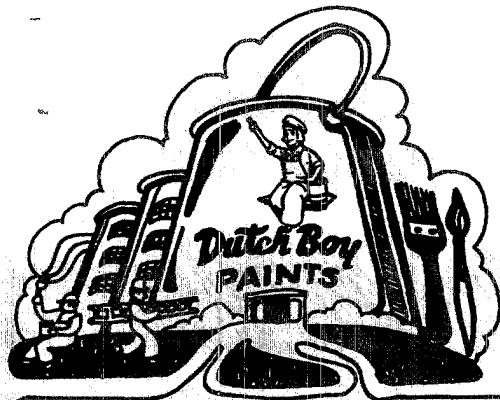




A PUBLICATION OF DUTCH BOY PAINTS • DIVISION OF NL INDUSTRIES, INC.

coverall

"BRUSH STROKES" by Walter F. Schultz, General Manager

1975 will be a good year because you and I will expend every possible effort to make it happen. First let's look at the obvious regarding present market conditions.

- * There is no consensus regarding the timing for an improvement in the economy. Projections are simply educated guesses as there is no historical data to aid the economists—never have so many known so little about so much.
- * Deferrable high ticket items, new homes, autos (even though the rebates have caused a slight spurt), major appliances, color T.V.'s, etc., will continue to suffer due to consumers uncertainty regarding the future.
- * Prices will not increase as rapidly or as dramatically as the past two years but they will, at the very least, remain firm at wholesale and dealer levels. Promotional activity (again note the auto rebates) will allow for "buys" at retail.



Walter F. Schultz
General Manager

Nothing very original about the above, but it does set the stage for a good performance from manufacturers and retailers of paint and decorating products.

Consumers will satisfy their need to spend by purchasing smaller ticket items for personal use and to fix-up, remodel and redecorate their present dwellings. Our success in 1975 will be limited only by the creative approach we initiate to deliver product and promotions to satisfy that need.

Dutch Boy is responding to that need. In December, you were sent a calendar of events for 1975 listing our total program. This issue highlights our major promotions for 1975---

NEW---Latex Flat Wall Paint---Three new colors. "Don't buy the cheap bargain paint, buy DUTCH BOY the PAINT THAT LASTS".

NEW---Latex Stain-----Eight new colors. "Best performance, (demonstrably better than oil stains) E-Z Clean Up".

NEW---Latex Flat Wall Enamel-Six ready-mix plus four bases. "Visual demonstration of 'Wash 'n' Wear' performance of a durable, scrubable, unbeatable low angular sheen paint."

Your Dutch Boy Representative will be calling with specific details he has recently received at our National Sales Meetings.

JOIN WITH US! Advertise, promote, build in-store and window displays, tie-in on every major promotion and together we will be a force to reckon with in 1975.

depend on us 1975

By now you have received your brochure packed full of happenings for 1975 in advertising, merchandising, product and packaging.

Television begins the year with the first of four different commercials. The first commercial "Splat" deals with Dutch Boy Latex Flat Wall Enamel---a brand new product combining the best of two lines. Painted walls, woodwork, metal or trim will appear to be flat but will have the easy, simple clean-up of an enamel finish. The commercial stresses the easy stain re-



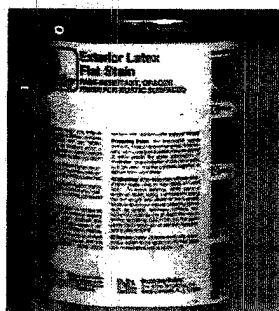
dirty crankcase oil, bacon grease and soot) with a few sprays of household cleaner.

We tested our product against all other comparable products in the market and NO ONE offered better stain removal than Dutch Boy. Scrubbability is the outstanding feature

Continued from Page 1

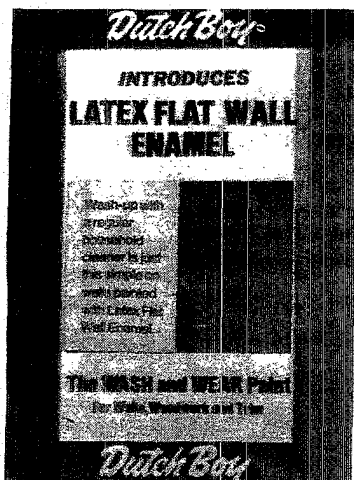
sale---one-coat coverage, 30 minute drying time and easy soap and water clean-up of tools with this 100% acrylic latex enamel. Also, no special trim paint is needed and woodwork will now be identically color matched to walls.

