

# Are you getting the best trade?



*In many communities one store gets all the best trade—the substantial customers who bring permanent patronage*

**T**HE finest trade in a district usually goes to one store. This store attracts the high-class customers—those who buy for quality.

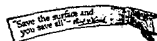
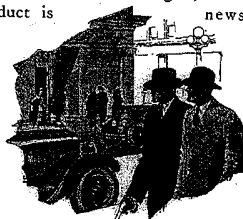
And it holds these desirable customers year after year, because they know the store handles only proven, dependable products.

Such a product is Dutch Boy white-lead. For generations Dutch Boy has been the choice of

skilled professional painters, of discriminating home-owners, of important industrial firms. It is in constant demand.

Dutch Boy white-lead is pure and uniform. It has long been recognized as standard.

Let us help you cash in on Dutch Boy prestige. Write us for any selling helps you may need—window displays, store hangers, folders, movie slides, newspaper electro-types — they are all yours for the asking. Address our nearest branch.



## NATIONAL LEAD COMPANY

New York, 111 Broadway  
Buffalo, 116 Oak St.  
Cincinnati, 659 Freeman Ave.  
St. Louis, 712 Chestnut St.  
Pittsburgh, National Lead & Oil Co. of Pa., 116 Fourth Ave.  
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.  
Boston, 300 Albany St.  
Chicago, 900 West 18th St.  
Cleveland, 820 W. Superior Ave.  
San Francisco, 485 California St.

## DUTCH BOY WHITE-LEAD

This advertisement appears in:

American Paint and Oil Dealer, April, 1927  
Hardware Age, May 26, 1927  
Hardware Retailer, June, 1927

## The Dutch Boy's Column

### About your windows

**S**OME of the boys are good at thinking up snappy display ideas to bring in more customers. And every once in a while they hit on a display that's a knockout.

No doubt about it. There's many a clever display idea running around loose.

That's one way to get displays that dig up the dollars. Another way is to make use of the displays that are all worked up for you and come free-for-nothing.

Try a Dutch Boy display, for instance. Hundreds of dealers find that it pulls the best trade, and pulls it hard.

By the way, do you know what the graybeards have figured out? At least one third of the rent of retail stores goes for the windows. Think that over for a second. Then go out and take a look at your windows. Are they earning one third of your rent?

*The Dutch Boy*