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National Lead

111 Broadway

IF the Victor Talking Machine business today probably represent an asset which could not be sold for its face value. The the canners of "Hicks 57" vs of "Uncle Sam Biscuits."

This asset which cannot be measured like gallons of gasoline or boxes of biscuits nevertheless determines how many gallons or boxes their producers will sell.

People today speak of it as Good Will.

It is the most powerful of selling forces.

Moreover, it works not only for the maker of an article but for the man who sells it.

Any product which year after year gives satisfactory service at a price which the economy deserves the good will of the public and generally gets it. Pure white-lead paint has been meeting these two qualifications during many generations. You know the result. People know it, like it, use it. It is easy to sell.

This good will is as important to you as it is to the manufacturer. To say a paint is made of pure white-lead is instantly to satisfy the customer on the point of quality. This can be said of Dutch Boy Liquid Lead; it is pure lead and oil—ready to apply. To those who build on a ready-to-use paint, Dutch Boy Liquid Lead is the only paint which you can sell, and still cash in on the good will which time has built up behind white-lead. With Dutch Boy Liquid Lead the property-owner can have quality and the convenience he trusts upon. Such an advantage must appeal to the consumer who wants the surface he paints to look well and keep looking well for the longest possible time.



Current Prices of Dutch Boy Liquid Lead		
	Per Gallon	Per Five Gallons
Galena.....	1.75	\$8.75
Half Galena.....	1.75	8.75
Quartz.....	.75	3.75
2-Galena White.....	1.75 per gallon	
Barrels 57 or 57 1/2 Gallons.....	1.75	

P. O. B. New York—Dutch Boy Paint Co. is the only paint company in the world that has a factory in New York City. It is the only paint company in the world that has a factory in New York City. It is the only paint company in the world that has a factory in New York City.



If your customers want a ready-to-use flat paint for interior work, sell them Dutch Boy Flat Paint. Like Dutch Boy Liquid Lead, it is made of pure white-lead. Gives a velvety finish which is truly valuable.

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