

"He *always* buys the best"

That's why he is a valuable customer . . . the kind you want to hold

The Dutch Boy's Column

The Ambassador

He called on every home-owner in town, but he didn't try to make a single sale! Called himself the Paint Ambassador. Told them about painting, told them he sold good paint and brushes, told them to come down any time and get all the intelligent information about paint and painting they wanted.

But do you think that was all these home-owners heard from him? Not by a long shot. Every few weeks they got something in the mail to tempt them to go down and buy some paint.

And you'd be surprised at how many of them obeyed that impulse!

That's a way to do real promotion work—personal calls plus use of the mails. But if you haven't time for house-to-house canvassing, use direct-mail anyway. You can make it dig up prospects you never dreamed of.

Mail out to prospective customers the literature manufacturers send you. National Lead Company, for instance, furnishes some booklets ideal for the purpose. Write for a supply. They're free.

The Dutch Boy



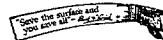
THE most desirable customers are those who buy for quality. They want the best products. And they patronize the stores whose policy is "quality first."

These are the customers you seek, because they bring permanent patronage. You can attract them—you can hold them—by handling proven, dependable merchandise—the leading products in every line.

Such a product is Dutch Boy white-lead. For generations it has been the choice of skilled professional painters and other discriminating paint-buyers.

The high and unvarying quality of Dutch Boy white-lead is well known. Why not capitalize on its prestige?

Feature Dutch Boy. Write us for any selling helps you may need—window displays, booklets, movie slides, newspaper electros—they are all yours for the asking, and they will bring in the quality trade. Address our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak Street
Cincinnati, 639 Freeman Avenue
St. Louis, 722 Chestnut Street
Pittsburgh, National Lead & Oil Co. of Penna., 116 Fourth Avenue
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street
Boston, 800 Albany Street
Chicago, 500 West 18th Street
Cleveland, 820 West Superior Avenue
San Francisco, 485 California Street

DUTCH BOY WHITE-LEAD

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