

DUTCH BOY EASY PAYMENT PLAN

*A Simplified
Financing Arrangement
that makes paint jobs
easy to sell!*

HERE'S your chance to get a lot of extra business—paint jobs from home owners who don't have the ready cash.

The new Dutch Boy Plan makes it easy for them and easy for you. Easy for them because they have nothing to pay until a month after the job is finished and may, if they wish, spread the payments over two full years.

Easy for you because (1) there is no red-tape (you and your customer merely fill out a simple set of forms and mail them to the financing organization), (2) you're paid in full when the job is done (every cent, nothing held out), and (3) you take no credit risk.

Use of this Plan may actually double the number of paint jobs you can get. For every owner with ready cash, there's one or perhaps two more who would

paint if allowed to pay by installments.

Get your share of this extra business. Mail the coupon for complete information on how to get the Dutch Boy Easy Payment Plan working for you. We'll send you full instructions, the necessary forms, folders to give prospective customers—everything you'll need to put the Plan into immediate action.

For every additional paint job can be sold on the partial payment basis is demonstrated by F.H.A. experience. To date, under the Government plan, more than 100,000 painting loans, representing the expenditure of \$25,000,000, have been made.

ADDRESS AND MAIL TO THE BRANCH NEAREST YOU

PLEASE send full information on the

**DUTCH BOY
EASY PAYMENT PLAN**

Name

Address

City and State



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-Easton Lead Co., 106 Albany St., Boston; National Lead & Oil Co. of Pennsylvania, 116 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Company, Widener Building, Philadelphia.

KD-6851—National Painters Magazine, April, 1936
American Painter & Decorator, May

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