NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00056

NLI 114566

92

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00056

NLI 114567

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

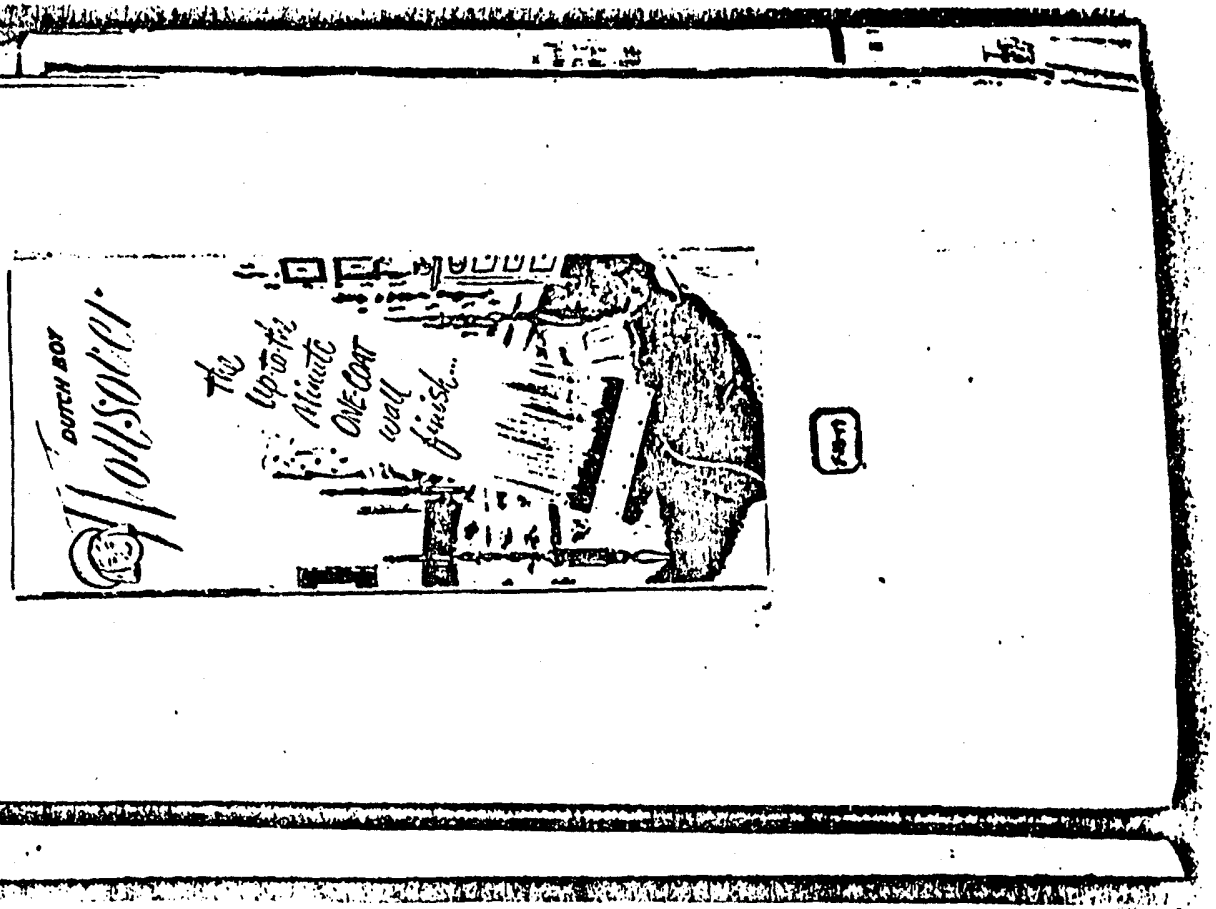
THERE'S A DUTCH BOY BLEND FOR EACH OF THESE PAINTING JOBS

00056

NLI 114568

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114569



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00056

NLI 114570

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00056

NLI 114571

Wallsorer

EVERY ROOM NEDS NEW CHARM WHEN PAINTED

Wallsorer brightly!

