

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

22

Of course, the answer is
BROADWAY ... NEW YORK, N.Y.
Please print plainly



HERE'S THE PAINT
FOR PAINTERS ...



00055

02713

NLI 111885

N12205

22

DUTCH BOY WHITE LEAD PAINT

is the Painter's Paint because

IT IS MIXED TO FIT THE JOB IN HAND

IT IS TINTED TO SUIT THE HOMEOWNER

IT SPREADS EASILY AND COVERS WELL

IT CAN BE MIXED A GALLON A MINUTE

IT COSTS ONLY ABOUT 12¹⁰ PER GALLON

*This price, 12.10, is the cost of a gallon of pure white lead building coat paint - 100 lbs. white lead at 10 cents per lb., 3 gal. Howard oil at \$1.00 per gal. and 1 qt. drier at \$2.00 per qt.

00055

0214

NLI 11890

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

00055

0375

NTI 111891

HIGHEST QUALITY AT LOW COST PER GALLON

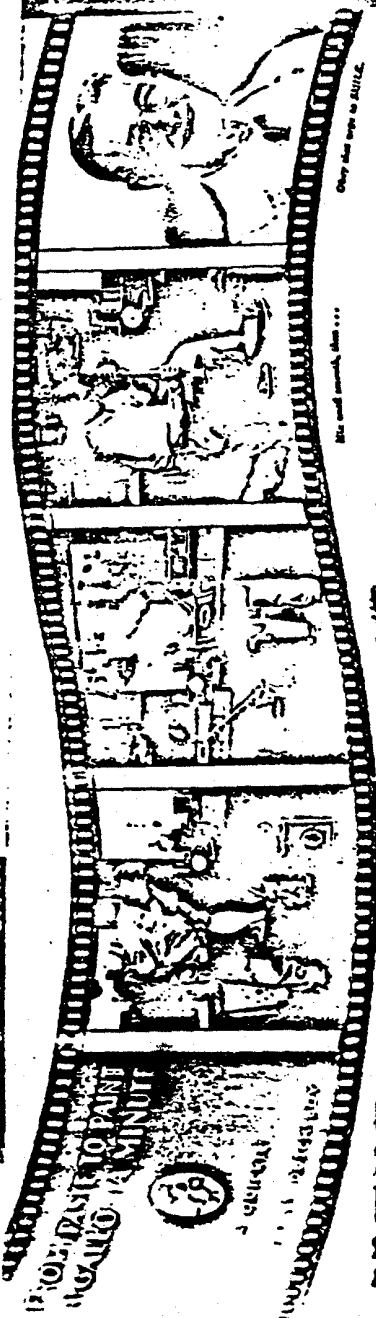
You've heard so much about the quality of Dutch Iloil white-lead paint, so much praise for its easy spread, wide coverage, built-up power, durability and all-around usefulness, that you may think that it is high-priced.

la 82.50 a gallon a lot of money to pay for Dutch Boy's advantage? No. Yet that's all this good paint costs you if your local price for lead is 11 cents a pound, oil \$1.00 a gallon and drier 30 cents a pint. Lower prices prevail in many localities, in which

**case your Dutch Boy white-lead paint
costs even less than 82.30 per gallon.**

Like most good painters who always use Dutch Boy, you probably never bother to figure the gallon cost of your paint. You take for granted that, because it is good, it must be expensive. Dutch Boy white-fend paint is worth whatever your paint-scene tells you it's worth. But, it doesn't cost you that much. Buy a batch of Dutch Boy materials for your next job and figure your gallon cost down to a penny. You'll have proof that quality can talk price!

30/2



Other than with the SAJIT

the good enough there...

David Ray, 41, says he was only "temporarily blinded" even while his eyes were being poked and jabbed in a medical room. It is unlikely he will be able to see a "blinded" pilot at the rate of 60 miles an hour. The "blinded" pilot was not even there. If you want to get rid of problems of "blinding" your eyes, you can't do it by "blinding" your eyes with three gallons of oil and a little drier. It can be done in 10 minutes. David Ray, a blind man, not only is blind but is also a little drier. It is easy to spend his life in a "blinded" state, even though he is blind. It is very hard to do. When you "blinding" and "blinding" are "blinded" on your own feet, it is the 10th Degree. But

