

Advertisements 1951-52

H-8831

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N 29265

"THE CARSON" SCRAP BOOK

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START A NEW BOOK EACH YEAR

0000-NLI-000016083

"THE CARSON" SCRAP BOOK

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START A NEW BOOK EACH YEAR

0000-NLI-000016084

No matter where you sit
—Here...



or Here...



...you'll find it pays to make full use of
NATIONAL service on LEAD PRODUCTS

Front office men or production men... both can take advantage of NATIONAL service when ever lead products enter the picture.

That means lead in any form—straight or alloyed. From rolled sheet to drawn wire. From complex valves to simple piping. From large acid-recovery equipment to a small spool of solder.

Take solder as one example. If you want help in choosing or using solders and fluxes on any metal-joining job, call on NATIONAL. You'll get the benefit of soldering experience gained from working on all sorts of products over a wide

cross-section of industry. Experience you can't find elsewhere.

NATIONAL LEAD is the leader in lead products. Its strategically located plants and warehouses, its unexcelled sources of raw materials, its years of experience... all add up to the kind of service you expect from the leader.

So, for solder—or any other lead product—remember the leader is NATIONAL.

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

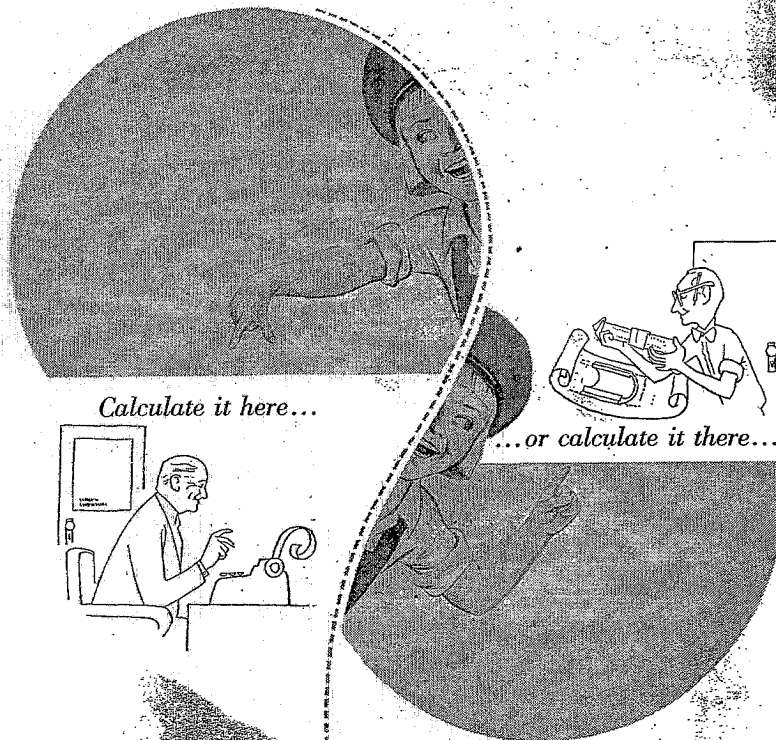


NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALL and PRATT Company, New York

KL-9154—American Metal Market, January 4, February 8, March 15, April 19, May 24, August 2, September 6, October 11, November 13,
December 20—Daily Metal Reporter, January 2, March 6, May 15, July 24, October 2, December 11—Purchasing, February 1951★

0000-NLI-000016085



...you'll find it pays to make full use of
NATIONAL service on LEAD PRODUCTS

Are you primarily concerned with cost... or with operations?

In either job, you can save time, worry and expense by using NATIONAL service on any and all lead or allied products: piping, valves, sheet, solder, babbitt.

Take babbitt, for example...

Through NATIONAL service, you can "tap" the production know-how of the leader in lead and tin alloys. Get the leader's assurance that the bearing metals you select have the right properties for the job in hand—the ability to bond to the shell... the ductility to conform to shaft-play... the power

to postpone seizure when lubrication fails.

Through NATIONAL service, you can "tap" an application know-how that has helped solve bearing metal problems the country over, in plants large and small.

Through NATIONAL service, you'll benefit from facilities of an organization that's NATIONAL in scope as well as in name. NATIONAL's strategically located plants and warehouses, its unexcelled sources of raw materials, its years of experience... all add up to the kind of service you expect from the leader.

For bearing metal—or for any other lead, lead alloy, or tin alloy product—remember the leader is NATIONAL.

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



NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

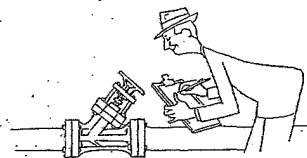
This advertisement prepared by MARSHALK and PRATT Company, New York.

KL-8977—American Metal Market, January 11, February 13, March 22, April 26, May 31, July 5, August 9, September 13, October 18,
 November 22, December 27—Daily Metal Reporter, January 16, March 20, May 29, August 7, October 16—Purchasing, March, 1951 ★

0000-NLI-000016086



*Look at it
like a management man...*



*...or look at it
like a production man*



...you'll find it pays to make full use of
NATIONAL service on LEAD PRODUCTS

Looking at it either way... you benefit by using NATIONAL service on lead in any form: from wire to sheet, from tubing to piping, from a simple coil to a complex valve.

Take lead valves, for example...

- With NATIONAL service, you benefit from the engineering know-how of the leader in lead. You get valves and fittings designed to make the most of lead's inherent corrosion resistance. Sold as "United" valves and "United Tubond" flanged pipe and fittings.

With NATIONAL service, you benefit from the widest sort of application know-how. NATIONAL

men work on acid handling problems in many different plants all over the country.

With NATIONAL service, you benefit from the resources of an organization that's NATIONAL in scope as well as in name. NATIONAL's strategically located plants and warehouses, its unexcelled sources of raw materials, its years of experience... all add up to the kind of service you expect from the leader.

For acid valves, or any other lead product... remember the leader is NATIONAL.

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



Reg. U. S.
Pat. Off.

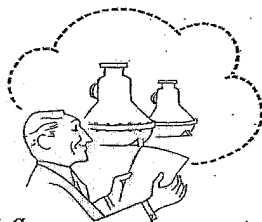
NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALK and PRATT Company, New York

KL-8978—American Metal Market, January 18, February 22, March 29, May 3, June 7, July 12, August 16, September 20, October 25,
November 28—Daily Metal Reporter, January 30, April 3, June 12, August 21, October 30—Purchasing, April 1951 ★

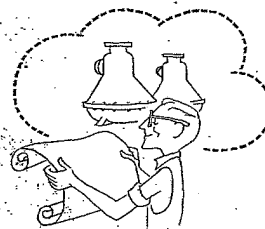
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Are you a
production-minded P. A.?



... or a purchasing-minded
Production Man?



Whichever you are, it pays to make full use of **NATIONAL service on LEAD EQUIPMENT**

Whether your problem is purchasing or production... you can save yourself time and expense by using NATIONAL service on lead equipment in any form: tanks, agitators, digesters, autoclaves.

By using NATIONAL service, you make sure of two important things...

You make sure your equipment is properly designed. NATIONAL's Engineering Department has specialized in the development of acid-handling equipment for years and years.

You make sure your equipment is properly fabricated. NATIONAL's "Homogeneous" process of bonding

lead lining to metal gives you positive assurance that the lead won't creep, buckle, or lose its grip. As the leader in lead, NATIONAL knows the problems involved in building all types of processing equipment to specifications... and knows how to solve these problems expertly.

When you need lead-lined or lead-covered equipment for handling corrosive chemicals... when you need any other lead product... be sure to take full advantage 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.



NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-8979—American Metal Market, January 25, March 1, April 5, May 10, June 14, July 19, August 23, September 23, September 27,
November 1, December 6—Daily Metal Reporter, February 6, April 17, June 26, September 4, November 13—
Purchasing, May, 1951 ★

0000-NLI-000016088

Are you
on the buying line?



or on the producing line?

...either way, it pays to make full use of
NATIONAL service on LEAD PRODUCTS

In buying lead or allied products—solder, babbitt, valves, piping, sheet—both management men and production men can “strengthen their hand” by using NATIONAL service.

Suppose you're buying piping or sheet, for example...

Through NATIONAL service, you get the help of the leader in lead products in selecting the right type, size, and classification of pipe and coils... the right type of sheet... for your specific application.

Through NATIONAL service, you get the benefit of fabrication know-how that's second to none in the lead pipe and sheet lead fields.

Through NATIONAL service, you “tap” the resources of an organization that's NATIONAL in scope as well as in name. NATIONAL's strategically located plants and warehouses, its unexcelled sources of raw materials, its years of experience... all add up to the kind of service you need and get from the leader in lead.

In buying piping or sheet lead... or any other lead product... “strengthen your hand” by going NATIONAL.

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



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

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-8980—American Metal Market, February 1, March 8, April 12, May 17, June 21, July 26, August 30, October 6, November 8, December 13
Daily Metal Reporter, February 20, May 1, August 10, September 18, November 27—Purchasing, September, 1951 *

0000-NLI-000016089

The Right Oils... for your paints

Be sure of this...

When you get your linseed oils from National Lead, they're right. Right for your paints!

Right as to type. For whether you need straight raw linseed oil... or good old-fashioned boiled oil... or one of the modified oils, whether oxidized, bleached, acid or alkali refined, heat bodied, polymerized, chemically or mechanically treated... National Lead has just what you need.

You also find National Lead oils right as to specified properties... color, viscosity, drying rate, acid number. For National Lead has both the know-how (over 125 years of oil-making experience) and the equipment (modern crushing, extracting, and refining facilities) to "call its shots" precisely.

The chart below shows some of the many linseed oils made by National Lead. And remember we also produce oils to your own specifications.

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

National Lead Company
...one of the
oldest names in **OIL**



*Reg. U. S. Pat. Off.



NAME AND NUMBER	Viscosity (20-40)	Acid Number	Specific Gravity at 15.6°C.	Color (Saybolt)	PROCESS	REMARKS	USES
1 Raw	A	2.4	188.95	531-535	11-12	Acid and filtered	
2 Pale Boiled	B	4.6	189.195	531-541	15-17	Light color	Thinners, putty, exterior paints, ship's stains and turpentine paints
4 Extra Boiled	B	5.2	189.195	539-544	17-18	Dark color, dark	
5 Kettle Boiled	B	5.7	189.195	539-544	17-18	Dark color, dark	
11 Acid Raw	D	2.7	195.230	545-553	3-10	Low viscosity	Printing ink, paint leather, linoleum and oil cloth
12 A. T. Boiled Raw	O	2.4	209.218	560-565	8-9	Oxidized	Putty
13 Heavy Boiled Raw	T	4.2	211.210	561-567	8-10	Dark color, dark	
14 Heavy Boiled Boiled	T	4.8	211.210	561-567	8-10	Dark color, dark	
15 Bleached Boiled Boiled	T	4.8	211.210	561-567	8-10	Dark color, dark	
17 Mixture Boiled	T	4.4	211.210	561-567	8-10	Dark color, dark	
21 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
22 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
23 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
24 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
25 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
26 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
27 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
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31 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
32 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
33 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
34 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
35 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
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76 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
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80 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
81 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
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94 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
95 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
96 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
97 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
98 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
99 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty
100 Redden Raw	A	2.4	189.195	531-535	11-12	Chemically treated	Grinding white putty

This advertisement prepared by MARSHALK and PRATT Company, Inc., 1200 Broadway, New York 19, N.Y.
KL 9205—American Paint Journal, March 12—Oil, Paints and Dyes, Reporter, March 12, 1935; Paint Industry, March 12, 1935; Paint, Oil and Chemical Review, March 1, August 15, 1935.

0000-NLY-000016090

Look to
"Lead"... to add
durability, flexibility,
water resistance,
adhesion to paint film.



Look to Dutch Boy*

Basic Silicate White Lead "45X"



*Reg. U. S. Pat. Off.

for "lead" in its most efficient form

You want "lead" in your house paints because it stabilizes the film. Plasticizes it. Reduces water sorption. Increases elastic strength.

In Basic Silicate White Lead "45X," you get "lead" in its most efficient form. Here are two reasons why...

1— This unique, new white lead makes available a proportionately larger amount of "lead" because the reactive portion of each pigment particle is concentrated at the surface. The "lead" is on the outside, where it can be put to work!

2— This unique, new white lead enables you to use fewer pounds of pigment because of its higher bulk value.

Many leading paint makers now include "Dutch Boy" Basic Silicate White Lead "45X" in their house paint formulations. Do this yourself... and save money on every gallon of paint, without any sacrifice in quality.

NATIONAL LEAD COMPANY

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



This advertisement prepared by MARSHALK and PRATT Company, New York

KL-9046—*American Paint Journal*, April 9—*Oil, Paint and Drug Reporter*, April 2—*Paint Industry Magazine*, May—*Paint, Oil and Chemical Review*, March 29, 1951★

KL-9046A (1 page, 4 3/8 in. x 7 1/4 in.), *Official Digest*, March

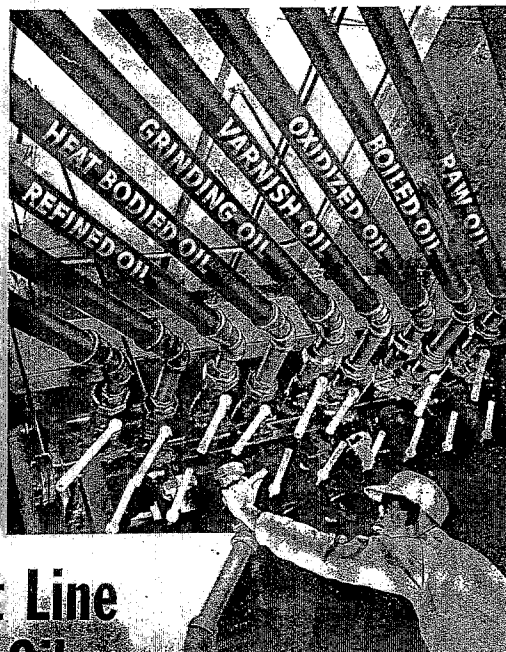
0000-NLI-000016091

The linseed oils you get from National Lead are right! Right on the line... in color, drying rate, viscosity, acid number... in every specification.

National Lead's ability to produce oils to meet requirements is the result of over 125 years of oil-making experience, plus the most modern facilities for seed-crushing, extracting and refining the oil.

Whether it's raw linseed oil, boiled oil... or a modified oil such as bleached, acid- or alkali-refined, heat-bodied, oxidized, polymerized, chemically or mechanically treated... you'll find it right at National Lead.

The range of types supplied by National Lead is suggested by the chart below... and we are always ready to process oils to your own specifications.



Here's your Direct Line to the Right Oil... for your paints



NAME AND NUMBER	Viscosity (S-G)	Acid Number	Sapon Number	Specific Gravity at 15.5°C.	Color (Yardies)	PROCESS	REMARKS	USES
1 Raw	A	2.4	189-195	937-935	11-12	Aged and filtered		
2 Pale Boiled	B	4.6	189-195	932-941	10-11	Drives added to special processes	Light color Fast drying, durable Similar to 24—more driers	Thinning pastes Diluting primers, exterior paints, plaster stains and tarpaulin paints
4 Kettle Boiled	E	5.2	189-195	928-942	10-15			
5 Kettle Double Boiled	B	5.2	189-195	930-944	17-18			
11 Aged Raw	D	3.2	195-200	940-952	9-10		Low viscosity Medium viscosity High viscosity Similar to 212	Printing inks, patent leather, blackens and oil cloth
12 A. T. Boiled Raw	O	4.6	228-215	960-950	8-9			Flat paints
13 Heavy Boiled Raw	Z	4.6	212-220	995-999	8-10			Flat white paints
14 Heavy Boiled Boiled	Z	4.6	212-220	995-999	8-10			Flat white paints
16 Bleached Boiled Boiled	Z	4.6	212-220	995-999	6-8			High volatile content paints
17 Alkalic Boiled	Z	4.6	212-220	995-999	7-8			
21 Stainless Raw	A	2.4	189-195	937-935	11-12			
22 Grinded	A	5.2	189-195	930-944	10-15			
23 Refined	A	4.6	189-195	930-944	10-15			
27 Zinc	A	5.2	189-195	930-944	10-15			
30 Non-Break C. T.	A	2.4	189-195	937-935	11-12			
31 Non-Break S. H.	A	5.2	189-195	930-944	10-15			
32 Diamond V	A	5.2	189-195	930-944	10-15			
35 General Purpose	A	2.4	189-195	937-935	11-12			
37 A. A. Varnish	A	2.3	189-195	937-935	11-12			
41 E. W. Varnish	A	1.5	189-195	937-935	11-12			
42 Perfection	A	6.1-6.2	307-395	937-935	6-8			
43 Boiled	A	2.1-2.2	189-195	937-935	11-12			
47 Superfast	B	2.5-3.2	915-265	947-945	6-7			
51 Pale Heat Boiled A-4	A-4	1.5-3	189-195	937-935	11-12			
52 Pale Heat Boiled Q	Q	3.4	189-195	937-935	11-12			
53 Pale Heat Boiled Z	Z	9-11	189-195	962-970	6-7			
57 Pale Heat Boiled Z	Z	10-12	189-195	967-972	6-8			

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



National Lead Company

...one of the oldest names in OIL

*Rec'd. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, New York

KL-9206—American Paint Journal, June 4—Oil, Paint and Drug Reporter, April 23, September 3—Paint Industry, July
Paint, Oil and Chemical Review, April 26, October 1, 1935

0000-NLI-000016092

It's Available ...

It's Quick-Bodying ...

TIO OIL

[An "Activated" Linseed Oil]

MANY manufacturers have found Seven-Ten* Oil the answer to the problem of replacing war-restricted drying oils.

First of all, "Seven-Ten" Oil not only bodies fast in the kettle, but is hard through drying — helps produce a rapid drying, tough, hard film ...

Secondly, it's available in two viscosities, Z2 and Z8—offering the range of properties and characteristics shown in the table at right based on typical batches.

Third, it is easy to handle because it is *all linseed oil*—contains no other rapid bodying oils or special resins. No special equipment or technique is demanded.

For test samples and technical information address nearest branch office.

Physical Characteristics and Chemical Constants	Viscosity	
	Z2	Z8
Viscosity in Poises.....	36	600
Specific Gravity—15.5°C.....	.9685	.9750
Weight per gal. (lbs.).....	8.02	8.07
Weight per lb.....	.1247	.1239
Gallons per lb.....	.14	.16
Acid Number.....	134	110
Iodine Number.....	14910	14918
Refractive Index.....	.14	.15
Color (G).....	55 Min.	20 Min.
Gel Time at 565°F.....	55 Min.	20 Min.

In addition to the gel times shown above, a practical example of the time and fuel saving advantages of "Seven-Ten" Oil is given by the following comparison with linseed oil of Z2 viscosity. Several batches of ester gum/ general purpose varnishes were processed, with these results:

Base Oil	Processing Time	Varnish Visc. (G-R)
TIO OIL, Z2.....	70 Min.	V
TIO OIL, Z8.....	24 Min.	X
Linseed Oil, Z2.....	114 Min.	V

In each case, ester gum was heated with 80 gallons of the base oil to 600°F and held for a hot paddle string, checked with 20 gallons of base oil, and thinned to 66% non-volatile.



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

This advertisement prepared by MARSHALK and PRATT Company, New York
KD-726S—American Paint Journal, June 18—Oil, Paint and Drug Reporter, June 25—Paint, Oil and Chemical Review, June 21—
Paint Industry, July, 1951 *

0000-NLI-000016093

Add up the
advantages
"lead" brings to
a paint film . . .



1. "Lead" stabilizes a paint film — retards its decomposition
2. "Lead" plasticizes a film — increases flexibility
3. "Lead" increases weather resistance — helps adhesion
4. "Lead" increases elastic strength — adds toughness and distensibility

...then see why Dutch Boy*

Basic Silicate White Lead "45X"



is the most efficient form
of "lead" for you to use

Here's your *first* important benefit from using "Dutch Boy" Basic Silicate White Lead "45X" in your house paints . . .

... It makes *available* a proportionately larger amount of "lead." This is because the reactive portion of each pigment particle is concentrated at the surface. The "lead" is on the outside, where it can be put to work!

Your *second* major gain . . .

... You use fewer pounds of pigment because of

the higher bulking value of this unique, new white lead.

Many leading paint makers now include "Dutch Boy" Basic Silicate White Lead "45X" in their formulations. Do this yourself . . . and save money on every gallon of house paint, without any sacrifice in quality.

NATIONAL LEAD COMPANY

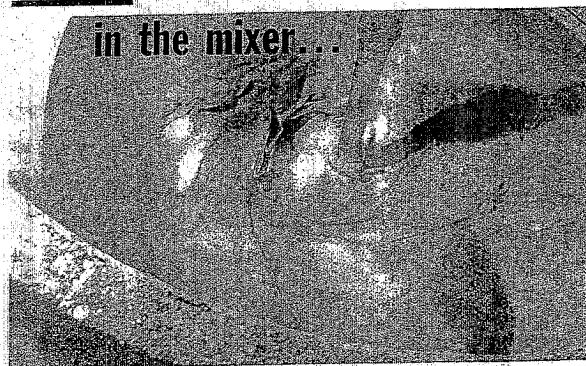
New York 8; Atlanta 3; Buffalo 3; Chicago 8; Cincinnati 3;
Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6 (National Lead
Co. of Mass.).



KL-9047—*American Paint Journal*, August 6—*Oil, Paint and Drug Reporter*, May 14—*Paint Industry*, September—*Paint, Oil and Chemical Review*, May 24, 1951 ★
KL-9047A—(1 page, 4 1/2 in. x 7 1/4 in.)—*Official Digest*, April

0000-NLI-000016094

It takes Good Linseed Oil in the mixer...



...to put
Good Paint
in your cans



No question about it...

You need *good* linseed oil to make *good* paints.

And when you use National Lead oil,
you've got it!

You've got oils that are right as to specified
properties... color, viscosity, drying rate,
acid number. National Lead's 125 years of
oil-making... its modern crushing, extracting,
and refining equipment... insure you of that.

Whether it's raw oil, boiled oil, or a processed
oil such as bleached, oxidized, acid- or

alkali-refined, polymerized, heat-bodied,
chemically or mechanically treated, you'll
find that National Lead can supply you.

Take a look at the chart below for an
idea of some of the many oils supplied
by National Lead. And remember we also
produce oils to your own specifications.

NATIONAL LEAD COMPANY: 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 Company of Mass.).



* National Lead Company
...one of the
oldest names in OIL

*Reg. U. S. Pat. Off.

NAME AND NUMBER	Viscosity (G-H)	Acid Number	Acid Number	Specific Gravity at 15.5° C.	Color (Gardner)	PROCESS	REMARKS	USES
1 Raw	A	2.4	189-195	.931-.935	11-12	Agd and filtered		
2 Pale Boiled	B	4.6	189-195	.932-.941	10-11	Dries, added in special processes	Light color Fast drying, durable Similar to oil-sealer	Thinners, primers, filling, stains and kerosene paints
4 Gentle Boiled	B	5.7	189-195	.932-.942	12-15			
5 Gentle Double Boiled	B	5.7	189-195	.932-.942	12-15			
11 Agd Raw	D	2.7	195-200	.940-.929	8-10	Chemically treated	Low viscosity Medium viscosity High viscosity Similar to #11 Light color Good thinner miscibility	Priming oils, patent leather, linoleum and oil cloth Flat paints High volatile content paints
12 A. T. Boiled Raw	O	4.6	226-215	.955-.955	8-9	Chemically treated		
13 Heavy Boiled Raw	Z	6.6	215-220	.955-.999	8-10	Chemically treated		
14 Heavy Boiled Boiled	Z	6.6	215-220	.955-.999	8-10	Chemically treated		
15 Bleached Boiled	Z	6.6	215-220	.955-.999	8-10	Chemically treated		
17 Miscible Blends	Z	4.6	215-220	.955-.999	7-8	Chemically treated		
21 Solventless Raw	A	2.4	189-195	.931-.935	11-12	Chemically treated	Low viscosity High acid number Medium acid number Low acid number	Grinding white paints Grinding high lead content paints Exterior house paints High zinc content paints
22 Grinders	A	9.12	189-195	.931-.935	7-8	Chemically treated		
23 Fullard	A	4.6	189-195	.931-.935	5-7	Chemically treated		
24 Zinc	A	2.3	189-195	.931-.935	4-5	Chemically treated		
25 Non-Break C. T.	A	2.4	189-195	.931-.935	11-12	Chemically treated	No break at varnish cooling temperatures	Low cost varnishes
26 Non-Break S. H.	A	2.5	189-195	.931-.935	11-12	Chemically treated		
27 Diamond V	A	5.9	189-195	.931-.935	9-11	Chemically treated	High acid number varnish oil Light colored varnish oil	High drier content varnishes Varnishes and sealers
28 General Purpose	A	3.4	189-195	.931-.935	5-6	Chemically treated		
29 A. A. Varnish	A	2.3	189-195	.931-.935	5-6	Chemically treated	Medium acid number varnish oil Low acid number varnish oil	Light colored varnishes
30 E. W. Varnish	A	1.3-1.6	189-195	.931-.935	4-5	Alkali refined	Very pure and neutral	Highest grade varnishes
40 Petroleum	A	0.1-1.6	189-195	.931-.935	5-6	Alkali refined and specially treated	Fast bodying Extremely fast bodying	For fast setting operations For extra fast setting operations
45 Redfast	B	2.3-1.6	189-195	.931-.935	5-6	Alkali refined and specially treated		
46 Superfast	B	2.3-1.6	189-195	.931-.935	5-6	Alkali refined and specially treated		
51 Pale Heat Boiled A-A	A-A	1.5-3	189-195	.931-.935	4	Heat bodied	Pale color, uniform viscosity, may be thinned to obtain other viscosities.	Paints, enamels and varnishes
53 Pale Heat Boiled O	O	3-6	189-195	.932-.937	5-6	Heat bodied		
55 Pale Heat Boiled Z	Z	9-11	189-195	.932-.937	6-7	Heat bodied		
57 Pale Heat Boiled ZS	ZS	10-12	189-195	.937-.972	6-8	Heat bodied		

This advertisement prepared by MAX CHATMAN and PRATT Company, New York
KL-9207—American Paint Journal, November 10, Oil, Paint and Drug
Paint, Oil and Chemical Review, June 21, December 6, 1957

Here's how "lead"
improves paint film:

1. "Lead" stabilizes paint film—slows its decomposition
2. "Lead" plasticizes the film—increases flexibility
3. "Lead" increases water-resistance—improves adhesion
4. "Lead" increases elastic strength—adds toughness and distensibility

... and here is "lead"
in its most economical form

Dutch Boy
Basic Silicate
White Lead
"45X"



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

"Lead" does things for house paints.

