

NEWS MATS

N11657

[illegible]

in his sermon at the Methodist
avenue Presbyterian Church, a
3233 Street the Rev. Dr. Davis
stated in formal
in his sermon at the Methodist
avenue Presbyterian Church, a
3233 Street the Rev. Dr. Davis
stated in formal

[illegible]

...the ...
...the ...
...the ...
...the ...
...the ...

...before a ...
...that it could be ...
...from here ...
...in Congress. The ...
...a ...
...a ...
...to ...
...the ...

It is a dispute that has divided members of the National Federation of Independent Business, a general association that has been fighting the tax increase since it was passed last year.

...into pieces of paper
...his hands and make them
...of the yard
...in the property
...four hundred companies
...around 200
...forest, containing
...million redwoods

The occasion they are making is Luther's bold attack on the Catholic Church of the corruption of the Middle Ages—attack that he began by attacking the pope on the day

...of the New Zealand ...
Sutherland Donall ...
the Kalistat the Rev Dr
and Christian unity.
All goals of the movement to
different sects, is one of the
a joint service by members
of the church and the ...

At the end of the 19th century, the British government was faced with the problem of how to deal with the growing number of people who were unable to support themselves. The government had to find a way to provide for these people, and the Poor Law Amendment Act of 1834 was the result. This act established a system of workhouses where the poor could live and work. The workhouses were designed to be a last resort, and the conditions inside were often harsh. However, the act did provide a way for the poor to survive, and it helped to reduce the number of people who were homeless and starving.

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Two weeks on the job and gave way to Jones and Hall were one after the other and they that way until Hall moved in front the 32nd and the two leaders maintaining their places through a series of battles that lasted for four days. Hall took over on the 14th but relinquished the place to a Michigan on the 16th. The end of the charges between these two.

most of the big plays will
The Giants' offense
often big plays
offenses embellished
a wild game of
day to beat the Browns
from 10 points behind
attention, the Giants

Charles Nickle Two Ears
Nickel's two ears were
held only 25 points
one against - team the
touchdown passed and
attains his second throw
the heart and soul of the
ports winning once again.
Markson's considerably
Karlsson's big play
that had slipped away
restored to his team a
formed quite capable of
and at a time when
town at the New York
Frank Ryan, the quarter-
back, Monte Clark to
some clouds. The last de-
clared "defensive"
tipped into the backage
average his money, die
from the end.

At the start of the game, the Browns scored 10 in eight minutes against the White Sox. The Browns scored twice in the first half, and the White Sox scored twice in the second half. The Browns won 10-0.

again for a second time
fully with to Mr.
T. in his 13 and 14
way the crawling be-
fore. Can't find
it to read to
on a 30-year
first of two touch-
downs to a 25-17
was mentioned as
in the third quarter.
York led at half-time.
Thomas, the tight end,
a fine 30-yard pass to
moving the Giants 78 yd
yards what was to re-
sponse. Tarkenton in re-
sponse to the 30-yard
pass. He scored a
17-14 in the second
half.



This ad can be seen in 2,460 living colors at your Dutch Boy® Dealer.

Your Dutch Boy Dealer is the only place that can offer you every color the human eye can see. They'll start with the Naiplex Color Card where you can choose from a variety of ready-mixed and custom colors.

If your color isn't there they'll show you the larger variety of colors available in the Dutch Boy Color gallery.

If you still can't find a color you like, there's the Dutch Boy Spectral Range Album—nine volumes with nearly 2300 more color choices.

Just pick your color and your Dutch Boy Dealer will custom blend it while you wait.

No matter how demanding or selective your tastes are, there's a Dutch Boy color for you.

Including black and white.



Dutch Boy
PAINT

**WASH THIS PAINT
RIGHT OUT OF YOUR
HAIR!**



***Dutch Boy*
SATIN GLOSS ENAMEL**

... comes out of your hair, off your brush and up from your floors with plain soap and water. A modern acrylic latex enamel that gives you the durability of enamel with the clean-up convenience of latex. Spreads easily, without brush marks, runs or sags—dries quickly—doesn't yellow with age—keeps its stylish satin gloss. It's here, the newest thing in paint. Dutch Boy Latex Satin Gloss enamel. Ask for it.



DEALER NAME

68-15 2 col. x 9"

**WASH
THIS PAINT
RIGHT OUT
OF YOUR
HAIR!**



***Dutch Boy*
SATIN
GLOSS
ENAMEL**

... comes out of your hair, off your brush and up from your floors with plain soap and water. A modern acrylic latex enamel that gives you the durability of enamel with the clean-up convenience of latex. Spreads easily, without brush marks, runs or sags—dries quickly—doesn't yellow with age—keeps its stylish satin gloss. It's here, the newest thing in paint. Dutch Boy Latex Satin Gloss enamel. Ask for it.



