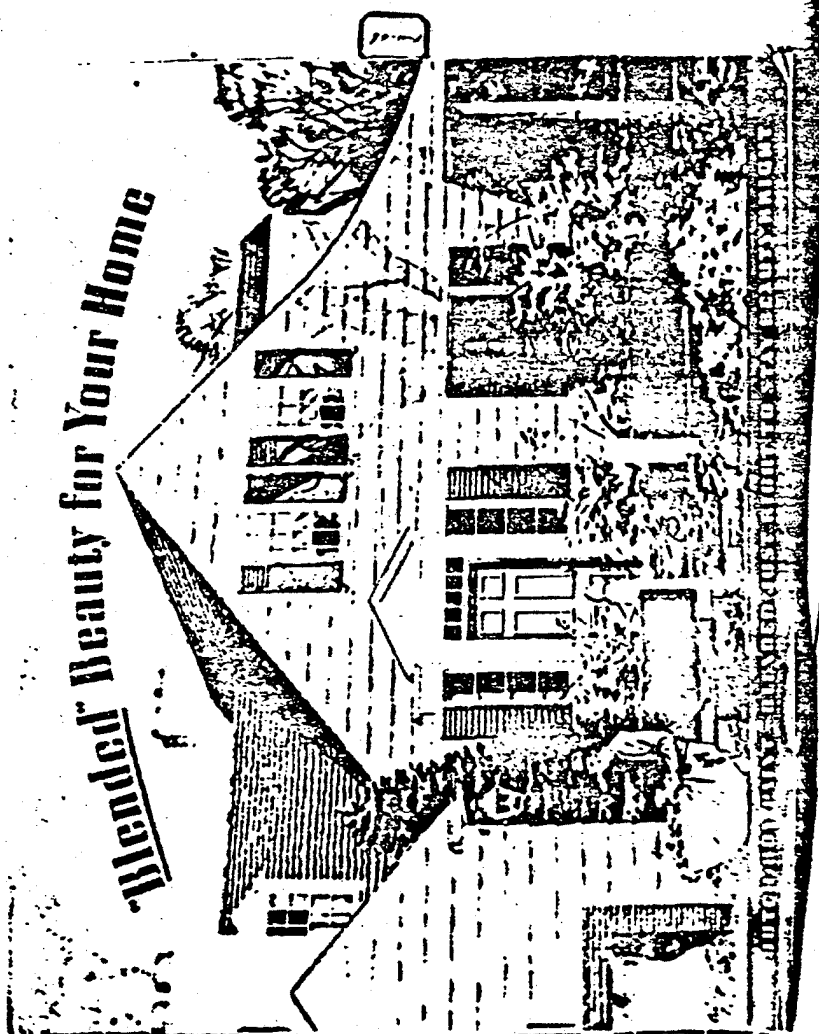


NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00056

NLI 114475





Dutch Boy

The Story of a Paint That's Blended for Beauty

Many years ago there was born a little "Dutch Boy". As he grew older his fame spread, until he is now known all over America. Ever since his more tender years this little fellow has been busy acquiring a good head for business—the paint business. In fact, this experience has helped the "Dutch Boy" serve over five generations of Americans with the best in paint and paint products. None indeed is the painter who doesn't sing his praises. Through the years he gained, and has maintained, an enviable reputation by setting the highest possible manufacturing standards—and then adhering strictly to these standards. Today, as always, there is no change in the "Dutch Boy's" rigid requirements for any of his products.

After many years of exhaustive research, years which saw many rejections made by his critical eye, the "Dutch Boy" is now introducing his latest creation—the "Dutch Boy's" Blended Paint. The newest addition to the "Dutch Boy's" famous paint family is blended three ways for three-way lasting beauty.

First of these three blends is the dazzling Bright Blended white. The formula for this new Blended white was selected with infinite care, and put into production only after extensive tests proved its

superiority over any other combination of ingredients. And it's a paint that continually renews its whiteness. The self-cleaning action of this blended paint removes dust and dirt, and keeps your home looking bright and white.

Next come the crisp, rich body tints—tints that are blended to look clean when applied and stay clean after they've been applied. For those who prefer a light tint, the warm cream, the rich ivory, the distinguished buff or the clean colonial yellow should prove satisfactory. If you like another shade, the crisp tan, the two delightful greys, or the eye-popping green will please you. All of these tints were blended by experts—men whose business it is to know the correct mixing formulas for body tints. These men don't guess; they know how, and their "know-how" is passed along to you under the "Dutch Boy" label.

Finally, there come testaments didn't forget your windows, doors and other trim spots when blending this new "Dutch Boy" paint. The set of gay trim colors they've developed can make even the most dreary spot look bright and cheery again. Blended to give you longer wearability and increased brightness, the three shades of green, the brilliant blue, the brilliant red and the flashing yellow will all make your home stand out from the crowd. Blended, too, are the dark browns and the deep black—other trim colors that "set off" a house with a light body color.

© 1940

Copyright, 1941, by National Lead Co.

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

00056

NLI 114476

00056

NLI 114477

Different Blends for Different Jobs . . .

Then there's a shining white, too, for those places where you want sparkling cleanliness.

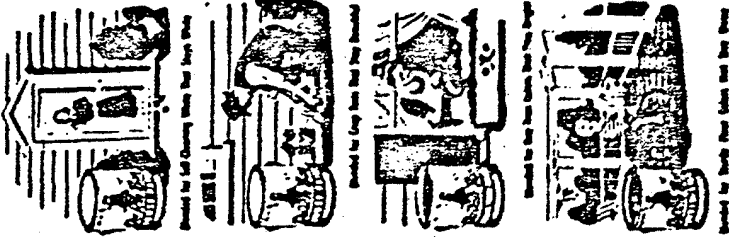
For your porch floors or sun deck, where color must be teamed up with toughness, Dutch Boy provides his blended porch and deck paint. There is a choice of four solid colors, each one blended to stand up under exposure and hard wear and to hold its glossy finish.

Of course, "Dutch Boy" wouldn't put any paint on the market unless he was absolutely certain it was worthy of his trademark. As far back as 1917 he began an outdoor paint testing project at Sayville, Long Island. This project has continued, without interruption, for over thirty years. Here, on nearly two miles of jetties, as many as 17,000 tests have been conducted at one time. The information gained from these thousands and thousands of tests has made the "Dutch Boy" an authority on all types of paint. All of this knowledge went into the manufacturing of the new "Dutch Boy" Blended House Paint, many samples of which were included among the continuous Sayville tests. These samples underwent the stress of winter storms and summer sun and came through with flying colors — proof that the new "Dutch Boy" House Paint is blended to stand up to service and stand out in beauty.

