

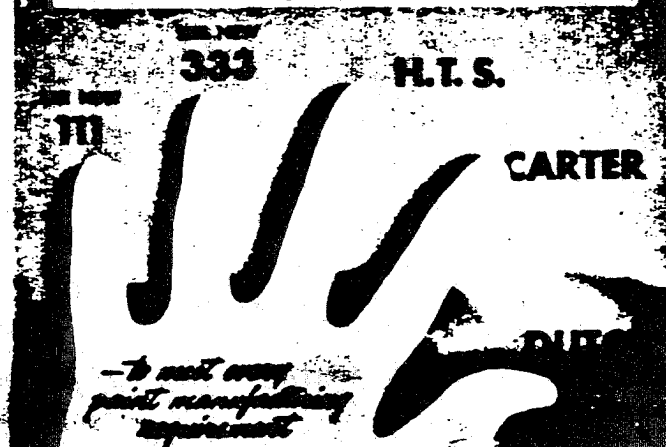
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Your choice of 5 White-Leads



You need all ten fingers to count 'em now. I save the Dutch Boy. He means that our line has been increased from three white leads to five. So we are now in a much better position to give the paint retailer exactly what he wants.

First on the list - our new two star white lead, Dutch Boy and Carter. Next on your list, H.T.S., with increased paint thickness, power, tinting strength and hiding power. And now the two new additions, the 333 and 444 White Leads. Both have higher paint thickness, power, tinting strength and hiding power than any other white lead on the market. For example, No. 444 rates about twice as high on these qualities as Dutch.

Remember that in many white leads, the tinting strength can be lost in a few minutes. Remember also that the more white lead you use, the better the paint. So, if you want to get the most out of your paint, use the best white lead you can get. And that's why you should use Dutch Boy and Carter.

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Take white-lead and titanium pigments. For example. Both are important ingredients in paint. Day in and day out, paints containing them protect the outside of your home from the weather; make it bright, cheerful and durable on the interior.

Our titanium pigments are sold nationally under the trade name "Titanox."

We are proud of the services our people perform—proud of the substantial contribution they make to general well-being and happiness.

NATIONAL LEAD COMPANY

TANIL M. RAY
SARATVILL

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