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MANY a painting contractor figures up his profits at the end of the year and discovers that he has earned less than journeymen's wages. He has put his own energies into the business. He has worked hard to make it successful. He has risked his own capital. What for? In the hope of making a profit that would give him a fair return on his time, energy and money investment. Why has he failed? There probably are many reasons: Reluctance to fight competition with modern selling weapons. Too much faith in untried materials. Rule-of-thumb estimating. Inadequate bookkeeping. And so on. If you are not satisfied with the money you made during the past year, this booklet shows you what steps to take to make more money . . . to STEP UP YOUR PROFITS.

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THESE STEPS LEAD TO BETTER PROFITS

DUTCH BOY MATERIALS. *Good workmanship and good materials make good jobs. Good jobs earn good profits.*

DUTCH BOY BUSINESS FORMS. Good management is as essential in the office as it is on the job. These forms make for better estimating, more accurate accounting.

DUTCH BOY JOB AIDS. The Handbook on Painting and the Color Pack (also special assistance from our Department of Decoration) make good craftsmen better—help turn "so-so" jobs into standouts.

DUTCH BOY SELLING PLANS. Like prize fighters who lack a finishing punch, many painters are stumped when it comes to closing a sale. These plans make selling a cinch.

DUTCH BOY ADVERTISING FEATURES. Mailing folders, newspaper "ads," blotters, movie slides, wet paint signs, etc., help you to get your name across to the home-owning public, to build up a reputation.

CH BOY ADVERTISEMENTS IN THE BIG MAGAZINES OF NATION-WIDE CIRCULATION. These full-page, full-color "ads" build ales for Dutch Boy, to be sure, but they also build good will for "Dutch Boy Painters." Let your customers-to-be know that you use Dutch Boy.



WHEN YOU STEP OUT WITH DUTCH BOY

you're matching strides with a leader, a product that has achieved leadership because it has always been tops in quality . . . and has not hesitated to tell the world about it in the leading magazines—consistently, colorfully and convincingly.



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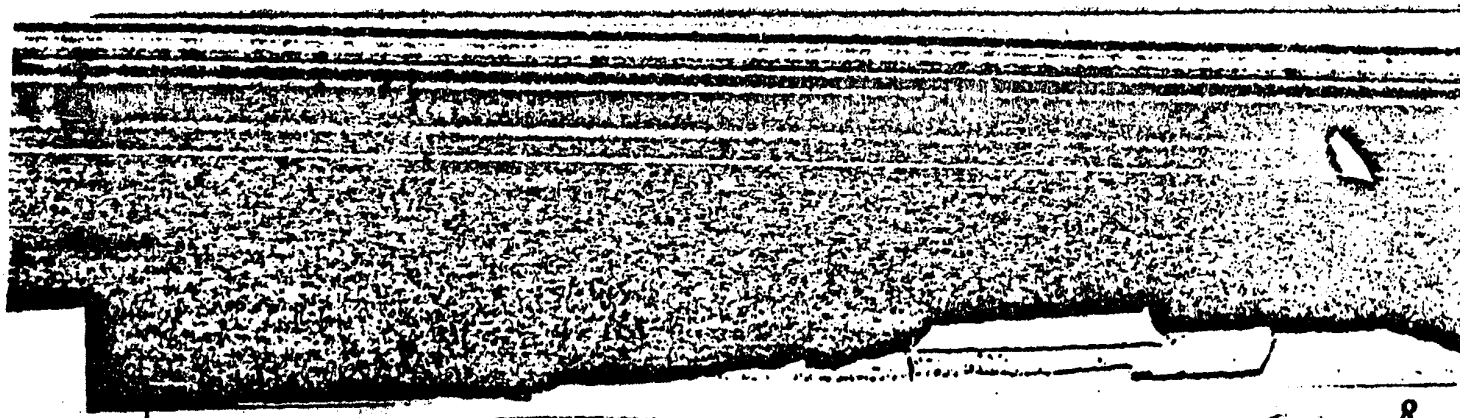
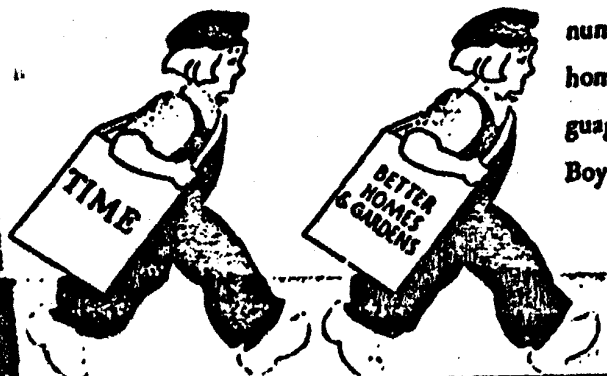
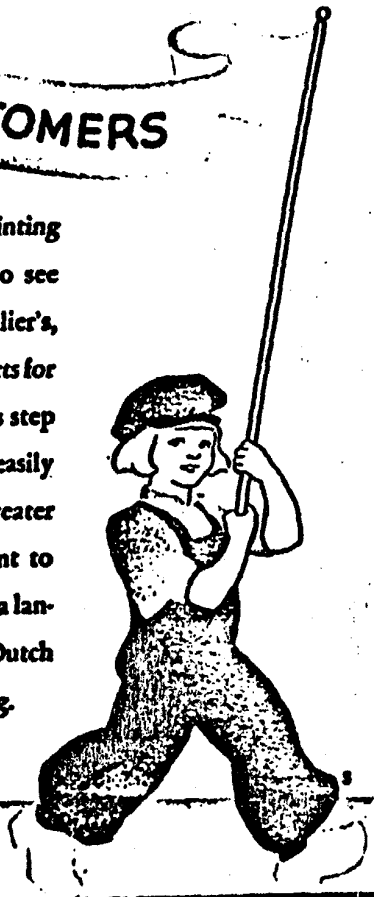


