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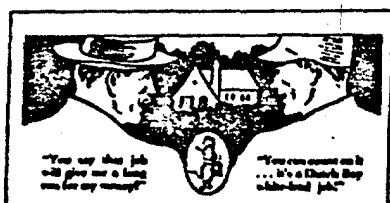
NEWSPAPER AD

USE THEM TO GET MORE BUSINESS

not only in your newspaper but also have them printed on cards, handbills, blotters, etc. These "ads," in "mat" or stereotype form, are furnished without charge to users of Dutch Boy white-lead. Order by the number which appears below each "ad." All "ads" shown actual size.



YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

Thinking of PAINTING?



YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

USE WET PAINT SIGNS

00055

NLI 111

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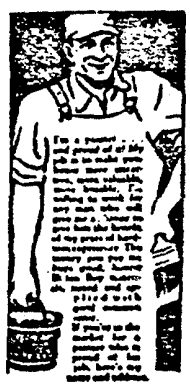
VERTISEMENTS



YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

No. [illegible]—1 Column x 5 Inches

You can't wrap your house in cellophane

but —



WE CAN PAINT IT WITH... LEAD

Why do you see so many things wrapped in cellophane? Because the covering not only gives protection but also improves appearances. For the very same reasons people paint their homes.

Paint—good paint—does a double-barrelled job. It prevents deterioration and it adds much to the attractiveness of the home. We have standardized on Dutch Boy white-lead for our jobs because it is "the painter's paint." We mix it to suit the surface and tint it to suit the customer. And it wears long and never cracks or scales.

We will be glad to give you an estimate on coating your house with "lead."

YOUR NEWSPAPER WILL SET YOUR NAME AND ADDRESS HERE

No. [illegible]—2 Columns x 5 Inches

MOVIE SLIDES ★ STAR YOURSELF ON THE SCREEN

00055

NLI 111962

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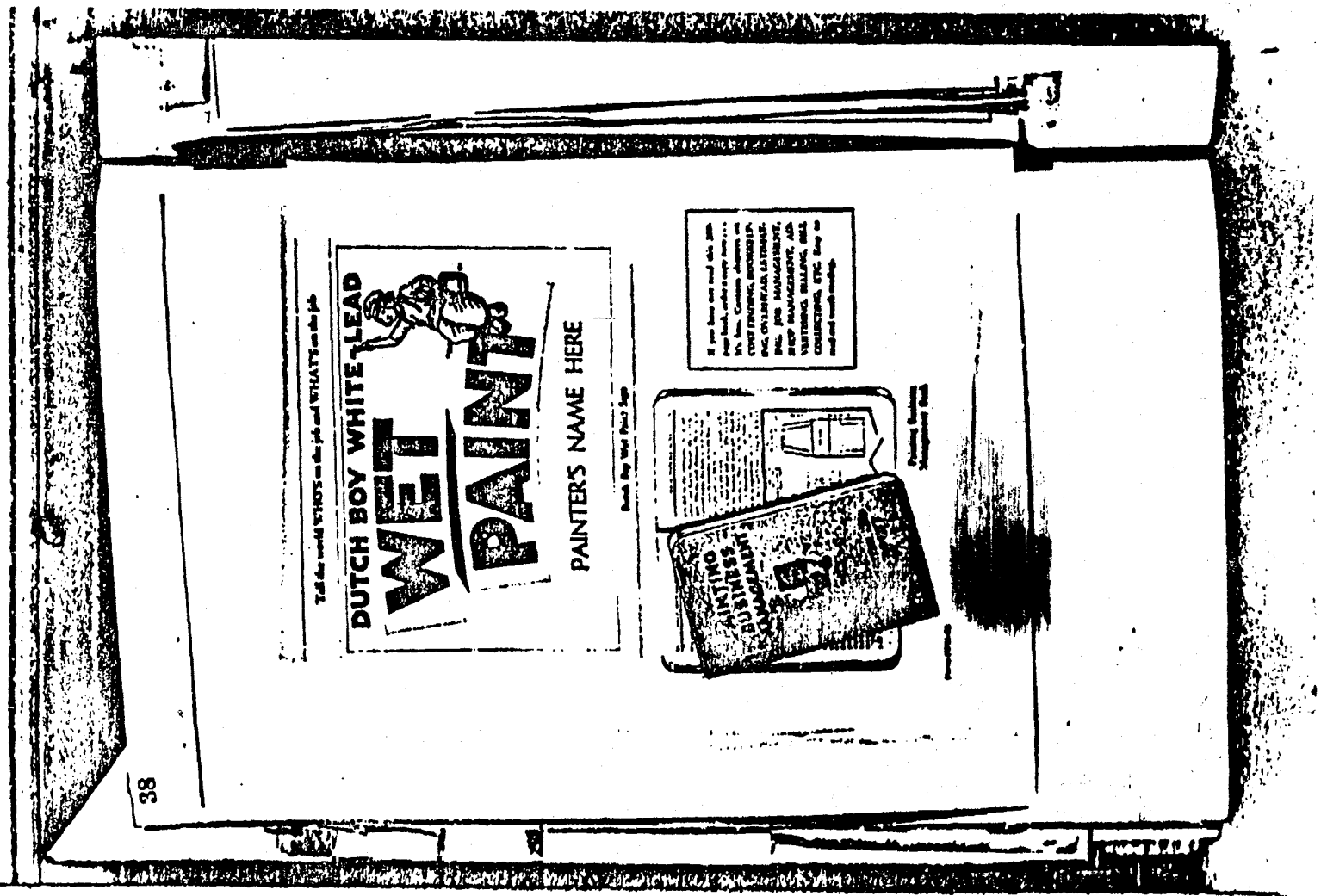
NLI 111963

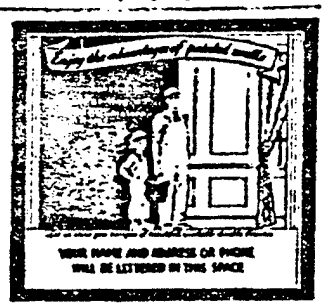
0349



These slides, in full color, furnished without charge so more of Dutch Boy white-lead. Order by the number which appears below each slide. Write imprint plainly.



DP 9



DP 10

NATIONAL LEAD COMPANY

[illegible]

CUT HERE

PAINTER'S ADVERTISING DEPT.
NATIONAL LEAD CO. (BRANCH) Date_____

Please send items checked without charge and prepaid. These features will be used to our mutual advantage.

Dutch Boy Newspaper Advertisements
DP 17 ☐ DP 18 ☐ DP 19 ☐ DP 20 ☐

Dutch Boy Movie Slides
DP 9 ☐ DP 10 ☐

Dutch Boy Wet Paint Signs ☐ "Painting Business Management" book ☐

Name_____

Street and Number_____

Town and State_____

Use This Quick Action Order Blank

Check the items you will use, sign your name and address BLANKLY, and mail in an envelope addressed to nearest branch lead chase.

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NLI 111964