



Sales are easy come wherever the "Dutch Boy" goes ... because the quality of his solder lives up to the fame of his name.

Take "Dutch Boy" Flux Core Solder, for instance. Repairmen know they can trust it, because every inch of every spool is absolutely uniform.

Only the purest, cleanest metals are used -- carefully and accurately alloyed, and guaranteed free from impurities which result in brittleness and lack of adhesion.

And remember, solder that stays put means customers that stay sold.

"Dutch Boy" Flux Core comes with either acid flux for general work, or rosin flux for electrical work -- both in three popular sizes, $\frac{1}{8}$ ", $\frac{7}{32}$ " and $\frac{1}{16}$ " diameters.



Four More Ways "Dutch Boy" Pays

Boost your sales curve with these four other "Dutch Boy" winners: bar solder, body solder, wire solder, and the new, increasingly popular "Fluxrite" Solder, described below.

It Solders tight Because it's "FLUXRITE"

With "Dutch Boy Fluxrite" the four flux channels are right at the surface of the wire. The flux melts first, reaching the work ahead of the molten solder--the secret of a properly soldered joint. Solidly packed feed channels -- no slip spots. Flux is non-corrosive, ideal for electrical work.



Dutch Boy Solders

NATIONAL LEAD COMPANY: New York 6; Baltimore 8;
Buffalo 8; Chicago 8; Cincinnati 8; Cleveland 15; St. Louis
1; Boston 6; (National Lead Co. of Mass.); Los Angeles 25;
Florida P. Rife & Son, Inc.; Philadelphia 25; John T.
Lewis & Sons, Co.; Pittsburgh 25; (National Lead Co. of
Pa.); Toronto, (Canadian Metal Co. Ltd.).

**Sell more Solder ...
push the name ...
Cash in on
the "Dutch Boy's" fame**

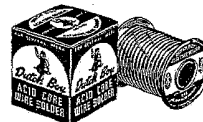


Let the Dutch Boy make your cash till tinkle. His solder is as good as his good name.

For instance, repairmen all over the land know "Dutch Boy" Flux Core Solder. Through the years they've learned to trust its uniformly high quality. And for good reasons.

Only the cleanest and purest metals are used. They're accurately and carefully alloyed. The result? A solder-and-flux combination free from impurities which cause brittleness and poor adhesion.

"Dutch Boy" Flux Core is available with either acid flux for general work, or rosin flux for electrical work — both in three popular sizes, 1/8", 3/32" and 1/16" diameters.



Four More Ways "Dutch Boy" Pays

There's a steady demand for these four other "Dutch Boy" best-sellers: bar solder, body solder, wire solder and the new, entirely different "Fluxrite" Solder, described below.

It Solders Tight because it's FLUXRITE

See those four flux channels right at the surface of the wire? The flux always flows first, covering the work ahead of the molten solder — the first requirement of a tight joint. Solidly packed feed channels insure against skip spots. Flux is non-corrosive, perfect for electrical work.



Dutch Boy Solders

NATIONAL LEAD COMPANY: New York 8; Baltimore 3; Buffalo 2; Chicago 8; Cincinnati 3; Cleveland 18; St. Louis 1; Boston 6; (National Lead Co. of Mass.); Los Angeles 23; Ontario P. Kirk & Son, Inc.; Philadelphia 25; (John T. Lewis & Sons Co.); Pittsburgh 30; (National Lead Co. of Pa.); Toronto, Canada, (Canada Metal Co. Ltd.).

**Boost Solder Sales ...
Sing with joy,
Push the famous name
"Dutch Boy"**

Get in tune with the "Dutch Boy". His solder is as easy to sell as his famous name is to remember. Take that old favorite, "Dutch Boy" Flux Core Solder...repairmen in every town and hamlet know that *wherever, whenever* they buy it, they'll get a uniformly high-grade solder.

Only the cleanest and purest metals are used. They're carefully and exactly alloyed. They're guaranteed free of impurities which result in brittleness and poor adhesion. And *that's* the kind of solder that keeps customers sold.

"Dutch Boy" Flux Core comes with either acid flux for general work, or rosin flux for electrical work—both in three popular sizes, 1/8", 3/32" and 1/16" diameters.

**Four More Ways
"Dutch Boy" Pays**

Hoist your "sales" with these other four "Dutch Boy" money-makers: bar solder, body solder, wire solder, and the new "Fluxrite" Solder, described below.

**Dutch Boy
Solders**



NATIONAL LEAD COMPANY: New York 6; Baltimore 3; Buffalo 2; Chicago 1; Cincinnati 3; Cleveland 15; St. Louis 1; Boston 6; (National Lead Co. of Mass.); Los Angeles 23; (Morris P. Kline & Son, Inc.); Philadelphia 23; (John T. Lewis & Bros. Co.); Pittsburgh 23; (National Lead Co. of Pa.); Toronto, Canada, (Canada Metal Co. Ltd.).

**It Solders Tight
because it's FLUXRITE**

Not one, but four feed channels—right at the surface of the wire. Flux flows first to cover the work, always ahead of the molten solder. Solidly packed feed channels give steady flux flow—no drip spots. Flux is non-corrosive, perfect for electrical work.



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