

This advertisement will appear in the trade papers listed below on dates indicated:

National Painters Magazine, November, 1942, 1 page, B&W, 7 x 10 inches
 American Painter & Decorator, October, 1942, 1 page, B&W, bleed, 5½ x 8 inches
 Painter and Decorator, November, 1942, 1 page, B&W, 5½ x 8 inches

You can be glad there's **NO SHORTAGE of "WAR PAINT"!**

FORTUNATELY for everybody concerned with painting, there is at present no shortage of white lead—the time-tried painting material. Not only is there enough available for all civilian as well as military needs—but its uniformly high quality remains unchanged.

This means you can still recommend *pure white lead paint* as the "war paint" that gives tough, long-lasting protection against all weathering effects—with freedom from scaling and cracking.



And, as you well know, every white lead paint job you do helps boost

your good reputation by enabling you to make more satisfied customers.

So, whenever you get the chance, suggest using *pure white lead paint*—to help hold old customers and to win new ones!

LEAD INDUSTRIES ASSOCIATION

420 Lexington Avenue, New York, N. Y.

PROTECTED FOR MORE THAN 100 YEARS—WITH WHITE LEAD PAINT

"The Pillars," New Lebanon Center, New York. The excellent preservation of this gracious way-side tavern—due largely to the protection of white lead paint—bears its more than a century of active service.



**You're money ahead
 when you paint with** *White Lead*