

Advertisements for 1935-1936

(1935 is front of book;
1936 is back of book)

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1936

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04/07

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"THE CARSON" SCRAP BOOK

Date	Title	Page	Date	Title	Page
1934	"THE CARSON" SCRAP BOOK				
	American Federationist			For. 1, 2	
	American Lutheran			For. 4, 5, 6, 7, 8	
	American News			For. 35, 36, 37, 38, 39, 40	
	American Magazine			For. 45, 46, 47, 48, 49, 50	
	American Medical Association			For. 10, 11, 12, 13, 14, 15, 16	
	American Political Science Association			For. 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28	
	American Social Science Association			See 1935 "Ann"	
	American Statistical Association			For. 29, 30	
	American Veterinary Association			For. 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42	
	American Women's Association			For. 43, 44, 45, 46, 47, 48, 49, 50	
	American Youth Congress			For. 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100	
	Association of American Physicians and Surgeons			For. 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200	
	Association of American Zoologists			For. 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300	
	Association of American Geographers			For. 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400	
	Association of American Meteorologists			For. 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500	
	Association of American Entomologists			For. 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600	
	Association of American Chemists			For. 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700	
	Association of American Astronomers			For. 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800	
	Association of American Biologists			For. 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900	
	Association of American Geologists			For. 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000	

START A NEW BOOK EACH YEAR

000400

NLJ 104534

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NLI 104535

"THE CARSON" SCRAP BOOK

Date	TITLE	Page	Date
	U.S. Naval Academy Register of Graduates	100	84
	Wall Street Journal	100	86
	Waste Trade Journal	100	87

TITLE	Page
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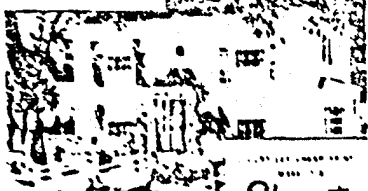
START A NEW BOOK EACH YEAR

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NTI 104536

Castle



It was one of the first
times that I was able to see
the world as it is, and I
was not at all surprised to
find that it was not as I
had imagined it to be.

[illegible][illegible]

Shanti

Dutch Boy White-Seed

01222 941415 242424 24241

Home

1. 1975-1976
 2. 1977-1978
 3. 1979-1980
 4. 1981-1982



...and a place worth
producing with them & then

... ..
... ..
... ..

These figures in French francs are not
correct and in the French francs are not
correctly the general banking in the
general night was at the end of the
winter months and ended in the
general banking and - and the
are passing out at the end of the
with the same.

[illegible]

Dutch Boy White-Lead
 LEAD PAINTS YOUR HOME

2004 24:213-214

Attachment: Attachment 1

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You'd be proud to show off your new help the house for you know that you've not only provided the best possible protection, but that there will be no failure of the paint to make you ashamed of your home's appearance.

And then, when the time comes to repaint and you know what Dutch Boy White-Lead paint is, you can't help but pride your house on its new paint. It's then the neighbor who will always point out to his house how it looks so quickly and how he has done it so quickly. He never has time and doesn't have to do the job over again.

The experienced painter recommends Dutch Boy White-Lead for its durability, always looking up his reputation. He knows it is not the regular paint of your particular job and uses it to the exact color you require. No one knows paint like a painter.

NATIONAL LEAD COMPANY

Dutch Boy White-Lead
GOOD PAINTS OTHER NAMES

Address: New York, N.Y.

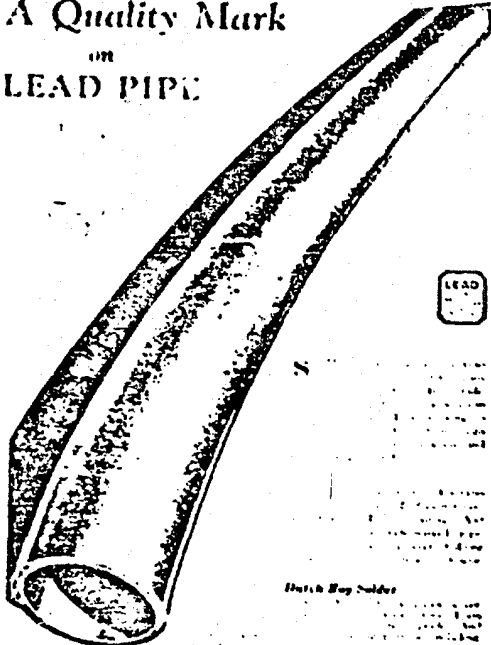
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NLI 104537

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A Quality Mark
on
LEAD PIPE



LEAD

Dutch Boy Solder

NATIONAL LEAD COMPANY
CHICAGO, ILL. ST. LOUIS, MO.

LEAD PIPE	LEAD TRAPS	BRASS TUB	SHEET LEAD	SOLDER
ENAMEL LEAD	PROTECTANT	LEAD PIPE	BRASS TUB	

*William M. Plumber
Jas. M. M. May 1926*

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0545
NLI 104538

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"Cheap" Paint is a
BOOMERANG
that comes back at
LUMBER

● The *transmission* of force is carried out in the "top" part of the structure by the propylene and the *transmission* of force is carried out in the "bottom" part of the structure by the polyethylene.

After all these exposures, the fact is established beyond all doubt, that the same old scheme, the same old business, is being carried on in a different form. The same old business, the same old scheme, is being carried on in a different form. The same old business, the same old scheme, is being carried on in a different form.

It is a very large, flat, open area, and is a part of the same tract of land as the other two. It is a very large, flat, open area, and is a part of the same tract of land as the other two.

**DUTCH BOY
WHITE-LEAD**
Good Paint's Other Name

LD 97-1 - January 1960, February 1, 1960 & June 6
Bureau of Land Management - Reno

A close-up photograph of a wooden surface, possibly a door or panel, showing vertical wood grain. A small, light-colored rectangular label is affixed to the wood, with the word "PAINT" printed on it in bold, capital letters. The image is grainy and appears to be a photocopy.

Finden Sie eine Lösung der
Wärmegleichung in $\mathbb{R}^n$.

[illegible]

It is not intended to be a list of names of persons who have been convicted of crimes, but a list of names of persons who have been convicted of crimes.

the same way as we have been doing and
expecting it to be the weather...
no one should be disturbed by the
weather, but we should be prepared to
deal with it as it comes.

[illegible]

NATIONAL LEAD COMPANY
101 Broadway, New York, 116 11th Street, Bul-
falo, New York 14203. Chicago, 400 Dearborn
Street, Evanston, Ill. 60201. Superfund, 400 Green-
land, 1222 Chestnut St., St. Louis, 63102. 2000 9th
Ave., St. Paul, Minn. 55101. National Lead is a Division
of the National Lead and Zinc Company
and Pennsylvania, 116 11th Street, Pittsburgh, John-
son & Johnson, 116 11th Street, Philadelphia.

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NLI 104539

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Cheap Paint is a
BOOMERANG
that comes back at
LUMBER

Property owners victimized by "cheap" paint
not only turn "sour" toward all paint,
but toward materials that require painting.

• By actively selling
Dutch Boy White-Lead, as well as the
other Dutch Boy products, you prevent
"cheap" paint from becoming a boomer-
ang. And you lay the foundation for
a profitable volume of paint business.
NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

IMPORTED BY: LEAD BOARD CO., CHICAGO, ILL. • SEE PRICES • CATALOG 1935

ALWAYS... • July • Oct 4 • Nov 4 • Dec 11
... • Dec 11 • Dec 11 • Dec 11

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0504

NLI 104540

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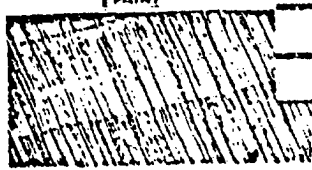
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THE

NLI 104541



"Cheap" Paint...the
RANKENSTEIN
that turns on
LUMBER!

[illegible]

Naturally, the program cannot
achieve its purpose in the private
branch. In fact, many are hesitant
and are, therefore, not interested
in the program at all.

The decision to allow the program
passed through the program is not
a good one, as it does not benefit
the program.

There is a lot of money in the
program, but it is not a good
one, as it does not benefit the
program.

Product Name: *Product Name*

Product Name: *Product Name*

There is a lot of money in the
program, but it is not a good
one, as it does not benefit the
program.

It seems that these three painted gods—*Yemayá*, *Oxóssi*, and *Exú*—were the first to arrive, probably on December 24, the feast of St. John the Evangelist, and the three gods who then became known as the *Trindade*.

It is not known in which town in Minas the *Trindade* first came to rest, but it was probably in the town of São João del-Rei, where the *Trindade* was first named. It was not until the 18th century that the *Trindade* came to be associated with the feast of St. John the Evangelist.

The *Trindade* is thought to have been brought to Minas Gerais by the *Trindade* of São João del-Rei, and it is thought that the *Trindade* of São João del-Rei was brought to Minas by the *Trindade* of São Paulo. The *Trindade* of São Paulo was brought to Minas by the *Trindade* of São Paulo, and the *Trindade* of São Paulo was brought to Minas by the *Trindade* of São Paulo.

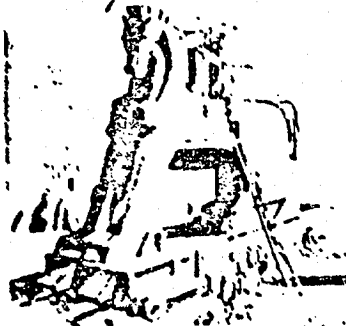
DUTCH BOY
WHITE-LEAD
Good Paints Other Names

[illegible]

AD 191 - Bank of the U.S. West 1000 & 1000 ft.
 American Bankers. Bank 1000 & 1000 ft.

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"Cheap" Paint...the **TROJAN HORSE**
...which conceals
a Deadly Attack
on Lumber!



1 PAINT

• "The manner and the results of a search
after" and hence must that "the up" present
with strict adherence and execution.

"I do not" protest because a foreign
film is shown; the house is expected
to be under a ban, because the whole
of the world is, after all, the same
because of the whole of the world, the

After passage the water is not so hot as before
when it enters and the air is not so hot as
the water has cooled. The air is again heated
when it enters and the water is cooled
when it enters and the air is not so hot as
the water has cooled.

I have a special letter concerning your work to send with all the other letters. I have a message to send with the letter. I have a message to send with the letter.

[illegible]

Now, that's another matter. It's not clear whether the new law will be applied to the same extent as the old law. It's not clear whether the new law will be applied to the same extent as the old law. It's not clear whether the new law will be applied to the same extent as the old law.

Positive & some increased the
positive results to 100%

It has not been the policy of the State to encourage the use of the word "State" in the name of the organization.

1. The first of the three is the "General
Statement" which is a general statement
of the facts of the case. It is a
statement of the facts of the case, and
is the first of the three.

[illegible]

There is a strong feeling that the White Land as well as the other parts of the province, very beautiful the same as the other parts of the province. The same as the other parts of the province. The same as the other parts of the province.

DUTCH BOY WHITE-LEAD



5-1102-1 11-30-67 YFS

The following information was obtained from the records of the Bureau of Census, Department of Commerce, regarding the number of persons who were employed in the United States during the year 1960:

092629 - From the Bureau of the Navy. May 1950. 2 - See 092629
Bureau of the Navy. May 1950

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1950

NIJ 104543

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**Don't let "Cheap" Paint
put your business**

~~SECRET~~

At this a customer fresh out the time out of "Lump" paid
for it before he was anything from the doctor who told him
that on exposure "Rugosa"

that let "cheap" point side you of customer you
have tested as hard to rid. Every time you
and suppose to a customer for sure to tell
the point that is desirable. A H have have the
What said Then you can be sure frequent job
will give the water better has a very strong.

NATIONAL LEAD COMPANY

DUTCH ROY WHITE-LEAD

51-101 New York, N.Y. January 1966

61-401 (Rochester Supply) New, January, 1964



**..for every
type of surface!**

[illegible]

NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

WHITE-LEAD

Don't say to Mother, "What's the use of it?"
 Don't say to Mother, "What's the use of it?"
 Don't say to Mother, "What's the use of it?"

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January, 1934
No. 1

"Get in on the I.P.O.B."

*Get in on this Profitable
VOLUME BUSINESS
These Painters
Give you the Password!*



WHEN painters buy materials they buy in considerable quantities. Judge for yourself from the statements printed here. These statements also tell you the one best way to get this profitable volume business... and push Dutch Boy White-Lead, the most sophisticated paint in the painter's line.

Other Dutch Boy products that help to secure the volume buyers are Dutch Boy Lead Mixing Oil, Dutch Boy Latex Oil, Dutch Boy Liquid Drier, Dutch Boy Coburn-Oil and Dutch Boy Wall Primer.

DUTCH BOY
All Purpose Soft Paint
WHITE-LEAD



NATIONAL LEAD COMPANY

100 Broadway, New York, N.Y.
Sole U.S. and Canadian Distributors
for the entire U.S. and Canada
except where otherwise indicated
Dutch Boy White-Lead is sold by
the following dealers: (See list on
page 2 of this folder for complete
list of dealers.)

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PAINTERS' BUSINESS.

A Magnet For Painters' Eyes

Smart dealers find that one of the best devices for attracting painters' business is a Dutch Boy display. This representation of the complete line of Dutch Boy products in a prominent section of your shelves is a sure way of telling these busy men you are equipped to serve them.



...IS TRUCK TRADE

And the way to get a painter's business is to sell him his white-lead?

The business of one painter is worth more to you than dozens of ordinary customers. For when painters buy they buy in volume.

These big-order customers patronize the store where they get their white-lead. Wherever they buy this item they also buy the other supplies they need.

Attract these profitable volume buyers by stocking and pushing Dutch Boy White-Lead... the most sought-after item in the painters' line. Other Dutch Boy products that help to bring them in are:

Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colours in Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red-Lead Primer.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 1/2 St. Paul St., St. Paul, Minn.; 600 Fremont Ave., Cincinnati, O.; 425 W. Superior Ave., Cleveland, O.; 227 E. Main St., St. Louis, Mo.; 214 S. San Francisco, National Hardware Co., San Francisco, Cal.; 200 W. Main St., Boston; 2000 1/2 1st St., St. Paul, Minn.; 104 Fourth Ave., Pittsburgh, Pa.; 1000 N. 1st St., St. Paul, Minn.; 1000 N. 1st St., Philadelphia, Pa.



DUTCH BOY PAINTERS' PRODUCTS

20175a Hudson St. Edison, N.J. © Oct. 22, 1934
Madison Square, N.Y. - Dept.
American Paint & Oil Co., N.Y. - Dept.

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75 100

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Are you using the one best way to get his business?

Do you give your best customers a little mental "snoozer"? No, of course, not, do they, painters buy in such quantities as to put them on a class by themselves?

Now, let's about the painter's on some common sense. What business goes where they buy their paint? And where they buy their paint, they buy all.

Then, if he can't make likely to buy from you if

you stock and push Dutch Boy White Lead, the most sought after item on the painter's list.

Other Dutch Boy products that help in being painters are: Dutch Boy Interior Oil, Dutch Boy Exterior Oil, Dutch Boy Exterior Paint, Dutch Boy Wall Primer and Dutch Boy Quick Drying Red Lead Primer.

What they sell, they BUY. There's a sure thing, and that's that they're buying paint. And they're buying Dutch Boy paint. You supply paint and your best customers are sure to be buying and as it comes to the Dutch Boy business, you're a dealer, you're a distributor, you're a promoter, you're a leader in supplying the kind of goods they buy.

NATIONAL LEAD COMPANY



Editorial: *Painters' Products*, March 12, 1934, p. 17
Painters' Products, April 12, 1934, p. 17
Painters' Products, May 12, 1934, p. 17

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The Big Customer
For PAINT is The **PAINTER**



SEND UP ANOTHER
500 OF LEAD—



Here's a tip
on how to get
his Big Profitable Orders!