100

1. The first step is to identify the problem.

THE UNIVERSITY OF CHICAGO

**100% PAINT TO PAINT
IN 15 MINUTE**



47677

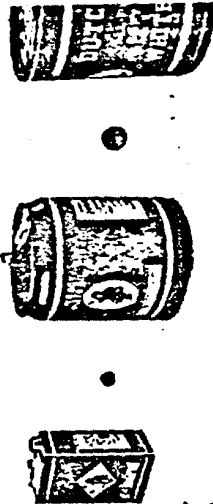
2017-2018

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

00055

NLI 111892

MAKE EVE ALL-DUTCH



THE "M"

PRIMING COAT PAINT

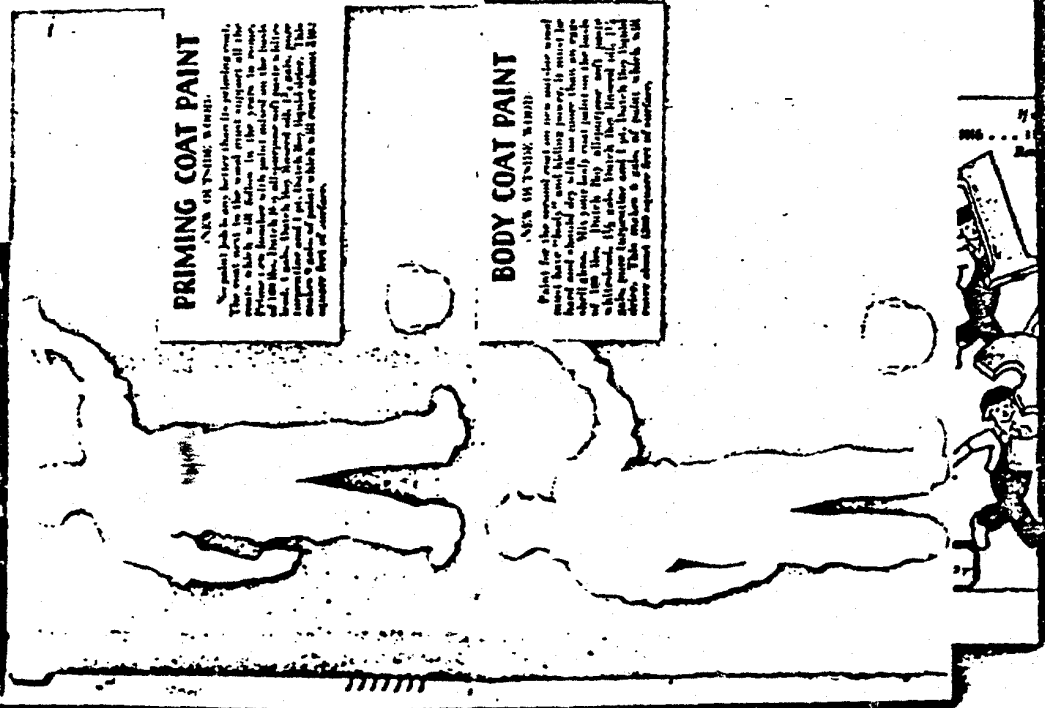
NEW IN TONIC WARD:
No paint job is any better than its priming coat. The new tint in the wood coat supports all the paint which will follow in the years to come. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood.

BODY COAT PAINT

NEW IN TONIC WARD:
Paint for the second coat can now be used. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood.

FIRST COAT PAINT

REPAINTING INSIDE & OUT:
The first coat on a building job should be made of a special mix of paint. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood. It is a true primer, with paint which on the back of the primer, the paint will follow all the way down to the wood.



ATIONAL
111 Road

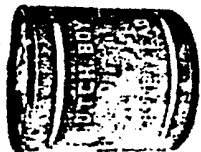
0276

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

00055

NTI 111893

**EVERY JOB AND
CHILD BOY JOB**



"S," "N," "X," "M"

FLAT WALL PAINT

THE NEW PLASTER

Flat wall joint made from Dutch brick materials is adaptable in any shape or house and it will save the owner considerable money. It is made from a flat brick with a concave joint on one side and a flat side on the other. The bricks are laid in a regular pattern, with the concave side of one brick fitting into the flat side of the next brick. This creates a strong, interlocking joint that is both aesthetically pleasing and structurally sound. The Dutch brick wall joint is a popular choice for many homeowners looking for a unique and durable exterior finish for their homes.

