

Here's where the best paint gets its start



I'M a miner not a painter. The metal I mine out of the earth is lead.

And mister that lead is what gives life and gumption to paint.

You think I'm prejudiced? Ask any painter who's been at it long enough to see how his work stands weather. He'll tell you the same.

You see, *lead* is a metal that just about lasts forever. And the basis of white lead is lead.

I figure that's one of the reasons white lead gives you a covering that lies snug and firm and durable—free from hard crackiness as lead itself.

So most of the real good painters are

boosters for white lead paint. They know that the way a white lead job stands up helps to build their reputation.

And the swell part of it is, you save money when you paint with white lead, because it's one of those rare cases where the best is the cheapest.

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Pick a real painter as well as good paint if you want a real paint job. For the painter who knows his craft knows dozens of things which go to make up fine work, such as bringing the paint on a window sash up till it covers the hair line joint between putty and glass, to take just one simple example.

