

where, but they can be made by the experience of experts who have spent whole lead paint, and eliminated all doubts about durability and service.

WHY WHITE LEAD IS THE SAFE PAINT

The secret of white lead's success is its remarkable resistance to weather wear. It forms a tough, elastic film that withstands the expansion and contraction of the surface it covers without cracking and scaling. It just wears down gradually from the outer surface inward. Therefore, your beautiful paint decoration is not marred by the unsightly cracking and scaling of hard, brittle paints.

WHITE LEAD'S WEAR SAVES YOU MONEY

The measure of wear means a great saving of money when you wish to redecorate. Paints that crack and scale must be removed by scraping and stripping before the surface can be successfully repainted. That means the surface has had a new priming coat must be applied. Moreover, the labor cost of scraping and stripping is usually as much as applying three coats of paint. However, where white lead has been used, the new paint can go right over the old without any of the expensive preparation, and the low cost of paint is needed. That cuts the cost of redecoration just about in half.

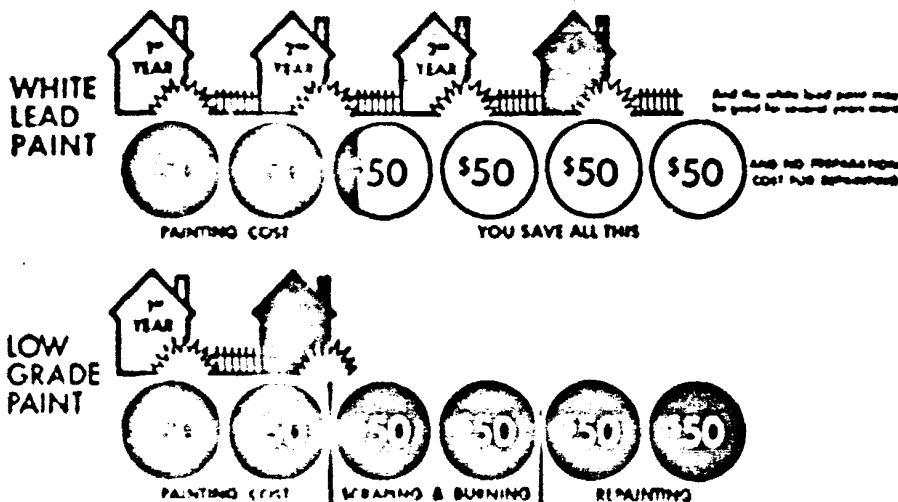
LONG LIFE ALSO SAVES YOU MONEY

But, in addition, as the quotation from "Commonsense Living" indicates, white lead lasts longer than other paints. Therefore, your home will stay beautiful for a longer period and you won't need to redecorate so soon. These two factors—the great resistance to repainting and the long life of pure white lead paint—are the reasons you can always have the beauty, individuality, and style and protection of a painted home at a very low cost.

WHITE LEAD ITSELF COSTS LESS

Pure white lead paint is available in concentrated paint—a mix paint to which just leaved oil, turpentine, and driers are added, added to bring it to painting consistency—or, if desired, in an increasing number of lacquers, as paint ready to apply and tinted to the most popular colors. Bought as a paint and reduced to paint on the job by your contractor, where you can see the ingredients go into the paint from sealed cans and have it tinted to your desired shade, the cost of a gallon of white lead paint is considerably lower than the cost of any other paint at all comparable in durability and service. This is another annual saving white lead has to offer you. Furthermore, white lead may be tinted to practically any color you wish, so you may keep your humble home always in style.

WHITE LEAD PAINT IS ECONOMICAL



FOR MORE INFORMATION, WRITE TO THE WHITE LEAD COMPANY, NEW YORK, N.Y.