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QUICK FACTS

PRIMER-UNDERCOATER

TYPE: Fastest covering primer and undercoat
USE: First coat on new and previously painted wooden surfaces
PURPOSE: To provide a uniform, high hiding foundation for finish coat
COLOR: White - May be tinted if desired
CONSISTENCY: Carries as it comes in the container. Should not be thinned
SPREADING RATE: 150 to 200 square feet per gallon
DRYING TIME: Dries fast in 1 hour. Dry in 10 hours
SPECIAL FEATURES: Excellent penetration, good working, high hiding and excellent finish coat adhesion
PACKAGING: Quart, Gallon and Five Gallon containers

TINTING WHITE

TYPE: Fastest finish coat primer
USE: Second coat over Dutch Boy Primer-Undercoater
PURPOSE: Second White finish coat for producing special tints by addition of colors at will
COLOR: White - To be tinted as desired
CONSISTENCY: Carries as it comes in the container. Should not be thinned
SPREADING RATE: 150 to 200 square feet per gallon
DRYING TIME: Dries fast in 1 hour. Dry in 10 hours
SPECIAL FEATURES: High hiding, good workability, readily tinted, excellent coverage, fast covering
PACKAGING: Gallon and Five Gallon containers

PORCH & DECK PAINT

TYPE: Tough wearing, colored finish coat paint for floors
USE: Finish coat for any type of outdoor surface, whether of wood, concrete or metal. Will stand for finish exterior and interior work
PURPOSE: To meet hard wear and abrasion as well as weather exposure
COLORS: Warm Gray, Moss Gray, Brown and Tan Red
CONSISTENCY: Carries as it comes in the container. Should not be thinned

BRIGHT WHITE

TYPE: Fastest white finish coat primer
USE: Finish coat over Dutch Boy Primer-Undercoater
PURPOSE: To provide covering wherever and whenever
COLOR: White - Should not be tinted
CONSISTENCY: Carries as it comes in the container. Should not be thinned
SPREADING RATE: 150 to 200 square feet per gallon
DRYING TIME: Dries fast in 1 hour. Dry in 10 hours
SPECIAL FEATURES: Fastest white, high hiding, good workability, fast covering, will stand through mild chalking
PACKAGING: Quart, Gallon and Five Gallon containers

BODY TINTS

TYPE: Fastest colored finish coat primer
USE: Finish coat over Dutch Boy Primer-Undercoater
PURPOSE: To provide clean, durable, colored finish
COLORS: Ivory, Cream, Buff, Gray and other popular tints
CONSISTENCY: Carries as it comes in the container. Should not be thinned
SPREADING RATE: 150 to 200 square feet per gallon
DRYING TIME: Dries fast in 1 hour. Dry in 10 hours
SPECIAL FEATURES: Good workability, dense covering, fast covering, color retention, chalking resistant
PACKAGING: Quart, Gallon and Five Gallon containers

SASH & TRIM COLORS

TYPE: High gloss, hard drying exterior finish coat paint
USE: Finish coat over Dutch Boy Primer-Undercoater on sash, trim and other interior work
PURPOSE: To provide colored, decorative effect
COLORS: Nine popular colors, including Black and White
CONSISTENCY: Carries as it comes in the container. Should not be thinned
SPREADING RATE: 150 square feet per gallon
DRYING TIME: Dries fast in 1 hour. Dry in 10 hours
SPECIAL FEATURES: Fastest workability, good covering, long-lasting gloss, good color retention
PACKAGING: Quart and Gallon containers

Dutch Boy is telling your customers thru...



Magazines and Newspapers



Counter Displays



Illuminated Window Signs



Mailing Pieces



"Dutch Boy" BLENDED Paint

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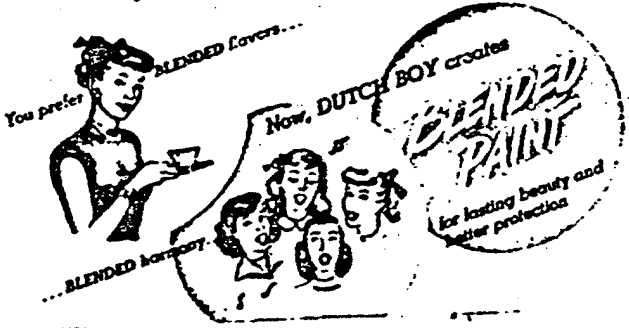