Latex Flat Wall Enamel makes its appearance in a new label---color coded band for easy product line identification, generic name, ID number and selling points appear on the front. The back follows a new format which gives clear and specific information in categories which will be standardized on all labels introduced to you from now on. This new label format has been designed for greater consumer acceptance.



There are six ready-mix colors and four bases available to give your customers a selection from 2400 colors. Ready-mix includes the three most popular whites---Antique White, Off-White and Manor White and three new colors---clean and contemporary---Sunlight, Doublemint and Golden Nugget. The colors are attractively displayed on the new, large 8-1/2" x 11" color card. All colors were selected to coordinate with current color trends in wallpaper, carpeting and furniture.

To attract attention in your store, we have a new new motion display, 20" x 27", which can stand on a counter, in a window or on top of shelves. The display is ready-to-use once you remove the paper between the three batteries' contact points. The center portion of the display rotates every 45 seconds and shows a child's room with a soiled wall on one side and the Dutch Boy removing the stains on the other side. The term 'Wash and Wear' paint is used for clear and easy recognition by the consumer.



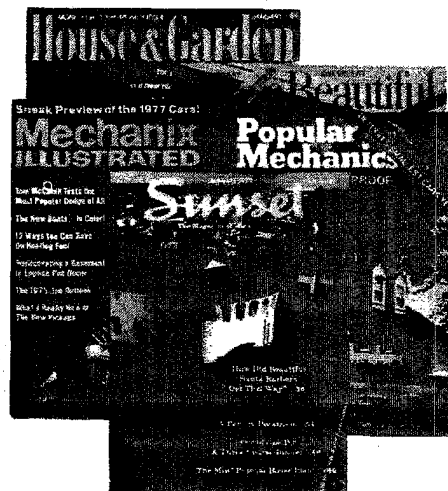
Completing the support for the new Latex Flat Wall Enamel is a window banner 24" x 36" and a demonstration your salesman can provide. The demonstration kit contains Sapoline's Flat and Satin, J.C. Penney's Par Excellence and PPG's Manor Hall for comparison stain removal against Dutch Boy.

The second commercial "Watch the Hands" will highlight the durability and easy clean-up of Latex Exterior Stain as compared to the rather old-fashioned solvent stains. A portion of our test fence from Hightstown was removed for viewing in the commercial. Three years of natural aging clearly shows the superiority of Latex Stain.



"Watch the Hands"

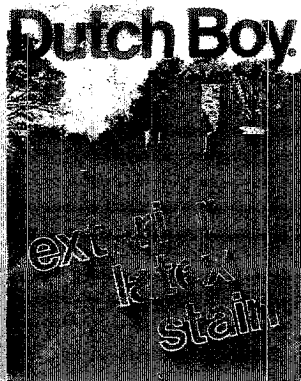
Full-color ads on Latex Stain will run in the May and June issues of House Beautiful, House and Garden, Sunset, Popular Mechanics and Mechanix Illustrated magazines to reach an additional 12 million consumers.



To help your sale, the line has been expanded from 10 to 18 "most wanted", ready-mix colors. A new 6 ft. display shows the entire color selection in large chips in the latest earth colors.

The new woodgrain-type label deviates from our standard format to show Latex Stain as a specialty item while retaining strong Dutch Boy identification.





The new 8-1/2" x 11" color card is coordinated to the label to give a total, special look.

The last two television commercials give a new approach to interest consumers in our 'meat and potatoes' products---Latex Flat Wall Paint (Nalplex) and Exterior Latex House Paints. The "Yellow Room" (Latex Flat Wall Paint) will be geared to programs primarily attracting female audiences.



