

The Big Customer For PAINT is The PAINTER



Here's a tip
on how to get
his Big, Profitable Orders!

AT BEST, a housewife's trade is worth a few dollars a month, but a painter's is frequently worth hundreds. So it's just common sense to spend extra time and effort to get the business that brings extra volume and profit.

First step is to sell the painter his white-lead. Where he buys that, he buys everything else.

Experience shows there's no better way to get his business.

Let him see that you are not only stocking but pushing Dutch Boy White-Lead, for that's the most sought-after item in the painter's line. And here are some other Dutch Boy products which also attract his trade: 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 them how well you are equipped to serve them.



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 908 W. 10th St., Chicago; 559 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2540 24th St., San Francisco; National-Rotten Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.



Dutch Boy Painters' Products

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