DEALER NAME

68-16 1 col. x 9"

**Wash it
again
and
again
and
again
and
again
and
again
and
again**

**The durability of
enamel and the
convenience of
latex combined
in one great paint!**

You can scrub away dirt, finger-marks, food-spatters, time after time you won't hurt Dutch Boy Latex Satin Gloss enamel. Goes on easily and quickly, without runs or sags, and you clean up you and your tools with plain soap and water. Won't yellow. Keeps its smooth satin gloss. Get Latex Satin Gloss for your cabinets, woodwork and walls.

**DEALER NAME**

68-21 2 col. x 9"

**Wash it
again
and
again
and
again**

**The durability of
enamel and the
convenience of
latex combined
in one great paint!**

You can scrub away dirt, finger-marks, food-spatters, time after time—you won't hurt Dutch Boy Latex Satin Gloss enamel. Goes on easily and quickly, without runs or sags, and you clean up and your tools with plain soap and water. Won't yellow. Keeps its smooth satin gloss. Get Latex Satin Gloss for your cabinets, woodwork and walls.

**DEALER NAME**

68-22 1 col. x 9"



Dutch Boy *Latex* **SATIN GLOSS ENAMEL**

NEW acrylic LATEX SATIN GLOSS ENAMEL combines the durability of a rugged, non-yellowing semi-gloss enamel with the ease and convenience of soap-n-water clean-up. Ideal for kitchens, bathrooms, playrooms or trim—wherever a beautiful, smooth, semi-gloss finish is desired.

DEALER NAME



Dutch Boy *Latex* **SATIN GLOSS ENAMEL**



Now! an amazing new companion product to Dutch Boy Nalplex, the dependable interior latex flat wall finish. It's DUTCH BOY LATEX SATIN GLOSS ENAMEL. Odorless LATEX SATIN GLOSS ENAMEL combines the durability of a rugged, non-yellowing semi-gloss enamel with the ease and convenience of soap-n-water clean-up. Ideal for kitchens, bathrooms, playrooms or trim—wherever a beautiful, semi-gloss finish is desired.

DEALER NAME

● **Painting time is here!**



● **Buy your wife
Dutch Boy Nalplex.**

The latex flat wall paint that does the job in one coat that other paints do in two. Made for rollers, Nalplex goes on smoothly without sprays or spatters. Tools and hands come clean with plain soap and water. So easy to use amateurs get real professional results — even your wife. Give her a break — Dutch Boy Nalplex.



DEALER NAME

68-1 2 col. x 9"

**Painting Time
is here!**



Buy your wife

Dutch Boy
NALPLEX®

The latex flat wall paint that does the job in one coat that other paints do in two. Made for rollers, Nalplex goes on smoothly without sprays or spatters. Tools and hands come clean with plain soap and water. So easy to use amateurs get real professional results — even your wife. Give her a break — Dutch Boy Nalplex.



DEALER NAME

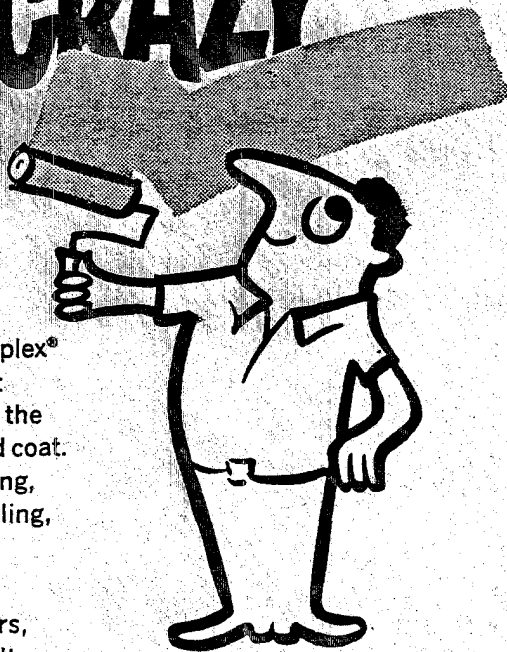
68-2 1 col. x 9"

COVERS LIKE CRAZY

Dutch Boy Nalplex® is the latex flat wall paint with the built-in second coat. So high in hiding, smooth in leveling, one coat looks like two.

Made for rollers, Nalplex doesn't spatter when you put it on, spreads smoothly, covers like crazy. When you've finished painting, clean up you and your tools with soap and water. Hundreds of colors to choose from, too.

**Dutch Boy
NALPLEX**



DEALER NAME

68-13 2 col. x 9"

COVERS LIKE CRAZY



Dutch Boy Nalplex® is the latex flat wall paint with the built-in second coat. So high in hiding, smooth in leveling, one coat looks like two.

