



This house has been burned by a smokeless, flameless fire. This fire (called rot or decay) has left barely standing the shell of what was once a comfortable home. Lead paint would have prevented this unnecessary loss.

For the fire that makes no smoke lead paint is the extinguisher

NEARLY fourteen million houses in this country are burning without sign of flame or smoke. The destruction is so slow that it is not noticed. Perhaps your own house is burning and you don't know it. Lead paint could stop this burning.

Wherever unpainted surfaces are exposed to the atmosphere, they burn just as surely as when a match is applied. This burning, or combustion, is simply oxidation, during which oxygen is taken from the surrounding air. There are three kinds of combustion—almost instantaneous, or explosion; rapid, or fire; and slow, or rot. Slow combustion is destroying the fourteen million houses mentioned above, rotting wooden porch columns, window sashes, and exterior walls.

All combustion can be stopped by cutting off the supply of oxygen. You can keep the wooden surfaces of your house safe from slow combustion, or rot, by keeping them covered with a constantly maintained film of a paint that is impervious to air and moisture and does not crack or scale.

Lead paint is a real investment because it gives this complete protection to wood. It increases the value of your property and saves repair bills. It has been standard for generations. Professional painters prefer to use "lead-and-

oil," pure white-lead made from the metal, lead, and mixed with pure linseed oil. Property owners specify white-lead paint for exteriors and interiors because they can depend on it to save the surface of their property.

Why people use Dutch Boy white-lead

Thousands of master painters and house owners use Dutch Boy white-lead. Dutch Boy white-lead is pure white-lead. It contains no adulterants to cheapen it and rob it of its merits. It is *ground fine* (it must pass through a silk screen containing twenty-seven thousand holes to the square inch). This insures a smooth, dense film with the maximum of spread. It makes a *tough, elastic and waterproof* film that sticks to the surface. Dutch Boy white-lead makes a paint film that *does not crack or scale* and has great *hiding power*.

Users have learned to rely on the *unvarying uniformity* of Dutch Boy white-lead. The picture of the Dutch Boy Painter on every keg of Dutch Boy white-lead is the trademark that guarantees a product of exceptional purity.

For exterior work use a combination of Dutch Boy white-lead and linseed oil. For flat finishes (usually desired for interior painting) mix Dutch Boy white-lead with Dutch Boy flattening oil. In

either case the paint can be tinted to any color desired. Dutch Boy white-lead and flattening oil, either white or tinted, make a paint that gives particularly soft, beautiful flat finishes that rest the eye.

Send for this free paint booklet

We will gladly send you a new booklet, "Painting—Protective and Decorative." This booklet tells what paint is, what paint does, and why paint protects the surface. It contains color plates of house exteriors and interiors and also of interesting and unusual artistic wall finishes that can be obtained with paint. This booklet sent free on request.

Other Dutch Boy products

IN the famous Dutch Boy series of products, besides white-lead, there are flattening oil, solder, red-lead, linseed oil and rabbit metals.

National Lead Company makes, in addition, lead products for practically every purpose to which lead can be put in art, industry and daily life. Among these products are die castings, cinch expansion bolts, Hot Hard lead products for buildings, and *platers' metals*.

If you desire specific information about any of these or other uses of lead, write to any branch of National Lead Company.

NATIONAL LEAD COMPANY

New York, 311 Broadway; Boston, 151 State St.; Buffalo, 116 Oak St.; Chicago, 590 West Madison St.; Cincinnati, 639 Freedom Ave.; Cleveland, 120 West Superior Ave.; St. Louis, 722 Cass St.; San Francisco, 655 California St.; Philadelphia, National Lead Bldg.; Co. of Pa., 316 Fourth Ave.; Pittsburgh, John T. Lewis & Sons Co., 477a Fourth St.



The Dutch Boy Painter has become the exponent of beauty and protection. He inspires confidence in every one he serves.

Save the world and you have it.