And the "lead" that does these things for you ... most economically ... is "Dutch Boy" Basic Silicate White Lead "45X." Here's why ...

For the same paint gallonage, you use fewer pounds of this unique, new white lead. With no sacrifice in quality!

This is because "Dutch Boy" Basic Silicate White Lead "45X" concentrates the reactive portion of each pigment particle at the surface. Thus, it makes available proportionately larger amounts of "lead."

Economy also results from the higher bulking value of this unusual pigment.

Same gallonage! Same quality! ... with fewer pounds of "lead." That's why the formulations of more and more leading paint makers now include "Dutch Boy" Basic Silicate White Lead "45X."



NATIONAL LEAD COMPANY

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

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-9049—American Paint Journal, October 22—Oil, Paint and Drug Reporter, June 25—Paint, Oil and Chemical Review, July 19, 1951 ★
KL-9049A—(1 page, 4 3/8 in. x 7 1/4 in.)—Official Digest, May, September

0000-NLI-000016096



You know what "Lead"
does for House Paint

1. It stabilizes the paint film
2. It plasticizes the film
3. It increases water resistance
4. It increases elastic strength



... but do you know that "Lead,"
in its most economical form, is

Dutch Boy
**Basic Silicate
White Lead
"45X"**



Top quality in house paint—with lower cost
is possible.

You can give your paints all the advantages
that "lead" adds — yet save money on every
gallon — by using "Dutch Boy" Basic Silicate
White Lead "45X."

This unique, new white lead makes available
a proportionately larger amount of "lead"
because the reactive portion of each pigment
particle is concentrated at the surface. The
"lead" is on the outside, where it can
be put to work!

This unique, new white lead enables you to
use fewer pounds of pigment because of its higher
bulking value.

Many leading paint makers now get higher
profits—and uniformly high quality—from using
"Dutch Boy" Basic Silicate White Lead "45X"
in their formulations.

*Reg. U. S. Pat. Off.

NATIONAL LEAD COMPANY

New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3;
Cleveland 11; Dallas 2; Philadelphia 25; Pittsburgh 11;
St. Louis 10; Toledo 10; Worcester 10; Boston 8 (National Lead
Co.)



This advertisement prepared by MARSHALL & COMPANY, New York
KL-9048—Paint, Oil and Chemical Review, September 1951, Oil, Paint and Drug Reporter, August 6, 1951—
KL-9048A—(1 page, 4 1/4 in. x 7 1/4 in., Official Digest, June, October) *

0000-NLI-000016097

Journal of the American Statistical Association 100(471): 1023-1034

PAINTS ENAMELS VARNISHES

Dutch Boy

NOW, with my new, full line, you can meet your customers' demands and make money...as never before.

Looking for a "once-in-a-lifetime" profit opportunity? Here it is... the new, full "Dutch Boy" line. You can make big money with it because...

Because the public has great trust in the "Dutch Boy" name, knows it appears only on high quality paint products. Because the "Dutch Boy's" famous blue and white parka has outstanding eye-appeal. "It's the most attractive 'container' in the business," everybody says.

Brownie item after item in the full "Patch box" line that "unofficial" buy-around, for example, *Biggie B' Hair* (brown paint . . . *It answers Flat Paint* . . . *Satin English*), *Unicorn Polish* . . . *Sparkling B' Hair* (kissed).



NOW... ALL

**IT'S *Dutch Boy* *
DOWN THE LINE!**



Because "Dutch Boy" advertising—full-color ads in the big national magazines, a complete program of local advertising, all kinds of hard-hitting store helps—makes "Dutch Boy" one of the best advertised names in paint.

Because the full "Dutch Boy" line is built to give dealers exceptional volume, exceptional turnover. Every item in the line is a fast-moving, big-volume seller with a profit margin that makes it more than worth your while to push "Dutch Boy" products.

No wonder dealers everywhere are taking on the expanded "Dutch Boy" line. It's one of the most desirable franchises in the paint business today. Get the full story from your "Dutch Boy" salesman next time he calls.

NATIONAL LEAD COMPANY

For bulk to: Atlanta: *Ingalls* 2; *Chiozza* 4; *Cincinnati* 3; Cleveland 12; *Palms* 2; Philadelphia 22; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston to a Vermont local (w. of Mass.)



Fast-sellers All!... and All "Dutch Boy!"

Interior Gloss Enamel	Primer Undercoat
Satin Eggshell Interior	Worsewear Flat
Finish ¹	Tall Primer and Sealer
Quick Drying Enamel	Mat Primer
Sparkling White Interior	Exterior Marine
Enamel	Spot Varnish
Bright White House Paint	Interior — Exterior
Trimed House Paints	Spot Varnish
Seal and Trim Colors	Floor and Trim Gloss
Porch and Floor Enamel	Varnish
Trimming White House Paint	Stain Finish Varnish

¹Color in match. *Resistant Paint.*

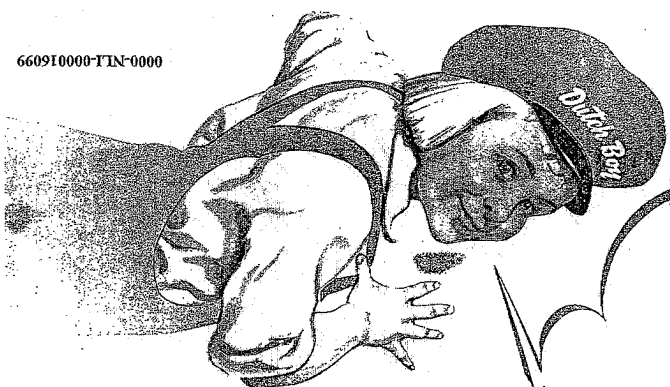
MORE SALES FOR YOU...

with these famous "Dutch Boy" products packaged under the blue and yellow label. They're long-time favorites with many painters and other important craftsmen: **Pastel White Lead**, **White Lead Primer**, **White Lead Primer**, **White Lead**, **Wall Paper**, **Wall Paper Primer**, **Sealer**, **Colors in Oil**, **Alkal Paints**, **Red Lead**, **Linseed Oil**, **Flaming Oil**, **Lead Mixing Oil**, **Liquid Drier**,





BORN MONEY MAKER...



See why the full "Dutch Boy" line is a blessed event for dealers everywhere

For dealers everywhere... the new, full "Dutch Boy" line is a blessed event, a chance to make big money. Size up the "stand-out" values in this line, and you see why...

"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, Winsover, Satin Eggshell, Sparkling White Enamel, to mention just a few.

0000-NL-100000-6609

**my full line of Dutch Boy*
Paints, Enamels, Varnishes**



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

Training White House Paint
Primer Undercoat
Winsover Put
Wall Primer and Sealer
Exterior Marine Spar
Varnish
Interior-Exterior Spar
Varnish
Flour and Trim Gloss
Satin Finish Varnish

"Stand-out" advertising: full-color ads in the big national magazines, a complete program of local advertising, all kinds of hand-biting store helps make "Dutch Boy" one of the best advertised 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."

Yes, 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.

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

NATIONAL LEAD COMPANY

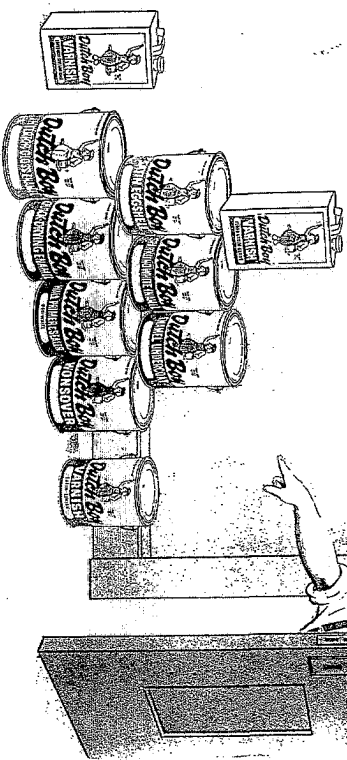
New York 6; Albany; Buffalo 2; Chicago 16; Cincinnati 3; Cleveland 12; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6; (National Lead Co. of Mass.).



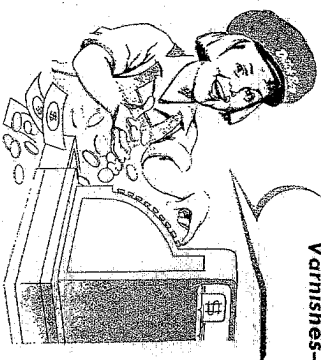
PLUS YOUR SALES with these famous "Dutch Boy" products packaged under the black and yellow label. They're fast-moving favorites with many painters and other important customers: Prime White Enamel • White Enamel Primer • White Lead Primer • Tinting Sealer • Colors-in-Oil • Metal Paints • Red Lead • Linseed Oil • Flaming Oil • Lead Mixing Oil • Linseed Primer



This is my
inside story...



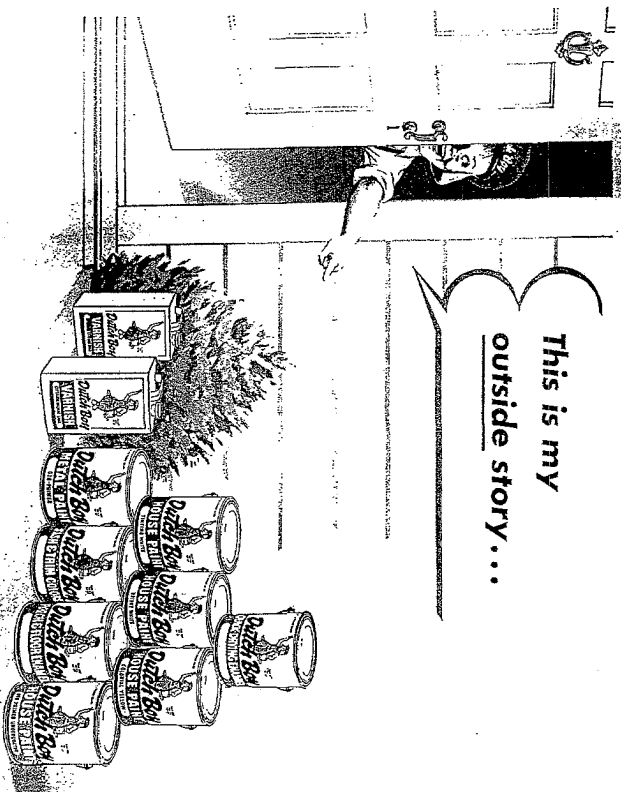
... and this is why my complete story
—my new full line of Paints, Enamels,
Varnishes—adds up to big money for dealers



National Lead Company
New York 10: Atlantic Building 33; Chicago 11:
Cleveland 33; Cincinnati 13; Dallas 23; Philadelphia 23;
Pittsburgh 13; St. Louis 13; San Francisco 13;
Boston 13; National Lead Co. Inc.

KD-3921—American Paints and Oil Co., Inc., 1001
KD-3921—American Paints and Oil Co., Inc., 1001

This is my
outside story...



Think of the profit opportunity in these
big-demand products in "Dutch Boy's"
blue and white label line

Inside

Interior Glue Enamel
Satin Eggshell Interior Enamel
Quick Drying Enamel
Squaking White Interior Enamel
Interior Undercoat
Interior Primer and Sealer
Interior Exterior Spar Varnish
Floor and Trim Gloss Varnish
Satin Finish Varnish
Interior to match it interior Plus

Outside

Brilliant White House Paint
Tinted House Paints
Sash and Trim Colors
Porch and Floor Enamel
Fading White House Paint
Interior Exterior Spar Varnish
Metal Primer
Exterior Marine Spar Varnish
Interior Exterior Spar Varnish

THINK OF THE PLUS PROFITS

on these famous "Dutch Boy" products
packaged under the blue and yellow
label: Stone White Lead • White Lead
Paint • White Lead Primer
Tinted White Plus • Pink Wall Paint
Wall Primer-Sealer • Glossed
Interior Oil • Lead Mixing Oil
Liquid Tint



0000-NIL-0000016100

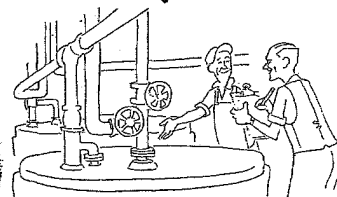
customers, ringing up sales.
"Take Chapter Four, "Dutch Boy" advertising. Nationally,
locally, and at the point of purchase, "Dutch Boy"
does a selling job for paint dealers that's
second to none.
Take Chapter Five, the new, full "Dutch Boy"
line itself. Inside... plenty of fast-moving,
high-volume sellers. Satisfactory profit margins on each!
Add all this up, and you see
why a "Dutch Boy" full line
dealership represents a once-
in-a-lifetime profit opportunity.
Capitalize on this opportunity
the next time your "Dutch
Boy" salesman calls.

Dutch Boy
*
PAINTS
ENAMELS
VARNISHES
We're 100% D.O.

No matter where you sit
—Here...



or Here...



...you'll find it pays to make full use of
NATIONAL service on LEAD EQUIPMENT

Whether you're in planning or production... take advantage of NATIONAL service whenever you need lead equipment for handling corrosive chemicals.

That means lead equipment in any form. Sheet or valves. Simple lead coils or custom-made processing vessels. Complicated acid-recovery equipment or a short run of pipe.

Take lead pipe as one example. If you want help in choosing or using lead pipe, call on NATIONAL. You'll get the benefit of our many years' experience in helping others select the correct piping for handling corrosive liquids.

NATIONAL supplies lead pipe and fittings in all types, sizes and weights. To meet various operating requirements, to handle various corrosive materials. NATIONAL offers lead-lined steel and cast iron pipe—as well as all-lead pipe.

NATIONAL LEAD is the leader in lead products. Its strategically-located plants and warehouses, its unexcelled sources of raw materials, its years of experience... all contribute to the kind of service you expect from the leader.

So for lead pipe—or any other lead product—remember the leader is NATIONAL.

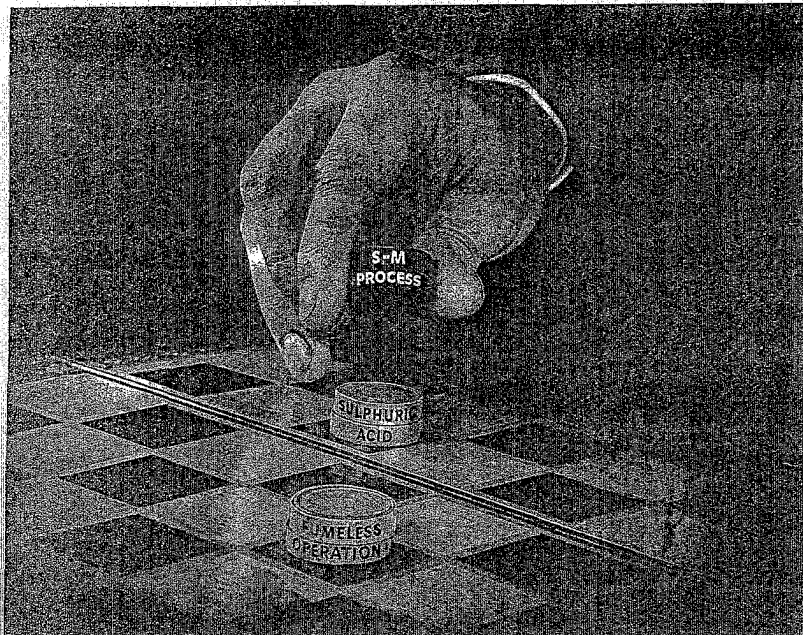


NATIONAL LEAD COMPANY

New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 8;
Cincinnati 3; Cleveland 18; 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 Company, Limited)

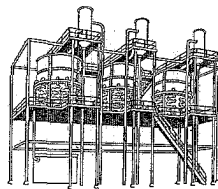
Illustrations prepared by MARSCHALK and PRATT Company, New York
Engineering, March, September—Petroleum Refiner, February, September, 1951★

0000-NLI-000016102



Take two

...when you move
for acid recovery



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



What to do with spent sulphuric acid is a problem that has long plagued the chemical processing industry. Some plants have found acid recovery profitable, moneywise. Others have found reclamation advisable, community-wise. All agree that some solution is essential.

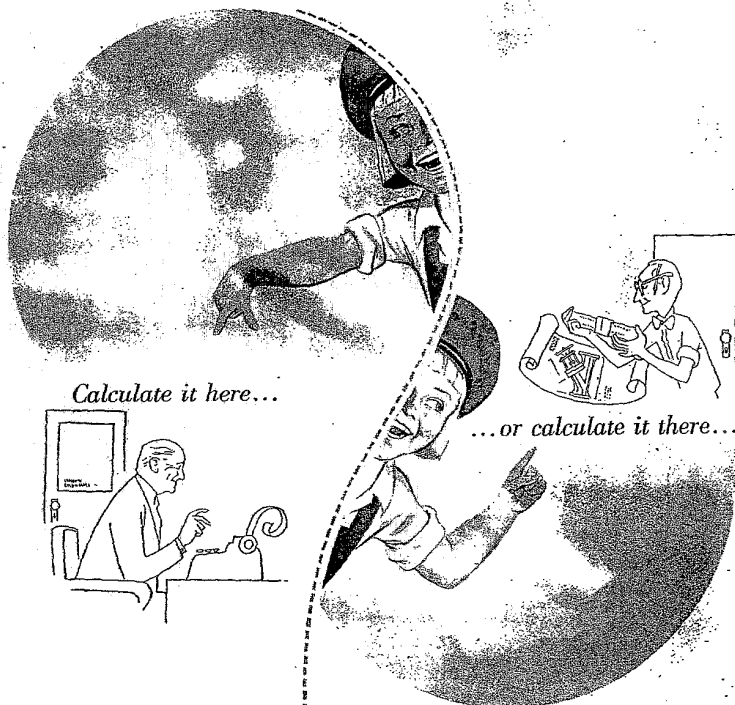
If you've decided to recover your spent acid, whatever the motivation, make the move to gain *two* desirable ends — one, acid efficiently concentrated for re-use; two, a recovery operation that is fumeless. A further consideration, obvious to large acid users, is the current need for conservation of sulphur.

The *Simonson-Mantius Vacuum Process* is the means to these ends. By recovering acid in closed vessels *under vacuum*, this process not only reduces acid losses but also eliminates obnoxious fumes.

Simonson-Mantius equipment, designed and installed by our Acid Recovery Department, operates with low cost and high efficiency in all fields using sulphuric acid for processing. If you are seeking a realistic solution to a spent acid problem, our specialists can be genuinely helpful.

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-9043—Chemical Engineering, March, 1951 ★

0000-NLI-000016103



...you'll find it pays to make full use of
NATIONAL service on LEAD EQUIPMENT

Are you primarily concerned with costs
 ...or with processing?

In either case, you can save time, worry
 and expense by using NATIONAL service
 on any and all chemical lead equipment:
 piping, tanks, fittings, valves.

Take lead valves, for example, either
 hard lead or lead-lined.

With NATIONAL service, you benefit from
 the engineering know-how of the leader
 in lead. You get valves and fittings
 designed to make the most of lead's
 inherent corrosion resistance. Sold as
 "United" valves and "United Tubond"
 flanged pipe and fittings.

With NATIONAL service, you benefit from the
 widest sort of application knowledge.

NATIONAL men work on acid handling problems
 in many plants all over the country.

With NATIONAL service, you benefit from the
 resources of an organization that's NATIONAL
 in scope as well as in name. NATIONAL's
 strategically located plants and warehouses,
 its unexcelled sources of raw materials, its years
 of experience ... all add up to the kind of
 service you expect from the leader.

For lead valves or any other lead product ...
 remember the leader is NATIONAL.

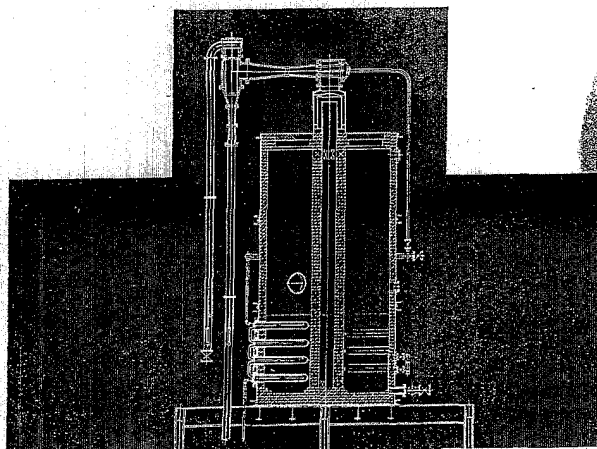


NATIONAL LEAD COMPANY

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

This advertisement prepared by MARSHALK and PRATT Company, New York
 KL-8985—Petroleum Refiner, April, October—Chemical Engineering, May, November, 1951 ★

0000-NLI-000016104



Here's the

Plus you get...

...when you recover acid
the Simonson-Mantius way

Maybe you're looking into acid recovery as a hedge against rising sulfur prices.

Maybe you're doing it to protect your own and the nation's sulfur supply lines. Or for local reasons.

Whatever your purpose, it will pay you to investigate the Simonson-Mantius Vacuum Process—now in successful use for more than a quarter of a century.

With Simonson-Mantius equipment, you get efficient, economical acid recovery. Acid losses, due to leaks or other factors, are kept to a minimum.

You also get the important S-M plus: fumeless operation. Fumeless because it's effected in closed vessels, under vacuum.

Today, Simonson-Mantius units are efficiently recovering hundreds of acid in chemical process plants all over the country. And, because of the S-M plus of fumeless operation, these units are also delivering a priceless by-product of goodwill.

Our long and wide experience in solving spent acid problems is yours to draw upon.

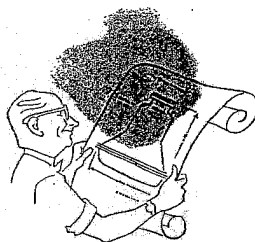


NATIONAL LEAD COMPANY
Acid Recovery Department

Reg. U. S. Pat. Off. 111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-9044—Chemical Engineering, April, 1951 ★

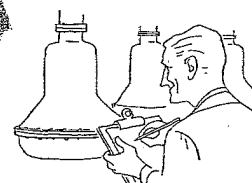
0000-NLI-000016105



Are you a plans man?



...or a process man?



Whichever you are, it pays to make full use of
NATIONAL service on LEAD EQUIPMENT

Whether you're in planning or production...you can save yourself time and expense by using NATIONAL service on lead equipment in any form: separators, agitators, all types of tanks and vessels.

By using NATIONAL service, you make sure of two important things...

You make sure your equipment is properly designed. NATIONAL's Engineering Department has specialized for many years in the development of acid-handling equipment for numerous branches of the chemical field.

You make sure your equipment is properly fabricated. NATIONAL's "Homogeneous" process of bonding lead to steel gives you positive

assurance that the lead lining won't creep, buckle, or lose its grip. As the leader in lead, NATIONAL knows the problems involved in building all types of processing equipment to specifications... and has the know-how needed to solve these problems.

When you need lead-lined or lead-covered equipment for handling corrosive chemicals... when you need any other lead product... be sure to take full advantage of NATIONAL service.



NATIONAL LEAD COMPANY

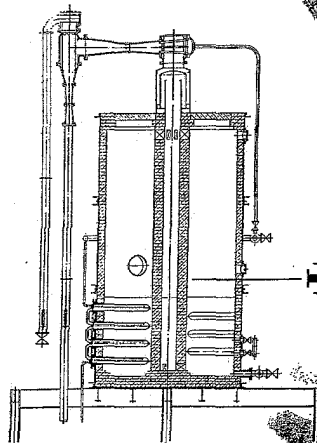
New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Morris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Limited)

This advertisement prepared by MARSCHALK and PRATT Company, New York
 KL-8985—Petroleum Refiner, June, December—Chemical Engineering, July 1951 ★

0000-NLI-000016106

You get a big **PLUS**...

...when you recover acid
the Simonson-Mantius way



Is it time to review your stand on acid recovery?
Time to take a fresh look at it in the light of
today's sulfur prices? The current sulfur shortage?
Increasing community pressures?

Many acid users feel it is. And if you feel so, too,
it will pay you to bring yourself up-to-date on the
advantages of the Simonson-Mantius Vacuum
Process.

You get efficient, economical recovery of your spent
acids. Your acid losses, due to distillation and en-
trainment, are reduced to a minimum.

