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Dutch Boy

COOPERATIVE ADVERTISING 1947

00056

NLI 114212

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TAKE FULL OUT AND

Dutch Boy

COOPERATIVE ADVERTISING 1947

Every dealer handling the new Dutch Boy House Paint line is entitled to participate in our 50-50 Cooperative Advertising Plan. This means that for every dollar he spends for any of the cooperative methods described — newspaper, radio or direct-mail — we match it with another dollar. The limit for which we are obligated, however, is two per cent of the dealer's purchases of the new paint during the calendar year.

This offer gives each dealer a chance to link his store's own advertising with Dutch Boy's powerful, nation-wide ad campaign, and gain recognition as headquarters for good paint.

On cooperative newspaper advertising the dealer should furnish a reemigned bill and one copy of each advertisement as run. On cooperative radio commercials it is necessary for him to supply us only with a reemigned bill. In either case we will then refund to him 50% of the total bill, providing our share does not exceed the two per cent limit mentioned above.

Payment for the cooperative mailing folders operates under a somewhat different arrangement as explained under that particular feature.

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NLI 114213

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COOPERATIVE







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NLI 114214

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NEWSPAPER ADS











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NLI 114215

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

NEWSPAPER ADS



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NLI 114216

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

00056

NLI 114217

COOPERATIVE

The "Dutch Boy" is Stepping Out with his

New Blended Paint

In Colors or White...
It's Blended Just Right...
To Keep Your Home Bright

The "Dutch Boy" takes a step in the bright direction... with his new "Blended" way.

It's an entirely [illegible] of "Dutch Boy" House Paint ...in colors and whites.

Blended by the expert [illegible] of the "Dutch Boy," of exactly the right ingredients [illegible] cost of having beauty on your home.

Blended to Protect Bet[illegible] 3 Ways...

The new "Dutch Boy" Paint is blended [illegible] for one purpose. Each blend has a special job to [illegible] of White stays white. 2 – Blended Tints stay right. [illegible] Tints Colors stay bright. Each blend stands [illegible] various jobs to it stands out in beauty.

Decide today to ask us about the n[illegible] "Dutch Boy" Blended Paint.

1. Blended White — Stays White
2. Blended Ti[illegible] — Stay Bright
3. Blended [illegible] — Stay Bright

DEALER'S NAME
AND ADDRESS HERE

The "Dutch Boy" is Stepping Out with his

New Blended Paint

In Colors or White...
It's Blended Just Right...
To Keep Your Home Bright

[illegible] step in the bright direction" [illegible] "Blended" [illegible] of White stays white. 2 – Blended Tints stay right. [illegible] Tints Colors stay bright.

Decide today to ask us about the new "Dutch Boy" Blended Paint.

DEALER'S NAME
AND ADDRESS HERE

My New "Dutch Boy"

Blended Paint

In Colors or White, Blended Paint Stays Bright... We can, for [illegible] choice of [illegible] and [illegible] Blended Tints. Blending gives you [illegible] of White, clear [illegible] 1-Blended White stays white. 2-Tints Colors, [illegible] stay bright.

Decide today to ask us about the new "Dutch Boy" Blended Paint.

DEALER'S NAME
AND ADDRESS HERE

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PERATIVE

NEWSPAPERIADS



1. Blended White Stays White
2. Blended Tints Stay Right
3. Blended Trim Colors Stay Bright



The "Dutch Boy" Is Stepping Out with his

New Blended Paint

In Colors or White...
It's Blended Just Right...
To Keep Your Home Bright

The "Dutch Boy" takes a step in the bright direction . . . with "Blended" Paint.

In colors and white, it's blended of exactly the right ingredients to put a coat of lasting beauty on your home.

Blended to Protect Beauty 3 Ways

The new "Dutch Boy" Paint is blended for three purposes. Each blend has a special job. 1 – Blended White stays white. 2 – Blended Tints stay right. 3 – Blended Trim Colors stay bright.

Blends today to ask us about the new "Dutch Boy" Blended Paint.

DEALER'S NAME
AND ADDRESS HERE



My New "Dutch Boy"

Blended Paint

Here's a tonic for tired-looking homes . . . the new "Dutch Boy" *Blended Paint*.

It's an entirely new line . . . in colors or white.

It's blended by the "Dutch Boy's" matchless hand to keep your home lastingly lovely.

In Colors or White, Blended Paint Stays Bright

Not one, but *three* types of service are needed from house paint. Blending gives you three different kinds of paint, each compounded to do its own job better. 1 – White, that stays *white*. 2 – Tints, that stay *true*. 3 – Trim Colors, that stay *glossy and bright*. So, if your home is looking run-down – get Dr. "Dutch Boy's" blended paint prescription from us – and apply externally.

DEALER'S NAME
AND ADDRESS HERE



It's BLENDED as Carefully as a Doctor's Prescription...

My New "Dutch Boy" Blended Paint

Here's a tonic for tired-looking homes . . . the new "Dutch Boy" *Blended Paint*.

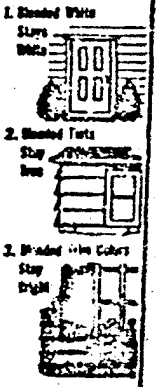
It's an entirely new line . . . in colors or white.

It's blended by the "Dutch Boy's" matchless hand to keep your home lastingly lovely.

In Colors or White, Blended Paint Stays Bright

Not one, but *three* types of service are needed from house paint. Blending gives you three different kinds of paint, each compounded to do its own job better. 1 – White, that stays *white*. 2 – Tints, that stay *true*. 3 – Trim Colors, that stay *glossy and bright*. So, if your home is looking run-down – get Dr. "Dutch Boy's" blended paint prescription from us – and apply externally.

DEALER'S NAME
AND ADDRESS HERE



1. Blended White Stays White
2. Blended Tints Stay True
3. Blended Trim Colors Stay Bright

00056

NLI 114218

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COOPERATIVE

It's New... It's Blended
It's the New Dutch Boy

BLENDED PAINT!

In Colors or White
It's Blended Just Right
To Stay Beauty-Bright

Here's the "Dutch Boy's" new "BLENDED" PAINT. It's an entirely new kind of "Dutch Boy" House Paint. In colors or white it's blended just right to stay beauty-bright. Blended of exactly the right ingredients to put a smile of sparkling beauty on the face of your home and keep it there.

3 Different Blends for 3 Different Jobs

Why is the new "Dutch Boy" Paint blended? Because three different types of service are required of house paint. And blending gives you three different types of paint, specially designed for maximum beauty life in each: 1—White, blended to stay white. 2—Tints, blended to stay right. 3—Trim colors, blended to stay bright. Try "Dutch Boy" Blended Paint today!

