NO COLOR LIMITATIONS

Of course, All-Purpose White Lead Paste comes in its natural state, white. But don't overlook the extremely important fact that it can be tinted to any color desired. A delicate pastel shade is just as easily obtained as a bright, vivid color. Ease of tinting has always been one of white lead's chief features and this new product colors just as easily and with just as little effort.

THE PREFERRED PAINT



Purpose Paste comes in
n and quart containers
. ideal for inside and
outside work

Eagle All-Purpose White Lead is rapidly becoming the preferred paint. And no wonder! With all these features it is virtually the perfect paint. Try it the next time you paint and see for yourself how it measures up to every statement we have made.

Directions

FOR USING EAGLE All-Purpose WHITE LEAD Paste

Remove all dust, dirt and loose and scaling paint. Touch up bare spots. Where colored finishes are desired, the first coat should be tinted near to desired color of finish coat.

FOR GENERAL PAINTING

Thin paste (one gallon)* with
1 gallon raw linseed oil; add
¼ pint of Japan Drier

Where two coats are needed, use above formula for second coat. For first coat, thin paste with ½ gallon raw linseed oil, ½ gallon Eagle Flatting Oil or Pure Turpentine and ¼ pint Japan Drier. (If used on new wood, an additional pint of linseed oil may be added.)

*One quart of All-Purpose Paste is mixed proportionately.

THE EAGLE-PICHER LEAD CO.
Producers of Lead, Zinc and Allied Products
General Offices, Cincinnati, Ohio

7

8-33 CJK A52

EAGLE ALL-PURPOSE WHITE LEAD for INTERIORS-EXTERIORS



EAGLE

ALL-PURPOSE

CONTAINS TURPENTINE

AND EXTERIORS

Pure WHITE LEAD PASTE

002379

NL I 002350



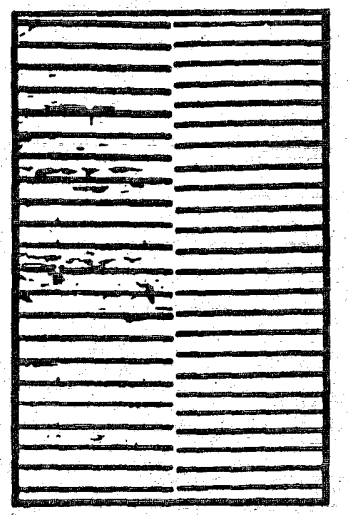
SERVICE—long, dependable service—that is the kind white lead gives; that is the reason it is used today as the standard of comparison for all paints. Now we offer a new white lead—Eagle All-Purpose White Lead Paste—that has even more beneficial characteristics than the old, and one that is much more convenient to use.

VIRTUALLY READY FOR IMMEDIATE USE

For example, this new product can be made ready for immediate application in a few minutes, it comes so extremely soft and creamy. It requires but little more treatment than ordinary paint. Stir as you thin it down with linseed oil and, in some cases turpentine. In a few minutes you will have an all-lead paint that has no superior and very, very few equals when brushing and spreading qualities are compared, and a paint that stands alone from a standpoint of durability.

IDEAL FOR ALL PURPOSES

Furthermore, this product has another distinct advantage. It can be used to produce perfect "dead" flats as well as durable exterior gloss finishes. In other words, it is a paint that truly lives up to its name, All-Purpose. No longer do you need buy two paints when doing both interiors and exteriors. All-Purpose White Lead is made to do both jobs . . . and has proved its ability to do them to the complete satisfaction of all concerned.



Unlike low quality paints, paints made from Eagle All-Purpose Paste remain smooth and beautiful, wearing away slowly and evenly.

SECRET OF ITS SUPERIORITY

The secret of All-Purpose White Lead Paste lies in its manufacture. First, it is corroded by the "Old Dutch Process," just as all Eagle White Leads are. Then it is thoroughly incorporated with 80% pure linseed oil and 20% turpentine. After the addition of the turpentine it receives extra grinding in a special mill.

EASY TO BUY EXACT QUANTITY NEEDED

Buying this paste differs from buying other white leads. All-Purpose White Lead Paste—thin, creamy and virtually ready for application—is sold in convenient gallon and quart containers. Paint requirements are always expressed in terms of gallons; so it is obvious that the new gallon and fractional gallon package make it much easier to purchase the exact amount of paint needed.