

WANT A SIMPLE RULE
FOR A

Long-Wearing
PAINT?

PAINTERS SAY THE LEAD WE MINERS DIG
MAKES PAINT TOUGH AND LONG-LASTING

If you like your paint jobs to last, here's a simple rule it will pay you to follow:

Paints made of pure white lead resist weather better—and the more white lead, the better the paint.

White lead comes by its durability naturally. It is made from lead—a metal so tough it has few equals in resisting weather.

White lead, too, shrugs off the elements. Heat waves, cold soaps, rain, snow—it stands them all without cracking and scaling.

Thus white lead paint jobs keep their good looks longer. The paint wears slowly, cleanly and evenly.

That means, when repainting time comes, there's no make-ready expense, no burning and scraping. The surface is always ready for the brush.

So when buying, it's a good idea to remember this: You can't get a more durable paint than one made with 100% pure white lead.

But bear this in mind, too: Using white lead paint doesn't mean the paint itself must be white. You can tint white lead to almost any color you wish.

Best of all, white lead costs no more than regular quality paints. In reality, no other paint gives you so much for so little. It goes far, lasts long, keeps its looks. It's one case where the best is really cheapest.

LEAD INDUSTRIES ASSOCIATION
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FOR MORE UP TO THE MINUTE PAINT Tinting, hire an expert painter—He knows the secrets. He'll do the job right the first time and at a reasonable price. He'll also advise you on the best paint for your job.

HOW TO SAVE MONEY ON
PAINT JOBS

You'll find this and other valuable information in a free booklet, "WHAT TO EXPECT FROM WHITE LEAD PAINT." Send for your copy today.

You're money ahead when you paint with
White Lead

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It is every American's last, possible care of his home. Take your house, avoid costly repairs, safeguarded against.

On any building, paint-protection is sense to use: the resistant paint of telling how long it

That's why it is today to insist on Good painters' paint has no superior wear—and general