1. Blended White Stays White
2. Blended Tints Stay Right
3. Blended Trim Colors Stay Bright

DEALER'S NAME
AND ADDRESS HERE

It's New... It's Blended
It's the New "Dutch Boy"

BLENDED PAINT!

In Colors or White...
It's Blended Just Right...
To Stay Beauty-Bright

DEALER'S NAME

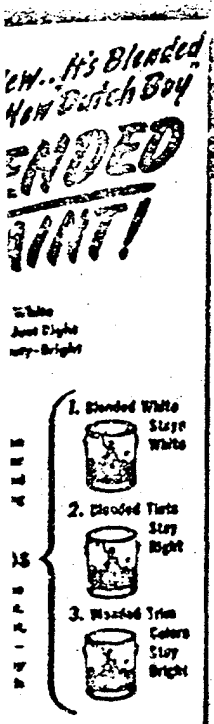
...Now meet my New
"DUTCH BOY"
BLENDED PAINT

DEALER'S NAME

00056

NLI 114219

RATIVE NEWSPAPER ADS









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NLI 114220

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NLI 114221

COOPERATIVE NEWSPA

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COOPERATIVE NEWSPAPER ADS







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NLI 114222

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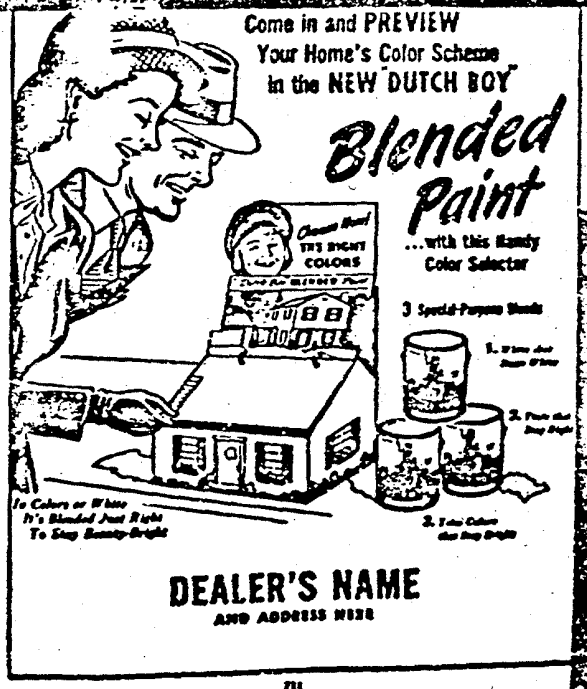
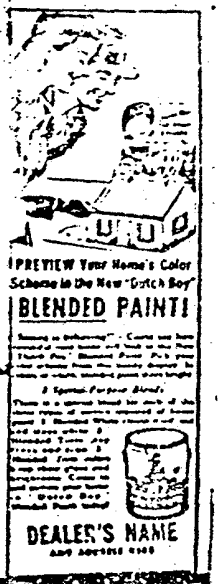
COOPERATIVE NEWSPAPER ADS







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COOPERATIVE NEWSPA

The New "Dutch Boy" Paint is BLENDED

DEALER'S NAME

Sweet Music for Home-Loving Ears

The New "Dutch Boy" Paint is Blended

In Colors or White It's Blended Just Right To Stay Sparkling Bright

3 Blends for 3-Way Beauty Protection

DEALER'S NAME AND ADDRESS HERE

The "Dutch Boy" Is Stepping Out with his New Blended

Blended to Protect Beauty 3 Ways . . .

DEALER'

NLI 114224

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COOPERATIVE NEWSPAPER ADS



The "Dutch Boy" is Stepping Out with his

NEW BLENDED PAINT!

DEALER'S NAME
AND ADDRESS HERE

...sic for Home-Loving Ears

...w "Dutch Boy" Paint is ...ended

In Colors or White It's Blended Just Right To Stay Sparkling Bright



...struction

DEALER'S NAME
AND ADDRESS HERE

732



The "Dutch Boy" Is Stepping Out with his

New Blended Paint

In Colors or White
It's Blended Just Right
To Stay Sparkling Bright

Blended to Protect Beauty 3 Ways . . .



DEALER'S NAME
AND ADDRESS HERE

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NLI 114225

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NLI 114226

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NLI 114227

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PLEASE FILL OUT AND RETURN BOTH FORMS

50-50 Dutch Boy BLENDED PAINT ADVERTISING

COOPERATIVE NEWSPAPER ADS

3" x 1 Col. AD NO.	3" x 1 Col. AD NO.	3" x 1 Col. AD NO.	3" x 1 Col. AD NO.	3" x 1 Col. AD NO.	3" x 1 Col. AD NO.	3" x 1 Col. AD NO.	3" x 1 Col. AD NO.
831	811	731	631	611	521	211	111
832	812	732	632	612	522	212	112
833	813	733	633	613	523	213	113
834	814	734	634	614	524	214	114
835	815	735	635	615	525	215	115
836	816	736	636	616	526	216	116

COOPERATIVE MAILING FOLDERS

	QUANTITY
1. Sweet Music for Home Loving Ears	
2. The Lid's Off	
3. Dutch Boy Is Stepping Out	

IMPRINT FOLDERS AS FOLLOWS

COOPERATIVE ADVERTISING AGREEMENT

Date

The undersigned dealer agrees to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but in no case in National Lead Company's obligation to exceed 2 per cent of the dealer's 1947 purchases of Dutch Boy Blended Paint.
2. Accepted credits for this advertising includes newspapers (any of the ads listed above for which we furnish mats), radio (any of the suggested ½ minute or 1 minute spot announcements) and direct mail (any of the three Blended Paint folders listed above).
3. Radio and newspaper advertising should be placed locally by the dealer, paid for by him and receipted bill, accompanied by tear sheets in case of newspaper advertising, mailed to National Lead Company for proper refund.
4. The actual cost of the direct mail folders to National Lead Company is 1½¢ each. This amount will be deducted from the undersigned's advertising allowance as National Lead Company's half of the cost. The dealer's share is the postage of 1½¢ each that he pays to mail out the folders.
5. It is understood that no allowances for 1947 advertising will be granted after December 31, 1947.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

NATIONAL LEAD COMPANY

By _____

Dealer's Signature

NAME OF DEALER _____ ST. ADDRESS _____

CITY _____ STATE _____ SALESMAN _____ BRANCH _____

00056

NLI 114228

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PLEASE FILL OUT AND RETURN BOTH FORMS

