

Let it RAIN!

Lead paint sheds water like a duck's back



"EVERYBODY talks about the weather, but nobody does anything about it."

Mark Twain was wrong. Decidedly. But he plied a pencil, not a paint brush. For painters, who work with an all-lead paint, will tell you that a lot has been done about the weather.

Rain, snow, sun—all the causes of weathering and deterioration—are turned aside when they strike the strong protective film of an all-lead paint.

This superior, long-lasting paint has been used for centuries. And still today in Dutch Boy pure white-lead, all who live in houses have the same sure and truly economical means to "do something about the weather."

Boards can't warp and decay when protected with Dutch Boy white-lead paint. Made from the metal lead, Dutch Boy white-lead is impervious to moisture. Spread over any surface, it forms a tough yet resilient film that will not crack with expansion and contraction. Instead, this long-lasting paint film wears down gradually and evenly, making repainting a simple process entirely devoid of the expense and bother of burning off old, weather-cracked paint.

Those who like fine things will appreciate another side of this all-lead paint. It can be easily tinted to any desired color. That means you get just the tint or shade you want. And this paint holds its color indefinitely. That means beauty that lasts.

There are several other economy sides to Dutch Boy white-lead. It can be mixed in any desired quantity—a half pint or twenty gallons. It can be bought in small or large amounts—1 pound tins up to 100 pound kegs. It goes far. One gallon covers, hides, protects, from 550 to 650 square feet of surface. And it can be used for almost any kind of painting job—a chair or your whole house, inside and out.

Ask any good painter. Or if you wish helpful information ready to refer to at all times, send for this

34-page home-owners' paint guide

"Decorating the Home" it is called. Full color illustrations show unusual outside and interior effects. Easy-to-follow paint formulas, 50 color chips, and many money-saving handy hints alone are well worth a letter.

Just address your request to our Department of Decoration in care of our nearest branch listed below. Any special questions you may have will also be gladly answered by the color and paint specialists of this department.

NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 131 State St.
Chicago, 900 W. 18th St.
Cleveland, 620 West Superior Ave.
San Francisco, 483 California St.

DUTCH BOY WHITE-LEAD

*Makes
an all-lead paint*

EVERY pail or keg of white-lead bearing the Dutch Boy trademark is a guaranteed all-lead product, made from the metal lead. This well-known trademark also identifies as standard quality—latching oil for mixing an in white-lead paint, red-lead, solder, and babbitt metals.

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Friday Evening Post—Oct. 23
American Magazine—October
Book—October
Union's Business—November
Liberator's—Oct. 9
National Geographic—October
Review of Reviews—November

Country Gentleman—October
Successful Farming—October
Farmer—Sept. 18
Hoard's Dairyman—Sept. 25
Indiana Farmers' Guide—Sept. 11
Kansas Farmer and Mail and Breeze—Sept. 25

Michigan Farmer—Sept. 4
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