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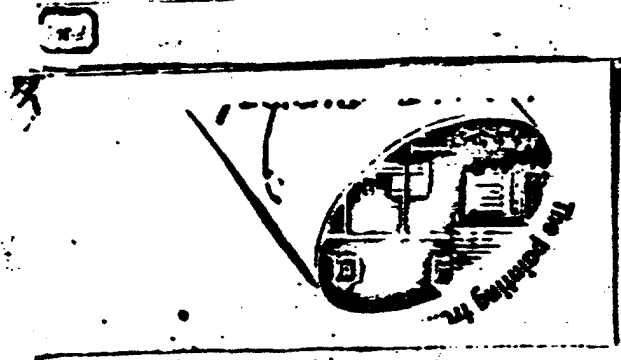
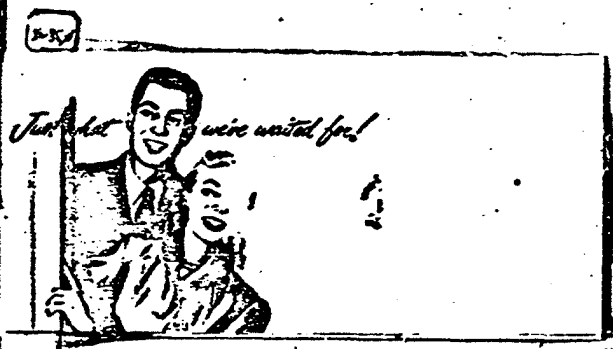


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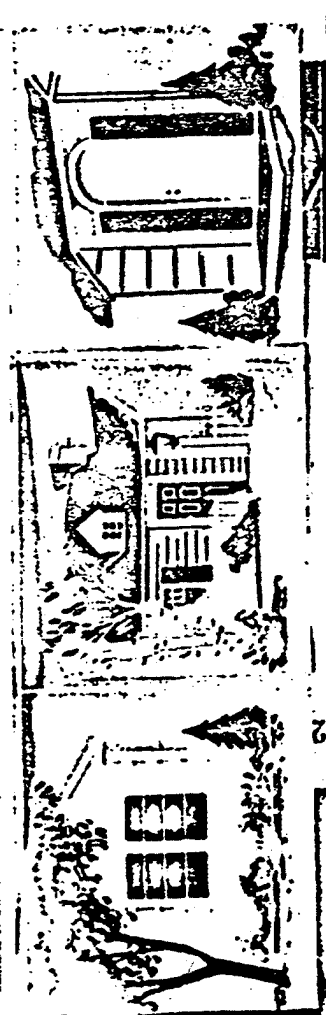
Whatever your painting need,
there's a DUTCH BOY BLEND that's
formulated for it!



Get rich and trim colors... heavy duty
paints and dark paint. To get of your home
"Dutch Boy" has blended for you colors that
stand up under the sun and rain. They make the
stand up under the sun and rain.

Something blends it best... If you need color
here's a choice of several popular colors... colors
that go on crisp and fresh... colors that are
blended to go on crisp and fresh.

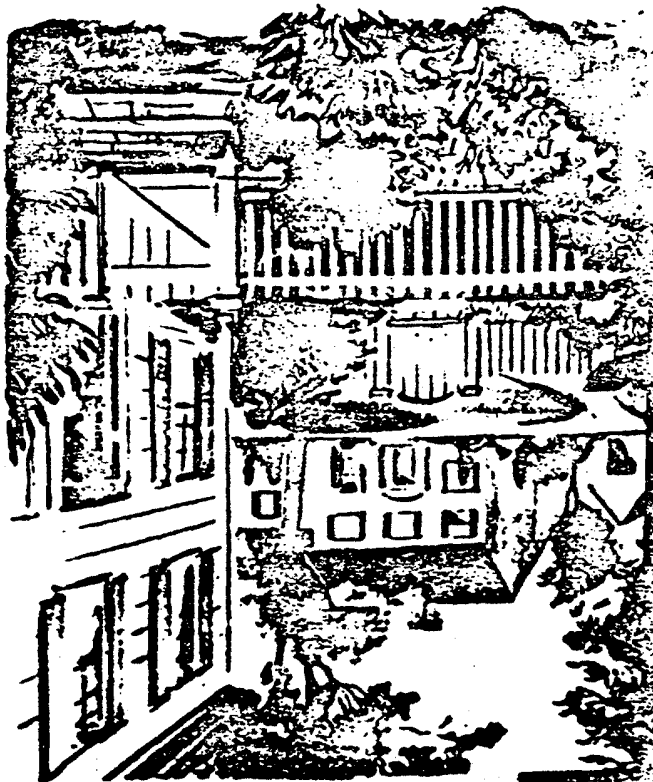
A larger volume that means... Your
choice of blending for all your painting needs...
Dutch Boy has blended for you colors that
stand up under the sun and rain. They make the
stand up under the sun and rain.



42

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"Black Boy" stands among
 the best of American literature.
 It is a book that has been
 read by millions of people
 and has been praised by
 the best of critics.
 It is a book that has
 been called "the greatest
 American novel of the
 century." It is a book
 that has been called "the
 greatest American novel
 of the century." It is a
 book that has been called
 "the greatest American
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**BETTER
BLENDS**
*for better
paint jobs*

Blended White Stays White!
Afternoon action with extreme white
resistance "Don't Run" Paint is the
right choice for a dazzling white paint job
that really stays white.

