

Customer turnover ~ in your store?



*Here is one way to hold the best
kind of customer—to keep him
from buying elsewhere*

IT is one of the costliest things in business—"customer turnover." Especially when the quality customer slips away—the man who always buys the best.

He is the desirable kind of customer—the customer you want to hold. You can hold him—you can attract more like him—by handling proven, dependable products in every line of merchandise. He buys where he is always sure of getting the products which he knows are highest in quality.

Such a product is Dutch Boy white-lead. For many years it has been standard among skilled professional painters and other discriminating purchasers. It is a paint material of high quality and recognized merit. Quality customers usually prefer Dutch Boy.

Let Dutch Boy help build your business. Feature Dutch Boy. It will attract the best trade—the quality trade—to your store. Write us for any selling helps you may need—window displays, signs, booklets, newspaper electrotypes, movie slides—they are all yours for the asking. Address our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 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, 300 Albany St.
Chicago, 900 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 483 California St.

DUTCH BOY WHITE-LEAD

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Good Hardware, September, 1927
Hardware Retailer, August, 1927

The Dutch Boy's Column

Star Salesmen

WHO is the star salesman in your store?

That's a funny question, maybe. Perhaps you never thought of any of your salesmen as being stars. But every store usually has one man who brings in more business than any other. Probably it's you—the proprietor.

But some stores have figured out that their star salesman isn't a man at all! It's their windows. Or advertising by mail—or newspaper advertising.

Maybe so, maybe not. But it's true that no store can afford to overlook the value of consistent advertising of some kind.

And it's easy to get good advertising material—for use in the window, the store, or the newspaper. Have you seen the selling helps in the way of advertising features that National Lead Company has worked up for you? Write for samples.

The Dutch Boy