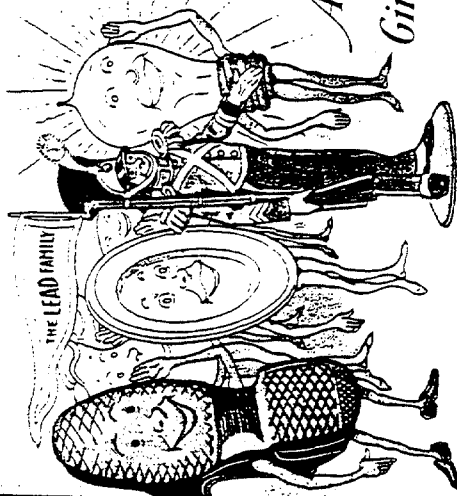


THE DUTCH BOY'S LEAD PARTY

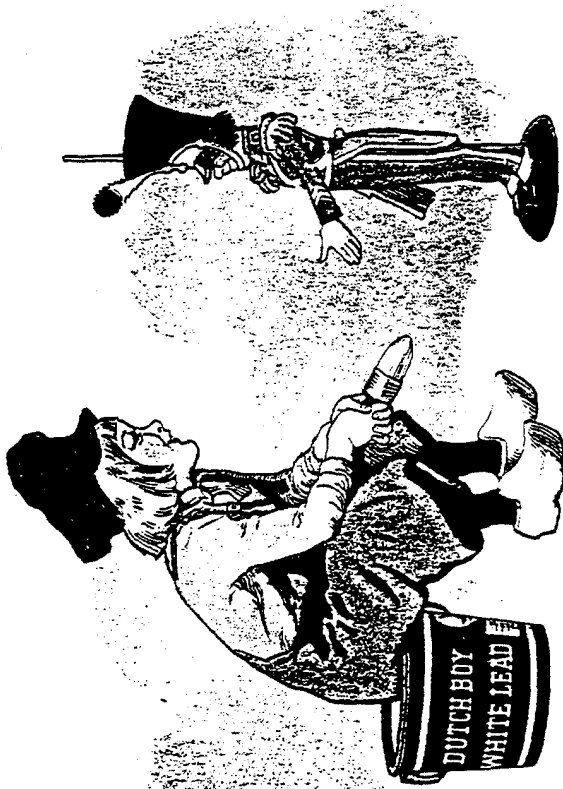


*A Paint Book
for
Girls and Boys*

With which is bound
COLOR HARMONY IN THE HOME
A Booklet for the Grown-ups



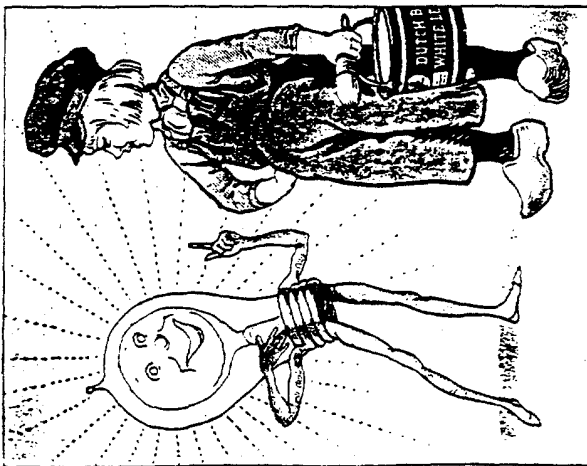
NO
BATES #'S



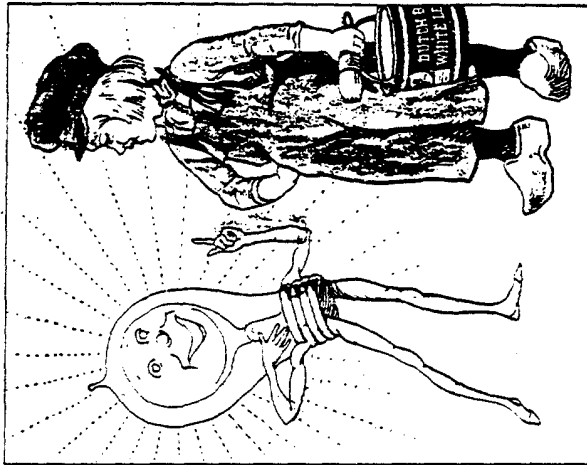
A little Toy Lead Soldier
Once to the Dutch Boy said,
"We have some fine relations
Who all contain some lead."