Blended True Gray Fresh! "Don't Run"
True gray crisp and fresh... and they go
on strong crisp and fresh. Specially blended
to ensure lasting, uniform color as they'll
keep their sparkling good looks.

Blended True Colors
Pink and Red, Blue
True "Don't Run" paints
work in your home's interior
and... blended to stay bright.

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NLT 114331



The best deserves the best!
The home you care for best ... deserves the best of care.

And when it comes to paint, that means the new "Dutch Boy" maximum value.

For no other exterior paint has ever been rated by the "Dutch Boy" quality board. In color or white ... it's blended just right ... to any sparkling light!

Why "Dutch Boy" blends?

Because different types of surface require different kinds of paint. For maximum beauty and protection, white house paint cannot be made like trim color ... nor trim like porch and deck paint.

Why "Dutch Boy" blends?

"Dutch Boy" blending brings you an up-to-the-minute line of outside paints—each individually blended by paint chemists to do its own job especially well.

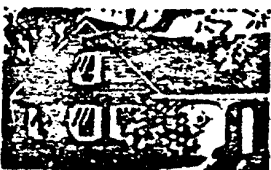
What should I look for?

The familiar "Dutch Boy" logo on the attractive blue and white package is your guarantee that in color or white, the paint's blended just right to any sparkling light!

...to do its job best



If there's a porch, sparkling is how to make your home stand out as beauty as



Clear, crisp paint that holds their freshness and beauty throughout their long life as



Yes, bright trim colors for each and every of these porch and deck paint for your home

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New Dutch Boy paints...each

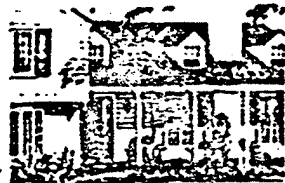
Each of the "Dutch Boy's" new Blended Paints contains top-grade ingredients, carefully selected and formulated to give you an ultra-modern paint designed for lasting beauty and protection.

These new "Dutch Boy" blends are the result of 31 years of continuous outdoor paint tests... the longest research project of its kind. That's why, in colors as in white, "Dutch Boy" is Good Paint's Other Name.

Good Paints
also name



...to do its job best



It looks a lot better, speaking a lot to make your house stand out in beauty as



There, crisp lines that hold their features and beauty throughout their long life as



Here, bright trim colors for walls and doors or shade paint and do-it paint for your home.

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The Dutch Boy's cure for drab interiors...

Woiwocer

Fresh new beauty in ONE APPLICATION!

Surface stains and dirt wipe right off!

Easily applied—even over wallpaper!

Sets dust-free in a few hours!

Woiwocer

Woiwocer

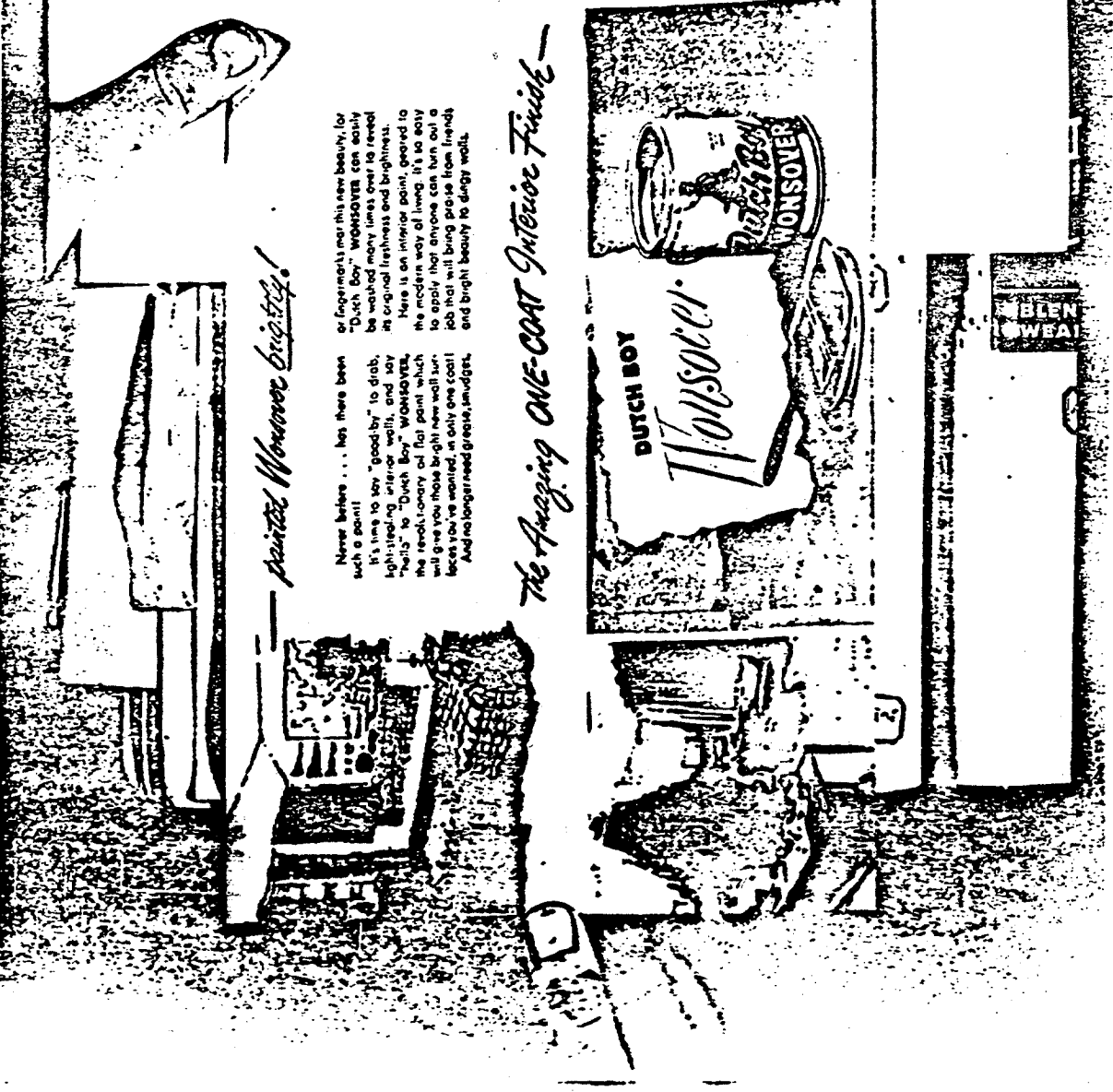
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Painted Wonders Brightly!