✚ You also get this important plus: fumeless opera-
tion. Fumeless because it's effected in closed ves-
sels, under vacuum.

For over a quarter of a century, Simonson-Mantius
equipment has been operating with low cost and
high efficiency in plants using sulfuric acid for pro-
cessing. The experience gained by our Acid Recovery
Department during this time can be brought to
bear on your particular acid recovery problem.

Why not ask our engineers to discuss the matter
with you?

NATIONAL LEAD COMPANY
Acid Recovery Department



111 Broadway, New York 6, N. Y.

*Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-9045—Chemical Engineering, June, December, 1951★

0000-NLI-000016107

You get a big **PLUS** ...

...when you recover acid
the Simonson-Mantius way

Rising sulfur prices ... the widening gap between demand and supply ... the growing need for sulfur conservation measures ... increasing local pressures ... any or all of these considerations may be causing you to re-study the acid disposal problem in your plant.

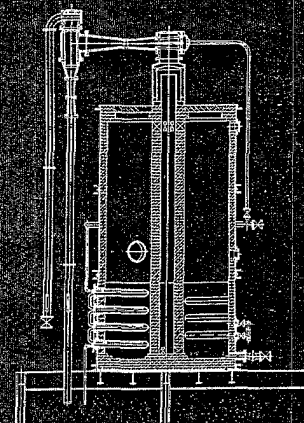
As you do this, consider what the Simonson-Mantius Vacuum Process offers you.

It offers you efficient, economical acid recovery. Your acid losses, due to entrainment and other causes, are cut to a minimum.

+ In addition, the Simonson-Mantius Process offers you this important plus: fumeless operation. Fumeless because it's effected under vacuum.

National Lead has been designing and building Simonson-Mantius acid recovery equipment for over a quarter of a century. The experience gained by our Acid Recovery Department in producing these units can be brought to bear on your particular recovery problem.

Our engineers will be glad to suggest a solution to you.



NATIONAL LEAD COMPANY
Acid Recovery Department

111 Broadway, New York 6, N. Y.

*Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-9409—Chemical Engineering, August, 1951 ★

0000-NLI-000016108



Start with the heart of your home, the kitchen. And using "Dutch Boy's" wonderful, new Sparkling White Enamel—an enamel that's porcelain-like in its gleaming finish, its easy cleanliness—make your whole kitchen as sparkling bright as your refrigerator. And as easy to keep spotless.

A Spring Painting Plan ... easy for Woman or Man

... using the wonderful
new "Dutch Boy"
Enamels



Bring spring into your living room. Do it the simple way... "Dutch Boy's" new matched color way; paint your walls with beautiful Wonsover flat... paint your woodwork the same rich color with "Dutch Boy's" new Satin Eggshell or Interior Gloss Enamel.

Easy does it when you decorate your rooms with "Dutch Boy" Paints and Enamels.

Like wonderful, one-coat Wonsover flat, these four, new "Dutch Boy" Enamels need no coddling. They're easy to apply. They cover beautifully. And they clean quick and slick.

See your "Dutch Boy" dealer for...

Soft and low now in baby's room and your own bedroom. "Dutch Boy's" new, soft-toned Satin Eggshell for your woodwork, Wonsover for your walls. In matching tints to simplify your color selection problems... your painting, too.



Leave no room for gloom any place in your home. Brighten things up inside, outside—furniture, cabinets, shelves, toys—with the gay, brilliant colors of "Dutch Boy's" new Quick-Drying Enamel. Wearable, washable, wonderful!

"Save the Surface and You Save All"

Dutch Boy PAINTS
ENAMELS
VARNISHES

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



0000-NLI-000016109



"Save the Surface
and You Save All"

Proud of Your Place?

...protect it with "Dutch Boy" Blended Paints

Why "Dutch Boy" Paints?

Because they give you your money's worth... and then some... in extra protection.

They're specially blended. Blended for the special use they're put to... the special wear and exposure conditions they meet.

This means longer life for your buildings, fewer and smaller repair bills for you. So...?

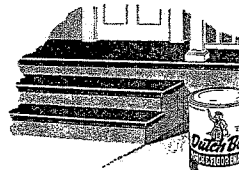
So see your "Dutch Boy" dealer today.



Investment-wise, you're smart when you put good paints "Dutch Boy" Blended Paints, on your buildings. You lengthen their life. You save money on repair bills.



Beauty-wise, you're "goin' to town" when you freshen up your home with "Dutch Boy" *Satd and Trim Colors*. They're bright, cheery, durable... women love 'em!



Protection-wise, you're "right as rain" when you settle on "Dutch Boy" *Porch and Floor Enamel*. It's tough stuff—resists weather and the wear of stuffing feet.

Dutch Boy

PAINTS
ENAMELS
VARNISHES

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U. S. Pat. Off.



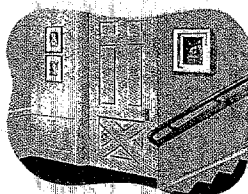
NATIONAL LEAD COMPANY

New York 5; 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.).



Here's an idea that will

Simplify your Decorating Problem...



New idea—instead of contrasting colors, use matching colors when decorating. Beautiful *Wonsover* flat on your walls. Resful, velvety *Satin Eggshell*... same rich color... on your woodwork. They're perfectly matched!

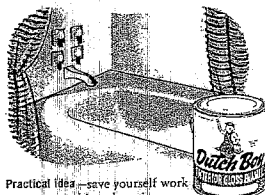


use "Dutch Boy"
matching colors
on walls and woodwork

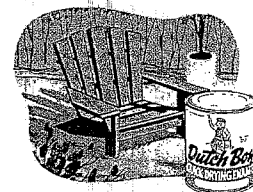
Your color selection problem is simpler. So's your painting... when you use the same beautiful color on both walls and woodwork.

Especially when you do the job with "Dutch Boy's" color-matched paints and enamels. Wonderful, one-coat *Wonsover* flat for walls. For woodwork, new soft-toned *Satin Eggshell*... or new lustrous *Interior Gloss Enamel*.

See your "Dutch Boy" dealer.



Practical idea—save yourself work now, and later by using "Dutch Boy's" new *Interior Gloss*, a brilliant full-gloss enamel, for truly washable walls and woodwork. "Save the Surface and You Save All!"



Bright idea—whenever you see a chair, table, or toy looking "down at the mouth," cheer it up with a quick coat of new "Dutch Boy" *Quick-Drying Enamel*.

Dutch Boy

PAINTS
ENAMELS
VARNISHES

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NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 23; Pittsburgh 12; St. Louis 17; San Francisco 10; Boston 6 (National Lead Co., of Mass.).

KD8870—Country Gentleman, June, 1951—

0000-NLI-000016111



A down-to-earth plan for keeping your place up...

... with "Dutch Boy" Blended Paints

You add years to the life of your buildings by using *good* paints... "Dutch Boy" Blended Paints.

You keep repair bills down, too.

That's because each and every "Dutch Boy" Paint is the right blend or combination of pigments and oils for the job you want to do... for the wear and exposure conditions it must meet.

Follow the three steps shown for a down-to-earth plan for keeping your place up. And see your "Dutch Boy" dealer for help on specific problems.



Step One—keep every building on your place painted with "Dutch Boy" Blended Paints. No rustier protection. And over the years, you save big money on repairs.



Step Two—check your shutters, doors, and window trim. And if they look the least bit shabby, freshen 'em up with bright, durable "Dutch Boy" Sash and Trim Colors.



Step Three—since floor and porch surfaces are constantly exposed to weather and the wear of scuffing shoes, give them the extra protection of "Dutch Boy" Porch and Floor Enamel.

"Save the Surface and You Save All"

Dutch Boy

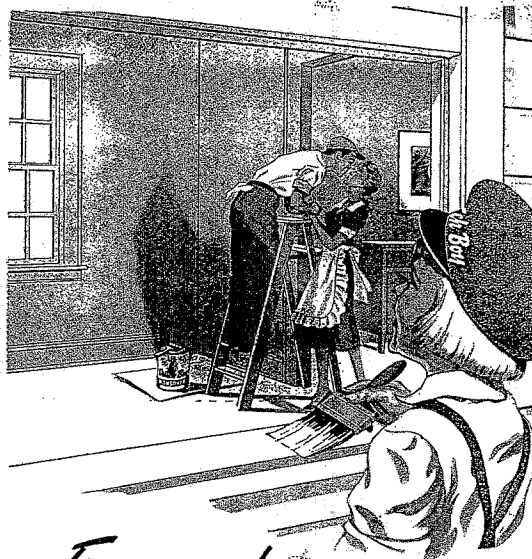
Reg. U. S. Pat. Off.

PAINTS
ENAMELS
VARNISHES



NATIONAL LEAD COMPANY:

New York 5; 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 Mats.).



*For a real
"love match" in color...*

decorate your walls
and woodwork
with "Dutch Boy"
matching finishes!

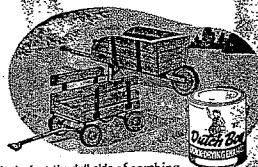
Seeing is believing.

And if you want to see your rooms
perk up, paint up with "Dutch Boy"
matching finishes.

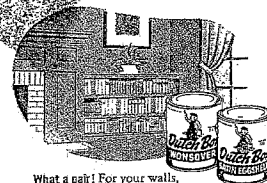
Matching? Yes... the same colors in flat,
eggshell and gloss. So now you can use the
identical color on both walls and
woodwork. It's the smart thing, too...
and simple to do.

And "Dutch Boy's" beautiful *Wonsover*
flat for walls... soft-toned
Satin Eggshell or brilliant *Interior Gloss*
for woodwork... make a real
"love match" in the color of your choice.

See your "Dutch Boy" dealer.



Why look at the dull side of anything
—furniture, cabinets, shelves, toys—
when it's so easy to brighten
things up with "Dutch Boy's" gay,
colorful *Quick-Drying Enamel*.



What a pair! For your walls,
wonderful, one-coat *Wonsover*
flat. For your woodwork, "Dutch
Boy's" new and perfectly color-
matched *Satin Eggshell*... a rich,
restful, velvety finish.



"Fraid of nothing! Soap 'n' water
hold no terror for walls and
woodwork finished with "Dutch
Boy's" new *Interior Gloss*. Brilliant
full-gloss enamel. Colors to match
Wonsover and *Satin Eggshell*.

"Save the Surface and You Save All!"

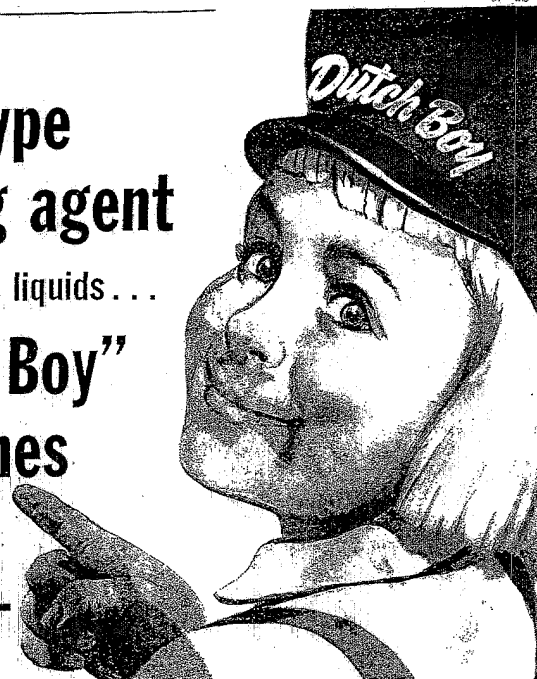
Dutch Boy PAINTS
ENAMELS
VARNISHES



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

0000-NLI-000016113

New type gelling agent for organic liquids . . . "Dutch Boy" Bentones



Whole new fields of product development in organic liquids open up with the new gelling compounds, "Dutch Boy" BENTONES.

BENTONES are organic derivatives of Bentonite clay. They increase viscosity and give body to a wide variety of organic liquids. Two types are now available: one to work with polar-non-polar systems, and one with straight non-polar compounds. Both types are supplied as dry, fine, cream-colored powder.

Now proving their value in widely different fields

PAINT MAKERS find BENTONES give viscosity control, better "brushing" properties, and improve pigment suspension;

PETROLEUM REFINERS are converting lube oils into greases, and improving high-temperature performance, with BENTONES;

ADHESIVE MANUFACTURERS use BENTONES to get better bond strength, less "running" with thin types, and higher moisture-resistance;

PRINTERS like the better working properties of BENTONE-formulated inks, especially for 4-color, high-speed printing.

The significance of BENTONES in industry is just beginning to unfold. Who knows what they might do in improving products or processes for you? Let our technical staff co-operate in exploring BENTONES' possibilities in your operations. A letter will start things moving . . . write us now.



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

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

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-9037—Industrial and Engineering Chemistry, February, June, 1951 ★

0000-NLI-000016114

NOW... a
**New Viscosity
Builder**

for organic liquids...

**"Dutch Boy"
Bentones**



Lube oils become greases... "thin" glues stiffen up... paints get better consistency, better pigment suspension — improvements like these occur when the "Dutch Boy" BENTONES, the new type gelling agent, control viscosity!

In fact, whole new areas of product and process improvement in organic liquids open up when the BENTONES are brought in.

BENTONES are organic compounds based on Bentonite clay. They are attracting wide attention as gelling agents for organic liquids — because they provide remarkable increase in viscosity with very slight increase in total solids.

BENTONES are supplied as fine, cream-colored powder that swells in organic media, producing thickened compositions. Two types are available: one for use with combined polar and non-polar solvent systems, and one for non-polar solvents only.

Already, BENTONES are making news in the fields of petroleum, paints, waxes, asphalt and coal tar products, colors and pigments, adhesives, and polyesters.

But their story is just beginning. Who knows how far the "Dutch Boy" BENTONES will go in industry — or what they might do for you? Our technical staff will be glad to cooperate in exploring BENTONES' possible value in your business. Just drop a letter. No obligation, of course.



Trademark Reg. U. S. Pat. Off.
NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-9038—Industrial and Engineering Chemistry, March, September, 1951 ★

0000-NLI-000016115

Get the body you want
in organic liquids...
with

"Dutch Boy" Bentones

Now you can step up viscosity of organic liquids — work in entirely new consistency ranges — through "Dutch Boy" BENTONES, the new gelling agents for organic fluids.

"Thiu" liquids take on slow flow properties, with only a slight increase in total solids. Thus, lube oils become grease... thin adhesives stop running... paints "thicken up" for better working and slower pigment separation.

BENTONES are organic Bentonite clay derivatives. Two types are available: one for combined polar and non-polar solvent systems, and one for non-polar solvents alone. BENTONES are supplied as fine cream-colored powders that swell in organic media to produce thickened compositions.

Manufacturers are fast learning the possibilities of the new "Dutch Boy" BENTONES in product and process improvement. Already, BENTONES are doing great things in the fields of: paint and paint removers, waxes, asphalt and coal tar products, adhesives, printing inks, petroleum, polyesters.

What can BENTONES do for you? Let our technical staff co-operate in investigating BENTONES' potentialities in your business. Just drop us a letter; no obligation, of course.



0000-NLI-000016116

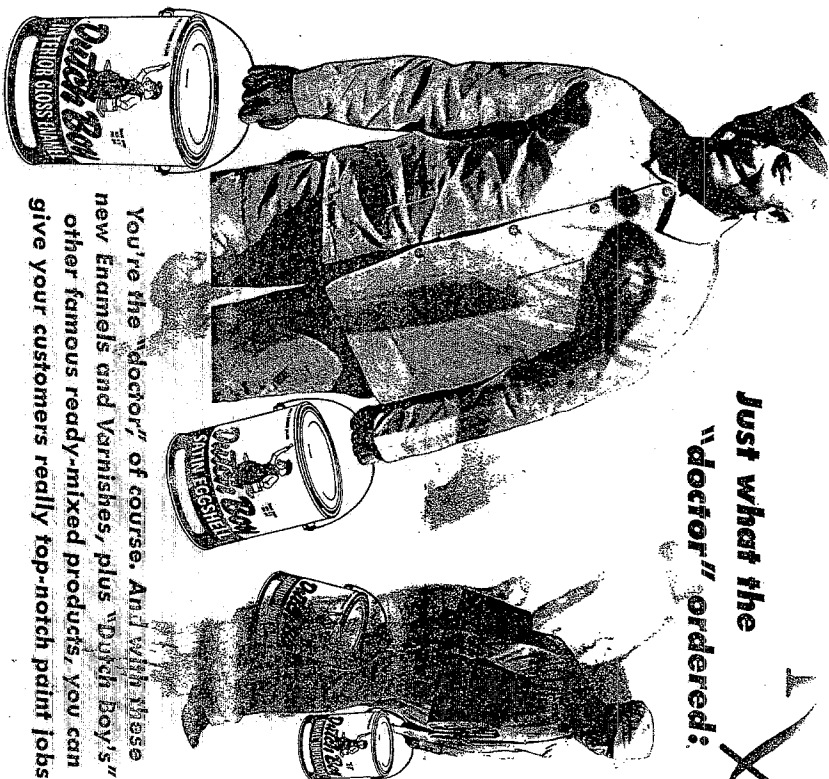


*Trademarks Reg. U. S. Pat. Off.

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

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-9039—Industrial and Engineering Chemistry, April, November, 1951 ★

Just what the
"doctor" ordered:



You're the "doctor" of course. And with these new Enamels and Varnishes, plus "Dutch Boy's" other famous ready-mixed products, you can give your customers really top-notch paint jobs!

Never yet has the "Dutch Boy" let painting contractors down...
He's given you "Dutch Boy" White Lead... a standby, the country over, with three generations of painter craftsmen.
He's given you "Dutch Boy" House Paints, Sash and Trim Colors, Porch and Floor Enamel, Wainscot Flat, other ready-mixed products. And you did yourself proud with each and every one.
Now he's giving you a new line of "Dutch Boy" Enamels and Varnishes. Top-quality products

all... as all "Dutch Boy" products have just got to be! **A word about these new "Dutch Boy" Enamels...**
In type... in properties... they're everything you need for top-notch enamel jobs.
For white, glossy architectural finishes, you have porcelain-like *Sparkling White Interior Enamel*. For dull steely and full gloss finishes—in the same attractive colors as *Wainscot Flat*—you have soft-looking, smart-looking *Satin Eggshell Interior Finish* and beautiful, durable *Interior Gloss*

This advertisement prepared by MARSCHEID and PRATT Company, New York
KD-9813—National Painters' Magazine, January
KD-9814—2 pp., (4 3/8 x 6 5/8 in.), American Builder and Decorator, January, 1931—*

4 new Dutch Boy Enamel Plus new Enamel Undercoat 4 new Dutch Boy Varnishes



Enamel. For fast-dry work both inside and outside, you have *Quick Drying Enamel*—a hard, brilliant, wear-resistant, high gloss finish. And for undercoating, you have high-hiding, oil-sending *Enamel Undercoat*.

In this four new "Dutch Boy" Varnishes...

...you've also got just what it takes to take varnishing jobs to the top level of your craftsmanship.

For outside surfaces, you've got tough, weather-resistant *Exterior Marine Spar*. As an all-purpose finish... var-satile, water-resistant *Interior-Exterior Spar*. For inside surfaces... mar-resistant *Floor and Trim Gloss Varnish*. And, to make yours a "Dutch Boy" premium job all the way, you've got *Satin Finish Varnish*; it gives you beautiful, hand-rubbed effects, without rubbing.

These new Enamels and Varnishes, like all other paint products carrying the famous "Dutch Boy" brand, are

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



"Dutch Boy's"

and White Label Products

Interior Gloss Enamel
Tinting Yellow House
Satin Eggshell Interior
Finish
Quick Drying Enamel
Sparkling White Interior
Enamel
Exterior Marine Spar
Brushable House Paint
Satin Finish Varnish
Floor and Floor Enamel
Porch and Floor Enamel
Porch and Floor Enamel
Porch and Floor Enamel

Black and Yellow Label Products

Paste White Lead
White Lead Paint
White Lead Primer
Tinting White Flat
Flat Wall Paint
Wall Primer-Sash
Colors-in-Oil
Metal Paint
Red Lead
Lined (Flatting)
Lead Mix
Tinted D

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

0000-NIL-000016117

It's smooth
and white...

it's hard
and bright...

...it's new Sparkling White Enamel

...an architectural enamel
of famous "Dutch Boy" quality

Attention, all craftsmen!

Here's a new architectural enamel that meets your most exacting standards. It's "Dutch Boy's" new Sparkling White Interior Enamel—the whitest, glossiest finish of its type that can be made.

Try it...

See how brilliantly white, how lastingly white, this remarkable new enamel is.

See the smooth, rich, porcelain-like finish you get.

See, too, how freely this high-hiding Sparkling White flows on without sagging or piling up at corners... how it fills brush marks and levels out.

Yes, just you try "Dutch Boy's" Sparkling White

Enamel. You'll way it looks. He that'll delight b your craftsman

Order from you of supply.

"Dutch Boy" En For the perfect top-notch ename new Enamel Un gives the proper coats. Requires

NATIONAL LEAD Buffalo 3; Chicago Dallas 2; Philadel San Francisco 10;

- "Dutch Boy's"**
Blue and White Label Products
- | | |
|------------------------|----------------------|
| Interior Gloss Enamel | Tinting White House |
| Satin Eggshell | Paint |
| Interior Finish | Primer Undercoater |
| Quick Drying Enamel | Wonsover Flat |
| Sparkling White | Wall Primer and |
| Interior Enamel | Sealer |
| Enamel Undercoat | Metal Primer |
| Bright White House | Exterior Marine |
| Paint | Spar Varnish |
| Tinted House Paint | Interior-Exterior |
| Sash and Trim Colors | Spar Varnish |
| Porch and Floor Enamel | Floor and Trim |
| | Gloss Varnish |
| | Satin Finish Varnish |
- Colors to match Wonsover Flat*

- Black and Yellow Label Products**
- | | |
|--------------------|-----------------|
| Pure White Lead | Metal Paints |
| White Lead Paint | Red Lead |
| White Lead Primer | Linseed Oil |
| Tinting White | Flattening Oil |
| * Flat | Lead Mixing Oil |
| Flat Wall Primer | Liquid Drier |
| Wall Primer-Sealer | Colors-in-Oil |



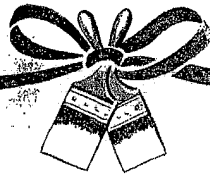
* Reg. U. S. Pat. Off.

Dutch Boy

PAINTS
ENAMELS
VARNISHES

811910000-TIN-00000

Here's a set of twins ...you'll want to adopt



How many of these famous "Dutch Boy" products do you now use? Check the list and see if you are missing any.

Blue and White Label Products

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

(Colors to match Wonsover Flat)

Black and Yellow Label Products

- | | |
|---|--|
| ☐ Paste White Lead | ☐ Red Lead |
| ☐ White Lead Paint | ☐ Linseed Oil |
| ☐ White Lead Primer | ☐ Flattening Oil |
| ☐ Wall Primer-Sealer | ☐ Lead Mixing Oil |
| ☐ Metal Paints | ☐ Liquid Drier |
| | ☐ Colors-in-Oil |



They're a perfect team—these twin "Dutch Boy" interior finishes. Try them, and get really top-notch high gloss and semi-gloss enamel jobs

You wanted twins...

You got 'em. "Dutch Boy's" new *Satin Eggshell* and "Dutch Boy's" new *Interior Gloss Enamel*. As lovely and sturdy a pair of interior finishes as you've ever set brush to!

Take new *Satin Eggshell*...

That's for you when you want a rich, restful, velvety enamel finish on walls and woodwork. It combines the durability and washability of an enamel with the pleasing qualities of a low luster finish.

Take new *Interior Gloss Enamel*...

You seldom see the like of this full-bodied, high gloss enamel for walls, woodwork, or any other interior surface where light reflection, extra washability, and beauty of finish are important.



Take 'em both, and you get the perfect team for topgrade interior enamel jobs...

You get smooth brushing, superior leveling. No sagging, running, or pulling away from the edges.

You get exceptional hide. One coat covers most painted surfaces.

You get slow enough "set" so you can work large surfaces easily.

And, for color range, you get white, off-white, and the same eleven beautiful tints you get in "Dutch Boy's" wonderful Wonsover flat; ivory, cream, buff, yellow, peach, rose, gray, light blue, dark blue, light green, dark green.

Order these new, twin interior finishes from your regular "Dutch Boy" source of supply.

*Rec. U. S. Pat. Off.

National Lead

New York 10; Atlanta 10; Cincinnati 10; Cleveland 10; Pittsburgh 10; St. Louis 10; Boston 10; National Lead

This advertisement prepared by MARSHALK and PRATT Company, New York

KD-8923—National Painter's Magazine, May, 1951
KD-8923A—(2 pgs., Blue and Black, 3 1/2 in. x 6 1/2 in.), American Painter and Decorator, May
KD-8923B—(1 pg., B&W, 3 1/2 in. x 8 in.), Paints and Decorator, May

6195 (0000) JIN-00000

**Particular
about Your
Varnishes?**

...here are

How many of these famous "Dutch Boy" products do you now use? Check the list. See if you are missing any.

