

# LEAD

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*A new corn crib near Jefferson, Iowa, built under the Government's corn-storage program and painted with pure white lead and oil.*

**LEAD INDUSTRIES ASSOCIATION**

Graybar Building • 420 Lexington Avenue • New York



LIA25514

# White Lead Paint Shields Florida Sea Side Homes



*Two of the attractive homes at Ponte Vedra Beach, Florida, painted with pure white lead. Marsh and Saxelbye, Jacksonville, architects*

TWENTY-FIVE miles from Jacksonville, Florida, overlooking the Atlantic Ocean, attractive design and the judicious use of materials, decorated with pure white lead and oil, have been combined in one of the most attractive developments of the South. Ponte Vedra Beach. Where Ponce de Leon first sighted the sandy dunes of Florida in 1513, now stands Ponte Vedra Inn, surrounded by the many attractive homes of this colorful sea-side resort colony. Starting with a log

clubhouse and a nine-hole golf course in 1928, Ponte Vedra Beach has expanded under the capable management of the Telfair Stockton Company, development builders, to its present position as one of the outstanding Southern resorts.

Naturally, in the course of its development, it was felt necessary to erect real homes of durable and attractive construction instead of the flimsily built cottages that often dot the landscape of such projects. In keep-

ing with Ponte Vedra's historical tradition, these homes were designed by Marsh and Saxelbye, architects, of Jacksonville, in Spanish Monterey style, using southern cypress for interiors and exteriors, which are painted with pure white lead and oil.

The finished result is one of great attractiveness, for these homes combine two primary factors that enter into fine modern construction—the use of wood, which combines versatility, durability, and economy to the greatest extent, and the use of highest quality paint for surface protection and decoration. Where these two products are combined the result is one of the utmost charm and utility.

Pure white lead and oil has always been recognized for its durability and decorative beauty, and its use is essential where the greatest service is desired, especially under trying conditions encountered at the sea shore.



*Pure white lead and oil protects these Ponte Vedra homes from the salt air as well as providing beauty and decoration*



# Farm Painting Shows Advantages of Pure Lead and Oil

FARM painting offers a true test of painting economy, for the farm is both a home and a business. The farmer must approach painting from a business standpoint to get the last penny's worth from his painting dollar. He must reserve the greatest part of his budget for actual production, at the same time maintaining his buildings and keeping his home attractive and pleasant to live in. Thus, many farmers are steadfast users of pure white lead and oil for all their painting, a sure sign that they have found it the most durable, serviceable, and economical paint.

A splendid example of this reliance on white lead is afforded by the farm of Delmar Van Horn, near Jefferson, Iowa. Mr. Van Horn always uses white lead, having found by experience that it is best adapted to farm conditions. Unfortunately, on the farm it is not always possible to paint when desired, due to low prices for farm goods, poor crop years, or other reasons. Consequently, it is sometimes necessary for the farmer to postpone painting. This is one important reason why Mr. Van Horn always uses white lead.

"I have found that with some paints painting cannot be postponed, for they crack and sometimes wash away if repainting is not done promptly. Although I try to repaint every five years I find, by using white lead, that I can let some of my buildings go eight years, if necessary, without effecting the appearance or condition of the surface for repainting."

Located in the heart of the corn growing area in Iowa, Mr. Van Horn purchased this farm several years ago. At that time the outbuildings had been painted with a dark colored paint. The main house, however, had always been painted with pure white lead and oil for its twenty-five-year life and was in excellent condition, with the surface in good shape for repainting. The last painting work had been done several years before, so all the buildings were redecorated with white lead.

In 1938 Mr. Van Horn took advantage of the government's corn stor-

*The farm of Delmar Van Horn demonstrates the advisability of lead and oil for painting under farm conditions*



age program, through which farmers could borrow 57 cents on each bushel of stored corn. With the proceeds from his loan, all of his buildings were painted and the new corn crib, shown in the illustration, was built. The crib is typical of many constructed with the encouragement of the government program, under which a total of 140,000,000 bushels of ear corn have been stored in Iowa, and 850,000 bushels stored in the vicinity of Jefferson. One bank in Jefferson has loaned over \$484,000 on corn stored in such sealed cribs.

