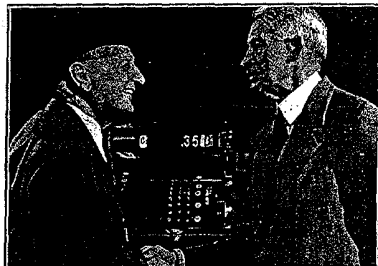




AN EYE-OPENER THAT MADE HIM SEE THE WAY TO VOLUME BUSINESS



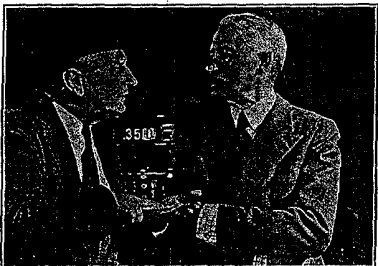
1 Hello, Fred. You're sure a sight for sore eyes. How's everything in the old burg?

Not so hot, Charlie. But you're looking prosperous enough. How are you making it?



2 Bought a nice little store over in Smithtown. Doing better than I ever did in my life. Getting a swell lot of painters' business since I put in a painters' line.

Oh, I tried that a few years ago. Never got to first base.



3 How come? I guess you didn't go about it right. First you've got to put in a REAL painters' line. You make Dutch Boy White-Lead the cornerstone. That's really the most important part of it.

Then what happens?



4 Don't most painters use Dutch Boy? Don't they use it all the time? When they come in to buy their lead they buy everything else they need from you. See the point? Believe me it runs into sweet volume business.

Boy, what an eye-opener you are! Dutch Boy is starting my painters' line—beginning now!

WHY DUTCH BOY SHOULD BE THE CORNERSTONE

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, 11204 St. Paul, Minn. 55101 Chicago, Ill. 60601
 Cleveland, Ohio 44115 St. Louis, Mo. 63101
 Pittsburgh, Pa. 15222
 Philadelphia, Pa. 19106
 St. Paul, Minn. 55101
 St. Louis, Mo. 63101
 Chicago, Ill. 60601
 Cincinnati, Ohio 45202
 Detroit, Mich. 48201
 Kansas City, Mo. 64108
 Milwaukee, Wis. 53201
 Minneapolis, Minn. 55401
 New York, N.Y. 10001
 Philadelphia, Pa. 19106
 St. Paul, Minn. 55101
 St. Louis, Mo. 63101
 Chicago, Ill. 60601
 Cleveland, Ohio 44115
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 Milwaukee, Wis. 53201
 Minneapolis, Minn. 55401
 New York, N.Y. 10001



DUTCH BOY *All Purpose Soft Paste* **WHITE-LEAD**

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

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 Hardware Retailer, June
 American Paint & Oil Dealer, June ★ Dec.

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