



The Inquiring Dutch Boy

Each month he asks two
dealers a question

The Question:

Do sales of Dutch Boy white-lead
lead to repeat business?

Answers:

GEORGE M. BUDEKE, 418 South Broadway, Baltimore, Md.: "For the last five or six years, we have been pushing the sale of Dutch Boy white-lead because it means repeat business."

"Dutch Boy white-lead is almost a household word in this locality. A product to become so entrenched in the minds of the public must have merit."

"We attribute a large part of our success to Dutch Boy white-lead."

FRANK C. DANNALS, Albany, Oregon: "We feel that our 38 years of success in the retail and contracting business have been largely due to Dutch Boy white-lead."

"We have many old and regular customers, both in our store and in our contracting business, as a result of their satisfaction with the durability and fine appearance of jobs done with 'Dutch Boy.' This product also helps us sell other things, such as flatting oil,

linseed oil, varnish, brushes and colors-in-oil."

Paint dealers everywhere have built up profitable businesses around the sale of Dutch Boy white-lead. Like these two dealers, they have found this well-advertised product easy to sell. And they find that it leads to repeat business.

Do painters, home-owners and other paint buyers in your community know your store as a Dutch Boy store? You can easily tell them. Put a Dutch Boy display in your window and use the other selling helps—signs, booklets, newspaper advertisements, etc.—which we supply free. Just write our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway	Boston, 131 State St.
Buffalo, 116 Oak St.	Chicago, 900 West 12th St.
Cincinnati, 659 Freeman Ave.	Cleveland, 820 W. Superior Ave.
St. Louis, 722 Chestnut St.	San Francisco, 485 California St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.	
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.	