Made for rollers, Nalplex doesn't spatter when you put it on, spreads smoothly, covers like crazy. When you've finished painting, clean up you and your tools with soap and water. Hundreds of colors to choose from.

**Dutch Boy
NALPLEX**



DEALER NAME

68-14 1 col. x 9"



THE LATEX WALL PAINT WITH THE

BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two!

- especially for rollers—odorless
- fast drying—soap and water clean-up

See a demonstration at our store.

NEW
Dutch Boy
NALPLEX
flat wall finish

STORE NAME

Dutch Boy: More years to the gallon

66-7

2 cols. x 7"



THE LATEX WALL PAINT WITH THE BUILT-IN SECOND COAT

So high in hiding, so smooth in leveling, one coat looks like two!

- ★ especially for rollers—odorless
- ★ fast drying—soap and water clean-up

NEW
Dutch Boy
NALPLEX
flat wall finish

See a demonstration at our store

STORE NAME

Dutch Boy: More years to the gallon

66-8

2 cols. x 7"



NLI 117524

New from Dutch Boy. Old colors.

(With an Early American flair.)

The colonists may have had Early American colors, but they didn't have Dutch Boy Latex House Paint.

Lucky you. Now Dutch Boy Latex House Paint comes in Early American colors. Brush on Dutch Boy. No lap marks. Dries in no time. Color is sealed in to stay fresh and bright, even after years of exposure. 100% pure acrylic latex resists peeling, staining and chalking.

Be a modern-day pioneer. Ask your Dutch Boy dealer for Dutch Boy Latex House Paint in Early American colors. Indian Yellow, Pilgrim Blue, Lexington Green, Concord Green, Golden Eagle, Ipswich Brown and Black... seven great ways to make history in your neighborhood. And while you're at it, ask for Dutch Boy Sash and Trim... the high gloss enamel that's a complementary finish.



NLI 117525

Your house is the biggest investment you're ever likely to make. When it comes to protecting it with paint, don't settle for anything less than....

***Dutch Boy*
Latex House Paint**

Pure acrylic latex to stay white longer, keep colors brighter, stay good-looking longer. Get more years to the gallon with Dutch Boy Latex House Paint.



DEALER NAME

68-19 2 col. x 9"

Your house is the biggest investment you're ever likely to make. When it comes to protecting it with paint, don't settle for anything less than...

***Dutch Boy*
Latex
House Paint**

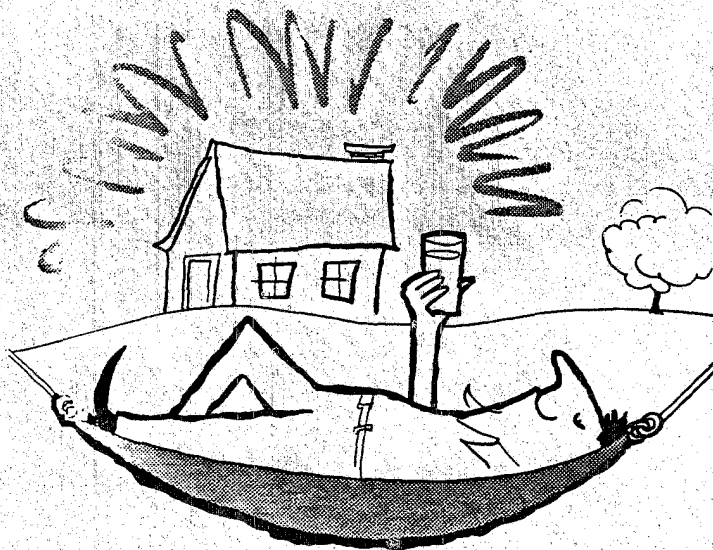
Pure acrylic latex to stay white longer, keep colors brighter, stay good-looking longer. Get more years to the gallon with Dutch Boy Latex House Paint.



DEALER NAME

68-20 1 col. x 9"

Do the job in half the time



with *Dutch Boy* Latex House Paint

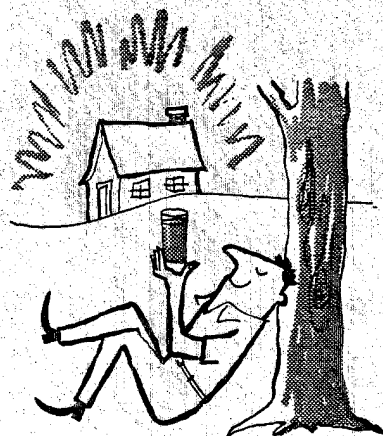
Glides on easily, without lap marks, and dries in an hour; that's how Dutch Boy Latex House Paint cuts your painting time in half. It's pure acrylic latex, too. That keeps it looking good longer so you don't have to paint as often. It'll be the best friend the exterior of your house ever had. Your's too.