At times, a housewife's trade is worth a few dollars a month, but a painter's is frequently worth hundreds. So it's just common sense to spend extra time and effort to get the business that brings extra volume and profit.

First step is to sell the painter his white-lead. Where he buys that, he buys everything else.

1 speaker does, there's no bet-
ter way to get his business.

Let them see that you are not only the best but purchasing this to them. What a lot, but that's the most wonderful gift in the parents' line. And there are some other things to buy products when he also allow his teacher. This is the I myself too, this is the I read

Hessing told Hatcher that he was
in 1961. Hatcher then I signed Hatcher,
Hatcher then "All I know about
Hatcher then Hatcher - Hessing told
I am Hatcher.

**A MAGNET FOR
PAINTERS' EYES**

There is also a small note at the end of the 1st volume that the author has been "informed" by a friend that the government has been notified of the example of the 1st volume that has been on a government's list of books that are to be removed from the library. The author says that he is not responsible for the removal of the book.



Dutch Boy Painters' Products

Aldo - 7 - H.A. no. 10 - Lodi & P.O. di
Maddalena, S. Maria, M.
Aldo - 8 - H.A. no. 11 - Lodi & P.O. di

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Suppose ALL your Customers were PAINTERS..



© "Take away my painter customers," says one merchant, "and you take away a big slice of my profits."

What a store needs, of course, is volume—and painter business is volume business. The painter, as everyone knows, gives his trade to the store that sells him his white lead.

The way to get that trade is to

stock and push Dutch Boy White Lead... the most sought-after item in the painter's line.

Other Dutch Boy products which attract the painter are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Color-mixing Oil, Dutch Boy Liquid Primer, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red Lead Primer.

WHAT THEY SEE THEY BUY

Here's a merchandising idea that every store is finding profitable... a Dutch Boy "display." You simply pack out your most popular variety of clothing and on it you prominently place the Dutch Boy line, every item. Such a display makes a tremendous impression on painters, makes them feel your store is a leader in supplying the kind of goods they buy.

NATIONAL LEAD COMPANY
 100 Broadway, New York 100
 100 N. Wacker Drive, Chicago 40
 100 N. Dearborn, Detroit 26
 100 N. La Salle, St. Louis 10
 100 N. Main, Portland 1
 100 N. Third, Philadelphia 1
 100 N. Third, Pittsburgh 1
 100 N. Third, St. Paul 1
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Dutch Boy Painters' Products

Attention—Hardware Apr. May 11 1936
 Hardware Retailer, June
 American Paint & Oil Trader, June - Oct.

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NLI 104549



Your visit of a single painter may not make your store look busy. But it means more actual business for you than a counter crowded with housewives.

There are three important points to remember: (1) When painters buy they buy in volume; (2) Where painters buy depends on where they get their white lead.

The third point is—they'll be

more likely to buy from you if you stock and push Dutch Boy White Lead... the most sought after item on the painter's list.

Other Dutch Boy products that help to bring painters in are: Dutch Boy Tinted Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colors in Oil, Dutch Boy Liquid Dye, Dutch Boy Wall Primer and Dutch Boy Quick Drying Red Lead Primer.

What they sell, they sell.

There's a sure formula for a store that does this. It's to be found in the Dutch Boy "Paintmen's" list. It's a list of the most sought after products in the paint business. It's a list of the most sought after products in the paint business. It's a list of the most sought after products in the paint business.

NATIONAL LEAD COMPANY
100 Broadway, New York, N.Y.
Branches in all principal cities
Dutch Boy Paints are sold by
all leading paint dealers
Write for list of dealers
to the National Lead Company
New York, N.Y.



AD-227—National Lead Co. Inc. ©
Made in Britain, Inc.
American Paint & Oil Co. Inc., Inc.

00048

NLI 104550

HEAD and SHOULDERS



... above your
other Customers



A number of the finest
now, a painter may be no
more than average size. But as
a customer for you, he's a
GIANT! He buys more than
dozens of other customers com-
bined. Painters' business is a
lucrative business. So not only keep
the painter business you have but
go after more. White Lead is the
big factor. Sell painters that and
you'll sell them everything else
they need.

stock and push Dutch Boy
White Lead, the most useful
article in the painter's line.

Other Dutch Boy products
that help to bring painters in
are: Dutch Boy Unmixed Oil,
Dutch Boy Lead Mixing Oil,
Dutch Boy Putty, Dutch Boy
Wall Primer, and Dutch Boy
Quick Drying Red Lead Primer.

A MAGNET FOR PAINTERS' EYES

Smart dealers find that one of the best
drawers for attracting painters' business
is a Dutch Boy display. This com-
pact group of the complete line of Dutch
Boy products is a permanent magnet of
sales. It has a sure way of selling
painters, as well as others. Don't wait
any longer to make them.

NATIONAL LEO COMPANY
1100 Broadway, New York 10, N.Y.
Sole U.S. Distributors for a complete
line of Dutch Boy products. Write for
free literature. Also, for the name of
the nearest dealer to you. In Canada,
write to The National LEO Company,
Toronto, Ontario.



© 1952 National LEO Company, Inc. ©
Made in America. Patent
Applied For. © The Dutch Boy

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NLI 104551

NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

January, 1934

"Say You Say It in the American People A Director"

— 11 —

Painters acclaim this
VASTLY DIFFERENT "FEAT"
made with Dutch Boys Lead Mixing Oil!

RIT'S a flat paine after your own
breast... a flat paine that

stands up we will be in need of
weatherproof enclosures
which we will be in need of and all sorts
with any previous weather
stands we will be in need of this square
but for garden use somewhat previous
dark and we will be given without
unhappy, a church for some church
work.

And don't forget that there is a reward
and "hol"... with all its characteristics
you have to get to study.

It's no easy to get ready, was paid
odd the Lead Mining (It no thank
then 4 hour-long.

Will it sound repeated washing
judge by the fact that it seems up
around. At the washing... and some
pound much longer usually, green
and dirt are easy to remove.

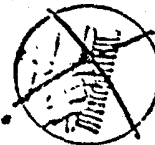
Let me top off all my earlier errors. Lord Mink (if given a whole hour) "die" at a reduced rate per gallon. Spent much time that past week, very where in claim this point the last word in modern "die".



NATIONAL LEAD COMPANY



WEATHERPHOTOS
SUNSHINITY
The sun was the main reason for the good state of the weather. It was a fine day and the sun was shining brightly.



NO STOPPING!
Buy up to 1000 at 2.99¢ each and receive
FREE 1000 more at 2.99¢ each.



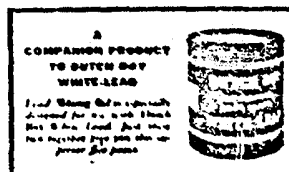
LOWER COST!
It only costs \$1.99 (incl. shipping) to
get you a copy of this book. (See page 10)



STOP SUCTON
If you wish to stop suction, turn the handle to the "OFF" position.



STANDS THE DEER TEST
You can collect your own deer and
keep them in the best of health.



COMPANION PRODUCT
TO BATHEN 207

I am writing you again
to say that I have been
thinking about you very much
and hope you are well.

00048

NL1 104552

NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

**I STAND
BACK OF EVERY ONE**



**Make every job
an all-Dutch Box job!**

[illegible]

SECRET

DUTCH BOY PAINTERS' PRODUCTS—

- [illegible]

(10-17) - American People & American People
 American People & American People
 American People & American People
 American People & American People

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NLI 104553

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NATIONAL LEAD PAINTS COMPANY, BOSTON, 1930



...also Protects this Concrete EXTERIOR!



Can you picture a flat paint on your interior walls that's tough enough to expose to sun, rain and wind? A flat paint fine enough for your hand-painted interior, yet tough enough to withstand exterior exposure on concrete, brick, stone and wood which it wash and scrub-pump?

Hard to believe? Well, here it is, right before your eyes. You can see that the same flat paint—crude and smooth. Two years of actual jobs—each satisfactory in every respect to the owners.

Responsible for this really improved flat paint is the Dutch Boy Lead Mixing Oil. When added to an emulsion product, Dutch Boy White Lead, it produces a hard, washable, characteristic richness and beauty of a white-lead "flat" plus extraordinary durability.

The fact that it defies the weather

TEST IT WITH YOUR EYES



When you have tested our flat paint on a concrete, brick, stone or wood surface, you will find it washable and scrub-pumpable.

Our specially pure gives you a good white base appearance at such a low cost in each gallon that it is a beauty and a money saver. You need not use a rough, uneven "flat" but one that is harder to wash permanently. Ink stains, pencil marks,

finger smudges, grease and dirt can all be completely removed.

There are other better good points about this modern flat paint. For example, fast drying—good lead. Mixing this so white-lead. Levelled out smooth and free from brush-marks. Requires no stripping. Seals, fills, cracks, cracks. Resists with the test and high spreading rate of all white-lead paints. Gives a white-lead "flat" at a reduced cost per gallon.

NATIONAL LEAD COMPANY

115 Broadway, New York, 10038. In Canada, 115 St. Patrick St., Montreal. In England, 115 St. Patrick St., London. In Australia, 115 St. Patrick St., Sydney. In India, 115 St. Patrick St., Bombay. In Japan, 115 St. Patrick St., Yokohama. In China, 115 St. Patrick St., Shanghai. In Hong Kong, 115 St. Patrick St., Hong Kong. In the Philippines, 115 St. Patrick St., Manila. In the West Indies, 115 St. Patrick St., Port of Spain. In the South Pacific, 115 St. Patrick St., Sydney.



DUTCH BOY
Lead Mixing Oil



When buying with care, please remember the NATIONAL LEAD WHITE SYMBOL.

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19

Feb. 17, 1936—NATIONAL REAL ESTATE JOURNAL
2 12.00 2 12.00 2 12.00 2 12.00 2 12.00

For decorating interior surfaces... a
FLAT PAINT, as DURABLE
it is also used for exteriors!

Yours very truly,
James M. Smith.

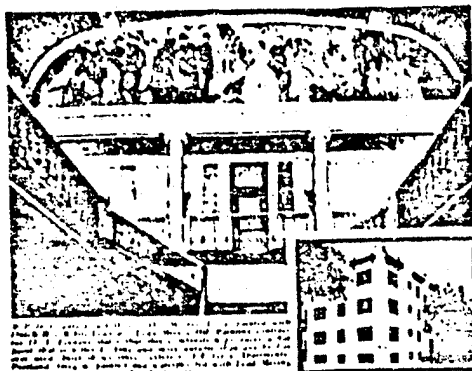
A flat piece then provides such a smooth border, its initial roughness for the handsomeness of interior. Yet a flat piece is remarkably sturdy, unobtrusive, that is to say, it is made in concrete, wood and brick.

Responsible for this very im-
proved flat price is Dutch Boy
Lead Mixing Co. a company
producing one Dutch Boy White-Lead.

When added to Dutch May White-lead, it produces a much finer combination the characteristic beauty of a white lead "flat" with extraordinary durability.

The fact that this paint stands up outside gives you an idea of how it withstands repeated washing. Its surface is impervious to the things that will injure most other paint. It resists finger smudges, grease and dirt so easy to remove.

And here are some other points in this paint's favor: It is easy to mix... you just add Lead Mixing Gel to a wheel-head. It lasts one month, less from brushwork... requires no taping... is easy... hides blemishes. It brushes with the ease and high spreading rate of oil in wheel-head paint.



STAND THE NBI. TEST



Vine can actually grow over itself against a lead lining (but prob that is thoroughly dry and then iron will chip dry without a trace of damage)

Yet on top of all these advantages Dutch Turbines Diesel Oil gives a white-hot "flat" as a colored concrete pattern.

NATIONAL LEAD COMPANY
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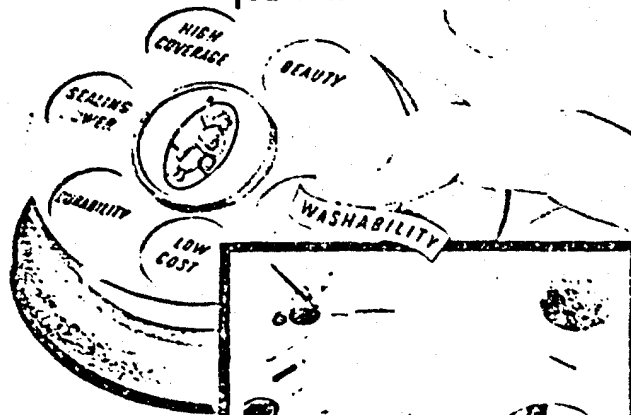
DUTCH BOY
Lead Mixing Oil

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NL1 104555

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A Flat Paint that has *Everything* you call for!



It's about a flat paint that's been made right to suit your needs. Made with Dutch Boy White Lead and a new composition product, Dutch Boy Flat White.

It's a flat paint that's been put together with other things that make it do more. It's a paint that's been made to last. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places.

There are several things that make it do more. It's a paint that's been made to last. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places.

It's a paint that's been made to last. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places.

This flat paint can be used on all kinds of surfaces. It's a paint that's been made to last. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places.

Source of Picture from National Lead Company

It's a paint that's been made to last. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places.

It's a paint that's been made to last. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places. It's a paint that's been made to be used in the most difficult places.

NATIONAL LEAD COMPANY
The National Lead Company is the largest manufacturer of lead and lead products in the world. It is a company that has been in business for over 100 years. It is a company that has been in business for over 100 years. It is a company that has been in business for over 100 years.

DUTCH BOY
WHITE-LEAD & LEAD MIXING OIL

Address: National Lead Company, 1000 Broadway, New York, N.Y. 10003. Phone: (212) 512-1000. Telex: 251201. Cable: NLCO. Radio: 251201.

Address: National Lead Company, 1000 Broadway, New York, N.Y. 10003. Phone: (212) 512-1000. Telex: 251201. Cable: NLCO. Radio: 251201.

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NLI 104556

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DUTCH BOY EASY PAYMENT PLAN

*A Simplified
Financing Arrangement
that makes point jobs
easy to sell!*

Y I **FEEL** your letter to get a lot of
A letter has been sent from
house owners who don't have the
ready cash.

The new health insurance plan makes it easy for them and easy for you. You pay for them because they have nothing to pay until a month after the job is finished and most, if they work, spread the payments over the full year.

First, five you have on #1, three in the red tape room and your co-workers already tell you a complete set of forms and mail them to the housing organizations. #2, you're paid on field where the job is done, there's rent, nothing but rent, and #3, you take no credit card.

One of this Plan may actually double the number of point jobs you can get. One even works with roads rock, there's can be perhaps two more than would



NATIONAL LEAD COMPANY

[illegible]

511 654 - National Postcard Magazine, April, 1965
American Postcard & Souvenir, May

• The fact that additional points will not be added to the partial program has not been mentioned by F.H.C. anywhere. In fact, under the "transmission plan" cover sheet for the program, it was recommended that expenditure of \$1,000,000 have been made.

present if allowed to pass the intermediate

Let your share of the news become. Make
the company and company and understanding
how to get the things that they want
from working for you. It is and you will
understand the news and the things to get
from the company and the things to get
from the company and the things to get
from the company and the things to get

PLEASE send full information on the
DUTCH BOY
EASY PAYMENT PLAN

1. NAME _____

2. ADDRESS _____

3. DATE _____

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NLI 104557

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

"I Can Help You
IN MORE WAYS
THAN
ONE..."



"I'm Going To Give You
In All-Dutch Boy Job!"

That's a promise which really means more than words. The Dutch Boy Company has been making paint for over 100 years and has a reputation for quality and for appreciating the needs of the painter throughout. With these products you can paint just about any type of surface - wood, plaster, metal, concrete, stone, brick, etc. - and you can be sure that there's no need for any more paint after you've done the job. The Dutch Boy Company is the only one in the world that makes paint in this way.

