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NLI 109475

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National Lead Company

111 Broadway New York, N.Y.

A DEALER said to us the merchant was in business for profit; to which there was no opposing argument if he said what he said. But he was using those words to back up an entirely different belief, namely, that any product was all right which showed a satisfactory margin.

This isn't true, for many reasons, the main one being that the theory takes no account of the ultimate satisfaction of the customer. If you don't accomplish that, you have no good-will and where will ultimate profit come from without good-will?

You can turn to your profit the good opinion which the public already has of pure white-lead paint by offering your customers Dutch Boy Liquid Lead.

Pure white-lead has behind it the accumulated prestige of years of satisfactory performance. The house-owner prefers pure white-lead for painting principally because he knows it wears and therefore means real economy. He knows white-lead paint does not scale off, that it "stands up," that it looks well year after year. If any customer of yours insists on a ready-to-use paint, he can have it and still retain the advantage of using the generation-old standard material. The dealer who gives him this combination builds business, which means not only profit but continuing profit.

By the way, the dealer's profit on Dutch Boy Liquid Lead is a dollar a gallon—a little more than that if bought in large quantities. This is as good as on any paint, and you are giving your customers the best to be had.

Current Prices of Dutch Boy Liquid Lead		
	Per Gallon	Per Gallon
Gallon.....	\$1.00	\$1.00
Half Gallon.....	.50	.50
Quart.....	.25	.25
7-Gallon Klean.....	6.75 per gallon	
Barrel 15 to 31 Gallons.....	1.80	



These prices are subject to the cost of a year from the date of publication of this notice. In case of any change in the price of raw materials, the price of the paint will be changed accordingly. The price of the paint will be changed accordingly. The price of the paint will be changed accordingly.

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National Lead Company

111 Broadway

New York, N. Y.



A DEALER said to us the other day that every merchant was in business for just one thing: namely, profit: to which there would have been no opposing argument if he had really meant only what he said. But he was using those words to back up an entirely different belief, namely, that any product was all right which showed a satisfactory mark-up.

This isn't true, for many reasons, the main one being that the theory takes no account of the ultimate satisfaction of the customer. If you don't accomplish that, you have no good-will and where will ultimate profit come from without good-will?

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Current Prices of Dutch Boy Liquid Lead

	Price in Dollars	Per Gallon
Gallon.....	\$2.00	\$2.00
Half Gallon.....	1.00	1.00
Quart.....	.50	.50
1-Gallon Kilo.....	1.50 per gallon	
Barns 1/2 to 3/4 Gallon.....	1.50	

P. O. D. Box 1000—New York 10, N. Y. 10 days free 25¢ for each 100 lbs.

These prices are subject to the cost of a year from the purchase of a barrel of 100 lbs. or more of any paint, and the cost of a year from the purchase of a barrel of 100 lbs. or more of any paint, and the cost of a year from the purchase of a barrel of 100 lbs. or more of any paint.



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