



Dutch Boy* Paint Dealer

Published by
NATIONAL LEAD COMPANY
1st BROADWAY, New York 6, N. Y.

PRESIDENT
J. J. FITZ
TREASURER
CHAS. S. HILL
SECRETARY
J. D. HENRICH



***it
pays
to
display!***

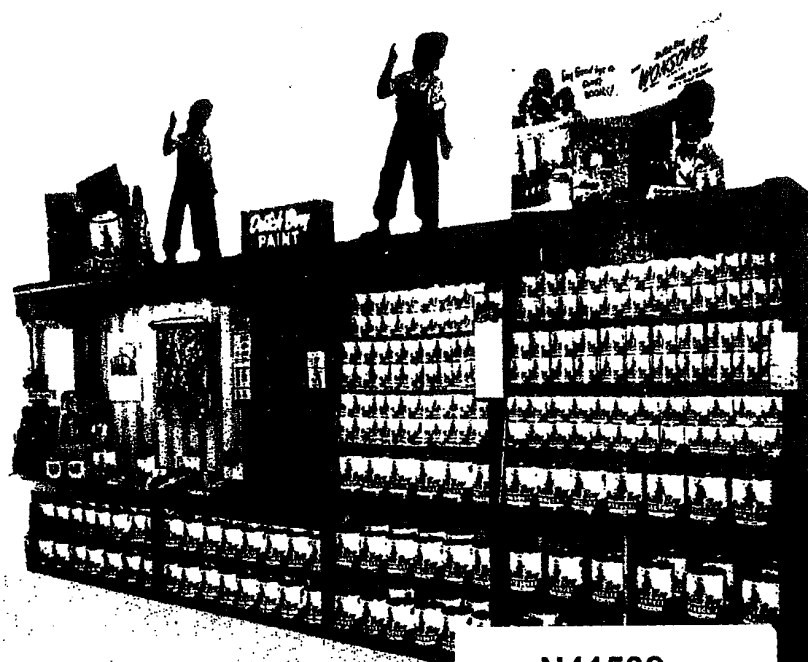
**...throughout
your store**

A. C. Nielsen Company, one of the country's leading research organizations, recently proved through a national survey that it certainly pays to display; in fact, that it costs you not to display! It is a well-known fact that proper display of nationally advertised merchandise increases the dealer's sales. This has been tested hundreds of times. The most important aspect of this survey was, "What is the over-all sales effect of some stores displaying, the others not displaying, particular brand promotions?" The answer found was that sales in the stores properly displaying a typical, nationally advertised brand *increased 41%*. This is all right as far as it goes, but what is not generally realized is the fact that other stores not displaying this particular brand . . . or perhaps not displaying it as effectively . . . actually lose business! Sales in the non-display stores went down 24% on the particular brand featured in the display stores. In other words, the display stores divert business from the non-display stores.

The dealer who doesn't tie in with national advertising campaigns risks actual loss in sales—or stands to gain through the use of good display!

In view of the facts, take a look at your own store. Start with your store windows. Are they colorful and interesting enough to stop a prospective customer walking down the street? Your windows are vital to your business. They are your first contact with the customer—your first opportunity to sell. That's why each month in this publication you will find an illustration for good window display . . . windows specially designed to stop the customer and invite him inside your store.

Many dealers think that display is just intended for windows. They forget that their whole store interior is seen daily by customers and that the store interior,



N41532

Elder's Feature Dutch Boy's Paint

Shown on this page is the beautiful home of Mr. Thomas G. Smith at 1700 South Carson st. completely repainted with Dutch Boy's famous blended House Paint by the Happy Lane Painting Co. It took over 100 gallons of this famous paint for this job, after the surface was completely sanded and cleaned down to the bare wood ready to receive the undercoat of Dutch Boy's Primer-Undercoater, made especially to go next to the wood, to seal the wood against moisture penetration, and the penetration of the oil in the finish coat.

The undercoat is made especially to go next to the wood, and the finish coat of Dutch-Boy Bright White is made to go next to the weather. Both coats are manufactured completely different to do a complete paint job that will wear longer, look better, and stay whiter than any painting system ever devised by man using three coats of top grade conventional house paint finish coat.

This system of painting goes on brilliant white and stays white thruout the life of the job. Because of the gradual chalking after the first summer's sun, it washes its face everytime it rains, by washing off this slight chalking and the dirt and dust that settles on it between rains.

