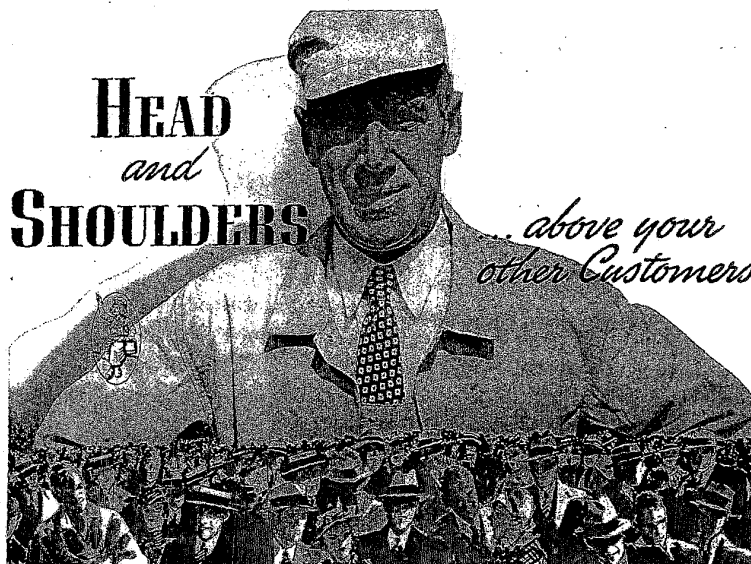


HEAD and SHOULDERS

*above your
other Customers*



As a member of the human race, a painter may be no more than average size. But as a customer — for you — he's a GIANT! He buys more than dozens of other customers combined. Painters' business is volume business. So not only keep the painter business you have but go after more. White-lead is the big factor. Sell painters that and you'll sell them everything else they need.

Stock and push Dutch Boy White-Lead...the most sought-after item in the painters' 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.

A MAGNET FOR PAINTERS' EYES

Smart dealers find that one of the best devices for attracting painters' business is a Dutch Boy Department. This concentration of the complete line of Dutch Boy products in a prominent section of your shelves is a sure way of telling painters, as well as others, how well you are equipped to serve them.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 10th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 721 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 330 Albany St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



Dutch Boy Painters' Products

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