



The inquiring Dutch Boy

—each month
he asks two dealers
a question

The Question:

“Does Dutch Boy white-lead
sell readily?”

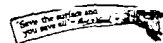
Answers:

RAPOPORT & ELLER, 16505 Jamaica Avenue, Jamaica, New York: “The fact that during the first few years of our business we sold only several tons a year, and at the present time are disposing of approximately twelve *carloads* of Dutch Boy each year, shows that this is the quickest and easiest selling product we carry. We sincerely believe that this increase of sales of Dutch Boy lead was a great factor in the successful growth of our business.”

Emil Janovic & Son, 1202 Kiser Avenue, New York: “We are pleased to state that we have moved, in the year 1925, eleven cars of Dutch Boy. This item was sold exclusively on an inquiry basis and at no time did we spend any money toward salesmen’s commissions to sell Dutch Boy white-lead. In fact, the writer has noticed that the average consumer of white-lead would make inquiry on Dutch Boy, and it helped bring about the sale of many

more items used in conjunction with painting.”

These two dealers are typical of thousands who have found how easily and rapidly they can sell Dutch Boy white-lead. You can do the same thing. Put in a Dutch Boy window display. Feature Dutch Boy in your advertisements. Let home-owners, business-men, painters in your community know that your store is the Dutch Boy store. Write our nearest branch for Dutch Boy selling helps. They’re free. A postcard will bring them to you.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 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 Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street

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