The reason Elder's chose this famous line of Dutch Boy Paints is because they have been the choice of the better painters of this country for over 100 years, and they are still using a very large percentage of carbonate of white lead to make their house paint, and the folks at Elder's are a little old fashioned maybe, because they know white lead has been good paint for 2000 years, and think it will be good paint for a long time to come.

So they urge friends and customers to use outside house paint containing large percentages of this famous Carbonate of White Lead, whether they buy from Elder's or not. Elder's have the full line of this famous Dutch Boy paints for both inside and outside, and welcome inquiries on it.



"DUTCH BOY'S" FAMOUS BLENDED HOUSE PAINT USED HERE

—Hopkins

When Mr. and Mrs. Thomas G. Smith had their beautiful home at 1700 South Carson St. repainted they just naturally selected "Dutch Boy's" famous blended paint as sold here by the Elder Paint and Wall Paper Company. More than 100 gallons of paint were required for the job. The surface was completely sanded and cleaned down to the bare wood for a coat of "Dutch Boy's" primer-undercoater and then finished with "Dutch Boy" Bright White. The effect was very striking and satisfactory.

"DUTCH BOY" DEALERS MAKE NEWS

Two alert "Dutch Boy" dealers have succeeded in getting some very valuable free publicity for their businesses and "Dutch Boy" Paint. The article and photo at the top of the page appeared in the building section of the Tulsa Daily World, providing Elder Paint and Wallpaper Company of that city a big promotional boost. And the article at the bottom, appearing in the St. Louis Post-Dispatch, undoubtedly sent a good many new customers into

Mrs. Butler's paint store, the Brentwood Paint and Wallpaper Store.

This is a good advertising tip to all "Dutch Boy" dealers. Your local newspaper which carries your regular paid advertisements is, on the whole, happy to run good news features provided by you. However, it is up to you to do something newsworthy and then bring it to the paper's attention. All of you have numerous opportunities for news stories—outstanding painting projects in the community, opening of a new store or alterations to your present store, anniversaries, your participation in community projects such as "Clean Up, Paint Up, Fix Up" drives and many other possible occasions. Make sure your local newspaper gets a story that concerns *your store*!

She Mixes Paint Dressed In Frilly White Blouse

The Brentwood Paint and Wallpaper store at 8831 Manchester road is a tribute to a woman's courage.

Mrs. Butler, who operates the store, has invaded what is usually regarded as a man's province by operating a store that specializes in paints. What's more, she has done it without any previous experience. When she opened her store in 1940, Mrs. Butler had never been in business before and had no experience.

In the past 11 years she has become an expert in her field. She now specializes in mixing all types of paint to the exact shade requested by a customer. From a sample of drapery, upholstery or virtually anything else, she will reproduce in paint the exact color required.

Furthermore, she will guarantee the matching. Mixing the paint, she then tests her formula by painting a scrap of wood and allowing it to dry in order to make sure that there is not the slightest variation in color.

And, believe it or not, she can come through a whole day of mixing and testing a rainbow full of paints without ever getting a drop on her clothes. A white blouse is still white, not pink, green, or purple, at the end of the day.

TULSA DAILY
WORLD

ST. LOUIS
POST-
DISPATCH



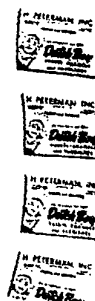
PRACTICE WHAT YOU PREACH!

Sam Britton, manager of the Economy Paint Supply Company in Leominster, Mass., has proved once and for all that he has complete confidence in the products he is selling. At the same time, he is showing these products off to good advantage—letting them advertise themselves.

Mr. Britton gave his store front a gleaming coat of blue and yellow—with "Dutch Boy" Sash and Trim Colors, of course. "Dutch Boy" wet paint signs were placed prominently around the freshly painted front, plus a large sign which made the announcement: "THE BEST IS NONE TOO GOOD FOR US—THAT IS WHY WE ARE USING 'DUTCH BOY'!" Quoting Mr. Britton, "You can't miss our store because it has the brightest store front in town!" Mr. Britton's customers won't miss the fact either that if the dealer himself selects "Dutch Boy" for his own store front, it must be *the best buy!*



HAVE YOU ORDERED YOUR ROLL-O-MATIC DUPLICATOR?



Automatically prints your store name, address, phone number and advertising message on wrapping paper as the paper is pulled from the roll. Now, for only a few pennies per thousand impressions, you can advertise your store on every package.

