



He
buys in a
WEEK...

She
what she
buys in a
YEAR!

*Are you using
the one best way to
get his business?*



Just give your list of customers a little mental "once-over." It's obvious, isn't it, that painters buy in such quantities as to put them in a class by themselves?

So what about the painters in your community whose business you're not getting? That business goes where they buy their white-lead. Where they buy that, they buy all.

They'll be much more likely to buy from you if

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

Other Dutch Boy products that help to bring painters in 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

211 Broadway, New York 11201, N. Y.
300 W. 12th St., Chicago 105, Illinois
Chas. H. Hill, Inc., 1000 N. Dearborn Ave.,
Chicago 10, Ill.
The Chemical Co., 1000 N. Dearborn Ave.,
Chicago 10, Ill.
The Chemical Co., 1000 N. Dearborn Ave.,
Chicago 10, Ill.
The Chemical Co., 1000 N. Dearborn Ave.,
Chicago 10, Ill.



Dutch Boy Painters' Products

KD-6042—Hardware Age, March 12, 1936 ★ No. 19
Hardware Retailer, April—Oct.
American Paint & Oil Dealer, April—Oct.

N 28075

0000-NLI-000014384