Never before... has there been such a paint!
It's time to say "good-by" to drab, light-tinting interior walls, and say "hello" to "Dutch Boy" WASHABLE, the revolutionary oil flat paint which will give you those bright new wall surfaces you've wanted, in only one coat! And no longer need grease, smudges, and bright beauty to dirty walls.

The Amazing ONE-COAT Interior Finish—



BLEND WEAR

DUTCH BOY
Nonsover



The MODERN wall finish!

The "Dutch Boy" newly created wall paint, *Nonsover*, combines the latest developments in pigments in an ultra-modern formula to give you a real oil flat that really covers in one coat ... yet really washes like new.

Proves in ONE coat!

"Dutch Boy" *Nonsover* backs up its name by giving complete one-coat coverage. Hides anything in one coat ... walls, woodwork, brick, even wall paper and water-mixed paints.

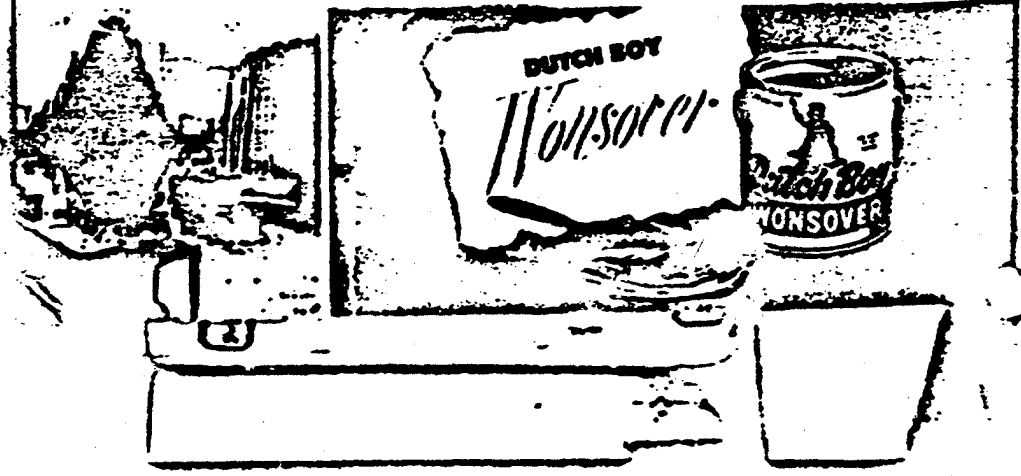
Smudges wash right off!

Another outstanding feature of "Dutch Boy" *Nonsover* is real washability. Fingermarks, smudges, dirt and even stains do not sink in, so they wash right off. And you can do it again and again.

EASY to apply this time!

You can prove every one of these claims in your own home. "Dutch Boy" *Nonsover's* fresh, modern colors are so easy to apply, too. The new miracle paint flows and levels out so on every uniform, rich looking flat finish which sets dry fast in a few hours, dries overnight with no unpleasant after odor.





