

Lead makes it safe to telephone even when the lightnings play



WHEN lightning flashes around your house, lead used in a fuse enables you to use your telephone without danger of electrocution.

When a lightning bolt reaches the fuse, it melts the lead of the fuse. This stops the current and prevents it from reaching your instrument.

How lead helps you phone

Every time you telephone you summon the help of lead. In the telephone instrument and box is an average of 51 soldered connections. Lead is in all of them. Exchanges in the United States and telephone lines running out of them have billions of soldered connections, with about 322,000,000 pounds of lead in them.

There are in this country about 82,000 miles of telephone, telegraph, radio and electric light cable covered with lead—327,300,000 pounds of it.

IN telephone systems, you do not see it or realize the important work lead is doing. But in paint, lead in the form of white-lead, the basic lead carbonate, is known the world over.

For generations painters have used white-lead on such surfaces as wood, as standard protection against the assaults of the weather.

Property owners know from experience that white-lead gives the surest protection for the surfaces of their houses. These

Save the surface and you save all.

owners have learned the truth of the words, "Save the surface and you save all." They realize now that the cost of good paint is secondary to protection of the covered surface.

Producers of lead products

Dutch Boy white-lead is the name of the pure white-lead made and sold by National Lead Company. On every keg of Dutch Boy white-lead is reproduced the picture of the Dutch Boy Painter shown below. This trademark guarantees a product of the highest quality.

Dutch Boy products also include red-lead, linseed oil, flattening oil, bab-bitt metals, and solder.

National Lead Company also makes lead products for practically every purpose to which lead can be put in art, industry and daily life. If you want information regarding any particular use of lead, write to us.

If you wish to read further about this wonder metal, we can tell you of a number of interesting books on the subject. The latest and probably the most complete story of lead and its many uses is "Lead, the Precious Metal," published by the Century Company, New York. If you are unable to get it at your bookstore, write us or the publishers.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 151 State St.; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 West Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 485 California St.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., 457 Chestnut St.