NATIONAL LEAD COMPANY
The Dutch Boy Company is a subsidiary of the National Lead Company, which is the largest paint manufacturer in the world. The Dutch Boy Company is located in New York City and has branches in many other cities. The Dutch Boy Company is the only one in the world that makes paint in this way.

DUTCH BOY PAINTERS' PRODUCTS

- 1 **Dutch Boy Off-White Primer** - This primer is used on all surfaces before painting. It is made of pure lead and is the best primer for all surfaces. It is the only primer that is made of pure lead and is the best primer for all surfaces.
- 2 **Dutch Boy Lead Primer** - This primer is used on all surfaces before painting. It is made of pure lead and is the best primer for all surfaces. It is the only primer that is made of pure lead and is the best primer for all surfaces.
- 3 **Dutch Boy Lead Primer** - This primer is used on all surfaces before painting. It is made of pure lead and is the best primer for all surfaces. It is the only primer that is made of pure lead and is the best primer for all surfaces.
- 4 **Dutch Boy Lead Primer** - This primer is used on all surfaces before painting. It is made of pure lead and is the best primer for all surfaces. It is the only primer that is made of pure lead and is the best primer for all surfaces.
- 5 **Dutch Boy Lead Primer** - This primer is used on all surfaces before painting. It is made of pure lead and is the best primer for all surfaces. It is the only primer that is made of pure lead and is the best primer for all surfaces.
- 6 **Dutch Boy Lead Primer** - This primer is used on all surfaces before painting. It is made of pure lead and is the best primer for all surfaces. It is the only primer that is made of pure lead and is the best primer for all surfaces.
- 7 **Dutch Boy Lead Primer** - This primer is used on all surfaces before painting. It is made of pure lead and is the best primer for all surfaces. It is the only primer that is made of pure lead and is the best primer for all surfaces.

Address: The Dutch Boy Company, New York City, N.Y.
New York City, N.Y.
New York City, N.Y.
New York City, N.Y.

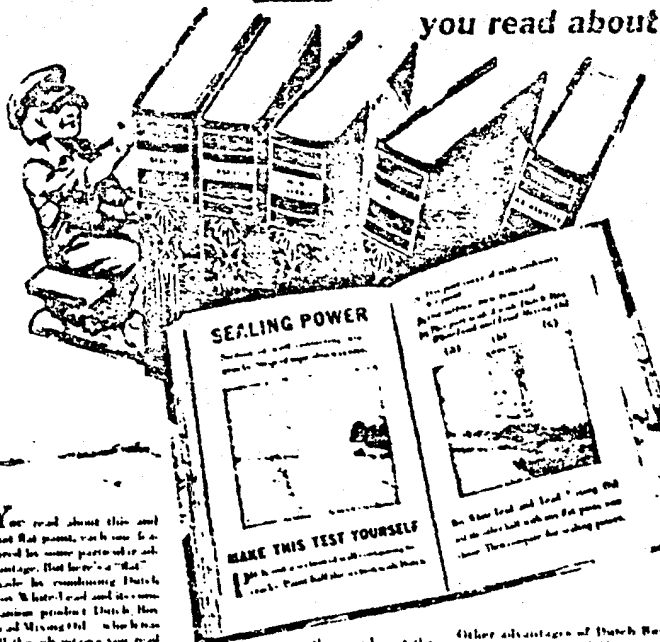
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NLI 104558

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A Flat Paint with ALL THE QUALITIES you read about



You read about this and that flat paint, each one is a word for some particular advantage. But here's a "flat" made by combining Dutch Boy's White Lead and its own special product Dutch Boy Lead Mixing Oil. It has all the advantages you read about, plus one that sealing power.

Because this unusual flat paint seals so well, dripping water and fading dirt marks it can be used for all kinds of interior places. This sealing power is also one of the reasons for its extensive additional use on concrete, stone and brick.

In wide use outdoors on these materials is the best possible proof of its great durability. It takes all

the punishment the elements can give, and from the weather that also wear.

That sort of service outside gives you many ideas of how it behaves inside. When it stands up under repeated washing and other wear, then it can be washed clean, placed clean even after being stained, scratched, ground, scratched or discolored with abuse, marking and so on.

Other advantages of Dutch Boy White Lead and Lead Mixing Oil paint are the following: It has all the richness, softness and depth characteristic of a white lead finish. It is so beautiful enough for the finest interiors. It gives high coverage, averaging about 200 square feet per gallon on smooth surfaces. This, added to its quick drying and easy spreading, makes it low in first cost while its long wear and easy cleanability make it low in cost per year.

NATIONAL LEAD COMPANY

200 Broadway, New York 10, N.Y. (Circle 10 on Reader Service Card)
100 Franklin Street, Boston 10, Mass. (Circle 11 on Reader Service Card)
100 N. La Salle St., Chicago 10, Ill. (Circle 12 on Reader Service Card)
100 N. Main St., Portland 10, Me. (Circle 13 on Reader Service Card)
100 N. Main St., Portland 10, Me. (Circle 14 on Reader Service Card)

Branches—Nat'l. Real Estate Journal, April 27, 1936
Hotel Management, May
Buildings & Housing Management, May
Modern Hospital, May
Architectural Forum, July



DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL

Architectural Record, August
Master Painter and Decorator, August
Painter and Decorator, July
American Painter and Decorator, July
National Painter, May, June, August

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A Flat Paint that has
EVERYTHING
you look for!

WASHABILITY
 SEALING POWER
 LOW COST
 HIGH COVERAGE
 BEAUTY
 DURABILITY

Don't let any paint salesman tell you such - and there is what you'll find. The flat paint he tells you is the one made by combining Dutch Boy's Washability with Dutch Boy's Seal, Mixing Oil!

Is durability a mere catchword to you? Here is that exception among flat paints - one that is used out doors as well as in.

It's extreme resistance to stains and dirt is the reason for its durability. It takes all the punishment of the elements on give, during the weather year after year.

That sort of extreme outside protection comes from its having an oil-soluble film of washable seal and sealed washing. Thus, it can be washed completely clean even after being ink-stained, grease-stained, or "dirted" with shoe-black and mud stains.

You will find, too, that a white lead and lead mixing oil has the richness, solidity and depth characteristic of lead paints. It is a touch in itself enough for the line of mixtures.

Other advantages of this improved flat paint are the follow-

ing. It ships in tins and holds for years, and its high coverage of 1000 square feet per gallon, adds to its quick mixing and easy spreading. Makes it how to be used in the long wear and easy cleaning make it how to stand per year.



NATIONAL LEAD COMPANY

100 Broadway, New York, N. Y.
 100 Broadway, New York, N. Y.
 100 Broadway, New York, N. Y.
 100 Broadway, New York, N. Y.
 100 Broadway, New York, N. Y.

DUTCH BOY

WHITE-LEAD A LEAD MIXING OIL

Agents: American Lead Co., New York
 American Lead Co., New York
 American Lead Co., New York
 American Lead Co., New York
 American Lead Co., New York

Agents: American Lead Co., New York
 American Lead Co., New York
 American Lead Co., New York
 American Lead Co., New York
 American Lead Co., New York

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"They talk about Quintuplets... but there's MORE THAN FIVE of me!"



"What Do You Mean...
In All-Dutch They Job?"

It is no use, then, that only Dutch Boy products will be used throughout the job; that with them you will save paint for every type of surface... wood, plaster, metal, concrete, stone, brick... exterior and interior. It is no use that all your paint materials will be put as high as possible in Dutch Boy White Lead. And it is no use that you only use one brand of paint. You know all this, but that your customer will know, too.

NATIONAL LEAD COMPANY

DUTCH BOY PAINTERS' PRODUCTS

- 1 Dutch Boy All-Purpose White Paint - Pure white, hard as quartz, long-lasting, for inside or outside paint - flat, eggshell or gloss. Just pour when Dutch Boy comes out and a little impregnates everything else.
- 2 Dutch Boy Enamel Oil - Pure, hard as all the best grades, used at the factory for your protection. Three years' use, built-in and standard type. The latter is your all-around best for that improves glass and looking quality.
- 3 Dutch Boy Lead Mixing Oil - A special oil for use with white lead in making and preserving paint in all hard, white, concrete, brick, flat and rougher. In fact, all mixed lead, takes paint, so durable it is used inside as well as outside.
- 4 Dutch Boy Colored Oil - Four in color, hard and built in strong enough to use clear, sharp tone, with paint even when you get quick and complete absorption. No time long required. All popular colors.
- 5 Dutch Boy All-Purpose White Primer - Pure white, hard as quartz, long-lasting, for inside or outside paint - flat, eggshell or gloss. Just pour when Dutch Boy comes out and a little impregnates everything else.
- 6 Dutch Boy Enamel Oil - Pure, hard as all the best grades, used at the factory for your protection. Three years' use, built-in and standard type. The latter is your all-around best for that improves glass and looking quality.
- 7 Dutch Boy Lead Mixing Oil - A special oil for use with white lead in making and preserving paint in all hard, white, concrete, brick, flat and rougher. In fact, all mixed lead, takes paint, so durable it is used inside as well as outside.

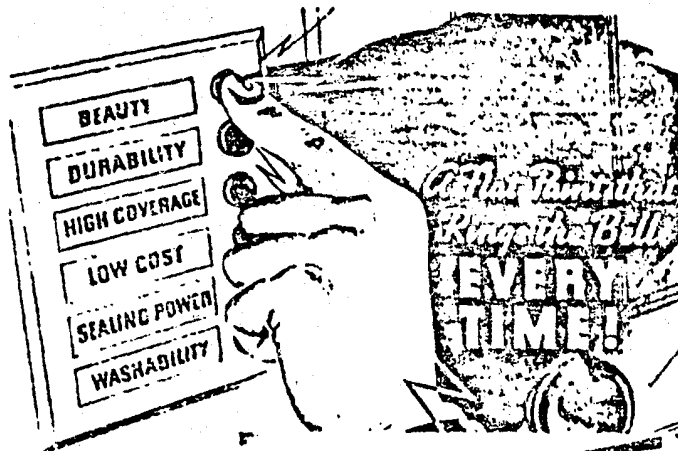
SOLE AGENTS - JAMES F. & COMPANY, INC., 1700
New York & Company, Inc.
National Paint & Varnish, New York
Paint & Varnish, New York

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NLI 104561

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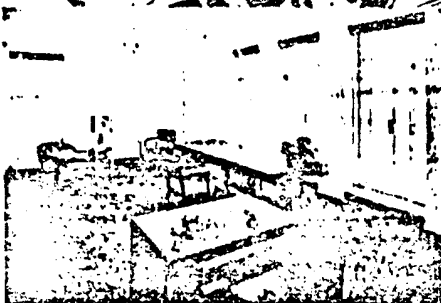


You want a white question you're looking for with it. Come the point on which you'll find the "Star" is due to combining Dutch Boy's White-Lead with its composition product, Dutch Boy Lead Mixing Oil.

Beauty, for example. It's a paint with all the richness, whiteness and depth that is characteristic of a white lead base... a paint that looks out so smooth that slipping in decorative brush marks becomes unnecessary... a paint that provides a finish fine enough for the finest interior.

Yet durable, too. So durable, in fact, that it is extremely well for sealing and finishing rooms, exteriors and brick exteriors. It takes all the punishment the elements can give, lasting the regular year after year.

That sort of service outside gives you some idea of how it behaves inside... how it stands up under repeated washing and other severe use.



Also, it can be washed completely clean even after being ink-stained, pencil-marked, grease-smudged or defaced with shoe-blacking and many other things.

Other advantages of Dutch Boy White-Lead and Lead Mixing Oil point are the following: It stops rust

and hinders firework. It gives high coverage, averaging about 800 square feet per gallon on smooth surfaces. This, added to its quick setting and easy spreading makes it low in cost even while its long wear and washability make it low in cost per year.

DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL



1100th Nat'l Bldg. Journal, May, 1936-1937
 Exchange & Building Management, June
 H. W. Management, June
 Modern Hospital, June
 Architectural Forum, Sept.

NATIONAL LEAD COMPANY

211 Broadway, New York 10, N.Y. (Main Office)
 1000 Broadway, New York 10, N.Y. (Branch Office)
 1000 Broadway, New York 10, N.Y. (Branch Office)
 1000 Broadway, New York 10, N.Y. (Branch Office)

Master Painter & Decorator, Inc.
 Painter & Decorator, Inc.
 American Painter & Decorator, Inc.
 National Painters Magazine, Inc.

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A Flat Paint Good from EVERY Angle

WASHABILITY

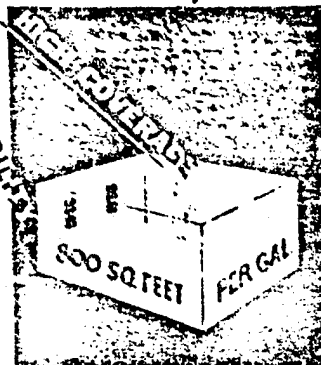
SEALING POWER

LOW COST

STAINING

BEAUTY

DURABLE



What's more, it's the only flat paint that has it all. That makes it the best thing that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

That's why it's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

DUTCH BOY
WHITE-LEAD & LEAD MIXING OIL



NATIONAL LEAD COMPANY
The only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

Write for Dutch Boy Paint Book, free, to:
Dutch Boy Paint Co., Dept. 100,
P.O. Box 100, New York, N.Y.

Write for Dutch Boy Paint Book, free, to:
Dutch Boy Paint Co., Dept. 100,
P.O. Box 100, New York, N.Y.

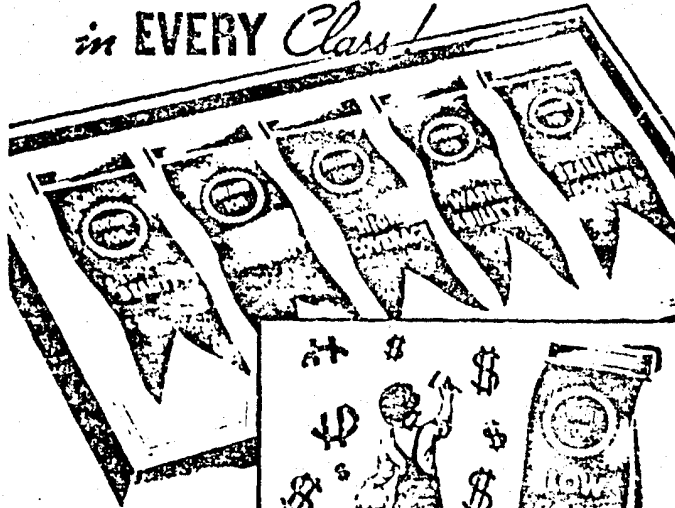
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NLI 104563

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This Flat Paint Wins
in EVERY Class!



It isn't the only paint that has won its reputation in a flat paint. That's the reason why it's called the "Flat" paint by everyone. Dutch Boy White Lead and Lead Mixing Oil.

Everything considered, cost of application and long life as well as cost per gallon, this paint is the most economical of all. You can see its low cost applied by the wall comes from its quick covering. A gallon a minute, its easy spreading. Only all white lead paint becomes more fluid under the brush, and at high coverage (200 sq. ft. to the gallon on smooth plaster). Its low maintenance cost comes from its

combination of extreme whiteness and durability.

And it's durable, so durable that it is extensively used for painting concrete, stone and brick exteriors, which it soaks as well as brushes. It takes all the punishment the elements can give, defying the weather year after year.

That sort of service outside gives you some idea of how it behaves inside. When it stands up under repeated washing and other severe use, then it can be washed completely clean even after being ink-stained, pencil-marked, graced

stained, or defaced with shoes like King or me is often better.

Another advantage of Dutch Boy White Lead and Lead Mixing Oil paint is its great beauty. It has all the richness, solidity and depth characteristic of a white-lead finish. A paint has become enough for even the finest interiors.