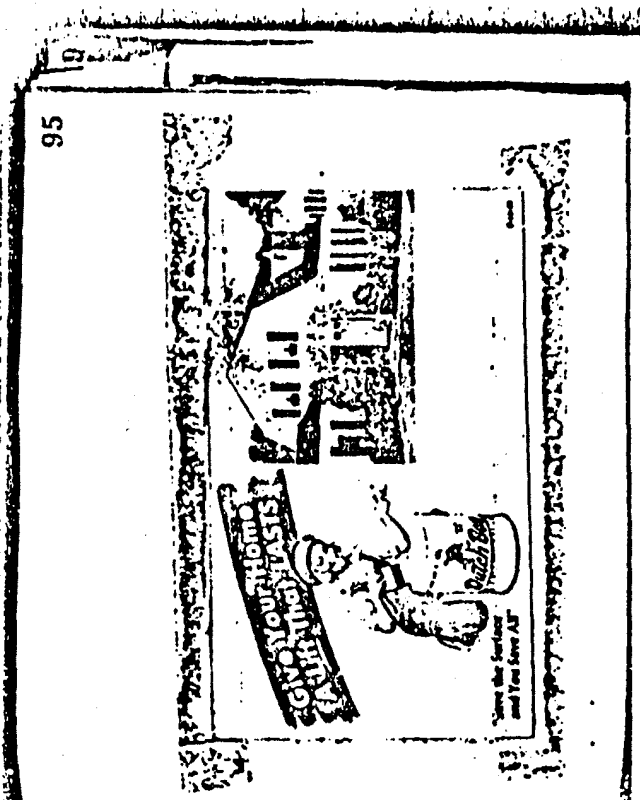
is less clear than this
notice, it is due to the
quality of the document
being filmed

00056

NLI 114572

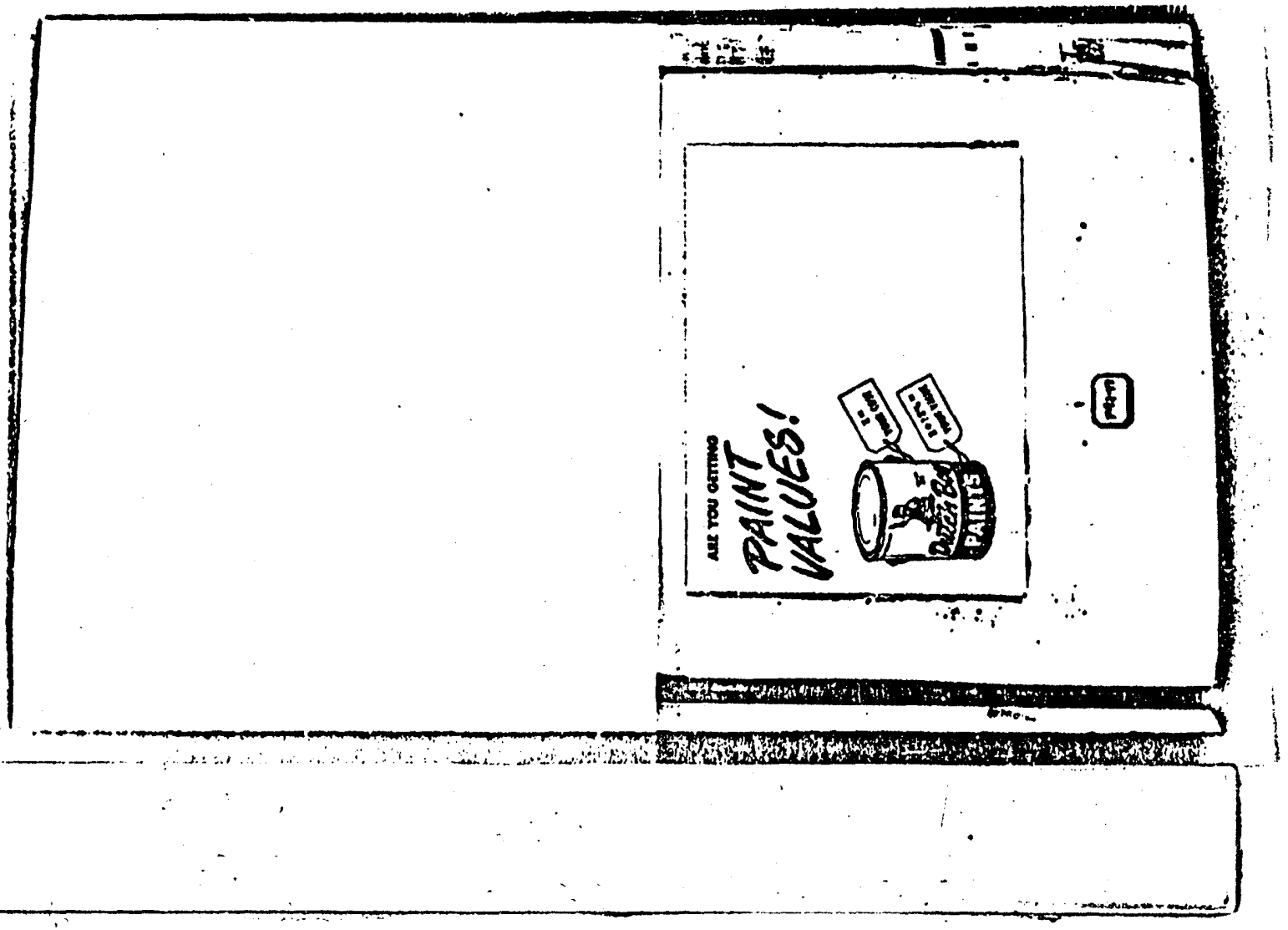
NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114573



