

FOR those Architects and Contractors who take care to be on the *safe* side in their specifications:

Offered you with
the recommendation of
a hundred years' service—

Brandram's B. B. Genuine White Lead.

First tried more than a hundred years ago. It immediately set the world's white lead quality standard. Its pre-eminence remains unchallenged to-day. The process by which it is made is *exclusive*.

It makes whiter white lead.

It makes finer white lead.

Therefore Brandram's B. B. Genuine White Lead makes a finished job *look* better. Its wonderful covering capacity makes for *economy*. And, above all, it *endures*.

Will you let us send you our "Talk About White Lead" booklet? It is interesting and informative. A postcard brings it by return mail.

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