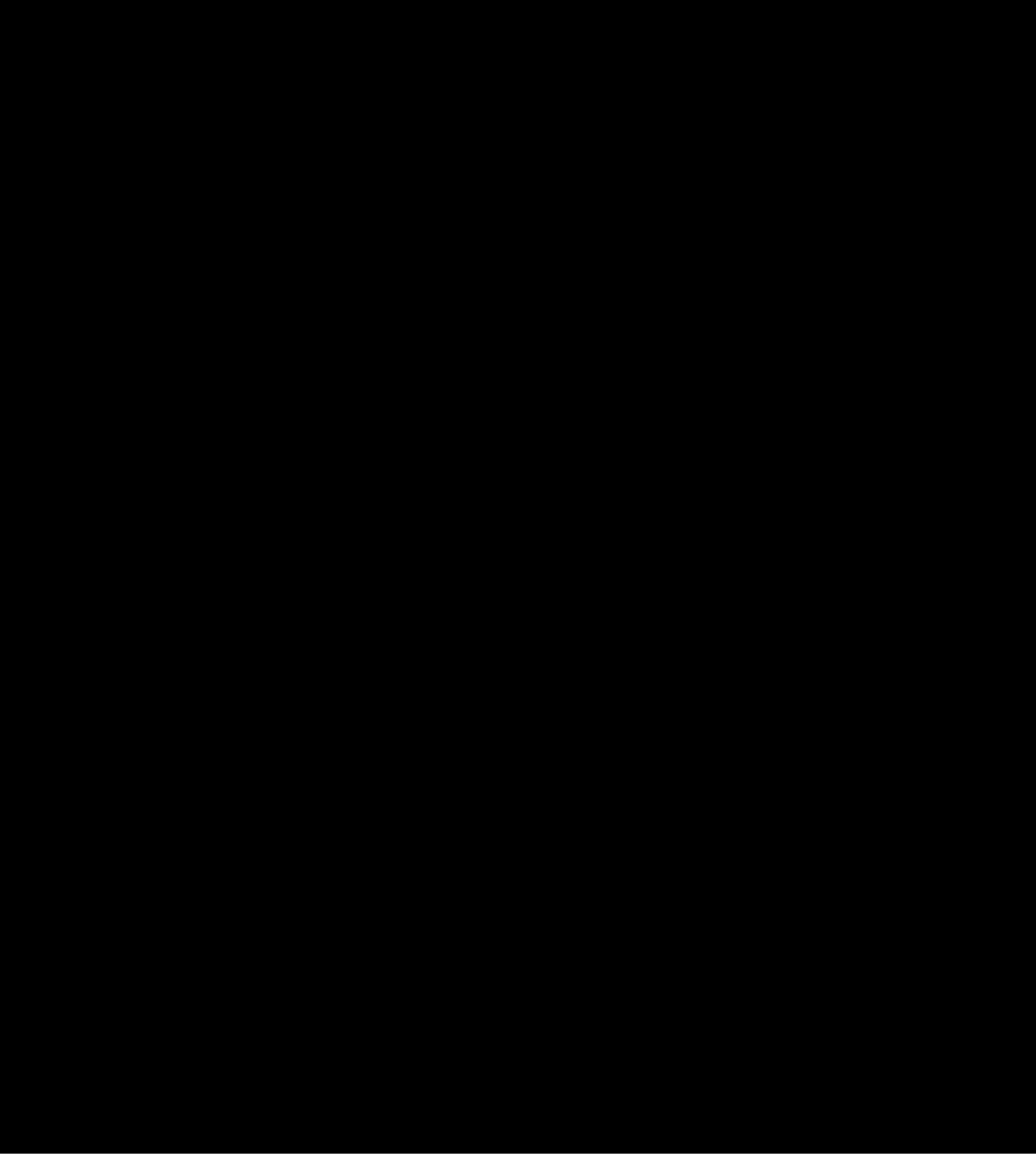




INDEX

START A NEW BOOK EACH YEAR

0000-NLI-000015985

Self-Cleaning... High-Hiding

BRIGHT WHITE

"Blended" to Stay White!



Here's a really "Bright White" ... that's blended to stay white ... blended to be self-cleaning!

It Goes ON White ... because of its exceptional hiding power. Gives a clean, sparkling, uniform job ... the kind that stands right out.

It Goes ON STAYING White ... because its mild chalking action lets the surface continually renew itself ... permits rain to wash away dirt.

It Goes ON EASY ... you'll like the way "Bright White" spreads ... the yardage it gives ... its smooth leveling.

TINTING WHITE "Blended" for Easy Mixing of Special Tints!

BODY TINTS "Blended" for Lasting, Uniform Good Looks!

COLOR "Blended" for Color Fastness and High Gloss!

PRIMER & BODY PAINT "Blended" to Stand Wear and Weather!

INTERIOR OIL PAINT "Blended" for One-coat Hiding and Real Washability!

PRIMER "Blended" to Give Red Lead's Long, Dependable Protection!



PRIMER-UNDERCOATER "Blended" to Seal, Hide and Hold! Use it under "Bright White," Tints, or Trim Colors.

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Pittsburgh 12; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

line up with
The "Dutch Boy" Line

In Spotlights — April, 1949

Look to the Leader for

LEAD

Sheet · Pipe · Coils · Tubing · Wire
Pig · Ingot · Bar · Rod · Tape · Wool

Solder • Babbitt • Special Alloy
Fluxes • Tinning Compound

Grid Metal • Type Metal • Lead Coatings

Zinc Base Casting Alloys • KUKSILTA 33

Tin Pipes, Shoots, Tubing & Wire

Hard Lead and Lead-Lined Acid Vapors
Lead-Lined Pipe and Fittings
Complete Acid Recovery Plants

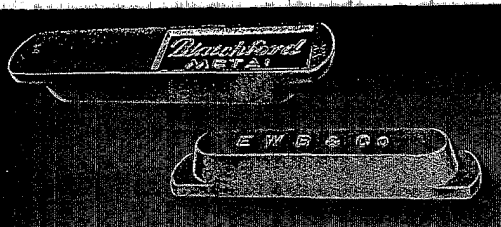
HOYT METAL PRODUCTS

NATIONAL LEAD COMPANY



Dutch Boy
PRODUCTS

0000-NLI-000015987



IN THE PIG . . . IN THE POT . . . ON THE PRESS
Blatchford STAYS Blatchford

It is easy enough to mark a metal so it can be identified in new pig or ingot form. But it is quite another matter to make a metal that *keeps* its identity though it be molten or molded. BLATCHFORD METAL is just as plainly Blatchford in use as it is unused.

The product of nearly a century of alloying experience; Blatchford has blended in it the metal-mixing know-how that shows up in a smooth and uniform melt, a free and easy flow, a prompt and solid freeze. As the printing surface or the backing of the plate, Blatchford conforms to the most minute detail of the pattern or the shell. And Blatchford has the ruggedness to hold up on the press, to deliver a maximum of crisp, true impressions.

It takes more than lead and its allies to make the alloy that is labeled "Blatchford." It takes metal-mixing savvy to impart to Blatchford those qualities that still stamp it as Blatchford though the label melts down with the pig in the pot.

How's your metal supply? Better buy Blatchford . . . because Blatchford's the better buy.

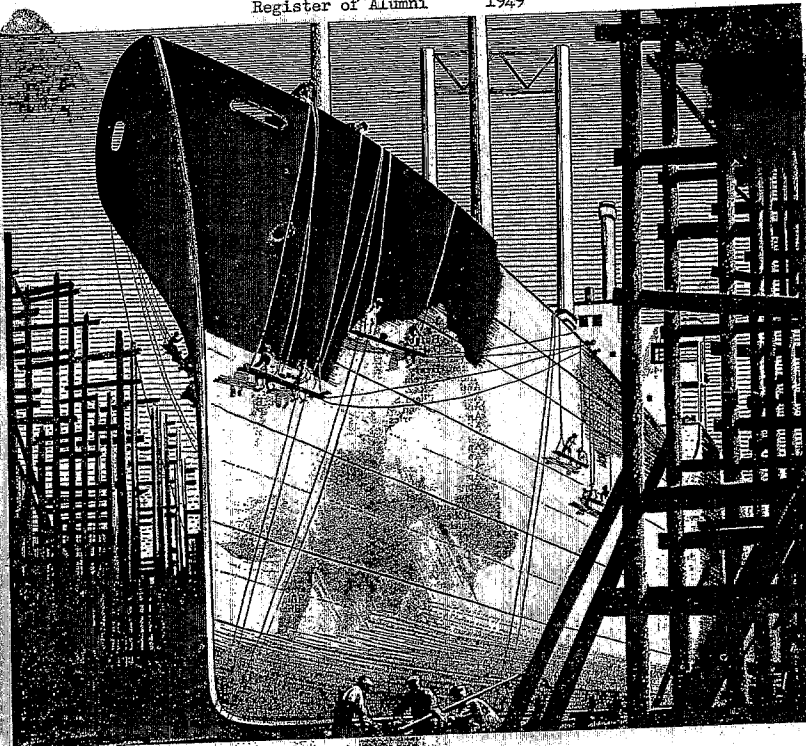
NATIONAL LEAD COMPANY

BALTIMORE • CHICAGO • CINCINNATI • CLEVELAND
 PITTSBURGH • ST. LOUIS



NATIONAL LEAD CO. OF MASS., Boston • E. W. BLATCHFORD CO., New York
 MORRIS P. KIRK & SON, INC., Los Angeles • AMERICAN LEAD CORP., Indianapolis
 GEORGIA LEAD WORKS (Div. of Cincinnati Branch), Atlanta

Blatchford Electrotypes METAL
 Stereotypes



RED PETTICOATS ...1949 MODEL

A Lady of the Seas must be properly dressed—clad in her protective red petticoat before she dons her outer garb.

The 1949 Model "red petticoat" is Dutch Boy Red Lead, available not only in the regular liquid and paste forms but also in a quick-drying type developed especially for marine repainting and other situations where

allowable drying time is short.

The use of red lead paint insures a durable, smooth protective film—highly resistant to salt water, gases, smoke and other causes of corrosion.

Not alone in the marine field but throughout American industry red lead is the standard protective paint for iron and steel.

NATIONAL LEAD COMPANY

General Offices: 111 Broadway

New York 6, N. Y.



first
LOOK TO THE LEADER
 in **LEAD** and **LEAD ALLOYS**

when you have offerings of

SCRAP LEAD
 IN ALL FORMS

SOFT LEAD
 DROSSES

BATTERY PLATES

SOLDER
 SCRAP and DROSSES

BABBITT
 TINNY and LOW GRADE
 SCRAP and DROSSES

SCRAP TIN
 and DROSSES



Write, wire or 'phone nearest office

NATIONAL LEAD COMPANY

NEW YORK 111 Broadway Rector 2-9400	BALTIMORE 214 W. Henrietta St. South 0900	BUFFALO 116 Oak St. Cleveland 2262	CHICAGO 900 W. 18th St. Canal 6-3700
CINCINNATI 659 Freeman Ave. Parkway 7970	CLEVELAND 1776 Columbus Rd. Prospect 4060	PITTSBURGH 1376 River Ave. Fairfax 2335	ST. LOUIS 722 Chestnut St. Chestnut 8785
PHILADELPHIA JOHN T. LEWIS & BROS. CO. 2545 Aramingo Ave. Regent 9-7484	LOS ANGELES MORRIS P. KIRK & SON, INC. 2717 S. Indiana St. Angelus 2-1101	INDIANAPOLIS AMERICAN LEAD CORP'N 1600 E. 21st St. Cherry 1609	
CLEVELAND MASTER METALS INC. 2850 W. 3rd St. Cherry 3272	BOSTON NATIONAL LEAD CO. OF MASS. 800 Albany St. Garrison 7-1000	ATLANTA GEORGIA LEAD WORKS Bishop and McCaslin Sts. Hemlock 3231	

LOOK TO THE LEADER in LEAD and LEAD ALLOYS

when you have offerings of

SCRAP LEAD
IN ALL FORMS

SOFT LEAD
DROSSES

BATTERY PLATES

SOLDER
SCRAP and DROSSES

BABBITT
TINNY and LOW GRADE
SCRAP and DROSSES

SCRAP TIN
and DROSSES



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MORRIS P. KIRK & SON, INC.
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Angelus 2-1101

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AMERICAN LEAD CORP'N
1600 E. 21st St.
Cherry 1609

CLEVELAND
MASTER METALS INC.
2850 W. 3rd St.
Cherry 5272

BOSTON
NATIONAL LEAD CO. OF MASS.
800 Albany St.
Garrison 7-1000

ATLANTA
GEORGIA LEAD WORKS
Bishop and McCaslin Sts.
Hemlock 2231

Solder

WITH A "NATIONAL" REPUTATION

Solder users the country over long have looked to National Lead for solder of the proper form and formula to meet their metal-joining needs.

The reason is simple: National Lead solder works in a way that shows (a) extreme care in the selection of basic metals for the alloy; (b) metal-mixing know-how resulting from generations of experience; (c) precise mechanical control in the formation of the solder, whether bar, ingot, slab, wire, ribbon or segment.

You can depend upon National Lead solder to conform to specifications because it is produced under rigid spectrographic laboratory control. It melts at the proper temperature, flows smoothly and uniformly, maintains its pre-determined plastic range, and freezes to form a tight, strong joint.

Whatever may be your solder need, National Lead has the metal resources and the mental resourcefulness to meet it. Solder that fact to your mind so that you'll look to the leader in lead and lead alloys when next you're in the solder market.

* * *

FLUXES — Under the trade name "NALCO" we make and market a complete line of fluxes to meet every soldering need. A folder describing each of the 22 "Nalco" fluxes is available.



NATIONAL LEAD COMPANY

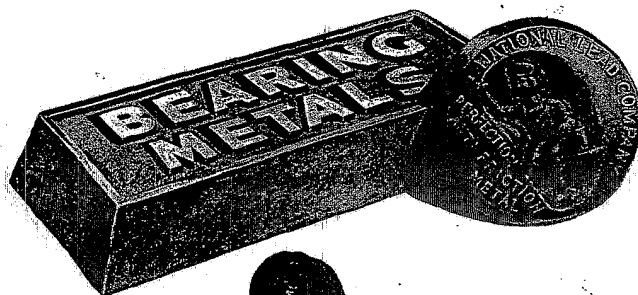
111 Broadway, New York 6, N. Y.



Offices and Plants in Principal Cities
Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles
Canada: The Canada Metal Company, Ltd. Toronto

KL-5917S—American Metal Market, March 1, April 12, May 24, July 6, August 17, September 29, November 10, December 27, 1949—February 7, 1950—
Daily Metal Reporter, March 1, May 17, August 3, November 5, February 7, 1950—Purchasing, March, 1949—★

0000-NLI-000015992



WITH A "NATIONAL" REPUTATION

Call them what you will—babbitts, lining alloys, bearing metals—their prime function is fighting friction. Call them "Dutch Boy" or call them "Hoyt," both brands are national favorites, both are National Lead products.

Serving as and where they do, bearing metals must be expected to take a beating. Whether the punishment is light or heavy depends on the service conditions to which the lining is exposed and, of course, upon how wisely the specific alloy was picked for the specific purpose.

Experienced users know that National Lead's "Dutch Boy" and "Hoyt" lines of bearing metals encompass a type of babbitt for every purpose. They also know that these alloys are designed to do three important jobs: 1. To obtain and maintain tight adherence to the shell. 2. To present a smooth, pit-free surface that takes kindly to oils and greases. 3. To stay on their friction-fighting, shaft-protecting jobs though lubrication fails or grit and waste edge in to foul up their normal function.

When your bearings need new linings . . . look to National Lead.

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N.Y.



Offices and Plants in Principal Cities
Pacific Coast: *Morgan & Kirk & Son, Inc., Los Angeles*
Canada: *The Canadian Metal Company, Ltd. Toronto*

KL-59125—*American Metal Market*, March 11, April 19, June 1, July 13, August 24, October 6, November 17, 1949—January 3, February 14, 1950—★
Daily Metal Reporter, March 15, June 1, August 17, November 2, 1949—January 21, 1950—*Purchasing*, April, 1949

TA-9572 3-8-49 F

0000-NLI-000015993

VALVES AND FITTINGS

WITH A "NATIONAL" REPUTATION



Many and varied are the acid-handling problems of the process industries. Many and varied are the National Lead products used here, where corrosive chemicals need control.

While installations may differ in detail, National Lead goods serve everywhere as a common denominator. Because many chemical processors look to National Lead for the quality lead that blunts the teeth of hungry acids.

"United" valves produced by National Lead are sturdy, dependable "traffic cops," to give the stop and go on acid lines. They are precision-made controls, engineered and built not merely to render routine day-to-day service, but also to shrug off the shocks and strains of overloads and harsh treatment.

Similarly, "United Tubond" flanged pipe and fittings are designed and built to give long, honest, trouble-free acid conveying service. The special "Tubond" method joins the lead lining to the steel casing in a permanent union, to give the pipe or fitting the corrosion resistance of lead plus the structural strength of steel. To insure acid-tight connections, the lead lining is brought up over the face of the flange, making possible a lead-to-lead joint.

When you need lead valves and fittings it's natural to make National your buy word.

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.



Offices and Plants in Principal Cities
Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles
Canada: The Canadian Metal Company, Ltd., Toronto

KL-6839—American Metal Market, March 18, April 26, June 8, July 20, September 1, October 14, November 24, 1949—January 10, February 21, 1950—★
Daily Metal Reporter, March 22, June 15, September 9, December 6, 1949—Purchasing, May, 1949

0000-NLI-000015994

Lead Pipe

WITH A "NATIONAL" REPUTATION

You can look at lead pipe as just so much weight of metal or so many feet of lead tubing. Or you can look at lead pipe in the light of the service rendered—as the highways or the byways of a liquid transportation system.

However you look at lead pipe, look to the leader for it . . . look to National Lead, as do so many buyers and specifiers the nation over.

* *

For National produces lead pipe for every practical purpose: for use in conveying corrosive liquids or gases; for use in forming coils for heating or cooling units; for use in water service and plumbing; in short, for every purpose where lead's unique properties—resistance to corrosion, pliability, adaptability and durability—are desirable.

* *

National Lead pipe is extruded in continuous lengths in a wide variety of diameters and wall thicknesses. Practically all sizes are available in several compositions—chemical, antimonial, tellurium and tellurium-antimonial.

Whatever may be your requirements, it's a lead pipe cinch that National Lead can handle them—with pipe that is uniform as to cross-section, wall thickness and weight per foot.



NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.



Offices and Plants in Principal Cities
Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles
Canada: The Canada Metal Company, Ltd. Toronto

KL-5787S—American Metal Market, March 23, May 3, June 15, July 27, September 8, October 20, December 6, 1949—January 17, February 28, 1950—★
Daily Metal Reporter, April 5, June 22, September 22, December 20, 1949—Purchasing, June, 1949

F-1

0000-NLI-000015995

DIE CASTING METALS

WITH A "NATIONAL" REPUTATION



Mixing metals to make an alloy is sometimes compared with compounding drugs to fill a prescription. Both demand careful selection of ingredients, accurate proportioning and skillful blending. But right here the parallel ends.

For the metal-mixer, unlike the "medicine man," uses his talents to produce an article that will prevent the ills to which his clients may fall heir. The zinc base alloys produced by National Lead for the Nation's die casters are designed to do just that...to behave properly during the casting cycle ... permit a maximum of shots with a minimum of rejects ... produce sound, strong, stable castings, economically.

Die casters count on superlative performance by National's zinc base alloys. They are based on 99.99+ % special high-grade zinc. They are produced under constant, precise controls, including spectrographic and polarographic analysis. They are the end product of material, mechanical and manpower resources second to none. They meet standard specifications.

In addition to these standard specification metals for the die casting trade, National offers zinc base alloys for permanent and slush mold casters—as well as Kirksite A for making sand-cast dies for stamping and forming sheet metal parts.

We will welcome the opportunity to supply you a product that faithfully reflects the know-how of an organization wise in the ways of devising alloys to meet the most exacting needs.

NATIONAL LEAD COMPANY



111 Broadway, New York 6, N. Y.
Offices and Plants in Principal Cities
Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles
Canada: The Canada Metal Company, Ltd. Toronto

0000-NLI-000015996

SHEET LEAD



WITH A "NATIONAL" REPUTATION

A sheet of lead is about as prosaic a piece of goods as the market affords. But, with or without glamor, National Lead sheet plays a star role in many a spectacular situation, many an arresting industrial drama.

* *
Take work with powerful X-rays, atomic research, the production of radio-active materials. Sheet lead is virtually indispensable here, serving as a shield against harmful radiation, protecting personnel.

Consider the development and manufacture of many marvelous new synthetics, the spinning of yarns, the refining of oil. Sheet lead is vitally important here in handling the corrosive liquids employed.

And, of course, National Lead sheet is widely used in building—for roofs, flashing, shower pans and other purposes where lead's pliability, adaptability and durability are needed.

*
Whatever your sheet lead requirements, look to the leader to meet them... look to National Lead for top quality sheet in all wanted compositions, gauges, and sizes.

NATIONAL LEAD COMPANY



111 Broadway, New York 6, N. Y.
Offices and Plants in Principal Cities
Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles
Canada: The Canada Metal Company, Ltd., Toronto

KL-6838—*American Metal Market*, March 31, May 10, June 22, August 3, September 15, October 27, December 13, 1949—January 24, 1950—
Daily Metal Reporter, April 19, July 6, October 6, 1949—January 3, 1950—*Purchasing*, September, 1949—★

0000-NLI-000015997

**It's the
"know-how"
that
counts!**



Science can tell you what Blatchford Metal is. But only service can show you what Blatchford Metal does.

Scientific apparatus, like the Metallograph shown here, can spell out the Pb, Sb, and Sn of type metal, photograph its physical features, reveal its "innards." Thus, laboratory tests can give a partial preview of performance.

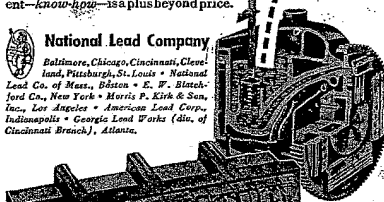
But it takes a work cycle or so in the shop to show the real worth of the metal. Only in service does the know-how that's blended in Blatchford give proof of its presence. Blatchford is backed by nearly a century of metal-mating experience. Every ounce of the alloy bears proof of the care, the skill, the "savvy" that go into Blatchford...and that pay off, from melting pot to press and back to pot again.

Buy Blatchford. You'll get your money's worth in metal; the added vital ingredient—*know-how*—is a plus beyond price.



National Lead Company

Baltimore, Chicago, Cincinnati, Cleveland, Pittsburgh, St. Louis • National Lead Co. of Hunt, Boston • E. F. Blatchford Co., New York • Harris R. Kirk & Son, Inc., Los Angeles • American Lead Corp., Indianapolis • Georgia Lead Works (div. of Cincinnati Branch), Atlanta.



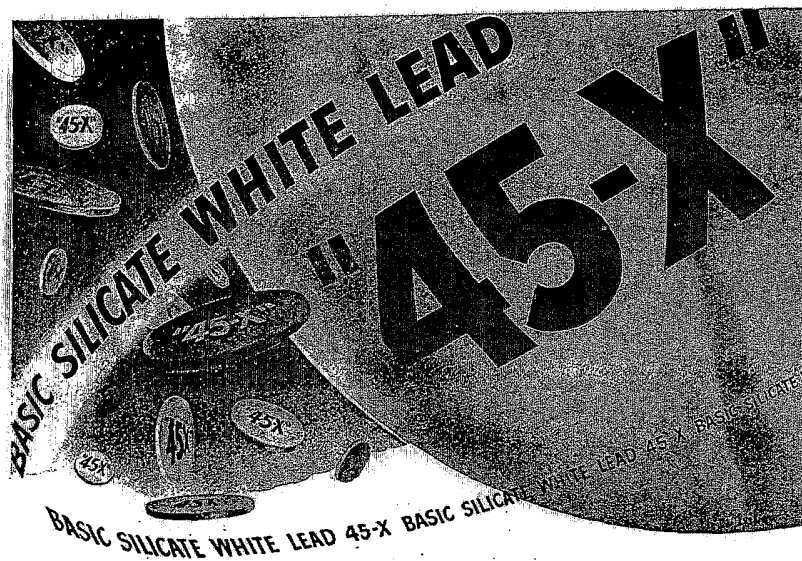
Blatchford

METAL



KB-6676—American Printer, January—Inland Printer, February—
Trade Compositor, January, July, 1949★

0000-NLI-000015998



"I know a way you can save money in making your paint . . . without lowering its good quality.

"How? By using Basic Silicate White Lead 45-X in your formulations."

An entirely new pigment concept, Basic Silicate White Lead 45-X is a product worth investigating. It brings you a lead pigment of high bulking value which sacrifices none of the qualities for which lead pigments are noted, such as durability and ability to impart film-flexibility and adhesion.

For the complete story, including test data, visit our booth, or write

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



SAVE MONEY...

on every Gallon
of House Paint with

BASIC
SILICATE
WHITE
LEAD

45X

...with no sacrifice in quality



See how this remarkable new pigment cuts costs.

Use fewer pounds of pigment in your paint... turn out just as many gallons... and keep the sales-making qualities that only white lead can give you: durability... flexibility... adhesion.

Here's an entirely new pigment concept: a particle in which the reactive basic portion is concentrated at the surface. This holds for you all the advantages for which lead pigments are famous and at the same time gives the high bulk that results from lower specific gravity.

Basic Silicate White Lead 45X is a highly efficient paint film stabilizer, and in addition it contributes to the self-cleaning properties of multiple-pigment house paints.

Get the detailed facts about this money-saving pigment. Phone or write the National Lead office nearest you.



Photomicrograph of Basic Silicate White Lead 45X particles showing concentration of reactive white lead compound on surface.



Photomicrograph of characteristic lead soap formation produced with Basic Silicate White Lead 45X, showing the effective action of the particle.

"Save the Surface and You Save All!"

DUTCH BOY
Basic Silicate
WHITE LEAD 45X



NATIONAL LEAD COMPANY

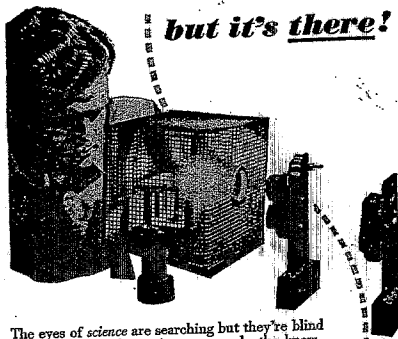
New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6; (National Lead Co. of Mass.)



This advertisement prepared by MARSHALK and PRATT Company, New York
KD-7591—Oil, Paint and Drug Reporter, November 21—Paint, Oil and Chemical Review, December 8, 1949—
Paint Industry, January—American Paint Journal, January 16, 1950—
KD-7591A (1 page, 4 5/8 x 7 1/4 inches) Official Digest, December, 1949

0000-NLL-000016000

"Know-How"
invisible, yes...
but it's there!



The eyes of science are searching but they're blind to that which only service can reveal—the know-how the maker builds into his product.

The spectrograph is used by scientists to put the "eye" on Blatchford Metals. It can "see" and separate the components of the alloy and produce on a negative the positive assurance that the metal is of top quality.