TV

"Yellow Room"



TV

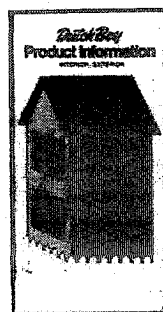
"Hate To Paint"

"Hate To Paint" (Exterior House Paint) will run during sports events and prime-time programs that attract male audiences.

All four television commercials are available for co-op and can be coordinated with newspaper ads and radio scripts. Check your new ad mat book for a fresh look and new slant for co-op advertising.



Co-op



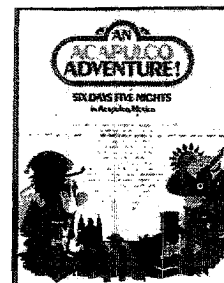
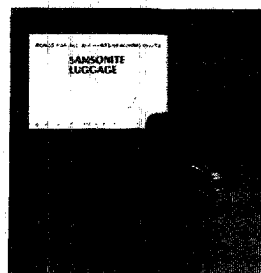
The new Product Information booklet has an 'easy-to-use' format and should be reviewed by both experienced and new personnel. Familiarize yourself with new products, new formulations for existing products and new coverage rates. The book is ideal for training new personnel ---products are indexed by product category groupings under master headings of Exterior and Interior.

Detailed information on 'Surface Preparation' precedes "Product Information" and a new "Glossary of Terms" follows. This compact booklet is small enough to fit into a shirt/smock pocket and large enough to provide complete information on Dutch Boy products.

THE MEXICAN CONNECTION

Sunlit sand, sparkling blue water and casual elegance await all Dutch Boy dealers who can qualify for the 6 day Acapulco Holiday, February 26 to March 2, 1976. You have this entire year to build purchases above your individual quota to earn one or more exciting trips. Each trip includes paid airfare, deluxe hotel accommodations, hearty breakfasts, nightly cocktail parties with hot and cold hors d'oeuvres followed by dinner, a welcome barbecue on the beach and three hour cruise on the gentle waters of Acapulco Bay.

Regardless of whether or not you win a trip, just reaching quota will bring a reward---rich gold vinyl soft, lightweight luggage from Samsonite. The 26" Pullman and Tote make a matched pair for comfortable travelling.



If you have not already received the exciting brochure which describes the program and contains your application form, contact your salesman right away. We want to see you in Acapulco!

MISSING SALESMEN?

Your salesman was not AWOL for that cold week in February. He was merely "forced" to attend a National Sales Meeting in either Bermuda or San Diego. Such punishment!

Awards were given for 1974 sales accomplishments and information was given to guide sales for a great 1975. Highlights of the meeting are in the new brochure "1975 Depend On Us" which is described on Pages 1 - 3.

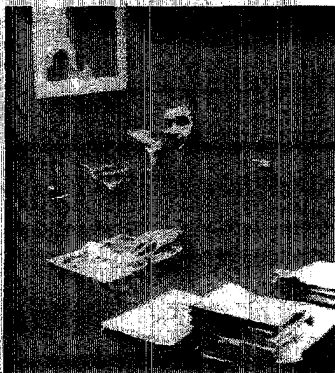


DEALER DATA

Eighteen years ago, an ambitious Frank Redlich, fresh from Stanford with a coveted M.B.A. and together with some fellow graduates, pioneered the first Holiday Hardware Store in Granada Hills, a suburb of Los Angeles. Eight Holiday Hardware Stores are now sprinkled within 90 miles of one another,

located in shopping centers of good growth communities. The stores average 9,000 square feet per unit and support paint, sundries, housewares, cabinet hardware, builder's hardware and tools.

Each store is competently handled by a store manager. Frank, in constant daily contact with each store by phone and/or visit, holds monthly meetings in a relaxed atmosphere where his managers engage in open discussions and supplier representatives are invited to introduce new products. Describing his employees as "outstanding", Frank stated, "there is little turnover and lots of long-time service and friendship." He recognizes the need for competitive spirit and often runs store-wide contests where prizes are awarded for highest 'over-quota' sales. Prizes may be tickets for the theater, sports events, dinner at a fine restaurant or extra spending money. Also, each store manager is on a profit-sharing program based on individual store profit which, at year's end, can give earnings up to \$4,000.00. All store managers began as clerks in Holiday Hardware Stores. Frank believes in internal promotion and knows his employees trust that an outsider will never be brought into a key position.