Built of 6-in fir cribbing lumber with Certigrade red cedar shingles for the roof, Mr. Van Horn's new crib is 28 ft. by 30 ft. in floor area and 30 ft. high, with a storage capacity of 4,400 bushels of ear corn and 3,500 bushels of small grain. As was his practice the crib was painted with lead and oil, mixed and applied in accordance with the painting recommendations included in siding folders and labels issued by the lumber manufacturer's associations. Phil Ashmore, Grand Junction, Iowa, was the painting contractor.

There are three salient points well

demonstrated by the painting work on this farm—the economic value of keeping farms well-painted, the importance of using white lead, and the benefit derived from using light colored paint.

Concerning the value of farm painting, J. C. Wooley, in Research Bulletin 218 of the Missouri Agricultural Experiment Station, "Farm Building Studies in Northwest Missouri," has summarized valuable information on the subject of farm building deterioration. Lack of paint was found to be an important cause of rapid deterioration. Also, improper painting was a contributing factor. Considering the question from the standpoint of increased life due to painting, the following table of Mr. Wooley's indicates clearly that painting has a determinable beneficial result.

It is evident from this tabulation that the first coat of paint after construction is very effective, 21 per cent being added to the serviceable life: buildings which were painted as needed showed further indication of painting value as evidenced by an increase of 45 per cent.

EFFECT OF PAINTING ON DEPRECIATION

| Treatment                                 | No. Cases | Years of Service | Increase of life due to use of paint |          |
|-------------------------------------------|-----------|------------------|--------------------------------------|----------|
|                                           |           |                  | Years                                | Percent. |
| 1) Not painted . . . . .                  | 115       | 37.06            | .....                                | .....    |
| 2) Painted when built but not afterwards. | 66        | 45.86            | 8.80                                 | 21       |
| 3) Painted as needed.                     | 92        | 53.19            | 16.13                                | 43.5     |

There are several reasons why the use of pure white lead and oil is axiomatic when the greatest return from the painting investment is desired. In the first place the actual cost of white lead is less than that of any paint approaching it in quality. Also, white lead goes further and spreads easier. White-lead painted buildings retain their original attractiveness and their surface protection. White lead wears gradually and evenly from the surface inward, keeping the paint film

always intact and in excellent condition for repainting. And to all of these advantages is added the long life of white lead over which the original expenditure is spread, bringing the actual cost of painting to an absolute minimum. By always using pure white lead and oil the painting dollar is employed to the fullest advantage.

Lastly, there is today a definite trend away from the old-fashioned drab and dingy farm buildings. The Farm Security Administration, which

has built over 35,000 farm buildings painted in light colors with white lead and oil, have led the way in this trend. By experience they have found that by getting away from dark colors, buildings are definitely more attractive and that the farmer takes more pride in his farm. Clean, fresh, and attractively painted farm buildings increase his morale and ambition, and make farm life more attractive and sociable. They also give the farm a greater resale value.

## Good Plumbing Codes Protect Architect, Owner and Builder

PORT ARTHUR, Texas, is another important city which has fully realized the importance of proper plumbing to protect the health of its citizens by the requirements and enforcement of its excellent up-to-date plumbing code.

Every home owner, architect, engineer, contractor and public-minded person should be strongly behind the movement for adequate sanitation that is receiving widespread attention all over the country.

The vital importance of good plumbing has been emphatically demonstrated by numerous unfortu-

SPECIFY **SEAL OF LEAD INDUSTRIES' MATERIAL** APPROVAL

nate incidents where improper installation or inferior materials and workmanship have been the cause of sickness and deaths. The well-written modern plumbing code is, today, the strongest weapon the public has to guard against such occurrences.

In its provisions, such a code requires strict examination and licensing of plumbers, insuring that the work will be done by skilled, trained men. Rigid inspection of plumbing is included and the use of only time-

tested materials that defy tampering by "handymen" or unlicensed and unskilled so-called "plumbers."