50-50 Dutch Boy BLENDED PAINT ADVERTISING

COOPERATIVE NEWSPAPER ADS

8" x 2 Cols. AD NO.	6" x 2 Col. AD NO.	5" x 2 Cols. AD NO.	4" x 2 Col. AD NO.	3" x 2 Col. AD NO.
831	811	731	671	611
832	812	732	622	612
833	813	733	623	613
834	814	734	624	614
835	815	735	625	615
836	836	736	626	616

COOPERATIVE MAILING FOLDERS

	QUANTITY
1. Sweet Music for Home Loving Ears	
2. The Lid's Off	
3. Dutch Boy Is Stepping Out	

IMPRINT FOLDERS AS FOLLOWS

COOPERATIVE ADVERTISING AGREEMENT

Date

The undersigned dealer agrees to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but in no case is National Lead Company's obligation to exceed 2 per cent of the dealer's 1947 purchases of Dutch Boy Blended Paint.
2. Accepted media for this advertising includes newspapers (any of the ads listed above for which we furnish mats), radio (any of the suggested ½ minute or 1 minute spot announcements) and direct mail (any of the three Blended Paint folders listed above).
3. Radio and newspaper advertising should be placed locally by the dealer, paid for by him and receipted bill, accompanied by tear sheets in case of newspaper advertising, mailed to National Lead Company for proper refund.
4. The actual cost of the direct mail folders to National Lead Company is 1½¢ each. This amount will be deducted from the undersigned's advertising allowance as National Lead Company's half of the cost. The dealer's share is the postage of 1½¢ each that he pays to mail out the folders.
5. It is understood that no allowances for 1947 advertising will be granted after December 31, 1947.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

NATIONAL LEAD COMPANY

Dealer's Signature

For _____

NAME OF DEALER _____ ST. ADDRESS _____

CITY _____ STATE _____ SALESMAN _____ BRANCH _____

PLEASE FILL OUT AND RETURN BOTH FORMS

50-50 Dutch Boy BLENDED PAINT ADVERTISING

COOPERATIVE NEWSPAPER ADS

8" x 2 Cols. AD NO.	6" x 2 Col. AD NO.	5" x 2 Cols. AD NO.	4" x 2 Col. AD NO.	3" x 2 Col. AD NO.
831	811	731	671	611
832	812	732	622	612
833	813	733	623	613
834	814	734	624	614
835	815	735	625	615
836	836	736	626	616

COOPERATIVE MAILING FOLDERS

	QUANTITY
1. Sweet Music for Home Loving Ears	
2. The Lid's Off	
3. Dutch Boy Is Stepping Out	

IMPRINT FOLDERS AS FOLLOWS

COOPERATIVE ADVERTISING AGREEMENT

Date

The undersigned dealer agrees to cooperate with the NATIONAL LEAD COMPANY in advertising Dutch Boy Blended Paint on the following basis:

1. National Lead Company will pay 50 per cent of the advertising cost, but in no case is National Lead Company's obligation to exceed 2 per cent of the dealer's 1947 purchases of Dutch Boy Blended Paint.
2. Accepted media for this advertising includes newspapers (any of the ads listed above for which we furnish mats), radio (any of the suggested ½ minute or 1 minute spot announcements) and direct mail (any of the three Blended Paint folders listed above).
3. Radio and newspaper advertising should be placed locally by the dealer, paid for by him and receipted bill, accompanied by tear sheets in case of newspaper advertising, mailed to National Lead Company for proper refund.
4. The actual cost of the direct mail folders to National Lead Company is 1½¢ each. This amount will be deducted from the undersigned's advertising allowance as National Lead Company's half of the cost. The dealer's share is the postage of 1½¢ each that he pays to mail out the folders.
5. It is understood that no allowances for 1947 advertising will be granted after December 31, 1947.

This agreement becomes effective immediately upon signing by the National Lead Company and the dealer.

Dealer's Signature

ST. ADDRESS

SALESMAN BRANCH

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NLI 114229

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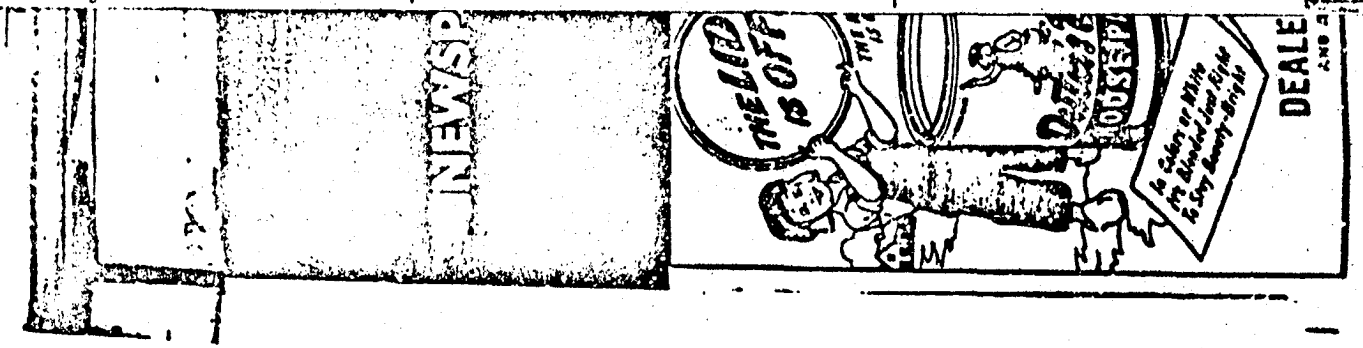
NLI 114230



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NEWSPAPER ADS



It's the New "Dutch Boy"

BLENDED PAINT

3 Different Blends for 3 Different Jobs ...

DEALER'S NAME

AND ADDRESS HERE



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NLI 114231

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COOPERATIVE NEWSPAPER ADS



...NOW MEET MY NEW
"DUTCH BOY"
BLENDED PAINT

DEALER'S NAME
AND ADDRESS HERE







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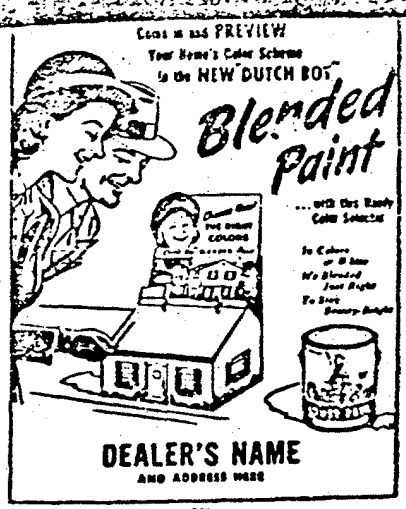
OPERATIVE NEWSPAPER ADS











