

Company Moves To New Location

The Peerless Wall Paper and Paint Company, exclusive distributors of Gold Star wall papers, have moved from their recent home, 808 Fifth Avenue, to their own building, 1018-1020 Forbes Street.

The new headquarters, a six story building, furnishes this company with one of the most modern and largest wall paper sites in this section of the country. The present location is easily accessible from all parts of the city, and free parking facilities have been arranged. Its showroom is one of the most beautiful of its kind in America.

The Peerless Wall Paper and Paint Company was organized in



ABE BASKIND

December, 1928, and until recently was located at the 808 Fifth Avenue address.

The company is headed by Abe Baskind, president-treasurer, who has long been active in Jewish communal affairs, and Sam A. Baskind, secretary. The sales staff includes Mr. Leon B. Sternberger, former assistant manager of the Warner Theatre; Mr. John Kaidisch, a former member of the wall paper firm of Black and Kaidisch; Saul K. Gross, recently affiliated with the Allegheny Wall Paper and Paint Company; and Burton Lee Wolf.

In addition to being exclusive distributors for Gold Star wall papers, the Peerless Wall Paper and Paint Company is headquarters for Moleta Washable Paints, Du Pont Paints, and a complete line of Wall-Tex products.

The company also has branches in New Castle, Pa., and in Wheeling, West Virginia.