

Admiral's Elements 1953-54

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ADVERTISING
1951 - 1954
PH

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THE "CARSON" SCRAP BOOK

INDEX

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START A NEW BOOK EACH YEAR

What's Yours?

...Lead

...Zinc

...Tin

...Antimony

Alloys

...get it from

**National Lead
Company**

If you're in the market for these metals, here's a one-stop "shopping" service that offers obvious advantages.

You're dealing with a source that can supply virtually everything in "heavy" white metal alloys for all purposes... and in practically every form.

You're dealing with a source that has the manufacturing equipment and production know-how, the laboratory apparatus and metallurgical skill to hit your specifications right on the button.

You're dealing with a source that is as truly "national" in scope as it is "National" in name,

with offices, plants and warehouses all over the map.

When we ask "What's yours?" tell us... by letting the nearest office quote on your requirements.

NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, New York
Atlanta • Baltimore • Buffalo • Chicago • Cincinnati
Cleveland • Dallas • Detroit • Kansas City
Milwaukee • New Orleans • Omaha • Philadelphia
Pittsburgh • St. Louis • St. Paul
Boston: National Lead Co. of Mass.; Pacific
Coast: Morris P. Kirk & Son, Inc.; Los Angeles,
Emeryville (Calif.), Phoenix, Portland,
Salt Lake City, Seattle; Canada: Canada
Metal Co., Ltd., Montreal, Toronto,
Vancouver, Winnipeg.



This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KL-4357—American Metal Market, January 14—Daily Metal Reporter, Jan.

**Whatever you need in
solders
and
fluxes...**



**...get it from
National Lead
Company**

If your metal joining, sealing or filling operations call for solder and flux, you're sure to find what you need in National Lead's "open end" line.

You can pick from a list of stock items that would fill this page . . . but that's not all. With unsurpassed research, testing and production facilities, we are set up to solve practically any problem that involves fluxing and soldering.

Supplying every form of solder from pigs to powder is standard practice.

Furnishing every practical formula of solder from one end of the tin-lead scale to the other, and with other metal additives where needed, is routine.

Compounding fluxes for every conceivable pre-

soldering purpose is all in the day's work.

Put your metal joining, sealing and filling problems up to "National." Our chemical and metallurgical engineers are at your service. Get in touch with nearest office.

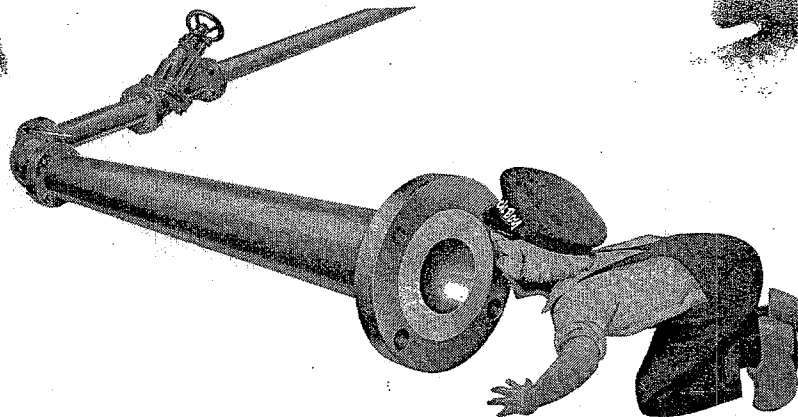
NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, New York
Atlanta • Baltimore • Buffalo • Chicago • Cincinnati
Cleveland • Dallas • Detroit • Kansas City
Milwaukee • New Orleans • Omaha • Philadelphia • Pittsburgh • St. Louis • St. Paul
Boston: National Lead Co. of Mass.; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Phoenix; Portland, Salt Lake City, Seattle; Canada: Canada Metal Co., Ltd., Montreal, Toronto; Vancouver, Winnipeg.



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-4510—American Metal Market, January 27—Daily Metal Reporter, January 20—Purchasing, April, 1954. ★

0000-NLL-000016188



Look into "United" lead-lined products

to keep corrosion

in line

... get them from

**National Lead
Company**

Under the trade name "United", National Lead Company manufactures lead-lined pipe in two categories... "United Tubond" and "United" expanded. Both combine the corrosion resistance of lead with the strength of steel.

"United Tubond" pipe is used where acid handling is difficult, where the lines are subject to external abuse, vibration, high internal pressure, elevated temperature or vacuum. In "Tubond" pipe the bond between lead lining and steel pipe is virtually inseparable.

"United" expanded lead pipe, generally used for handling acids under "average" conditions, is produced by inserting a lead pipe in a steel pipe and expanding the lead lining under heavy pressure.

Whether you buy "United Tubond" or expanded, you may be sure you are getting a product with the grade of lead, thickness of lining, and method of

joining calculated to give you your money's worth in strength and corrosion resistance.

Under the "United" brand you can also get the other components of a corrosion-resistant acid handling system — valves, fittings and pumps.

So put your corrosion control problem up to National Lead. Take advantage of our experience in working out chemical process applications of lead equipment.

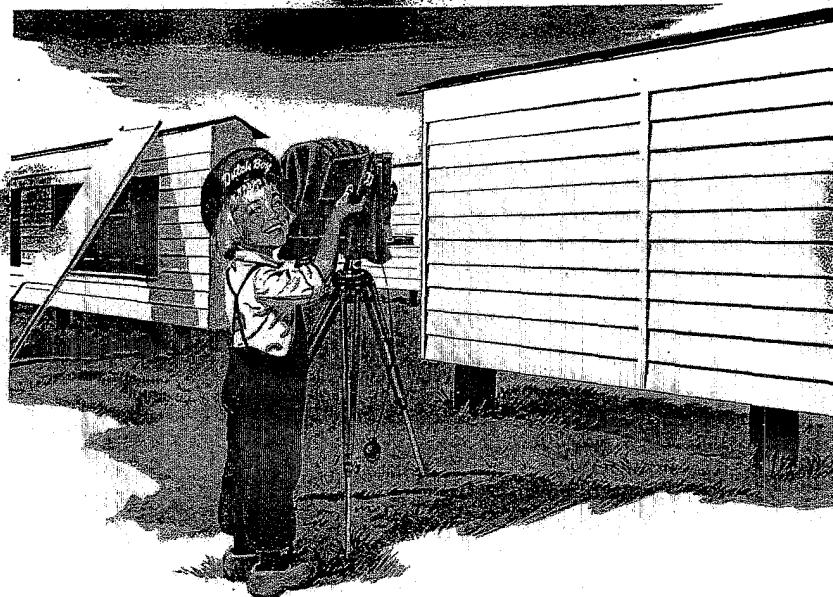
NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, N. Y. • Atlanta
Baltimore • Buffalo • Chicago • Cincinnati • Cleveland
Dallas • Detroit • Kansas City • Milwaukee
New Orleans • Omaha • Philadelphia • Pittsburgh • St. Louis • St. Paul • Boston: National
Lead Co. of Mass.; Pacific Coast: Morris P.
Kirk & Son, Inc., Los Angeles, Emeryville
(Calif.), Phoenix, Portland, Salt Lake City,
Seattle; Canada: Canada Metal Co., Ltd.,
Toronto, Montreal, Vancouver, Winnipeg.



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-4359—*American Metal Market*, March 10, April 21, June 30, October 6, December 15—
Daily Metal Reporter, April 14, June 23, September 29, December 8—
Purchasing, June, 1954 ★

0000-NLI-000016189



It's a snap

...to prove that
Dutch Boy Basic Silicate* **"45X"**
White Lead
 has what it takes
 to make foolproof exterior paints



If you want to cut complaints on your exterior paints, use "lead."

Specifically, "Dutch Boy" Basic Silicate White Lead "45X"—if you'll take a tip from leading paint makers and learn more about "lead" in its most economical form.

Their widespread use of "45X" proves that it has what it takes to make foolproof exterior paints. And exposure tests at National Lead's Sayville Test Station—where many different pigments have been exposed for many years—pin this proof down scientifically.

In white House Paints, "Dutch Boy" Basic Silicate White Lead "45X" improves self-cleaning properties.

In tinted House Paints, it increases film durability and resistance to color changes.

In Primers, "45X" contributes greater adhesion, plus the water resistance to maintain the paint film's adhesive bond.

In Porch and Floor Enamels, it plasticizes the film, increases abra-

sion resistance, improves adhesion.

For all its adaptability, you use fewer pounds of "45X" than of other white lead types. That's because the reactive portion of each "45X" pigment particle is concentrated at the surface and, thus, proportionately larger amounts of "lead" are made available.

It's a snap to improve exterior paints with "Dutch Boy" Basic Silicate White Lead "45X." Try it in your formulations.

National Lead Company: New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

*Reg. U. S. Pat. Off.

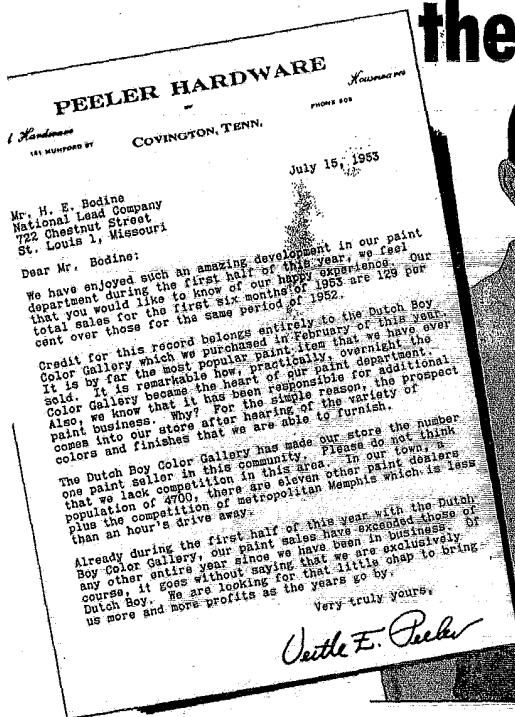


This advertisement prepared by MARSHALK and PRAIT Company, Inc., New York

KP-4369—*American Paint Journal*, April 5 & October 3—*Oil, Paint & Drug Reporter*, April 12 & September 13—*Paint Industry*, July—*Paint, Oil & Chemical Review*, April 8 & October 7—*Paint and Varnish Production*, April, August & December, 1954 * KP-4369A—*Official Digest*, April, August & December, 1954

0000-NLI-000016190

"The 'Dutch Boy' the number



Color Gallery has made our store one paint seller in this community!"

In spite of severe competition, too!

"Eleven other paint dealers plus... metropolitan Memphis... less than an hour's drive away."

— Veitle E. Peeler,
Peeler Hardware, Covington, Tennessee

He's a great hand for giving credit where credit is due, Mr. Veitle E. Peeler of Peeler Hardware, Covington, Tennessee.

After writing that "Our total sales for the first six months of 1953 are 129 per cent over those for the same period of 1952," he adds: "Credit for this record belongs entirely to the 'Dutch Boy' Color Gallery."

"Orchids are in order," writes Mr. Henry A. Rinker, Rinker Paint Company, Augusta, Georgia, who has an equally warm spot in his heart for the "Dutch Boy" Color Gallery. He says

this because the Color Gallery has a higher ratio of sales to money than any of the two other full line products.

And from Providence, R. I., Mr. W. H. McLaughlin, W. H. McLaughlin & Co., is particularly enthusiastic in credit in helping sell "more than 100 gallons (after opening our business). Inasmuch as our initial purchase was approximately a hundred gallons, the most remarkable turnover.

Convincing proof... this "Dutch Boy" Color Gallery is a success whether or not you know it.

Just write or phone our "Dutch Boy" salesman at the Color Gallery. He is glad to explain how it works. A number one paint seller. No matter what you want.

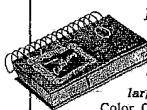
Why you make extra profit on every gallon sold:

No Complicated Mixing — you save time. The Color Gallery is a simple "one-shot" system. You use only one blender for each gallon or quart of paint.

Small Investment — you don't tie up a lot of money in inventory. All you stock is a few bases, plus the necessary color blenders.

Little Shelf Space Required — your entire stock of color blenders fits into an area the size of an average door.

Exceptional Turnover — as you carry only a few base paints, you get much faster turnover with the Color Gallery than with regular paints.



How this Big

"I merely have a large vocational Color Gallery here. Brothers, Perth Amboy, N. J. Inasmuch as our initial purchase was approximately a hundred gallons, the most remarkable turnover on this job..."

NATIONAL LEAD COMPANY
Buffalo 3; Chicago 8; Cincinnati 10; Philadelphia 25; Pittsburgh 10; Boston 6 (National Lead)

Why you sell more paint with the "Dutch Boy" Color Gallery:

Simple system — easy for your customers to understand and use.

The colors you need to meet today's demands, either traditional or modern... glamorous pastels, in-between shades, deep tones. But not so many colors that customers are confused, sales slowed down.

Shopper stopper display case — exquisitely beautiful "showpiece" that draws people to it and makes them buy.

Brings in new customers — once they get the word from your old customers, lots of new ones will be in to see this marvelous Color Gallery. And to buy paint!

"Take-home" chips that make it easy for customers to match up colors with home furnishings — that also tell them which colors go together.

Pocket edition — a special "tool" for selling big-volume prospects, such as real estate developments, factories, hotels, schools, etc.

Big name brand that's nationally advertised... that people know and have confidence in.

Outstanding paint value — every Color Gallery paint has the top quality all "Dutch Boy" products are famous for. The interior finishes are modern alkylid resin enamels... with all this means in easy application, uniformity of finish, long service.

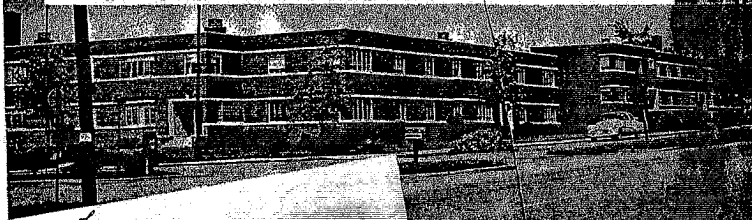
Priced right — customers pay no premium for Color Gallery paints. They're popularly priced, to appeal to the widest market.

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This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-3768—American Paint & Wallpaper Dealer, January—Paint Logic, February—Hardware Age, February 4—Hardware Retailer, January—American Lumberman, February 6—Building Supply News, January, 1954 ★

The new Dutch Boy® Color Gallery helps Hoosier paint dealer sell "one of the largest projects in the

United States"



National Lead Company
641 Freeman Ave.
Cincinnati, Ohio

Gentlemen:

Since the Advance Paint Products, Inc. has introduced Dutch Boy Color Gallery to its customers, the sale of the gallery has been phenomenal. Besides the large retail business, we have been selling such outstanding jobs as Ell Lilly & Co., Inc. and the Meadowbrook Apartments. The Meadowbrook Apartments, Inc. is one of the largest projects in the United States consisting of six hundred forty-seven apartments and since we are selling Meadowbrook 100% color gallery, I think you should know something about its origin.

Meadowbrook was started some five years ago. It is situated on land formerly owned by the Hoosier Paint Company and at one time furnished pasture for their herd of cattle. It is a beautiful landscaped and has many winding drives and sidewalks.

Mr. Henry Dickson is manager of Meadowbrook and Mr. J. E. Thompson is superintendent of the painting. These two gentlemen got together and decided to try our Color Gallery. It has been highly successful. Mr. Dickson is using off white on all ceilings and has selected ten shades for the tenants to choose from for the walls. The cost per square foot on the wall is surprisingly low.

The writer has been very successful in selling the decorators on color gallery. The Circle City Decorating Company, one of the largest decorating organizations in the middle west, is a large user of this product. Mr. Phil Klein is president of the Circle City Decorating Company.

We of the Advance Paint Products, Inc. feel fortunate in being in a position to furnish our customers with such high-quality merchandise such as the Dutch Boy paint products and we will continue to feature the Color Gallery.

Respectfully,
B. B. Banks
Bob Banks

BBB
CC C. H. Norman



Painting Contractor on the 3500-gallon Meadowbrook project is Mr. J. E. Thompson, Indianapolis. Ticked pink with new "Dutch Boy" Flat Wall Enamel - Satin Finish, too - he writes: "Hiding power... sealing qualities... are much greater than any wall paint which I've used in the past."



For phenomenal paint business, put in the new "Dutch Boy" Color Gallery.

Like Mr. Bob Banks, Advance Paint Products, Inc., Indianapolis, Indiana!

With its help, he's getting a "large retail business." With its help, he "has been successful in selling the decorators."

With its help, he has already landed many "outstanding jobs" - including the Meadowbrook Apartments (647 units), "one of the largest projects in the United States."

With its help, You can make big money, too.

Whether or not you now have a color system, take a look at the new "Dutch Boy" Color Gallery in your store. Just write or phone our nearest office for a demonstration.

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 3; Cincinnati 3; Cleveland 13; Dallas 3; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 5 (National Lead Co. of Mass.). *Reg. U. S. Pat. Off.



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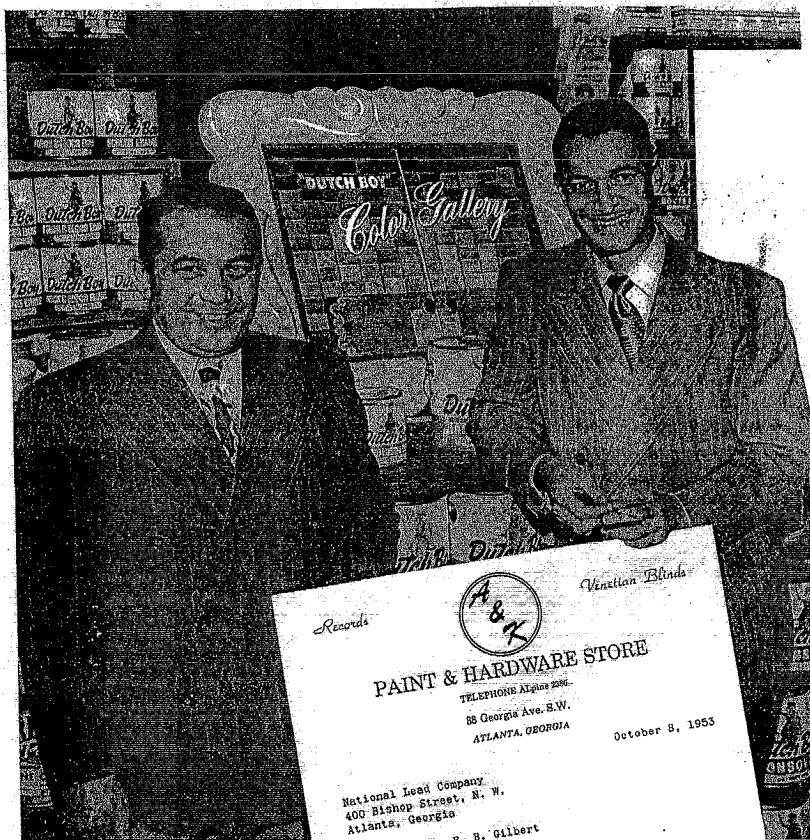
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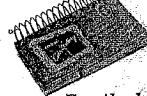
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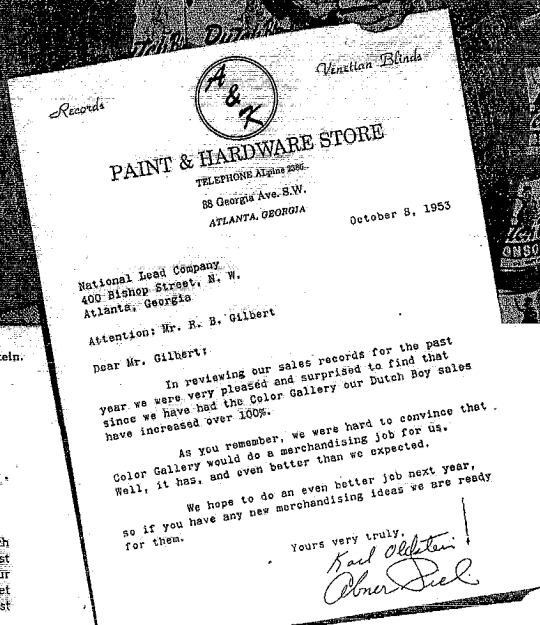


Left, Mr. Abner Piel.
Right, Mr. Karl Oldstein.



**For the big buyers...
painters, decorators,
project managers!**

The Pocket Edition of the new "Dutch Boy" Color Gallery is the swiftest "gimmick" you ever saw to help your big buyers do their color planning. Get a dozen or so, and watch 'em boost your gallonage, fast!



National Lead Company
400 Bishop Street, N. W.
Atlanta, Georgia

Attention: Mr. R. B. Gilbert
Dear Mr. Gilbert:

In reviewing our sales records for the past year we were very pleased and surprised to find that since we have had the Color Gallery our Dutch Boy sales have increased over 100%.

As you remember, we were hard to convince that Color Gallery would do a merchandising job for us. Well, it has, and even better than we expected.

We hope to do an even better job next year, so if you have any new merchandising ideas we are ready for them.

Yours very truly,

Karl Oldstein
Abner Piel

"Since we have had the Color Gallery our Dutch Boy* sales increased over 100%

... say

Mr. Karl Oldstein and Mr. Abner Piel,
A&K Paint & Hardware Store,
Atlanta, Georgia

It's a sensational money-maker, a once-in-a-blue-moon merchandising idea...the new "Dutch Boy" Color Gallery!

"Since we have had the Color Gallery, our Dutch Boy Sales have increased over 100%." That's the word from Georgia, from Messrs. Oldstein and Piel, A&K Paint & Hardware Store, Atlanta.

From Tennessee, Mr. Veitle E. Peeler, Peeler Hardware, Covington, writes, "Our total sales for the first six months of 1953 are 129 per cent over those for the same period of 1952."

And from Pennsylvania, Mr. Joseph Gray, Meadville Paint & Wallpaper Co., Meadville, heralds "A 200 to 300% increase in Dutch Boy sales...and that is only the beginning."

Now maybe you took a quick look at the new "Dutch Boy" Color Gallery, and turned it down as just another color system.

If you did—in fairness to yourself, take a fresh look now. Just ask your "Dutch Boy" salesman—or write our nearest branch office—for a demonstration. No reason the "Dutch Boy" Color Gallery can't boost your paint sales substantially too!

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.). *Reg. U. S. Pat. Off.



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"Better than 10 times turnover"

Why you sell more paint with the "Dutch Boy" Color Gallery:

Simple system — easy for your customers to understand and use.

The colors you need to meet today's demands, either traditional or modern... glamorous pastels, in-between shades, *etc.* But not so many colors that customers are confused, sales slowed down.

Shopper stopper display case — exquisitely beautiful "showpiece" that draws people to it and makes them buy.

Brings in new customers — once they get the idea from your old customers, lots of new ones will come to see this marvelous Color Gallery. And for old customers...

"Take-horror" color that makes it easy for customers to match up colors with home furnishings that tell them which color goes together.

Pocket edition — a special "book" for selling in volume prospects, such as real estate developments, factories, hotels, schools, etc.

Big name brand that's nationally advertised, so that people know and have confidence in it.

Outstanding paint value — every Color Gallery paint has the top quality all "Dutch Boy" products are famous for. The interior finishes are modern alkyl resin enamels... with all this means in easy application, uniformity of finish, long service.

Priced right — customers pay no premium for Color Gallery paints. They're popularly priced, to appeal to the widest market.

Why you make extra profit on every gallon sold:

No Complicated Mixing — you save time. The Color Gallery is a simple "one-shot" system. You use only one blender for each gallon or quart of paint.

Small Investment — you don't tie up a lot of money in inventory. All you stock is a few bases, plus the necessary color blenders.

Little Shelf Space Required — your entire stock of color blenders fits into an area the size of an average door.

Exceptional Turnover — as you carry only a few base paints, you get much faster turnover with the Color Gallery than with regular paints.



Mr. Joseph G. Gray,
Meadville Paint & Wallpaper Co.,
says his "200 to 300% increase
in Dutch Boy sales...
is only the beginning!"

If, as Mr. Gray, Meadville Paint & Wallpaper Co., writes, 3 1/2 or 4 times turnover is average, he and his new "Dutch Boy" Color Gallery — with "better than 10 times turnover" — are certainly going places.

So's Mr. McLaughlin of the W. H. McLaughlin Company, Providence, R.I. Starting in business, he bought about a hundred gallons of Color Gallery finishes. And in "eight months... sold more than one thousand gallons... a most remarkable turnover."

Equally enterprising, and equally successful with the Color Gallery, Mr. Rinker, Rinker Paint

...with the new Dutch Boy* Color Gallery!



Company, Augusta, Georgia, calls it "a MUST in our store." It accounts for a higher percentage of sales ratio to money invested than the two other full line products carried in his store.

Could your net profits stand a boost?

Then take a tip from these "Dutch Boy" boosters, and put the Color Gallery to work for you.

Just ask your "Dutch Boy" salesman — or write our nearest branch office — for a demonstration. No matter whether you now have a color system or not.

Phone 46-793

Mr. Walter Mac
National Lead
Cleveland, Ohio

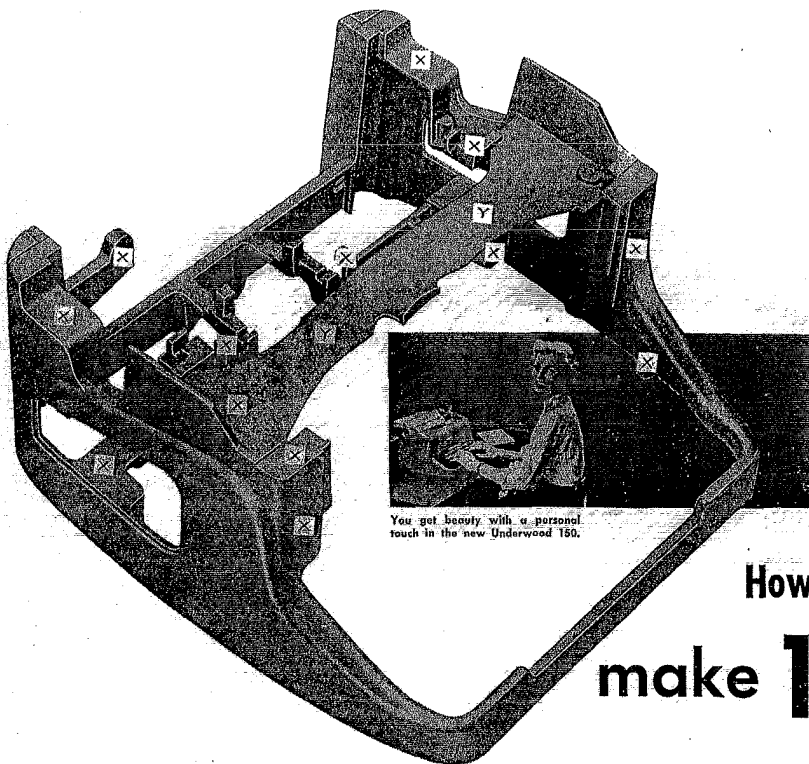
Dear Walt:

We have just sold our paint business, has gone by since Iery - believe me probably the best the exact figures, enjoyed a 200 to 300% increase during that period, this is only the beginning, both the trade and finding with those surely bear much proof.

For the benefit of system, I would certainly's simplicity of colors offered and, inventory control, turnover (and of course an average of 3 1/2 or better than 10 times turnover).
Thanks to you and National.

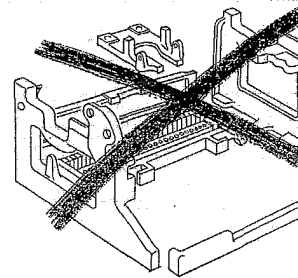
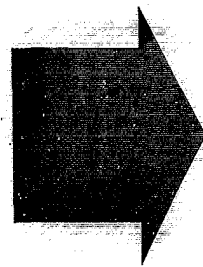
Very truly yours,
MEADVILLE PAINT & WALLPAPER
Joseph G. Gray

661910000-TLN-0000



You get beauty with a personal touch in the new Underwood 150.

How Doehler-Jarvis helped Underwood make 1 casting do the work



This is the die cast aluminum main frame in the new UNDERWOOD 150 standard typewriter.

It replaces six sand castings...saves 4½ pounds overall weight...eliminates frame assembly, much frame machining, and many fasteners and other small parts.

More than that, it highspots the hidden benefits you can build into a product with die casting when, like Underwood, you bring Doehler-Jarvis in at an early stage in design.

Look, for example, at the areas marked with an "x". Each is a spot where die casting effects a production saving...where, perhaps, die cast precision eliminates surface machining...or where a part is integrated into the original casting rather than assembled.

Notice, too, how the designers use the high strength characteristics of thin die cast sections. The one-piece homogeneous die casting gives Underwood a "built-in" rigidity and dimensional stability, eliminating size variations and "weave" often experienced in built-up assemblies. They use this property to "open up" sides and back of the frame for easy access in assembly and

service. They use it to provide vertical mounting for the mechanism and, thus, to eliminate drilled holes in exterior surfaces.

And see how ingeniously even the gate of the casting is employed. (See area "y".) It is left in position to provide rigid support and insure dimensional stability during drilling and machining. Only then is it discarded.

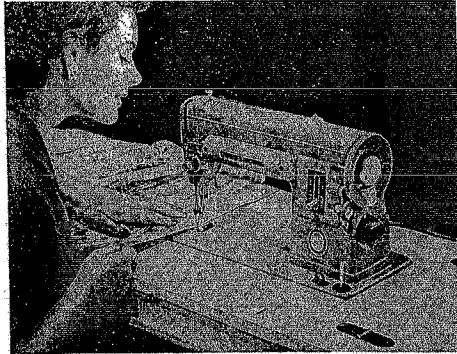
Now examine the dense, non-porous surface structure. It needs no dip coat and thus eliminates still another process step.

Like many another user of Doehler-Jarvis die castings, Underwood converts into product improvements the savings they realize through die casting. Their new UNDERWOOD 150 gives users a lot more typewriter than ever before — yet it costs no more.

In its half century of die casting, Doehler-Jarvis has helped many producers, big and little, give customers more product for the money...among them some of the best known makers of automotive, electrical, communication, household, office and other types of equipment.

They count on Doehler-Jarvis for the resources and the resourcefulness of the die casting industry. So when you call in Doehler-Jarvis, you get the best.

561910000-TIN-0000



Singer's New Slant-Needle Model—First machine that's a cabinet and portable all in one. First with the needle slanted to make it easy to see and guide the fabric. Finished in soft beige or traditional black.

How Doehler-Jarvis Helped Singer Develop ...a new way to build precision and make a fine product

Have you seen Singer's new "Slant Needle" Model...the sewing machine designed to make home sewing easier and more convenient?

In one minute it can throw up to 1,500 stitches into your lady's crinolines. It's the only combination portable and cabinet model on the market. (Conversion from one type to the other takes only seconds.) Yet the machine, including motor, weighs under 17 pounds.

Singer can tell you that it's quite a chore to build such features into a machine like this... and still keep it competitive. And they're frank to give Doehler-Jarvis major credit for making their job easier with a new method for designing and producing precision parts.

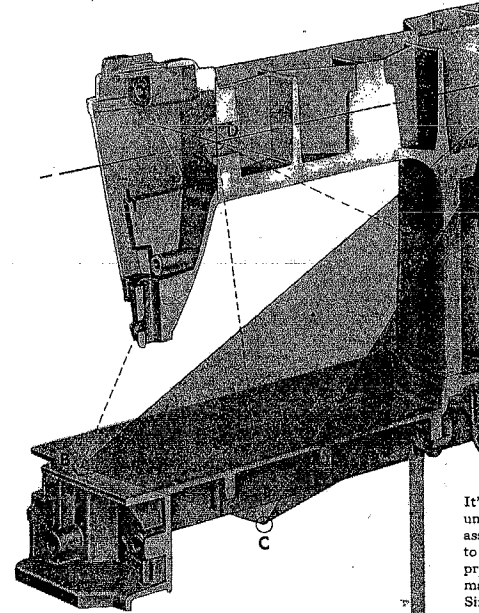
We call this precise new way of making things, "Tripod-Control Dimensioning."

It all started back in '35, when Singer asked Doehler-Jarvis to help pioneer the first die cast aluminum sewing machine components.

To meet the rigid precision requirements, Doehler-Jarvis engineers devised what may have been the first ground and hardened tool-steel casting die ever used. It had its faults, but it did give them machine-tool accuracy. And they discovered the germ of the "Tripod-Control" idea.

What had been discovered was the way to extend a familiar two-dimensional control... "baseline dimensioning"... to the control of precision in three dimensions. With it they could control precision of and between two (or more) die castings of an assembly. They selected a point of vantage common to the parts. Through the point was established a "tripod" of reference from which all critical angles and dimensions could be controlled. Errors vanished. Precision went up... assembly troubles down.

Then the idea spread in both the Doehler-Jarvis and the Singer plants. It was used to make multiple gauging jigs... used as the basis



into parts finer than ever

for ganged machining... used in finishing... used in assembly.

By the time the "Slant Needle" model came along, "Tripod-Control Dimensioning" had grown to a full-fledged design and production technique... based on die castings... used even in the first rough sketches of the new product... used in the planning stages... used throughout tooling and production.

Today? Well... you never saw production flow more smoothly when complex precision parts are made by one company, finished and assembled by another.

In its half century of die casting, Doehler-Jarvis has helped many producers, large and small, find the best way to take full advantage of die casting techniques... among them some of the best known makers of automotive, electrical, communication, household, office and other types of equipment.

When know the resources

So next boards... and prod to give y looking fo

0000-NL-000016197

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York

KJ-3790—SAB Journal, January—Automotive Industry, February 13—Design News, January 15—Electrical Mfg., January—Appliance Mfg., February—Prec. Metal Molding, January—Product Engineering, February—Production, February.

OF COURSE YOU WANT

VOLUME...

HERE'S A "Dutch Boy"
PRODUCT THAT'S A
VOLUME SELLER!

★
An advertisement appearing in
AMERICAN PAINT & WALLPAPER DEALER
August

HARDWARE AGE, September 30th
HARDWARE RETAILER, September
AMERICAN LUMBERMAN, August 9th
BUILDING SUPPLY NEWS, September

The paint that's causing a big stir among dealers because...

Dutch Boy* Nalkyd WONSOVER
is New... Modern... Odorless...
a volume seller with popular
colors pre-planned for harmony!



NATIONAL LEAD COMPANY, New York 6; Atlanta, Buffalo 3; Chicago 80; Cincinnati 31;
Cleveland 13; Dallas 21; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10;
Boston 6 (National Lead Co. of Mass.).

0000-NLI-000016199



For a quick "once-over" of WONSOVER, just mail this coupon!

Name _____
Store _____
Address _____
City _____ State _____

Mr. and Mrs. America are taking to the new—the completely new — "Dutch Boy" Wonsover in a big way.

"This new paint's got everything the public wants," dealers say, "everything!"

It's got class — it's "Dutch Boy."

It's a new Nalkyd flat wall paint. Made from special "Nalkyd" resins — exclusively "Dutch Boy!"

As a "Dutch Boy" Nalkyd, it's odorless. Fast-drying. Really washable. Once-over with WONSOVER — that's all you need for most repeat jobs. In a word, WONSOVER is as close to being foolproof as paint can be.

And the colors, they're something new... something entirely different in a ready-mixed, ready-to-use wall paint.

And what makes them spectacularly new and different, they're all hand-picked by popular demand. They're all pre-planned for perfect harmony — one with the other. No wonder this new paint is causing such a big stir!

National advertising breaks in October!

Fast as it's moving now, new "Dutch Boy" WONSOVER is really going to whip paint sales up when full-color, national advertising breaks in October issues of SATURDAY EVENING POST and AMERICAN HOME. November issues of BETTER HOMES AND GARDENS, FARM JOURNAL and AMERICAN HOME.

So get set to see this completely new big-volume "Dutch Boy" wall paint give your profits a quick boost.

NATIONAL LEAD COMPANY (Address nearest office)

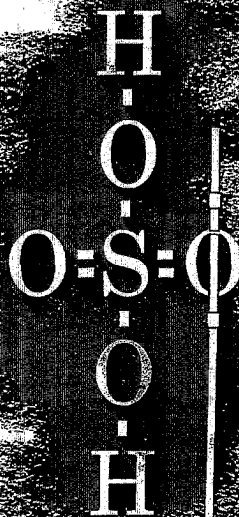
Gentlemen:

I want a quick "once-over" of this new, big-volume profit-maker of yours. Please rush me full information and tell me if there is a "Dutch Boy" dealer franchise available in my area.

When *is Lead used*

to control

Sulphuric Acid Corrosion?



Sulphuric acid is like "Peck's Bad Boy."

It has plenty of outstanding qualities, but it's hard to control.

Ordinarily, lead is the metal used by industry to keep sulphuric acid corrosion within limits. Lead is often used when H_2SO_4 concentrations go as high as 96% at room temperature or as high as 85% at 220 degrees Centigrade.

When making equipment to handle H_2SO_4 within such ranges, lead will usually give you the most practical combination of corrosion resistance, simple fabrication, and reasonable cost. No common metal is easier to work than lead and it is economical, both in first cost and in maintenance.

With other corrosives the detail differs but the story is much the same. So when you think of corrosion resistance, think of lead and...

When you think of Lead...

think of National Lead

h
WHAT GOES
FOR LEAD
AND H_2SO_4
GOES FOR
LEAD AND
HUNDREDS OF
OTHER
CORROSIVES

National Lead puts lead in your hands in any grade you may require and in every conceivable form — sheet, pipe, coils, fittings, valves, pumps and vessels. Or you can have National Lead fabricate lead equipment to your specifications.

So put National Lead first in your thinking when you want to combat corrosion. Call on National Lead for technical assistance. Ask for a copy of the new booklet on "Chemical Lead Products."



National Lead Company

New York 6; Atlanta; Baltimore 2; Buffalo 3; Chicago 8;
Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25;
Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of
Mass.); Los Angeles 28 (Morris P. Kirk & Son, Inc.);
Toronto, Canada (Canada Metal Company, Limited).

*Reg. U. S.
Pat. Off.



How "Dutch Boy" Chemicals help
the paint industry
 make good products better

What can "Dutch Boy" Chemicals do for you?

Well, just take a look at what *one* has done to make *one* good paint product better. It may give you an idea.

The chemical in question is new *Dutch Boy Bentone*® 34 — a gelling agent developed by National Lead Company research less than three years ago.

With *Bentone* 34, paint makers have been able to get a controllable increase in viscosity—smoother brushability—better color control—reinforced film—pigment suspension—long shelf life.

Not only that! But with *Bentone* 34, the paint industry has improved the workability and durability of a wide range of pigmented products including interior and exterior paints... stains, varnishes and primers.

And with the same versatile gelling agent, other industries... ink, wax, cosmetic, pharmaceutical, oil... have made equally important product improvements.

If you want to explore...

the use of *Dutch Boy Bentones* in your product...

Or if you want to look into National Lead's newest developments in vinyl stabilizers... in new plasticizers giving a unique combination of low volatility and low temperature flexibility... in special chemicals like lead hyposulphite and chromic phosphate... just fill out the coupon. And mail it to us, attached to your letterhead.

*Reg. U. S. Pat. Off.



NATIONAL LEAD COMPANY
 111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
 535 Dorchester Street, West • Montreal

Gentlemen:
 Please send me the latest information concerning
 the uses of your new chemicals in the following
 fields:

 Name _____
 Title _____
 Firm _____
 Address _____
 City _____ State _____



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
 KC-4387—Chemical Week, March 13, 1954 ★

0000-NLI-000016201



How "Dutch Boy" Chemicals help the flooring industry preserve the beauty of vinyl products

Asbestos is an ideal filler for vinyl flooring products.

Yet, within this natural mineral, iron and other impurities sometimes are trapped. They raise a hob with color . . . or did, until just a little over three years ago.

Then National Lead Research developed *Normal* . . . a "Dutch Boy" Chemical whose color stabilizing action in asbestos-filled compounds is specific . . . and unduplicated. It prevents color changes, preserves the beauty of floor tiles, table tops and other highly loaded semi-rigid vinyl products.

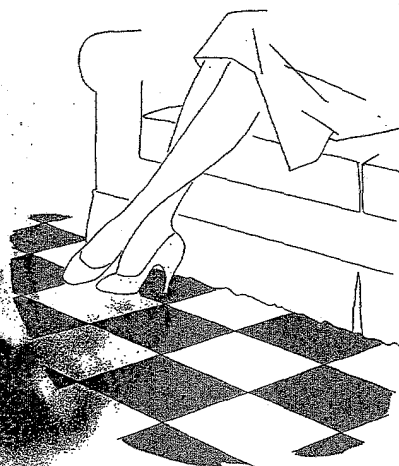
Elsewhere in the vinyl resin field, eleven other "Dutch Boy" Stabilizers are widely used. Each is a specific for problems of discoloration or deterioration occurring from process heat, during shelf life, or in ultimate consumer use. These versatile "Dutch Boy" Chemicals are behind recent improvements in unbreakable records, painting, shoes, luggage, films and sheetings, electrical insulations, tubings and similar products.

You may want to explore . . . "Dutch Boy" Stabilizers in your own production . . . or new "Dutch Boy" Plasticizers, that give a unique balanced combination of low volatility and low temperature flexibility . . . or "Dutch Boy" Bentones, recently developed "short" gellants for organic compounds . . . or special National Lead chemicals, like lead hyposulphite or chromic phosphate. Simply fill out coupon and mail with your letterhead.

*Reg. U. S. Pat. Off.



...and get the plus
of a name you know...for quality



NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
680 Dorchester Street, West • Montreal

Gentlemen:

Please send me the latest information concerning
the uses of your new chemicals in the following
fields:

Name _____
Title _____
Firm _____
Address _____
City _____

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-4388—Chemical Week, April 24, 1954★

0000-NLI-000016202



How "Dutch Boy" Chemicals help the plastics industry upgrade quality and reduce costs

Have you heard about the new *double-duty* "Dutch Boy" Plasticizers . . . announced recently?

They make you wonder what National Lead Research will come up with next! Here, for the first time, are factory-pre-balanced plasticizers that permit vinyl processors to obtain both low temperature flexibility and low volatility at the same time . . . without sacrificing any other property.

Want outstanding low temperature flexibility with good low volatility? "Dutch Boy" NL F-41 will give it to you. Want to reverse the emphasis? Go to "Dutch Boy" NL F-21. Want 'em in balance? Use "Dutch Boy" NL F-31.

It's as simple as that . . . and for makers of vinyl film, sheeting, extruded products, organosols and plastisols, down goes the cost of producing quality vinyl products. And "Dutch Boy" double-duty Plasticizers, made to the same high standards as "Dutch Boy" Stabilizers, simplify processing, too. No more need to use a half dozen plasticizers to obtain desired properties.

In vinyl plastisols, *Dutch Boy Bentone* gelling agents are helping the formulator control viscosity more precisely.

Should you care to explore the new vinyl formulating opportunities opened up by the "Dutch Boy" Plasticizers, or "Dutch Boy" Stabilizers, or *Dutch Boy Bentone* gelling agents . . .

Or if you would like to know more about other National Lead Chemicals . . . just fill out the coupon. Mail it attached to your letterhead, please.

*Reg. U.S. Pat. Off.



NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
680 Dorchester Street, West • Montreal

Gentlemen:

Please send me the latest information concerning the uses of your new chemicals in the following fields:

Name _____
Title _____
Firm _____
Address _____
City _____ State _____

Buy *Dutch Boy*
CHEMICALS
...and get the plus
of a name you know...for quality

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KG-4389—Chemical Week, May 15, 1954 ★

0000-NLI-000016203



How "Dutch Boy" Chemicals help the cosmetic industry make its products more appealing

Repeat cosmetic sales depend largely on formulation.

