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NATIONAL LEAD COMPANY

ATLANTIC BRANCH

111 BROADWAY

NEW YORK, N. Y.

PUBLIC opinion, they say, is a fickle thing. What is praised today may be scorned tomorrow.

Then one day, one of his trousers creased at the knee of his tailor but the idiosyncrasy of fashion may change.

Some things, however, are of people's lives as to lead pencils, railroad tracks, because public opinion put it simply, these are

It is this good reputation that white-lead has gained for it the implicit faith of painters who have grown old in the business. The house-owner who wants to protect and beautify his home at the lowest cost per year of service uses it for that reason. A great number of painters are so accustomed to "lead-and-oil" that they'll never use anything else. But if your customers want a paint which is ready-to-use, they can have it in Dutch Boy Liquid Lead. Not only that, but they will be getting the same high quality of "lead-and-oil" which their fathers used before them.

You will find the lead will produce so

Order form with fields for Name, Address, Quantity, and Total. Includes a section for "To be paid by check" and "To be paid by cash".



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public towards Dutch Boy white-

Dutch Boy Liquid Lead

The steady, satisfactory performance of white-lead has gained for it the implicit faith of painters who have grown old in the business. The house-owner who wants to protect and beautify his home at the lowest cost per year of service uses it for that reason. A great number of painters are so accustomed to "lead-and-oil" that they'll never use anything else. But if your customers want a paint which is ready-to-use, they can have it in Dutch Boy Liquid Lead. Not only that, but they will be getting the same high quality of "lead-and-oil" which their fathers used before them.

By catering to both demands, the dealer helps build the good will which sooner or later means increased profits.

Current Prices of Dutch Boy Liquid Lead		
	Price per Gallon	Can Price
Galena	\$2.00	\$1.90
Half Galena	\$1.00	\$0.95
Quarts	.50	.48
1/2 Gallon Kilo	\$1.00	.95
Service 57 to 57 1/2 Gallons	\$1.00	.95



If your customers want a ready-to-use flat paint for interior work, sell them Dutch Boy Flat Paint. Like Dutch Boy Liquid Lead, it is made of pure white lead. Gives a soft, velvety finish which is truly workable.



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It is this good will that forms a product's most precious asset. And not only is it precious to the product but valuable to the person who supplies it. Thus the reputation that white-lead has earned for faithful service is automatically bestowed on the dealer who sells it, in the shape of good will. The better it is known the stronger will be his good will and the stronger his good will the greater will be his success.

Dutch Boy Liquid Lead

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A black and white illustration of a cylindrical can of 'Liquid Pear' paint. The label features the brand name 'LIQUID PEAR' in a stylized, outlined font. Below the name is a circular logo containing a pear. The can has a textured, metallic appearance.

If your customers were a ready-to-use fast paint for interior work, call them Dutch Boy Fast Paint. Like Dutch Boy Liquid Lead, it is made of pure white-lead. Gives a soft, velvety finish which is truly valuable.