But what the spectrograph can't see or prove, is the "know-how" with which Blatchford Metal is made. It takes the steady grind of service in the composing machine and on the press to show Blatchford's true mettle.

Today's Blatchford Metal is the end product of a metal-merging experience that dates back nearly a century.

Put Blatchford to any scientific test you like, to determine its physical properties as an alloy.

But put Blatchford to work in your machines to demonstrate its real worth as your business ally.



National Lead Company

Baltimore, Chicago, Cincinnati, Cleveland, Pittsburgh, St. Louis •
National Lead Co. of Mass., Boston • E. W. Blatchford Co., New York • Morris F. Kirk & Son, Inc., Los Angeles • American Lead Corp., Indianapolis • Georgia Lead Works (div. of Cincinnati Branch), Atlanta.



Blatchford

METAL



KB-6577—American Printer, March—Leland Printer, April ★
Trade Composer, February, August, 1949

0000-NLI-000016001

The
"know-how"
 shows up in
 the shop



One of the many instruments we use in the evaluation of metals is the polarograph. This electronic device determines the percentages of trace elements in an alloy, and is indeed a discerning machine.

However, neither this nor any other mechanical sleuth used by science has succeeded in measuring the one ingredient that sets Blatchford Metal apart. That vital element is pure *know-how*.

The composing machines in the shop quickly recognize the *know-how* that's built into Blatchford. It is discovered in the smoothness and uniformity of its melt; in the easy freedom of its flow; in the promptness of its freeze; in the clean-cut character of its cast.

Whence comes this *know-how* that's bred into Blatchford? It comes from many generations of metal-mixing experience...experience that has produced a sixth sense in the selection and refining of basic metals; in the adoption of the correct alloying procedure, in the method of holding melt temperatures. All add up to a truly high quality product.

National Lead Company

Baltimore • Chicago • Cincinnati • Cleveland • Pittsburgh • St. Louis • National Lead Co. of Mass., Boston • E. W. Blatchford Co., New York • Morris E. Ellis & Son, Inc., Los Angeles • American Lead Corp., Indianapolis • Georgia Lead Works (div. of Cincinnati Branch), Atlanta



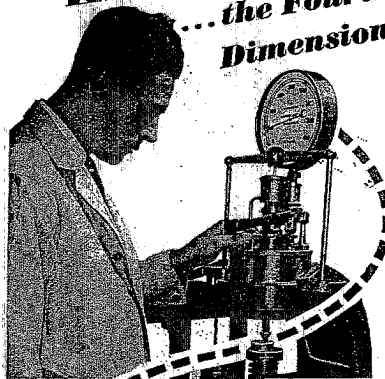
Blatchford

METAL

30-6078—American Printer, May—Inland Printer, June
 Trade Composer, March-September, 1949 ★

0000-NLI-000016002

"Know-How" ... the Fourth Dimension



To make sure that Blatchford metal meets every measurable requirement of a quality type metal, it is subjected to regular tests in our laboratories. The degree of purity of the basic metals in the alloy, the exact percentage of each ingredient, the tensile strength, elongation, melting point, hardness and other properties are precisely determined. By the use of tests we know that every batch of Blatchford Metal exactly matches a predetermined par.

But, the test of use on the job in the shop is far more likely to reveal Blatchford's inherent quality to the user than is a list of laboratory "Berillon measurements". The compositors, the stone hands, the proofers, the typesetters, the pressmen, see Blatchford Metal in action—melt it, mold it, prove it, "lock" it, print it—and rate it tops.

To earn the high regard in which Blatchford is held in the trade, a metal must have more than length, breadth and thickness, so to speak. It must have a fourth dimension—the extra something put there by know-how in manufacture. Produced with the savvy that comes of nearly a century's metal-mixing experience, is it any wonder that the trade finds in Blatchford the "extra something" or the extra quantity that makes this metal stand out in performance?

National Lead Company

Philadelphia, Chicago, Cincinnati, Cleveland, St. Louis, St. Paul, St. Petersburg, St. Louis, National Metal, Boston, E. P. Blatchford, New York, Morris P. Kirk & Son, New York, American Lead Corp., Baltimore, The Lead Works (div. of) International Paper Co., Atlanta.



KB6679—American Printer, July—Inland Printer, August
Trade Compositor, April, August, December, 1949. ★

0000-NLI-000016003

Self-Cleaning... High-Hiding

BRIGHT WHITE

"Blended" to Stay White!



Here's a really "Bright White"... that's blended to stay white... blended to be self-cleaning!

It Goes ON White... because of its exceptional hiding power. Gives a clean, sparkling, uniform job... the kind that stands right out.

It Goes ON STAYING White... because its mild chalking action lets the surface continually renew itself... permits rain to wash away dirt.

It Goes ON EASY... you'll like the way "Bright White" spreads... the yardage it gives... its smooth leveling.

TINTING WHITE "Blended" for Easy Mixing of Special Tints!
 BODY TINTS "Blended" for Lasting, Uniform Good Looks!
 SASH & TRIM COLORS "Blended" for Color Fastness and High Gloss!
 PORCH & DECK PAINT "Blended" to Stand Wear and Weather!
 WAGONWHEEL Interior Oil Flat "Blended" for One-coat Hiding and Real Washability!
 METAL PRIMER "Blended" to Give Red Lead's Long, Dependable Protection!



NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Pittsburgh 12; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

line up with
The "Dutch Boy" Line

KD-6373—American Painter and Decorator, February—National Painters Magazine, March, 1949—★

KD-6373-A—(1 page, Blue and Black, 7 x 10 ins.), Architectural Forum, March

KD-6373-B—(1 page, Blue and Black, 7 x 10 ins.), Practical Builder, March

KD-6373-C—(1 page, Blue and White, 5½ x 8 ins.) Painter and Decorator, March

KD-6373-D—(1 page, Blue and Black, 5½ x 8½ ins.) Paint Logic, March

KD-6373-E—(1 page, Blue and Black, 7 x 10 ins.) American Paint and Oil Dealer, February

0000-NLI-000016004

Crisp . . . Sparkling

TINTS

Blended for: Uniform, Lasting Looks!



"Dutch Boy" House Paints in Color are specially *blended* to keep their fresh good looks . . . to *go on* good looking and go on *staying* good looking!

They're Right at the Start . . . because their basic colors are carefully selected for purity and high strength, to assure high hiding and crisp, clean, even tints.

They're Right at the Finish . . . because they're *blended* to retain their gloss and uniformity . . . to top off a job that will *stay* tops because of its solid beauty and lasting power.

They're Right for You . . . because "Dutch Boy" Blended House Paints work easily . . . cover completely . . . and level out nicely to a finish that will be a *credit* to your brush for a long, long time.

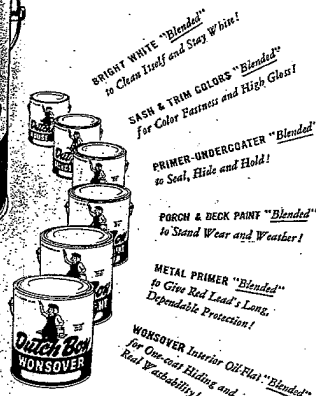
NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Pittsburgh 12; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).



TINTING WHITE . . . *Blended* for easy mixing of long-lasting, high-hiding, special tints. Just add colors in oil.

"Save the Surface
and You Save All"

Line up with The "Dutch Boy" Line



BRIGHT WHITE "Blended"
to Clean Itself and Stay White!

SASH & TRIM COLORS "Blended"
for Color Fastness and High Gloss!

PRIMER-UNDERCOATER "Blended"
to Seal, Hide and Hold!

PORCH & DECK PAINT "Blended"
to Stand Wear and Weather!

METAL PRIMER "Blended"
to Give Red Lead's Long,
Dependable Protection!

WONSOVER Interior Oil Flat "Blended"
for One-coat Hiding and
Real Washability!

KD-6374—*American Painter and Decorator*, March, September—*National Painter's Magazine*, April, 1949—★

KD-6374-A—(1 page, Blue and Black, 7 x 10 ins.), *Architectural Forum*, July—*Practical Builder*, June, November.

KD-6374-B—(1 page, Black and White, 5½ x 8 ins.), *Painter and Decorator*, August.

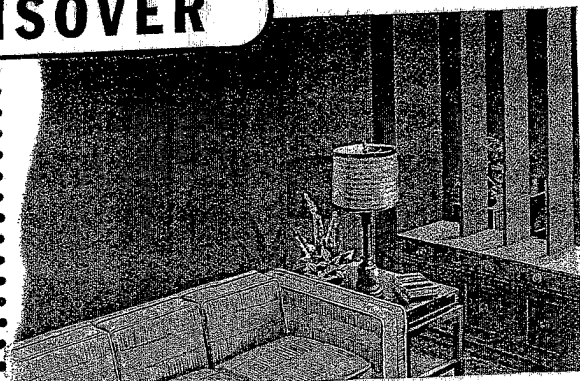
KD-6374-C—(1 page, Blue and Black, 7 x 10 ins.), *American Paint and Oil Dealer*, March.

0000-NLI-000016005

Really Covers in One Coat!

"Dutch Boy"

WONSOVER



...the **Once Over Oil Flat Paint**



Here's a top quality, oil flat paint that really covers walls in one coat. That's why it's called "Dutch Boy WONSOVER."

WONSOVER has hiding power that literally blankets the surface. You can use it over any painted surface, wherever flat paint is suitable — plaster walls, ceilings, wallboard, woodwork, brick, concrete. It does the

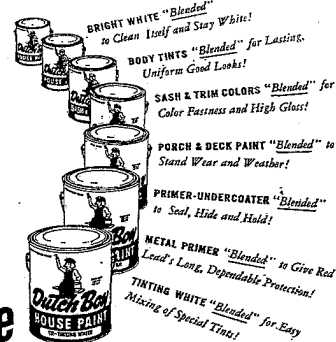
job also over wallpaper and water-reduced paints.

WONSOVER goes on with creamy smoothness and levels out to a rich-looking flat finish. Sets dust-free in a few hours, dries overnight and leaves no unpleasant odor.

Comes in White, Off-White and Colors. Give "Dutch Boy WONSOVER" the once-over today!

Really Washable, too! Your customers will go for this! WONSOVER can be washed over and over again. And it cleans easily because dirt, stains and fingerprints do not sink into the film.

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 5; Cleveland 15; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 23 (John T. Lewis & Bros. Co.).



BRIGHT WHITE "Blended" to Clean Itself and Stay White!

BODY TINTS "Blended" for Lasting Uniform Good Looks!

SASH & TRIM COLORS "Blended" for Color Fastness and High Gloss!

PORCH & DECK PAINT "Blended" to Stand Wear and Weather!

PRIMER-UNDERCOATER "Blended" to Seal, Hide and Hold!

METAL PRIMER "Blended" to Give Red Lead's Long, Dependable Protection!

TINTING WHITE "Blended" for Easy Mixing of Special Tints!

Line up with **The "Dutch Boy" Line**

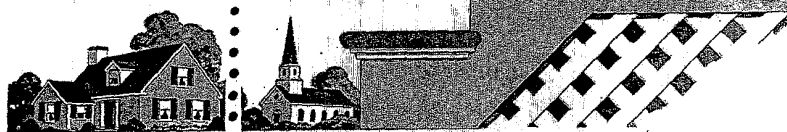
KW-6390—*American Painter and Decorator*, April—*National Painters Magazine*, February, 1949—★
 KD-6390-A—(1 page, Blue and Black, 7 x 10 ins.) *Architectural Forum*, April
 KD-6390-B—(1 page, Black and White, 5½ x 8 ins.) *Painter and Decorator*, April
 KD-6390-C—(1 page, Blue and Black, 5½ x 8½ ins.) *Paint Logic*, May
 KD-6390-D—(1 page, Blue and Black, 7 x 10 ins.) *American Paint and Oil Dealer*, April

0000-NLI-000016006

Hard-Drying . . . Long-Wearing

PORCH & FLOOR ENAMEL

"Blended" to Stand Up!



"Save the Surface
and You Save All"

PORCH & FLOOR ENAMEL: Specially blended to stand wear and weather. Dries tack-free in 4 to 6 hours. Ready for the brush, in 8 popular shades of gray, brown and red.

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 15; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

"Dutch Boy" Porch & Floor Enamel is a heavy-duty finish coat . . . especially blended to stand up on any type of under-foot surface . . . wood, concrete or canvas—indoors or out.

Stands up to Foot Traffic: . . . it's blended to survive the daily grind of gritty heels and soles.

Stands up to Weather: . . . it's blended to

resist weather at its worst . . . all year 'round. And it takes the rub of repeated scrubbing.

Stands Out on the Job: . . . you'll like "Dutch Boy" Porch & Floor Enamel for its easy workability, smooth leveling and solid covering. And its excellent color retention and long-lasting gloss mean results that stand out, year in, year out.



Line up with The "Dutch Boy" Line

KD-6393—*American Painter and Decorator*, June—*National Painters Magazine*, May, 1949—★
KD-6393A—(1 page, blue and black, 7 x 10 ins.), *Practical Builder*, May;
KD-6393B—(1 page, black and white, 3 1/4 x 8 ins.), *Painter and Decorator*, September
KD-6393C—(1 page, blue and black, 3 1/4 x 8 1/4 ins.), *Paint Logic*, September
KD-6393D—(1 page, blue and black, 7 x 10 ins.), *American Paint and Oil Dealer*, June

0000-NLI-000016007

Bright... Glossy... Quick-Drying

SASH & TRIM COLORS

Blended to Stay Bright



"Save the Surface
and You Save All"

Right! "Dutch Boy" Sash & Trim Colors are specially "blended" to trim up a job so it not only looks bright but stays bright!

Beauty-light! Specially blended for extra color strength and for glassy, mirror-like gloss, they add a finishing touch that lasts. They work

easily, cover well, set dust-free in 4 hours, dry smooth and hard.

Right! "Dutch Boy" Sash & Trim Colors are ideal for sash, shutters, doors, fences and store fronts. A real painters' product, they make any job stand out and stand up!

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Pittsburgh 12; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.)

Line up with The "Dutch Boy" Line



BRIGHT WHITE "Blended" to Clean Itself and Stay White!

BODY TINTS "Blended" for Lasting, Uniform Good Looks!

PORCH & DECK PAINT "Blended" to Stand Wear and Weather!

PRIMER-UNDERCOATER "Blended" to Seal, Hide and Hold!

WONSOVER Interior Oil Flat "Blended" for One-coat Hiding and Real Washability!

METAL PRIMER "Blended" to Give Red Lead's Long, Dependable Protection!

TINTING WHITE "Blended" for Easy Mixing of Special Tints!

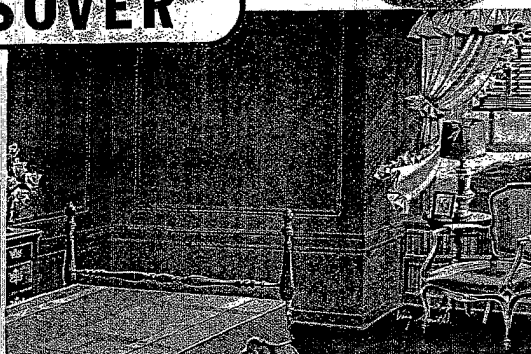
KD-6392—American Painter and Decorator, May—National Painters Magazine, July, 1949—
KD-6392A—(1 page, blue and black, 7 x 10 ins.), Architectural Forum (Mag. of the Builder), April, September
KD-6392B—(1 page, black and white, 3 1/4 x 8 ins.), Painter and Decorator, June
KD-6392C—(1 page, blue and black, 5 1/2 x 8 1/2 ins.), Paint Logic, April
KD-6392D—(1 page, blue and black, 7 x 10 ins.), American Paint and Oil Dealer, May

0000-NLI-000016008

One Coat Really Covers
"Dutch Boy"

WONSOVER

Inside Stuff



...the Once-Over Inside Oil Flat



"Dutch Boy" WONSOVER is a real one-coat interior paint... a real oil flat that offers you many real advantages.

WONSOVER for Hiding Power... It really covers like a blanket. Use it over any painted surface where flat paint is suitable, whether plaster, wallboard, wood, brick or concrete. Also does a professional job over water-reduced paints.

WONSOVER for Smoothness... It goes on with creamy smoothness... levels out nicely, spreads far and dries to a rich-looking, uniform, flat finish.

WONSOVER for Speed... It comes ready to apply... brush, roller or spray. Sets dust-free in a few hours. Dries overnight and leaves no unpleasant odor. Once over and the work's over with WONSOVER.

WONSOVER for Washability, too! That's its extra customer-appeal. WONSOVER can be washed over and over again. Available in White, Off-White and in the Colors your customers want.

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Sons, Co.).

"Save the Surface and You Save All"

Line up with The "Dutch Boy" Line



BRIGHT WHITE "Blended"
to Clean Itself and Stay White!

BODY TINTS "Blended" for Lasting,
Uniform Good Looks!

SASH & TRIM COLORS "Blended" for
Color Fastness and High Gloss!

PORCH & FLOOR ENAMEL "Blended"
to Stand Wear and Weather!

PRIMER-UNDERCOATER "Blended"
to Seal, Hide and Hold!

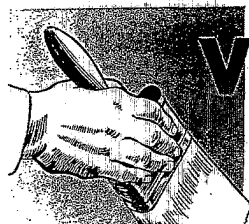
METAL PRIMER "Blended" to Give Red
Lead's Long, Dependable Protection!

TINTING WHITE "Blended" for Easy
Mixing of Special Tints!

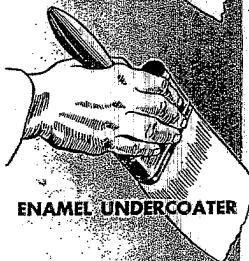
KW-6391—American Painter and Decorator, October—National Painters' Magazine, November, 1949—★
KW-6391A—(1 page, blue and black, 7 x 10 ins.), Architectural Forum, October
KW-6391B—(1 page, black and white, 3½ x 8 ins.), Painter and Decorator, October
KW-6391C—(1 page, blue and black, 3½ x 8½ ins.), Paint Logic, October
KW-6391D—(1 page, blue and black, 7 x 10 ins.), American Paint and Oil Dealer, August

0000-NLI-000016009

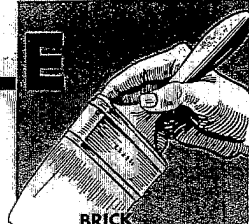
VERSATILE



EXTERIOR WOOD



ENAMEL UNDERCOATER



BRICK
STUCCO CONCRETE



INTERIOR
PLASTER & WALLBOARD

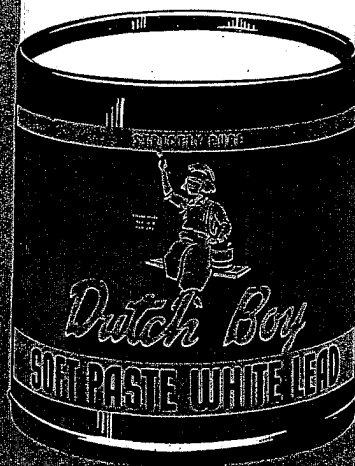
Nowhere in your shop are you likely to find a 10" x 10" x 10" space occupied by an item of more concentrated usefulness than a keg of "Dutch Boy" White Lead.

Here, in one compact package, are the makin's—when used with proper thinners—of paint for many purposes: Outside woodwork; brick, stucco and concrete; asbestos-cement, shingles; interior plaster and wallboard; enamel undercoats; and finish coats on metal.

"Dutch Boy" White Lead is a specialist in versatility—an all-purpose paint base.

* * *

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.)



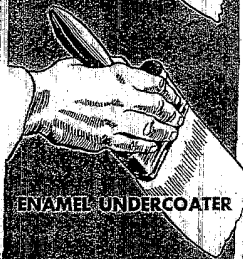
"Save the Surface
and You Save All"

ALSO SOLD IN
READY-MIXED
FORM

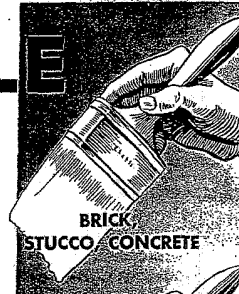
VERSATILE



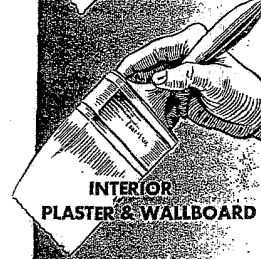
EXTERIOR WOOD



ENAMEL UNDERCOATER



BRICK
STUCCO / CONCRETE



INTERIOR
PLASTER & WALLBOARD

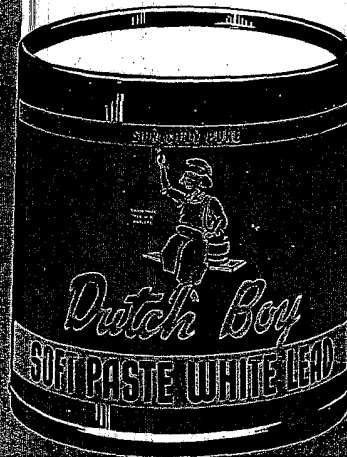
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* * *

NATIONAL LEAD COMPANY: New York 6;
Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13;
Pittsburgh 12; St. Louis 1; San Francisco 10; Boston
(National Lead Co. of Mass.); Philadelphia 25
(John T. Lewis & Bros. Co.)



Save the Surface
and You Save All

ALSO SOLD IN
READY-MIXED
FORM

It's SAFE · It's SURE · It's SEALED

The advantages of buying Dutch Boy Linseed Oil in sealed cans are obvious and numerous. The Dutch Boy label says the can contains top quality oil. The sealed spout safeguards that quality from plant to painter. You know you're getting full weight, full measure - It's the clean, convenient, canny way to buy the vehicle you've got to have to run your shop. Comes RAW or BOILED, in 1 and 5 gal. sealed cans.



"Save the Surface and You Save All!"

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.)



LEAD VALVES

Control Hungry Acids

Men who need to tame biting acids and put them to useful work have long relied on lead. And they look to the leader in lead... National Lead Company... for dependable lead and lead-lined acid valves.

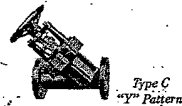
National Lead's "United" valves work efficiently at their routine jobs of controlling the flow of corrosive acids. But they also have the built-in stamina and sturdiness to withstand stresses and overloads well beyond their regular lines of duty.

The "United" valve you buy is representative not only of National Lead's resources in the lead products manufacturing field but also of resourcefulness in designing acid valves that make the most of lead's inherent corrosion-resistant properties.

Under the name "United," National Lead Company offers a complete line of hard lead and lead-lined flanged acid valves—“Y” and angle patterns, gate, check, foot and diaphragm.



Chem Rayon
"Y" Pattern



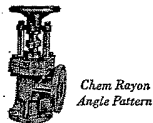
Type C
"Y" Pattern



Wedge Type
Gate Pattern



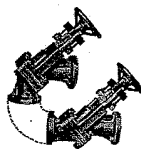
Type D Check



Chem Rayon
Angle Pattern



Diaphragm Pattern



Type R
Reversible-Angle or "Y"

Look to the Leader for Lead

...in everything from lead pipe...valves...sheet...and lead-lined or lead-covered equipment...to complete acid recovery plants.

NATIONAL Lead Company



New York 6; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 18;
St. Louis 1; Boston 6; (Western Lead Company of Mass.); Los Angeles 25; (Morris P. Kirk &
Sons, Inc.); Philadelphia 25; (John T. Lewis & Sons, Co.); Atlanta (Georgia Lead Works, Div.
of Cincinnati Branch); Toronto, Canada (Canada Metal Co. Ltd.).

KL-6689—Chemical Engineering, February, June—Steel, February 7—Iron Age, March 3—Petroleum Refiner, February, June—
Textile World, February, June, 1949—★

0000-NLI-000016013

LEAD PIPING

...keeps



Hungry Acids in Line



One of acid's most useful jobs is to serve as the "digestive juice" of the process industries. But, unless properly controlled, acids can be destructive to the "alimentary tracts" of processing systems.

That's why men wise in the ways of handling acids, look to *lead* for protection. And why they look to the leader in lead... National Lead... for their lead and lead-lined pipe and fittings.



National Lead offers you three types: regular all-lead pipe... steel pipe with cold-expanded lead linings... and "United Tubond" lead-lined pipe, for extreme pressure, vacuum, temperature or vibration.



In "United Tubond," the lead lining is permanently bonded to the steel outer casing. The bore is smooth and seamless. Positive lead-to-lead joints are assured by extending the lead lining over the face of the flange.



The choice depends upon the job. But whichever you choose, look to the Leader for Lead. You'll know you're getting all of lead's advantages, engineered by National Lead into pipe and fittings that will fight acid corrosion and mechanical stress... and keep hungry acids in line.

Look to the Leader for Lead

...in everything from lead pipe... valves... sheet... and lead-lined or lead-covered equipment... to complete acid recovery plants.

NATIONAL

Lead Company



New York 6; Baltimore 2; Buffalo 3; Chicago 8; Cincinnati 2; Cleveland 12; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Company of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Philadelphia 25 (John T. Lewis & Bros. Co.); Atlanta (Georgia Lead Works, Div. of Cincinnati Branch); Toronto, Canada (Canada Metal Co. Ltd.).

KL-6690—Chemical Engineering, March—Steel, April 4—Iron Age, May 5—Petroleum Refiner, March—Textile World, March, 1949

0000-NLI-000016014

LEAD LINED EQUIPMENT

... curbs Corrosive Acids



The "vessels" used in the process industries may range from a five-gallon receptacle to a cavernous tank. Details of construction may differ. But, when it comes to handling corrosive chemicals, much of this equipment has at least one thing in common... a lining of lead. Because *Lead blunts the teeth of hungry acids.*



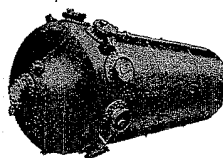
Leaders in the chemical processing field have something in common, too. They rely on the leader in lead products... National Lead... for their lead-lined and lead-covered equipment. They know that National offers... and delivers... not merely a mass of metal bearing outward resemblance to drawing and blueprint, but a piece of acid-handling apparatus that has the built-in ability to do the job it was bought to do. Into each unit goes the know-how, from drafting board to shop assembly, that makes the most of lead's resistance to chemical attack plus steel's resistance to physical abuse.



In National Lead's "Homogeneous" lead-lined tanks, drums, agitators, autoclaves and other items of this nature, the lead lining is bonded directly to the steel casing. An inseparable bond is created, a union of lead and steel that obviously will withstand higher temperatures than one in which solder is used.



Every piece of National Lead's "Homogeneous" lead-lined and lead-covered equipment is individually fabricated to your specifications. When you want information on acid-handling apparatus, please consider our specialists in this field at your service.



Look to the Leader for Lead

...in everything from lead pipe...valves...sheet...and lead-lined or lead-covered equipment...to complete acid recovery plants

NATIONAL Lead Company



New York 6, N.Y.; Chicago 17, Ill.; Cincinnati 13, Ohio; Cleveland 13, Ohio; Detroit 13, Mich.; Kansas City 13, Mo.; London 13, England; Montreal 13, Canada; New Orleans 13, La.; Philadelphia 13, Pa.; Pittsburgh 13, Pa.; St. Louis 13, Mo.; Toledo 13, Ohio; Washington 13, D.C.; Worcester 13, Mass.; York 13, Pa.