Think what hard settling of suspended solids would do to a liquid make-up, for example . . . or phase separation to a hand lotion or cold cream. National Lead Company has done a great deal of thinking about this kind of problem.

And the result of this thinking, this research, is Ben-A-Gel. Ben-A-Gel is a new Dutch Boy wonder gellant that does amazing things for water (or oil-and-water) dispersions, emulsions, suspensions and mixtures. By its unusual thickening action it gives lotions, creams, and shampoos a truly luxurious "feel." It prevents hard settling, stabilizes emulsions, reduces heat thinning or separation. And because it's inorganic, not subject to micro-biological degradation, it helps keep products sweet and fresh.

New Dutch Boy Ben-A-Gel does equally beneficial things for emulsion paints, insecticides and fungicides, cleaners and polishes, adhesives, textile finishes, crayons and chalks. Even ceramics.

Well worth looking into! Maybe you'd like to explore the effects of new Dutch Boy Ben-A-Gel . . . or one of the Dutch Boy "Bentones" (organic gelling agents) for paints, lacquers, greases, adhesives and other organic systems.

Or perhaps you would like to know more about National Lead's newest developments in vinyl stabilizers . . . or Dutch Boy's new double-duty plasticizers that give a unique combination of low volatility and low temperature flexibility . . . or some special chemical like lead hyposulphite or chromic phosphate. Just fill out the coupon.

*Reg. U. S. Pat. Off.



NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
680 Dorchester Street, West • Montreal

Gentlemen:

Please send me the latest information concerning the uses of your new chemicals in the following fields:

Name _____
Title _____
Firm _____
Address _____
City _____ State _____

Buy Dutch Boy CHEMICALS
...and get the plus
of a name you know...for quality



This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KC-4390—Chemical Week, June 5, 1954 ★

0000-NLI-000016204



How "Dutch Boy" Chemicals help
the petroleum industry
 put more life into heavy-duty lubricants

How can you make heavy-duty lubricants longer-lived?

How can you fortify them against today's increasing speeds? . . . Today's higher temperatures? . . . Today's higher pressures? Against atmosphere, steam, water, dust, too?

Some time ago, National Lead put these questions up to its researchers. And, in due course, these researchers came up with the answer: new Dutch Boy Bentone 34.

This new "Dutch Boy" development is a non-soap gelling agent. It gives oils and greases tougher bodies to withstand higher speeds and pressures. Bentone 34 prevents thin-out at high temperatures, helps lubricants stay put. It increases resistance to water, steam, adverse atmospheres. It reduces harm from dust.

Helps other industries, too.

The paint industry has made good use of Bentone 34 in improving products. So has the cosmetic industry, the drug industry, the printing ink industry. And many another!

Maybe you could put *more* life, or *new* life, into some product of yours with versatile Bentone 34 or one of the other Dutch Boy Bentone Gelling Agents.

Maybe National Lead's recently developed double-duty vinyl plasticizers . . . or the latest "Dutch Boy" stabilizers . . . or a chemical like lead hyposulphite would prove useful.

To get more information on any of these National Lead products just fill in and mail the coupon.



NATIONAL LEAD COMPANY
 111 Broadway, New York 6, N. Y.

In Canada: **CANADIAN TITANIUM PIGMENTS LIMITED**
 680 Dorchester Street, West • Montreal

Gentlemen:

Please send me the latest information concerning the uses of your new chemicals in the following fields:

 Name _____
 Title _____
 Firm _____
 Address _____
 City _____ State _____

Buy Dutch Boy CHEMICALS
*...and get the plus
 of a name you know...for quality*

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
 KC-4713—Chemical Week, June 26—Chemical Week, October 30, 1954 ★

0000-NLI-000016205

*Chem Week Buyer Guide 7/2
 forward*



How "Dutch Boy" Chemicals help give the electrical industry more reliable vinyl plastic insulations

Unprotected vinyl compounds lose desired properties fast when heats go into the 300-400° F. range. Yet in producing vinyl insulations, process heats go this high.

High temperature appliance grades, in addition, must stand prolonged use at 194° to 221° F.

Recently, National Lead research came up with four exceptional heat stabilizers that substantially increase reliability of vinyl electrical compounds.

"Dutch Boy" Tribase and Tribase E maintain the valuable physical and electrical properties of standard grades, without "gassing" or other break down. Ordinarily Tribase imparts the higher reliability.

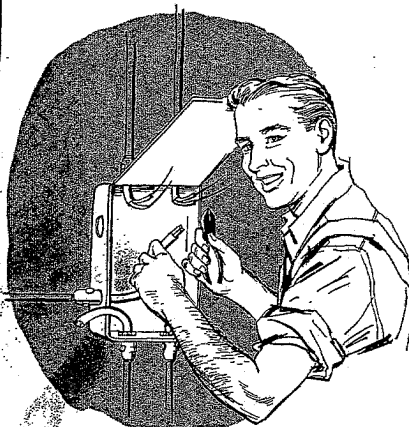
"Dutch Boy" Dythal is the best available commercial stabilizer to use in high temperature appliance wire insulations. It's good for bright colors, too.

Small amounts of "Dutch Boy" DS-207 help Tribase, Tribase E, and Dythal do an even better job.

Like the Stabilizers, National Lead's most recent developments, "Dutch Boy" Plasticizers also increase vinyl insulation reliability.

Versatile "Dutch Boy" Stabilizers and Plasticizers have proven equally useful in the drug industry, the paint, the cosmetic, the ink, and many another industry.

If you want to explore their uses . . . or if you would like to know more about unique new "Dutch Boy" Gelling Agents . . . or such "Dutch Boy" Special Chemicals as Lead Hyposulphite . . . simply fill in and mail the coupon.



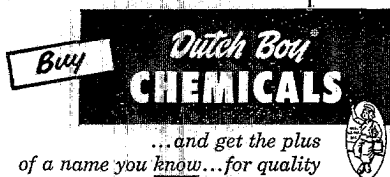
NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

Gentlemen:

Please send me the latest information concerning the uses of your new chemicals in the following fields:

Name _____
Title _____
Firm _____
Address _____
City _____ State _____

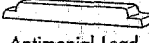
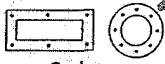
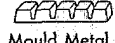
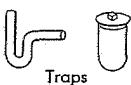
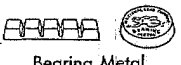
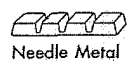
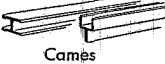
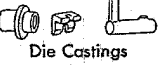
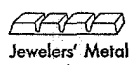
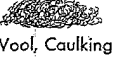
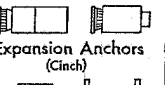
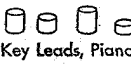
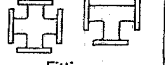
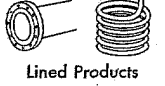


This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KC-4714—Chemical Week, August 28—Chemical Week, November 20, 1954 ★

0000-NLI-000016206

**Whatever you want
in lead and
lead alloys**



 Antimonial Lead	 Gaskets	 Mould Metal	 Traps
 Bearing Metal	 Hammers	 Needle Metal	 Unions
 Cames	 Inserts, Battery	 Ornaments, Lead	 Valves
 Die Castings	 Jewelers' Metal	 Pipe	 Wool, Caulking
 Expansion Anchors (Cinch)	 Key Leads, Piano	 Roof Flanges	 X-ray Shielding
 Fittings	 Lined Products	 Sinkers	 Yokes, Battery

...get it from

**National Lead
Company**

These are but a few of the lead or lead alloy items regularly supplied by National Lead. Whenever you need a lead product—for corrosion resistance, for caulking or sealing, for friction reduction, for sound deadening, for spark-proofing, for moulding, for masonry anchorage, for weight, or for any other duty lead does best, look to the leader in lead.

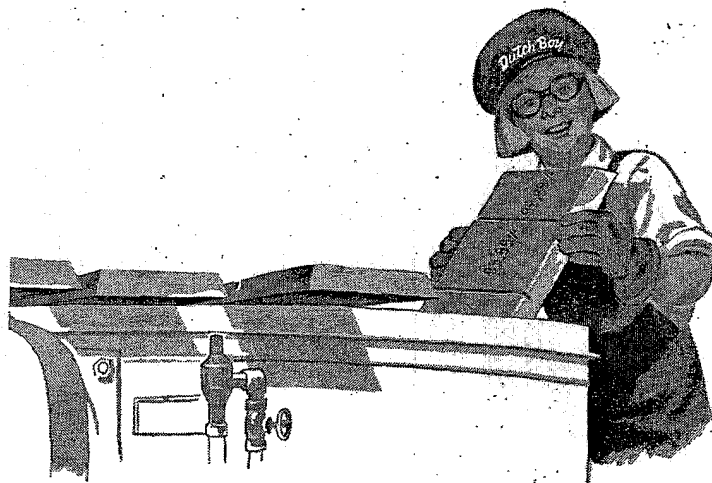
NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, New York
Atlanta • Baltimore • Buffalo • Chicago • Cincinnati
Cleveland • Dallas • Detroit • Kansas City • Milwaukee
New Orleans • Omaha • Philadelphia • Pittsburgh • St. Louis • St. Paul
Boston: National Lead Co. of Mass.; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Phoenix, Portland, Salt Lake City, Seattle; Canada: Canada Metal Co., Ltd., Toronto, Montreal, Vancouver, Winnipeg.

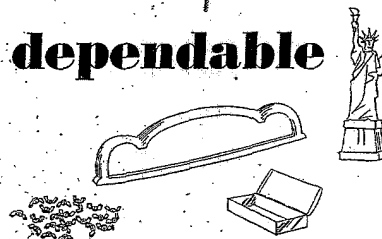


KL-4511—Daily Metal Reporter, February 3—American Metal Market, February 10—Purchasing, October, 1954 ★

0000-NLI-000016207



Looking for a dependable zinc alloy?



...get it from

National Lead Company

When you're in the market for zinc alloys, you are interested in two prime factors, apart from price. One — you want an alloy that hits your specifications right on the button, from the first pig on the pallet to the last one into your pot. You want a *dependable* alloy. Two — you want a source with facilities for prompt and proper handling of your order, that won't turn up its nose at ton lots or be fazed at facing multi-car shipments. You want a *dependable* source.

National Lead Company fills the bill on both counts.

Long a supplier to leading makers of zinc alloy parts and products, National Lead has the research, testing and production facilities to provide alloys to meet all requirements of pressure die, sand mold, slush mold and other casting processes . . . clean alloys that contribute to high output rate and low reject percentage . . . alloys that give dependable performance.

So far as handling orders efficiently is concerned, you need only keep in mind that our network of plants and warehouses is as truly national in scope as it is "National" in name. You can depend on it that your order will be filled and shipment made in a manner that reflects these unsurpassed facilities.

NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, New York
Atlanta • Baltimore • Buffalo • Chicago • Cincinnati
Cleveland • Dallas • Detroit • Kansas City
Milwaukee • New Orleans • Omaha • Philadelphia
Pittsburgh • St. Louis • St. Paul
Boston: National Lead Co. of Mass.; Pacific
Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Phoenix, Portland, Salt Lake City, Seattle; Canada: Canada Metal Co., Ltd., Toronto, Montreal, Vancouver, Winnipeg.



This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York

KL-4358—Daily Metal Reporter, February 17, April 28, July 7, September 15, November 24—

American Metal Market, February 24, May 5, July 14, September 22, December 1—Purchasing, August, 1954 ★

If you want
a better "Run"
for your money
let 'em roll with Blatchford

Press stoppages cost you time and money. No need to tell you that!

But you can cut down-time to a minimum with Blatchford Type Metal.

That's because Blatchford has the strength and toughness to stand up under long runs...to print crisp and clean, sheet after sheet.

Blatchford's ability to take it on the press is a result of its precise formulation from lead, tin and antimony...insured by a century of alloying know-how.

Not only on the presses, but all along the line Blatchford will serve you well...melt smoothly with low drossing, flow freely and mold sharply...give you clean, solid slugs, type and plates.

That's why you get a better "run" for your money when you standardize on Blatchford Metal!

Observing Blatchford's



100th Anniversary

A Century of metal-making experience
in every pound
a plus you get only in Blatchford



Cash in on these Blatchford Extras

Complete laboratory facilities: Get a prompt, accurate, free analysis of your metal stock. Send a typical sample — slugs, shavings, type or plates—to our nearest office.

National network of service centers: When you're stumped by some metal problem...when you need new metal fast...when you have dross for pickup, get in touch with the nearest Blatchford office—they're all over the map!

Free help for printers and publishers: For informative literature on type metal and its use...for a chart to help put more efficiency in your re-melt operations...for a gauge that measures type, slugs and brass mats, write the nearest Blatchford Office.

BLATCHFORD DIVISION

NATIONAL LEAD COMPANY—Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis, New York; E. W. Blatchford Co., New England; National Lead Co. of Mass., Boston; Pacific Coast Metals P. Kirk & Son, Inc., Los Angeles, Emeryville, Calif.; Portland, Seattle, Phoenix, Salt Lake City; Canada Metal Co., Ltd., Toronto, Montreal; Winnipeg, Vancouver.



Blatchford
is the NATIONAL name for
DEPENDABLE METAL

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KL-3970—Ed. and Pub., June—Pub. Aux., March 20—Inland Printer, May—Amer. Printer, June—
Trade Compositor, March—Printing Mag., November, 1954 ★

0000-NLI-000016209

LOOK TO "DUTCH BOY"

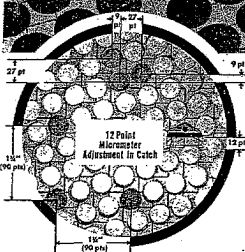
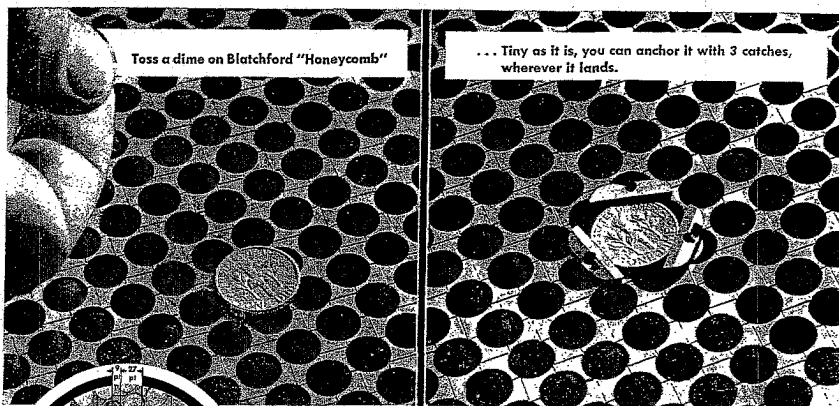
...A name you know for quality in
VINYL STABILIZERS and ... PLASTICIZERS



PRODUCT	USED FOR ...	DOUBLE-DUTY PRIMARY PLASTICIZERS	
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability	NL F-41	Outstanding low temperature flexibility Good low volatility
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation	NL F-31	Very good low temperature flexibility Good low volatility
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds	NL F-21	Good low temperature flexibility Outstanding low volatility
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks	HIGH-PURITY STANDARD PLASTICIZERS	
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting		
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting		
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties	 CHEMICALS *Reg. U. S. Pat. Off. NATIONAL LEAD COMPANY 111 Broadway, New York 6, N. Y. In Canada: CANADIAN TITANIUM PIGMENTS LIMITED 630 Dorchester Street, West • Montreal	
DYPHOS (Di-basic Lead Phosphate)	Outstanding for heat, light weathering, in opaque stocks including plastisols and organosols		
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability		
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for cleers		
CALSTAR (Calcium Stearate)	Where non-toxicity and lubricity are required		
LEADSTAR (Lead Stearate)	As lubricant and co-stabilizer		

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-4683—Chemical Week Buyers Guide, September 19, 1954 ★

0000-NLI-000016210



Two Blatchford Features that Speed Rough make-up

1. Squaring lines, 18 points ($\frac{1}{4}$ ") apart, run in both directions. They help you spot and align plates quickly.
2. Point set-off of holes. Whenever you move a catch from one hole to another you move the plate a definite number of points (see above). A "micrometer" feature in the catch itself gives the fine adjustment needed for exact final register.

Here's a New Blatchford Time- and Money-Saver!

It's Plate Backing Sheet. Use it to make original plates "base-high" for press runs that don't require making electros. Plate Backing Sheet is regular Blatchford electrotyping metal rolled to standard back-up thicknesses. It is applied easily right in your own shop. No need to send plates out.

Send today for information on this new Blatchford time- and money-saver.



Proof

...you can quickly spot plates wherever you like on

Blatchford "Honeycomb" Base

...and

Save Make-up Time and Money

You may never have to use a dime-sized plate.

But you can see the proof that spotting and locking even the smallest plates on Blatchford "Honeycomb" is easy.

The Blatchford pattern makes it easy... whether plates are tiny... or large... or odd-shaped. You can anchor small, unbeveled plates, for example, on all four sides, yet hold margins as tight as 9 points. When it comes to rules, you get perfect alignment... even at an angle. Plates that are difficult to mount on any other base are easily anchored on Blatchford.

Preliminary lock-up moves fast, too. In every square foot of the "Honeycomb" you have 864 anchor holes.

Anchoring holes are right where they should be.

For final register there is a tiny "micrometer" built into every catch. By turning the locking key $\frac{1}{4}$ turn, you shift the plate one point. Three full turns, 12 points of micrometer adjustment, are available before you have to move the catch to another hole.

These are the features of Blatchford "Honeycomb" Base that are saving make-up time and money in hundreds of shops. They'll save time and money in your shop, too... not only in form make-up but in long, steady press runs as well. To get the whole story, write our nearest office for free Blatchford Base booklet. Write your address plainly.

BLATCHFORD DIVISION • NATIONAL LEAD COMPANY
Chicago, Cincinnati, Cleveland, Dallas, St. Louis; Eastern
U. S. and New England: E. W. Blatchford Co., New York
City; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles,
Emeryville (Calif.), Portland, Seattle, Phoenix, Salt Lake City.

Blatchford Base

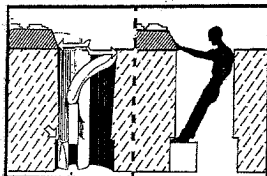
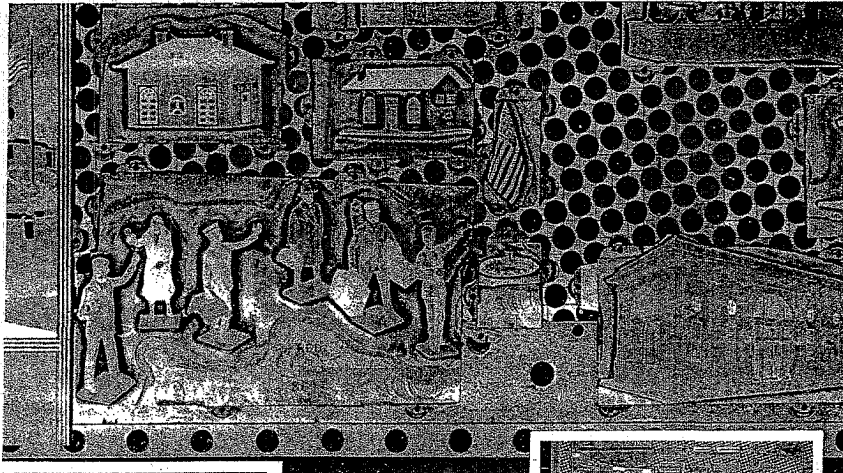
Magnesium or Standard Metal

*Reg. U. S. Pat. Off.



This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KL-3971—Inland Printer, February—Printing Magazine, January—American Pressman, January—American Boxmaker, January—
Boxboard Container, February—Graphic Arts Monthly, January, 1954 ★

0000-NLI-000016211



How Catch Works

The strength and the plate-holding power of the Blatchford Catch are due to the mechanical principle on which the Catch works. Jaw pressure against plate edge is opposed by yoke pressure against back of hole. Once tightened, the Catch and plate stay put until released with the key.

Here's a New Blatchford Time- and Money-Saver!

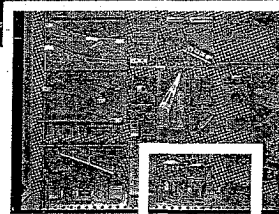
It's Plate Backing Sheet. Use it to make original plates "base-high" for press runs that don't require making electros. Plate Backing Sheet is a regular Blatchford type metal alloy rolled to standard back-up thickness. It is applied easily right in your own shop. No need to send plates out.

Send today for information on this new Blatchford time- and money-saver.



Proof

...you can get plates in register quickly and easily on



Blatchford "Honeycomb" Base...and Save Make-Ready Time and Money

Right off the bat the Blatchford 864-holes-to-foot pattern gives you unlimited plate mounting capacity. And that's only the beginning.

Look sharp at the part of a catalog form pictured above — an enlarged section of the color form shown at right. (The complete form took a 46 1/4" x 70" sheet.) To get the pictorial elements in register the "ganged" plate, as delivered by the electrotypist, had to be sawed apart. Note how Blatchford Catches have been placed at various angles around the separated small, odd-shaped plates, for permanent anchorage and perfect register. This

particular form carried a total of 121 separate plates.

In terms of your own operations, think what it would mean to you to have Blatchford's registration ease and speed, plus the plate anchoring security of the Blatchford Catch.

In truth, Blatchford—the original "Honeycomb" Base — gives you everything you want in a plate mounting system. Why postpone the day when your shop will enjoy the benefits of this Base?

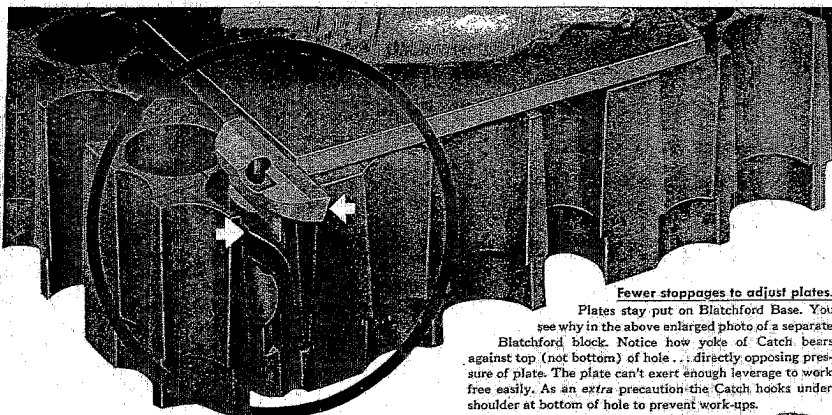
Write our nearest office for complete information.

BLATCHFORD DIVISION • NATIONAL LEAD COMPANY — Chicago, Cincinnati, Cleveland, Dallas, St. Louis; Eastern U. S. and New England: E. W. Blatchford Co., New York City; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Portland, Seattle, Phoenix, Salt Lake City.

Blatchford Base
Magnesium or Standard Metal



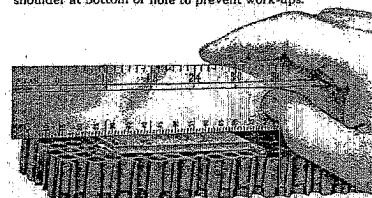
This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-3972—Inland Printer, April and October—Printing Magazine, May—American Printer, March and September—American Boxmaker, March and September—Boxboard Container, April and October—American Printer, August, 1954 ★



Fewer stoppages to adjust plates.
Plates stay put on Blatchford Base. You see why in the above enlarged photo of a separate Blatchford block. Notice how yoke of Catch bears against top (not bottom) of hole... directly opposing pressure of plate. The plate can't exert enough leverage to work free easily. As an extra precaution the Catch hooks under shoulder at bottom of hole to prevent work-ups.

Proof

...you can reduce press down-time with
Blatchford "Honeycomb" Base
and
Save Press Time and Money

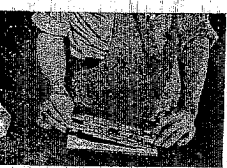


Fewer premature stoppages to replace worn plates. Unless adequately supported, plates often wear unevenly and must be replaced. That doesn't happen with Blatchford Base. Every $\frac{1}{4}$ " in every direction there is strong, uniform support. You get even wear right through the run.

Here's a New Blatchford Time- and Money-Saver!

It's Plate Backing Sheet. Use it to make original plates "base-high" for press runs that don't require making electro. Plate Backing Sheet is a regular Blatchford type metal alloy rolled to standard back-up thickness. It is applied easily right in your own shop. No need to send plates out.

Send today for information on this new Blatchford time- and money-saver.



The pictures above tell only part of the story.

In the Blatchford system you have a Base with plenty of holes, *anchorage opportunity*...combined with a Catch with plenty of holding power, *anchorage strength*.

Thus, when you get plates in final register on Blatchford Base, they stay put. Not only can you set more Catches around a plate but each Catch holds with a firmer grip. This, of course, means fewer press stoppages to tighten loosened hooks and re-register slipped plates.

Furthermore, the metal "web" of the Blatchford "Honeycomb" pattern, insures a safe, sound, uniform backing under every plate. Impression pressure is evenly distributed

over the entire form. Plates wear evenly. Down-time is virtually eliminated.

You may feel, "Blatchford is fine for the big fellows, but my class of work doesn't need Base." Yet, perhaps, if you were Blatchford equipped, you could handle that other "class of work"—the close-register color work.

It is more a matter of Base equipment than of press equipment... and printers in all categories—catalog, book, carton and general commercial—are doing better work, faster, and making a better profit on Blatchford Base.

Get the complete Blatchford story. Write our nearest sales office.

BLATCHFORD DIVISION • NATIONAL LEAD COMPANY
Atlanta, Chicago, Cincinnati, Cleveland, Dallas, St. Louis;
Eastern U. S. and New England: E. W. Blatchford Co.,
New York City; Pacific Coast: Morris F. Kirk & Son,
Inc., Los Angeles, Emeryville (Calif.); Portland, Seattle,
Phoenix, Salt Lake City.

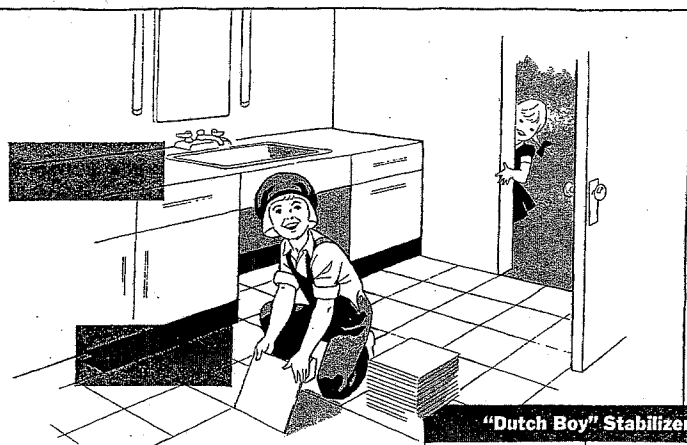
Blatchford Base
Magnesium or Standard Metal



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York

KL-3973—Inland Printer, June and December—Printing Magazine, September—American Pressman, May and November—American Boxmaker,
May and November—Boxboard Container, June and December—American Printer, December, 1954 ★
KL-3973A—Graphic Arts Monthly, May and November, 1954

0000-NLI-000016213



How "Dutch Boy" Normasal
preserves the beauty of
vinyl flooring products

Color is the keynote in modern flooring products... and the flooring industry has found "Dutch Boy" Normasal the key to good color, when making high grade asbestos-filled vinyl formulations.

With Normasal, color changes that come from impurities sometimes trapped in asbestos fillers, are prevented. Normasal is the only stabilizer the industry has found that controls this condition satisfactorily.

Along with Normasal, flooring makers frequently use "Dutch Boy" Tribase. It provides the high heat stability needed in processing vinyl compounds.

Detailed technical data on Normasal, Tribase and other "Dutch Boy" stabilizers are available. So write us if you would like more information on these stabilizers and their application.

"Dutch Boy" Stabilizers	
PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Di-basic Lead Phosphite)	Outstanding for heat and light in all opaque stocks, including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for clears
CALSTAR (Calcium Stearate)	Where non-toxicity and lubricity are required
LEADSTAR (Lead Stearate)	As lubricant and co-stabilizer

Dutch Boy
CHEMICALS

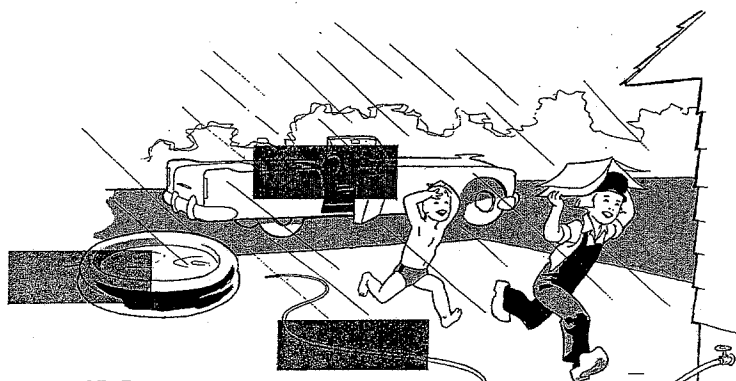


*Reg. U.S. Pat. Off.

NATIONAL LEAD COMPANY

111 Broadway • New York 6, N.Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal



Build up the weather resistance of your vinyl products

...stabilize with
"Dutch Boy" Dyphos

The sun and the rain can be an awful pain to makers of opaque vinyl products.

But not if they are stabilized with "Dutch Boy" Dyphos!

That's because Dyphos gives unequalled light stability. This builds up the weather resistance of your opaque vinyls, gives them excellent color retention, long-lasting flexibility.

Dyphos also imparts excellent heat stability. And this pays off, as you know, in processing.

So, whether you work with plastisols or organosols... whether your method is slush or conventional molding, extruding, calendaring, or coating... use "Dutch Boy" Dyphos.

For more information on Dyphos (or any of the other "Dutch Boy" stabilizers) just write. We will be glad to supply factual data and technical assistance.

"Dutch Boy" Stabilizers

PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Di-basic Lead Phosphite)	Outstanding for heat and light in all opaque stocks, including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for clears
CALSTAR (Calcium Stearate)	Where non-toxicity and lubricity are required
LEADSTAR (Lead Stearate)	As lubricant and co-stabilizer

Dutch Boy

CHEMICALS

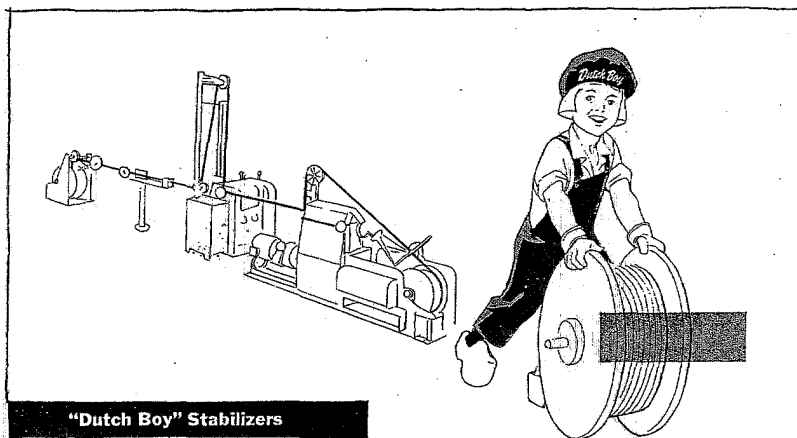
* Reg. U.S. Pat. Off.

NATIONAL LEAD COMPANY
171 Broadway • New York 6, N.Y.

CANADIAN TITANIUM PIGMENTS LIMITED

630 Dorchester Street, West • Montreal
Terminal Warehouse, Foot of York Street • Toronto

0000-NLL-000016215



"Dutch Boy" Stabilizers

PRODUCT	USE
TRIBASE (Tri-basic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE (Tri-basic Lead Sulphate)	Low volume cost insulation
DS-207 (Di-basic Lead Sulphate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Di-basic Lead Phosphite)	Outstanding for heat, light, weathering, in opaque stocks including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for cleers
CALSTAR (Calcium Stearate)	Where non-toxicity and lubricity are required
LEADSTAR (Lead Stearate)	As lubricant and co-stabilizer

Dutch Boy



*Reg. U. S. Pat. Off.

CHEMICALS

NATIONAL LEAD COMPANY

111 Broadway • New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

Give your vinyl
electrical insulations

good heat stability

Use "Dutch Boy" stabilizers

You have four "Dutch Boy" stabilizers to depend upon when you want to formulate vinyl electrical insulation compounds.

For standard vinyl insulations, depend on "Dutch Boy" Tribase and Tribase E. Both give exceptional heat-stability. Both eliminate gassing and other stabilizer breakdowns. Both are easily dispersed. Ordinarily, Tribase imparts the higher quality characteristics.

For high temperature vinyl insulations, depend on "Dutch Boy" Dythal. It disperses easily . . . gives you excellent heat-stability. Its low tinting strength makes bright colors possible. Its compounds are easy to extrude.

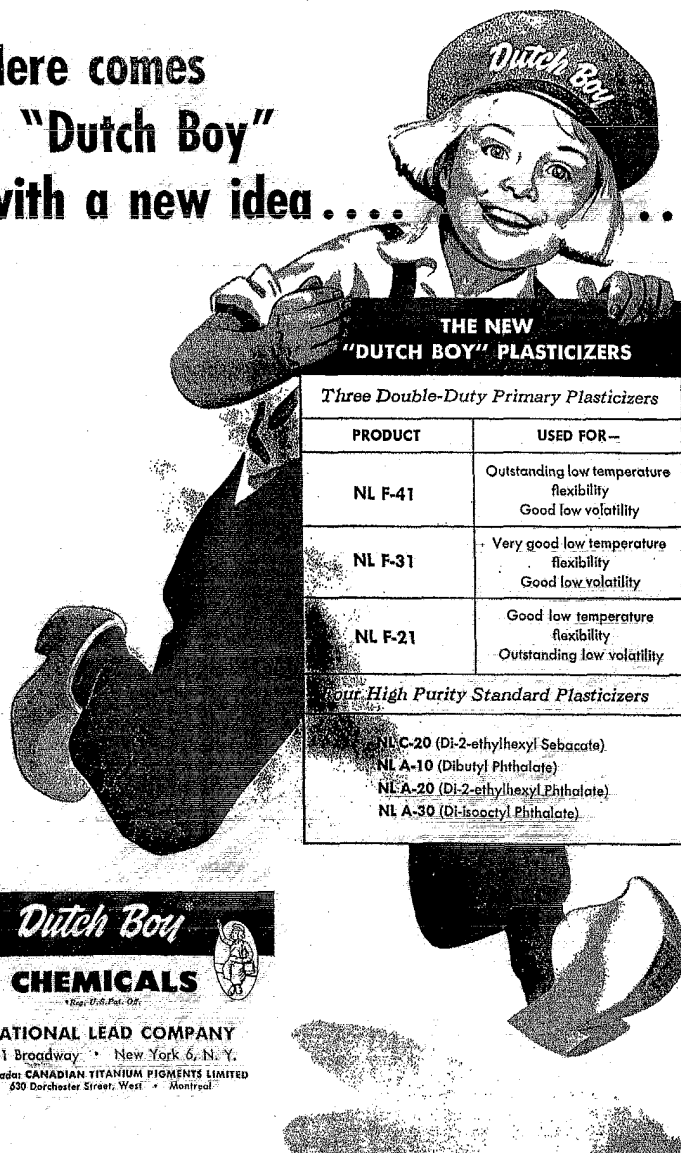
With a small amount of "Dutch Boy" DS-207 to help, the materials named above give you even better processing and stability characteristics.

And depend on National Lead's technical staff whenever a vinyl insulation stabilizing problem comes up. Write them today if you want more technical information on "Dutch Boy" Tribase, Tribase E, Dythal and DS-207.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-4377—Modern Plastics, June—Plastics World, April—Canadian Plastics, September, 1954 ★

0000-NLI-000016216

Here comes
the "Dutch Boy"
with a new idea



**THE NEW
"DUTCH BOY" PLASTICIZERS**

Three Double-Duty Primary Plasticizers

PRODUCT	USED FOR —
NL F-41	Outstanding low temperature flexibility Good low volatility
NL F-31	Very good low temperature flexibility Good low volatility
NL F-21	Good low temperature flexibility Outstanding low volatility

Four High Purity Standard Plasticizers

NL C-20 (Di-2-ethylhexyl Sebacate)
NL A-10 (Dibutyl Phthalate)
NL A-20 (Di-2-ethylhexyl Phthalate)
NL A-30 (Di-isooctyl Phthalate)

Dutch Boy

CHEMICALS

Reg. U.S. Pat. Off.

NATIONAL LEAD COMPANY

111 Broadway • New York 6, N. Y.

In Canada: **CANADIAN TITANIUM PIGMENTS LIMITED**
520 Dorchester Street, West • Montreal

double-duty plasticizers

FIRST to give you close control
of both low temperature flexibility
and low volatility at the same time

Look what the "Dutch Boy" is bringing you now!

Three unique new double-duty vinyl plasticizers . . . each factory pre-balanced to give you both low temperature flexibility and low volatility in a pre-determined ratio suitable to a wide range of vinyl end products:

"Dutch Boy" Plasticizer

NL F-41, to give vinyl chloride polymers and other resins outstanding low temperature flexibility balanced with good low volatility. It also imparts excellent hand and drape, good heat and light stability, low water extraction. Its high plasticizing and solvating efficiency simplifies processing.

"Dutch Boy" Plasticizer

NL F-31, a new primary plasticizer to give polyvinyl chloride formulations very good low temperature flexibility and good low volatility. NL F-31 is the only commercial plasticizer that gives you both properties at moderate cost—without compromising efficiency, processing characteristics or physical properties.

"Dutch Boy" Plasticizer

NL F-21 is unequalled for providing vinyl resins with outstanding low vola-

tility while maintaining good low temperature flexibility, stability and hand. When used at 20-50% of the plasticizer mix, it reduces volatilization losses during processing and increases product service life.

All three of the "Dutch Boy" double-duty Plasticizers give processors of vinyl film and sheeting, extruded products, plastisols and organosols the opportunity to formulate lower cost, easier-to-process vinyl products . . . without sacrifice of quality characteristics.

The "Dutch Boy" Plasticizer also includes:

Four exceptionally pure standard type plasticizers that will give excellent results in your present formulations. Together with the three "Dutch Boy" double-duty Plasticizers are made to conform to the sa-

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KC-4544—Modern Plastics, May—Plastics World, May—Canadian Plastics, May 15, 1954★

9000-NL-000016217



The boy with ideas...

You'll get ideas, too... once you see what "Dutch Boy" double-duty Plasticizers do for vinyls.

They're the "Dutch Boy's" newest idea... first primary plasticizers pre-balanced at the factory for control over both low temperature flexibility and low volatility at the same time. In vinyl film, sheeting, extrusions, plastisols and organosols, formulated to premium standards, they reduce cost.

Want outstanding low temperature flexibility plus good low volatility? "Dutch Boy" NL F-41 will give it to you. NL F-41 also imparts excellent hand and drape, good heat- and light-stability, low water extraction.

Want good low volatility while maintaining good low temperature flexibility? Use "Dutch Boy" NL F-21.

Want excellent low temperature flexibility balanced with good low

volatility at moderate cost? Try "Dutch Boy" NL F-31.

Besides the three double-duty plasticizers, National Lead also makes four exceptionally pure, standard-type plasticizers. All seven conform to the high standards of the name you know for quality... "Dutch Boy."

A leader in stabilizers, too.

Twelve "Dutch Boy" Stabilizers have found their place at the top in vinyl production... Normasol for vinyl flooring... Tribase & Tribase E

for electrical insulations... Plumb-O-Sil C for brightly colored translucent film... Dyphos for opaque, outdoor products... to name a few.

By teaming up these twelve "Dutch Boy" Stabilizers with the seven new "Dutch Boy" Plasticizers, you get a hard-to-beat group of chemicals. Write for detailed technical data... on your letterhead, please.



NATIONAL LEAD COMPANY
111 Broadway • New York 6, N. Y.

In Canada: **CANADIAN TITANIUM PIGMENTS LIMITED**
630 Dorchester Street, West • Montreal

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-4545—Modern Plastics, June—Plastics World, June—Canadian Plastics, September, 1954 ★

THE NEW "DUTCH BOY" PLASTICIZERS

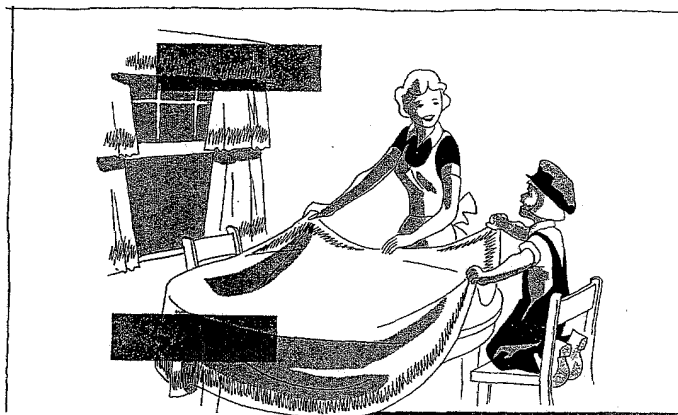
Three Double-Duty Primary Plasticizers

PRODUCT	USED FOR —
NL F-41	Outstanding low temperature flexibility Good low volatility
NL F-31	Excellent low temperature flexibility Good low volatility
NL F-21	Good low temperature flexibility Good low volatility

Four High-Purity Standard Plasticizers

NL C-20 (Di-2-ethylhexyl Sebacate)
NL A-10 (Dibutyl Phthalate)
NL A-20 (Di-2-ethylhexyl Phthalate)
NL A-30 (Di-isooctyl Phthalate)

0000-NLI-000016218



Why it pays to stabilize vinyl film and sheeting...

with "Dutch Boy"
Plumb-O-Sil C

There are three pay-offs for you, when you stabilize your vinyl film and sheeting compounds with "Dutch Boy" Plumb-O-Sil C.

First... you're sure of good clean color. With most dyes and pigments, Plumb-O-Sil C enables the compounder to obtain deep shades and vivid colors. Because it has no appreciable tinting strength, Plumb-O-Sil C does not affect color values.

Second... you're sure of highly translucent film stock. That's because Plumb-O-Sil C's refractive index closely approximates that of vinyl chloride resins.

Third... you're sure of two processing advantages. Heat stability is good... pre-dispersion is unnecessary.

For an extra pay-off...

Plasticize with one of the three great, new "Dutch Boy" double-duty Primary Plasticizers that combine both low temperature flexibility and low volatility. Or with one of the four new, high purity, standard "Dutch Boy" Plasticizers. They team up with "Dutch Boy" Stabilizers, help reduce cost and simplify processing of vinyls.

For more data on "Dutch Boy" Stabilizers and Plasticizers, for technical application help, just write.

"Dutch Boy" Stabilizers

PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYFPHOS (Di-basic Lead Phosphite)	Outstanding for heat, light, weathering, in opaque stocks including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for clears
CALSTAR (Calcium Stearate)	Where non-toxicity and lubricity are required
LEADSTAR (Lead Stearate)	As lubricant and co-stabilizer

Dutch Boy

CHEMICALS

*Reg. U.S. Pat. Off.

NATIONAL LEAD COMPANY

111 Broadway • New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
430 Dorchester Street, West • Montreal



Molding goes fast when you use National Lead solders.

Why you can race body jobs through fast ... with National Lead solders



You get faster tinning...faster filling! That's why!

Faster tinning because, with National Lead "tinnings" you're free to tin the way that's quickest for you... with "Dutch Boy"* Wire Solder, if that's how you like to do it... with "Dutch Boy"

Tinning Compound, if you want to short-cut surface preparation... with "Nalco"* Solder Paint, if you prefer a paint-type "tinner." All three tin bright and smooth, go on fast and easy. All three can be used for other jobs around the shop.

