



## OLD BILL GIVES A TIP ON GETTING BUSINESS



**1** Another new job, eh, Bill? You always get the real ones. How do you do it? I haven't landed a decent job in a dog's age... just can't seem to make 'em believe I'm good. Maybe you don't go about it the right way.



**2** Maybe not...what's your prescription, Bill? Use your head, boy. First of all, remember...property owners always want to save money. You've got to show that a Dutch Boy job is not only the best job but also lowest in actual cost.



**3** Oh, yeah? I suppose all you have to do is to say Dutch Boy and the job just falls in your lap. I always mention Dutch Boy, Bill. You've got to do more than mention it—you've got to follow through. I always explain how Dutch Boy doesn't crack and scale, how it wears down slowly, leaving a good surface for repainting. I really prove that my kind of a painting job saves money.



**4** It takes more than conversation to get that over...how can you prove it? Easiest thing in the world. I just pull out one of those ads which show actual cases of Dutch Boy compared with "cheap" paint. Those ads also show how much money a Dutch Boy job saves. Try it, Tom. It's a great system.



**5** Hello, Tom. Pretty nice job you've got here. I'll say so, Bill. That sure was a swell tip you gave me. I've been following your system and right now I'm busy as a beaver.

...and consider these other

### Dutch Boy advantages:

Dutch Boy not only makes long-lasting paint that saves the property owner money but this paint saves you money, too, because: First: Its price is so low—only about \$2.20\* per gallon; Second: You can mix it at the rate of a gallon a minute; Third: It spreads easily and goes far.

With Dutch Boy All-Purpose Soft Paste, use the other Dutch Boy products and make every job an All-Dutch Boy job.

\*Average cost & cost repainting job

### NATIONAL LEAD COMPANY

111 Broadway, New York; 118 Oak St., Buffalo; 900 W. 18th St., Chicago; 259 Broadway Ave., Cincinnati; 100 W. Superior Ave., Cleveland; 724 Chestnut St., St. Louis; 2340 34th St., San Francisco; National Paint & Oil Co., 200 Albany St., Boston; National Lead & Oil Co. of Pa., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.



**DUTCH BOY**

*All Purpose  
Soft Paste*

**WHITE-LEAD**



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

KD-3070—Painter's Mag., Feb. 1934 - Aug.  
Amer. Painter & Decorator, Feb. - Aug.  
Master Painter & Decorator, Feb. - Aug.  
Painter & Decorator, Feb. - Aug.

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