

Here's the *Secret* of VOLUME BUSINESS IN THE PAINT LINE

*Let these three members of the
craft give you the answer...*

★ ★ ★

(Right) DANIEL OLIVER — ABERDEEN, WASH.

"I average about \$650 a year for paint materials and supplies and I buy all of these *where I get my Dutch Boy White-Lead*. By confining my purchases to the store where I buy white-lead I am assured of the utmost cooperation.



(Above) RAYMOND F. WALDVOGEL — CATONSVILLE, MD.

"We buy all of our paint material from two local paint dealers who *furnish us with our Dutch Boy White-Lead*. This business totals about \$3000 annually."



HARRY L. MCGOVERN
WEBSTER GROVE, MO.

"My material purchases amount to approximately \$1800 a year and I spend this money with the firm *which supplies me with Dutch Boy White-Lead*."

VOLUME FOLLOWS THE DUTCH BOY SYMBOL

As these letters show, painters' business is volume business and painters buy their supplies where they buy their white-lead. If you want to get the painters' business—volume business—stock and push Dutch Boy White-Lead, the most sought-after item in a painter's line. Other painters' products that enjoy the prestige accorded the Dutch Boy symbol are: Dutch Boy Lead Mixing Oil, Dutch Boy Linseed Oil, Dutch Boy Liquid Drier, Dutch Boy Colors-in-Oil, and Dutch Boy Wall Primer.

DUTCH BOY

All-Purpose Soft Paste

WHITE-LEAD



NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 829 West Superior Avenue, 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 Bldg., Phila.

KD-4386—Hardware Retailer, April, 1935 ★
Hardware Age, April 11
American Paint and Oil Dealer, April-September

N 28143

0000-NLI-000014476