DEALER NAME

68-7 2 col. x 9"

Do the job
in half the time



with Dutch Boy Latex House Paint

Glides on easily, without lap marks, and dries in an hour; that's how Dutch Boy Latex House Paint cuts your painting time in half. It's pure acrylic latex, too. That keeps it looking good longer so you don't have to paint as often. It'll be the best friend the exterior of your house ever had. Your's too.



DEALER NAME

68-8 1 col. x 9"

All latex house paints are the same. Right?

Wrong.

Dutch Boy Latex House Paint makes the difference because it's 100% pure acrylic latex, has greater durability and color retention and is backed by nearly 200 years of experience.

- ★ 100% pure acrylic latex
- ★ unexcelled durability
- ★ non-fade colors
- ★ white stays bright
- ★ exclusive Dutch Boy PBL guarantee



STORE NAME

Dutch Boy: More years to the gallon

All latex house paints are the same. Right?

Wrong.

Dutch Boy Latex House Paint makes the difference because it's 100% pure acrylic latex, has greater durability and color retention and it's backed by nearly 200 years of house paint experience.



- 100% pure acrylic latex
- unexcelled durability
- non-fade colors
- white stays bright
- exclusive Dutch Boy PBL guarantee
- nearly 200 years of house paint experience

STORE NAME

Dutch Boy: More years to the gallon

66-1

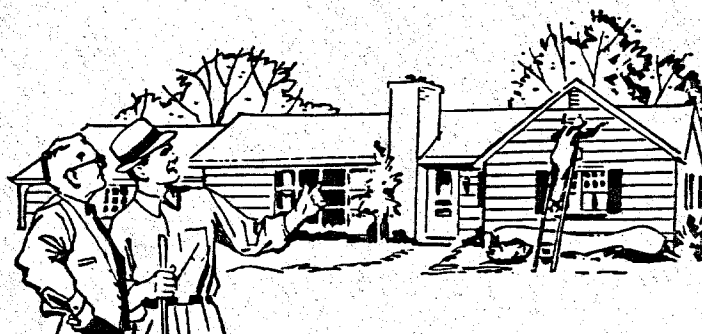
2 cols. x 7"

66-2

1 col. x 7"

CLIP THESE PROOF SHEETS FOR CUSTOM ADS

Cut out these Dutch Boy ad proofs or any portions that suit your needs. Paste them up -- or give them to your newspaper -- to "customize" your ads.



NLI 117528

SAVE MONEY WITH A QUALITY PAINT



**COVERS MORE... LOOKS BETTER...
LASTS LONGER!**

That's right! Quality Dutch Boy House Paint actually saves you money. It covers more surface area because it has superior hiding power. It looks better, too! Its tough, brilliant finish wears slowly and evenly. Resists cracking and peeling. Keeps costly maintenance way down. So get the most for your money! Get quality! Get Dutch Boy House Paint!

more years to the gallon



DEALER NAME

67-1

A QUALITY PAINT SAVES YOU MONEY!



**COVERS MORE!
LOOKS BETTER!
LASTS LONGER!**

That's right! Quality Dutch Boy House Paint actually save you money. It covers more surface area because it has superior hiding power. It looks better, too! Its tough, brilliant finish wears slowly and evenly. Resists cracking and peeling. Keeps costly maintenance way down. So get the most for your money! Get quality! Get Dutch Boy House Paint!

more years
to the gallon



**DEALER
NAME**

67-2

MLI 117529

How much does service really cost you?

Very little, actually.

If you know everything there is to know about painting, then the kind of service we offer may not be important to you. But if you have doubts or an unusual painting problem, let us help you with it. Chances are we have that special finish you need or that color you want. We do know paint, it's our business, and we'll gladly share that knowledge with you. You'll find service really costs you no more when you add up the money you save by using the right paint, by applying it correctly and by insisting on Dutch Boy quality. Let us help you save money on your next project.

YOUR INDEPENDENT

Dutch Boy
DEALER

DEALER NAME

68-29 2 col. x 9"

How much does service really cost you?

Very little, actually.

If you know everything there is to know about painting, then the kind of service we offer may not be important to you. But if you have doubts or an unusual painting problem, let us help you with it. Chances are we have that special finish you need or that color you want. We do know paint, it's our business, and we'll gladly share that knowledge with you. You'll find service really costs you no more when you add up the money you save by using the right paint, by applying it correctly and by insisting on Dutch Boy quality. Let us help you save money on your next project.



Your independent

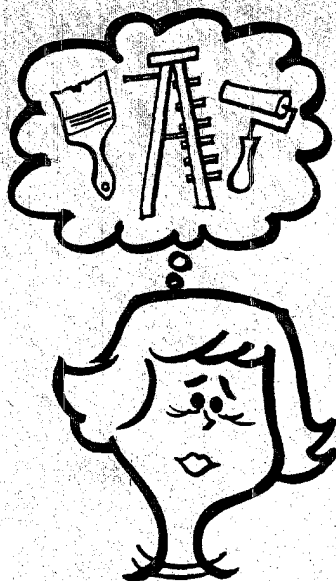
Dutch Boy
dealer.