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Dutch Boy
PORCH & DECK PAINT

INTERIOR FLOORS

PORCH FLOORS

BLENDED TO RESIST
WEAR AND WEATHER

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Dutch Boy

PORCH AND DECK PAINT

- Hard Drying
- High Gloss
- Wear Resistant

Specially designed for exterior porch & deck, "Dutch Boy" Porch & Deck Paint is a fast drying, high gloss paint that stands up under the hardest kind of wear and abuse.

The new Dutch Boy Porch & Deck Paint is blended for the deck and side extension, even under the most severe outdoor conditions. It stands up to water and the blistering sun, drying rain, and the salt, air and more of winter. In short, this sturdy paint is built to last from a soft foot, children's toys and all the everyday usage that the average porch floor receives.

"High Gloss" Dutch Boy Porch & Deck Paint is recommended for exterior floors, terraces, and walkways where a high gloss finish and underfoot wear are a problem. It will stand up to down-up with an attractive, eye appealing, long-lasting finish.

You'll find "Dutch Boy" Porch & Deck Paint especially easy to use since it is low flowing and will brush, it can be spread easily.

"Dutch Boy" Porch & Deck Paint is blended out with an oil and wax base and is built to stand up under the toughest kind of wear and abuse. It is a high quality, durable paint that is hard and glossy even when strong usage and a beating rainstorm are laid on it.

For "Dutch Boy" Porch & Deck Paint with extra high gloss finish. In use, it is recommended to use a brush for the surface to thoroughly clean and buff of the "Dutch Boy" base.

DIRECTIONS FOR USE

"Dutch Boy" Porch & Deck Paint contains all of the proper materials for the proper proportions and no more mixing. Apply the paint just as mixed in the can, after the surface is thoroughly clean and buff of grease and dirt.

Now, before using on uncoated surfaces should be given an undercoat of primer to help spreading the finish coat. If the surface is previously painted, apply a coat of "Dutch Boy" Primer & Undercoat and allow three days of good drying weather. The other surfaces that are new, or the same or uncoated first apply "Dutch Boy" Porch & Deck Paint. Painted with one coat of "Dutch Boy" Porch & Deck Paint should be given a second coat in 24 hours. In other cases, there may be two coats in 24 hours or less.

The paint dries as fast as the sun heat and is hard enough to be walked upon the day following application.



363-STONE GRAY



365-SLATE GRAY



355-TILE RED



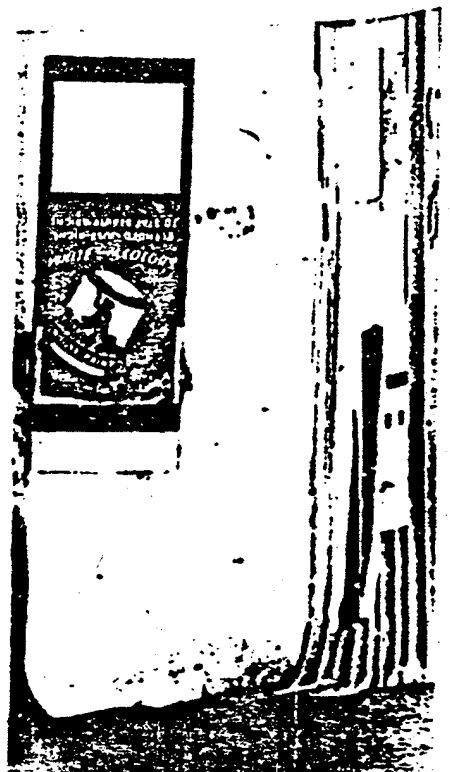
333-BROWN



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ORDER FORM FOR
Dutch Boy
BLENDED PAINT BOOK MATCHES



IMPORTANT: This order form must be sent with each order. This
instrument is necessary to prove order authenticity and to be sent
back to factory as a reference on the credit standing of the dealer.

NOTE: All orders are shipped with the Dutch Boy name and address on
the front cover of each book - printed in letters of 14 lines. Minimum order
100 books. Shipping charges are printed 1943 on quotation of 1000 books.

Attention: Dutch Boy
Blended Paint



REPLY AS FOLLOWS



PRICES

*Includes Federal Excise Tax of 10 cents per 1000 books.
Available after March 15, 1943

- ☐ 1000 Books \$12.00 F.O.B. Factory
 - ☐ 5000 Books \$23.00 F.O.B. Factory
 - ☐ 10000 Books \$44.00 F.O.B. Factory
 - ☐ 100000 Books \$45.00 Charge Prepaid
- Check for proper amount to refund.

DATE _____ SENT TO _____ ADDRESS _____

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MAJOR COPY



ORDER FORM FOR
Dutch Boy
BLENDED PAINT BOOK MATCHES



REQUIREMENT: Full instructions must be sent with each order. The
instructions are necessary to insure proper blending and to insure
that the paint is of the right consistency and to insure that the
paint is of the right color.

NOTE: All matches are furnished with the Dutch Boy name and address on
the front cover of each book. The book is of the Dutch Boy name and address
on the front cover of each book. The book is of the Dutch Boy name and address
on the front cover of each book.