EGGSHELL WALL PAINT

THE INTERIOR PLASTIC

A noticeable slash (that is, hiatus) between a fall clause and a head that is much to be desired occurs in (5): a dot point on the back of 1001 the. Dutch buy all-purpose multi-point a hybrid and 11: gals. Dutch they falling all; then said 3 gals. Dutch they will get into a car 2 gals. of that point—that is, multi-point. Dutch they not multi-point. The point is: even about this common fact one may disagree.

FINISHING COAT PAINT

CHINA WITH NO FURTHER DELAY

[illegible]

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

00055

0279

NLI 111895

23

NATIONAL LEAD COMPANY
GRAPHIC BRANCH
111 Broadway, New York



What's Your Opinion of the

NEVER FAIL PLAN?

We like to hear you say—as so many painters do—"The Never Fail Plan is a fine idea. It works. It gets business. It's easy to use."

★

But more than this, we'd like to see you use the Never Fail Plan. Because, no matter how much we tell you about the other fellow's success—no matter how much you admit the plan's effectiveness—it's only what it will do for your business that counts. And it is only by using the Never Fail Plan that you can possibly know how it turns idle hours into busy, profitable ones; how it helps to avoid price competition; how it smooths over that important first interview with the prospect.

★

Of course, we tell you all these things. We have been telling the advantages of the Never Fail Plan to painters for over twenty years. But it is only those painters who have used the plan who realize the truth of what we say. You may believe, but the ones know.

★

So we say, if you are sincerely interested in increasing your painting business, in making jobs grow where none grew before—try the Never Fail Plan.

★

It tells you nothing. It has worked for others. It will work for you. More business—better jobs—profitable jobs—are yours for the asking.

23

00055

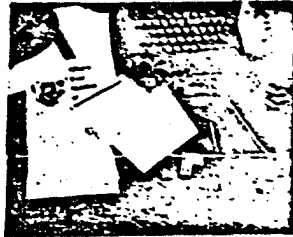
0280

NLI 111896

HERE'S HOW...

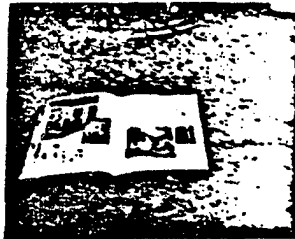
The Never Fail Plan

WORKS FOR YOU



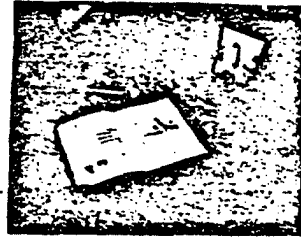
NOT DOWN First the names of owners with houses or other buildings that need painting. It's not difficult these days to find properties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

We send "The House We Live In" to every property owner on your list.



ON THE Mail we furnish for the purpose or on your letterhead, send in these names and addresses to us. We immediately send each one a copy of a beautifully illustrated booklet, **THE HOUSE WE LIVE IN**, imprinted with your name and address—and with your compliments. This booklet not only is well-filled with color illustrations of houses and interiors, but it contains as well an interesting and enlightening discussion of painting. It says in no uncertain terms—"See a reputable painter—get a 'handy man' or spare-time 'do-it-yourselfer'." In short, it is your story from cover to cover.

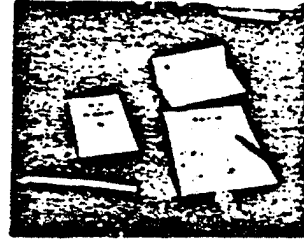
BY THE time the prospect has had a chance to read and digest this selling talk, you will be ready to call personally at the house. This is easy to do because the prospect already knows about you from the legend on the booklet. Then, to make it still easier we furnish you with another booklet to take with you when you call—**NOW TO GET A PAINT JOB**. You can either go over this with the owner at the time or leave it for him to read later. It contains still more arguments for good paint and a good painter—illustrated with pictures of what happens when these two important elements are not combined... as well as what happens when paint is not applied in time. It gives all the arguments that are used by a top-notch salesman. If you are a good talker yourself, this booklet will supplement your efforts. If you are not a good talker, this booklet will tell your story for you.



with a copy of "How To Get a Paint Job."

SHOULD the owner ask you for an estimate at this time you can still further clinch the job by using our Estimate Follow-Up Service. To receive this service all you do is send us a post card with the name and address of the prospect whose job you are estimating. We immediately send him a letter recommending that he give your estimate preference. Also, we send **THE TALE OF TWO PAINT JOBS**, another illustrated booklet filled with arguments for a good painting job.

