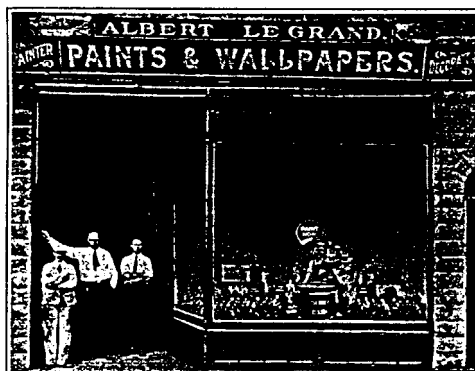
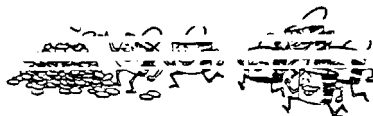




Now MR. LEGRAND sells five times as much

"My customers like Dutch Boy white-lead so well they tell others about it," writes Mr. Albert Legrand, paint dealer of Rutherford, N. J. "That's why my sales have jumped from 2000 pounds in 1920 to over five tons in 1923—an increase of more than 450%."

Mr. Legrand believes in actively pushing products which bring customers and



their friends back to his store again and again. A fast-moving stock such as Dutch Boy soon piles up many profits. Over a period of months, it is the quick-selling, shelf-shy article which shows the big gain and keeps the paint dealer's business steadily growing.



From city, town, and cross-road stores in every section of the country, reports like Mr. Legrand's have been steadily coming in. Many alert merchants tell us of increases in

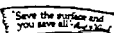
Dutch Boy white-lead sales as high as 2100%. All of them energetically put their selling efforts behind Dutch Boy white-lead because it is a standard paint product backed by years of national advertising.

Without exception, these merchants tell us that by keeping their customers coming in for Dutch Boy white-lead, they invariably boost the sale of many other products. In this same manner, Dutch Boy white lead can make your business grow.

Ask the Dutch Boy salesman or write us direct for more information about the quick sales and many profits Dutch Boy will bring you.

A complete sales-making window display, such as you see in the picture above, and other helps are ready for mailing to you. Ask for Dealer Helps

No. in your letter.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 151 State St.; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 890 West Superior Ave.; St. Louis, 792 Chestnut St.; San Francisco, 485 California St.; Pittsburgh, National Lead & Oil Co. of Pa., 516 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 457 Chestnut Street

DUTCH BOY WHITE-LEAD

FOR INTERIOR AND EXTERIOR PAINTING