American Book Co.
15 West 57th Street
New York 19, N.Y.



REPLY TO: AS FOLLOWS:



PRICES

*Includes Paint Book Tax of 10 cents per 100 books.

Available after March 15, 1946

- ☐ 1000 Books \$12.00 F.O.B. Factory
- ☐ 2000 Books \$22.00 F.O.B. Factory
- ☐ 3000 Books \$31.00 F.O.B. Factory
- ☐ 4000 Books \$40.00 Charges Prepaid

Check for proper amount to be paid.

DATE: _____

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DEALER'S COPY



ORDER FORM FOR
Dutch Boy
BLENDED PAINT BOOK MATCHES



REPRESENTATIVE, full instructions must be sent with each order. This
instruction is necessary to insure proper handling and to be sure
that the order is filled in the shortest possible time.

NOTE: All orders are handled with the Dutch Boy Trade and Address in
the latest issue of each book. Inquiries to be sent to 10 South Main Street,
New York, N.Y. 10038. Please send your order to 100 South Main Street,
New York, N.Y. 10038.



ENTER AS FOLLOWS



PERIOD

Includes Dutch Boy Trade Year of 40 cents per 1000 Books.
Available after March 15, 1958

- ☐ 1000 Books \$12.00 F.O.B. Factory
 - ☐ 2000 Books \$21.00 F.O.B. Factory
 - ☐ 3000 Books \$28.50 F.O.B. Factory
 - ☐ 4000 Books \$36.00 F.O.B. Factory
- Check the proper amount to collect.

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ORDER FORM FOR
Dutch Boy
WONSOVER BOOK MATCHES

IMPORTANT: All orders must be sent with cash order. This order is subject to delivery to stock upon inspection and to the order being taken as a reference in the event of a dispute.

NOTE: All matches are furnished with the Dutch Boy Name and Address on the front cover of each book, packed in boxes of 50 books. Minimum order 500 books. Shipping charges for prepaid 500.00 on quantities of 1000 books.

Attention Book Store Managers:
The One Good Deal Case

EXPRESS AS FOLLOWS:

PRICES*

*Includes Federal Excise Tax of 50 cents per 1000 books.
Available after March 15, 1919

☐ 500 Books	\$12.00	F.O.B. Factory
☐ 1000 Books	\$23.00	F.O.B. Factory
☐ 1500 Books	\$34.00	F.O.B. Factory
☐ 10000 Books	\$18.00	Charge Prepaid

Check for proper amount is enclosed.

IN THE CITY OF NEW YORK

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BRANCH COPY

ORDER FORM FOR
Dutch Boy
WONSOVER BOOK MATCHES

IMPORTANT: Full instructions must be sent with each order. This
advertisement is necessary to avoid order bookkeeping and to be sent
should be taken as a reference on the order handling of the Dutch.

NOTE: All matches are imported with the Dutch Boy Brand and Address on
the front cover of each book. Bookmarked by lines of 10 books. Bookmarked order
and book. Shipping charges are prepaid C.O.D. on quantities of 1000 books.

Address: Dutch Boy Company
The Star Club Mail Order

REPRINT AS FOLLOWS:

PRICE:

*Includes Federal Excise Tax of 10 cents per 1000 books.
Available after March 15, 1945

☐ 500 Books	\$12.50 F.O.B. Factory
☐ 1000 Books	\$23.00 F.O.B. Factory
☐ 1500 Books	\$34.50 F.O.B. Factory
☐ 2000 Books	\$46.00 Charges Prepaid

Please for proper amount to collect.

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WONSOVER

ORDER FORM FOR
Dutch Boy
WONSOVER BOOK MATCHES



IMPORTANT: Full instructions must be sent with each order. This information is necessary to enable proper bookkeeping and to be used should be taken as a reference in the event of a dispute.

Advances Book for Wonsover
The New Book Match



NOTE: All matches are furnished with the Dutch Boy name and address on the front cover of each book. The book is 10 books. Orders under 1000 books. Delivery charges are prepaid. 10% of 1000 books.

QUANTITY AS FOLLOWS:

PRICE:
*Includes Federal Excise Tax of 10 cents per 1000 books.
 Available after March 15, 1940

☐ 1000 Books	\$12.00	F.O.B. Factory
☐ 5000 Books	\$57.00	F.O.B. Factory
☐ 10000 Books	\$114.00	F.O.B. Factory
☐ 20000 Books	\$228.00	Charges Prepaid

Check the proper column in column.

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ADVERTISING DEPT. COPY



ORDER FORM FOR
Dutch Boy
WHITE LEAD BOOK MATCHES



IMPORTANT: All orders must be sent with cash order. This
order form is not valid unless accompanied by a cash order and
sent by mail to the Dutch Boy Match Co. in the name of the advertiser.