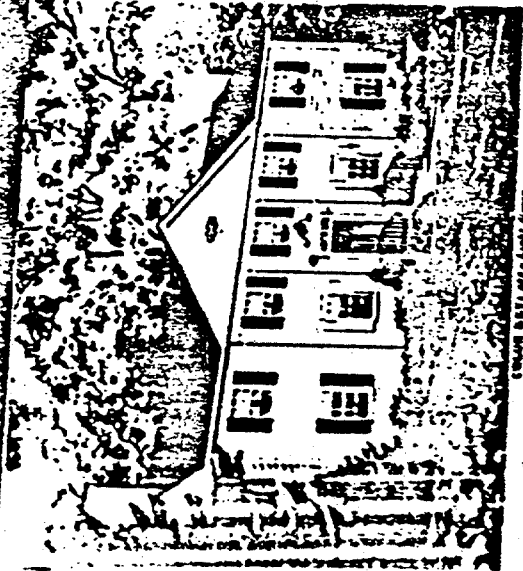
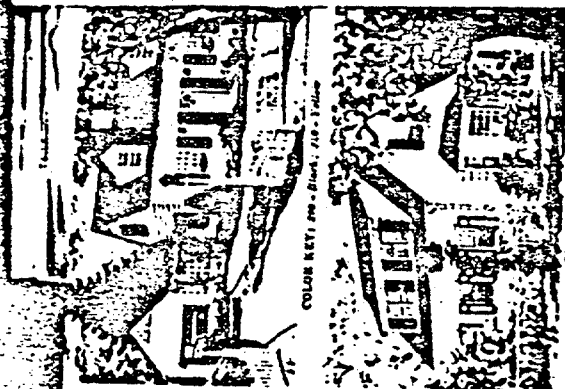
Now that you have read about this landmark "Dutch Boy" blended paint, look over the pages that follow. Here you will find the usual story of how "Dutch Boy's" white, blue and other color blends are made in a great production . . . a place to learn, and as you see these homes, think of your own. Picture it as it might look . . . with "Dutch Boy".



NATIONAL LEAD COMPANY, New York 16, N.Y.
 111 Madison St., Cincinnati 13, Ohio
 111 Madison St., St. Louis 11, Mo.
 111 Madison St., Philadelphia 12, Pa.
 111 Madison St., Pittsburgh 12, Pa.
 111 Madison St., St. Paul 12, Minn.



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



Paint Point '1

Weather-worn spots, places which usually show the first signs of deterioration, should certainly be checked and fixed up before a brushful of paint is applied to your house. These danger spots include the foundation, the base of porch columns, porch steps, windows, doors, gutters and many similar weak-points on the outside of your house.



COLOR KEY: 100 - Blue; 200 - Yellow

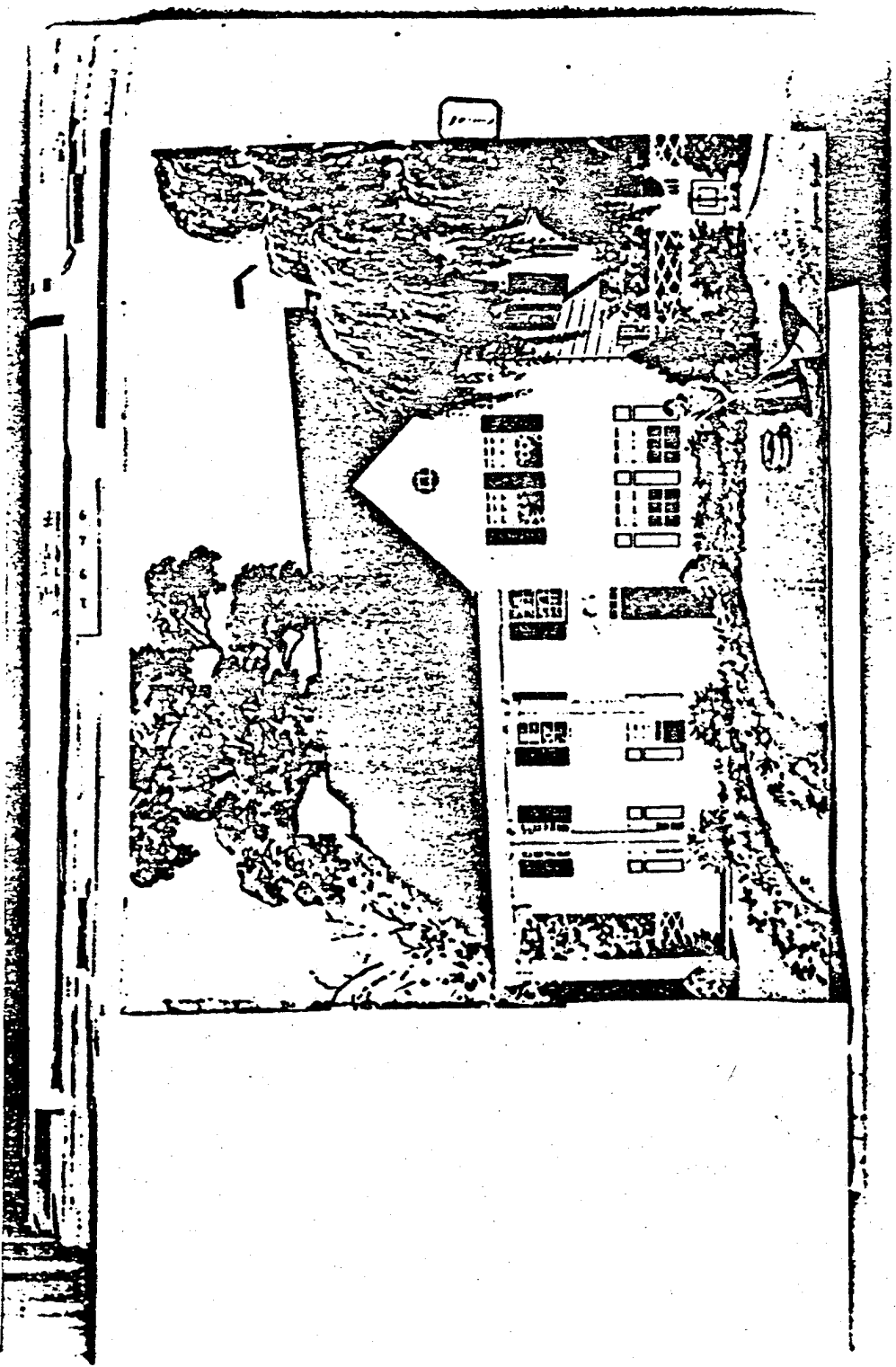
00056

NLI 114478

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

00056

NLI 114479



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



COLOR KEY: 210 - Red, 240 - Yellow

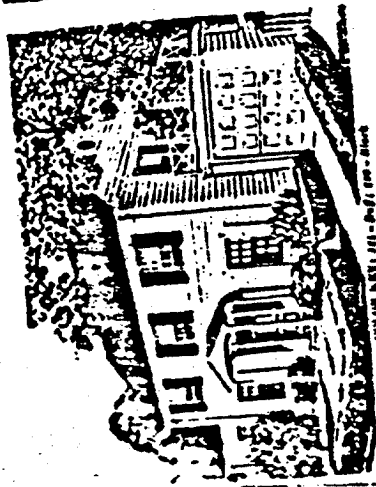
Paint Point '2

Color styling, one of the most important factors to be considered when selecting a color scheme for the outside of your house, can be applied to any type of dwelling—and should be a very definite part of your painting plans.

