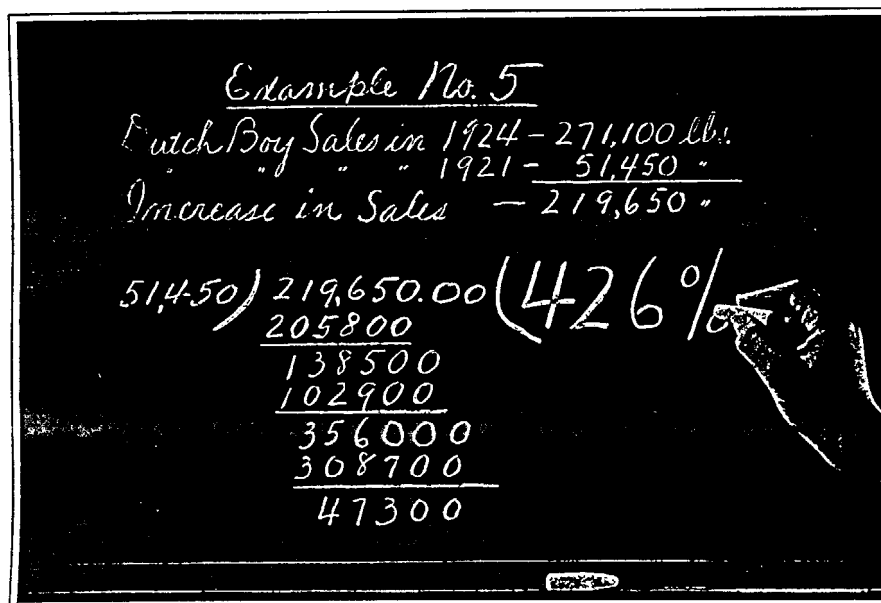




The answer the Dutch Boy gave Wellston Paint & Glass Co.

THE Wellston Paint & Glass Co., of St. Louis, Mo., sold last year more than five times as much Dutch Boy white-lead as in 1921, its first year in business.

This is a splendid record, but it is not surprising in view of the many increases in sales of Dutch Boy white-lead recorded by merchants all over the country.

Mr. Heninger, secretary of the company, writes:

"This (the sales increase) we consider a rather remarkable showing for a store of this size.

"Let us say in conclusion that the coming year augurs an even better record than the year just ended."

What factors brought about this increase in Dutch Boy sales? Mr. Heninger lists:

*Judicious and continued advertising
 Distribution of paint literature
 Efficient, prompt service, making low overhead*

Maintenance of standard quality of product

Recognition of merit on part of buying public, resulting in greater sales and quick turnover.

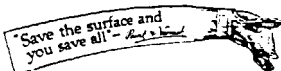
Besides the direct profit merchants make on Dutch Boy white-lead, there is another. The purchaser of Dutch Boy needs other paint materials. He is influenced to buy those products where he can get Dutch Boy. In other words, Dutch Boy helps to sell other paint items.

Don't let these two profits escape you. Stock Dutch Boy white-lead and let your customers know about it. We shall be pleased to send you free the popular Dutch Boy window display, newspaper electrotypes, movie slides, color folders and paint booklets to help in your sales campaign. The result of adding your own advertising and sales efforts to ours naturally brings larger sales and profits.

Just drop a line to our nearest branch for any of the advertising material you want, or tell your requirements to the Dutch Boy salesman.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 315 Fourth Avenue; Philadelphia, John T. Lewis & Bro. Co., 437 Chestnut Street.



Dutch Boy White-Lead

This advertisement appears in the following publications:

Page—Hardware Age—March 19
 American Paint & Oil Dealer—March
 Hardware Retailer—April