DUTCH BOY
WHITE-LEAD & LEAD MIXING OIL



NATIONAL LEAD COMPANY
121 Broadway, New York, 10038
Sole Agents: The National Lead Company, Inc., 121 Broadway, New York, 10038
Sole Agents: The National Lead Company, Inc., 121 Broadway, New York, 10038
Sole Agents: The National Lead Company, Inc., 121 Broadway, New York, 10038
Sole Agents: The National Lead Company, Inc., 121 Broadway, New York, 10038

Address: New York, 10038
Sole Agents: The National Lead Company, Inc., 121 Broadway, New York, 10038
Sole Agents: The National Lead Company, Inc., 121 Broadway, New York, 10038
Sole Agents: The National Lead Company, Inc., 121 Broadway, New York, 10038

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USE

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NLI 104565

(Architects vote)
3 to 1 for
PURE WHITE-LEAD



Overwhelming preference proved by recent survey

• People who really know paint know that for durability and beauty, pure white oil and oil cannot be surpassed. Among architects, for example, it is the overwhelming choice... proved again by a recent survey made by the Federal Products-Better Paints Commission.

Architects in all parts of the country were asked what points they generally specified for exterior wood work.

When the returns were compiled the winner, 3 in 1, in favor of pure white-lead. The reason for this preference is white-lead's proven record of performance... its traditional ability to stand up for long periods under the most severe weather conditions.

White-lead paint does not



crack and scale. On the contrary, it wears down surfaces by gradual chalking, which leaves a smooth, unbroken surface, an ideal foundation for new paint. Moreover, it can be mixed to suit the requirements of the job and tinted to the exact color specified.

Dutch Boy White-Lead-paint's other name - has long been known and reported for its high quality both by property owners and those who deal with paint professionally.



DUTCH BOY
WHITE-LEAD Good Paint's
Other Name

60-104 - Architectural Division, State, Iowa

¹⁸⁹⁷⁻¹⁸⁹⁸
federal Census - 1897-1898

[illegible]

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What Paint does the ARCHITECT Specify?



What Point does the
PAINTER
Select?

... When both choose
PURE WHITE-LEAD...there's
not much room for argument!



If the architect's choice be 1 to 1, And if the painter's choice be 1 to 1, there will always prefer one for pure white, and by those who know how to paint.

The figures come from a recent nationwide survey on exterior painting made by the Forest Products Research Institute. Architects reported what they recommended to clients. Painters re-

ported what they used on their own farms? The reason for this preference, of course, is white-leaff's proved record of performance... its traditional ability to stand up for long periods under the most severe weather conditions.

White-lead paint does not
crack and scale. On the contrary,

it wears down stubbornly by gradual chalking, which leaves a smooth, undecorated surface, an ideal foundation for new paint. Moreover, it can be mixed to suit the requirements of the job and tinted to the exact colors specified.

Dutch Boy White Lead—good paint's other name—has long been known and respected for its high quality both by property owners and those who deal with paint professionally.



DUTCH BOY WHITE-LEAD

61-423- An International Forum June, 1968
Archives (oral) Bureau (1968)

NATIONAL TEAM FORMER
The following are the first names of the players who have been selected for the national team for the 1960 season.
The following are the first names of the players who have been selected for the national team for the 1960 season.

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OFFER

NIJ 104566

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000400

PURE WHITE-LEAD.
*the Paint that 80 OUT OF 100 PAINTERS
 use for their OWN Homes!*

*...and no one knows print
like a painter!*

● The best painting and painting for a store and one are included in the picture.

What is the closure of the noun when work with parents that we need do not? What do there the closure the closure is entirely the same?

And being a good person, I am
not the person to be that I am of French
and the other people, consequently I should
be that there would be the 17 on the house.

Do not of course know
any more

"Pussy is like a cat"

It has not been possible to find any other examples of this type of error in the literature.

Plants are more than just
water & carbon dioxide, they're
the whole world of life.

→ need to put that in front of you and make
 yourself work on it

It has been pointed out that the above is a very rough sketch of the situation. The actual situation is much more complex and involves many more factors than those mentioned above. The following are some of the factors that are likely to influence the outcome of the negotiations:

[illegible]

There is then, Winter, I said - good
pasture for cattle - some - but long here
is reported for its large quantities both
for pigs and cattle and there is no
doubt with good results.

DUTCH BOY WHITE-LEAD

Grant Point's Other Name

NATIONAL LEAD COMPANY

311 Broadway, New York City 24, N.Y. 10013
 Phone: (212) 693-1100
 Telex: 252 252 252 252
 Cable: 252 252 252 252
 Fax: (212) 693-1100
 E-mail: info@nyu.edu
 Web: <http://www.nyu.edu>
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 NYU is an Affirmative Action Institution.
 NYU is a Non-Smoking Institution.
 NYU is a Drug-Free Institution.
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 NYU is a Pet-Free Institution.
 NYU is a Gun-Free Institution.
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 NYU is a Medical Waste-Free Institution.
 NYU is a Medical Waste Disposal-Free Institution.
 NYU is a Medical Waste Management-Free Institution.
 NYU is a Medical Waste Treatment-Free Institution.
 NYU is a Medical Waste Incineration-Free Institution.
 NYU is a Medical Waste Landfill-Free Institution.
 NYU is a Medical Waste Ocean Dumping-Free Institution.
 NYU is a Medical Waste Air Emission-Free Institution.
 NYU is a Medical Waste Water Emission-Free Institution.
 NYU is a Medical Waste Soil Emission-Free Institution.
 NYU is a Medical Waste Sediment-Free Institution.
 NYU is a Medical Waste Sludge-Free Institution.
 NYU is a Medical Waste Residue-Free Institution.
 NYU is a Medical Waste Byproduct-Free Institution.
 NYU is a Medical Waste Intermediate-Free Institution.
 NYU is a Medical Waste Final-Free Institution.
 NYU is a Medical Waste End-Use-Free Institution.
 NYU is a Medical Waste Disposal-Free Institution.
 NYU is a Medical Waste Management-Free Institution.
 NYU is a Medical Waste Treatment-Free Institution.
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 NYU is a Medical Waste Sludge-Free Institution.
 NYU is a Medical Waste Residue-Free Institution.
 NYU is a Medical Waste Byproduct-Free Institution.
 NYU is a Medical Waste Intermediate-Free Institution.
 NYU is a Medical Waste Final-Free Institution.
 NYU is a Medical Waste End-Use-Free Institution.

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DATE 08-11-2010 BY 60322 UCBAW

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being filmed



NATIONAL LEAD COMPANY
...for sure protection use DUTCH BOY RED-LEAD

Advertisement for Dutch Boy Red-Lead paint



NATIONAL LEAD COMPANY
...for sure protection use DUTCH BOY RED-LEAD

Advertisement for Dutch Boy Red-Lead paint



Advertisement for Dutch Boy Red-Lead paint

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Proof of Advertisement
for
METAL STATISTICS 1936
111 JOHN STREET NEW YORK, N. Y.

**NATIONAL LEAD
COMPANY**



QUALITY
MINED METALS

Radburn Metal, Sisco Metal,
Type Metal, Casting Metal,
Soldier, Sheet Lead (Chemical,
Antimonial, Tellurium), Lead
Pipe, Battery & Special Alloys.

IRON METAL PRODUCTS

IRON METAL PRODUCTS
The National Lead Company
has a complete line of
iron metal products for
sale. These include
cast iron, wrought iron,
and steel. The products
are of the highest quality
and are available in
large quantities. For
further information,
contact the National Lead
Company, 111 John Street,
New York, N. Y.

PEWTER
AND BRASS METAL
The National Lead Company
has a complete line of
pewter and brass metal
products for sale. These
products are of the highest
quality and are available
in large quantities. For
further information,
contact the National Lead
Company, 111 John Street,
New York, N. Y.

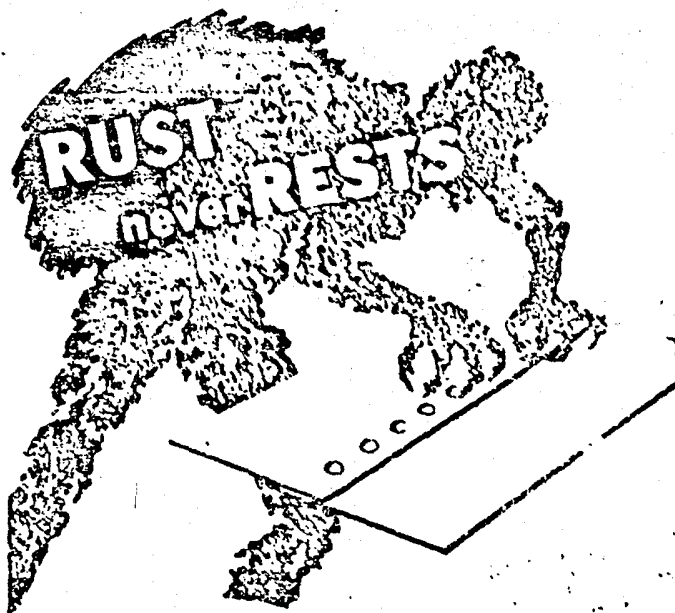
Selected New-Universal Chemical

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NLI 104569

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...for sure protection use

© Greaseless rust proof is about working in pairs of un-preserved metal-making for places to get in or damage work. Prevent this ever-present enemy to metal from getting a foothold on your property by painting off iron and steel surfaces with Thick Blue Red Lead.

Paint made with Thick Blue Red Lead provides a solid, tough, true protective cover that not only keeps out moisture but also makes the destructive action of other common causes of rust—acid rain, smoke and salt water.

Thick Blue Red Lead comes in both paste and liquid form, the latter enabling a quick drying type for use when allowable drying time is short. The pigment in every can is pure red lead of the purest quality.

16 Oz. then ensuring easier application, higher spreading rate and a uniform film of greater density.

For complete information on protecting iron and steel against corrosion, send for our free booklet, "Structural Metal Painting." It covers such subjects as the conditions affecting the life of paint on metal, proper paint formulations, testing and judging the value of paint, estimating dry-up and costs.

NATIONAL LEAD COMPANY

111 Broadway, New York 10038 • Tel. 212-211-1111
 111 Broadway, New York 10038 • Tel. 212-211-1111
 111 Broadway, New York 10038 • Tel. 212-211-1111
 111 Broadway, New York 10038 • Tel. 212-211-1111
 111 Broadway, New York 10038 • Tel. 212-211-1111



Address: Engineering News-Record, Feb. 24, 1948 • J. E. G. of
 Iron Age, March 1948 • Feb. 24, 1948 • J. E. G. of
 and Iron Age, March 1948 • Feb. 24, 1948 • J. E. G. of
 Marine Engineering, Feb. 24, 1948 • J. E. G. of
 Building, Engineering and Marine, March 1948 • J. E. G. of

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NLI 104570

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RUST IS RAVENOUS

...for sure protection use

Even the cleverest rat will not eat a whole structure in short order. It has an insatiable appetite for metal.

Red Lead paint, however, is where the protection point is. That's the Red Lead.

This sure stand protection against metal eating and provides a solid, tough, long-lasting coating that not only keeps out moisture but also resists the destructive action of other corrosive causes of rust: acid rain, sea water, and salt water.

That's the Red Lead. It comes in both paste and liquid form. The latter is being a quick-drying type for use when allowable drying time is short. The pigment in every can of paste and liquid Red Lead contains more than 90% Pb₃O₄, thus ensuring secure application, better spreading rate, and a maximum film of greater density.

For complete information on protecting boat and steel against corrosion, send for our free booklet, "Non-toxic Metal Painting." It covers such subjects as conditions affecting the life of paint on metal, proper paint formulation, testing and judging the value of paint, estimating areas and costs.

NATIONAL LEAD COMPANY
100 Madison Ave. New York 17, N.Y.
In Canada: The National Lead Co. Ltd., Toronto, Ont.
In Australia: The National Lead Co. Pty. Ltd., Sydney, N.S.W.
In India: The National Lead Co. Ltd., Bombay.
In Japan: The National Lead Co. Ltd., Tokyo.
In the Philippines: The National Lead Co. Ltd., Manila.
In South Africa: The National Lead Co. Ltd., Johannesburg.
In the United Kingdom: The National Lead Co. Ltd., London.
In the United States: The National Lead Co. Ltd., New York.

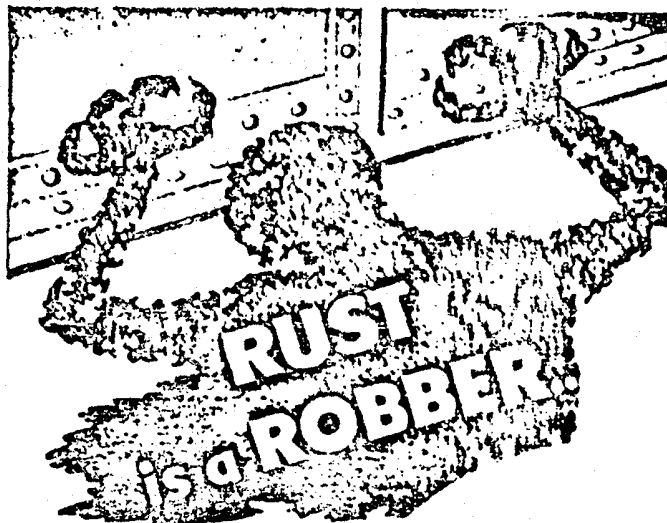
ENR-270 - Engineering News-Record - March 19, 1961 - 3 pgs. 3
 Enr & Enr Journal, March 12 - 3 pgs. 10
 Marine Engineering - March - 3 pgs. 1
 Railway Engineering & Maintenance, March - 3 pgs.

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0535

NLI 104571

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There's a way to stop out from robbing mortal
of his life. Paint mortal-selves with Dutch-leaf
Red-Leaf. Then you can for sure they are protected
against "out-the robber."

Paint made with Dutch Boy Red-Eal provides a solid, tough, iron-ore-resisting—one that not only keeps rust-forming moisture but also resists the destructive action of other common causes of corrosion, such as gases, smoke and salt water.

Both Big Red and comes in both paste and liquid form, the latter including a quick-drying type for use when allowable drying time is short. The pigment in every case is pure red-lead that contains more than 97% PbO₃, thus assuring easier application, higher spreading rate, and a uniform film of greater density.

For complete information on protecting your
and steel against corrosion, send for our free book-
let, "Structural Metal Painting." It covers con-

...for sure protection use

subjects as conditions affecting the life of paint on
walls, floors, furniture, etc., testing and judg-
ing the value of painting, etc., etc., and exam-



194 Bureau of ...
1940 ...
1941 ...
1942 ...
1943 ...
1944 ...

[REDACTED]

11-00000-1 (Continued) Nov 14 1960

Time Ago Reported May 15 - 4:00 P

104 1.00 Journal May 1 - Nov 1

March 12, morning May - 1940

Rolls of Engineering & Mathematics, 495 - 521

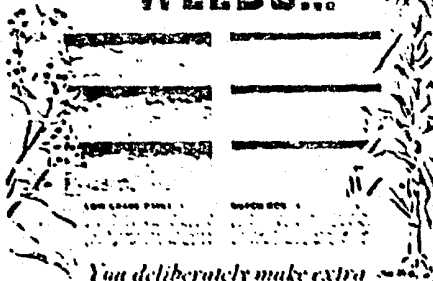
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NLI 104573

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Putting On LOW-GRADE PAINT is like Planting WEEDS...



You deliberately make extra work for yourself as well as extra expense

The left photograph shows what a job is like when you put on low-grade paint. The paint is so thin and so cheap that it is like weeds in a garden. It is a waste of money and time.

