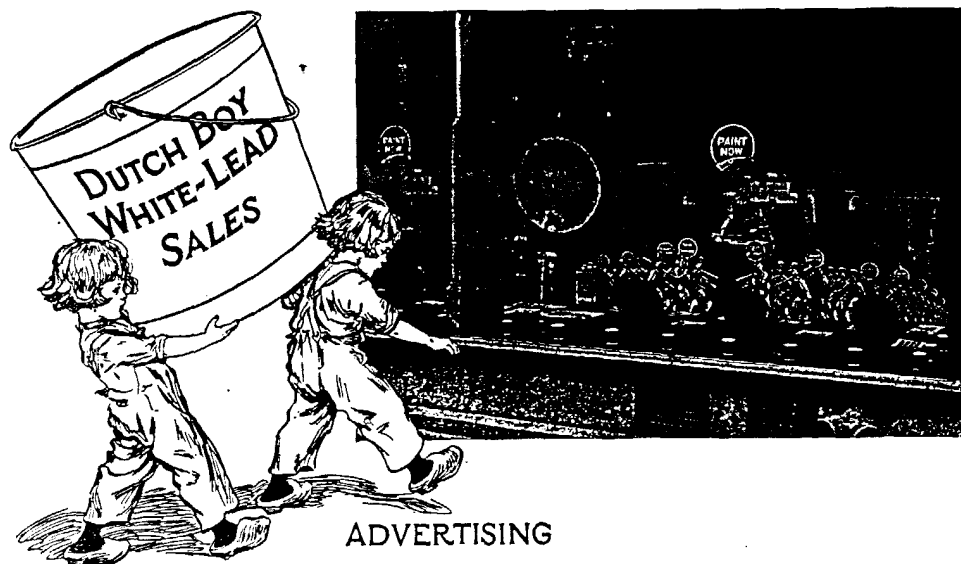




ADVERTISING

HIGH QUALITY

The team that brought more sales to Keith, Simmons & Co.

IN 1920 Keith, Simmons & Co., of Nashville, Tenn., sold 13,800 pounds of Dutch Boy white-lead. Sales in 1921 jumped to 44,950 pounds. A further increase occurred in 1922. Last year their sales were still higher, when they sold 51,500 pounds.

Mr. Britton, of Keith, Simmons & Co., attributes this increase to two things: the uniformly high quality of Dutch Boy white-lead and Dutch Boy advertising. This combination is a never-failing aid to every paint merchant. Mr. Britton writes in addition:

"This item (Dutch Boy white-lead) shows a nice profit, has quick turnover, requires only a small amount of store space and very little effort to sell."

Many a merchant has proved these facts to his profit. Dutch Boy white-lead is as much a staple to the paint merchant as bread is to the grocer. It is a nationally-advertised product that is known and used

by professional painters throughout the country.

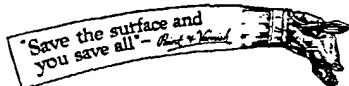
Remember also that there is for the Dutch Boy merchant another profit—the sale of brushes, oils, and other products needed by the purchaser of Dutch Boy white-lead. And time after time the fact that you carry Dutch Boy impels the purchaser to buy these other things.

Stock Dutch Boy white-lead and let your customers know you sell it. We will gladly help you in your sales campaign by furnishing the popular Dutch Boy window display, newspaper electrotypes, color folders, movie slides and other advertising helps. These features are free to all Dutch Boy merchants. Just send your request to our nearest branch or let the Dutch Boy salesman know your requirements.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 920 W. 19th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 320 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.



Dutch Boy White-Lead

This advertisement appears in the following publications:

Page Hardware Age—May 21
American Paint & Oil Dealer—April
Good Hardware—April