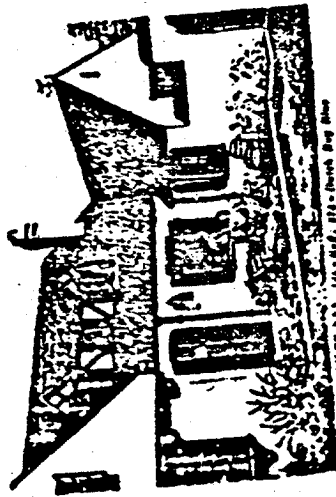
While other factors, such as the type or period of a house, merit some thought before painting, it is essential to consider what a remarkable effect color has on size. If your house is small, white or another light color will make it appear larger than a house of similar size painted a dark color. On the other hand, a house too large for its surroundings will appear smaller when painted a dark color, while a light color will only tend to magnify its size.

This is only one example of the many phases of color styling—all of which should play an important part in the painting and decoration of your home.

COLOR KEY: 121 - Red, 240 - Yellow Green



COLOR KEY: 121 - Red, 240 - Yellow



COLOR KEY: 121 - Red, 240 - Yellow Green

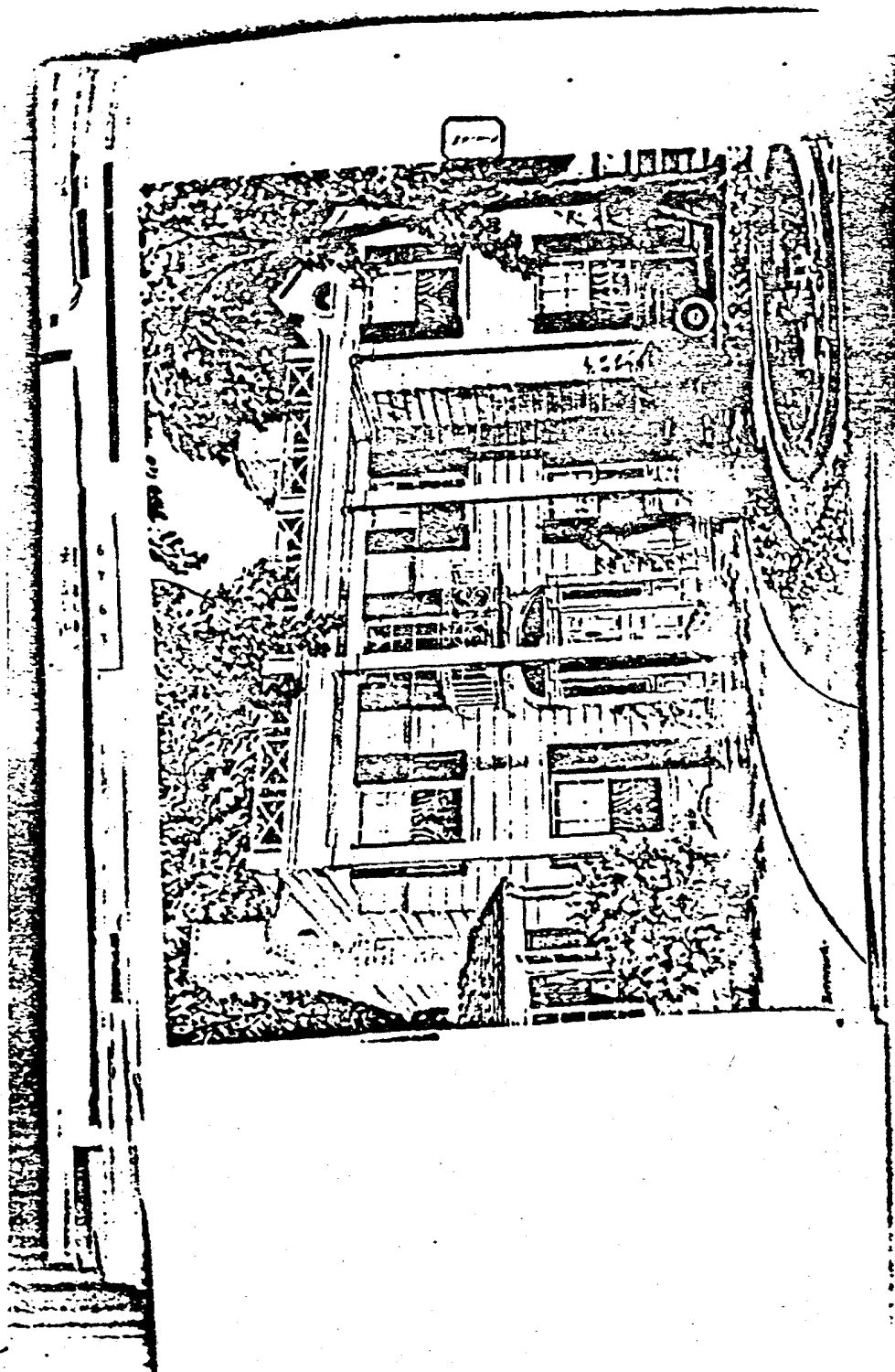
00056

NLI 114480

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

00056

NLI 114481



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

00059

NLJ 114482



Volume 10 - No. 1 - March

Paint Paint '3

The beauty of your house certainly should have some bearing on your decision as to what color it will be painted. For example, if you live near a manufacturing district your last choice might be gray, white, white, or some very light color. It makes a nice contrast for a house on a tree-lined suburban street.

Those of you who live in a year-round sunny climate will find a light tint your logical choice, since dark colors absorb heat from the sun's rays while light colors reflect that heat. Then too, if your house is close to where your choice of color should be based on adjacent structures to avoid an unpleasant clash.

Regardless of your location, "Dutch Day" Blended Paint includes a line of tint that are sure to fulfill your needs. Formulated to have and hold that crisp, clean look, these "Dutch Day" tints are available in a green, buff, ivory, tan, cream, two shades of gray and colonial yellow.

