

1916

3,700 lbs.

1919

85,500 lbs.

1921

189,800 lbs.

1923

269,000 lbs.



"My Sales should be greater!"

said Mr. Haines and each year he made a new record

MR. T. Lee Haines of Camden, N. J., first made this statement in 1916 when his Dutch Boy white-lead sales totalled only 3700 pounds. And the next year he sold over twice as much—8100 pounds.

But doubling his white-lead business didn't satisfy Mr. Haines, for in 1919 he sold 85,500 pounds of Dutch Boy. Still he said, "My sales should be greater!" And they jumped to 85,500 pounds the next year and to 138,900 pounds in 1920.

This rapid increase in his Dutch Boy sales only indicated to Mr. Haines the possibilities for the future growth of his white-lead business. He continued to display Dutch Boy in his window. He distributed Dutch Boy booklets, and in various ways actively pushed this nationally advertised paint product. As a result, his sales in 1921 went to 189,800 pounds, in 1922 to 239,525 pounds and in 1923 to 269,000 pounds. The 1923 sales are 72 times those of 1916.

Today Mr. Haines, like many other merchants who have tapped the always-increasing demand for Dutch Boy white-lead, confidently reports that his sales for 1924 will exceed his 1923 record.

Perhaps you can match Mr. Haines' Dutch Boy record. Perhaps you can even better it. At any rate, no matter how much Dutch Boy white-lead you sell now, an active sales policy will help you sell more.

Use a new window display. Try a series of movie slides at your local theatre. Use some space in your town paper. Above all, echo Mr. Haines' business-getting slogan, "My sales should be greater!"

We'll do our part to lend a hand. Just tell us what you need in the form of window displays, booklets, newspaper cuts, etc. Write us about any special sales plans you may want to work out. It's not too late to make 1924 a big Dutch Boy white lead year—and it's the right time to get a running start on next year's business.



"Save the surface and you save all" — *Paint & Varnish*

NATIONAL LEAD COMPANY
New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 609 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Philadelphia, 480 Broad Street; Lead & Oil Co. of Pa., 316 Market Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.