

BUILDING.

IN 1917

Simon Gohd's delivery equipment was a horse and wagon. He had but one clerk in the store. He sold 55,050 lbs. of Dutch Boy white-lead.

IN 1924

with sales well over 575,000 lbs., Simon Gohd and his two sons own the block of buildings in the picture. They have three delivery trucks and a force of six in the store.



WHOLESALE
THOMAS STREET BLDG.
RETAIL
SIMON GOHD & SONS
(INCORPORATED)
PAINTS, OILS, VARNISHES AND WALL PAPER
825 BELMONT AVENUE
NEWARK, N. J.

National Lead Company
111 Broadway,
New York City.

Gentlemen:

For over twenty-five years our sales of Dutch Boy white-lead have been steadily increasing. We have built our business with Dutch take the remainder of their heads with them - such as oils, turpentine and dryers. If we were not pushing Dutch Boy, we undoubtedly would not have made these sales.

Seven years ago when our sales of this product were 50,000 lbs., a horse and wagon took care of our delivery requirements. Today, with our yearly sales over 575,000 lbs., we keep three delivery trucks going all the time. In addition to a force of six here at the store, we have three salesmen with cars out on the road, all pushing the sale of Dutch Boy products. Each week brings in new business.

To keep up with the increase in sales, we had to have more warehouse space. So within the last ten years we have bought the buildings in which we operate. We already find ourselves cramped for space, merchandise.

Yours very truly,

Simon Gohd

Another business grows as Dutch Boy sales go up

GOHd & SONS have built their fine business chiefly in the last seven years. In that time they have increased their sales of Dutch Boy white-lead from 50,000 lbs. to over 575,000 lbs.

There is no secret—no magic—about Gohd & Sons' success. It is typical of the experience of merchants everywhere who are building their business on the solid foundation of Dutch Boy white-lead.

Many merchants say it is the fastest-turning item in the store; it never gathers dust, for it isn't there long enough. They are surprised to see in a year's time how large a quantity of white-lead they can sell on a small investment. But that isn't all!

They make an additional profit on white-lead, as Mr. Gohd points out. When customers come in for Dutch Boy, they seldom leave without buying other materials—brushes, oils, ladders, turpentine, dryers. "If we were not pushing Dutch Boy," says Mr. Gohd

in his letter above, "we undoubtedly would not have made these sales."

Make everyone in your community think of *your* store when they think of Dutch Boy. Tell them about it with window displays and movie slides. Use a picture of the Dutch Boy on your bills and letterheads. Reach the home-owners, painters and business men in your section by means of Dutch Boy advertisements in your local newspaper.

We'll send you any of these helps you want, if you will write to our nearest branch. Or just speak to the Dutch Boy salesman the next time he calls.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 121 State Street; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 779 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 510 Fourth Avenue; Philadelphia, 1000 N. 1st Street; Cincinnati, 437 Chestnut Street.



This advertisement appears in the following publications:

Page—Hardware Age—Jan. 15

Hardware Retailer—Feb.

American Paint & Oil Dealer—Feb.