NOTE: All orders are processed with the Dutch Boy Match Co. and
the Dutch Boy Match Co. is not responsible for any loss of goods, damage or
loss of goods, shipping charges and postpaid 50% on quantity of 1000 boxes.



- PRICES
- *Includes Dutch Boy Match Co. of 1000 boxes per 1000 boxes
Available after March 25, 1944
- ☐ 1000 Boxes \$2.50 F.O.B. Factory
 - ☐ 500 Boxes \$2.50 F.O.B. Factory
 - ☐ 1000 Boxes \$2.50 F.O.B. Factory
 - ☐ 1000 Boxes \$2.50 F.O.B. Factory
- Check for price subject to contract.

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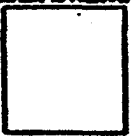
ORDER FORM FOR
Dutch Boy
WHITE LEAD BOOK MATCHES



IMPORTANT: All matches must be used with care. The manufacturer is not responsible for any accidents or injuries caused by the use of matches. Please use matches in a safe and responsible manner.



NOTE: All matches are licensed with the Dutch Boy name and address on the front cover of each matchbox. The name of the matchbox is "Dutch Boy" and the name of the match is "White Lead Book Matches".



PRICES

*Includes Federal Excise Tax of 4¢ per 1000 matches.
Available after March 31, 1964

☐ 1000 Books	\$12.00	F.O.B. Factory
☐ 5000 Books	\$52.00	F.O.B. Factory
☐ 10000 Books	\$94.00	F.O.B. Factory
☐ 25000 Books	\$245.00	Charges Prepaid

Check for correct amount to be added.

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ORDER FORM FOR
Dutch Boy
WHITE LEAD BOOK MATCHES



Importantly, the customer must be advised that the dealer is not responsible for the quality of the matches, but only for the quality of the book.

NOTE: All matches are supplied with the Dutch Boy brand and address as per back cover of each book. In case of an order, please specify the brand and address on the back cover of the book.

Address Book the
White Lead



ORDER IN FOLLOWING



PRICE

*Includes Dutch Boy's Tax of 10 cents per 1000 books
Available after March 15, 1940

- ☐ 1000 Books \$1.00 F&E Factory
- ☐ 1000 Books \$1.00 F&E Factory
- ☐ 1000 Books \$1.00 F&E Factory
- ☐ 1000 Books \$1.00 F&E Factory

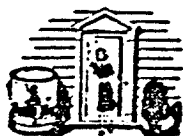
Check for proper address to match

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Bright WHITE Stays White! A sparkling white with exceptional lasting power, the Bright White is blended to produce a dazzling exterior finish which continuously repels dirt—preventing you to wash away dirt. And with "Dutch Boy" Prime, Undercoat, Bright White gives you an ideal business job.



TRUE COLORS Stay Bright! Fast-drying, smooth and remarkably durable, "Dutch Boy" Rich & Trim Colors are ideally blended to stay bright and gay. In some cases, strong color is needed to add the finishing touch to your home's beauty and protection. Ideal, too, for fences and garden furniture. Shows brilliant colors.



WHITE Boy Brings "Dutch Boy" Tints go on easy and true... and they go on staying crisp and fresh. This paint is specially blended to ensure color stability and the beauty of appearance. The finish will keep its sparkling good looks. And there are several popular colors to choose from.

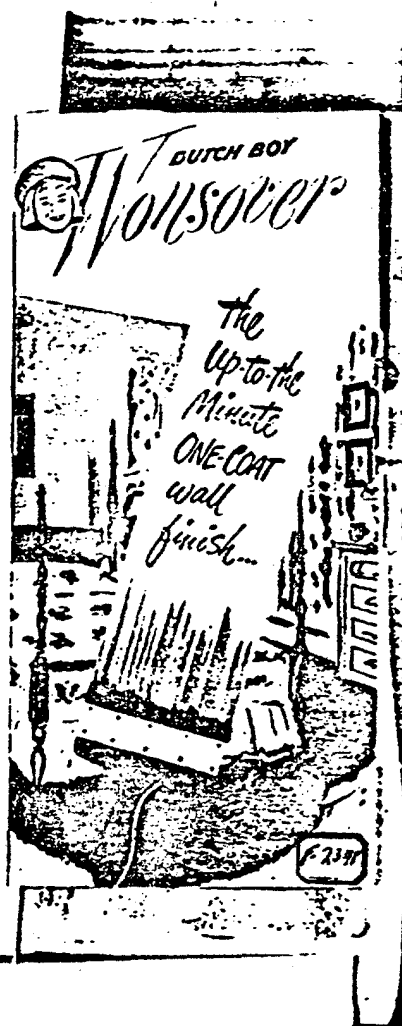


POOR & DICK PAINT Stands Up! Blended for heavy duty work, this new "Dutch Boy" paint is a sturdy, weather-resisting fast enamel. It stands up under foot traffic and is equally good for interior floors, too. "Dutch Boy" Fast & Rich Paint is quick-drying and high gloss. For sturdy colors.