Working under such a code architects, engineers, and contractors find easier the task of preparing specifications, securing competent mechanics and enforcing proper installation. A good code is also protection for the future. No matter how excellent a house owner's own plumbing may be, there is always the imminent possibility with a poor ordinance of inferior work being done elsewhere which, by cross-connections, back-siphonage and other ways, may endanger his own health.

The Port Arthur code is an example of a well enforced and well drawn-up ordinance supplying the necessary protection outlined above. The code requires licensing of both masters and journeymen, and plumbing installations are carefully inspected by Chief Inspector William R. Tooley to insure that all the provisions of the code have been complied with.

Typical of the plumbing installations required by this code is the new completely fireproof Southwestern Bell Telephone Company building in Port Arthur. Cast iron and lead were used for all soil and waste pipes; all water closets were connected through lead bends, and vent pipe connections to fixture traps were made with lead.

With such high quality installations required and enforced, Port Arthur can rest assured that the health of its citizens is protected in the best possible manner.

*Roughing-in with cast iron and lead for the new Central Office Building of the Southwestern Bell Telephone Company, as required under Port Arthur's plumbing code. I. R. Timlin, St. Louis, Mo. and W. J. Knight & Co., of the same city, were architect and engineers respectively. The photograph shows William R. Tooley, City Plumbing Inspector, at right, and V. D. Houston, Local 617, journeyman plumber, at left. H. B. Paggi, Port Arthur, Texas, was the plumbing contractor*



## Modest New England Home Demonstrates Superiority of Lead for Flashing, Paint, and Plumbing

**S**NUGLY set in the rolling foothills of the Berkshires, in Connecticut, the small home pictured here is one of the most interesting houses to be built in the last few years. Designed in true colonial New England tradition by Provoost and Everett, architects, of Stamford, Conn., this home is proof of the fact that small homes can be built in the low-price range according to the very best construction practices and with only the finest materials available. From the foundation to the lead chimney cap, the architects' specifications were detailed with strict requirements as to the materials employed, and the manner in which they should be used. The home is truly built to last several life times, for it is especially true in building construction that the best is actually the cheapest in the long run, and that it is senseless to cut down on the quality of the materials or their installation. Such practice may, in some cases, cut down a bit on the original cost of a house, but with this type of construction it is inevitable that within a very few years necessary maintenance or replacement expense will offset, many times, the small saving that may have been made originally.

In this house, however, there has been no cutting of corners. The structure is completely dry built, using ply-

*Rear view of this new colonial style home, with pure lead and oil priming coat nearly finished. Provoost and Everett, Stamford, Conn., are the architects*



wood for the exterior sheathing, sub-flooring, and for the interior partitions. In this way the tremendous quantity of moisture taken in by plaster is avoided. Also, the house framework is stronger, more weather-tight, and more economical, the installation time for these parts being considerably reduced.

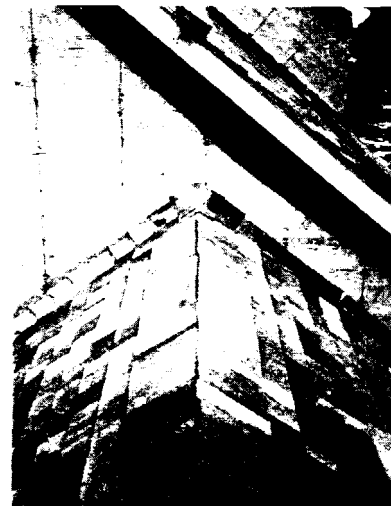
For the exterior walls and roof, highest quality Certigrade red cedar shingles were used. Exceptional for small home construction was the liberal and correct use of flashing. Sheet

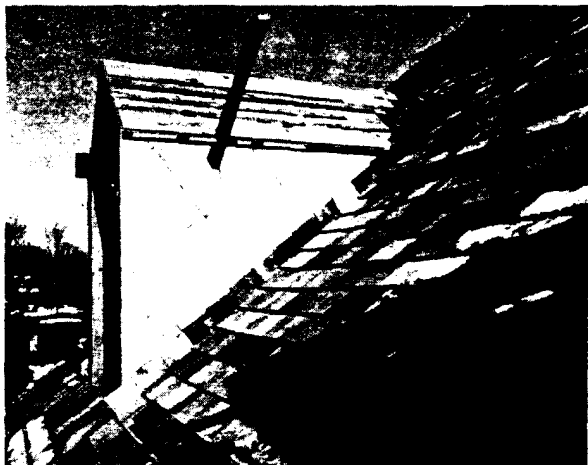
lead, which will outlast any other common metal, and is easier to install and will never stain adjacent materials, was used throughout for the flashing and sheet metal work.

