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Is it Worth the Risk?

Of a painful life or a premature death to insist on pure white lead in house paints? White lead is good, but not to eat or breath, and you can scarcely avoid eating or breathing its dust when used pure.

ZINC WHITE

Prevents the chalking and disintegration of lead, and if it had no other merits, painters ought to insist upon its use for that reason alone. But it has other merits: It is whiter, and makes purer tints than lead, is more economical and more durable. We have no desire to dictate proportions, but we are convinced that the wise painter will use some zinc in all his lead—the wiser the painter, the more zinc.



THE NEW JERSEY ZINC CO.,

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Our Practical Pamphlets:
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