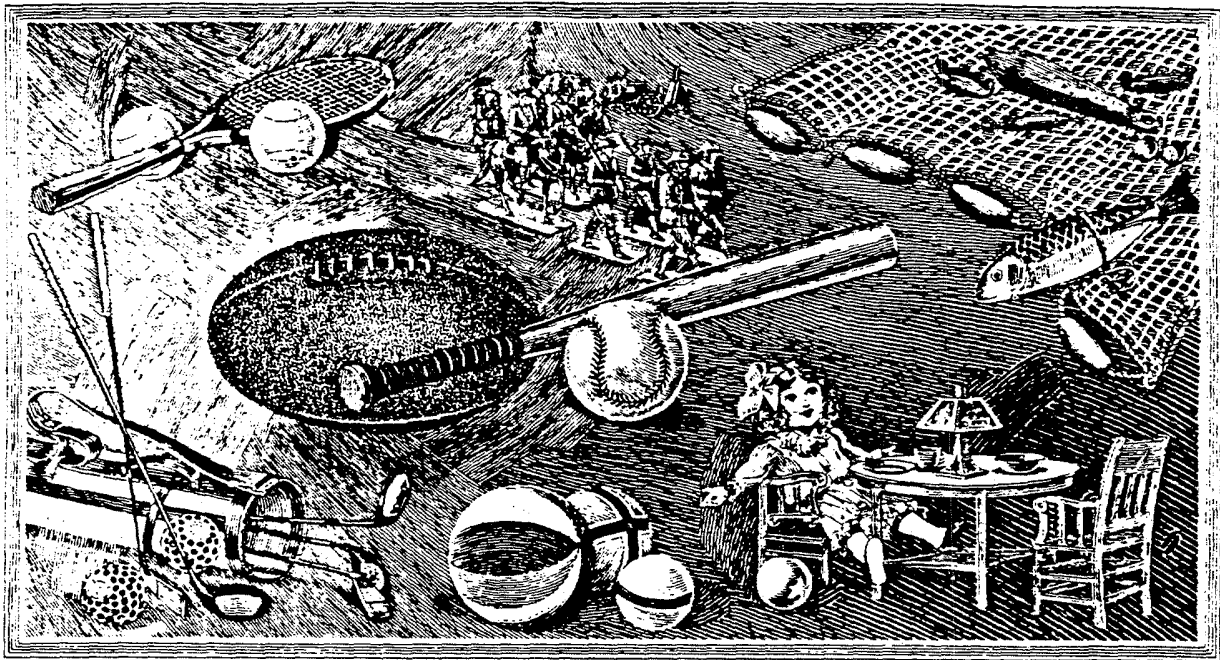




Lead takes part in many games

LEAD whistles back and forth in every play on the baseball diamond. It is at the bottom of every football scrimmage. It leaps back and forth across the tennis net. Lead influences every stroke the golfer takes, and is the fisherman's helper in making his catch.

How lead gets into these sports

Wherever toughness is required in rubber, lead is added to it. Thus lead in the form of litharge—or red-lead, that other lead oxide—is in the rubber core which is in every high-grade baseball. It helps to make the rubber bladders of footballs and basketballs, and is in tennis and other rubber balls.

Lead is also in many baseball bats and in the heads of wooden golf clubs, because it adds weight and helps to balance them. Pulverized lead is used in some golf balls to give them the necessary weight.

Lead helps the fisherman

Lead sinkers are used in fishing to carry the hook down to the desired depth. The heavy weight of lead for its bulk makes it the proper metal to use. And it will not rust.

This metal often covers the shanks of fish hooks and weights down large fishing nets. It is sometimes used as a covering sheath for decoy minnows which lure fish to the hook.

Lead, however, does not take part in many sports exclusively. In the

nursery it is one of the children's most faithful playmates.

Lead in the nursery

The little boy's eyes shine with excitement as he takes his new lead soldiers out of the box on Christmas Day. For him they advance and retreat in mimic battle. Made of lead, they will not rust or mold as did the toy soldier of Field's "Little Boy Blue."

While the modern Little Boy Blue fights his nursery battles with lead soldiers, his sister peacefully plays with her new dolls with their lead-weighted eyes and her miniature furniture and other toys often made of lead. Toy-makers use lead extensively because it can be easily shaped and moulded into many forms.

Lead for preservation

Despite the widespread use of lead in the sport and play of the world, perhaps it is in preserving and beautifying buildings, inside and out, that lead performs its most useful service. Dryness and decay deface and destroy. But white-lead paint protects from the ravages of weather.

It is false economy to put off painting houses until deterioration makes expen-

sive repairs necessary. Hence, property owners are heeding the warning, "Save the surface and you save all."

They are saving the surface by painting with white-lead. For white-lead is the principal ingredient of good paints. The professional painter, careful of his reputation, uses what he calls "lead-in-oil," a mixture of pure white-lead and pure linseed oil, for outside work. He uses white-lead and flinting oil, with coloring matter added, to make a smooth, beautiful paint of any color, for interior work.

Look for the Dutch Boy

NATIONAL LEAD COMPANY makes white-lead of the highest quality and sells it, mixed with pure linseed oil, under the name and trade-mark of *Dutch Boy White-Lead*. The figure of the Dutch Boy is reproduced on every keg of white-lead and is a guarantee of exceptional purity.

Dutch Boy products also include red-lead, linseed oil, flinting oil, babbitt metals, and solder.

Among other products manufactured by National Lead Company are came lead, electrolytic metal, lead oxides, shot, lead wool, litharge, and basic lead sulphates—white and blue.

More about lead

If you use lead, or think you might use it in any form, write to us for specific information.



Save the surface and you save all.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State St.; Buffalo, 310 Oak St.; Chicago, 600 West 18th St.; Cincinnati, 670 Freeman Ave.; Cleveland, 810 West Superior Ave.; St. Louis, 723 Commercial St.; San Francisco, 481 California St.; Pittsburgh, National Lead & Oil Co. of Pa., 110 Fourth Ave.; Philadelphia, John T. Lewis & Son, Co., 417 Chestnut St.