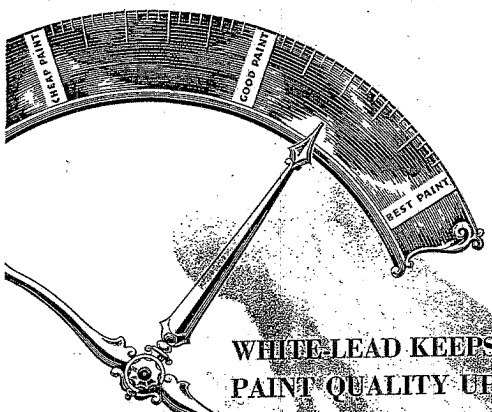
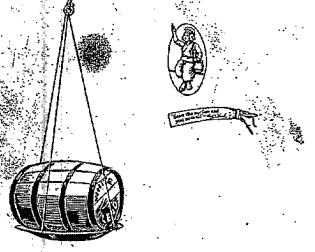
Proof from
Marschalk & Pratt, Inc. | 369 Lexington Ave., N.Y.C.



WHITE-LEAD KEEPS PAINT QUALITY UP

● Over a long period of years, both tests and actual service under every conceivable condition have demonstrated that the longest wearing paints contain the most white-lead. ● As a result of this observation on the part of both property owners and painters, there has grown the conviction that white-lead makes quality paint. Since this belief has been handed down from father to son for generations it is only natural that dealers, painters and property owners everywhere should be guided by this commonly accepted basis for measuring paint quality. ● You can profit... your dealers can profit... by using plenty of white-lead in your paint.



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, 2240 24th Street; Boston, National-Boston Lead Co., 800 Albany Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

This advertisement appears in the following publication:

American Paint Journal
Jan. 18, Mar. 14, May 9, July 4, Aug. 29, Oct. 24, Dec. 19, 1932
KD-516

-Drugs, Oils & Paints--Jan. May Sept., 1932
-Oil, Paint & Drug Reporter--Jan. 18, Feb. 22, April 4, May 9, June 13, July 18, Sept. 5, Oct. 17, Nov. 21, 1932.
-Paint, Oil & Chemical Review--Jan. 14, May 5, Aug. 4, Dec. 15, 1932.

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