Throughout the house all painting was done with pure white lead and oil, carefully mixed on the job and tinted with pure colors-in-oil to desired shades. In paint, the best is the cheapest and pure white lead is not only best but costs less than other materials at all comparable in quality, a double economy. Rigid adherence to durable, trouble-free materials also extended to the detailed specification of the plumbing, for which lead



*At left, hard sheet lead delivered to the job cut to size; above, sheet lead roof over bay window and, at right, part of the hard lead side-wall step flashings*

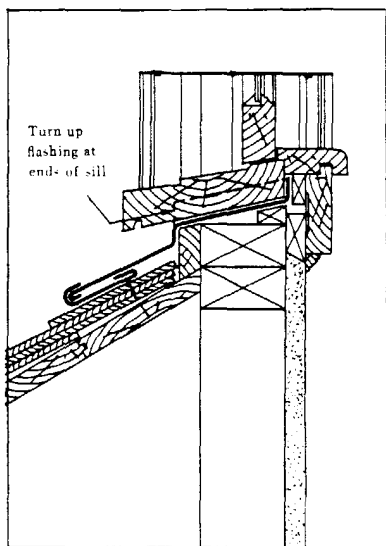




*Left, side-wall and valley flashings for dormer window. flashings interwoven with the shingle courses*



*Right, lead lining for gutter with loose locks formed, but not yet joined*



**WINDOW SILL FLASHING**

*Detail of recommended installation of flashing under window sills*

pipe, required to be stamped with the Lead Industries' Seal of Approval, was used for all soil, waste, and vent pipes. Here is one plumbing installation which, in the words of the contractor, "will outlast any other plumbing job that you can get."

Specifications for the sheet metal work on this house are included in this article as it is felt that architects, builders, and contractors will be interested. Forthcoming issues of LEAD will discuss in detail the plumbing and painting of this home.

### **Sheet Metal Specifications**

#### **General Requirements**

All work provided for in this specification shall comply with the architect's general specifications and plans.

All flashings and sheet metal work herein provided for shall be 21½-lb. hard sheet lead composed of lead al-

loyed with between 6 and 7½ per cent. antimony, except the bay window roof which shall be 3-lb. hard lead.

#### **Chimney Flashing**

Step flashing to be built into brick work and turned up 1 in. against the flue lining, each piece overlapping the next by 3 in.

Base flashing at the sides of the chimney shall be in small pieces interwoven with the shingles. These flashings shall extend 5 in. out onto the roof under the top shingle and be turned 4 in. up against the chimney, lapped at least 3 in. by step flashing.

Apron flashings shall extend down



*Left, lead side-wall flashings and window-sill flashings for the large dormer. The end-wall flashings between the dormer windows are not yet installed*



*Right, step flashing interwoven with the shingles before erecting the chimney*



*Left, loose-locked joint in lead-lined gutter. The lock is filled with non-hardening compound*



*Flashing the change of pitch above the triple dormer, lead flashing laid in strips lapped every 8 feet*

the roof 5 in. and be turned with an upstand of at least 2 in. against the front of chimney and continue into the brick joint as specified for step flashing. Front aprons to be supported with 2-in. lead hangers.

Chimney top to be flashed extending down on the inside of the flues at least 2 in. On the outside, the sheet lead shall turn under chimney cap 1 in. and shall be secured by cleats built into the masonry at the center of each side.

(The use of sheet lead chimney caps for protecting the tops of chimneys against moisture penetration and deterioration has attracted widespread

attention. Consequently we are reprinting our detail drawing of chimney cap flashings on next page.)

