

ADVERTISING COPY No. 1431

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NATIONAL LEAD COMPANY,

Advertising Department,

111 Broadway, New York, N. Y.

The Trade-Mark Test

When our white lead was first marketed under the Dutch Boy Painter trade-mark, we distributed blow-pipes to enable users of our product to test it for purity. National Lead Company's brands of white lead had been standard for decades but we asked the consumer to look for our trade-mark on the keg and then assure himself that Dutch Boy Painter white lead was pure by subjecting it to the blow-pipe test.

In the course of time the Dutch Boy Painter test took the place of the blow-pipe test. The consumer convinced himself that Dutch Boy Painter white lead was free from adulteration and the subsequent painting job proved it. Thereafter the trade-mark test was relied upon.

There has never been a quick and accurate test for adulteration in linseed oil. Of course, after the paint was applied "the nigger in the woodpile" was discovered but then it was too late to mend matters.

Now that our linseed oil is obtainable under the Dutch Boy Painter trade-mark of purity (in one gallon sealed cans, packed six to a case and in five gallon sealed cans, packed one to a case) you can be absolutely sure of the purity of both white lead and linseed oil - the two most important paint ingredients - by subjecting them to the trade-mark test.

Apply the Dutch Boy Painter trade-mark test to all the white lead and linseed oil you buy. It is a guaranty of purity and quality that assures you of the best materials with which to work and best materials as the foundation of satisfactory painting jobs.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
St. Louis San Francisco

NLI 002277