



Dutch Boy sells itself and other paint materials for Manning-Crowley Paint Company

MANNING-CROWLEY Paint Company, of Monroe, La., find that Dutch Boy white-lead brings in two profits. One is a direct profit on Dutch Boy sales; the other is an indirect profit made on paint materials purchased at the time the customer buys Dutch Boy.

J. M. Manning, Manager of Manning-Crowley Paint Co., says:

"The sale of Dutch Boy white-lead will cause our store to sell a customer for a job sometimes as high as four times the cost of the lead, in other materials."

Figures supplied by this paint company on Dutch Boy show that 16,000 lbs. were handled in 1921; 19,750 lbs. in 1922 and 35,000 in 1923. About sales and direct profit from Dutch Boy white-lead, Mr. Manning says:

"After handling Dutch Boy white-lead from the opening of our store in 1913, we find that the demand has steadily increased in this locality for this product."

Dutch Boy practically sells itself. We are able to supply the demand with a very reasonable investment, and turning this investment three to four times per year gives us a good margin of profit on the original investment."

Use these sales helps

JUST AS MANNING-CROWLEY and other merchants have found two profits in handling and selling Dutch Boy white-lead, you can, too. To help your sales campaign, we will be very glad to supply you with window display material, display cards, color folders, movie slides, newspaper advertisements and other advertising helps free. Just drop a line to our nearest branch or tell your needs to our salesman.

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, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

Dutch Boy White-Lead

This advertisement appears in the following publications:

Page—Hardware Age—June 25
Hardware Retailer—June
American Paint & Oil Dealer—May