



THE DILLONS CASH IN ON A VOLUME-BUILDING IDEA



1 Charlie, I've just finished going over the books. Last month was the best we've had in 2 years. Gee, that's great news, dad!



2 That was a swell hunch we had about putting in Dutch Boy White-Lead and a real painters' line. It worked even better than I thought it would.



3 Greatest volume-builder I ever saw. Practically every painter that comes in for Dutch Boy buys everything else he needs from us. Look at some of these orders. Run big, don't they? That one's a hummer. A few more like that and we'll be topping everybody in town.



4 No doubt about it. Never saw anything like the way Dutch Boy brings in business. Here's your pay envelope, son. There's some good news in that too. Thanks, dad. Sure looks like happy days are here again.

WHY YOU SHOULD PUSH DUTCH BOY

PAINTERS' BUSINESS is volume business. When they buy, they buy in worth-while quantities. The merchant who gets their business is the one who carries everything they want. One of the items they constantly demand is Dutch Boy White-Lead. So, when you make Dutch Boy the cornerstone of your painters' line, you've taken the

most important step in the direction of volume sales. The preference that exists for Dutch Boy White-Lead also extends to the other members of the Dutch Boy family listed below.

NATIONAL LEAD COMPANY

111 Broadway, New York; 115 Oak St., Buffalo; 200 W. 10th St., Chicago; 405
Fremont Ave., Cincinnati; 220 W. Superior Ave., Cleveland; 250 Columbia
St., St. Louis; 220 2nd St., San Francisco; 1000 Broadway, New York
111 Albany St., Boston; 1400 West 8th St., St. Paul; 316 1st Ave.,
Pittsburgh; John F. Lewis & Sons, Inc., Wilkes-Barre, Pennsylvania.



DUTCH BOY

*All Purpose
Soft Paste*

WHITE-LEAD



LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

KD-3346—Hardware Age, September 13, 1934 ★
Hardware Retailer, August
American Paint & Oil Dealer, July

N 28312

0000-NLI-000014708