



The Inquiring Dutch Boy

each month he asks two
dealers a question

The Question:

In what ways do you benefit by the
rapid turnover of Dutch Boy white-lead?

Answers:

ALEX WEISKOPF, 1323 Third Avenue, New York, N. Y.: "Its rapid turnover, the fact that it requires little selling expense and salesmanship on our part because of your local and national advertising and the fact that it is ordered from us with a minimum of delivery and accounting expense, make Dutch Boy white-lead an item on which there is the least handling charge in comparison with our other items. This, combined with the great demand for Dutch Boy, makes it an article of attractive profit."

V. L. BAULARD CO., Galveston, Texas: "For nearly fifty years we have been represented on your books continuously as distributors of your well-known Dutch Boy white-lead, which has enjoyed a consistent demand all these years, and its quality has remained uniform. Our sales (mostly at retail) have been as high as six carloads a year, possibly more some years, and due to the many turnovers a year, we enjoy a very satisfactory margin of profit in handling Dutch Boy white-lead."

These two dealers are typical of thousands who have found that Dutch Boy white-lead, because of its rapid turnover, is an unusually satisfactory product to handle. There is a constant demand for Dutch Boy, enabling you to turn your investment in it several times or more a year. At the same time, handling expenses are low and you run no risk of dead-stock losses, for white-lead does not depreciate in value.

Dutch Boy white-lead dealers are provided with proved business-getters in the way of window displays, signs, booklets, etc. Write our nearest branch if you are interested in these selling helps.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 639 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Broc. Co., 437 Chestnut St.
Boston, 131 State St.
Chicago, 900 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 485 California St.

This advertisement appears in the following publications:

Page American Paints and Oil Dealer—June
Hardware Retailer—Aug.
Hardware Age—Sept. 23

0000-NLI-000017417