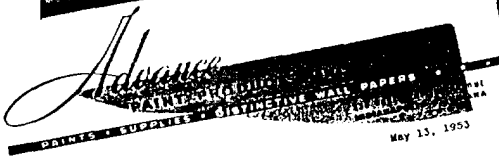


The new Dutch Boy* Color Gallery helps Hoosier paint dealer largest projects in the

sell "one of the United States"



Painting Contractor on the 3500-gallon Meadowbrook project is Mr. J. E. Thompson, Indianapolis. Ticked pink with new "Dutch Boy" Flat Wall Enamel - Satin Finish, too - he writes, "Hiding power . . . sealing qualities . . . are much greater than any wall paint which I've used in the past."



National Lead Company
641 Freeman Ave.
Cincinnati, Ohio

Gentlemen:

Since the Advance Paint Products Inc. has introduced Dutch Boy Color Gallery to its customers, the sale of the Gallery has been phenomenal. Besides the large retail business, we are selling such outstanding jobs as Eli Lilly & Co., E. S. Ayres & Co., W. H. Black & Co., Columbia Club Apartments, The Meadowbrook Apartments and the Meadowbrook 1000 color gallery. I think you should know something about its origin.

Meadowbrook was started some five years ago. It is situated on land formerly owned by the Roberts Dairy Company and at one time furnished pasture for their herd of cattle. It is beautifully landscaped and has many winding drives and sidewalks. Mr. Henry Dickson is manager of Meadowbrook and Mr. J. E. Thompson is superintendent of the painting. These two gentlemen got together and decided to try our Color Gallery. It has been highly successful. Mr. Dickson is using off white on all ceilings and has selected ten shades for the tenants to choose from for the walls. The cost per square foot on the wall is surprisingly low.

The writer has been very successful in selling the decorators on color gallery. The Circle City Decorating Company, one of the largest decorating organizations in the middle west, is a large user of this product. Mr. Phil Lier is president of the Circle City Decorating Company.

We of the Advance Paint Products Inc. feel fortunate in being in a position to furnish our customers with such high quality merchandise such as the Dutch Boy paint products and we will continue to feature the Color Gallery.

Respectfully,
ADVANCE PAINT PRODUCTS INC.
Bob Banks
Bob Banks

BB:L
CC C. H. Norman

For phenomenal paint business, put in the new "Dutch Boy" Color Gallery.

Like Mr. Bob Banks, Advance Paint Products, Inc., Indianapolis, Indiana!

With its help, he's getting a "large retail business."

With its help, he "has been successful in selling the decorators."

With its help, he has already landed many "outstanding jobs"—including the Meadowbrook Apartments (647 units), "one of the largest projects in the United States."

With its help, You can make big money, too.

Whether or not you now have a color system, take a look at the new "Dutch Boy" Color Gallery in your store. Just write or phone our nearest office for a demonstration.

NATIONAL LEAD COMPANY: New York 6; Atlanta, Buffalo 3, Chicago 8; Cincinnati 3; Cleveland 13; Dallas 3; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).



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