If you need help at the time you submit an estimate we'll send the prospect a personal letter and a booklet.



This is the Complete Never Fail Plan

Selected prospects... 3 effective booklets... your personal call... our personal letter—these make an unbeatable combination. No wonder this plan produces painting jobs—and all without cost to you. Need we say more to convince you that until you use this plan you are throwing business away.

00055



If you are a painter ... who wants to select and work on prospects who are able and willing to pay for the right kind of paint job

use THE NEVER FAIL PLAN



If you are a painter ... who likes to deal with owners who have an intelligent idea of what good materials and good craftsmanship mean to a paint job

use THE NEVER FAIL PLAN



If you are a painter ... who is tired of looking under more to "cheap" materials and cheaper labor and want to do something about it

use THE NEVER FAIL PLAN

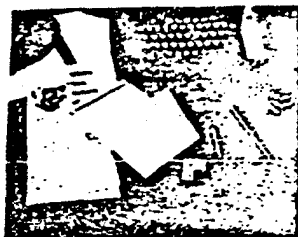
If you are a painter ... who wants to conduct a dignified and businesslike campaign for additional business on a commission basis

use THE NEVER FAIL PLAN

If you are a painter ... who wants to keep every hour of his day profitable and avoid overworking

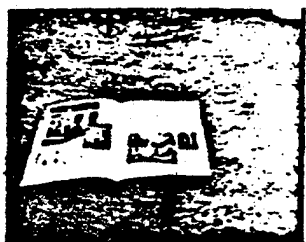
use THE NEVER FAIL PLAN

You select your list of prospects and send it to us for classification.



WOT DOWN first the names of owners with houses or other buildings that need painting. It's not difficult these days to find properties that should be painted—but select your prospects. Pick the ones that you know are good pay. If you don't know them personally, check up at the bank or with neighborhood tradesmen. Don't waste time on those who cannot or will not pay your price.

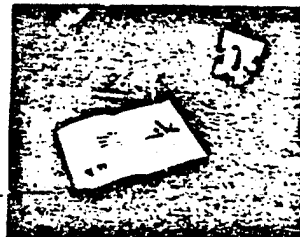
We send "The House We Live In" to every property owner on your list.



ON THE blank we furnish for the purpose or on your letterhead, send in these names and addresses to us. We immediately send each one a copy of a beautifully illustrated booklet, **THE HOUSE WE LIVE IN**, imprinted with your name and address—sent with your compliments. This booklet not only is well-filled with color illustrations of houses and interiors, but it contains as well an interesting and enlightening discussion of painting. It says in no uncertain terms—"Hire a reputable painter—not a 'handy man' or spare-time 'doubter'." In short, it is your story from cover to cover.

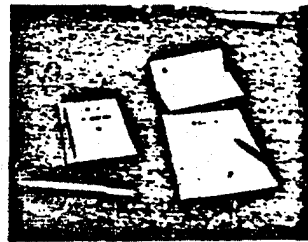
BY THE time the prospect has had a chance to read and digest this selling talk, you will be ready to call personally at the house. This is easy to do because the prospect already knows about you from the imprint on the booklet. Then, to make it still easier we furnish you with another booklet to take with you when you call—**HOW TO BUY A PAINT JOB**. You can either go over this with the owner at the time or leave it for him to read later. It contains still more arguments for good paint and a good painter—illustrated with pictures of what happens when these two important elements are not combined... as well as what happens when paint is not applied in time. It gives all the arguments that are used by a top-notch salesman. If you are a good talker yourself, this booklet will supplement your efforts. If you are not a good talker, this booklet will tell your story for you.

In a few days you call on the owner with a copy of "How To Buy a Paint Job."



SHOULD the owner ask you for an estimate at this time you can still further clinch the job by using our Estimate Follow-Up Service. To receive this service all you do is send us a post card with the name and address of the prospect whose job you are estimating. We immediately send him a letter recommending that he give your estimate preference. Also, we send **THE TALE OF TWO PAINT JOBS**, another illustrated booklet filled with arguments for a good painting job.

If you need help at the time you select an estimate we'll send the prospect a personal letter and a booklet.



This is the Complete Never Fail Plan

Selected prospects... 3 effective booklets... your personal call... our personal letter—these make an unbeatable combination. No wonder this plan produces painting jobs—and all without cost to you. Need we say more to convince you that until you use this plan you are throwing business away.