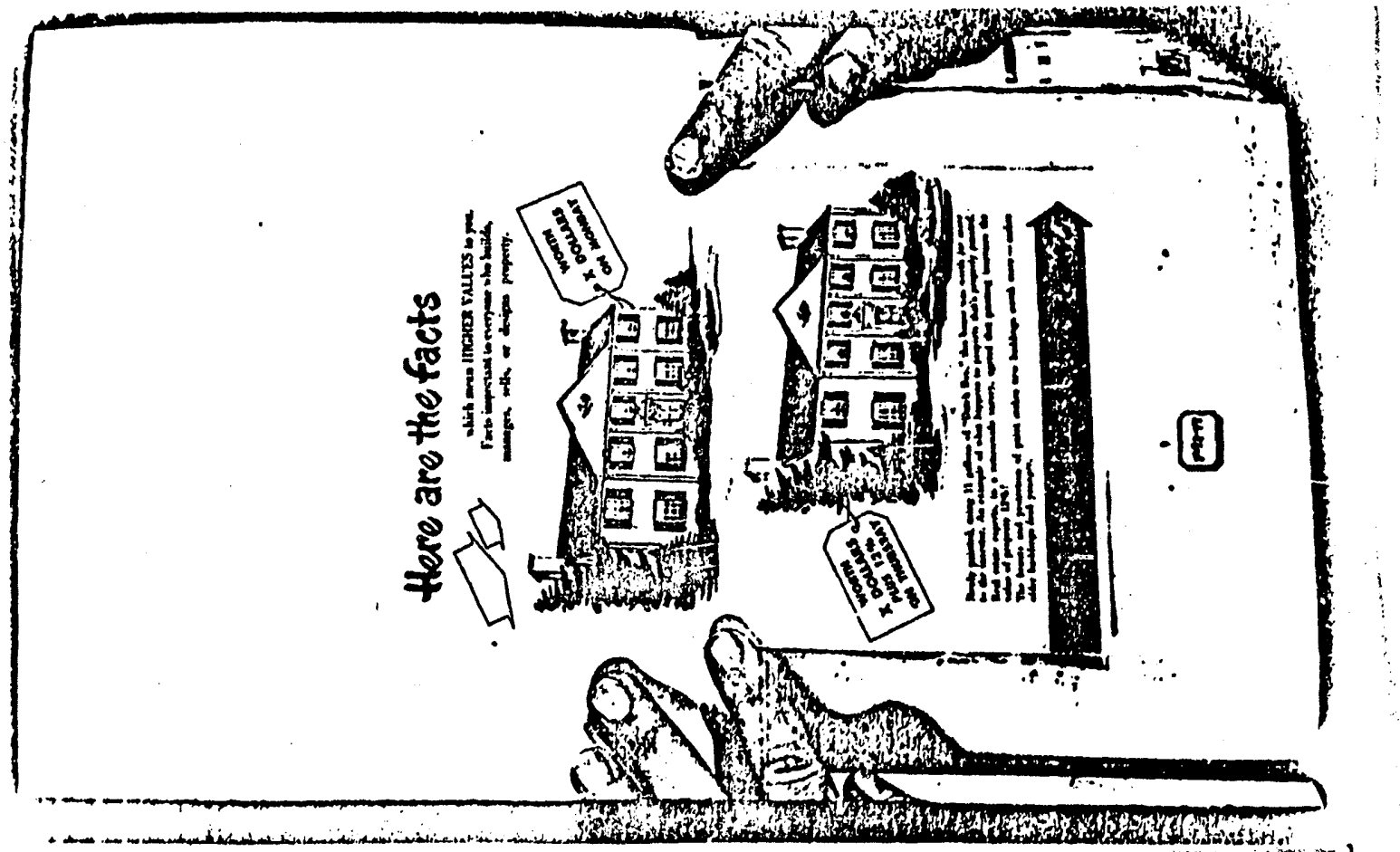
NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114574



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114575



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

95000

NLI 114576

FOR FIVE GENERATIONS

"Dutch Boy" Paints have served millions of painters in America. Today, thanks to research, experience, and the indisputable test of time . . . "Dutch Boy" Paints are demanded by those who know paint values.

