



..HE FOUND THE ROAD to VOLUME BUSINESS



1 Was that Jenkins, again, Fred?
Yes. He's got the job up at the new church on State Street.



2 Placed a pretty big order, didn't he?
I'll say so. Third order from him in the last two weeks.



3 We sure were asleep at the switch a long time. We ought to have gone after this painter business long ago.
You said it. Never had any idea how big the volume ran till we put in a real painter's line.



4 Well, there's where the credit belongs. We weren't getting anywhere until we began stocking Dutch Boy White-Lead.
That's right, boss. The best painters use Dutch Boy and they buy all the things they need where they buy their white lead.



**DUTCH BOY ALL-PURPOSE
SOFT PASTE WHITE-LEAD**
A new-type soft paste which, in addition to being quick-drying, can be used for inside flat as well as outside glass work. Contains pure white-lead, pure linseed oil and a little turpentine—nothing else. 12 1/2, 25, 50 & 100 lb. kegs.

DUTCH BOY BRINGS THE VOLUME BUYERS

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 what they want.

One of the items they call for most frequently 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 line: Linseed Oil, Flattening Oil, Liquid Drier, Wall Primer, and Colors-in-Oil.



NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak Street, Buffalo; 800 W. 11th Street, Chicago; 611 Freeman Avenue, Cincinnati; 80 W. Superior Avenue, Cleveland; 125 Chestnut Street, St. Louis; 244 2nd Street, San Francisco; National-Lead Paint Co., 20 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

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