lead.

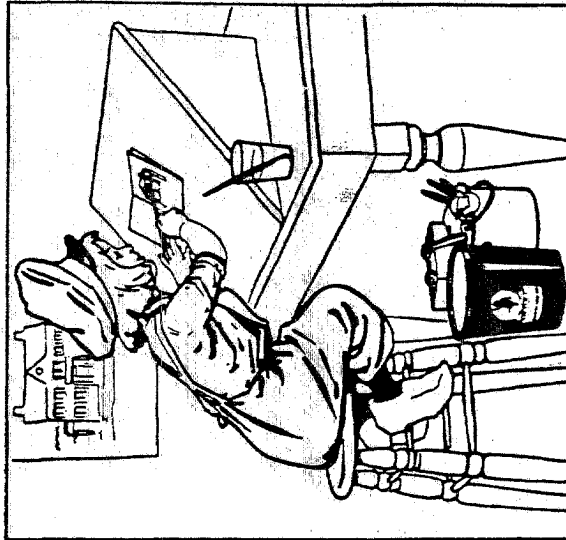


"Let me see (color is very important). Yellow will look well for this house, with terra cotta roof and chimney, green blinds, trees and grass."

NLI 001850

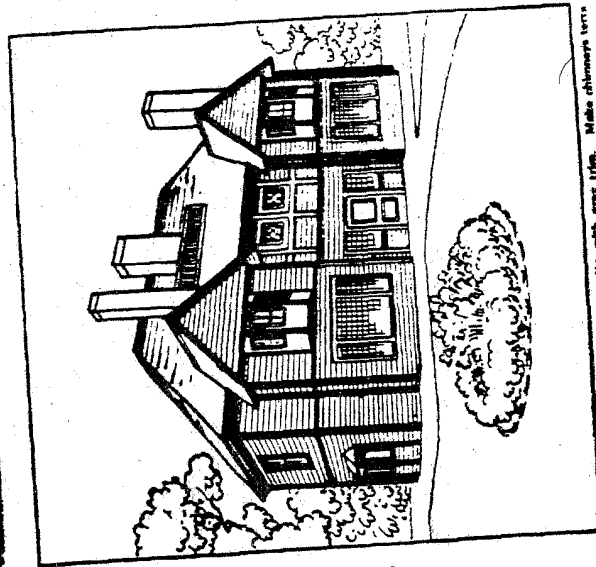


A smallish house needs a light color, like grey. Leave windows and porch pillars white, make chimney terra cotta, roof and grass green, flowers to suit your own fancy.



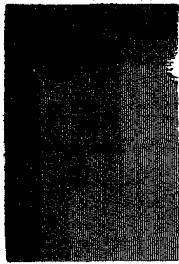
"I wish everybody knew that if people would see my white head and pure blooded on there would be very little paint trouble any more."

NLI 001851

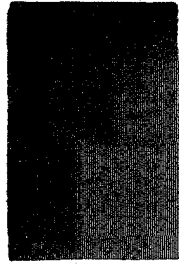


A large house may be painted terra cotta, with gray trim. Make chimney terra cotta, red green. Flowers to please the taste.

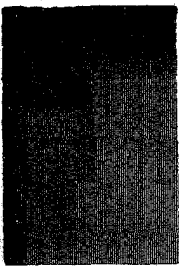
NLI 001852



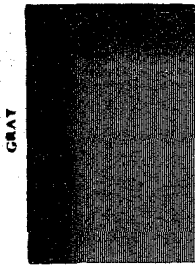
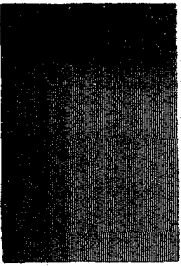
BLUE



YELLOW



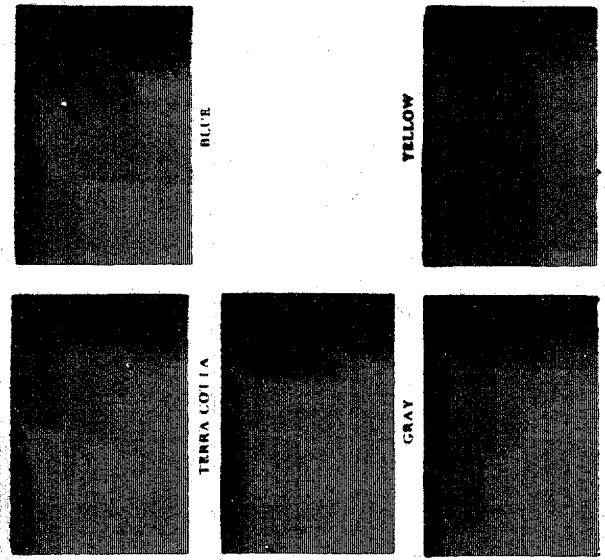
TEBBA COTTA



GRAY

GREEN
These color blocks are real water colors. Use them with a wet paintbrush just as you would little cakes of paint. Don't use too much water.

