



## People are Thinking... "How Much Lead?"

That's the yardstick of quality that intelligent paint buyers use. They have heard—ever since they were old enough to know what paint is—that white lead "makes" good paint. This belief is second nature to them. Why not cater to it? Help the dealer to sell your paint—by making it of high lead content.



### NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 235 Montgomery Street; Boston, National-Boston Lead Co., 800 Albany Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Building.