If you put on low-grade paint, you will have to repaint the surface again and again. This is because the paint is so thin and so cheap that it does not last.

At the same time, you will have to pay extra labor and extra expense for each time you repaint.

Thereafter, the paint will have to be repainted again and again. This is because the paint is so thin and so cheap that it does not last.

On the right, you see what happens when you put on Dutch Boy White-Lead. The paint is so thick and so good that it is like a healthy plant. It is a waste of money and time.

The Dutch Boy White-Lead paint is so good that it will last for years. This is because the paint is so thick and so good that it does not peel or crack.

It is a waste of money and time to put on low-grade paint. It is a waste of money and time to put on Dutch Boy White-Lead.

ONLY
\$2.30*

DUTCH BOY WHITE-LEAD

FREE MONEY-SAVING PAINTING INSTRUCTIONS

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

Ask for Dutch Boy White-Lead at your local paint store. Or write to Dutch Boy White-Lead, P.O. Box 100, New York, N.Y.

00048

0938

NLI 104574

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

Your Home is your **CASTLE..**



...don't let Low-Grade Paint make it a **SHANTY**

In the case of the average home, the paint is the most important factor in its protection from decay.

What a job this paint does for you! It keeps your walls and trim in perfect condition, and it keeps the weather out of your home.

A little low grade paint that does not stand up to the weather will ruin your home in a matter of years. It will make your home look like a shanty.

And, after a year or so, you will have to repaint your home. This is a costly job, and it will cost you a great deal of money.

Too durable, high grade paint is very expensive. Just take Dutch Boy White-Lead.

Low grade paint costs you a great deal of money. It costs you a great deal of money to repaint your home. It costs you a great deal of money to make your home look like a shanty.

And, after a year or so, you will have to repaint your home. This is a costly job, and it will cost you a great deal of money.

Too durable, high grade paint is very expensive. Just take Dutch Boy White-Lead.

ONLY \$2.10*

DUTCH BOY WHITE-LEAD

FREE

MONEY.

SAVING

PAINTING

NEEDING.

THINGS

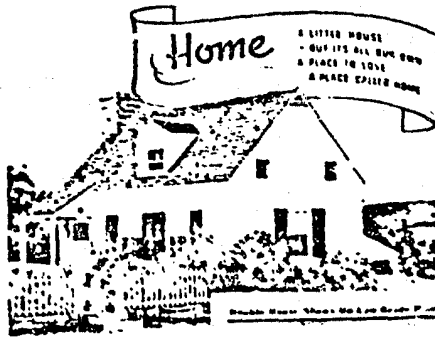
Get this 4-oz. can of Dutch Boy White-Lead at your local paint store.

00048



NLI 1045/5

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-and a place worth protecting with Dutch Boy

SENTIMENTAL. You can't protect your home from the weather with a grade paint.

Not the actual protection of the weather. No, but a typical coat of grade paint will wear away and expose the wood. That's how the weather gets in.

The effect of a good paint is to protect your home from the weather. It's not just a pretty picture. It's a real protection. It's a real protection. It's a real protection.

Don't look at the Dutch Boy change. Don't look at the Dutch Boy change. Don't look at the Dutch Boy change. Don't look at the Dutch Boy change.

ONLY \$2.30

DUTCH BOY WHITE-LEAD

FREE

MONEY-
SAVING
PAINTING
INSTRUCTIONS

Write for your free copy of the Dutch Boy White-Lead Painting Instructions. No money. No obligation. Just a free copy of the Dutch Boy White-Lead Painting Instructions.

00048

NLI 104576

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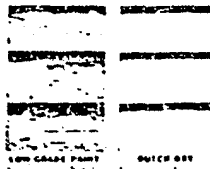
...deserves the Best Protection

If you can see your home in a new light, you can see the value of the best protection for your home. The best protection is the best protection for your home. The best protection is the best protection for your home.

Look at the left-hand photo. See how the house looks just before the rain. The house is in a bad way. The house is in a bad way. The house is in a bad way. The house is in a bad way. The house is in a bad way.

Dutch Boy, on the other hand, does not crack and peel. It is the best weather-resistant paint. It is the best weather-resistant paint. It is the best weather-resistant paint. It is the best weather-resistant paint. It is the best weather-resistant paint.

It's easy to see good paint. It's easy to see good paint. It's easy to see good paint. It's easy to see good paint. It's easy to see good paint. It's easy to see good paint. It's easy to see good paint. It's easy to see good paint. It's easy to see good paint.



LOW GRADE PAINT DUTCH BOY

Easy Payment Plan

Look at the new Dutch Boy Easy Payment Plan. It's a plan that lets you pay for your paint in small amounts. It's a plan that lets you pay for your paint in small amounts. It's a plan that lets you pay for your paint in small amounts. It's a plan that lets you pay for your paint in small amounts.

ONLY \$2.40

NATIONAL LEADWORKS, INC. is the only company in the world that has a plan that lets you pay for your paint in small amounts. It's a plan that lets you pay for your paint in small amounts. It's a plan that lets you pay for your paint in small amounts. It's a plan that lets you pay for your paint in small amounts.

DUTCH BOY WHITE-LEAD

FREE

MONEY-
SAVING
PAINTING
INSTRUCTIONS

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____

DETALIA: 1-800-888-8888
National Leadworks, Inc.
P.O. Box 1000, Jan

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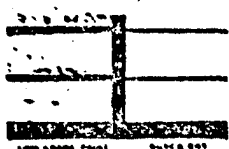
NLI 104577

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DON'T LET LOW-GRADE PAINT SPOIL THE PICTURE!

It is easy to see how a picture of a house can be spoiled by low-grade paint. The picture shows a house with a sign that reads "Dutch Boy White-Lead". The house is surrounded by trees and a fence. The sign is on a post in front of the house. The house has a chimney and a porch. The trees are leafy and green. The fence is made of wood. The picture is in black and white.



Don't let low-grade paint spoil the picture. Use Dutch Boy White-Lead. It is the best paint for the job. It is easy to use and it lasts a long time. It is the best paint for the job. It is easy to use and it lasts a long time. It is the best paint for the job. It is easy to use and it lasts a long time.

1240

DUTCH BOY WHITE-LEAD

FREE

COUPON

SAVING

PAINTS

FAST

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0575

NLI 104579

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YOUR HOME
IS YOUR
Castle...



... DON'T LET "CHEAP" PAINT
MAKE IT A

Shanty

IN THE eyes of the law your home is not a castle. In your own eyes it is a castle, but... a castle worthy of the best protection you can give it.

What a poor plan to let "cheap" paint spoil it. For "cheap" paint quickly cracks and scales and in years, not only ruining the appearance of your home but expending it to the taxpayer in the market.

Moreover, it is really the more expensive. When you come to repaint, you find you haven't saved money at all. For the remains of the "cheap" paint job must be scraped and scraped off down to the bare wood... a heavy extra expense that more than makes up what you thought you saved. Also, before the customary repainting is applied a new priming coat is needed, and that's another extra expense.

What a difference when you paint with Dutch Boy!

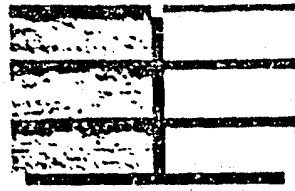
Here's a paint that does not crack and scale. It stands the weather... wears down gradually by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.

The experienced painter recommends Dutch Boy White Lead. Its durability also backs up his reputation. He can't not use it.



Dutch Boy White Lead
GOOD PAINT'S OTHER NAME

APPROVED: February, March 12, 1940 London Housing Plan, March 26
American Home, March 1940
Times, March 21 London Express, March 26
Home News & Garden, April



"CHEAP" PAINT
after 6 years

the requirements of your job and that it is the exact color you specify. No one knows a paint like a painter.

Easy to Pay for the N. H. A.

Block of trade cash prevents you from painting, take advantage of a National Housing Act loan. Monthly

payments are surprisingly small. Send the coupon below. It brings you complete information and a copy of our illustrated booklet, The House We Live In, which tells how to make your work paint and what to look for when buying a paint job. Address: Department 204, one of the nearest branch.

NATIONAL TRAIL COMPANY, 1110 Broadway, New York 10, N.Y.
Branches in: Boston, Chicago, Cleveland, Detroit, Kansas City, Los Angeles, Miami, Minneapolis, New Orleans, Philadelphia, Pittsburgh, Portland, St. Louis, St. Paul, Toledo, Washington, D.C., and many others.

Write and get your free booklet. The House We Live In, and a copy of our illustrated booklet, The House We Live In, and a copy of our illustrated booklet, The House We Live In.

Name _____
Address _____
City _____

00048



NLI 104580

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Home

A LITTLE HOUSE
- BUT IT'S ALL OUR OWN
A PLACE TO LOVE
A PLACE CALLED HOME -



- and a place worth
protecting with Dutch Boy

SIGNIFYING: Yes, but practical, too. There's a dollar and cents reason for avoiding "cheap" paint.

Now the actual photograph at the right. Read the warning below it. See how tiny a sample of how "cheap" paint quickly cracks and scales, giving the beauty of your home and giving the weather a chance to attack the bare wood.

The effect on your pocketbook is just as bad. You must repaint long before you planned to. It's just the extra expense of buying and applying the "cheap" paint and it's just the cost of one additional coat - a new, protecting coat - as part of the repainting.

Now look at the Dutch Boy example, also typed. No cracking and scaling there. Dutch Boy, instead, wears down uniformly by gradual chafing.



Dutch Boy White Lead
GOOD PAINT'S OTHER NAME

You repaint right away to keep your exterior trim in smooth and unbroken. No staining and scaling, no new painting cost. And no repainting value, and long after "cheap" paint would have gone to pieces.

The experience of painters recommends Dutch Boy. When local boys shoulder their backs up to repainting, they can't wait to see the requirements of your particular job and use it in the exact color you specify. No one knows paint like a painter.

Dutch Boy Easy Payment Plan

Under this plan, you can pay for your paint job in easy, weekly installments. No down payment required. For complete information, check the coupon at right. Next time you see about it, send a copy of our illustrated booklet, "The House We Live In," which tells how no maintenance work

FOR THE MOST SHOWING OF "CHEAP" PAINT. This is a photograph of a house that has been repainted with "cheap" paint. The paint is cracked and scaled, and the weather is attacking the bare wood.

paint and what to look for when buying a paint job. Address this coupon to 214, in case of the nearest branch.

NATIONAL LEAD COMPANY

214 Broadway, New York, N.Y. Branches in all large cities. Write for literature. We will send you a copy of our booklet, "The House We Live In," which tells how no maintenance work is necessary. We will also send you a copy of our booklet, "The House We Live In," which tells how no maintenance work is necessary. We will also send you a copy of our booklet, "The House We Live In," which tells how no maintenance work is necessary.



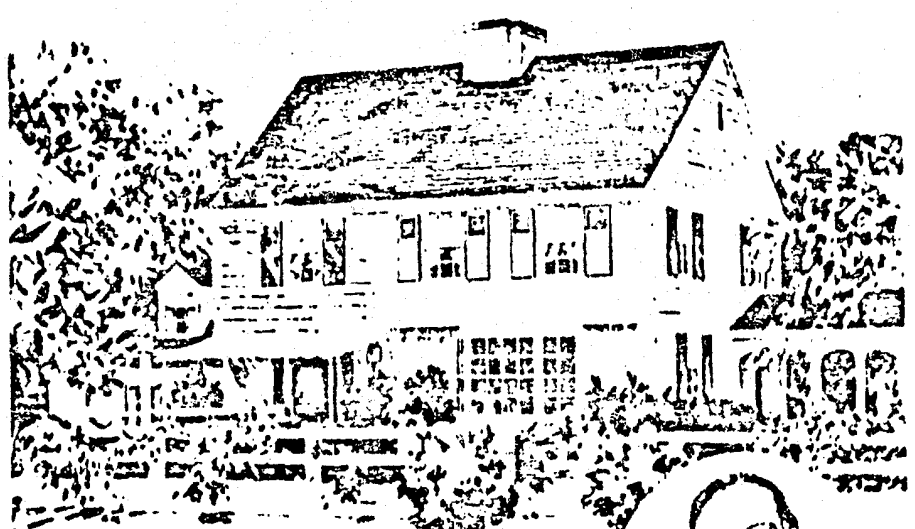
214 Broadway, New York, N.Y. Branches in all large cities. Write for literature. We will send you a copy of our booklet, "The House We Live In," which tells how no maintenance work is necessary. We will also send you a copy of our booklet, "The House We Live In," which tells how no maintenance work is necessary.

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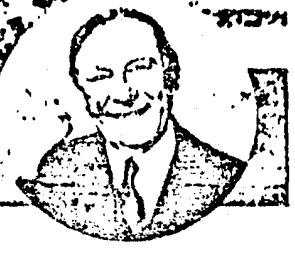
NLI 104581

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"That's My House"

YOU'LL ALWAYS BE PROUD TO SAY THAT
IF YOU PAINT WITH DUTCH BOY

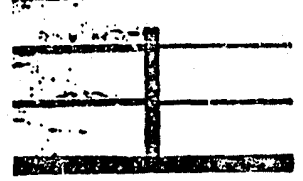


You're a right to be proud. First of all, you're saving the money. For you know that you've given your home the best possible paint protection.

As time passes, you see that it is not only lasting protection, but lasting beauty. Dutch Boy wears well. So your house always will. Never does failure of the paint make you ashamed of your home's appearance.

And, then, when the time comes to repaint and you again use Dutch Boy, you're just as proud. You've saved a lot of money. You're much less than the neighbor who used "cheap" paint, only to be humiliated by seeing it quickly disfigure his house and disgusted by having to do the job over again.

The photographs on the right tell a typical story of the difference between "cheap" paint and Dutch Boy. Your painter knows this difference by experience. The durability



"CHEAP" PAINT **DUTCH BOY**

When you use "cheap" paint, you are sure to find it peeling, cracking, and flaking off in large patches. This is because it is made of inferior materials and does not adhere to the surface.

Dutch Boy, on the other hand, is made of the finest materials and is known for its durability. It stays on the wall for years without peeling or cracking.

of Dutch Boy always backs up his reputation. Then, too, he can mix it for the particular color you want. No one knows paint like a painter. Don't say, "I'd like to paint, but haven't the money."

cash just now. Under the new Dutch Boy Easy Payment Plan, the terms are **selling down a little each month.**

If you want more details about this plan, check the coupon below. But send in the coupon any way and get our free 32-page booklet, illustrated in color, telling you how to improve your home with paint and how to buy the right kind of paint job. Address Dept. 305, nearest branch.

NATIONAL LEAD COMPANY

1111 North Dearborn Street, Chicago, Ill. 10

Branches in all principal cities of the United States and Canada.

Write for free booklet and coupon.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

DATE _____



Dutch Boy White Lead

GOOD PAINT'S OTHER NAME

NEW YORK: Dutch Boy White Lead Co., Inc. CHICAGO: Dutch Boy White Lead Co., Inc. PHILADELPHIA: Dutch Boy White Lead Co., Inc. PITTSBURGH: Dutch Boy White Lead Co., Inc. ST. LOUIS: Dutch Boy White Lead Co., Inc. WASHINGTON: Dutch Boy White Lead Co., Inc.

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NLI 104302

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NLI 104583

HOME

*The Place you Love the Best
- Deserves the Best Protection*



And now, under the new easy payment plan, you can give it Dutch Boy protection for a few dollars a month!

If you see your home in danger of being damaged by such things as rain, wind, or other elements, you will save money by having it protected with Dutch Boy paint. This is the best way to keep your home safe and sound.

Look at the big house plans, an actual section from a house whose owner paid a short time ago through the new saving plan.

See how the cheap paint has come to price... and how the house has been protected. And that calls for the same sort of reasoning. That's why you had "cheap" paint to begin with.

