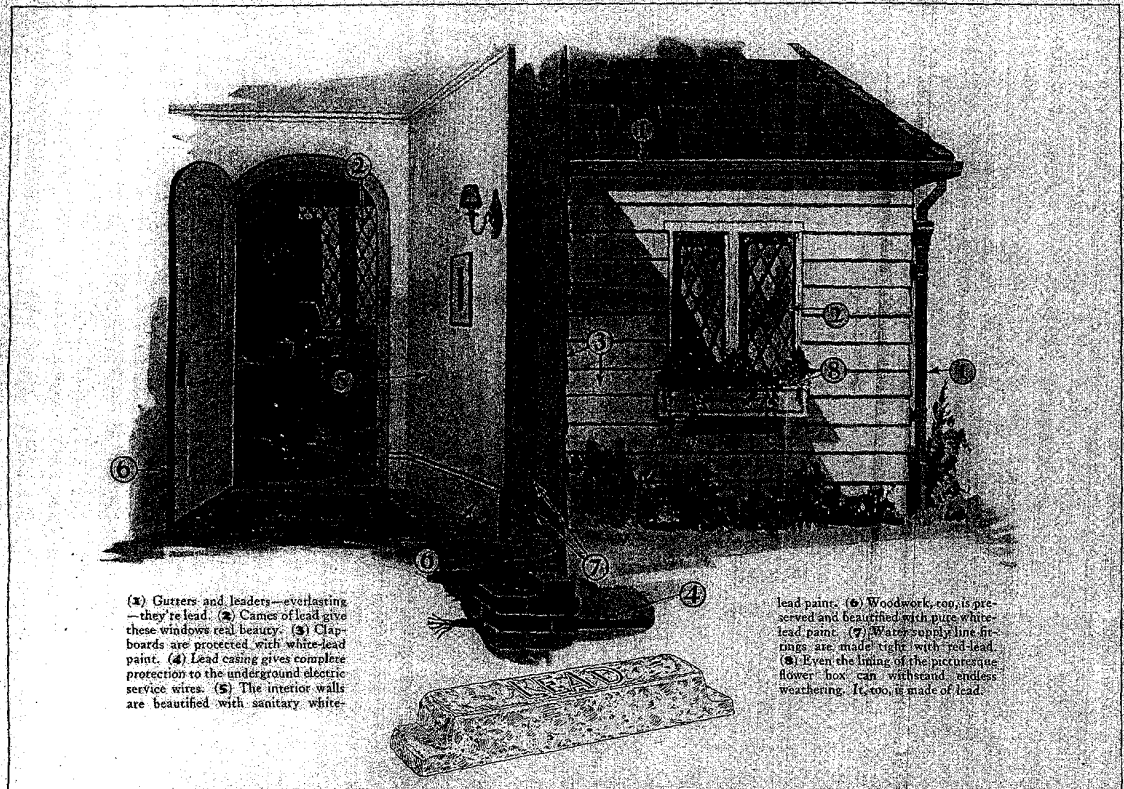




(1) Gutters and leaders—everlasting—they're lead. (2) Cames of lead give these windows real beauty. (3) Clapboards are protected with white-lead paint. (4) Lead casing gives complete protection to the underground electric service wires. (5) The interior walls are beautified with sanitary white-

lead paint. (6) Woodwork, too, is preserved and beautified with pure white-lead paint. (7) Water supply line fittings are made tight with red lead. (8) Even the lining of the picturesque flower box can withstand endless weathering. It, too, is made of lead.

Four walls . . a roof . . and LEAD

How the wonder metal of many uses helps man build for beauty and permanence

CAN lead be turned into gold? Look at this picture. Study it. In it is the answer to the old alchemist's dream. For today man has done more than transform dull pigs of lead into so many glittering nuggets. In his effort to beautify and protect the four walls and roof of his home, he has discovered that lead is the more useful, and therefore gladly exchanges the gold for lead.

The hand-wrought gutters and leaders, for example, are not only beautiful today, but they will also be beautiful fifty years, one hundred years, from now. Weather can't wear them. They are made of lead.

The pipes that carry the water into this house are everlasting. For they are made of lead. The connections of the cast iron drainage pipes that carry out the waste are calked with lead. And lead in still another form, red-lead, seals all the fittings of the gas and water supply pipes with the bond of eternity.

The spirit of old craftsmanship is expressed in the rustic casement windows—expressed in a form that will remain unchanged through

the centuries. All the cames that hold the glass in place consist of lead.

The armored conduit which carries the underground electric service wires into the house is also proof against time. It can't rust, rot, or wear out. For lead imbues it with endless years of service.

Lead you look at but do not see

Still another form of lead, one in most general use today, is present in this modern home. It doesn't look like lead—yet it is made directly from lead and possesses the metal's superior qualities of endurance, weather resistance and protection.

You'll find it on the clapboards and exterior trim. You'll find it on the interior walls and woodwork. It is the basic carbonate of the

metal, called white-lead, which makes a paint that gives both beauty and complete protection to the surface.

There are many other unseen uses of lead in this up-to-date home. Lead helps to give the glass of the

electric light bulbs their transparency, also the fine glass tableware its superior brilliancy. Lead is in the glaze of the chinaware and in that of the bathtub and sink. A lead device makes it safe to telephone when lightnings play. And bearings composed of a lead-tin alloy reduce friction in the motor of the whirling electric fan.

National Lead Company makes lead products for practically every purpose for which lead is used today in art, industry and daily life. If you would like to know more about this wonder metal of many uses, just write to our nearest branch.



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