

The Inquiring Dutch Boy

Each month he asks two
dealers a question



The Question:

What has been your experience
in handling white-lead?

ANSWERS:



**FRANK WILKINS, National
Paint and Wall Paper Com-
pany, Chicago, Illinois:**

"We have handled Dutch Boy
lead for eight years. Our first or-
der was for 500 pounds. In 1924
our business increased to the enormous
amount of nine carloads—which is sufficient
proof of our success with that commodity, con-
sidering the small amount of handling charges."

**R. M. KOENIG, Regal Paint
Company, Vineland, N. J.**

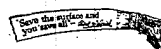
"During the past year we bought
54 tons of Dutch Boy white-lead.
That's three times as much as we
bought four years ago and 30%
more than last year. The rapid turnover we
can make gives us a satisfactory profit on



Dutch Boy white-lead. We seldom have to
spend much time in convincing the customer
he should use Dutch Boy products.

"We want to increase our sales of Dutch Boy
white-lead this year because that will also make
a larger volume of all allied materials."

Do home-owners, business men, painters in
your community know your store as the Dutch
Boy Store? Make them. Write our nearest
branch for Dutch Boy window display, movie
slides, cuts of the Dutch Boy for your bills and
letterheads. They're free.
Just ask for them. A post
card will do.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116
Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Free-
man Avenue; Cleveland, 820 West Superior Avenue; St. Louis,
722 Chestnut Street; San Francisco, 485 California Street; Pitts-
burgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue;
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

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