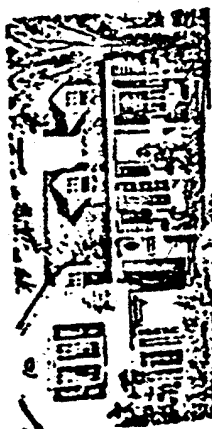
1957-1958
1959-1960
1961-1962
1963-1964
1965-1966
1967-1968
1969-1970
1971-1972
1973-1974
1975-1976
1977-1978
1979-1980
1981-1982
1983-1984
1985-1986
1987-1988
1989-1990
1991-1992
1993-1994
1995-1996
1997-1998
1999-2000
2001-2002
2003-2004
2005-2006
2007-2008
2009-2010
2011-2012
2013-2014
2015-2016
2017-2018
2019-2020
2021-2022
2023-2024
2025-2026
2027-2028
2029-2030
2031-2032
2033-2034
2035-2036
2037-2038
2039-2040
2041-2042
2043-2044
2045-2046
2047-2048
2049-2050
2051-2052
2053-2054
2055-2056
2057-2058
2059-2060
2061-2062
2063-2064
2065-2066
2067-2068
2069-2070
2071-2072
2073-2074
2075-2076
2077-2078
2079-2080
2081-2082
2083-2084
2085-2086
2087-2088
2089-2090
2091-2092
2093-2094
2095-2096
2097-2098
2099-2100
2101-2102
2103-2104
2105-2106
2107-2108
2109-2110
2111-2112
2113-2114
2115-2116
2117-2118
2119-2120
2121-2122
2123-2124
2125-2126
2127-2128
2129-2130
2131-2132
2133-2134
2135-2136
2137-2138
2139-2140
2141-2142
2143-2144
2145-2146
2147-2148
2149-2150
2151-2152
2153-2154
2155-2156
2157-2158
2159-2160
2161-2162
2163-2164
2165-2166
2167-2168
2169-2170
2171-2172
2173-2174
2175-2176
2177-2178
2179-2180
2181-2182
2183-2184
2185-2186
2187-2188
2189-2190
2191-2192
2193-2194
2195-2196
2197-2198
2199-2200
2201-2202
2203-2204
2205-2206
2207-2208
2209-2210
2211-2212
2213-2214
2215-2216
2217-2218
2219-2220
2221-2222
2223-2224
2225-2226
2227-2228
2229-2230
2231-2232
2233-2234
2235-2236
2237-2238
2239-2240
2241-2242
2243-2244
2245-2246
2247-2248
2249-2250
2251-2252
2253-2254
2255-2256
2257-2258
2259-2260
2261-2262
2263-2264
2265-2266
2267-2268
2269-2270
2271-2272
2273-2274
2275-2276
2277-2278
2279-2280
2281-2282
2283-2284
2285-2286
2287-2288
2289-2290
2291-2292
2293-2294
2295-2296
2297-2298
2299-2300
2301-2302
2303-2304
2305-2306
2307-2308
2309-2310
2311-2312
2313-2314
2315-2316
2317-2318
2319-2320
2321-2322
2323-2324
2325-2326
2327-2328
2329-2330
2331-2332
2333-2334
2335-2336
2337-2338
2339-2340
2341-2342
2343-2344
2345-2346
2347-2348
2349-2350
2351-2352
2353-2354
2355-2356
2357-2358
2359-2360
2361-2362
2363-2364
2365-2366
2367-2368
2369-2370
2371-2372
2373-2374
2375-2376
2377-2378
2379-2380
2381-2382
2383-2384
2385-2386
2387-2388
2389-2390
2391-2392
2393-2394
2395-2396
2397-2398
2399-2400
2401-2402
2403-2404
2405-2406
2407-2408
2409-2410
2411-2412
2413-2414
2415-2416
2417-2418
2419-2420
2421-2422
2423-2424
2425-2426
2427-2428
2429-2430
2431-2432
2433-2434
2435-2436
2437-2438
2439-2440
2441-2442
2443-2444
2445-2446
2447-2448
2449-2450
2451-2452
2453-2454
2455-2456
2457-2458
2459-2460
2461-2462
2463-2464
2465-2466
2467-2468
2469-2470
2471-2472
2473-2474
2475-2476
2477-2478
2479-2480
2481-2482
2483-2484
2485-2486
2487-2488
2489-2490
2491-2492
2493-2494
2495-2496
2497-2498
2499-2500
2501-2502
2503-2504
2505-2506
2507-2508
2509-2510
2511-2512
2513-2514
2515-2516
2517-2518
2519-2520
2521-2522
2523-2524
2525-2526
2527-2528
2529-2530
2531-2532
2533-2534
2535-2536
2537-2538
2539-2540
2541-2542
2543-2544
2545-2546
2547-2548
2549-2550
2551-2552
2553-2554
2555-2556
2557-2558
2559-2560
2561-2562
2563-2564
2565-2566
2567-2568
2569-2570
2571-2572
2573-2574
2575-2576
2577-2578
2579-2580
2581-2582
2583-2584
2585-2586
2587-2588
2589-2590
2591-2592
2593-2594
2595-2596
2597-2598
2599-2600
2601-2602
2603-2604
2605-2606
2607-2608
2609-2610
2611-2612
2613-2614
2615-2616
2617-2618
2619-2620
2621-2622
2623-2624
2625-2626
2627-2628
2629-2630
2631-2632
2633-2634
2635-2636
2637-2638
2639-2640
2641-2642
2643-2644
2645-2646
2647-2648
2649-2650
2651-2652
2653-2654
2655-2656
2657-2658
2659-2660
2661-2662
2663-2664
2665-2666
2667-2668
2669-2670
2671-2672
2673-2674
2675-2676
2677-2678
2679-2680
2681-2682
2683-2684
2685-2686
2687-2688
2689-2690
2691-2692
2693-2694
2695-2696
2697-2698
2699-2700
27



For more information, call 1-800-441-4444.



