

QUALITY COMES

BEFORE PRICE At Paramount Center



**OPEN
7 DAYS**
A WEEK FOR
YOUR CONVENIENCE

HOW IS PRICE DETERMINED?

The price of Pittsburgh Paint is never set until it has been thoroughly tested for its specific use . . . Be it inside paint, alkyd finish, exterior paint or one of the dozens of other paints designed exclusively for that "special" paint project in the home, on the farm or for industrial use.

When a FAIR PRICE has been determined—fair to the manufacturer, retailer and consumer—it is never sold on "SALE" on special "ADVERTISING DEALS".

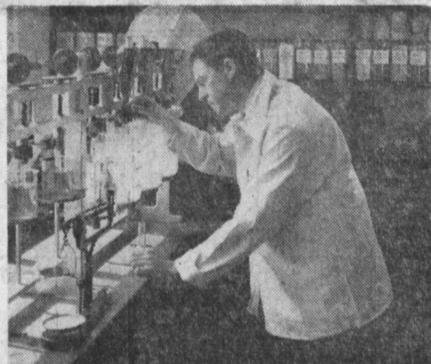
QUALITY CONTROL

YOUR GUARANTEE OF PERFECT PAINT FOR EVERY NEED . . .

TIME AFTER
TIME
AFTER TIME



Test panels from batches are set out for weathering at three different test farms.



Both raw materials and products are carefully checked at every stage of the manufacturing process.

WHEN YOU BUY A QUALITY PAINT

You know the job to be done will last for years and give the utmost in satisfaction . . .

Therefore we at Paramount start out the Spring season with Pittsburgh Paints on SALE at the regular price.

PITTSBURGH PAINTS

SOLD EXCLUSIVELY IN THIS AREA BY

PARAMOUNT CENTER

3401 TORRANCE BLVD.

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