Faster filling because National Lead body solders melt promptly, smoothly. Their plastic range assures easy paddling. They grind off clean... finish perfectly. They're faster all around. And the tin content is always up to par in both "Dutch Boy" and "Nalco" Body Solders.

So, if you want to move dent jobs through faster and boost your profits, call your jobber, today, for National Lead "tinnings" and solders.



*Reg. U.S. Pat. Off.



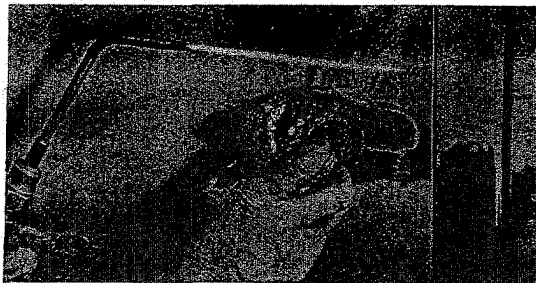
"Tinnings" and Solders

with a **NATIONAL reputation**
LEAD COMPANY

111 Broadway, New York 6, N. Y. • Offices and plants in principal cities.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-3962—Motor, February—Motor Age, January, 1954 ★

0000-NLI-000016220



Tinning is fast and easy when you use National Lead "tinnings."

You can roll dent jobs right through ...with National Lead Solders



National gives you a free-wheeling group of high-speed "tinnings" and "fillers" to choose from:

Three fast "tinnings"! And all three go on bright and smooth and easy. Use "Dutch Boy"® Wire Solder, if that works fastest for you. Or, use "Dutch Boy"® Tinning Compound to save time in surface preparation. Or, use "Nalco"® Solder Paint for extra speed in application. And use any one of the three to speed odd jobs around the shop.

Two fast "fillers"! Choose either "Dutch Boy" or "Nalco" body solders. Both give you high speed filling. They melt smoothly, promptly... have plastic ranges that permit easy paddling. They grind off clean, finish perfectly. Whatever tin content you prefer, you can get it in either line, "Dutch Boy" or "Nalco."

So if you want to roll up profits by moving body jobs through in a hurry, call your jobber today. Tell him you want National Lead "tinnings" and solders.



*Reg. U. S. Pat. Off.



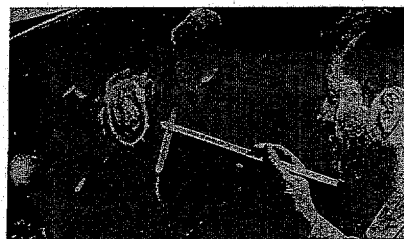
"Tinnings" and Solders

with a **NATIONAL reputation**
LEAD COMPANY

111 Broadway, New York 6, N. Y. • Offices and plants in principal cities.

KL-3963—Motor, April and October—Motor Age, March and September, 1954 ★

0000-NLI-000016221



National Lead Solders melt promptly — don't sag or run.

Push your body jobs through fast

...with National Lead Solders

You get an extra "push" behind body job profits, with National Lead tinnings and fillers.

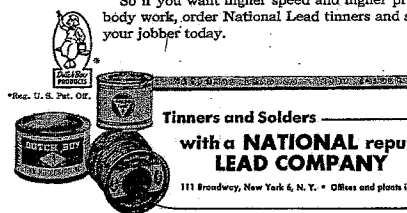


More speed, easier work in tinning because National Lead supplies the tinnings that work best in your particular set-up: "Dutch Boy"® Wire Solder if you prefer it... "Dutch Boy" Tinning Compound

to short-cut surface preparation... "Nalco"® Solder Paint for extra fast application. Take your pick. All three go on fast and easy, tin bright and smooth. All three are useful in other jobs around the shop.

More speed, easier work in filling because National Lead supplies body solders in all grades... solders that melt fast, work smoothly and paddle like putty. They sand and grind clean without pitting or shredding. Whatever tin content you prefer, the "Dutch Boy" and "Nalco" lines have it.

So if you want higher speed and higher profits in your body work, order National Lead tinnings and solders from your jobber today.



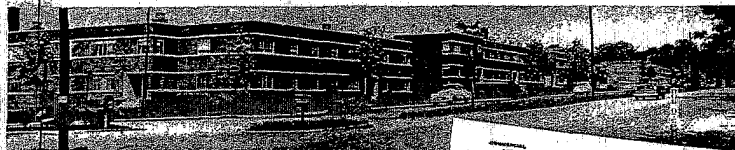
Tinnings and Solders
with a **NATIONAL** reputation
LEAD COMPANY

111 Broadway, New York 6, N. Y. • Offices and plants in principal cities.

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KL-3964—Motor Age, May and November—Motor, June and December, 1954 ★

0000-NLI-000016222

Hoosier painter goes for Dutch Boy® all the way... for this 3500-gallon interior paint project



Mr. J. E. Thompson's letter tells you why...

J. E. THOMPSON
PAINTING & DECORATING
1400 GOSHAWK AVENUE
INDIANAPOLIS, INDIANA

There is No Substitute for Quality
Indianapolis, Indiana
April 29, 1953

Mr. G. H. Norman
National Lead Company
555 Freeman Avenue
Cincinnati 3, Ohio

Dear Cliff:

I have been using "Dutch Boy" Color Gallery material, both Flat and Satin Finish, since March 1952. Its hiding power is far greater than any material that I have previously used. The colors are closer to mine. I have also found that the sealing qualities are much greater than any wall paint which I've used in the past.

In most cases, we have been able to get a finished result over any type of painted surface with just one coat of Color Gallery. Since last March, we have used 2,000 gallons of Flat and Satin Finish. When we have completed this job we will have used about 3,500 gallons. The charts you prepared of our standard Color Gallery Paints have been very helpful.

I have used more than 500 gallons of Color Gallery on other jobs besides Meadowbrook, including business offices, dinner clubs, school houses, staff doctors' homes at Central State Hospital, and many small jobs.

Why I tell that after a year this material has not lifted or peeled over water-damaged paints ... which is very unusual, is appreciated.

Very truly yours,
J. E. THOMPSON

Huge as it is, the 647-apartment Meadowbrook repainting project didn't faze Indianapolis Painting Contractor, Mr. J. E. Thompson, a bit.

One reason for that is the new "Dutch Boy" Color Gallery. As simple a color system as has ever been devised, it makes color planning easy and quick for painters—no matter how many different tenants or apartments are involved.

Another reason is new "Dutch Boy" Flat Wall Enamel. And its Satin Finish companion! As Mr. Thompson himself writes about these revolutionary, new alkyd resin paints, their "hiding ... sealing qualities are much greater than



any wall paint which I've used in the past. In most cases, we have been able to get a finished result over any type of painted surface with one coat."

More than 100 smart decorator colors in the new "Dutch Boy" Color Gallery...and there's a Pocket Edition that enables you to take these colors right to your customer's home. Just turn any chip over, and you have the harmonizing hues for each color.

Get your nearest "Dutch Boy" dealer to show you how easy color planning is with the new Color Gallery ... and what a useful sales tool the Pocket Edition can be for you.

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 3; Pittsburgh 23; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Reg. U.S. Pat. Off.



Painting Contractor Peter J. Connolly, right.
"Dutch Boy" Representative David Hicks, left.

Dutch Boy* Gets an "A" on school decorating job from Bay State Painter

Mr. Peter J. Connolly's letter
tells you why →

School boards are finicky.

But Painting Contractor Peter J. Connolly of Waltham, Mass., knows how to please 'em... the new "Dutch Boy" team: Color Gallery and Flat Wall Enamel.

From him, this revolutionary, new alkylid resin paint gets an "A." For looks! Ease of application! Covering "the most stubborn surfaces... with one coat, leaving no brushmarks!"

And here's why he's sold on the new "Dutch Boy" Color Gallery. "... its large choice of wanted colors and its suggestions on the back of each color chip make harmonizing of colors very simple."

With its three wonderful finishes (flat, satin, and high lustre), "Dutch

Boy" Color Gallery can make your job... both color planning and painting... lots easier. Get your "Dutch Boy" dealer to show you how. Also ask him about the handy Pocket Edition of the "Dutch Boy" Color Gallery—painters everywhere find it a wonderful sales tool.

National Lead Company—New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.). *Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-4392—National Painters' Magazine, April & November, 1954 ★

TEL. WALTHAM 5-3162

PETER J. CONNOLLY
PAINTING & PAPER-HANGING
INTERIOR & EXTERIOR DECORATING

February 16, 1954

Mr. Gordon F. Frey
Trade Sales Manager
National Lead Company
800 Albany Street
Boston 6, Massachusetts

Dear Gordon:

I believe the painting contractor who expects to be successful these days must offer more than surface production. He must be a specialist on color, knowing which colors harmonize, give best light reflection and which have less eye fatigue.

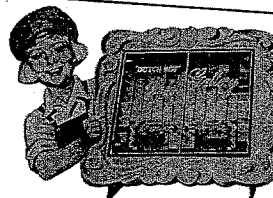
That's why I'm sold on your Dutch Boy Color Gallery. It has been of great value to me with its large choice of wanted colors and its suggestions on the back of each color chip make harmonizing of colors very simple.

Your new Dutch Boy Flat Wall Enamel covers the most stubborn surfaces for me with one coat, leaving no brushmarks. Because of the ease with which this paint brushes, my men have saved me many hours of labor.

May I again thank you and your organization for your cooperation.

Sincerely,

Peter Connolly



Wide choice of wanted colors in the new "Dutch Boy" Color Gallery. More than 100! And you can get a special Pocket Edition for use in your customer's home. Just turn any chip over, and you have the harmonizing hues for each color.

0000-NLI-000016224

From the "Show Me" State —a letter that will show you why the new Dutch Boy*

Interior Finishes are great news
for painters!



DAN B. SAVAGE & SONS

INSURED PAINTING CONTRACTORS
OUTDOOR ADVERTISING
SINCE 1908

400 East Main Street — Telephone
SPRINGFIELD, MISSOURI

January 26, 1954

Mr. Harry E. Bodine
National Lead Company
722 Chestnut Street
St. Louis, Missouri

Dear Harry:

I think you will be interested in learning the results we are obtaining using Dutch Boy Color Gallery materials.

In 1949, we received a contract for painting and decorating a large rental housing project in Springfield, Missouri. The painting specifications called for materials other than Dutch Boy to be used. The painting maintenance and redecorating became quite an item as we were not getting satisfactory results.

Floyd Flood, your special trade representative, in the paint field, so, upon Mr. Flood's recommendation, we switched over to Dutch Boy Alkyd Flat Wall and Satin Finish Emulsion. Their ease of application, spread, hiding power and durability convinced us that these Dutch Boy products are the most economical and satisfactory materials for any painting contractor to use.

The National Lead Company is certainly to be congratulated on perfecting these paint materials.

Very truly yours,

Dan B. Savage, Sr.
DAN SAVAGE, SR.

DBS:elb

Great news for painters — the new "Dutch Boy" Color Gallery! And its wonderful new alkyd resin finishes!

As the news gets 'round — from state after state—you can tell "Dutch Boy" has scooped them all on interior paints. Just as he's done for years on exterior paints.

Look at the letter from Missouri Painting Contractor Dan B. Savage. Read what he says about the "ease of application, spread, hiding power and durability" of these revolutionary "Dutch Boy" finishes.

Or take a Hoosier's word. Indiana Painter J. E. Thompson writes, "their hiding-sealing qualities are much greater than any wall paint which I've used in the past."

Or go East for a Bay State (Massachusetts) verdict on the Color Gallery by Painting Contractor Peter J. Connolly. "Its large choice of wanted colors and its suggestions on the back of each color chip make harmonizing of colors very simple."

That's the verdict — from the field. Now judge the Color Gallery and these amazing new finishes (flat, satin, high lustre) for yourself. At your "Dutch Boy" dealer. And be sure to see the Pocket Edition of the Gallery.

More than 100

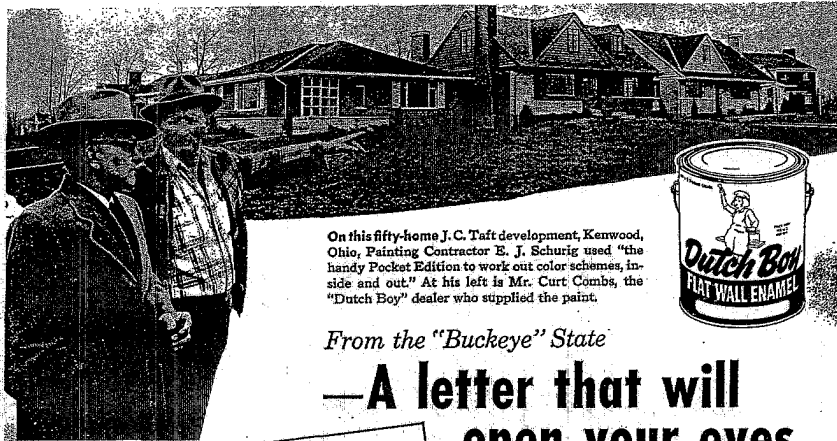
smart decorator colors in the new "Dutch Boy" Color Gallery...and there's a Pocket Edition that enables you to take these colors right to your customer's home. Just turn any chip over, and you have the harmonizing hues for each color.



NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 15; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.) *Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-4393—National Painter Magazine, May, 1954★
KD-4393A—American Painter & Decorator, May, 1954

0000-NLI-000016225

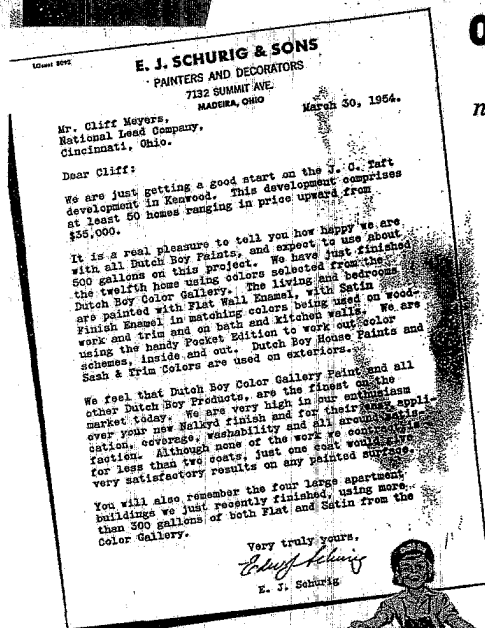


On this fifty-home J. C. Taft development, Kenwood, Ohio, Painting Contractor E. J. Schurig used "the handy Pocket Edition to work out color schemes, inside and out." At his left is Mr. Curt Combs, the "Dutch Boy" dealer who supplied the paint.

From the "Buckeye" State

A letter that will open your eyes

to the wonderful job
new Dutch Boy* Interior Finishes
are doing for painters



What's the word from painting contractors?

What are they saying about the new "Dutch Boy" Color Gallery? . . . and the revolutionary, new "Dutch Boy" alkyd resin finishes?

Here's what Painting Contractor Edward J. Schurig says in his letter from the "Buckeye" State, Ohio. At left!

"We are very high in our enthusiasm over your new Alkyd finishes for their easy application, coverage, washability and all around satisfaction."

And from Painting Contractor Dan B. Savage of the "Show Me" State, Missouri:

"Their ease of application, spread, hiding power and durability convinced us that these Dutch Boy products are the most economical and satisfactory materials for any painting contractor to use."

In the "Buckeye" State, in the "Show Me" State, in other states across the nation, the new Color Gallery and new "Dutch Boy" alkyd resin finishes (flat, satin, high lustre) are proving to be real eye-openers to painters.

Give your "Dutch Boy" dealer half a chance, and he'll open your eyes to their advantages, too. And to the great usefulness of the Pocket Edition of the Color Gallery.

National Lead Company: New York 6; Atlanta; Buffalo 3; Chicago 30; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

*Reg. U. S. Pat. Off.



Makes color planning easy
for you and your customers

More than 100 smart decorator colors in the new "Dutch Boy" Color Gallery. And there is a special Pocket Edition that enables you to take these colors right into your customer's home. Turn any chip over, and you have the harmonizing hues for each color right at your fingertips.



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-4394—National Painters Magazine, June, 1954 ★

0000-NLI-000016226

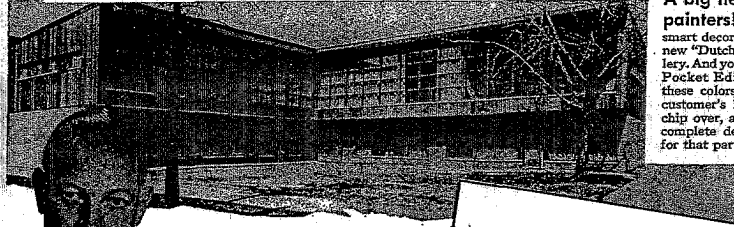
New Dutch Boy* Color Gallery helps Michigan painter

do highly professional job
on Detroit professional building



A big help to

painters! More than 100 smart decorator colors in the new "Dutch Boy" Color Gallery. And you can get a special Pocket Edition that takes these colors right into your customer's home. Turn any chip over, and you have the complete decorating scheme for that particular color.



A "Dutch Boy" Color Gallery job throughout. Done by Painting Contractor William H. Ovink, Birmingham, Michigan.

Mr. William H. Ovink

Is it hard to satisfy discriminating customers?

Not if you use the new "Dutch Boy" Color Gallery and the wonderful, new alkyd resin finishes that go with it, Michigan Painting Contractor William H. Ovink suggests.

In ease of application, spread, hiding power, durability, these new "Dutch Boy" Enamels are tops.

"In addition," Mr. Ovink points out, "... I find it an advantage to have such a wide selection of colors for it has enabled me to satisfy my most discriminating customers."

Customers like Mr. Paul H. Johnson!

He's the designer and owner of the professional building on which Mr. Ovink did such a professional job with new "Dutch Boy" alkyd resin finishes.

"They provided my tenants," Mr. Johnson writes National Lead Company, "with a fine choice of colors as well as a finish that would withstand the wear to which it is subjected in public buildings."



Mr. Paul H. Johnson

See the new Color Gallery at your "Dutch Boy" dealer. Three beautiful finishes — flat, satin, high lustre. And, while you're at it, be sure to see the Pocket Edition of the Color Gallery, too!

National Lead Company — New York 6; Atlanta; Buffalo 3; Chicago 80; Cleveland 13; Cincinnati 3; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).



*Reg. U. S. Pat. Off.

KD-4395—National Painters Magazine, September, 1954 ★

KD-4395A—American Painter and Decorator, September, 1954

0000-NLI-000016227

Custom colors for nearly 900 homes!

"Without the Dutch Boy* Color Gallery it would have been a 'painter's nightmare'"



CLYDE OVARO

PAINTING CONTRACTOR
1811 E. BEARFORD
STOCKTON, CALIFORNIA

April 20, 1954

Mr. C. S. Danner
821 S. Weber Street
Stockton, California

Dear Mr. Danner:

Several years ago, we made extensive tests to select paints for a new tract of homes being built near Stockton by the Golden Gate Construction Co. The quality of the homes demanded quality paint, but it was necessary, at the same time, to keep painting costs reasonable and competitive. "Dutch Boy" Paints which you furnished for this work have been used ever since with great success on a total of 3200 homes.

I understand we were among the first to agree to use the "Dutch Boy" Color Gallery (including your excellent alkyl-type Flat Wall Enamel) to nearly 900 homes in this same program. Golden Gate Construction Co. has taken unusual advantage of this by offering prospective buyers a chance to select their own colors for every room right from the Color Gallery.

Without the "Dutch Boy" Color Gallery it would have been a "painter's nightmare" to prepare custom colors for all these homes—but we've found the Gallery lets us produce any desired color in any finish without delay. Frankly, we would hate to be without it.

Sincerely yours,
Clyde Ovard
Clyde Ovard

Wide choice of wanted colors

in the new "Dutch Boy" Color Gallery. More than 100! And you can get a special Pocket Edition for use in your customer's home. Just turn any chip over, and you have the harmonizing hues for each color.



...Mr. Clyde Ovard, "Golden State" Painting Contractor

No "painter's nightmare" for Painting Contractor Clyde Ovard of Stockton, California.

Not even when he had to prepare custom colors for every room in nearly 900 Golden Gate Construction Co. homes!

He just let his customers "select their own colors for every room right from the Color Gallery."

And what paint did he use?

"Dutch Boy" of course—including Flat Wall Enamel, a revolutionary alkyl resin finish that has painting contractors all over the country talking it up.

Says Hoosier Painter J. E. Thompson

"Hiding...sealing qualities are much greater than any wall paint which I've used in the past."

Says Missouri Painter Dan B. Savage

"Ease of application, spread, hiding power and durability convinced us..."

See the Color Gallery — and these wonderful, new alkyl resin finishes (flat, satin, high luster) — at your "Dutch Boy" dealer. See the Pocket Edition of the Gallery, too — it's mighty handy for helping customers make up their minds.

NATIONAL LEAD COMPANY — New York 6;
Atlanta; Buffalo 3; Chicago 80; Cincinnati;
Cleveland 13; Dallas 2; Philadelphia 25; Phila-
delphia 12; St. Louis 1; San Francisco 10; Boston
(National Lead Co. of Mass.). *Reg. U. S. Pat. & Tm. Off.

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KD-4396—National Painter's Magazine, October, 1954
KD-4396A—American Painter & Decorator, October, 1954 ★

0000-NLI-000016228



At Oak Ridge, portable tunnels with 3 inch lead walls are used to shield radioactive samples drawn from the uranium-graphite chain reactor. (Union Carbide & Carbon photo.)

WHY **Oak Ridge** USES LEAD FOR LOCAL SHIELDING

At Oak Ridge National Laboratory and other atomic energy installations much of the responsibility for local protection against radiation is placed squarely on lead.

There are four reasons lead has unique value as a local shielding material.

Density is the first of those reasons. At 20° C., lead's density is 11.35, as against 6 to 9 for ferrous metals. For a given level of shielding, lead nearly always proves the *lightest* and least bulky material... and that with the most practical balance between ray-stopping power and cost.

The second reason is lead's behavior under radioactive bombardment. It absorbs rays without itself becoming radioactive. Hence lead does not "deteriorate" under repeated attack.

Like most materials, however, lead can be contaminated when radioactive chemicals form salts on its surface. But with lead (and this is the third reason) the radioactive re-

action products either break down rapidly or may be easily removed with common solvents. Quick re-use of equipment... often within minutes... is nearly always possible.

The last reason is that no metal is easier to work than lead... a fact with obvious cost and fabrication implications.

No question about it, you can depend on lead for local shielding.

And you can depend on National Lead whenever you want to make the most of lead's ray-stopping power. National Lead is experienced in designing and fabricating radiation barriers... and at National Lead plants and warehouses, adequate supplies of lead in all required grades and stock forms are available.

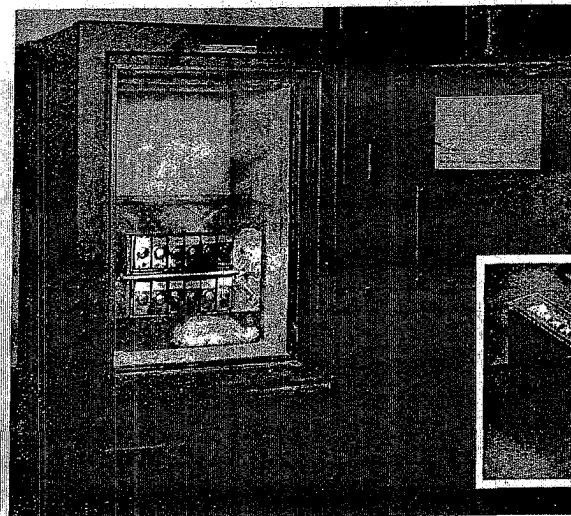
© National Lead Company

New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Limited).

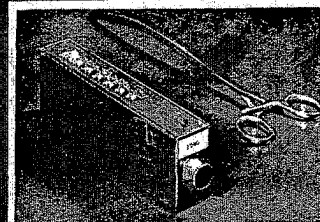


This advertisement prepared by MAESCHALK and PRATT Company, Inc., New York
KL-3125 Economics, March & August, 1954 ★

0000-NLI-000016229



A specially designed lead storage cabinet for large amounts of radium used at the Grace-New Haven Community Hospital. The cabinet houses 12 lead-filled drawers with counter-sunk holes for needles, tubes and cilia. Lead thickness: 2 inches in all directions of the cabinet and 2.5 inches in the front part of the drawer. Insert: One of the lead-filled drawers. Note the 6 counter-sunk holes for storage of radium tubes.



Why GRACE-NEW HAVEN COMMUNITY HOSPITAL uses

Lead to shield Radioactive Isotopes and radium

Grace-New Haven Community Hospital is justly famous institution.

It's a leader in the use of radiation to combat disease and for research.

At Grace-New Haven, lead is used for local shielding and for storage of radioactive materials ... for several good reasons.

A combination of three prime factors—density, cost and workability—accounts for the virtual standard use of lead for radiation barriers in work with x-rays, radium and radioisotopes.

Lead, with a specific gravity of 11.35, is the densest of any commonly available material. Where shielding space is limited, lead is almost always specified.

Lead, classed as a common metal, costs less per unit of weight than metals in the "precious" category, which may have about the same shielding capacity under identical conditions.

Lead, a ductile metal, is easily formed into practically any shape dictated by environment for specific shielding purposes. With simple tools the metal may be cut, bent, machined, drilled or otherwise worked to shape it for the job in hand.

National Lead Company, a principal supplier of lead products to many industries, offers its research, production and distribution facilities to the rapidly expanding nucleonics industry.

If you have need of lead shielding in any form—slab, sheet, brick, containers, etc., and produced by any method—rolling, extrusion, molding, die casting or machining—contact the nearest National Lead office listed below. A leaflet on "Lead Shielding" will be sent on request.

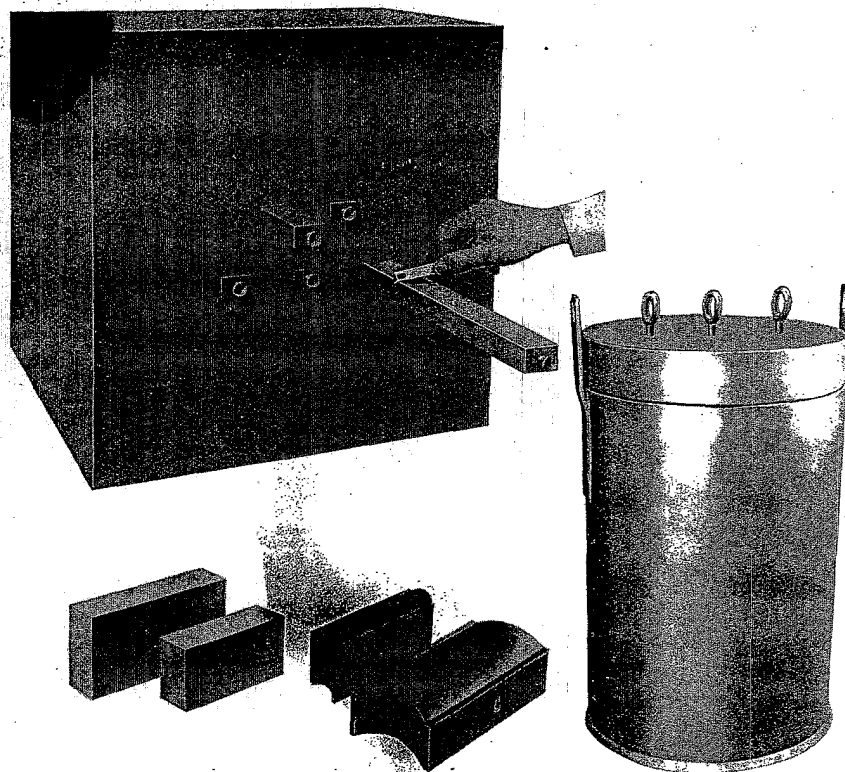
National Lead Company



New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Limited).

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-4525—Nucleonics, July and October, 1954 ★

0000-NLI-000016230



Lead Shielding . . . to meet your needs

Where lead shielding is indicated, on account of space limitations, the need for an easily "worked" material, or for reasons of economy, we would like to figure on your requirements. As "workers in lead" for many years, as a principal producer and marketer of all types of lead goods, National Lead Company is in excellent position to supply lead shielding that will meet your specifications.

Stock Shielding

We can usually "fill from stock," or furnish on short notice at all of our Branches around the country, orders for lead brick, slabs, sheet, sleeving and other standard extruded, rolled, milled or cast forms.

Custom Shielding

Where "made-to-measure" shielding is needed (like the above CO-60 safe and cask, for example) we will be glad to quote on receipt of your drawings and specifications. A sales engineer will call if an on-the-job discussion is required.

A leaflet on "Lead Shielding" will be mailed to you if you ask for it. Please address nearest Branch.

National Lead Company

 New York 6; Atlanta; Baltimore 3; Buffalo (Depew P.O.); Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Ltd.).

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-5121—Nucleonics, October, 1954 ★

0000-NLI-000016231



Lead brick

for adaptable, versatile,

"build-it-yourself"

shielding

For radiation barriers of many types, lead brick is the ideal material. While brick can be, and frequently is, used for the construction of permanent shields, this handy form of lead finds its greatest usefulness in the erection of temporary barriers.

Lead brick of our manufacture stacks solidly. Clean, smooth contour and surface and maximum internal density are assured because the brick is produced by an extrusion process. Faces meet and match closely, no mortar or "binder" necessary.

Several shapes and sizes of lead brick are available, from the small 2" x 3" x 6" flat face to the large 2" x 6" x 8" curved

face. We have the dies and equipment to produce almost anything you want in "brick shapes."

Where special shielding is required for the shipping, storage and manipulation of "hot" materials, we will be glad to furnish quotations. Tell us what you have in mind and send prints or sketches.

For a copy of our leaflet on "Lead Shielding" please address our nearest Branch.

National Lead Company

 New York 6; Atlanta; Baltimore 3; Buffalo (Depew P. O.); Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Ltd.).

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-5082—Nucleonics, November, 1954 ★

0000-NLI-000016222

"Dutch Boy" Stabilizers for Vinyl Plastics



PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SILA (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Di-basic Lead Phosphite)	Outstanding for heat and light in all opaque stocks, including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for clears
CALSTAR (Calcium Stearate)	Where non-toxicity and lubricity are required
LEADSTAR (Lead Stearate)	As lubricant and co-stabilizer

For full data or technical assistance, write:



NATIONAL LEAD COMPANY *Reg. U. S. Pat. Off.
111 Broadway, New York 6, N. Y.
In Canada: **CANADIAN TITANIUM PIGMENTS LIMITED**
630 Derchester Street, West • Montreal

This advertisement prepared by
MARSHALK and PRATT Company, Inc., New York
KC-4682—Oil, Paint & Drug Reporter, July, 1954 ★

0000-NLI-000016233



"Putting the finger on" a paint's ability to be self-cleaning, yet preserve film integrity. National Lead's Sayville Test Station, Sayville, L.I.

At your finger-tips...proof

that Dutch Boy® "45X"
Basic Silicate
White Lead

has what it takes to make foolproof exterior paints



"Lead" is a wonder worker.

And the type of "lead" that works wonders in exterior paints most economically is "Dutch Boy" Basic Silicate White Lead "45X."

The experience of many leading paint makers proves this. So do tests at National Lead's Sayville Exposure Station, where many different pigments have been exposed for years.

One of these tests "puts the finger on" a paint's ability to be self-cleaning, yet preserve film integrity. This places right at your finger-tips proof that "Dutch Boy" Basic Silicate White Lead "45X" gives you the

precise control or balance needed in white House Paints.

"45X" does more than that for exterior paints — much more, other Sayville tests show.

In tinted House Paints, it increases film durability and resistance to color changes.

In Primers, "45X" contributes greater adhesion, plus the water resistance to maintain the paint film's adhesive bond.

In Porch and Floor Enamels, it plasticizes the film, increases abra-

sion resistance, improves adhesion.

In addition to its adaptability, "45X" is "lead" in its most economical form. You actually use fewer pounds than with other white lead types. That's because the reactive portion of each "45X" pigment particle is concentrated at the surface and, thus, proportionately larger amounts of "lead" are made available.

Cut complaints on your exterior paints. Use economical "Dutch Boy" Basic Silicate White Lead "45X."

National Lead Company: New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.). In Canada: Canadian Titanium Pigments Ltd., 630 Dorchester Street, W., Montreal.

*Reg. U. S. Pat. Off.



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KP-4733—Oil, Paint & Drug Reporter, May 10—Paint, Oil & Chemical Review, May 6—Paint & Varnish Production, May, 1954
KP-4733A—Official Digest, May, 1954 *

0000-NLI-000016234

BENTONE* GELLING AGENTS IN MODERN PAINT FORMULATIONS

...One of a series of condensations
from laboratory reports detailing uses of BENTONES 18-C and 34

New Bentone...18-C... Gels Many High Polarity Organic Liquids

Dutch Boy Bentone 18-C is a new gelling agent for organic liquids of high polarity. It has proved useful in gelling solvent systems of the type used in cellulosic lacquers, vinyl solutions and dispersions, paint and varnish removers, epoxy resin coatings, adhesives and industrial paints.

A unique expanded gel-lattice structure is obtained when *Dutch Boy Bentone 18-C* is used in such solvent systems. It gives them stable and predictable thixotropic bodying action, excellent pigment suspension and controllable penetration characteristics. The configuration also provides reinforcing characteristics which contribute to the dry strength of resinous protective coatings and it improves the moisture resistance of the dried film.

DUTCH BOY BENTONE 34 Improves Exterior Primers

Exterior primers gelled with *Dutch Boy Bentone 34* show higher apparent viscosity levels. Pigment suspension and brushability are good. The film formed is strong, continuous, and an excellent top coat base.

BENTONE 34 Insures Better Color Control

In formulating top coats or sash and trim paints, better color control is obtained by using *Dutch Boy Bentone 34*. It prevents undue penetration and flooding. It also provides a controllable increase in viscosity, eliminates sagging, and improves brushability.

In top coat formulations *Bentone 34* acts to reinforce the film without impairing other desirable characteristics. In sash and trim paints, it helps develop uniform gloss characteristics.

Now Ready...

New BENTONE 18-C Brochure

Information on the special properties and applications of *Dutch Boy Bentone 18-C* is given in a new brochure. A free copy will be sent promptly, if you write. And ask for the *Dutch Boy Bentone 34* Handbook if you have not yet received your copy.



*"Dutch Boy" and "Bentone" are registered trademarks of National Lead Company.

NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

KC-4381—Paint & Varnish Production, February, 1954 *

KC-4381A—American Paint Journal, February 15—Official Digest, February, 1954

0000-NLI-000016235

BENTONE* GELLING AGENTS IN MODERN PAINT FORMULATIONS

...one of a series of condensations
from laboratory reports detailing uses of BENTONES 18-C and 34

NEW GELLANT... BENTONE 18-C... *gives ideal blend of properties in flat lacquers*

Recent development of National Lead chemical research is *DUTCH BOY BENTONE 18-C*... a new gellant that develops a unique expanded gel-lattice structure in high polarity solvent systems.

In flat lacquer formulations, for example, it allows the use of pigment blends which combine good suspension of flattening pigments with the

exact degree of flatness desired. In this application, *BENTONE 18-C* provides 3-way action. It (1) efficiently gels the highly polar solvent mixtures (alcohols, esters, ketones) used in lacquer formulations; (2) effectively prevents hard setting of flattening pigments; (3) contributes mild flattening action in its own right.

Other high polarity solvent systems benefited by *DUTCH BOY BENTONE 18-C* include vinyl solutions and dispersions, paint and varnish removers, epoxy resin coatings, adhesives and industrial paints.

BENTONE 34 Steps Up Quality In Interior Enamels

Formulators report five improvements in quality of interior enamels made with *BENTONE 34*... thixotropic viscosity, good brushability, good color uniformity, freedom from sag. They also get unimpaired gloss at concentrations up to 4 lbs./100 gals. Using higher concentrations of *BENTONE 34*, they get desirable satin-like effects.

Faster Stipple Effects

When stipple paints are bodied with *DUTCH BOY BENTONE 34*, stipple effects, free of irregularities, may be produced without waiting periods. *BENTONE 34* also controls sag or run effectively without impairing workability.

For Prospective BENTONE Users...

A brochure giving properties and application information on *DUTCH BOY BENTONE 18-C* is now ready. If you do not have this brochure (or the 84-page *DUTCH BOY BENTONE 34* Handbook) write today.

BENTONE 34 Controls Penetration In Interior Flats

Both conventional and low solids type interior flats are given excellent penetration control by *BENTONE 34*. In conventional flats, this property is combined with excellent flooding control to insure color uniformity. In low solids flats, *BENTONE 34* provides better pigment suspension properties. Both types show improved brushability and sag characteristics.



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NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.
In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KC-4382—Paint & Varnish Production, April, 1954 ★

0000-NLI-000016236

BENTONE* GELLING AGENTS IN MODERN PAINT FORMULATIONS

...one of a series of condensations
from laboratory reports detailing uses of BENTONES 18-C and 34

NEW DUTCH BOY BENTONE 18-C IMPROVES BOTH EPOXY RESIN PRIMERS AND TOP COATS

BENTONE 18-C is a new DUTCH BOY gellant for liquid mixtures containing high proportions of polar constituents... such as epoxy resin coating solvents, for example.

Thus BENTONE 18-C imparts useful properties to industrial paints based on epoxy resin vehicles. It gives both the baked and the air-dried anti-corrosive primers and white topcoats improved film integrity and brushability.

BENTONE 18-C insures good brushing properties and freedom from hard pigment settling. It also gives anti-corrosive primers desirable increases in water resistance. In white epoxy resin topcoats, film thickness and sag properties may be controlled by varying usage of BENTONE 18-C.

BENTONE 34 Boosts The Durability of Asphalt Paints

Because it reinforces Asphalt Paint films, BENTONE 34 minimizes softening due to heat — embrittlement due to cold. It also overcomes sag tendencies — no adverse effects on solvent release and drying time.

Gets an "A" in Settling Test

By using BENTONE 34, a manufacturer of a light metal alloy primer was able to meet the severe settling test imposed by military specification. The test, involving dilution with two and one-half volumes of toluene, is most difficult to meet in regular production.

Gives Excellent Pigment Suspension To Metal Protective Paints

Noted for contributing excellent pigment suspension to metal protective paints, BENTONE 34 also imparts improved moisture resistance and water repellency. Improves working properties, too — no adverse action on adhesion, no impairment to drying.

HOW TO FIND OUT MORE ABOUT DUTCH BOY BENTONES...

Write for new brochure, "DUTCH BOY BENTONE 18-C." It gives properties, application, incorporation suggestions. And, if you do not yet have a copy, send for the 84-page "BENTONE Handbook." It covers in detail theory of BENTONE action, use factors, general formulations with reference to BENTONE 34.



*"Dutch Boy" and "Bentone" are registered trademarks of National Lead Company.

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KC-4383—Paint & Varnish Production, June, 1954 ★

0000-NLI-000016237

BENTONE* GELLING AGENTS IN MODERN PAINT FORMULATIONS

...one of a series of condensations from laboratory reports detailing uses of BENTONES 18-C and 34

NEW DUTCH BOY BENTONE 18-C BOOSTS APPARENT VISCOSITIES OF VINYL FINISHES

HOW DUTCH BOY BENTONE 34 IMPROVES CLEAR FINISHES

DUTCH BOY BENTONE 34 decreases sagging and running in clear finishes. When properly dispersed, it does not appreciably reduce gloss or clarity. By preventing hard settling and maintaining thorough, even dispersion of flattening agents, it promotes good uniformity.

Rubber-Base Paints Proved More Durable with BENTONE 34

In a recent 8-month test, severe alligatoring and checking developed in a styrene-butadiene paint ...but not in the same paint with 6 lbs./100 of BENTONE 34 added. Besides improving film durability in this and chlorinated rubber paints, BENTONE 34 aids brushing, controls penetration, reduces sag.

GIVES BODY TO TRAFFIC PAINTS WITHOUT INCREASING SET TIME

Bodying traffic and zone marking paints with BENTONE 34 does not retard solvent release. Paints set within minutes. With glass bead reflector types, hard packing is eliminated without impairing adhesion.

Want to know More About Dutch Boy BENTONES?

You can easily get details on the new DUTCH BOY BENTONE 18-C. Just write for our brochure. Ask for the 84-page BENTONE 34 handbook, too, if you haven't a copy. It gives theory, use and formulations.

Vinyl finish formulators are welcoming BENTONE 18-C...the recently developed DUTCH BOY gelling agent for high polarity organic systems.

They find BENTONE 18-C ideal for overcoming low viscosity resulting when large proportions of ketone thinners are used to dissolve vinyl resins. By bodying the paints to higher apparent viscosities, BENTONE 18-C greatly improves working properties, and reduces hard pigment settling and sag.

In a typical gray vinyl topcoat recommended for use over a vinyl primer in a marine or metal protective application, BENTONE 18-C does even more. It prevents "floating" due to separation of lampblack and titanium dioxide and gives greater color uniformity. Its expanded gel lattice structure also contributes valuable film reinforcement properties.



*"Dutch Boy" and "Bentone" are registered trademarks of National Lead Company.

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-4364—Paint & Varnish Products, August, 1954 ★

0000-NLI-000016238

BENTONE* GELLING AGENTS IN MODERN PAINT FORMULATIONS

...one of a series of condensations
from laboratory reports detailing uses of BENTONES 18-C and 34

VINYL ANTI-FOULING PAINT STORAGE PROBLEM SOLVED BY NEW BENTONE 18-C

BENTONE 18-C answers the very critical storage problem presented by a high concentration of cuprous oxide in vinyl antifouling paint. This new *Dutch Boy* gellant was specially developed by National Lead research to attain full gel structure easily in highly polar vehicles. Thus, in the following typical formulation, it efficiently retards pigment settling, makes re-incorporation of cuprous oxide easy.

Typical "Good Storage" Formula

MATERIAL	LBS.	GALS.
Cuprous Oxide	800	15.7
BENTONE 18-C	15	1.0
Vinylite Resin, VYHH	80	7.1
Rosin	80	8.9
Tricresyl Phosphate	30	3.0
Methyl Isobutyl Ketone	275	41.1
Xylene	180	24.8
	1460	101.6

Gives stains better flow properties

BENTONE 34 helps control flow characteristics in stains. In standard stains, it minimizes streaking, bleeding, migration of colorant. In shingle stains, it controls bad draining tendencies, insures uniform film thickness and easy application. In both types, it reduces sagging, controls penetration, imparts package stability and assures shade uniformity.

Just Out! New!

BENTONE 18-C HANDBOOK

This new, 32-page, "DUTCH BOY BENTONE 18-C HANDBOOK" is packed with valuable information. It gives properties, theory, incorporation, effects, and typical formulations of BENTONE 18-C. Write for free copy. Ask for the BENTONE 34 Handbook, too ...if you don't already have one.

BENTONE 34

Aids Mastic Compounding

Production and performance of putty, caulking compounds, and wood fillers are improved by *DUTCH BOY BENTONE 34*. Since adhesion, rate of setting, and hardening remain unaffected, no reformulation of proven trade items is required. The effect of BENTONE 34 is to improve:

Initial wetting of fillers. Reagglomeration of particles is prevented, need of "sweating" new batches is virtually ended.

Storage properties. Compounds seldom require reworking before use since BENTONE 34 minimizes oil separation or hardening.

Working properties. By controlling flow characteristics, BENTONE 34 establishes a good balance of working properties...makes formulations applicable in both hot and cool weather.

Performance. BENTONE 34 improves both dimensional stability and moisture resistance.



"Dutch Boy" and "Bentone" are registered trademarks of National Lead Company.