MORE PROSPECTS lead to MORE CUSTOMERS

DUTCH BOY is stepping out with the good paint—good painting story to millions of magazine readers. The home owners who see Dutch Boy advertisements in the Saturday Evening Post, Collier's, Time, American Home and Better Homes and Gardens are prospects for Dutch Boy jobs—the kind you specialize in. Dutch Boy takes this step with you...and for you...so that your prospects can be more easily turned into customers...and in greater numbers. So, when you talk paint to home owners, talk Dutch Boy. It's a language they understand, thanks to Dutch Boy national magazine advertising.





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"NEIGHBORHOOD" MAILING FOLDER

BLOTTER



Something new—and it's a "natural." What better time and place to tell a prospect about yourself and your work than *when you're working nearby?* This mailer allows you to reach the owners of paint-needy homes located in neighborhoods in which you have jobs running. The supply you order will carry your imprint on the tear-off return card. Order blank on page 23.

A dandy advertising item in brand-new form. You send the blotter-mailer to a home owner whose house needs painting. He reads the message on the upper half of the mailer. He clips to see—and tears off, signs and mails you the detachable post card. He keeps the useful blotter section of the mailer on his desk. Your imprint will be placed on the tear-off return cards. Order blank on page 23.

DUTCH BOY LEADS THE

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EIGHBORHOOD" MAILING FOLDER



...mething new—and it's a "natural." What better time ...d place to tell a prospect about yourself and your work ...an area you're working *nearby*? This mailer allows ...u to reach the owners of paint-needy homes located ...neighborhoods in which you have jobs running. The ...pply you order will carry your imprint on the tear-off ...turn card. Order blank on page 23.

BLOTTER-MAILER



A daily advertising item in brand-new form. You send the blotter-mailer to a home owner whose house needs painting. He reads the message on the upper half of the mailer. He decides to act—and tears off, signs and mails you the detachable post card. He keeps the useful blotter section of the mailer on his desk. Your imprint will be placed on the tear-off return cards. Order blank on page 23.

BUTCH BOY LEADS THE WAY

FREE PROPERTY INSPECTION PLAN

Here is a job-getting plan especially designed for the painting contractor who *thinks his ability as a craftsman far outshines* his talents as a salesman. Painters who have tried this plan are enthusiastic over the results obtained. The Free Property Inspection Plan is based on the sound principle that home owners are deeply interested in the up-keep and preservation of their homes and, therefore, usually welcome a free inspection of the house by a competent painter. The inspection is the entering wedge to a sale, *if the painter finds the house in need of paint*, because the filled-out Inspection Report tells the owner that *now* is the time to repaint.

The *folder shown here explains the Free Property Inspection Plan*—tells you how *simple it is*, how effective it can be in stepping up your sales. To get a copy of the folder, simply check the *proper square* on the order blank on page 23.



