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Pick "war paint" for *gumption* —as well as beauty!



WHEN you specify the paint to be used on your building jobs these days, it's more important than ever to pick a paint that gives *lasting* protection, as well as beauty.

At the same time, you naturally want to keep your costs down without sacrificing quality. *This is especially important when you're bidding on defense work.*

Pure white lead paint ideally satisfies all these requirements.

You see, white lead is made from one of nature's most durable metals — lead. Like lead itself, it resists time and wear, and it makes a paint which does not crack and scale.

And of course the beauty of white-lead-painted surfaces is a quality that has been prized for centuries.

Fortunately, there is today no shortage of white lead. There is enough available for all civilian as well as military needs. And there is no



change in its uniformly high quality.

Cost? There too, white lead paint fills the bill. For it costs no more to buy than regular quality paint — despite its longer life and lasting beauty. It proves, once again, that "the beer is cheaper."

LEAD INDUSTRIES ASSOCIATION
420 Lexington Avenue, New York, N. Y.

A BEAUTY THAT'S 143 YEARS YOUNG
—THANKS TO WHITE LEAD PAINT

◀ This stately homestead, Mattern Manor, was built in 1799 in Sangerfield, N. Y. Its beauty is undimmed today — periodically protected by pure white lead paint.

INFORMATION FOR BUILDERS—Pure white lead is sold by paint stores in two different forms: (1) as a paste, commonly known as "lead in oil," for use in mixing pure white lead paint to order for each job; (2) as pure white lead paint in ready-to-use form, in popular-size containers. You are not confined, however, to either method for obtaining a wide range of colors.

WHITE LEAD IS ALSO THE BACKGROUND OF OTHER QUALITY paints. In buying exterior paint it is a safe rule to follow: "the higher the lead content, the better the paint."

GET THIS FREE GUIDE to better painting. Send today for valuable booklet "WHAT TO EXPECT FROM WHITE LEAD PAINT" containing complete information about low-cost quality painting on all types of surfaces.