ending - of that was 101:1111

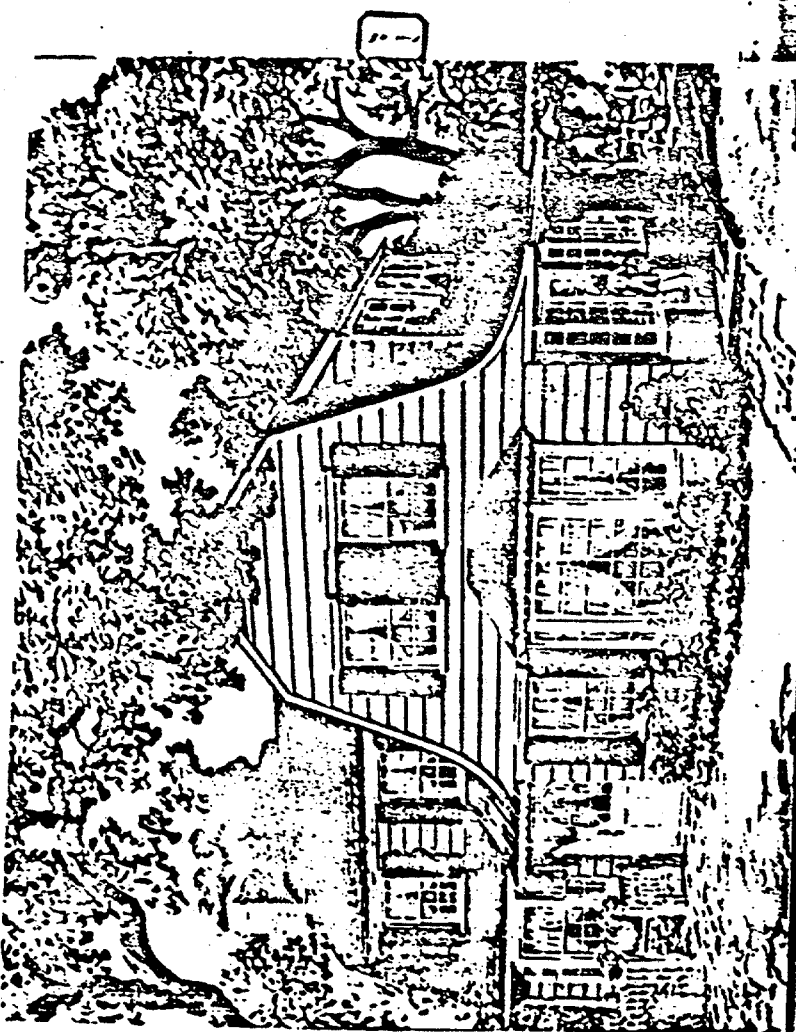


THE UNIVERSITY OF CHICAGO

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

00056

NLI 114483

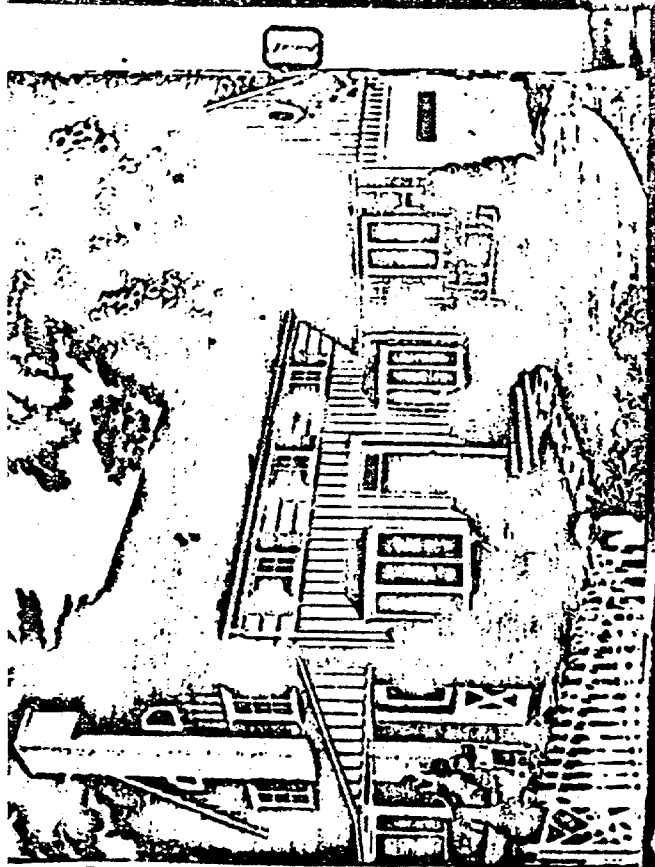


NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

NLI 114483A

00147

משה



Paint Point, A

Florida's business interests about the common people might be paraphrased in my "People need the whole business -- you are no enemy of them".

There must be a reason for this outstanding performance for white. Probably one of the best is the way in which white paint reflects incoming light. For example, two houses can be exactly the same as to shape and dimension, and yet one of them painted white will appear considerably larger than its counterpart painted another color.

Another reason for white is that a brown painted white, according to the U. S. Bureau of Standards can be as much as 15 degrees cooler in direct sunlight. This is true, of course, because white reflects heat while dark colors absorb it.

Wishes, too, is "mild". Particularly our type or shape of house looks well in white, particularly if it is "Beach Style" or "Stripped Shingles Style". There is a white streak to every other house in our self-styled style, numerous dead and lost. Try it, then, too, once on others and deeper against this dwelling instead.

[illegible]

