



From Tires for Motor Cars to Grips for Handle Bars

Dutch Boy: "It's true of almost every product... if it's made with rubber... it's better made with Red Lead."

Plant Chemist: "Just why are you so sure?"

Dutch Boy: "First, experiments showed, then experience proved, that compounding rubber with #2 RM Red Lead gives the advantages listed on the right."

Plant Chemist: "But don't those advantages depend on what I make?"

Dutch Boy: "Yes, they do. You get all seven if you make tires; but most of them apply with other fields, too."

Plant Chemist: "But don't they depend on the base I use?"

Dutch Boy: "They apply whether you work with GR-S, GR-S-10, GR-M, GR-A or GR-L. Just let us know your specific application, and our technical staff will gladly supply literature and any other information you need. Drop a line to the Rubber Division of our Research Laboratories, 105 York Street, Brooklyn 1, New York."

CHOOSE YOUR OWN
FOR COMPOUNDING
WITH #2 RM

R REASONS
UBBER
ED LEAD

1. Improved Heat Stability—Retention of Elasticity
2. Lower Heat Build-up—Cooler Running
3. Economical
4. Faster Curing Rate
5. Extended Curing Range
6. Excellent General Physical Properties
7. Safe Processing



NATIONAL LEAD COMPANY—New York 6;
Buffalo 3; Chicago 3; Cincinnati 3; Cleveland 13;
St. Louis 1; San Francisco 10; Boston 6; National Lead
Co. of Mass.; Philadelphia 7; (John T. Lewis &
Sons, Co.); Pittsburgh 20; (National Lead Co. of Pa.);
Charleston 25, West Virginia, (Erasus Lead Division).

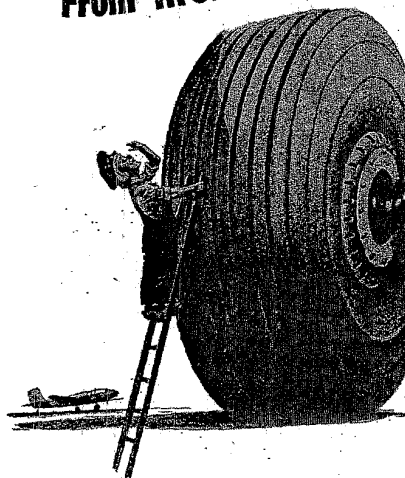
If it's made with
... it's better made with

R RUBBER
ED LEAD

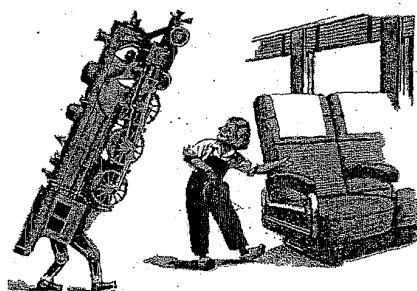
0000-NLI-000015901

N 29245

From Tires for Planes



...to Seats for Trains



If it's made with
... it's better made with **RUBBER
RED LEAD**

Dutch Boy: "To make a good rubber product a better rubber product ... make it with Red Lead."

You: "I suppose you can back up that statement?"

Dutch Boy: "Sure I can. Practical manufacturing experience has borne out our research findings. It proves that compounding rubber with #2 RM Red Lead gives the seven advantages listed below."

You: "Don't the advantages depend on what product I'm making?"

Dutch Boy: "They do; for instance, if you make tires all seven advantages apply. But most of them are important with other products, too."

You: "Suppose my base is GR-S. Do they still apply?"

Dutch Boy: "Absolutely—GR-S, GR-S-10, GR-M, GR-A or GR-L. Just let us know your specific application and our technical staff will gladly supply literature and any other information you need. Drop a line to the Rubber Division of our Research Laboratories, 105 York Street, Brooklyn 1, New York."

**COMPOUND RUBBER
WITH #2 RM RED LEAD
FOR 7 GOOD REASONS**

1. Improved Heat Stability—Retention of Elasticity
2. Lower Heat Build-up—Cooler Running
3. Economical
4. Faster Curing Rate
5. Extended Curing Range
6. Excellent General Physical Properties
7. Safe Processing

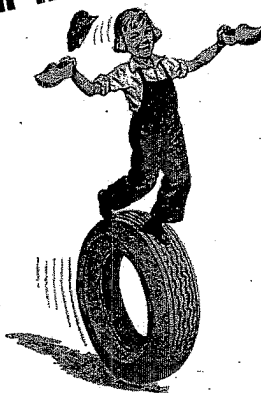


NATIONAL LEAD COMPANY—New York 6;
Buffalo 3; Chicago 3; Cincinnati 2; Cleveland 12;
St. Louis 1; San Francisco 10; Boston 4; (National Lead
Co. of Mass.); Philadelphia 7; (John T. Lewis &
Sons, Co.); Pittsburgh 20; (National Lead Co. of Pa.);
Charleston 25; West Virginia; (Kraus Lead Division).

