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THE HOUSE WE LIVE IN

YOU REQUESTED THIS
BOOKLET which we offer as the
Dutch Boy radio program, "The
Unbelievable". Please accept it with our
thanks for your interest.

While the Dutch Boy's radio program features "The Unbelievable," the Dutch
Boy booklet discusses "Believable" facts about paint and painting. Here—set down in black
and white—are pointers that many housewives have learned through costly experience. You
can know them through a few moments' reading.

Of course, you are going to be concerned, one, as the many colored illustrations
and as the decorative suggestions they suggest. Only, remember that no matter how attractive
may be the combinations of colors you select, the appearance of your paint job a year . . . two
years . . . or four years from now depends upon your choice of paint now. So we say . . . choose
your color scheme with care, then insure an long lived attractiveness by specifying Dutch Boy.

We hope you will continue to listen regularly to "The Unbelievable" and that it
will give you as much enjoyment as Dutch Boy white lead will give you in paint service.

Very truly yours,

National Lead Company

Makers of DUTCH BOY WHITE LEAD — GOOD PAINT'S OTHER NAME

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NLI 112651

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Pittsburgh, Pa.
Station WTZ - 7:30 to 9:45 P.M. - Wednesday and Friday - beginning
March 17

Columbus, Ohio
Station WZZ - 7:45 to 9:00 P.M. - Tuesday and Thursday - beginning
March 16

Scranton, Pa.
Station WTZ - 7:30 to 9:45 P.M. - Monday and Wednesday - beginning
March 17

Portland, Me.
Station WTZ - 7:30 to 9:45 P.M. - Wednesday and Friday - beginning
March 17

Worcester, Pa.
Station WTZ - 7:45 to 9:00 P.M. - Tuesday and Friday - beginning
March 16

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NLI 112653

THE DUTCH BOY
GOES ON THE AIR



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Wednesday, March 17, is a red letter day for Dutch Boy dealers. On that day, Dutch Boy goes to the air. The time - 6:45 P.M. every Wednesday and Friday. The station - KXII-Des Moines, Ia. The name of the series is "The Unbelievable".

This program has everything - action, sentiment, humor, suspense: It is certain to get about - certain to build up a big audience.

This means that hundreds of home owners in your vicinity who have been putting off painting their houses will decide to do it now. That means more business for you as a Dutch Boy dealer.

Tie in with the Dutch Boy program by
up the enclosed window poster.

Yours very sincerely,

The Dutch



"A Ship from the Stars"

PROGRAM 2

"The Disappearing Men"

Two French women on an afternoon flight in the Lockheed drove had to return South America for work. The morning plane is required. It is a common-sense machine on the road. Landing on a beach, the plane is the best of its kind. A few hundred feet away from the plane, three hundred yards and right in the middle of the open drive. It was the day before you. What happened. What do you think.

N20717.03

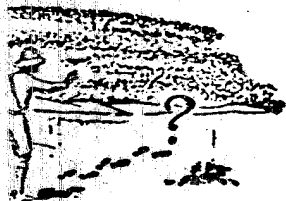
NLT 112654

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PROGRAM 1
"Ship from the Stars"

...that you think you are the first of
 ...to speak on the line of the
 ...There is the first thought of the
 ...But not to worry! It is
 ...at the moment of the most
 ...March 17. The broadcast of a Dutch
 ...the ship in the Netherlands after a
 ...where it is said that the ship
 ...There is a broadcast of a Dutch ship
 ...at the moment of the most
 ...to speak on the line of the



PROGRAM 2
"Disappearing Men"

...and in many, an observation that
 ...had been driven to the point of death
 ...The missing plane is not
 ...disappeared somewhere on the way. Look
 ...from the plane are the fragments of
 ...As the broadcast has been from the
 ...how fragments without end-right on
 ...the plane is driven? Is there a ship
 ...What happened? What do you



March 9, 1937

Dear Friends:

Wednesday, March 17, is a red letter day for Dutch Boy dealers. On that day, Dutch Boy goes on the air. The time - 6:45 P.M. every Wednesday and Friday. The station - KJST-Des Moines, Ia. And the name of the series is "The Unbelievable".