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-4385—Paint & Varnish Production, October, 1954 ★

0000-NLI-000016239

BENTONE* GELLING AGENTS IN MODERN PAINT FORMULATIONS

...one of a series of condensations
from laboratory reports detailing uses of BENTONE 18-C and 34

NEW GELLANT IMPROVES PROPERTIES OF HIGHLY POLAR ORGANIC LIQUIDS

National Lead's recently developed BENTONE 18-C does for highly polar systems what DUTCH BOY BENTONE 34 does for low and intermediate polarity systems. Here are five out of fourteen improvements observed in organic liquids gelled with BENTONE 18-C.

Permits Predictable, Reproducible Bodying . . . Viscosity increases are directly proportional to BENTONE 18-C additions, reach maximum value immediately after proper dispersion. Their thixotropic nature is outstanding and highly desirable in protective coatings.

Betters Brushability . . . To coatings which tend to "pull" when brushed, DUTCH BOY BENTONE 18-C gives desirable "shortness." Many low solids content systems, such as vinyl paints and lacquers, are improved.

Improves Pigment Suspension . . . The BENTONE 18-C gel helps wet pigment particles and effectively couples free vehicle with the adsorbed vehicle. Pig-

ment particles are coated with a gel-vehicle envelope which aids suspension and prevents agglomeration. Settling problems disappear. Hard cake is prevented. The same action helps prevent separation of vehicle or thinner from pigments in highly loaded systems. Clear systems employing flattening agents show marked improvement in pigment suspension.

Prevents Sag In Low Viscosity Paints . . . BENTONE 18-C prevents excessive sag or drain; permits development of higher viscosity, low solids coatings with maximum hiding and low dry film thickness. In doctor-blade applied coatings, it provides accurate control of "strike-through."

Package Stability Excellent . . . Systems bodied with BENTONE 18-C prove remarkably stable and predictable. Paints neither thin out nor after-body during long storage . . . a valuable asset.

New BENTONE 18-C Handbook Ready!

Properties, theory, incorporation, effects, typical formulations . . . they're all there in the new, 28-page "DUTCH BOY BENTONE 18-C HANDBOOK." Write for free copy. And if you don't yet have the BENTONE 34 Handbook, ask for that, too.

BENTONE 34 in Maintenance Paints Steps Up Working Properties

In mill white finishes and other maintenance paints, BENTONE 34 improves brushability, prevents sagging and hard settling, increases moisture resistance and film strength. By controlling penetration, it insures color and gloss uniformity, too.

Gives Non-inflammable Removers Easy-to-handle Properties

When bodied with BENTONE 34 to paste consistency, non-inflammable paint and varnish removers show little change in viscosity with temperature, have excellent storage stability and thixotropic characteristics. After-flow is reduced.



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NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED

630 Dorchester Street, West • Montreal

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-4386—Paint and Varnish Products, December, 1954 ★

0000-NLI-000016240

Why is "Lead" used to control Sulphuric Acid Corrosion?

For centuries "Vitriol" was hard to harness.

But in 1746, Roebuck of Birmingham found how to tame this workhorse of the chemical industry. He used lead.

Lead is still the first metal to look to for control of sulphuric acid corrosion. It's basic in producing H_2SO_4 . It's basic in handling H_2SO_4 . It's basic in concentration, recovery and storage of H_2SO_4 .

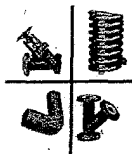
Lead should come first to mind in the control of corrosives because:

- 1 **Lead makes and wears its own protective armor.** Repairs it, too. In contact with H_2SO_4 (and many other acids) it makes for itself an impervious, insoluble, self-mending coating which only an abnormal condition destroys.
- 2 **Lead cooperates when it is fabricated.** No common metal is easier to work. Even in the field you can easily melt and cast it... mold and shape it... cut or form it. You can "burn" (weld) lead to lead with simple equipment. You can bond it to steel or copper.
- 3 **Lead is economical and available.** Its cost per pound is low. It costs little to maintain. When its application has run its course, lead has high salvage value... often a substantial percentage of original metal cost.

**WHAT GOES
FOR LEAD
AND H_2SO_4
GOES FOR
LEAD AND
HUNDREDS OF
OTHER
CORROSIVES**

When you think of Lead...

think of **National Lead**



National Lead puts lead in your hands in all the grades and forms you may require. National Lead provides all common mill shapes and sizes and forms... sheet, pipe, fittings, valves. Or you can have National Lead "tailor-make" lead equipment for you.

So put National Lead first in your thinking when you want to combat corrosion. Call on National Lead for technical assistance. Ask for a copy of the new booklet on "Chemical Lead Products."



National Lead Company

New York 6; Atlanta; Baltimore 5; Buffalo 8; Chicago 30;
Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25;
Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co.
of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.);
Toronto, Canada (Canada Metal Company, Limited).

*Reg. U.S.
Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-3965—Petroleum Processing, January—Chemical Engineering, February, 1954 ★

0000-NLI-000016241

Where is "Lead" used to control Sulphuric Acid Corrosion?

Find H_2SO_4 , and you're apt to find lead.

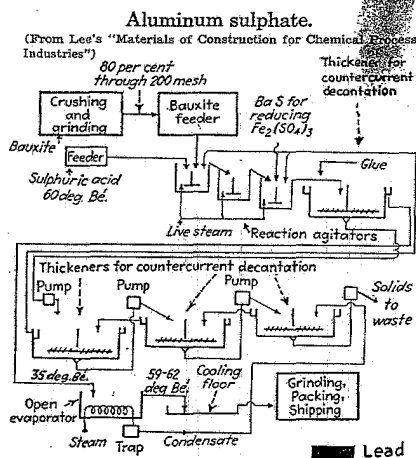
Lead's fought H_2SO_4 corrosion for several centuries and its usefulness grows steadily.

The past few years have seen lead go into new types of electrostatic and sonic air purifiers; into new waste treating equipment; bubble towers; devices for processing, recovering and storing sulphuric acid and other chemicals.

And new forms of cage-type sheet lead structures have been developed... along with new bonding and strap lining methods, new constructions for high temperature erosion-corrosion service, automatic stud welding. New, non-destructive tests for bonds, linings and welds have been devised.

More is coming soon... coming from research into anodic corrosion of lead in sulphuric solutions... into lead's age hardening and creep properties... into unknowns.

What about lead in your own acid handling equipment... considered in the light of this new lead technology? It's worth thinking about, and.



When you think of Lead... think of National Lead

**WHAT GOES
FOR LEAD
AND H_2SO_4
GOES FOR
LEAD AND
HUNDREDS OF
OTHER
CORROSIVES**

National Lead puts lead in your hands in any grade you may require and in every conceivable form—sheet, pipe, coils, fittings, valves, pumps and vessels. Or you can have National Lead fabricate lead equipment to your specifications.

So put National Lead first in your thinking when you want to combat corrosion. Call on National Lead for technical assistance. Ask for a copy of the new booklet on "Chemical Lead Products."

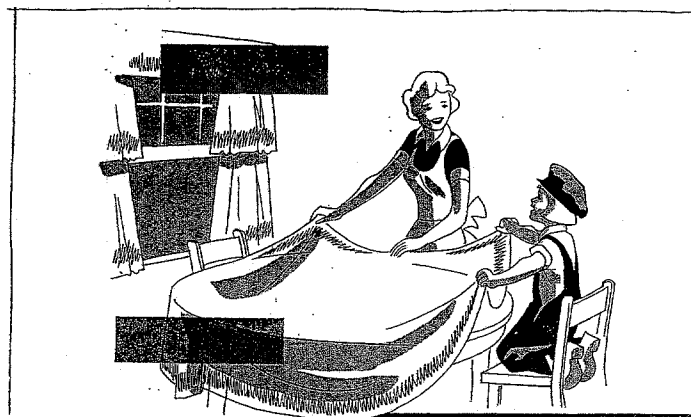


National Lead Company

New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris F. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Ltd.).

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KL-3967—Petroleum Processing, May & November—Chemical Engineering, June & December, 1954 ★

0000-NLI-000016242



Why it pays to stabilize vinyl film and sheeting...

with "Dutch Boy"
Plumb-O-Sil C

There are three pay-offs for you, when you stabilize your vinyl film and sheeting compounds with "Dutch Boy" Plumb-O-Sil C.

First . . . you're sure of good clean color. With most dyes and pigments, Plumb-O-Sil C enables the compounder to obtain deep shades and vivid colors. Because it has no appreciable tinting strength, Plumb-O-Sil C does not affect color values.

Second . . . you're sure of highly translucent film stock. That's because Plumb-O-Sil C's refractive index closely approximates that of vinyl chloride resins.

Third . . . you're sure of two processing advantages. Heat stability is good . . . pre-dispersion is unnecessary.

For an extra pay-off . . .

Plasticize with one of the three great, new "Dutch Boy" double-duty Primary Plasticizers that combine both low temperature flexibility and low volatility. Or with one of the four new, high purity, standard "Dutch Boy" Plasticizers. They team up with "Dutch Boy" Stabilizers, help reduce cost and simplify processing of vinyls.

For more data on "Dutch Boy" Stabilizers and Plasticizers, for technical application help, just write.

"Dutch Boy" Stabilizers

PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrool and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Di-basic Lead Phosphite)	Outstanding for heat, light, weathering, in opaque stocks including plastisols and organosols
NORMALAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for clears
CALSTAR (Calcium Stearate)	Where non-toxicity and lubricity are required
LEADSTAR (Lead Stearate)	As lubricant and co-stabilizer

Dutch Boy

CHEMICALS

*Reg. U.S. Pat. Off.

NATIONAL LEAD COMPANY

111 Broadway • New York 6, N. Y.

In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

A service for
early birds
 engineering new
 metal products



... **early birds**
 are sheet metal design engineers
 and production men
 who make a point of
 getting the gremlins out of
 new products or new models
 in early stages...

If you're an **EARLY BIRD**, here's a new service
 you'll appreciate.

It starts when engineers of National Lead's Tool
 & Stamping Department go over your designs,
 looking for production bugs and ways to cut costs.

Next step is to cast try-out tooling, in "Kirksite" A
 or "Nalcolite" plastic... and to make up the
 parts in the stock you want.

After that, National Lead assembles pilot
 models... as many as you want.

Once dies, parts, and pilot models are proved to
 your satisfaction, the try-out tooling goes to you
 for medium-run production or for duplication in
 steel when you plan extremely high production.

By the time you're ready for full scale production,
 every procedure, every cost is *proved*.

Just chirp up if you would like to know more
 about this new Tool & Stamping Department service.

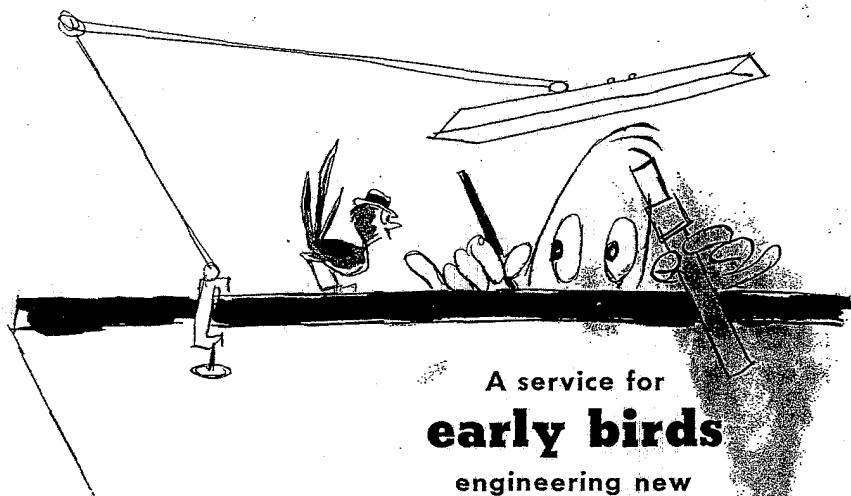
National Lead Company

900 West 18th Street
 Chicago 80, Illinois



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
 KL-4356—Product Engineering, March 1 & September 1—Design News, March & August—
 Appliance Manufacturing, March & September, 1954 ★

0000-NLI-000016244



A service for
early birds
 engineering new
 metal products

...early birds
 are sheet metal design engineers
 and production men who make a point of
 getting the gremlins out of new products
 or new models in early stages...

Are you an [®]EARLY BIRD? Then here's a new service
 to help you bring new products in on the beam...

First step is to take your design to engineers in
 National Lead's Tool & Stamping Department.

They'll check for production bugs and ways to cut
 costs. Then they'll cast try-out tooling in "KirkSITE"
 A or "Nalcolite" plastic and stamp out components
 ...making any indicated changes.

If you need pilot models, they'll assemble them too.

Once you're satisfied with dies, parts, and pilot
 models, National Lead turns the try-out tooling over
 to you ... for medium-run production or for duplica-
 tion in steel tooling for very long runs.

Before full scale production is set up, most of your
 worries are over.

Have you a new design on the boards? Do you
 want more details on this new Tool & Stamping
 Department Service? Then just sing out.

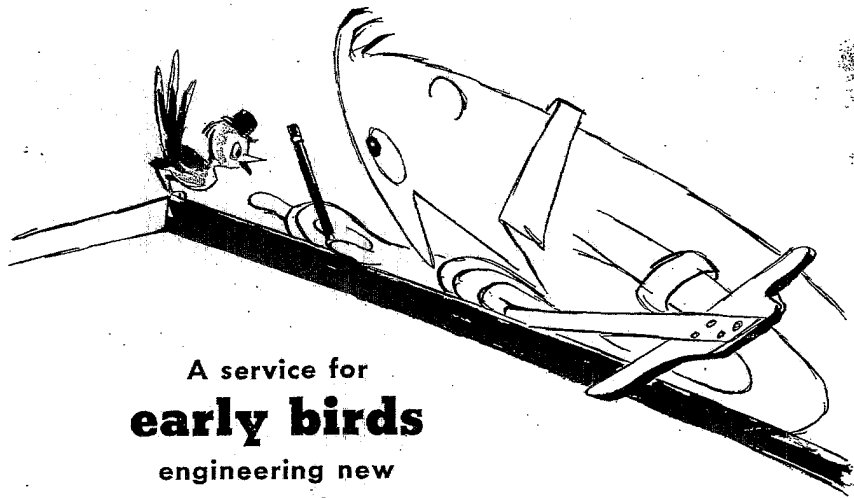


National Lead Company 900 West 18th Street

Chicago 80, Illinois

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
 K1-4538—Product Engineering, May and November—Design News, April 1 and October 1—
 Appliance Manufacturing, May and November, 1954 ★

0000-NLI-000016245



A service for
early birds
 engineering new
 metal products

...early birds
 are sheet metal design engineers
 and production men who make a point of
 getting the gremlins out of new products
 or new models in early stages...

Here's a new service that will appeal to you — if you
 count yourself an **EARLY BIRD**.

First, National Lead's Tool & Stamping Department
 engineers go over your designs with you,
 scouting possible production bugs and ways
 to cut costs.

Then, National Lead casts try-out tooling for you
 in "Kirksite" A or "Nalcolite" plastic... stamps
 out the parts in the stock you specify... assembles
 pilot models if you want... and refines detail in dies,
 parts and pilot models until they're proved to your
 satisfaction.

All this accomplished, the try-out tooling goes
 to you for medium-run production or for duplication
 in steel for very long run tools.

With this Tool & Stamping Department service
 you have the gremlins out well before full scale
 production is set to roll. So if you have a new product
 or new model coming up, do as other **EARLY BIRDS**
 are doing, write:

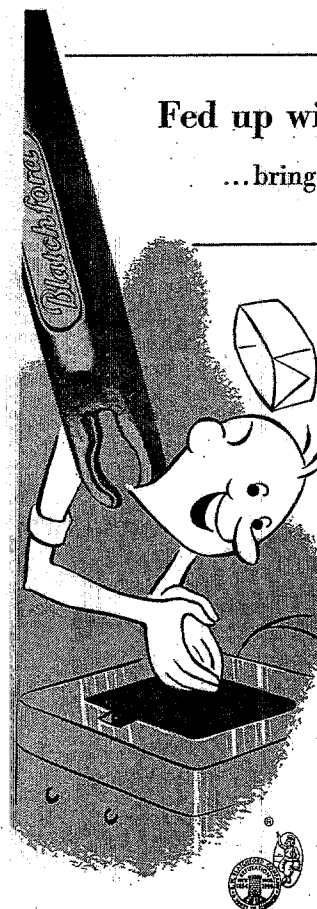
National Lead Company

900 West 18th Street
 Chicago 80, Illinois



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
 KL-4339—Product Engineering, July and November—Design News, June 1 and December 1—
 Appliance Manufacturing, July and December, 1954 *

0000-NLI-000016246



Fed up with metal operating costs?

...bring 'em down with Blatchford!

The "little differences" in Blatchford Metal, put there by a century of metal-making experience, can make a big difference in your metal operating costs. You get uniform, low-dross melting; smooth performance in the casting cycle; solid slugs; type and plates that print clean and true.

With results like that it's easy to see why the "mole-hills" of difference in Blatchford make "mountains" of difference in metal performance... all along the line from original pig to killed forms in the re-melt.

So, if you want to clamp down on operating costs, put Blatchford in your metal pots.

Use these Blatchford Extras, too

Complete laboratory facilities: Get a prompt, accurate, free analysis of your metal stock. Send a typical sample—slugs, shavings, type or plates—to our nearest office.

National network of service centers: When you're stumped by some metal problem... when you need new metal fast... when you have dross for pick-up, get in touch with the nearest Blatchford office—they're all over the map!

Free helps for printers and publishers: For informative literature on type metal and its use... for a chart to help put more efficiency in your re-melt operations... for a gauge that measures type, slugs and brass mats, write the nearest Blatchford office.

BLATCHFORD DIVISION NATIONAL LEAD COMPANY
Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis; New York: E. W. Blatchford Co.; New England: National Lead Co. of Mass., Boston; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Portland, Seattle, Phoenix, Salt Lake City; Canada: Canada Metal Co., Ltd., Toronto, Montreal, Winnipeg, Vancouver.

Blatchford
is the NATIONAL name for
DEPENDABLE METAL

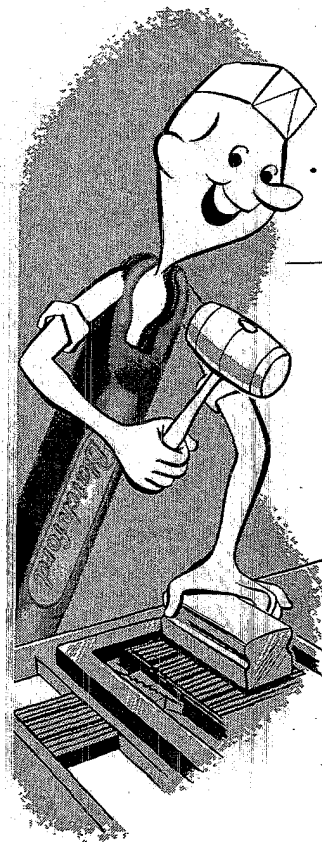


Observing Blatchford's
100th Anniversary

A Century of metal-making experience in every pound
... a plus you get only in Blatchford

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KL-3968—Publishers Auxiliary, January, 1954 ★

0000-NLL-000016247



**Pound costs down
...keep production up
—use Blatchford**

When you use Blatchford Metal, good slugs, type and plates come naturally.

You get uniform, low-dross melting. You get smooth performance in the casting cycle. You get solid slugs, type and plates.

When you put Blatchford Metal in your machines, you keep operating costs down and production rates up ... all along the line. Casting operations move fast and smoothly. On the presses, type and plates print clean and true ... stand up under long runs.

So if you're aiming at lower costs, standardize on Blatchford Metal.

Cash in on these Blatchford Extras

Complete laboratory facilities: Get a prompt, accurate, free analysis of your metal stock. Send a typical sample — slugs, shavings, type or plates — to our nearest office.

National network of service centers: When you're stumped by some metal problem ... when you need new metal fast ... when you have dross for pickup, get in touch with the nearest Blatchford office — they're all over the map!

Free help for printers and publishers: For informative literature on type metal and its use ... for a chart to help put more efficiency in your re-melt operations ... for a gauge that measures type, slugs and brass mats, write the nearest Blatchford Office.

BLATCHFORD DIVISION — NATIONAL LEAD COMPANY —
Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas,
Philadelphia, Pittsburgh, St. Louis, New York: E. W. Blatch-
ford Co.; New England: National Lead Co. of Mass., Boston;
Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emery-
ville (Calif.), Portland, Seattle, Phoenix, Salt Lake City;
Canada: Canada Metal Co., Ltd., Toronto, Montreal, Winni-
peg, Vancouver.

Observing Blatchford's

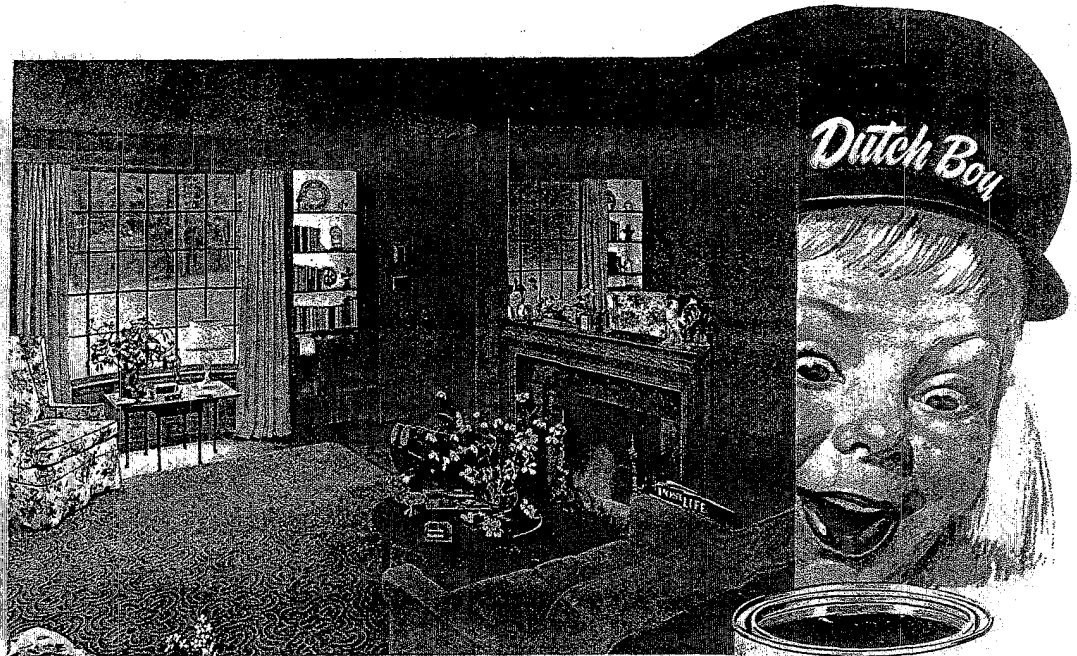


100th Anniversary

A Century of metal-making experience
in every pound
a plus you get only in Blatchford.

Blatchford
is the NATIONAL name for
DEPENDABLE METAL





A "Dutch Boy" Color Gallery room: dominant color, *Egyptian Green*; accent, *Aztec Gold*.

Worth Looking into..... this brand-new paint



New "Dutch Boy"
Flat Wall Enamel—
It's an *alkyd resin* finish,
a wonder paint if you've
ever seen one!

Home-lovers, you've had it coming to you for a long time...

And here it is... new "Dutch Boy" Flat Wall Enamel... a brand-new *alkyd resin* paint, the very latest development in interior finishes.

Wondrously easy to use! Flows on like a dream with brush or roller. No brushmarks, no lapmarks, no sag. Dries fast... no bothersome "painty" odor.

Wondrously smooth, beautiful finish! Even beginners have "the velvet touch" with this long-lasting "Dutch Boy" *alkyd resin* paint. And one coat's enough for most repaint jobs.

Wondrously washable! Cleans quick and slick, and keeps its fresh, rich beauty even with repeated washings.

And, oh, the wondrous decorator colors

... more than 100 smart, lovely hues... that new "Dutch Boy" Flat Wall Enamel brings you.

These same colors come in satin and high lustre finishes, too... with all the unique advantages of *alkyd resin* paints.

Look in on your "Dutch Boy" dealer—his name is listed under "Paint" in your classified telephone directory. You'll find him and new "Dutch Boy" Flat Wall Enamel worth looking into. Write for a free copy of **COUNT ON COLOR**.

Live Colorfully with
Dutch Boy *

*Reg. U. S. Pat. Off.

PAINTS • ENAMELS • VARNISHES



It's easy to find
just the color
you want in the
new "Dutch Boy"
Color Gallery



Modish pastels, subtle in-between shades, gorgeous deep tones... your favorite color is right at your fingertips in the new "Dutch Boy" Color Gallery. And chips you can take home tell you which colors go together. See the new Color Gallery at your "Dutch Boy" dealer. Pick your color, and let the Gallery do the planning.

NATIONAL LEAD COMPANY
Dept. 301 (Address nearest office)

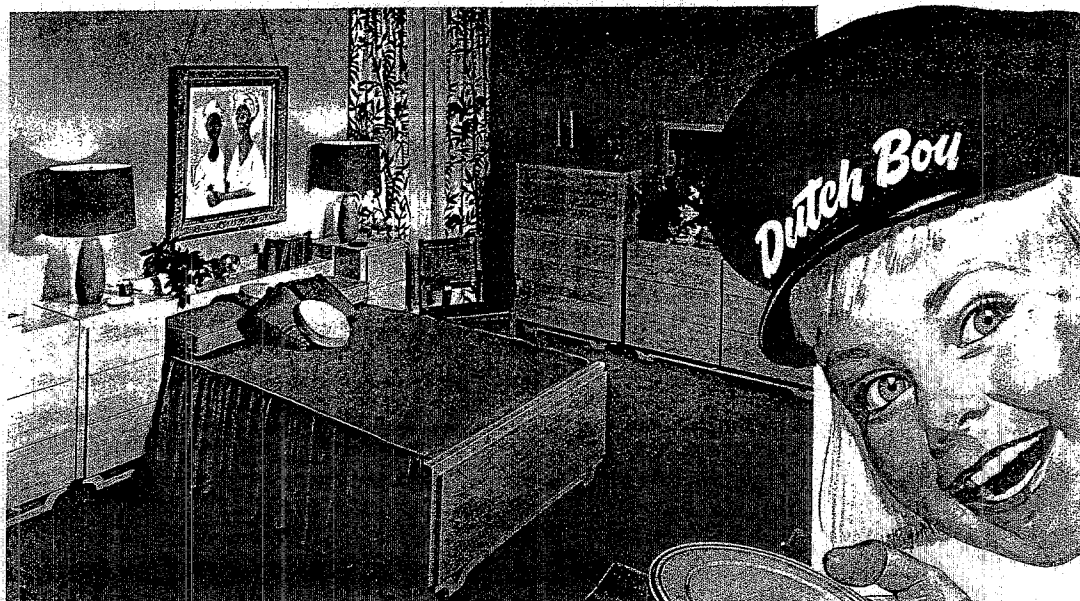
New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 7; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.)

Please send me a FREE copy of **COUNT ON COLOR**—the "Dutch Boy" booklet that shows how the Color Gallery can help "re-shape" rooms, individualize them, make them sing a new high note of beauty.

Name _____

Address _____

City _____ Zone _____ State _____



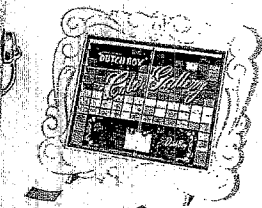
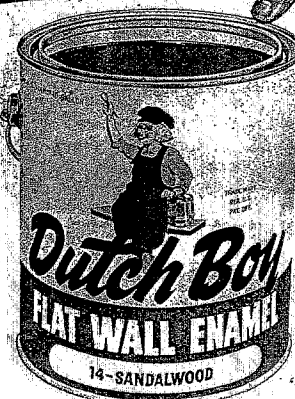
Designer: Edmund J. Spence

Here's an *Open Invitation*

—to paint the gloom
from every room!



Try New "Dutch Boy" Flat Wall Enamel
An alkyl resin paint . . . latest development
in interior finishes



No work working out
smart color schemes
with the new
"Dutch Boy" Color Gallery

Take it from excited beauty-lovers, "The lid is off . . ."

Off new "Dutch Boy" Flat Wall Enamel . . . the brand-new alkyl resin finish that's the week-end painter's dream come true!

On like a dream! Easy and fast, with brush or roller. No brushmarks, no lapmarks, no sag. Quick to dry, with no annoying "painty" odor.

A dream finish! Smooth, slick, uniform. An alkyl resin paint, long-lasting "Dutch Boy" Flat Wall Enamel is as close to being foolproof as paint can be. One coat's enough for most repaint jobs, too.

Washes like a dream! . . . easy and fast! Repeated cleaning doesn't "take the edge off" its rich, fresh beauty.

Dreamy decorator colors! More than 100

heavenly tints and shades. They come in satin and high lustre finishes, too . . . with all the unique advantages of alkyl resin paints.

Home-lovers, in new "Dutch Boy" Flat Wall Enamel, you have an open invitation to paint the gloom from every room. Call on your "Dutch Boy" dealer (his name is listed under "Paint" in your classified telephone directory), and merrily you'll paint along. Today, write for a free copy of COUNT ON COLOR.

Live Colorfully with
Dutch Boy



*Reg. U. S. Pat. Off.

PAINTS • ENAMELS • VARNISHES

Modish pastels, subtle in-between shades, gorgeous deep tones . . . your favorite color is at your fingertips in the new "Dutch Boy" Color Gallery. And chips you can take home tell you which colors go together. See the new Color Gallery at your "Dutch Boy" dealer. Pick your color, and let the Gallery do the planning.

NATIONAL LEAD COMPANY
Dept. 305 (Address nearest office)

New York 4; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 3; Philadelphia 25; Pittsburgh 11; St. Louis 1; San Francisco 10; Boston 5 (National Lead Co. of Mass.).

Please send me a FREE copy of COUNT ON COLOR—the "Dutch Boy" booklet that shows how the Color Gallery can help "re-shape" rooms, individualize them, make them sing a new high note of beauty.

Name _____
Address _____
City _____ Zone _____ State _____

KW-4254—The Saturday Evening Post, March 13—Better Homes and Gardens, March—American Home, April, 1954—
KW-4254A—Farm Journal, April, 1954—★

0000-NLI-000016250



A little home a lot of Happiness

Big or little, your home will keep
its good looks longer... painted with
"Dutch Boy" Bright White House Paint

Little or big, a home is forever.

And if you want yours to be forever fresh and sparkling... forever a source of pride and happiness... paint it regularly with "Dutch Boy" Bright White.

Your friends will tell you, "You've got the whitest house in town."

It will stay that way, too. For "Dutch Boy" Bright White House Paint is self-cleaning. Rain just washes the dirt away.

On top of that, Bright White is easy to apply. "Easy off the brush, easy spreading, easy to level off smoothly," painters say. And one coat's usually enough for most repaint jobs.

This year paint your home with sparkling Bright White. Or with "Dutch Boy" House Paint in Colors... as long-lasting and lovely as famous Bright White. And "Dutch Boy" Sash and Trim Colors do gay and lively things for both.

You or your painter can get Bright White... House Paint in Colors... Sash and Trim Colors... at your "Dutch Boy" dealer. Listed under "Paint" in your classified telephone directory. See him real soon. Today, write for a copy of "COUNT ON COLOR." FREE!



Live Colorfully with

Dutch Boy PAINTS,
ENAMELS, VARNISHES

*Reg. U. S. Pat. Off.

FREE... COUNT ON COLOR... full of fresh, new ideas about painting homes, outside and inside. Shows how the new "Dutch Boy" Color Gallery simplifies color selection and planning. Just mail the coupon.



NATIONAL LEAD COMPANY
Dept. 309 (Address nearest office)

New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a FREE copy of COUNT ON COLOR, your idea-a-page, full color booklet on home decoration.

Name

Address

City Zone State

KD-3785-Saturday Evening Post, April 10-Better Homes & Gardens, April-American Home, May, 1934-
KD-3785A-Farm Journal, May, 1934-★

0000-NLI-000016251



A "Dutch Boy" Color Gallery room: vibrant Van Gogh Yellow with cool Deep Chartreuse.



Things are Looking Up for painters like you!



You pick a color
—the new
"Dutch Boy"
Color Gallery
does the planning

Modish pastels, subtle in-between shades, gorgeous deep tones... your favorite color is at your fingertips in the new "Dutch Boy" Color Gallery. And chips you can take home tell you which colors go together. See the new Color Gallery at your "Dutch Boy" dealer. Pick your color, and let the Gallery do the planning.



... now that you have new "Dutch Boy"
Flat Wall Enamel, revolutionary
alkyd resin interior finish

Now all you painters can stop looking. Here, at last, is the easy-does-it paint—new "Dutch Boy" Flat Wall Enamel—you've been looking for for years. It's a brand-new alkyd resin finish and as foolproof as paint can be.

You just roll or brush it on, fast. No brushmarks, no lapmarks, no sag. And no bothersome painty odor with this quick-drying wonder paint!

Your finish is bound to be smooth and slick and uniform. "You just can't go wrong," painters say, "with this easy-does-it alkyd resin paint." And one coat of new "Dutch Boy" Flat Wall Enamel is enough for most repaint jobs.

You can wash off dirt in a jiffy. Even with repeated cleaning, your finish will keep its rich, fresh beauty.

On top of all this, you have

your choice of more than 100 smart decorator colors. They come in satin and high lustre finishes, too... with all the unique advantages of alkyd resin paints.

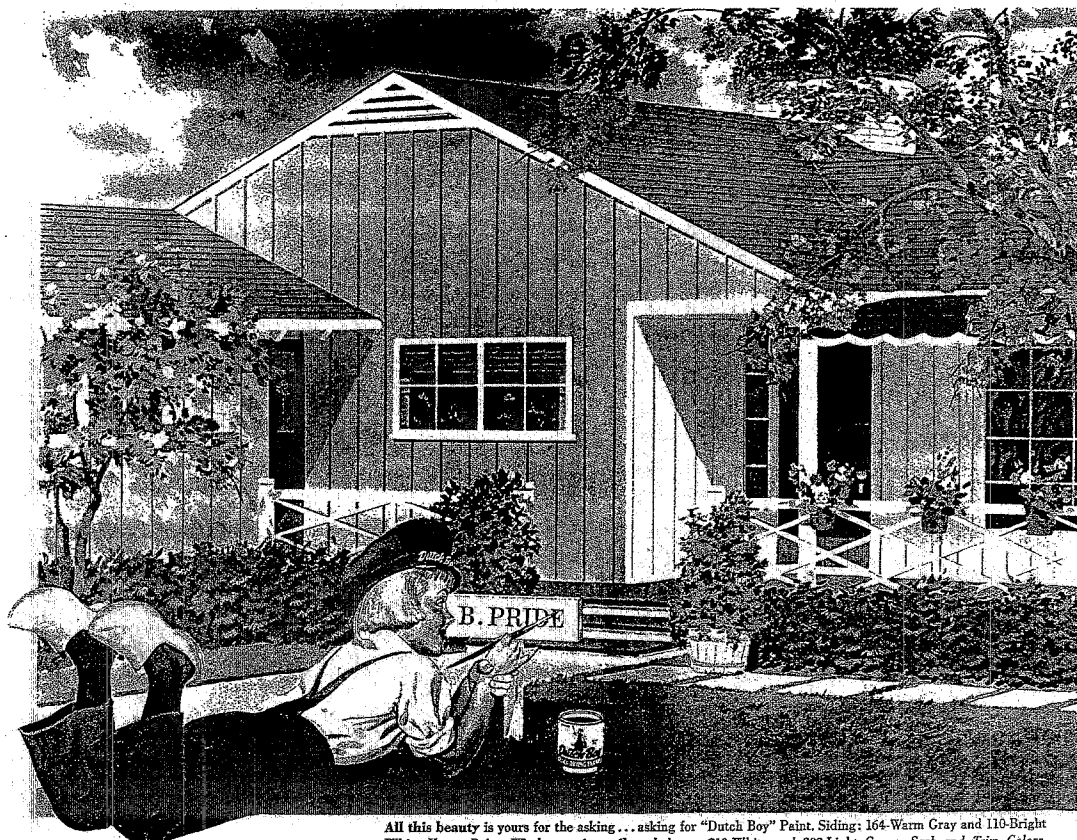
Now the lid is off new "Dutch Boy" Flat Wall Enamel, things are looking up for painters like you. So see your "Dutch Boy" dealer (his name is listed under "Paint" in your classified phone directory), and get your rooms looking their best, the new easy-does-it "Dutch Boy" way. Today, write for the free copy of **COUNT ON COLOR**.

NATIONAL LEAD COMPANY
Dept. 313 (Address nearest office)
New York 6; Atlanta; Buffalo 3; Chicago 60; Cincinnati 3;
Cleveland 23; Dallas 2; Philadelphia 25; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6 (National Lead Co.
of Mass.).

Please send me a FREE copy of **COUNT ON COLOR**—the "Dutch Boy" booklet that shows how the Color Gallery can help "re-shape" rooms, individualize them, make them sing a new high note of beauty.

Name _____
Address _____
City _____ Zone _____ State _____

Live Colorfully with
Dutch Boy *
PAINTS • ENAMELS • VARNISHES



All this beauty is yours for the asking... asking for "Dutch Boy" Paint. Siding: 164-Warm Gray and 110-Bright White House Paint. Windows, trim, rail, and doors: 210-White and 282-Light Green, Sash and Trim Colors.

Home for a family that's made its mark

...merits the extra protection of
long-lasting "Dutch Boy" House Paint



Your home speaks for itself... and you.

And if year in, year out, you want to be real proud of what it says, paint your home the "Dutch Boy" way.

That way, you get the extra protection your home deserves.

And extra beauty! There's a special snap and sparkle to "Dutch Boy" House Paint whether in Bright White or in colors.

All this you get without extra effort, too. For besides going on easy and fast, "Dutch Boy" House Paint is high hiding—so it often

saves you a second coat on repaint jobs.

Keep your home up to the mark with long-lasting "Dutch Boy" House Paint. See your "Dutch Boy" dealer—listed under "Paint" in your classified telephone directory. Or see your painter. Also write for a free copy of COUNT ON COLOR.

Live Colorfully with

Dutch Boy

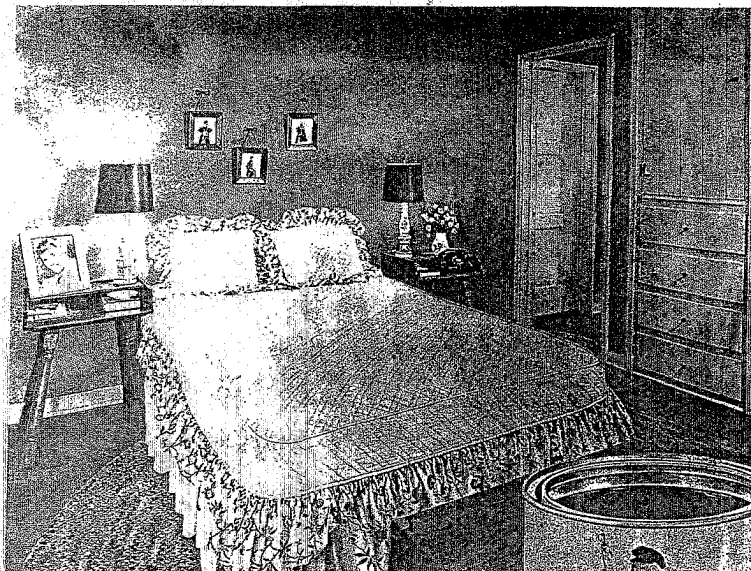
Reg. U. S. Pat. Off.

PAINTS • ENAMELS • VARNISHES

FREE...COUNT ON COLOR...full of fresh, new ideas about painting homes, outside and inside. Shows how the new "Dutch Boy" Color Gallery simplifies color selection and planning. Just mail the coupon.

NATIONAL LEAD COMPANY
Dept. 317 (Address nearest office)
New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3;
Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St.
Louis 1; San Francisco 10; Boston 6 (National Lead Co. of
Mass.).
Please send me a FREE copy of COUNT ON COLOR,
your idea-a-page, full color booklet on home
decoration.

Name _____
Address _____
City _____ Zone _____ State _____



To bed, to bed, you sleepy head in a beautiful "Dutch Boy" Color Gallery room: walls, Florentine Blue; woodwork, Georgian Gray.

A Paint that'll
open your eyes
to "easy-does-it" decorating



...new, odorless "Dutch Boy" Flat Wall Enamel,
the alkyd resin wonder finish!

What's new in paint?

New "Dutch Boy" Flat Wall Enamel! It's an odorless alkyd resin paint—the last word in modern finishes. And take it from the "Dutch Boy," it will open your eyes to "easy-does-it" decorating.

Easy does it—easy and fast—when you're brushing or rolling on new "Dutch Boy" Flat Wall Enamel. No brushmarks, no lapmarks, no sag.

Easy to get a smooth, slick, uniform finish every time. You just can't go wrong with this brand-new wonder paint—it's as foolproof as paint can be. And one coat's enough for most repaint jobs.

Easy to wash! And repeated cleanings don't "wash out" the rich, fresh beauty of your finish.

Easy to find just the color you want, too. More than 100 smart, lovely hues. And you can also get these same gorgeous colors in satin and high lustre finishes.

At your "Dutch Boy" dealer. His name is listed under "Paint" in your classified telephone directory. See him soon, and today write for a free copy of COUNT ON COLOR.

Live Colorfully with
Dutch Boy

PAINTS • ENAMELS • VARNISHES



Reg. U. S. Pat. Off.



You pick a color—the new "Dutch Boy"
Color Gallery does the planning

Modish pastels, subtle in-between shades, gorgeous deep tones... your favorite color is at your fingertips in the new "Dutch Boy" Color Gallery. And chips you can take home tell you which colors go together. See the new Color Gallery at your "Dutch Boy" dealer. Pick your color, and let the Gallery do the planning!

NATIONAL LEAD COMPANY
Dept. 321 (Address nearest office)

New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

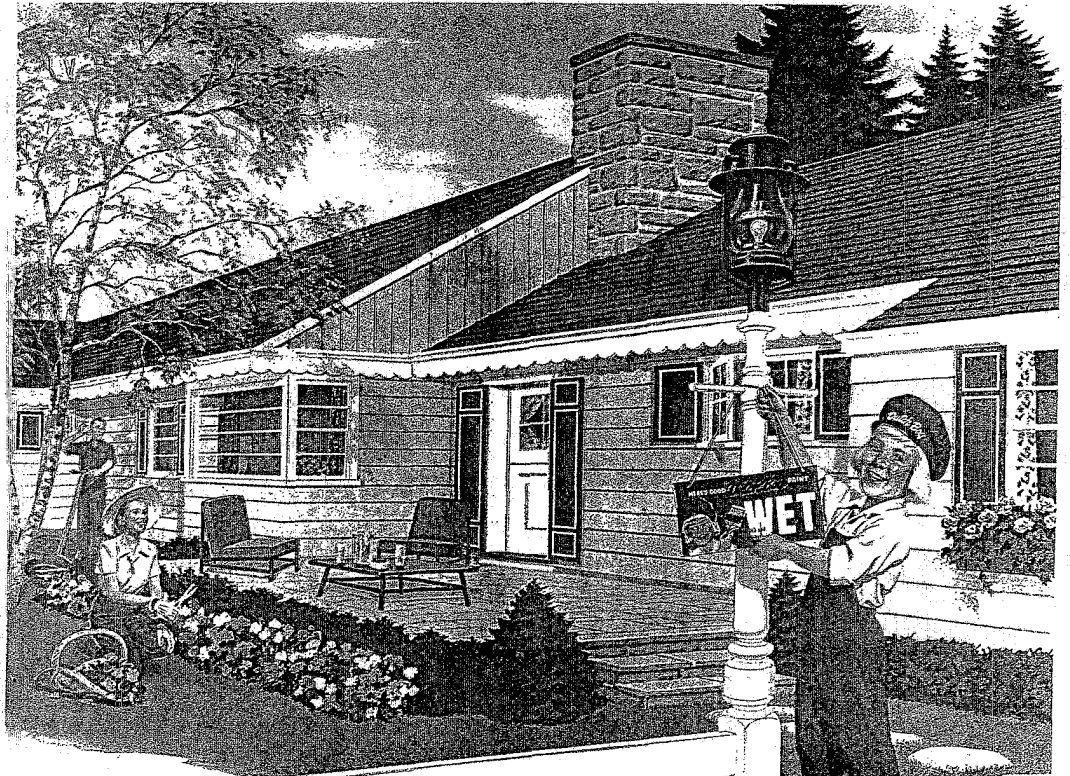
Please send me a Free copy of COUNT ON COLOR—the "Dutch Boy" booklet that shows how the Color Gallery can help "re-shape" rooms, individualize them, make them sing a new high note of beauty.