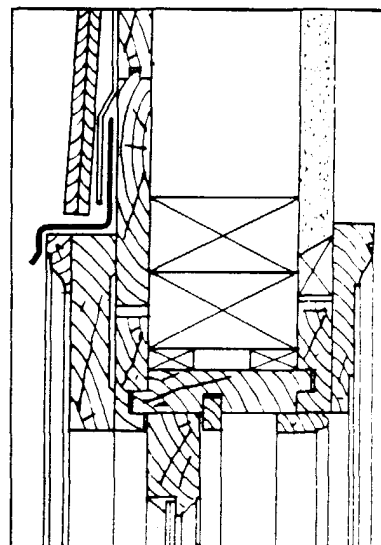
#### *Miscellaneous Flashings*

Valley soakers shall extend 7 in. on each side of the valley and be interwoven with the shingles.

Window and door-head flashings to extend 3 in. up behind shingles and the lower edge of the flashing turned  $\frac{3}{8}$  in. down over the face of trim. Flashings shall extend 2 in. beyond trim at each side of window and door-head between shingles.

(Flashings over doors and windows is an important point since these places are natural water-tables where moisture can seep into the home and damage interior finishes and exterior paint as well as permeate the structural members of the house.)

All intersections of roof surfaces



**WINDOW HEAD FLASHING**

*Recommended installation of lead window head flashing for frame construction*



*Left, the chimney partially completed, with step flashings run through to the flue lining. Note, also, the window head flashings*



*Right, lead window head flashings after shingling the exterior*

and vertical walls shall be flashed. Sloping intersections shall be flashed with soakers interwoven with the shingles and extending 5 in. out onto the roof and 4 in. up behind the shingles. Horizontal intersections shall be flashed extending 4 in. up in back of the shingles or turned under the window sills, and extending at least 4 in. out on top of the roof shingles. Flashings shall be in not greater than 8-ft. lengths with 4-in. overlaps away from prevailing winds. Exposed edges shall be hemmed  $1\frac{1}{2}$  in. and secured by hangers every 24 in.

#### Bay Window

The bay window roof shall be 3 lb. hard lead installed in one piece turned up 4 in. in back of the shingle siding to form flashing and loose-locked to a continuous cleat all around the outer edge. Gusset pieces shall be soldered in at corners and in the upstand where necessary. The flashing shall extend at least 2 in. beyond the edge of the roof on each side of the window.

#### Gutters

Wooden gutters shall be lined with  $21\frac{1}{2}$ -lb. sheet hard lead, which shall turn up under the shingles on the roof slope as far as possible without being punctured by the nails in the first shingle course, and shall lap over the face of the gutter  $3\frac{1}{8}$  in. An expansion joint shall be provided at a high point midway between the outlets, and there

shall be loose lock seams in the direction of flow every 8 ft. and filled with non-hardening compound.

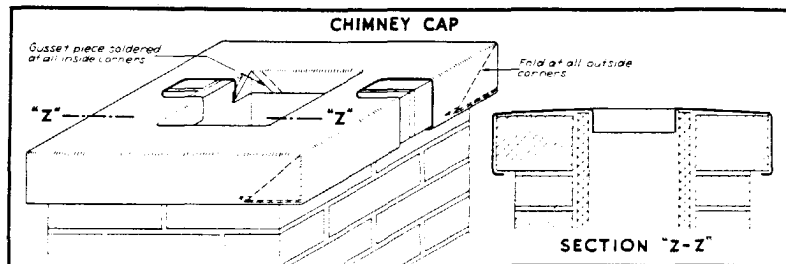
(Wooden gutters are an essential and practical part of the New England type home. For the best service, however, they should be lined. Since sheet lead is so easily formed and dressed to shape, it is ideal for this purpose.)