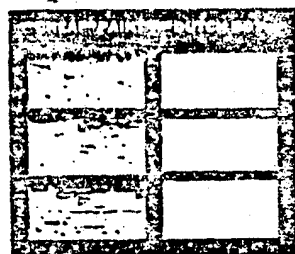
Think the inside of your home is safe and sound? Well, it is, but the outside is not. It is in danger of being damaged by such things as rain, wind, or other elements, and it needs the same protection as the outside of your home.

As for the painter who has your interest at heart, you think he's a good fellow. He means it to meet the requirements of your particular job and team it to the exact color you specify. No one knows a paint like a painter.

Dutch Boy Easy Payment Plan

This new plan enables you to paint even though you have no cash left. No down payment - small monthly installments - for complete satisfaction.

The House We Live In, our free booklet, telling how to maintain your paint and what to look for when buying a paint job. Address Department No. 10, one of the nearest branches.



COVERED BY 5 YEARS
If you have your home painted by a Dutch Boy painter, you are covered by a 5-year warranty. This means that if the paint should ever peel or crack, the painter will come back and repaint it free of charge.

NATHANIEL LEAD COMPANY
100 Broadway, New York, N.Y. 10006. Branches in all major cities. Write for free booklet, "The House We Live In."

THE HOUSE WE LIVE IN
This free booklet tells you how to maintain your paint and what to look for when buying a paint job. Address Department No. 10, one of the nearest branches.

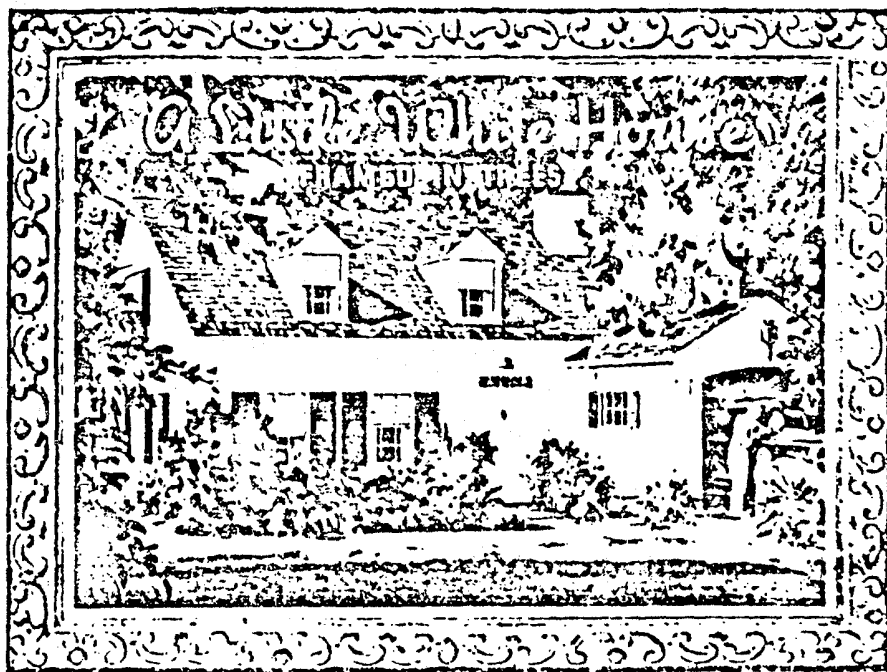
NAME _____
ADDRESS _____
CITY _____ STATE _____
ZIP _____



DUTCH BOY WHITE-LEAD
Good Paint's Other Name

NEW YORK - 100 Broadway, New York, N.Y. 10006
BOSTON - 100 Broadway, Boston, Mass. 02108
CHICAGO - 100 Broadway, Chicago, Ill. 60601
CINCINNATI - 100 Broadway, Cincinnati, Ohio 45202
COLUMBIA - 100 Broadway, Columbia, S.C. 29201
DENVER - 100 Broadway, Denver, Colo. 80202
DETROIT - 100 Broadway, Detroit, Mich. 48226
HOUSTON - 100 Broadway, Houston, Tex. 77002
LOS ANGELES - 100 Broadway, Los Angeles, Calif. 90001
MINNEAPOLIS - 100 Broadway, Minneapolis, Minn. 55401
NEW ORLEANS - 100 Broadway, New Orleans, La. 70112
PHILADELPHIA - 100 Broadway, Philadelphia, Pa. 19101
SAN FRANCISCO - 100 Broadway, San Francisco, Calif. 94101
ST. LOUIS - 100 Broadway, St. Louis, Mo. 63101
WASHINGTON - 100 Broadway, Washington, D.C. 20001

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DON'T LET "CHEAP" PAINT SPOIL THE PICTURE!

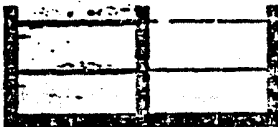
How, you'll think, "You've planned for it. Worked for it. Sacrificed for it."

Then who mows the heartache that is sure to follow if you use "cheap" paint?

The new photograph in the right shows what always happens - how "cheap" paint soon cracks and peels, not only marring the beauty of a house but exposing the wood to the ravages of the weather.

That's hard to bear, but the sequel is heart-breaking too. For before new paint can be put on the old must be taken off, burned and scraped off, down to the bare wood - a costly operation that takes all the "bargain" out of the original job. Then on top of that comes another expensive cost. Before the finishing coats are applied a new priming coat is needed.

But note the contrast with Dutch Boy. No burning, no scraping. No extra expense. For paint made with Dutch Boy White Lead does not crack and wash. It resists the weather. It stays down a million miles in gradual chalking, leaving a smooth, unbroken surface, one



CHEAP PAINT
When the weather comes, it cracks and peels, exposing the wood to the ravages of the weather. It is a costly operation that takes all the "bargain" out of the original job. Then on top of that comes another expensive cost. Before the finishing coats are applied a new priming coat is needed.

DUTCH BOY
The experienced painter prefers to put on Dutch Boy. For our boys and daughters give lasting satisfaction to property owners and it most certainly has its own advantage. He means it to last the longest.

more of the job and turn it to the exact color you specify. No one knows paint like a painter.

Dutch Boy helps you pay

If lack of ready cash prevents you from painting, take advantage of the Dutch Boy Lay Payment Plan. No down payment. Send monthly installments. One and a half to two years time. Use the coupon below to obtain complete information and a copy of our illustrated booklet, "The House We Live In." How to buy a paint job, how to select the right paint, the right painter and the right color scheme. Address: Department 20, in care of nearest branch.

NATIONAL TRUST COMPANY 111 Broadway, New York 10005
We handle all the work of the Dutch Boy Lay Payment Plan. We have branches in all the big cities and in many of the smaller ones. Write for a list of branches nearest you. We will send you a copy of our illustrated booklet, "The House We Live In." How to buy a paint job, how to select the right paint, the right painter and the right color scheme. Address: Department 20, in care of nearest branch.



Dutch Boy White Lead

EGG PAINT'S OTHER NAME

ALL THE OTHERS ARE NOT THE SAME. DUTCH BOY WHITE LEAD IS THE ONLY ONE THAT IS THE SAME. DUTCH BOY WHITE LEAD IS THE ONLY ONE THAT IS THE SAME.

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NLI 104584

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WHITE-LEAD
-Lasts!

THE more you know about the white lead content of your paints and you increase their lasting properties for "white lead and long life" are synonymous terms. Above the more white lead the better the paint in case of spread and coverage.

The white lead pigments of National Lead Company are the finest of leading manufacturers because the quality and uniformity of the pigments never vary from the highest standards. In addition to the white lead pigments listed below, National Lead Company is also a dependable source of supply for lead, white lead, red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
100 BROADWAY, NEW YORK, N. Y.
CHICAGO, ILL. PHILADELPHIA, PA. PITTSBURGH, PA. ST. LOUIS, MO.
CINCINNATI, OH. CLEVELAND, OH. DETROIT, MI. INDIANAPOLIS, IND.
KANSAS CITY, MO. MEMPHIS, TENN. MILWAUKEE, WIS. MINNEAPOLIS, MINN.
PITTSBURGH, PA. RICHMOND, VA. ST. PAUL, MINN. TAMPA, FLA.
WASHINGTON, D. C. WICHITA, KAN.

*Amusement and General Commercial Directory -
November, 1936*



WHITE-LEAD
-Lasts!

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The white lead pigments of National Lead Company are the finest of leading manufacturers because the quality and uniformity of the pigments never vary from the highest standards. In addition to the white lead pigments listed below, National Lead Company is also a dependable source of supply for lead, white lead, red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
100 BROADWAY, NEW YORK, N. Y.
CHICAGO, ILL. PHILADELPHIA, PA. PITTSBURGH, PA. ST. LOUIS, MO.
CINCINNATI, OH. CLEVELAND, OH. DETROIT, MI. INDIANAPOLIS, IND.
KANSAS CITY, MO. MEMPHIS, TENN. MILWAUKEE, WIS. MINNEAPOLIS, MINN.
PITTSBURGH, PA. RICHMOND, VA. ST. PAUL, MINN. TAMPA, FLA.
WASHINGTON, D. C. WICHITA, KAN.

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November, 1936*



WHITE-LEAD
-Lasts!

PAINTS that are high in white lead content are paints that prove high on economy and satisfaction. For the better white lead you use the better the paint in durability, in case of spread, and in coverage.

When you buy your white lead pigments, obtain them from **NATIONAL LEAD COMPANY**.

The high quality and uniformity of our products are a tradition in the paint industry.

In addition to the white lead pigments listed below we are also a dependable source of supply for lead, white lead, red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
100 BROADWAY, NEW YORK, N. Y.
CHICAGO, ILL. PHILADELPHIA, PA. PITTSBURGH, PA. ST. LOUIS, MO.
CINCINNATI, OH. CLEVELAND, OH. DETROIT, MI. INDIANAPOLIS, IND.
KANSAS CITY, MO. MEMPHIS, TENN. MILWAUKEE, WIS. MINNEAPOLIS, MINN.
PITTSBURGH, PA. RICHMOND, VA. ST. PAUL, MINN. TAMPA, FLA.
WASHINGTON, D. C. WICHITA, KAN.

*Amusement and General Commercial Directory -
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WHITE-LEAD
-Lasts!

THE more lead the better the paint is an axiom that the paint trade and public accept without question. So when you step up the white lead content of your paints you are only stepping up the durability and coverage.

For years the white lead pigments of National Lead Company have been the standard of comparison. They are known and preferred throughout the paint industry for their high quality and uniformity.

In addition to the white lead pigments listed below, National Lead Company is also a dependable source of supply for lead, white lead, red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
100 BROADWAY, NEW YORK, N. Y.
CHICAGO, ILL. PHILADELPHIA, PA. PITTSBURGH, PA. ST. LOUIS, MO.
CINCINNATI, OH. CLEVELAND, OH. DETROIT, MI. INDIANAPOLIS, IND.
KANSAS CITY, MO. MEMPHIS, TENN. MILWAUKEE, WIS. MINNEAPOLIS, MINN.
PITTSBURGH, PA. RICHMOND, VA. ST. PAUL, MINN. TAMPA, FLA.
WASHINGTON, D. C. WICHITA, KAN.

*Amusement and General Commercial Directory -
November, 1936*

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NLI 104587

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WHITE LEAD

It is the white lead paint that you use for your home and you know it is the best and longest lasting. It is the white lead paint that you use for your home and you know it is the best and longest lasting. It is the white lead paint that you use for your home and you know it is the best and longest lasting.

(caption) White Lead Paint Co. Ltd. London, England
Saturday 27th Oct. 1945

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NATIONAL LEAD COMPANY
Head Office: 100, Victoria Road, London, E.C. 1
 Branches: Birmingham, Bristol, Cardiff, Glasgow, Liverpool, Manchester, Newcastle, Nottingham, Plymouth, Southampton, Swansea, Tyneside, Wolverhampton

WHITE-LEAD

-Lasts!

INCREASE the white-lead content of your paints and you increase their lasting properties. For "white-lead" and "long life" are synonymous terms.

Also—the more white-lead the better the paint in ease of spread and coverage.

The white-lead pigments of National Lead Company are the choice of leading manufacturers because the quality and uniformity of these pigments never vary from the highest standards... In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

DRY WHITE-LEAD
(Collected from process)

WHITE-SP
(Basic lead sulphate)
WHITE-LEAD

BASIC LEAD
SULPHATE



00048

NLI 104590

00147

00020 FL

WHITE-LEAD



The surest way to maintain the demand for your paints is to make them enduring.

The more white-lead you use the better the paint...not only in lasting qualities but ease of spread and in coverage.

Throughout the paint industry National Lead Company white-lead pigments are favorably known for their high quality and uniformity.

In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides — red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.

DRY WHITE LEAD

WES WHITE LEAD

BASIC LEAD SULPHATE

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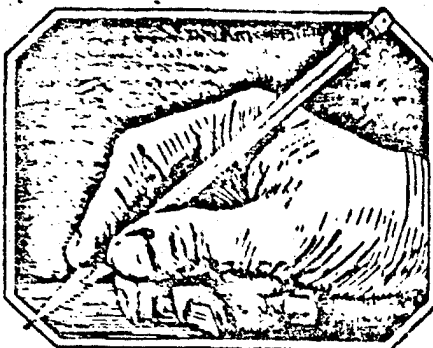
There's no LEAD in a Lead Pencil

What is called "lead" in a pencil is graphite and graphite is carbon. But lead, in one form or another, is in many things we see and use every day—for example, in the porcelain finish of bath tubs, in fine glass, in automobile tires.

One of the major and oldest uses of lead is for pipes in plumbing. Here its chief value lies in its great durability. Lead pipe lasts for centuries.

Another important use is as sheet lead for roofing buildings or for lining tanks and similar equipment in industrial and chemical plants. Here lead's permanence under continued weather exposure and its resistance to corrosion in the presence of acids and gases are the qualities recommending it.

There is one use for lead which is perhaps more widespread than any other—in paint. White-lead, which is corroded metallic lead, is the principal pigment in good paint for nearly all types of surfaces. Red-lead, an oxide of lead, is the preferred pigment for metal protective coatings. Lead paints—whether white-lead or red-lead—are used everywhere for their fine working qualities and superior durability. Since early Colonial times, they have been accepted as the standard in high-grade protective and decorative coatings. Today, among informed paint buyers, the measure of a paint's value is the amount of lead pigment it contains.



National Lead Company manufactures and markets white-lead and red-lead of the highest quality, under the well-known Dutch Boy brand. In addition, it is a dependable source of supply for sheet lead, lead pipe and many other lead products.

NATIONAL LEAD COMPANY

311 Broadway, New York, 110 Park St., Boston, 600 West 12th St., Chicago, 610 Franklin St., Cincinnati, 1215 West Third St., Cleveland, 1221 Lorain St., St. Louis, 2210 11th St., San Francisco, National Lead Co., 100 Alameda St., Boston, National Lead & Co. of France, 241 rue de Valenciennes, Paris, 10, rue de Valenciennes, Valenciennes, France, 10, rue de Valenciennes, Valenciennes, France.



Journal of Commerce - March 1, 1936

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**There's no
LEAD in a
Lead Pencil**

What is called "lead" in a pencil is graphite and graphite is carbon.

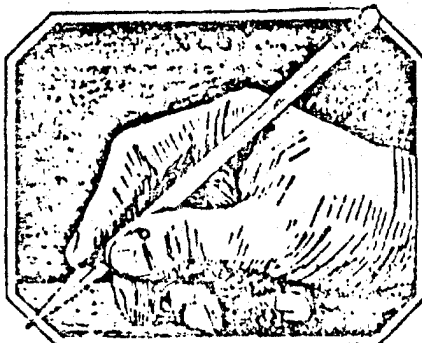
This lead, in any form or condition, is in many things we use and we even drink . . . for example, in the porcelain finish of both tubs, in our glass, in automobile tires.

