

George Batten Company

Advertising

Fourth Avenue Building
Fourth Ave. and Twenty Second St.
New York



*This is a reproduction
of the striking Window
Poster — size 15 x 26
inches — which we offer
free to dealers as part
of the Summer Painting
Campaign.*

Another Big Week

Six more red-letter days for Dutch Boy dealers:
Another big week of new customers, quick sales, in-
creased business!

Summer Painting Campaign

The Dutch Boy Spring Advertising Campaign was
an overwhelming success. This news has come to us
from scores of dealers whose cash registers jingled
joyously to the tune of bigger business! So we're
following it up with a Summer Campaign that's even
more attractive and effective.

Dutch Boy Painter—June

This Summer Campaign is fully described in the
Dutch Boy Painter magazine that will go into the
mails on June 15. Be sure you get your copy! If it
doesn't reach you promptly, write to our nearest office,
and they will gladly send you one.

Free Advertising Material

In this magazine we tell you of the window posters,
movie slides, newspaper electrotypes, booklets, and other
striking advertising material we offer free to dealers for
this Summer's Painting Campaign. Order AT ONCE
the material you want—and begin to "cash in!"

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cleveland St. Louis San Francisco Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

