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others, but they can be made by the expenditure of repairs who have good white lead paint, and maintained all double doors 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, clear film that withstands the exposure and contraction of the surface it covers without cracking and scaling. It just wears down and breaks 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 manner of wear saves a great saving of money when you wish to redecorate. Paints that crack and scale must be removed by scraping and scraping before the surface can be successfully repainted. This means the surface has to be sanded and a new priming coat must be applied. Moreover, the labor cost of scraping and scraping 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 repair cost of paint is needed. That cuts the cost of repainting just about in half.

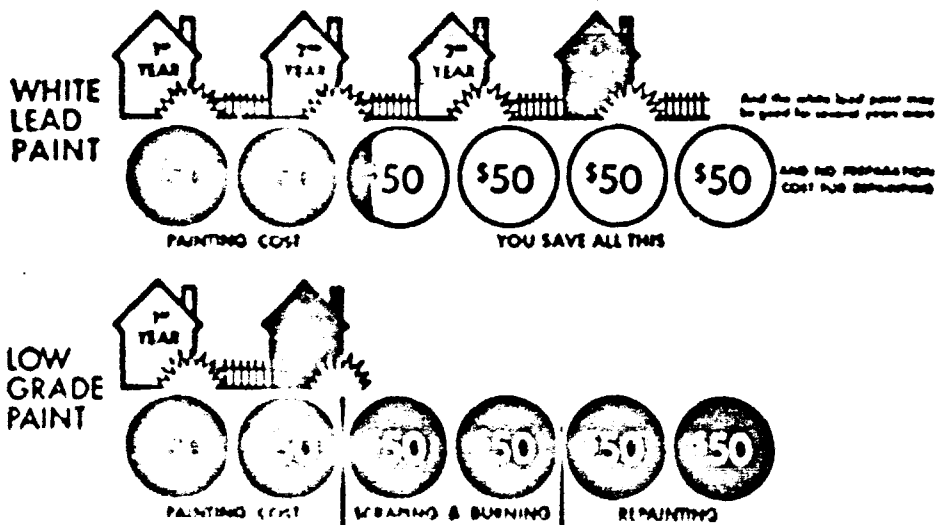
LONG LIFE ALSO SAVES YOU MONEY

But, in addition, as the quotations from "Commonsense Guide" indicate, white lead lasts longer than other paints. Therefore, your home will stay beautiful for a longer period and you won't wish to redecorate so soon. Three main factors: the good condition for repainting and the long life of your white lead paint: are the reasons you can always have the beauty, individuality, and style and preservation of a painted home at a very low cost.

WHITE LEAD ITSELF COSTS LESS

Pure white lead paint is available in concentrated paint—a unit paint in which you poured oil, turpentine, and driers are ready added to bring it to painting consistency. As it dries, in an increasing number of hours, as paint ready to apply and tinned to the most popular colors. Bought as a paste 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 tinned 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 reason why white lead has to offer you. Furthermore, white lead may be used on practically any color you wish so you may keep your humble home always in style.

WHITE LEAD PAINT IS ECONOMICAL



FOR MORE INFORMATION, CONTACT 1201 13th Street, N.W.

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