DEALER NAME

68-30 1 col. x 9"

Got a painting problem?

We'll help.



Service still means something to us—and service means spending enough time with you to help you select the right paint finish for that job you're planning. We know our business—it's the only one we're in—and we'll gladly share that knowledge with you. See us for paint—and service—when you plan your next project.

YOUR INDEPENDENT

Dutch Boy
DEALER

DEALER NAME

68-25 2 col. x 9"

Got a painting problem?



We'll help.

Service still means something to us—and service means spending enough time with you to help you select the right paint finish for that job you're planning. We know our business—it's the only one we're in—and we'll gladly share that knowledge with you. See us for paint—and service—when you plan your next project.

Your independent

Dutch Boy
dealer.

DEALER NAME

68-26 1 col. x 9"

**You get
savings
plus service
from an
independent
Dutch Boy
dealer.**

In these days of high prices you'd be crazy not to bargain hunt. But how much do you save by using the wrong paint for the job you have in mind? Or by applying the right paint wrong? Or by using an inferior paint that doesn't have the long life of Dutch Boy products? We'll help you with these problems—and any others you may have—and you'll still get quality Dutch Boy products at a reasonable price. See us for paint—and help—when you plan your next project.



Your independent Dutch Boy dealer.

DEALER NAME

68-31 2 col. x 9"

**You get
savings
plus service
from an
independent
Dutch Boy
dealer.**

In these days of high prices you'd be crazy not to bargain hunt. But how much do you save by using the wrong paint for the job you have in mind? Or by applying the right paint wrong? Or by using an inferior paint that doesn't have the long life of Dutch Boy products? We'll help you with these problems—and any others you may have—and you'll still get quality Dutch Boy products at a reasonable price. See us for paint—and help—when you plan your next project.



**Your independent
Dutch Boy dealer.**

DEALER NAME

68-32 1 col. x 9"

**This can of Dutch Boy
contains nearly
200 years of experience
highest quality ingredients
superior results
customer satisfaction
and paint.**

What more could
a homeowner want?



Dutch Boy

PORCH AND FLOOR ENAMEL



YOU'LL BE GLAD IT'S UNDERFOOT.

No matter how many steps you take on our Porch and Floor enamel, it never gets tired. Use it inside or out, on porches, steps, walks and decks—for wood, concrete, brick or metal. Its tough film resists the heaviest traffic and keeps its bright appearance in spite of weather and frequent washing. Dries quickly, too, so your floors are back in service in no time. When you re-paint next time, use Dutch Boy Porch and Floor enamel. It'll be underfoot a long time.



DEALER NAME

68-27 2 col. x 9"

Dutch Boy

PORCH AND FLOOR ENAMEL



YOU'LL BE GLAD IT'S UNDERFOOT.

No matter how many steps you take on our Porch and Floor enamel, it never gets tired. Use it inside or out, on porches, steps, walks and decks—for wood, concrete, brick or metal. Its tough film resists the heaviest traffic and keeps its bright appearance in spite of weather and frequent washing. Dries quickly, too, so your floors are back in service in no time. When you re-paint next time, use Dutch Boy Porch and Floor enamel. It'll be underfoot a long, long time.



DEALER NAME

68-28 1 col. x 9"

TIRED TRIM

?

**TIRED OF FLAKING, CHIPPING,
PEELING, FADING, SCUFFED,
UNSIGHTLY TRIM? HERE'S A
PAINT THAT'S DESIGNED TO
KEEP YOUR TRIM TRIM.**

Dutch Boy Sash and Trim colors
gives your exterior window
sills, doors and other
trim areas the extra
protection they need.

A glossy, durable enamel
in bright, fadeless colors, it
withstands water, wind and
weather to keep your home
good looking longer.

Ask for Dutch Boy Sash
and Trim colors.



DEALER NAME

68-17 2 col. x 9"

TIRED TRIM

?

**TIRED OF FLAKING,
CHIPPING, PEELING,
FADING, SCUFFED,
UNSIGHTLY TRIM?
HERE'S A PAINT
THAT'S DESIGNED
TO KEEP YOUR
TRIM TRIM.**

Dutch Boy Sash and Trim col-
ors give your exterior window
sills, doors and other trim
areas the extra protection
they need. A glossy, durable
enamel in bright, fadeless
colors, it withstands water,
wind and weather to keep your
home good looking longer.
Ask for Dutch Boy Sash and
Trim colors.