N L I 001853

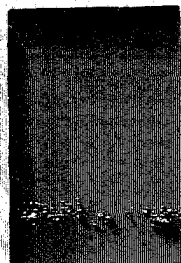


These color blocks are real water colors. Use them with a wet brush or just as you would little cakes of paint. Don't use too much water.

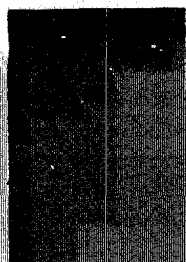
NLI 001854



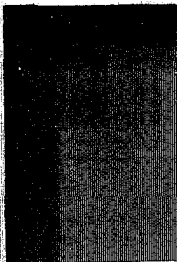
DARK



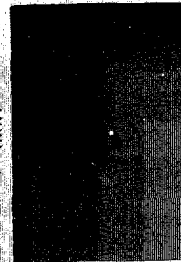
YELLOW



TERRA COTTA



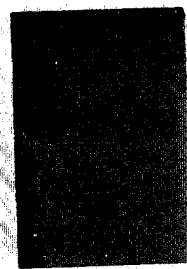
GRAY



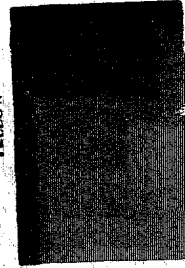
BROWN

These colors are for water colors. Use them with a w.d. too brush but as you would like a color of paint. Don't use too much water.

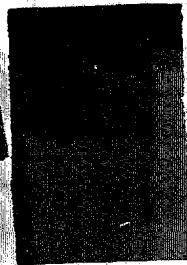
NLI 001855



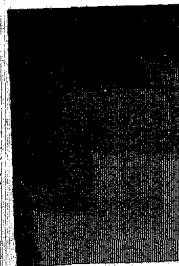
BLACK



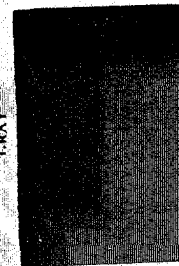
YELLOW



TERRA COQUA



GRAY

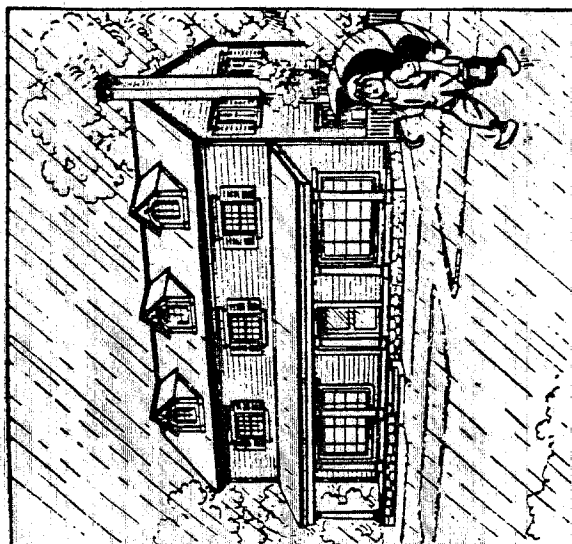
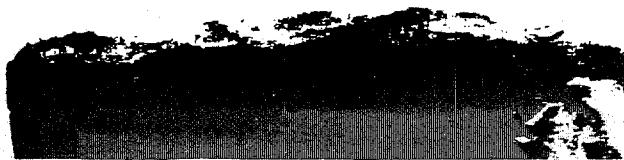


BROWN

These color blacks are real water colors. Use them with a wet paintbrush just as you would with other colors of paint. Don't use too much water.

