

When you paint WHITE, use Zinc-O-Lith



White ~ for the Home of Your Dreams

You've built it on paper; you've planned the rooms, and chosen the decorations. Many times you've gone with the family to look at the new lot. You've studied the surroundings, planned the landscaping and promised yourself—"In the spring we'll build our home, and it will be painted white."

Most folks plan their homes that way. Every house is built at least twice—once in imagination, once in reality. And to be certain that in reality your home is white and stays white—paint with Zinc-O-Lith, the better kind of paint that costs less in the first place and saves more money by covering a greater surface and by keeping its glossy finish for a longer time.

Send for our new book, "White House Painting." There is a Zinc-O-Lith dealer near you who will gladly tell you more about the beauty and economy of Zinc-O-Lith.

Zinc-O-Lith
PURE WHITE



The
GLIDDEN
Companies

The Glidden Company
Cleveland

Heath & Milligan Mfg. Co.
Chicago

Adams & Blum Company
Chicago

Campbell Paint & Varnish Co.
St. Louis

T. L. Blum & Company
St. Paul

The American Paint Works
New Orleans

Twin City Varnish Company
St. Paul

The Porcupine City Paint
& Varnish Co.
Cleveland

The A. Wilhelm Company
Reading

Nobles Paint & Varnish Co.
Chicago

The Glidden Company
of California
San Francisco

In Canada:
The Glidden Company, Ltd.
Toronto, Ont.

There is a deep stream of our
forces in answering mail
before sunset that adds to the
pleasure and comfort of our
home. But there is also a great
reward in giving a careful pro-
duct, such as Zinc-O-Lith, a
broader kind of service.

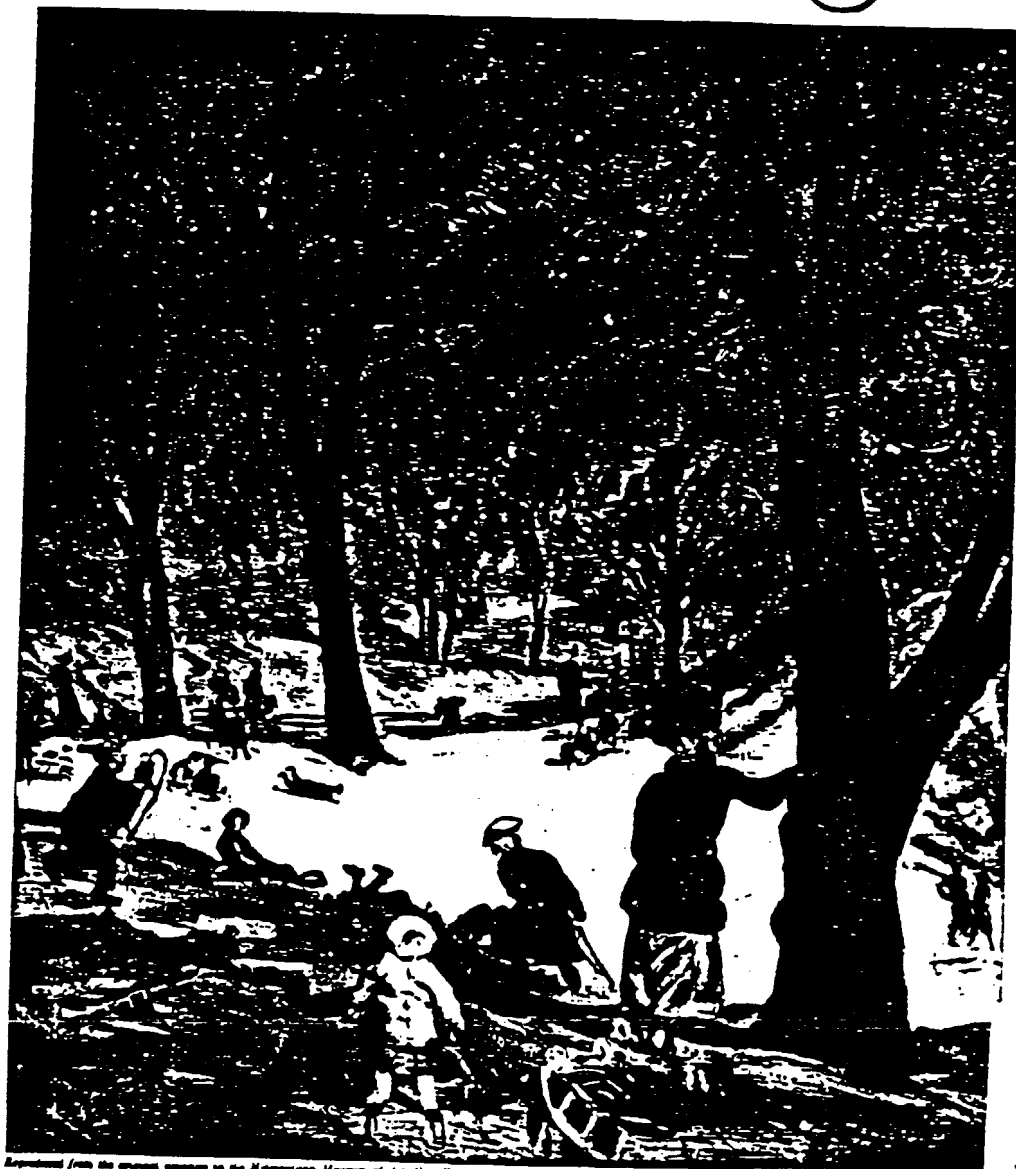
Glidden

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Reproduced from the original painting in the Metropolitan Museum of Art, New York

CENTRAL PARK—WINTER—By William J. Glackens

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