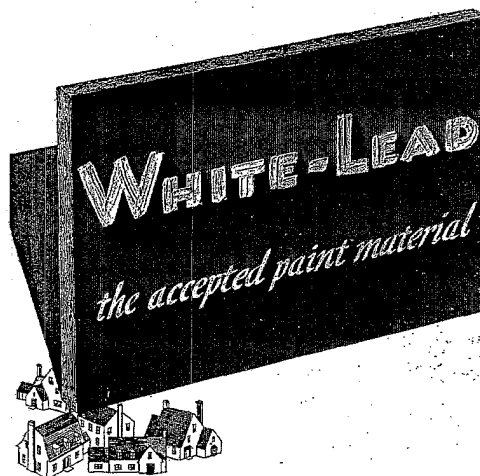
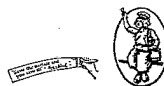




**T**HE owner of property...the painter...the dealer—every buyer of paint accepts white-lead as a standard paint material. They have heard—ever since they were old enough to know what paint is—that white-lead “makes” good paint. You can capitalize this public consciousness of white-lead, the accepted paint material, by using plenty of pure white-lead in your product.

**NATIONAL LEAD COMPANY**

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 500 W. 18th Street; Cincinnati, 659 Fresco Avenue; Cleveland, 320 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th Street; Boston, National-Lead Co., 800 Albany Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Son Co., Widener Building.



KD-236—American Paint Journal—Jan. 5—Feb. 15—March 23—May 11  
July 6—Aug. 24—Oct. 12—Nov. 9—Dec. 28, 1931

- - Drugs, Oils & Paints—Jan.—May—Sept. 1931
- Oil, Paint & Drug Reporter—Jan.—5-Feb.—16
- - March 23—April 27—June 8—July 13 Aug.—24—
- Oct. 12 Nov. 16-Dec. 21, 1931
- - Paint Oil & Chemical Review—Jan.—8-April 23
- July 9—Oct. 23, 1931.

N 27975

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Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York



FROM father to son—for generations—the appreciation of white-lead's value as a paint pigment has been handed down. The experience of thousands of property-owners has furnished countless examples of white-lead's protective and beautifying properties. The result is a wide-spread consciousness of white-lead's advantages. You can help your dealers "cash in" on this white-lead consciousness by using **more** of white-lead in your paint.



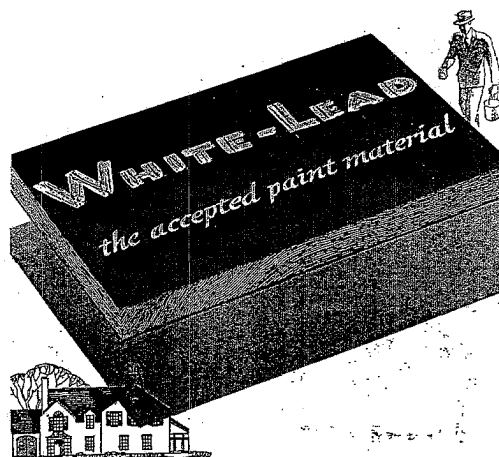
**NATIONAL LEAD CO.**  
New York, 111 Broadway, Buffalo,  
115 Oak Street; Chicago, 900 W.  
18th Street; Cincinnati, 659  
Fremont Avenue; Cleveland, 820  
W. Superior Avenue; St. Louis,  
722 Chestnut St.; San Francisco,  
2240 24th St.; Boston, National  
Boston Lead Co., 200 Albany  
Street; Pittsburgh, National Lead  
& Oil Co., 400 3rd St.; Fourth  
Avenue; Philadelphia, John T.  
Lewis & Sons Co., Whelan Bldg.



RD-23—American Paint Journal—Jan. 13—Feb. 23—April 6  
May 25—July 20—Sept. 7—Oct. 13—Nov. 15, 1931  
—Drugs, Oils & Paints—Feb. 5—June—Oct., 1931  
—Oil, Paint & Drug Reporter—Jan. 19—Feb. 23—April 6—  
May 11—June 15—July 20—Sept. 7—Oct. 19—Nov. 23, 1931  
—Paint, Oil & Chemical Review—Feb. 5—May 7—Aug. 6—  
Nov. 5, 1931

N 27975.01

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**H**OW MUCH LEAD?" is a natural question on the lips of paint-buyers. Their own experience and the experience of generations of paint-users have proved that white-lead "makes" good paint. It's only logical, therefore, that the white-lead content of a paint should furnish these paint-buyers with a yardstick of paint quality. You can capitalize this belief in white-lead's value by giving your paint a high white-lead content.

**NATIONAL LEAD CO.**

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 500 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 620 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th Street; Boston, National-Boston Lead Co., 890 Albany Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.



KD-237 American Paint Journal, Jan. 26, March 2, April 13, June 8, Aug. 10, Sept. 14, Oct. 26, Nov. 30, 1931

- - Drugs, Oils & Paints-March, July, November, 1931.
- - Oil, Paint & Drug Reporter-Jan. 26, March 9, April 13, May 18, June 22, Aug. 3, Sept. 14, Oct. 26, Dec. 7, 1931
- - Paint, Oil & Chemical Review-March 5, May 28, Aug. 27-Nov. 26, 1931.

N 27975.02

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**NATIONAL LEAD CO.**

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 59 Freeman Avenue; Cleveland, 320 W. Superior Avenue; London, 722 Chestnut Street; San Francisco, 2240 Market Street; Boston, National Eastern Lead Co., 200 Albany Street; Pittsburgh, National Lead & Oil Company of Pennsylvania, 100 Second Street; Philadelphia, John T. Lewis & Co., 100 Walnut Street.

- Drugs, Oils & Paints-April, August, December-1931
- Oil, Paint & Drug Reporter-March 9, April 13, May 18, June 22, Aug. 3, Sept. 14, Oct 26, Dec. 7, 1931
- Paint, Oil & Chemical Review-March 26, June 13, Sept. 24 Dec. 17, 1931

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