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Paint MAGIC

WITH the aid of white-lead the painter is a worker of magic. He uses white-lead to transform old houses into houses that look new. With a film of white-lead he saves thousands of buildings from the savage attacks of the weather. By freshening up shabby-looking, weather-beaten houses with white-lead, he can actually increase the value of property by hundreds of dollars. That is real magic.

This role of magician is no new one for painters to play. From the early days of this country's history they have used pure white-lead paint to beautify the homes of the nation and to give them complete protection against decay.

Many fine old houses built even before the American Revolution are in good condition today simply because painters painted them and kept them properly painted with white-lead.

So it is upon white-lead, the basis of the painting industry, that thousands of painters have built enviable reputations as masters of their profession. Their skill in mixing and applying paint made of pure white-lead and pure linseed oil, has made them known as men who can be relied upon to do a splendid painting job. You can build a reputation just as painters have done in the past and are doing today—with white-lead.

Remember—*Dutch Boy white-lead is pure white-lead.*

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago 900 West 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 620 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 468 California Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

Dutch Boy White-Lead