DEALER NAME

68-18 1 col. x 9"

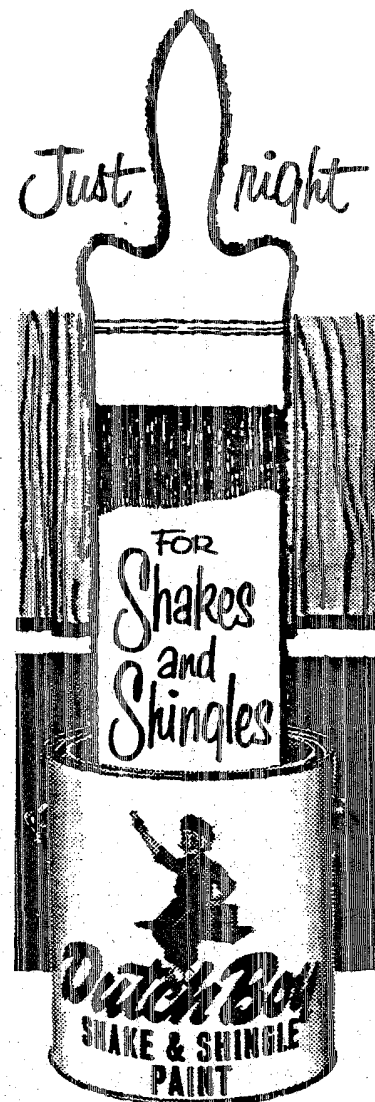


DEALER NAME

65-20 2 col. x 7"

BE SURE YOUR ADS QUALIFY UNDER THE CO-OP PLAN

When you use Newspaper Ads prepared by Dutch Boy you are always sure of a full 50% cooperation under the Co-op Plan. Remember, to qualify for full cooperation ads must be predominantly "Dutch Boy"; otherwise reimbursement must be limited to the Dutch Boy portion only.



DEALER NAME

65-21 1 col. x 9½"

Dutch Boy NALCRETE



The stucco paint you'll be stuck on.

Nalcrete is formulated for the special problems of painting exterior masonry surfaces—whether they're stucco, brick, concrete, masonry block or asbestos siding. Resists cracking, blistering and peeling—stains wash off in the rain.

Colors stay fresh no matter how bright the sun is. It's latex, too, so it's easily applied and everything cleans up with soap and water. If you have exterior masonry to paint, get economical Dutch Boy Nalcrete. You'll love it.



DEALER NAME

68-23 2 col. x 9"

Dutch Boy NALCRETE



The stucco paint you'll be stuck on.

Nalcrete is formulated for the special problems of painting exterior masonry surfaces—whether they're stucco, brick, concrete, masonry block or asbestos siding. Resists cracking, blistering and peeling—stains wash off in the rain. Colors stay fresh no matter how bright the sun is. It's latex, too, so it's easily applied and everything cleans up with soap and water. If you have exterior masonry to paint, get economical Dutch Boy Nalcrete. You'll love it.



DEALER NAME

68-24 1 col. x 9"

NLT 117537

more years to the gallon
Nalcrete



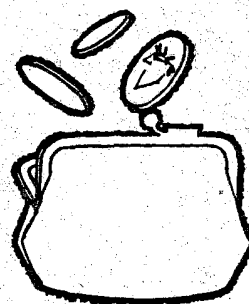
If your home is of masonry, brick or asbestos siding, here's the paint that will beautify and protect it as no other paint can! For Nalcrete's revolutionary formula makes a durable, "breathing" type film — trapped water vapor can get out but outside weather can't get in — and it is unaffected by alkali too. Nalcrete flows on smoothly without lap-marks, dries to a handsome flat finish. *Dutch Boy* Nalcrete comes in many distinctive colors. See them today at

DEALER NAME

65-26 2 col. x 9"

ORDERING MATS

Newspaper Ad Mats are available to Dutch Boy Dealers without charge for ads illustrated in this White Section. Please order only those you need.



You **SAVE**
 with Quality
 that lasts!



DEALER NAME

65-27 1 col. x 6½"

Dutch Boy SATIN EGGSHELL[®] THE KID-PROOF ENAMEL



Use Satin Eggshell where your "finger-print experts" like to play. A simple scrubbing will bring it back to a like-new appearance. Puts a tough, durable finish on wood work and trim, doors, cabinets, bathroom and kitchen walls, anywhere extra protection is needed.

Goes on quickly, without brush marks, and covers old colors easily. Comes in colors to match your wall paint. Get good old reliable Dutch Boy Satin Eggshell enamel.



DEALER NAME

68-11 2 col. x 9"

Dutch Boy SATIN EGGSHELL THE KID-PROOF ENAMEL



Use Satin Eggshell where your "finger-print experts" like to play. A simple scrubbing will bring it back to a like-new appearance. Puts a tough, durable finish on wood work and trim, doors, cabinets, bathroom and kitchen walls, anywhere extra protection is needed.