"Why don't you give a party
So folks can meet and see
The other happy members
Of the great Lead family?"

Electric light bulbs, cut glass, the lenses of cameras, telescopes, microscopes and eye-glasses—in fact all fine glass is made by fusing sand and red lead together. Red lead is a fine, orange-red powder. It is a lead oxide, that is, a chemical compound of lead and oxygen. Lead in glass gives brightness and greater power.

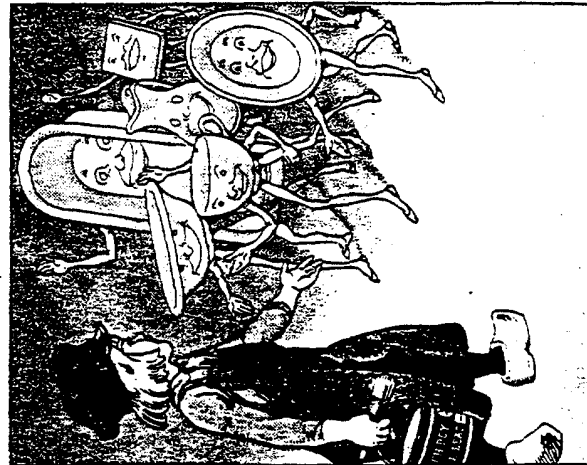


The first one at the party
Was gay Electric Light.
He said, "I'm very brilliant,
I always shine at night!"

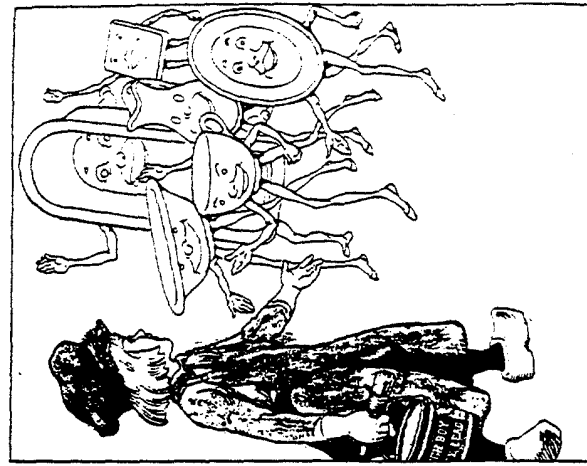


"No little of my brilliance
Is due to my glass head,
Which gives a light much brighter
Because it's made with lead."

China and enameled ironware owe their handsome glazed finish to lead. The glaze is made of white lead (lead carbonate) or red-lead or litharge (lead oxides) and other glazing materials. The articles are dipped into or sprayed with the glazing mixture, which is a milky paste. Then the articles are fired or baked.

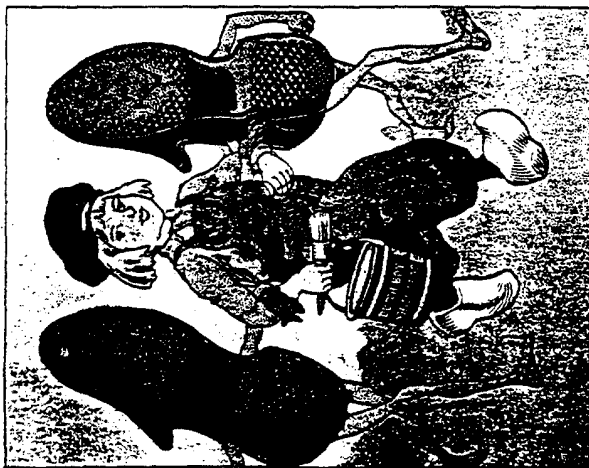


Then came the Cups and Saucers
The Tiles and Bathtub too,
The Washbowl and the Pitcher;
All smiling bright and new.