TO BETTER PROFITS $$

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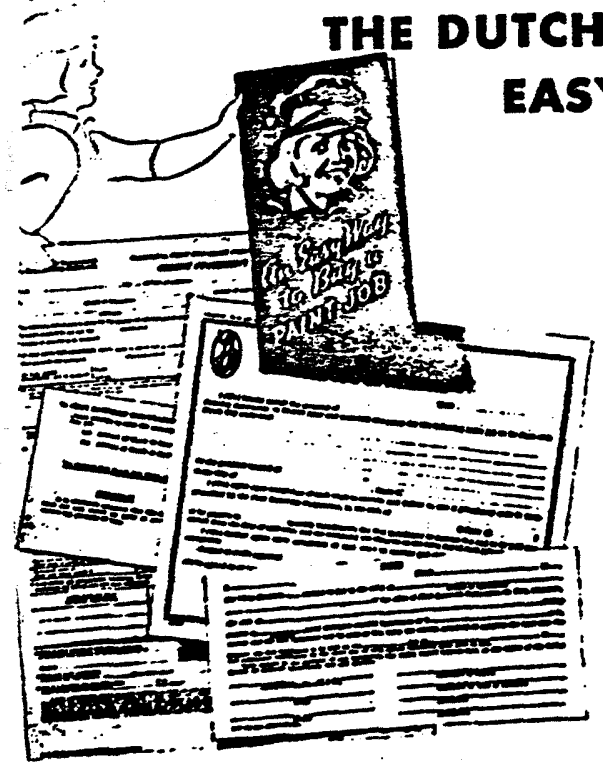
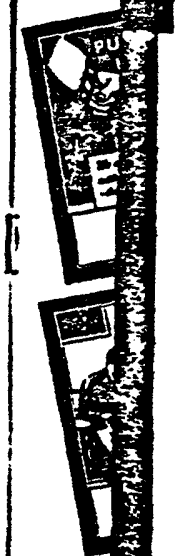
THE DUTCH BOY EASY PAYMENT PLAN



is the clincher that painters depend on when an Inspection Plan sale, or any other type of sale, is held up by the home owner's remark, "I haven't the ready cash to pay for the job." This Easy Payment Plan enables the painter to compete successfully with his real competitors—the auto dealer, the refrigerator man, the oil-burner concern, etc., etc. And the painter who sells jobs on this Plan gets his money on completion of the job, in full—no hold-back, no collecting, no red tape. If you want all "the dope" on the Dutch Boy Easy Payment Plan, check the square on the order blank on page 23.



Here are
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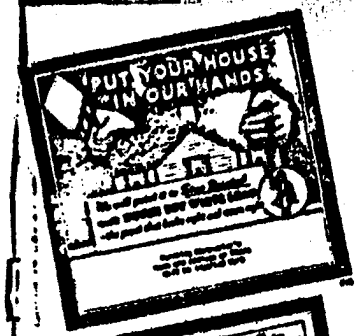
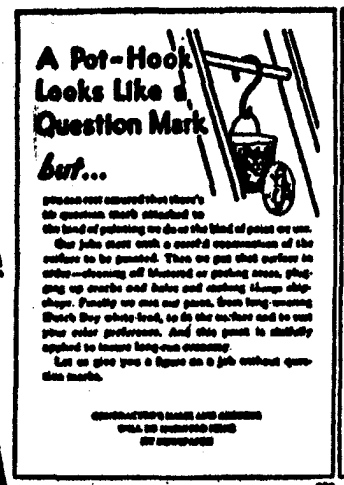
UTCH BOY LEADS THE WAY





MOVIE SLIDES

Here are two slides that will star you on the screen of your movie theatre—if your show runs advertising slides. Picture these slides in full color, and bearing your name and address, on the screen in the theatre—big as billboards and the faces of all eyes. Good advertising and economical. Order by number, using the blank on page 33.



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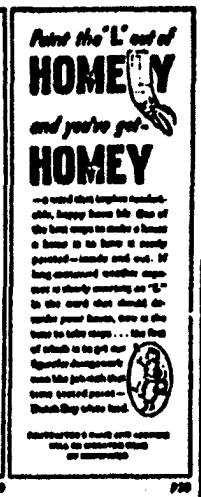

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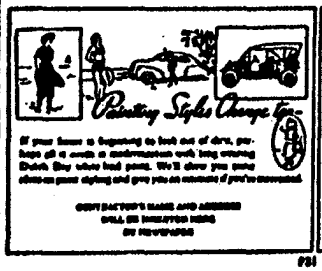
NEWSPAPER ADVERTISEMENTS

These newspaper "ads" tell readers of your local paper what you do, who you are and where to reach you. They are designed to produce prompt sales as well as develop future customers. The "ads" come to you ready to run after the newspaper has set your name and address as indicated. Four sizes available. Order by number, using the form on page 33.



P31



P32



WET PAINT SIGN

No job is complete until it bears one or more wet paint signs—to warn that the paint's wet; to tell it's Dutch Boy; and to say you did the job. If you want some of these attractive, imprinted cards, use the order blank on page 33.

