

WANT A SIMPLE RULE
FOR A

Long-Wearing
PAINT?

PAINTERS SAY THE LEAD WE MINERS DIG
MAKES PAINT TOUGH AND LONG-LASTING

If you like your paint jobs to last, here's a simple rule it will pay you to follow: Paint made of pure white lead resists weather better—and the more white lead, the better the paint.

White lead comes by its durability naturally. It is made from lead—a metal so tough it has few equals in resisting weather.

White lead, too, shrugs off the elements. Heat, waves, cold seaps, rain, snow—it stands them all without cracking and scaling.

Thus white lead paint jobs keep their good looks longer. The paint wears slowly, cleanly and evenly.

That means, when repainting time comes, there's no make-ready expense, no burning and scraping. The surface is always ready for the brush.

So when buying, it's a good idea to remember this: You can't get a more durable paint than one made with 100% pure white lead.

But bear this in mind, too: Using white lead paint doesn't mean the paint itself must be white. You can tint white lead to almost any color you wish.

Best of all, white lead costs no more than regular quality paints. In reality, no other paint gives you so much for so little. It goes far, lasts long, keeps its looks. It's one case where the best is really cheapest.

LEAD INDUSTRIES ASSOCIATION
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FOR HOLDEN UP TO THE MINUTE PAINT
STIRRED, HERE AN EXPERT PAINTER—He
shows the secret of the perfect paint job
in a matter of minutes. He shows you
how to get the best results from your
painting.

HOW TO SAVE MONEY ON PAINT JOBS

You'll find this and other
valuable information in a
free booklet, "WHAT TO
EXPECT FROM
WHITE LEAD
PAINT," sent for
your copy today.

You're money ahead when you paint with
White Lead

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