\* \* \*

This home is a true example of the adequate and proper use of flashing for the modern, well-built home. All intersections and joints that might possibly allow the infiltration of moisture have been permanently protected with sheet lead. Yet, despite the many unsurpassed advantages of hard sheet lead for these purposes, the actual cost of the material is no more than less



*All window heads are properly flashed with lead, protecting these points from leakage*

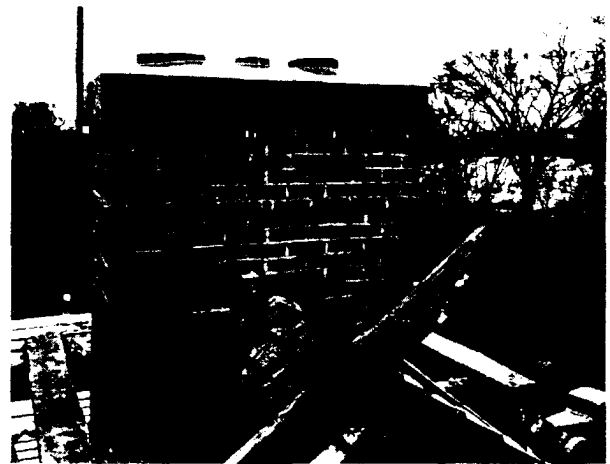


*Recommended method of installing lead chimney cap flashing*

satisfactory material and its installation is simple. Proper flashing of this sort certainly should be included in every building, whether residential or for other purposes, and may be done strictly within the building budget.

The LiVolsi Construction Company, of Stamford, Conn., was the general contractor. George O'Neill and Francis Connelly, also of Stamford, were plumbing and sheet metal, and painting contractors respectively.

*Below, fabricating the lead chimney cap which completely waterproofs the chimney top, and a view of the finished cap*

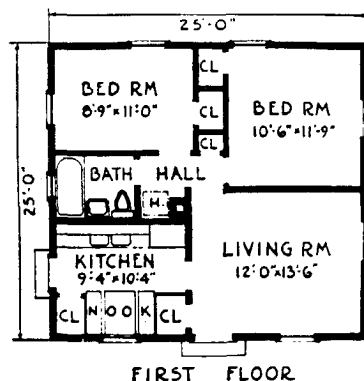




# Value of Pure White Lead Paint Recognized by Recent Booklet of National Small Homes Demonstration

THE fact that lumber manufacturers fully recognize the importance of adequate and proper painting and the value of pure white lead paint is evidenced by a recent colorful booklet issued by the National Small Homes Demonstration, Inc., a non-profit educational bureau sponsored by National Lumber Manufacturer's Association and the National Retail Lumber Dealers Association. Aptly titled "The Best Way to Achieve Low-Cost Housing Is to Build Low-Cost Homes," this booklet shows clearly the pressing need for low-cost houses, and demonstrates how practically and economically wood-construction presents a solution to this problem. Not only is the theory and design of successful small homes discussed and explained, but also the essential points pertaining to good construction are outlined and expanded. Painting and flashing naturally receive consider-

*One of the attractive small homes shown in the new booklet of the National Small Homes Demonstration, Inc.*

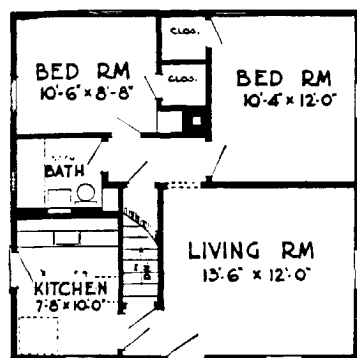


that water seeps in behind the siding and may cause decay even though the home may be well painted.

"Weathering is the separation of wood fibers on the surface of a board caused by the alternate shrinking and swelling of the surface when it is dry or wet. Painting keeps the moisture content of this surface layer from changing rapidly and so prevents weathering. It is for this purpose, and to improve the appearance of a building, that paint is used."

The booklet goes on to recommend pure white lead and oil paint as a means to secure "the most desirable and satisfactory paint job."

Numerous photographs of small homes as well as drawings of basic floor plans and how they may be changed are also included in this attractive educational booklet, which may be obtained from the National Small Homes Demonstration, Inc., 1337 Connecticut Ave. N. W., Washington, D. C.



able attention under this section. In this respect the booklet points out:

"Properly applied and protected wood siding is one of the longest lived materials with which walls can be covered. When wood siding deteriorates it is from but two causes, decay or rot and weathering.