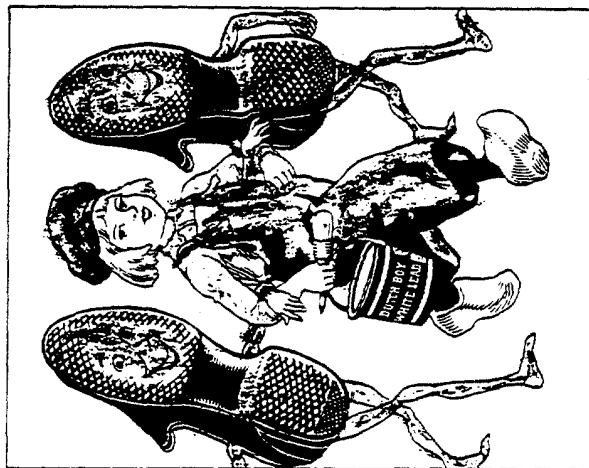


"The glaze on us," they shouted,
"Is partly made of lead
And thus we're all related!"
"That's true!" the Dutch Boy said.

Most rubber contains lead. The lead is used with sulphur in curing the crude rubber gum to impart toughness, resiliency and weight. Sometimes the lead used is in the form of red-lead or litharge; other times it is in the form of white-lead or lead sulphate.

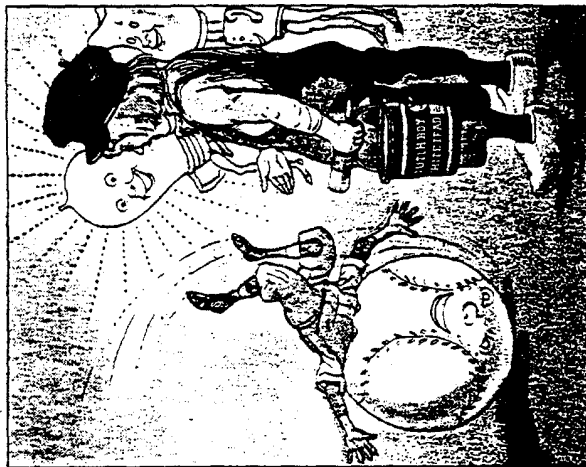


A pair of Rubbers entered
And took the Dutch Boy's arm.
They said, "We are protectors,
Who keep you dry and warm."

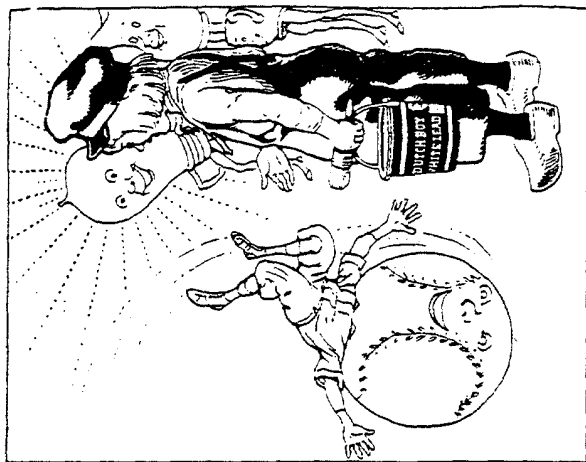


"You know when we were moulded
The man who made us said
We're strong and tough and lively
Because in us there's lead."

The baseball contains lead in its rubber core. There is also lead in tennis balls and footballs, as well as in rubber pipestems, combs, hose, belting, fountain pens, insulation, tires, etc.



And then, 'twas most surprising,
A Baseball rolled right in.
"Good morning little Dutch Boy,"
He chuckled with a grin.