TO BETTER PROFITS $$

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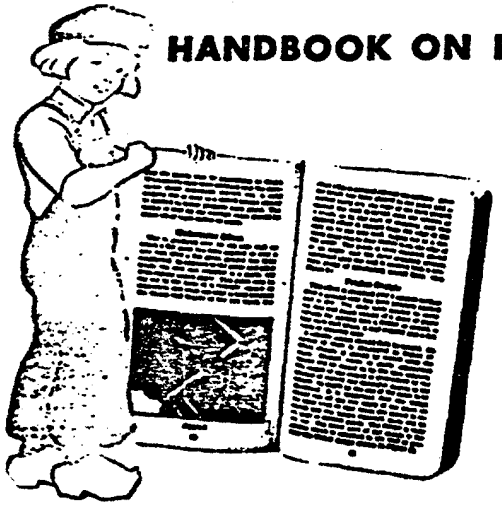

HANDBOOK ON PAINTING

This is the book even the experts read for authoritative painting information. If you don't know all that you want to know about paint and painting, you'll want this Handbook. You'll find it useful time and time again for the sane, sound and practical information it contains on all phases of painting—exterior and interior; wood, plaster, concrete, brick and metal; decorative ideas; solutions to paint problems; etc. Well illustrated. Completely indexed. Check the order blank on page 23.

PAINTER'S COLOR PACK



This pack of 2" x 4" color samples will help settle the often troublesome problems of "what colors to select" and "will they look well together." The chips are held together with a corner rivet, allowing you to assemble related body, trim and sash colors and preventing you from losing chips just when you need them most. The pack, viewed from one side, shows 25 popular gloss outside colors and, turned over, shows 19 stylish interior tints. Extra sheets give complete color-mixing information. If your old pack is dog-eared, order a new one, on the order blank on page 23.

DUTCH BOY LEADS THE WAY

NLI 113384

STYLING with PAINT leads to MORE JOBS

One of the oldest appeals in selling merchandise becomes the newest approach in selling paint jobs—Styling with Paint. No longer need you depend entirely on the hard-working twins—paint-for-protection and paint-for-appearance. Now you've got what others have had for years—an opportunity to cash in on the style-consciousness of practically every home owner in your locality. Up-to-the-minute facts on the latest trends in painting exteriors and interiors have been collected and made available to the trade. This information is based on reports of personal canvasses all over the country. The following pages illustrate what is meant by "styling with paint." Study the pictures of houses well painted but not styled and compare them, detail by detail, with their paint-styled twins. Study the interior colors and color schemes on page 14. Then suggest these colors and color schemes when you talk painting with home owners and their families. You'll find that "styling with paint" adds an extra impulse to their buying urge just as it strengthens your own confidence in your selling ability.



DUTCH BOY LEADS THE WAY

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NLI 113385

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1.

A small house with good lines. Decorative treatment is harmonious and consists of good colors. The attractive lines are subordinated, however, by scattering the color interest—the trees being split up among green, white and gray, with the chimney another color.

2.

This is a fairly common color scheme. Clapboard house body in a second [illegible] throughout, while the porch and [illegible]

In this STYLED color scheme note how the shape of the house is emphasized, mainly by the placement of the colors. Trim and trees are painted in one, along with the chimneys. Doors, shutters and roof are another unit. Also, light paint makes the house seem larger.

2.

In this STYLED color scheme the [illegible] gables and roof in another. All the [illegible] same color. The upper shutters offer [illegible]

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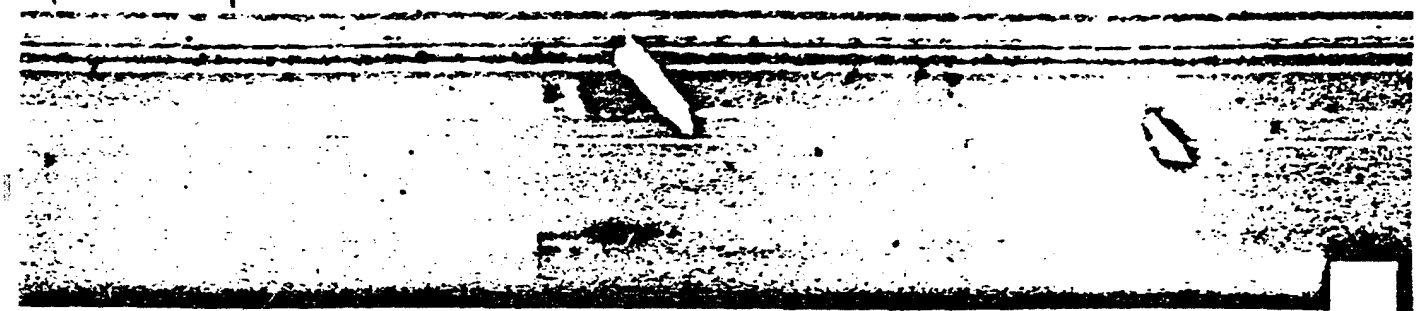

1.



A small house with good lines. Decorative treatment is harmonious and consists of good colors. The attractive lines are subordinated, however, by scattering the color interest—the trim being split up among green, white and gray, with the chimney another color.

2.



This is a fairly common color scheme—shingled upper body and gables in the same color. Clapboard lower body in a second color. Sash and window frames are the same color throughout, while the porch and body trim are another unit in a still different color.

