

ADVERTISEMENTS
FOR
1932

N12417

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DRY WHITE-LEAD—Dutch or Carter

H. T. S. (High Tinting Strength) WHITE-LEAD

—a new white-lead with especially high hiding and oil-taking power

BASIC LEAD SULPHATE

Two various forms of lead pigments manufactured by National Lead Company make it possible for us to meet your requirements exactly. In addition to the white-lead pigments listed above, we are a dependable source of supply for lead oxide—red-lead, litharge, orange mineral.

NATIONAL LEAD COMPANY

11 Broadway, New York, 10004
 Boston, 100, 10004
 Chicago, 100, 10004
 Cleveland, 100, 10004
 Detroit, 100, 10004
 Kansas City, 100, 10004
 London, 100, 10004
 Los Angeles, 100, 10004
 Miami, 100, 10004
 New Orleans, 100, 10004
 New York, 100, 10004
 Philadelphia, 100, 10004
 St. Louis, 100, 10004
 San Francisco, 100, 10004
 Seattle, 100, 10004
 Washington, 100, 10004



November 12, 1947

A group of WHITE-LEAD PIGMENTS to choose from



DRY WHITE-LEAD

Dutch or Carter

H. T. S. WHITE-LEAD

High Tinting Strength

—a new white-lead with especially high hiding and oil-taking power

BASIC LEAD SULPHATE

From National Lead Company, you can obtain the particular form of white-lead pigment best suited to your formula requirements. We make the white-lead pigments listed above in such size of bulk as you require.

National Lead Company is a dependable source of supply for lead oxide—red-lead, litharge, orange mineral.



NATIONAL LEAD COMPANY

WHITER PAINTS AT LOWER COSTS WITH

TITANOX-B

Many paint manufacturers, seeking to improve their products and at the same time to reduce costs, have discovered in Titanox-B the ideal pigment. They have found that this modern pigment not only produces the whitest paints ever made . . . but that Titanox paints retain their whiteness through years of service.

When you combine exceptional whiteness and chemical stability with other well-known features of Titanox-B . . . high bulking value, uniform particle fineness, high hiding power, ready mixing qualities and moderate price . . . you have sufficient reasons for the fast growing popularity of Titanox-B. Alert manufacturers realize that with all these desirable properties, it is logical that Titanox-B paints should appeal to paint buyers everywhere.

Ask us to assist you to adapt Titanox-B to your paint formulas. Write for detailed information and prices.

TITANIUM PIGMENT CO., INC.



Manufacturers of
 TITANOX-B Titanium Base
 TITANOX-C Calcium Base
 PURE TITANIUM OXIDE

111 Broadway, New York, N.Y.
 Correspondence Station, 2, Leek, Eng.
 Pacific Coast Distributor: National Lead Co. of California, 2240 9th Street, San Francisco, Cal.
 Eastern Distributor: Wm. F. Corbett, Ltd., 100 Battery St., New York—122 St. Hubert Ave., Toronto

November 12, 1947

CONSIDER THE NEW LOW PRICES ON

TITANOX-C

Recent price reductions on Titanox-C (calcium base) provide an exceptionally important reason why paint manufacturers should study the various ways in which this modern pigment will reduce costs and at the same time improve quality.

Users now appreciate that Titanox-C saves grinding time. Because of its dispersive properties, it shortens the manufacturing operations. In many instances grinding has been entirely eliminated by using Titanox-C.

Here are other important reasons for adopting Titanox-C. It has high bulking value, exceptional hiding power and its high degree of whiteness is essential to quality paints. The fast growing popularity of Titanox-C is ample proof that this economical pigment makes paint that meets the demands of the discerning buyer.

Write today for new low prices on Titanox-C. Full information will be gladly furnished without obligation.

