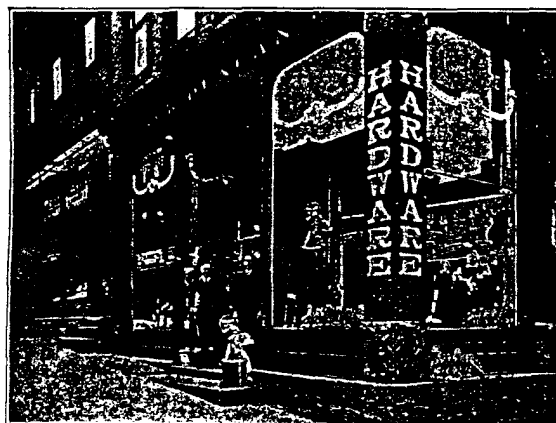




Good window display is one of the methods Mr. J. R. Duncan employs for attracting more white-lead sales



"Our Dutch Boy sales jump higher every year"

—and Mr. Duncan adds, "That's because we don't merely carry white-lead—we sell it!"

IN the latter part of 1919, Mr. J. R. Duncan bought out a Jeannette, Pa., hardware store. Prior to Mr. Duncan's ownership, this store had never sold annually over 3,000 lbs. of Dutch Boy white-lead. Yet the very first year, 1920, Mr. Duncan sold 4,650 lbs. He pushed his Dutch Boy sales to 12,050 lbs. in 1921. Still he wasn't satisfied. By the end of 1923 his annual sales of this widely used paint product were 20,000 lbs.

Mr. Duncan might have been contented with the thought that he had reached the limit of his white-lead sales. But increasing his Dutch Boy sales seven times in four years only acted as an incentive for greater selling effort. As a result, up to June, 1924, he sold 31,525 lbs. of Dutch Boy, beating his last year's record by 11,525 lbs. in only five months' time.

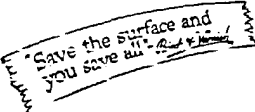
Ask Mr. Duncan if he "carries" Dutch Boy white-lead in stock,

and he'll quickly reply, "I sell it!" His attractive Dutch Boy windows tell you that. The minute you walk into his store you'll see Dutch Boy well displayed. Nor does Mr. Duncan lose an opportunity to use his personal selling ability in order to keep his Dutch Boy sales record growing.

Merchants in all parts of the country refuse, like Mr. Duncan, to consider a Dutch Boy sales record as a sales limit. And each year their profits on Dutch Boy grow bigger.

We're willing to work with any merchant for greater white-lead sales. New window displays are ready for you. Newspaper cuts, movie slides and other helps, prepared by experts, are yours for the asking. Just tell the Dutch Boy salesman what you can use, or write us direct.

NATIONAL LEAD COMPANY
New York, 111 Broadway; Boston, 131 State Street;
Buffalo, 116 Oak Street; Chicago, 900 West 18th
Street; Cincinnati, 659 Freeman Avenue; Cleveland,
222 West Superior Avenue; St. Louis, 144 Chestnut
Street; San Francisco, 485 California Street; Phila-
delphia, National Lead & Oil Co. of Pa., 316 Fourth
Avenue; Philadelphia, John T. Lewis & Bros. Co.,
437 Chestnut Street.



This advertisement appears in the following publications:

Page—*Hardware Age*—Oct. 16th
Hardware Retailer—Nov.
American Paint & Oil Dealer—Nov.
Good Hardware—Nov.