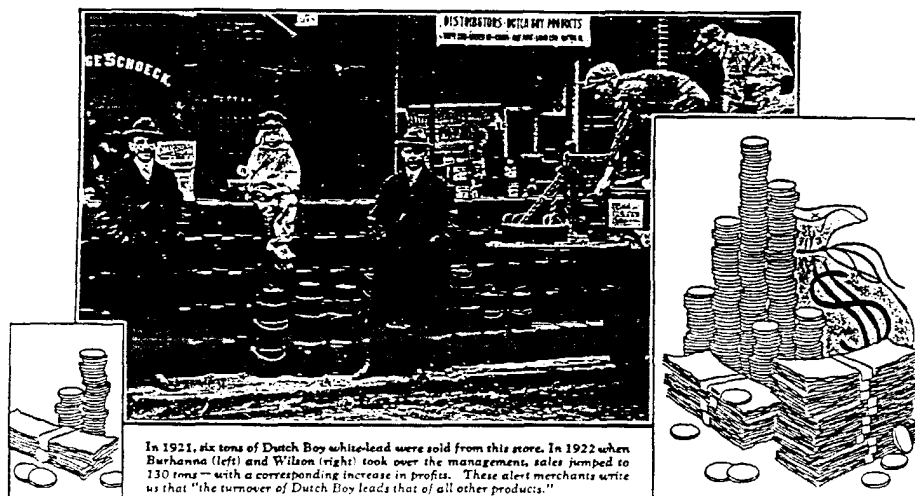




In one year sales increased from 6 to 130 tons

Burhanna and Wilson believe that records are made to be broken. In 1922 these alert merchants took over the management of a Philadelphia paint store whose Dutch Boy white-lead sales had never exceeded six tons a year.

"Our first year," write these alert merchants, "Dutch Boy sales jumped to 130 tons. In 1923 we sold approximately the same amount as in 1922."

But are they satisfied with a sales increase of over 2067%? Not according to their letter, which continues to say that "1924 should see our total sales of Dutch Boy white-lead increase to at least 150 tons!"

Successful merchants everywhere refuse to be satisfied with their previous sales records. These merchants also believe that shelves which empty many times a year are far more profitable than crowded storerooms of goods which bring in profits slowly. They not only put their money in nationally advertised merchandise, but, like Burhanna and Wilson, they put their personal sales efforts behind these well-known products.

Burhanna and Wilson have found that such an active sales policy in back of Dutch Boy white-lead boosts the sales of all products. The closing paragraph of their enthusiastic letter contains a message for every merchant. It reads: "Many customers who would not have been interested in us now come into our store because we keep in stock the famous Dutch Boy white-lead."

This fast-moving paint product will do the same for you. Write to our nearest branch or ask the Dutch Boy salesman for more information. We will gladly send you window displays, paint booklets, movie slides, newspaper cuts, etc. These features, together with our continued national advertising, will help bring new customers to your store and keep all your products on the move.



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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