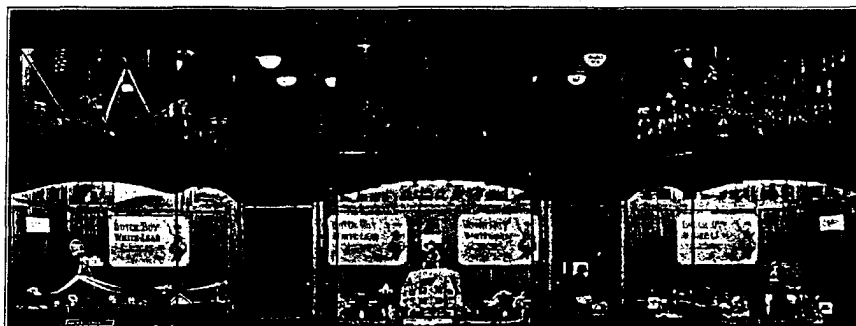




"Walmer of Wilkinsburg"

pins his faith to turnover

In eight years he has boosted

THE Charles W. Walmer Hardware Company of Wilkinsburg, Pa.,

is a strong advocate of turnover. Mr. Walmer believes that the store that concentrates on quick-selling, fast-turning items is certain to be successful. And surely Mr. Walmer's own success is a splendid argument for his theory.

Dutch Boy white-lead is one of the fast-turning items on which Mr. Walmer concentrates. In 1917 his sales of Dutch Boy amounted to 10,500 pounds. Since then they show a steady annual increase. In 1925 they reached the total of 210,200 pounds—an increase of nearly 2000 per cent in eight years!

Mr. Walmer's experience with Dutch Boy white-lead is typical of that of many other paint merchants. These merchants find that Dutch Boy has an extremely rapid turnover, and requires practically

*his white-lead sales
almost 2000 per cent*

no sales effort. And these Dutch Boy merchants reap an additional profit from the sale of brushes, oil, turpentine, and other products that go hand in hand with white-lead.

* * *

We shall 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
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 496 Chestnut St.
Baltimore, 1000 E. Pratt St.
Philadelphia, 10th & Arch Sts.
Boston, 131 State St.
Chicago, 900 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 400 California St.
Seattle, 1000 1st Ave.
Portland, 1000 1st Ave.

Dutch Boy White-Lead