Correct specifications for your painting application can be obtained by referring to Sweet's File—architectural, Section 14, Catalog no. 11

BRIGHT WHITE

MIXED UNDERCOATS

HOUSE PAINT IN COLOR

BASH AND TRIM COLORS

PORCH AND DECK PAINTS

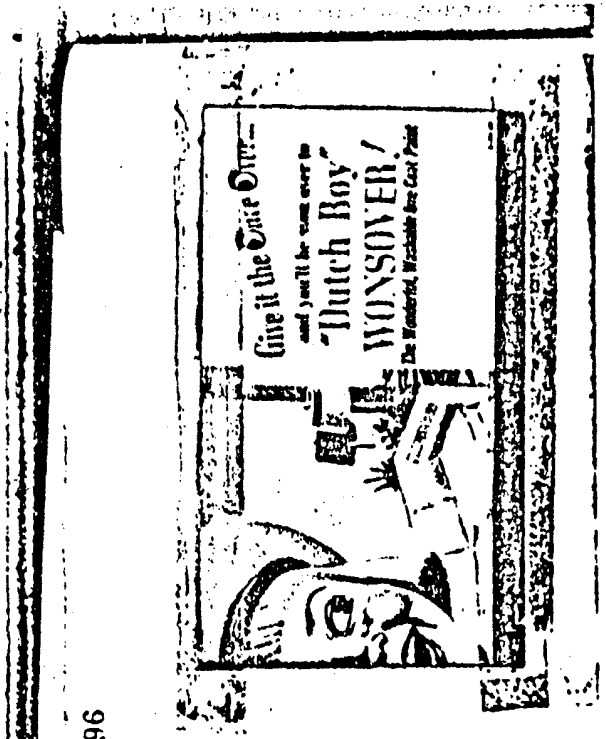
WOODWORK

