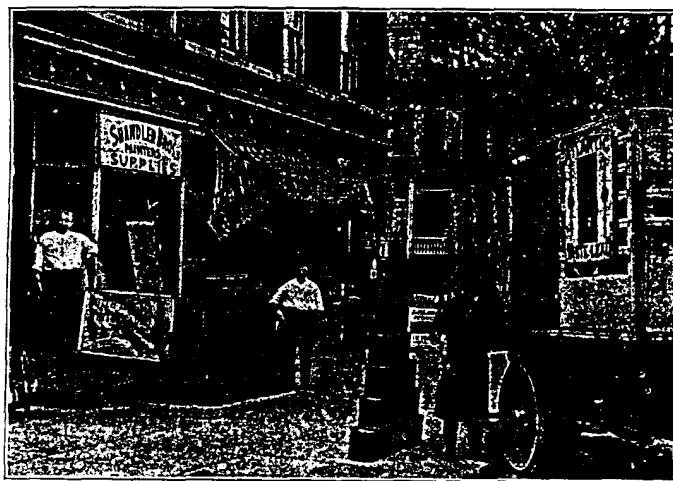




How high is "up" for your white-lead sales?

FOR ten years the Dutch Boy white-lead sales of Shandler Brothers, Irvington, N. J., paint merchants, have been steadily climbing upward.

The climb started back in 1915 with 1000 lbs. of Dutch Boy. The next year Dutch Boy went to 1978 lbs. In 1919 sales had reached the 8,250 lb. mark. Still climbing.

Old customers brought in new customers. New customers soon became steady customers. And 50,000 lbs. was the record for 1921. Last year this figure more than doubled — 120,025 lbs. of Dutch Boy.

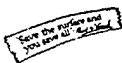
This enviable sales increase from 1000 to 120,000 lbs. did not make Shandler Brothers think that the Dutch Boy had climbed to the top of the sales ladder. These merchants continued to use every opportunity for pushing their Dutch Boy business. As a result, when the final report is in for 1924 it will probably show an even greater increase, for up to August 100,325 lbs. have been sold, with four months still to go.

For Shandler Brothers the top of the Dutch Boy sales ladder is far out of sight. Nor do they see a limit to their

white-lead profits. The reason is clear to any merchant who sells Dutch Boy white-lead. This nationally advertised paint product is used wherever people paint. It has been the choice of skilled painters for generations. It makes new friends and keeps old customers coming back to your store for more.

Use a window display, some movie slides or a series of newspaper advertisements of Dutch Boy white-lead. Let the house-owners, the business men, all the people in your community who buy or use paint, know that you carry the well-known Dutch Boy brand. The results will surprise your cash register.

The above-mentioned sales helps will be gladly sent you upon request. Just write to our nearest branch or speak to the Dutch Boy salesman the next time he calls.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

ADVERTISING DEPARTMENT,
BUILDING.



1923
120,025 lbs.

1922
90,035 lbs.

1921
50,000 lbs.

1920
11,750 lbs.

1919
8,250 lbs.

1917
2,700 lbs.

1916
1,978 lbs.

1915
1,000 lbs.

This advertisement appears in the following publications:

Page—Hardware Age—Sept. 18th

Hardware Retailer—Oct.

American Paint & Oil Dealer—Oct.

Good Hardware—Oct.