Name _____

Address _____

City _____

Zone _____ State _____



Creamy, dreamy! And "Dutch Boy" all the way! Siding: 122 Cream House Paint. Windows, door, trim, fence: 210 Sash & Trim White. Shutters: 774 Deep Turquoise, Quick-Drying Enamel.

A sure sign a man's in love with his *Home*

... "Dutch Boy" House Paint

You can tell when a man's in love, really in love, with his home. Tell by the way he pampers it!

Does he keep it painted? You bet he does. Painted "for keeps" with "Dutch Boy" House Paint!

Try it. You'll like the extra protection "Dutch Boy" House Paint gives your home. You'll like its extra beauty, too—its very special snap and sparkle in Bright White or in colors.

Extra protection, extra beauty—but no extra effort! "Dutch Boy" House Paint goes on easy and fast. What's more, it's so high hiding it often saves you a second coat on repaint jobs.

From now on, pamper your home—with "Dutch Boy" House Paint! At the sign of your "Dutch Boy" dealer—he's listed under "Paint" in your classified telephone directory. Or see your painter. And, today, write for a free copy of "COUNT ON COLOR".

Live Colorfully with

Dutch Boy
PAINTS • ENAMELS • VARNISHES

FREE COLOR BOOKLET—full of fresh, new ideas about painting homes, outside and inside. Shows how the new "Dutch Boy" Color Gallery simplifies color selection and planning. It's *Free!* Just mail the coupon.

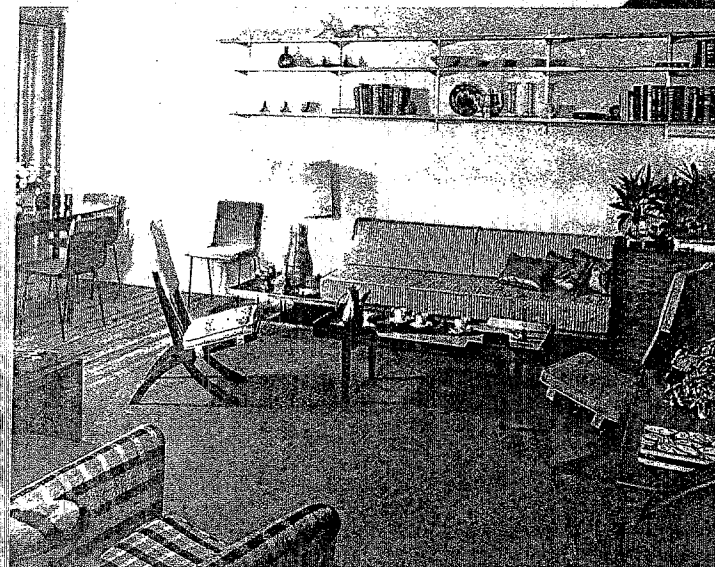
NATIONAL LEAD COMPANY
Dept. 323 (Address nearest office)

New York 2; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 4 (National Lead Co. of Mass.).

Please send me a free copy of **COUNT ON COLOR**, your idea-a-page, full color booklet on home decoration.

Name _____
Address _____
City _____ Zone _____ State _____

0000-NLI-000016255



Flaxen Yellow is the dominant color in this vibrant "Dutch Boy" Nalkyd WONSOVER room.



The Paint that's causing a big stir among homeowners

... new "Dutch Boy" Nalkyd WONSOVER.
Try this odorless flat wall wonder paint
— all colors pre-planned for harmony!

Here it is, the latest triumph of "Dutch Boy" paint research: new Nalkyd WONSOVER.

Nalkyd: that means it's a revolutionary new finish, made from Nalcodyn resins, exclusively "Dutch Boy."

Easy to harmonize!

With new ready-mixed "Dutch Boy" WONSOVER, you have no color planning, no color harmonizing problems.

Pick any WONSOVER color. It's a decorator's delight, a most-wanted hue. Else it wouldn't be there!

Use the color you pick with any other WONSOVER color. You're sure to get perfect harmony — within your room, throughout your home. For every WONSOVER color is pre-planned to harmonize with every other WONSOVER hue.

Easy to apply — easy to wash!

A wonder paint from the word "go."

new odorless "Dutch Boy" WONSOVER goes on easy and fast. Once-over with WONSOVER! For most repaint jobs, that's enough.

And once-over with soap and water. That's all it takes to keep WONSOVER walls fresh and clean.

Get new "Dutch Boy" Nalkyd WONSOVER, the paint that's causing such a big stir, at your "Dutch Boy" dealer. His name is listed under "Paint" in your classified telephone directory. See him soon, and today write for a free copy of "COUNT ON COLOR."

Live Colorfully with

Dutch Boy

PAINTS • ENAMELS • VARNISHES



Another new aid
for home decorators
... "Dutch Boy"
Color Gallery

Modish pastels, subtle in-between shades, gorgeous deep tones... a wide range of colors is at your fingertips in the new "Dutch Boy" Color Gallery. A choice, too, of flat, satin, and high luster finishes! See the new Color Gallery at your "Dutch Boy" dealer. Pick your colors from chips you can take home.

NATIONAL LEAD COMPANY
Dept. 326 (Address nearest office)

New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a Free copy of COUNT ON COLOR — the "Dutch Boy" booklet that shows how paint can help "re-shape" rooms, individualize them, make them sing a new high note of beauty.

Name _____
Address _____
City _____ Zone _____ State _____

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 1944 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 handling equipment; lead-lined pipe, valves, tanks.

For the Construction and Maintenance Industries—red lead, traps and bends, 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, castor oil, plasticizers.

For the Printing Industry—type metals, printing base, ink pigments and oils.

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.

Reg. U. S. Pat. Off.

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



This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KC-5081—Poor's Register of Directors and Executives, Annual January 1955 & Supplements & Fall Supplement 1954 ★

0000-NLI-000016257

Now...for the first time

**...a stucco paint that's
made for FLORIDA...**

New **"Dutch Boy"
NALCRETE**



**Self-sealing! Easy to apply! Quick drying!
Resistant to sun, sea air, rain! In white
and 20 beautiful Dutch Boy* colors!**

Take it from "Dutch Boy"...

Tests show — tests made in areas with real southern climate — that new "Dutch Boy" Nalcrete is just right for painting stucco, brick, concrete or cinder block right here in Florida.

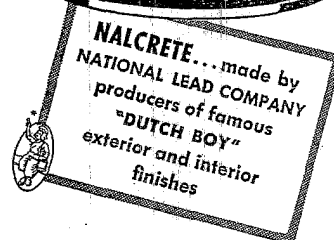
Resists sun, sea air, rain

The film of new "Dutch Boy" Nalcrete is so tough and rugged it won't let water in. At the same time, water vapor can get out — *this amazing plastic film "breathes"* — so your Nalcrete finish doesn't crack, peel

or blister. On top of that, new Nalcrete doesn't blotch — rain just cleans it off. And it keeps its color uniformity for years without fading.

**Easy to apply—you couldn't
make a lapmark if you tried!**

New "Dutch Boy" Nalcrete is alkali-resistant. Can be applied directly, without a primer, to stucco, concrete, or other masonry — even though freshly set. Spreads fast — brush, roller, or spray — no laps or streaks. Dries to a uniform low flat finish within two hours.



One-coat weatherproof beauty!

One coat of new Nalcrete seals and paints. Two coats give you extra years of wear — and you can apply them the same day, so fast does Nalcrete dry.

Today, you can get new "easy-does-it" Nalcrete in white and 20 beautiful colors at your local "Dutch Boy" dealer.

*Reg. U. S. Pat. Off.

Where to get new "Dutch Boy" Nalcrete

AT LAST...

a lasting stucco paint for the "Sunshine State"

NEW DUTCH BOY* NALCRETE

One easy, fast-drying coat
seals and paints! Won't crack,
peel or blister! In white and
20 stunning "Dutch Boy" colors!



At last a stucco paint that suits your "Sunshine State" to a "T"!

It's new "Dutch Boy" Nalcrete. Proved by tests in real southern climates to be just the paint for Florida's stucco, brick, and concrete surfaces!

Tough, rugged paint film.
And it "breathes"!

New Nalcrete has a tough, plastic film that rain can't get into. Yet water vapor can get out — because this amazing film "breathes." And this prevents cracking, peeling, or blistering.

What's more, your Nalcrete finish won't blotch. Rain just cleans it off. And Nalcrete colors stay uniform for years.

Easy to apply —
no laps or streaks!

You can apply alkali-resistant Nalcrete, without a primer, to any type of masonry. You'll find it spreads fast — brush, roller, or spray! You'll also find it dries within two hours, gives you a uniform low flat finish.

Beautifies and weatherproofs!

One coat of new Nalcrete seals and paints. For extra years of beauty, you can apply two coats. In the same day!

See your "Dutch Boy" dealer. Find out how little it costs to beautify and weatherproof your property with colorful, long-lasting Nalcrete.

Where to get new "Dutch Boy" Nalcrete

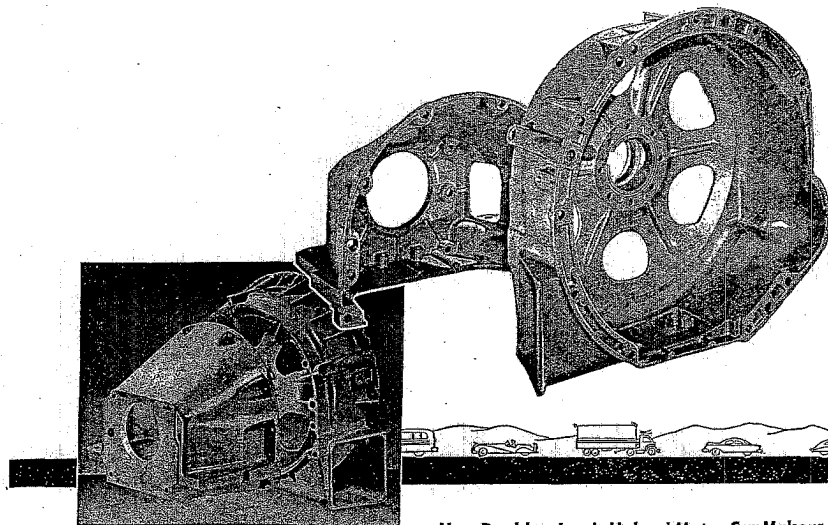
Get in touch with the nearest dealer listed below to arrange for a surface inspection of your home... FREE.

MIAMI
BRUNDAGE HARDWARE
2626 S.W. 8th St.
BRUNDAGE HARDWARE
5920 N.E. 2nd Ave.
SOUTHLAND PAINT AND LACQUER CO.
938 N.E. First Avenue

THE PAINT POT INC.
6025 S.W. 8th St.
SOUTHLAND PAINT STORE
N. Miami Beach
13147 W. Dixie Hwy.
NAMI'S HOUSE OF COLOR
10485 N.W. 7th Ave.

MIAMI BEACH
NEW WASHINGTON DEPARTMENT STORE
228 - 8th Street
CORAL GABLES
CORAL GABLES PAINT CO.
230 Alcazar Ave.

SOUTH MIAMI
SOUTH MIAMI HARDWARE AND PAINT CO.
6511 South Dixie Highway
HIALEAH
HAYDEN PAINT CO.
374 Palm Avenue



These torque converter and clutch housings are light, sound and strong. They withstand great vibrational stresses and the jarring and jouncing encountered in endless miles of "shift-free" motoring. As cast by Doehler-Jarvis, these housings provide many economies in machining costs. For one example, the long oil holes in the torque converter housing are cast-in.

How Doehler-Jarvis Helped Motor Car Makers

halve the weight and lower the cost of heavy duty housings

YOUR MOTOR car dollar buys a whale of a lot more performance than it did a few short years ago. Why? Because it pays for less dead weight and more useful horsepower. It pays for fewer heavy, slow-production parts and buys more lightweight, high-speed, precision-made units. It pays for fewer laborious fabrication steps and buys more streamlined assemblies of formed-to-fit parts.

As a case in point, consider the automatic transmission. It has become progressively more efficient, lighter in weight, part for part—and less expensive to own and operate.

These improvements have been made possible to a great extent by the use of die cast parts, many of which are produced by Doehler-Jarvis in close cooperation with motor car makers.

A prime example of this teamwork between the customer's design and engineering staffs

and those of Doehler-Jarvis is the set of housings—torque converter and clutch—illustrated.

These are truly heavy duty parts. Before Doehler-Jarvis entered the picture they weighed together about 50 pounds and required considerable working-over and machining prior to assembly. The Doehler-Jarvis aluminum housings weigh about 23 pounds and require a minimum of handling before assembly.

This is but one example of how the Doehler-Jarvis organization, with resources and resourcefulness developed during a half century of die casting, works hand-in-hand with makers of metal products—in the automotive, household appliance, office machine, electrical merchandise and many other important industries.

Call in Doehler-Jarvis when you are faced with problems in the design and procurement of lighter weight, lower cost, more efficient metal parts.

Doehler-Jarvis Division of

National Lead Company

General Office: Toledo 1, Ohio

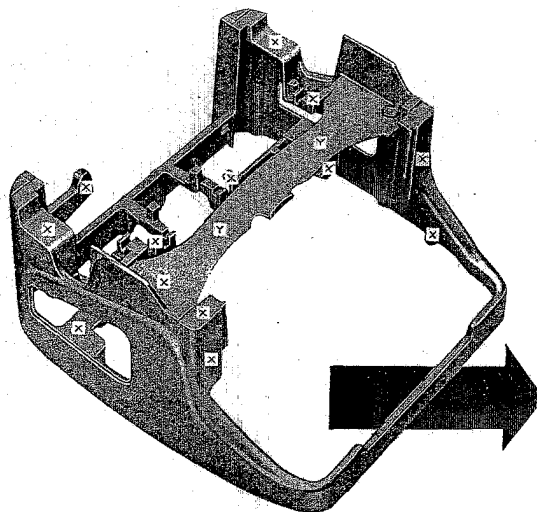


*Reg. U.S. Pat. Off.

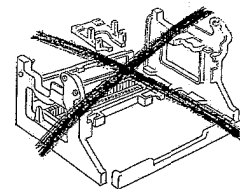
KJ-3435A—Associated Purchasing Publications, February, 1954

(Central New York Purchaser, Chicago Purchaser, Cincinnati Purchaser, Connecticut Purchaser, Detroit Purchaser, Genesee Valley Buyer, Heart of America Purchaser, The Hootier Purchaser, Kentuckiana Purchaser, Mid-West Purchasing Agent, New England Purchaser, Philadelphia Purchaser)

0000-NLI-000016260



You get beauty with a personal touch in the new Underwood 150.



How Doehler-Jarvis helped Underwood make 1 casting do the work of 6

This is the die cast aluminum main frame in the new UNDERWOOD 150 standard typewriter.

It replaces six sand castings... saves 4½ pounds over-all weight... eliminates frame assembly, much frame machining, and many fasteners and other small parts.

And, it highspots hidden benefits you can build into a product with die casting when, like Underwood, you bring in Doehler-Jarvis early.

Look, for example, at the areas marked with an "x". Each is a spot where die casting effects a production saving... where, perhaps, die cast precision eliminates surface machining... or where a part is integrated into the original casting rather than assembled.

Notice, too, how the one-piece homogeneous die casting gives Underwood "built-in" rigidity and dimensional stability, eliminating size variations and "weave" often experienced in built-up assemblies.

And notice how they use high strength thin sections to "open up" sides and back of the frame for easy access in assembly and service; to provide vertical mounting for the mechanism; to eliminate drilled holes in exterior surfaces.

And see how ingeniously even the gate of the casting is employed. (See area "y".) It is left in position to provide rigid support and insure dimensional stability during drilling and machining. Only then is it discarded.

Now examine the dense, non-porous surface structure. It needs no dip coat and thus eliminates still another process step.

Like many another user of Doehler-Jarvis die castings, Underwood converts into product improvements the savings they realize through die casting. Their new UNDERWOOD 150 gives users a lot more typewriter than ever before — yet it costs no more.

Giving customers, big and little, more product for the money is a Doehler-Jarvis specialty. Some of the best known makers of automotive, electrical, communication, household, office and other types of equipment count on Doehler-Jarvis to help them take full advantage of die casting.

You can count on Doehler-Jarvis, too... particularly if you do as Underwood did and call in Doehler-Jarvis early in your planning.

Doehler-Jarvis
Division

of
National Lead Company
General Offices: Toledo 1, Ohio

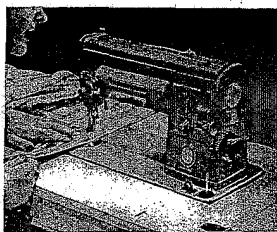


*Reg. U. S. Pat. Off.

This advertisement prepared by MAESCHALK and PRATT Company, Inc., New York
KJ-4353-1A—Associated Purchasing Publications, June, 1934 ★

0000-NLI-000016261

lit. to you
on 4/2/54



Singer's New Slant-Needle Model—First machine that's a cabinet and portable all in one. First with the needle slanted to make it easy to see and guide the fabric. Finished in soft beige or traditional black.

How Doehler-Jarvis Helped Singer Develop

...a new way to build precision into parts and make a fine product finer than ever

Have you seen Singer's new "Slant Needle" Model?

In one minute it can throw up to 1500 stitches into your lady's crinolines. It's the only combination portable and cabinet model on the market. Machine and motor weigh under 17 pounds.

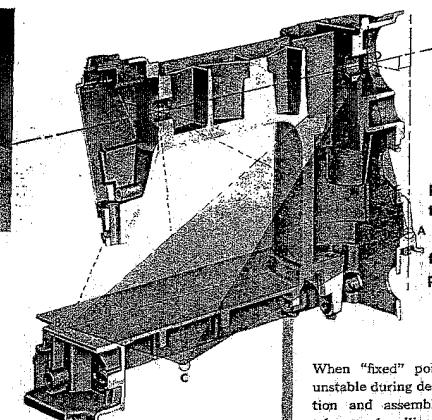
Singer can tell you it's quite a chore to build such features into a machine... and keep it competitive. They're frank to give Doehler-Jarvis major credit for making their job easier with a new method for designing and producing precision parts.

This precise new method is called "Tripod-Control Dimensioning."

It all started back in '35, when Singer asked Doehler-Jarvis to help pioneer the first die cast aluminum sewing machine components.

To meet rigid precision requirements, Doehler-Jarvis engineers devised what may have been the first ground and hardened tool-steel casting die ever used. It had its faults, but it did give them machine-tool accuracy. And the germ of the "Tripod-Control" idea!

The idea involved extending the familiar two-dimensional control,



Here are
the "tripods"
that control
precision

When "fixed" points become unstable during design, production and assembly, it often takes manhandling to make two parts fit. But you can lick this with the precise "Tripod-Control" shown. For this photo two Doehler-Jarvis die castings were assembled and sliced in two. ABC, an imaginary plane of reference, controls bed casting dimensions. It passes through A, a real point of vantage common to both parts. Imaginary "tripods" "fix" the plane ADD¹ and control arm-casting dimensions. Control of all precision measurements follows.

"baseline dimensioning," to the control of precision in three dimensions. With it they could control precision of and between two (or more) die castings of an assembly. They selected a point of vantage common to the parts. Through the point was established a "tripod" of reference from which all critical angles and dimensions could be controlled. Errors vanished. Precision went up... assembly troubles down.

Then at Doehler-Jarvis and Singer, application of the idea spread... to multiple gauging jigs, to ganged machining, to finishing and assembly. By the time the "Slant Needle" model came along, "Tripod-Control Dimensioning" had grown to a full-fledged design and production technique... based on die castings... used in the first rough sketches of the new product... and throughout planning, tooling, and production, too.

In its half century of die casting, Doehler-Jarvis has helped many producers, large and small, take full advantage of the best die casting techniques: among them some of the best known makers of auto-

motive, electrical, communication, household, office and other types of equipment.

Next time you have a new product on the boards... call Doehler-Jarvis in on the design and the production engineering. We may be able to give you just the solid kind of help that you're looking for.

Doehler-Jarvis Division



of
National Lead Company

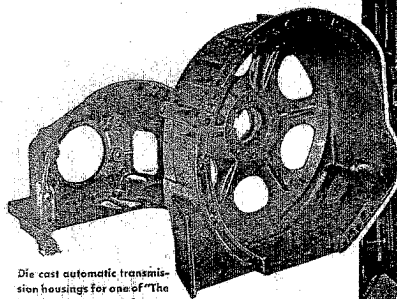


Toledo, Ohio

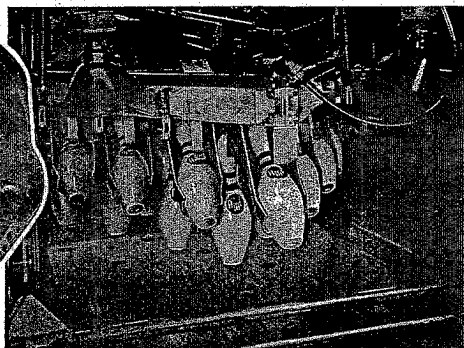
*Reg. U.S. Pat. Off.

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KJ-3790-1A—Associated Purchasing Publications, April, 1954 ★

0000-NLI-000016262



Die cast automatic transmission housings for one of "The Big Three" save weight.

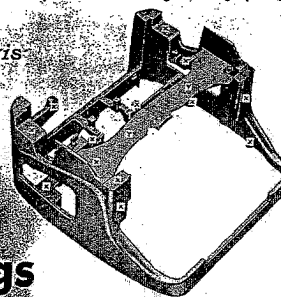


AMF's unique pinspinner depends on 99 die castings for strength plus lightness.

Here are a few of the
outstanding designs Doehler-Jarvis
helps its customers engineer.

This help is only
one of...

5 good reasons for buying die castings from Doehler-Jarvis



Die cast frame for the new Underwood 150 saves assembly time.

When it comes to die castings, service factors often do more to influence ultimate cost of a product than the price per pound of the castings.

In this service area Doehler-Jarvis has much to offer.

Outstanding engineering assistance: Doehler-Jarvis retains the largest group of die casting engineers in industry... production men all; skilled in discovering ways to save machining, assembly, finish, metal; experts at forestalling excessive rejects or other production difficulties.

Outstanding production facilities: There are 8 Doehler-Jarvis plants, located, for short haul service, in the major metal working centers. In these plants is a marvelous array of equipment, including the giant, new Doehler-Jarvis developed 72" die caster. It's the world's largest, and will turn out on 2-minute cycles

75-lb. aluminum (or 200-lb. zinc) die castings.

Outstanding finishing facilities: You can buy castings finished to any desired degree right in Doehler-Jarvis' own plants... no lost time, no extra haulage.

Outstanding performance responsibility: Doehler-Jarvis has far and away the largest capital strength of any die casting company and is a Division of National Lead... with all that implies as to financial responsibility and the ability to maintain metal inventories, to stock finished castings on open-end contracts, and to stand back of its products.

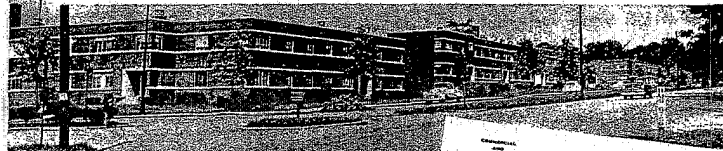
Outstanding delivery service: Doehler-Jarvis owns the equipment to provide it... 75 fast-moving large capacity tractor-trailer trucks augment common carrier services.

It takes a mighty big price differential to offset the long range values of this type of service. That's why Doehler-Jarvis' customers list reads like a roster of industry. That's why it would probably pay you to buy your castings from Doehler-Jarvis, too.



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KJ-5238—Central N.Y. Purchaser, December—Chicago Purchaser, December—Detroit Purchaser, December—Genesee Valley Buyer, December—Hoosier Purchaser, December—Mid-West Purchasing Agent, December—N. E. Purchasing Agent, December—Philadelphia Purchasing Agent, December—Purchasing News, December, 1954 ★

Hoosier painter goes for Dutch Boy* all the way... for this 3500-gallon interior paint project



Mr. J. E. Thompson's letter tells you why...

J. E. THOMPSON
PAINTING & DECORATING
3406 VANDERBILT AVENUE
INDIANAPOLIS, INDIANA
APRIL 29, 1953

Mr. C. H. Hornum
National Lead Company
629 Franklin Avenue
Cincinnati 3, Ohio

Dear Cliff:

I have been using "Dutch Boy" Color Gallery material, both Flat and Satin Finish, since March 1952. Its hiding power is far greater than any material that I have previously used. The qualities are much greater than any wall paint which I've used in the past.

In most cases, we have been able to get a finished result over any type of painted surface with just one coat of Color Gallery.

Since last March, we have used 2,000 gallons of Flat and Satin material. When we have completed this job we will have used about 2,500 gallons. The charts you prepared of our standard colors in Color Gallery have been very useful.

I have used more than 500 gallons of Color Gallery on other jobs. Besides Meadowbrook, including business offices, dinner clubs, and many small jobs.

Now I feel that after a year this material has not lifted or peeled over water-thinned paints... which is very unusual, in my opinion.

Very truly yours,

J. E. THOMPSON

Huge as it is, the 647-apartment Meadowbrook repaint project didn't faze Indianapolis Painting Contractor, Mr. J. E. Thompson, a bit.

One reason for that is the new "Dutch Boy" Color Gallery. As simple a color system as has ever been devised, it makes color planning easy and quick for painters—no matter how many different tenants or apartments are involved.

Another reason is new "Dutch Boy" Flat Wall Enamel. And its Satin Finish companion! As Mr. Thompson himself writes about these revolutionary, new alkyd resin paints, their "hiding... sealing" qualities are much greater than



any wall paint which I've used in the past. In most cases, we have been able to get a finished result over any type of painted surface with one coat."

More than 100 smart decorator colors in the new "Dutch Boy" Color Gallery...and there's a Pocket Edition that enables you to take these colors right to your customer's home. Just turn any chip over, and you have the harmonizing hues for each color.

Get your nearest "Dutch Boy" dealer to show you how easy color planning is with the new Color Gallery... and what a useful sales tool the Pocket Edition can be for you.

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 3; Philadelphia 25; Pittsburgh 12; St. Louis 4; San Francisco 10; Boston 6 (National Lead Co. of Mass.). Reg. U.S. Pat. Off.

Spotlight Magazine
1954

Just what
FLORIDA ordered
for painting stucco,
brick, concrete



...New "Dutch Boy" NALCRETE

**Goes on fast! Dries fast! Resists sun,
sea air, rain! Comes in white and
20 beautiful Dutch Boy* colors.**

New "Dutch Boy" Nalcrete is now
ready to roll.

And as proved by tests made in
areas with real southern climate, this
brand-new paint is just what Florida
ordered for stucco, brick, and con-
crete surfaces.

Won't let rain in,
but lets water vapor escape!

The amazingly tough plastic film of
new "Dutch Boy" Nalcrete "breathes"
— lets moisture escape. This prevents
cracking, peeling, and blistering.

On top of this, new Nalcrete doesn't
blotch — rain just cleans it off. And

it keeps its color for years.

Alkali resistant —

no special primers needed!

Spreads quickly and easily with
brush, roller, or spray on any type of
masonry — no laps or streaks. Dries
to a uniform low flat finish within
two hours.

One coat seals and paints!

Two coats of Nalcrete give you extra
years of wear — and you can apply
them the same day.

In white and 20 beautiful Nalcrete
colors at your "Dutch Boy" dealer.
See him today.



NALCRETE... made by
NATIONAL LEAD COMPANY
producers of famous
"DUTCH BOY"
exterior and interior
finishes

*TM Reg. U. S. Pat. Off.

Where to get new "Dutch Boy" Nalcrete

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KD-5141—Florida Times Union—Miami Herald—St. Petersburg Times, October 10, 17, 24, 31, 1954★

0000-NLI-000016265

1953
Proofs

0000-NLI-000016266

Announcing the newest addition to the big and growing *National Lead family*



... Dochler-Jarvis Corporation,
a major producer and finisher
of die castings



Continuing a growth program that calls for diversification of fields as well as expansion of facilities, National Lead Company now welcomes Dochler-Jarvis Corporation into its big and growing "Dutch Boy" family.

Dochler-Jarvis has 3500 employees, and plants in Chicago, Ill., Grand Rapids, Mich., Toledo, Ohio, Batavia, N. Y., Pottstown, Pa. It produces component parts for automobiles and trucks, for household appliances, for all kinds of domestic, business, and industrial equipment, in fact.

When incorporated in 1891, National Lead produced only white lead. Today, it produces more than 200 basic items and materials serving practically every major industry. It now has facilities in 41 of the 48 States, plus Canada, Mexico, and many other foreign countries.

Its outstanding growth record has been and is predicated upon imaginative use of research to stimulate product development . . . and upon energetic expansion of existing facilities and addition of new ones.

Major products of
National Lead Company

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

For the Construction and Maintenance Industries —
red lead, traps and bends, lead pipe, solder, sheet lead and paints.

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

For the Petroleum Industry —
oil well drilling materials, testing equipment and 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 and castor oil.

For the Printing Industry —
type metals, printing base, ink pigments and other materials.

For the Automotive Industry —
bearing metals, storage battery plate metal and oxides, dies, solder and pigments for enamels.

For the Paint Industry —
mixed paints, lead and titanium pigments, oils and other paint materials.

For the Electronics Industry —
materials for television, radio and radar equipment.



*Reg. U. S. Pat. Off.

NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

0000-NLI-000016267

THIS ADVERTISEMENT APPEARED IN:
New York Herald Tribune—N. Y. Journal of Commerce
Wall Street Journal—Grand Rapids Herald—Grand Rapids Press—Pottstown Mercury
Chicago News—Cleveland Blade—Times—Financial World
Magazine of Wall Street—Forbes—Barrow's

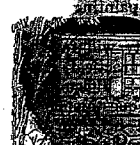
1

Use "Dutch Boy" 110-
Brilliant White when you
want a house paint that's brilliantly white and
self-cleaning. So high-hiding that one coat is
often sufficient on repaint work.



2

Pick "Dutch Boy" 111-
White for jobs demand-
ing a slow-chalking paint
to minimize any washing down on lower stone
and masonry surfaces. It's also a perfect base
for making fade-resistant tints.



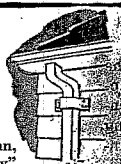
When you want to do a job up white

... "Dutch Boy" offers you the best
exterior whites available from all



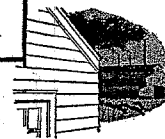
3

If you're a "lead" man,
choose "Dutch Boy"
116-Pure White Lead Paint. Here's a white that
combines "lead's" durability and economy with
the convenience of a ready-to-brush product. Just
the ticket, too, for preventing rust staining.



4

Where hydrogen sulfide fumes or mildew
are a problem, your answer is "Dutch
Boy" 115-Fume and Mildew Resistant
White. This is a special paint formulated
to stay white under fume
and mildew conditions. It
is recommended only for
this special purpose and
not for general use.



5

Want a hard,
fast-drying, oil-resistant
paint for shutters, outside
doors, and trim? "Dutch Boy" 210-Sash and Trim
enamel, it holds its beauty
under severe exterior exposure.



Five different whites for exterior work are at your
beck and call in the "Dutch Boy" line.

These five whites enable you to meet varying job
requirements and also your own individual prefer-
ence as to type of paint.

You'll find "Dutch Boy" exterior whites tops in
quality. They're all easy-brushing, smooth-leveling,
good-yardage paints.

So when you want to do the job up white, do it up
right with "Dutch Boy."

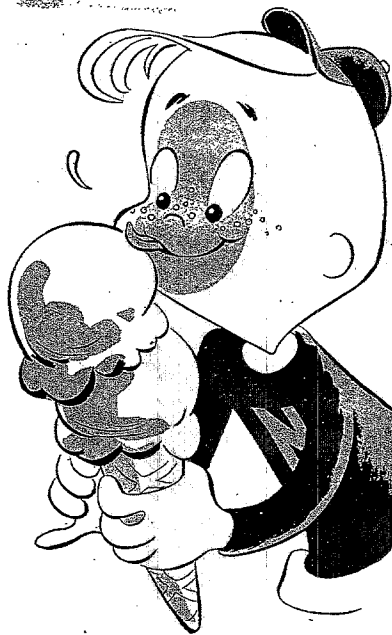


Dutch Boy

PAINTS • ENAMELS • VARNISHES

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 2;
Cincinnati 1; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1;
San Francisco 10; Boston 6 (National Lead Co. of Mass.). Reg. U. S. Pat. Off.

Get
something extra
 when you buy
lead sheet



When you place an order for lead sheet, chances are you state quantity, composition, size and weight, and that's all.

When you buy from National, you not only get sheet that meets these four specifications but you also get certain "extras"—extras characteristic of the *high quality* lead sheet made by the leader in lead.

Such as

- (1) A smooth, even finish.
- (2) A surface as free of flaws as careful milling can make it.
- (3) Uniform over-all gauge.
- (4) Maximum structural strength throughout.

These extras contribute to adaptability, workability, and durability—whether the sheet is used for handling corrosives, for ar-

chitectural installations, or for radiation barriers.

It is these extra qualities, not specifically stated in your order, that give National Lead sheet its dependability on the job.

That's why we say—when you want lead sheet—come to National. And get something extra.

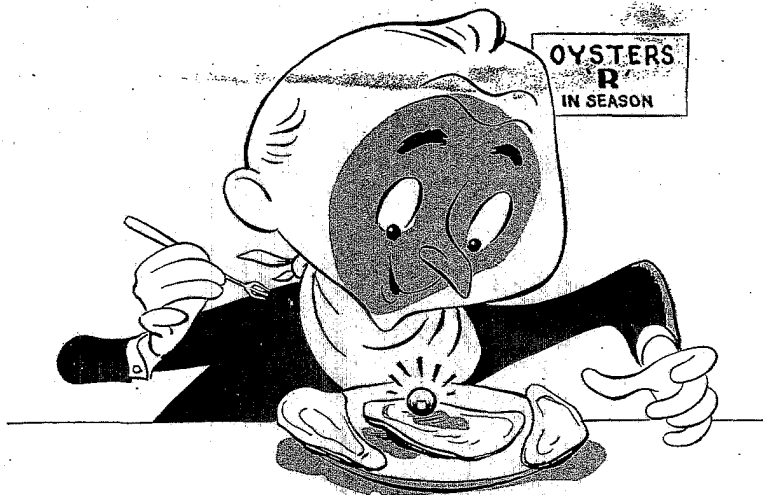


Sheet Lead
 with a **NATIONAL** reputation
LEAD COMPANY

New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Limited)



KL-10099 (R)—*American Metal Market*, Jan. 6, Mar. 17, May 12, July 7, Sept. 1, Oct. 27, Dec. 22;
Daily Metal Reporter, Feb. 23, Apr. 21, June 16, Aug. 11, Oct. 6, Dec. 1;
Purchasing, Jan., Sept.; *Chemical Engineering*, Jan., July;
Petroleum Processing, Feb., Aug.



Get

something extra

when you buy

lead valves

New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 12; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Harris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Limited)



Do you look for sturdiness, dependability, and suitability in the lead valves you buy?

Do you expect valve type, size pattern and flanging to meet your acid handling equipment specifications?

Of course you do! And when you order National you get what you look for. You get what you expect. And you get certain "extras" besides... extras that spell highest quality.

For example, National Lead valves have precision, lathe-turned stems. They have full flow-ways. They're designed to permit repacking in service. And they have positive plug-seat fit.

Fabrication extras... design extras... quality extras... Yes! And these extras you get, but never need specify, add up to outstanding service on the job.

That's why it pays to buy National valves... for something extra in lead.

Lead valves
with a **NATIONAL** reputation
LEAD COMPANY

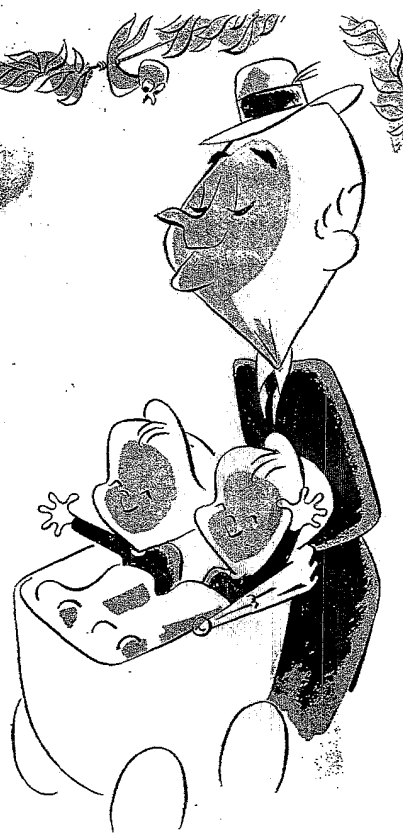
KL-10100 (R)—*American Metal Market*, Feb 3, Mar. 31, May 26, July 21, Sept. 15 Nov. 10;
Daily Metal Reporter, Jan. 13, Mar. 10, May 5, June 30, Aug. 25, Oct. 20, Dec. 15;
Purchasing, July; *Chemical Engineering*, Mar., Sept.,
Petroleum Processing, Apr., Oct.

Get
something extra
when you buy
**lead pipe
and fittings**

Quantity, size, type, physical composition... these are what you specify when buying lead pipe and fittings.

Do one thing more, however. Specify National and get certain extras...extras that take full advantage of lead's ability to withstand attack by corrosives.

For one example, when you specify National "Tubond" pipe and fittings, you get the corrosion resistance of lead combined with the strength of steel, in a virtually inseparable union of lining and casing. You get equipment designed to handle acids under difficult conditions of temperature, pressure and vacuum. You get full flow-way. You get greater security against leakage, because of extra lead on flange faces.



Extras in design, in fabrication, in careful chemical composition. To get them make this specification: National!



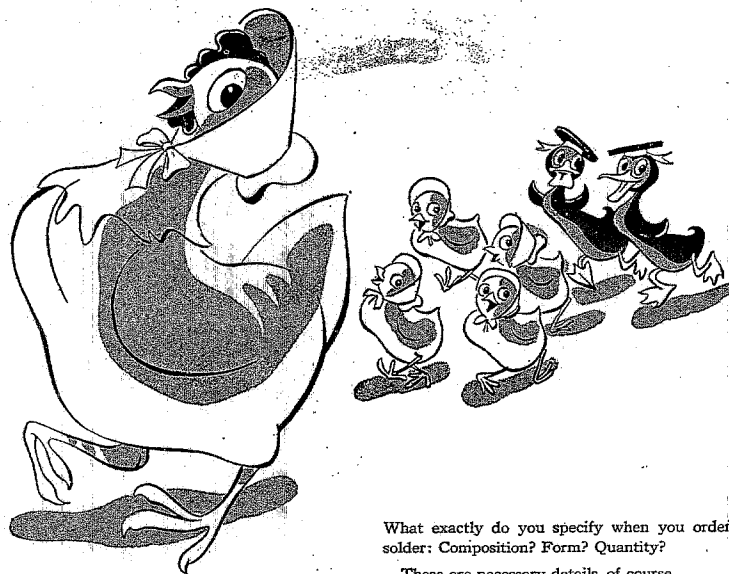
Lead pipe and fittings
with a **NATIONAL** reputation
LEAD COMPANY

New York - 6; Atlanta; Baltimore 3; Buffalo 3;
Chicago 3; Cincinnati 3; Cleveland 13; Dallas 2;
Philadelphia 15; Pittsburgh 12; St. Louis 1; Boston 6
(National Lead Co. of Mass.); Los Angeles 23
(Morris F. Kirk & Son, Inc.); Toronto, Canada
(Canada Metal Company, Limited)
*Reg. U. S. Pat. Off.



KL-10101 (R)—*American Metal Market*, Jan. 20, Mar. 3, Apr. 28, June 23, Aug. 18, Oct. 14, Dec. 8;
Daily Metal Reporter, Feb. 10, Apr. 7, June 2, July 28, Sept. 22, Nov. 17;
Purchasing, May; *Chemical Engineering*, May, Nov.;
Petroleum Processing, June, Dec.

0000-NLI-000016271



Get
 something extra
 when you buy
solder

What exactly do you specify when you order solder: Composition? Form? Quantity?

These are necessary details, of course.

But you really expect to get certain extras besides... extras that will stamp the solder you buy "top quality." And when you order Dutch Boy* solder from National, you get these extras.

For example, in "Dutch Boy" solder you get on-the-button formulation. You get prompt, smooth melting and efficient "wetting." You get the proper plastic range for every application. And you get pre-tested performance.

And measured in performance, measured in results, every "Dutch Boy" solder gives you a uniformly strong, tight, lasting joint time after time.

For something extra when you buy solder, specify "Dutch Boy"... made by the leader in lead and lead alloys.

A good soldering job calls for a good flux. In the NALCO* line there's the right flux for every soldering need.



Solder
 with a NATIONAL reputation
LEAD COMPANY

New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 7; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris F. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Limited)



*Reg. U. S. Pat. Off.

KL-10104 (R)—*American Metal Market*, Feb. 17, Apr. 14, June 9, Aug. 4, Sept. 29, Nov. 24;
Daily Metal Reporter, Jan. 27, Mar. 24, May 19, July 14, Sept. 9, Nov. 3, Dec. 29;
Purchasing, Mar., Nov.

0000-NLI-000016272

DUTCH BOY BENTONE® 34 IN MODERN PAINT FORMULATIONS

... one of a series of condensations from the new Handbook detailing BENTONE 34 uses

What DUTCH BOY BENTONE 34 does for Exterior Primers	Manufacturers find that DUTCH BOY BENTONE 34 affords exterior primers good pigment suspension and easier brushability at a higher apparent viscosity level. They also find that the strong continuous film developed by BENTONE 34 in primers provides an excellent base for top coats.
How BENTONE 34 improves Exterior Top Coat Formulations	DUTCH BOY BENTONE 34 provides exterior top coats with a controllable increase in viscosity and smoother brushability. It eliminates sagging. It insures better color control by preventing undue penetration and flooding. BENTONE 34 also gives strong film reinforcement without impairing the other desirable characteristics of top coat paints. Result: Paint is superior in performance and final appearance.
Proved beneficial for Sash and Trim Paints	When employed in the formulation of sash and trim paints, DUTCH BOY BENTONE 34 contributes many beneficial properties — paint-makers find. Chief among these is the easier brushability resulting from a desirable increase in thixotropy. From the standpoint of final appearance, the action of BENTONE 34 is notable in the elimination of sagging. BENTONE 34 also insures uniformity in color and gloss through control of flooding and penetration.
New handbook lists many other specific paint applications	Interior paints and enamels, metal-protective paints, rubber-base paints, asphalt paints, stains, mastic compounds... all are being measurably improved by the use of DUTCH BOY BENTONE 34. Learn about additional BENTONE 34 uses and suggested formulations. Write for a free copy of the new DUTCH BOY BENTONE 34 Handbook.
“Dutch Boy” and “Bentone” are registered trade marks of National Lead Company NATIONAL LEAD COMPANY 111 Broadway, New York 6, N.Y.	