Frank Redlich

With concern for strong, competitive advertising, Frank efficiently develops tabloids (from 12-16 pages) packed with specials. Tabloids are sent by direct mail and newspaper inserts to all potential customers in a two mile radius of each store. Each area is divided so mailing can be staggered to encourage an even flow of customers into the stores over a given period of time. Dutch Boy paint sales have increased 40% in the past year through this strategy.

Extremely sensitive to industry and the consumer, Frank keeps abreast of trade and consumer news, changes displays constantly, reduces cost and sells out discontinued and slow-moving goods and supports company promotions by tying in at store level.

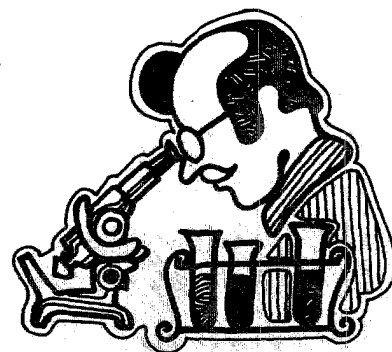
Looking to the future, Frank Redlich hopes to be able to leave the business to share his wealth of experiences with others through teaching.

REFRESH YOUR MEMORY ON LEAD-FREE PIGMENTS

Since stringent controls regarding lead pigment usage were placed on the paint industry, there has been constant research to improve hiding levels of

bright, clean colors, particularly the yellows, although oranges and reds are a concern.

Technically, the organic pigments employed to produce these colors exhibit a degree of transparency un-found in the "outlawed" lead-type pigments. Improved hiding could be realized if the Titanium Dioxide level is increased but this weakens the color. Likewise, addition of a small quantity of Iron Oxide or Lampblack would greatly improve hiding but at a significant sacrifice in chroma or purity. In the final analysis, your choice is either bright, rich, clean colors with lower hiding characteristics or weak, muddy or grayed colors with higher hiding. Sadly, we cannot seem to have both rich, clean colors and high hiding at the same time.

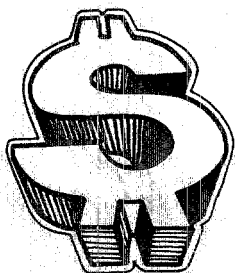


SOME TIPS WHICH CAN HELP

1. Caution your customer that certain colors do exhibit a degree of transparency and one coat hiding should not be expected.
2. Begin with a uniform color surface if at all possible. Avoid unpainted spackled areas. If they are present, be certain to spot prime.
3. Consider applying one coat of a high hiding white, which has been tinted pale yellow, over the old paint to develop a uniform colored surface with good light reflectance. This white base coat may be tinted to a lighter shade of the new paint.
4. Apply the new paint at uniform film thickness. Avoid both thick and thin areas. Roller application is recommended.

These suggestions are intended to assist you in offering realistic alternatives in an honest discussion to maintain happy, satisfied customers.

NL 000041484



SALES NOTES

There have been significant changes in the Sales Department structure which will introduce a new manager to each region.

Nicholas R. Cichielo, whom many of you know from his position as Trade Sales Manager of the New York District, is now Eastern Region Manager. Nick has been with Dutch Boy Paints in sales positions since 1965 and now leaves sunny California and the Western Region to Willie E. Ellis.



Nicholas R. Cichielo



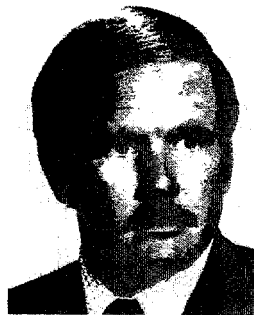
Willie E. Ellis

Willie, new to Dutch Boy, will move the Western Region office from Burlingame to Los Angeles. Previously associated with Stanley Drapery Hardware as Western Region Manager and Thrifty Drugs, Willie's experience covers retailing, sales and management.

