



Dutch Boy Paint Dealer

THE DUTCH BOY PAINT COMPANY
CINCINNATI, OHIO
ESTABLISHED 1882
INCORPORATED 1904

Give your Customers...

"BUY-FOCAL" VISION

Catch the customer's eye — that's the first step in making a sale. But attracting his attention is not enough; you have to go on and please the customer's eye by providing something which is, at the same time, attractive and interesting. Would your store front point out to the average passerby — at first glance — that here is an up-to-the-minute, well-managed business where he would be able to have his painting problems settled efficiently and well?

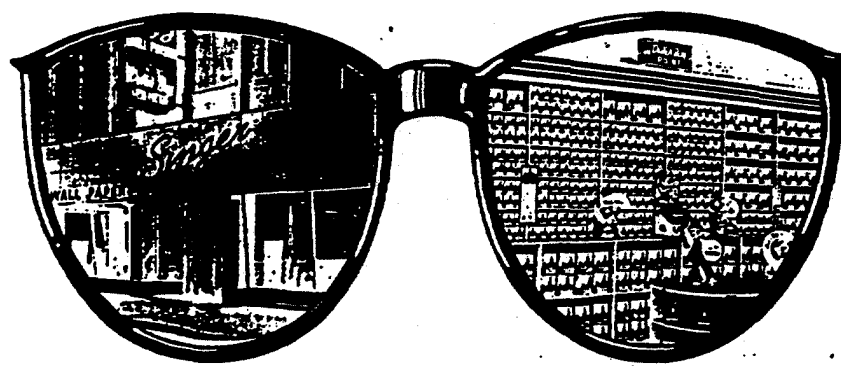
Just put yourself behind the customer's glasses shown below and you can easily see that Slinger Wall Paper & Paint Company of Cincinnati, Ohio, are making absolutely certain that not one single passerby will miss being attracted to their store.

Notice the modern, eye-appealing store front of their new store at 221-25 W. Fifth Street in Cincinnati. The large, lackless windows allow the customer to view not only the appealing window displays but beyond them and inside the store itself. The store name and products sold are large and fully visible across the street.

Inside the store the customer's eye is immediately attracted by the skillfully arranged shelving with row on row of the bright, colorful "Dutch Boy" Paint labels right out there so that they can work their own selling magic on the customers in the store. Here's the "Dutch Boy" full line — really handy for the clerk who won't have to leave his customer and go into a back storeroom to fill over-the-counter purchases. Here are signs and displays also that will catch the customer's eye right at the point of purchase. Along with fresh color cards and descriptive folders, these signs and displays will take more of the selling burden from the clerk and speed up the sale.

Any potential customer need only take one quick look at the Slinger store front and one look around inside and he will immediately recognize that here is a well-managed store — a store he can have confidence in. This is what you want your customers to feel as they enter your store. Take a quick look around your store — look at it through a customer's eyes. It's the customer's eyes that stop or start every sale you make!

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DEALERS, PAINTERS, ARCHITECTS JOIN TOGETHER FOR FACTS

In Hagerstown, Maryland recently, a meeting was organized by three "Dutch Boy" dealers, Hagerstown Paint and Glass Co., of Hagerstown, Maryland, the Martinsburg Paint & Glass Co., of Martinsburg, West Virginia and John W. Rosenberger Co. of Winchester, Virginia. The meeting featured a talk and demonstration of "Dutch Boy" Paints given by J. W. McArthur, technical representative of the National Lead Company. Perhaps one of the reasons that this meeting was so much of a success was due to the fact that it was a cooperative, well-organized meeting. Not only were the dealers and their sales personnel present but each dealer brought to the meeting his painter customers and local architects. In that way everyone must vital to the business life of these dealers had the opportunity of getting the latest facts on paints and paint usage from an expert. All persons attending were highly enthusiastic at the close of the meeting - feeling that they had gained a great deal of valuable information in the quickest and easiest way possible. It's obvious that these meetings can be very valuable. In this case, these three dealers made just one evening's lecture add up to the promise of many years of better business. Shown in photo above, standing in back of seated painter guests, are left to right: Don Gimple (salesman) of Hagerstown Paint and Glass Co. - Wayne Byrd (manager) and Leroy Miller of Martinsburg Paint & Glass Co. - Leonard J. Davis, Frank C. Ort, Virgie Frazee, Leonard G. Mathias (partner), W. Royston Smith, George Whittington and Emmert F. Kiepp - all of Hagerstown Paint and Glass Co. - "Dutch Boy" salesman Sam. Saltzman - Carl Isenminger of Hagerstown Paint and Glass Co. - Ralph Vaught (manager) and Jim Settermann of John W. Rosenberger Co.

"BUY-FOCAL" VISION (Continued from page 1)

Singer Wall Paper & Paint Co., Inc. was organized just six years ago but through skillful management and careful selection of products to be marketed they have built a large and prosperous business. The store shown in the customer's glasses (page 1) is just one of the Singer stores in Cincinnati - the new one which opened in September of this year. Publicity-wise, a gala three-day opening of the new store was held and hundreds of friends, customers and suppliers were on hand to help spark the occasion. Needless to say, the "Dutch Boy" was there in person and large displays in the windows and in the store made it clear to customers that Singer is their "Dutch Boy" dealer. When the officers of the company were asked about the "Dutch Boy" line, they all agreed unanimously that a great deal of the success in the paint department has come from the fine volume they enjoy on "Dutch Boy" Paints. National advertising on a broad scale, plus cooperative local advertising and attractive display materials, has aided immensely. All in all, they are very happy with the friendly cooperation they receive, and a full-size window display of the "Dutch Boy" line is a "MUST" with them.

That's what we hear often from dealers across the country who know that the Full Line "Dutch Boy" Franchise is a business asset that can't be beaten in the paint business!

HOW IMPORTANT IS

Tradition?

It is possible for a business to exist for a great many years and still not advance - tradition can be a by-word for stagnation. But not so with National Lead Company! With beginnings which date back to the early days of the nation - the Philadelphia Branch dates back to 1772 and New York to 1825 - these years have been profitable years, rich in experience. Experience, surely a most exacting teacher, has long since eliminated from National Lead Company's operations the many pitfalls of the uninitiated or newcomer to paint formulation and manufacture.

Thus, with every sale of a "Dutch Boy" product, you have the assurance of quality - a quality that has grown through almost 130 years of actual working experience with paint and paint products. Important to any paint manufacturer, of course, is just what goes into that paint - pigments and vehicles, such as lead, titanium, color pigments, linseed oil and special drying oils. On their perfection lies much of the responsibility for the final perfection of the paint itself. National Lead Company produces most of these ingredients themselves, so there is no question of inferior components in any "Dutch Boy" finished paint product.

The "Dutch Boy" plants throughout the country are in themselves a fine example of how experience brings efficiencies in operation. These plants are among the most modern and scientifically controlled in the nation. A trip to any one of these plants would show you a neat, smoothly operating unit. You would meet paint technicians and workmen, carefully trained and all proud of the "Dutch Boy" tradition that they have helped build and are continuing to build!

Yes, "Dutch Boy's" tradition is important; and it's important to you because when you stock the "Dutch Boy" full line you know that you have in your store the very finest quality obtainable. This is because the "Dutch Boy" tradition is a living tradition - a business asset which spells ever-increasing profit in your store.

WE'LL SEE YOU IN ATLANTIC CITY

Booth 176

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RETAIL PAINT & WALLPAPER
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