Blue and White Label Products

- | | |
|--|---|
| ☐ Interior Gloss Enamel | ☐ Sash and Trim Colors |
| ☐ Satin Eggshell | ☐ Porch and Floor Enamel |
| ☐ Interior Finish | ☐ Quick Drying Enamel |
| ☐ Sparkling White Interior Enamel | ☐ Tinting White House Paint |
| ☐ Exterior Enamel | ☐ Metal Primer |
| ☐ Enamel Undercoat | ☐ Exterior Marine Spar Varnish |
| ☐ Varnisher Put | ☐ Interior Exterior Spar Varnish |
| ☐ Wall Primer and Finish | ☐ Floor and Trim Gloss Varnish |
| ☐ Bright White House Paint | ☐ Sash Finish Varnish |
| ☐ Tinted House Paint | |

**Colors to match if desired. Put*

Black and Yellow Label Products

- | | |
|---|--|
| ☐ Pure White Lead | ☐ Red Lead |
| ☐ White Lead Paint | ☐ Linseed Oil |
| ☐ White Lead Primer | ☐ Flatting Oil |
| ☐ Wall Primer-Sealer | ☐ Lead Mixing Oil |
| ☐ Metal Paints | ☐ Liquid Drier |
| | ☐ Colors-in-Oil |



For more information, write to: Dutch Boy Paint Company, National Paint Building, 433 Broadway, New York 10013. KD-92658—(1 per Black and Yellow 3/8 in. x 8 in.)

1. Exterior Marine Spar—

A clear, rich, and durable, of excellent durability for all types of exterior and marine exposures. Tough, Elastic. Withstands extremes of hot and cold weather, frost, and salt water.

2. Interior-Exterior Spar—

A job varnish for general use indoors and out. Fast-drying. Resistant to hot air, cold water, alcohol. Gives good durability on outside doors, porch ceiling and other exterior surfaces not subject to extreme exposure. Excellent for finishing cabinets, trim, and all interior surfaces. Cleans and polishes beautifully.

With varnish, you can get to be sure...

Sure of its quality, of its suitability to the job in hand.

And you can be sure with each and every one of these four "Dutch Boy" Varnishes.

For the "Dutch Boy" knows quality in varnishes just as he knows quality in house paints, wall paints, enamels and other painter products.

You can bank on that for the "Dutch Boy's"

4 "Dutch Boy" Varnishes...

that'll satisfy you in every particular

3. Interior Floor and Trim Gloss—

A fast-drying, long-wearing varnish designed for interior floors, woodwork, furniture and trim. Quick-drying. Maps resistant. Can be rubbed and polished.

4. Interior Satin Finish—

For general use on inside trim and woodwork. Produces a rich, dull, hand-rubbed effect without the labor of rubbing.



Dutch Boy

PAINTS
ENAMELS
VARNISHES

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



0000-NIT-000016121

This advertisement prepared by MASSCHALK and PRATT Company, New York
 KD-8924—National Painter Magazine, March, 1931
 KD-8924A—72 pages, Blue and Black, 3 1/2 x 5 1/2 in. a American Painter and Decorator, April
 KD-8924B—1 page, Blue and Black, 3 1/2 x 5 1/2 in. a American Painter and Decorator, April



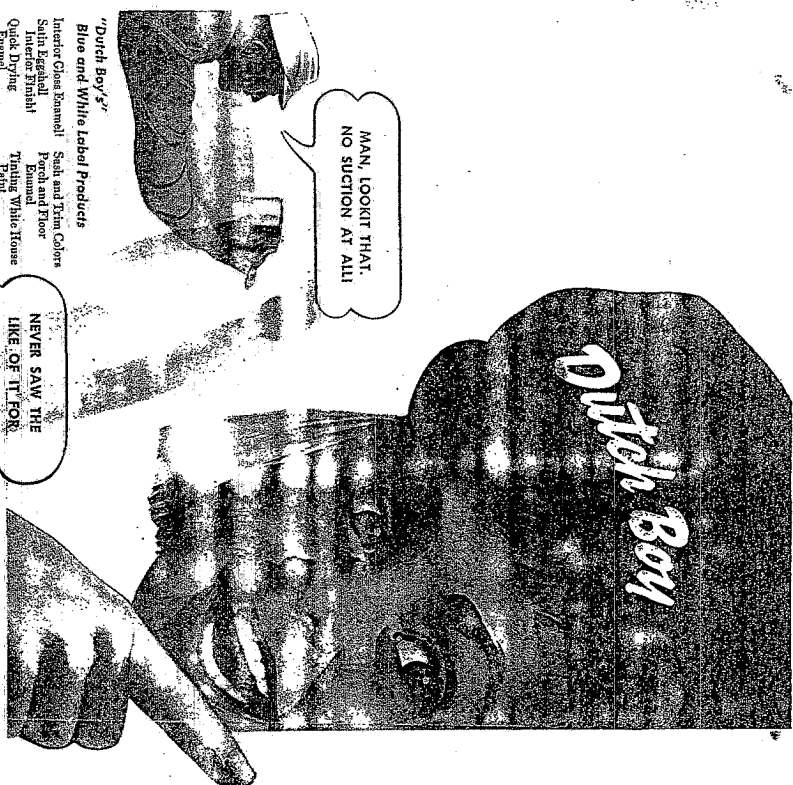
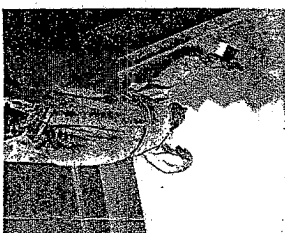
Dutch Boy
 PAINTS
 ENAMELS
 VARNISHES

Blue and White Label Products

Interior Glass Paint
 Sash and Trim Colors
 Sash and Trim Colors
 Quick Drying
 Interior Enamel
 Enamel Undercoat
 Wall Primer and
 Sealer
 Bright White House
 Paint
 Tinted House Paint
 Colors to match *Warranted* Flat

Dutch Boy
 PAINTS
 ENAMELS
 VARNISHES

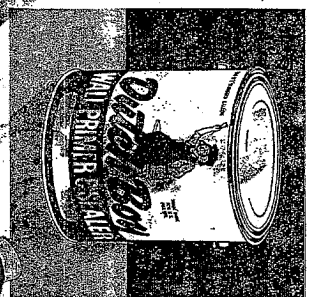
Red Lead
 Linseed Oil
 Flaming Oil
 Lead Mixing Oil
 Liquid Drier



Here's the WALL PRIMER that has 'em all talking



SEE HOW IT HOLDS OUT FINISH COATS, A SWEET PIECE OF GOODS, THIS "DUTCH BOY" WALL PRIMER AND SEALER!



YOU CAN'T BEAT IT FOR SEALING THE NEVER WALL MATERIALS!



IT'S A PERFECT PRIMER FOR DEEP TONE COLORS!

Leave it to you painters to know an outstanding piece of goods...
 And to talk it up. Like you're now talking up "Dutch Boy" Wall Primer and Sealer — as efficient a priming and sealing coat for interior wall surfaces as you've ever seen!
 What do painters like — what'll you like — about this high quality "Dutch Boy" Interior Primer? These five wonderful features...
 1. It stops suction... it means stops it. Even on the never wall materials.
 2. It bridges over firecracks.
 3. It levels out perfectly... just the right base for flat, semi-gloss, or gloss finishes.

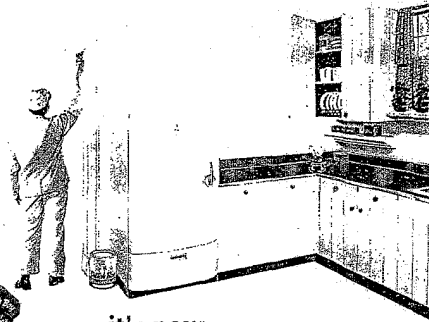
4. It gives you exceptional hiding.
 5. It holds out finish coats... is the perfect primer to use under deep tone wall colors.
 Remember, your priming coat can "make or break" your best wall finishing jobs. Switch to "Dutch Boy" Primer and Sealer. Order from your regular "Dutch Boy" source of supply.

NATIONAL LEAD COMPANY, New York 6;
 Atlantic Building 3; Chicago 8; Cincinnati 3;
 Cleveland 13; Dallas 2; Philadelphia 23;
 Pittsburgh 12; St. Louis 1; San Francisco 10;
 Boston 6 (Quincy Lead Co. of Mass.)



It's smooth
and white...

it's hard
and bright...



...it's new

Sparkling White Enamel

an architectural enamel
of famous "Dutch Boy" quality



"Dutch Boy's"

Blue and White Label Products

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

Colors to match Washover Flat

...Black and Yellow Label Products

Paste White Lead	Metal Paints
White Lead Paint	Red Lead
White Lead Primer	Linseed Oil
Tinting White Flat	Flattening Oil
Flat Wall Paint	Lead Mixing Oil
Wall Primer	Liquid Drier
Sealer	Colors-in-Oil

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

Attention, all craftsmen! Here's a new architectural enamel that meets your most exacting standards. It's "Dutch Boy's" new Sparkling White—whitest, glossiest finish of its type that can be made. Try it. See how brilliantly white, how lastingly white, this remarkable new enamel is.

See its smooth, rich, porcelain-like finish.

See how freely high-hiding Sparkling White flows on without sagging or piling up at corners... how nicely it brushes and levels out.

Try "Dutch Boy" Sparkling White. It'll delight both your craftsman's hand and your craftsman's eye. Order from your regular "Dutch Boy" source of supply.

"Dutch Boy" Enamel Undercoat

For the perfect foundation you need for top-notch enamel jobs, there's "Dutch Boy's" new Enamel Undercoat. It's high hiding and gives the proper "hold out" enamel coats. Requires only thin sanding. Easy working.

Dutch Boy * PAINTS
ENAMELS
VARNISHES

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

This advertisement prepared by MARSCHALK and PRATT Company, New York
KD-8923B—Painter and Decorator, February, 1951 ★

0000-NLI-000016122

...with
"Dutch Boy"
DS-207



You use only half of one per cent, or so —
But See What You Get with "Dutch
Boy" DS-207—a co-stabilizer that speeds
production, upgrades quality, and cuts costs.

DS-207 provides solid phase lubricity at all temperatures, and is highly dispersible. Thus, processing is smoother and faster, both in calendering and in molding.

DS-207, stable at temperatures nearing 600°F, imparts excellent heat- and light-stability as a co-stabilizer. Tack control is good. It also increases water- and solvent-resistance in finished products.

Let our technical staff show specifically what DS-207—and the other "Dutch Boy" chemicals—can do for you. Call on us.

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

NATIONAL LEAD COMPANY, 111 Broadway, N. Y.

This advertisement prepared by MARSHALL and PRATT Company, New York
 KD-8928—Plastics World, March—Rubber Age, February—India Rubber World, March—Modern Plastics, March 1951



You can
double the life
of most vinyl
compounds...

with
DYPHOS

"Dutch Boy" Stabilizers	
PRODUCT	USE
TRI-BASE (Tribasic Lead Sulphate)	Electrical and other compounds requiring high heat-stability
TRI-BASE E (Basic Lead Silicate Sulphate Complex)	Low volume cost insulation
DS-207 (Dibasic Lead Stearate)	Sheeting, extrusion and molded compounds, i.e., insulated wire and vinyl phonograph records
PLUMB-O-SIL A (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent and colored sheeting and upholstery stocks
PLUMB-O-SIL B (Co-precipitate of Lead Orthosilicate and Silica Gel)	Translucent film and sheeting, beffing
PLUMB-O-SIL C (Co-precipitate of Lead Orthosilicate and Silica Gel)	High grade insulated wire and sheeting
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light
DYPHOS (Di-basic Lead Phosphate)	Excellent for heat and light in all opaque stocks including Plastisols and Organosols
NORMASAL (Normal Lead Salicylate)	Vinyl flooring and other compounds requiring good light-stability



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

Greatly increased service life for your opaque vinyl products—unequalled light- and heat-stability—excellent color retention—lasting flexibility... these are advantages of stabilizing with "Dutch Boy" DYPHOS.

"Dutch Boy" DYPHOS is effective in upgrading quality because it has all four properties of the ideal stabilizer:

(1) Acid acceptor; (2) Reactive molecule; (3) Anti-oxidant; (4) Ultra-violet light screening agents.

This is shown by accelerated tests in the laboratory and by actual outdoor exposure tests.

Most vinyl formulations with DYPHOS show a *useful life at least twice* that of similar compounds using other stabilizers.

DYPHOS is recommended for high-quality vinyl compounds, including plastisols; also for systems using chloroparaffins as secondary plasticizers.

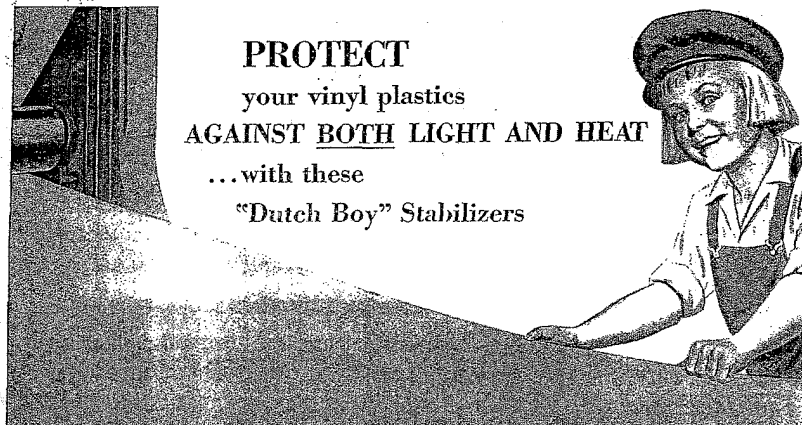
For complete factual data on DYPHOS and other "Dutch Boy" chemicals... for technical assistance in evaluating their use in your operations... write us.

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

This advertisement prepared by MARSCHALK and PRATT Company, New York
KD-8929—Plastic World, May—Rubber Age, April—India Rubber World, May—Modern Plastics, April, 1951 ★

0000-NLI-000016124

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



1. "DUTCH BOY" DYPHOS

Dibasic Lead Phosphite. The outstanding heat and light stabilizer for vinyl chloride polymers and copolymers. Dypfos is unequalled in providing protection against the deleterious effects of both heat and light. Gives a useful life at least twice that of similar compounds using other stabilizers.

The remarkable effectiveness of Dypfos makes it possible to utilize chloroparaffins as low cost flame-resistant secondary plasticizers in quality products. Dypfos is also highly effective in plastisols and organosols.

2. "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 lubricity in processing.

3. "DUTCH BOY" DYTHAL
Dibasic Lead Phthalate. An excellent absorber of ultra-violet light. Dythal promotes light fastness in organic films. This advantage, combined with rugged heat stability derived from the basic character of this compound, makes Dythal the general purpose stabilizer.

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

Accelerated tests in the laboratory, plus actual use tests, show that Dypfos, Dythal, and Tribase — DS-207 increase, tremendously, the useful life of plastic compounds.

For example, a compound containing Dypfos 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.



Reg. U. S. Pat. Off.
NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-78855 - India Rubber World, September - Plastics World, September, 1951

0000-NLI-000016125



You can
double the life
of your vinyl
compounds...

with
DYPHOS

"Dutch Boy" Stabilizers

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

Dutch Boy
CHEMICALS

*Reg. U. S. Pat. Off.

Greatly increased service life for your opaque vinyl products—unequalled light- and heat-stability—excellent color retention—lasting flexibility... these are advantages of stabilizing with "Dutch Boy" DYPHOS.

"Dutch Boy" DYPHOS is effective in upgrading quality because it has all four properties of the ideal stabilizer:

(1) Acid acceptor; (2) Reactive molecule; (3) Anti-oxidant; (4) Ultra-violet light screening agent.

This is shown by accelerated tests in the laboratory and by actual exposure tests.

Most vinyl formulations with DYPHOS show a useful life at least twice that of similar compounds using other stabilizers.

DYPHOS is recommended for high-quality vinyl compounds, including plastisols; also for systems using chloroparafrins as secondary plasticizers.

For complete factual data on DYPHOS and other "Dutch Boy" chemicals... for technical assistance in evaluating their use in your operations... write us.

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

This advertisement prepared by MARSCHALK and PRATT, Chemical Engineers, New York
KD-8929S—Rubber Age-Modern Plastics, October, 1951

0000-NLI-000016126

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 90% 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.

"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[®]
CHEMICALS

*Reg. U. S. Pat. Off.

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

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

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-7884S—Rubber Age, September, 1951 - 21

0000-NLI-000016127

Get good metal
in the middle...
Blatchford



Make sure your printing gives good impressions by making sure it gets them... from the metal that puts the ink on the paper.

Blatchford Metal is made to produce good impressions... on the finest of "coated" or the coarsest of "news." It melts smoothly, flows freely, "gets" every bit of detail in the mat or matrix. Type, slugs and plates of Blatchford are true to the mold.

There's a Blatchford Metal available for every composing and casting machine, and for electrotype backing. Every pound of Blatchford is clean, correctly proportioned, uniformly alloyed... qualities you'd expect in a product of the leader in lead and lead alloys.

Remember, metal is the "middleman" in your letterpress printing process. Be sure of its fine performance. Buy Blatchford.

Cut dress lines, get cleaner re-melts
Use Blatchford Type Metal Flux

NATIONAL LEAD COMPANY—Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis, New York. E. W. Blatchford Co., New England. National Lead Co. of Mass., Boston; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles.

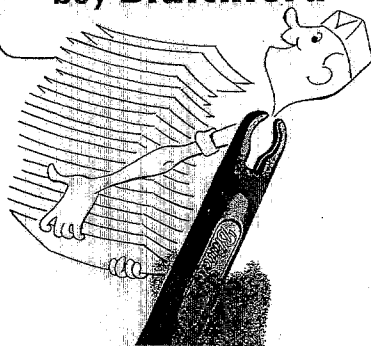


Blatchford
is the NATIONAL name
for dependable metal...
and the original name
for "Honeycomb" base.

This advertisement prepared by
MARSCHALK and PRATT Company, New York
KL-9158—Printing Equipment Engineer, February, May, August,
November—Inland Printer, February, August—American
Printer, February, August—Editor & Publisher, March 10,
September 29—Printing, March, September—Trade
Compositor, February, May, August, November, 1951
KL9158A (2 1/2 page, 4 1/2 x 10 int.)—
American Pressman, March, September
KL-9158B (1 page, 4 x 5 3/4 int.)—
Graphic Arts Monthly, February, August ★

0000-NLI-000016128

Get a good run for
your metal money...
buy **Blatchford**



When you put your composition into metal, be sure you get a good run for your money — in quality and quantity.

Buy Blatchford Metal — made to mold good impressions, whether you print on coated or uncoated paper, coated or run newsprint.

Blatchford Metal contains the alloy which good type, slugs and plates are made of — lead, tin and antimony — allowed to mature a century's worth of metal-handling know-how.

In the composing machine or the plate-caster, Blatchford melts smoothly, flows freely, molds true to the mat or matrix.

On the press, Blatchford has the guts to stand the grind of long runs, to turn out page after page, sheet after sheet, of clean, crisp printing.

Blatchford Metal is made in compositions to precisely fit all casting machines — single type, slug or plate.

Buy Blatchford — it gives you *good* runs for your money.

NATIONAL LEAD COMPANY — Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis; New York: E. W. Blatchford Co.; New England: National Lead Co. of Mass., Boston; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles.



Blatchford
is the NATIONAL name
for dependable metal...
and for "Honeycomb" base.

This advertisement prepared by
MARSHALK and PRATT Company, New York

KL-8982—*Printing Equipment Engineer*, March, June, September,
December—*Inland Printer*, April, October—*American
Printer*, April, October—*Editor & Publisher*, May,
November—*Printing*, May, November—*Trade*,
Composer, March, June, September, December, 1951 *

KL-8982A—(½ page, 4½ x 10 ins.)—
American Press, May, November

KL-8982B—(1 page, 4 x 5½ ins.)—
Graphic Arts Monthly, April, October

0000-NLI-000016129

Let **Blatchford**
put the ink
on paper



Turn out a maximum of clean, crisp impressions with a minimum of make-ready. Put Blatchford in the middle in your ink-to-metal-to-paper letterpress printing cycle.

No doubt about it — metal makes a difference, whether you're running plain newsprint or fancy coated. Because it's the metal surface that is mirrored in ink on the paper.

Blatchford Metal catches every detail of the mat or matrix, from the dots in the halftones, to the serifs on the type, to the solids in the line plates. Blatchford melts smoothly, flows freely, sets solidly. Every pound of Blatchford Metal comes to your shop clean, correctly proportioned and uniformly alloyed.

Feed Blatchford through your machines and run it on your presses. As a "printer" it will deliver top-notch performance.

*Cut dress losses, get cleaner re-melts
Use Blatchford Type Metal Flux*

NATIONAL LEAD COMPANY—Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis; New York: E. W. Blatchford Co.; New England: National Lead Co. of Mass., Boston; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles.



Blatchford

is the NATIONAL name
for dependable metal...
and for "Honeycomb" base.

This advertisement prepared by
MARSHALK and PRATT Company, New York
KL-9042—Printing Equipment Engineer, April, July, October—
Inland Printer, June, December—American Printer,
June, December—Editor & Publisher, July—Printing, July
Trade Composer, April, July, October, 1951 *
KL-9042A—(2½ page, 4¾ x 10 in.)—American Press, July
KL-9042B—(1 page, 4 x 5¾ in.)—
Graphic Arts Monthly, June, December

0000-NLI-000016130

PROOF OF ADVERTISEMENT SCHEDULED FOR RUBBER RED BOOK - 1951 Issue

Please make any change desired or OK as submitted and return one proof immediately to: RUBBER RED BOOK, 250 West 57th St., New York 19, N.Y.

Dutch Boy
PENTONES (organic) of Montmorillonite

mixtures of polar and non-polar organic liquids

non-polar organic liquids

Dutch Boy VINYL STABILIZERS

DYPHOS (Diphenyl Phosphite)
Most effective stabilizer for polyethylene, propylene, butadiene, acrylonitrile, etc.

DITHIAL (Dimethyl Thiocarbonyl Sulfide)
Standard purpose stabilizer for polyethylene, propylene, vinyl acetate, etc.

PLUMB-O-SILS (Lead Octyl Stearate)
Excellent stabilizer for polyethylene, propylene, etc.

DS-207 (Dibutyl Lead Stearate)
Excellent purpose stabilizer for polyethylene, propylene, butadiene, and rigid vinyls.

TRIBASE-E (Basic Lead Stearate)
High quality, economical stabilizer for vinyl electrical compounds.

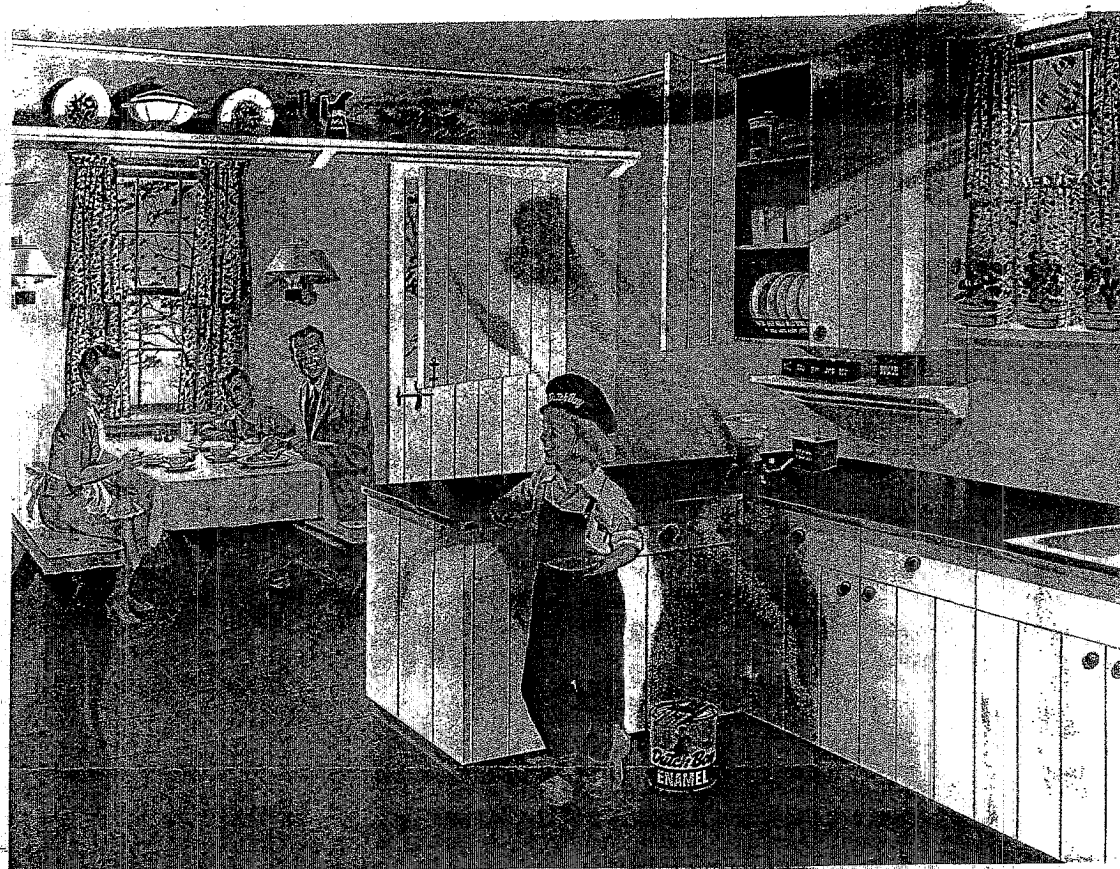
TRIBASE (Basic Lead Stearate)
Most attractive lead stabilizer for pigmented vinyl products.

BARINAC (Barium Ricinolate)
Non-lead stabilizer for clear or pigmented goods.

Dutch Boy
CHEMICALS

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

Monomethyl (or Diethyl) Salicylate
Eight stabilizers for vinyl



The Kitchen is Bewitchin'

... when transformed with the magic of the new "Dutch Boy" Enamels

Now there's magic in the air—magic that'll make your kitchen bewitchin'.