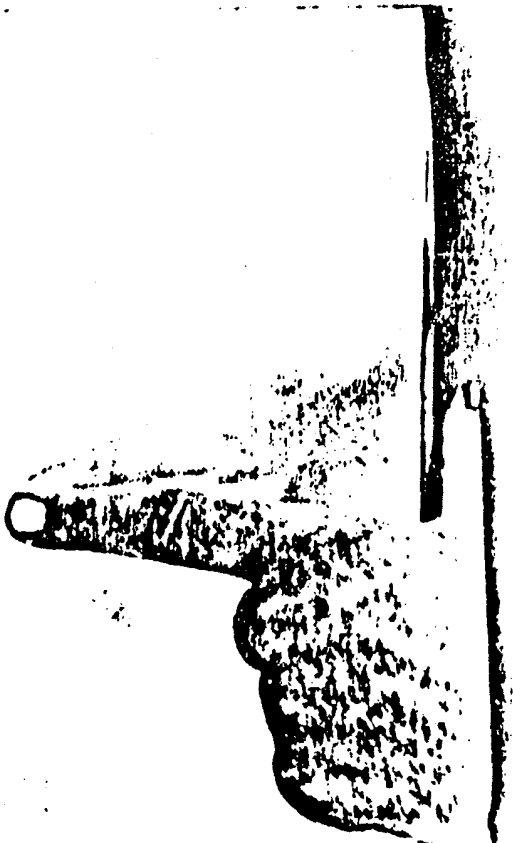
YOU CAN DEPEND ON—

Dutch Boy BLENDS

NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

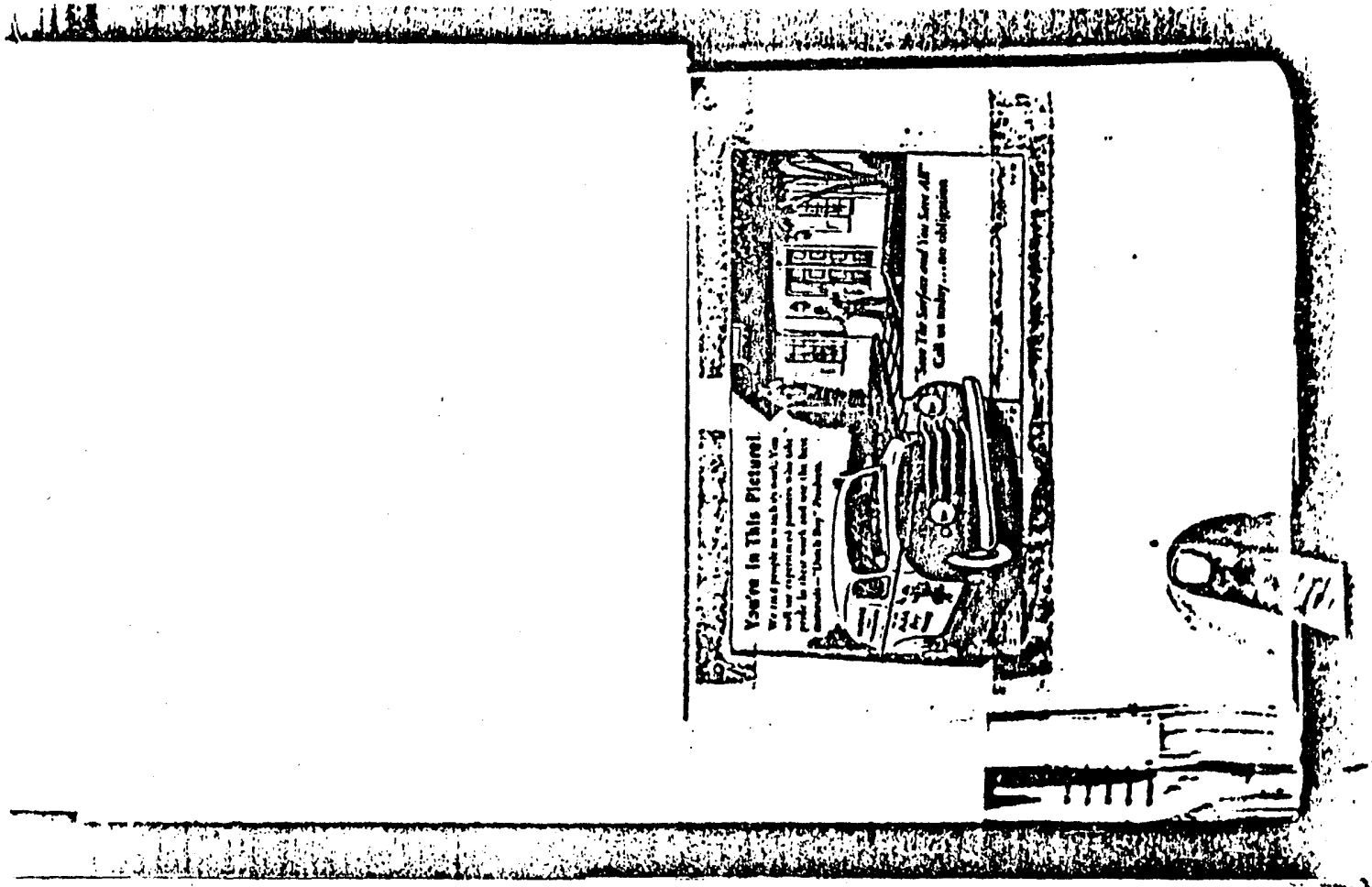
NLI 114577





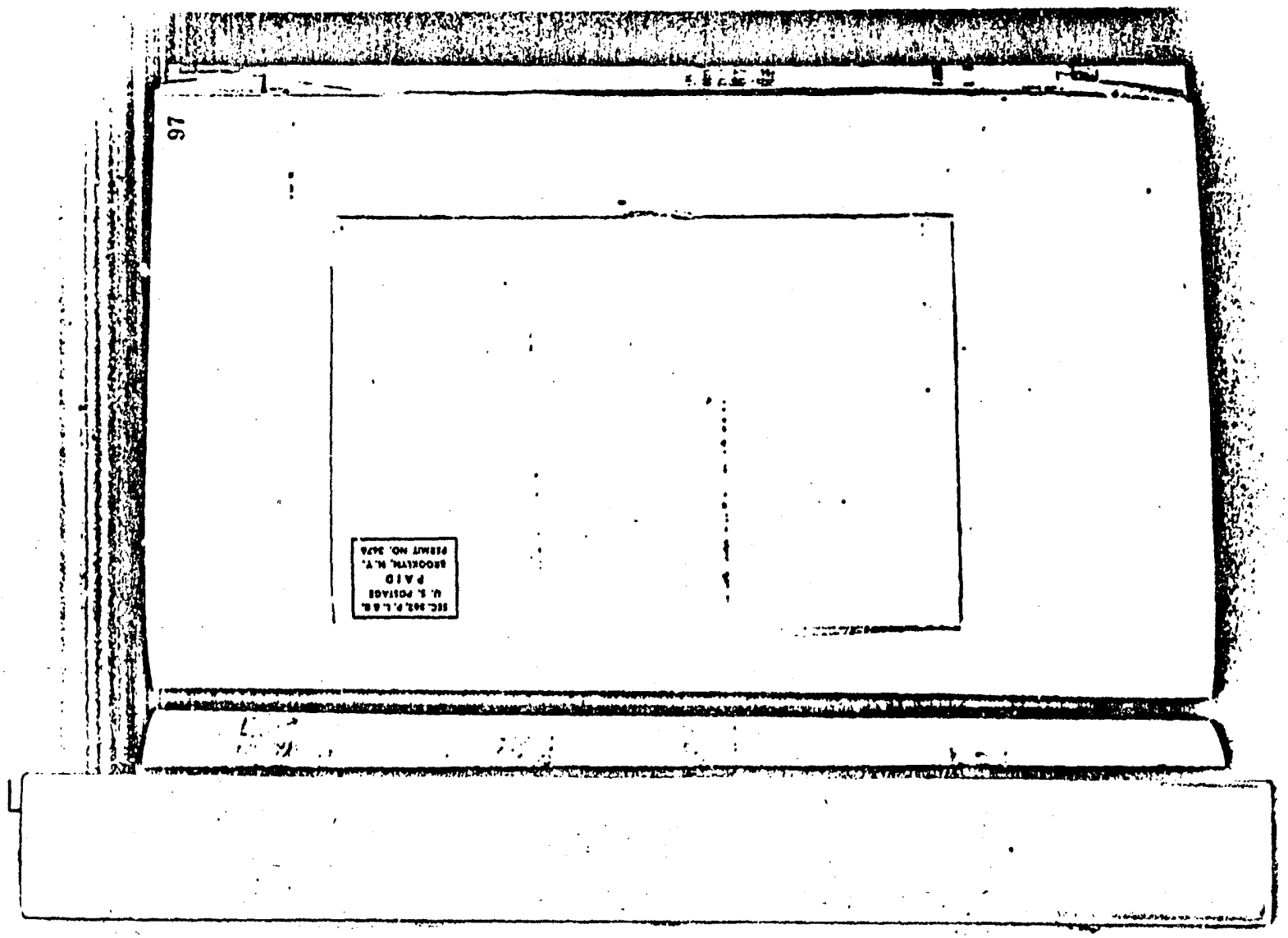
NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114578