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NLI 114232

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COOPERATIVE NEWSPAPER ADS

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CLASSIFIED P

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NLI 114233

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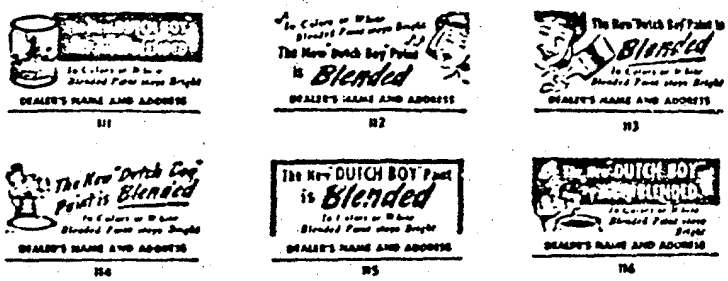
COOPERATIVE NEWSPAPER ADS

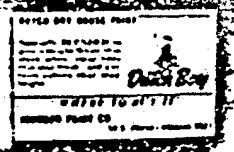








CLASSIFIED PHONE DIRECTORY LISTING



Another feature available to Dutch Boy House Paint dealers is a listing in his local classified telephone directory, as shown at the left. We pay all the cost, except for the dealer's name, street address, and phone number. This part of the listing he pays for, as is customary. If more than one dealer is listed, each pays for his own name.

We have signed a blanket contract with the Telephone Company for this type of advertising, and one of their representatives will call on each dealer about it.

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NLI 114234

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COOPERATIVE FOLDERS ON THE NEW

All of the cooperative
new line of blended paints,
vertising campaign, are stre
worded sales message on the
They are furnished to
and stamping. The actual co
cash. This total will be d
of the agreement. The dealer
when mailing them to his cust
The minimum quantity th
is no maximum limit except th

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NLI 114235

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

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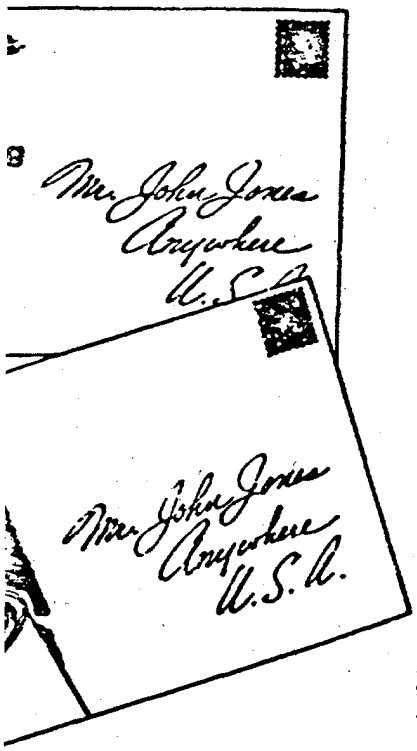
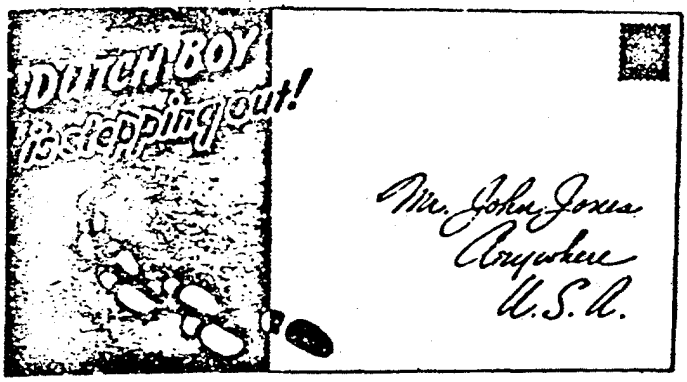
FOLDERS ON THE NEW BLENDED PAINT





All of the cooperative folders shown above are available to dealers handling the new line of blended paints. These folders, designed to tie in with our national advertising campaign, are attractively printed in two colors, each containing a carefully worded sales message on the new blended house paint.

They are furnished to the dealer with his imprint on the back, ready for addressing and stamping. The actual cost of the folders, which are not stamped, amounts to 1½ each. This total will be deducted from the dealer's advertising allowance as our half of the agreement. The dealer's share is the 1½ postage that he pays on each folder when mailing them to his customers.

The minimum quantity that can be ordered is 100 copies of any one folder. There is no maximum limit except the amount of the dealer's allowance.

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NLI 114236

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COOPERATIVE

(ONE MINUTE)



During these days of the housing shortage your home is a priceless possession which must be made to last. It goes without saying that paint — good paint — is your best assurance of complete protection. And the better the paint, the better the protection — so put your trust in Dutch Boy — a proven name in paint. The new Dutch Boy House Paint — available in both white and colors — is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the colorful tints are blended to remain fresh and true. Third — the gay trim colors are blended to stay glossy and bright. So whether you are one of the lucky ones with a home you love or whether you are just planning the home of your dreams you'll be smart to rely on the protection and beauty of the new Dutch Boy blended house paint. Available at _____, your local Dutch Boy dealer.

Homeowners, how many times have you wished for an Aladdin's lamp to help you do the impossible? Many times I'll bet, but no magic lamp is actually needed to accomplish miracles on the outside of your house. All that's really necessary is the new blended Dutch Boy House Paint. This latest addition to the Dutch Boy paint family will serve as the "genie" for your house. Just a few quick brushfuls will be enough to convince you of its magical possibilities. Just watch it hide the old dull, dingy surface quickly and effectively. This new Dutch Boy paint is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to remain looking fresh and true. Third -- the gay trim colors are blended to retain that glossy, bright appearance so necessary for decorative color. All of these Dutch Boy blends stand up in quality and stand out in appearance, so whenever you want to give your home that magic touch, perform the miracle with the new Dutch Boy blended paint. You can buy it at _____.

Have you ever given any thought to the people in the United States? Our great country is a BLEND of many nationalities. From every part of the world people have come to put their best into making this nation outstanding. In house paints, too, blend is an important factor - a factor in making an outstanding product. The new Dutch Boy paint is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to stay fresh and true, even under the most demanding exterior conditions. Third — the gay trim colors are blended to stay glossy and bright, a feature so necessary in decorative paints. Each blend stands pat when it goes on, and stays up after it's put on, so get the correct blended house paint at _____, your local Dutch Boy dealer.