"It is when the flashings or drip caps above windows are omitted and the window sills do not drain properly

*Wood construction, decorated and protected with white lead paint, is the ideal construction medium for small homes such as these*



## Sub-Aqueous Pipe Line Proves Durability of Lead Joints

FULL proof of the long life and durability of cast-iron pipe with lead-calked joints is furnished by the 52-year-old 8-in. pipe line laid under San Diego Bay in 1886. Both pipe and joints in this 3300-ft. line, supplying water from San Diego to Coronado, Cal., were found in excellent condition when the California Water and Telephone Co. recently took up a length which had been struck by a ship's anchor 17 years ago. This piece had been repaired by glands and bolts of a substitute material which, although it had served only one-third as long, was badly corroded.

In laying this line in 1886, heavy timber ways, 40 ft. long, were built on a scow on the north shore. The ways were inclined one foot in every two, which, when reaching deeper water was increased to an angle of 40 deg.

In order to insure that the course of the scow and line would be perfectly straight, a 3-in. cable was fastened to piles on the south shore



HERBERT R. FITCH  
An 1886 photograph showing the laying of the San Diego water main, made of cast iron with lead-calked joints

and wound on a winch on the scow. Bars of lead weighing 120 lb. were fastened to the cable every hundred feet to make the cable sink quickly and remain unmoved by the tides.

The pipe line progressed as the scow was drawn toward the south shore with the cable and winch. Each length was hoisted to the top of the ways and slid down to fit into the preceding length. The lead was then poured and tightly calked. A heavy chain and cable were then hooked about the bell end of the new length

and, by slackening the cable at the same rate of speed as the scow progressed, this section was slipped easily under the water, the process continuing until the line was completed.

The deepest water encountered was about 45 ft. for a distance of 2,500 ft. across the bay. Perfect water-tightness was shown by tests run every other day and demonstrated the superior advantages of cast-iron pipe with flexible, durable and corrosion-resistant lead joints, now doubly assured by the Lead Industries' Seal of Approval.

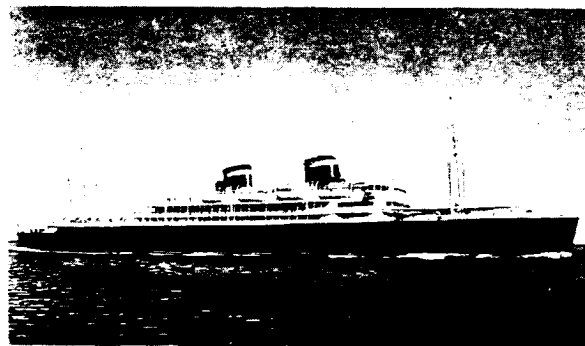
## Red Lead and White Lead Paints Protect Grace Line Ships

THE use of red lead and white lead paint in the shipping industry is a striking example of their serviceability under severe and exacting conditions. Indicative of the reliance placed on these products is the painting work done on Grace Line ships. Each ship, when it docks in the home port, is completely repainted, and painting and touching-up is a regular part of the crew's assignments under way. It is estimated that several hundred pounds of red lead and white lead paint are used weekly by this line, and the excellent condition and appearance of their ships is a testimonial to the superiority of pure lead paints.

Ship painting is very important for equipment cost in this industry is tremendous, demanding adequate protection for metal and wood surfaces against deteriorating influences encountered during operation. Ships sail through waters in many varied climates, and must withstand not only

*The Santa Rosa, beautiful Grace Liner, which is painted with pure red lead and white lead*

COURTESY OF  
GRACE LINE



attack by salt water and sea air, but also wide variations in temperature and weather conditions, like those encountered by the Grace Line ships in sailing from the northern temperate zone to the tropics.

