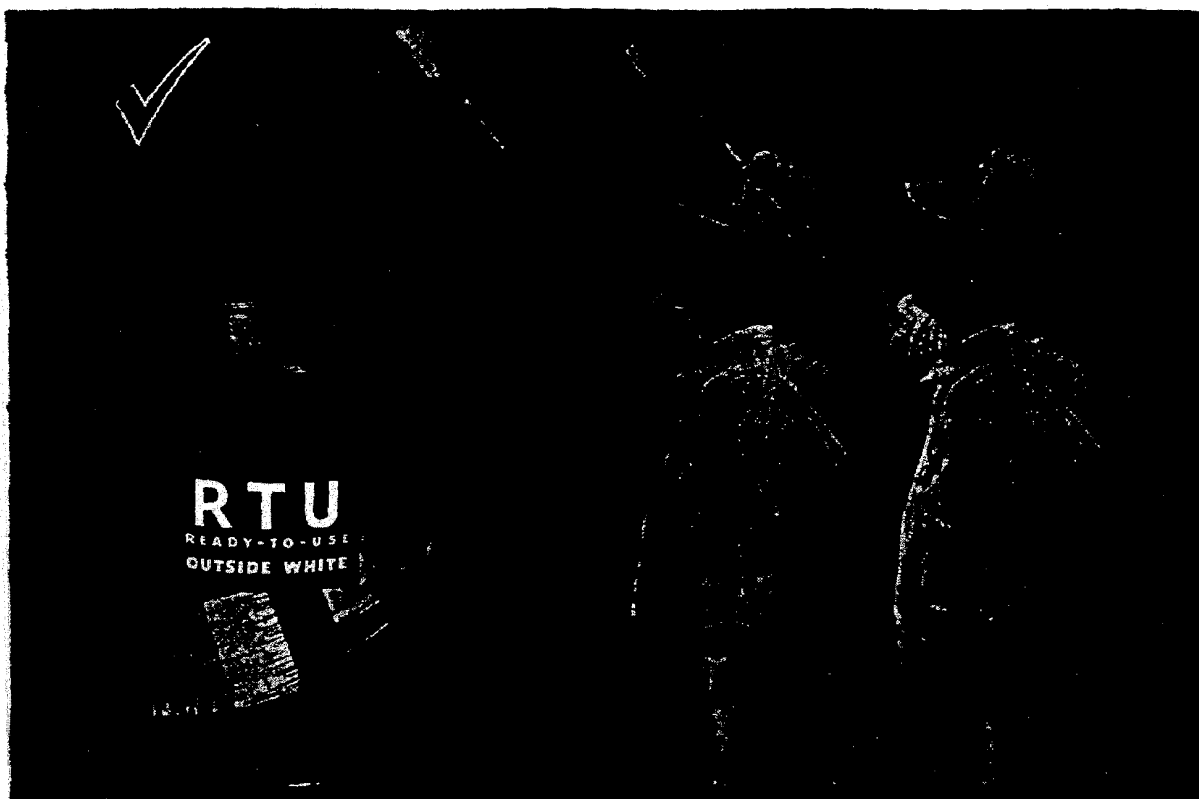




RTU
READY-TO-USE
OUTSIDE WHITE



Eagle RTU is a pure white lead paint. It has all the durability, beauty and economy of this finest of painting materials, and is backed by the Eagle-Picher name.

And, Eagle RTU comes all ready to use. It's factory-mixed to a perfect consistency for greater brushability, easy application.



Eagle RTU flows smoothly from the brush. It has real white lead hiding power, covers evenly, and gives perfect painting results.

And, Eagle RTU's tough, elastic coat stays smooth and gleaming, won't crack or scale . . . aging evenly by gradual chalking. It does a paint job you'll be proud of.



Eagle RTU is favored by painters for its time-and-labor-saving convenience . . . because it enables them to do a *better* job, *more* economically.

And, Eagle RTU is preferred by homeowners for the long-lasting beauty and integrity of its gleaming white coat, and because its whiter white stays white *longer*.



Eagle RTU is good for your jobs because of its fine working qualities and economy.

And, Eagle RTU is good for your reputation because it's backed not only by Eagle-Picher's 104-year record for the best in white lead painting materials, but by the 2000-year-old reputation of white lead, as well.

THE EAGLE-PICHER COMPANY

CINCINNATI 61, OHIO

Member of the Lead Industries Association



Since 1843

Lead, the indispensable metal, is still subject to heavy world-wide demand. This, plus a shortage of linseed oil, has reduced stocks of white lead paint. However, you may look forward, soon, to increasing supplies of Eagle RTU.

**EAGLE PURE
WHITE LEAD**