

PAINTERS' BUSINESS..

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 them how well you are equipped to serve them.



...IS TRUCK TRADE

*And the way to get
a painter's busi-
ness is to sell him
his white-lead!*

THE business of one painter is worth more to you than dozens of ordinary customers. For when painters buy they buy in volume.

These big-order customers patronize the stores where they get their white-lead. Wherever they buy this item they also buy the other supplies they need.

Attract these profitable volume buyers by stocking and pushing Dutch Boy White-Lead... the most sought-after item in the painters' line. Other Dutch Boy products that help to bring them 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.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2249 24th St., San Francisco; National-Boston Lead Co., 300 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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