It's that famous, old "Dutch Boy" magic—brought into your kitchen as the "Dutch Boy" now gives you, for the first time, his four enamels. Four new ones that are brilliant performers any place in your home!

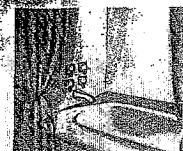
There's "Dutch Boy's" new Interior Gloss Enamel—your high gloss favoring, for sure. And new Sparkling White—a real soft-toned "smoochie." Both in the same rich colors as "Dutch Boy's" wonderful Wonsover flat paint, so you can match up walls and woodwork!

There's "Dutch Boy's" new Quick-Drying Enamel—you'll love its bright colors outside and inside. And new Sparkling White—porcelain-like in its gleaming finish... its easy cleanability.

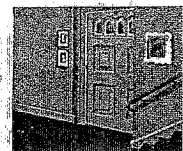
Ask your "Dutch Boy" dealer for these exciting new enamels and all the other "Dutch Boy" home beautifiers. His name's listed under "Paint" in your local classified telephone directory. And mail the coupon today for a new, full-color booklet full of bright, interesting home-decorating ideas.



Brighten things up inside, outside—furniture, cabinets, shelves, toys—with the gay, brilliant colors of new "Dutch Boy" Quick-Drying Enamel. Wearable, washable, wonderful—just what you need to add color, sparkle to your home life.



A dream gleam—for white surfaces that you want to look beauty bright and clean as your refrigerator, use new, porcelain-like "Dutch Boy" Sparkling White.



Two new wonder-workers! New "Dutch Boy" Interior Gloss Enamel when you want bright, glossy finishes. New Satin Eggshell when you want rich, soft-toned walls and woodwork. Both in the same rich colors as "Dutch Boy" Wonsover flat paint.

"Save the Surface and You Save All"

Now, free booklet for home-lovers looking for fresh, exciting decorating ideas... practical tips on painting. MAIL THIS COUPON!

NATIONAL LEAD COMPANY, Dept. 93,
(Address nearest office) New York 6; Atlanta;
Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13;
Dallas 2; Philadelphia 23; Pittsburgh 12; St. Louis 1; San Francisco 10;
Boston 6 (National Lead Co. of Mass.).

Please send me a free copy of your new, full-color booklet, "Dutch Boy's Fashion Treats for Homes."

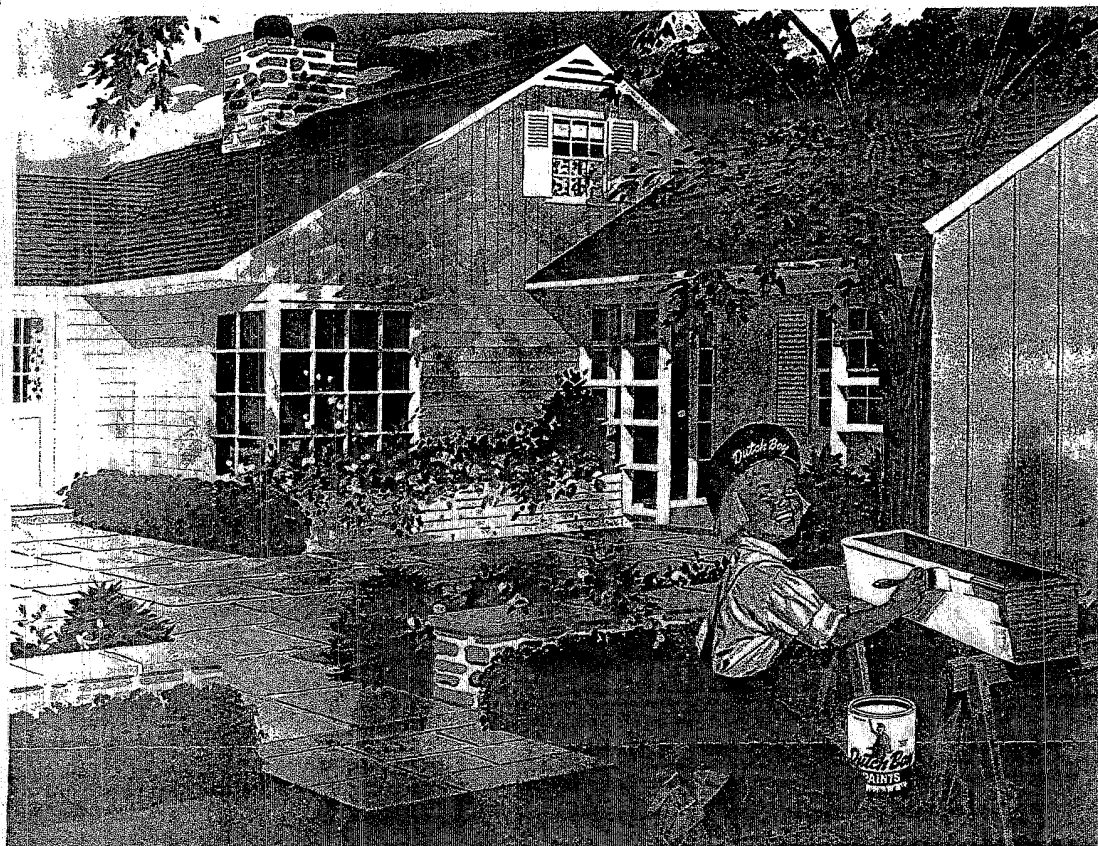
Name _____
Address _____
City _____ Zone _____ State _____

Dutch Boy PAINTS
ENAMELS, VARNISHES

Reg. U. S. Pat. Off.

©KD 8534, Saturday Evening Post, March 2, 1951; Better Homes and Gardens, April, 1951; American Home, May, 1951

0000-NLI-000016132



Does your Home look as if you're Proud of it?

... it will look its beautiful best
if you use "Dutch Boy" Blended Paints

If you have a home-maker's pride in "the little world apart"
you've created for your loved ones...

And if you want to be sure your home shows how proud
you feel, use truly fine paints... "Dutch Boy" Blended Paints.

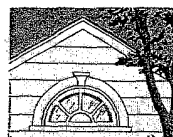
You'll find they make your home look its best. You'll
find they protect it, too, over the years. For theirs is beauty
born of careful "Dutch Boy" blending—blending that makes
certain each "Dutch Boy" Paint is just right for the use it's
put to, for the wear and exposure conditions it must meet.

Painted the "Dutch Boy" way, your home will look as if you're
head over heels in love with it. So see your "Dutch Boy"
dealer—his name's listed under "Painter" in your classified
telephone directory. Or talk to your painter. And write for
"Dutch Boy's Fashion Tints for Homes." It's new... full of
fresh and exciting home-decorating ideas... loaded with
practical tips on painting... **FREE!**

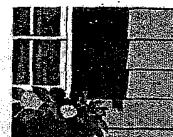


Dutch Boy PAINTS
ENAMELS, VARNISHES

*Reg. U. S. Pat. Off.



If you go for glow, if you want
yours to be the whitest house
in town now and for years to
come, use "Dutch Boy" Bright
White.



Off with the sad look, on with
the glad look when you use the
"Dutch Boy's" bright, cheery
Sash and Trim Colors to freshen
up your home.



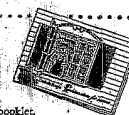
Let them romp, let them play,
even on a rainy day—rich, bril-
liant "Dutch Boy" Porch and
Floor Enamel stands up to
weather and wear.

"Save the Surface and You Save All!"

For ideas that will help you make
your home look its beautiful best,
MAIL THIS COUPON.

NATIONAL LEAD COMPANY, Dept. 92,
(Address nearest office) New York 6; Albany;
Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13;
Dallas 2; Philadelphia 23; Pittsburgh 12;
St. Louis 1; San Francisco 10; Boston 6 (National
Lead Co. of Mass.).

Please send me a free copy of your new, full-color booklet,
"Dutch Boy's Fashion Tints for Homes."

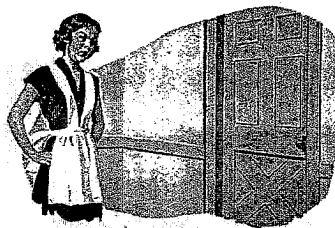


Zone _____ State _____

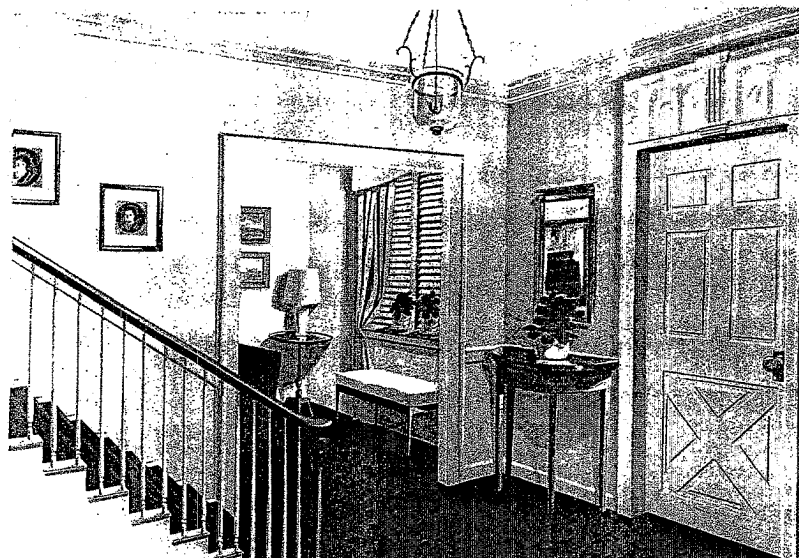
RD 3333 American Home, April, 1951, Saturday Evening Post, April 21, 1951
Better Homes and Gardens, April, 1951

0000-NLI-000016133

The Lady in Red
was Blue...so Blue!



Until the "Dutch Boy" came along,
The lady in red was blue.
"My walls and woodwork just don't match,
'n' I'd dearly love them to!"



"Save the Surface and You Save All"



"But now for her walls she uses
My one-coat Wonsover flat.
For woodwork, my new Satin Eggshell—
Notbin' nicer than that!"



"And, oh, how lovely my walls look,
My ceilings and woodwork, too.
With 'Dutch Boy,' natch, my colors match.
Try 'Dutch Boy' yourself. Please do!"

For Close Harmony in Your Home—

use "Dutch Boy" matching colors
on walls and woodwork

It's simple for you...

Simply wonderful for your rooms... a beautifully
smart "Dutch Boy" matched color home-decorating job.

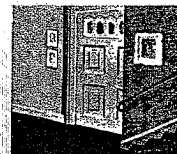
You just "once-over" your walls with wonderful,
one-coat Wonsover. Pickin' the color you love!

Then, to simplify your color selection and application
problems, use enamel of the same color on your wood-
work: "Dutch Boy's" new, soft-toned Satin Eggshell,
or new, lustrous Interior Gloss Enamel.

For close harmony in your home, see your "Dutch Boy"
dealer. Listed under "Paint" in your classified
telephone directory. Mail coupon for free, new booklet.



You'll be singing in the rain
when you use new "Dutch
Boy" Quick-Drying Enamel.
Its sparkle lasts.



You'll be singing "Dutch
Boy's" praises once you try
new Satin Eggshell and new
Interior Gloss Enamel.



You'll be singing in your bath
when you see new "Dutch
Boy" Sparkling White's por-
celain-like gleam.



New, Free... just mail this coupon.

NATIONAL LEAD COMPANY, Dept. 99,
(Address nearest office) New York 6; Atlanta;
Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13;
Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 11;
San Francisco 16; Boston 6 (National Lead Co. of Mass.).

Please send me a free copy of "Dutch Boy's Fashion Tips for
Homes," the new color booklet giving lots of wonderful ideas about
decorating rooms smartly, colorfully, simply.

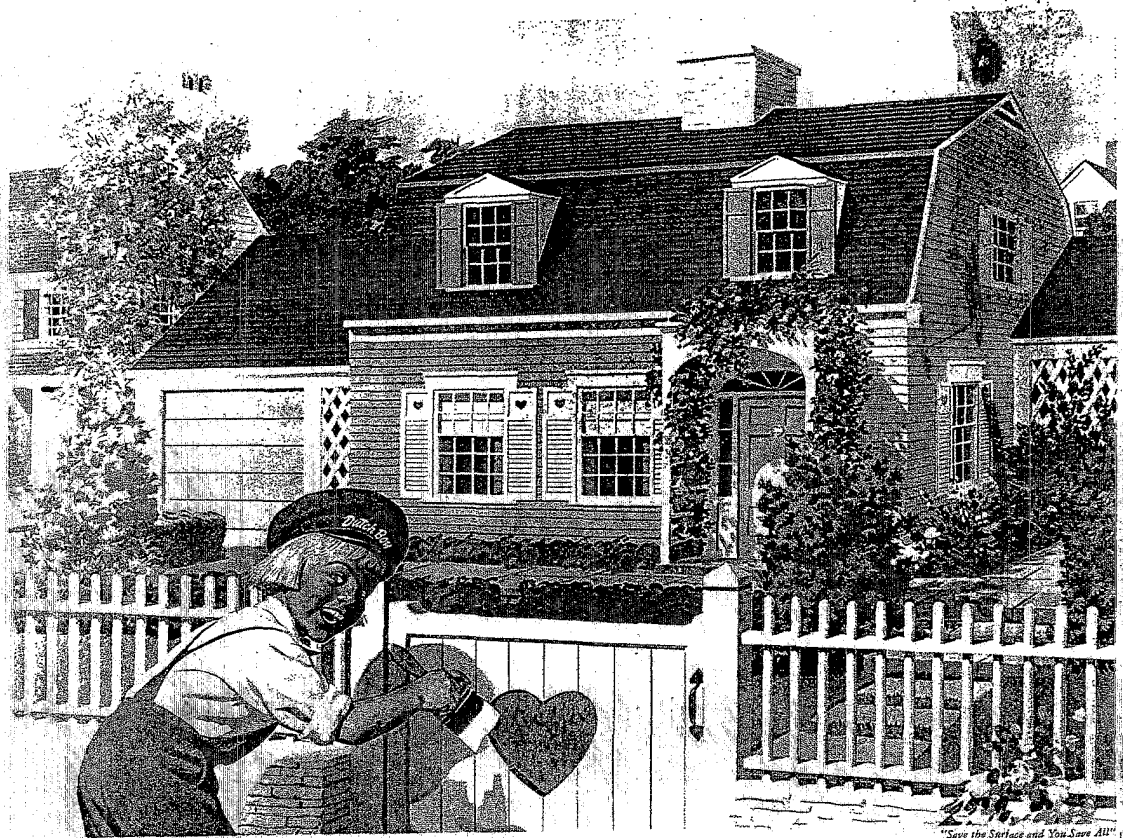
Name.....
Address.....
City..... Zone..... State.....

**Dutch Boy PAINTS,
ENAMELS, VARNISHES**

Reg. U. S. Pat. Off.

To appear in: Saturday Evening Post, May 12—Better Homes and Gardens, June—American Home, September 1951—★

0000-NLI-000016134



*If your Heart
is in your Home—*

... you'll want the beauty
of "Dutch Boy" Blended Paints

The more you love your home...

The more heart you put into keeping it up...

... the more you'll like "Dutch Boy" Paints!

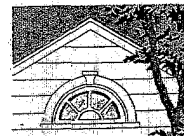
They give your home new charm, new sparkle,
exciting new beauty. They protect it lastingly, too.

Lastingly because "Dutch Boy" Paints are specially
blended. This makes certain each paint is *right* for the
use it's put to, the wear and exposure it must stand.

If your heart is in your home, you'll be more than
happy with "Dutch Boy" Blended Paints. See your
"Dutch Boy" dealer—listed under "Paint" in your classified
phone book. Or see your painter. Write for *Dutch Boy's
Fashion Tints for Homes*.



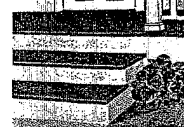
**Dutch Boy PAINTS,
ENAMELS, VARNISHES**
Reg. U. S. Pat. Off.



So white, so bright is "Dutch Boy's" famous *Bright White* House Paint that many master painters use nothing else. Try it yourself.



The way to say your hearts are gay—brighten up your home with the "Dutch Boy's" sparkling *Sail and Sky* Colors.



It's tough enough to be wear and weather, of the toughest sort... "Dutch Boy's" *Porch and Floor Enamel*. Rich and brilliant, too.

Mail this coupon today.

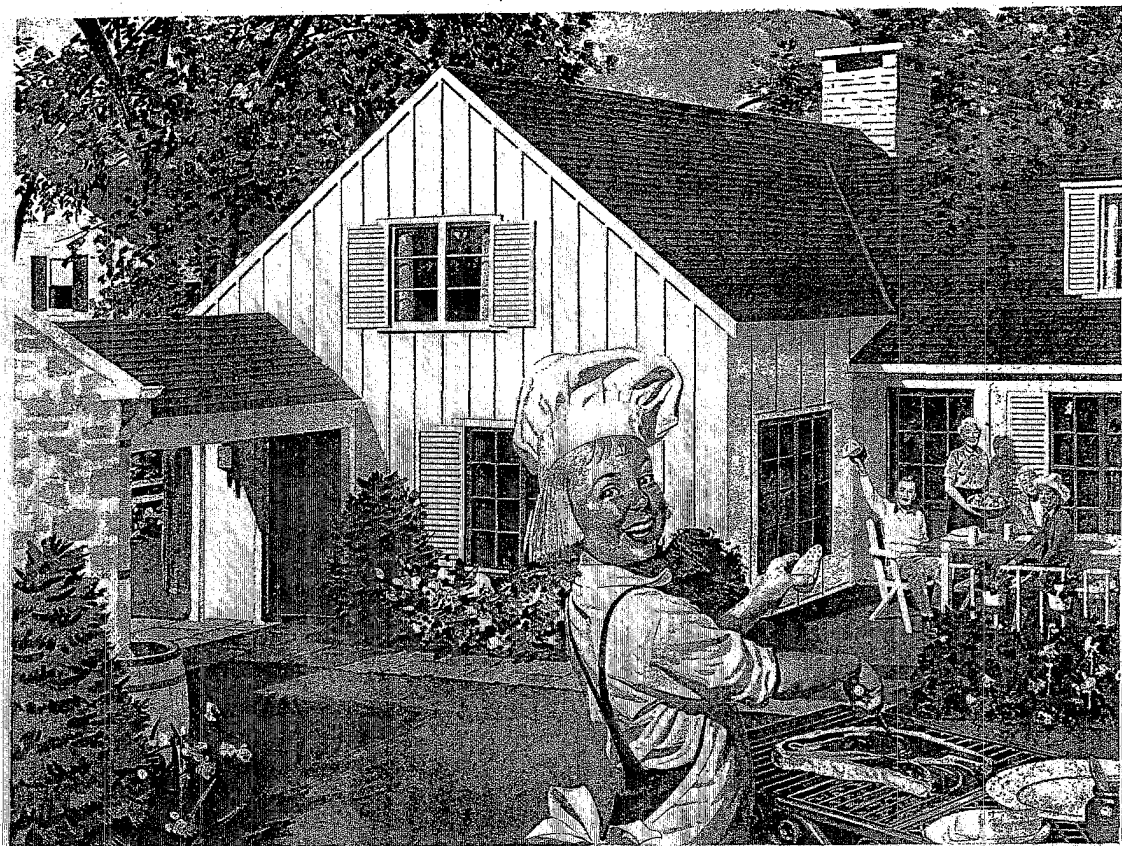
NATIONAL LEAD COMPANY
Dept. 100 (Address nearest office), New York 6;
Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13;
Dallas 2; Philadelphia 7; Pittsburgh 12; St. Louis 1;
San Francisco 10; Boston 6 (National Lead Co. of Mass.)

I understand your new booklet, *Dutch Boy's Fashion Tints for Homes*, is a treasure house of smart, modern home-decorating ideas. Please send me a copy—free.

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

To appear in: *Saturday Evening Post*, June 2—*Better Homes and Gardens*, September—*American Home*, June, 1951—★

0000-NLI-000016135



"Save the Surface and You Save All"

For the Home-owner hungry for beauty—

...there's hearty satisfaction in using
"Dutch Boy" Blended Paints

Here's beauty for you . . .

...gay, colorful, garden fresh beauty that's yours
for the asking. Yours when you ask for "Dutch Boy"
Blended Paints.

It's *lasting* beauty, of course . . .

For, as any paint dealer or painter can tell you,
the famous "Dutch Boy" is a master paint mixer.
Each and every "Dutch Boy" Blended Paint is the right
combination or blend of pigments and oils for the job
you want it to do, the wear and exposure conditions
it must meet.

If you're hungry for beauty in your home—inside or
outside—ask your "Dutch Boy" dealer for the Blended
Paints so many home-lovers use. His name is listed
under "Paints" in your classified telephone directory.
Or ask your painter. Mail coupon for new, free,
full-color booklet.



**Dutch Boy® PAINTS,
ENAMELS, VARNISHES**

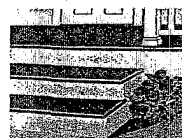
©1951 U. S. Pat. Off.



Feast your eyes on the whitest
house in town—*yours* when it's
painted with the "Dutch Boy's"
famous *Bright White House*
Paint.



Hosts of people like yourself
use "Dutch Boy" *Sub and Trim*
Colors to add color 'n' 'spice
'n' everything nice to shutters,
doors, and window trim.



New, Free . . . Mail this Coupon.

Time-tested recipe for making
surfaces like these extra resis-
tant to weather and the wear of
stuffing shoes: "Dutch Boy"
Porch and Floor Enamel. Try it.



NATIONAL LEAD COMPANY
Dept. 103, (Address nearest office) New York 6;
Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland
13; Dallas 2; Philadelphia 23; Pittsburgh 12; St. Louis 1;
San Francisco 10; Boston 6 (National Lead Co. of Mass.).

I'm looking for ideas—smart, modern, easy-to-apply ideas for decorating
my home. Please send me a copy of your new, full-color booklet, *Dutch Boy's*
Fashion King for Home, FREE.

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

To appear in: *Saturday Evening Post*, September 8, 1951—★

0000-NLI-000016136



"Save the Surface and You Save All"

For Rooms that Say Your Hearts are Gay—

... decorate your home with
"Dutch Boy" Paints and Enamels

When a room droops, Oops!

Quick as a wink, get your "Dutch Boy"
Paints and Enamels. And put the color to it fast.

Flaxen Yellow, Blue Haze, Dusty Rose, Sunlit Green,
Gay "retrievers," for fair! In wonderful *Wonsover* flat
for walls, you get these and nine other tints at
their rich, beautiful best.

And for your woodwork?

The *same* shade as your walls, now that matching color
effects are the thing. Use rich, restful, velvety
Satin Eggshell... or bright, brilliant *Interior Gloss
Enamel*! Both new, both "Dutch Boy," and both real
"love matches" in color for *Wonsover*.

For rooms that say your hearts are gay, see your
"Dutch Boy" dealer. Listed under "Paint" in
your classified telephone directory. Mail
coupon for new, free booklet on decorating
homes colorfully, cheerfully, smartly.



Smile the while you're
decorating your walls
with wonderful *Wonsover*
flat. One quick and easy
coat does most surfaces.
Rich, restful in effect.

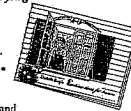


No room for gloom with new
Satin Eggshell or new *Interior
Gloss Enamel*. Easy to apply,
easy to wash. Match all
Wonsover colors beautifully.



Don't be down-hearted because your
pencil furniture looks shabby. Make it
look new with the lively colors of
"Dutch Boy" *Quick-Drying
Enamels*.

New, Free...
just mail this coupon.



NATIONAL LEAD COMPANY
Dept. 106, (Address nearest office) New York 6;
Adams 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 *Dutch Boy's Fashion Tips for Homes*,
the new color booklet giving lots of wonderful ideas about
decorating rooms smartly, colorfully, simply.

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

Dutch Boy PAINTS,
ENAMELS, VARNISHES

Reg. U. S. Pat. Off.

To appear in: *Saturday Evening Post*, October 6—*Better Homes and Gardens*, October—*American Home*, October, 1951—★

0000-NLL-000016137

SEE HOW IT HOLDS OUT
FINISH COATS. A SWELL
PIECE OF GOODS, THIS
"DUTCH BOY" WALL
PRIMER AND SEALER!

YOU CAN'T BEAT IT
FOR SEALING THE
NEWER WALL MATERIALS!

Here's the
**WALL
PRIMER**
that has 'em all talking

'N' IT'S A PERFECT
PRIMER FOR
DEEP TONE COLORS!

Leave it to you painters
to know an outstanding piece of goods...

And to talk it up. Like you're now talking up
"Dutch Boy" Wall Primer and Sealer — as
efficient a priming and sealing coat for
interior wall surfaces as you've ever seen!

What do painters like — what'll you like —
about this high quality "Dutch Boy" Interior
Primer? These five wonderful features...

1. It stops suction... 'n' we mean stops it.
Even on the newer wall materials.
2. It bridges over firecracks.
3. It levels out perfectly... just the right base
for flat, semi-gloss, or gloss finishes.

4. It gives you exceptional hiding.

5. It holds out finish coats... is the perfect
primer to use under deep tone wall colors.

Remember, your priming coat can "make or
break" your best wall finishing jobs. Switch to
"Dutch Boy" Primer and Sealer. Order from
your regular "Dutch Boy" source of supply.

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.).



SPOTLIGHTS March-April 1951

0000-NLI-000016138



causes this

Color lightening—lack of color uniformity in the finish coat over filled spots and cracks.

