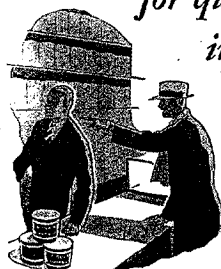


"I'll Take That One"

Your best customers—those who buy for quality—demand the leading product in any line of merchandise



IN a good many lines of merchandise one product is recognized as the leader—the best of its kind.

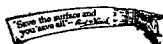
This product has earned a reputation for superiority. It enjoys a long record of usefulness and worth. Because its value has been proved, it is everywhere in demand.

Such a product is Dutch Boy white-lead. For generations Dutch Boy has been the choice of skilled professional painters. These painters use it on the best paint jobs—the best decorating jobs—thruout the land.

Dutch Boy white-lead is pure white-lead. It invites the trade that demands quality—the trade that brings you permanent patronage.

And Dutch Boy leads to other sales—linseed oil, flatting oil, turpentine, driers and colors, of course, and other materials as well—brushes, sandpaper and putty knives.

Feature Dutch Boy. Write us for any selling helps you may need—window displays, folders, movie slides, newspaper electrotypes—they are all free. Address our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 115 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 820 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 & Oil Dealer, March, 1927
Hardware Age, March 24, 1927
Hardware Retailer, April, 1927
Good Hardware, April, 1927 ✓

The Dutch Boy's Column

Paint Demonstrations

AS I've often said before, there's nothing like a demonstration to boost paint business. Show them how to paint. That's the ideal! Then they'll come back to buy paint from you.

It's easy enough to do. One fellow did it this way: He passed around among his visitors some sample boards covered with distinctive wall finishes—Crumpled Roll finish, Shaded Tiffany, Sponge Mottle and others. Then, right before their eyes, he had a painter take a board and some paint and show them how to apply these finishes.

That sort of thing creates a real interest in painting, and gives paint-buyers something to think about. You can probably think of a lot more ways to turn casual onlookers into paint prospects. And maybe one of your clerks has some real ideas. Find out!

Here's another good thing about demonstrations—they give you a follow-up that will produce business the year round. This is the way to do it: Before the people leave your store, make them register. Result—a hand-picked mailing list! Revised and kept up to date each year!

The Dutch Boy