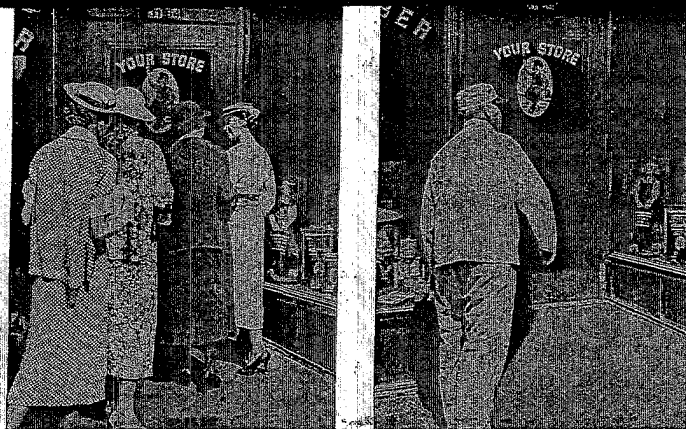


Which MEANS MORE BUSINESS?



THE visit of a single painter may not make your store look busy. But it means more actual business for you than a counter crowded with housewives.

There are three important points to remember: (1) When painters buy they buy in volume; (2) Where painters buy depends on where they get their white-lead.

The third point is—they'll be

more likely to buy from you if you stock and push Dutch Boy White-Lead . . . the most sought-after item in the painter's line.

Other Dutch Boy products that help to bring painters in are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colors-in-Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red Lead Primer.

What they SEE they BUY

Here's a merchandising idea that store after store is finding profitable . . . a Dutch Boy Department! You simply pick out your most prominent section of shelving and in it you concentrate the Dutch Boy line, every item. Such a display makes a tremendous impression on painters, not to mention other buyers—makes them feel your store is a leader in supplying the kind of goods they buy!

NATIONAL LEAD COMPANY
312 Broadway, New York; 116 Oak St., Buffalo; 906 W. 12th St., Chicago; 859 Freeman Ave., Cincinnati; 1218 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2242 24th St., San Francisco; National Heater Lead Co., 905 Albany St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros., Cox-Wilmer Bldg., Philadelphia.



Dutch Boy Painters' Products

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