Also leaving sunny California is Miles A. "Jack" Stout who has been promoted to Central Region Manager. Jack, a Dutch Boy employee since 1968, has served as Trade Sales Supervisor in the St. Louis District, Cincinnati District Manager and Pacific Southwest District Manager.



Miles A. Stout

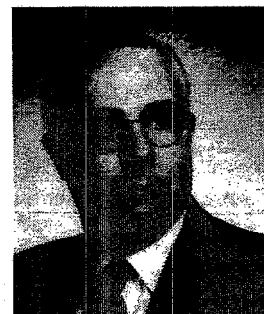


Richard S. Dayton

Replacing Jack as Pacific Southwest District Manager is Richard S. Dayton. Dick has been a sales representative in Boise, Idaho and Pacific Central District Manager since 1971 when he joined Dutch Boy.

On special assignment to Walter Schultz, General Manager of Dutch Boy Paints, is Jack Southworth (former Eastern Region Manager). Jack is developing a recruitment and sales training program for the division to give a greater comprehension and more efficient introduction to serving dealer needs.

Ideal for this special assignment, Jack has an unequalled record of achievement since joining Dutch Boy in 1952. He has hired and trained a Trade Sales Manager, 5 District Managers, 3 Regional Managers and won 6 District and 3 Regional awards.



Jack A. Southworth

MARKETING NEWS

Walter P. McCoyd has recently been appointed to a Marketing Manager's position and will be involved with market research, planning, product development, pricing, advertising and merchandising.

Walter holds B.A. and M.B.A. degrees and has a broad background in the financial and accounting areas where he worked since joining Dutch



Walter P. McCoyd

Boy Paints in 1968.

WESTERN SALES

Recently, the Western Region Sales Office moved from Burlingame to Los Angeles. Please note the change.

Mr. Willie Ellis
Manager, Dealer Sales
Dutch Boy Paints
3113 East 26th Street
Los Angeles, California 90023
(213) 263-7121

NL 000041485

SWEEPSTAKES WINNERS

A hearty "Thanks" goes out to all of you for helping to bring in over 300,000 PAINT THE TOWN Sweepstakes entries.

As you remember, the same fabulous grand prize (2 weeks for two in Rome, Paris, London and Madrid) was available for a Dutch Boy Dealer as well as a consumer. The consumer winner, Mr. Dominick J. Oliverio of Gaithersburg, Maryland had no dealer listed on his entry so another coupon was drawn. Our Dealer, Mr. James Ellis of Ellis Paint and Wallpaper Center in Knoxville, Tennessee is the excited recipient of the trip.

James and his wife, Maggie, are "...thrilled and happy beyond words." They put a lot of effort into promoting the Sweepstakes using both newspaper and radio and had great response.

There were other prize winners 2,580 of them scattered all over the country. All winners have been verified so all prizes are being issued. Some of your customers may stop in to tell you about it!

Those 100 of our dealers who won the fine Victor Tallymate II calculators are listed below. We only hope the calculators serve you well to make your job a bit easier.