KL-6688—Chemical Engineering, April—Steel, June 6—Iron Age, July 7—Petroleum Refiner—April—Textile World—April, 1949

0000-NLI-000016015

LEAD LININGS

...blunt the teeth of Hungry Acids

In unnumbered processing plants across the country, sheet lead plays a vital role in keeping acids under control. Because, among other unique properties given lead by nature, is *stern resistance to corrosion*.

It is this innate ability to blunt the teeth of hungry acids, coupled with several of lead's other "abilities"—adaptability, workability, durability and availability—that makes the use of lead a virtual "must" as a lining for tanks, tubs and vats in which corrosive liquids are handled, moved or stored.

National Lead markets sheet lead of several types—chemical, antimonial, tellurium and antimonial-tellurium. Each has its functional place in the processing field. All are produced with a know-how that makes the most of the metal's inherent qualities. From starting slab to sturdy sheet, the rolling is done under the watchful eyes of experienced operators. The sheet comes off the cutting table smooth, uniform, and true to weight and dimensional specifications.

If your acid-handling activities demand lead's unusual combination of properties, use National Lead sheet. And if you would like our views on ways and means of getting optimum results from sheet lead installations, consider us at your service.

Look to the Leader for Lead

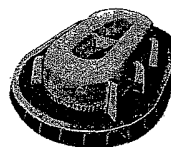
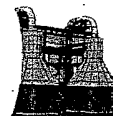
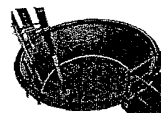
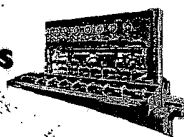
...in everything from lead pipe...valves...sheet...and lead-lined or lead-covered equipment...to complete acid recovery plants

NATIONAL



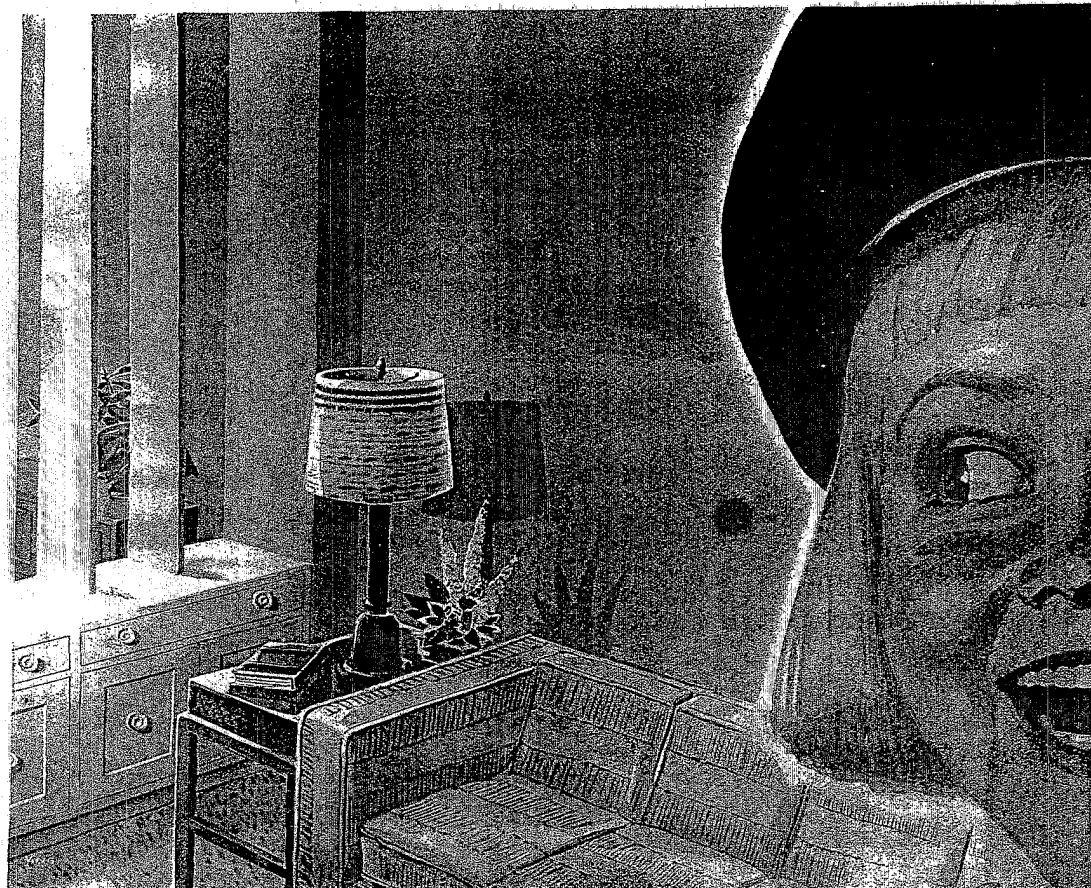
Lead Company

New York 6; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 13; St. Louis 12; Boston 6 (National Lead Company of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Philadelphia 25 (John T. Lewis & Son, Co.); Mexico (Georgio Lead Works, Div. of Cincinnati Branch); Toronto, Canada (Canada Metal Co. Ltd.).



KL-6687—Chemical Engineering, May—Steel, September 5—Iron Age, October 13—Petroleum Refiner, May—Textile World, May, 1949—★

0000-NLI-000016016



Give it the **Once Over...**
and you'll be won over to **"Dutch Boy"**
WONSOVER!



One Coat Makes
Rooms New!

Really Washable,
Too!

To make rooms smile brightly
... just **WONSOVER** lightly

Once Over with WONSOVER... and old walls disappear... under this velvety, flatteringly flat "decorator" paint!

Once Over with WONSOVER... the up-to-the-minute one-coat interior finish that not only covers in one coat... but really washes clean, again and again! It's a real oil paint, scientifically blended by the "Dutch Boy's" master hand.

Once Over with WONSOVER. Covers most surfaces in one coat—walls, woodwork,

wallpaper. Goes on with creamy smoothness. Leaves no unpleasant odor!

All this and **WASHABLE**, too! Your beautiful new room can be kept new-looking. Dirty fingerprints, disfiguring smudges, children's pencil marks *can't sink in*—so they wash right off with soap and water!

Once Over with WONSOVER... in soft, subtle shades... new deep tones... fresh tints... as well as white and off-white.

Once Over with WONSOVER and you'll be won over to Wonsover! Get it from your "Dutch Boy" dealer. You'll find his name in your classified telephone book.

National Lead Company



FREE COLOR FOLDER!
Shows actual samples of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 49, care of nearest office listed below.

... MAIL COUPON TODAY! ...

NATIONAL LEAD COMPANY,
Dept. 49, New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Box Co.).

Please send "WONSOVER" Color Folder to

Name.....

Address.....

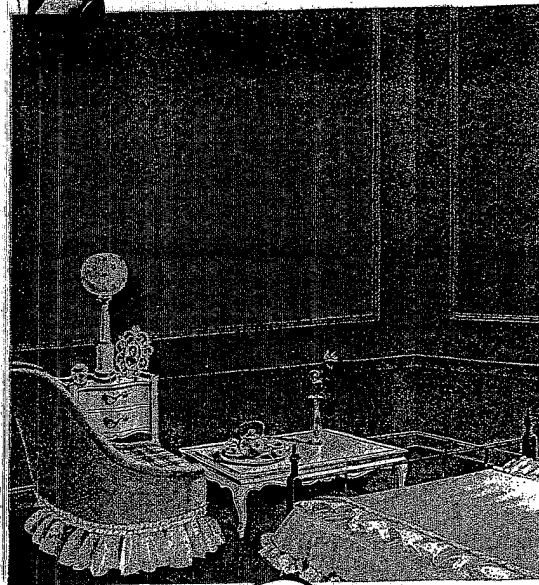
City..... Zone..... State.....

To appear in: *Life*, March 14, 1949*

0000-NLI-000016017



Paint Rooms Gay to Stay the "Wonsover" Way!



One Coat Makes
Rooms New!



Old rooms take on new life when you *once-over* lightly with one coat of "Dutch Boy WONSOVER!"

Once Over with WONSOVER... this velvety flat paint *really* covers like new in a single coat! And remember, it's a long-lasting, real oil, *really washable*, real "Dutch Boy" Paint!

Once Over with WONSOVER... covers most surfaces in one coat... painted walls and woodwork... wallpaper too! Flows on with creamy smoothness. Leaves no unpleasant odor.

Once Over with WONSOVER... and your room *stays* new looking... because WONSOVER *really* washes clean... over and over and over again! Fingerprints, pencil marks and smudges can't sink in... so they wash right off!

Once Over with WONSOVER... in soft, lovely colors, as well as white and off-white! Give WONSOVER the once-over at your "Dutch Boy" dealer's. Look up his name in your classified telephone directory now!

National Lead Company

To appear in: Life, April 11, 1949—★

Really Washable,
Too!



"Save the Surface
and You Save All"

FREE COLOR FOLDER!
Shows actual samples of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 58, care of nearest office listed below.



... MAIL COUPON TODAY! ...

NATIONAL LEAD COMPANY,
Depts. 58, New York 6; Buffalo 3; Chicago 8;
Cincinnati 3; Cleveland 13; Pittsburgh 12;
St. Louis 11; San Francisco 10; Boston 6
(National Lead Co. of Mass.); Philadelphia
25 (John T. Lewis & Bros. Co.)

Please send "Dutch Boy WONSOVER"
Color Folder to

Name.....
Address.....
City..... Zone..... State.....

0000-NLI-000016018

A Famous Painter Brings You

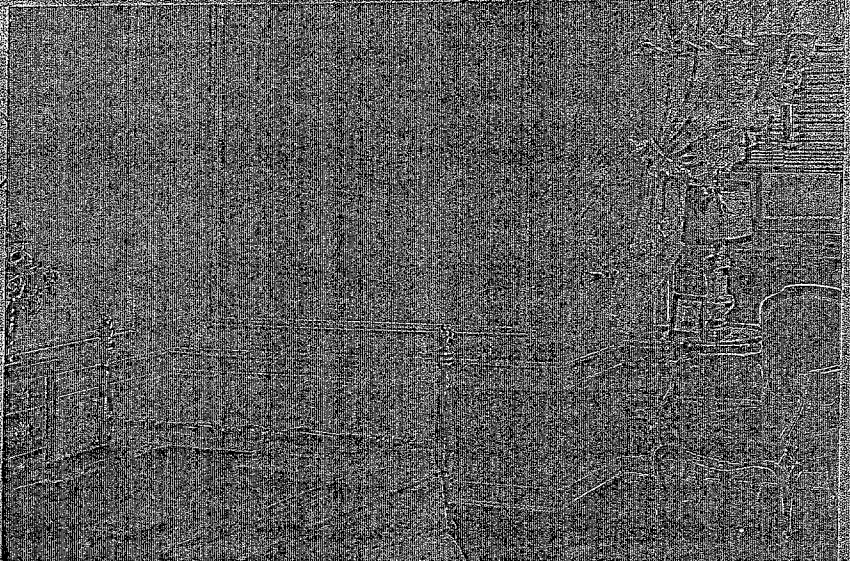
The Inside Story of "Dutch Boy" WONSOVER the once-over Inside Oil Paint



To Make Rooms
Smile Brightly



Just "Wonsover"
Lightly!



You'll be Won Over to WONSOVER... the amazing
"Dutch Boy" inside flat paint... the only one
in one coat... and is really washable!

You'll be Won Over to WONSOVER... the only
real oil paint... blended by the master
"Dutch Boy" to bring your rooms one coat ahead
... that will last!

You'll be Won Over to WONSOVER... like magic... painted walls, woodwork, wall paper, brick... wallpaper too! Floors with any finish... Dries to a velvety flat finish... brightens any light. Leaves no unpleasant odor.

You'll be Won Over to WONSOVER... it's so fresh because it washes really clean... over and over again! And it's so easy! Fingerprints...



BEST COLOR FOLDER

See how the colors compare

with the original

colors of the

original colors

of the original

colors of the

original colors

of the original

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National Lead Company

To appear in Life May 9, 1944

0000-NLI-000016019



Once Over and the Job's Over

...with "Dutch Boy"
WONSOVER!

(Really Washable, too!)

Once Over with WONSOVER! Make dingy rooms daisy fresh with "Dutch Boy" WONSOVER... the wonderful one-coat inside paint that *really* covers in one coat... the real oil, real "Dutch Boy" one-coat paint that's *really* washable.

Once Over with WONSOVER! Yes, one coat covers most *any* surface like magic... painted walls, woodwork, wallboard, brick or concrete. Even does a job over wallpaper and water-reduced paints! Flows on with creamy smoothness. Dries to a velvety-flat finish. Leaves no unpleasant odor.

Once Over with WONSOVER! Keep your new rooms new-looking. "Dutch Boy" WONSOVER can be washed over and over and over again. Fingerprints, smudges and pencil marks can't sink in... so they wash right off!

Once Over with WONSOVER! Give it the once over... in soft, lovely colors, white and off-white... at your nearest "Dutch Boy" Dealer's. Look for his name under "PAINT" in your classified telephone directory now!

National Lead Company



"Save the Surface
and You Save All!"

FREE COLOR FOLDER!

Shows actual sample of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 63, care of nearest office listed below.

• Mail Coupon Today! •

• **NATIONAL LEAD COMPANY,**
• Dept. 63, New York 6; Buffalo 3; Chicago 8;
• Cincinnati 3; Cleveland 13; Pittsburgh 12;
• St. Louis 1; San Francisco 10; Boston 6
• (National Lead Co. of Mass.); Philadelphia
• 25; John T. Lewis & Bros. Co.)

• Please send "Dutch Boy WONSOVER"
• Color Folder to

• Name _____

• Address _____

• City _____ Zone _____ State _____

0000-NLI-000016020

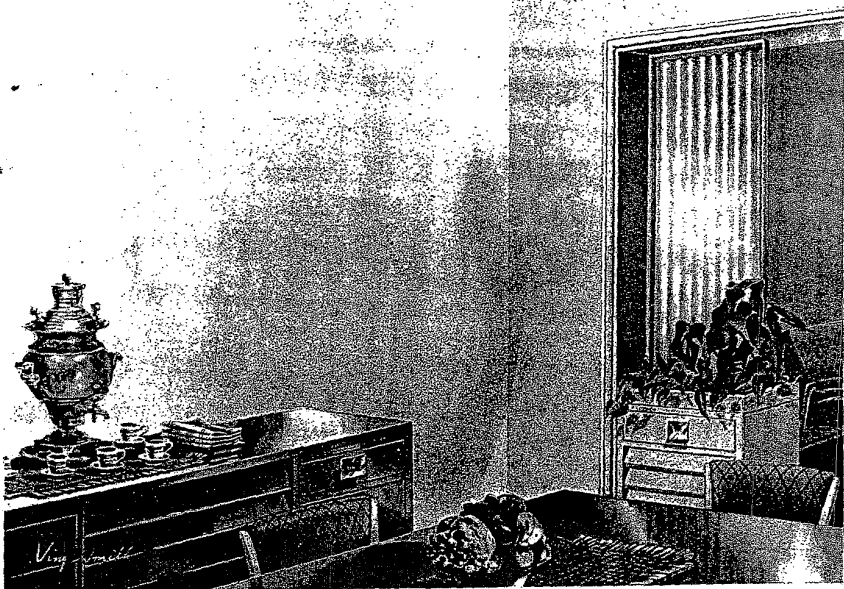
This is inside stuff



...the Once-Over Inside Oil Paint!



"WONSOVER" makes Rooms New!



Once over with WONSOVER . . . the "Dutch Boy's" wonderful one-coat, inside flat paint that *really* covers in one coat, yet is *really* washable, too!

Once over with WONSOVER . . . it's a rich, mellow-toned "decorator" flat paint . . . a long-lasting, *real oil paint*, blended by the master hand of the "Dutch Boy" to bring *lasting* loveliness to your rooms.

Once over with WONSOVER . . . it covers most surfaces in just one coat . . . painted walls, woodwork, wallboard, brick, and concrete. Even does a real job over wallpaper and water-reduced paints!

Flows on with creamy smoothness. Dries to a uniform, flat finish. Leaves no unpleasant odor!

Once over with WONSOVER . . . it *keeps* your rooms bright and new-looking because it *really* washes clean . . . over and over again. Fingerprints, pencil marks and smudges can't sink in . . . so they wash right off!

Once over with WONSOVER . . . in soft, lovely colors, white and off-white. Give WONSOVER the once over at your "Dutch Boy" dealer's. See his name under "PAINT" in your classified telephone directory.

Really Washable, too!



FREE COLOR FOLDER!
Shows actual samples of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 69, care of nearest office listed at right.

"Dutch Boy" Wonsover

the *Once-Over Interior Paint*

MAIL COUPON TODAY!

NATIONAL LEAD COMPANY, Dept. 69, New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 6 (National Lead Co. of Mass.); Philadelphia 23 (John T. Lewis & Bros. Co.).

Please send "Dutch Boy" WONSOVER Color Folder to

Name _____
Address _____
City _____ Zone _____ State _____

"Save the Surface and You Save All" **National Lead Company**

To appear in: *Life*, September 12, 1949—★

0000-NLI-000016021



Once Over makes Rooms New

DUTCH BOY
WONSOVER

is the Paint for You!



To make rooms smile brightly
... just WONSOVER lightly!

Once Over with WONSOVER... the one-coat flat paint that really covers in one coat! The long-lasting, real oil, real "Dutch Boy" one-coat paint that's really washable!

Once Over with WONSOVER... one coat covers most surfaces like magic... painted walls and woodwork... even wallpaper and water-reduced paints! Flows on with creamy smoothness. Dries to a flattering flat finish. Leaves no unpleasant odor.

Once Over with WONSOVER... and you can wash it over and over again. Wonsover washes really clean... and so easily. Fingerprints, pencil marks and smudges can't sink in... so they wash right off!

Once Over with WONSOVER... in soft, lovely colors, as well as white and off-white. Give WONSOVER the once-over at your "Dutch Boy" dealer's. Look up his name under "PAINT" in your classified telephone directory.

"Save the Surface and You Save All!"

National Lead Company



FREE COLOR FOLDER!
Shows actual samples of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 70, care of nearest office listed below.

... Mail Coupon Today! ...

NATIONAL LEAD COMPANY,
Dept. 70, New York 8; Buffalo 3; Chicago 8;
Cincinnati 3; Cleveland 13; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6
(National Lead Co. of Mass.); Philadelphia
25 (John T. Lewis & Bros. Co.).

Please send "Dutch Boy WONSOVER" Color Folder to

Name.....
Address.....
City..... Zone..... State.....

To appear in: Life, October 17, 1949—★

0000-NLI-000016022

CONGRATULATIONS



WE of National Lead Company have a special reason to congratulate National Painters Magazine.

For, 75 years ago, several of this company's old-time brands were advertised in the first edition of this magazine.

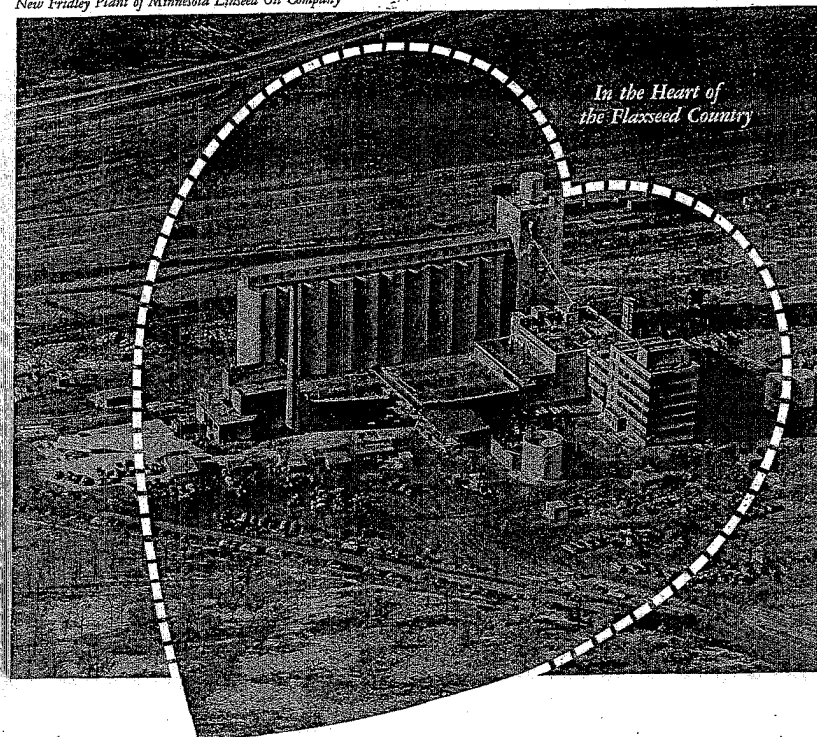
From that time until the present,

National Painters Magazine, year after year, has helped spread the news and establish the leadership of our products among painting contractors.

Today the familiar "Dutch Boy" trade-mark and "Dutch Boy" advertising, as shown on the opposite page, hail the high quality of our line.



New Fridley Plant of Minnesota Linseed Oil Company*



Announcing . . .

NEW LINSEED OIL CRUSHING FACILITIES

This new linseed oil plant, strategically located at Minneapolis, places us in a better position than ever before to handle the oil requirements of customers.

Erected at a cost of over \$2,000,000 and employing the solvent extraction process, it is one of the most modern linseed oil plants in existence.

With this large new source of oil added to our already extensive refining

facilities, we are prepared to take care of your orders in any desired quantity.

We supply not only raw and boiled linseed oil but a wide variety of oils for special purposes.

And, as one of the country's oldest producers and refiners of linseed oil, our wide experience is your assurance that these oils are of the very highest quality.

*Jointly owned by
National Lead Company
and Minnesota Paints, Inc.

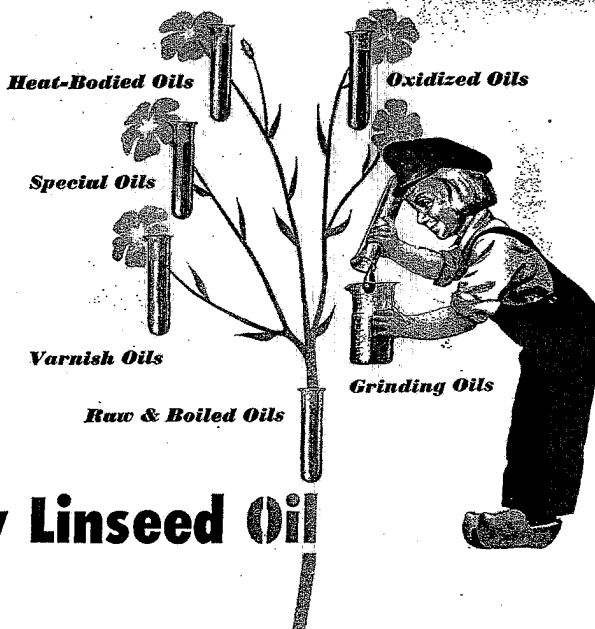


**NATIONAL
LEAD COMPANY**

New York 6; Buffalo 3; Chicago 8; Cincinnati 2; Cleveland 13; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6, (National Lead Co. of Mass.);
Philadelphia 26, (John T. Lewis & Son Co.).

KD-6769—Paint Industry, March—American Paint Journal, March 7, April 11—Oil, Paint and Drug Reporter, March 14, April 4
Paint, Oil and Chemical Review, March 3, March 31
KD-6769A—(1 page, 4 5-8 x 7 1-4 ins.), Official Digest, March, April, 1949

0000-NLI-000016024



Any Linseed Oil

...Any Amount



To produce from the seed of the flax plant the many linseed oils needed by industry... and to supply these oils in required amount... takes both the physical facilities and the human "know-how."

National Lead has both.

Unsurpassed Facilities... include a new \$2,000,000 linseed oil plant* at Minneapolis... one of the most modern in existence. Here, the efficient solvent extraction process turns out the highest grade raw oil. And in National Lead's up-to-the-minute refineries this is processed by the most advanced techniques into boiled, oxidized and heat-bodied oils... varnish oils... grinding oils... and other special types for specific jobs.

*Jointly owned by National Lead Company and Minnesota Pacific, Inc.

Generations of Know-How... The exacting specifications of industry demand one essential ingredient which can only be supplied out of long and wide experience. It is the "know-how" to turn out linseed oils you can rely on for the precise combination of drying rate, acid number, color, viscosity and other properties you specify.

National Lead has this "know-how" because it is one of the oldest producers and refiners of linseed oils in the business... drawing on a storehouse of experience that spreads back over a century.

Whether you need linseed oil by the drum or the tank car, you'll get it right, on every count, from National Lead.

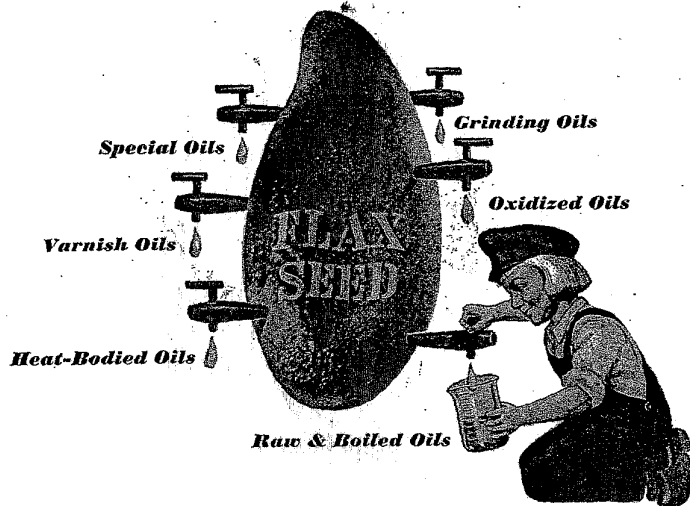
National Lead Company: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Company of Mass.); Philadelphia 25 (John T. Lewis & Bros. Company).



NATIONAL LEAD COMPANY
ONE OF THE OLDEST NAMES IN
OILS

KL-6770—Paint Industry, July—American Paint Journal, June 6—Oil Paint and Drug Reporter, May 16, September 26—
Paint, Oil and Chemical Review, May 26, November 10—*
KL-6770A—(1 page, 4 5/8 x 7 1/4 ins.), Official Digest, June, 1949

0000-NLI-000016025



Out of One...Many

Out of one seed flow the many linseed oils demanded by industry... but to produce these oils it takes an organization with both the "know-how" and the necessary facilities.

It takes "Know-How." You can't give an oil the right combination of drying rate, acid number, color, viscosity and other specified properties without "know-how" based on long and practical experience. That's why it's important for you to know that National Lead is one of the oldest producers and refiners of linseed oil in the business... manned by personnel with generations of oil in their veins.

It takes Modern Facilities. National Lead's fa-

cilities include a large, new linseed oil plant at Minneapolis... one of the most modern in existence. Employing the efficient solvent extraction process, it keeps top-grade raw oil flowing to our refineries. Here, by advanced methods, this oil is processed into boiled, oxidized and heat-bodied oils... varnish oils... grinding oils and other special types.

For oils right on every count, in any amount, remember National Lead... a National leader in oils.

National Lead Company: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Company of Mass.); Philadelphia 25 (John T. Lewis & Bros. Company).



