



BORN MONEY MAKER...



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See why the full "Dutch Boy" line is a blessed event for dealers everywhere

For dealers everywhere . . . the new, full "Dutch Boy" line is a blessed event, a chance to make big money. Size up the "stand-out" values in this line, and you see why . . .

"Stand-out" consumer acceptance: the paint brand everybody knows, "Dutch Boy" has a "stand-out" reputation for making the finest paints money can buy.

"Stand-out" eye-appeal: trade and public both say that the blue and white "Dutch Boy" package is "the most attractive container in the business."

"Stand-out" buy-appeal: the full "Dutch Boy" line is studded with star "salesmen"—Bright White, Wonsover, Satin Eggshell, Sparkling White Enamel, to mention just a few.



my full line of Dutch Boy^{*} Paints, Enamels, Varnishes

See how the full "Dutch Boy"
line gives you the products to do a
big paint business

Interior Gloss Enamel†

Satin Eggshell Interior
Finish†

Quick Drying Enamel

Sparkling White Interior
Enamel

Enamel Undercoat

Bright White House Paint

Tinted House Paints

Sash and Trim Colors

Porch and Floor Enamel

†Colors to match Wonsover Flat

Tinting White House Paint

Primer Undercoater

Wonsover Flat

Wall Primer and Sealer

Metal Primer

Exterior Marine Spar
Varnish

Interior-Exterior Spar
Varnish

Floor and Trim Gloss
Varnish

Satin Finish Varnish

"Stand-out" advertising: full-color ads in the big national magazines, a complete program of local advertising, all kinds of hard-hitting store helps make "Dutch Boy" one of the best advertised names in paints.

"Stand-out" volume and turnover: every item in the "Dutch Boy" line is designed to be a fast-moving, big-volume seller with a profit margin that will make you say "this for me."

Yes, any way you look at it, the full "Dutch Boy" line gives you *everything*. You can make big money with it. When your "Dutch Boy" salesman calls, get the whole story of this "once-in-a-lifetime" profit opportunity.

^{*}Trademarks Reg. U. S. Pat. Off.

NATIONAL LEAD COMPANY

New York 6; Atlanta; Buffalo 3; Chicago 3; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6; (National Lead Co. of Mass.).



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PLUS YOUR SALES with these famous "Dutch Boy" products packaged under the black and yellow label. They're long-time favorites with many painters and other important customers: Paste White Lead • White Lead Paint • White Lead Primer • Tinting White Flat • Flat Wall Paint • Wall Primer • Sealer • Colors-in-Oil • Metal Paints • Red Lead • Linseed Oil • Flattening Oil • Lead Mixing Oil • Liquid Drier