In this STYLED color scheme note how the shape of the house is emphasized, mainly by the placement of the colors. Sash and trim are painted as one, along with the chimney. Door, shutters and roof are another unit. Also, light paint makes the house seem larger.

2.



In this STYLED color scheme the upper and lower body are done in one color and the gables and roof in another. All the sash and trim are treated as a unit and therefore put in one color. The upper shutters offer contrast to, instead of matching, the upper body color.

4.



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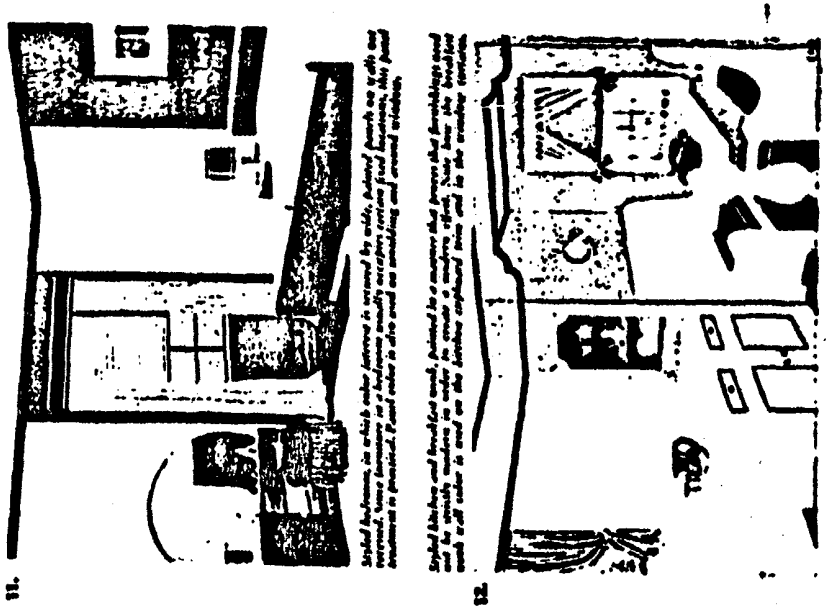

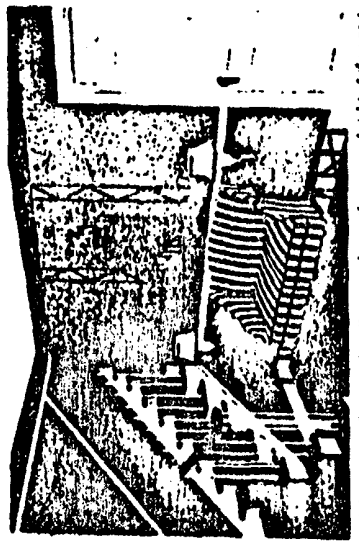

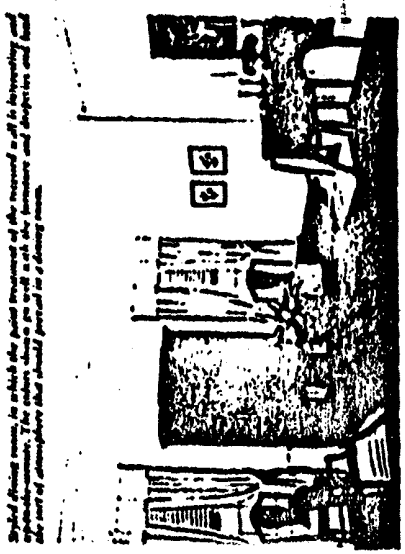

BETTER MANAGEMENT leads to SURER PROFITS

Study a successful painting business and you'll find that good business methods play just as important a part in assuring success as do good painting practices. Indeed, there are many prosperous painting contractors who were good managers and good business men long before they entered the painting field. The first rule in good management is to adopt a good bookkeeping system. Without one, it is impossible to know where the business stands or where it is headed. An efficient bookkeeping outfit provides the figures on which estimates are based, besides showing daily, if desired, the cash position, value of inventory, overhead costs, etc. An accounting system that truthfully shows the condition of one's business is a prime asset in times like these in which tax returns of various kinds must be backed up with provable data.

Other aids to surer profits through better management are properly designed estimating forms, job record envelopes, daily and weekly time reports, contracts and employees' record cards. Dutch Boy has developed, expressly for painters' use, all these aids to surer profits. These forms, cards, blanks, etc., are not advertising literature, they are *business helps;* hence are sold to painters at just about their cost price. If you are desirous of putting your business on a more profitable basis, study the forms on the next few pages and notice how each fills a specific need. When you order, use the blank on page 23.



