

Reaching Out for Business

WINDOW displays, store signs, booklets for counter distribution—these are important units in a carefully planned advertising program. They serve the purpose of helping to sell those people who come within reach of the store itself. There still remains, however, a large body of possible customers who can be approached only through a more general and more inclusive medium of advertising. Such a medium is the newspaper.

If there is a newspaper in your town whose circulation is largely among the people living in the trading area covered by your store, use

it by all means. Newspaper advertising pays. Just notice how many of your neighboring storekeepers are regular advertisers in the local paper.

The series of newspaper cuts illustrated here were specially prepared to meet the dealer's needs. These cuts deliver the sales talk from the dealer's point of view. And the arguments used are timely.

All of the cuts are free. Size: Six inches long, double and single column newspaper width.

It will be observed that each cut is numbered. When ordering, check by number the cut or cuts desired.



Everything but the walls—

WE have the ideas, color schemes, Dutch Boy white-lead and other paint materials—in fact everything necessary to work out harmonious decorative treatments for interior walls.

You will find our experienced staff ready to aid you in every possible way in planning attractive home decoration.

Visit us at any time. Bring your questions with you.

Dealer's Name and Address Here

No. DP-13



For YOUR Protection

WHEN selecting paint materials, look for the Dutch Boy trademark on the package. This mark is your assurance of high quality.

We carry the well-known Dutch Boy white-lead and everything else in the way of painting necessities. Quality comes first with us.

Pay us a visit. Our store is headquarters not only for painting supplies but also painting information.

Dealer's Name and Address Here

No. DP-14

Finger Prints



THERE is no reason for worry when finger-print smudges or dirt spots appear on a wall painted with Dutch Boy white-lead. A little soap and water will remove them easily without harming the paint or marring the beauty of the finish. Painted walls are sanitary, cheerful and bright.

We carry a complete line of painting supplies including Dutch Boy white-lead, brushes and all other accessories.

Visit our store and let us help you plan your home decoration.

Dealer's Name and Address Here

No. DP-15



Ask Us Another!

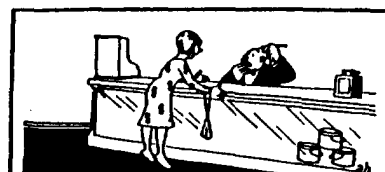
THIS question and answer business isn't a fad with us; it is a duty to our customers. For years we have been helping people to decide on home decoration and steering them away from paint troubles.

Bring your painting problems with you when you visit our store. We will supply you with the answers and with what is just as important—the paint materials to do the job, such as linseed oil, brushes, varnish and Dutch Boy white-lead.

Dealer's Name and Address Here

No. DP-16

Single column newspaper cuts. Actual size: 2 1/8" wide by 6" deep.



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No. DP-17



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No. DP-18

Actual size of these newspaper cuts is