

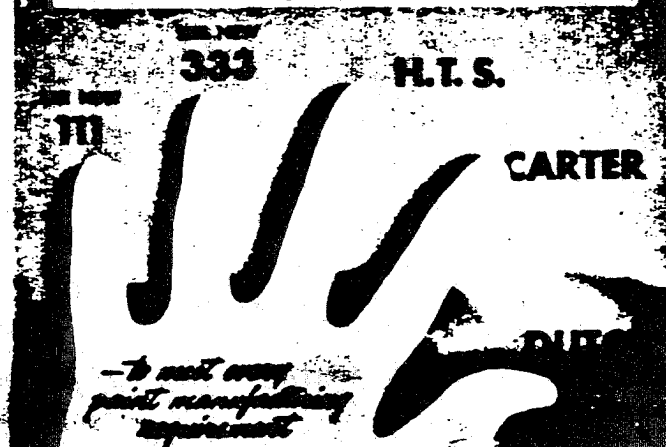
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Your choice of 5 White-Leads



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 producer exactly what he wants.

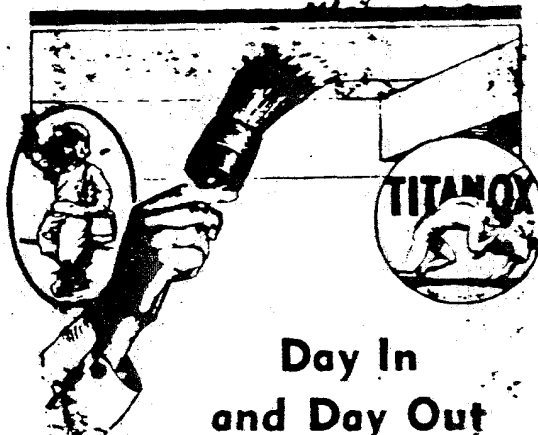
First on the list - our new two star white lead, Dutch Boy and Carter. Next on your list, H.T.S., with increased paint thickening power, tinting strength and hiding power. And now the two new additions, the 333 and 444 White Leads. Both have higher paint thickening power, tinting strength and hiding 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 thickening of some can be lost in thinners. Remember also that the new white leads are more resistant to paint. They will not be washed out of the paint when it is removed, as is the case with the old white leads.



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Perth Amboy Evening News - Year End Edition



Day In and Day Out

Day in and day out, products manufactured in our plants at Perth Amboy and Sayreville perform some needed service for you, for other residents of this community, for people all over the United States.

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.

The trademark for our white-lead is the Dutch Boy—that famous little character known by young and old from coast to coast.

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

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

NATIONAL LEAD COMPANY

ATLANTIC BRANCH
PERTH AMBOY

PAINTS
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