PRACTICAL • STURDY • AUTOMATIC

The cooperative cost to you for the Roll-O-Matic Duplicator, complete with special mat and bottle of ink, is only \$14.75. "Dutch Boy" pays the rest. Ask your "Dutch Boy" salesman to give you an order blank next time he visits your store—don't miss this exceptional "business promoter"!

IT PAYS TO DISPLAY!...THROUGHOUT YOUR STORE

being closer to the actual point of purchase, is just as important as their windows. Look over the interior of your store. First of all, if it has a neat and orderly appearance, you are one step along the way toward your goal. Now what about display? One item that is often not thought of as display material is the merchandise itself. It is wise to get just as much of your stock out into your store as possible to take advantage of its natural display value, particularly "Dutch Boy" Paints in their attractive blue and white containers.

The very colorful "Dutch Boy" display units sent you each year have been especially designed to do a double job—create sales in your store windows and inside your store. Take the large center unit of this year's popular display—it is ideal as a standing floor display piece anywhere in your store. This year there is a special floor display for "Sparkling White Enamel," plus a three-dimensional window display for the same product. One up-state New York dealer reports that after making use of these two displays—in his window and inside his store—his sales of "Sparkling White Enamel" jumped 75%! Tying in a large inside display of the particular product featured in your

window is a sure sales-getter. For instance, if you are featuring Wonsover in your window, build your central inside display around Wonsover, too.

What about last year's displays? Many dealers keep display pieces for several years. For example, the Midwest Paint Company of Green Bay, Wisconsin, find that "Dutch Boy" displays can be used over again many times in different ways. In the photo at the bottom of the first page, you can see some old display material doing service on top of well-stocked "Dutch Boy" shelves, together with the "Dutch Boy" electric sign. In the upper photo, the Hausmann Paint Company of Joliet, Illinois, have perched the standing "Dutch Boy" figure from 1950 on top of an attractive floor display. This floor "merchandizer" is an especially good one. Various "Dutch Boy" products are displayed and color cards conveniently placed so the customer can look at them while he waits to make his purchase.

Remember, merchandise attractively displayed sells itself—especially nationally advertised brands such as "Dutch Boy." Watch your sales jump when you start to use your windows and your whole store interior to their maximum display possibilities!

NOW IS THE TIME TO ORDER YOUR



The all-new "Dutch Boy" Calendar for 1952 is a sure-fire salesman for your business. It is designed to do just the thing a calendar must do to be worth your interest or your investment—take its place in the homes of your customers or potential customers. It is so beautiful, with its monthly photographs in full color, that everyone will want to hang it up immediately. The brilliant photographs are all the work of Ivan Dmitri, noted photographer, whose outstanding pictures you have seen in The Saturday Evening Post and in many other

1952 Calendars

national publications. The low cost of the calendars, only \$14.25 per hundred, could only be obtained on a cooperative basis. At Christmas you will have an ideal greeting for your customers and friends—the finest calendar you have ever had to present—a calendar they will appreciate having in their homes. Use the enclosed handy blank to send your check and order—and do it now!

COOPERATE for GOOD WILL and GOOD BUSINESS

THROUGH YOUR

Wonsover Window!

You know how much easier it is to sell paint when you can show the customer just how beautiful "Dutch Boy" looks in the home. That is why the new "Dutch Boy" window displays show colorful interior and exterior views of homes beautifully decorated. That is the reason also that the window shown below will stop the housewife as she passes your store and then bring her right inside for a sale!

Borrow a chair and small table from a local furniture store, decora-

tor or antique shop. Choose these pieces for their unusualness and beauty in order to give your window more interest. Borrow a lamp from a gift shop—here again look for a particularly interesting lamp. Add a length of bright attractive drapery material from a store which handles fabrics. Arrange these pieces in front of a large panel, a sheet of building board, painted in one of the Wonsover tints which harmonizes with the drapes, rug and covering on the chair. Place a sign in a large old-fashioned frame giving credit to each merchant for the various items he has contributed to your window. On the other side of the window, another sign should read, "You always have the RIGHT BACKGROUND with Wonsover." Just below this, use your large center "Dutch Boy" display unit with the Wonsover display section attached.

Here is a window that your fellow merchants will be more than happy to help you create. In return for this excellent promotion of their stores, they should be willing to have you place a small card in each of their windows reading, "Be sure to see the Jones Paint Store window—see how 'Dutch Boy' Wonsover provides your rooms with just the right background!" This window will make sales for you and for the other merchants of your community.