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114579



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

CHECK

ACCOUNTING INFORMATION

TIME FILED

349 MAR 9 AM 10 19

ENGROSSES ST 9/6/115

WESTE UNIO

JOSEPH L. EGAN
PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of o

F92CC 2W 71 SER PD

WUX NEWYORK NY 946A MAR 14

MR. "BLUE AND WHITE" DEALER

STILL TIME IF YOU ACT AT ONCE TO PUT DUTCH B
DIRECT MAIL CAMPAIGN TO WORK FOR YOU. REMEM
OWN LIST WE FURNISH ONE ALL GOOD HOUSEOWNER
SECTION OF TOWN YOU WANT. YOU HAVE NOTHING
SPECIAL ORDER BLANK ENCLOSED. DO IT NOW. GO
THE DUTCH BOY WAY.

YOUR DUTCH

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PA

00056

NLI 114580

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

49 MAR 9 AM 10

WESTERN UNION

1201

JOSEPH L. EGAN
PRESIDENT

DH

SYMBOLS
DL=Day Letter
NL=Night Letter
LC=Deferred Cable
NLT=Cable Night Letter
Ship Radiogram

...on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

ER PD

WUX NEWYORK NY 946A MAR 14 1949

WHITE" DEALER

YOU ACT AT ONCE TO PUT DUTCH BOY'S SALES PRODUCING
MPAIGN TO WORK FOR YOU. REMEMBER IF YOU DO NOT HAVE
RNISH ONE ALL GOOD HOUSEOWNER PROSPECTS ANY TOWN OR
I YOU WANT. YOU HAVE NOTHING TO DO EXCEPT FILL OUT
BLANK ENCLOSED. DO IT NOW. GO AFTER 1949 PAINT SALES
WAY.

YOUR DUTCH BOY SALESMAN

COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

00056

NLI 114581

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

RUSH ORDER

ORDER FORM

Dutch Boy

COOPERATIVE

DIRECT MAIL CAMPAIGN

DO NOT WRITE HERE

TO: NATIONAL LEAD COMPANY

Please enter my order for Dutch Boy's 1940 4-piece direct mail campaign.
NOTE: PRICES QUOTED REPRESENT YOUR SHARE OF THIS PROGRAM OR 50% OF THE TOTAL COST.

OPTION #1 — PRICE ESTIMATOR

☐ Mail my pieces to _____ names in my trading area (cities of 50,000 and over) at

15¢ per name . . . . . $_____

OPTION #2

☐ Mail my pieces to _____ names in my town(s) at 15¢ per name . . . . . $_____

OPTION #3

☐ Mail my pieces to _____ RFD and local Post Office Box Holders in my town(s)

at 15¢ per Box Holder . . . . . $_____

OPTION #4.

☐ Mail my pieces to _____ names on my list (attached) at 15¢ per name . . . $_____

DO NOT SEND PAYMENT WITH YOUR ORDER — YOU WILL BE BILLED LATER.

TOTAL $_____

DEALER IMPRINT

All pieces are to carry my imprint as follows:

Name of Firm _____

Street Address _____

City, State, Telephone _____

DEALER SIGN HERE:

_____

_____

_____

BE SURE INFORMATION REQUESTED ON REVERSE SIDE IS COMPLETE.

00056

NLI 114582

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00056

NLI 114583

SEVERAL OF ORDER BLANK

LIST SPECIFICATIONS

OPTION #1

(Fill out the number of selected names in trading area from those checked on order form.)