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KP-2768—American Paint Journal, February, 1953 ★

0000-NLI-000016273

DUTCH BOY BENTONE 34 IN MODERN PAINT FORMULATIONS

... one of a series of condensations from the new Handbook detailing BENTONE 34 uses

Controls penetration, reinforces film in Wall Primer-Sealers

DUTCH BOY BENTONE 34 is especially useful in controlling penetration of Wall Primer-Sealers. Its film reinforcing properties supplement the film integrity for better service life. BENTONE 34 also improves brushability and gives more uniform viscosity control.

BENTONE 34 makes Interior Enamels 5-times better

According to paint formulators, BENTONE 34 gives interior enamels (1) a thixotropic viscosity with (2) good brushability. Insures (3) sag prevention and (4) good color uniformity. Finally, gloss of the finish is not impaired when up to 4 lbs. of BENTONE 34 per 100 gallons are used, provided the BENTONE 34 is well ground and dispersed. (At higher concentrations a desirable satin-like effect is achieved.)

Speeds up stipple effect

In stipple paints, BENTONE 34 makes it possible to produce stipple effects immediately on application—thus eliminating the usual waiting period and the irregularities which often result. It effectively controls sagging or running tendencies, without impairing the workability of the stipple coating.

Well-suited for use in Interior Flats

Here BENTONE 34 is outstanding in contributing excellent penetration and

flooding control which insure color uniformity of Interior Flats. They are also easier to brush and free from sagging, due to the characteristic bodying effect of the BENTONE 34.

Helps solve problems due to low pigmentation in the low solids Interior Flats

In these paints, which present a difficult problem in brushability, sag, and penetration control due to their low pigmentation, BENTONE 34 does an excellent job in improving all these characteristics. In addition it provides better pigment suspension.

New handbook reveals many other applications

Find out about additional BENTONE 34 uses . . . in Interior Paints, Exterior House Paints, Asphalt Paints, Rubber-Base Paints, Stairs, to name only a few. Also suggested formulations. Write for a copy of the new DUTCH BOY BENTONE 34 Handbook.



DUTCH BOY BENTONE 34 IN MODERN PAINT FORMULATIONS

...one of a series of condensations from the
new Handbook detailing BENTONE 34 uses

ACTION OF BENTONE 34 IN METAL PROTECTIVE PAINTS IS UNIQUE

The most notable contribution is the excellent pigment suspension which *Dutch Boy Bentone 34* gives to Metal Protective Paints. *Bentone 34* also provides improved moisture resistance and water repellency, insuring a film strongly reinforced against the damaging effects of weathering. *Bentone 34* improves working properties, too. Thicker, uniform single coats can be applied with reduction of sag. *Bentone 34* has no adverse effect on adhesion of the paint to metal and offers no impairment to drying.

HELPS METAL PRIMER MEET SEVERE SETTLING TEST

When making a light metal alloy primer based on a military specification, the manufacturer used *Bentone 34* as a pigment suspending agent to meet the severe settling test involved. The test, specifying dilution with two and one-half volumes of toluene and observation of the system on standing, is extremely difficult to meet in regular plant production.



NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

Reinforces Film of Asphalt Paints

Because exposure durability is their major problem, Asphalt Paint manufacturers use *Bentone 34* to reinforce the paint film. This reinforcement minimizes the softening of the coating under the heat of the sun and embrittlement in cold weather. It also overcomes the tendency of these paints to sag, yet does not affect the solvent release and drying time adversely. In cases where inert pigments are used (in Asphalt Paint for wood surfaces, for example), *Dutch Boy Bentone 34* overcomes hard settling of the extender pigments.

Markedly Improves the Working Properties of Maintenance Paints

Bentone 34 enhances the working properties of maintenance paints, such as mill white finishes, by improving brushability and preventing sagging and hard pigment settling. It insures a high degree of color and gloss uniformity by closely controlling vehicle penetration. And *Bentone 34* also increases the moisture resistance and film strength of these paints.

ADDITIONAL USES LISTED IN NEW BENTONE HANDBOOK. Name your use... in Interior Paints, Exterior House Paints, Rubber-Base Paints, Stains... the new *Bentone Handbook* tells how all can be improved by *Dutch Boy Bentone 34*. Includes suggested paint formulations. Write for your free copy.

*"Dutch Boy" and "Bentone" are registered trademarks of National Lead Company

0000-NLI-000016275

DUTCH BOY BENTONE* 34 IN MODERN PAINT FORMULATIONS

... one of a series of condensations from the new Handbook detailing BENTONE 34 uses

Improves Durability of Rubber-Base Paints

Film durability of styrene-butadiene and chlorinated rubber paints is markedly improved by *Dutch Boy Bentone 34*. As an example: A styrene-butadiene control paint showed severe checking and alligatoring after 8 months exposure. The same paint containing 6 lbs. of *Bentone 34* per 100 gals. weathered without any alligatoring or checking. *Bentone 34* also improves brushing, eliminates sagging and controls penetration.

Bodies Traffic Paints Without Retarding Solvent Release

Bentone 34 is especially useful in traffic and zone marking paints because it produces bodying without retarding solvent release, thus allowing the paint to set within a few minutes after application. In reflecting types of traffic paint, where glass beads are used, *Bentone 34* eliminates hard packing of the beads without affecting the paint film's adhesion.

HOW DUTCH BOY BENTONE 34 IMPROVES WORKING PROPERTIES OF CLEAR FINISHES

Both sagging and running of clear finishes are greatly reduced by *Dutch Boy Bentone 34*. In addition, there is no appreciable reduction in gloss or clarity of the finish when *Bentone 34* is thoroughly dispersed by pebble mill grinding. It also keeps other flattening agents from set-

ting hard and, by maintaining a thorough and even dispersion of the flattening pigment, promotes good uniformity.

Makes Paint and Varnish Removers Easy to Handle

Ideally suited for bodying non-inflammable paint removers to a paste consistency, *Bentone 34* makes them easy to handle and apply. Changes in paste viscosity with changing temperatures are greatly minimized. *Bentone 34* imparts excellent package and storage stability. The *Bentone*-gelled paint remover is highly thixotropic and resists flow after application.

Other Uses Of BENTONE 34 Detailed In New Handbook—Want information on the benefits of using *Bentone 34* in other paints... Interior Paints, Exterior Paints, Metal Protective Paints, Stains, etc.? Write for your free copy of the new *Dutch Boy Bentone Handbook*. It also contains suggested formulations.



* "Dutch Boy" and "Bentone" are registered trademarks of National Lead Company.

NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-2771—American Paint Journal, Unassigned ★

DUTCH BOY BENTONE* 34 IN MODERN PAINT FORMULATIONS

...one of a series of condensations
from the new Handbook detailing BENTONE 34 uses

Dutch Boy Bentone 34 controls flow characteristics of stains —

By controlling flow characteristics of stains, *Bentone 34* minimizes streaking, pool formation on horizontal surfaces and sagging on vertical surfaces. *Bentone 34* also controls penetration,

which is especially helpful in obtaining even shades on surfaces of irregular porosity. It minimizes "bleeding" or migration of colorant into other coatings. And it imparts package stability to pigmented stains through greatly improved pigment suspension.

Overcomes sagging and draining tendency in shingle

stains — In shingle stains, *Bentone 34* effectively controls bad sagging and draining tendencies. *Bentone 34*

also insures easier application, uniform film thickness and improved penetration control. Poor package stability due to pigment packing, and non-uniform staining resulting from faulty pigment distribution, are also minimized by *Dutch Boy Bentone 34*.

Solves basic production and performance problems of mastic compounds —

In production of putty, caulking compounds and wood fillers, *Dutch Boy Bentone 34* improves initial wetting of fillers by preventing reagglomeration of particles... virtually eliminates the need for "sweating" new batches.

Storage properties are strikingly improved; tests as long as two years show little oil separation or hardening. Re-working before application is largely eliminated.

Bentone 34 is beneficial in maintaining the proper balance of working properties. Adjustment of flow properties can be made without affecting the adhesion, rate of setting, or final hardness of product.

Bentone 34 improves dimensional stability of mastic compounds after application. It increases moisture resistance. What's more, *Bentone 34* tends to minimize changes of working properties with changes in tempera-

ture... the same formulation can be used for both hot and cool weather application. And use of *Bentone 34* does not require reformulation of proven trade items since rate of setting, adhesion and hardening characteristics remain unchanged.

More uses for Bentone 34 described in new handbook — Interior Paints, Exterior House Paints, Metal Protective Paints, Rubber Base Paints... all are markedly improved by *Bentone 34*. The new *Dutch Boy Bentone Handbook* tells how and also gives suggested formulations. Write for your free copy.



*"Dutch Boy" and "Bentone" are registered trademarks of National Lead Company.

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-2772—American Paint Journal, May 11, August 24, December 7, 1953 ★

0000-NLL-000016277

Why you sell more paint with the new "Dutch Boy" Color Gallery

Simple system—easy for your customers to understand and use.

The colors you need to meet today's demands, either traditional or modern...pastels, in-between shades, deep tones. But not so many colors that customers are confused, sales slowed down.

Shopper stopper display case—exquisitely beautiful "showpiece" that draws people to it and makes them buy.

Brings in new customers—once they get the word from your old customers, lots of new ones will be in to see this marvelous Color Gallery. And to buy paint!

"Take-home" chips that make it easy for customers to match up colors with home furnishings—that also tell them which colors go together.

Pocket edition—a special "tool" for selling big-volume prospects, such as real estate developments, factories, hotels, schools, etc.

Big name brand that's nationally advertised...that people know and have confidence in.

Outstanding paint value—every Color Gallery paint has the top quality all "Dutch Boy" products are famous for. The interior finishes are modern alkylid resin enamels...with all this means in easy application, uniformity of finish, long service.

Priced right—customers pay no premium for Color Gallery paints. They're popularly priced, to appeal to the widest market.

Why you make extra profit on every gallon of paint the Color Gallery helps you sell

No Complicated Mixing—you save time. The Color Gallery is a simple "one-shot" system. You use only one blender for each gallon or quart of paint.

Small Investment—you don't tie up a lot of money in inventory. You stock only a few bases, plus the necessary color blenders.

Little Shelf Space Required—your entire stock of color blenders fits into an area the size of an average door.

Exceptional Turnover—as you carry only a few base paints, you get much faster turnover with the Color Gallery than with regular paints.

The big ones away from

My new Color Gallery
has already helped Manager
Blanche Weir land three
complete housing projects!



Neither the big ones nor the little ones are getting away from Asbury's Paint and Wallpaper Center, Memphis, Tenn.

"Now, we are furnishing 'Color Gallery' on our third housing project," Manager Blanche Weir writes. "Thus we know 'Color Gallery' supplies our entire trade field; the ones who apply it themselves, the painter, and the large buyers."

Good "lure" for California dealer, too!

A. S. Huchting of Modern Home Paint Co., Ontario, California, reports a 21 percent increase in "Dutch Boy" sales... "due mainly to the Color Gallery itself..." He writes that the new "Dutch Boy" Gallery "appeals not only to our retail customers, but also to our contractors."

aren't getting Asbury's



ASBURY'S PAINT AND WALLPAPER CENTER

Mr. H. E. Bodine
National Lead Company
St. Louis, Missouri

Dear Mr. Bodine:

We would like to take time out at the beginning of the year to tell you of our happy experience of the past months with the "Dutch Boy Color Gallery." When we first installed the "Color Gallery," we expected to be used only as a retail item. We were pleasantly surprised when a few painters began using the products. We realized the potentialities of this product until we sold "Color Gallery" on an entire housing project. Thus, we know "Color Gallery" supplies our entire trade field; the ones who apply it themselves, the painter, and the large buyers. We think one of the most remarkable features of the "Color Gallery" is the range of color selections. Naturally, such colors are more popular than others. In eight months, we are only two of the 112 colors that we have not sold. We do not have another interior finish in our stock that has produced such a high rate of inventory turnover as the "Color Gallery." Now, with the introduction of "Color Gallery House Paint," we are looking forward to an even bigger year in 1953. We do not know how we satisfied our customers' color requirements previous to the introduction of the "Color Gallery." Certainly we hope that we will never have to return to those "good old confused days."

Very truly yours,

Mrs. Blanche Weir
Manager

Also plenty of "bites" in Missouri!

At first, C. Gilbreath of Daniel-McCray, Kansas City, was "somewhat skeptical... as to painter acceptance." Now with "better than a six time turnover on our original investment in the Color Gallery," he writes that "sales to the consumer have been beyond our expectation and... the painter is proving to be our best customer."

Small buyer, big buyer... "week-end" painter, con-

0000-NL-000016278

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-2447—American Paint and Wallpaper Dealer, Large—Hardware Area October—Hardware Retailer September—Am...

**"We heartily recommend
the Dutch Boy* Color Gallery
To any dealer
who wants to increase**

**his paint business
and paint profits"**

O'Dea Hardware & Paint Company
607-1113 East Locust Street
DES MOINES 9, IOWA

August 21, 1952

Harry E. Solinas, Trade Sales Manager
Mr. Dutch Boy Company
722 Chestnut Street
St. Louis 1, Missouri

Dear Harry:

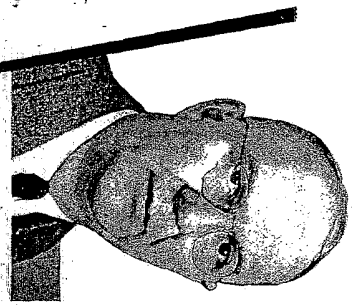
It is a pleasure to tell you how well the Dutch Boy Color Gallery has been accepted by our customers. This includes local builders and the home owner.

After looking over the color-matching system offered by several national manufacturers we have decided to use the Dutch Boy Color Gallery system. It is a pleasure to tell you how well the Dutch Boy Color Gallery has been accepted by our customers. This includes local builders and the home owner.

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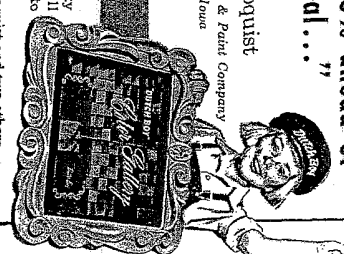
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*Very sincerely yours,
Wm. A. Broquist, President*



**"...our 'Dutch Boy' sales
are already 50% ahead of
last year's total..."**

Wm. A. Broquist
President, O'Dea Hardware & Paint Company
Des Moines, Iowa



In the paint business, a fifty percent increase in wall paint sales is something to crow about.

Yet here we have Mr. Broquist and two others... three different "Dutch Boy" dealers in three different States... talking about the new Color Gallery in just these terms.

In Des Moines, Wm. A. Broquist, President of O'Dea Hardware & Paint Company, says, "...Dutch Boy sales are already 50% ahead." And he attributes "most of this gain" to the Color Gallery.

"The Color Gallery," writes Mr. Arthur W. Ruff, Uptown Hardware, Portland, Oregon, "has helped to increase our volume by about 50%."

Manager Leo Roddy, Model Wallpaper Shop, Dearborn, Michigan, writes, "Besides increasing our paint business about 50%, we have also enjoyed a healthy increase in our wall paper business, all due to the Dutch Boy Color Gallery."

We can't promise the Color Gallery will work similar miracles for you. But we're pretty sure it will help you sell more paint. And make more profit on every Color Gallery gallon sold.

Write or phone our nearest branch office. A "Dutch Boy" salesman will be glad to show you the Color Gallery. Glad to explain why it will boost your paint business and your paint profits... whether or not you now have a color system.

**Why the Color Gallery
is a business booster**

Simple system - easy for your customers to understand and use.

The colors you need to meet today's demands either traditional or modern... pastels, in-between shades, deep tones. But not so many colors that customers are confused, sales slowed down.

Shopper stopper display case - exquisitely beautiful display that draws people to it and makes them buy.

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is a profit booster**

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Little Shelf Space Required - your entire stock of color blenders fits into an area the size of an average door.

Exceptional Turnover - as you carry only a few base paints, you get much faster turnover with the Color Gallery than with regular paints.

See U. S. Pat. Off.
NATIONAL LEAD COMPANY, New York 65, Albany
Patented 3, 1926; 2, 1927; 2, 1928; 2, 1929; 2, 1930; 2, 1931; 2, 1932; 2, 1933; 2, 1934; 2, 1935; 2, 1936; 2, 1937; 2, 1938; 2, 1939; 2, 1940; 2, 1941; 2, 1942; 2, 1943; 2, 1944; 2, 1945; 2, 1946; 2, 1947; 2, 1948; 2, 1949; 2, 1950; 2, 1951; 2, 1952; 2, 1953; 2, 1954; 2, 1955; 2, 1956; 2, 1957; 2, 1958; 2, 1959; 2, 1960; 2, 1961; 2, 1962; 2, 1963; 2, 1964; 2, 1965; 2, 1966; 2, 1967; 2, 1968; 2, 1969; 2, 1970; 2, 1971; 2, 1972; 2, 1973; 2, 1974; 2, 1975; 2, 1976; 2, 1977; 2, 1978; 2, 1979; 2, 1980; 2, 1981; 2, 1982; 2, 1983; 2, 1984; 2, 1985; 2, 1986; 2, 1987; 2, 1988; 2, 1989; 2, 1990; 2, 1991; 2, 1992; 2, 1993; 2, 1994; 2, 1995; 2, 1996; 2, 1997; 2, 1998; 2, 1999; 2, 2000; 2, 2001; 2, 2002; 2, 2003; 2, 2004; 2, 2005; 2, 2006; 2, 2007; 2, 2008; 2, 2009; 2, 2010; 2, 2011; 2, 2012; 2, 2013; 2, 2014; 2, 2015; 2, 2016; 2, 2017; 2, 2018; 2, 2019; 2, 2020; 2, 2021; 2, 2022; 2, 2023; 2, 2024; 2, 2025; 2, 2026; 2, 2027; 2, 2028; 2, 2029; 2, 2030; 2, 2031; 2, 2032; 2, 2033; 2, 2034; 2, 2035; 2, 2036; 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I've got news for you

Dutch Boy

ELTON

Distributors of fine paints and wallpaper

Paint Co., Inc.

3310 Fulton Street, Brooklyn 8, New York
APplegate 7-4690-1

National Lead Company
111 Broadway,
New York 6, New York

Gentlemen:

Our face is red!

When Wilson Seibert, your swell Brooklyn salesman, walked in one day last fall and informed us of your intention of manufacturing a tube-color system, our immediate reaction was "Oh, no, not another one!" We had one such set-up, and altho it is a most important adjunct to any paint merchandising program, we found that its primary sale was limited to a color matching service. We advised Wilson, that if it was Blue and White, we would be happy to have the Gallery, but indicated to him that we felt the volume on this new line would be low.

Our face is red!

The Dutch Boy Color Gallery has turned out to be the outstanding salesmaker in our store. Our personnel has enthusiastically decided that the 112 colors constitute a giant color card and each customer who is interested in flat or satin finish paint is advised to select her color from the attractive Color Gallery. Our retail sales are about 17% ahead of last year and unquestionably, the Dutch Boy Color Gallery has contributed substantially to this increase.

The excellent quality of the paint, the almost "Can't miss" results on the wall, the wonderful profit margin, the simple mixing system, the low inventory investment, the salesman and company cooperation with the distributor in proper merchandising are responsible for the success of the Dutch Boy Color Gallery. We are sure that this Blue and White line will continue to grow and our sales will grow with it.

Very cordially yours,

ELTON PAINT COMPANY, INC.

E. H. SCHILLER

E. H. Schiller

ES/gh

Dutch Boy Paint Products Imperial Washable Wallpaper

NATIONAL LEAD COMPANY: New York 6;
Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13;
Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San
Francisco 10; Boston 6 (National Lead Co. of Mass.).



0000-NLI-000016280

...from Brooklyn

"...The Dutch Boy* Color Gallery has turned out to be the outstanding salesman in our store."

—E. H. Schiller, Elton Paint Company, Inc.



What's the word from Brooklyn on the new "Dutch Boy" Color Gallery?... "Retail sales are about 17 percent ahead of last year." See letter at left.

...from Modesto

What's the word from Modesto, California? "In the spring of 1952 we really began to realize the benefits of the Color Gallery. Spurred on by a sales contest, our yards increased paint sales from \$13,492.46 for the second quarter of 1951 to \$18,639.13 for the same period in 1952—a gain of 38 percent."

—William L. Pickens, United Lumber Yards.

...from Des Moines

What's the word from Des Moines, Iowa? "With four months still to go our 'Dutch Boy' sales are already 50 percent ahead of last year's total," says Wm. A. Broquist, O'Dea Hardware & Paint Company.

Now... what's the good word from you?

Wouldn't you like to increase your interior paint sales 17 percent... 38 percent... 50 percent... as these "Dutch Boy" dealers have done?

Have a look at this remarkable money-maker in your own store. It will pay you to do this whether or not you now have a color system. Just write or phone our nearest branch office, and a "Dutch Boy" salesman will be glad to show you the Color Gallery and explain its money-making possibilities more fully.

American Paint & Oil Dealer—Jan. — Hardware Retailer—Jan. — Building Supply News—Jan. — American Lumberman—Feb. — Hardware Age—Feb. 5, 1953

Why the "Dutch Boy" Color Gallery helps you sell more paint

Simple system—easy for your customers to understand and use.

The colors you need to meet today's demands, either traditional or modern... pastels, in-between shades, deep tones. But not so many colors that customers are confused, sales slowed down.

Shopper stopper display case—exquisitely beautiful "showpiece" that draws people to it and makes them buy.

Brings in new customers—once they get the word from your old customers, lots of new ones will be in to see this marvelous Color Gallery. And to buy paint!

"Take-home" chips that make it easy for customers to match up colors with home furnishings—that also tell them which colors go together.

Pocket edition—a special "tool" for selling big-volume prospects, such as real estate developments, factories, hotels, schools, etc.

Big name brand that's nationally advertised... that people know and have confidence in.

Outstanding paint value—every Color Gallery paint has the top quality all "Dutch Boy" products are famous for. The interior finishes are modern alkyd resin enamels... with all this means in easy application, uniformity of finish, long service.

Priced right—customers pay no premium for Color Gallery paints. They're popularly priced, to appeal to the widest market.

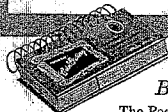
Why the "Dutch Boy" Color Gallery helps you make extra profit

No Complicated Mixing—you save time. The Color Gallery is a simple "one-shot" system. You use only one blender for each gallon or quart of paint.

Small Investment—you don't tie up a lot of money in inventory. All you stock is a few bases, plus the necessary color blenders.

Little Shelf Space Required—your entire stock of color blenders fits into an area the size of an average door.

Exceptional Turnover—as you carry only a few base paints, you get much faster turnover with the Color Gallery than with regular paints.

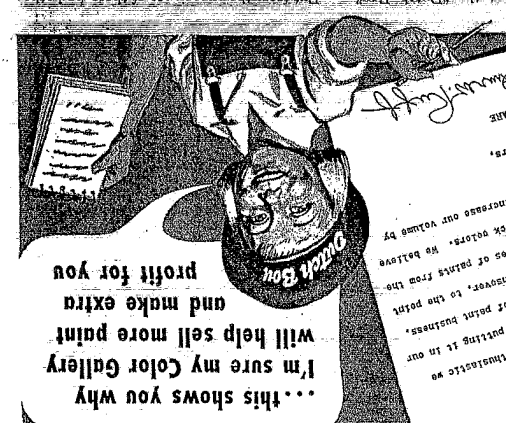


Big help with big buyers.

The Pocket Edition of the "Dutch Boy" Color Gallery is a special "tool" for selling real estate developments, factories, hotels, schools, etc. With it, one dealer landed the order for 17 college buildings.

Take a letter from Portland, or

...this shows you why
I'm sure my Color Gallery
will help sell more paint
and make extra
profit for you



But from the experience of these and other
"Dutch Boy" dealers, we're sure of that. It
only used the Color Gallery will help you sell
more paint... make extra profit on every
Dutch Boy salesman will be glad to show you
whether or not you now have a color system.
Corporation writes about
"I'll duplicate for you the
business Florida's south-
west increase in interior
our Color Gallery will
Oregon.
percent as it did up town
increase your wall paint
that the "Dutch Boy"

"Take-home" chips that make it easy for customers
to match up colors with home furnishings - that also
tell them which colors go together.
a special "tool" for selling big-
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Big name brand that's nationally advertised... that
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Outstanding paint value - every Color Gallery
paint has the top quality all "Dutch Boy" products
are famous for. The interior finishes are modern alkyl-
resin enamels... with all this means in easy applica-
tion, uniformity of finish, long service.
Priced right - customers pay no premium for Color
Gallery paint. They're popularly priced, to appeal to
the widest market.

9—Hardware Retailer, March—Building Supply News

Why we're sure the Color Gallery will help you make extra profit

No Complicated Mixing—you save time. The Color Gallery is a simple "one-shot" system. You use only one blender for each gallon or quart of paint.

Small Investment—you don't tie up a lot of money in inventory. All you stock is a few bases, plus the necessary color blenders.

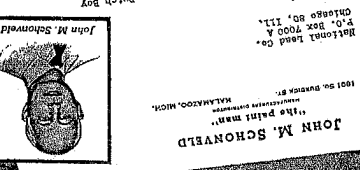
Little Shelf Space Required—your entire stock of color blenders fits into an area the size of an average door.

Exceptional Turnover—as you carry only a few base paints, you get much faster turnover with the Color Gallery than with regular paints.

John M. Schonwald
National Lead Co.
P.O. Box 7000 A
Chicago 90, Ill.

We are happy to recall your Dutch Boy
color gallery more in the past few months ago.
I think this is an opportunity time to tell you that
we have certainly exceeded our expectations
and our trade has reacted very favorably to the
It has made our old customers more satisfied
and better pleased.
I have brought more new customers into our
store than any other addition we placed upon our
shelves.
It increased our Dutch Boy interior paint
business by about 50%.

It has increased our paint business since
we have been carrying the Dutch Boy color sales-
tion system. Every like our pocket with good results.
It brought us the business of at least two
leading interior painters who we could not sell
before with all of our paint and cooperation.
no question like the ability of your
system and gives it our full support and cooperation.
In summing it up the "Dutch Boy" has done a
job with our customers.
We cannot ask for more "Dutch Boy" business.
Yours for more "Dutch Boy" business,
John M. Schonwald



Southland Paint
A LAQUER CORP.
330 N. E. 1st Avenue
Miami 22, Florida
PHONE 2-3223

400 Bishop St., M.W.
Atlanta, Ga.

Contestants:

We are sure that you have noticed a definite
increase in the volume of DUTCH BOY PAINTS you
have shipped us during the past few months.
We honestly believe our increase in business
of 27% can be attributed to the DUTCH BOY COLOR
GALLERY. We installed early this year.

do a much wider retail business as well as sell
sell better. The wide range of colors we could not
"COLOR GALLERY" takes care of every demand.
us and are looking forward to many more years of
the same pleasant relationship.

Yours very truly,
John M. Schonwald

QUALITY PAINTS AND ENAMELS • SUPPLIES FOR THE PAINTING TRADE

National Lead Company, New York 61
Atlantic Building 31 Chicago 31 Cincinnati 31
Cleveland 13; Dallas 21 Philadelphia 23
Pittsburgh 13; St. Louis 1; San Francisco
10; Boston 6 (National Lead Co. of Mass.).
The U. S. Mail, Oct.

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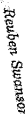
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John M. Schonwald

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National Lead Company, New York 61
Atlantic Building 31 Chicago 31 Cincinnati 31
Cleveland 13; Dallas 21 Philadelphia 23
Pittsburgh 13; St. Louis 1; San Francisco
10; Boston 6 (National Lead Co. of Mass.).
The U. S. Mail, Oct.

increased sales

Abel Swanson



letter at 11:00 a.m. Savage Paint Store sales at least 17%.

For Manager,
Shop, Dearborn, Michigan,

No reason why not

"Take-home" chips that make it easy for customers to match up colors with home furnishings -- that also

to have... to them which colors... "tool" for... special "tool" for... developments... Pocket edition... a special "tool" for... developments... volume prospects, such as real estate developments... factories, hotels, schools, etc... that... nationally advertised... brand that's nationally advertised... confidence in... Col-

[illegible]

full "snowpiece" time
them buy.
Brings in new customers -- once they get the word
from your old customers, lots of new ones will be in
to see this marvelous Color Gallery. And to buy paint

This advertisement prepared by MARSHALL and PRATT Company, Inc., New York
 X-D-2917—American Pencil & Gift Dealers April—Hardware, Acc., Jan. 11—Hardware Retailer, May
 American Lumberman, April 6—Hardware Supply, Nov. 2, May, 1935. ★

Why you make extra profit on every gallon sold:

No Complicated Mixing--you don't need a paint can. You use one of our "one-shot" system. You use one of our "one-shot" system. You use one of our "one-shot" system.

Small Investment—you don't tie up a lot of money in inventory. All you stock is a few bases, plus the necessary color blender.

Little Shelf Space Required—your entire stock of color blenders fits into an area the size of an average closet.

Turnover—as you carry only a few

door.
Exceptional Turnover — as you carry base paints, you get much faster turnover Color Gallery than with regular paints.

Big help with
big buyers

The Pocket Edition of the Dutch Boy® Color Gallery is a special "tool" for selling real estate developments, factories, hotels, schools, etc. With it, one dealer landed the order for 17 college buildings.

NATIONAL LEAD COMPANY: New York 6; Atlanta;
for 17 colleges; Boston 1; Buffalo 1; Chicago 3;
Cincinnati 3; Cleveland 13; Dallas 3;
Buffalo 3; Chicago 3; Cincinnati 3; St. Louis 1; San Francisco
Philadelphia 25; Pittsburgh 12; St. Louis 1; Son
101; Boston 6 (National Lead Co. of Mass.).

Sunder's
—SINCE 1893—

512 NORTH SNELLING AT UNIVERSITY
ST. PAUL 4, MINNESOTA

PAINTS :: WALLPAPER :: PAINTERS SUPPLIES
ARTIST MATERIALS :: PLASTIC PLAYS
•
Telephone: Nelson 7178

Telephone: Nestor 7177

National Lead Co.
900 West 18 St.
Chicago, Illinois

We have installed the Dutch Boy Color Gallery in each of our four stores in greater St. Paul, in competition with other color systems previously installed.

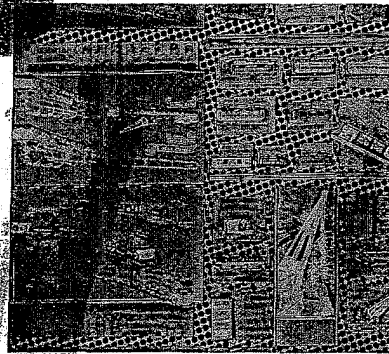
The Dutch Boy Color Gallery has more than proven itself in competition with these other color systems because of its simplicity of operation and because of the speed and accuracy with which a customer selected color can be obtained.

All of these are important factors from the Dealer standpoint.

We feel the Color Gallery has increased our interior paint sales at least 17%.

Able, Swanson, Jr., Vice Pres

MIDWAY BETWEEN THE CITIES



More holes per base **More hold per plate**

Permanent plate anchorage... that's what you want, *and get* with Blatchford Base—in magnesium or standard metal.

Blatchford's unique honeycomb design has 364 holes per square foot... permits you to mount plates of any size and shape more quickly, accurately and firmly. You have ample anchorage every part of every plate. Uniform plate surface reduces the chance of slippage and unevenness.

Blatchford's carefully engineered pattern of "one-line" and "two-line" holes makes it easy to spot plates quickly. The versatile Blatchford Base gives you the utmost in registration speed and flexibility. Moreover, the action of the Catch is positive... it will not wobble or work loose.

The Blatchford plate mounting system is often the only one that can handle out-of-the-ordinary jobs in all categories—carton, label, book and job.

Find out how Blatchford Base, in magnesium or standard metal, can help your plant turn out top-quality printing at top-dollar profit. Informative booklets are available. Write today to nearest office.

Blatchford Division NATIONAL LEAD COMPANY —
 Chicago, Cincinnati, Cleveland, Dallas, St. Louis;
 New York: E. W. Blatchford Co.; Pacific Coast:
 Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Portland, Seattle.

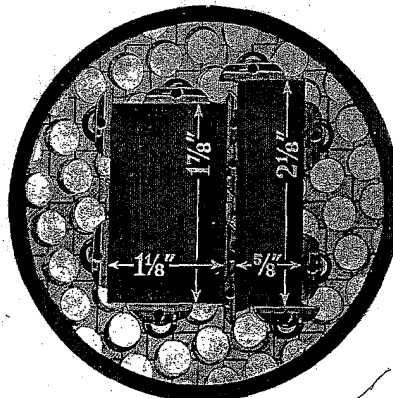


Blatchford Base

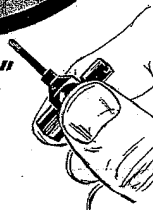
Magnesium or Standard Metal

*Reg. U. S. Pat. Off.

0000-NLI-000016284



Your "key" to faster, easier make-up



Design's the thing that makes Blatchford Base unique.
It's your key to faster, easier, more accurate make-up.
Here's why...

In the Blatchford honeycomb pattern, there are 864 holes per square foot. This means you can mount plates of any size and shape anywhere and be sure of ample anchorage on every part of every plate.

Blatchford's carefully engineered pattern of "one-line" and "two-line" holes also makes plate-spotting extremely easy.

Moreover, the versatile Blatchford Catch (it won't wobble or work loose because of its positive action) gives you registration speed and flexibility.

As a team, the Blatchford Base and Catch assure uniform plate support, permanent plate anchorage...less chance of slippage and uneven wear.

Users of the Blatchford plate mounting system find it invaluable in everyday use. And for special work, it's often the only system in the shop that can do the job.

Investigate the many other advantages of the Blatchford Base. Write today to nearest office for additional information.

Blatchford Division NATIONAL LEAD COMPANY
— Chicago, Cincinnati, Cleveland, Dallas, St. Louis
New York: E. W. Blatchford Co., Pacific Coast: Morris
P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.),
Portland, Seattle.

*Reg. U.S. Pat. Off.

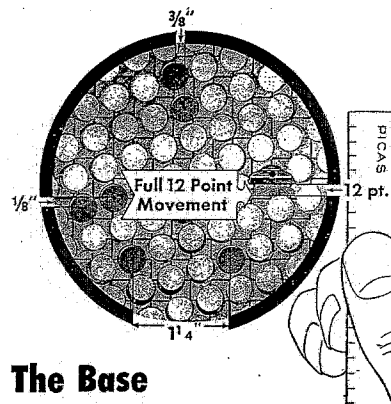
Blatchford Base

Magnesium or Standard Metal



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-2409—American Pressman, March & September—Printing Magazine, March & September—
American Boxmaker, April & October—Paper Containers, April & October—
Inland Printer, April & October, 1953
KL 2409A—Boxboard Containers, March & September, 1953 *

0000-NLI-000016285



The Base Without Blind Spots ... Blatchford

Complete freedom in plate placement is one of the many reasons why Blatchford Base is so popular with make-up men and pressmen.

The Blatchford "honeycomb" pattern, with its 864 holes per square foot, affords unlimited leeway for plate lockup, from the initial rough layout on the stone, to the final split-hair register on the press.

The Blatchford system — the Base that supports the plates and the Catch that anchors them — is engineered on a point-and-inch basis. Holes are $\frac{3}{8}$ " in diameter. Adjacent hole centers are $\frac{1}{8}$ " apart in one direction, $\frac{3}{8}$ " in the other. All one-line holes are $1\frac{1}{4}$ " apart in both directions, as are all two-line holes. The full "travel" of the regular Catch jaw is twelve points. Thus there is sufficient "reach" to get proper plate anchorage with a minimum of Catch shifting.

These features of Blatchford Base and Catch construction save time and trouble on practically all jobs, and they are doubly appreciated in locking up and registering odd shaped plates in complicated color work, and where there are rules, borders and drop out imprints.

If you are looking for ways to step up your profits, whether you run a regular job shop or specialize in cartons, labels, books or catalogs, look into your plate mounting operations. The Blatchford system may be a real money maker for you.

Get all the facts about Blatchford Base. Write the nearest office for complete information.

Blatchford Division NATIONAL LEAD COMPANY
— Chicago, Cincinnati, Cleveland, Dallas, St. Louis;
New York: E. W. Blatchford Co.; Pacific Coast: Morris
P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.),
Portland, Seattle.

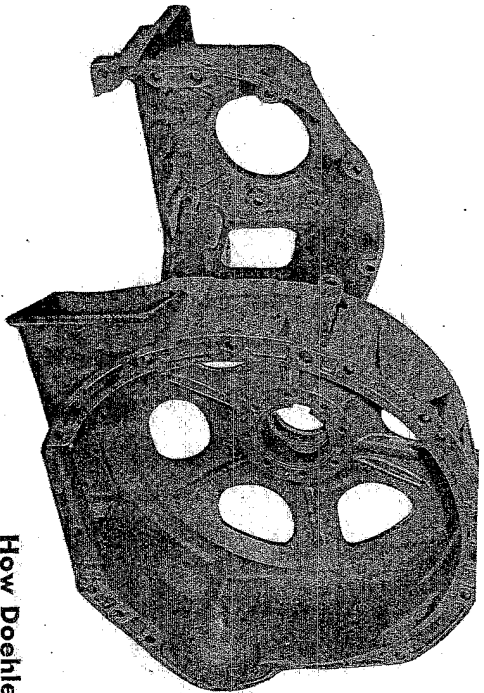
*Reg. U.S. Pat. Off.

Blatchford Base
Magnesium or Standard Metal



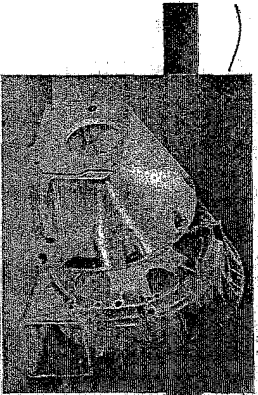
This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-2410—American Printman, May and November—Printing Magazine, May and November—
American Boxmaker, June and December—Fiber Containers, July—
Inland Printer, June and December—Official Container Directory, May
KL-2410A—Boxboard Containers, June and December, 1953 ★

0000-NLI-000016286



How Doehler-Jarvis

halve the weight and

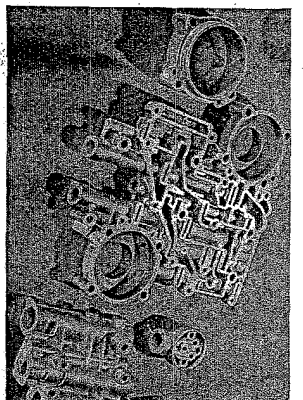


These torque converter and clutch housings are light, sound and strong. They withstand great vibrational stresses and the jarring and pounding in use. As cast by Doehler-Jarvis, these housings provide many economies in machining costs. For one example, the long oil holes in the torque converter housing are cast-in.

Your motor car dollar buys a whole lot more performance than it did a few short years ago. Why? Because it pays for less dead weight and more useful horsepower. It pays for fewer heavy, slow-production parts and buys more lightweight, high-speed, precision-made units. It pays for fewer laborious fabrication steps and buys more streamlined assemblies of formed-to-fit parts.

As a case in point consider the automatic transmission. It has become progressively more efficient, lighter in weight, part for part—and less expensive to own and operate.

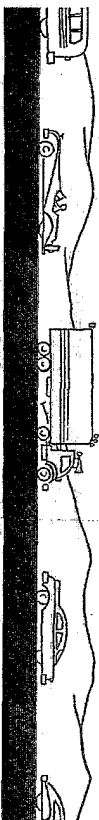
These improvements have been made possible to a great extent by the use of die cast parts, many of which are produced by Doehler-Jarvis in close cooperation with motor car makers.



Valve casting used in an automatic transmission. These parts are among the most intricate of the multitude of die castings made by Doehler-Jarvis. Obviously extreme dimensional accuracy is required for proper fit and functioning of all valve components.

Helped Motor Car Makers

lower the cost of heavy duty housings



A prime example of this teamwork between the customer's design and engineering staffs and those of Doehler-Jarvis is the set of housings—torque converter and clutch—illustrated.

These are truly heavy duty parts. Before Doehler-Jarvis entered the picture they weighed together about 50 pounds and required considerable working-over and machining prior to assembly. The Doehler-Jarvis aluminum housings weigh about 23 pounds and require a minimum of handling before assembly.

This is but one example of how the Doehler-Jarvis organization, with resources and resourcefulness developed during a half century of the casting, works hand-in-hand with makers of metal products—in the automotive, household appliance,

office machine, electrical merchandise and many other important industries.

Call in Doehler-Jarvis when you are faced with problems in the design and procurement of lighter weight, lower cost, more efficient metal parts.

Doehler-Jarvis
Division
of

National Lead Company

General Offices: Toledo 1, Ohio

*Reg. U. S. Pat. Off.



0000-NII-000016287

This advertisement prepared by MARSHALL and PERRY Company, Inc., New York
K7-3434—Auto, Industry, September 1—Design News, September 15—Hill, Mfg., September—
Pres. Metal Molding, September—Prod. Eng., September—Machine Design, October, 1933 *

Speed up

**your body repair jobs ...
with National Lead Solder**

Take it from the man who works with National Lead Body Solder. He'll tell you it's one solder that helps him get repair jobs done ... *fast*.

Here's why:

National Lead Body Solder fills deep dents solidly, easily, fast. Melts evenly at low heat. Does not run. Stays plastic while being worked. Sands smoothly. No pitting or shredding. Feathers off neatly around edges. Perfect base for putty coat and lacquer.

Build up customer satisfaction and profits. Standardize on National Lead Body Solder ... available in all popular tin-lead compositions. Call your automotive supply jobber.



Body Solder
with a NATIONAL reputation
LEAD COMPANY

111 Broadway, New York 6, N. Y. • Offices and plants in principal cities.



For lasting metal radiator repairs ... use "Dutch Boy" acid core Solder. Precision made.

*Reg. U. S. Pat. Off.

KL-2396—Automotive Digest, January, 1953 ★

0000-NLL-000016288

Bring 'em in...



Bring 'em out

with "Dutch Boy" Wire Solder

Went a tip on how to get radiator repair jobs in... done... and out of the shop fast? Then ask the man who's used "Dutch Boy" Wire Solder—solid or acid core. He knows how "Dutch Boy" Solder speeds up the work.

He can tell how easy it is to get a clean, lasting metal bond with "Dutch Boy" Solder. He can tell you how it melts quickly and smoothly, "wets" properly and promptly to make a good workmanlike repair.

Take this tip. Use "Dutch Boy" Wire Solder on all your repair jobs—solid wire (if you prefer a separate flux), acid core (for self-fluxing) on all non-electrical repairs and for body repair tinning, rosin core for electrical system repairs. Call your automotive supply dealer. He stocks the "Dutch Boy" line.

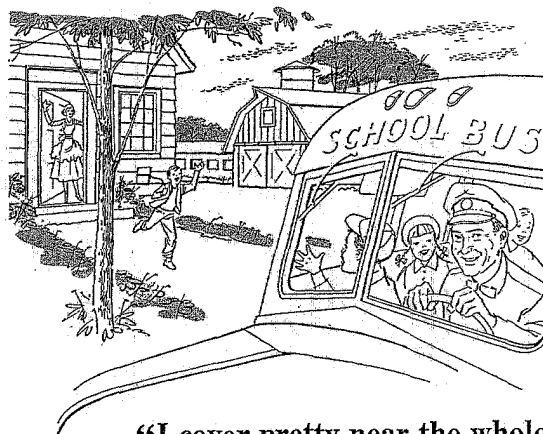
Wire Solder
with a NATIONAL reputation
LEAD COMPANY

111 Broadway, New York 6, N. Y. • Offices and plants in principal cities.

"Dutch Boy" Wire Solder
Speed up body repair... use National Lead
Solder. Precision made.

