

FIRST HE DROPPED AN ORDER... THEN, A MONEY-MAKING IDEA



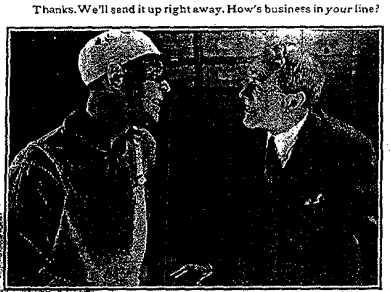


1 You know Charlie Jenks, the carpenter up on that State Street job. Here's an order for some hardware he asked me to give you.

Thanks. We'll send it up right away. How's business in *your* line?

2 Pretty good! Aren't you folks getting plenty of orders from painters?

We don't handle a painters' line, but with business picking up we might try it...what are you fellows using these days?





3 Well, what brought me downtown is Dutch Boy White-Lead. We're using that all the time. And when a dealer handles Dutch Boy he's sure to get a nice lot of other business along with it. Painters usually buy *everything* they need where they get their lead.

Say...there's an idea! Never figured it out that way. You fellows place some real orders too.

4 I'll say we do...runs into plenty of money every time. If you decide to put in Dutch Boy and a real painters' line I may be seeing you some time.

Thanks, old man. I'm sure going to try it. Sounds like a real money-making idea.

Why *Dutch Boy* Brings the Volume Buyers

PAINTERS' business is volume business. When they buy they buy in worth-while quantities. The merchant who gets their business is the one who carries everything they want.

One of the items they constantly demand is Dutch Boy White-Lead. So, when you make Dutch Boy the cornerstone of your painters' line, you've taken the most important step in the direction of volume sales. The preference that exists for Dutch Boy White-Lead also extends to the other members of the Dutch Boy family listed below.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

DUTCH BOY *All-Purpose Soft Paste* **WHITE-LEAD**

LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

KD-3343—American Paint & Oil Dealer, April, 1934★- Oct.
Hardware Age, April, 12
Hardware Retailer, April

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