Compile a list of _____ names plus 10% coverage residing in my trading area as noted below. Forward this list to me for my inspection as soon as possible.

(BE SURE TO INDICATE PLENTY OF STREETS IN ORDER OF PREFERENCE.)

Start	Street	Stop	Start	Street	Stop
1.			9.		
2.			10.		
3.			11.		
4.			12.		
5.			13.		
6.			14.		
7.			15.		
8.			16.		

OPTION #2 or #3

(Fill out this section if Town or Zip Holder coverage is desired.)

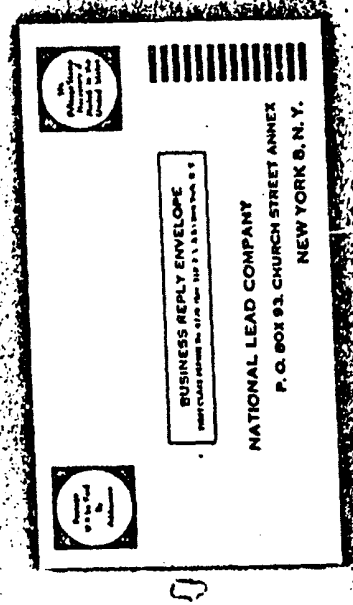
Note: (Option #2). Forward this list with 10% coverage of names to me for my inspection as soon as possible.

Town	County	Town	County
1.		5.	
2.		6.	
3.		7.	
4.		8.	

INDICATE TOWNS IN ORDER OF PREFERENCE. GIVE PLENTY OF TOWNS.

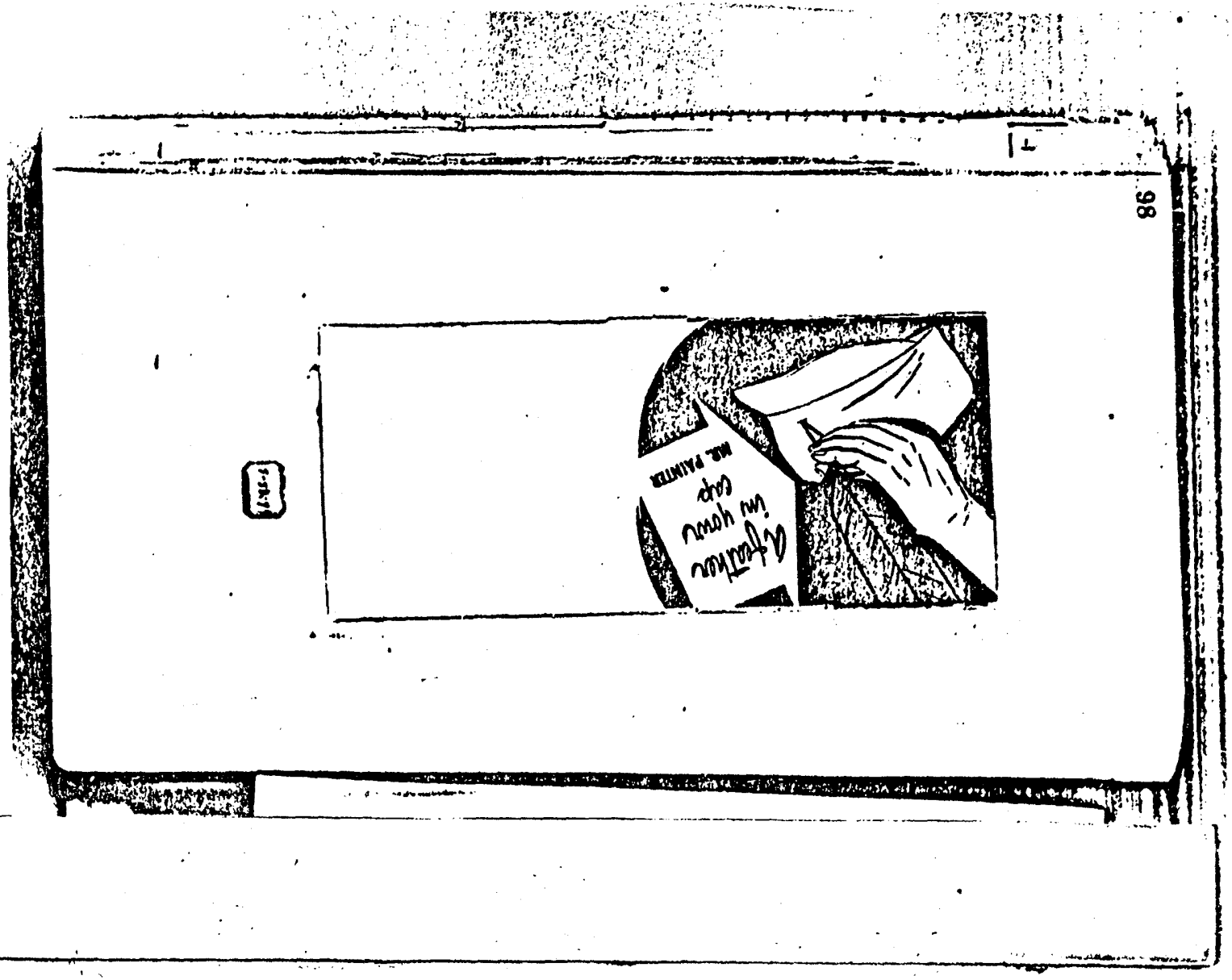
NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114584



