



The Inquiring Dutch Boy

each month he asks two
dealers a question

The Question:

Does Dutch Boy advertising
help you to increase sales?

Answers:

W. E. Aubuchon, Central Hardware Co., 621 Main Street, Fitchburg, Mass.

"Of all the nationally advertised goods that we sell—and they are many—Dutch Boy white-lead has shown the largest increase. Nine out of every ten persons who buy lead ask for Dutch Boy.

"Dutch Boy white-lead is always used as the standard of paint comparison, and we believe this is all due to your very fine advertising."

J. O. Greenwell of Baker, Hamilton and Pacific Company, 700 Seventh Street, San Francisco, Cal.

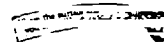
"Goods that are nationally advertised are half sold before the distributor gets the items into his store, because national advertising in reality is local advertising and when the dealer connects up with an item like Dutch Boy, he is really tying in with one of the greatest nationally advertised lines that are now on the market.

"This reason, coupled with the quality of the goods in the package, reduces sales resistance to a minimum. Each year shows an increase in the sales of Dutch Boy white-lead."

The comments of these two dealers are typical. Dutch Boy advertising has been consistently at work for years. It is substantially boosting sales in thousands of retail stores.

You can easily tie this Dutch Boy advertising directly to your own store. We will send you free Dutch Boy window displays, display cards, cuts for local advertising over your own store name. These proved advertising helps will establish your store as the Dutch Boy store. And this means a big boost for your paint department profits.

Write our nearest branch for any of these advertising helps. A post card will bring them to you.



NATIONAL LEAD COMPANY

New York, 111 Broadway	Boston, 131 State St.
Buffalo, 116 Oak St.	Chicago, 900 West 18th 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.	

This advertisement appears in the following publications:

Page (7x10) American Paint and Oil Dealer—Aug.
Hardware Age—Nov. 25
Hardware Retailer—Oct.

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