The Stamp of White-Lead

WITH white-lead, painters can put a stamp of safety on every house. With white-lead they label property SAFE against sun and rain and snow.

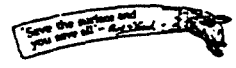
By painting property and keeping it painted with white-lead they guarantee the owner of the property against any loss of his investment through decay and deterioration.

For generations professional painters have successfully used paint made of pure white-lead and pure linseed oil to protect surfaces against the attacks of the weather. Everywhere today houses, churches, schools, and many other buildings are beautified and labeled SAFE inside and out with white-lead paint.

Thus, white-lead is still today, as in the past, the basis of the painting industry and, hence, the basis of the painter's success. Upon their skill in mixing and applying white-lead paint many painters have built enviable reputations as skilled craftsmen in their profession.

Every painting job you do with paint made of pure white-lead and pure linseed oil will help to establish you as a user of high-grade materials and a man who can always be counted on to do a first-class job.

Dutch Boy white-lead is pure white-lead.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State St.; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 West Superior Ave.; St. Louis, 722 Chestnut; San Francisco, 683 Calif. St.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.

This advertisement appears in the following publication 1936

Page Painter and Decorator—June

0000-NLI-000017502