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THE HOME FRONT
HAS ITS BATTLES, TOO

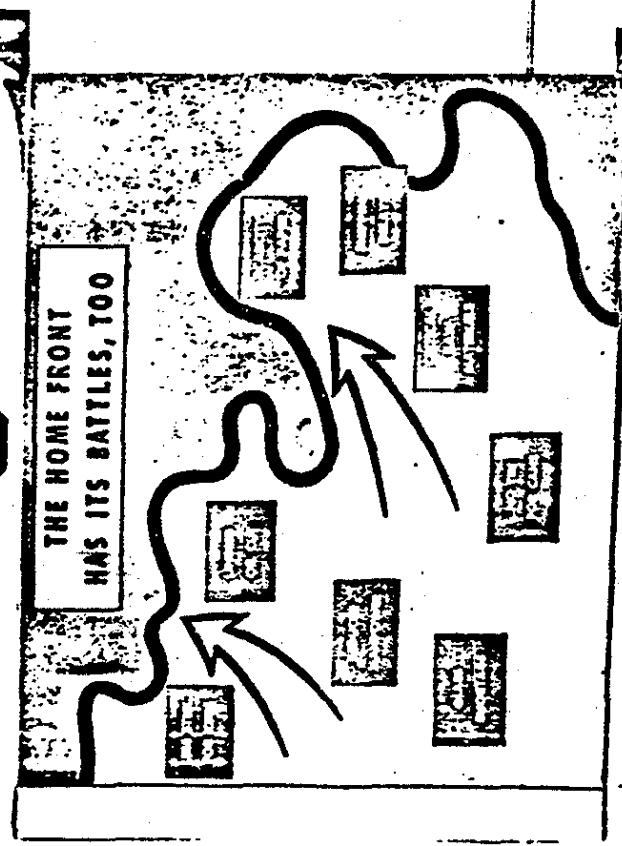
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TODAY...

*Let's work together to do the best we can
until the best we have, so that*

TOMORROW...

*We can work together to meet the biggest
demand for peace the country's ever known!*



OUR WAR ON THE HOME FRONT

Perhaps this brief resume of what has had to be done to keep Dutch Boy coming to your store during the past two years will aid in explaining as well as smoothing over whatever inconveniences you have been caused.

With war, two important metals—steel and tin—were almost immediately diverted from civilian use. This naturally affected steel legs and tin cans—the two types of containers for getting our products to market.

Tin was first to go and cans made with tinplate, a lead alloy coating on steel, made their appearance. Then, as the steel went on and more and more steel was pouring into war production, the paper-sided paint can was

adopted, along with glass bottles for oil and other liquid products.

At the same time the heavy steel used in our lead legs was greatly curtailed and after a long series of test we developed a fibre leg. This was strong enough to safely carry a "hundred" without breaking or leaking. Manufacturing facilities were set up, production started and soon Dutch Boy was being delivered to the trade in the new package.

Now with paper-sided paint cans, glass bottles for liquids and fibre legs for lead, things seemed to be well under control on the home front. . . . In the war to keep Dutch Boy products flowing to market.

But . . . as it turned out . . . this was only the first battle.

So many former users of steel and tin for packaging had turned to glass that the manufacturing facilities for making this product were overtaxed. What seemed to be a plenty turned into a scarcity.

The same happened with paper. More and

more paper products were going to the armed services and this plus lack of manpower to cut and transport all the wood needed for pulp, put paper on the ration list. Which meant less and less for fibre legs or paper-sided cans or for cartons to pack them in.

Then there was the situation on materials. Cans were among the first to be hit. Chromium were eliminated and on when the import was completely stopped. Also, our Allen, particularly Russia, were demanding greater and greater amounts of linseed oil for food. To secure enough for this purpose the general sale of linseed oil for paint purposes was banned and the percentage going into paint for civilian use drastically cut. Naturally this limited to a marked extent the amount of white lead paste and paint we could manufacture in spite of

everything we did to utilize our quota to the best advantage of our trade.