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VI 001518



**Dutch Boy
and
Carter
PURE
White Lead**

**National Lead
Company**

West 18th Street, Chicago
Chestnut Street, St. Louis

Patent & Manufacturer of Illinois

NATIONAL LEAD COMPANY

1 BROADWAY NEW YORK

DUTCH BOY AND CARTER WHITE-LEAD

pure white lead dry and in oil, pure red lead dry and in oil,
litharge, heavy lead sulphate white and black, and other lead
as also wall primer, pure linseed oil and putty.

*See Road
City of New York - New York*

PEWTER
AND BRITANNIA METAL
NATIONAL LEAD CO. DEPT. P
New York Chicago St. Louis

beginning March 1932

Proof of Advertisement

for

METAL STATISTICS 1932

111 John Street

New York City

**NATIONAL LEAD
COMPANY**



Largest Manufacturers of

**QUALITY
MIXED METALS**

Babbitt Metal, Type Metal,
Casting Metal, Solder, Anti-
monial Sheet and Pipe,
Battery and Special Alloys.

**HOYT
METAL PRODUCTS**

**UNITED
LEAD PRODUCTS**

Branch addresses: National Lead Company,
New York, Baltimore, Buffalo, Chicago, Cleveland,
Cincinnati, St. Louis, San Francisco, Seattle, Wash.,
Boston, Portland, Maine & New England, Philadelphia,
National Lead & Co. Ltd. (London)

NLI 001519



**8 PAINTERS
IN EVERY 10**

USE DUTCH BOY

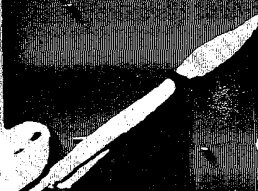
NLI 001520

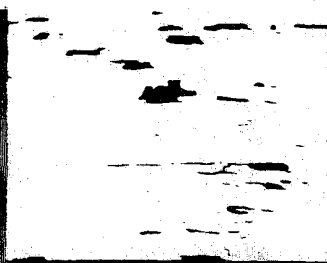
*This advertisement appears in the full
The Saturday Evening Post, June 18,
The American Magazine, etc.*

AD-40

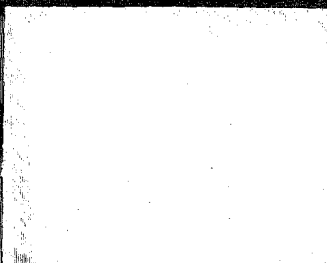
If a cheap paint job costs
\$250 and lasts 2 years that's \$125 a year

If a Dutch Boy job costs
\$270 and lasts 4 years* that's 67.50 a year

 Saving for 1 year 57.50
Saving for 4 years \$230.00



"CHEAP" PAINT... after 2 years here see it has cracked and peeled... protection is gone. Some one thought this paint was cheap.



DUTCH BOY... after 4 years. Except for some weathering, still in good shape and fully protecting surface the cracking and scaling here.

*And most painters say it's good for 5 or 6 years

The mistake the user of "cheap" paint makes is in thinking of paint simply as a commodity, and not as a service. You can't judge a painting job just by the amount you pay per gallon of paint. It's the service it gives... the way it lasts... that counts.

A Dutch Boy paint job, for example, costs more than "cheap" paint. But it's a long-term investment. It saves costs in the end. For instance, it's more durable and lasts longer. It's also more expensive to apply. But it doesn't crack or peel. It doesn't require burning and sanding. It's an expensive operation. At the same time, it's a good investment. It lasts through changes in color. It's a good investment for painting.

Next is paint time. When an established painter says Dutch Boy White Lead paint. A good painter, you know, is quite as essential as good paint. Using Dutch Boy White Lead, he will know the paint for the particular requirements of your job. He will know the best way to apply it. He will know the best way to maintain it. He will know the best way to get the most out of it. He will know the best way to get the most out of it.

SALES AND SERVICE



...and no one knows paint like a painter

WHITE LEAD ...AND NO ONE KNOWS PAINT LIKE A PAINTER

NLI 001521