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New Low Rates

for the

DUTCH BOY EASY PAYMENT PLAN

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NLI 113038

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To all users of the

DUTCH BOY EASY PAYMENT PLAN

ON February 8, 1938, the housing legislation recently passed by Congress became law. Under this Act, the government again resumes the modernization loan insurance previously guaranteed under Title I of the National Housing Act and which expired on April 1 last year.

This means that the 5% discount rate is restored and the monthly installments under the Dutch Boy Easy Payment Plan are correspondingly reduced. This is good news for painting contractors and good news for painting prospects.

Use this new low rate story to interest those prospects who want to paint and who need to paint but hesitate for lack of ready cash. Even those who have the cash sometimes prefer to pay the painless way—by the month, out of income.

The complete operation of the plan is explained under this flap. Familiarize yourself with the details. The steps are few in number and easy to understand. We shall be glad to furnish you with all the forms or with any further information you need to go after business with this business-getting plan.

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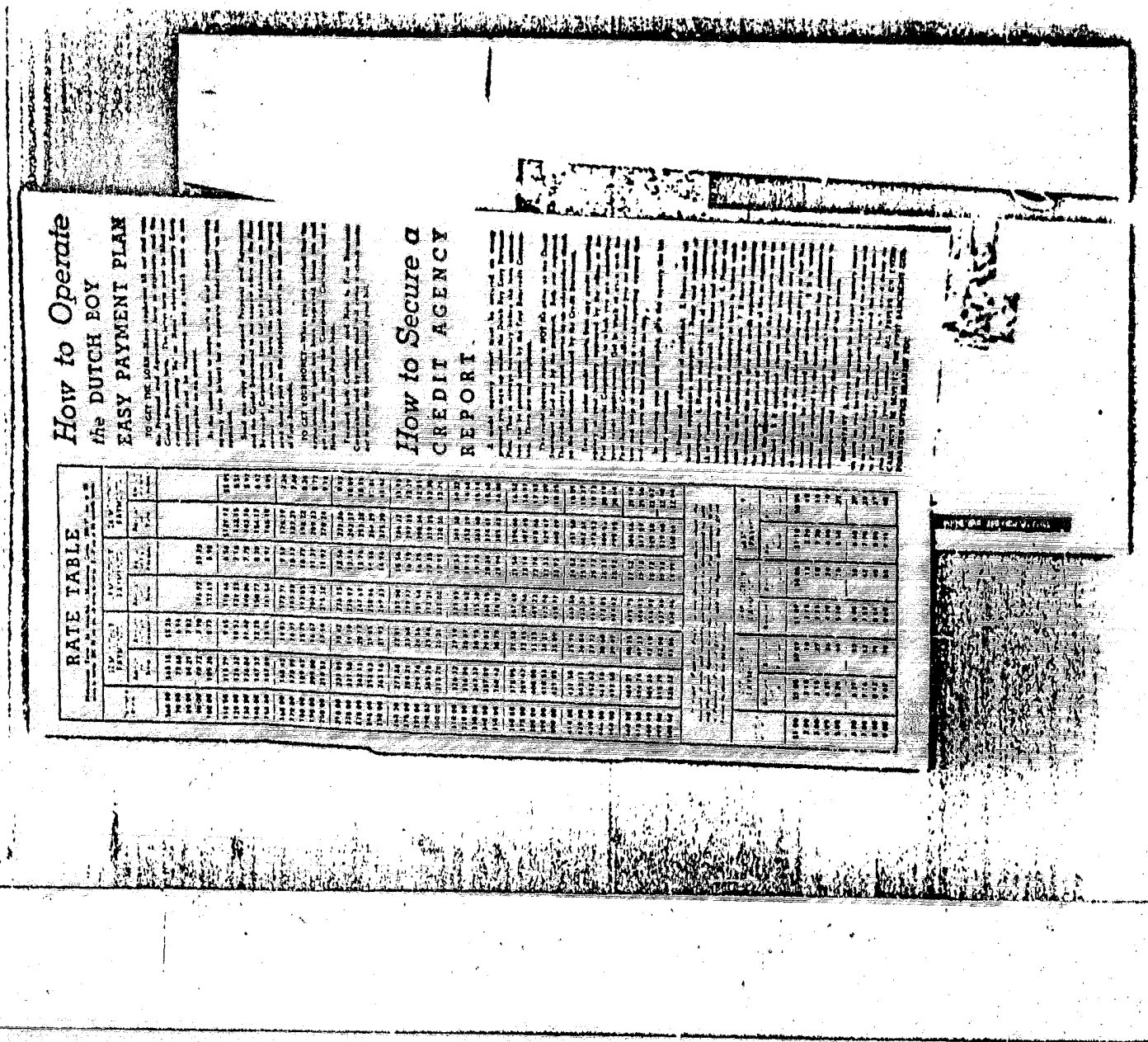