One of the major and oldest ways of
lead is five pipes in plumbing liver its
chief value lies in its great ductility.
Lead pipe looks for centuries.

Another important use is as short hals for sinking buoys on the lining tanks and similar equipment in industrial and chemical plants. It is also used

Because unlike conditioned reflexes, we possess and its resistance to extinction in the presence of aversive and gains are the qualitative determining factors. There is one new type of bond which is perhaps more widely spread than any other in nature. White bark, which is permeated with a thick, in the principal pigment is found present in all types of surface. Most bonds, an aversive of bark, in the perfected pigment in the most powerful feelings.

Lead points, whether abstracted or not, are noted somewhere for those few smoking quitters and superior durability. Some early technical times, they have been scripted in the standard in high-grade primitive and domestic meetings. In fact, among industrial parts between, the measure of a part's value is the amount of lead present in solution.



Assorted from European manufacturers and another white-bellied and red-bellied of the highest quality, unless the well-known Dutch Red Brand. In addition, it is a dependable source of supply for short leaf, leafy and many other leaf products.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Park St. Boston;
and 100 Park St. Chicago, 419 Freeman Ave.
Cincinnati. 1213 West Third St. Cleveland, 272
Chemist Bk. St. Louis, 2100 Park St. San Fran-
cisco, Bancroft Lodge East St. and 4th St. W.
Boston, Bancroft Lodge & 2d St. at Peace, 218
Park Ave. Pittsburgh, John P. Lewis & Son Co.,
12000 1/2th St. Philadelphia.



WHITE-LEAD RED-LEAD
LINSEED OIL COLORS-IN-OIL
LEAD MIXING OIL WALL PRIMER
LIQUID DRIER
SHEET LEAD LEAD PIPE
DAUBITT METAL SOLDER
LEAD WOOL TRAPS and BENDS



NATIONAL LEAD COMPANY

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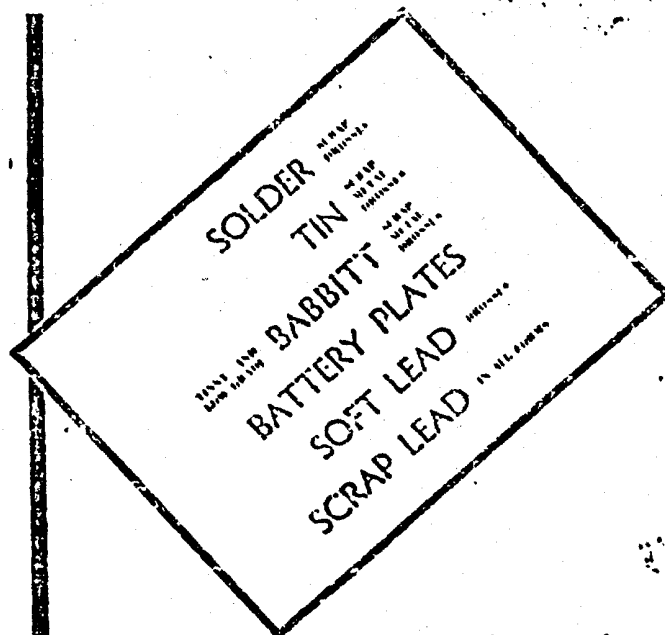
24 J. Frank Gadeny, Registrar of Land - 1906

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*Always in the market
for the above material*

NATIONAL LEAD COMPANY

New York . Baltimore . Chicago . Cincinnati . St. Louis . National
Boston Lead Co. Boston . John T. Lewis & Bros. Co. Philadelphia
National Lead & Oil Co. Pittsburgh . George Lead Co. Atlanta
American Lead Corporation Indianapolis . Morris P. Kirk & Son, Inc.
Los Angeles . Master Metals, Inc. Cleveland



Courtesy Arthur—WASTE TRADE JOURNAL, March 26, 1938

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NLI 104593

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DUTCH BOY WHITE LEAD

Good Paint's Other Name

Established by the Dutch Government in 1736

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NLI 104594

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**DUTCH BOY-
WHITE-LEAD**

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LEAD MINING: ONE
LIQUID MINERAL
METALS LTD

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HOMOGENEOUS LEAD-LINED EQUIPMENT

and had no other experience more perfect bonding between the lead and the silver metal. There is no crowding . . . no bonding . . . no separation under vacuum under pressure or under high pressure and heat other than the actual bonding point of lead. It was in thoroughly tested in two directions.

[illegible]

NATIONAL LEAD COMPANY
111 Broadway
NEW YORK, N. Y.

4-7-1901

**NATIONAL LEAD
COMPANY**



LEAD

Sheet Lead
Lead Alloys
Lead Tubing

Lead Pipe
Lead Wool
Lead Wire

Lead Traps and Bonds

RABBIT METAL

BATTERY METAL

TYPE METAL CASTING METAL
SOLDER

Salsa Metal

Tellurium Lead

French addresses: National Lead Company, New York, Mail
Inbox Buffalo, Chicago, Standard Chemicals, Inc., London;
Nat. and Ind. Lead Co. (Mex.), John T. Lewis & Son,
St. Paul, Minn.; National Lead & Al. Co. (Philippines),
General Lead Co., Atlanta, Ga.; Union & Pure Co., Cleveland,
American Lead Company, Indianapolis, Mo.; Morris & Kelly
& Son, Inc., Los Angeles, Calif.; Metal. Ind., Cleveland;
Chem. and Metall. Ind. and Equip. Co., Toronto, Montreal, Man-
itoba, Vancouver.

1736 Standard Metal. 1736

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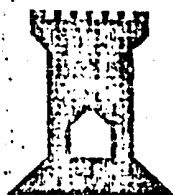
NLI 104595

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Blatchford
 METAL

THE RECOGNIZED STANDARD

Type can only be as good as the metal from
which it is cast. BLATCHFORD type metal is
UNEXCELED and the cheapest in the long run.



NATIONAL LEAD COMPANY
CHICAGO CINCINNATI ST. LOUIS
B. W. BLATCHFORD CO., NEW YORK
MORRIS P. KIRK & SON, LOS ANGELES

1936 American Business Directory - International Typographical Union

00048



NLI 104596

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Blatchford METAL

Type... can be no
better than the metal
from which it is cast

E. W. BLATCHFORD CO.
NEW YORK

NATIONAL LEAD COMPANY
CHICAGO ST. LOUIS CINCINNATI

LINOTYPE • MONOTYPE • INTERTYPE • TYPE CASTER

Richardson's Linotype - Monotype - Intertype - Type Caster

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NLI 104597

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Blatchford METAL

Trying to cast GOOD TYPE
from "shoddy" metal is like
trying to tailor a good suit
from shoddy cloth! Buy
BLATCHFORD—and save.

E. W. BLATCHFORD CO.
NEW YORK

NATIONAL LEAD COMPANY
CHICAGO ST LOUIS CINCINNATI

LINE TYPE • MONO TYPE • INTER TYPE • TYPE CASTER

Blatchford Company - 100 N. 4th St. - St. Louis, Mo.

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NLI 104598

NOTICE: If the film image
is less clear than this
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quality of the document
being filmed

Believe it or not —

it actually *costs less* to cast
good type with good metal
than to produce poor type
with inferior metal! Buy
BLATCHFORD—and *save*.

J. W. BLATCHFORD CO.

NATIONAL LEAD COMPANY
CHICAGO, ILL. U.S.A.

Blatchford
 METAL

LIHOTYPE • MONOTYPE • INTERTYPE • TYPE CASTER

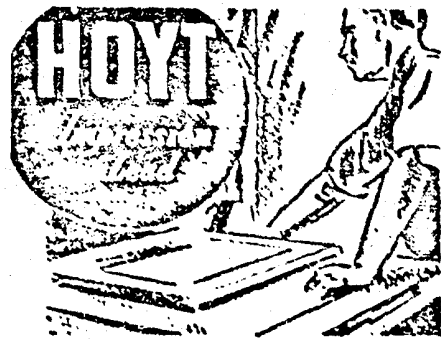
Blatchford Metal is the only metal that can be used in the casting of type

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Encyclopedia Britannica - 1926



Only, through the use of the HOYT process, can the quality of the reproduction be guaranteed to be equal to the original. The HOYT process is the only one that produces a reproduction of the original document that is perfect in every respect.

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- HOYT FILMS
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- HOYT TAPES
- HOYT DISCS
- HOYT Cassettes
- HOYT Microfilm
- HOYT Microfiche
- HOYT Microfilm Reels
- HOYT Microfilm Cartridges
- HOYT Microfilm Cassettes
- HOYT Microfilm Discs
- HOYT Microfilm Tapes
- HOYT Microfilm Cassettes
- HOYT Microfilm Discs
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NATIONAL LEAD COMPANY



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Centenary Bulletin - 1936



The most faulted reproducible of original plates result from the use of Hoyt Impressum Lead. This high-grade smoothing material has those qualities required for turning out perfect work. It is soft, smooth, free from hard spots and other imperfections, and uniform in thickness.

Other specially built tools products for the printer, obtainable from the manufacturer.

ELECTROTYPE METAL
ELECTROLYSIS
MASK PLATES
FINE PLATES
METAL GLASS
WIRE SCREEN

LITHOGRAPHY, MONOTYPE, STEREOTYPE METAL

CHAMPION SHEET LEAD FOR LITHO,
PLATING, TANKS



NATIONAL LEAD COMPANY

CHICAGO, ILL. NEW YORK, N.Y. PHILADELPHIA, PA. ST. LOUIS, MO.
Pittsburgh, Pa. Baltimore, Md.

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NLI 104601

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James H. Kelly - 1936
in England & America

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NATIONAL LEAD COMPANY

Paint Materials for the Protection and Decoration of Wood, Plaster, Brick, Stone, Concrete, Stucco, Metal

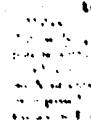
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 PITTSBURGH, PA. 15201
 ST. LOUIS, MO. 63102
 WASHINGTON, D.C. 20004
 CHICAGO, ILL. 60606
 CLEVELAND, OHIO 44115
 DETROIT, MI 48201
 KANSAS CITY, MO. 64108
 LOS ANGELES, CALIF. 90015
 MEMPHIS, TENN. 38103
 MINNEAPOLIS, MINN. 55402
 MILWAUKEE, WIS. 53204
 NEW ORLEANS, LA. 70112
 NEW YORK, N.Y. 10017
 PHILADELPHIA, PA. 19106
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 LOS ANGELES, CALIF. 90015
 MEMPHIS, TENN. 38103
 MINNEAPOLIS, MINN. 55402
 MILWAUKEE, WIS. 53204
 NEW ORLEANS, LA. 70112



All Purpose Salt Paste White Lead
 This is the best white lead paint for use on wood, plaster, brick, stone, concrete, stucco, and metal. It is a salt paste type, which means it is easy to mix and apply. It dries to a hard, durable finish that resists weathering and fading.



Pure Linseed Oil
 This is a high quality, pure linseed oil, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



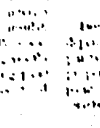
Lead Heavy Oil
 This is a heavy oil, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



Lead Drier
 This is a lead drier, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



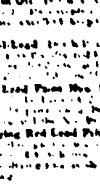
Wall Primer
 This is a wall primer, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



Colors in Oil
 This is a color in oil, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



Red Lead for Metal
 This is a red lead for metal, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



Liquid Red Lead
 This is a liquid red lead, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



Pure Red Lead
 This is a pure red lead, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.



Quick Drying Red Lead
 This is a quick drying red lead, which is used in the manufacture of our paints. It is a natural product, free from any additives or chemicals. It is used to provide the paint with a smooth, even finish and to help it adhere to the surface.

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James G. ... 1906
The National Lead Company

NATIONAL LEAD COMPANY

Bearing Metals, Solders, Sheet Lead, Sheet Tin, Lead and Tin Pipe and Tubing and Other Metal Products

NEW YORK, N. Y., 111 Broadway
BOSTON, MASS., 101 West Broadway Street
CHICAGO, ILL., 111 West Madison Street
CINCINNATI, OHIO, 111 East Main Street
CLEVELAND, OHIO, 111 East Main Street
ST. LOUIS, MO., 111 East Main Street

PHILADELPHIA, PA., 111 East 10th Street
PITTSBURGH, PA., 111 East 10th Street
ATLANTA, GA., 111 East 10th Street
CLEVELAND, OHIO, 111 East 10th Street

Babbitt Metal

For use in bearings for shafts, etc.



Dutch Boy Phosphor Metal

For use in bearings for shafts, etc.

Dutch Boy Perfection Anti Friction

For use in bearings for shafts, etc.



Sheet Metal Bearings

For use in bearings for shafts, etc.

Sheet Lead and Sheet Tin Sheet

For use in bearings for shafts, etc.



For use in bearings for shafts, etc.

Solders



For use in soldering.

Flux Core Solder

For use in soldering.



For use in soldering.

Other Metal Products

For use in various applications.

- Lead
- Tin
- Antimony
- Copper
- Iron
- Steel
- Aluminum
- Brass
- Monel
- Nickel
- Cadmium
- Zinc
- Chromium
- Manganese
- Silicon
- Phosphorus
- Sulfur
- Carbon
- Nitrogen
- Oxygen
- Hydrogen
- Helium
- Neon
- Argon
- Krypton
- Xenon
- Radium
- Polonium
- Astatine
- Francium
- Actinium
- Thorium
- Uranium
- Plutonium
- Neptunium
- Protactinium
- Thallium
- Lead

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NATIONAL LEAD COMPANY

NEW YORK, N. Y., 133 Broadway	ST. LOUIS, MO., 777 Chestnut Street	BOSTON, MASS., State and Union Lead
BUFFALO, N. Y., 140 Main Street	MINNEAPOLIS, MINN., 1000 First Street	CHICAGO, ILL., 1212 N. Wabash
CINCINNATI, OHIO, 421 Third Street	PORTLAND, ORE., 1212 N. W. 10th Avenue	PHILADELPHIA, PA., John F. Lewis Bldg.
CLEVELAND, OHIO, 421 Third Street	SAN FRANCISCO, CALIF., 214 Montgomery Street	PITTSBURGH, PA., 100 State & Ohio
CLEVELAND, OHIO, 421 Third Street	LOS ANGELES, CALIF., 1212 W. 10th Street	CHICAGO, ILL., 1212 N. Wabash

[illegible]

There's a new "breakable type" in the market today. It's called "Breakable Type" and it's made by the American Type Foundry. It's a new type of type that's made of a special material that's called "breakable type". It's a new type of type that's made of a special material that's called "breakable type". It's a new type of type that's made of a special material that's called "breakable type".



Lead Missing Oil

Makes, with white lead, a flat paint that seals, protects and is suitable for porous surfaces, including plaster, will block, water, steam, acids, alkalis, moisture, etc. Apply with brush or roller. One coat is sufficient. Dries in 24 hours. Sold in 1-gal. and 5-gal. containers.



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Duck Brand White Primer seals and protects on all types of interior surface materials, wall board, masonry, brick, block, concrete. Provides a superior lining power and gives the proper foundation for finishing paint coats. Chart and gallon cans, 5 and 10 lb. metal barrels.



These two styles are used in a particular way for strength and purity and color tone. They are not for color-matching but more exact color point without shading. Hair products are used together; also color.



Red-lead-in-Oil took the K-100-1 to back control zone and had ground in
the forward. Its steep climb high 1500 feet and the bottom of its power
potato water control keeping and burning question, good storage and strong
oil, 1953

Liquid Red-Lead (No. 1) and Red-Lead No. 2 in a jar and half pint, mixed in the form of a Paste and lead to a gallon of solvents. Experiments have shown that it gives a maximum strength of 100,000 lbs. per square inch. It is also very hard and has a high resistance to shock and wear which is known.

