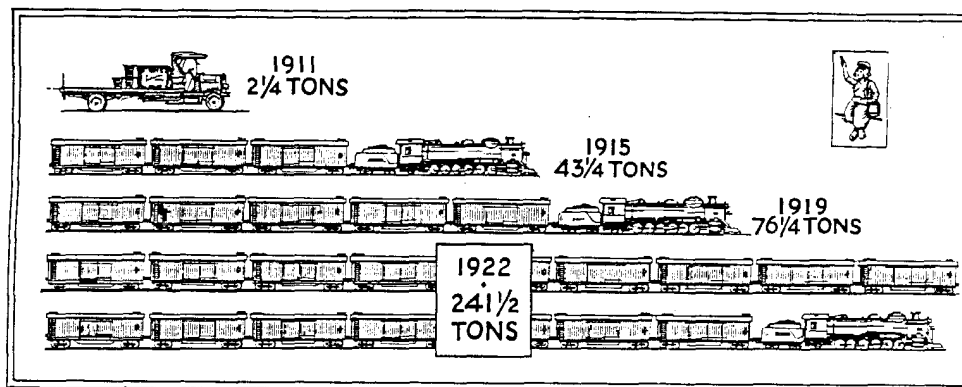




## From truck-load to train-load

*How Conlin put over a 10,633% sales increase*

**F**OURTEEN YEARS ago, James J. Conlin, a paint merchant of Bridgeport, Conn., put in a stock of Dutch Boy white-lead. His first year's sales totalled 2¼ tons. In 1912 his sales grew to 18½ tons. Each year his Dutch Boy sales grew larger.

By 1915 he was selling more than 40 times as much as in 1911. Then sales jumped to 76¼ tons in 1919, a year when many merchants were finding it difficult to keep normal stocks moving.

But the record growth in Mr. Conlin's Dutch Boy sales was made in the last few years—189¾ tons in 1921, and 241½ tons in 1922, this last representing an increase over the first year's sales of 10,633%.

### Quick sales—many profits

Mr. Conlin's record is a remarkable indorsement of the rapid-turnover principle practiced today by every successful merchant. From the start back in 1911, Mr. Conlin concentrated his efforts on products which sold quickly.

Today, this same sales policy is just as vigor-



This is the new three-story home of the Conlin Company, Bridgeport, Conn. When Mr. Conlin began selling Dutch Boy white-lead in 1911 his store was small, his sales force but one clerk. Today, it takes 15 people to carry on Mr. Conlin's growing business.

### Dutch Boy White-Lead

ously employed. Mr. Conlin personally drills all clerks in actively pushing Dutch Boy white-lead and other fast-moving Dutch Boy products. He tells us that he attributes his success largely to the principle of quick turnover as illustrated by his record of Dutch Boy white-lead sales.

This story is more than a tribute to the enterprise of Mr. Conlin. It is a message to every alert paint merchant throughout the country who would like to see the dollars come in faster.

Write us or ask the Dutch Boy salesman for more information about the quick sales and many profits of Dutch

Boy white-lead. Salesmaking helps—attractive window displays, special paint booklets, movie slides, newspaper cuts, etc.—are yours for the asking. Specify your needs in a letter to our nearest branch.

### NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 151 State St.; Buffalo, 116 Oak Street; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 830 West Superior Avenue; St. Louis, 721 Chestnut St.; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros., Co., 437 Chestnut Street.