

ADVERTISEMENTS
FOR
1953-1954

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BIG as he is... the "Dutch Boy" keeps right on growing

Today this famous symbol for
National Lead Company
stands for more than
200 basic home and
industrial products

When the "Dutch Boy" first went to work for National Lead in 1907...and for some years thereafter...this friendly lad stood for just one product, white lead.

But it was even earlier, in 1900, that National Lead initiated the program that makes him the famous figure you know today.

For it was in that year that National Lead began to produce and sell metallic lead, principal raw material for white lead. That same year, means were also acquired to make white lead faster and better than ever before.

Here you have the first two moves in a two-fold expansion policy to which National Lead still holds:

1. Growth through diversification in closely related fields;
2. Growth through continuous product research and improvement.

It is this policy that year after year has increased National Lead's economic usefulness...added stature to the "Dutch Boy." Since 1914 it has helped the company more than double its sales...quadruple its earnings.

Today National Lead produces more than 200 basic products for home and industry...some 1500 items in all. With facilities located in 41 states plus Canada, Mexico and many other foreign countries, it's in a position to serve nearly every industry well.

Big as it is, National Lead plans to keep right on growing...a good company to buy from...a good company to invest in. So keep your eye on National Lead and the "Dutch Boy."

Net sales 1953:
\$436,050,592

Net sales 1944:
\$166,168,715

Major products of National Lead Company

For the Chemical Industry - acid concentrating plants and hardware equipment; lead-lined pipe, valves, tanks.

For the Construction and Maintenance Industries - red lead, traps and bonds, lead pipe, solder, sheet lead, paints.

For the Steel Industry - ferro-titanium alloys, nickel, cobalt, refractories, iron ore.

For the Petroleum Industry - oil well drilling materials, testing equipment, drilling techniques.

For the Railroad Industry - journal bearings and other equipment for freight and passenger cars.

For the Plastics Industry - stabilizers, gelling agents, titanium pigments, dextro oil, plasticizers.

For the Printing Industry - type metals, printing base, ink pigments and oil.

For the Automotive Industry - bearing metals, storage battery plate metal and oxides, die castings, solder, pigments for enamels.

For the Paint Industry - lead, titanium and calcium pigments; linseed and castor oils.

For the Electronics Industry - die castings and other materials for television, radio and radar equipment.

For the Atomic Power Industry - shielding materials, reactor fuel elements, process metals and fabricated products.

National Lead Company
111 Broadway, New York 6, N. Y.

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