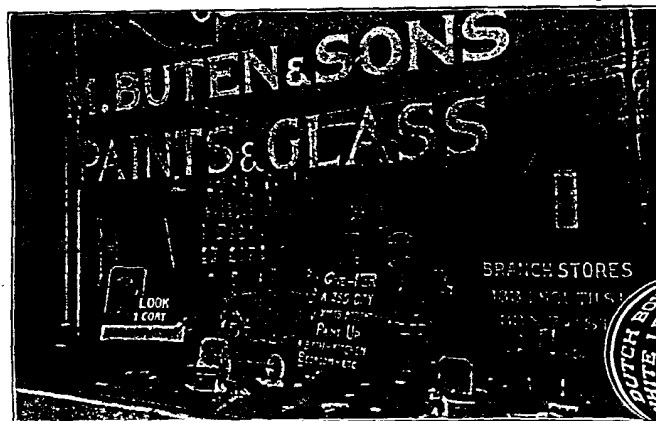




BUILDING.
Successful paint merchants today are those who drop slow-moving items and concentrate on live, quick-selling products such as Dutch Boy white-lead



The fastest-turning product in all three of Buten's stores

WHAT is the secret of making money in the paint business? "It's turnover," say M. Buten & Sons, paint merchants of Philadelphia. In all three of their successful stores this live concern concentrates on quick-selling, fast-turning items.

Take white-lead for instance. They sell but one brand—Dutch Boy. They have sold it for seventeen years, increasing sales from 7½ tons in 1907, to 162 tons in 1924—an increase of over 2000%.

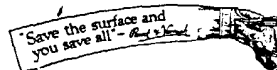
"We have found the fastest-turning product in our three stores is Dutch Boy white-lead," say M. Buten & Sons. They write that since they began handling Dutch Boy white-lead exclusively "we have been able to cut down our stock and lessen our investment and overhead."

Alert merchants like Buten & Sons are making money on Dutch Boy white-lead itself; but more than that, they are reaping an additional profit from the sale of brushes, oils, turpentine and other

products that go hand-in-hand with white-lead.

Do home-owners, painters, business-men in your community place your store as the Dutch Boy store? Make them. Install a Dutch Boy window, use a Dutch Boy movie slide, put a cut of the Dutch Boy on your bills and letter-heads. Choose Dutch Boy, adders with each package that leaves the store.

We shall be glad to send you any of this material if you will write our nearest branch, or mention it to the Dutch Boy salesman next time he calls.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 W. 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 Pa., 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—July 23
Hardware Retailer—August
American Paint & Oil Dealer—July