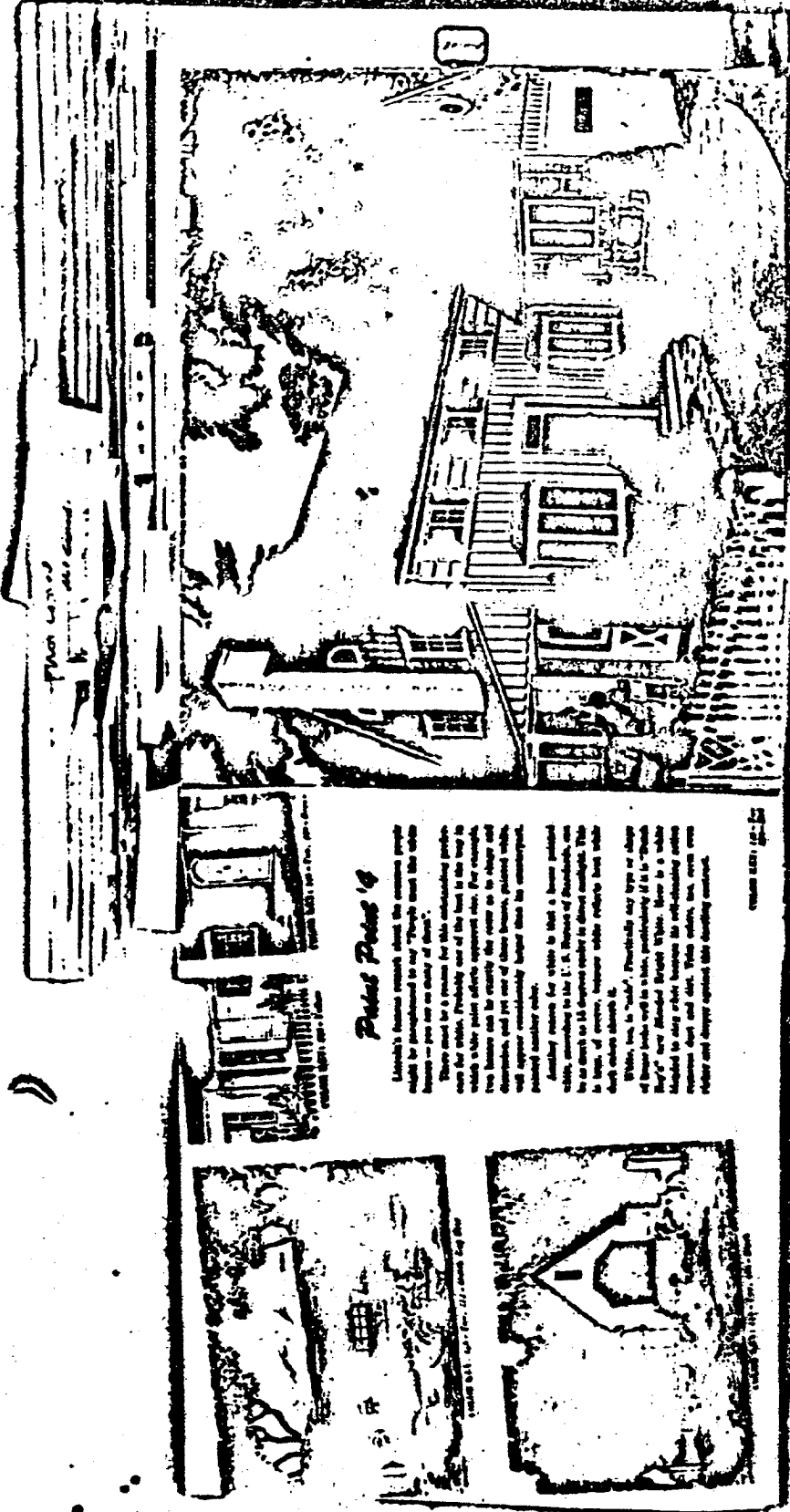
Part of Advertising Material, Month Ending _____, is Ending _____

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

NLI 114483B

U0147

1291 F



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

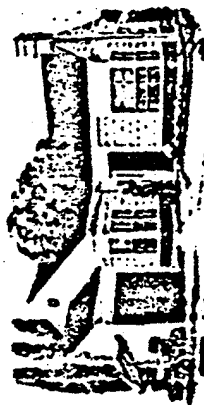
00056

NLI 114484



Paint Point 5

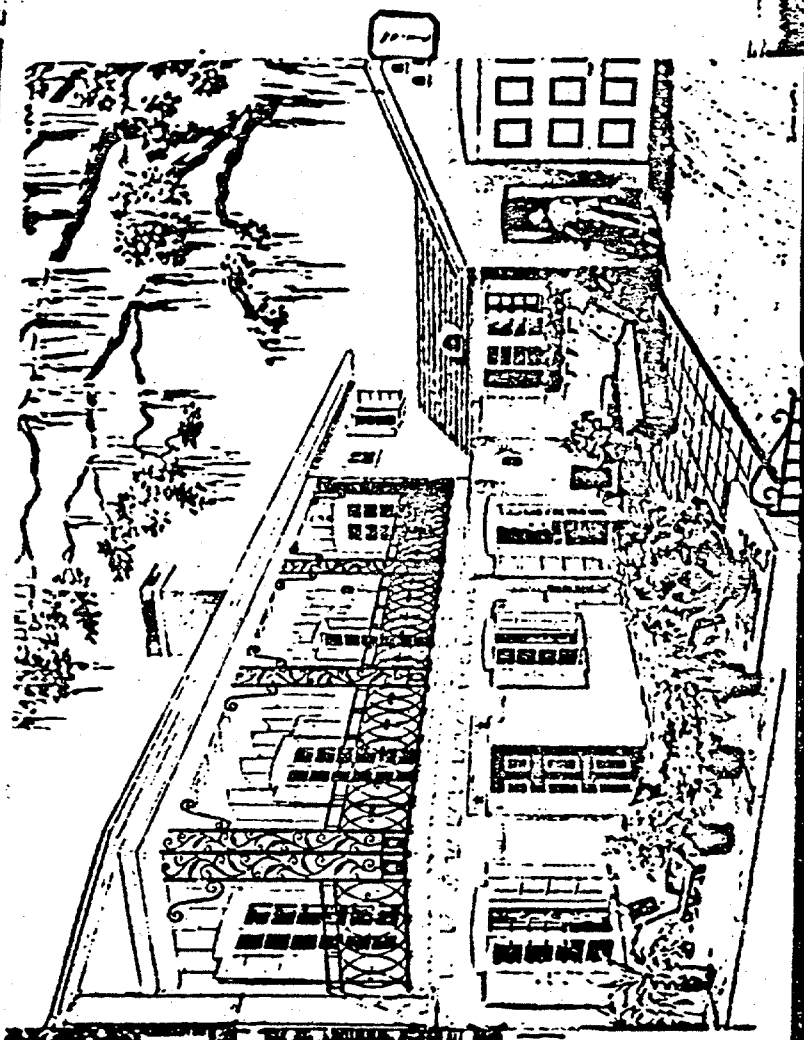
For a satisfactory paint job it is necessary that the entire surface of your house be prepared for painting. This includes such things as sandpapering and dusting the surface, clearing out the roof gutters, nailing down loose clapboards and shingles, replacing any small pieces that are missing, scraping off any loose paint, touching up in bare spots, removing loose dirt from the porch, and burning and scraping off all the old paint if the surface is badly affected or weathered.



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

00056

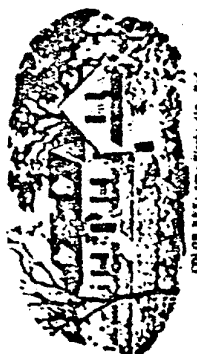
NLI 114485



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

00056

NLI 114486



COLOR KEY: 100 - Black; 100 - Red

Paint Point '6

Your first consideration, when painting, should be the large areas of your house. However, almost every house has attractive little details, and the correct handling of these details can make your house distinctive in appearance — make yours a house that stands out from the commonplace.

Objects such as doors, shutters, fences, the underside of porch roofs and even chimneys can be "enlivened" with color — the same way that a new automobile is brightened with chrome decorations.

For example, consider the busy garden fence. Think how much additional interest a simple striping line can add to it! Shutters, porch ceilings, chimneys and projecting eaves can also be "livened up" with a banding line — lending just the right note of individuality to your home.

There are only a few of the many decorative details which you can brighten up with color. Look around your home and you're sure to find many more which merit a place in your painting plans.