0000-NLL-000015902

N 29245.01

From Tires for Wheels



Dutch Boy: "Many different rubber products have one thing in common. They're better made with Red Lead."

Manufacturer: "But just what does Red Lead do?"

Dutch Boy: "It gives the seven advantages I've listed at right. Look them over."

Manufacturer: "But do I get all seven, no matter what I make?"

Dutch Boy: "With tires, all seven advantages are yours—but most of them apply with other products, too."

Manufacturer: "No matter what my base is?"

Dutch Boy: "Whether the base is GR-S, GR-S-10, GR-M, GR-A or GR-I. Just let us know your specific application and our technical staff will gladly supply literature and any other information you need. Drop a line to the Rubber Division of our Research Laboratories, 105 York St., Brooklyn 1, N. Y."



...to Rubber Heels

PLENTY OF REASONS
FOR COMPOUNDING RUBBER
WITH #2 RM RED LEAD

1. Improved Heat Stability—Retention of Elasticity
2. Lower Heat Build-up—Cooler Running
3. Economical
4. Faster Curing Rate
5. Extended Curing Range
6. Excellent General Physical Properties
7. Safe Processing



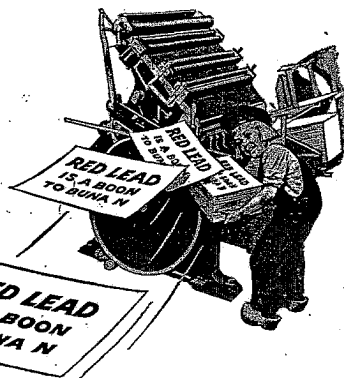
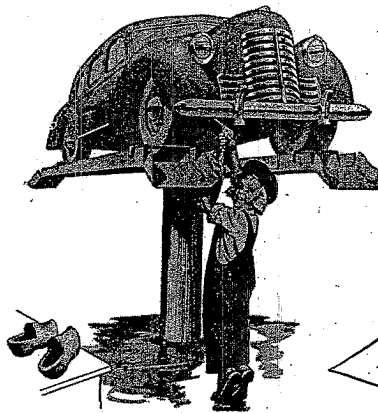
NATIONAL LEAD COMPANY—New York 6;
Buffalo 3; Chicago 4; Cincinnati 3; Cleveland 12;
St. Louis 1; San Francisco 10; Boston 6; National Lead
Co. of Mass.; Philadelphia 7; John T. Lewis &
Sons, Co.; Pittsburgh 20; (National Lead Co. of Pa.);
Charleston 25; West Virginia; (Organic Lead Division).

If it's made with
... it's better made with **RUBBER
RED LEAD**

0000-NLI-000015903

N 29245.02

From Oil-Proof Soles to Printers' Rolls



Dutch Boy: "Yes Sir... Red Lead is a boon to buna N products."

Plant Chemist: "But just what does it do?"

Dutch Boy: "Briefly, it gives you definitely improved properties at lower cost."

Plant Chemist: "Can you back up that statement?"

Dutch Boy: "Absolutely! Exhaustive tests, fully confirmed by the experience of users, prove beyond any question, that compounding buna N with #2 RM Red Lead gives the five, very real advantages we've listed at the right."

Plant Chemist: "Very interesting! Where can I get further information?"

Dutch Boy: "Just let us know your specific application and our technical staff will gladly supply literature and any other information you need. Drop a line to the Rubber Division of our Research Laboratories, 105 York Street, Brooklyn 1, New York."

Plant Chemist: "One more question. Is buna N the only rubber Red Lead improves?"

Dutch Boy: "By no means. Red Lead improves most rubber products, no matter whether your base is GR-S, GR-S-10, GR-M or GR-I. Just remember, if it's made with rubber it's better made with Red Lead."

CHECK THESE 5 REASONS
FOR COMPOUNDING BUNA N RUBBER
WITH #2 RM RED LEAD

1. Greatly Improved Heat Stability
 - a) Retention of modulus
 - b) Retention of elongation
 - c) Retention of hardness
2. Decreased Cost
3. Improved Water Resistance
4. Excellent General Physical Properties
5. Safe Processing



NATIONAL LEAD COMPANY—New York 6;
Buffalo 3; Chicago 3; Cincinnati 3; Cleveland 12;
St. Louis 1; San Francisco 10; Boston 6; National Lead
Co. of Mass.; Philadelphia 7; (John T. Lewis &
Bro. Co.); Pittsburgh 20; (National Lead Co. of Pa.);
Charleston 20, West Virginia, (Brons Lead Division).

If it's made with buna N
... it's better made with **RUBBER
RED LEAD**

0000-NLI-000015904

N 29245.03