Color lightening—lack of color uniformity in the finish coat over filled spots and cracks.

 **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 0; Boston 6 (National Lead Co. of Mass.). *Reg. U. S. Pat. Off.



and this

Viable joints--taped or filled joints in dry wall construction showing through finish coat.

Viable joints--taped or filled joints in dry wall construction showing through finish coat.

Color lightening, visible joints, ghosting... they put the fix on good craftsmanship altogether too often. But don't let them get you into hot water. They're all caused by poor sealing. And you can avoid that by using "Punch Boy" Wall Primer and Sealers.

Why "Dutch Boy?"

Because it's a modern primer — a primer designed for the wall and painting conditions you meet today. This highly efficient sealer stops suc-

tion and absorption. "Stops them cold" ... even on the newer wall materials. It levels out beautifully... does a foundation job well do you ground underneath. It seals pores, or gloss finishes. It's even better than its ex-

... it's so abundant, and it's so effective. It's the only one to use and you won't waste it.

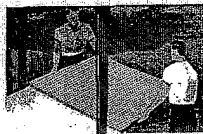
"Punch Boy" Wall Primer and Sealers. Buy it today. You'll find it at your dealer and Sealers.

Dutch Boy ★ PAINTS
ENAMELS
VARNISHES

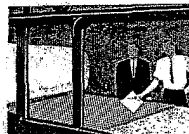
Ghosting to Go! When variation with deep tones goes to black, the results are dramatic.

tion and absorption. "Stops them cold"... even on the newer wall materials. It levels out beautifully... does a foundation job so well do you provide underneath, if no glassess, or glasses, finishes, etc. exactly what the effect is desired. I don't doubt, many have used it to use thin layers of material will stand up to use under floor coverings."

BUT THE "WALL BOY" WALL FINISHES and SURFACES are used TWICE as often as anything else. Order your own today! "Wall Boy" source of information.

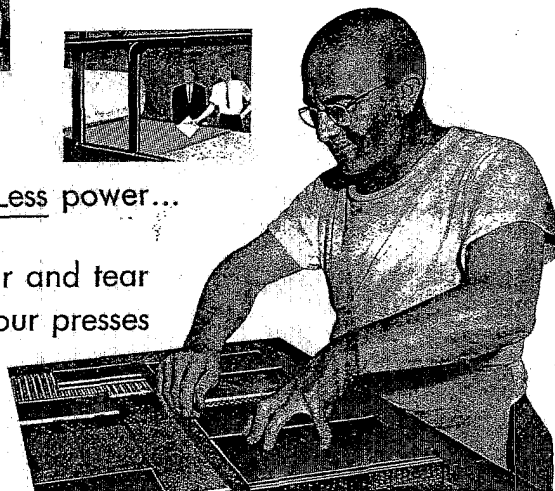


Less work...



Less power...

Less wear and tear
on your presses



More production...less cost...that's what this new Blatchford Honeycomb Base can mean to you.

This new base is magnesium light... lighter, in fact, than any other plate mounting system on the market. It's magnesium strong, too. And that's not all. Just check these other Blatchford advantages:

SPEEDS MAKE-UP! You can lay out your forms more quickly, position and anchor plates more easily on this base because of its $\frac{1}{4}$ " square scoring and "one-line" and "two-line" holes.

MORE HOLES, MORE HOLD! You can place plates anywhere, with margins as small as $\frac{1}{8}$ ". And—there are no blind spots. You get more hold for any size or shape of plate, in any place on the form. You can lock up forms on Blatchford that won't go on any other base.

ANCHORS PERMANENTLY! You get rigid, uniform support with less chance of uneven plate wear and slippage, due (1) to the small hole pattern of the base... (2) to the grip of the sturdy Blatchford Catch. Moreover, this new base accommodates all the other Blatchford accessories.



...it's the

New Blatchford Base made of magnesium

Investigate this cost-cutting, new base. Write for Booklet M 0000. Address the office nearest you.



* NATIONAL LEAD COMPANY — Chicago, Cincinnati, Cleveland, Dallas, St. Louis, New York; E. W. Blatchford Co., Pacific Coast; Morris P. Kirk & Son, Inc., Los Angeles.

*Reg. U. S. Pat. Off.

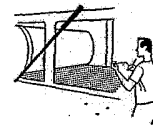
This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-10109—American Box Maker, January and July—Boxboard Container, February and August—Fibre Containers, January and July—American Pressman, February and August—Inland Printer, February and August—Printing, January and July, 1952 ★

0000-NLI-000016140

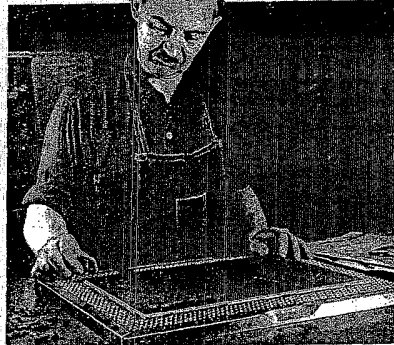
Lighter on men...



Lighter on power...



Lighter on presses...



Here is the new Blatchford Honeycomb Base, with magnesium lightness and strength, to lessen labor, speed production and thus cut costs. But lightness (and it is the lightest of all "plate mountings") is not the only advantage of this new base. It also gives you all the features that are part and parcel of the original Blatchford honeycomb construction—

Fast and Accurate Form Layout...because of the quarter-inch square scoring on the base face, and the "one-line" and "two-line" hole pattern.

Unrestricted Plate Positioning...because of small hole diameter, large number of holes, and narrow hole "partitions."

Permanent Plate Anchorage...because of the built-in sturdiness of the base and the push-and-pull-proof grip of the locked Blatchford Catch. Remember—with Blatchford you get *more hold* per plate because you've got *more holes* per base.

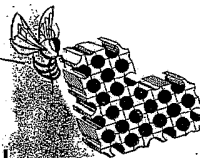
All Blatchford plate mounting accessories you have been using on the original Blatchford Base work with the new, lighter magnesium base—the ingenious Blatchford Pin Catch, ratchet catch, register guides, the various markers, bumpers, cutting dies and rules.

Get the whole story on the new Blatchford Base. Write for "Base Booklet M000." Address nearest office.

...it's the
New

Blatchford Base

made of magnesium



NATIONAL LEAD COMPANY—
Chicago, Cincinnati, Cleveland, Dallas,
St. Louis, New York; E. W. Blatchford
Co.; Pacific Coast: Morris P. Kirk &
Son, Inc., Los Angeles. *Reg. U. S. Pat. Off.



This advertisement prepared by MARSHALK and PRATT Company, New York
KL-10110—American Boxmaker, March & September—Boxboard Container, April & October—Pilot Container, March & September—
American Pressman, April & October—Inland Printer, April & October—Printing, March & September, 1952
KL-10110A—Graphic Arts Monthly, March & September, 1952

0000-NLI-000016141

It's easier
on men



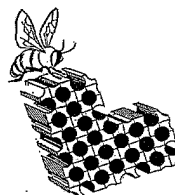
...it's easier
on power



...it's easier
on presses



...it's the
New
Blatchford Base
made of magnesium



Lighter on men, lighter on power, lighter on presses...

This strong, new Blatchford Base is, in fact, the lightest base on the market. And it has *all* the time-proved features that, over the years, have made Blatchford the most popular base in many plants.

Faster Make-Up. Base has $\frac{1}{4}$ " square scoring and "one-line" and "two-line" holes. You can lay out your forms more quickly, position and anchor plates more accurately.

Greater Adaptability. More holes... more flexibility! No blind spots! The hole pattern is carefully engineered. You can place plates anywhere with margins as close as $\frac{1}{8}$ ". You can lock up jobs on Blatchford that no other base will take.

Permanent Anchorage. More holes... more hold per plate! The strength of the base and the grip of the sturdy Blatchford Catch insure rigid, uniform support. Less chance of plate slippage and uneven wear!

Find out how this new magnesium base can help you speed up production and cut costs. Write to the Blatchford Office nearest you. Ask for Booklet M000.

NATIONAL LEAD COMPANY — Chicago,
Cincinnati, Cleveland, Dallas, St. Louis; New
York: E. W. Blatchford Co.; Pacific Coast:
Morris P. Kirk & Son, Inc., Los Angeles.



*Reg. U. S. Pat. Off.

This advertisement prepared by MARSCHALK and PRATT Company, New York
KL-10111—*American Boxmaker*, May & November—*Box Board Container*, June & December—*Fiber Container*, May & November—*Inland Printer*, June & December—*Printing*, May & November—*American Pressman*, June & December, 1952
KL-10111A—*Graphic Arts Monthly*, May & November, 1952

0000-NLI-000016142

Get
something extra
 when you buy
lead sheet

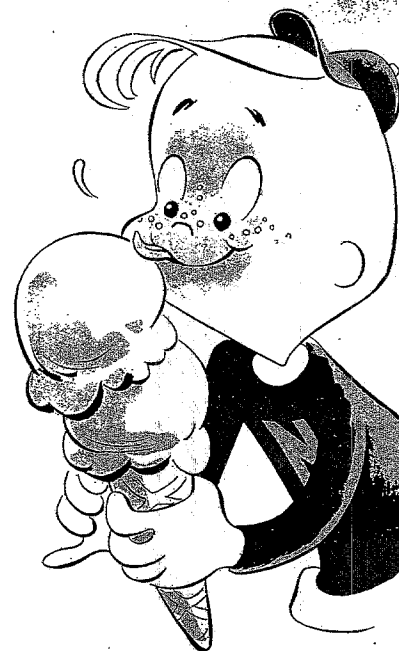
When you place an order for lead sheet, chances are you state quantity, composition, size and weight, and that's all.

When you buy from National, you not only get sheet that meets these four specifications but you also get certain "extras"—extras characteristic of the *high quality* lead sheet made by the leader in lead.

Such as

- (1) A smooth, even finish.
- (2) A surface as free of flaws as careful milling can make it.
- (3) Uniform over-all gauge.
- (4) Maximum structural strength throughout.

These extras contribute to adaptability, workability, and durability—whether the sheet is used for handling corrosives, for ar-



chitectural installations, or for radiation barriers.

It is these extra qualities, not specifically stated in your order, that give National Lead sheet its dependability on the job.

That's why we say—when you want lead sheet—come to National. And get something extra.



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

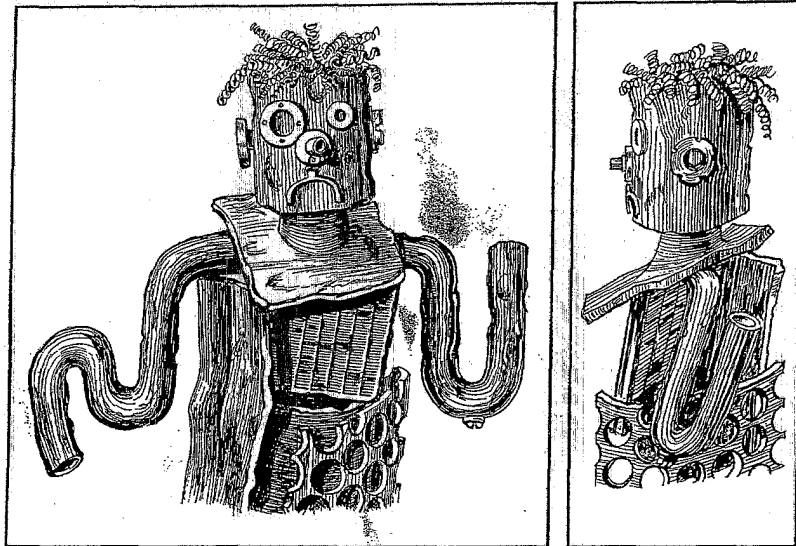
New York 6; Atlanta; Baltimore 3; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; Boston 6 (National Lead Co. of Mass.); Los Angeles 23 (Maris P. Kirk & Son, Inc.); Toronto, Canada (Canada Metal Company, Limited)



This advertisement prepared by MARSCHALK and PRATT Company, New York
 KL-10099—American Metal Market, January 2—Daily Metal Reporter, January 8—Purchasing, February—Chemical Engineering, January—
 Petroleum Refiner, February, 1952 ★

0000-NLI-000016143

WANTED!



LEAD SCRAP

Pipe • Sheet • Fittings • Trimmings
Linings • Parts • Battery Plates

When found and accumulated notify

NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, N.Y.

ATLANTA • BALTIMORE • BUFFALO • CHICAGO • CINCINNATI
CLEVELAND • DALLAS • PHILADELPHIA • PITTSBURGH • ST. LOUIS

NEW ENGLAND—National Lead Co. of Mass., BOSTON
PACIFIC COAST—Morris P. Kirk & Son, Inc., LOS ANGELES
Master Metals Inc., CLEVELAND • American Lead Corp., INDIANAPOLIS

This advertisement prepared by MARSHALK and PRATT Company, New York.
KL-1337—American Metal Market, January 9—Daily Metal Reporter, January 22, 1952 ★

0000-NLL-000016144



Get

something extra

when you buy

lead valves

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



Do you look for sturdiness, dependability, and suitability in the lead valves you buy?

Do you expect valve type, size pattern and flanging to meet your acid handling equipment specifications?

Of course you do! And when you order National you get what you look for. You get what you expect. And you get certain "extras" besides... extras that spell highest quality.

For example, National Lead valves have precision, lathe-turned stems. They have full flow-ways. They're designed to permit re-packing in service. And they have positive plug-seat fit.

Fabrication extras... design extras... quality extras... Yes! And these extras you get, but never need specify, add up to outstanding service on the job.

That's why it pays to buy National valves for something extra in lead.

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

This advertisement prepared by MARSCHALK and PRATT Company, New York

KL-10100—American Metal Market, February 6, March 3, April 2, April 30, May 28, June 25, July 23, August 20, September 13, October 13, November 12, December 10—Daily Metal Reporter, March 18, May 13, July 8, September 2, October 28, December 23
Purchasing, March & October—Chemical Engineering, March & September—Petroleum Refiner, April & October, 1952 ★

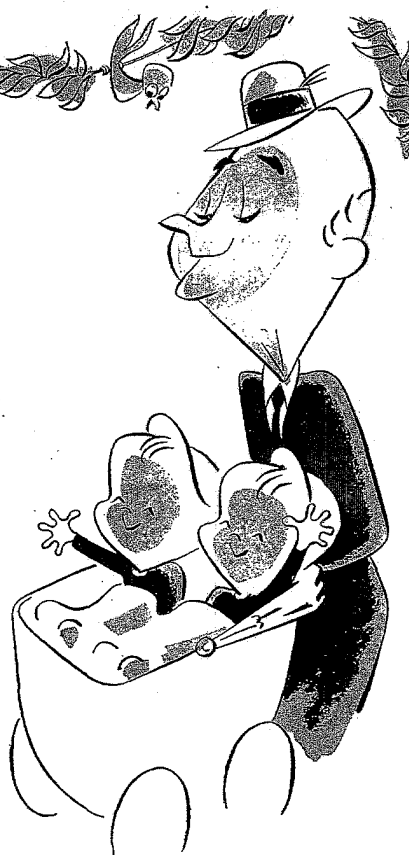
0000-NLL-000016145

Get
something extra
when you buy
**lead pipe
and fittings**

Quantity, size, type, physical composition . . . these are what you specify when buying lead pipe and fittings.

Do one thing more, however. Specify National and get certain extras...extras that take full advantage of lead's ability to withstand attack by corrosives.

For one example, when you specify National "Tubond" pipe and fittings, you get the corrosion resistance of lead combined with the strength of steel, in a virtually inseparable union of lining and casing. You get equipment designed to handle acids under difficult conditions of temperature, pressure and vacuum. You get full flow-way. You get greater security against leakage, because of extra lead on flange faces.



Extras in design, in fabrication, in careful chemical composition. To get them make this specification: National!



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

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



KL-10101—American Metal Market, January 16, February 13, March 12, April 19, May 7, June 4, July 2, July 30, August 27, September 24,
October 22, November 19, December 17—Daily Metal Reporter, February 5, April 1, May 27, July 22, September 16,
November 12—Chemical Engineering, May & November—Petroleum Refiner, June & December—Purchasing, April, 1952 ★

0000-NLI-000016146



Get

something extra

when you buy

solder



What exactly do you specify when you order solder: Composition? Form? Quantity?

These are necessary details, of course.

But you really expect to get certain extras besides... extras that will stamp the solder you buy "top quality." And when you order Dutch Boy® solder from National, you get these extras.

For example, in "Dutch Boy" solder you get on-the-button formulation. You get prompt, smooth melting and efficient "wetting." You get the proper plastic range for every application. And you get pre-tested performance.

And measured in performance, measured in results, every "Dutch Boy" solder gives you a uniformly strong, tight, lasting joint time after time.

For something extra when you buy solder, specify "Dutch Boy"... made by the leader in lead and lead alloys.

A good soldering job calls for a good flux. In the NALCO® line there's the right flux for every soldering need.

Solder

with a **NATIONAL** reputation

LEAD COMPANY

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

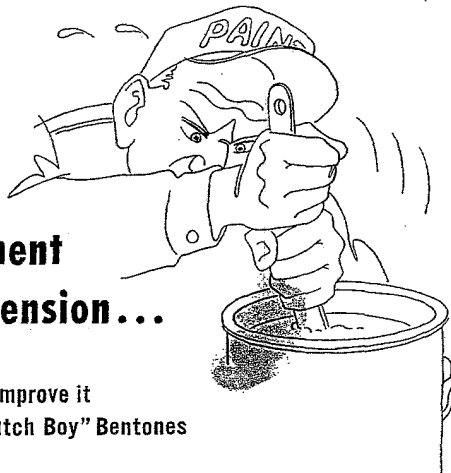


KL-10104—American Metal Market, January 23, February 20, March 19, April 16, May 14, June 11, July 9, August 6, September 3, October 1, October 29, November 26, December 23—Daily Metal Reporter, February 19, April 15, June 10, August 5, September 30, November 25—Purchasing, May, 1952. ★

0000-NLI-000016147

Pigment suspension ...

how to improve it
with "Dutch Boy" Bentones



Is hard settling of pigments one of your problems, say with chromate primers and other metal protective paints?

If it is, you will find "Dutch Boy" Bentones particularly useful. This new-type gelling agent not only possesses desirable properties for imparting viscosity but is definitely effective in improving pigment suspension.

Other advantages of using "Dutch Boy" Bentones in your paints

Uniform bodying action from batch to batch.

Freedom from shelf-bodying.

Better brushing properties.

Relatively no change in adhesion, color, and dimensional stability.

If you have
a pigment suspension problem ...

... solve it by adding "Dutch Boy" Bentones to your formulations. Write Dept. B-1 for complete technical details.



* Reg. U. S. Pat. Off.

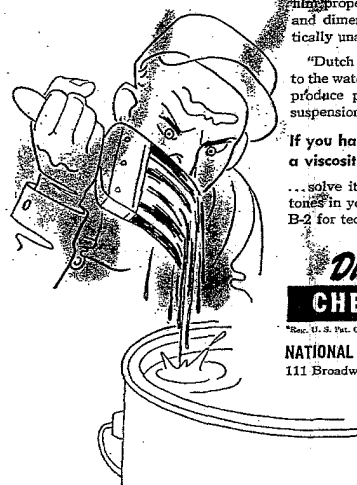
NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-1284—American Paint Journal, April 7, September 15, December 1, 1952 ★

0000-NLI-000016148

Viscosity

... how to
increase it with
"Dutch Boy" Bentones



Low solids content, but high hiding power...

Many times it's hard to keep the viscosity of this type of paint high enough to insure proper brushing. But you can do it with "Dutch Boy" Bentones, a new gelling agent which both increases viscosity and improves brushability.

Important also is this: "Dutch Boy" Bentones give relatively permanent thickening action. Any tendency to lose viscosity during shelf life is very gradual. And no shelf-bodying occurs even under extreme temperature variations.

The action of these "Dutch Boy" Bentones is physical... not chemical. Film properties such as adhesion, gloss, and dimensional stability remain practically unaffected.

"Dutch Boy" Bentones also contribute to the water resistance of paint films and produce paints having better pigment suspension characteristics.

If you have
a viscosity problem...

...solve it by using "Dutch Boy" Bentones in your formulations. Write Dept. B-2 for technical details.

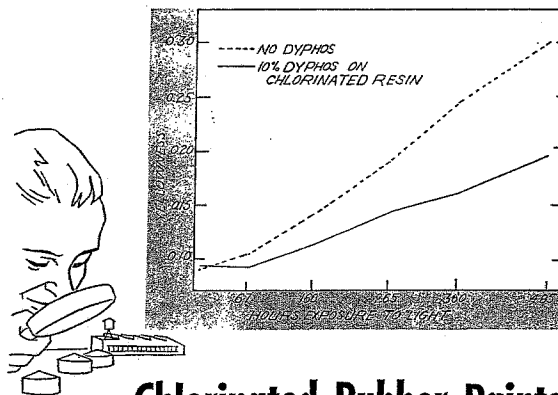
Dutch Boy
CHEMICALS



*Reg. U. S. Pat. Off.

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

0000-NLI-000016149



Chlorinated Rubber Paints

... how to preserve their film life
with "Dutch Boy" Dyphos

Do you want to improve the light and heat stability of your chlorinated rubber paints... make them less subject to premature film breakdown and yellowing?

Then, introduce "Dutch Boy" DYPHOS into your formulations.

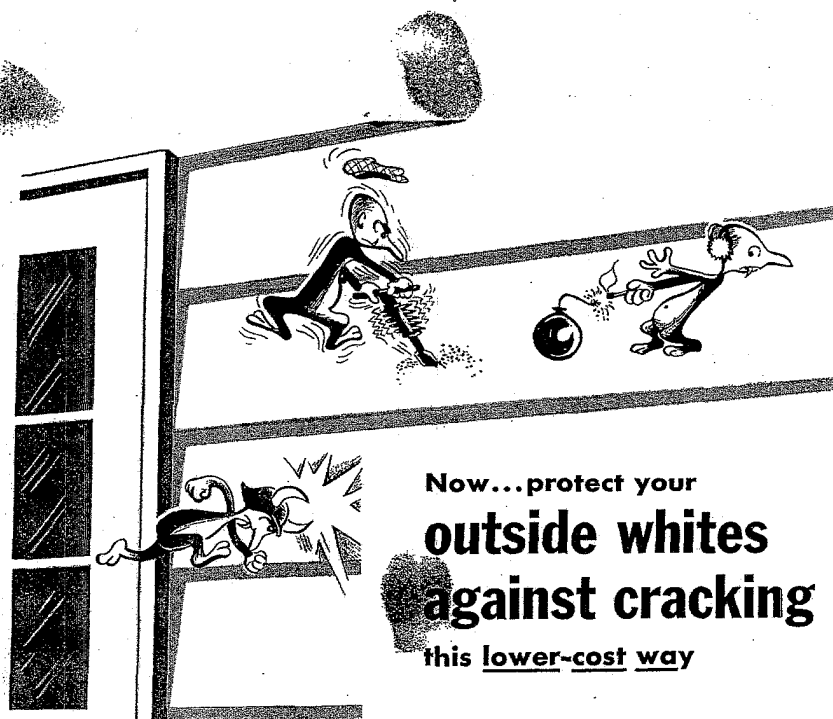
DYPHOS possesses superior properties as a stabilizer for chlorinated vehicles, such as chlorinated rubber and chlorinated paraffins... imparts unusually high light and heat stability to paints of this type. It is an effective ultra-violet light screening agent, as well

as an excellent acid acceptor and anti-oxidant.

The special advantages of DYPHOS are described more fully in Data Sheet B-3. Write for a copy on your company letterhead.



* Reg. U. S. Pat. Off.
NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.



Now...protect your
outside whites
against cracking
this lower-cost way



Dutch Boy^{*}
Basic Silicate
White Lead
"45 X"

"lead" at its efficient, economical best

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.).



It's lead soaps that do it...

Lead soaps give a paint film the distensibility and flexibility needed to prevent cracking and scaling under the stresses set up by varying thermal and humidity conditions.

And to form these soaps, you now have a pigment that's more economical and efficient than any other type of "lead": "Dutch Boy" Basic Silicate White Lead "45 X".

This latest development in white lead concentrates the reactive portion of each pigment particle on the surface. Thus, it makes available proportionately larger amounts of "lead".

You use fewer pounds, too

That's because 60 to 63 weight units of "Dutch Boy" Basic Silicate White Lead "45 X" equal in volume 100 weight units of standard white lead type.

Many leading paint manufacturers are reducing costs, without sacrificing quality, by using "Dutch Boy" Basic Silicate White Lead "45 X" in their outside white formulations. Try it yourself.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-10152—American Paint Journal, February 18 and September 29, Oil, Paint & Drug Reporter, March 10 and September 22,
Paint Industry, March and September, Paint, Oil & Chemical Review, February 14 and September 23,
Paint & Varnish Production, February and June, 1952 ★

0000-NLI-000016151

**Can you promote
adhesion in your
exterior primers
at lower cost?**

Yes! As many leading paint manufacturers will tell you...you can with Dutch Boy Basic Silicate White Lead "45 X."

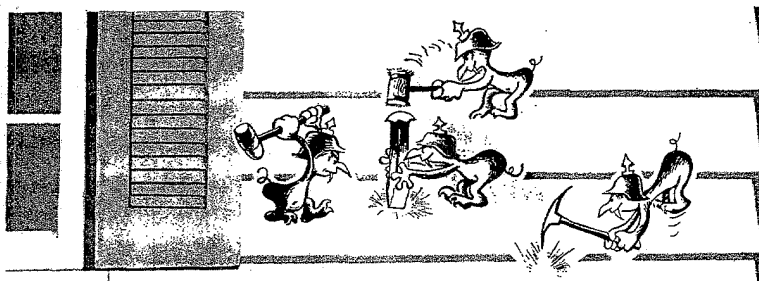
Not only does this unique form of white lead provide the lead soaps you need to promote adhesion. And not only does it give the film the water resistance needed to maintain its adhesive bond and help prevent peeling...