DUTCH BOY LEADS THE WAY

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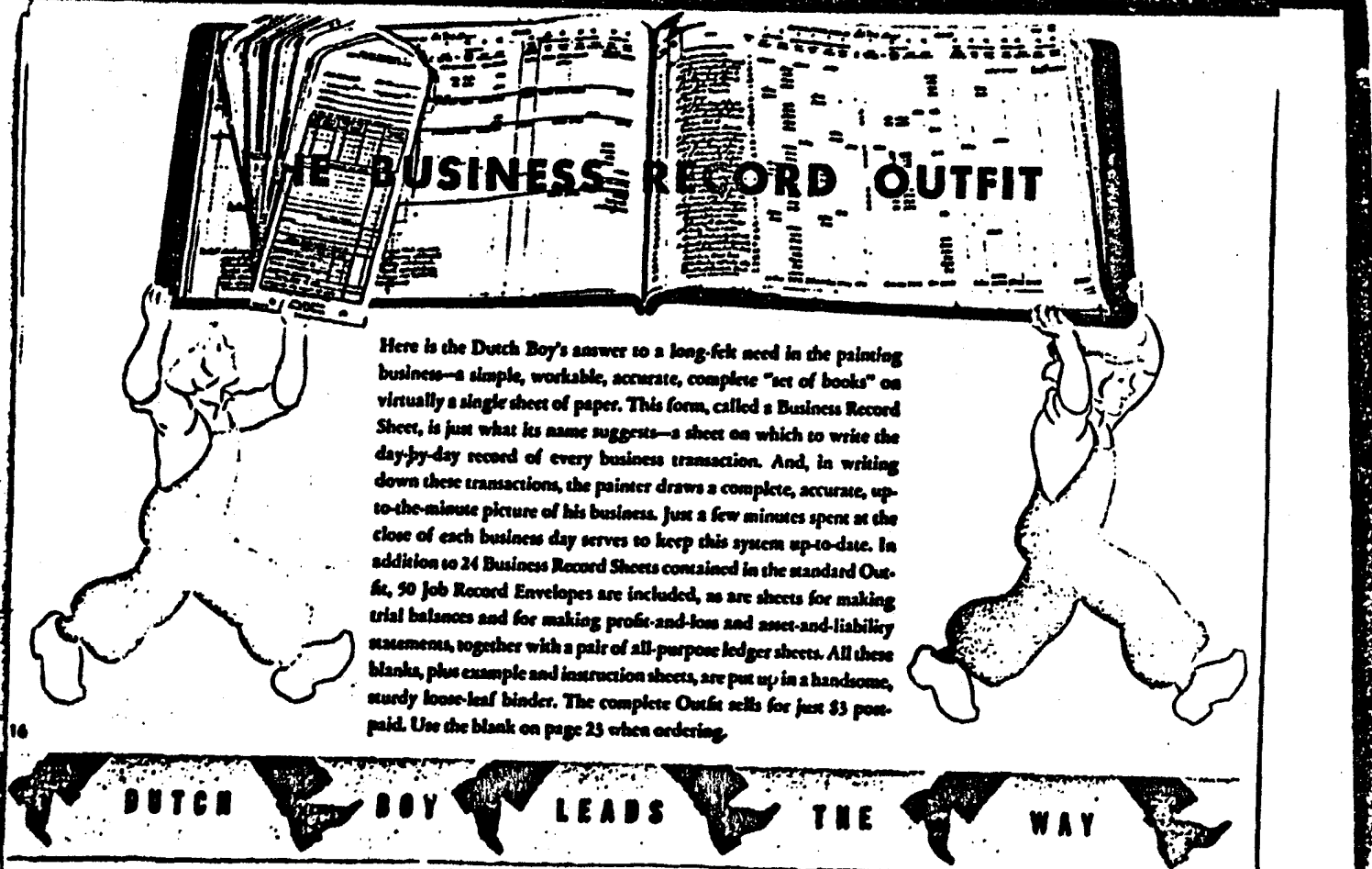

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JOB RECORD ENVELOPE



Many contractors claim that this is the most useful form they have ever used, and the fact that thousands of painters have used millions of these envelopes would seem to prove the claim. The Job Record Envelope carries on its face space in which to write details concerning the estimate submitted, costs of materials and labor, overhead, profit or loss on the job. The back of the envelope is filled out to show materials sent to the job, amount used and amount returned; also the details concerning labor costs and extra expenses. All papers for the job are filed in the envelope. Price of envelopes, 60 cents per 100, postpaid. Order blank on page 23.

EMPLOYEE'S WAGE RECORD CARD



This 5 x 8 card is designed to make extremely easy the recording of each workman's employment history — when hired, time worked, amounts and dates of wages paid, deductions for social security taxes, etc. Using these cards is the simplest way we know of to keep a record of the data a contractor must be able to produce when questioned about various tax returns. Price of cards, 2 cents each, postpaid. Order blank on page 23.