Pure Red-Lead Paint Nos. 10 and 25—Each has half pure red lead paint, the other half being the same as No. 10. The red lead being slightly more than, the former, a lighter weight paint, on a 100 lb. basis. The former paint is recommended for all elements of the New York coast, but on some less fertile and steeper slopes.

Quick Drying Red Lead Primer—This paint contains zinc peroxide which gives power and heat for thorough drying and protection during the actual drying time but is inert to the metal so no lead is formed. It is the best of all with white and red primers for lead and all other drying time so save. It is a tough, durable, flexible and is especially used on the concrete.



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Inter-Continental Catalog - 1936

NATIONAL LEAD COMPANY

Makers of the Famous Dutch Boy Brand

Paint Materials for the Protection and Decoration of Wood, Plaster, Concrete, Stucco, Stone, Brick, Metal

NEW YORK: 10 W. 42nd Street
 BUFFALO: 10 W. 42nd Street
 CHICAGO: 10 W. 42nd Street
 CINCINNATI: 10 W. 42nd Street
 CLEVELAND: 10 W. 42nd Street
 PITTSBURGH: 10 W. 42nd Street
 SAN FRANCISCO: 10 W. 42nd Street
 ST. LOUIS: 10 W. 42nd Street
 PHILADELPHIA: 10 W. 42nd Street

PAINT FOR WOOD (EXTERIOR)

Since early colored Dutch Boy paint which has been used for many years, is now being used in the standard paint in the United States, it is the best for the exterior of the house. It is the best for the exterior of the house. It is the best for the exterior of the house.



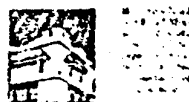
The paint is made of pure white lead and is the best for the exterior of the house. It is the best for the exterior of the house. It is the best for the exterior of the house.

Dutch Boy Lead and Oil. This is the best for the exterior of the house. It is the best for the exterior of the house. It is the best for the exterior of the house.

All Purpose Safe Paste White-Lead. This is the best for the exterior of the house. It is the best for the exterior of the house. It is the best for the exterior of the house.

PAINT FOR SEALING AND FINISHING PLASTER, STUCCO, CONCRETE, ETC.

Exterior. In addition to the white lead and oil, this paint is made of pure white lead and is the best for the exterior of the house. It is the best for the exterior of the house. It is the best for the exterior of the house.



Paint made from Dutch Boy white lead and oil. This is the best for the exterior of the house. It is the best for the exterior of the house. It is the best for the exterior of the house.

The Dutch Boy Trade Mark is a Sign of Quality Paint Materials

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NATIONAL LEAD COMPANY

Interior Dutch Boy White Lead and Lead Mixing and Paint is particularly adapted for use on interior plaster and other porous surfaces because, in addition to its drying qualities, it is a true "fill" paint. It provides a rich, smooth, and durable finish on the most interior and exterior surfaces.

White Lead and Lead Mixing and Paint should be used for all coats. As a primer on deep surface, it seals holes, cracks, and provides a solid foundation for the finishing coats. As a body coat, it shows no shrinkage with only a very slight change in color.

The fact that this paint is used for the exterior gives an idea of the durability of the finish. It can be painted over old walling and paper, cracks and other imperfections can be filled and the work looks new and unchanged in the future.

White Lead and Lead Mixing and Paint is easy to mix and apply. It has good hiding power, easy spreading qualities, and keeps out dirt and moisture. No stop painting is necessary when you reach the even finish.

Dutch Boy Lead Mixing Oil A special vehicle for mixing with White Lead. Makes the paint which is the perfect and standard for interior and exterior use.

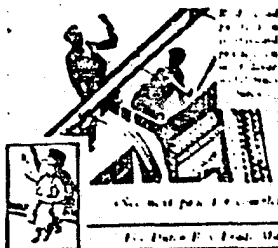
Dutch Boy Colors in Oil In the pigments of exceptional strength and purity and of true color fast. The perfect vehicle for

mixing with White Lead paint with no change in color and no loss of covering power.

Dutch Boy Wall Primer A special primer for use on walling, especially porous and uneven surfaces. It gives a better base for the finishing coats.

PROTECTING STRUCTURAL METAL AGAINST CORROSION

The use of pure red lead and leaded oil paint to protect iron and steel against corrosion has long been approved practice among architects, engineers and those with large and costly metal structures to maintain. Red lead is superiorly an ideal protective paint has been proved not only by its corrosion resistance over a long period of time, but by the actual experience of red lead users for many years past. Its extraordinary performance under actual service conditions is a definite and convincing argument on many paint jobs, even the most critical.



One of the best paint is available in any market for so many atmospheric, gases and moisture to the surface of corrosion.

Red Lead in Oil This is the best of all red lead oil paint, pure red lead and leaded oil, in pure consistency. It is exceptionally strong, tough, and the best known of all paint products, even as other types, and for building, good coverage and extreme durability.

Liquid Red Lead This is the best red lead oil paint for use on the base of all red lead oil paint. It is a thick, heavy, and a good oil paint. It is a thick, heavy, and a good oil paint. It is a thick, heavy, and a good oil paint.

Quick-Drying Red Lead Primer This paint is used to protect iron and steel from corrosion. It is a thick, heavy, and a good oil paint. It is a thick, heavy, and a good oil paint. It is a thick, heavy, and a good oil paint.

For more facts on these and other National Lead products, write to National Lead Company, 123

The Dutch Boy Lead, Mark is a Name of Quality Paint Making

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Technical Engineering, Vol. 1956

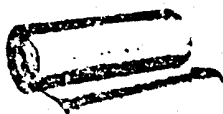
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JOHN & PHIL, SUPERVISOR
BIRMINGHAM, ALABAMA
NATIONAL BUREAU OF CONSUMER PROTECTION
WASHINGTON, DISTRICT OF COLUMBIA
U.S. DEPARTMENT OF JUSTICE

1084124 4 12

Antimonial Sheet Lead
Chemical Sheet Lead
Crampwood (Reinforced) Sheet Lead
Tellurium Sheet Lead
Antimonial Lead Pipe
Chemical Lead Pipe
Tellurium Lead Pipe

where products of National Bank Company, which
will be found in the following list, are sold, and
which are the property of the National Bank Company,
and are sold at the same price as the National Bank Company
is selling them at, and are sold at the same price as the
National Bank Company is selling them at, and are sold at the
same price as the National Bank Company is selling them at.



2013.1 11 10

Since it is of our responsibility to ensure that the plans throughout the country and to try to develop the means to render satisfactory service in authorizing the action of numerous gas, piping, heat, and other utility and electrical companies, etc. We are in a position to say the most kinds of other fuel and mechanical, electrical, and other services to be provided and that this is the only way that we can have our responsibility to a government as a whole of determining the various contributions. In this connection, the advice of our friends at state or city level is that "We do not have to think over more or more."

UNCLASSIFIED//FOR OFFICIAL USE ONLY

Antimony is a metal which is alloyed with various proportions of antimony to acquire hardness and other desired properties. It possesses a high degree of malleability. Its elastic limit is very small; that of carbon is hard, its tensile strength small, and it also has a high melting point.

The rain stopped immediately after the 11:00 AM
thunderstorm. The rain was heavy and the
water was very muddy.

16644444. 2111.8

[illegible]

CRASH COURSE - 1009.F

This is a column of 100 short sentences made up of
words and 100 syllables. The words are given in the
first column, the syllables in the second column. The
words are given in the first column, the syllables in the
second column. The words are given in the first column,
the syllables in the second column. The words are given
in the first column, the syllables in the second column.

[illegible]

This is a new type of ball with internal ridges or bumps, designed to be used in the same way as a tennis ball. It is made of a soft, elastic material and is designed to be used in the same way as a tennis ball. It is made of a soft, elastic material and is designed to be used in the same way as a tennis ball.



LEAD TIME

[illegible]

654782

We are also glad to receive regarding hand contacts
to us and to volunteer some of materials hand and other
parts of your collection.

In making short hand please state desired thickness of weight per foot, width and length. If regular shorts are required, please send sketch giving dimensions or provide a sketch, no having dimensions, of the tank to be made.

NATIONAL LEAD COMPANY

211 Broadway, New York, N. Y.
 Acid Recovery Department

NATIONAL LEAD COMPANY

Adelphi Branch
111 Broadway, New York, N. Y.
Liquid Products Department

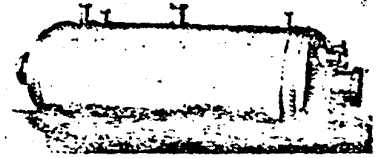
PRODUCTS

Hemphysoma Lead lined Vessels Apparatus, Evaporators, Tanks, Steam Jacketed Kettles, Digesters, Autoclaves, Agitators, Pressure Still, Transfer Dumps and Cut Tanks. Hemphysoma Lead Covered Heating or Cooling Coils.

ADVANTAGES OF PROCESSING

The head being an covering is of a uniform thickness and irregularly bound to the neck, upper or lower, forming a collar and neck.

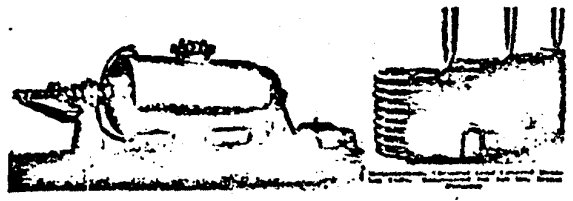
A strip covered with head by one chemically treated to destruction a



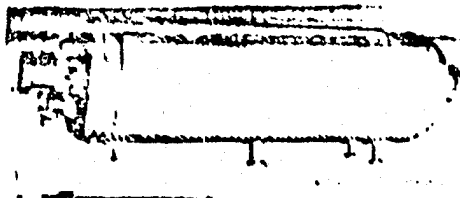
showing action between the hand and the other wrist, which effectively demonstrates why this type of equipment stands up so well under severe conditions.

We guarantee the homogeneous tread fittings or coverings to be as attached to the steel copper or brass that the two articles are inseparable under vacuum, pressure and temperature change that up to the melting point of lead.

We solicit your specification and in this connection the services of our Engineering Staff are at your disposal.



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These pumps are used in a wide variety of applications, including:
 - Chemical and Petroleum Industries
 - Power Plants
 - Marine and Shipbuilding
 - Mining and Metallurgical
 - Food and Pharmaceutical
 - Textile and Paper
 - Chemical and Petroleum Industries
 - Power Plants
 - Marine and Shipbuilding
 - Mining and Metallurgical
 - Food and Pharmaceutical
 - Textile and Paper

NATIONAL LEAD COMPANY

111 Broadway, New York, N. Y.
 Lined Products Department

PRODUCTS

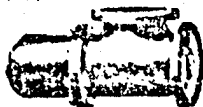
"United" Chemical Lead Valve
 "United" Lead Valve
 "United" Lead Valve
 "United" Lead Valve
 "United" Lead Valve

SERVICE

The Engineering Department of the National Lead Company is equipped with the latest tools and equipment for the repair and maintenance of all types of lead valves and pumps.

REPAIRS AND REBUILDING

The National Lead Company has a large stock of spare parts and components for all types of lead valves and pumps. We can rebuild and repair any type of lead valve or pump to original specifications.



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"UNITED" HORIZONTAL PUMP AND VALVE

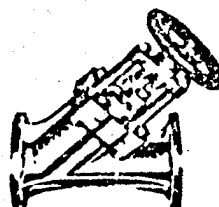
The "United" Horizontal Pump and Valve is a compact, efficient unit designed for use in a wide variety of applications. It features a heavy-duty cast iron body and a stainless steel valve assembly.



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"UNITED" HORIZONTAL PUMP AND VALVE

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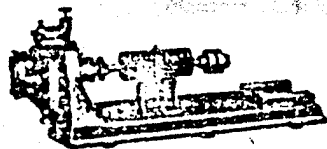
The "United" Horizontal Pump and Valve is a compact, efficient unit designed for use in a wide variety of applications. It features a heavy-duty cast iron body and a stainless steel valve assembly.

"UNITED" HORIZONTAL PUMP

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FRUIT IS
 Vacuum Concentrator for
 Fruit Pulping Acid
 Chamber Acid
 Dodge Acid
 Vacuum Filter for Products of Impure Acid
 Steam Distillation for
 Waste Acids and Residues for
 Acid Refining
 Regulating Plants for
 Sulphuric Acid

111 Broadway, New York, N. Y.
 Acid Recovery Department

NATIONAL LEAD COMPANY

473

specific design for the various acid recovery conditions but when they are not used. We should try to select the most suitable design for the various conditions.

SEPARATION OF PRODUCTS

Spent Acid. Large quantities of spent acid are used in the chemical industry for the concentration of nitric acid and the absorption and drying of alkali. Such acids are concentrated in the 50% and 60% and 70% Vacuum Concentrators. The 50% and 60% and 70% Vacuum Concentrators are designed for the recovery of nitric acid, sulphuric acid, and other acids. The 50% and 60% and 70% Vacuum Concentrators are designed for the recovery of nitric acid, sulphuric acid, and other acids.

Some of the most common acids recovered are sulphuric acid, nitric acid, and hydrochloric acid. The 50% and 60% and 70% Vacuum Concentrators are designed for the recovery of nitric acid, sulphuric acid, and other acids. The 50% and 60% and 70% Vacuum Concentrators are designed for the recovery of nitric acid, sulphuric acid, and other acids.

Ferrous Sulphate must be separated from the acid and made steel resistant in some cases and longer than others. The only acid will be separated in the form of a sludge which cannot be separated from the acid directly. After that is done, the acid is made steel resistant in some cases and longer than others. The only acid will be separated in the form of a sludge which cannot be separated from the acid directly. After that is done, the acid is made steel resistant in some cases and longer than others.

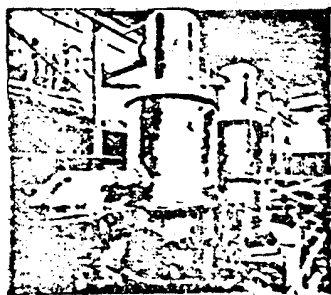


Figure 1. Acid Recovery Plant

Waste Pulping Acid can be recovered by concentrating it in a 50% or 60% Vacuum Concentrator. The 50% and 60% Vacuum Concentrators are designed for the recovery of nitric acid, sulphuric acid, and other acids. The 50% and 60% and 70% Vacuum Concentrators are designed for the recovery of nitric acid, sulphuric acid, and other acids.

Dodge Acid is concentrated in a 50% Vacuum Concentrator. The 50% Vacuum Concentrator is designed for the recovery of nitric acid, sulphuric acid, and other acids. The 50% and 60% and 70% Vacuum Concentrators are designed for the recovery of nitric acid, sulphuric acid, and other acids.

SEPARATING PLANTS FOR SULFURIC ACID

We have designed and installed complete plants for the separation of sulfuric acid, where necessary, these plants are equipped with absorption towers to eliminate the fumes.

WIND STILLS

Sometimes the concentrated spent acid contains more than 50% water, and where a technical pure acid is required for the process the impure acid can be distilled under vacuum at reasonable cost. The distillate will be absolutely free from these salts and the remaining sludge can be recovered so that there is no loss of acid.

VACUUM CRYSTALLIZERS AND CRYSTALLIZERS

We have furnished vacuum crystallizers of large capacity for impure acids to avoid trouble with crystallization of the cooling surface. We are prepared to furnish complete Vacuum Crystallizing Plants for the removal of copper, cadmium and other salts from waste acids.

INSTALLATIONS

We have installed more than 1000 installations, many of these repeat orders, in the United States and foreign countries, several of these units have been in continuous operation for 10 years.

INQUIRIES

The National Lead Company has the exclusive rights to design and install concentrating plants and give licenses for the National Maximum Vacuum Process. Inquiries should be directed to the National Lead Company, Acid Recovery Department, 111 Broadway, New York.