To provide the most durable and efficient protection under such trying conditions, paint must form a firm, adhesive, and elastic film, both water and weather resistant. Also, for metal surfaces the primer must be a rust

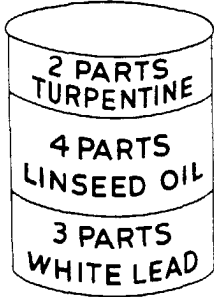
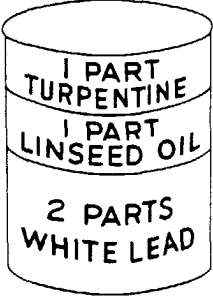
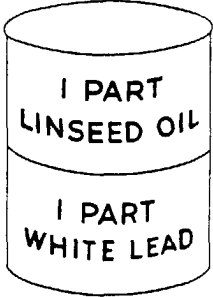
inhibitor as well. Even with as completely continuous a film as possible, full protection lasts only as long as the film remains unbroken. Because of scratches, or excessive wear and weathering, this quality of rust inhibition is very important.

Red lead is the best known and most widely employed metal primer in the marine field, just as it is foremost for all metal priming, for it is not only economical, but also inhibits rust and

corrosion, and provides the other necessary qualities of durability and elasticity. Red lead is always dependable, and it is a losing proposition to meddle with less reliable products when so much is at stake.

Pure white lead and oil is very often used for the finishing coats over red lead to obtain light colors, and is widely employed for painting the wood surfaces on board ship.

The formulas included are recommended for marine wood painting. For metal, paste red lead should be thinned with an equal volume of liquid, the liquid composed of ten parts linseed oil, one part turpentine and one part liquid drier.

| PRIMING COAT                                                                      | EXTERIOR WOOD<br>BODY COAT                                                         | FINISHING COAT                                                                      |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |

*Volume formulas for exterior wood. On old work where the original paint is in good condition, omit priming coat when repainting. For desired shades, add color-in-oil. For light finishes on metal, the above body and finish coats may be applied over a red lead priming coat*

## Painting Folders Emphasize White Lead for Doors and Sash

WITH a definite view toward encouraging the proper painting of wood products, members of the National Door Manufacturer's Association and the Fir Door Institute are now labeling doors and sash with specific instructions to the contractor, painter, and owner of a building as to correct painting procedure.

The door labels will remain on the door until it is hung, and, likewise, sash labels will be spot glued in the lower sash of a window. This will give the architect, contractor, and painter full opportunity to study and benefit from these recommendations.

As a start in this campaign, which is

expected to send out 20,000,000 labels a year, miniature doors and windows with the new painting instruction labels have recently been exhibited at thirteen retail lumbermen's conventions held throughout the United States.

Paint failures on door and sash are unnecessary if high quality paint is used and properly applied.

Sash, doors, and other woodwork should be kept dry until primed, if they are to be exposed to moisture or adverse painting conditions. The new labels recommend that the humidity of the heating plant be watched and that condensation of moisture in walls

resulting from excess humidity and careless operation of air-conditioning units be avoided.

In addition to the door and sash painting labels, manufacturers of Ponderosa, Sugar and White Pine siding, Western Red Cedar and California Redwood siding have, for several years, been including similar instructions in siding bundles.

The use of highest quality paint is stressed in the lumber manufacturers' recommendations, and, in this respect, it is noteworthy that pure white lead and oil is recommended in the labels of all lumber manufacturing groups without exception.



Painting labels of the National Door Manufacturer's Association and the Fir Door Institute. At left, sash label, center, instructions for fir doors, and at right, front and reverse of painting recommendations for white pine doors

**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

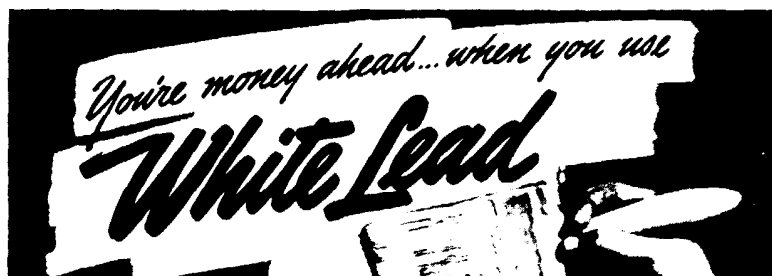
boosters for white lead paint. They know that the way a white lead job stands up helps to build their reputation.

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.

**LEAD INDUSTRIES ASSOCIATION**  
420 Lexington Avenue, New York, N. Y.



*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.*



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