A & D Tile & Paint-Up, Easton, PA
 American Pt. Co., Orlando, FL
 Anchor Pt. Supply Co., Burbank, CA
 Andrews Pt. Co., Ft. Lauderdale, FL
 Atlantic Hdwe., Lantana, FL
 Aultman Dist. Inc., Fairmont, WV
 Baller Hdwe., Los Angeles, CA
 Bay Cities Pt. & Lbr., Torrance, CA
 Berclair Hdwe., Memphis, TN
 Brads Pt. Center, St. Petersburg, FL
 Buggias Pts. & Wlpr., Saginaw, MI
 Carlsons Pt. & Glass, Joliet, IL
 Carousel Pts., Detroit, MI
 Casteel Color Wheel, Pittsfield, IL
 Central I & M Supply Co., Franklin, IN
 Central Pt. Co., Chicago, IL
 Channel Grocery Co., Elkins, WV
 Charcowsky Pt. Corp., Flushing, NY
 Cochran & Allen Hdwe., Carlisle, PA
 Color Accents Inc., Naples, FL
 Color Craft Studio, Rochester, NY
 Color Wheel, Gaithersburg, MD
 Community Hdwe., Providence, RI
 Concord Color Service, Concord, CA
 Craig's Hdwe., Des Moines, IA
 Crisp Floor Covering Co., Lenoir City, NC
 Delta Paint & Hdwe., Succasunna, NJ
 Dick's True Value Hdwe., Los Angeles, CA
 Des Moines Pt. & Wlpr., Des Moines, IA
 Economy Pt. Supply, Worcester, MA
 Edwin K. Greer Lbr. Co., Wareham, MA
 Enfield Wlpr. & Pt., Enfield, CT
 Engel Lbr., Hastings, NE
 Eynon Drug, Eynon, PA
 Fialas Pt. Store, Sayville, LI, NY
 Forbush Lbr. Co., Hamburg, NY
 Jacobson Pt., Bronx, NY
 Golden Eagle Pt. & Wlpr., East Hampton, NY
 Goldfinch Bros. Inc., Everett, WA
 Green Valley Service Ctr., Geneseo, NY
 Hart Hdwe., Nashville, TN
 Holiday Hdwe., Inglewood, CA
 Howard Lbr., Robbinsvale, MN
 Hunter Hdwe. & Supply, Silver Springs, MD
 Jerry's Paint Centre, Nashville, TN
 Kavanaughs Pt. Shop, Bangor, ME
 Ralph Kelley Pt. Co., Chicago, IL
 Kenwood Hdwe., Levittown, PA
 Klingensmith Hdwe., New Kensington, PA
 Kryger Glass & Pt., Lincoln, NE

Lakewood Pt. & Wlpr., Lakewood, OH
 Lane Moore Lbr. Co., Cherokee, IA
 Lees Hdwe., West Hemstead, PA
 Lewis Bros. Pt., Hollywood, FL
 Loyola Hdwe., Los Altos, CA
 M. Butens & Sons, Philadelphia, PA
 M. Butens & Sons, Philadelphia, PA
 McDermott Pt. & Wlpr., Greenwich, CT
 McRass Pt. & Hdwe., Dallas, TX
 Meade Pt. Co., Anaheim, CA
 Medallion Pt. Ctr., Ft. Lauderdale, FL
 Mercer Island Lbr. Co., Mercer Island, WA
 Mikes Pt. & Carpet, St. Paul, MN
 Mt. Kisco Supply Co., Mt. Kisco, NY
 Nickerson Lbr. Co., Chatham, MA
 Oilfield Lbr. Co., Oilfield, MT
 Oldham Lbr. Co., Dallas, TX
 Paint Spot, Placerville, CA
 Paint Supply, Color. Springs, CO
 Pechter's Ace Hdwe. & Pt., Chicago, IL
 Pergament, Somerville, NY
 P. G. Berland's Pt. City, Chicago, IL
 Pittsfield Supply, Pittsfield, MA
 Rainbow Pt. & Supply, Speedway, IN
 R. C. Stebenne Pt., Pawtauket, RI
 Reids Walpr., E. Alton, IL
 Ricciardi Bros., Maplewood, NJ
 Rushlow Lbr., Taylor, MI
 S & S Inc., Fergus Falls, MN
 Say-On Home Ctr., Sylmar, CA
 Shaw-Jobson, W. Haverstraw, NY
 Speonk Lbr. & Supply, Speonk, NY
 Standard Pt., Orange, CT
 Stanley's Pt. Ctr., Bethlehem, PA
 Sun Wallpaper & Pt., Poughkeepsie, NY
 Sunnybrae Hdwe., San Mateo, CA
 Swansons Inc., St. Paul, MN
 Town Paint, Maynard, MA
 Town Paint, Natick, MA
 Union Commercial Co., Bristol, RI
 Varney's, Mill Valley, CA
 Velva Lbr., Velva, ND
 Vogue Pt. & Wlpr., Larchmont, NY
 Wabnitz Pts., Rochester, NY
 Walnut Creek Pt., Walnut Creek, CA
 Williams Hdwe., Clinton, KY
 Wisnom Hdwe., San Mateo, CA
 Wood Lbr., Falmouth, MA
 Wright Wlpr. Co., Tulsa, OK
 Yager Wlpr. & Pt. Store, Phoenixville, PA