Have you ever watched a sailboat glide with effortless ease across the surface of a lake? In much the same manner, the new Dutch Boy blended paint glides across the outer surface of your home, giving it that clean, crisp finish of which you can be justifiably proud. Besides improving the appearance of your home, the new Dutch Boy blended house paint provides long-lasting protection against the elements. Many years of experience and research have gone into this new Dutch Boy blended paint — a paint of three special blends for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to remain glossy and bright. Each of these new Dutch Boy blends represent the ultimate in paint formulation. They can be purchased at _____, your local Dutch Boy dealer.

RADIO

Homeowners! Do you a
ly, making careful decisio
resh purchases? If so, y
sk yourself two questions
any paint. First — is it
reliable brand? Second —
your home year-after-year
tection? After carefully
nswers to these two quest
that the one bit of Scotch
till insist that you accept
best — Dutch Boy blended
This newest addition to th
paint family is blended th
three-way lasting beauty.
three special blends is th
white — a self cleaning
blended to stay white. Th
white. Second — the spar
blended to remain fresh an
after long exposure to the
Third — the gay trim colo
to retain that glossy, bri
so necessary for decorativ
of these blends stand up i
stand out in appearance,
you plan to paint, step in
_____ and
blended Dutch Boy. You'll

Each year, when cold
around, people feel the ne
to protect themselves from
blasts. They wear this co
warm days of spring appear,
away until the next winter.
house needs more than seas
It needs an "overcoat" just
hot summer months as it do
cold, frost-bitten days of
new Dutch Boy blended paint
home this year-round protec
save it from the elements
July as it does in December
this new Dutch Boy blended
your home in a cloak of be
that will stay fresh and t
life of the paint. This ne
paint is blended for three
each blend having a special
a blended white that stays
blended tints that stay ri
blended trims that stay bri
Each blend stands pat when
stands up after it's put on
the new Dutch Boy blended p

in today!

00056

NLI 114237

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COOPERATIVE

(ONE MINUTE)

Homeowners, how many times have you wished for an Aladdin's lamp to help you do the impossible? Many times I'll bet, but no magic lamp is actually needed to accomplish miracles on the outside of your home. All that's really necessary is the new blended Dutch Boy House Paint. This latest addition to the Dutch Boy paint family will serve as the "genie" for your house. Just a few quick brushfuls will be enough to convince you of its magical possibilities. Just watch it hide the old dull, dingy surface quickly and effectively. This new Dutch Boy paint is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to remain looking fresh and true. Third -- the gay trim colors are blended to retain that glossy, bright appearance so necessary for decorative color. All of these Dutch Boy blends stand up in quality and stand out in appearance, so whenever you want to give your home that magic touch, perform the miracle with the new Dutch Boy blended paint. You can buy it at _____ _____.

Have you ever watched a sailboat glide with effortless ease across the surface of a lake? In much the same manner, the new Dutch Boy blended paint glides across the outer surface of your home, giving it that clean, crisp finish of which you can be justifiably proud. Besides improving the appearance of your home, the new Dutch Boy blended house paint provides longer lasting protection against the elements. Many years of experience and research have gone into this new Dutch Boy blended paint — a paint of three special blends for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to remain glossy and bright. Each of these new Dutch Boy blends represent the ultimate in paint formulation. They can be purchased at _____ _____, your local Dutch Boy dealer.

RADIO COMMERCIALS

(ONE MINUTE)

Homeowners! Do you always shop wisely, making careful decisions instead of rash purchases? If so, you'll want to ask yourself two questions before buying any paint. First -- is it a well-known, reliable brand? Second — will it offer your home year-after-year continued protection? After carefully considering the answers to these two questions, we're sure that the wee bit of Scotch in your blood will insist that you economize with the best — Dutch Boy blended house paint. This newest addition to the Dutch Boy's paint family is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to remain fresh and true, even after long exposure to the elements. Third — the gay trim colors are blended to retain that glossy, bright appearance so necessary for decorative colors. All of these blends stand up in quality and stand out in appearance, so whenever you plan to paint, step in at _____ _____ and get the new blended Dutch Boy. You'll find it pays.

Each year, when cold weather rolls around, people feel the need of an overcoat to protect themselves from chilly seasonal blasts. They wear this coat until the warm days of spring appear, when it's put away until the next winter. However, your house needs more than seasonal protection. It needs an "overcoat" just as much in the hot summer months as it does during the cold, frost-bitten days of winter. The new Dutch Boy blended paint will give your home this year-round protection -- will save it from the elements just as well in July as it does in December. In addition, this new Dutch Boy blended paint will wrap your house in a cloak of beauty — beauty that will stay fresh and true for the entire life of the paint. This newest Dutch Boy paint is blended for three purposes with each blend having a special job. First — a blended white that stays white. Second — blended tints that stay right. Third — blended trims that stay bright and true. Each blend stands out when it goes on, and stands up after it's put on. You can get the new Dutch Boy blended paint at _____. Step in today!

What makes America great? Is it her high industrial empire, developed by such men as Henry Ford and Andrew Carnegie? Is it the extensive farm and cattle lands of our mid and southwest? — or the vast transportation system which stretches across our land? — or is it the timber, oil, coal and other natural resources which we possess? Economists say that none of these alone is the answer to America's greatness. They say the real reason is a combination -- a blend of all these things. It is "blend", too, that distinguishes the new Dutch Boy House Paint — a blend of carefully selected paint pigments that are the best available to the paint industry. This newest Dutch Boy creation has been blended by the skillful hands of craftsmen with many years of experience in keeping American homes young and beautiful. The new Dutch Boy House Paint is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Truly a whiter white. Second — the sparkling tints are blended to stay fresh and true, even under demanding weather conditions. Third — the gay trim colors are blended to stay glossy and bright — a feature so necessary in decorative paints. Step in at _____ and get a can of the new Dutch Boy House Paint, the blended paint!

Homeowners! Here's a chance for you to attend a preview. Not exactly the Hollywood type, but one in which you should have a much more personal interest. For this preview, just go to _____ on _____ St. Here you can see, with the help of the Dutch Boy Color Selector, just how your house will look in a new, attractive color scheme. This new Dutch Boy Selector will show you ultra smart combinations of brilliant white, lovely tints and bright trim and trim colors. And all of these colors are available in the new Dutch Boy House Paint — a paint blended three ways for three-way lasting beauty. First of the three special blends is the dazzling white — a self cleaning white that is blended to stay white. Truly a whiter white. Second — the colorful tints are blended to stay fresh and true. Third — the gay trim colors are blended to stay glossy and bright. Therefore, no matter what color combination you select, you're sure to be right with the new Blended Dutch Boy House Paint. Step in and let the Dutch Boy display stand help you with color planning. The address again is _____.