COLOR KEY: 100 - Green; 100 - Red



COLOR KEY: 100 - Green; 100 - Light Green



COLOR KEY: 100 - Brown; 100 - Green

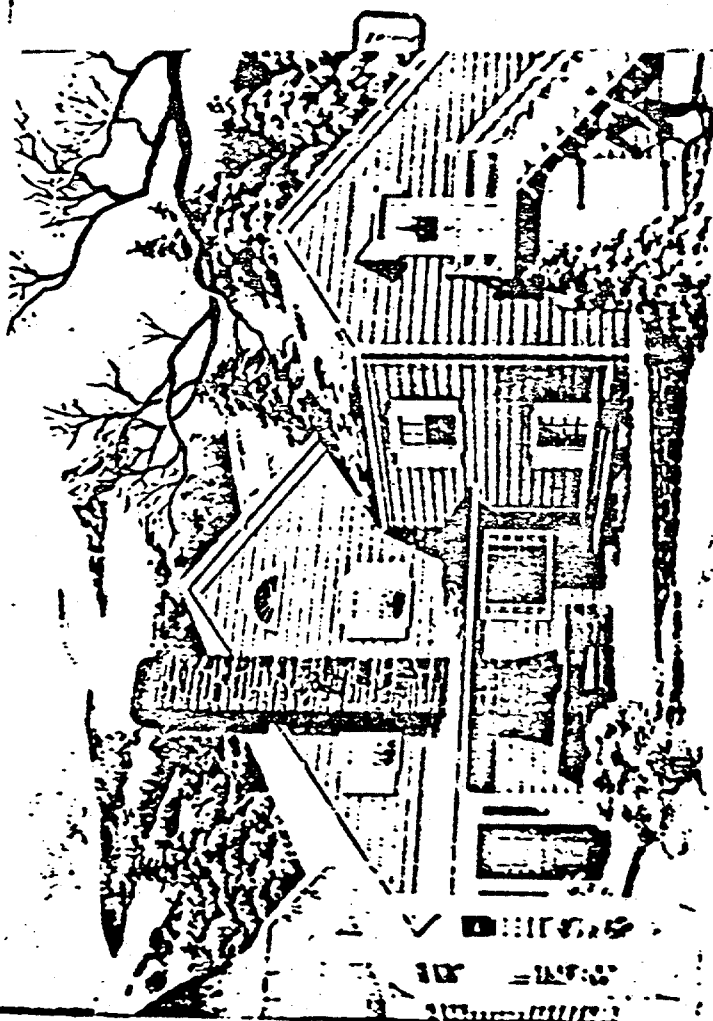


COLOR KEY: 100 - Brown; 100 - Green

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

00056

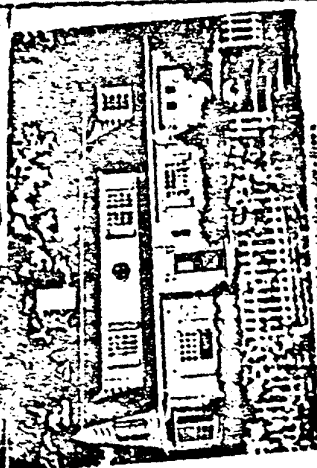
NLI 114487



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



HOUSE BEST (See page 100-100)



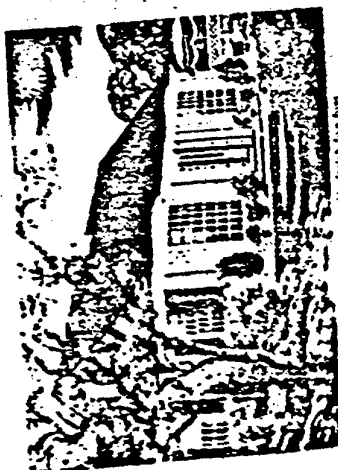
HOUSE BEST (See page 100-100)

Paint Point '7

Before hiring a painter, take the opportunity to check the details of his estimate. First of all, make sure the estimate covers everything you need painted — the house itself including each and every trim, the roof, the inside of shutters, screens, the bowlers and gutters, the garage, fences or any other surfaces you have in mind. In addition, this estimate should specify the number of coats on each item.

Then, too, be sure the painter's estimate also includes an allowance for surface preparation. Such things as sandpapering and darning, cleaning out gutters, replacing any small pieces that may be missing, nailing down loose boards — all such necessary work should be covered by his price quotation.

A reputable painter will not be offended by your careful attitude in this matter, since it's in his advantage as well as your own to have no misunderstandings. He wants a satisfied customer just as much as you want a satisfactory job.



HOUSE BEST (See page 100-100)