00055

02882

NLL 111830

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



FOR OVER 20 YEARS THE

N.L.P. HAS BEEN HELPING

PAINTERS GET MORE JOBS



00055

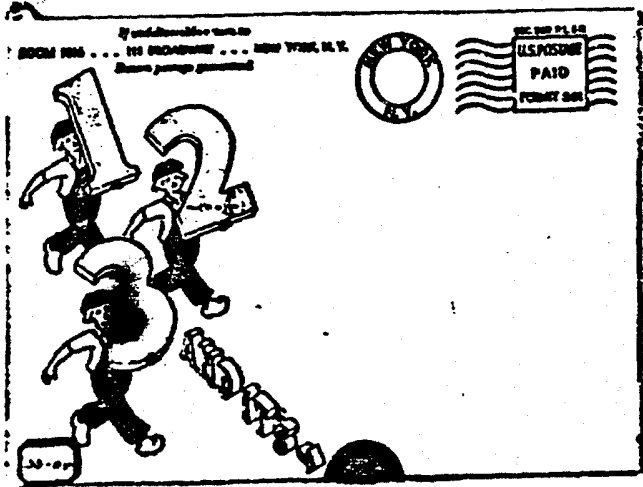
0283

NLI 111899

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

00055

NLI 111900



PAINT

GET a leg or two of DUTCH BOY "lead" — the all-purpose soft paste kind — for your next job. Prove to your own satisfaction that gallon-a-minute mixing is a fact, not a slogan.

This quick-mixing grind of white-lead contains pure white-lead, pure linseed oil and pure turpentine — nothing else. Not only does it assure gallon-a-minute mixing but it also is an all-purpose paste, suitable for outside gloss paint and inside flat or eggshell finishes. So, whether your work is outdoors or indoors, you can save mixing time with DUTCH BOY All-Purpose Soft Paste White-Lead.



GALLON-A-MINUTE MIXING
SAVES MINUTES A WEEK

00055

0285

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

00055

NLI 111902

1-2-3 and it's PAINT!



GALLON A MINUTE MIXING
SAVES MINUTES USQUE MONEY

0288

Other reasons why You should use DUTCH BOY WHITE-LEAD PAINT



MEETS TODAY'S CONDITIONS

Any painter who has followed the craft for even a few years knows that it takes more than the job paint to turn out first class work. Now, especially, you're going to rely on pure lead and oil to help you give your customers 100% satisfaction. Many people put off painting during the past few years and the result is some pretty sad-looking houses. You'll get your share of them, but you won't be shamed. You'll fetch your share's right on the job, give the house a good looking-over, and then mix up a batch of lead-and-oil paint that is custom-made all the way through — first coat and finish coat, body, trim and such.



HIGH QUALITY - LOW PRICE

WHAT do you figure DUTCH BOY white-lead paint costs today — with its convenience, adaptability and top-notch quality? 54¢ a gallon? No. \$1.50 a gallon? No. \$3 a gallon? Again, no. In most places today you can buy the paint for about \$2.70 a gallon.

If you think the painter has made a mistake, figure it your way.

What are you paying for a bag of lead? _____
What do you pay for 3 gallons of linseed oil? _____
What does a pint of good drier cost you? _____
That makes 1 1/2 gallons of paint for _____
Or a per-gallon cost of _____

There's clear-cut proof that quality can tell paint.



EASILY TINTED TO SUIT

"Ah! That's the color I had!" exclaims the lady of the house. It's a grand and glorious feeling to know that you're working with flexible materials — materials that can be mixed to satisfy your customer's color preferences, as well as to suit surface conditions. A few samples may be satisfied with "my color just as it is brown," but most customers are pretty particular about getting exactly the tint they have in mind.

Use DUTCH BOY materials on all your jobs — inside as well as outside. With lead, oil and a couple of cans of color-tint you can work magic before the very eyes of your customers. You can adjust your colors step by step, trying out a handful now and then, until you reach the exact tint wanted.



IT'S THE PAINTER'S PAINT

PURE white-lead has been the Painter's Paint for many years — and for some very good reasons. It enables painters to match their expert workmanship with skilled mixing and tinting. It goes on easily, covers a lot of surface and hides work. It wears down stubbornly, without peeling or scaling, leaving a good repainting surface.