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NLI 114238

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COOPERATIVE RADIO COMMERCIALS

(ONE MINUTE)

What does home ownership mean? To some it's merely a roof over their heads. Most people, however, have a "pride of ownership" concerning their house which means not only possessing that house, but keeping it bright and shining. If you are this type of homeowner, pick the new Dutch Boy blended paint to help make your house a home — to keep it looking like your pride and joy. This new Dutch Boy paint not only provides your home with a coat of protective armor, but also wraps it in a cloak of sparkling beauty that will last and last. More than 30 years of weather-testing all types of house paint stand back of this new Dutch Boy House Paint — a paint that is blended three ways for three-way lasting beauty. First of these three special blends is the dazzling white that is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to retain their glossy, bright look. If you have real "pride of ownership" in your home, give it a lift with the new Dutch Boy blended house paint — paint made by a manufacturer whose name has stood for the best in paint products for many years. Get a can of the newest in blended paints at _____, your local Dutch Boy dealer.

Folks, what is there about your favorite tobacco, tea or coffee that you especially enjoy. Nine out of ten users will say it's the blend that keeps them loyal to a particular brand. And now, homeowners can have blended house paint — in a brand that has earned their loyalty. The Dutch Boy, long a pioneer of superior paint products, now takes another step forward with his new blended paint. This entirely new line of house paint, in colors and white, is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh and true. Third — the gay trim colors are blended to stay glossy and bright. Remember, in paint, as in tobacco, [illegible] is to blend. Now is the time to give your home a new shining overcoat that will beautify and protect it at the same time. Get the new Dutch Boy BLENDED paint at _____, your local Dutch Boy dealer.

Have you ever watched a group of runners in a long distance race? Even the uninitiated can distinguish a champion from an also ran after a short time. The also ran may start the race at a good fast pace, but he always fades out of the picture long before the finish line is reached. When it comes to house paint you can pick a champion, too. Dutch Boy — a name that has stood for the best in house paint for many years — will be in there "plugging along" when inferior brands have faded from the surface of your home. Dutch Boy's newest product, the new blended house paint, has been created by the same skillful hands that have made the name "Dutch Boy" a recognized leader in the painting industry for many years. This Dutch Boy paint is blended three ways for three-way lasting beauty — each blend having a specific job to do. First — the self cleaning white is blended to stay white. Second — the tints are blended to stay fresh and true. Third — the trims are blended to stay glossy and bright. Each blend stands out when it goes on, stands up after it's put on. You can count on Dutch Boy's newest champion — the three-way blended house paint — to hold its gloss when inferior paints have faded away. Get some at _____, your local Dutch Boy dealer.

Homeowners! Are you planning to paint your home? Then don't fail to seriously consider the answers to two important questions before buying any paint. First — what is the reputation of the maker? Second — can I depend on it to give long lasting beauty to my home? Careful investigation will tell you that the new Dutch Boy House Paint is your best answer to both questions. Blended three ways for three-way lasting beauty, the new Dutch Boy paint is designed to do a better job on your home. First — the dazzling white is blended to give you a self cleaning white that stays white. Truly a whiter white. Second — the colorful tints are blended to stay fresh and true, even after long exposure to the elements. Third — the gay trim colors are blended to stay glossy and bright, an appearance so necessary for decorative colors. Each blend is Dutch Boy right, so to save money in the future, use first quality Dutch Boy blended paint now. You can get it at _____, your local Dutch Boy dealer.

COOPERATI

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_____, your
Dutch Boy dealer.

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ADIO COMMERCIALS

ONE MINUTE)

Have you ever watched a group of runners in a long distance race? Even the uninitiated can distinguish a champion from an also ran after a short time. The also ran may start the race at a good fast pace, but he always fades out of the picture long before the finish line is reached. When it comes to house paint you can pick a champion, too. Dutch Boy — a name that has stood for the best in house paint for many years — will be in there "plugging along" when inferior brands have faded from the surface of your home. Dutch Boy's newest product, the new blended house paint, has been created by the same skillful hands that have made the name "Dutch Boy" a recognized leader in the painting industry for many years. This Dutch Boy paint is blended three ways for three-way lasting beauty — each blend having a specific job to do. First — the self cleaning white is blended to stay white. Second — the tints are blended to stay fresh and true. Third — the trims are blended to stay glossy and bright. Each blend stands pat when it goes on, stands up after it's put on. You can count on Dutch Boy's newest champion — the three-way blended house paint — to hold its gloss when inferior paints have faded away. Get home at _____, your local Dutch Boy dealer.

Homeowners! Are you planning to paint your home? Then don't fail to seriously consider the answers to two important questions before buying any paint. First — what is the reputation of the maker? Second — can I depend on it to give long lasting beauty to my home? Careful investigation will tell you that the new Dutch Boy House Paint is your best answer to both questions. Blended three ways for three-way lasting beauty, the new Dutch Boy paint is designed to do a better job on your home. First — the dazzling white is blended to give you a self cleaning white that stays white. Truly a whiter white. Second — the colorful tints are blended to stay fresh and true, even after long exposure to the elements. Third — the gay trim colors are blended to stay glossy and bright, an appearance so necessary for decorative colors. Each blend is Dutch Boy right, so to save money in the future, use first quality Dutch Boy blended paint now. You can get it at _____, your local Dutch Boy dealer.

COOPERATIVE RADIO COMMERCIALS

(HALF MINUTE)

Do you plan to paint your home? Then never fail to ask yourself two questions before buying the paint. First — what's the reputation of the maker? Second — can I depend on it to give long lasting beauty to my home? You'll find the new Dutch Boy House Paint is your best answer to both questions. This newest addition to the Dutch Boy family merits the high stamp of Dutch Boy quality since it is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trims stay bright. Available at _____.

During these days of the housing shortage, your home is a priceless possession which must last. It goes without saying that good paint is your best assurance of complete protection, and the better the paint, the better the protection. Therefore, put your trust in Dutch Boy, good paints other same. The newest addition to the Dutch Boy family — the new house paint — is blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the colorful tints are blended to stay fresh and true. Third — the gay trim colors are blended to remain glossy and bright. Make your home last with the newest in blended paints — available at _____, your local Dutch Boy dealer.

Some homeowners are content to merely have a roof over their heads. Most, however, have a "pride of ownership" which demands that they keep their home bright and shining. If you are this latter type of homeowner, the new Dutch Boy House Paint will help you keep your home looking like your pride and joy. This newest addition to the Dutch Boy family is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trims stay bright. So, for showing real "pride of ownership", use the new blended Dutch Boy House Paint — available at _____, your local Dutch Boy dealer.