Goes on quickly, without brush marks, and covers old colors easily. Comes in colors to match your wall paint. Get good old reliable Dutch Boy Satin Eggshell enamel.



DEALER NAME

68-12 1 col. x 9"

Dutch Boy[®] IS HERE!



America's best-known painter is at our store with his wonderful line of quality paints, varnishes and enamels. Here's great news for every homeowner in



town. We're proud to welcome the famous **Dutch Boy** to our store, so that you and your neighbors can count on us more than ever to help you solve any painting problem. On our shelves you'll find the complete

line of famous **Dutch Boy** paints, varnishes and enamels—every one especially blended to do its job best, give lasting value! We can supply your painting equipment, too—and we're happy to help you plan any painting project. So, whatever you plan to paint—stop in, before you begin, at **Dutch Boy** headquarters.



DEALER NAME

get "more years to the gallon" with **Dutch Boy[®]**

Keep America Beautiful



Paint something today

But don't waste time with anything less than Dutch Boy quality. Inside or out, Dutch Boy paint finishes give you the best jobs money can buy. Over 200 years of paint making experience go into every can of every product. Make something beautiful today — with Dutch Boy Paint.



DEALER NAME

68-3 2 col. x 9"

Keep America Beautiful



Paint something today

But don't waste time with anything less than Dutch Boy quality. Inside or out, Dutch Boy paint finishes give you the best jobs money can buy. Over 200 years of paint making experience go into every can of every product. Make something beautiful today—with Dutch Boy Paint.



DEALER NAME

68-4 1 col. x 9"

Save money by spending enough.

The cost of painting a house or a room isn't all in the paint. A lot of money goes for labor, trouble and time, even if you do it yourself. So it makes sense to pay a little more for the paint you buy, to lengthen the time between paint jobs and save all those other costs.

The quality of Dutch Boy Paints keeps them looking good longer. That's why millions of homeowners are willing to pay more for Dutch Boy. That's why you should, too. Spend a little more and save a lot. Buy Dutch Boy quality.



DEALER NAME

68-9 2 col. x 9"

Save money by spending enough.

The cost of painting a house or a room isn't all in the paint. A lot of money goes for labor, trouble and time, even if you do it yourself. So it makes sense to pay a little more for the paint you buy, to lengthen the time between paint jobs and save all those other costs. The quality of Dutch Boy Paints keeps them looking good longer. That's why millions of homeowners are willing to pay more for Dutch Boy. That's why you should, too. Spend a little more and save a lot. Buy Dutch Boy quality.



DEALER NAME

68-10 1 col. x 9"

Got the paint job blues?

Try our reds and yellows and greens and pinks.

Finding that special color—the one that's just right for you—can run you ragged. Unless you see the Dutch Boy Spectral Range color system first. There are over 2,000 colors to choose from and they're available in almost any finish. If you still have the blues, we can help there, too. There are over 300 blues in the system. Let us help you find your color.



DEALER NAME

68-5 2 col. x 9"

Got the paint job blues?

Try our reds and yellows and greens and pinks.

Finding that special color—the one that's just right for you—can run you ragged. Unless you see the Dutch Boy Spectral Range color system first. There are over 2,000 colors to choose from and they're available in almost any finish. If you still have the blues, we can help there, too. There are over 300 blues in the system. Let us help you find your color.



DEALER NAME

68-6 1 col. x 9"

Follow
THIS Boy
to paint
headquarters!



DEALER NAME

65-28 1 col. x 8½"



Everyone is
talking about

Dutch Boy.

more years
to the gallon

Get yours at



DEALER NAME

65-29 1 col. x 5½"

ORDERING MATS

Newspaper Ad Mats
are available
to Dutch Boy Dealers
without charge
for ads illustrated
in this White Section.

Please order
only those you need.

Salute to Spring!

AT YOUR *Dutch Boy* STORE



Salute to Spring!

AT YOUR *Dutch Boy* STORE



65-31 1, 2, 3 col.

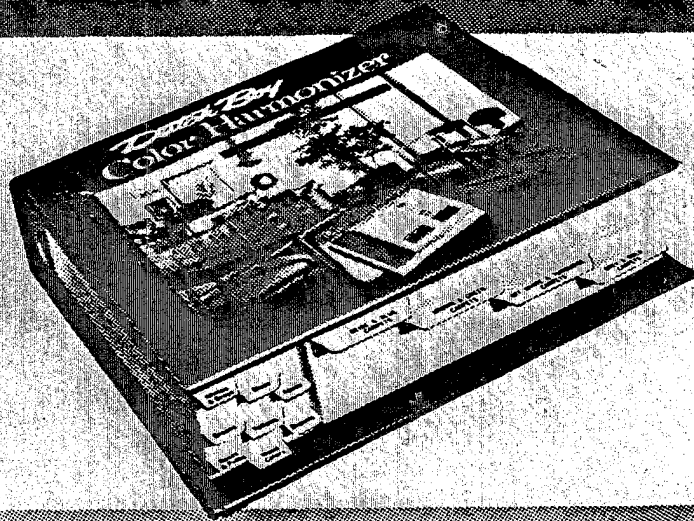
(Illustrated above in 1 and 2 column widths)



65-34 1, 2, 3 col.

