

ASPINALL'S ENAMEL

SURPASSES ALL OTHERS.
AVOID IMITATIONS.

1837

IS NOT MADE WITH LEAD AND IS NON POISONOUS

COLOURS PERFECT

ASPINALL'S OXIDIZED ENAMEL

WORKS. NEW CROSS LONDON.

SIXTY YEARS EVOLUTION IN DECORATIVE ART

1897

PARIS. 24 RUE ALIBERT

NEW CROSS LONDON. S.E.

NEW YORK. 98/100 BERKMAN S'

This ad, which appeared in 1897 (yes, more than 100 years ago), features Aspinall's Enamel paint. The main selling point for this paint was that it is non-toxic because it is "...NOT made with lead." So paint companies knew in 1897 that lead was a dangerous poison.

Reprinted from: National Academy of Sciences, *Measuring Lead Exposure in Infants, Children and Other Sensitive Populations* (Washington, D.C.: National Academy Press, 1993), pg. 25.