

These 4 Points will help you sell paint jobs TODAY!

1 It is patriotic—as well as good common sense—to keep property protected now. The Government's Conservation Program says: "Take better care of the things you have."

2 There's *plenty* of Eagle White Lead available for all civilian painting. Some people don't realize that. You can tell them it's true.

3 This year—1943—Eagle White Lead is *100 years old*. That's quite a birthday—100 years of continuous, steady, time-tested service to the homeowners of America! You can capitalize on that record—by selling Eagle jobs.

4 Eagle White Lead is just about the purest, safest, most foolproof paint you or anybody else can use. It is free from impurities—it is easy brushing, long wearing—and the pigment is 100 per cent Eagle pure White Lead, nothing added.

Use these four arguments with prospects—you'll find they really sell paint jobs.

EAGLE *Pure* WHITE LEAD

GUARANTEE of purity appears on every keg



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The EAGLE-PICHER LEAD COMPANY, Cincinnati, Ohio

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