

THE HISTORY OF THE DUTCH BOY TRADEMARK

The world famous Dutch Boy Trademark has been a symbol of quality since 1907. The idea of using a Dutch Boy as a company logo originated with Advertising Manager, O. C. Harn. Mr. Harn wanted a symbol for national advertising which would represent 25 individual makers of white lead which were located from Boston to St. Louis and which had been merged together in 1891 by the National Lead Company. The Dutch Boy Painter was selected because of the reputation that Hollander's had for keeping things white washed and immaculate.

OHIO. A Dutch artist named Yook made some preliminary sketches of the proposed Dutch Boy portrait. These sketches are ^{CLEVELAND} on display at the Coatings Group headquarters in Baltimore, Maryland. National Lead Company then commissioned a noted portrait painter, Lawrence Carmichael Earl of Montclair, New Jersey, to paint a portrait of a Dutch Boy. At the time, Earl might have been thinking of Gainsborough's Blue Boy to which the Dutch Boy was later compared. One evening on his way home, Earl saw Michael E. Brady playing on his front lawn and he knew that his search for a portrait model had ended. After obtaining the consent of Michael's parents, Mr. Earl arranged to use the studio of his friend, George Inness, which was near the Brady home. Michael Brady was born on July 25, 1897 and was about 9 1/2 years old at the time he sat for the portrait. Wooden shoes, blue overalls and a cap were purchased and Michael was asked to wear the clothes at play for a few days so that they would look as though they belonged to him. Michael was very excited about the experience of being a model for an artist. During rest periods, he was allowed to explore the artist's studio and see how Mr. Earl's work on the canvas was progressing. Each day at the end of the posing session he received his pay of \$2.00 an hour. This was the first money Michael Brady ever earned and he spent it quickly by treating his friends to candy, soda and ice cream. With Mr. Earl as his hero and a print of the portrait of himself as a direct incentive, Michael Brady developed a goal of becoming an artist himself. As a child with asthma, he forgot his dreams of becoming a cowboy or circus acrobat and began to spend long hours covering sheets of paper developing his artistic talents.

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His childhood ambition became a reality when, in 1920, he landed a job with the Brooklyn Daily Eagle. He became one of the countries powerful cartoonists, commenting on the political thought and taste of people. In addition, he delighted children and adults in several cities with a comic strip called "Butty and Fatty." The little Irish boy, who posed as a Dutch Painter in 1907 with paint brush, keg and wooden shoes, has endured throughout the years as a pleasing, lovable, warm and honest symbol. The portrait stands as a mark of the highest quality in paint products.