Most smokers like a particular brand of tobacco because it's blended just right. And now smart homeowners can have house paint that's blended just right — in a brand that has really earned their loyalty. The Dutch Boy, long a producer of superior paint products, now offers his new house paint — blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to stay fresh. Third — the gay trim colors are blended to stay bright. Remember, in paint, as in tobacco, the trend is to blend. Get the new Dutch Boy blended paint at _____, your local Dutch Boy dealer.

What makes America great? Is it her huge industrial empire, the vast transportation system stretching across our land, or is it the great abundance of natural resources we possess? Economists say the real reason for America's greatness is a blend of many things. It is "blend" too, that distinguishes the new Dutch Boy House Paint — a "blend" of the best pigments available to the painting industry. This newest Dutch Boy product is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the sparkling tints remain fresh. Third — the colorful trims stay bright. Step in and get a can of this truly great blended paint at _____, your local Dutch Boy dealer.

Have you ever watched runners in a long distance race? It doesn't take long to tell a champion from an also ran. The also ran may start well but soon fades out. When it comes to house paint you can pick a champion too. Dutch Boy, a name that has stood for the best in paint products for many years, will stick to the job when inferior paints have faded away. And this new Dutch Boy paint is blended, blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints stay fresh. Third — the gay trim colors stay bright. Each blend is a champion, made by Dutch Boy, the champion of champions. Get some at _____, your local Dutch Boy dealer.

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COOPERATIVE RADIO COMMERCIALS

(HALF MINUTE)

Here's a chance for you to attend a preview. Not exactly the Hollywood type but one in which you have a much more personal interest. You, at _____ on _____ St., you can preview the way your house will look in a new color scheme. Here you can use the Dutch Boy Color Selector to show you smart combinations of brilliant white, lovely tints, bright sash and trim colors. And they're all colors available in the new Dutch Boy blended paint — paint blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints stay fresh. Third — the gay trims stay bright. Step in and let the Dutch Boy Color Selector help you with color visuals. The address again is _____.

Homeowners, how many times have you wished for an Aladdin's lamp to help you do the impossible? Many times I'll bet, but actually no magic lamp is necessary to accomplish miracles on your house. All you need is the new Dutch Boy House Paint. This newest addition to the Dutch Boy family is blended three ways for three-way lasting beauty. First of these special blends is the dazzling white that is blended to stay white. Second — the sparkling tints are blended to remain fresh and true. Third — the gay trim colors are blended to stay glossy and bright. When you decide to give your house the magic touch, make sure it's done with the new Dutch Boy blended paints — available at _____.

In winter when it's cold people wear an overcoat to protect themselves from chilly seasonal blasts. However, your home needs an "overcoat" just as much in the summer as it does during the frost-bitten days of winter. Dutch Boy blended house paint, newest member of the famous Dutch Boy family, will not only give your home this year-round protection but it is blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh. Third — the gay trim colors are blended to stay bright. All three blends are "right" so get the colors you want at _____, your local Dutch Boy dealer.

This great country is a BLEND of many nationalities. From every part of the world people come to put their best into making this nation truly great. In the same way, house paint can be truly great when it's blended from the best pigments known to the paint industry — blended with the same painstaking exactness that characterizes the new Dutch Boy House Paint. This newest addition to the Dutch Boy family is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trims stay bright. Each blend stands out when put on, and stands up after it's on. Get some at _____, your local Dutch Boy dealer.

Have you ever watched a sailboat glide effortlessly across a lake? In much the same manner, the new Dutch Boy blended paint glides across your home — giving it a clean, crisp finish you can be justifiably proud of. This newest addition to the Dutch Boy family is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh and true. Third — the colorful trim colors are blended to stay bright. Each of these new Dutch Boy blends represents the ultimate in paint formulation. Buy them at _____, your local Dutch Boy dealer.

Are you a careful shopper? If so, ask yourself two questions before buying any can of house paint. Is it a reliable brand, and will it offer your home lasting protection from the elements? After considering the answers, your instinct will tell you to economize with the best — Dutch Boy House Paint — a paint that's blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh. Third — the colorful trims are blended to stay bright. All blends are "tip-top" Dutch Boy quality, so get this newest in blended paints at _____.

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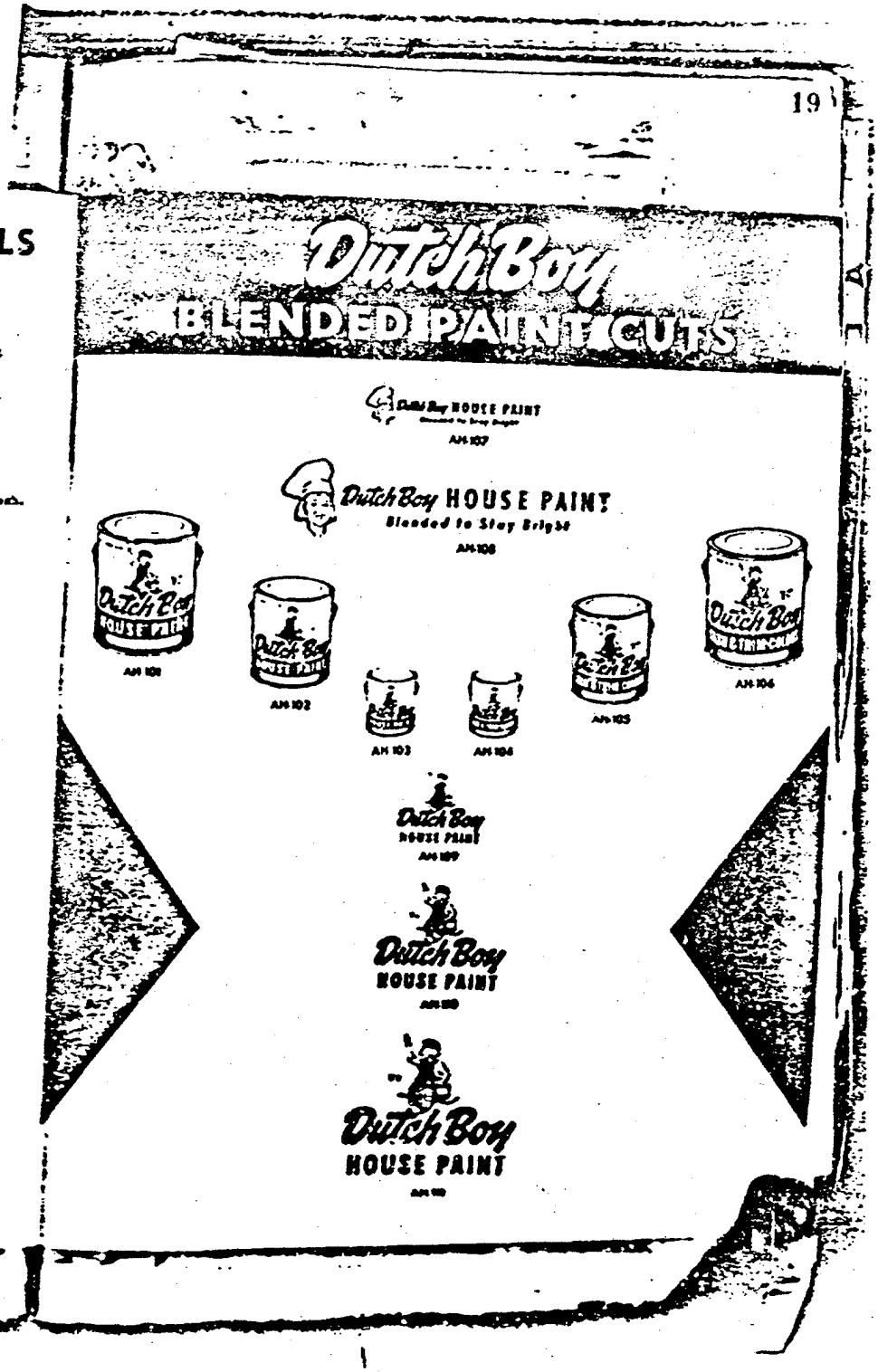
ADIO COMMERCIALS