It also gives you these qualities *most efficiently and economically.*

Dutch Boy Basic Silicate White Lead "45 X" concentrates the reactive portion of each pigment particle at the surface. Thus proportionately larger amounts of "lead" are made available.

And you use fewer pounds of pigment, too. 60 to 63 weight units of Dutch Boy Basic Silicate White Lead "45 X" can replace 100 weight units of standard white lead types.

Try this latest development in white lead in your exterior primer formulations. See how it reduces costs, without sacrificing quality.



NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.). *Reg. U. S. Pat. Off.

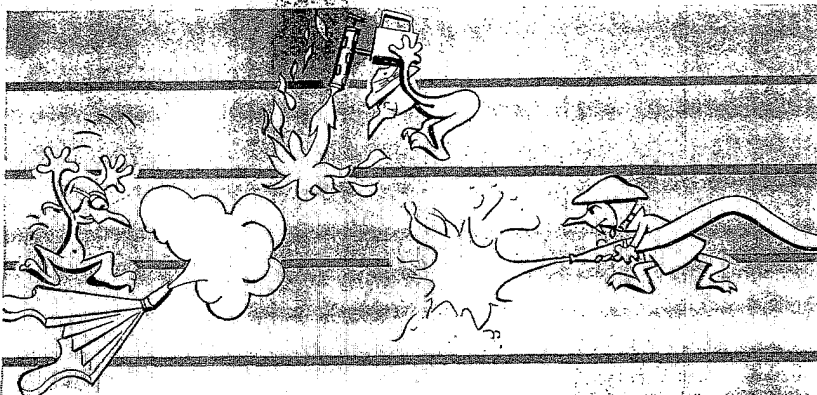


**Dutch Boy^{*}
Basic Silicate
White Lead**

"45 X"



"lead" at its efficient, economical best



How to put more life into your **tinted house paints** at less cost

There've "been some changes made" in tinted house paint formulations in the past two years. Manufacturer after manufacturer has switched to Dutch Boy Basic Silicate White Lead "45 X."

All the advantages of "lead," plus...

You get dependable uniformity of appearance with this new pigment: first, because it decreases water sorption and, thus, improves film integrity; second, because it makes a film that's highly resistant to rapid chalking and that releases dirt uniformly.

And you get these advantages at less cost. Here's why...

In Dutch Boy Basic Silicate White Lead "45 X," the reactive portion of each pigment particle is concentrated at the surface. This makes available proportionately larger amounts of "lead."

What's more, you use fewer pounds of "lead." 60 to 63 weight units of Dutch Boy Basic Silicate White Lead "45 X" equal 100 weight units of standard white lead types.

Cut costs...increase the decorative and protective life of your tinted house paints. Use Dutch Boy Basic Silicate White Lead "45 X" in your formulations.



Dutch Boy
Basic Silicate
White Lead
"45 X"

"lead" at its efficient, economical best

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





When you see
the crowd he brings...

... you understand why the
"Dutch Boy" franchise

You've known plenty of people with "pull."
But none who pulls more paint buyers into
a store than the "Dutch Boy." He's known
everywhere as the symbol of quality. And
the trust and confidence home-lovers have
in him builds traffic... and sales... and
profits... for dealers.

That's one reason the "Dutch Boy" fran-
chise rates so high with dealers.

Reason No. 2 - "Dutch Boy's" beautiful
blue and white package! "It's a shopper
stopper for sure," everybody says.

Dutch Boy
PAINTS
ENAMELS
VARNISHES

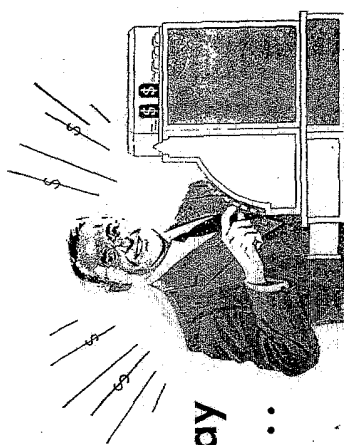


*Reg. U. S. Pat. Off.

0000-NLI-000016154



... 'n' hear the way
this rings...



rates so high with dealers

Reason No. 3 - the new, full "Dutch Boy"
line itself! Now, with inside finishes as well
as outside, "Dutch Boy" dealers have what
it takes to give customers what they want.
Reason No. 4 - "Dutch Boy" advertising!
Nationally and locally, he's kept everlast-
ingly at it for almost half a century. And
you know what backing like that means
to "Dutch Boy" dealers!
Get the full story on the money-making
possibilities in the "Dutch Boy" franchise.
Ask the "Dutch Boy" salesman, or write
our office nearest you.



NATIONAL LEAD COMPANY
New York 6; Atlanta; Buffalo 2
Chicago 8; Cincinnati 3; Cleveland
13; Dallas 21; St. Louis 10; San
Francisco 10; Boston 6 (Nation-
al Lead Co. of Mass.).



A  Shopper-Stopper  for sure!

... that's one reason the "Dutch Boy" franchise rates so high with dealers

Paint dealers are all eyes ... for business.

So when they see what a shopper-stopper this beautiful blue and white "Dutch Boy" package is...

When they see the tremendous trust and confidence home-owners have in the "Dutch Boy," the best-known personality in the paint business...

When they see the profit picture in the new, full "Dutch Boy" line...

When they see the high-powered national and local advertising that's behind the "Dutch Boy" (that's been behind him for almost half a century)...

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.).



Dutch Boy*

**PAINTS
ENAMELS
VARNISHES**

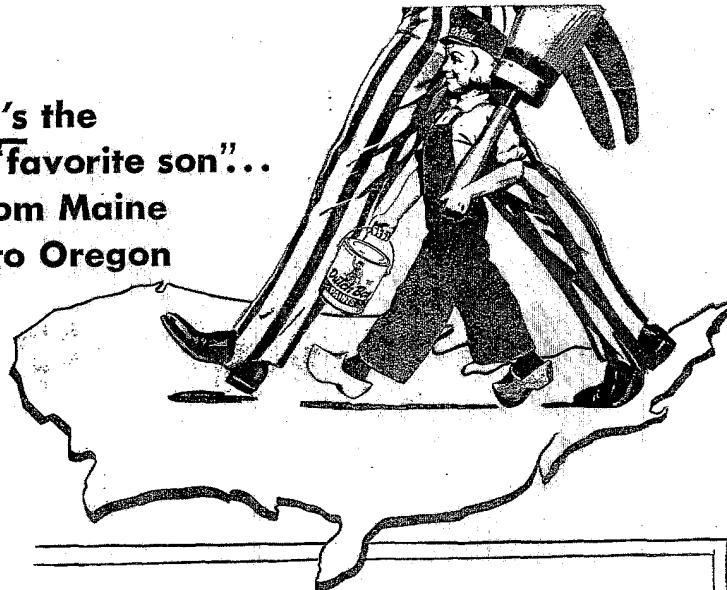
*Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, Inc., New York
KD-1023—American Paint & Oil Dealer, March and June, 1952

P2

0000-NLI-000016155

He's the
"favorite son"...
from Maine
to Oregon



...that's one reason the "Dutch Boy" franchise
rates so high with dealers

Today's paint buyers know the "Dutch Boy"—know him and trust him—as did their fathers and *their* fathers before them.

You don't have to tell "Dutch Boy" dealers that. Their cash registers say it over and over again.

So, too, with the beautiful blue and white "Dutch Boy" package. Dealers don't have to be told it's a shopper-stopper. Sales prove it!

And the new, full line—no need to talk that up to "Dutch Boy" dealers. It speaks for itself... in increased volume.

And the same is true of "Dutch Boy" advertising — it's been putting money into dealers' pockets for nearly half a century.

No, you don't have to tell "Dutch Boy" dealers why their franchise is a big money-maker. *They* tell you. Ask one of them. Or put the question up to the "Dutch Boy" salesman in your territory, or our nearest office.

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.).



Dutch Boy
PAINTS
ENAMELS
VARNISHES

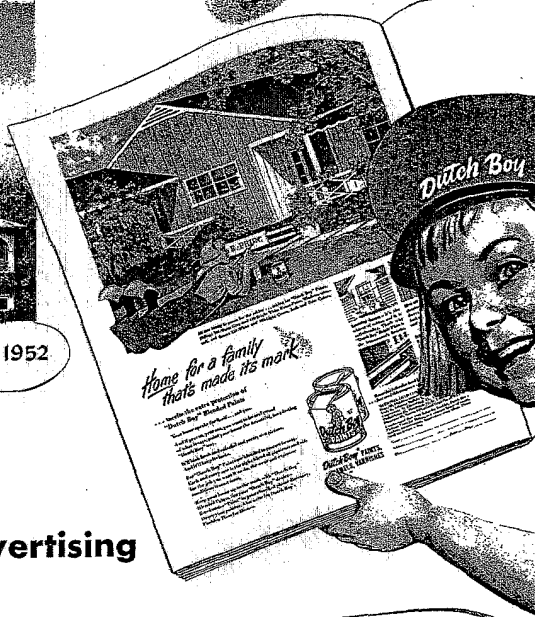


Reg. U. S.
Pat. Off.



1908 - 1952

...nearly half
a century of
national advertising



...no wonder the "Dutch Boy" franchise
rates so high with dealers

"Tell it to Sweeney!"

The "Dutch Boy's" been doing that for nearly half a century ... in national magazines, local newspapers, at the point of purchase.

As a result, Sweeney and his paint-buying kinfolk everywhere have a warm, warm spot in their hearts for the "Dutch Boy." And all he stands for.

Ad-conditioned, they're more than ready to respond to the buy appeal of the beautiful blue and white "Dutch Boy" package.

More than ready to put their paint dollars into a line that now includes enamels and varnishes as well as inside and outside paints!

All this dealers know ...

That's why they rate the "Dutch Boy" franchise as one of the BIG money-makers in the paint business. That's why it might pay you to look into it ... carefully. The "Dutch Boy" salesman in your territory can give you all the mouth-watering details!



Dutch Boy*

PAINTS • ENAMELS • VARNISHES

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

*Reg. U. S. Pat. Off.



KD-1025—American Paint and Oil Dealer, May
KD-1025A—Paint Logic (5 1/2 x 8 1/2), June, 1952 ★

0000-NLI-000016157

With my new Color Gallery

you **sell more paint...**

SIMPLEST THING I EVER SAW

DUTCH BOY Color Gallery

MADE IN U.S.A.

[illegible]

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

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

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

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

This advertisement prepared by MESSERICK and PRATT Company, Inc., New York
 KD 2157—American Paints & Oil Dealer, October—Hardware Age, October 2—Hardware Retailer, October 4—American Lumberman, October 6—
 Building Supply News, October, 1932. ★

and on every gallon you sell
you make extra profit!

SURE MAKES IT
EASY TO FIND THE
COLOR YOU WANT

P-200 82

Why you make extra profit on every gallon of paint the Color Gallery helps you sell!

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

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

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

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

Take it from dealers whose sales have been increased up to 50 percent, the new "Push Boy" Color Gallery is in a class by itself as a profit-maker.

Have a look at this remarkable money-maker in your own store. It will pay you to do this whether or not you have a paint business. It's easy to sell, or not to sell, and it's sold in a "Push Boy" phone call. It's paid to show you the Color Gallery and easy money-making possibilities more fully.

NATIONAL LEAD COMPANY,
 New York 35, Atlanta, Buffalo 3, Chicago 18,
 Cincinnati 13, Cleveland 13, Dallas 3, Philadelphia 35, Pittsburgh 13, St. Louis 1, San Francisco 10, Boston 6 (National Lead Co. of Mass.).

Fig. D. 8.
 Pat. 2,618, 2,619.

Simple One-Step System
 Speeds Up The Sale!

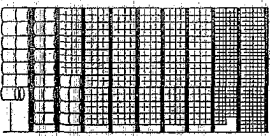
A time-saving "one-chose" system, the "Push Boy" Color Gallery enables you to meet the demand for today's modern colors simply, easily, and without fuss or bother with No measuring, no interblending. Your customer gets his paint color laid out on, all ready to use. No mixing, no fuss either for you or him!



DOOR SIZE ➔
SHELF SPACE

holds all Color Blenders

As this drawing shows, the complete stock of Color Blenders for the Color Gallery fits into an area the size of a door. It fits into an area the size of an average door.



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

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

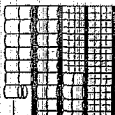
NATIONAL LEAD COMPANY:
New York 18; Atlanta; Buffalo 3; Chicago 8;
Cincinnati 3; Cleveland 13; Dallas 2; Phila-
delphia 25; Pittsburgh 12; St. Louis 1; San
Francisco 10; Boston 6 (National Lead Co. of
Mass.).

DOOR SIZE ➔

SHELF SPACE

holds all Color Bleeders

As this drawing shows, the complete stock of Bleeders in the "Dutch Boy" Color Bleeders tray fits into an area the size of an average door.



JOHN M. SCHONVELD
"the paint man"
MANUFACTURER DISTRIBUTOR
1901 So. Durand St. KALAMAZOO, MICH.

July 23rd, 1952.

National Lead Co.
P.O. Box 7000 A
Chicago 80, Ill.

Gentlemen:

We are happy to recall your Dutch Boy Color Gallery made its first appearance in this section right here in our store several months ago. We think this is an opportune time to tell you what it has done for us.

It has certainly exceeded our expectations, and our trade has re-acted very favorably indeed.

It has made our old customers more satisfied and better pleased.

It has brought more new customers into our store than any other addition we placed upon our shelves.

It increased our Dutch Boy Interior paint business by about 30%.

It has increased our painters' business since we have them considerable time with the Color Selection System. They like our Pocket Edition too and we gave out several dozen of them with good results.

It brought us the business of at least two leading Interior Decorators who we could not sell before and all of our Painters' trade is very well pleased with the system as well as the quality of the goods.

We ourselves like the simplicity of your system and give it our full support and cooperation.

In summing it up the "Dutch Boy" has done a fine job for us and we in turn are doing a splendid job with our customers.

We cannot ask for more.

Yours for more "Dutch Boy" business,
Very truly yours,
John M. Schonveld
"the Paintman"

**30% more sales...
more painter**

...that's what my
new **Color Gallery**
has done for
John Schonveld

"the paint man" from Kalamazoo



**Why the Color Gallery is
... an outstanding salesmaker**

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

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

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

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

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

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

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

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

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

**more customers...
and decorator business**



North, East, South, and West the "Dutch Boy" Color Gallery is helping dealers sell more paint... make extra profit. Put it to work for you!

"The Color Gallery has increased our interior paint sales at least 17%," writes Able Swanson, Swanson's, Inc., St. Paul, Minnesota.

**Why the Color Gallery is
... an outstanding profit-maker**

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

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

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

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

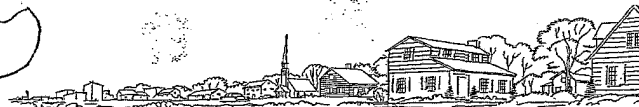
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When you want to
paint the town white...

"Dutch Boy" Bright White

High-hiding
and self-cleaning,
it's blended to stay white!



Dutch Boy

PAINTS
ENAMELS
VARNISHES



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

Do you know which outside white has the inside track
with painters?

Well, it's "Dutch Boy" *Bright White*. And here's
why...

Bright White goes on white as white can be...be-
cause of its exceptional hiding power. And, under the
right conditions, even one coat can give you a sparkling,
uniform repaint job.

It *stays white*, too. Blended to be self-cleaning,
"Dutch Boy" *Bright White's* mild chalking action lets
the surface continually renew itself...permits rain to
wash the dirt away.

Easy brushing and spreading, smooth leveling, good
yardage. So...when you want to paint the town *white*,
order *Bright White*.

KD-1028—National Painter's Magazine, April, September ★

KD-1028A—American Painter and Decorator (2 pages, 2 color), June

KD-1028B—Painter and Decorator (1 page, black and white), April, 1952

0000-NLI-000016160



Do you know which outside white has the inside track with painters?

Well, it's "Dutch Boy" Bright White. And here's why...

Bright White goes on white as white can be... because of its exceptional hiding power. And, under the right conditions, even one coat can give you a sparkling, uniform repaint job.

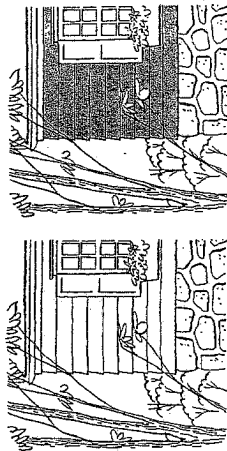
It stays white, too. Blended to be self-cleaning, "Dutch Boy" Bright White's mild chalking action lets the surface

continually renew itself... permits rain to wash the dirt away.

Easy brushing and spreading, smooth leveling, good yardage. So... when you want to paint the town white, use Bright White.

Dutch Boy
 PAINTS • ENAMELS • VARNISHES

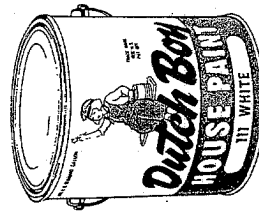
NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 23; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).
 *Reg. U. S. Pat. Off.



You can do these two jobs . . .



KD-1029—American Painter and Decorator, April, September, 1952 ★



... with this one paint!

**... and painters say
"Dutch Boy" 111 White is tops for both**

Talk about "doubling in brass..."

In "Dutch Boy" 111 White, you've got a paint that does just this.

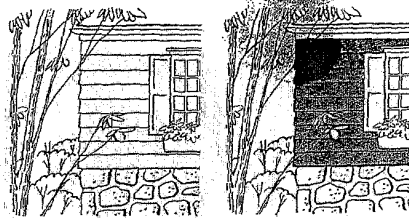
If you have need of a special color, use this white as a base. You can tint it to a wide variety of special colors. Surprisingly deep ones, too! And the colors last because "Dutch Boy" 111 White's chalking rate and weathering properties are controlled to guard against lightening, masking, fading.

If you want a white job, with maximum durability and low chalking, use

111 White. This minimizes washing down on lower surfaces. That's why "Dutch Boy" 111 White is ideal for houses with unpainted lower sections of stone, brick, or other masonry.

Because it's so versatile, you can use "Dutch Boy" 111 White on many different jobs. It's a stand-out stock white. Order your supply today.

NATIONAL LEAD COMPANY, Inc.
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 New York).



You can do these two jobs...

...with this one paint!



and painters say
"Dutch Boy" III White
is tops for both

Talk about "doubling in brass..."

In "Dutch Boy" III White, you've got a paint that does just this.

If you have need of a special color, use this white as a base. You can tint it to a wide variety of special colors. Surprisingly deep ones, too! And the colors last because "Dutch Boy" III White's chalking rate and weathering properties

are controlled to guard against lightening, masking, fading.

If you want a white job, with maximum durability and low chalking, use III White. This minimizes washing down on lower surfaces. That's why "Dutch Boy" III White is ideal for houses with unpainted lower sections of stone, brick or other masonry.

Because it's so versatile, you can use "Dutch Boy" III

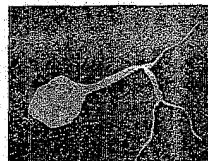
White on many different jobs. It's a stand-out stock white. Order your supply today.

Dutch Boy
PAINTS
ENAMELS
VARNISHES

NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 3; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).
*Net Wt. 5 Lb. 10 Oz.

KD-1029A—National Painters Magazine, March 1955

0000-NLI-000016163



Color lightening—lack of color uniformity in the finish coat over filled spots and cracks.



Visible joints—taped or filled joints in dry wall construction showing through finish coat.



Ghosting—color or sheen variation with deep tone colors.

If poor sealing is causing you these headaches...



Cure them with

"Dutch Boy"

Wall Primer and Sealer

Do you have poor-sealing headaches?

Then, here's the way to get rid of them. Make "Dutch Boy" Wall Primer and Sealer your standard prescription.

Designed for present-day wall and painting conditions!

With this modern sealer, you really stop suction. "No absorption," painters say, "even on the newer wall materials!"

You can lay a foundation for flat, semi-gloss, or gloss finishes that's uniformly level and smooth.

And, under deep tone wall colors, you can depend upon getting the exceptional hiding and holdout needed to make color finishes look their best.

Try "Dutch Boy" Wall Primer and Sealer. You'll find it a sure cure for poor-sealing headaches. Order from your regular "Dutch Boy" supplier.

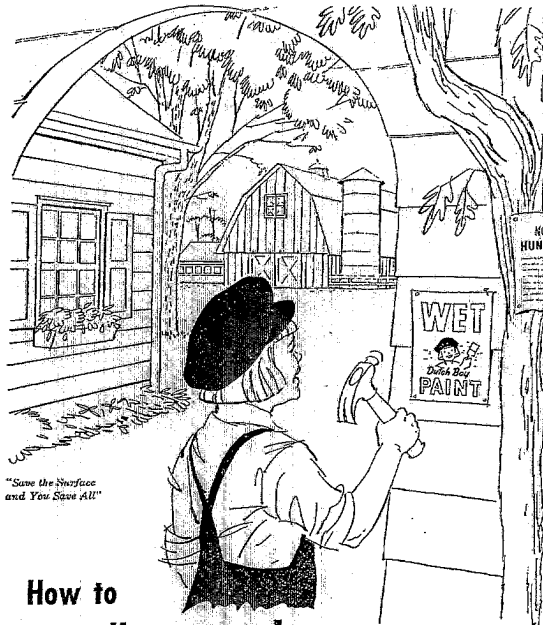
NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).



*Reg. U. S. Pat. Off.

KD-1027—National Painters Magazine, May & November
KD-1027A—American Painter & Decorator, May & November
KD-1027B—Painter & Decorator, May, 1932 ★

0000-NLI-000016164



"Save the Surface
and You Save All"

How to "post" your place against weather and wear

...with "Dutch Boy" Blended Paints

You can't change the weather.

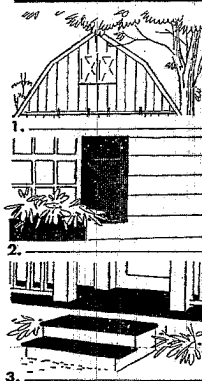
But by changing to "Dutch Boy" Blended Paints, you can boost the "resistance" of your buildings to both weather and wear. And, at the same time, cut your repair bills.

That's because each and every "Dutch Boy" Paint is the right blend of pigments and oils for the job you want it to do... for the wear and exposure conditions it must meet.

Next time you paint, paint the long-lasting "Dutch Boy" way. Ask your "Dutch Boy" dealer for help on specific problems.



Dutch Boy
PAINTS
ENAMELS
VARNISHES



A paint program that gives your place
and your pocket-book
protection plus:

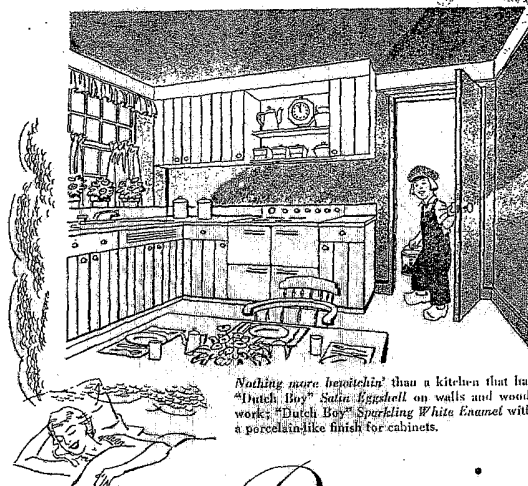
1. Long-lasting "Dutch Boy" House Paint—including the famous and widely-used *Bright White*, a self-cleaning white that sheds both dirt and years.
2. Bright, durable "Dutch Boy" Sash and Trim Colors for shutters, doors, and window trim.
3. Tough, scuff-resistant "Dutch Boy" Porch and Floor Enamel to protect your floors and porches against weather and wear.

NATIONAL LEAD COMPANY:

New York 5; Atlanta; Buffalo 2; Chicago 8;
Cincinnati 3; Cleveland 13; Dallas 2; Philadel-
phia 25; Pittsburgh 12; St. Louis 1; San Fran-
cisco 10; Boston 6 (National Lead Co. of Mass.).



0000-NLI-000016165



Nothing more bewitchin' than a kitchen that has "Dutch Boy" *Satin Eggshell* on walls and woodwork; "Dutch Boy" *Sparkling White Enamel* with a porcelain-like finish for cabinets.

If you're Dreaming of a Bright Kitchen

... "Dutch Boy" Paints and Enamels
will make your dreams come true

How can you make your kitchen wake up and live?

Just add color to it — the beautiful, garden-fresh color of "Dutch Boy" Paints and Enamels.

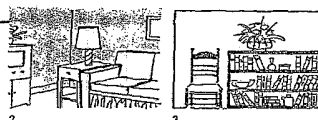
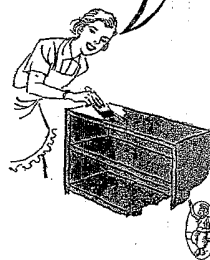
You can get vibrant decorator shades like *Colonial Green* and *Blue Haze*. Delicate pastel tints like *Peach Tone* and *Sunlit Green*. All rich, beautiful colors. All in the finish you want: soft flat, lustrous satin eggshell, or brilliant gloss enamel.

