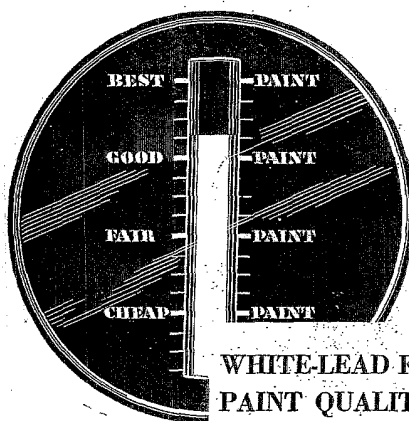


Proof from

Marschalk & Pratt, Inc., 359 Lexington Ave., N.Y.C.



WHITE-LEAD KEEPS PAINT QUALITY UP

• Wherever you go...North, East, South, West ...you'll find this conviction deep in the minds of paint buyers: Quality paint contains plenty of white-lead. • The more you think about it the more you'll realize that this conviction is perfectly logical. Generations of paint buyers and paint users have discovered through their own experience that pure white-lead paint has exceptional wearing qualities. White-lead's wearing properties have been demonstrated repeatedly through years of service and by every kind of laboratory test. White-lead is the paint pigment the public has learned to rely upon...it has justified its reputation over and over again. • Capitalize on the traditional acceptance of white-lead ...use plenty of it in your paint formulas.

NATIONAL LEAD COMPANY

New York 111 Broadway; Buffalo 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 609 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2245 24th Street; Boston, National Paints Lead Company, 859 Albany Street; Pittsburgh, National Lead & Oil Company of Pennsylvania, 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Building.

This advertisement appears in the following publication:

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Feb. 15, April 11, June 6, August 1, Sept. 26, Nov. 21, 1932

KD-518

- Drugs, Oils & Paints--March, July, November, 1932
- Oil, Paint & Drug Reporter--Feb. 8, March 14, April 18, May 23, July 4, Aug. 8, Sept. 26, Nov. 7, Dec. 12, 1932
- Paint, Oil & Chemical Review--March 3, June 16, Oct. 20, 1932

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