This advertisement prepared by MASCILAK and PRATT Company, Inc., New York
KL-2397—Automotive Digest, March and September, 1953
KL-2397A—Motor Service, April and October, 1953 ★

0000-NLT-000016289



"I cover pretty near the whole county. And so, it seems, does 'Dutch Boy' Bright White!"

SCHOOL bus drivers get around. And so, you'll find, does "Dutch Boy" *Bright White*. In county after county, it's the farmer's favorite house paint. When you try it — you'll see why.

It'll make your buildings dazzling white.

It'll keep them that way, too: with self-cleaning "Dutch Boy" *Bright White*, rain just washes the dirt away.

On top of this, you'll find *Bright White* easy to apply. "It flows right off the brush, spreads freely, levels out smoothly," users say. And most times one coat is enough for a sparkling, uniform repaint job.

Next time you paint, do the job up white... with *Bright White*.

Or if you prefer to do it up brown, or green, or some other color, get "Dutch Boy" tinted House Paints.

See the "Dutch Boy" Color Gallery

At your dealers. You'll be amazed at how easy it is to select a color scheme from the hundreds of attractive shades the Gallery offers. And you can count on your "Dutch Boy" dealer to help you with practical painting problems as well as with color selection for both inside and outside.



NATIONAL LEAD COMPANY, New York 6; Atlanta; Buffalo 3; Chicago 3; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Company of Massachusetts).



*Reg. U.S. Pat. Off.

This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KD-2446—Country Gentleman, April, 1953 ★

0000-NLI-000016290



**"Even our
little red schoolhouse
is now painted with
'Dutch Boy' Bright White"**

Time was when most schoolhouses were red, as you may remember.

But now they're white... "Dutch Boy" *Bright White*... just like so many farm homes. Barns, fences, churches, town buildings, too.

Such popularity must be deserved...

And it is! "Dutch Boy" *Bright White* makes your buildings sparkle. Keeps them sparkling, too. With self-cleaning *Bright White*, rain just washes the dirt away.

You'll also find *Bright White* easy to apply. Easy off the brush, easy spreading, easy to level out smoothly. And, as most people say, "One coat's usually enough for a grand-looking repaint job!"

Of course, you may prefer tints.

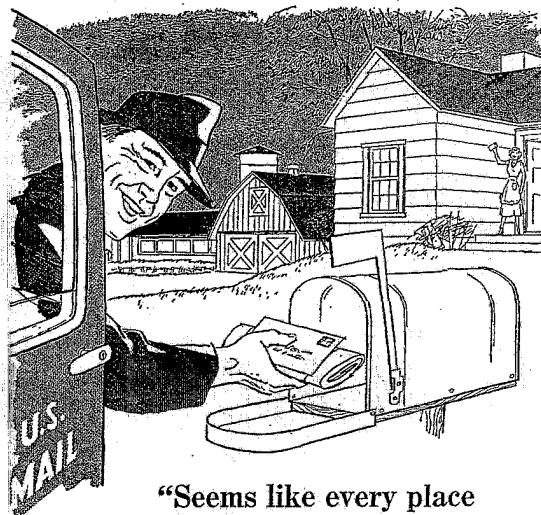
If you do, get "Dutch Boy" tinted House Paints. Like "Dutch Boy" *Bright White*, they're in a class by themselves.

**DON'T MISS SEEING THE
NEW COLOR GALLERY!**

At your "Dutch Boy" dealer's. The Color Gallery will help you find the colors you want both inside and outside. Makes it easy for you to select from a wide range of beautiful colors. And your "Dutch Boy" dealer will gladly help you with your painting problems.



NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Company of Massachusetts). *Reg. U. S. Pat. Off.



**"Seems like every place
on my route is painted with
'Dutch Boy' Bright White"**

They know what's going on, rural carriers do. On most of the buildings they pass every day!

It's "Dutch Boy" Bright White House Paint. And, once you try it, you see why people use so much of it.

Bright White makes your buildings dazzling white.

Not only that, it keeps them that way. Bright White is self-cleaning — rain just washes dirt away.

It goes on with amazing ease, too. Easy brushing, easy spreading, and it levels itself out smoothly. On top of all this, one coat's usually enough for a sparkling, uniform repaint job.

Next time, paint your place with durable, long-lasting Bright White.

Or, if you want colors that'll do you equally proud, use "Dutch Boy" colored House Paints.

Let the Color Gallery help
you find the colors you want

At your "Dutch Boy" dealer's. Using the new Color Gallery, you'll find both the inside and outside colors you want easy and fast. You'll also find your "Dutch Boy" dealer ready and eager to help you with practical painting problems.



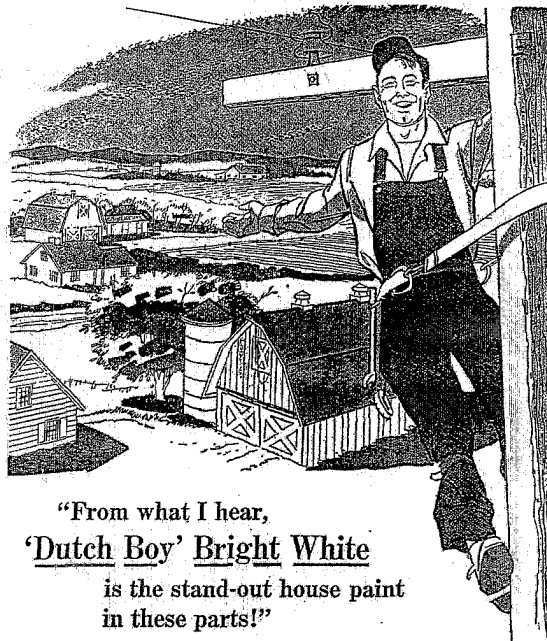
NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).



*Reg. U.S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-2445—Country Gentlemen, June, 1953 ★

0000-NLI-000016292



"From what I hear,
'Dutch Boy' Bright White
 is the stand-out house paint
 in these parts!"

If you get about at all, you just can't help hearing good things about "Dutch Boy" *Bright White*.

It's the stand-out house paint most everywhere because of the long lasting protection it gives.

And people say it's the whitest white they've ever seen.

With *Bright White*, your buildings really sparkle in the sun. And the sparkle lasts because *Bright White* is self-cleaning: rain just washes the dirt away.

It's easy to apply, too, your neighbors will tell you. Brushes on easy, spreads easy, even levels itself out nice and smooth. And most times, you'll find that one coat's enough for a first-rate repaint job.

If you're proud of your place, you'll be prouder still when you paint it with "Dutch Boy" *Bright White*. Or with the colored house paints "Dutch Boy" also makes.

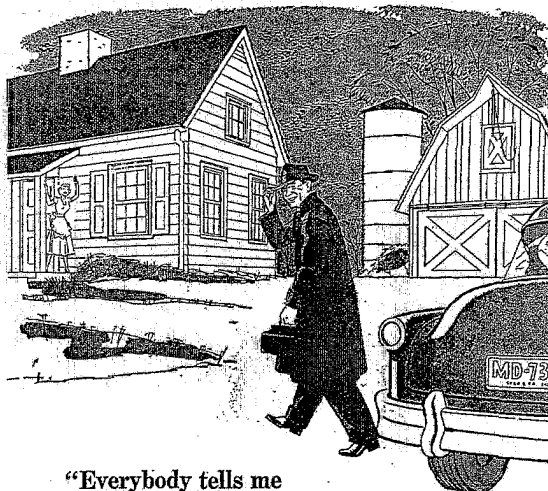
*Easy to find the colors
 you want in the Color Gallery*

See this new Color Gallery at your "Dutch Boy" dealer's. It makes it easy to find just the colors you want, inside and outside. And depend upon your friendly "Dutch Boy" dealer to help you with practical painting problems.

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Reg. U. S. Pat. Off.





"Everybody tells me
'Dutch Boy' Bright White House Paint
 is just what the doctor ordered"

It's "good medicine," Dutch Boy *Bright White* House Paint.

"Good for what ails most buildings," people say, "— and a sure cure for whopping repair bills!"

What makes *Bright White* so popular is its lasting protection as well as its dazzling whiteness. Your buildings fairly sparkle. And they keep that brilliant sparkle because *Bright White* is self-cleaning: rain just washes the dirt away.

On top of this, self-cleaning *Bright White* is amazingly easy to apply. Easy brushing; easy spreading, and it levels itself out smoothly. Most times, too, you'll find that one coat is enough for a tip-top repaint job.

Keep your place up with *Bright White* — then you'll always be proud of it.

And if you want colors that'll do you and your buildings equally proud, get "Dutch Boy" colored House Paints.

Color Gallery makes it easy to find the colors you want

See this new Color Gallery at your "Dutch Boy" dealer's. It'll help you find just the colors you want, inside and outside. And your "Dutch Boy" dealer will be glad to help you with practical painting problems.

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 26; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

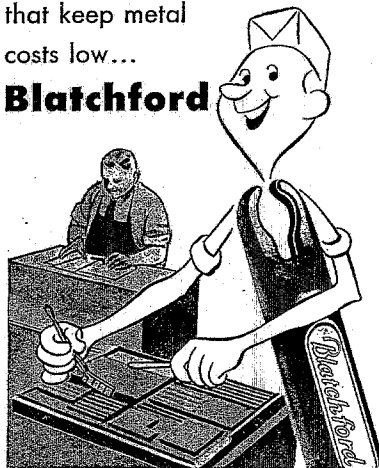
*Reg. U. S. Pat. Off.



Tops in shops

that keep metal
costs low...

Blatchford



In the light of today's skyrocketing costs, it will pay you to consider every means to hold expenses down. For example...your metal stock.

Blatchford Metal helps keep operating costs down and production up in these three ways.

IN MACHINE COMPOSITION, you get fewer imperfect casts and greater operating efficiency. Blatchford Metal melts smoothly, flows freely, molds sharply. *You get clean, solid casts.*

IN "STEREO" CASTING, you get less porosity...sounder plates. And Blatchford's fluidity helps you "get" every detail of the mat. *You get a plate true to the mold, time after time.*

IN PRINTING, you get better plate performance, fewer "sinks." Blatchford stands up to rough treatment. *You get long, steady, clean press runs.*

Let Blatchford help you, your skilled staff and your expensive machinery produce to capacity. Buy Blatchford and compare.

➡ Free chart for re-melt rooms tells, step by step, how to keep metal "healthy" and cut gross loss with Blatchford Type Metal Flux. Just write, Box 000, the office nearest you for "Re-melt Chart."

NATIONAL LEAD COMPANY—Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis, New York; E. W. Blatchford Co.; New England: National Lead Co. of Mass.; Boston; Pacific Coast: Morris R. Kirk & Son, Inc., Los Angeles.



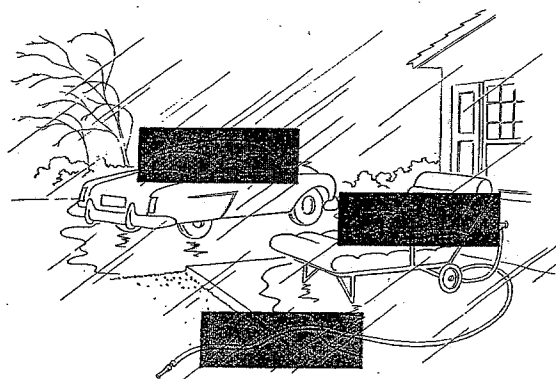
Blatchford

is the **NATIONAL** name
for dependable metal...

*Reg. U. S. Pat. Off.

KL-10108 (R) Editor & Publisher, June, Dec.; Publishers Auxiliary, May, Nov.;
Inland Printer, May, Nov.; Printing Magazine, June, Dec.;
Trade Compositor, Mar., June, Sep., Dec.

0000-NLI-000016295



**If exposure
shortens the life of
your vinyl products**

**... stabilize with
"Dutch Boy" Dyphos**

You can't do much about the weather.

But stabilize your vinyl products with "Dutch Boy" Dyphos, and you'll see that weather can't do much harm to them.

With Dyphos, you'll find that under outdoor exposure your opaque vinyls have excellent color retention and long-lasting flexibility. That's because Dyphos imparts unequalled light stability.

In processing, too, the use of "Dutch Boy" Dyphos works to your advantage because of its excellent heat stability.

So, whether you work with plastisols or organosols... whether your method is slush or conventional molding, extruding, calendering, or coating... use "Dutch Boy" Dyphos.

For more information on Dyphos (or any of the other "Dutch Boy" stabilizers) just write. We will be glad to supply factual data and technical assistance.

"Dutch Boy" Stabilizers

PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cast insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
	Outstanding for heat and light in all opaque stocks, including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for floors

Dutch Boy

*Reg. U. S. Pat. Off.

CHEMICALS



NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.



**Why the
VINYL FLOORING INDUSTRY turns to
"Dutch Boy" Normasal Vinyl Stabilizer
to improve its product**

"Dutch Boy" Stabilizers

Asbestos filler is important in the making of high grade vinyl flooring. To use it satisfactorily, the industry has turned to "Dutch Boy" Normasal.

Normasal, flooring makers have found, is the *only* stabilizer that prevents the color changes in vinyl formulations that asbestos impurities sometimes produce.

More often than not, Normasal is "teamed up" with Tribase, a "Dutch Boy" stabilizer that provides the high heat stability needed in processing vinyls.

For more information about Normasal, Tribase, or any of the other "Dutch Boy" Stabilizers, write us. We will be glad to give you additional data and technical information.

PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-267 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAT (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Di-basic Lead Phosphite)	Outstanding for heat and light in all opaque stocks, including plastisols and organosols
	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for clears

Dutch Boy

CHEMICALS

*Reg. U. S. Pat. Off.

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York, N. Y.
KC-2755—Modern Plastics, April—Plastics World, April—Canadian Plastics, April 1953

0000-NLI-000016297



This is a standard
vinyl electrical insulation ...

This is a vinyl insulation
for high temperature use

There are proved "Dutch Boy" Stabilizers for both of these compounds

Today, makers of vinyl electrical insulations are heavy users of three "Dutch Boy" stabilizers... Tribase, Tribase E, and Dythal.

Tribase and Tribase E, manufacturers find, give them the desired electrical properties plus the processing advantages that recommend these two stabilizers for standard insulations. Both give vinyls exceptional heat stability, eliminating gassing and other stabilizer breakdowns. And both can be dispersed easily throughout the formulation.

"Dutch Boy" Dythal, they find, does an outstanding job for high temperature vinyl insulation. Not only does it impart good electrical properties, but it also gives excellent heat stability in formulating vinyl insulation for high temperature use. Its low tinting strength, they say, makes bright colors possible. Manufacturers also find it's easy to disperse "Dutch Boy" Dythal ... and easy to extrude compounds containing it.

Whenever a problem arises in your plant involving vinyl insulation stabilization, consult our technical staff. For information on "Dutch Boy" Tribase, Tribase E, and Dythal, write us.

"Dutch Boy" Stabilizers

PRODUCT	USE
TRIBASE (Triphenyl Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Dibasic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Dibasic Lead Phosphite)	Outstanding for heat and light in all opaque stocks, including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for dears

Dutch Boy

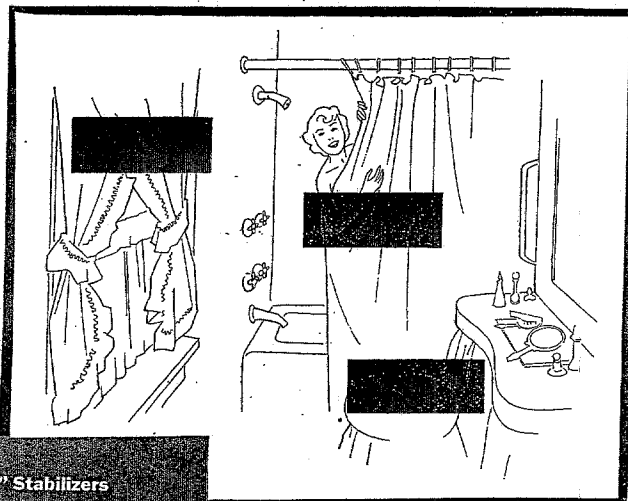


*Reg. U. S. Pat. Off.

CHEMICALS

NATIONAL LEAD COMPANY

111 Broadway • New York 6, N. Y.
In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal



"Dutch Boy" Stabilizers

PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Dibasic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Dibasic Lead Phosphite)	Outstanding for heat and light in all opaque stocks, including plastisols and organosols. Exceptional weathering characteristics
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light stability
BARINAC (Borium Ricinoleate)	Stabilizer-lubricant for clears

Dutch Boy

CHEMICALS

NATIONAL LEAD COMPANY

111 Broadway • New York 6, N.Y.
In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West • Montreal

**For brightly colored...
highly translucent
vinyls...**

**stabilize your film and sheeting
with "Dutch Boy" Plumb-O-Sil C**

When you stabilize your vinyls with "Dutch Boy" Plumb-O-Sil C, you can be sure of two things.

1—You'll get film and sheeting with good color—good, clear color. Plumb-O-Sil C does not affect the color because it has no appreciable tinting strength. It gives you excellent stability in deep shades and vivid colors. And it performs well with most dyes and pigment additions.

2—You'll get highly translucent film stock. Plumb-O-Sil C's refractive index closely coincides with that of vinyl chloride resin.

In addition to these product advantages, you'll also find "Dutch Boy" Plumb-O-Sil C gives heat stability and requires no predispersion.

For additional information, including technical data on Plumb-O-Sil C, just write. And if you have a special problem in stabilizing your vinyls, consult our technical staff for assistance.

Speed up

**your body repair jobs...
with National Lead Solder**

The man who works with National Lead Body Solder will tell you it's one solder that helps him get repair jobs done *fast*. Here's why:

It fills deep dents solidly, easily, fast. Melts evenly at low heat. Does not run. Stays plastic while being worked. Sands smoothly. No pitting or shredding. Feathers off neatly around edges. Perfect base for putty coat and lacquer.

Build up customer satisfaction and profits. Standardize on National Lead Body Solder. All popular tin-lead compositions. Call your jobber.



*Reg. U. S. Pat. Off.

Body Solder
with a NATIONAL reputation
LEAD COMPANY

111 Broadway, New York 6, N. Y. • Offices and plants in principal cities.



For lasting metal radiator repairs use "Dutch Boy" acid core Solder. Precision made.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-2396A—Motor Service, February, 1953 ★

0000-NLI-000016300

Bring 'em in...



Bring 'em out

With "Dutch Boy" Wire Solder

Want a tip on how to get radiator repair jobs in... done... and out of the shop fast?
Then ask the man who's used "Dutch Boy" Wire Solder — solid or acid core. He knows how "Dutch Boy" Solder speeds up the work.
He can tell how easy it is to get a clean, lasting, metal-to-metal bond with "Dutch Boy" Solder. He can tell you how it melts quickly and smoothly, "wets" properly and sets promptly to make a good workmanlike repair.
Take this tip. Use "Dutch Boy" Wire Solder on all your repair jobs — solid wire (if you prefer a separate flux), acid core (for self-fluxing) on all non-electrical repairs and for body repair tinning, rosin core for electrical system repairs. Call your automotive supply dealer. He stocks the "Dutch Boy" line.

Wire Solder
with a **NATIONAL** reputation
LEAD COMPANY

111 Broadway, New York 6, N. Y. • Offices and plants in principal cities.

THE U. S. TEL. CO.
Speed up body repairs... use National Lead Solder, Freshman model.

This advertisement prepared by MASCHELIK and PEATT Company, Inc., New York
KL 2397—*Automotive Digest*, March and September, 1933
KL 2397A—*Motor Service*, April and October, 1933 ★

0000-NLX-000016301



"Fix 'em **Slick**
and **Quick...**

this Dutch Boy* way"

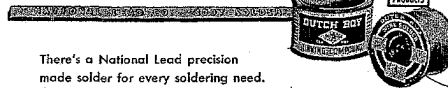
"If you asked me how to get body, fender and other metal mending jobs done right, and in a hurry, I'd say use the National Lead line of solders.

"For filling and smoothing out dents and wrinkles, National Lead Body Solder works like a charm. It melts fast, doesn't run, paddles easily and grinds off clean without a telltale edge.

"When it comes to other soldering jobs—radiators, tanks, wiring, and so on—I like Dutch Boy Wire Solder. It's uniform from end to end, works perfectly with torch or iron, and makes neat, lasting repairs."

Jack up your profits—use these "fix-'em-slick-'n'-quick" solders on all your jobs. Call your automotive jobber. He can supply popular sizes and compositions.

*Reg. U. S. Pat. Off.



There's a National Lead precision
made solder for every soldering need.

Solder
with a **NATIONAL** reputation
LEAD COMPANY

117 Broadway, New York 6, N. Y. • Offices and plants in principal cities.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KL-2398—Motor, June, December—Automotive Digest, May, November, 1953 ★

0000-NLI-000016302

You can do any job up **BRIGHT**

...with these FIVE
"Dutch Boy" exterior whites
to choose from



With five "Dutch Boy" whites to choose from, you can do any and every exterior job up bright. No matter the varying requirements!

As you'd expect, all five "Dutch Boy" exterior whites are quality paints: easy-brushing, smooth-leveling, far-spreading.

For the right exterior white, count on "Dutch Boy!"

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 23; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).



Reg. U. S. Pat. Off.

1 Say the job calls for a house paint that's brilliantly white and self-cleaning. You just call for "Dutch Boy" *110-Bright White*. On repaint work one coat is often sufficient because *Bright White* is so high-hiding.

2 If the job requires a slow-chalking paint to minimize washing down on lower stone and masonry surfaces, choose "Dutch Boy" *111-White*. You'll find it's also a perfect base for fade-resistant tints.

3 If it's a job for "lead," use "Dutch Boy" *116-Pure White Lead Paint*. It gives you the durability and economy of white lead, plus ready-to-brush convenience. Prevents metal staining, too.

4 Where hydrogen sulfide fumes or mildew are problems, always put "Dutch Boy" *115-Fume and Mildew Resistant White* on the job. It's a special paint, formulated to stay white under fume and mildew conditions. Not recommended for any other use.

5 For sash, doors, shutters, and similar outside surfaces where a hard, high-gloss, soil-resistant finish is demanded, pick "Dutch Boy" *210-Sash and Trim White*. It stands up beautifully under severe exposure conditions for it's a real exterior enamel.

Dutch Boy PAINTS • ENAMELS • VARNISHES

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-2501—National Painter, April & October, 1953
KD-2501A—American Painter & Decorator, April & November, 1953
KD-2501B—Painter & Decorator, April, 1953 ★

1



Use "Dutch Boy" 110-Bright White when you want a house paint that's brilliantly white and self-cleaning. So high-hiding that one coat is often sufficient on repaint work.

2



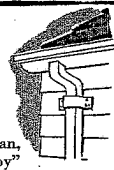
Pick "Dutch Boy" 111-White for jobs demanding a slow-chalking paint to minimize any washing down on lower stone and masonry surfaces. It's also a perfect base for making fade-resistant tints.

When you want to do a job up white

... "Dutch Boy" offers you FIVE
exterior whites to select from



3



If you're a "lead" man, choose "Dutch Boy" 116-Pure White Lead Paint. Here's a white that combines "lead's" durability and economy with the convenience of a ready-to-brush product. Just the ticket, too, for preventing metal staining.



4

Where hydrogen sulfide fumes or mildew are a problem, your answer is "Dutch Boy" 115-Fume and Mildew Resistant White. This is a special paint formulated to stay white under fume and mildew conditions. It is recommended only for this special purpose and not for general use.



5



When you want a hard, high-gloss, soil-resistant finish for sash, doors, shutters and other outside surfaces, try "Dutch Boy" 210-Sash and Trim White. A real exterior enamel, it holds its beauty under severe exterior exposure.

Five different whites for exterior work are at your beck and call in the "Dutch Boy" line.

These five whites enable you to meet varying job requirements and also your own individual preference as to type of paint.

You'll find "Dutch Boy" exterior whites tops in quality. They're all easy-brushing, smooth-leveling, good-yardage paints.

So when you want to do the job up white, do it up right with "Dutch Boy."



Dutch Boy

PAINTS • ENAMELS • VARNISHES

NATIONAL LEAD COMPANY: New York 17; Boston 6; Buffalo 1; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 1; Pittsburgh 1; St. Louis 1; San Francisco 10; Seattle 6 (National Lead Co. Sales Office, Seattle, Wash. 14, 07).

This advertisement prepared by MARSHALL & COMPANY, Inc., New York

KD-2502—National Painter, March and September, 1953

KD-2502A—American Painter and Decorator, March and October, 1953

KD-2502B—Painter and Decorator, March and October, 1953

0000-NLI-000016304



If a customer wants a house paint that's dazzling white and self-cleaning, he'll be happy as a king (and so will you) with "Dutch Boy" 110-Bright White. It's so high-hiding that one coat's enough on many repaint jobs.

If a customer wants a slow-chalking paint that minimizes washing down on lower stone and masonry surfaces, "Dutch Boy" 111-White will satisfy him or her to a "t." You, too! 111-White is also a perfect base for making fade-resistant tints.



**Why the painter
is always right**

**When he uses
a "Dutch Boy" White**



... five exterior whites
to select from!



No matter *what* kind of an exterior job it is — no matter *where* it is — you can always pick a "Dutch Boy" white that'll be just right for it.

You have five to choose from, mind you.

And each one's an easy-brushing, smooth-leveling, far-spreading, "Dutch Boy" quality paint.

Count on "Dutch Boy" to help you do the job, any exterior job, up white.

If a customer wants a "lead" job, use "Dutch Boy" 116-Pure White Lead Paint. Combining white lead's durability and economy with ready-to-brush convenience, it will give you *both* what you want. It prevents metal staining, too.



If a customer wants protection against hydrogen sulfide fumes or mildew, show him you "know your stuff" by picking "Dutch Boy" 115-Fume and Mildew Resistant White. This is a special paint formulated to stay white under fume and mildew conditions, and recommended only for this use.



If a customer wants a hard, high-gloss, soil-resistant finish for sash, doors, shutters and other outside surfaces, she'll go for "Dutch Boy" 210-Sash and Trim White in a big way. And you'll go along, for it's a real exterior enamel that stands up under severe exposure conditions.



Dutch Boy® PAINTS • ENAMELS • VARNISHES

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 19; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co., of Mass.).
*Reg. U. S. Pat. Off.



For the Right Exterior White

count on me. I've got five!



1. "Dutch Boy" 110-Bright White:

When you want a house paint that's dazzling white and self-cleaning, pick *Bright White*. It's so high-hiding that one coat is enough on many repaint jobs.

2. "Dutch Boy" 111-Gloss White:

When the job calls for a slow-chalking paint that minimizes washing down on lower stone and masonry surfaces, do it up bright with *111-Gloss White*. You'll find *111-Gloss White* is also a perfect base for making fade-resistant tints.

5. "Dutch Boy" 210-Sash and Trim White:

When you want a hard, high-gloss, soil-resistant finish for sash, doors, shutters, and other outside surfaces, choose *210-Sash and Trim White*. A real exterior enamel, it stands up beautifully under severe exposure conditions.



3. "Dutch Boy" 116-Pure White Lead Paint:

When you want white lead's durability and economy, plus ready-to-brush convenience, this is the paint for you. On top of everything else, it prevents metal staining.

4. "Dutch Boy" 115-Fume and Mildew Resistant White:

Where hydrogen sulfide fumes or mildew are problems, you can count on this special paint to do a first-class job. It is recommended for use only under these conditions.

Count 'em...

There are five different "Dutch Boy" exterior whites. And one of them is sure to be right—just right—for any outside job you take on.

As you'd expect, all five are quality paints: easy brushing, smooth leveling, far spreading.

For the right exterior white, count on the "Dutch Boy." Every time!

Dutch Boy * PAINTS • ENAMELS • VARNISHES

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.)

* Reg. U.S. Pat. Off.



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-2504—National Painters Magazine, June, 1953
KD-2504A—American Painter & Decorator, September, 1953
KD-2504B—Painter & Decorator, September, 1953

0000-NLI-000016306

**"Dutch Boy" Stabilizers
for the
Vinyl Plastics Industry**



PRODUCT	USE
TRIBASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRIBASE E (Basic Lead Silicate Sulphate Complex)	Low volume cast insulation
DS-207 (Dibasic Lead Stearate)	Stabilizer-lubricant for sheeting, film, extrusion and molded compounds
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored film, sheeting, belting
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	Highly translucent film and sheeting
DYTHAL (Dibasic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Dibasic Lead Phosphite)	Outstanding for heat and light in all opaque stocks, including plastisols and organosols
NORMASAL (Normal Lead Salicylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light-stability
BARINAC (Barium Ricinoleate)	Stabilizer-lubricant for clears

Like all "Dutch Boy" products, these vinyl stabilizers are backed by the solid reputation of the maker — National Lead Company. For complete factual data or technical assistance in their use, write us.

Dutch Boy
CHEMICALS

NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

*Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KC-3106—Oil Paint and Drug Reporter Green Book, July 15, 1953 ★

0000-NLI-000016307



Adaptable...



...that's the paint maker's word for

Take the paint maker's word for it — you just can't miss with adaptable "Dutch Boy" Basic Silicate White Lead "45X" in your exterior paint formulations.

It's new "lead" magic.

In white House Paints, for example, "Dutch Boy" Basic Silicate White Lead "45X" improves self-cleaning properties: permits rain to wet the surface uniformly and remove dirt by washing off the inert chalk.

In tinted House Paints, it contributes to film durability, thus making for greater resistance to fading. Furthermore, its hydrophilic properties promote dirt removal, thus helping to keep colors fresh and clean.

In Primers, adaptable "45X" provides the lead soaps that increase adhesion. "45X" also gives

Dutch Boy^{*}
Basic Silicate
White Lead

"45X"



the paint film the water resistance needed to maintain its adhesive bond and helps prevent peeling.

In Porch and Floor Enamels, "45X" plasticizes the film, increasing abrasion resistance. Lead soaps formed contribute to the film's flexibility and water resistance, increasing adhesion.

It's a proved paint improver, "Dutch Boy" Basic Silicate White Lead "45X." Put it to work improving your exterior paints!

More economical, too!

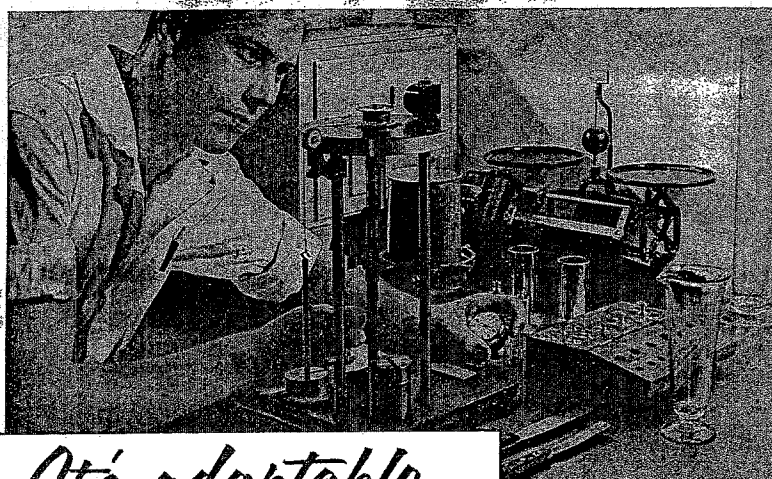
In adaptable "Dutch Boy" Basic Silicate White Lead "45X," the reactive portion of each pigment particle is concentrated at the surface. This makes available proportionately larger amounts of "lead." So you use fewer pounds than with other white lead types.



National Lead Company: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6
*Reg. U. S. Pat. Off. (National Lead Co. of Mass.).

This advertisement prepared by MARSHALL and PRATT Company, Inc., New York
KP-2505—Paints & Varnish Production April—American Paint Journal, April 6—Paint, Oil & Chemical Review, April 9
—Oil, Paint & Chemical Review—Paint Industry Magazine, May, 1953 ★
KP-2505A—Oil, Paint & Chemical Review, May, 1953

0000-NLI-000016308



It's adaptable...

...that's why factory chemists recommend

"Lead" performs a variety of jobs in the formulation of exterior paints.

"Dutch Boy" Basic Silicate White Lead "45X" does all these different jobs... alone. With new efficiency, new economy! This, in a nutshell, is why factory chemists recommend it so unreservedly.

Take white House Paints, for example. "45X" improves their self-cleaning properties. Permits rain to wet the surface uniformly, thus washing off the dirt.

Or take Primers. "Dutch Boy" Basic Silicate White Lead "45X" provides the lead soaps that increase adhesion. On top of this, it gives the film the water resistance needed to maintain a primer's adhesive bond and help prevent peeling.

Then take tinted House Paints. "45X" increases film durability and resistance to color change. It also promotes dirt removal because of its hydro-

More economical, too!

In adaptable "Dutch Boy" Basic Silicate White Lead "45X," the reactive portion of each pigment particle is concentrated at the surface. This makes available proportionately larger amounts of "lead." So you use fewer pounds than with other white lead types.

Dutch Boy*
Basic Silicate
White Lead

"45X"



*Reg. U.S. Pat. Off.

for exterior paint formulations

philic properties, and thus helps keep colors clean and fresh.

Finally, take Porch and Floor Enamels. "45X" plasticizes the film and increases its abrasion resistance. What's more, it forms lead soaps that contribute to the flexibility and water resistance of the film, and thus improve adhesion.

"Lead" at its adaptable, economical best, "45X" is now being used by most leading paint makers. Put it to work improving your exterior formulations.



National Lead Company: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

This advertisement prepared by MARSCHALK and FRATT Company, Inc., New York
KP-2506—Paint & Varnish Production, June—American Paint Journal, May 4—Paint, Oil & Chemical Review, May 7—
Oil, Paint & Drug Reporter—May 11—Paint Industry Magazine, July, 1953 ★
KP-2506A—Official Digest, May, 1953

0000-NLI-000016309



It's adaptable...

...that's why



Dutch Boy*

Basic Silicate
White Lead

"45X"

is the factory manager's favorite

In exterior paint formulation, you can use "Dutch Boy" Basic Silicate White Lead "45X" to advantage to perform different functions.

It is this adaptability, plus economy, that makes "45X" the factory manager's favorite... as well as the paint maker's and the factory chemist's.

Use "45X" in white House Paints, for example, and you improve self-cleaning properties. Its wetting ability allows the rain to spread over the painted surface, thus giving it a better chance to wash off the dirt.

Use "45X" in tinted House Paints, and it helps make the film more durable, more resistant to color change. Also, because of its hydrophilic properties, "45X" promotes dirt removal and helps keep colors fresh and clean.

Use adaptable "45X" in Primers, and you get the lead soaps that increase adhesion. And the water resistance needed to maintain the paint film's adhesive bond which helps prevent peeling.

Use "45X" in Porch and Floor Enamels, and it plasticizes the film... increasing abrasion resistance. More than that, it forms lead soaps that contribute to the flexibility and water resistance of the film, and thus improve adhesion.

As its wide use by leading paint makers proves, "Dutch Boy" Basic Silicate White Lead "45X" is "lead" at its adaptable, economical best. Try it yourself.

More economical, too!

In adaptable "Dutch Boy" Basic Silicate White Lead "45X," the reactive portion of each pigment particle is concentrated at the surface. This makes available proportionately larger amounts of "lead." So you use fewer pounds than with other white lead types.

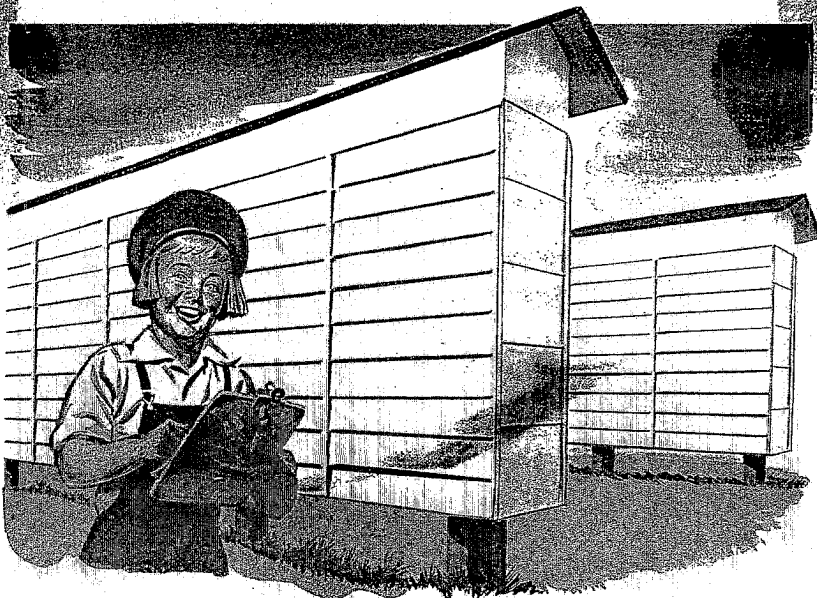
National Lead Company: New York 6; Atlanta; Buffalo 9;
Chicago 8; Cincinnati 2; Cleveland 12; Dallas 2; Philadelphia
25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6
(National Lead Co. of Mass.).



This advertisement prepared by MARSHALK and PRATT Company, Inc., New York

KP-2507—Paint & Varnish Production, August—American Paint Journal, June 1—Paint, Oil & Chemical Review, July 2—
Oil, Paint & Drug Reporter, June 8—Paint Industry Magazine, September, 1953 ★
KP-2507A—Official Digest, June, 1953

0000-NLI-000016310



Take it from the test panels

Dutch Boy*
Basic Silicate
White Lead

"45X"

has what it takes
to make foolproof exterior paints



For foolproof exterior paints... "lead."

"No question about that," most paint makers will tell you.

"And for 'lead' at its economical best," many of the leaders add, "it's 'Dutch Boy' Basic Silicate White Lead '45X'."

They know what they're talking about, too. They've not only seen the proof in their own exterior paints... in a lot fewer complaints, for one thing. They've also seen it at National Lead's Sayville Test Station, where exposure tests of many different pigments have been conducted for many years.

In white House Paints, "Dutch Boy" Basic Silicate White Lead "45X" improves self-cleaning properties, these tests prove.

In tinted House Paints, it increases film durability and resistance to color changes.

In Primers, "45X" contributes greater adhesion, plus the water resistance to maintain the paint film's adhesive bond.

In Porch and Floor Enamels, it plasticizes the film, increases abrasion resistance, and improves

adhesion.

All these things adaptable "45X" does even though you use fewer pounds than with other white lead types. That's because the reactive portion of each "45X" pigment particle is concentrated at the surface; thus, making available proportionately larger amounts of "lead."

Improve your exterior paints — yet save money. Standardize on "Dutch Boy" Basic Silicate White Lead "45X" in your formulations.

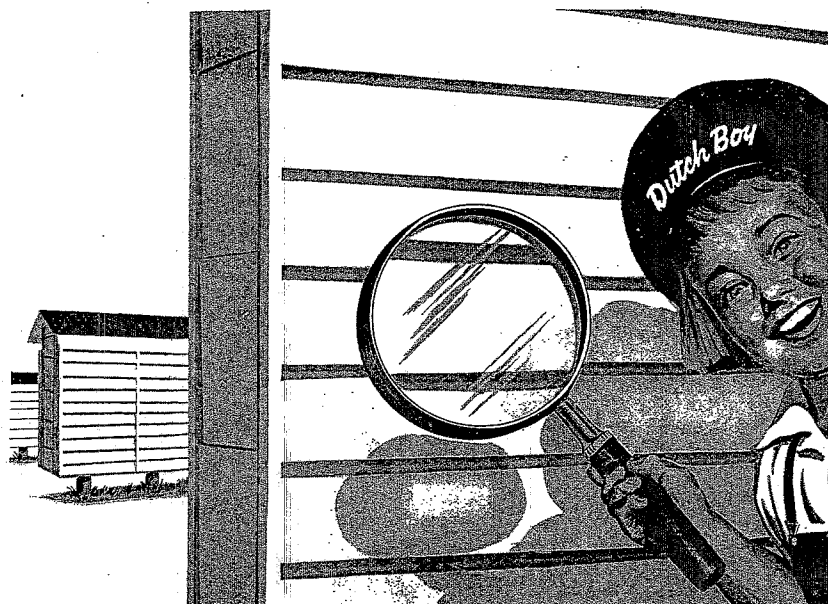
National Lead Company: New York 6; Atlanta; Buffalo 3; Chicago 5; Cincinnati 8; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

*Reg. U. S. Pat. Off.



KP-4371—American Paint Journal, February 1, May 31—Oil & Drug Reporter, February 8, June 7—Paint Industry Magazine, March & November
Paint & Oil Chemical Review, February 11, July 1—Paint & Varnish Production, February, June & October, 1954
KP-4371A—Official Digest, February, June & October, 1954 *

0000-NLI-000016311



Bringing up the proof

that Dutch Boy*
Basic Silicate
White Lead

"45X"

has what it takes to make foolproof exterior paints



When it comes to exterior paints, experienced paint makers are pretty likely to be "lead" men. In their book, there's no better way to insure foolproof formulation.

What type of "lead"?

Today, "Dutch Boy" Basic Silicate White Lead "45X" is the reigning favorite — because it's "lead" in its most economical form.

Exposure tests at National Lead's Sayville Test Station where tests of many different pigments have been conducted year after year, prove beyond question that "45X" has what it takes to make foolproof exterior paints.

And the fact that complaints drop way down when "45X" is

used documents this proof most convincingly with paint makers!

Fewer complaints with "45X" because...

In white House Paints, "Dutch Boy" Basic Silicate White Lead "45X" improves self-cleaning properties.

In tinted House Paints, it increases film durability and resistance to color changes.

In Primers, it contributes greater adhesion, plus the water resistance to maintain the paint film's adhesive bond.

In Porch and Floor Enamels, "45X" plasticizes the film, increases abrasion resistance, and improves adhesion.

It's more economical, too. You use fewer pounds of "45X" than of other white lead types. That's because the reactive portion of each pigment particle is concentrated at the surface and, thus, proportionately larger amounts of "lead" are made available.

Make sure your exterior paints are foolproof. Use "Dutch Boy" Basic Silicate White Lead "45X" in your formulations.

National Lead Company: New York 6; Atlanta; Buffalo 3; Chicago 80; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

*Reg. U.S. Pat. Off.

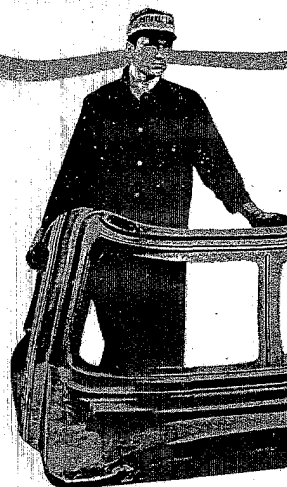
This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KP-4370—American Paints Journal, March 1, September 6—Oil, Paint and Drug Reporter, March 8, August 9—Paint Industry, May—
Paint, Oil and Chemical Review, March 11, September 9—Paint and Varnish Production, March, July and November, 1934
KP-4370A—Official Digest, March, July and November, 1934 ★

0000-NLI-000016312

**for complete,
unified
tool-making
service**



... from rough sketch



... to finished stamping

Kirksite*

... proved performance

tooling

Do you have to sweat out your own tooling problems?

Or, worse yet, do you have to farm out the work piece-meal?

Either way, it will pay you to investigate Kirksite Stamping Tool Service... a service complete in every respect.

In one unified operation, we can take your problem off your hands right from the idea, sketch, blueprint or model stage. We can make and finish patterns and dies. Then from these we can turn out try-out stampings or moderate production runs... *all in the same shop.*

You eliminate the need for "jack-of-all-trades" experience. You eliminate costly die-shop maintenance.

Better still, you by-pass the production difficulties of piece-meal operations and divided responsibilities.

All in all, the Kirksite "package" means fewer headaches... quicker production... lower costs!

