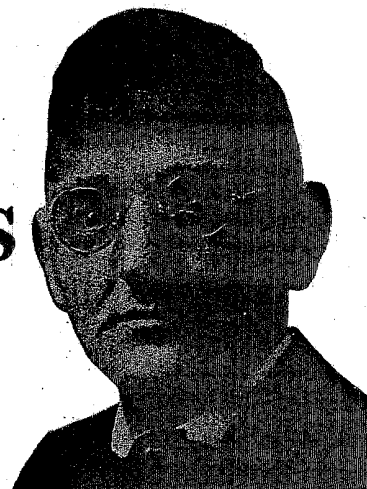


Painters' Business is VOLUME BUSINESS

★ ★ ★
*These statements not
only PROVE it... but
tell you how to GET it!*



RICHARD B. ENGLE, Decorator & Painter, St. Paul, Minn.

"My paint and varnish materials bought so far this year (Oct. 1934) amount to \$5,028. These materials were all purchased from the same dealers who furnished me with Dutch Boy White-Lead and linseed oil."



G. D. SCHISLER,
Painting Contractor,
Youngstown, Ohio

"During the past six months the total amount I spent for paint materials was \$1,653, all of which was expended with the dealer from whom I purchase Dutch Boy White-Lead."

Dutch Boy brings in the volume buyers

THESE letters show that the painter's outlay for supplies runs into a tidy sum. They also reveal that he spends the bulk of his money where he buys his white-lead.

If you want to get this profitable volume business, stock and push Dutch Boy White-Lead, the most sought-after item in the painters' line.

Other Dutch Boy paint products that enjoy wide popularity with painters are: Dutch Boy Linseed Oil, Dutch Boy Liquid Drier, Dutch Boy Colors-In-Oil, Dutch Boy Wall Primer, and Dutch Boy Lead Mixing Oil.

DUTCH BOY

All-Purpose Soft Paste
WHITE-LEAD



JOHN E. STEIER, Painter, Louisville, Ky.

"My purchases of paint materials and supplies for the year (1934) will run around \$5,000. I place this business with two dealers who handle my Dutch Boy White-Lead requirements."



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo;
900 West 12th St., Chicago; 659 Freeman Ave.,
Cincinnati; 820 West Superior Ave., Cleveland;
722 Chestnut St., St. Louis; 2240 24th St., San
Francisco; National-Boston Lead Co., 890 Albany
Street, Boston; National Lead & Oil Co. of
Pa., 316 Fourth Avenue, Pittsburgh; John T.
Lewis & Bros. Co., Widener Bldg., Philadelphia.

KD-4387—Hardware Retailing, May, 1935 ★
Hardware Age, May 25,
American Paint & Oil Dealer, May, Nov.

N 28144

0000-NLI-000014477