All during this time, of course, our efforts to make, sell and distribute goods have been hampered by the loss of men to the armed forces. A substantial part of our force is now working for Uncle Sam. This has meant shortening of hours, less time and efficiency with untended help.

Shortage of gasoline and tires has limited truck deliveries. The greatly amplified demand for rail shipping facilities have further delayed shipments that were late even when they left the factory.

Much could be added to all in the details of day to day difficulties. But you have had your share of them, too. It's part of total war. Its sides, this is not intended as a list of excuses or a "sob" story. It has happened. It is only to point out that we, like yourself, have had problems to face and solutions to find. We have tried to do the best we could with the best we had. And we'll keep right on trying.

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YOU CAN DO A LOT TOO

CONCRETE

STAINLESS STEEL

CHENIE

ORIGINALS AVAILABLE

Based on past purchases, we carefully select all the available stock it is produced to as many dealers as possible. This means many small lot deliveries at added shipping and handling costs. But these are glad in abundance because it enables us to keep more customers at least partially supplied. The one purpose is our mind is to see that every customer gets his fair share and the favoring of a few at the expense of many.

CUTTING LINE

When the lined oil shortage became acute, we were faced with filling every possible step to our oil quota to the best advantage. This included cutting important items from our line so that the oil that normally would go into these products was diverted to the manufacture of white lead paint and white lead paint. Thus our trade, though they could not get all the minimum supply of the two big oil items.

FINDING CONTAINERS

Every possible type or source of container is investigated; smaller package sizes are dropped in those cases where it will boost our quota of larger containers. Such things as additional package size, change in design, manufacturing difficulties, switching sources of supply... none of these has been allowed to stand in the way of getting Dutch Boy to our trade in the greatest possible quantity and attractively packaged.

ORDER CAREFULLY

With new and untarnished help it isn't always possible to avoid mistakes and delay in filling orders even under the best conditions. However, it helps if your orders are completely filled out in detail and either plainly written or typed. Or, when given over the phone, making sure that your order is properly understood by asking that it be repeated to you.

WATCH STOCKS

Try to maintain an advance check on your Dutch Boy stock. Allow ample time for filling and shipping. Remember that try as we will, it is just not humanly possible to maintain the "same day" service that was common in normal times. By anticipating your needs you help us to efficiently plan our production and delivery even to give us better service.

BE PATIENT

With us it isn't a case of the one who makes the first move in the race who gets the best share. We bend backwards to see that the patient customer, who really understands what all of us are up against at these times, gets his share. It is a Dutch Boy policy to give the patient customer all the help we can give. And as we disprove being by not lagging behind, we are giving us just that much more time to spend on getting out the goods.

WHAT OF THE FUTURE?



One of these days we are going to find ourselves with plenty to sell. Then the paint buyer will be quite a different species than you have lately known. No longer will he be content to take just any old brand. He is going to look for a name that he knows . . . a paint that has earned his confidence. It is the dealer who can supply that product who will get the POSTWAR business.

*The DUTCH BOY brand
will always be known for
Quality and Dependability*

PRODUCT RESEARCH

Completely equipped paint laboratories, staffed by experienced technicians, all under formal training supervision, are ample assurance that Dutch Boy keeps well ahead of current developments. As good as Dutch Boy products are, we never stop trying to make them better.



FIELD TESTING

No matter how promising a house paint may look in the laboratory, it is the test of outdoor exposure under actual service conditions that tells the real story. All types of paints are constantly on test at our Paint Testing Stations, prevailing us with the practical knowledge of how to keep Dutch Boy "Good Paint's Other Name."



CONSISTENT ADVERTISING

Since the turn of the century the name Dutch Boy has been advertised to the paint-consuming public. In good times and bad, people have read and heard about Dutch Boy. It is this consistent effort that has made it an actual service above one of the few widely known paint names in the country. People do know Dutch Boy and they like Dutch Boy.

All make DUTCH BOY a good name to see to

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RECEIVED

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Fraser



Let's see
this through
together

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