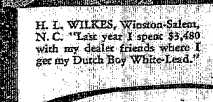


JOHN T. BRITTAIN, Newton Upper Falls, Mass. "I buy several hundred dollars worth of paint material a year and the dealer who gets my business is the one who supplies my lead."



H. I. WILKES, Winston-Salem, N.C. "Last year I spent \$3,480 with my dealer friends where I get my Dutch Boy White-Lead."

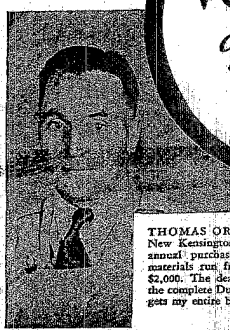


HARRY SCHLUTTER, Waceton, Wis. "Average bill for supplies run around \$1,200; most of it is spent where I buy Dutch Boy White-Lead."



Meet VOLUME BUYERS of Paint Materials!

Let them tell you what they spend
and where they spend it



THOMAS ORMESHER, New Kensington, Pa. "My annual purchases of paint materials run from \$800 to \$2,000. The dealer carrying the complete Dutch Boy line gets my entire business."

C. T. PETERSON, Racine, Wis. "My yearly purchases run from \$500 to \$1,700. The dealer who furnishes me with Dutch Boy products gets this business."



GEORGE D. WRIGHT, Youngstown, O. "During the first 10 months of the year I purchased well over \$2,500 of paint materials. Where I buy my lead and oil I also purchase my other materials."



JOSEPH D. ENGLEBERT, Cincinnati, O. "We use about \$11,000 worth of paint materials a year, purchased where we buy our Dutch Boy White-Lead."



THEODORE J. HOLLAND, Milwaukee, Wis. "I make it a practice of buying all my materials from one house—the one which carries a complete line of Dutch Boy paint products."



WE WENT to painters. Asked them *how much* they spent last year for supplies. Asked them *where* they spent the money. • Here are some of the replies. They prove two things. *First*, that the painter's business is volume business. *Second*, that the best way to get this profitable business is to stock

and push Dutch Boy White-Lead... the most sought after item in the paint line. • Other Dutch Boy paint products that enjoy wide popularity in the craft are Dutch Boy Linseed Oil, Dutch Boy Liquid Drier, Dutch Boy Lead Mixing Oil, Dutch Boy Wall Primer, and Dutch Boy Colors-in-Oil.

DUTCH BOY

All Purpose Soft Paste

WHITE-LEAD



NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo;
904 West 18th St., Chicago; 629 Freeman Ave.,
Cincinnati; 629 West Superior Ave., Cleveland;
722 Chestnut St., St. Louis; 2240 24th St., San
Francisco; National Boston Lead Co., 800 Albany
Street, Boston; National Lead & Oil Co. of
Pa., 316 Fourth Avenue, Pittsburgh; John T.
Lewis & Bros. Co., Widener Bldg., Philadelphia.

KD-4888—Hardware Retailer, June, 1935
Hardware Age, June 20
American Paint & Oil Dealer, July—December

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