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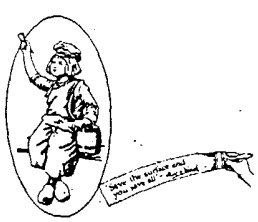
The Public is "Lead-Conscious"

All intelligent paint buyers recognize white lead as the measure of paint value. For generations, from father to son, this belief—based on countless examples of white lead's long, economical surface protection—has been passed along. Why not cash in on this "lead consciousness"? Make it known that yours is a paint with a high lead content. Help your dealers reduce sales resistance—for quicker, easier profits.



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.

KD-24—Oil, Paint & Drug Rep.—Feb. 10, 1930

American Paint Journ. Feb 10 - Drugs Oils & Paints - Feb
Paint Oil & Chem Rev. - Feb 6