How to Operate the DUTCH BOY EASY PAYMENT PLAN

How to Secure a CREDIT AGENCY REPORT

RATE TABLE

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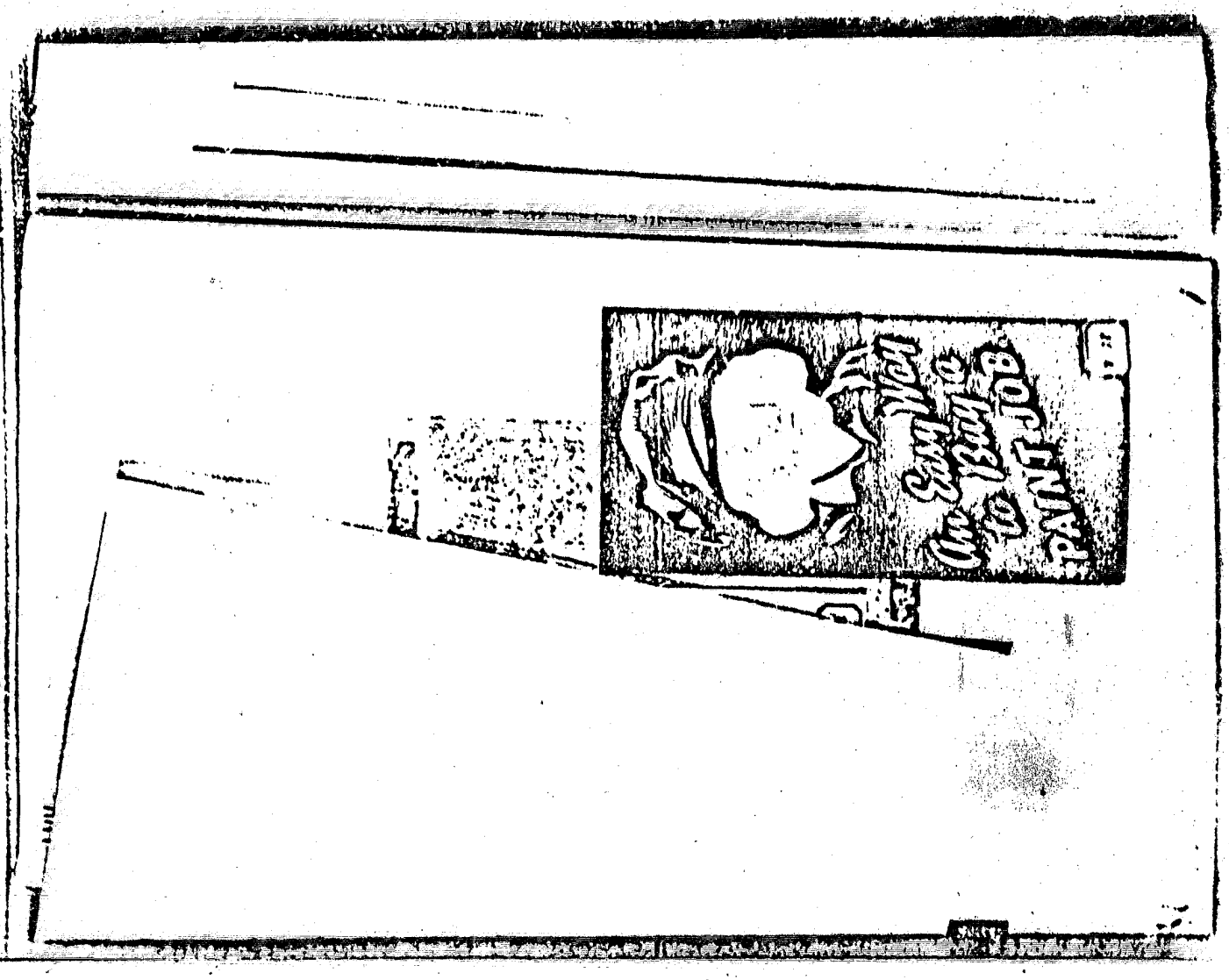
NLI 113043



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...The DUTCH BOY
EASY PAYMENT PLAN for Paint Jobs

Available to owners of private homes.

No down payment.

Small monthly payments. As long as 36 months to pay.

All the detail is handled for you by the painting contractor or the dealer who offers you the plan. Your paint can be done right in your own home.

Every job painted with Dutch Boy White Lead — Good Paint's Other Name.

If you want a refrigerator or maybe a radio, a vacuum cleaner, an electric refrigerator, an oil burner or any one of a dozen similar products for the home—do you ever stop and ask how all of money saved up so you can pay cash? Most people don't. They know the use of the equipment while they are paying for it. That is true of even the home itself. Few homes are bought and sold for spot cash.

What a more logical developer than selling paint jobs on the same basis. Paint is the protection and beauty for all homes—whether or not the average home would be for a shockingly even balance that unemployment was cut off. That where to supply paint owners, if any be needed, for the Dutch Boy Easy Payment Plan for paint jobs.

Available to Home-Owners

The way by the outside plan is designed for the home owner to be convenient ... easy to understand ... simple to operate. All home under the Dutch Boy plan are cleared through our experienced the Free Home-wise Contractors—a trained organized trade effort in 19 principal cities. They are all replacements for credit. The cost of the detail is handled by the painting contractor who is on the job. Home or a property owner—and subjected to no trouble and the job must be done to your satisfaction just as if you were paying cash to the contractor.

Low Interest Rates

All the arrangements of payment and of course costs you more than if you paid cash. The financing charges are very low.

Under the National Housing Act, On a hundred dollar contract, the total financing cost is only $7.20 for the privilege of spreading the payments over a whole year. That's but 12 cents per month!

Lasting Paint Job Assured

This is another advantage of the Dutch Boy Easy Payment Plan. Under the terms of agreement the contractor assures you Dutch Boy white lead three coats of the best paint protection that money can buy and a job that will endure as years go by.

For the owner whose property needs painting now but who has the ready cash—the Dutch Boy Easy Payment Plan is more than a convenience. It's a necessity. But even for the owner who may have the cash or possibly a bit more, we say for just a few months Easy Payment would save you the Dutch Boy Easy Payment Plan.

NATIONAL LEAD COMPANY

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