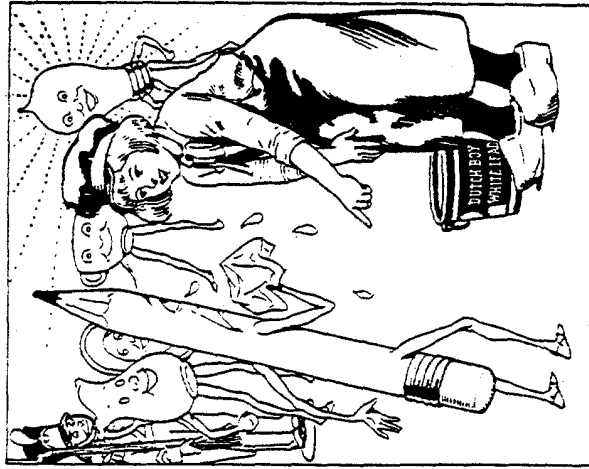


"I've come to join the party
For I belong you see;
I'm made inside of rubber
Therefore there's lead in me."

There is no lead in a lead pencil. What's called the "lead" is graphite and graphite is carbon. The eraser, however, contains lead, being made of rubber.

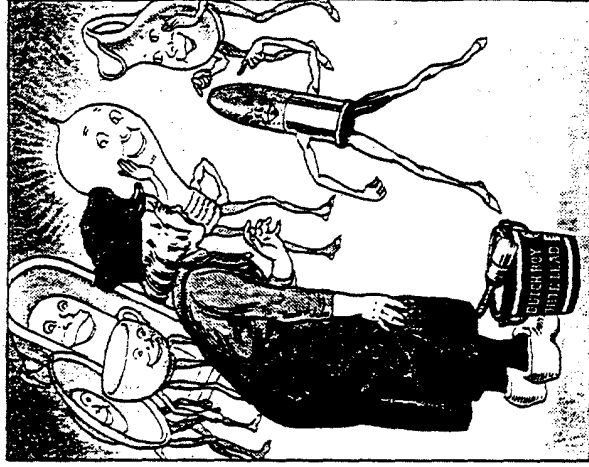


There came a sad Lead Pencil
Who cried, while tears he shed,
"I want to join your party
But I contain no lead."

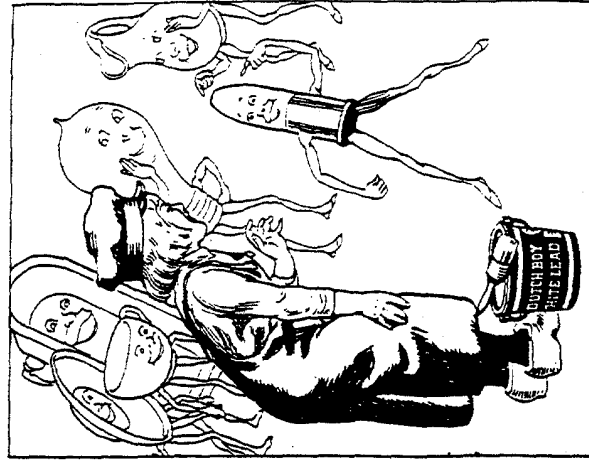


"My 'Lead' is really graphite
And graphite is not lead."
"There's lead in your eraser,
Come in," the Dutch Boy said.

As everyone knows, metal lead is used in cartridges and shot shells. No other metal has the qualities needed for making ammunition. Lead has great weight in minimum bulk, which makes it cut thru the air with unswerving velocity.

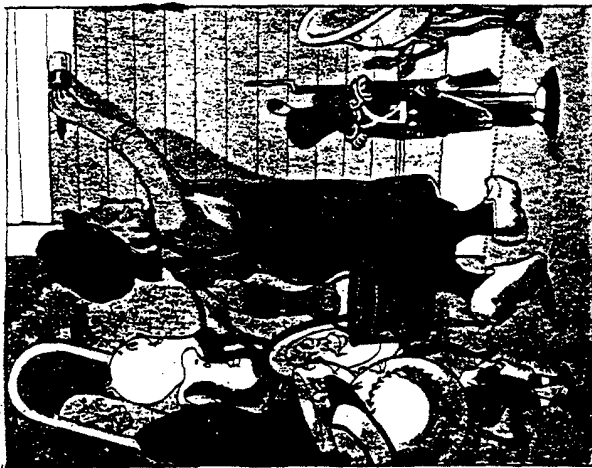


The next was little Bullet
Who spoke up loud and clear.
He said, "I'm surely happy
To be among you here."