DUTCH BOY white-lead is the standard paint material in thousands of paint shops — big operators with big supplies and little shops of the crooked variety. These contractors depend upon DUTCH BOY white-lead paint to help them turn out the kind of jobs that build reputations by leaving home-owners satisfied.

Meet the Dutch Boy family of Paint Materials



00055

0287

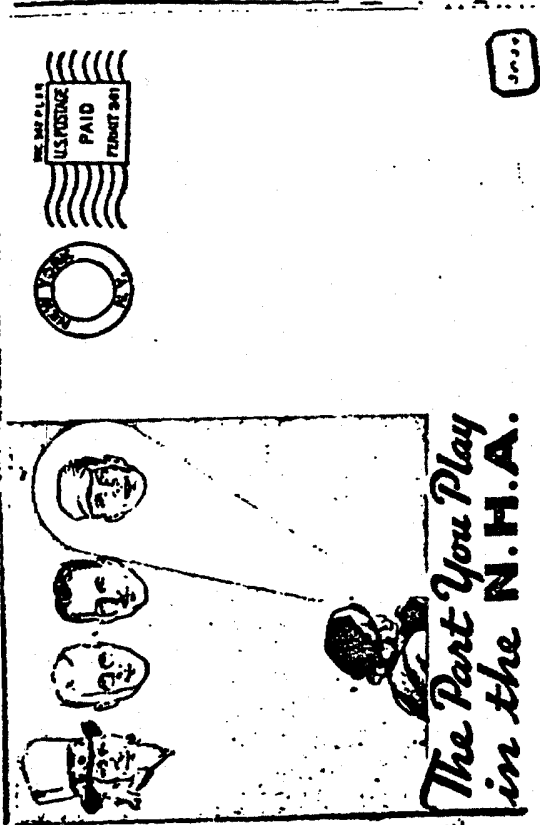
NOTICE: If the film image
is less clear than this
notice, it is due to the
quality of the document
being filmed

00055

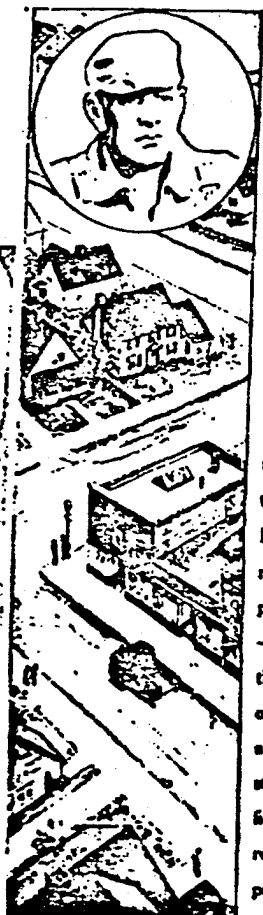
NLI 111904

0291

*The Part You Play
in the N.H.A.*

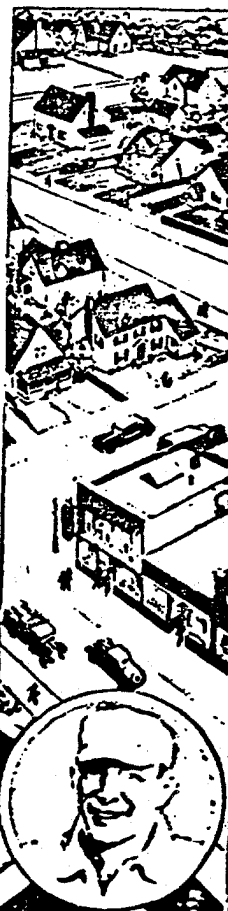


THE NATIONAL HOUSING ACT



is the Government's answer to the demand that something be done to lift the construction industry out of the rut of depression. Carpenters, roofers, masons, bricklayers, plasterers, plumbers and painters—probably 4,000,000 men all told—were among the first to feel the slump and are among the last to be freed from its grip.

THE NATIONAL HOUSING ACT is designed to set in motion the wheels of the construction industry which came to a virtual halt a few years ago. The Federal Housing Administration already is well under way with the first phase of its Better Housing Campaign—a country-wide movement in which the Federal Government, banks and other lending agencies, home-owners, and all those who supply or use construction materials are enlisting. The first step is to put over a tremendous repainting, repairing and remodeling program.



Important parts in the Housing Program are played by . .

