

Quality Customers BUY Quality Goods



The Dutch Boy's Column

TURNOVER

... Friend of mine asked me the other day, "How do you find the steak in that swell restaurant you go to?" I answered, "Well, I just turn over the little piece of lettuce, and there it is!"

That's one kind of turnover. But the turnover I'm talking about is much more important—to you and to me both. It's *paint* turnover.

Turnover is the sure way to paint profits. Everybody knows that. It's retailing arithmetic.

The question is—how can you get a bigger turnover?

Well, here's one *sure* way to boost your turnover. Look at your stock. Pick out a few fast-selling, well-known, well-advertised items. Concentrate on them.

Just try featuring Dutch Boy. Put it in your window along with a Dutch Boy window display. Hundreds of dealers have tried this. It brings home the bacon.

The Dutch Boy

Dutch Boy white-lead helps you build business with the finest class of trade—the trade that brings profits to every paint store

THE successful merchant builds his business on the bedrock of quality. High-quality products give his store a higher standing in his community. Such products sell readily. And invariably they attract the desirable trade, the trade that gives permanent patronage.

Dutch Boy white-lead is a quality product. It is sold in quality stores thruout the country. It has long been favorably known to paint users. It is in constant demand. *Dutch Boy* white-lead brings you the business of the better type of painters, as well as home-owners and industrial concerns.

Dutch Boy white-lead is pure and uniform—a paint material of recognized merit. It has been standard for generations. *Dutch Boy* is helping paint dealers every day to build successful business.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 650 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 417 Chestnut St.
Boston, 121 State St.
Chicago, 500 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 485 California St.
St. Paul, 316 Fourth Ave.

D U T C H B O Y W H I T E - L E A D

This advertisement appears in:
Hardware Age, January 27, 1927
Hardware Retailer, February, 1927
American Paint & Oil Dealer, February, 1927
Good Hardware, March, 1927

0000-NLI-000017638