HALF MINUTE

This great country is a BLEND of many nationalities. From every part of the world people come to put their best into making this nation truly great. In the same way, house paint can be truly great when it's blended from the best pigments known to the paint industry — blended with the same painstaking exactness that characterizes the new Dutch Boy House Paint. This newest addition to the Dutch Boy family is blended three ways for three-way beauty. First — the dazzling white stays white. Second — the colorful tints remain fresh. Third — the gay trim stay bright. Each blend stands out when put on, and stands up after it's on. Get some at _____, your local Dutch Boy dealer.

Have you ever watched a sailboat glide effortlessly across a lake? In much the same manner, the new Dutch Boy Blended paint glides across your home — giving it a clean, crisp finish you can be justifiably proud of. This newest addition to the Dutch Boy family is blended three ways for three-way lasting beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh and true. Third — the colorful trim colors are blended to stay bright. Each of these new Dutch Boy Blends represents the ultimate in paint formulation. Buy them at _____, your local Dutch Boy dealer.

Are you a careful shopper? If so, ask yourself two questions before buying any one of house paint. Is it a reliable brand, and will it offer your home lasting protection from the elements? After considering the answers, your instinct will tell you to economize with the best — Dutch Boy House Paint — a paint that's blended three ways for three-way beauty. First — the dazzling white is blended to stay white. Second — the sparkling tints are blended to remain fresh. Third — the colorful trims are blended to stay bright. All blends are "tip-top" Dutch Boy quality, so get this newest in blended paints at _____.



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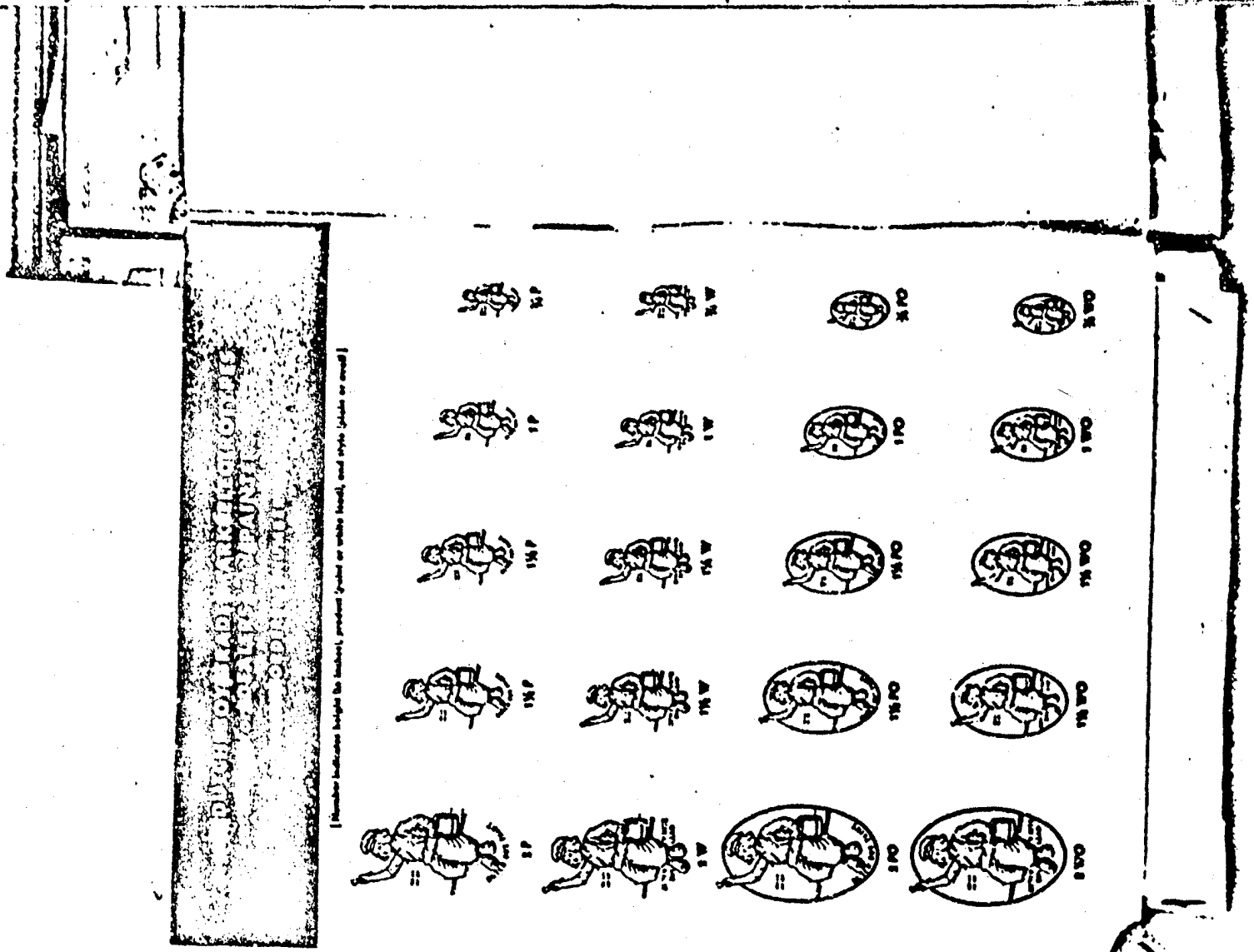

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