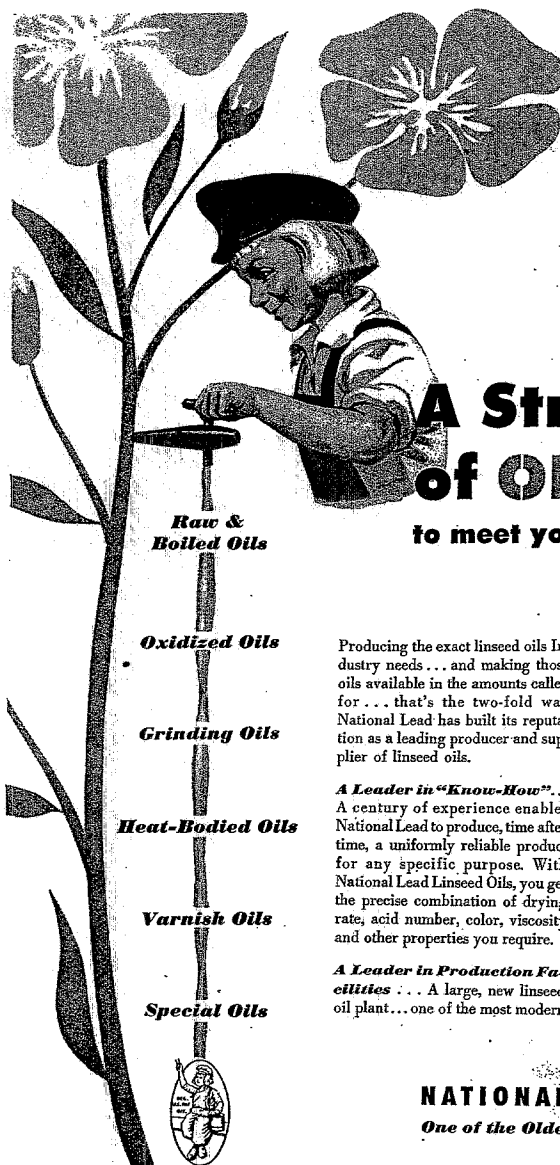
NATIONAL LEAD COMPANY

One of the Oldest Names in

OILS

KL-6771—American Paint Journal, September 12—OH, Paint and Drug Reporter, June 27, November 7—
Paint Industry, November—Paint, Oil and Chemical Review, July 21, 1949—★

0000-NLI-000016026



A Stream of OILS...

to meet your many needs

**Raw &
Boiled Oils**

Oxidized Oils

Grinding Oils

Heat-Bodied Oils

Varnish Oils

Special Oils

Producing the exact linseed oils Industry needs... and making those oils available in the amounts called for... that's the two-fold way National Lead has built its reputation as a leading producer and supplier of linseed oils.

A Leader in "Know-How"...

A century of experience enables National Lead to produce, time after time, a uniformly reliable product for any specific purpose. With National Lead Linseed Oils, you get the precise combination of drying rate, acid number, color, viscosity and other properties you require.

A Leader in Production Facilities... A large, new linseed oil plant... one of the most modern

in existence... employs the efficient solvent extraction process and provides for greatly increased production of top-grade raw oil.

Coupled with this great plant are the company's up-to-the-minute refineries, using the most advanced techniques to process raw oil into boiled, oxidized, and heat-bodied oils... varnish oils... grinding oils... and other special types.

So, whenever or wherever you need linseed oil, remember... National Lead has the makings of the oil you want, in the amount you need.

National Lead Company: New York 6; Buffalo 2; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Company of Mass.); Philadelphia 25 (John T. Lewis & Sons, Company).

NATIONAL LEAD COMPANY.
One of the Oldest Names in **OILS**

KL-6772—American Paint Journal, November 21—Oil, Paint and Drug Reporter, August 2, December 12—
Paint, Oil and Chemical Review, September 15, 1949*

0000-NLL-000016027

Caps Off! to **BLENDED** Paint for Lasting Beauty!



To keep Your Home Bright
My Paint's Blended Right...
Ready-mixed, in Colors or White!

Bright as the "Dutch Boy's" bright blue cap
...sparkling as the sun on his golden hair
...lasting as his cheery smile
...that's "Dutch Boy," the Paint with the
Happy **BL-ENDING!**

Why is "Dutch Boy" Paint **BLENDED**?
Because different parts of a house call for
different types of paint.

And blending brings you the right combination
of the right ingredients to do each

job right... blended by the master hand of
the "Dutch Boy" whose fame as a paint-maker
is nation-wide.

So choose... from White or Tints, Trim
Colors, Porch & Deck Paint, or Primer... the
"Dutch Boy" Paint that's blended just right
to **KEEP** your home bright!

Look for your "Dutch Boy" Dealer's
name in your classified telephone directory.
Mail the coupon for free booklet.



1. BRIGHT WHITE *Blended* to Clean Itself!

"Dutch Boy" Bright White is specially blended to be
self-cleaning! The surface continually renews itself
... permits rain to wash away dirt. Sets a new standard
for hiding! Gives a dazzling white finish that *stays* white!



2. TINTS *Blended* to Stay True!

"Dutch Boy" Tints are beautifully crisp
and fresh... and they're expertly
blended to assure *lasting, uniform* color!



3. TRIM COLORS *Blended* to Stay Bright!

"Dutch Boy" Sash & Trim Colors add the
finishing touch to your home's protection.
They're blended to *hold* their bright, gay
gloss! Wonderful for garden furniture, roof



4. PORCH & DECK *Blended* to Stand Wear!

"Dutch Boy" Porch & Deck Paint is
blended for extra toughness. It laughs at
punishment from foot traffic and weather!



5. PRIMER *Blended* to Seal, Hide and Hold!

An undercoat of great sealing and hiding power, that holds
fast. When used under a topcoat of "Dutch Boy" Bright White
or Tints you get a superior two-coat job... *even on unpainted wood!*



National Lead Company

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to
style your home for Blended Beauty with the new
"Dutch Boy" Paints. For
your free copy, address
Dept. 46, care of the near-
est office listed below.



MAIL COUPON TODAY!

NATIONAL LEAD COMPANY,
Dept. 46 (Address nearest office) New York 6; Buffalo
3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6 (National Lead
Co. of Mass.); Philadelphia 23 (John T. Lewis & Bros.
Co.).

Please send me a free copy of your new
color-illustrated booklet: "Blended" Beauty
For Your Home.

Name.....

Address.....

City..... Zone..... State.....

0000-NLI-000016028

To Keep Your Home Bright...

"Dutch Boy" Paint is Blended Right

...Ready-Mixed in Colors or White



Bright as a gay toy town... husky as the "Dutch Boy's" wooden shoes... cheery as his sparkling eyes... that's "Dutch Boy"... the paint with the **Happy BL-ENDING**.

Why does *Blending* mean so much? Because different parts of your house need different kinds of paint.

And *blending* means that each paint is exactly right for its particular job. Blended from the right combination of the right ingredients. Blended by the master hand of the "Dutch Boy", whose

skill as a paint-maker is known through all the land.

So, whether you need Bright White or sparkling Tints, gay Trim Colors, tough Porch & Floor Enamel, or high-hiding Primer... get "Dutch Boy"... the paint that's *blended* just right to keep your home bright.

See your "Dutch Boy" Dealer's name under "PAINT" in your classified telephone directory. Also mail the coupon below for free color-scheme booklet!

BRIGHT WHITE Blended to Clean Itself!
"Dutch Boy" Bright White is specially blended to be *self-cleaning*! The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding. Gives a dazzling white finish that *stays* white!

TINTS Blended to Stay True!
"Dutch Boy" Tints are beautifully crisp and fresh... and they're expertly blended to assure *lasting, uniform* color!

TRIM COLORS Blended to Stay Bright!
"Dutch Boy" Sash & Trim Colors add the finishing touch to your home's protection. They're blended to *hold* their bright, gay gloss. Wonderful for garden furniture, too!

PORCH & FLOOR ENAMEL Blended to Stand Wear!
"Dutch Boy" Porch & Floor Enamel is blended for extra toughness. It laughs at punishment from foot traffic and weather!

PRIMER Blended to Seal, Hide and Hold!
An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat job... *even on unpainted wood*!

"Save the Surface and You Save All!"

National Lead Company

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home, inside or out, for *Blended Beauty* with the new "Dutch Boy" Paints. For your free copy, address Dept. 56, care of the nearest office listed below.



MAIL COUPON TODAY!

NATIONAL LEAD COMPANY

Dept. 56, (Address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 11; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 21 (John T. Lewis & Bros. Co.).

Please send me a free copy of your new color-illustrated booklet: "*Blended Beauty For Your Home*."

Name.....
Address.....
City..... Zone..... State.....

You'll Dance with Joy
over **Blended**
"Dutch Boy!"



My Paint's Blended Right
To keep Your Home Bright
in Colors or White!

Here's a paint you'll click your heels over! It's *gay*, like the "Dutch Boy's" dancing feet! It's *husky*, like his sturdy clogs! It's *durable*, like his honest name! It's "DUTCH BOY"... the Paint with the Happy **BL-ENDING!**

Why does the "Dutch Boy" **BLENDS** his paint? Because different *parts* of your home need different *types* of paint.

And *blending* makes sure that each paint is exactly right for its job... *blended* from the right combination of the right ingredients... *blended* by the master hand of the "Dutch Boy."

...whose fame as a paint-maker spreads from coast to coast.

So, whether you want Bright White or sparkling Tints, gay Trim Colors, tough Porch & Deck Paint, or high-hiding Primer... get "Dutch Boy"... the paint that's *blended* just right to *keep* your home bright!

Get your "Dutch Boy" Dealer's name from your classified telephone directory. Mail the coupon for free, color-scheme booklet!

PORCH & DECK **Blended** to Stand Wear!
"Dutch Boy" Porch & Deck Paint is blended for extra toughness. It laughs at punishment from foot traffic and weather!

Ready for the
Brush!



BRIGHT WHITE **Blended** to Clean itself!

"Dutch Boy" Bright White is specially blended to be *self-cleaning!* The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding! Gives a dazzling white finish that *stays* white!



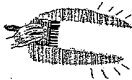
TINTS **Blended** to Stay True!

"Dutch Boy" Tints are beautifully crisp and fresh... and they're expertly blended to assure *lasting, uniform* color!



TRIM COLORS **Blended** to Stay Bright!

"Dutch Boy" Sash & Trim Colors add the finishing touch to your home's protection. They're blended to *hold* their bright, gay gloss! Wonderful for garden furniture, too!



PRIMER **Blended** to Seal, Hide and Hold!

An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat job... *even on unpainted wood!*

"Save the Surface
and You Save All!"

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for Blended Beauty with the new "Dutch Boy" Paints. For your free copy, address Dept. 51, care of the nearest office listed below.



MAIL COUPON TODAY!

NATIONAL LEAD COMPANY,
Dept. 51 (Address nearest office! New York 61 Buffalo
3; Chicago 81 Cincinnati 31 Cleveland 13; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6 (National Lead Co.
of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

Please send me a free copy of your new color-illustrated booklet: "Blended" Beauty For Your Home.

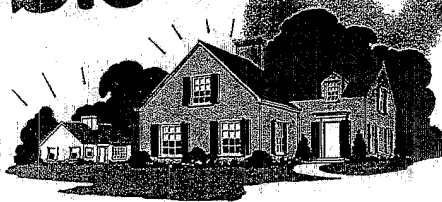
Name.....
Address.....
City..... Zone..... State.....

National Lead Company

To appear in: Saturday Evening Post, April 9—American Home, May—Better Homes & Gardens, May, 1949—★

0000-NLI-000016030

...and *that's* what the
little "Dutch Boy's" Paint
is **Blended** of...



...of Everything Right
to keep your Home Bright!

Take the brightness of his smile... the integrity of his name... the sturdiness of his clogs... the endurance of his fame... put them all together and you have "DUTCH BOY" ... the Paint with the **Happy BL-ENDING!**

Why is Blending so important? Because different parts of your house must stand up against different *kinds* of wear... and need different types of paint.

"Dutch Boy" Blended Paint brings you these different types... each blended from the right combination of the right ingredients to do its particular job exactly

right, Blended right... to stay bright... and weather-tight. Blended by the master hand of the "Dutch Boy" with all his years of experience as a home protector.

So, for paint that's blended right *all ways*... always choose "Dutch Boy"... in Bright White, crisp Tints, gay Trim Colors, sturdy Porch & Deck or high-hiding Primer.

Look up your "Dutch Boy" Dealer's name under "Paint" in your classified telephone directory. Mail the coupon below for free, color-scheme booklet.



Ready to use
in Colors or White!

1. BRIGHT WHITE Blended to Clean Itself!

"Dutch Boy" Bright White is specially blended to be *self-cleaning!* The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding. Gives a dazzling white finish that *stays* white!



2. TINTS Blended to Stay True!

"Dutch Boy" Tints are beautifully crisp and fresh... and they're expertly blended to assure *lasting, uniform* color!



3. TRIM COLORS Blended to Stay Bright!

"Dutch Boy" Sash & Trim Colors add the finishing touch to your home's protection. They're blended to *hold* their bright, gay gloss! Wonderful for garden furniture, too!



4. PORCH & DECK Blended to Stand Wear!

"Dutch Boy" Porch & Deck Paint is blended for extra toughness. It laughs at punishment from foot traffic and weather!



5. PRIMER Blended to Seal, Hide and Hold!

An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat job... *even on unpainted wood!*



"Save the Surface and You Save All!"

National Lead Company

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home, inside or out, for Blended Beauty with the new "Dutch Boy" Paints. For your free copy, address Dept. 56, care of the nearest office listed below.



MAIL COUPON TODAY!

NATIONAL LEAD COMPANY

Dept. 56, (Address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 23 (John T. Lewis & Bros. Co.).

Please send me a free copy of your new color-illustrated booklet, "Blended Beauty For Your Home."

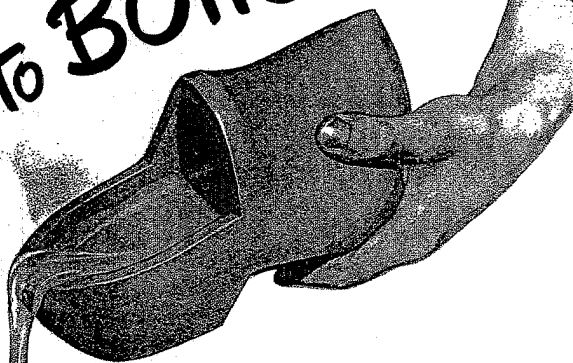
Name.....
Address.....
City..... Zone..... State.....

To appear in: Saturday Evening Post, May 7—Better Homes and Gardens, June—American Home, June, 1949—

0000-NLI-000016031



From TOP...
to BOTTOM...



...it's Blended "Dutch Boy" Paint for Your Home!



In Colors or White
It's "Blended" just Right
To Stay Sparkling Bright!

1. BRIGHT WHITE Blended to Clean Itself!

"Dutch Boy" Bright White is specially blended to be self-cleaning. The surface continually renews itself...permits rain to wash away dirt. Sets a new standard for hiding. Gives a dazzling white finish that stays white!



2. TINTS Blended to Stay True!

"Dutch Boy" Tints are beautifully crisp and fresh...and they're expertly blended to assure lasting, uniform color!



3. TRIM COLORS Blended to Stay Bright!

"Dutch Boy" Sash & Trim Colors add the finishing touch to your home's protection. They're blended to hold their bright, gay gloss. Wonderful for garden furniture, too!



4. PORCH & FLOOR ENAMEL Blended to Stand Wear!

"Dutch Boy" Porch & Floor Enamel is blended for extra toughness. It laughs at punishment from foot traffic and weather!



5. PRIMER Blended to Seal, Hide and Hold!

An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat job...even on unpainted wood!



"Save the Surface and You Save All!"



FREE Color-Scheme Booklet!
Over 40 full-color illustrations show you how to style your home, inside or out, for Blended Beauty with the new "Dutch Boy" Paints. For your free copy, address Dept. 66, care of the nearest office listed at right.

His cap stands for tip-top Beauty...his wooden shoes for durability that's really down-to-earth.

And that's what "Dutch Boy" gives your home... from attic gable to porch steps...because "Dutch Boy" is the Paint with the Happy BL-ENDING!

Why is "Dutch Boy" Paint Blended? Because from top to bottom, different parts of your home call for different types of paint.

And blending makes sure that each paint is exactly right for its particular job...blended from the right combination of the right ingredients. Blended by the master hand of the "Dutch Boy", whose fame as a paint-maker is spread across the land.

So choose from White or Tints, Trim Colors, Porch & Floor, or Primer...the "Dutch Boy" paints that are blended just right to keep your home bright and weather tight.

Look for your "Dutch Boy" Dealer's name under "PAINT" in your classified telephone directory. Also mail the coupon for free color-scheme booklet.

National Lead Company

MAIL COUPON TODAY!

NATIONAL LEAD COMPANY, Dept. 66 (Address nearest office)
New York 6; Buffalo 3; Chicago 8; Cincinnati 5; Cleveland 13;
Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National
Lead Co. of Mass.); Philadelphia 23 (John T. Lewis & Bros. Co.).
Please send me a free copy of your new color-illustrated
booklet: "Blended" Beauty For Your Home.

Name.....
Address.....
City..... Zone..... State.....

To appear in: Saturday Evening Post, August 13—Better Homes and Gardens, September, 1949—★

0000-NLI-000016032

You Can Tell
at a Glance, it's



...the Paint
with the Happy
BL-ENDING!

In Colors or White
It's "Blended" just Right
To Stay Sparkling Bright!



1. BRIGHT WHITE BLENDED to Clean Itself!

"Dutch Boy" Bright White is specially blended to be self-cleaning. The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding. Gives a dazzling white finish that stays white!

2. TINTS BLENDED to Stay True!

"Dutch Boy" Tints are beautifully crisp and fresh... and they're expertly blended to assure lasting, uniform color!

3. TRIM COLORS BLENDED to Stay Bright!

"Dutch Boy" Sash & Trim Colors add the finishing touch to your home's protection. They're blended to hold their bright, gay gloss. Wonderful for garden furniture, too!

"Save the Surface and You Save All!"

4. PORCH & FLOOR ENAMEL BLENDED to Stand Wear!

"Dutch Boy" Porch & Floor Enamel is blended for extra toughness. It laughs at punishment from foot traffic and weather!

5. PRIMER BLENDED to Seal, Hide and Hold!

An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints you get a superior two-coat job... even on unpainted wood!

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home, inside or out, for Blended Beauty with the new "Dutch Boy" Paints. For your free copy, address Dept. 68, care of the nearest office listed at right.

It stands out like the "Dutch Boy's" bright blue jeans... it's gay as his jaunty stride... it's sturdy as his stout, wood clogs! It's "Dutch Boy," the Paint with the Happy **BL-ENDING!**

Why blended paint? Because different parts of your house need different types of paint.

"Dutch Boy" Blended Paint brings you every one of these... each blended from the right combination of the right ingredients to do each job right. Blended by the master hand of the "Dutch Boy," whose name as a home guardian is known in every village and town.

So, for paint that's blended right *all ways*... always choose "Dutch Boy"... in Bright White, crisp Tints, gay Trim Colors, sturdy Porch & Floor, or high-hiding Primer.

Look for your "Dutch Boy" Dealer's name under "PAINT" in your classified telephone directory. Also, mail the coupon for free color-scheme booklet... today!

National Lead Company

MAIL COUPON TODAY!
NATIONAL LEAD COMPANY, Dept. 68, (Address nearest office)
New York 10; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 12;
Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National
Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).
Please send me a free copy of your new color-illustrated
booklet, "Blended" Beauty for Your Home.

Name _____
Address _____
City _____ Zone _____ State _____

To appear in: Saturday Evening Post, September 10, 1949—★

0000-NLI-000016033

Caps Off! to
BLENDED Paint
for Lasting Protection!



For Real Weather-Fight
My Paint's Blended Right...
Ready-mixed, in Colors or White!

Tough as the "Dutch Boy's" husky painting arm... sparkling as the sun on his golden hair... lasting as his cheery smile... that's "Dutch Boy," the Paint with the *Happy BLENDING!*

Why is "DUTCH BOY" Paint BLENDED? Because different parts of your home and farm buildings call for different *types* of paint.

And *Blending* brings you the right combination of the right ingredients to do each job right... blended by the master hand of the "Dutch Boy" whose fame as a paint-maker is spread from coast to coast:

1. **BRIGHT WHITE** Blended to Really Cover and to Clean itself! Sets a new standard for fading! And the surface continually renews itself... permits rain to wash away dirt.
2. **TINTS** Blended for Durable Good Looks! Assure lasting protection and uniform color!
3. **TRIM COLORS** Blended to Last! Stay put and hold their bright gloss!
4. **PORCH & DECK** Blended to Stand Wear! Extra tough... takes punishment from foot traffic and weather!
5. **PRIMER** Blended to Seal, Hide and Hold! Use under a topcoat of "Dutch Boy" Bright White or Tints to get a superior two-coat job... even on unpainted wood!

So choose "Dutch Boy" Paint — the paint that's blended just right for real weather-fight!

National Lead Company

MAIL COUPON TODAY!.....

NATIONAL LEAD COMPANY

Dept. 50 (address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 5; Cleveland 15; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

Please send me a free copy of "How to Paint."

Name _____
P. O. Box _____
Town _____ State _____



FREE Booklet
on "How to Paint!" Full of helpful hints on how to paint for lasting protection with the new "Dutch Boy" Paints. For your free copy, address Dept. 50, care of the nearest office listed at right.

You'll Dance with Joy
over **Blended**
"Dutch Boy"!



For Real Weather-Fight
My Paint's Blended Right...
Ready-mixed, in Colors or White!

Here's a paint you'll kick your heels over! It's husky, like the "Dutch Boy's" sturdy clogs! It's durable, like his honest name! It's "DUTCH BOY" ...the Paint with the Happy BL-ENDING!

Why does the "Dutch Boy" "BLEND" his paint? Because different parts of your home and farm buildings need different types of paint.

And blending makes sure that each paint is exactly right for its job ... blended from the right combination of the right ingredients ... blended by the master hand of the "Dutch Boy," whose fame as a paint-maker spreads from coast to coast.

So ... pick your paint from the list at the right. And remember ... they're all "Dutch Boy" ... the paint that's blended just right for real weather-fight!

FREE Booklet on "How to Paint Right!" Full of helpful hints on how to paint for lasting protection with the new "Dutch Boy" Paints. For your free copy, address Dept. 54, care of the nearest office listed at right.



BRIGHT WHITE Blended to Really Cover and to Clean itself! Sets a new standard for hiding! And the surface continually renews itself ... permits rain to wash away dirt.

TINTS Blended for Durable Good Looks! Assure lasting protection and uniform color!

PRIMER Blended to Seal, Hide and Hold! Use under a topcoat of "Dutch Boy" Bright White or Tints to get a superior two-coat job...even on unpainted wood!

TRIM COLORS Blended to Last! Stay put and hold their bright gloss!

PORCH & DECK Blended to Stand Wear! Extra tough...takes punishment from foot traffic and weather!

"Save the Surface and You Save All!"

National Lead Company

MAIL COUPON TODAY!

NATIONAL LEAD COMPANY

Dept. 54 (address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 23 (John T. Lewis & Bros. Co.).

Please send me a free copy of "How to Paint Right."

Name _____
P. O. Box _____
Town _____ State _____

...and that's what the
little "Dutch Boy's" Paint
is **Blended** of...

...of Everything Right
for Real Weather-Fight!



Take the brightness of his smile... the integrity of his name... the sturdiness of his clogs... the endurance of his fame... put them all together and you have "DUTCH BOY" ... the Paint with the Happy **BLENDING!**

Why is Blending so important? Because different parts of your home and buildings must stand up against different *kinds* of wear... and need different *types* of paint.

"Dutch Boy" Blended Paint brings you these different types... listed at the right. Each is blended from the right combination of the right ingredients to do its particular job right. Blended by the master hand of the "Dutch Boy," with all his years of experience as a guardian of America's farm buildings.

FREE Booklets on "How to Paint Right!" Full of helpful hints on how to paint for lasting protection with the new "Dutch Boy" Paints. For your free copy, address Dept. 57, care of the nearest office listed at right.



BRIGHT WHITE Blended to Really Cover and to Clean Itself! Sets a new standard for hiding. And the surface continually renews itself... permits rain to wash away dirt.

TINTS Blended for Durable Good Looks! Assure lasting protection and *uniform* color!

TRIM COLORS Blended to Last! Stay put and hold their bright gloss!

PORCH & DECK Blended to Stand Wear! Extra tough... takes punishment from foot traffic and weather!

PRIMER Blended to Seal, Hide and Hold! Use under a topcoat of "Dutch Boy" Bright White or Tints to get a superior two-coat job... *even on unpainted wood!*

So, for paint that's blended *right all ways*... always choose "Dutch Boy"... the paint that's Blended right for weather-fight to *stay* tight.

National Lead Company

..... MAIL COUPON TODAY!

NATIONAL LEAD COMPANY

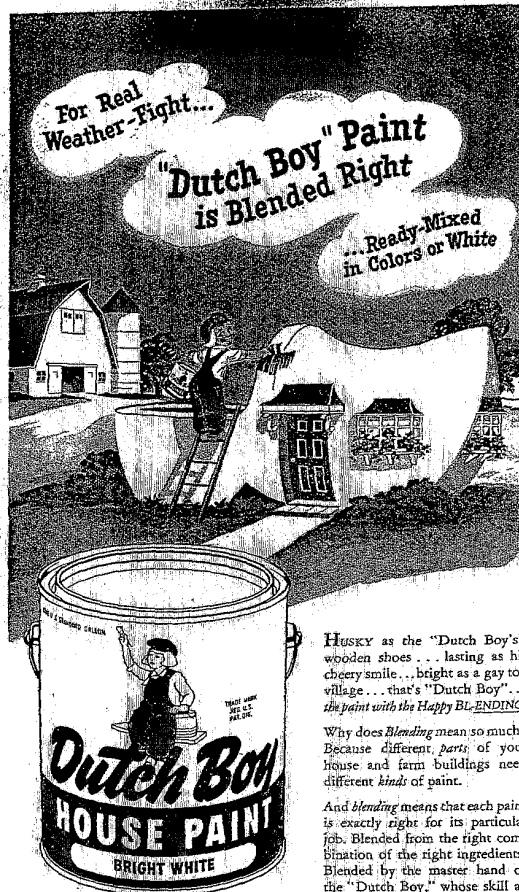
Depot, 57 (address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

Please send me a free copy of "How to Paint Right."

Name.....

P.O. Box.....

Town..... State.....



Husky as the "Dutch Boy's" wooden shoes... lasting as his cheery smile... bright as a gay toy village... that's "Dutch Boy"... the paint with the Happy BL-ENDING!

Why does *blending* mean so much? Because different parts of your house and farm buildings need different kinds of paint.

And *blending* means that each paint is exactly right for its particular job. Blended from the right combination of the right ingredients. Blended by the master hand of the "Dutch Boy," whose skill as a paint-maker is known through all the land.

So remember... for real weather-fight, "Dutch Boy" Paint is *blended* right... ready-mixed in colors or white.

"Save the Surface
and You Save All!"

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Pittsburgh 12; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.).

BRIGHT WHITE Blended to Really Cover and to Clean itself! Sets a "new standard" for "hiding"! And the surface continually renews itself... permits rain to wash away dirt.

TINTS Blended for Durable Good Looks! Assure lasting protection and *uniform* color!

TRIM COLORS Blended to Last! Stay put and hold their bright gloss!

