

Proof from
Marschalk & Pratt, Inc. 369 Lexington Ave., N.Y. C.

WHITE-LEAD KEEPS PAINT QUALITY UP

BEST PAINT

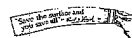
GOOD PAINT

"CHEAP" PAINT

• Ask a dealer or a master painter what paint he would prefer on his own house. The chances are that he'll say "Give me paint made of white-lead". • A logical answer indeed! Generation after generation of paint buyers and paint users have recognized white-lead in paint as a sure indication of paint quality. • The wearing properties of white-lead have been demonstrated through years of service... by every kind of pains-taking laboratory test. The public's faith in white-lead as the model paint pigment has been justified over and over again. • Therefore, you are capitalizing on the white-lead tradition when you keep paint quality up by employing plenty of white-lead in your paint formulas.



NATIONAL LEAD COMPANY
New York, 111 Broadway; Buffalo, 316 Oak Street; Chicago, 989 West 18th Street; Cincinnati, 629 Freeman Avenue; Cleveland, 320 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th Street; Boston, National-Boston Lead Co., 280 Albany Street; Pittsburgh, National Lead & Oil Co., 4 Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Building.



This advertisement appears in the following publication:
American Paint Journal—February 1, March 28, May 23,
July 18, Sept. 12, Nov. 7, 1932
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- Drugs, Oils & Paints--Feb. June Oct., 1932
- Oil, Paint & Drug Reporter--Feb. 25, March 7, April 11,
May 16, June 20., Aug. 1, Sept. 12, Oct. 24, Dec. 5, 1932
- Paint, Oil & Chem. Review--Feb. 4, May 26, Sept. 22, 1932

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