

HE WENT OUT TO LUNCH - AND BROUGHT HOME THE BACON -



1 Just had lunch with Jim Watkins, Boss. He's clerking for that new hardware outfit over on Main Street. How are they doing?



2 Great! Jim says they're doing a whale of a business with painters. Yeah...how come?



3 They put in a real painter's line. Don't make me laugh. I suppose I never tried that?



4 Maybe you did but you didn't build your line around Dutch Boy White-Lead. That's what seems to bring in the painters who spend real money. There might be something in that.



5 Sure there is. They make Dutch Boy the cornerstone of the line. So when a painter comes in to buy white-lead, he buys all his other supplies there too...runs into plenty of money every time. Bert, you're right! Put it there! I never figured it out that way. Get your pencil out and we'll make up that Dutch Boy order now.

Why 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 everything they want. • One of the items they constantly demand 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 family listed below.

NATIONAL LEAD COMPANY

111 Broadway, New York 101 City St., Buffalo, N.Y. 10201
Cleveland, Ohio 44115, Chicago, Ill. 60601, Cincinnati, Ohio 45202
Detroit, Mich. 48201, Kansas City, Mo. 64108, Los Angeles, Calif. 90012
New Orleans, La. 70112, Philadelphia, Pa. 19104, Pittsburgh, Pa. 15222
St. Louis, Mo. 63101, Toledo, Ohio 43601, Washington, D.C. 20001



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

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

KD-3068—Hardware Age, March 15, 1934 ★—Nov. 22
Hardware Retailer, March—Oct.
American Paint & Oil Dealer, March—Sept.

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0000-NLI-000014704