

ADVERTISEMENTS
FOR
1943-1944

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This ONE comes in TWO forms...

That's worth remembering—worth tying two strings around your fingers as reminders.

Because each of these two forms of Dutch Boy ready-to-use White Lead Paint is designed to do a special job: (1) EXTERIOR PRIMER—for a first coat with extra sealing and hiding power (2) OUTSIDE WHITE—for a finish coat or general painting with maximum durability and whiteness.

Both are pure white lead, both ready to spread. Together they give "hang-up" two coat results—even on new wood—results that "bring 'em back for more."



1. PRIMER



2. OUTSIDE WHITE



3. SOFT PASTE



All THREE come in ONE quality

Nobody has to tell you what high quality that is.

It's the quality which has built the Dutch Boy's good name—d unsurpassed quality of pure white lead—long famous in Dutch Boy Paste Lead.

And anybody whose sales depend on paint results doesn't have to be told what White Lead means in durability and lasting sturdiness. His repeat business says it all.

Paste or paint—Dutch Boy is "Fast choice for making **LAST**."

NATIONAL LEAD COMPANY

New York, Buffalo, Chicago, Cincinnati, Cleveland, St. Louis, San Francisco; Boston (National Boston Lead Co.); Pittsburgh (National Lead & Oil Co. of Penna.); Philadelphia (John F. Lewis & Bros. Co.)

KD-5 C. American Paint & Oil Dealer, May 1946*

NLI 001533



A piece of lead pipe, similar to that shown above, is in the Oicott Collection at Columbia University. It bears the inscription of the Roman plumbing firm, Aurelius Philetanus and Lina Marconia, the latter a woman.

"A Plumber? Who...me?"

Yes... even the Romans had plumbers.

What's more, they had lead pipe. In fact, the very name plumber comes from *plumbum*, their word for lead.

Centuries after the decline and fall of Rome, relics of the plumber's craft clung tenaciously to life. Lead pipe, laid more than 1800 years ago, has been excavated from the ruins of Rome and Pompeii.

Today, as through the years, lead pipe has outstanding advantages for carrying water and waste. But, while the Romans formed their pipe by bending a sheet of roughly hammered lead into a crude oval shape, today's product is machine-made to desired dimensions. At National Lead Company, giant hydraulic presses squeeze it out like macaroni in the many sizes, wall thicknesses, and weights per foot demanded by present-day service.

Beneath the ground, under our floors, behind our walls, are labyrinths of this modern pipe... made of lead for many good reasons.

One reason, of course, is the long life that people have learned to expect of lead pipe. Another is that lead pipe is easy to bend and install without frequent joints. Nor will it rust-clog or cause rust stains on fixtures. And, because it can expand, it is less likely to burst from the pressure of freezing water. It also adjusts itself to settling of the building or ground.

And, in industry, lead pipe does tougher jobs. Here it is used to carry

acids! And it has an enviable record of standing up...and making acids toe the line...even when their corrosive fangs are sharpened by elevated temperatures and vibration of equipment.

The benefit of National Lead Company's broad experience in lead pipe for all purposes, is available through our technical staff. Address inquiries, on your business letterhead, to: National Lead Company, 111 Broadway, New York 6, N. Y.



Get to know

NATIONAL LEAD Company's Many Products

Miners, smelters, and refiners of: Lead, zinc and other ores. Manufacturers of: Lead, titanium, barium and calcium pigments; linseed oil; rubber oils, brass, bronze and babbitt bearing; shot lead, lead pipe, solder, printers' metals and other lead products; non-ferrous alloys; oil well drilling mud materials; acid reclaiming equipment.

NLI 001535



North Creek, N. Y., showing the mill buildings, center, and the road leading to the mine, foreground.

Turning a Long-Buried Treasure into a Thriving New York Industry ...

Deep in the wilds of New York's Adirondack Mountains lay a deposit of rich iron ore, containing an important element—titanium.

Since 1826, many men had broken their picks, their backs, their hearts, trying to beat nature and get these minerals out to market.

In May, 1941, the blasts of Axis torpedoes echoed loud, as National Lead Company's Titanium Division—given a green light by Uncle Sam, and backed up by the manpower and facilities of the Empire State—tackled the oft-tried job.

With an army of 1500 skilled engineers and workers, highways were hacked out of a wilderness. Buildings began to rear out of the bleak timberland. During the winter, machinery was brought in at 40° below zero.

By July, 1942, the first production unit was actually in operation. By October, 1942, the entire project was producing. And the rich, titanium-bearing iron ore was being concentrated and separated to give immediate

source of titanium dioxide—man's most opaque white pigment—vitaly needed to make war paint for ships, tanks, planes and plants. And, along with it, magnetite—a high quality iron ore—to help build them.

Today, the development has grown into a complete mining center. Massive mill buildings, equipped with giant crushers, concentrators and magnetic separators. A 1,110,000-gallon reservoir. A 42-mile, 110,000-volt power line straddling the mountains to Tiohidaoga. An 8½-mile, heavy-duty road through solid rock and swamp. A 30-mile railroad lead to North Creek, N. Y., which carries 750,000 tons of freight annually and has the effect of relieving the public highways of this heavy traffic. And, nesting on the shores of Lake San-

ford, a model mining village, housing 800 people, including its own school, Y.M.C.A., and shopping, dining and recreational facilities.

Now giving employment to 400 men, National Lead Company's MacIntyre Development at Tahawus, N. Y. is turning out 1,700,000 tons of titanium-bearing ore a year. The Nation's largest source of titanium, it is keeping an ever-widening stream of this essential pigment flowing to help whiten, brighten and beautify paints, enamels, papers, inks, leather products, rubber goods, textiles and plastics.

Thus, one of the Empire State's many natural heritages has, with the aid of her people and facilities, been transformed amid a wilderness into another of her thriving industrial assets.



National Lead Company
TITANIUM DIVISION

LAKE PLACID, N. Y. — TIOHIDAOGA, N. Y.

NLI 001536