PORCH & FLOOR ENAMEL Blended to Stand Wear! Extra tough... takes punishment from foot traffic and weather!

PRIMER Blended to Seal, Hide and Hold! Use under a topcoat of "Dutch Boy" Bright White or Tints to get a superior two-coat job... even on unpainted wood!

National Lead Company

KD-6635B—Successful Farming, July, 1949—★

0000-NLI-000016037



From TOP...
to BOTTOM...

it's Blended "Dutch Boy" Paint for Your Buildings



It's Blended just Right
For Real Weather-Fight
Ready-mixed, in Colors or White!



His cap stands for tip-top quality, his wooden shoes for durability that's really down-to-earth.

And that's what "Dutch Boy" gives your home and farm buildings... because "Dutch Boy" is the Paint with the Happy BL-ENDING!

Why is "DUTCH BOY" Paint BLENDED? Because, from top to bottom, different parts of your property call for different types of paint.

And blending makes sure that each paint is exactly right for its particular job... blended from the right combination of the right ingredients. Blended by the master hand of the "Dutch Boy," whose fame as a paint-maker is spread across the land.

"Save the Surface
and You Save All!"

1. **BRIGHT WHITE** Blended to Really Cover and to Clean Itself! Sets a new standard for hiding! And the surface continually renews itself... permits rain to wash away dirt.
2. **TINTS** Blended for Durable Good Looks! Assure lasting protection and uniform color!
3. **TRIM COLORS** Blended to Last! Stay put and hold their bright gloss!
4. **PORCH & FLOOR ENAMEL** Blended to Stand Wear! Extra tough... takes punishment from foot traffic and weather!
5. **PRIMER** Blended to Seal, Hide and Hold! Use under a topcoat of "Dutch Boy" Bright White or Tints to get a superior two-coat job... even on unpainted wood!

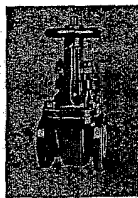
So choose from White or Tints, Trim Colors, Porch & Floor, or Primer... the "Dutch Boy" Paint that's blended just right to keep your home bright... and weather tight.



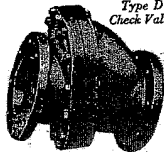
NATIONAL LEAD COMPANY
New York 6; Buffalo 3; Chicago 8;
Cincinnati 3; Cleveland 13; Pitts-
burgh 12; St. Louis 1; San Francisco
10; Boston 6 (National Lead Co. of
Mass.); Philadelphia 25 (John T.
Lewitt & Bros. Co.).

National Lead Company

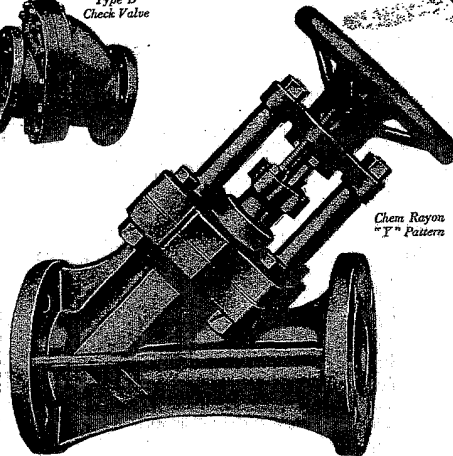
Wedge Type
Gate Pattern



Type D
Check Valve



Chem Rayon
"Y" Pattern



Whenever you have
problems of

ACID CONTROL

...make full use of **NATIONAL Service**

As these valves suggest, acid handling installations differ greatly in design and function. Because of this, it's often a real problem to choose the *right* type of control.

That's why it's good business...good engineering...to make full use of **NATIONAL** service when you have such problems.

What is this NATIONAL service?

It's service that brings you the widest sort of application know-how—know-how acquired by working with many different plants on many different processing problems...all over the country.

It's service that brings you the acid valve know-how of the leader in lead.

It's service that brings you "United"

valves and "United Tubond" flanged pipe and fittings: built to render long, dependable service; designed to make the most of lead's inherent corrosion resistance. The lead used is "St. Joe Chemical."

It's service brought to you by an organization **NATIONAL** not only in name but also in scope—with strategically located plants and stocks that assure quick and economical handling of your valve, pipe, and fitting needs.

So...whatever your acid control problem, make full use of **NATIONAL** service.

Offices and Plants in Principal Cities;
Pacific Coast: Morris P. Kirk & Son, Inc.,
Los Angeles; Canada: The Canada Metal
Company, Ltd., Toronto.



Valves and fittings with a **NATIONAL** reputation
LEAD COMPANY

111 Broadway, New York 6, N.Y.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-7858—American Metal Market, January 6—Daily Metal Reporter, January 12—Purchasing, February, 1950—

0000-NLI-000016039



Whenever you have a
BABBITTING
PROBLEM...

... make full use of **NATIONAL service**

Because bearing applications vary so often, the composition of babbitts must likewise vary. Consequently, it is often difficult to know just which babbitt is best suited to a particular bearing.

That's why it's sound business practice to get sound production advice—to make full use of NATIONAL service.

What is this NATIONAL service?

It's service that gives you the benefit of NATIONAL'S experience with bearing and babbitting problems in plant after plant after plant across the country.

It's service that brings you the bearing alloy know-how of the leader in lead.

It's service that brings you bearing metal designed (1) to bond properly to the shell...

(2) to be ductile enough to fit itself to shaft alignment... (3) to protect shafts during temporary lubrication failure or when grit and waste edge in.

It's service brought to you by an organization, NATIONAL, not only in name but also in scope—with strategically located plants and stocks that assure quick and economical handling of your bearing metal needs.

So... whatever your babbitting problem, make full use of NATIONAL service.

Another advantage of NATIONAL service... is the number of lining alloys and fluxes available.

Tin-base and lead-base babbitts.
Dutch Boy® Tinning Compound.
Nalco® Dipping & Coating Flux.

*Trademarks Reg. U.S. Pat. Off.

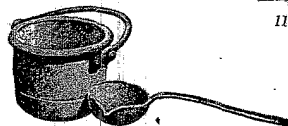
Offices and Plants in Principal Cities:
Pacific Coast: Morris P. Kirk & Son, Inc.,
Los Angeles; Canada: The Canada Metal
Company, Ltd., Toronto.



Bearing Alloys with a NATIONAL reputation
LEAD COMPANY

111 Broadway, New York 6, N.Y.

6000-NLL-000016040



This advertisement prepared by MARSHALK and PRATT Company, New York

L-7857—American Metal Market, January 19—Daily Metal Reporter, January 26—Purchasing, March, 1950—★



To find out what
SOLDER
 FORM and FORMULA
 best meets your needs...

...make full use of **NATIONAL Service**

Makers of automobile parts and accessories, manufacturers of metal containers, producers of electrical equipment, plants engaged in maintenance and repair work — firms in all fields that use solder — have cut costs and improved production by adopting solders in the form and of the formula suggested by National Lead's solder people.

Chances are you can do the same by making full use of **NATIONAL Service**... as these solder users did.

What this service brings you:

It brings you the broadest selection of solder — experience — experience gained from working on solder problems of many different products, many different manufacturers all over the country.

It brings you inside information on solder.

in all its forms and compositions, on fluxes for every metal-joining job — information that you'd naturally look to the leader to supply.

Finally, it brings you solders with a **NATIONAL** reputation — solders that can be depended upon to melt at the proper temperature, remain plastic for the prescribed interval, set hard and securely.

Whatever your solder problems, make full use of **NATIONAL Service** to help solve them!



Solder with a NATIONAL reputation
LEAD COMPANY

111 Broadway, New York 6, N. Y.

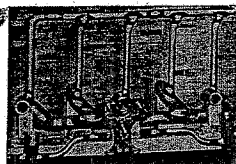
Solder for all purposes
 in all forms and formulas

Wire	Ribbon
Coated and solid	Sheet
Bar	Segment
Rod	Drop
Ingot	Polymerized
Slab	Preforms

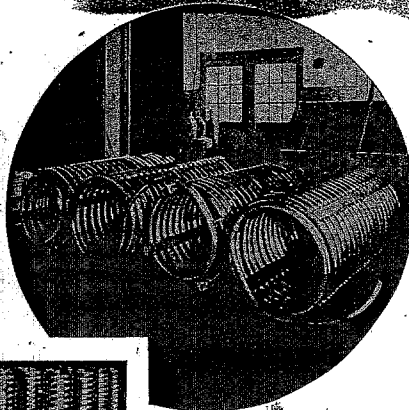
NALCO® FLUXES (a full line of 22)
 are designed to meet your every
 soldering need.

This advertisement prepared by **MARSHALK and PRATT Company**, New York
 KL-7856—*American Metal Market*, January 24—*Daily Metal Reporter*, February 9—*Purchasing*, April, 1950—★

0000-NLI-000016041



Whenever you have a
**LEAD PIPE
PROBLEM...**



... make full use of **NATIONAL service**

The kind of pipe and coils you need varies widely from job to job as to type, size, and composition. Therefore, it's often a problem to pick the right equipment for every application.

That's why purchasing agents and production men find it pays to make full use of NATIONAL service.

What is this NATIONAL service?

It's service that brings you application experience gained by years of close co-operation with a wide range of industries. It's service that brings you the fabrication know-how of the leading producer in the lead pipe field.

It's service that brings you pipe, coils, and fittings extruded from "St. Joe chemical lead", top quality materials that meet specifications in all dimensions.

Available in all grades used in the process industries: chemical, antimonial, tellurium, and tellurium-antimonial. For water service and plumbing: common lead pipe and fittings in all standard weights and sizes.

It's service brought to you by an organization NATIONAL not only in name but also in scope... with strategically-located plants and stocks that assure quick and economical handling of your lead pipe needs.

So, whenever you have a lead pipe problem, or want to know about special lead shapes or extrusions make full use of NATIONAL service.

Block tin pipe and tubing

For applications such as beer dispensing apparatus, soda fountain installations, and distilled water handling, National Lead makes block tin pipe and tubing in all standard weights and sizes.

Offices and Plants in Principal Cities, Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles; Canada: The Canada Metal Company, Ltd., Toronto.

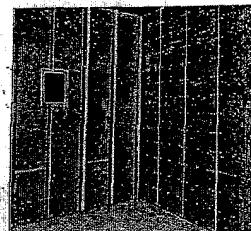
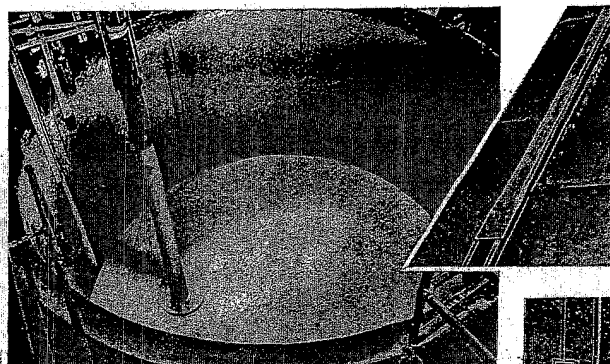


**Lead pipe with a NATIONAL reputation
LEAD COMPANY**

111 Broadway, New York 6, N. Y.

0000-NLI-000016042

This advertisement prepared by MARSHALL and PRATT Company, New York
KL-7859—American Metal Market, January 22, February 28, April 4, May 9, June 13, July 18, August 22, September 26, October 31,
November 7, December 5.—Daily Mining Record, February 23, May 4, July 13, September 21.—Purchasing, May, 1950—★



Whenever you have a **SHEET LEAD PROBLEM**

...make full use of **NATIONAL service**

Simple as the selection of sheet lead seems to be, it's often difficult to specify properly for any particular product or job without considerable knowledge of the grades of sheet available and their specific adaptability to your application.

That's why it's good front-office procedure ... good shop practice ... to make full use of NATIONAL service.

What is this NATIONAL service?

It's service that brings you application knowledge based on long experience in many different industrial fields.

It's service that brings you the sheet lead fabrication know-how of the leader in lead.

It's service that provides sheet in all

grades and sizes for the process industry ... chemical, antimonial, tellurium, tellurium-antimonial, based on "St. Joe chemical lead." Sheet in all sizes and weights is also available for plumbing and architectural purposes.

It's service brought to you by an organization NATIONAL not only in name but also in scope ... with strategically located plants and stocks that assure quick and economical handling of your sheet lead needs.

So, whenever you have a sheet lead problem, make full use of NATIONAL service.

Burning Bar or Wire

For burning joints in sheet lead work, we make burning bar or wire in all sizes and grades. Standard is 1/2" diameter lead wire, usually wound on reels.

Offices and Plants in Principal Cities:
Pacific Coast: Morris P. Kirk & Sons, Inc.,
Los Angeles; Canada: The Canada Metal
Company, Ltd., Toronto.



**Sheet Lead with a NATIONAL reputation
LEAD COMPANY**

111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSCHALK and PRAIT Company, New York

KL-7860—American Metal Market, February 10, March 7, April 11, May 16, June 20, July 23, August 29, October 3, November 7,
December 12—Daily Metal Reporter, March 9, May 18, July 27, October 5—Purchasing, September, 1950—★

0000-NLI-000016043



This remarkable new pigment—Basic Silicate White Lead "45 X"—cuts paint-making costs because it takes fewer pounds to turn out the same number of gallons. At the same time, it gives users all the well-known advantages of white lead: durability...flexibility....adhesion.

Study the upper photomicrograph at right. It shows how the reactive basic portion of each particle of Basic Silicate White Lead "45 X" is concentrated at the surface...thus providing all the advantages of lead pigments plus the higher bulk resulting from lower specific gravity.

In addition, this new pigment is a highly efficient paint film stabilizer. As such, it contributes to the self-cleaning properties of multiple-pigment house paints.

Basic Silicate White Lead "45 X" has been adopted by many paint manufacturers. To see why, get the whole story of this entirely new pigment concept...backed by laboratory and outdoor exposure tests...from a National Lead Company representative. Write or phone our nearest office.

"Save the Surface and You Save All"

NATIONAL LEAD COMPANY

New York 4; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Philadelphia 23; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).



... use that and cut material costs
with no sacrifice in quality

Photomicrograph of Basic Silicate White Lead "45 X" particles, showing concentration of reactive white lead compound on surface.



Photomicrograph of characteristic lead soap formation produced with Basic Silicate White Lead "45 X" showing the effective action of the particle.



*Reg. U. S. Pat. Off.

DUTCH BOY*
Basic Silicate
WHITE LEAD "45 X"

This advertisement prepared by MARSHALK and PRATT Company, New York
KD-7816—*American Paints Journal*, June 5—*Oil, Paints and Drug Reporter*, February 20, August 7—*Paint Industry*, September—*Paint, Oil and Chemical Review*, March 30, November 9, 1950—*
KD-7816A (1 page, 4 5/8 x 7 1/4 inches) *Official Digest*, February, June, October—



How can I trim
material costs...
without cutting
quality?



...that's easy,
use **Basic Silicate
White "45 X"
Lead**

Photomicrograph of Basic
Silicate White Lead "45 X"
particles, showing concentra-
tion of reactive white lead
compound on surface.



Photomicrograph of the
characteristic lead soap for-
mation produced with Basic
Silicate White Lead "45 X",
showing the effective action
of the particle.



NATIONAL LEAD COMPANY

New York 6; Buffalo 3; Chicago 8; Cincinnati 2; Cleve-
land 13; Philadelphia 25; Pittsburgh 12; St. Louis 1;
San Francisco 16; Boston 6 (National Lead Co. of Mass.).



You've never seen a pigment like Basic Silicate White Lead "45 X".
It's unique.

This White Lead is higher in bulking value than any other reac-
tive pigment. You use fewer pounds... make just as many gallons
of paint... and maintain all the good qualities that lead pigments
are noted for: durability, flexibility, and adhesion.

In this pigment the reactive portion of each particle is concen-
trated at the surface, thus giving you all the well-known advan-
tages of White Lead... plus high bulk.

This new pigment is also a highly efficient film stabilizer. And, it
contributes to the self-cleaning properties of multiple-pigment
house paints.

Many paint manufacturers have adopted Basic Silicate
White Lead "45 X." Let a National Lead representa-
tive give you the whole money-saving story—sup-
ported by results of both laboratory and outdoor
exposure tests. Write or phone our nearest office.

"Save the Surface and You Save All"

DUTCH BOY
Basic Silicate
WHITE LEAD "45 X"



This advertisement prepared by MARSHALK and PRATT Company, New York
KD-7730—Oil, Paint and Drug Reporter, January 9, June 26, December 4—Paint, Oil and Chemical Review, February 2, September 14—
Paint Industry, May—American Paint Journal, March 13, 1950—*
KD-7730A (1 page, 4 5/8 x 7 1/4 inches) Official Digest, January, May, September

0000-NLI-000016045



See how to cut paint costs with Basic Silicate White Lead "45 X"

... without
sacrificing
quality

If you're interested in lowering paint-making costs... without lowering quality... investigate this remarkable new pigment, Basic Silicate White Lead "45 X".

You use fewer pounds of this pigment and make the same gallonage of paint... yet retain all the durability, flexibility, and adhesion that white lead offers.

Upper photomicrograph at right shows why. See how the reactive portion of each particle is concentrated at the surface. Because of this you get all the well-known advantages of a lead pigment plus the *high bulk* which results from lower specific gravity.

Basic Silicate White Lead "45 X" is a highly efficient paint film stabilizer. It also contributes to the self-cleaning properties of multiple-pigment house paints.

Many paint manufacturers are now using this new product in their formulations. Let our representative tell you the complete money-saving story... backed by extensive laboratory and outdoor tests. Write or phone the National Lead office nearest you.

NATIONAL LEAD COMPANY

New York 4; Buffalo 2; Chicago 2; Cincinnati 2;
Cleveland 13; Philadelphia 25; Pittsburgh 12; St. Louis 1;
San Francisco 10; Boston 6 (National Lead Co. of Mass.)



Photomicrograph of Basic Silicate White Lead "45 X" particles, showing concentration of reactive white lead compound on surface.



Photomicrograph of characteristic lead soap formation produced with Basic Silicate White Lead "45 X" showing the effective action of the particle.

"Save the Surface and You Save All"

Dutch Boy* Basic Silicate White Lead "45 X"



* Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, New York
KD-7817—American Paint Journal—September 11—Oil, Paint & Drug Reporter, April 3, September 25—
Paint, Oil & Chemical Review, May 23, 1950—
KD-7817A (1 page, 4 1/8 x 7 1/4 inches) Official Digest, March, July, November

0000-NLI-000016046

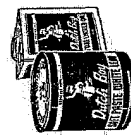


... my full line

Paints, Enamels, Varnishes

See how the full "Dutch Boy" line gives you the products to do a big paint business

Primer Undercoater
Worover Flat
Wall Primer and Sealer
Metal Primer
Spar Varnish—
Exterior Marine
Spar Varnish—
Interior and Exterior
Interior Varnish—
Floor and Trim Glass
Varnish—
Satin Finish



PLUS YOUR SALES with these famous "Dutch Boy" products packaged under the black and yellow label. They're long-time favorites with many painters and other important customers. Taste White Lead • White Lead Paint • White Lead Primer • Tinting White Flat • Wall Paint • Wall Primer-Sealer • Colors in Oil • Metal Paints • Red Lead • Linseed Oil • Flaking Oil • Lead Mixing Oil • Liquid Drier

"Stand-out" advertising: full-color ads in the big national magazines, a complete program of local advertising, all kinds of hard-hitting store helps make "Dutch Boy" one of the best known lead names in paints.

"Stand-out" volume and turnover: every item in the "Dutch Boy" line is designed to be a fast-moving, big-volume seller with a profit margin that will make you say "this for me."

Any way you look at it, the full "Dutch Boy" line gives you everything. You can make big money with it. When your "Dutch Boy" salesman calls, get the whole story of this "once-in-a-lifetime" profit opportunity.

Advertisement Page 41, 42, 43, 44

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.).



NOW IT'S HERE
of Dutch Boy

See why

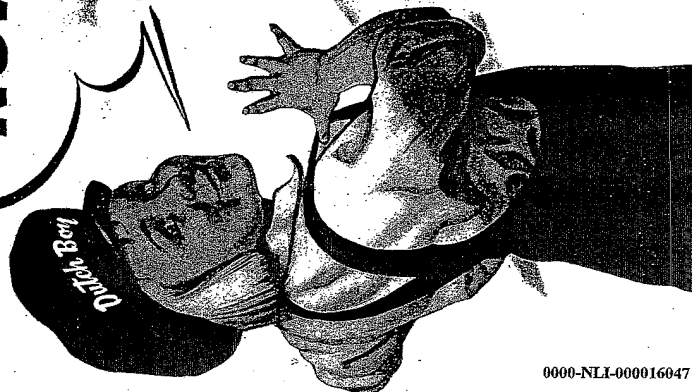
the full "Dutch Boy" line gives you a chance to make big money

You've heard it's coming. Now it's here, the full "Dutch Boy" line—the line that gives you "stand-out" values that add up to a "once-in-a-lifetime" profit opportunity. Here they are...

"Stand-out" consumer acceptance: the paint brand everybody knows, "Dutch Boy" has a "stand-out" reputation for making the finest paints money can buy.

"Stand-out" eye-appeal: trade and public both say that the blue and white "Dutch Boy" package is "the most attractive container in the business."

"Stand-out" buy-appeal: the full "Dutch Boy" line is studded with star "salesmen"—Bright White, Worover, Satin Eggshell, Sparkling White Enamel, to mention just a few.

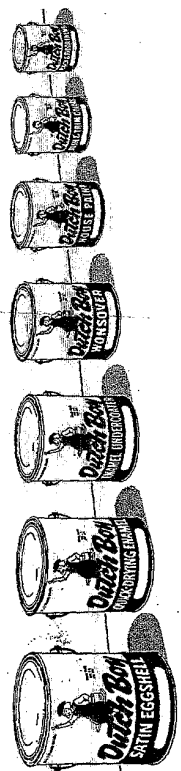


0000-NLA-000016047



See why

Dealers Everywhere... SEE BIG MONEY IN MY FULL LINE of Paints, Enamels, Varnishes



Here are the products
in the new, full Dutch Boy* line

- Interior Gloss Enamel†
- Satin Eggshell Interior Enamel†
- Quick Drying Enamel
- Sparkling White Interior Enamel
- Enamel Undercoat
- Bright White House Paint
- Tinted House Paints
- Satin Flat
- Interior and Exterior Varnish
- Floor and Tint Gloss
- Interior Varnish
- Satin Finish
- Primer Undercoat
- Wall Primer and Sealer
- Metal Primer
- Satin Varnish
- Exterior Marine
- Satin Varnish
- Interior and Exterior Varnish
- Floor and Tint Gloss
- Interior Varnish
- Satin Finish

GET EXTRA SALES



with these famous "Dutch Boy" products packaged under the black and yellow label. They're long-time favorites with many painters and other important customers. Paints like Lead, White, Tinted, White Flat, Wall Paint, Wall Paper, Colors in Oil, Meal Paint, Red Lead, Lead Oil, Flatting Oil, Lead Mixing Oil, Liquid Deter

"Geared" for advertising impact: "Dutch Boy" is one of the best advertised names in paints. Behind it are full-color ads in the big national magazines, a complete program of helpful local advertising, all kinds of hard-hitting, customer-making store helps.

"Geared" for volume and turnover: All the products in the "Dutch Boy" line are fast-moving, big-volume sellers. And there's a satisfactory profit margin on every item.

Yes, the new "Dutch Boy" line is fully geared for making big money for paint dealers. Get the full story from your "Dutch Boy" salesman the next time he calls. A "Dutch Boy" full line dealership represents one of the most desirable franchises in the paint business today.

*Trademarks Reg. U.S. Pat. Off.

Dealers everywhere are taking on the expanded "Dutch Boy" line. And no wonder! Just look how it is geared for making big money for "Dutch Boy" dealers:

"Geared" for consumer acceptance: Everybody knows the "Dutch Boy." And you know how much this trademark means to people who buy paint. You know, too, that no other trademark does the same selling job for you.

"Geared" for eye-appeal: The blue and white "Dutch Boy" package is called "the most attractive container in the business." We hear that from trade and public alike.

"Geared" for buy-appeal: There are plenty of star sellers in the "Dutch Boy" line—big-demand items like Bright White House Paint, Wonsover Flat Paint, Satin Eggshell Interior Finish, and Sparkling White Enamel.

0000-NLI-000016048

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.).

5 reasons why

YOU CAN

with the new,
of Paints,

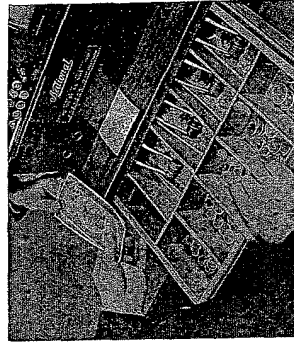


Reason No. 1... In "Dutch Boy," you've got a name paint that wins awards everywhere... that's in great and ever-increasing demand. *More sales for you!*



Reason No. 4... In "Dutch Boy," you've got a brand that's well-advertised... nationally, locally, and at the point of purchase. *More sales for you!*

Reason No. 2... In "Dutch Boy," you've got a package with proven eye-appeal, tested customer "come-hither." *More sales for you!*



Reason No. 5... In "Dutch Boy," you've got a fast-selling, big-volume line with the profit margin dealers like. *More sales for you. And more profits!*

MAKE BIG MONEY

full *Dutch Boy*[®] line
Enamels, Varnishes

NOW... all these big-demand products in "Dutch Boy's" blue-and-white label line

Interior Gloss Enamel [†]	Tinting White House Paint
Satin Eggshell Interior Finish [†]	Primer Undercoat
Quick Drying Enamel	Wanover Flat
Sparkling White Interior Enamel	Wall Primer and Sealer
Enamel Undercoat	Metal Primer
Bright White House Paint	Exterior Marine Spar
Tinted House Paints	Interior-Exterior Spar
Sash and Trim Colors	Floor and Trim Gloss Varnish
Porch and Floor Enamel	Satin Finish Varnish

Colors to match Wanover Flat



Reason No. 3... In "Dutch Boy," you've got a line of products sold by star salesmen like *Bright White, Wanover, Sparkling White, and Eggshell, Sparkling White, More sales for you!*

No question about it. In the expanded "Dutch Boy" line—in the new "Dutch Boy" franchise—you've got a once-in-a-lifetime profit opportunity. Get your "Dutch Boy" salesman to show you how you can cash in on it... quick... next time he calls.

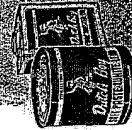
NATIONAL LEAD COMPANY

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.)

*Trademark Reg. U.S. Pat. Off.

AS ADDITIONAL PROFIT-MAKERS

you also have these famous "Dutch Boy" products packaged under the black and yellow label. They're long-time favorites with many painters and other important customers: Paste White Lead • White Lead Paint • White Lead Primer • Tinting White Flat • Flat Wall Paint • Metal Primer • Colors-in-Oil • Metal Paint • Lead • Linseed Oil • Flaming Oil • Lead Mixing Oil • Liquid Drier



0000-NLI-000016049



HERE THEY new Enamels

Ready to do you proud...
as "Dutch Boy" Products
have always done!

You know the fame of "Dutch Boy" White Lead. Generations of master painters have praised its quality.

You know the fame of "Dutch Boy" ready-mixed products... House Paint, Sash and Trim Colors, Porch and Floor, Wonsover Flat.

