

Dutch Brand Products at A Century of Progress 1934

One of the foremost spectacles of the present generation was and is the mammoth Century of Progress Exposition at Chicago. It offered in 1933 every means of diversion and enlightenment on subjects of every conceivable character. To progressive and far-seeing business men of America, however, it offered something else . . . it was a vehicle they could use as another form of advertising and builder of good-will.

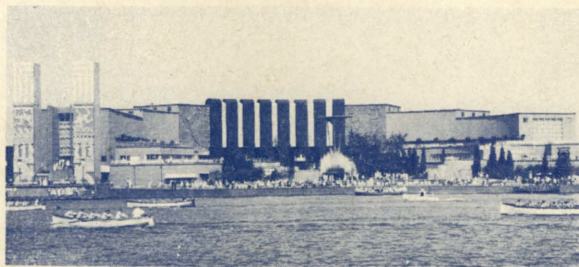
The manufacturers of DUTCH BRAND Products have used nearly all forms of publicity to promote the sale of their products to millions of consumers and thousands of jobbers and dealers. Here then was a new opportunity which we quickly accepted to advertise DUTCH BRAND Products in an entirely new setting, a decision in keeping with the progressiveness that has always embraced DUTCH BRAND Products.



A view of the Dutch Brand Exhibit at A Century of Progress, Chicago, 1933—which will be enlarged and improved in 1934.

During the 1933 period of A Century of Progress hundreds of thousands of people became acquainted or renewed acquaintance with DUTCH BRAND. These thousands from all points of the compass, took away with them a souvenir package of DUTCH BRAND Friction Tape, accompanied by several pieces of educational literature subtly promotional. These contacts built for DUTCH BRAND Products, a greater prestige than ever, the good-will developed reflecting itself handsomely in increased patronage.

Small wonder, therefore, that DUTCH BRAND Products will again be exhibited in an even more forceful manner during the 1934 period of A Century of Progress.



A view of the Electrical Building at A Century of Progress, Chicago, in which the Dutch Brand Exhibit is located.

We hope to make thousands of additional friends for you and for us . . . which in a material way means greater sales and greater profits for all those engaged in the distribution and sale of that quality line of DUTCH BRAND Products which has won for itself the title of "Market Leader."

Supporting this unusual form of national advertising, we will continue our programs of national magazine and trade paper advertising, coupled with sampling, direct mail, trade exhibits and other promotional activities.

VAN CLEEF BROS.