1967

Convert "one-timers" to "repeaters" with Dutch Boy® Nalplex®, the latex wall paint.

Doesn't it make sense to offer every customer you have Dutch Boy Nalplex? He'll buy it again and again because Nalplex is the latex wall paint that's so high in hiding, so smooth in leveling, that one coat looks like two. You'll be getting a satisfied customer who's not going to forget you—or your store. What more could a good businessman want?



NLI 117422