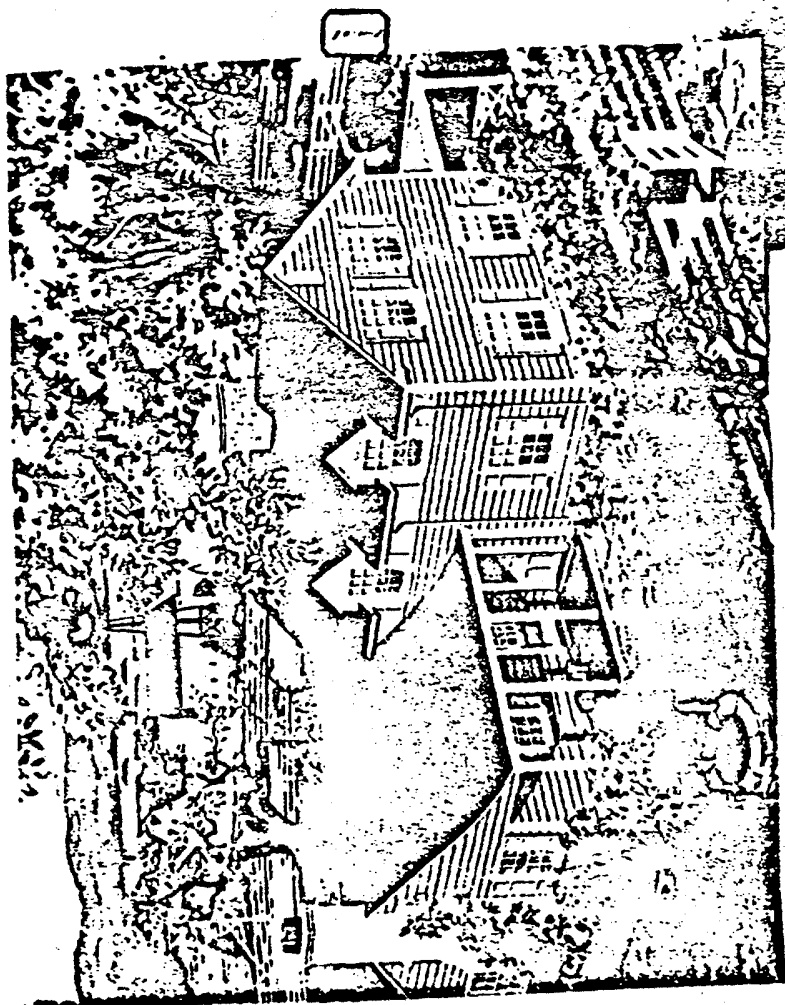
00056

NLI 114488

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

00056

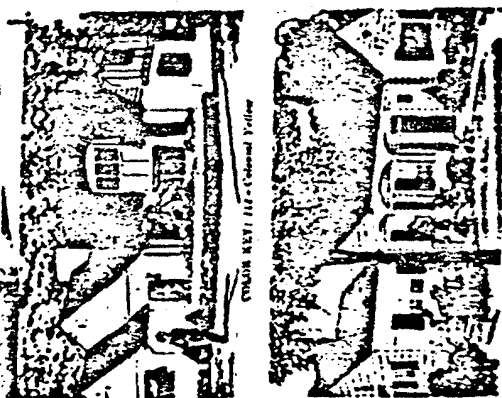
NLI 114489



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

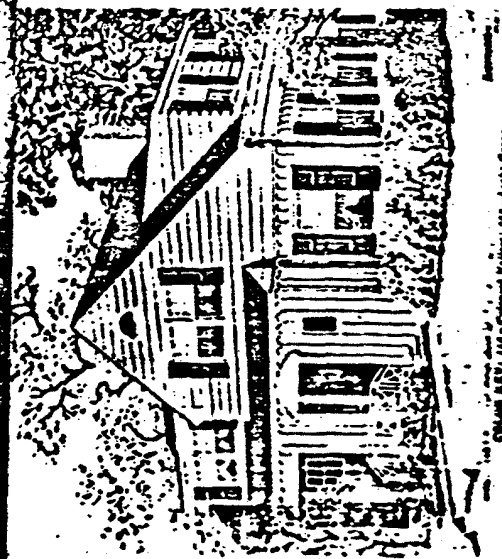
00056

NLI 114490

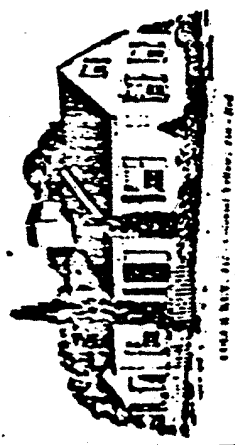


COLOR KEY: 112 - Colonial Yellow

COLOR KEY: 112 - Colonial Yellow; 113 - Dark Red



COLOR KEY: 112 - Colonial Yellow; 113 - Dark Green



COLOR KEY: 112 - Colonial Yellow; 113 - Dark Red

Paint Plan '8

A house can have a good location, be well designed and yet prove to be anything but attractive — simply because of a careless use of color.

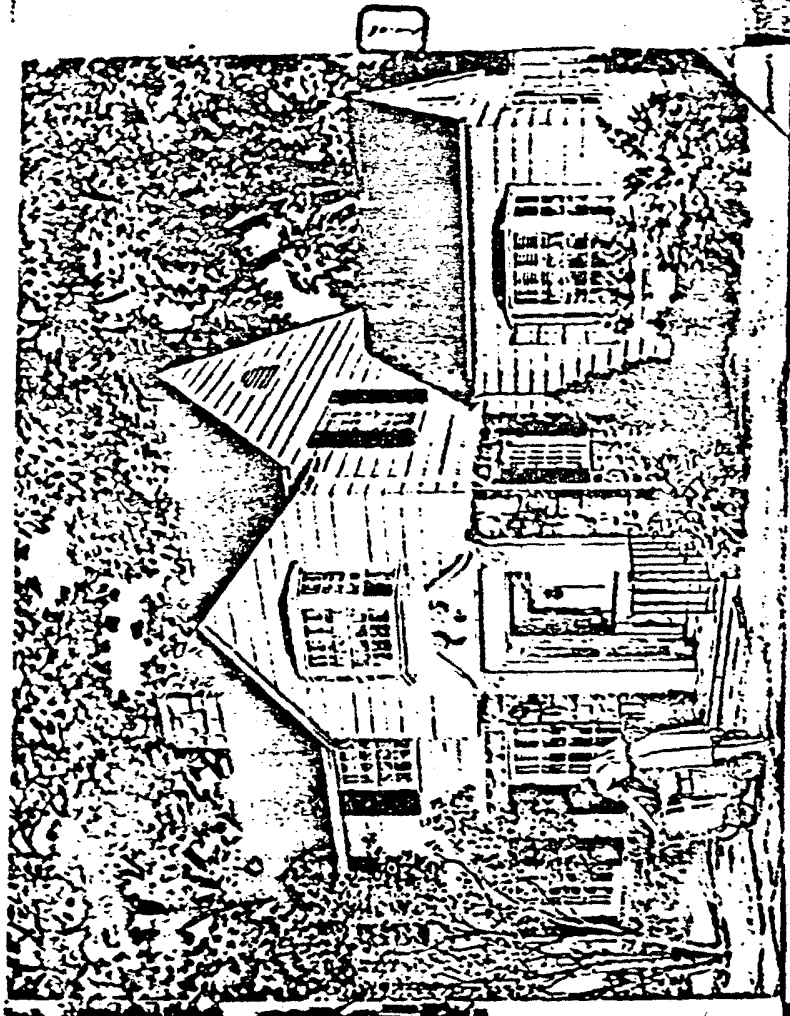
Consider carefully the color treatment of the trim spots. Such areas as doors, eaves, shutters, door and window frames and sash, although requiring a comparatively small amount of paint, are the "window dressings" of your home. Properly decorated they reflect your good taste.

COLOR KEY: 112 - Colonial Yellow
113 - Yellow (Shades)

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

00056

NLI 11491



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

00056

NLI 114492

The painter who knows his business does not paint a surface while it is directly exposed to intense sunlight, and because he is thinking of his own comfort, but because of the possible effect on the paint job. Painting a finished surface can cause a number of troubles that may seriously affect the life of the paint. For one thing it will dry the paint too fast; cause uneven brushing. It may also thin out the oil and allow the paint to run.

Paint Point 9

CHLUM B&S: 120-1000, 110-1000, 110-1000, 110-1000

CHLUM B&S: 120-1000, 110-1000, 110-1000, 110-1000

CHLUM B&S: 120-1000, 110-1000, 110-1000, 110-1000

CHLUM B&S: 120-1000, 110-1000, 110-1000, 110-1000

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

00056

NLI 114493

