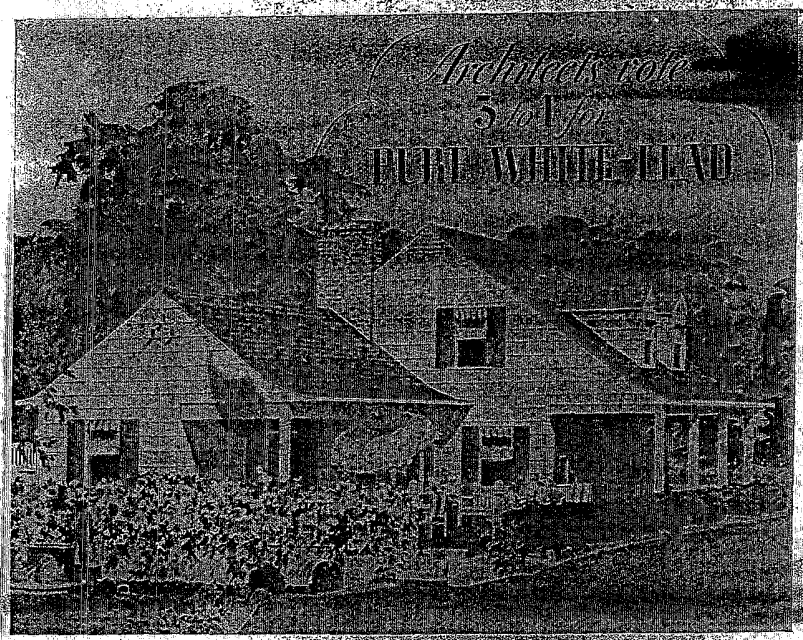

Overwhelming preference proved by recent survey



● People who really know paint know that for durability and beauty, pure white-lead and oil cannot be surpassed. Among architects, for example, it is the overwhelming choice... proved again by a recent survey made by the Forest Products-Better Paint Campaign.

Architects in all parts of the country were asked what paint they generally specified for exterior wood surfaces. When the returns were compiled the vote was 3 to 1 in favor of pure white-lead [illegible] proved record [illegible] its traditional ability to stand up for long periods under the most severe weather conditions.

White-lead paint does not crack and scale. On the contrary, it wears down stubbornly by gradual chalking, which leaves a smooth, unbroken surface, an ideal foundation for new paint. Moreover, it can be mixed to suit the requirements of [illegible] and tinted to the exact [illegible]

White-lead—good [illegible] name—has long [illegible] respected for its high quality both by property owners and those who deal with paint professionally.



DUTCH BOY WHITE-LEAD *Good Paint's Other Name*

NATIONAL LEAD COMPANY
[illegible] New York: 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 820 West Superior Avenue, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Company, 800 Albany Street, Boston; National Lead & Oil Company of Pennsylvania, 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia

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