And now, for the first time, you can know what it means to have enamels and varnishes of unsurpassed "Dutch Boy" quality. For you now have four new "Dutch Boy" Enamels, an Enamel Undercoat, and four new "Dutch Boy" Varnishes.

A "quickie" on each...

New "Dutch Boy" Sparkling White Interior Enamel: whitest, glossiest architectural enamel that can be made; porcelain-like finish and durability; stays white, easy working; exceptional hiding and leveling.

New "Dutch Boy" Satin Eggshell Interior Finish (fashionable dull sheen); New "Dutch Boy" Interior Gloss Enamel (full gloss); durable, washable finishes in white and same colors as Wonsover Flat;

NATIONAL LEAD COMPANY *

New York 6; Atlantic; Buffalo 3; Chicago 6; Cincinnati 12; Cleveland 13; Detroit 13; Philadelphia 28; Pittsburgh 12; St. Louis 13; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Painters' Magazine, November, 1930



COME... and Varnishes of stand-out Dutch Boy* quality

exceptional hiding, slip, leveling; good wet edge time; do not sag or run.

New "Dutch Boy" Enamel Undercoat: perfect foundation for topcoat enamel jobs; excellent body; easy brushing; high hiding; smooth leveling; only light sanding necessary for a smooth job.

New "Dutch Boy" Quick Drying Enamel: brilliant, hard, wear-resistant, washable, high gloss finish; smooth flowing; even spreading; 12 rich, bright colors.

New "Dutch Boy" Exterior Marine Spar: tough, weather-resistant varnish for all outside surfaces; withstands hot, cold, fresh or salt water under severe exposure conditions; easy to apply; dries to an elastic, full and lustrous finish.

New "Dutch Boy" Interior-Exterior Spar: versatile, all-purpose varnish; resistant to hot, cold, fresh or salt water; dries overnight to tough, flexible finish; rubs and polishes beautifully.

New "Dutch Boy" Floor and Trim Gloss Varnishes: a durable, clear varnish with a full high gloss, hard finish; quick-drying; mar-resistant; can be rubbed, polished, and waxed.

New "Dutch Boy" Satin Finish Varnish: for general interior use on trim, woodwork or furniture; gives a

beautiful hand-rubbed effect without the labor of rubbing. Now that you have these new, top-quality "Dutch Boy" Enamels and Varnishes ready to do you proud, let 'em do it... on your next job. Order from your regular "Dutch Boy" source of supply.

"Dutch Boy's"

Blue and White Label Products

- Interior Gloss Enamel
- Satin Eggshell Interior Finish
- Quick Drying Enamel
- Sparkling White Interior Enamel
- Enamel Undercoat
- Bright White House Paint
- Tinted House Paint
- Sash and Trim Colors
- Colors to match Wonsover Flat
- Porch and Floor Enamel
- Tinting White House Paint
- Primer Undercoat
- Wonsover Flat
- Wall Primer and Sealer
- Metal Primer
- Exterior Marine Spar
- Interior-Exterior Spar
- Floor and Trim Gloss Varnish
- Satin Finish Varnish

Black and Yellow Label Products

- Paste White Lead
- White Lead Paint
- Red Lead
- Linseed Oil
- Flaming Oil
- Flat Wall Paint
- Lead Mixing Oil
- Wall Primer-Sealer
- Liquid Drier
- Colors-in-Oil



*Trademark Reg. U. S. Pat. Off.

0000-NLI-000016050

It Pays 5 Ways to Buy *Dutch Boy*^{*} Linseed Oil... in cans

Five big advantages are yours when you buy
"Dutch Boy" Linseed Oil in cans.

1. You get famous "Dutch Boy" quality oil... factory-sealed for purity.
2. You get neat, compact, space-saving cans... easy to handle... easy to store.
3. You get accurate weight and measure.
4. You eliminate the bother of collecting and storing old cans for your oil containers.
5. You get the prestige of the "Dutch Boy" label that tells your customers you use the best.

So the next time you need linseed oil, make sure you get pure, carefully filtered, properly aged "Dutch Boy"... raw or boiled... in 1-gallon or 5-gallon factory-sealed cans.

*Reg. U. S. Pat. Off.

*"Save the Surface
and You Save All"*

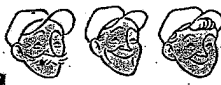


"Buy Oil like you buy White Lead... in Cans!"

NATIONAL LEAD COMPANY: New York 6; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; 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, New York
KL-7878—American Painter and Decorator, June, 1930—National Geographic Magazine, February, 1930—★

0000-NLI-000016051

With three generations  of painters, Dutch Boy*  White Lead has been tops  as an all-'round paint. Use it for outside wood  for brick  for stucco and concrete; for asbestos-cement shingles ; for inside walls and woodwork; for enamel undercoats; for finish coats on metal. Depend on Dutch Boy* White Lead  to make you  and your work look good!

"Save the Surface
and You Save All"



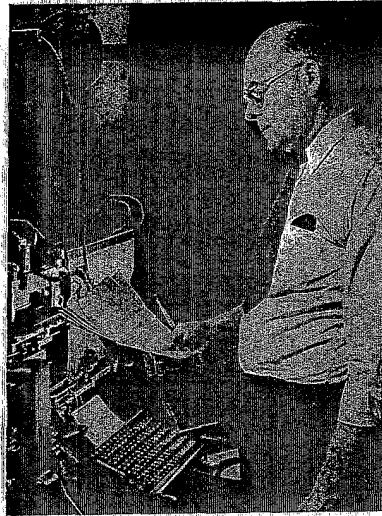
*Reg. U. S. Pat. Off.

NATIONAL LEAD COMPANY

New York 6, N. Y. Chicago 8, Cincinnati 3;
Cleveland 12, Philadelphia 23, Pittsburgh 12, St. Louis 12;
San Francisco 12, San Diego 6 (National Lead Co. of Mass.)

0000-NLI-000016052

This advertisement prepared by MARSHALL & PRATT Company, New York
KL-7877-American Painter and Decorator National Painters Magazine, May, 1950-★



**"To me as an operator,
Blatchford's the buy because**

***... it melts smoothly—flows freely—
molds sharply—sets quickly."***

No question about it, Blatchford Metal has *everything* it takes to enable your operators to do the best possible job on their machines. And there are reasons for this—three good reasons.

Reason No. 1—the lead, tin, and antimony are top quality. Metal resources and research facilities unmatched in the field assure this.

Reason No. 2—these metals are precisely proportioned. No rule of thumb in Blatchford operations!

Reason No. 3—alloying operations are under rigid control—every batch of Blatchford reflects nearly 100 years of metal-mixing know-how.

Ask your operators—your make-up men and pressmen, too—what metal best fills the bill. Chances are they'll say, "Blatchford." Try it... you'll see why.

Keep your metal stock always up to par—use the famous Blatchford replacement plan. Write for details.

NATIONAL LEAD COMPANY, Baltimore, Chicago, Cincinnati, Cleveland, Pittsburgh, St. Louis; National Lead Co. of Mass., Boston; E. W. Blatchford Co., New York; Morris P. Kirk & Son, Inc., Los Angeles; American Lead Corp., Indianapolis; Georgia Lead Works (div. of Cincinnati Brass Co.), Atlanta.



Blatchford...
the NATIONAL name
for dependable metal

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-7862—*American Printer*, February—*Inland Printer*, January—*Printing Equipment Engineer*, January—*Trade Composer*, January, 1950—
KL-7862-A—(1 pg., 4 x 5 3/4 ins.) *Graphic Arts Monthly*, January—★

0000-NLI-000016053



"To me as a make-up man, Blatchford's the buy because

*... it makes clean, solid slugs
that are easy to handle:
to trim, line up, and lock up.*

Every make-up man wants material that goes without fussing. And in type, slugs, and trim, Blatchford, he can be sure he gets it. Why? *First*, because the lead, tin, and antimony are tops in quality. Unlimited metal resources plus close laboratory control account for that.

Second, because Blatchford formulations assure the characteristics and behavior you expect. Nothing is left to chance.

Third, because alloying and molding are under constant control. Every batch of Blatchford reflects know-how gained by nearly a century of metal-mixing experience.

That's why make-up men, operators, and pressmen tell you, "when it comes to metal, Blatchford's the buy." Try it.

Keep your metal stock always up to par—use the famous Blatchford Metal Maintenance Service. Write for details.

NATIONAL LEAD COMPANY, Baltimore, Chicago, Cincinnati, Cleveland, Pittsburgh, St. Louis; National Lead Co. of Mass., Boston; E. W. Blatchford Co., New York; Morris P. Kirk & Son, Inc., Los Angeles; American Lead Corp., Indianapolis; Georgia Lead Works (div. of Cincinnati Brass), Atlanta.



Blatchford...
the NATIONAL name
for dependable metal

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-7863—American Printer, April, 1950—★

Inland Printer, May
Printing Equipment, June
Trade Compiler, March
KL-7863-A—(1 pg., 4 x 7 1/2 in.) Graphic Arts Monthly, February

0000-NLI-000016054



**"To me as a pressman,
Blatchford's the buy because**

*...it stands up under long runs
...it delivers clean, crisp impressions,
sheet after sheet after sheet."*

Yes, any way you look at it, Blatchford Metal gives a standout performance on the press. And, if you want to know why it works so well...

First, look at the top quality lead, tin, and antimony used. Metal resources and laboratory facilities without parallel in the field are the answer.

Second, look at the precise formulation employed. Accuracy and precision are Blatchford watchwords.

Third, look at the way melting, mixing, and molding operations are controlled. Every step reflects Blatchford's nearly a century of alloying know-how.

Take the judgment of men who know metal—your own craftsmen: buy Blatchford.

Keep your metal stock always up to par—use the famous Blatchford Metal Maintenance Service. Write for details.

NATIONAL LEAD COMPANY, Baltimore, Chicago, Cincinnati, Cleveland, Pittsburgh, St. Louis; National Lead Co. of Mass., Boston; E. W. Blatchford Co., New York; Morris F. Kirk & Son, Inc., Los Angeles; American Lead Corp., Indianapolis; Georgia Lead Works (div. of Cincinnati Branch), Atlanta.



Blatchford...
the NATIONAL name
for dependable metal

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-7864—American Printer, June—Inland Printer, May—Printing
Equipment Engineer, March—Trade Composer, May, 1950—
KL-7864-A—(1 pg., 4 x 5 1/4 ins.), Graphic Arts Monthly, March—★

0000-NLI-000016055



"Dutch Boy" solder

**sure speeds up these body jobs
...melts fast...works easy"**

Get 'em in... fix 'em up... move 'em out—*quick*.
That's the way to make money on body repair
jobs today.

And one thing that'll help you do it is "Dutch Boy"
solder.

It's quick acting: melts promptly at low heat.
It's easy to handle: remains plastic
while being worked. It builds up fast in deep dents
... makes good solid fills... comes
up smooth under the paddle...
feathers off nicely around the
edges.

To do fast body-filling jobs that
make your customers fast friends,
use "Dutch Boy" solder. Supplied
in all popular tin-lead
compositions.

Reg. U. S. Pat. Off.

For lasting metal joints

... use "Dutch Boy" Wire
Solder—acid core, resin core,
or solid. Precision made.

To speed up body jobs, tin
with "Dutch Boy"
Tinning Compound.



**Body Solder
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, New York
KL-7865—Automotive Digest, February, 1950

0000-NLI-000016056



"For fast, slick paddling

**give me Dutch Boy* solder
... works smooth and easy"**

Put 'em in shape... and push 'em through *fast!*
That's the way to net nice profits on body
repair jobs today.

And "fast" is just the word for "Dutch Boy" solder.

It melts fast at low heat. It handles fast because
it works smooth and easy. It builds up fast
in deep dents—makes fills that
come up smooth under
the paddle and feather off
around the edges.

So, for fast body-filling jobs
that build up profits and get you will,
use "Dutch Boy" solder. Available
in all popular tin-lead
compositions... from your
automotive supply jobber.

*Reg. U. S. Pat. Off.

For lasting metal joints
... use "Dutch Boy" Wire
Solder—acid core, rosin core,
or milk. Precision made.
To speed up body jobs, tin
with "Dutch Boy"
Tinning Compound.



Body Solder
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, New York
KL-7866—Automotive Digest, March, 1950

0000-NLI-000016057



**"For solid fills
that build up fast and sand smooth
...I use Dutch Boy solder"**

Want to give banged-up bodies new looks and smoothness? Want to get compliments instead of complaints?

Then give your shopmen the plus of "Dutch Boy" solder.

It makes good solid fills that build up fast in deep dents. It sands smooth... feathers off around the edges. What's more, it's easy to handle because it melts promptly at low heat, stays plastic while being worked.

So if you want strong, solid fills that keep you in solid with your customers, use "Dutch Boy" solder. Supplied in all popular tin-lead compositions. See your automotive supply jobber.

For lasting metal joints

... use "Dutch Boy" Wire Solder—solid core, rosin core, or solid. Precision made. To speed up body jobs, tin with "Dutch Boy" Tinning Compound.



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.

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-7857—Automotive Digest, April 1950—★

Ether
Oxygen Sulphur
Phenol Alumin
Chlorine Sulph
Boric Acid Per
Sulphur Dioxide
Naphthalene Ammon
Calcium Carbonate
Ammonium Sulphate
Sodium Hyposulphite
Hydrofluoric Acid Carb
Ferrous Sulphate Alumi
Ammonium Phosphate Chro
Copper Sulphate Titan
Sodium Hydroxide Benz
Hydrogen Peroxide Ammon
Aluminum Sulphate Boric
Titanium Sulphate Chl
Nitrocellulose
Chromic Acid A
Phosphoric Acid
Sodium Carbonate
Sodium Chloride P
Benzyl Chloride
Bromine Pyr
Sulphuric Acid
Nitroglycerine
Zinc Chloride
Pyridene Calc

When you're looking for **LEAD PIPE** to keep corrosive chemicals in line

The chemical industry relies on lead pipe to convey corrosive materials.

It relies on National Lead to supply this pipe in the proper form and alloy for each specific application.

National supplies lead pipe in several grades and types as well as in all weights and sizes.

The grades include chemical, antimonial, tellurium, tellurium-antimonial. And the new Nalco Metal for chromium platers. All are made from "St. Joe chemical lead."

For installations requiring extra structural strength, National makes "United" and "United Tubond" lead-lined pipe and fittings. Both combine the corrosion resistance of lead with the strength of steel. All linings are seamless, smooth bore, and of uniform wall thickness.

When you buy lead pipe, specify National—and take advantage of metal resources, mechanical equipment, and production facilities that are unmatched. National has manufacturing plants in all principal cities.

...look to the Leader in Lead

...in everything from lead pipe... valves... sheet... and lead-lined or lead-covered equipment... to complete acid recovery plants.

NATIONAL LEAD COMPANY

New York 6; Atlanta; Baltimore 3; Buffalo 3;
Chicago 8; Cincinnati 3; Cleveland 13;
Philadelphia 26; Pittsburgh 12; St. Louis 1;
Boston 6 (National Lead Company of Mass.);
Los Angeles 23 (Morris F. Kirk & Son, Inc.);
Toronto, Canada (Canada Metal Co. Ltd.).

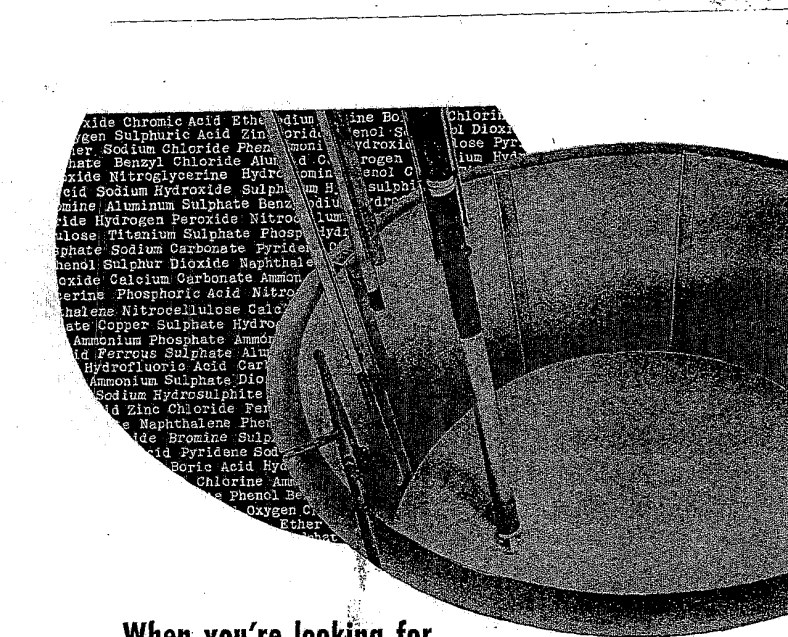


Trademarks
Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, New York

7774—Chemical Engineering, March, September—Steel, April 3—Iron Age, May 4—Petroleum Refiner, March, September, 1950—★

0000-NLI-000016059



When you're looking for **LEAD LININGS** to take the "bite" out of corrosive chemicals

If your processing operations involve the handling of corrosive chemicals...you'll want tank linings of lead. Why? Because lead is the *able* metal. It not only is *able* to resist corrosion, but is also *adaptable*, *workable*, *durable*, and *salvageable* after many, many years of service.

National Lead sheet with this unique combination of abilities is available in these grades: *chemical*, "standard" for most uses; *tellurium*, for increased corrosion resistance and strength at high temperatures; *antimonial*, for strength, stiffness and hardness; *tellurium-antimonial*, for extra hardness where erosion or cutting is a problem; *Nalco Metal*, a new lead alloy developed to give longer, better service in handling chromic acid solutions.

Basic metal for all these grades is "St. Joe chemical lead,"—produced from Southeast Missouri ores. This lead is universally recognized as best for handling chemicals.

When you need lead linings, buy National Lead sheet. For, as the leader in lead, National gives you the benefit of metal resources, mechanical equipment, and production know-how second to none. Plants in all principal cities.

...look to the Leader in Lead

...for everything from lead pipe...valves...sheet
...and lead-lined or lead-covered equipment...to
a complete acid recovery plant

NATIONAL LEAD COMPANY

New York 6; Atlanta; Baltimore 3; Buffalo 3;
Chicago 8; Cincinnati 3; Cleveland 13; Phila-
delphia 26; Pittsburgh 12; St. Louis 1;
Boston 6 (National Lead Company of Mass.);
Los Angeles 23 (Morris F. Kirk & Son, Inc.);
Toronto, Canada (Canada Metal Co. Ltd.).



Div. of
P. & H. CO.

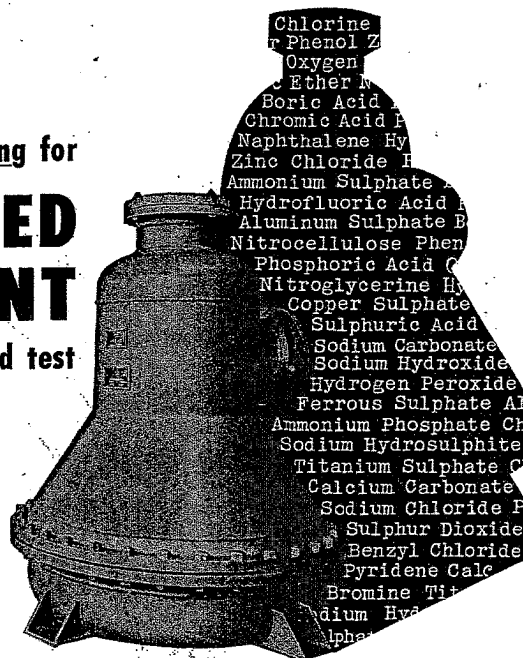
This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-7851—Chemical Engineering, April—Steel, June 3—Iron Age, July 6—Petroleum Refiner, April, 1950—★

0000-NLI-000016060

When you're looking for

LEAD-LINED EQUIPMENT

that can stand the acid test



Lead-lined or lead-covered equipment for handling corrosive chemicals has maximum life when it's "Homogeneous" equipment made by National Lead.

In "Homogeneous" equipment, the lead lining is inseparably *bonded* (not *loose-lined*) to the metal of which the apparatus is constructed. The bonding is accomplished by applying the lead directly to this metal without use of tin or tin-lead solders.

The "Homogeneous" process of bonding gives you positive assurance that the lead will not creep, buckle, or lose its grip. Despite shock, vibration, vacuum, pressure or high temperatures, that bond will hold. In fact, the bond will not be broken unless heat is applied closely approaching the melting point of lead itself (620°F.).

All of National Lead's "Homogeneous" Lead-lined or Lead-covered Equipment is individually fabricated to your specifications.

Our Engineering Department will be glad to discuss the value of "Homogeneous" lead-lined or lead-covered protection for acid cars, trailer tanks, acid columns, agitators, autoclaves, digesters, heat exchangers, vacuum tanks, storage tanks, propellers, heating and cooling coils. Consult with these specialists whenever you need processing equipment that's built to stand the acid test.

...look to the Leader in Lead

...in everything from lead pipe...valves...sheet...and lead-lined or lead-covered equipment...to complete acid recovery plants.

NATIONAL

LEAD COMPANY

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

0000-NLI-000016061

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-7775—Chemical Engineering, May, November—Steel, September 4—Iron Age, October 12—Petroleum Refiner, May, November, 1950—★



Keep Your Place Up

with Dutch Boy*
Blended Paint!

Give your place a "Dutch Boy" paint job this year, and you'll be money in pocket next year... and for years to come.

You'll be money in pocket because of the "Dutch Boy" Paints are made.

Each one is blended so it's just right for the job it's put to... just right for the wear and exposure it meets. And these two "just rights" add up to the extra protection "Dutch Boy" Blended Paints are famous for — protection that keeps buildings looking up, maintenance costs down.

Give your rooms a "freshening" too

... with "Dutch Boy" WONSOVER, the oil paint that gives a rich flat finish, covers in one coat and is washable.

With an eye on tomorrow's savings, see your "Dutch Boy" dealer today.

5 ways to give farm buildings a bright future

1. "Dutch Boy" Bright White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.
2. "Dutch Boy" Tinted House Paints, BLENDED to remain true in color and stubbornly protective.
3. "Dutch Boy" Trim Colors, BLENDED to provide durable, bright, glossy finishes for sash, doors and trim.
4. "Dutch Boy" Porch and Floor Enamel, BLENDED to assure a tough surface resistant to weather and scuffing shoes.
5. "Dutch Boy" Primer-Undercoats, BLENDED to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job...even on new wood!

© Reg. U. S. Pat. Off.

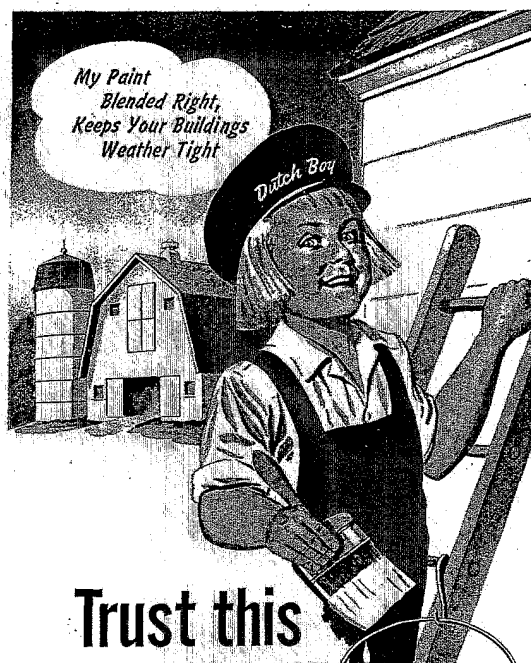
NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Philadelphia 25; Pittsburgh 12; St. Louis 4; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

"Dutch Boy" Paints
FOR EXTERIOR AND INTERIOR SURFACES

*"Save the Surface
and You Save All"*

This advertisement prepared by MARSHALK and PRATT Company, New York
KD-7811—Country Gentleman, April, 1950—★

0000-NLI-000016062



Trust this "Farm Hand" ... to help keep upkeep down



Your grandfather... your father... trusted the "Dutch Boy" to help keep their buildings up, their maintenance costs down.

Why don't you?

For "Dutch Boy" Paints are specially blended.

They're blended for the special use they're put to... the special wear and exposure conditions they meet. And this special blending is the foundation of the extra protection that "Dutch Boy" Blended Paints are famous for—protection that means longer life for your buildings, less yearly expense for you.

For inside beauty, depend on the "Dutch Boy," too

Use WONSOVER, the oil paint that gives a rich flat finish... covers most surfaces in one coat... and is washable.

To help keep buildings looking up, maintenance costs down—ask your "Dutch Boy" dealer about "Dutch Boy" Paints today.

5 ways to keep your buildings looking up

"Dutch Boy" Bright White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" Tinted House Paints, BLENDED to remain true in color and stubbornly protective.

"Dutch Boy" Trim Colors, BLENDED to provide durable, bright, glossy finishes for sash, doors and trim.

"Dutch Boy" Porch and Floor Paint, BLENDED to do a tough surface resist it to weather and scuffing.

"Dutch Boy" Primer-Undercoats, BLENDED to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job... even on new wood! *Reg. U.S. Pat. Off.

"Save the Surface
and You Save All"

Dutch Boy
Paints

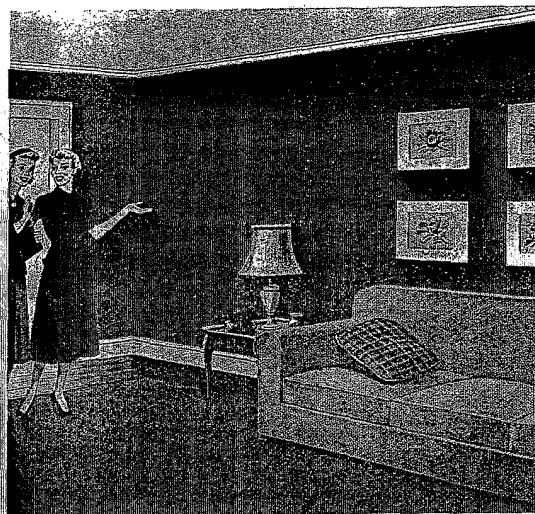
FOR EXTERIOR AND INTERIOR SURFACES

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

0000-NLL-000016063

This advertisement prepared by MARSCHALK and PRATT Company, New York
KD-7812—Country Gentleman, June, 1930—★

JUNE



*Easy on the eyes
— easy on you...*

Easy is the word for "Dutch Boy" Wonsover. Easy on you! One coat of this rich, flat oil paint covers most painted surfaces. Wallpaper, water-reduced paints, too.

Easy to clean . . . because fingerprints, smudges, pencil marks don't stick in. You can wash them right off without damaging the finish.

Easy on the eyes! In subtle shades . . . soft tints . . . white and off-white . . . beautiful Wonsover is just the refresher your rooms need. And no unpleasant odor!

This spring, decorate your rooms the easy, one-coat Wonsover way. See your "Dutch Boy" dealer.

...that's my
WONSOVER
the 1-coat
interior paint



For extra protection outside, use these "Dutch Boy" Blended Paints

"Dutch Boy" Bright White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" Tinted House Paints, BLENDED to remain true in color and stubbornly protective.

"Dutch Boy" Trim Colors, BLENDED to provide durable, bright, glossy finishes for sash, doors and

trim.

"Dutch Boy" Porch and Floor Enamel, BLENDED to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" Primer-Undercoater, BLENDED to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job . . . even on new wood!