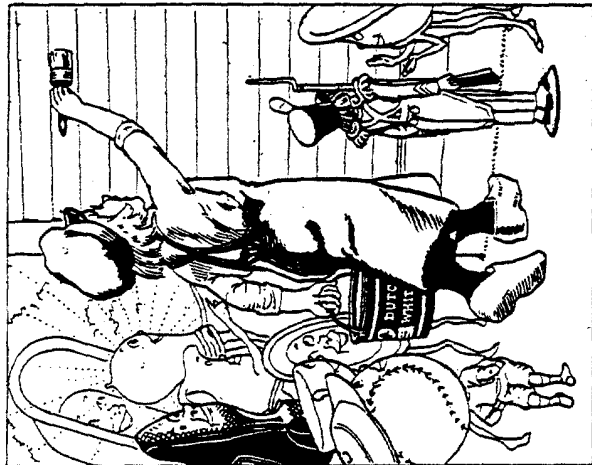


"I travel straight and swiftly
When from a gun I'm sped.
You see, I'm small yet heavy
Because I'm made of lead."

One of the most important uses of lead is in paint. By mixing white-lead with linseed oil, the painter produces a long-wearing gloss paint for exterior work. When he uses flaking oil with the white-lead, he gets a washable flat paint for interior work. In either case, the paint may be left white or may be tinted to suit.



And then the Dutch Boy showed them
How all good painters spread
The paint which saves the surface
Because it's made with lead.



The guests were all delighted
And to the Dutch Boy said,
"We're proud to be related
To Dutch Boy pure white-lead."

TEAR OFF HERE

Tear off this Booklet, fold it down
the middle so the cover is outside
and give to father
or mother to read.

NATIONAL LEAD COMPANY
NEW YORK BOSTON BUFFALO
CHICAGO CLEVELAND CINCINNATI
ST. LOUIS SAN FRANCISCO
(JOHN T. LEWIS & BROS. CO. PHILADELPHIA)
(NATIONAL LEAD & OIL CO. PITTSBURGH)

P. 177333



one done as the real decorator does it. There is no gloss. There are no brush marks. As for tints, the most delicate and elusive are obtainable. There is a character and distinction to white-leaded interiors which can be had in no other way.

With flattening oils, the daintily tinted white-lead can be applied more rapidly and cheaply and the *washability* has been increased. Three coats now give the most beautiful effects, whereas in the old days it was quite common to put on from six to ten or even more.

AN ADVISORY SERVICE

Should you at any time desire additional help in the choice of a color scheme for the house outside or any rooms inside, we shall be glad to work out the problem for you. We maintain a staff of colorists for just this purpose. Their advice is yours for the asking—no obligation. Specific directions for obtaining any of the mottled or figured effects described will also be sent on request.

WHITE-LEAD PAINT

It is generally recognized that paint made of pure white-lead has no equal in decorative and protective qualities whether used for interior or exterior painting. Mixed with flattening oil or turpentine, pure white-lead makes a glossless or flat paint for interior use which is remarkable for its beauty and washability. Mixed with linseed oil, turpentine and drier, pure white-lead makes a gloss paint for exterior use which is unexcelled for durability and all-around economy. In either case the paint may be colored to the exact tint desired, simply by the addition of the proper tinting pigments.

Our white-lead is used by the best painters the country over. It is the well-known Dutch Boy brand and can be bought at all leading paint stores in 1, 5, 12½, 25, 50 and 100 pound packages.

HOW TO MIX PAINT

It takes only a few minutes to thin white-lead into paint. For average purposes, the white-lead and liquid portions of the paint should be about equal in



This is the Dutch Boy trademark—a guaranty of high quality in paint materials, such as white-lead, red-lead, linseed oil and flattening oil, and in lead products such as babbitt metal and solder.

NATIONAL LEAD COMPANY

NEW YORK
CLEVELAND

BOSTON
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CHICAGO
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(NATIONAL LEAD & OIL CO. PITTSBURGH)

F-17-23