(Illustrated above in 1 and 2 column widths)

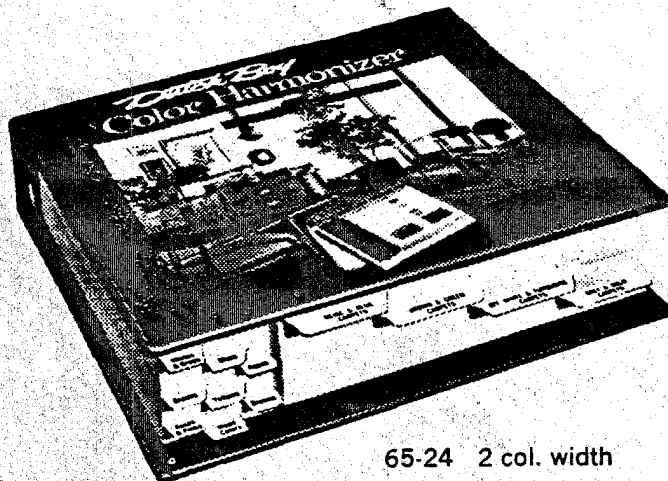
FREE FOR HOME USE



**BRAND NEW GUIDE FOR EASIER
PAINT COLOR PLANNING. PICK
UP YOUR FREE COPY TODAY!**

DEALER NAME

65-23 2 col x 5½"



65-24 2 col. width

NLI 117546



Mat No. PB-7/8 (Assorted Packages - Black & White - 7/8" High)



Mat No. PH-1 (Assorted Packages - Halftone - 1" High)



Mat No. PB-1 (Assorted Packages - Black & White - 1" High)



Mat No. PH-1½ (Assorted Packages - Halftone - 1½" High)



Mat No. PB-1½ (Assorted Packages - Black & White - 1½" High)



Mat No. PH-1½ (Assorted Packages - Halftone - 1½" High)



Mat No. PB-1½ (Assorted Packages - Black & White) - 1½" High)

FOR DUTCH BOY DEALERS WHO CREATE THEIR OWN ADS

If you prefer to prepare your own newspaper advertising you will find many uses for the Dutch Boy Package and Trademark mats illustrated on the last three pages of this White Section. Your newspaper will be glad to help with the copy and layout. If you wish to be sure of full cooperation under the Co-op Plan submit ads for approval in advance of appearance.



Mat No. PH-2 (Assorted Packages - Halftone - 2" High)

FOR DUTCH BOY DEALERS WHO CREATE THEIR OWN ADS

If you prefer to prepare your own newspaper advertising you will find many uses for the Dutch Boy Package and Trademark mats illustrated here and on the preceding two pages. Your newspaper will be glad to help with the copy and layout. If you wish to be sure of full cooperation under the Co-op Plan submit ads for approval in advance of appearance.



Mat No. PB-2 (Assorted Packages - Black & White - 2" High)

USE THESE DUTCH BOY TRADEMARKS IN YOUR ADS

For mats, please use Order Forms on page 31.



7/8"



1"



1 1/4"



1 1/2"



2"

Mat No. TE-1 (Trademark Emblems - Assorted Sizes)

1 1/2" *Dutch Boy Paints*

2" *Dutch Boy Paints*

2 3/4" *Dutch Boy Paints*

3 1/2" *Dutch Boy Paints*

Mat No. TL-1 (Trademark Lettering - Assorted Sizes)









68-35

NLI 117553





DUTCH BOY DEALER ORDER FORM

**NEWSPAPER
AD MATS**

To: Your Sales Representative, or your local National Lead Company Sales Office.

Please send us, without charge, the Newspaper Mats and / or Package and Trademark Illustrations we have listed (by number) in the spaces below:

DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

DUTCH BOY DEALER ORDER FORM

**NEWSPAPER
AD MATS**

To: Your Sales Representative, or your local National Lead Company Sales Office.

Please send us, without charge, the Newspaper Mats and / or Package and Trademark Illustrations we have listed (by number) in the spaces below:

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DUTCH BOY DEALER ORDER FORM

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DUTCH BOY DEALER ORDER FORM

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DEALER NAME _____

ADDRESS _____ CITY _____ STATE _____

SIGNED _____ DATE _____

NLI 117556