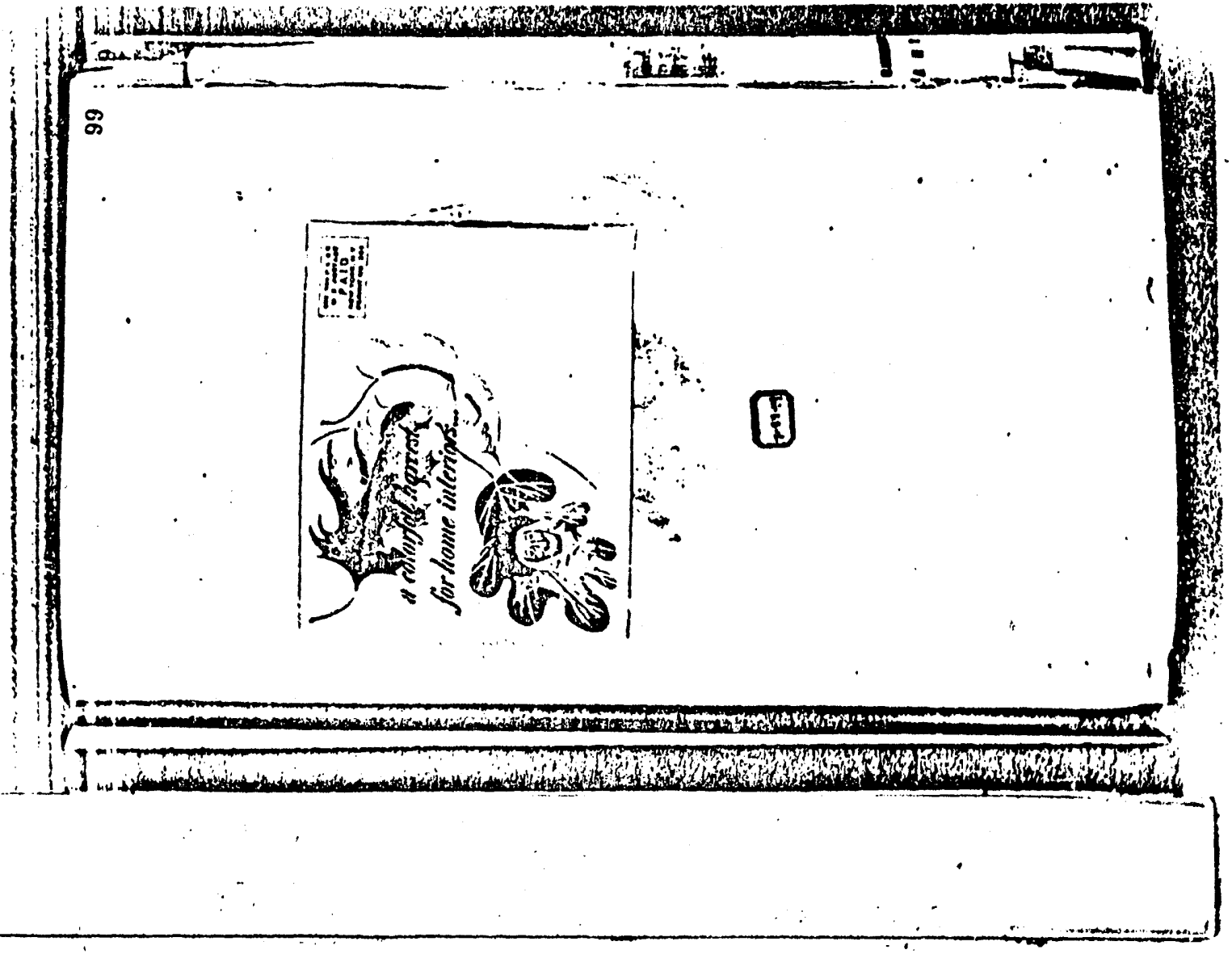
NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114585



is less clear than this notice, it is due to the quality of the document being filmed

NLI 114586



NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00056

NLI 114587