*Reg. U. S. Pat. Off.

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 43; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

"Save the Surface
and You Save All!"

Dutch Boy* Paints
FOR INTERIOR AND EXTERIOR SURFACES

This advertisement prepared by MARSHALK and PRATT Company, New York

7814—Country Gentleman, May, 1930—★

0000-NLI-000016064



Comin' Up— "Dutch Boy" Blended Paint

Comin' Down— Future Maintenance Bills



This year, take the long view . . .
This year, use "Dutch Boy" Paints on your buildings. And for years, you'll be in money . . . on maintenance.

Why?
Because each "Dutch Boy" Paint is specially blended. Blended for the special use it's put to . . . the special wear and exposure conditions it must meet.

And, as farmers everywhere can tell you, this special blending means extra protection for your buildings . . . less future outlay for you.

Give your rooms a tonic, too

Use "Dutch Boy" Wonsoyer, the oil point that gives a rich flat finish . . . covers most interior surfaces in one coat. Just *once-over* and you're done. Keep your buildings up, your maintenance costs down. Get "Dutch Boy" Paints from your "Dutch Boy" dealer.

Five ways to "up" appearances and "down" upkeep costs on your place

"Dutch Boy" *Bright White* House Paint, BLENDING to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" *Tinted* House Paints, BLENDING to retain true in color and scabiously protect.

"Dutch Boy" *Trim* Colors, BLENDING to provide durable, bright, glossy

finishes for sash, doors and trim.

"Dutch Boy" *Porch and Floor Enamel*, BLENDING to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" *Primer-Undercoater*, BLENDING to seal and hide. Used under *Bright White* or *Tinted House Paint*, provides a superior two-coat job . . . even on new wood!



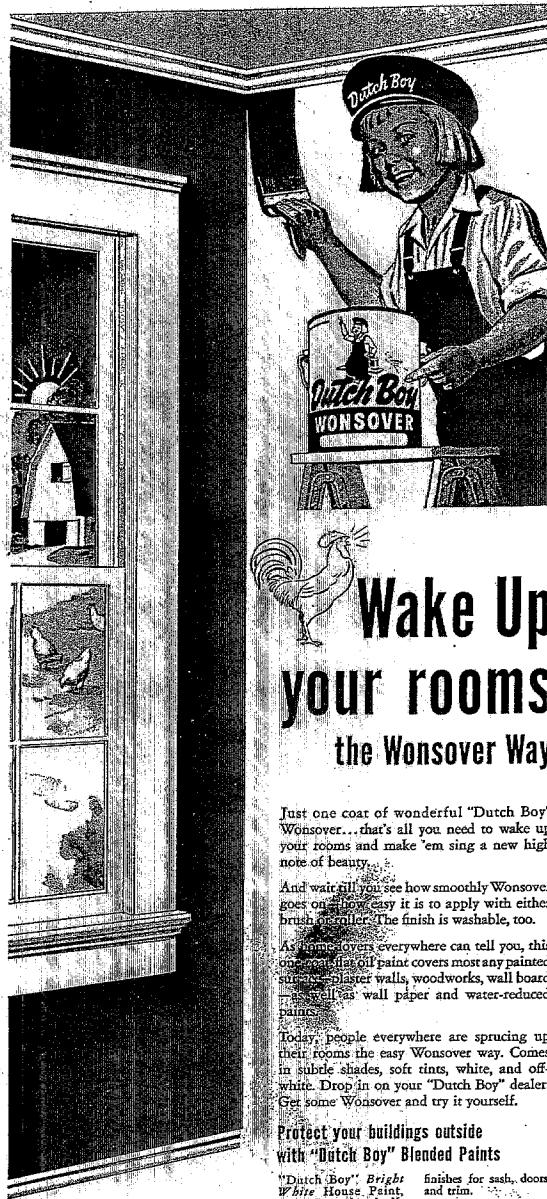
"Save the Surface and You Save All"

Dutch Boy® Paints FOR EXTERIOR AND INTERIOR SURFACES

NATIONAL LEAD COMPANY; New York 6; Atlanta; Buffalo 3;
Cleveland 5; Cincinnati 5; 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.

0000-NLI-000016065



Wake Up your rooms the Wonsover Way

Just one coat of wonderful "Dutch Boy" Wonsover... that's all you need to wake up your rooms and make 'em sing a new high note of beauty.

And wait till you see how smoothly Wonsover goes on—how easy it is to apply with either brush or roller. The finish is washable, too.

As home owners everywhere can tell you, this one-coat flat oil paint covers most any painted surface—plaster walls, woodwork, wall board—as well as wall paper and water-reduced paints.

Today, people everywhere are sprucing up their rooms the easy Wonsover way. Comes in subtle shades, soft tints, white, and off-white. Drop in on your "Dutch Boy" dealer. Get some Wonsover and try it yourself.

Protect your buildings outside with "Dutch Boy" Blended Paints

"Dutch Boy" Bright White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" Tinted House Paint, BLENDED to remain true in color and stubbornly protective.

"Dutch Boy" Flat Colors, BLENDED to provide durable, bright glossy

finishes for sash, doors and trim.

"Dutch Boy" Porch and Floor Enamel, BLENDED to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" Primer-Undercoater, BLENDED to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job...even on new wood!

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 6; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 23; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.)

"Save the Surface
and You Save All!"

* Reg. U. S. Pat. Off.

Dutch Boy® Paints

FOR INTERIOR AND EXTERIOR SURFACES



"DUTCH BOY" STABILIZERS for VINYL RESINS (Vinyl Chloride Polymers and Copolymers)

Specifically designed to give your vinyl plastics maximum protection against heat and light damage. Our technical staff will be glad to help solve your special problems. Write us for complete information.

ADVANTAGES

- Maximum reactive lead content
- Tailored for specific needs
- Widely compatible with other compounding ingredients
- Economical
- Uniform quality

This chart describes some of our products and their uses

TRADE NAME	CHEMICAL COMPOSITION	RECOMMENDED FOR USE IN	USE DATA
"Dutch Boy" Tribone	Tri-basic Lead Sulphate	Electrical compounds	Generally used in combination with DS-207. Works best with type plasticizers.
"Dutch Boy" Tribone E	Basic Lead Silicate Sulphate Complex	Insulated wire	Lowest volume cost stabilizer recommended for electrical compounds.
"Dutch Boy" DS-207	Di-basic Lead Stearate	Sheeting, extrusion and molded compounds, i.e. insulated wire and vinyl phonograph records	Generally used with Phosphor Tribone. Good for electrical compounds, lubricity and stabilizing effect. Also used as stabilizer and antioxidant for rigid vinyl moldings.
"Dutch Boy" Plumb-O-Sil A	Co-precipitate of Lead Orthosilicate and Silica Gel	Sheeting and upholstery stocks	Easy processing. Gives excellent translucence.
"Dutch Boy" Plumb-O-Sil B	Co-precipitate of Lead Orthosilicate and Silica Gel	Translucent film and sheeting, belting	For translucent compounds and bright colors, minimizes spewing.
"Dutch Boy" Plumb-O-Sil B Electrical Grade	Co-precipitate of Lead Orthosilicate and Silica Gel	Insulated wire	Low volume cost, excellent electrical characteristics.
"Dutch Boy" Dythel	Di-basic Lead Phthalate	Electrical stocks and opaque films	General purpose stabilizer for heat and light.
"Dutch Boy" Dyphos	Di-basic Lead Phosphite	All opaque stocks including Plastisols and Organosols	Excellent for heat and light with organic ester and polymeric type plasticizers; anti-oxidant stabilizer useful with chlorinated paraffin extenders. Generally used with DS-207.
"Dutch Boy" Normasil	Normal Lead Silicylate	Vinyl flooring compounds. Rubber stocks as non-starch activator	Useful in small amounts with phosphate type plasticizer. Antioxidant stabilizer.



"Dutch Boy" CHEMICALS
NATIONAL LEAD COMPANY, 111 Broadway, New York 6, N. Y.

This advertisement prepared by MARCHALK and PRATT COMPANY, New York
KL-7869—Modern Plastics, January, 1950—★
India Rubber World, January
Rubber Age, January 15
Plastic World, January

0000-NLI-000016067

Give your
VINYL PLASTICS
the **VALUABLE PROTECTION**
of Dutch Boy® Stabilizers



Choose these for the best electrical insulation compounds

"DUTCH BOY" TRIBASE

Tri-basic Lead Sulphate. Tribase is the most basic lead sulphate available. It has a total lead content equivalent to 99% PbO, which means it affords maximum reactivity with the degradation products of vinyls caused by heat.

It is the quality stabilizer for vinyl insulation. The electrical characteristics and heat stability of vinyl compounds containing Tribase are unsurpassed!

"DUTCH BOY" TRIBASE-E

Basic Lead Silicate Sulphate. Tribase-E was specifically developed to answer the vinyl electrical insulation industry's demand for a stabilizer with exceptional heat stability and good electrical characteristics at low volume cost.

Tribase-E takes advantage of the electrical properties of lead silicates without sacrificing moisture repellency. The safe reactive lead content, together with the absence of any carbonate, eliminates danger of gassing.

TRADE NAME	CHEMICAL COMPOSITION	RECOMMENDED FOR USE IN
"Dutch Boy" Tribase	Tri-basic Lead Sulphate	Electrical compounds
"Dutch Boy" Tribase E	Basic Lead Silicate Sulphate Complex	Low volume cost insulation
"Dutch Boy" DS-207	Di-basic Lead Stearate	Sheeting, extrusion and molded compounds, i.e., insulated wire and vinyl phonograph records
"Dutch Boy" Plumb-O-Sil A	Co-precipitate of Lead Orthosulfate and Silica Gel	Translucent and colored sheeting and upholstery stocks
"Dutch Boy" Plumb-O-Sil B	Co-precipitate of Lead Orthosulfate and Silica Gel	Translucent film and sheeting, belting
"Dutch Boy" Plumb-O-Sil B Electrical Grade	Co-precipitate of Lead Orthosulfate and Silica Gel	Highgrade insulated wire and sheeting
"Dutch Boy" Dythol	Di-basic Lead Phthalate	General purpose stabilizer for heat and light
"Dutch Boy" Dyphos	Di-basic Lead Phosphate	Excellent for heat and light in oil opaque stocks including Plastisols and Organosols
"Dutch Boy" Normasol	Normal Lead Sulfate	Vinyl flooring compounds, Rubber stocks as non-scurch activator

"DUTCH BOY" DS-207

Di-basic Lead Stearate. When used with Tribase or Tribase-E, DS-207 improves processing characteristics, water repellent properties and light stability of your vinyl insulation stocks. DS-207 has a double utility when used in Vinyl Plastics. It is an excellent heat and light stabilizer; it is an effective lubricant.

"Dutch Boy" Stabilizers—Tribase, Tribase-E, DS-207—impart excellent electrical properties, improved resistance to moisture, increased stability to heat and light aging.

They have maximum reactive lead content; they are widely compatible with other compound ingredients; they're economical.

And—like all "Dutch Boy" products—they're backed up by the solid reputation of the maker—National Lead Company.

Our technical staff will be glad to help you stabilize vinyl resins for any use. Write for complete information.

Dutch Boy
eReg. U.S. Pat. Off.
CHEMICALS
NATIONAL LEAD COMPANY
111 Broadway New York 6, N. Y.

PROTECT
your vinyl plastics
AGAINST BOTH LIGHT AND HEAT
...with these
"Dutch Boy" Stabilizers



"DUTCH BOY" DYPHOS

Dibasic Lead Phosphite. The outstanding heat and light stabilizer for vinyl chloride polymers and copolymers. Dypbos is unequalled in providing protection against the destructive effects of both heat and light. The outstanding effectiveness of Dypbos makes it possible to produce vinyl products at low cost flame-resistant to flame retardants. Dypbos is also effective in plastics and organosols.

"DUTCH BOY" TRIBASE

Tribasic Lead Sulphate plus

"DUTCH BOY" DS-207

Dibasic Lead Stearate

The popular combination for good, all-around performance. Combines heat stability, light fastness and elasticity in processing.

"DUTCH BOY" DYTHAL

Lead Phthalate. An excellent stabilizer for ultra-violet light, Dythal

combines light fastness in organic films.

Its outstanding advantage, combined with rugged character of this compound, makes Dythal the general purpose stabilizer.

TRADE NAME	COMPOSITION	RECOMMENDED FOR USE IN
"Dutch Boy" Tribase	Tribasic Lead Sulphate	Electrical compounds
"Dutch Boy" Tribase E	Basic Lead Silicate Sulphate Complex	Low volume cost insulation
"Dutch Boy" DS-207	Dibasic Lead Stearate	Sheeting, extrusion and molded compounds, i.e., insulated wire and vinyl photographic records
"Dutch Boy" Plumb-O-Sil A	Coprecipitate of Lead Orthosilicate and Silica Gel	Translucent and colored sheeting and upholstery stocks
"Dutch Boy" Plumb-O-Sil B	Coprecipitate of Lead Orthosilicate and Silica Gel	Translucent film and sheeting, belting
"Dutch Boy" Plumb-O-Sil E Electrical Grade	Coprecipitate of Lead Orthosilicate and Silica Gel	Highgrade insulated wire and sheeting
"Dutch Boy" Dythal	Dibasic Lead Phthalate	General purpose stabilizer for heat and light
"Dutch Boy" Dypbos	Dibasic Lead Phosphite	Excellent for heat and light in oil epoxide stocks including Plastics and Organosols
"Dutch Boy" Normalal	Normal Lead Sulfite	Vinyl flooring compounds. Rubber stocks as non-scorch stabilizer

Accelerated tests in the laboratory, plus outdoor exposure tests, show that Dypbos, Dythal, and Tribase—DS-207 greatly increase the useful life of plastic compounds.

For example, a compound containing Dypbos withstood over 2000 hours in the Weatherometer before failure.

"Dutch Boy" Stabilizers are a product of National Lead Company.

Our technical staff will help you stabilize vinyl resins for any use. Write for complete information.



Dutch Boy
CHEMICALS

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

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-7683—Modern Plastics, March, October—India Rubber World, March, September—Rubber Age, April, December—
Plastics World, March, December, 1950

0000-NLI-000016069

PROTECTION for her...

**EASY
DISPERSION
for you...**



—when you use “Dutch Boy” PLUMB-O-SIL C to stabilize translucent vinyl stocks against heat and light

PLUMB-O-SIL C is the newest addition to the “Dutch Boy” line of stabilizers for vinyl chloride polymers and copolymers.

Plumb-O-Sil C is a coprecipitate of lead orthosilicate and silica gel. It brings you the excellent stability and other advantages of lead silicate-silica gel complexes *plus a hitherto unattained degree of dispersibility.*

Its easy dispersibility pays off in easier processing. No longer is there any need for you to pre-disperse the stabilizer in your plasticizer.

And since its refractive index of

1.58 coincides so closely with that of vinyl chloride compounds (1.58-1.60), you're sure of a highly translucent product. In addition to guaranteeing translucent stocks, Plumb-O-Sil C makes it possible to achieve good stability in deep shades and vivid colors, for this stabilizer performs well with the majority of dyes and colorants.

Like all “Dutch Boy” products, Plumb-O-Sil C is backed up by the solid reputation of the maker — National Lead Company — assurance of a uniform quality, a stable product, a steady supply.

Our technical staff will be glad to help you stabilize vinyl resins for any use. Write for complete information on Plumb-O-Sil C or any other stabilizer in the ever-expanding “Dutch Boy” line.

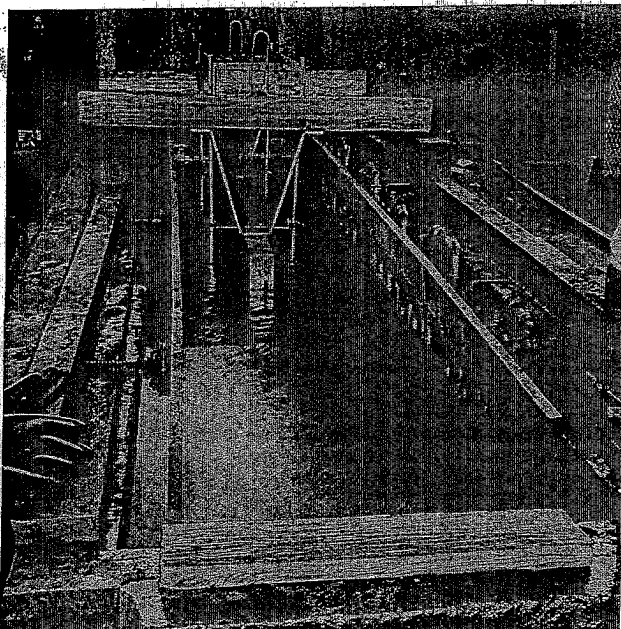


Dutch Boy
Reg. U.S. Pat. Off.
CHEMICALS

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

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-8074—Rubber Age, October—India Rubber World, November—Modern Plastics, November—Plastics World, October, 1950—★

0000-NLL-000016070



Tank linings, coils, and anodes have extra resistance to chromic acid solutions when made of Nalco Metal.

new

lead alloy with longer life

in chromic acid

nalco metal

NALCO METAL is a new lead alloy for handling chromic acid solutions.

Its durability has been proved by practical tests in numerous chromium plating plants. These plants report longer life and more efficient service with NALCO METAL tank linings, heating-and-cooling coils and anodes.

Lead chromate coating lasts

With alloys of the type previously used, a protective coating of lead chromate formed, failed, and re-formed in cycle after cycle—short-

ening the useful life of linings and coils.

But with NALCO METAL, the protective "armor" of lead chromate, once formed, stays on . . . to check corrosion.

Retains all the advantages of lead

In sheet form, NALCO METAL is readily cut and shaped to fit tank contours. In pipe form, it may be coiled or bent to produce units of any size or shape.

NALCO METAL can be used in both

hard and decorative chromium plating plants.

For more information on NALCO METAL as it applies to your plant, get in touch with our nearest office.

See for Yourself

After six months' immersion in standard chromic acid solution, the Nalco Metal test strip at right shows virtually no corrosion. Note corrosion of the 6% antimonial lead strip.



NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

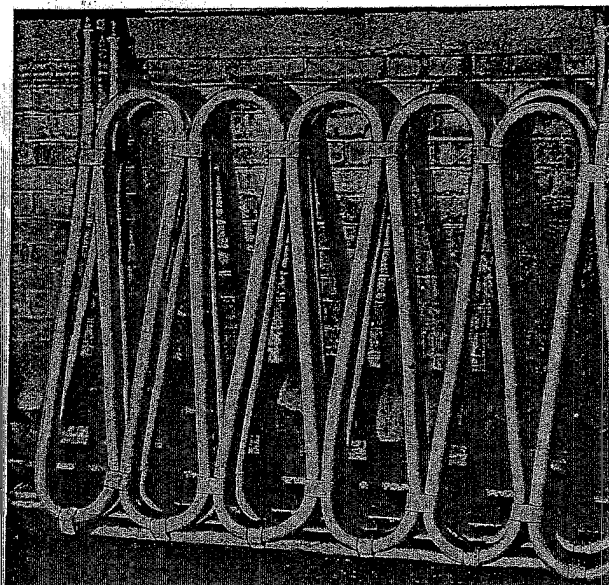


Reg. U. S. Pat. Off.

Offices and Plants in Principal Cities;
Pacific Coast: Morris P. Kirk & Son,
Inc., Los Angeles; Canada: The Canada
Metal Company, Ltd., Toronto.

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-7852—Plating, March—Metal Finishing, February, 1950—★

0000-NLI-000016071



Coils and linings of Nalco Metal last longer because their lead chromate "armor" stays on.

new

**lead alloy with extra resistance
in chromic acid**

nalco metal

Reg. U. S. Pat. Off.

Here's a new lead alloy specifically designed for longer life in chromic acid solutions.

It's NALCO METAL, developed and made by the leader in lead and lead alloys—National Lead Company.

Extra resistance explained

Secret of NALCO METAL's longer life in chromium plating plants (proved by many practical tests) is its ability to retain the protective coating of lead chromate which forms on the metal when in contact with chromic acid.

With alloys previously used, the lead chromate coating formed, failed and re-formed in unending cycles of disintegration.

NALCO METAL stays on the job because the lead chromate stays on the metal. No need of anodic treatments of coils and linings when they're made of NALCO METAL.

All of lead's workability retained
Sheets of NALCO METAL can be readily cut and shaped to fit any tank . . . and joints can be inseparably burned. In pipe form, NALCO METAL can be coiled or bent to form units of any

size or shape. Anodes can be made for any type of plating operation.

Whether you do hard or decorative plating, you'll want more information on NALCO METAL, as it applies to your operations. Get in touch with our nearest office.

Note the Difference

After six months' immersion in standard chromic acid solution, the Nalco Metal test strip at right shows virtually no corrosion. Note corrosion of 6% Sb lead strip at left.



NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

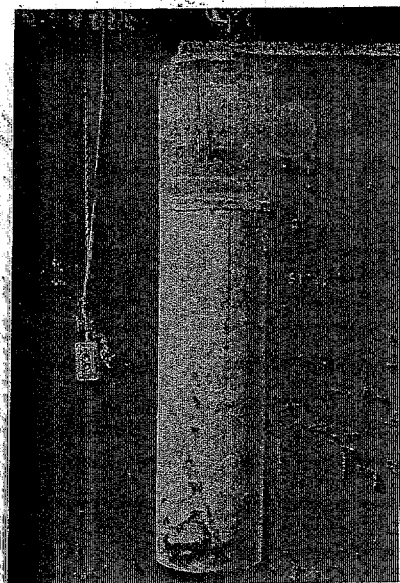


Reg. U. S. Pat. Off.

*Offices and Plants in Principal Cities:
Pacific Coast: Morris P. Kirk & Son,
Inc., Los Angeles; Canada: The Canada
Metal Company, Ltd., Toronto.*

This advertisement prepared by MARSCHALK and PRATT Company, New York.
KL-7833—Plating, May—Metal Finishing, April, 1950—A

0000-NLI-000016072



Anodes, tank linings and coils of Nalco Metal have increased resistance to corrosion in chromic acid solutions.

new lead alloy with built-in resistance to chromic acid **nalco metal**

Reg. U. S. Pat. Off.

NALCO METAL was developed by the research laboratories of National Lead for only one purpose . . .

...to give you a lead alloy specifically designed for long, trouble-free service in chromic acid solutions.

Protective "armor" stays on

NALCO METAL has built-in resistance to chromic acid. It retains the protective coating of lead chromate which forms on the metal when in contact with chromic acid.

With alloys previously used, the lead chromate coating would form, fail,

and then reform, repeating the cycle of disintegration.

Not so with NALCO METAL. Once established, the protective "armor" of lead chromate stays on.

For hard or decorative plating

NALCO METAL is intended for use in both hard and decorative plating as tank linings, coils, and anodes.

Sheets of NALCO METAL can be readily cut and shaped to line any tank; joints can be inseparably burned. In pipe form, NALCO METAL can be coiled or bent into units of

any design. Anodes can be fashioned to suit any plating job.

For more information on NALCO METAL as it applies to your plant, get in touch with our nearest office.

See for yourself

After six months' immersion in standard chromic acid solution, the Nalco Metal test strip at right shows virtually no corrosion. Note corrosion of the 6% antimonial lead strip.



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

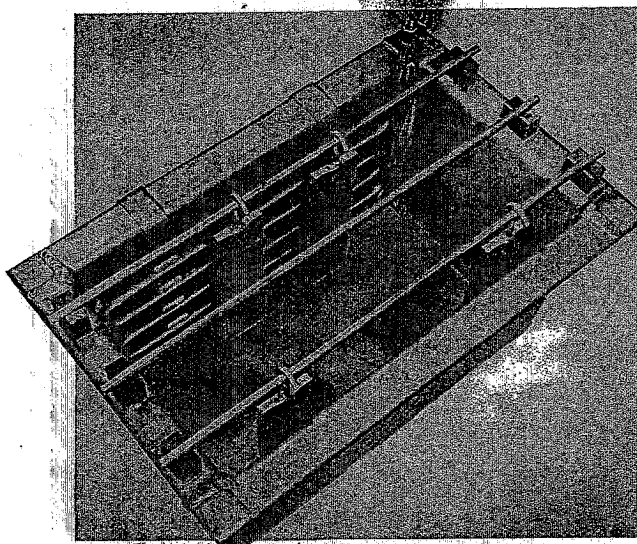


Trademark
Reg. U. S. Pat. Off.

*Offices and Plants in Principal Cities;
Pacific Coast: Morris P. Kirk & Son,
Inc., Los Angeles; Canada: The Canada
Metal Company, Ltd., Toronto.*

This advertisement prepared by MARSHALK and PRATT Company, New York.
KL-7854—Plating and Metal Finishing, June, 1950—★

0000-NLI-000016073



Small plating tank with Nalco Metal linings, coil and anodes . . . built to last.

new lead alloy gives longer life in chromic acid solutions **nalco metal**

Reg. U.S. Pat. Off.

NALCO METAL is a new lead alloy specially designed for increased resistance to corrosion by chromic acid solutions.

Its durability has been proved by numerous practical tests in plating plants. Chromium platers, both industrial and decorative, report longer life and more efficient service with NALCO METAL tank linings, anodes and heating-and-cooling coils.

Retains lead chromate coating

NALCO METAL lasts longer because it develops and retains a protective "armor" of lead chromate upon con-

tact with chromic acid.

With alloys of the type previously used, this coating would form and then fail. Repeated cycles of forming and failing caused rapid erosion and shortened metal life.

NALCO METAL lasts because its lead chromate coating lasts. Once formed, it stays on.

Retains lead's workability

In sheet form, NALCO METAL is readily cut and shaped for lining any tank. Joints can be inseparably burned. In pipe form, NALCO METAL can be coiled, looped or bent into any

pattern. Anodes can be made in any shape.

For more information on NALCO METAL as it applies to your plant, get in touch with our nearest office.

Check this test

After six months' immersion in standard chromic acid solution, the Nalco Metal test strip at right shows virtually no corrosion. Note corrosion of the 9% antimonial lead strip.