TO BETTER PROFITS $$

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DAILY TIME CARD

Since labor is usually the largest item in the cost of a job, it is imperative that a contractor keep very close tab on the time spent on each job. This card is designed to simplify the recording of work hours each day so the contractor. Every workman should fill out a card every day so, at the end of the week, it will be an easy matter for the contractor to make up the payroll, as well as to charge each job with its proportionate labor cost. Price of cards, 40 cents per 100, postpaid. Order form on page 23.

WEEKLY TIME REPORT

This sheet provides a place to gather information that may be carried on individual time cards. It not only is a big help in dividing up labor costs and in making up payrolls but it also serves as a record of salary deductions made for social security purposes. When the workmen signs the report, he automatically acknowledges receipt of his week's wages, less the required deductions. Price of reports, 35 cents per pad of 50 sheets, postpaid. Order blank on page 23.

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FORGET-NOT ESTIMATING FORM

This sheet deserves its name because it makes it virtually impossible to overlook any item which, if forgotten in making an estimate, might turn a profit into a loss. One side of the sheet is ruled and headed for exterior work; the other side is intended for estimating interior jobs. The form is intended for the contractor's own use; hence is not given to the customer. Price of forms, 50 cents per pad of 100 sheets, postpaid. Order blank on page 23.

CHECK LIST-CONTRACT

Here is a two-purpose blank that helps to sell jobs as well as to get the money for them when due. It sells because it enables the painter to list all the details of a job, either interior or exterior, on which his price is based. It gets the money because it carries a form of contract which, when signed by the contractor and the home owner, becomes binding on both parties. The blanks are made in duplicate—one copy for the owner, one for the contractor. Price of blanks, 50 cents per pad of 50 duplicate sets, postpaid. Order form on page 23.

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BETTER MATERIALS LEAD TO BETTER JOBS

There is no profit, much less any satisfaction, in buying and using "cheap" materials. Not only do "cheap" goods cost more to apply, as a rule, but they usually cover less surface and often make it necessary to do jobs over. Where cost of application cuts so much figure in job costs, it is sound economy to choose the highest quality materials. *The Dutch Boy Painter trade-mark appears only on quality merchandise.* And, so far as the painting contractor is concerned, this famous mark of dependability identifies practically all of the materials he uses in doing his work—white-lead, linseed oil, drier, colors, Lead Mixing Oil, wall primer and quick-drying red-lead. These products are made for the painter, the man who makes his living by applying them. And because these materials are useful on nearly all jobs, wasteful "leftovers" are virtually eliminated. The contractor who realizes that better jobs lead to better profits is usually a "Dutch Boy Painter."

DUTCH BOY WHITE-LEAD

Dutch Boy has always offered painters four important features—high quality, real convenience, true economy and wide adaptability. But . . . the Dutch Boy white-lead *now in dealers' stocks is a bigger value* than ever. The modern Dutch Boy is whiter than ever; it has greater hiding power than ever; it has more body than ever. In short, the improved Dutch Boy white-lead makes better paint and better paint makes better jobs and better jobs earn better profits. Dutch Boy white-lead is available in both soft paste and heavy paste grinds. Both are sold in 100 lb., 50 lb., 25 lb. and 12½ lb. packages.



DUTCH BOY LINSEED OIL

Top-quality paint calls for a top-quality vehicle as well as for a top-quality pigment. In other words Dutch Boy linseed oil is the ideal mixing mate for Dutch Boy white-lead for gloss paint. This oil is made from choice flaxseed. It is carefully ground, pressed and filtered. It is well settled to free it from foots. It is aged six months before packaging. It is put up in sealed cans to insure its reaching the painter in as clean and pure a state as when it left the factory. Dutch Boy linseed oil is available in both raw and boiled types and is put up in 5 gallon and 1 gallon factory-sealed cans.



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DUTCH BOY LEAD MIXING OIL

Lead Mixing Oil is a specially prepared flatting vehicle for use with white-lead. It is used like linseed oil but for a different purpose. While linseed oil produces a gloss paint (for exterior woodwork, for example), Lead Mixing Oil produces a paint that dries to a velvety finish, ideal for use on interior plaster walls, wallboard, etc. This paint also is widely used in painting exterior stucco, brick, concrete and stone.

Priming coat paint for interior plaster or wallboard is mixed by adding 4 to 5 gallons of Lead Mixing Oil to 100 lbs. of white-lead. Paint for all other coats calls for 3 to 4 gallons of Lead Mixing Oil to the hundred of lead. Dutch Boy Lead Mixing Oil is put up in one-gallon and five-gallon sealed containers.

DUTCH BOY WALL PRIMER

This modern first-coater for plaster walls is actually a sealer and a paint coat combined. It not only seals fine cracks and stops suction effectively but it also enables the painter, when necessary, to do a satisfactory two-coat job with white-lead.

