



BEAUTY MAGIC—styling with paint in correct colors works beauty wonders, brings out the best features of homes. And to insure longest life, do your styling with durable white lead paint—in colors you prefer.

It keeps us miners stepping to dig out lead for your PAINT



MOST folks know that lead is used for roofing and gutters and other *outdoor* purposes because it stands up to weather so long.

But did you know that a powerful lot of lead is used in making paint—for *exactly the same reason*.

You see, the metal lead is used in making white lead—and white lead inherits the toughness and ability to stand up against weather year after year.

And besides making paint that lasts longer, white lead keeps it from cracking and scaling—makes it cling in a smooth unbroken film that protects the surface underneath from moisture.

Yet a white lead paint job actually costs you less because it wears so much longer!

So it's a good idea when specifying paint to know how much lead it contains. And it's a pretty safe rule to say: *the higher the lead content*, the better the paint. You can't, for

example, get a more durable paint than one containing 100% white lead. This is the kind good painters mix from lead-in-oil. In many localities it is also sold ready for use.



WHAT TO EXPECT FROM WHITE LEAD PAINT is a handy booklet packed with valuable information about painting. Send for your free copy today

LEAD INDUSTRIES ASSOCIATION

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TO GET QUALITY WORK—hire a good painting contractor. You won't find him painting over dirt in corners. He knows the trick of removing it quickly. Insuring a better job.