If you make aircraft stampings, automotive vehicles, business machines; any die stamped parts, in fact, you ought to know more about this service. Write for "Kirksite," a free new booklet that gives you the up-to-the-minute facts on this complete service to cut tooling costs... tooling time. Address:

National Lead Company, Kirksite Division, 900 West 18th St., Chicago, Illinois.

Kirksite is a trade-mark registered in U. S. Pat. Off. by Morris P. Kirk & Son, Inc., a subsidiary of National Lead Co.

*Reg. U. S. Pat. Off.



This advertisement prepared by MARSHALL & SATT Company
KL-2513-Printed in U.S.A. - March 1958 - New February 1958

Before you tool up...
investigate the services
you get from

Kirksite *

Proved-Performance Tooling

Are you planning to produce a new model or a new product of sheet metal?

Then it will pay you to look into the Kirksite Tooling Service.

The Kirksite Tooling Service consists of pattern making, die and punch casting, die finishing, press proving of dies, and stamping, forming and finishing of actual sheet metal parts... all in the same shop. All with undivided responsibility.

Sheet metal products manufacturers say it's an ideal service to eliminate their tooling-up problems, also permits extensive design changes, if necessary, before production runs are started.

So, if you have planes, trucks, cars, household appliances, even dust pans and ash trays... or almost anything in sheet metal in the planning stage... consider, first, the Kirksite Tooling Service.

Get the full story. Write for a free copy of the new, illustrated brochure, "Kirksite." Address:

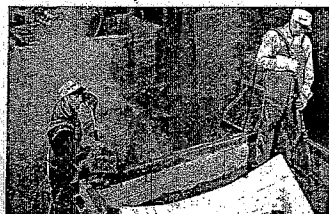
NATIONAL LEAD COMPANY
Kirksite Division
900 West 18th Street, Chicago, Ill.

"Kirksite" is a trade-mark registered in U. S. Pat. Off. by Morris P. Kirk & Son, Inc., a subsidiary of National Lead Co.

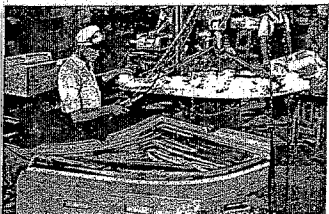
*Reg. U. S. Pat. Off.



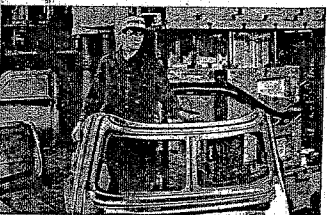
Pattern Making includes wood models or plaster models made from a loft template set-up, starting from an idea, a model, or a blueprint.



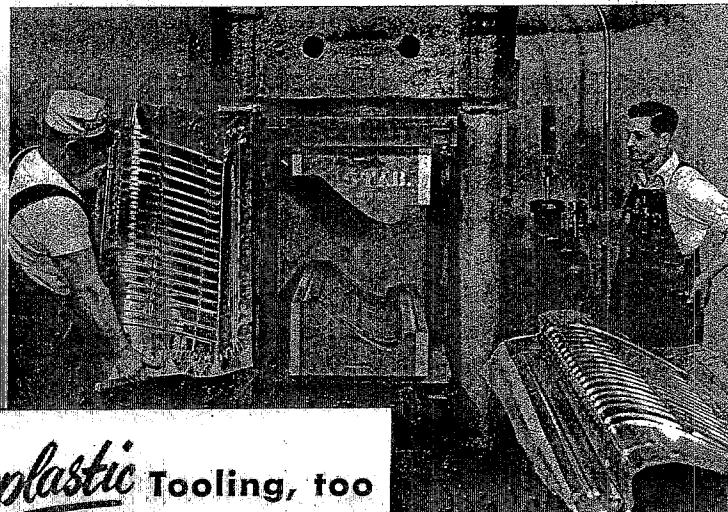
Sand Casting includes the molding and pouring of dies of any size or shape using special techniques in coring to reduce die weight.



Die Finishing includes grinding, drilling, planing, etc., to accurately finish dies to low tolerances by means of plaster check jigs, and templates.



Press Stamping and Finishing includes determination of cutting metal clearance, draw radii, drawface relief, etc. Also includes trimming, welding, re-working and spray-painting.



For *plastic* Tooling, too
look to
NATIONAL LEAD COMPANY

"Nalco-Lite" *plastic* Die Set

Producing "leading edge corrugation parts" for aircraft with "Nalco-Lite" Plastic forming dies. This is one of 86 "Nalco-Lite" Plastic die sets, incased in Kirksite retainers, employed in aircraft parts production.

**Kirksite Die & Engineering Department Now Set Up
to Supply PRESS-PROVED DIES of "Nalco-Lite"* Plastic**

If sheet metal stampings play a part in the manufacture of your product...

Then you will be interested in what the Kirksite Die and Engineering Department is doing with minimum-cost tooling for limited production or for tooling try-out runs.

This newest development of Kirksite Tooling Service, "Nalco-Lite" Plastic, offers you press-proved dependability and economy for such tooling as stretch, form, hydropress and limited-production double action draw dies; master models and Keller and foundry patterns.

"Nalco-Lite" Plastic tools may be cast from standard-scale models... then used within a few days. Every tool is finished and proved... ready for action with a bare minimum of "barbering" required.

So, if you make automobiles, appliances, food handling equipment, office machines or any products using sheet metal construction, write for information on "Nalco-Lite" Plastic Tooling... giving as much detail as you can about the nature of your problem.



NATIONAL LEAD COMPANY

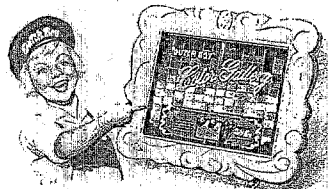
Kirksite Die and Engineering Department
900 West 18th Street, Chicago 80, Illinois

*Trademark

This advertisement prepared by MARSHALK and PRATT, Company, Inc., New York
KL-2514—Design News, July 1 and November 1—Product Engineering, June and December, 1953 ★

0000-NLI-000016315

We Struck Gold at the end of a paint brush



...when the "Dutch Boy" Color Gallery
tipped us off on using Aztec Gold
as an accent color for Egyptian Green.

They were looking for a color scheme that was homey and restful, yet lively and smart. Quick as a wink, these two beauty-lovers found in the "Dutch Boy" Color Gallery the colors they wanted: Egyptian Green with Aztec Gold as a gorgeous accent. Quick as a wink, you too will find the colors you want in the Color Gallery. Soft pastels like Pale Lime and Golden Peach. Subtle in-between shades like Sandalwood and Florentine Blue. Fashionable deep tones like Fuchsia and Gunmetal.

Makes it easy to tell
which colors go together

No doubt about the correctness of your color schemes when you plan your painting the Color Gallery way. Chips you can take home give you more than 300 smart decorating ideas to play with.



Real "do-it-yourself" paints—last word in modern finishes



Something brand-new in paints, these up-to-the-minute "Dutch Boy" Interior Finishes. They're alkylid resin enamels—"do-it-yourself" paints from the word "go."

You roll them on, or brush them on, easy and fast. Even though you're not an expert, your finishes come up smooth and even. So smooth, so even, they'll be slow to stain, quick to clean. Only one coat on most repaint jobs, too! And, what's more, you have a choice of finishes—flat, satin, high lustre—for any interior job you want to do.

You pay no premium... At no extra cost, you get just the colors you want to make your decorating dreams come true. So, if you want to "strike gold" at the end of a paint brush, see your "Dutch Boy" dealer at once. He is listed under "Paint" in your classified telephone directory.



Live Colorfully with
Dutch Boy
PAINTS • ENAMELS • VARNISHES

© Reg. U. S. Pat. Off.

Count on Color, our new booklet on home decoration, shows how the Color Gallery can help you "re-shape" a room, individualize it, make it look homier, and do many another miracle as well. With paint alone! FREE—just mail the coupon.



NATIONAL LEAD COMPANY
Dept. 200 (Address nearest office)
New York 6; Atlanta; Buffalo 7; Chicago 4; Cincinnati 3; Cleveland 2; Dallas 2; Philadelphia 15; Pittsburgh 12; St. Louis 1; San Francisco 14; Boston 6 (National Lead Co. of Mass.).
Please send me a free copy of Count on Color, your beautiful, new full-color booklet.

Name _____
Address _____
City _____ Zone _____ State _____

Saturday Evening Post - March 14 Good Housekeeping - March
Better Homes & Gardens - March

0000-NLI-000016316



To the *Wild Rose* that blooms indoors

—a “Dutch Boy” Color Gallery find...
so is *Sauterne*, the warm tone
that enhances its rosy beauty



Like the delicate flower for which it is named, deep-toned *Wild Rose* paint usually takes finding.

But this lucky pair spotted it quickly... in the “Dutch Boy” Color Gallery. They spotted *Sauterne*, too, the warm tone that is its lovely companion.

With this new Color Gallery, you'll have the same sweet luck. You just can't miss with soft pastels like *Rose Beige* and *Ice Blue*, smart in-between shades like *Jonquil* and *Sprout*, sophisticated deep tones like *Hot Chocolate* and *Forest* to choose from.

No work... working out smart color schemes!

Pick any color you please, and Color Gallery chips tell you, at a glance, just what

hues go with it. The Color Gallery gives you more than 300 color scheme ideas, every one a decorator's delight.

New “easy-to-use” paints make decorating more fun for you!

Everybody's doing it now... doing it beautifully with these amazing, new “Dutch Boy” alkyd resin enamels, latest development in interior finishes. And for good reasons!

They go on like a dream, people say, with brush or roller. Give you the kind of finish—beautiful.

Live Colorfully with
Dutch Boy

© Reg. U. S. Pat. Off.

PAINTS • ENAMELS • VARNISHES



fully smooth and even—that is slow to soil, quick to clean; with only one coat on most repaint jobs, too. And there are “Dutch Boy” finishes—flat, satin, high luster—for every room in your home.

Nothing extra to pay! Though the Color Gallery treats you to a color feast, lets you pick and choose to your heart's content, you pay no premium. So, when you're looking for smart, colorful home-decorating ideas, see your “Dutch Boy” dealer. He's listed under “Paint” in your classified telephone directory.



NEW “idea-a-page” booklet

shows how the Color Gallery can help you “reshape” rooms, individualize them, make them look smarter, more attractive.

With paint alone! FREE—just mail coupon.



NATIONAL LEAD COMPANY
Dept. 203 (Address nearest office)

New York 6; Atlanta; Buffalo 3; Chicago 5; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a free copy of *Count on Color*, your beautiful, new full-color booklet.

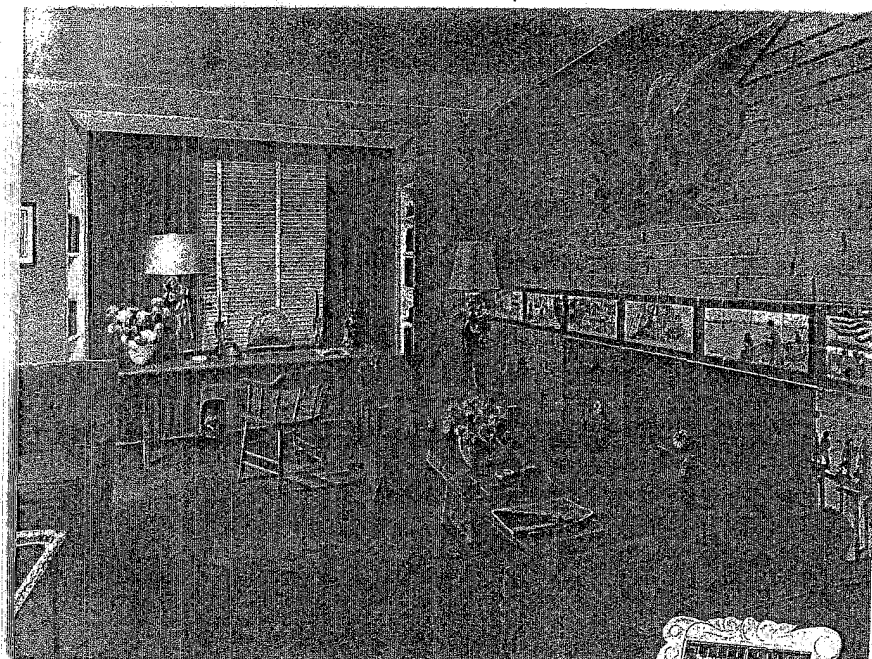
Name _____

Address _____

City _____

Zone _____

State _____



a Dash of Lemon adds zest to Spring Green

... she learned that painting trick
from the "Dutch Boy" Color Gallery!

For her, green alone wasn't lively enough. So, borrowing a decorator-smart trick from the "Dutch Boy" Color Gallery (*it's full of them*), she added a dash of lemony *Lemon Peel* to her *Spring Green* room. And isn't it heavenly? Using the Color Gallery, think what you can do in your home!... with delicate soft pastels like *Pale Turquoise* and *Portrait Pink*; chic in-between shades like *Pebble* and *Cloister Gray*; high-fashion deep tones like *Bright Navy* and *Driftwood*.

Makes your color planning
easy, sure!

No work...working out color plans with the Color Gallery. Chips you can take home tell you which hues go together. More than 300 smart decorator schemes to choose from!

New finishes... in a class by themselves as "easy-to-use" paints

For doing a quick and easy paint job that would

do anyone proud—these new "Dutch Boy" alkyd resin enamels, latest development in paints, can't be matched.

They're made for easy application with roller or brush. Made so you just can't miss getting breath-takingly beautiful finishes—smooth, even finishes that are slow to soil, quick to clean. Made so only one coat takes care of most repaint jobs. Choice of finishes—flat, satin, high lustre—for every room in your home!

You pay nothing extra!

At no extra cost, you get just the colors you want to make your decorating dreams come true. So,

Live Colorfully with
Dutch Boy

*Reg. U.S. Pat. Off.

PAINTS • ENAMELS • VARNISHES



if you want to live colorfully and zestfully, see your "Dutch Boy" dealer. Listed under "Paint" in your classified telephone directory.

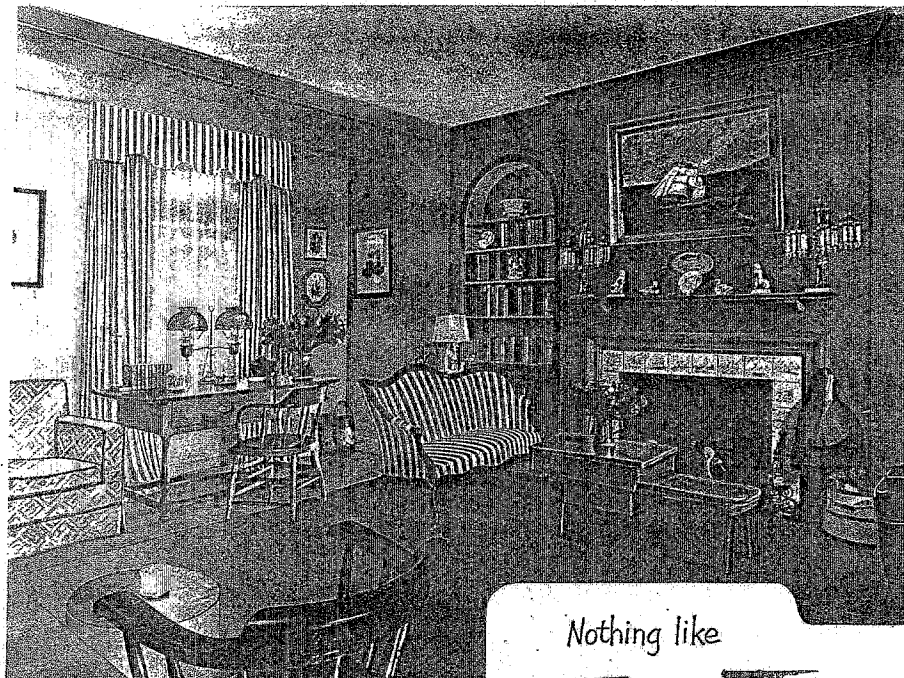
Count on Color, our new booklet on home decoration, shows how the Color Gallery can help you "re-shape" a room, individualize it, make it look homier, and do many another miracle as well. With paint alone! FREE—just mail the coupon.



NATIONAL LEAD COMPANY
Dept. 207 (Address nearest office)
New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a free copy of *Count on Color*, your beautiful, new full-color booklet.

Name _____
Address _____
City _____ Zone _____ State _____



Nothing like

Tangy Tangerine

to spice up

Rembrandt Brown

... a painting "recipe" taken from
the "Dutch Boy" Color Gallery



"We wanted to do our living room
up brown.

"And the 'Dutch Boy' Color Gallery gave
us a 'recipe' ... rich, mellow Rembrandt Brown
accented with tangy Tangerine ... that has our
friends green with envy."

Your friends will be "ohing" and "ahing," too,
when you decorate your home the modern Color
Gallery way. Think of the dreamy things you can
do with delicate pastels like *Doeskin* and *Cameo
Pink*; subtle in-between shades like *Porcelain Blue*
and *Soft Jade*; gorgeous deep tones like *Cherry*
and *Gainsborough Blue*.

*You pick a color
... the Gallery does the planning!*

Just select your favorite color, and the Color Gallery
does the rest. Chips you can take home give you
your complete color plan. More than
300 decorator-smart schemes to
choose from.

*They'll do you proud ...
these amazing new paints!*

You ... anybody ... can make rooms
sing with these amazing new "Dutch Boy"
alkyd resin enamels, latest development in
interior finishes.

You roll them on, or brush them on, easy and
fast. Even though you're no expert, your
finishes come up smooth and even. So
smooth and even, they'll be slow to stain,
quick to clean. You only need one coat on
most repaint jobs, too.
And you have a choice
of finishes for every room
in your home—flat, satin,
high lustr.



Anything extra to pay?

Never a penny! And you get
colors you probably never thought existed outside
your dreams. So when you want a decorating
"recipe" that'll help you spice up your home, see
your "Dutch Boy" dealer. He's listed under
"Paint" in your classified telephone directory.

*The Color Gallery can help you "reshape" rooms,
individualize them, make them look smarter, more
attractive. With paint alone! Our new "idea-a-page"
booklet, Count On Color, tells you just how. Free
—simply mail this coupon.*

Live Colorfully with

Dutch Boy
PAINTS • ENAMELS • VARNISHES



*Reg. U.S. Pat. Off.

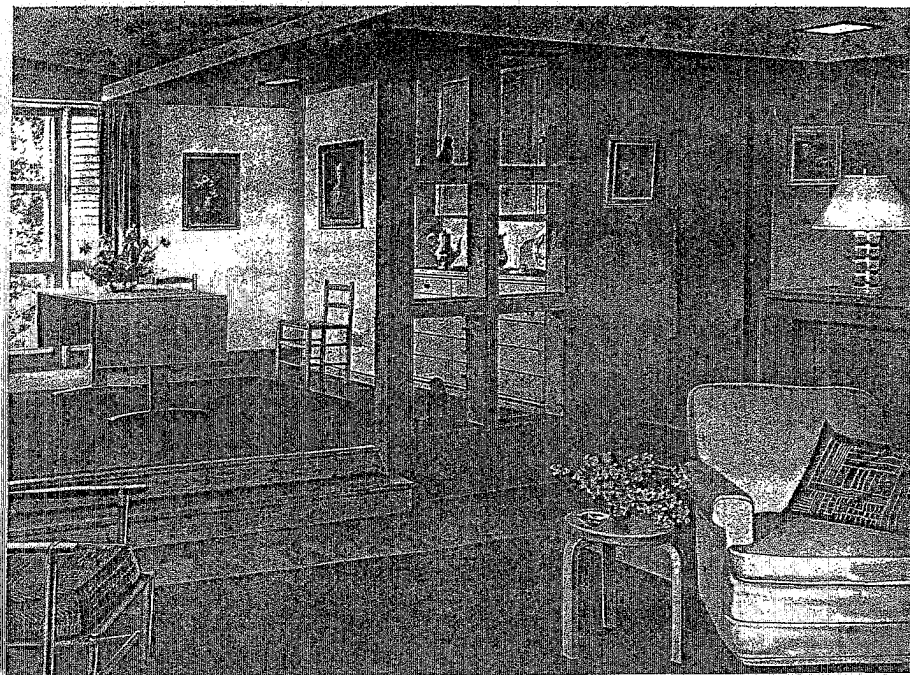
NATIONAL LEAD COMPANY, Dept. 209 (Address nearest office):
New York 3; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3;
Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6;
National Lead Co. of Mass.)
Please send me free copy of Count On Color, your
beautiful new full-color booklet.

Name
Address
City Zone State

1.15-2381

This advertisement appears in SATURDAY EVENING POST, Sept. 12; Better HOMES & GARDENS,
and GOOD HOUSEKEEPING, Sept issues, 1953. A Bright White House Paint Ad appears in Sept.
COUNTRY GENTLEMEN.

0000-NLI-000016319



When a Fellow goes for Yellow (while you go for Blue)



... depend on the "Dutch Boy" Color Gallery to bring you together with "miracles" like Soft Teal and Van Gogh Yellow

"Jim held out for yellow. I wouldn't budge from blue, until..."

"Until the 'Dutch Boy' Color Gallery brought us together with a color scheme that has us both walking on air."

That's the beauty of the new Color Gallery.

No matter how hard to please you and your family are, you can find Gallery colors that please everybody. Petal-soft pastels like Sunlit Green and French Blue; modish in-between shades like Pompeian Red and Acacia; vivid deep tones like Tangerine and Rembrandt Brown.

Makes it easy to tell which colors go together

You pick a color, and the Gallery does the planning. Chips you can take home tell you the shades and tints that go together. More than 300 gorgeous color schemes, every one a decorator's delight!

Live Colorfully with

Dutch Boy

*Reg. U.S. Pat. Off.

PAINTS • ENAMELS • VARNISHES

These finishes are brand new —and home lovers love 'em!

Satisfied users cannot speak too highly of these amazing, new "Dutch Boy" alkyd resin enamels.

"They go on like a dream," one enthusiast says, "with either brush or roller." Says another, "No matter how brush-shy you are, you just can't miss getting a smooth, even finish—the kind that's slow to stain and quick to clean." Still another, "One coat's enough for most repaint jobs." And you have a choice of finishes—flat, satin, high lustre—for every room in your home.

A wealth of colors, but nothing extra to pay!

You pay no premium. Yet you have all the colors you need, and more, to give your family just what it wants... and to live colorfully ever after. See your "Dutch Boy" dealer. He's listed under "Paint" in your classified telephone directory.



An idea on every page

In COUNT ON COLOR, you'll find page after page of fresh, new ideas on how the Color Gallery can help you "re-shape" rooms, individualize them, make them look smarter, more attractive. With paint alone! FREE—simply mail this coupon.

NATIONAL LEAD COMPANY, Dept. 213 (Address nearest office)
New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia; 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a free copy of Count On Color, your beautiful, new, full-color booklet.

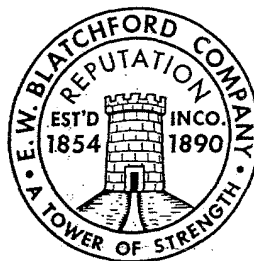
Name _____
Address _____
City _____ Zone _____ State _____

INTERNATIONAL STEREOTYPERS AND ELECTROTYPERS UNION

99
YEARS

keeping everlastingly at the job
of making better metal...

Blatchford Metal

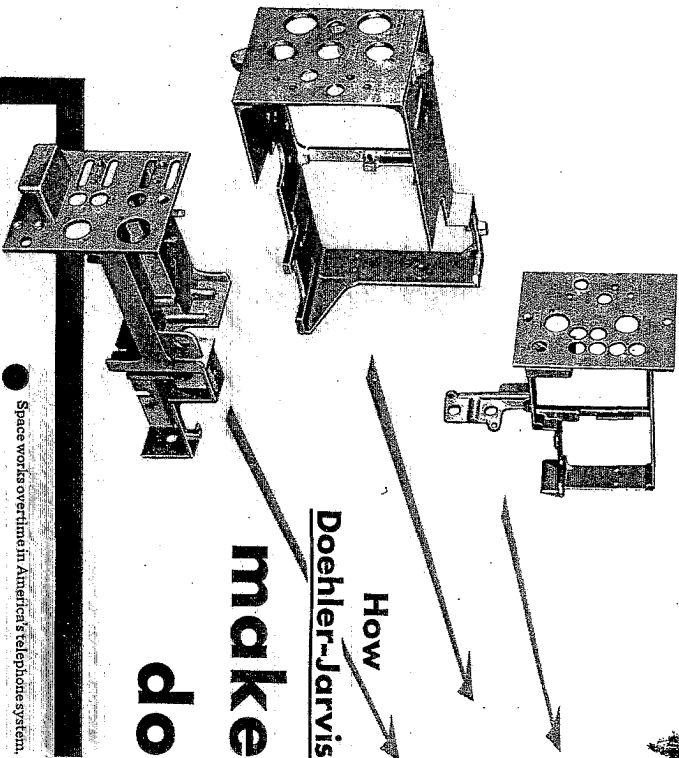


Blatchford Division
NATIONAL LEAD COMPANY

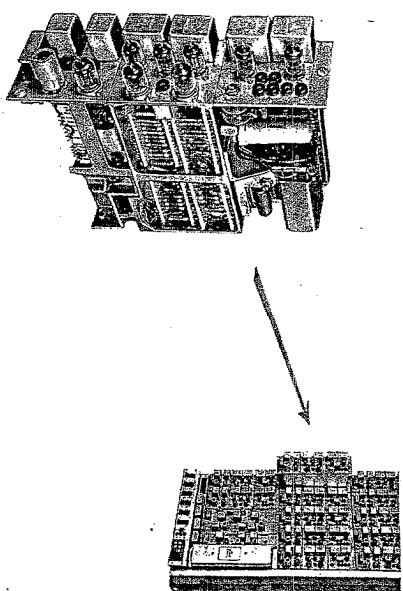
111 Broadway New York, N. Y.

Stocked and Serviced by Branches in all Principal Cities





helped Bell Telephone Laboratories one unit of space the work of six



These Three Doehler-Jarvis

Chassis Castings Nest Together . . .
form the framework for a voice channel unit (left), one of 12 housed in the N-1 Carrier Terminal shown at extreme right. The Terminal also contains 3 other sub-assemblies, different from the one above, mount circuit elements to all 12 voice channels. In all, 30 Doehler-Jarvis die castings are used in the Terminal. Notice the complexity of the casting and the use of chassis sections to provide shielding.

Space works overtime in America's telephone system. And in telephone offices, the equipment which sends and receives multi-voice signals must be packed in . . . like sardines in a can.

That's the type of space conservation problem which faced Bell Laboratories engineers, when they were told to come up with designs for the N-1 Carrier Terminal shown.

Earlier forms of similar equipment had to be simplified, then packaged in 1/6 the space to mount on standard racks. After considering several ways to do the job, it was decided to use nesting die cast aluminum chassis units. Die castings would provide dimensional accuracy, rigidity, light weight, good finish . . . and they could be formed in intricate section.

For help in establishing the most practical designs,

Bell Laboratories called in Doehler-Jarvis right at the start. (A good thing for you to do, too.)

From then on engineers of both organizations worked as a team, pooling experience and facilities. Together, they designed the cast units which took into full account electronic requirements and used die castings to their best advantage. By so doing, much costly redesign was avoided . . . and when it came to mass production and assembly, there wasn't a hitch. Today, Doehler-Jarvis is producing the chassis units for not only the N-1 Terminal but another type of these multi-voice systems.

How About Cast? "We estimate," say Bell Laboratories' engineers, "that we recovered our die costs on the first hundred N Carrier systems by the savings over other methods of framework fabrication. This is one month's production at the present rate."

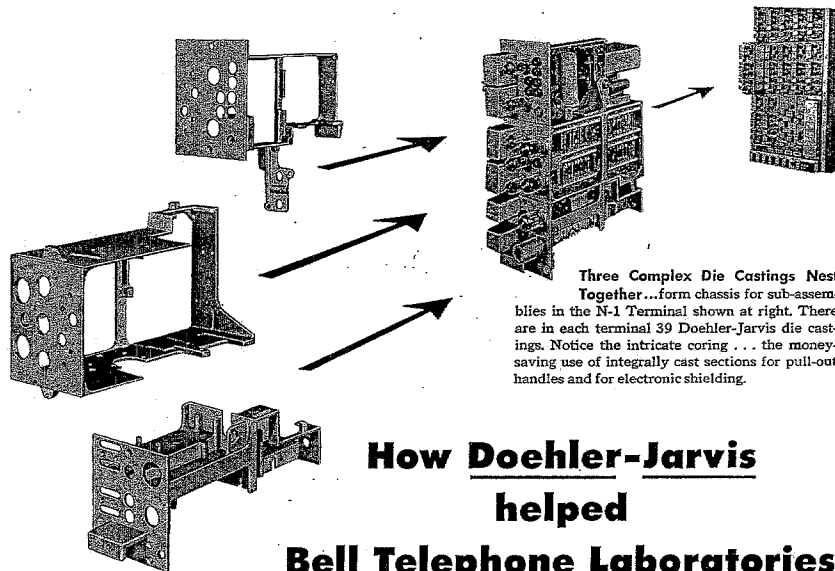
Ask Doehler-Jarvis to help you reach your design goals through skilful application of the casting. Die castings can help solve many other problems beside space conservation.

Whatever your need . . . it pays to call in Doehler-Jarvis, the company which pioneered die casting more than a half century ago. Nine plants in five cities to serve you.

Doehler-Jarvis Corporation

General Offices: Toledo 1, Ohio
A Subsidiary of
National Lead Company





Three Complex Die Castings Nest Together...form chassis for sub-assemblies in the N-1 Terminal shown at right. There are in each terminal 39 Doehler-Jarvis die castings. Notice the intricate coring... the money-saving use of integrally cast sections for pull-out handles and for electronic shielding.

How Doehler-Jarvis helped Bell Telephone Laboratories make one unit of space do the work of six

Space works overtime in America's telephone system.

Recently, when designing new multi-voice transmission terminals, Bell Laboratories' engineers had to pack elements into 1/6 the former space.

After considering ways to do the job, it was decided to use nesting aluminum die castings. They would provide dimensional accuracy, light weight, good finish, and intricate section.

For help in establishing practical designs, Bell Laboratories called in Doehler-Jarvis.

From then on, engineers of both companies pooled experience and facilities. Together, they designed chassis units which took into full account electronic needs and used die castings to their best advantage. Costly re-design was avoided. Production moved without a hitch.

How About Cost? "We estimate," say Bell Laboratories' engineers, "that we recovered our die costs on the first hundred N Carrier systems by the savings over other methods of framework fabrication. This is one month's production at the present rate."

Ask Doehler-Jarvis to help you reach design goals by skillfully applying die casting. Die castings can help solve many problems beside space.

Whatever your need...it pays to call in Doehler-Jarvis, the company which pioneered die casting more than a half century ago. Nine plants, 2,000,000 sq. ft. floor area, to serve you.

Doehler-Jarvis Division

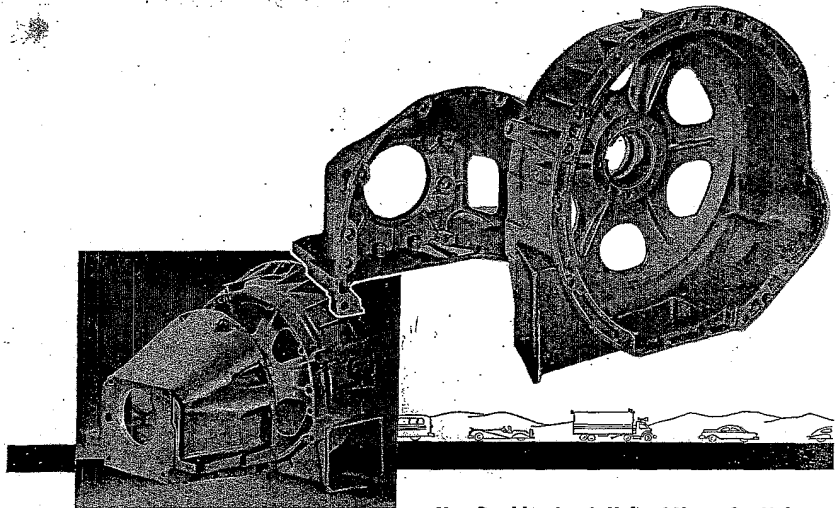
of
National Lead Company
General Offices: Toledo 1, Ohio



* Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KJ-3388—Purchasing News, July—Purchasing, September, 1953 ★

0000-NLI-000016323



These torque converter and clutch housings are light, sound and strong. They withstand great vibrational stresses and the jarring and jouncing encountered in endless miles of "shift-free" motoring. As cast by Doehler-Jarvis, these housings provide many economies in machining costs. For one example, the long oil holes in the torque converter housing are cast-in.

How Doehler-Jarvis Helped Motor Car Makers

halve the weight and lower the cost of heavy duty housings

YOUR MOTOR car dollar buys a whale of a lot more performance than it did a few short years ago. Why? Because it pays for less dead weight and more useful horsepower. It pays for fewer heavy, slow-production parts and buys more lightweight, high-speed, precision-made units. It pays for fewer laborious fabrication steps and buys more streamlined assemblies of formed-to-fit parts.

As a case in point, consider the automatic transmission. It has become progressively more efficient, lighter in weight, part for part—and less expensive to own and operate.

These improvements have been made possible to a great extent by the use of die cast parts, many of which are produced by Doehler-Jarvis in close cooperation with motor car makers.

A prime example of this teamwork between the customer's design and engineering staffs

and those of Doehler-Jarvis is the set of housings—torque converter and clutch—illustrated.

These are truly heavy duty parts. Before Doehler-Jarvis entered the picture they weighed together about 50 pounds and required considerable working-over and machining prior to assembly. The Doehler-Jarvis aluminum housings weigh about 23 pounds and require a minimum of handling before assembly.

This is but one example of how the Doehler-Jarvis organization, with resources and resourcefulness developed during a half century of die casting, works hand-in-hand with makers of metal products—in the automotive, household appliance, office machine, electrical merchandise and many other important industries.

Call in Doehler-Jarvis when you are faced with problems in the design and procurement of lighter weight, lower cost, more efficient metal parts.

Doehler-Jarvis Division
of
National Lead Company
General Office: Toledo 1, Ohio

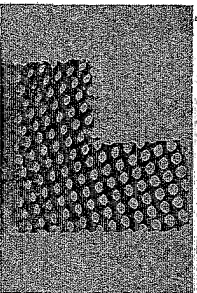


*Reg. U. S. Pat. Off.

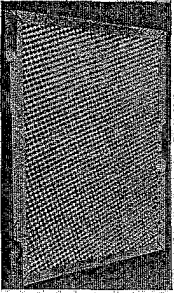
This advertisement prepared by MARSCHALK and PRATT Company, Inc., New York
KJ-3435—Purchasing, November—Purchasing News, October, 1953★

0000-NLI-000016324

Here's a honey



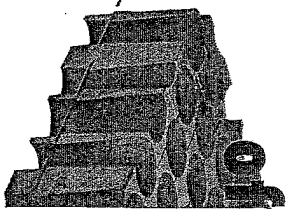
This is the "Y"-shaped die cast unit just as it comes from Doehler-Jarvis machines. It is 8"x4" on the long sides, 2 1/2" on the four short sides and is 3/4" thick. Prior to Base assembly at the Blatchford plant, flash is removed from the edges, and top and bottom are shaved slightly. No sand blasting is needed... thanks to Doehler-Jarvis die-casting methods.



Here is a complete Blatchford "Honeycomb" Base with inside chase dimensions of 18" x 20". (Unit assembly of these Bases makes possible sizes up to 50" x 75") It is made up of 16 of the angle blocks held together only by the enormous pressure of the chase bars - bolted at the corners - that frame the base. Surface of the form must be absolutely flat. There were a few holes in the back of the Base when it was first produced. Doehler-Jarvis die castings make possible perfect fit and virtually invisible joints in assembly of Base units.



Shenandoah position and endor printing plates on the "Honeycomb" Base with special catches that fit and expand in the base. The thin walls of the Doehler-Jarvis casting have to be strong and solid to withstand both the heating pressure and the pressure of the printing process. When the plate mounting is completed, the entire "honey-comb" form goes to the printing press.



and here's how

**Doehler-Jarvis
perfect this**

Before this intricate section was perfected, E. W. Blatchford Co. had to overcome some real production headaches.

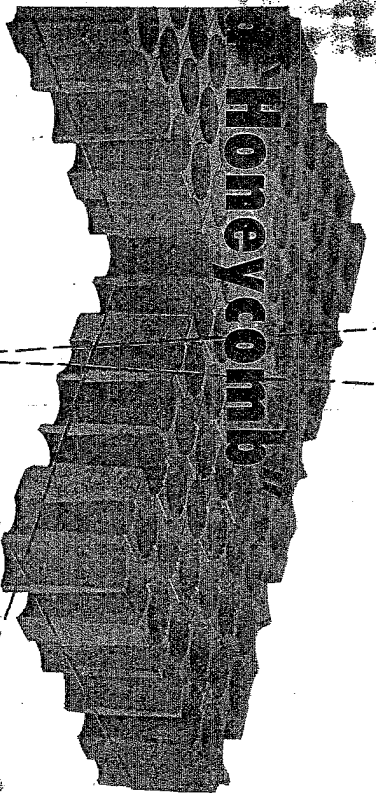
To machine their lightweight "Honeycomb" plate mounting system for printers would have been prohibitively costly. They would have had to remove 71% of the metal volume in the component blocks. And no one could agree on a way to form the partial holes along the "block" edges without running up rejects and tool breakage.

Then someone suggested die casting... a production technique that was just beginning to get wide attention 35 years ago. Die casting proved to be the practical answer but Blatchford engineers were still not completely satisfied. The behavior of the alloy was not always predictable and warpage of the "blocks" occasionally caused trouble.

Then Doehler-Jarvis entered the picture and worked the problem over with Blatchford people.

That did it. Quality went up and product performance improved. Over the years Doehler-Jarvis cast untold thousands of the "honeycomb" units. Printers bought Blatchford "Patent Base" like hotcakes... under Blatchford's 10-year guarantee.

Then, just a few years ago, Blatchford wanted to make the Base even lighter on men, even lighter on power, even lighter on presses. Again engineers from both companies joined forces. They put several light metal alloys to the toughest of tests.



**helped Blatchford
complex component**

A magnesium alloy finally was selected and Doehler-Jarvis designed and built a new production die.

Today, so precise is the Doehler-Jarvis casting technique, only 1/10 of an ounce - 1.82% of the as-cast weight - is removed in finishing the "Honeycomb" block. The new Magnesium Base weighs 72% less than the original Zinc Base. Needless to say, it too is winning its battle in the market place.

As one Blatchford executive puts it, "Doehler-Jarvis die castings helped get our Base over the hump in the first place, helped us stay competitive over the years, then helped us give the product a shot in the arm."

In its half-century of die-casting, Doehler-Jarvis has helped turn good ideas into metal for many producers, large and small - among them some of the best known makers of automotive, electrical, communication, household, office and other types of equipment.

When they come to Doehler-Jarvis, they know that Doehler-Jarvis can supply both the resources and the resourcefulness they need.

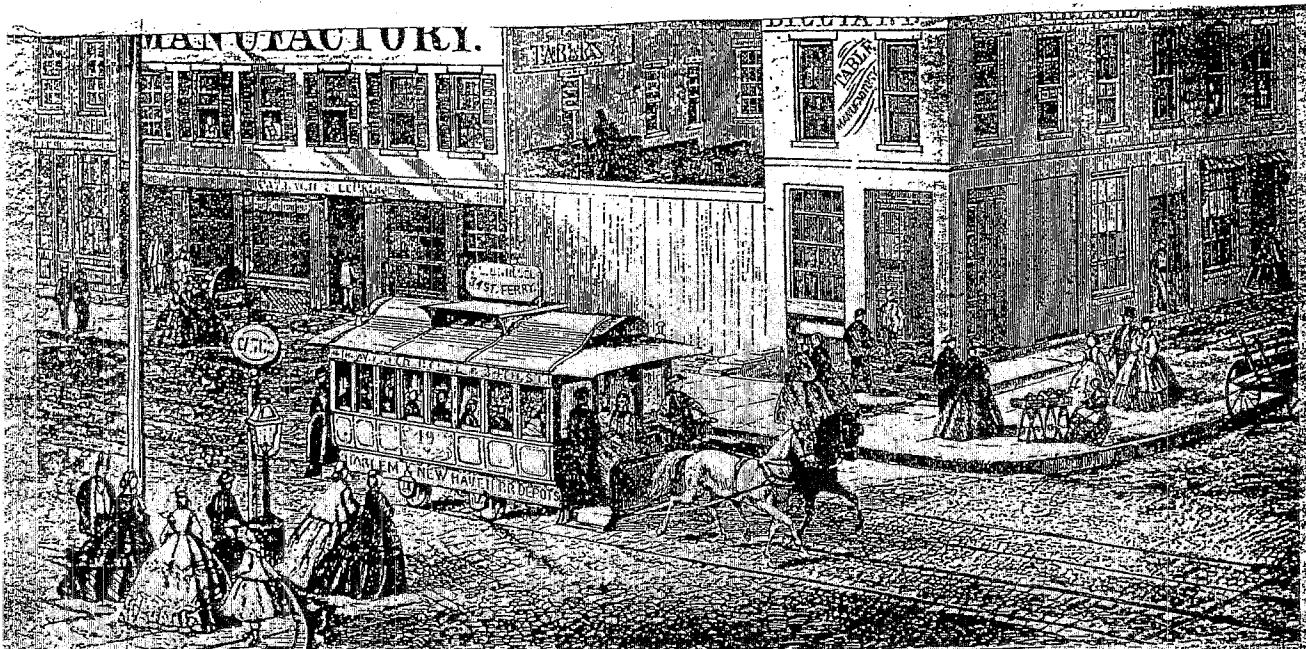
So next time you have a good new product idea... call Doehler-Jarvis in on the production engineering. We may be able to give you just the help you need.

How would you go about making this magnesium "honeycomb" block with its partial holes, its thin sections, its precision requirements?

Doehler-Jarvis
Division
of
National Lead Company
General Office, Toledo 1, Ohio



*Reg. U. S. Pat. Off.



This is where we came in

*...into the life of
the city that's been growing
bigger and better and busier
for 300 years*



Back in 1653, you wouldn't have given much for New York's chances. It was a straggly little village, with about 800 people.

But, unbeknownst to everybody, this little village had the instinct of greatness, the instinct of growth.

That is, it had the ability to attract people and businesses that were going places. And the natural wherewithal — harbor, geographical location, climate, etc. — to stimulate these people and these businesses to work and produce at the top of their powers.

One of these businesses was National Lead Company

In 1825 — about the time horsecars came to New York — one of the country's first white lead plants was set up in Brooklyn.

Over the years this little plant prospered. And in 1891, when National Lead Company was incorporated, it formed part of this organization.

At first, National Lead Company produced only

white lead. Then came other paint products, including the famous "Dutch Boy" Paints you know so well.

The company also branched out into other fields. For example, it soon began to turn out a variety of products made wholly or partly of the metal, lead.

Today, National Lead Company manufactures more than 200 basic items and materials. Serving practically every major industry, it has become one of the most diversified manufacturers in the country with facilities in 41 of the 48 states, plus Canada, Mexico, and many other foreign countries.

A growth company in a growth city!

Through its many products for the construction, railroad, communication, paint, publishing, and other New York City industries, National Lead Company has taken an active role in the city's progress.

As old-time New Yorkers, we proudly congratulate the City of New York on its 300th Anniversary.

Major products of National Lead Company

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

For the Construction and Maintenance Industries —
red-lead, traps and bends, 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, castor oil.

For the Printing Industry —
type metals, printing base, ink pigments and oils.

For the Automobile 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 electronic equipment and radio equipment.

National Lead Company

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