Dutch Boy wall primer is a paint made with a special long oil vehicle of varnish type. It has elasticity, adhesion and remarkable hiding qualities. It provides a perfect anchorage for all succeeding paint coats. It is ready for use just as it comes in the can. It can be tinted readily with Dutch Boy colors in oil. This first-coater brushes easily and has a normal spreading rate on smooth plaster of 800 square feet per gallon. Dutch Boy wall primer is sold in five-gallon kits, one-gallon pails and one-quart cans.

DUTCH BOY QUICK-DRYING RED-LEAD

The makers of Dutch Boy products introduced this red-lead to meet the needs of painters who require a metal paint that dries quickly. It contains only pure red-lead and a special synthetic resin vehicle. It is pure red-lead ready for the brush.

Dutch Boy quick-drying red-lead may be used both for priming coat and undercoat purposes. It dries for recoating in from four to six hours. It has excellent protective properties. It adheres tightly to metals, is elastic and resistant to water and abrasion. It may be either brushed or sprayed and is self-leveling. It dries to a smooth, even finish and will hold well any paint applied over it.

Dutch Boy quick-drying red-lead is put up in one-gallon pails and one-quart and one-pint cans.



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If you do not wish to tear this back cover, use another piece of paper when ordering any of the items listed below.

ORDER BLANK

The following features are designed to help you do better work and get more work to do. No charge is made for these items.

Hand Book on Painting	☐	Blotter-Mailer	☐
Color Pack	☐	Property Inspection Plan Folder	☐
Wet Paint Signs	☐	Movie Slides P15 ☐	P16 ☐
Easy Payment Plan Material	☐	Newspaper Ad Electros P29 ☐	P30 ☐
"Neighborhood" Mailing Folder	☐	P31 ☐	P32 ☐

Note: To help us to fill this order promptly and properly, please give us the following information:

Contracting Painter ☐ Journeyman Painter ☐ If neither statement use journeyman, write business here .....

Number of men usually employed ..... Brand of lead or paint used .....

Ship material to: Name .....

Street and Number .....

Town and State .....

Telephone Number ..... Date .....

Mail the above order to address on back cover of booklet

ORDER BLANK

The following features are classed as "Painters' Business Helps" and are sold at cost, on a cash-with-order basis. Send remittance in check, money order or postage stamps. No C.O.D. orders. All material shipped prepaid.

Quantity		*Price*	*Amount*
	Business Record Outfit (Simplified Bookkeeping)	$3.00 complete	$
	Check List—Contract Forms (Pads of 50 sets)	.50 per pad	
	Job Record Envelopes (Packs of 100)	.60 per pack	
	Ring Binder (For Job Record Envelopes)	.85 each	
	Forget-Not Estimating Forms (Pads of 100 Sheets)	.50 per pad	
	Daily Time Cards (Packs of 100)	.40 per pack	
	Weekly Time Reports (Pads of 500)	.35 per pad	

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for these items.

Hand Book on Painting	☐	Blower-Muller	☐
Color Pack	☐	Property Inspection Plan Folder	☐
Wet Paint Signs	☐	Movie Slides P15 ☐	P16 ☐
Easy Payment Plan Material	☐	Newspaper Ad Electros P29 ☐	P30 ☐
"Neighborhood" Mailing Folder	☐	P31 ☐	P32 ☐

Note: To help us to fill this order promptly and properly, please give us the following information:

Contracting Painter ☐ Journeyman Painter ☐ If neither contractor nor journeyman, write business here .....

Number of men usually employed ..... Brand of lead or paint used .....

Ship material to: Name .....

Street and Number .....

Town and State .....

Telephone Number ..... Date .....

Mail the above order to address on back cover of booklet

ORDER BLANK

The following features are classed as "Painters' Business Helps" and are sold at cost, on a cash-with-order basis. Send remittance in check, money order or postage stamps. No C.O.D. orders. All material shipped prepaid.

Quantity		*Price*	*Amount*
	Business Record Cards (Simplified Bookkeeping)	$3.00 complete	$
	Check List—Contract Forms (Pads of 50 sets)	.50 per pad	
	Job Record Envelopes (Packs of 100)	.60 per pack	
	Ring Binder (For Job Record Envelopes)	.85 each	
	Forget-Not Estimating Forms (Pads of 100 Sheets)	.50 per pad	
	Daily Time Cards (Packs of 100)	.60 per pack	
	Weekly Time Reports (Pads of 500)	.35 per pad	
	Employee's Wage Record Cards	.02 per card	

Total Amount Enclosed ..... $ .....

Ship material to: Name .....

Street and Number .....

Town and State ..... Date .....

☞ **Mail this order to: NATIONAL LEAD CO., Room 2020, 111 Broadway, New York, N. Y.**

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