00055

0290

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



Truly prize-worthy results are claimed by many patients who have used these solutions to remove other lesions around painting. The following are references and I'd like to share with you a dramatic story which shows just what is possible, so that the businessmen and lady you will not suspect my propriety. The great your name and address on the mail. I will deliver, station and send the babies.



1. The first is reporting the results of most two experiments. You will find out what you think you make your two groups support, and I'll have one of the members of the group on the "no choice" condition. Then, when you go back to your shops, tell me what it was and why, so you can see what you go on to help me with the data and conclusions.

[illegible]

If you are going to cooperate in this house improvement campaign this fall and if you expect to get your fall share of the new business, you must help create jobs.

Don't wait for home-owners to ask you up. Go to your local Better Housing Campaign headquarters and get the names of people who have inquired about the N.H.A. Find out from contractors in other trades—builders, carpenters, plumbers and so on—the names of people who are going to rebuild and repair. Make up your own list of prospects.

Then order from us the advertising matter you will need to place the way to actual sales. The features shown here are especially designed to make selling easier in the United States campaign. We offer three types of advertising—newspaper, movie theater and direct mail. In addition, the Property Inspection Report provides an opportunity for a business-like personal approach to major sales jobs.

Use Death For Advertising and

USE DUTCH BOY WHITE-LEAD

When you figure the materials on your paint job, and especially jobs developed by N.H.A., bear in mind the advantages offered by DuPont Inc.

- (1) Dutch Bay white-bird is not usually advertised. Home-owners are already familiar with the famous Dutch Bay trademark.
- (2) Dutch Bay white-bird is ubiquitous in practically every town in the country.
- (3) Dutch Bay white-bird is recognized everywhere as a high-quality paint.
- (4) Dutch Bay white-bird paint is mixed to suit the surface and tinted to suit the customer. Only painter-come-pot you can give the finishing demanded by the wide variety of paint jobs you're called upon to do.
- (5) Dutch Bay white-bird paint can be mixed, ready for the brush, at the rate of a gallon of paint per minute. It's a timesaver.
- (6) Dutch Bay white-bird paint, in most jurisdictions today, costs about half as much per gallon as the paint sold on a finished-surfaced job. A 100-ounce bucket of Dutch Bay white paint, mixed off at \$2.00 a gallon and liquid dried at \$2.75 a gallon.

Any way you look at it, Dutch Ray white-head paid for the paint for the painter. The boss - owner who increases money to pay for a paint job wants the paint to last longer than the time needed to repay his loan. He wants his house protected as long painted. He wants a Dutch Ray job. See that he gets it.



MOVE SLIDE No. MP 1

If you subscribe to your community news paper this slide will be made-up so that you are participating in your local X.B.A. program. The actual slide is printed on colored paper and will carry your name and address or name and phone number.



NEWSPAPER "ADS"

Your local newspapers are carrying news of the Convention, a Boston Evening Postman. Either or both these "eds" due to your paper over was a natural for us with the N E & them at the convention. Figures are provided all features of "eds" for your own use and address. To be corrected by the news-editor, I up run also our three extra ad features, handbills, meeting cards, etc. Order by number.

MAIL YOUR ORDER PROMPTLY

Mail the order blank today to the branch office of National Lead Company nearest you. Show me the address.

NATIONAL LEAD COMPANY

100 Broadway, New York; 116 Oak Street, Buffalo
 205 W. 12th Street, Chicago; 620 Fremont Avenue, Cleve-
 land; 325 N. Superior Avenue, Cleveland; 222 Chestnut
 Street, St. Louis; 220 21st Street, San Francisco; Nat-
 ional-Boston Loan Co., 200 Albany Street, Boston; National
 Loan & Bld'g Co. of Pa., 310 Fourth Avenue, Pittsburgh;
 John E. Lee & Son, 100 N. 1st Street, St. Louis, Mo.

If you order Clark Lee-Couture Shandy a will, of course, it's necessary to fund the order and your commitment to an enterprise, but if those happen are not ordered you can still think for I am by passing it on to the bank of a government postal, obtaining the face of the postal to be printed after. It must be written clearly.

QUICK ACTION ORDER BLANK

Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____
 I am interested in _____
 Please send me _____
 Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____
 I am interested in _____
 Please send me _____
 Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____
 I am interested in _____
 Please send me _____

Make every N.H.A. job a DUTCH BOY job

00055

0000

NTI 111907