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

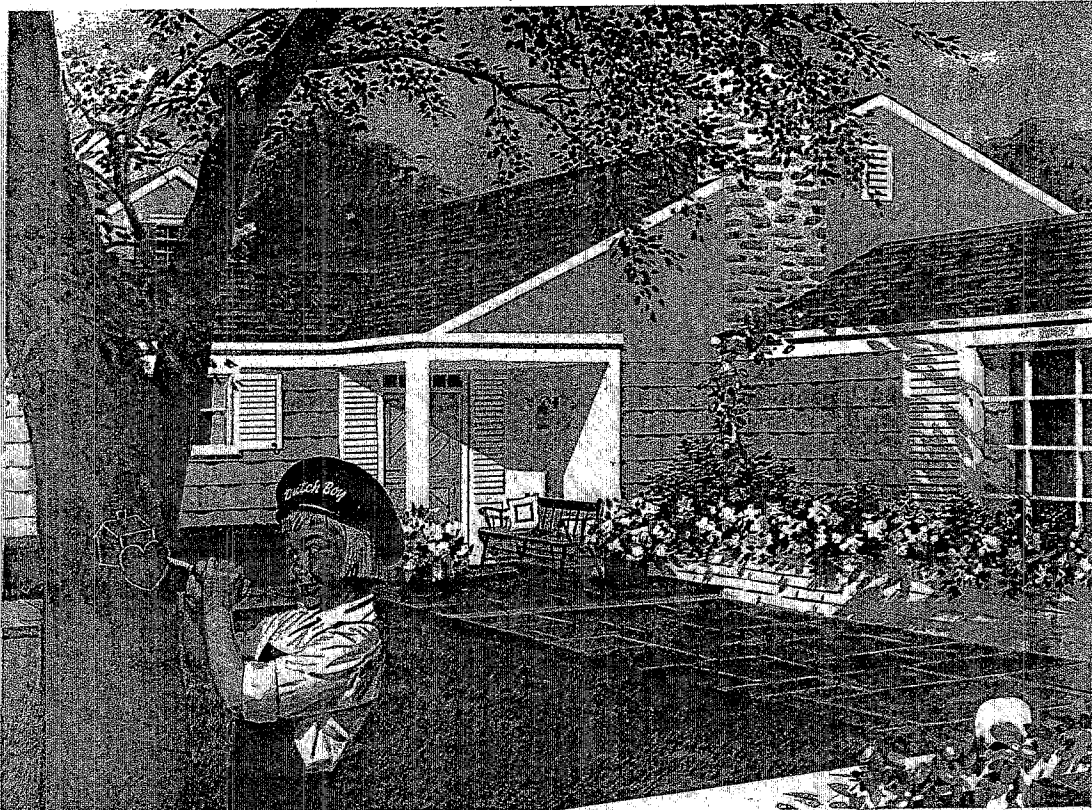


Trademark
Reg. U.S. Pat. Off.

Offices and Plants in Principal
Pacific Coast: Morris F. Kirk
Inc., Los Angeles; Canada: The Canadian
Metal Company, Ltd., Toronto

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-7855—Plating, October—Metal Finishing, September, 1950—★

0000-NLI-000016074



FOR THE **HOME** THAT IS
CLOSE TO YOUR HEART!

... "Dutch Boy" Paints from foundation to roof
... the paints with the happy **BLENDED**

Your heart tells you, "Make the home you love beautiful, a home to be proud of." Your head tells you, "Protect your home well." Both are jobs for "Dutch Boy."

"Dutch Boy" *Blended* Paints protect more than the house itself; they protect your hard-earned investment, too. For generations, "Dutch Boy" has guarded homes all over America, while adding to their beauty.

And here's a fact for every home-owner to consider: Each "Dutch Boy" Paint is specially *blended* to provide a particular kind of service and protection... *blended* for the wear or exposure it must meet.

No wonder users enthusiastically tell their friends, "Use 'Dutch Boy' House Paints." And when talking to friends about painting interior walls and ceilings, they're equally enthusiastic in praising washable "Wonsover," the oil wall paint that covers in one coat.

Discover how and why "Dutch Boy" Paints "go on" so well, and stay on so long. Mail the coupon for a free copy of *Blended Beauty for Your Home*. Send for it today. Look for the name of your "Dutch Boy" paint dealer under "Paint" in your classified telephone directory. Talk to him, or your painter, about "Dutch Boy" *Blended* Paint.

"Save the Surface and You Save All!"



Each "Dutch Boy" Paint is blended to adhere stubbornly to a particular kind of surface and protect it against a particular kind of wear and exposure.

"Dutch Boy" Bright White House Paint, **BLENDED** to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" Tinted House Paints, **BLENDED** to remain true in color and stubbornly protective.

"Dutch Boy" Trim Colors **BLENDED** to provide durable, bright, glossy finishes for sash,

doors and trim.

"Dutch Boy" Porch and Floor Enamel, **BLENDED** to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" Primer-Undercoater, **BLENDED** to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job...even on new wood!

..... MAIL COUPON TODAY!

NATIONAL LEAD COMPANY, Dept. 72, (Address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.). Please send me a free copy of your new color-illustrated booklet: *Blended Beauty for Your Home*.

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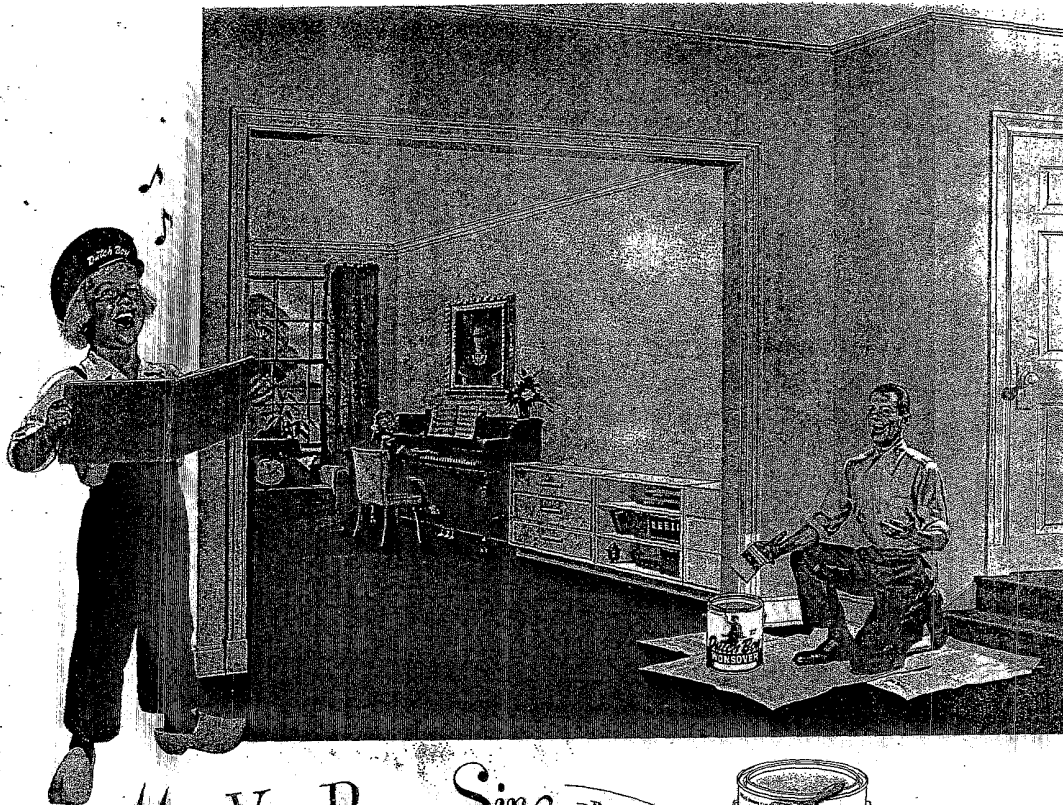


*Rev. U. S. Pat. Off.

DUTCH BOY* PAINTS... For Exterior and Interior Surfaces

To appear in: Saturday Evening Post, March 18—Better Homes & Gardens, April—American Home, April, 1930—★

0000-NLE-000016075



Make Your Rooms Sing

... a New High Note of Beauty
with "Dutch Boy" Wonsover!



Singing rooms usually mean singing hearts.

So if your walls and ceilings are beginning to look old and faded, give them a quick once-over with "Dutch Boy" Wonsover.

Yes, one coat—that's all you need.

With this smooth-brushing, flat oil paint—blended by the "Dutch Boy's" master hand—one coat's enough.

Enough to cover most any painted surface—plaster walls, woodwork, wallboard, brick, concrete. As well as wallpaper and water-reduced paints.

Enough to make rooms sing a new high note of refreshing beauty whether you use subtle shades... soft tints... white or off-white.

What's more, "Dutch Boy" Wonsover gives a long-lasting finish that cleans easily because fingerprints, pencil marks, and smudges don't sink in. You can wash Wonsover time after time, too, without injury to the finish.

Put new heart in your home, new song in your heart. Decorate your rooms with one-coat, washable Wonsover. For the last word on color schemes—both interior and exterior—write for your copy of *Blended Beauty For Your Home*. It is free.

Look for your "Dutch Boy" dealer's name under "Paint" in your classified telephone directory.

"Save the Surface and You Save All"

5 other ways to put new heart in your home, new song in your heart

"Dutch Boy" Bright White House Paint, BLENDING to clean itself, stay dazzling white, and give long-time protection.

"Dutch Boy" Tinted House Paint, BLENDING to remain true in color and stubbornly protective.

"Dutch Boy" Trim Colors, BLENDING to provide durable, bright, glossy finishes for sash,

doors, and trim.

"Dutch Boy" Porch and Floor Enamel, BLENDING to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" Primer-Undercoater, BLENDING to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job...even on new wood.

... MAIL COUPON FOR FREE COLOR BOOKLET ...

NATIONAL LEAD COMPANY, Dept. 75, (Address nearest office: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 24; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.))

Please send me a free copy of your illustrated booklet on interior and exterior color schemes, *Blended Beauty For Your Home*.

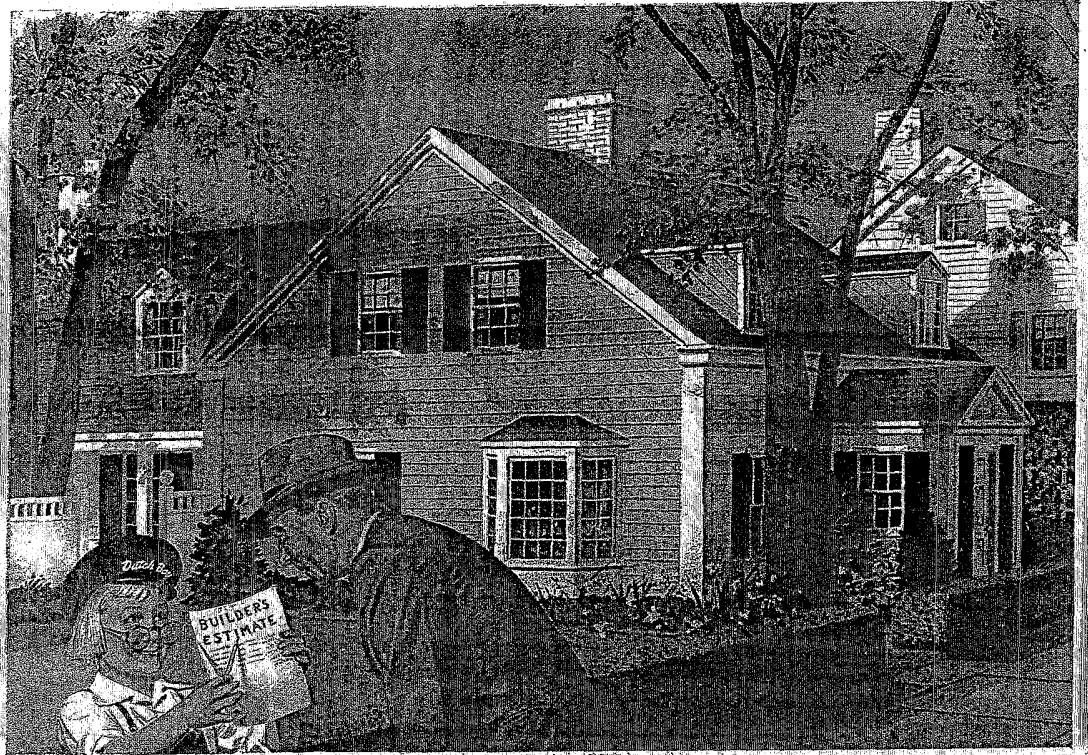
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DUTCH BOY* PAINTS... For Interior and Exterior Surfaces

*Reg. U.S. Pat. Off.

To appear in: *Saturday Evening Post*, April 15—*Better Homes and Gardens*, May—*American Home*, May 1950—★

0000-NLI-000016076



The HOME you couldn't REPLACE

Protect it with Paints of
Known Quality... Inside and Out!



5 ways to protect
and beautify your home

Money alone doesn't make a home. It takes heart...

And once you put yourself into it, you've got something precious. Something completely your own. Something you couldn't replace.

So protect your home... carefully... outside and inside.

Protect it outside...

by using "Dutch Boy" Paints. They're made by the famous "Dutch Boy"—known to three generations of paint buyers. They're the favorites of home-lovers everywhere.

And rightly! For each "Dutch Boy" Paint is blended so it's just right for the use it's put to... just right for the wear and exposure it meets. And these two "just rights" add up to extra pro-

tection and more lasting beauty for the home of your heart.

Protect it inside...

by using "Dutch Boy" WONSOVER. You'll like this wonderful new oil paint because it covers most surfaces in one coat, gives a rich flat finish. And because you can wash off finger marks and other stains without impairing its good looks.

Outside and inside, protect the home you couldn't replace with paints of known quality—"Dutch Boy" Paints. Get them from your "Dutch Boy" dealer—his name is listed under "Paint" in your classified telephone directory, or see your painter. And, today, mail the coupon for a free copy of *Blended Beauty For Your Home*.

"Dutch Boy" Bright White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" Tinted House Paints, BLENDED to remain true in color and stubbornly protective.

"Dutch Boy" Trim Colors, BLENDED to provide durable, bright, glossy finishes for sash, doors, and trim.

"Dutch Boy" Porch and Floor Enamel, BLENDED to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" WONSOVER BLENDED to give a beautiful flat finish with only one coat on painted walls and woodwork as well as wallpaper. A real oil paint that can be easily washed.

"Save the Surface and You Save All!"

.....MAIL COUPON FOR FREE COLOR BOOKLET.....

NATIONAL LEAD COMPANY, Dept. 79, (Address nearest office: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).

Please send me a free copy of your illustrated booklet on exterior and interior color schemes, *Blended Beauty For Your Home*.

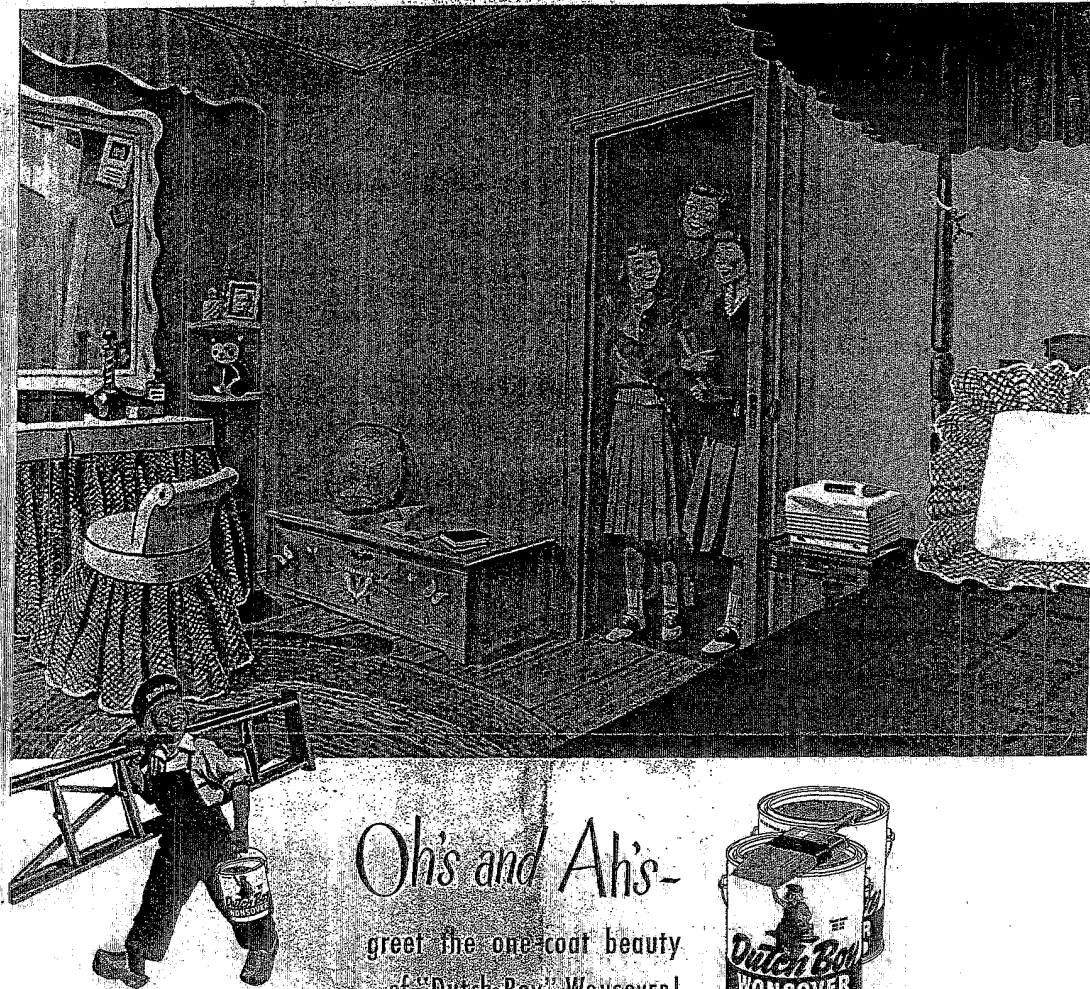
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Dutch Boy® PAINTS... For Exterior and Interior Surfaces

Reg. U. S. Pat. Off.

To appear in Saturday Evening Post, May 6—Better Homes and Gardens, June—American Home, June, 1930—

0000-NLI-000016077



Oh's and Ah's— greet the one-coat beauty of "Dutch Boy" Wonsover!



When you see the magical way rooms respond to "Dutch Boy" Wonsover, you'll be the first to rave over it.

"Oh, how easy!" and, "Ah, how beautiful," you'll say delightedly.

"One coat, and everything looks new. My! Does Wonsover cover!"

As home-lovers everywhere can tell you, this one-coat, flat oil paint covers most any painted surface—plaster walls, woodwork, wallboard, brick, concrete. Wallpaper and water-reduced paints, too.

And wait till you see how smoothly Wonsover goes

on—how easy it is to apply with either brush or roller. For only a few dollars, you can completely transform an entire room.

There'll be "Oh's" and "Ah's" from everyone who sees your home. For whether you use subtle shades... soft tints... white or off-white... "Dutch Boy" Wonsover has what it takes to win compliments.

To make the most of your rooms, decorate with one-coat, washable Wonsover. Find your "Dutch Boy" dealer's name under "Paint" in your classified telephone directory.

"Save the Surface and You Save All!"

5 OTHER WAYS TO MAKE THE MOST OF YOUR HOME

1. "Dutch Boy" Bright White House Paint, BLENDed to clean itself, stay dazzling white and give long-time protection.
2. "Dutch Boy" Tinted House Paints, BLENDed to remain true in color and sublimely protective over the years.
3. "Dutch Boy" Trim Colors, BLENDed to provide durable, bright, glossy finishes for sash, doors, trim.
4. "Dutch Boy" Patch and Floor Enamel, BLENDed to assure a tough surface resistant to weather and scuffing shoes.
5. "Dutch Boy" Primer-Undercoater, BLENDed to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job... even on new wood!

MAIL COUPON FOR FREE COLOR BOOKLET

NATIONAL LEAD COMPANY, Dept. 20 (Address nearest office): New York 6; Albany; 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 your illustrated booklet on interior and exterior color schemes, *Blended Beauty For Your Home*.

Name

Address

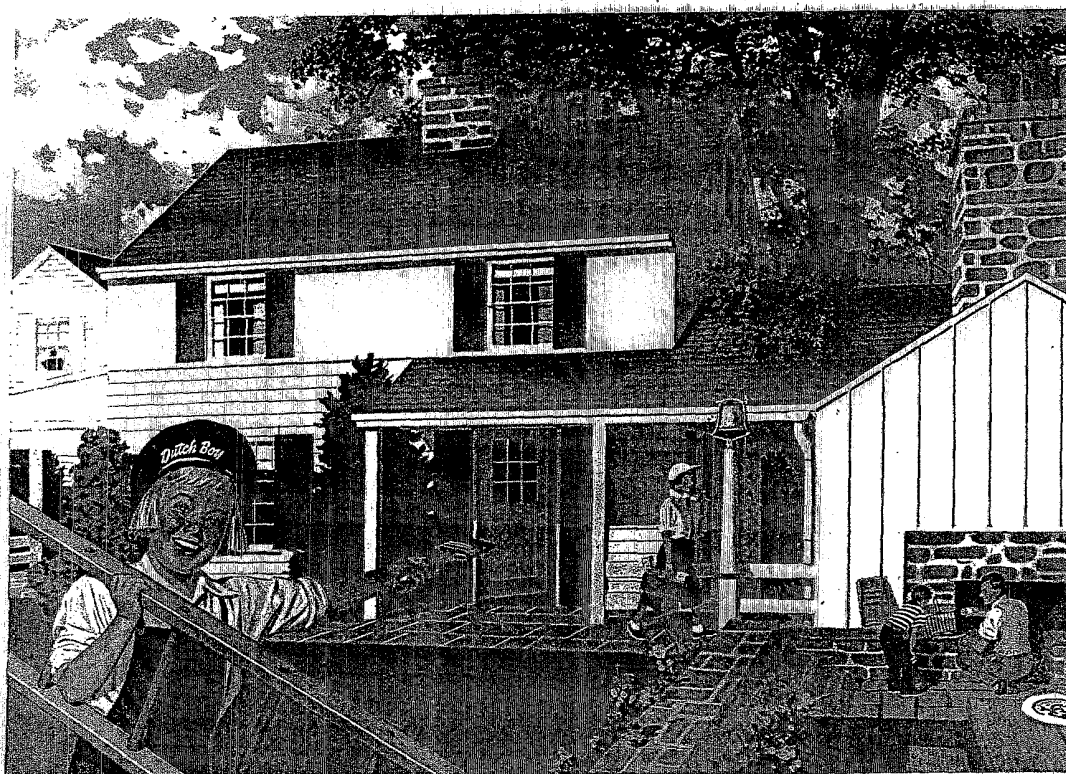
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Dutch Boy Paints... For Interior and Exterior Surfaces

*Reg. U. S. Pat. Off.

To appear in: *Saturday Evening Post*, May 27—*Better Homes and Gardens*, September—*American Home*, September, 1930—*

0000-NLL-000016078



HOME...for a FAMILY
that's HAPPY and GAY
is worth protecting with "Dutch Boy" Paints!



*Five of a kind...for
 long-term protection
 and lasting beauty*

Today, it takes doing to get a home of your own. So, if you've *done* it...if you've given your loved ones a home that makes them happy and gay...protect this hard-won treasure carefully. Protect your home and its beauty with good paints, "Dutch Boy" Blended Paints.

They give your home the long-term protection you want...as an investment in security.

They give your home the heart-warming beauty you want...as an investment in happiness.

All this, through special "Dutch Boy" blending—blending that makes each "Dutch Boy" Paint perfectly suited for its particular job, for the special

wear and exposure conditions it must meet!

Home-lovers everywhere talk proudly of the miracles they've accomplished with "Dutch Boy" Paints. Outside, with "Dutch Boy" Blended Paints. Inside, with "Dutch Boy" Wonsover, the flat oil paint that covers in one coat and is really washable.

You'll do yourself and your home equally proud with "Dutch Boy" Paints. See your "Dutch Boy" dealer...listed under "Paint" in your classified telephone directory. Or talk to your painter.

Meantime—for new and exciting ideas on home decoration—mail the coupon and get a copy of *Blended Beauty for Your Home*, free.

"Dutch Boy" Bright-White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" Tinted House Paints, BLENDED to remain true in color and stubbornly protective.

"Dutch Boy" Trim Colors, BLENDED to provide durable, bright, glossy finishes for sash, doors and trim.

"Dutch Boy" Patch and Floor Enamel, BLENDED to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" Primer-Undercoater, BLENDED to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job...even on new wood!

*"Save the Surface
 and You Save All"*

..... MAIL COUPON FOR FREE BOOKLET

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Please send me a free copy of your illustrated booklet on exterior and interior color schemes, *Blended Beauty for Your Home*.

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*Reg. U. S. Pat. Off.

Dutch Boy® Paints ...For Exterior and Interior Surfaces

To appear in: Saturday Evening Post, September 9, 1950—★

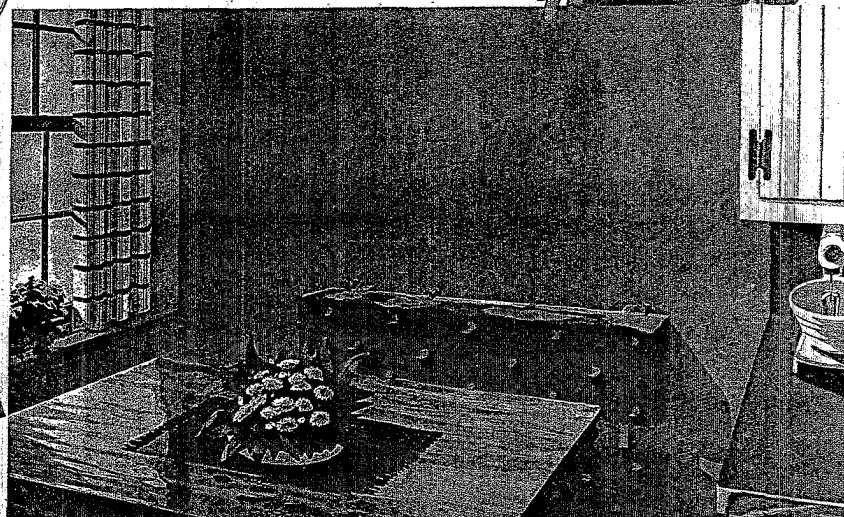
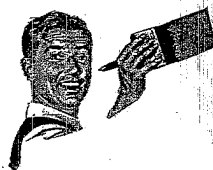
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When the "Dutch Boy" waves
his **WONSOVER** wand

... watch the magical way
your rooms respond!



Once-over and presto
—rooms are new!



—Cheery and bright
and colorful, too!



Take the drabdest room in your home ...

Give it a quick and easy once-over with "Dutch Boy" Wonsover. Presto, all drabness disappears. Walls become fresh and cheery. Ceilings look lovely. You're a master magician ... you've got a brand new room.

Any traces of the old?

Nary a one! For Wonsover's a rich, flat oil paint. And whether you use subtle shades, soft tints, white or off-white, one coat covers most painted surfaces: plaster walls, woodwork, wallboard, brick, concrete. Wallpaper and water-reduced paints, too.

Yes, easy does it with Wonsover.

It's easy to apply for Wonsover goes on smoothly with either brush or roller. It's easy to wash, easy to keep clean ... for fingerprints and smudges don't sink in. It's easy on your pocketbook for it takes only

a few dollars to transform a room completely with this wonderful paint.

Try "Dutch Boy" Wonsover, and watch the magical way your rooms respond. Look for your "Dutch Boy" dealer under "Paint" in your classified telephone directory.

Today, mail the coupon for your free copy of *Blended Beauty For Your Home*. It'll give you lots of new and exciting decorating ideas—for your house outside or the rooms inside.

"Save the Surface and You Save All"

Dutch Boy® Paints

©1950, D. B. Pat. Off.

...For Interior and Exterior Surfaces

5 ways to work magic on the outside of your home
"Dutch Boy" Bright White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.
"Dutch Boy" Tinted House Paints, BLENDED to stay true in color, stubbornly protective.

"Dutch Boy" Trim Colors, BLENDED to provide durable, bright, glossy finishes for sash, doors, and trim.

"Dutch Boy" Porch and Floor Enamel, BLENDED to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" Primer-Undercoater, BLENDED to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job ... even on new wood.



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Please send me a free copy of your illustrated booklet on interior and exterior color schemes, *Blended Beauty For Your Home*.

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