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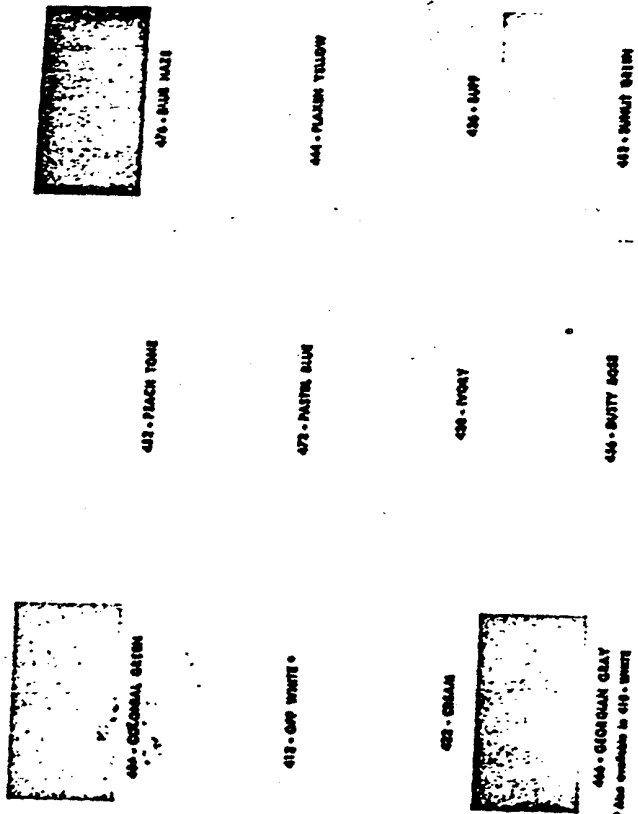
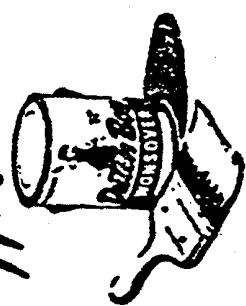
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Bright, crisp ONE-COAT colors —

Never before... No more busy
 it's time to say "good by" to dark,
 spreading colors such, and say
 "hello" to "Quick Dry" Wansover.
 The technology of the paint which
 lets you have bright new wall color
 in just one coat, in only one coat!
 And no longer need guess, mix, stir,
 or fidget with the new beauty for
 "Quick Dry" Wansover can easily
 be washed away once it's ready
 to be used for years and brightness.

Wansover



Wopsor

the old wall again!

The "Dutch Boy" white enamel wall paint, Wopsor, combines the latest developments in pigments to an old-fashioned formula to give you a wall of flat that really covers in one coat ... or really makes the most

smooth in 15 minutes!

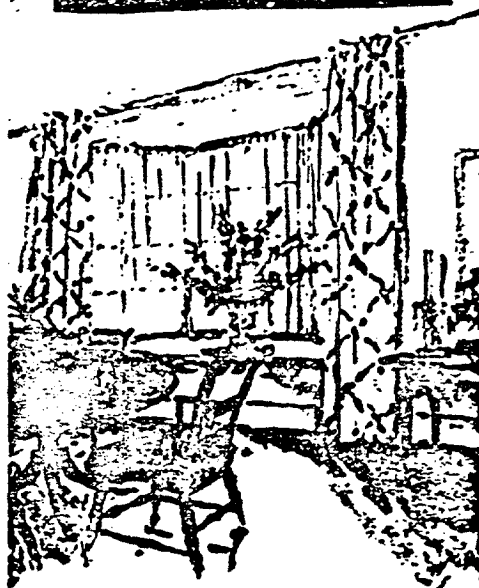
"Dutch Boy" Wopsor, back up its name by giving smooth, one-coat coverage. It hides anything in one coat ... with, woodwork, brick, even wall paper and water-mixed paint.

scrubs and wall off!

Another outstanding feature of "Dutch Boy" Wopsor is its scrubability. Fingermarks, smudges, dirt and even stains do not stick to it, so they wash right off. And you can do it again and again.

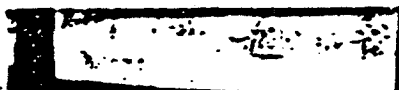
it's to help the time!

You can prove every one of these things in your own home. "Dutch Boy" Wopsor, Wopsor, for it, modern colors are so easy to apply, too. The new enamel paint flows and levels out to an even, uniform, rich-looking flat finish which you can see in a few hours, then overnight with no unpleasant after-effects.



ANY ROOM FINDS NEW CHARM WHEN PAINTED

Wopsor brightly!



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YOU CAN DEPEND

ON A *Dutch Boy* BLEND

Every one of the new "Dutch Boy" Paints
is blended to stand up in service and stand
out in beauty.



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