

OLD BILL SAYS "DON'T LET YOUR PROFITS DRY UP IN LEFT-OVERS"



1 Bill, you sure know how to keep the shop looking shipshape. Like some painters you don't have a lot of half empty cans lying around...stuff you never use and never throw away. Well, there's more than looks to it, Jim. You can tie up a heap of good money in old paint cans.



2 Guess you're right about that. I know I am. That's one of the reasons why you hear me talk so much about Dutch Boy White-Lead. This All-Purpose Soft Paste gives you the makings for practically every type of paint you need.



3 It's a cinch we never have any waste around here. No sir, we don't. We mix the amount of paint we want. There are no "left-over" odds and ends.



4 I've got to hand it to you, Bill. You're one swell manager. Only fair, Jim. But I learned one thing early in this game. Dutch Boy White-Lead prevents your profits from drying up in left-overs. That's one of the big reasons I'm strong for it.

CONSIDER THESE ADVANTAGES, TOO!

Dutch Boy All-Purpose Soft Paste White-Lead not only makes paint for every surface and for every finish, but it makes paint that saves you money. Its cost is low... only about \$2.20* per gallon for the finished paint. It's quick and easy to mix... can be made ready for the brush at the rate of a gallon a minute. You'll also like

its easy-brushing qualities and the way it hides a lot of surface. Use Dutch Boy Soft Paste with the other Dutch Boy products listed below and make every job an All-Dutch Boy job.

*Average cost, based upon job.
NATIONAL LEAD COMPANY
111 Broadway, New York, 100; 1100 N. 1st St., Buffalo, 100; 100 W. 10th St., Chicago, 100; 100 W. 10th St., Cleveland, 100; 100 W. 10th St., Detroit, 100; 100 W. 10th St., Kansas City, 100; 100 W. 10th St., Los Angeles, 100; 100 W. 10th St., Minneapolis, 100; 100 W. 10th St., New Orleans, 100; 100 W. 10th St., Philadelphia, 100; 100 W. 10th St., Pittsburgh, 100; 100 W. 10th St., St. Louis, 100; 100 W. 10th St., San Francisco, 100; 100 W. 10th St., Seattle, 100; 100 W. 10th St., Washington, 100; 100 W. 10th St., Wichita, 100.



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

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



ED-3349—American Painter & Decorator, June, 1934*—Dec.
Painters Magazine—June—Dec.
Master Painter & Decorator—June—Dec.
Painter & Decorator—June—Dec.

N 28317

0000-NLI-000014713