

Suppose **ALL**
your Customers were **PAINTERS..**



● "Take away my painter customers," says one merchant, "and you take away a big slice of my profits!"

What a store needs, of course, is volume—and painter business is volume business. The painter, as everyone knows, gives his trade to the store that sells him his white-lead.

The way to get that trade is to

stock and push Dutch Boy White-Lead . . . the most sought-after item in the painter's line.

Other Dutch Boy products, which also attract the painter are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colors-in-Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red Lead Primer.

WHAT THEY SEE THEY BUY

Here's a merchandising idea that store after store is finding profitable . . . a Dutch Boy Department! You simply pick out your most prominent section of shelving and in it you concentrate the Dutch Boy line, every item. Such a display makes a tremendous impression on painters, makes them feel your store is a leader in supplying the kind of goods they buy.

NATIONAL LEAD COMPANY

111 Broadway, New York; 115 Oak St., Buffalo; 908 W. 18th St., Chicago; 509 Freeman Ave., Cincinnati; 828 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 34th St., San Francisco; National-Sutton Lead Co., 105 Albany St., Boston; National Lead & Oil Co., 41 Ponce de Leon Ave., Pittsburgh; John T. Leach & Son, Co., Widener Building, Philadelphia.



Dutch Boy Painters' Products

KD-6076—Hardware Age, May 21, 1936
Hardware Retailer, June
American Paint & Oil Dealer, June—Dec.

N 28077

0000-NLL-000014386