NLI

001856

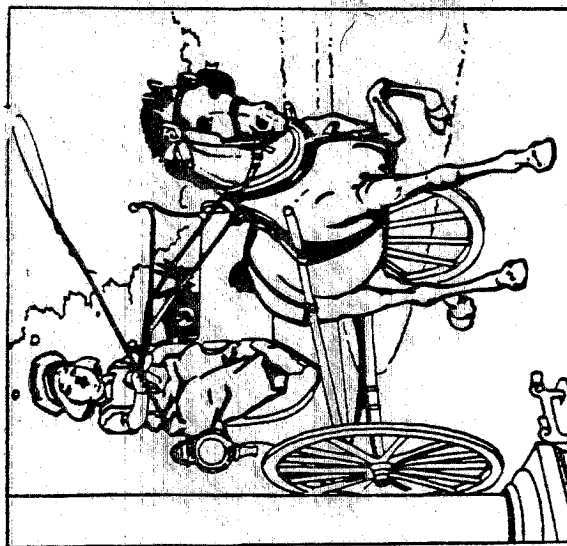


You can't laugh at the weather if your house is addressed with "Dutch Boy Paint," which has and pure linseed oil. The kind of a house may be white, with street iron, gray roof and chimney.

NLI 001857



The Dutch Boy Painter the
red and yellow, green for it

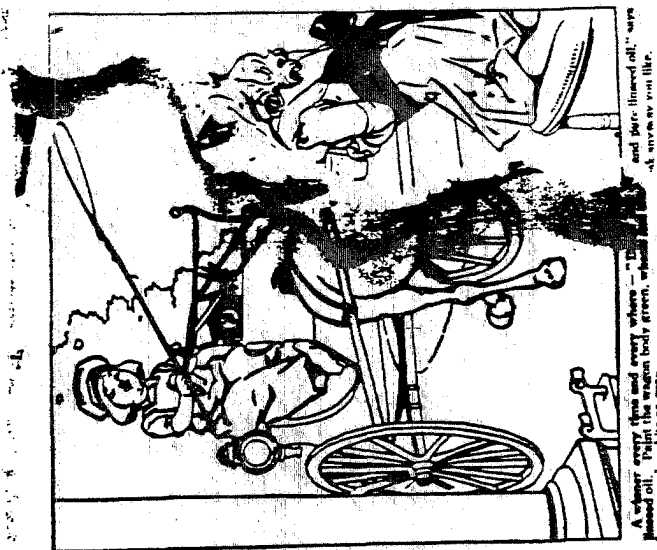


A spring away then and every where -- "Dutch Boy Painter" white lead and green
around all. Paint the wagon truly green, wheels and shafts yellow, harness blue.
Horse may be white or gray

NLI 001858

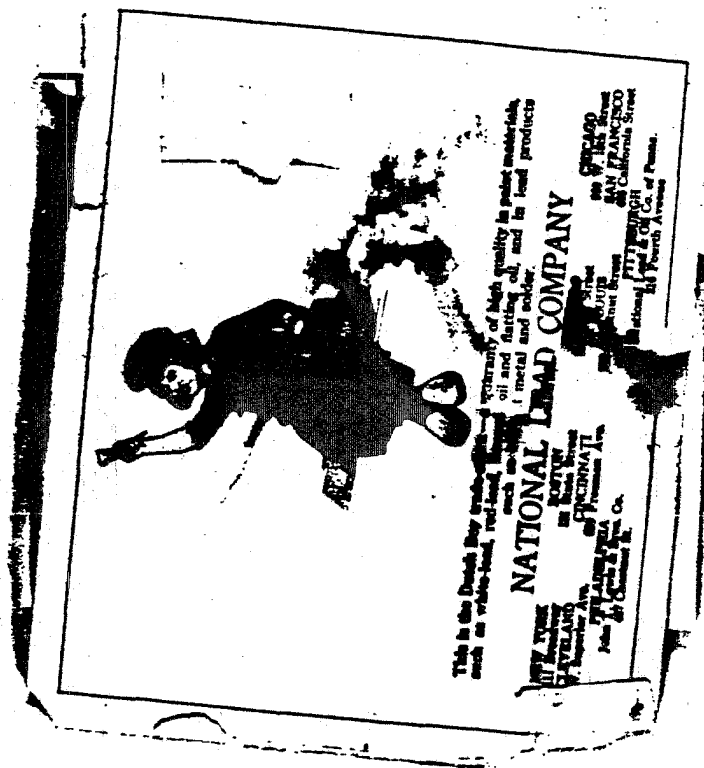


New York.
St. Louis.



A big game hunter and every other "big game hunter" in the wagon body street, where the game may be white or gray.

NLI 001859



NL I001860