Don't miss the opening broadcast. You'll hear one of the most thrilling programs ever put on the air - dramatizations of strange happenings never explained, each one based on published reports.

This program has everything - action, excitement, humor, suspense! It is certain to get talked about - certain to build up a big audience.

This means that hundreds of home owners in your vicinity who have been putting off painting their houses will decide to do it now. That means more business for you as a Dutch Boy dealer.

Tie in with the Dutch Boy program by putting up the enclosed window poster.

Yours very sincerely,
The Dutch Boy Painter

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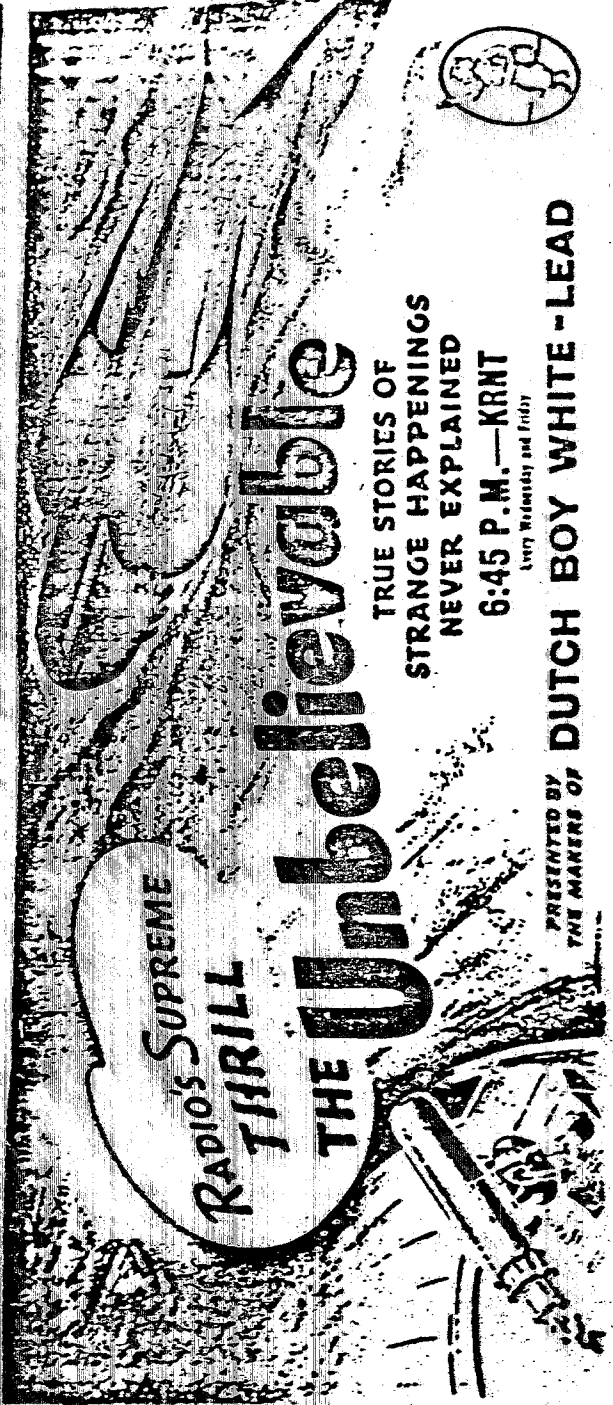
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RADIO'S SUPREME THRILL

THE Unbelievable

TRUE STORIES OF
STRANGE HAPPENINGS
NEVER EXPLAINED

6:45 P.M.—KRNT
Every Wednesday and Friday

PRESENTED BY THE MAKERS OF **DUTCH BOY WHITE-LEAD**