If you're dreaming of a bright kitchen, see your "Dutch Boy" dealer. And make your dreams come true!



Dutch Boy®
PAINTS
ENAMELS
VARNISHES

Here's my quick and easy
recipe for "cooking up"
beauty in my home...



1. In my bedrooms, I use soft tone "Dutch Boy" *Wonsover Flat* on walls, woodwork, ceilings. It goes on easily, and it comes in beautiful colors that make it simple to satisfy everybody in the family.

2. In my living and dining rooms, I also use *Wonsover Flat* on walls. But for my woodwork, I just love "Dutch Boy" *Satin Eggshell* in a matching color. It's a rich, velvety finish that is not dulled by repeated washing.

3. For things like bookcases, porch furniture, and toys, I use "Dutch Boy" *Quick-drying Enamel*. It's easy to apply, quick to set. You can scrub it and rub it, but those bright, cheery colors always come up smiling.

NATIONAL LEAD COMPANY:
New York 6; Atlanta; Buffalo 3;
Chicago 1; Cincinnati 1; Cleveland
13; Dallas 2; Philadelphia 25; Pitts-
burgh 22; St. Louis 1; San Francisco
10; Boston 6 (National Lead Co. of
Mass.).



How to keep your buildings from "going to seed"

Paint the way you plant...on schedule. And always use good paint, "Dutch Boy" Blended Paint.

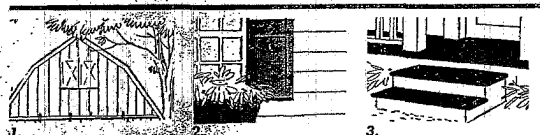
No worry then about your buildings "going to seed." For "Dutch Boy" Paints have what it takes to keep your place looking its best.

And the reason? Each and every "Dutch Boy" Paint has the right blend of pigments and oils for the job you want it to do... the wear and exposure conditions it must meet.

Keep your buildings up, your repair bills down, with long-lasting "Dutch Boy" Blended Paints. Your "Dutch Boy" dealer will show you how.



Dutch Boy
PAINTS
ENAMELS
VARNISHES



A protection-plus paint program that'll keep your repair bills down

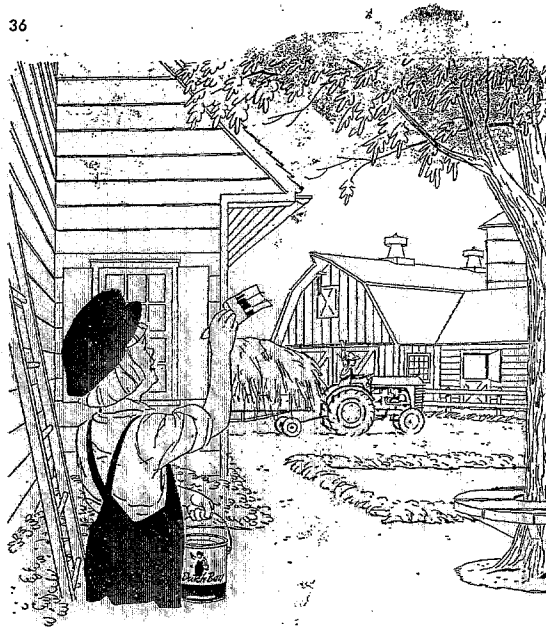


1—Paint your buildings systematically with long-lasting "Dutch Boy" House Paints. If you like white, choose self-cleaning "Dutch Boy" Bright White. It stays white! 2—Regularly, freshen up all trim with "Dutch Boy" Sash and Trim Colors. Bright, durable—the colors last! 3—Offset weather and wear by always keeping your porches and floors protected with tough, scuff-resistant "Dutch Boy" Porch and Floor Enamel.



NATIONAL LEAD COMPANY: New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Company of Massachusetts).

*REG. U. S. PAT. OFF.



How to get **More "Yield"** from your **Paint Dollars**

In some ways, paint is quite a lot like seed.

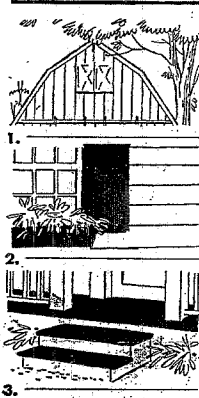
If you use a good one—a "Dutch Boy" Blended Paint, for example—you get more "yield": richer beauty, longer-lasting protection, fewer repair bills.

You get more "yield" because "Dutch Boy" Paints are specially blended. Each and every one has the right blend of pigments and oils for the job you want it to do... the wear and exposure conditions it must meet.

Before you paint your buildings next time, see your "Dutch Boy" dealer. He'll help you get the most out of your paint dollars.



Dutch Boy
PAINTS
ENAMELS
VARNISHES



Try this paint program—to get the most out of your paint dollars

1... On all your buildings, use "Dutch Boy" House Paints. They're tough, long-lasting. And when you want a white that stays white, pick "Dutch Boy" Bright White. It's self-cleaning. 2... Keep your trim "in trim" with "Dutch Boy" Sash and Trim Colors. Rugged, durable, bright. 3... Protect your porches and floor from weather and wear with hardy, scuff-resistant "Dutch Boy" Porch and Floor Enamel.



NATIONAL LEAD COMPANY, New York 6;
Chicago 10; Cincinnati 3;
Cleveland 15; Dallas 2; Philadelphia 25; Pitts-
burgh 12; St. Louis 1; San Francisco 10;
Boston 6 (National Lead Corp. Mass.)

Country Gentleman September 1952



You can teach an old room new tricks

... with "Dutch Boy's" colorful
Paints and Enamels

Old room, new room, big room, little room...

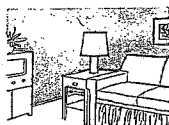
You can make *any* room in your home smarter and lovelier with "Dutch Boy" Paints and Enamels.

With 'em, you have some of the most beautiful colors you've ever laid eyes on. In the finish you want: soft flat, rich satin eggshell, brilliant gloss enamel. All in matching colors!

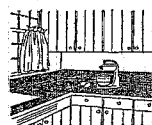
Truly, it's no trick at all to make your rooms sing with "Dutch Boy" Paints and Enamels. See your "Dutch Boy" dealer.



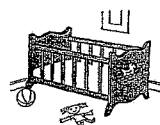
Dutch Boy
PAINTS
ENAMELS
VARNISHES
*Reg. U. S. Pat. Off.



1.



2.



3.

How to make light work of brightening up your home



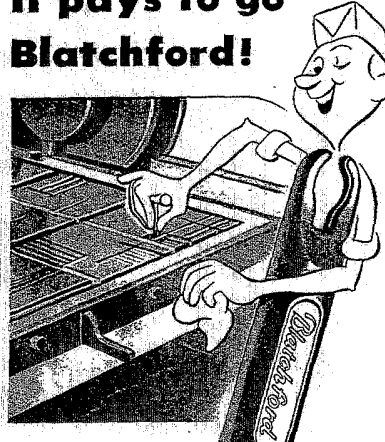
1. On your walls, use soft-toned "Dutch Boy" *Wonsover* flat. On woodwork, rich "Dutch Boy" *Satin Eggshell* or brilliant "Dutch Boy" *Interior Gloss Enamel*. Perfect color matches!
2. For kitchen and bathroom, new "Dutch Boy" *Sparkling White*. Porcelain-white, and its smooth, gleaming finish cleans like china.
3. For furniture, cabinets, toys—"Dutch Boy" *Quick-drying Enamel*. Bright, durable, easy to use!



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

0000-NLI-000016169

**Now...more than ever
it pays to go
Blatchford!**



With costs shooting upward, you don't want to overlook any item on which you might save money.

Take your metal stock, for example. If its operation is costing you too much, now's the time to switch to Blatchford Metal.

With Blatchford you get a clean, solid cast. That's because Blatchford Type Metal melts smoothly, flows freely, molds sharply.

With Blatchford you get type, slugs, and plates that are true to the mold. Blatchford has the fluidity to "get" all detail in the mat or matrix.

With Blatchford you get long, steady press runs. Blatchford Metal has the strength and toughness to stand up under rugged treatment.

What does this add up to...and mean to you?

It adds up to fewer imperfect casts, fewer machine and press stoppages. It means your staff and costly equipment can operate to capacity.

It means, with Blatchford on the job, you get maximum production at lowest cost. Buy Blatchford and get top metal performance.

Free chart for re-melt rooms tells, step by step, how to keep metal "healthy" and cut cross loss with Blatchford Type Metal Flux. Just write, Box 000, the office nearest you for "Re-melt Chart."

NATIONAL LEAD COMPANY—Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis, New York: E. W. Blatchford Co.; New England: National Lead Co. of Mass.; Boston; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles.



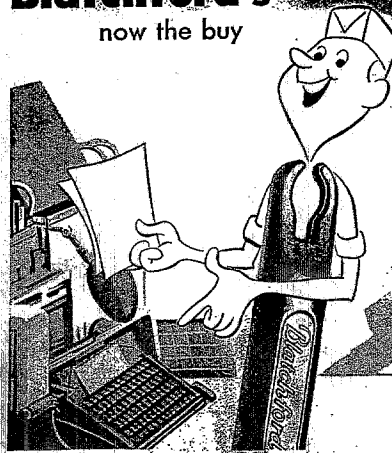
Blatchford
is the **NATIONAL** name
for dependable metal...

★Reg. U. S. Pat. Off.

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-10105A—Inland Printer, January—Printing Equipment Engineer, January—
Trade Composer, January—American Printer, February—
Editor & Publisher, February—Printing, February, 1952 ★

0000-NLI-000016170

See why
Blatchford's
 now the buy



Today, with costs soaring, your men and your machines must produce to capacity to earn you a profit.

For example, consider the performance of your metal stock. If it is operating below par, here are three reasons to "go Blatchford."

First, Blatchford gives you clean, solid casts. It melts smoothly, flows freely, molds sharply. *Fewer imperfect casts... greater operating efficiency!*

Second, Blatchford Metal gives you a slug or plate that's true to the mold. And its fluidity helps you "get" every detail of mat or matrix. *Less porosity... sounder plates!*

Third, Blatchford Metal gives you long, steady, clean press runs. It stands the gaff. *More dependable performance... fewer press stops.*

Built to save, every step of the way, Blatchford can help your skilled manpower and expensive machinery produce to capacity.

Try Blatchford. See for yourself how it can help raise your production... lower your costs.

➡ **Free chart for remelt rooms** tells, step by step, how to keep metal "healthy" and cut gross loss with Blatchford Type Metal Flux. Just write, Box 000, the Blatchford office nearest you for "Re-melt Chart."

NATIONAL LEAD COMPANY—Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis, New York, E. W. Blatchford Co., New England; National Lead Co. of Mass., Boston; Pacific Coast; Morris F. Kirk & Son, Inc., Los Angeles.



Blatchford

is the **NATIONAL** name
 for dependable metal...
 *Reg. U. S. Pat. Off.

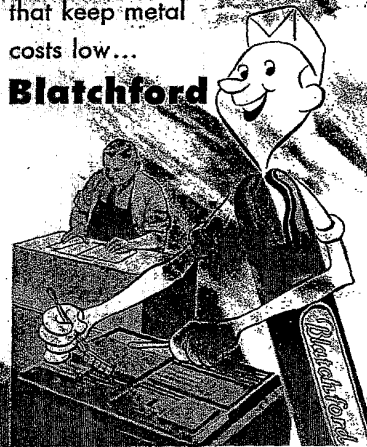
KL-10107—American Printer, April & October—Editor & Publisher, ★
 March 15 & September 27—Inland Printer, March & September—
 Printing, April & October—Printing Equipment Engineer,
 February, May, August, November—Trade Compactor,
 February, May, August, November, 1952.
 KL-10107A—American Press, March & September, 1952.
 KL-10107B—Graphic Arts Monthly, April & October, 1952.

0000-NLI-000016171

Tops in shops

that keep metal
costs low...

Blatchford



In the face of today's skyrocketing costs, it will pay you to consider every means to hold expenses down. For example... your metal shop.

Blatchford Metal helps keep operating costs down and production up in these three ways:

IN MACHINE COMPOSITION you get fewer imperfect casts and greater operating efficiency. Blatchford Metal melts smoothly, flows freely, molds sharply. *You get clean, solid casts.*

IN "STEREO" CASTING you get less porosity... sounder plates. And Blatchford's fluidity helps you "get" every detail of the mat. *You get a plate straight from the mold, time after time.*

IN PRINTING you get better plate performance, fewer "sinks." Blatchford stands up to rough treatment. *You get long, steady, clean press runs.*

Let Blatchford help you, your skilled staff and your expensive machinery produce to capacity. Buy Blatchford and compare.

Free chart for re-melt rooms tells, step by step, how to keep metal "healthy" and cut gross loss with Blatchford Type Metal Flux. Just write, Box 000, the nearest you for "Re-melt Chart."

NATIONAL LEAD COMPANY—Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis, New York: E. W. Blatchford Co.; New England: National Lead Co. of Mass.; Boston; Pacific Coast: Morris K. Kirk & Son, Inc., Los Angeles.



Blatchford
is the NATIONAL name
for dependable metal...

•Reg. U. S. Pat. Off.

0000-NLI-000016172

This advertisement prepared by MARSHALK and PRATT Company, New York
KL-10108—American Printer, June and December; Editor and Publisher,
April 19 and October 25—Inland Printer, May and November—
Printing, June and December—Printing and Publishing Engineer,
March, June, September and December—Lead Composition, March,
June, September and December, 1932 *

They last twice as long... vinyl products stabilized with "Dutch Boy" DYPHOS



Two thousand hours *plus* in the Weatherometer without failure... that's the record of "Dutch Boy" Dyphos stabilized vinyl compounds.

In plastisols, as well as organosols and emulsion dispersions, Dyphos gives you opaque vinyl products—unequalled in light- and heat-stability—excellent in color retention and long-lasting flexibility.

Dyphos gives you these advantages in vinyl moldings and extrusions, too.

Recommended also for systems using chloro-paraffins as secondary plasticizers, Dyphos is a general purpose stabilizer. You can rely on Dyphos to give your vinyl compounds the qualities needed for standout performance in service.

Let us show you how "Dutch Boy" Dyphos can simplify your operations...double the life of your vinyl formulations. Also investigate the other "Dutch Boy" chemicals. Just write for factual data and technical assistance.

"Dutch Boy" Stabilizers

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

Dutch Boy[®]
CHEMICALS



*Reg. U. S. Pat. Off.

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

KL-1230—Tells Rubber World, March—Machinery, Plastics, Paints—Dutch Boy Chemicals, Inc., New York, N. Y.

0000-NLL-000016173

If you're looking
for a good
general purpose stabilizer

...look to "Dutch Boy" DYTHAL

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

Dutch Boy
CHEMICALS

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

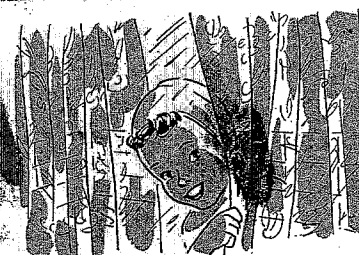
NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.



1. EXCELLENT HEAT AND LIGHT STABILITY: Dythal's high lead content assures heat stability and excellent ultra-violet light absorption properties assure excellent light stability in your finished products. Translucent tinting strength, and thus helps more plastic than possible.



2. GOOD ELECTRICAL PROPERTIES: Dythal is particularly effective when used in high temperature insulation compounds.

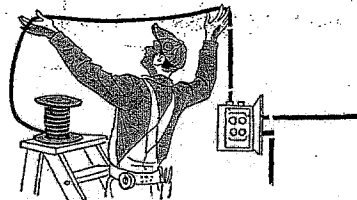


3. EVEN DISPERSION, LOW VOLUME COST: Dythal disperses uniformly throughout... gives excellent results in film and sheeting, in extrusions (especially on wire), and in plastisols. If you want to extend the life of your plastic compounds, investigate "Dutch Boy" Dythal, general purpose stabilizer. Consult our technical staff for additional information and data. Write today.

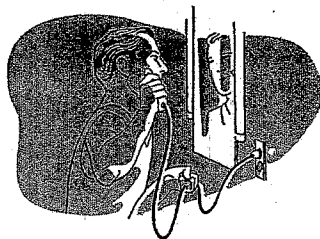
This advertisement prepared by MARSHALK and BRATT Company, Inc., New York, N.Y.
1954-1956—Plastic World, Modern Plastics Magazine, Plastic Age, Plastic Engineering

0000-NLI-000016174

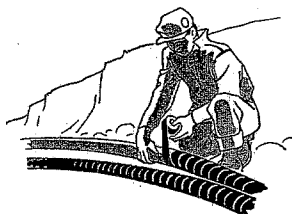
**You get all 3
with "Dutch Boy"
TRIBASE E** (vinyl insulation stabilizer)



1. **Good Electrical Properties.** Tribase E provides all of the electrical advantages characteristic of lead silicates, without sacrificing great heat stability.



2. **Exceptional Heat Stability.** Tribase E's safe, high, available basic lead content guarantees good, long time heat stability. It also eliminates gassing and other types of stabilizer breakdown.



3. **Low Volume Cost.** Tribase E has a low specific gravity...making it the most economical "White Litharge" type compound available.

If you have a vinyl electrical insulation problem, consult our technical staff. And if you'd like more information and technical data about Tribase E, a request will be welcome.

"Dutch Boy" Stabilizers

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

Dutch Boy[®]
CHEMICALS

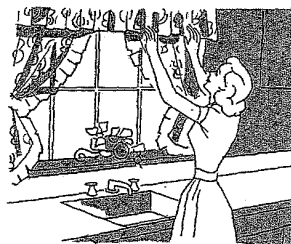


* Reg. U. S. Pat. Off.

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

KD-1277—Modern Plastics, April, October—Rubber Age, June—India Rubber World, July—
Plastics World (4/9th Page), April, October, 1952 ★

0000-NLI-000016175



1. **For high transluence.** "Dutch Boy" Plumb-O-Sil C has a refractive index that closely coincides with that of vinyl chloride resin. That's why Plumb-O-Sil C assures highly translucent stocks for a wide variety of products.
2. **For better color.** "Dutch Boy" Plumb-O-Sil C stabilizer has no appreciable tinting strength. You get good stability in deep shades and vivid colors because Plumb-O-Sil C performs well with almost all dyes and pigment additions.

Stabilize your translucent vinyl stock

with "Dutch Boy"

PLUMB-O-SIL C

"Dutch Boy" Stabilizers	
PRODUCT	USE
TRIBASE (Tribasic Lead Sulfate)	Electrical and compounds requiring stabilizer
TRIBASE E (Basic Lead Silicate Sulfate Complex)	Low volume insulation
DS-207	Stabilizer-lubricant



- 3. For easier dispersion.** "Dutch Boy" Plumb-O-Sil C needs no pre-dispersion. You get heat stability with less work and trouble in processing.

If you have a special problem in stabilizing your translucent vinyl compounds, consult our technical staff. They will be glad to help you. Or write for additional information and technical data on "Dutch Boy" Plumb-O-Sil C.

PRODUCT	USE
TRIBASE (Tribasic Lead Sulfate)	Electrical and other compounds requiring high heat stability
TRIBASE E (Basic Lead Sulfate Sulfate Complex)	Low volume cast insulation
DS-207 (Dynamic Lead Stearate)	Stabilizer-lubricant for sheathing, film, extrusion and molded compounds
PUMBO-S-III A (Co-precipitate of Lead Orthosulfate and Silica Gel)	Translucent and colored sheathing and upholstery stocks
PUMBO-S-III B (Co-precipitate of Lead Orthosulfate and Silica Gel)	Translucent and colored film, sheathing, belting
PUMBO-S-III C (Co-precipitate of Lead Orthosulfate and Silica Gel)	Highly translucent film and sheathing
DYTHAL (Di-basic Lead Phthalate)	General purpose stabilizer for heat and light. Good electrical properties
DYPHOS (Di-basic Lead Phosphite)	Outstanding for heat and light in oil aqueous stocks, including plastics and organosols. Exceptional weathering characteristics
NORMASAL (Normal Lead Sulfocylate)	As stabilizer or co-stabilizer in vinyl flooring and other compounds requiring good light stability
BASINAC (Barium Ricinolate)	Stabilizer-lubricant for clears

Dutch Boy
CHEMICALS

* Reg. U. S. Pat. Off.

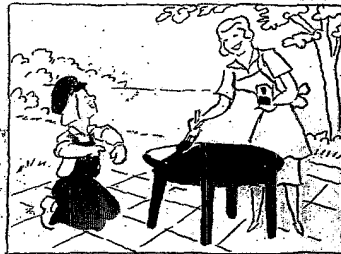
NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.

0000-NLI-000016176

You get the
Zing of Spring
 — in "Dutch Boy"
 Quick-drying Enamels!



5 handy
 sizes:
 1/4 pt.,
 1/2 pt.,
 1 pt., 4 1/2 gal.

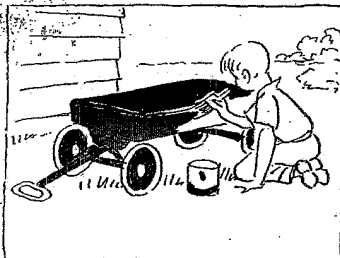


**1. Easy and Quick!
 Smooth and Slick!**

You'll love "Dutch Boy" Quick-drying Enamel—so easy to use. No fuss, no muss, you just open a can. And bright, colorful beauty flows off your brush, spreads evenly, and levels out to a smooth, sparkling finish. No brush marks!

**12 RICH BRIGHT
 BEAUTIFUL COLORS**

—and oh, the things you can do with any one of these, inside and out, to snap your home out of the droopy, drab doldrums!



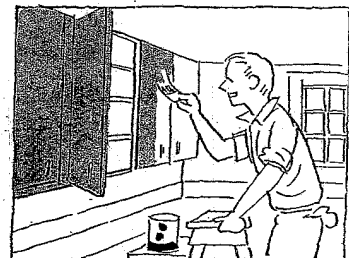
**2. Fast-dries to brilliant
 high-gloss finish!**

If you hate to wait, "Dutch Boy" Quick-drying Enamel is the paint for you. Brushed on or sprayed, it dries amazingly fast. Just one coat gives a hard, rugged, high-gloss film that resists weather, wear, heat, and stains.



**3. Takes to water
 like a duck!**

So you're death on dirt? Well, you can rub and scrub surfaces enameled with "Dutch Boy" all you want. "Dutch Boy" Quick-drying Enamel's bright beautiful colors with their rich luster, are easy to keep spic-and-span.



**4. Brightest idea yet
 for thrifty home-lovers!**

Never give up on anything you own—chairs, tables, baby furniture, toys—until you see what you can do with colorful "Dutch Boy" Quick-drying Enamel to bring it back to life. Today, get some ... and put the zing of spring into your home.

Dutch Boy*
 PAINTS
 ENAMELS
 VARNISHES



Your Friendly
"Dutch Boy" Dealer
 ← he's the man to see

...when you want expert help and advice on re-decorating your home. For a starter, let me show you some of the wonderful things you can do with wonderful "Dutch Boy" Quick-drying Enamel!



NATIONAL LEAD COMPANY

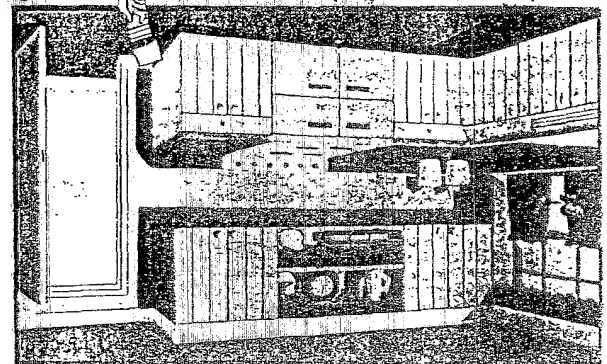
0000-NLL-000016177

SUNDAY SUPPLEMENTS

April 27, 1952

Leave it to the girls to know a dream finish when they see one!

Packaged in convenient quarts and economical gallons



"So rich and creamy, ... That's the way my wife talks about Dutch Boy Satin Eggshell. She just loves its smooth, lustrous, soft-toned finish. Aye, too! So we go all out for Satin Eggshell—use it on kitchen and bathroom walls, on all woodwork throughout the house. It's a dream finish, for sure!"

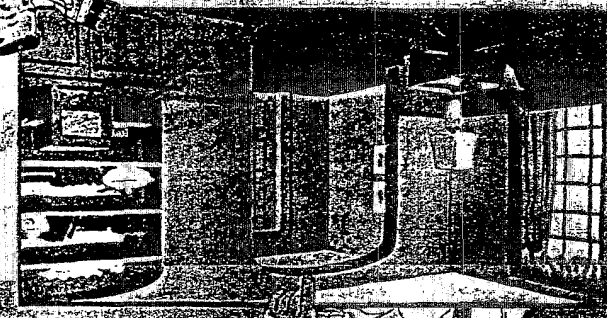


Flows easy and free. What an expert you'll be! No muffs, no fuss. Easy does it with "Dutch Boy" Satin Eggshell. With brush or roller it just seems to glide on. And the finish is always smooth and uniform—no brush marks or streaks. Try "Dutch Boy" Satin Eggshell yourself—and see how easy it is to make your dreams come true.

Cleans off quick. A little soap and water—the Always looks slick! dirt's gone. No harm at all to the rich luster of your soft-toned "Dutch Boy" Satin Eggshell finish—or to its beautiful color. See why everybody raves about this dream finish. It's creamy... color-ful... easy to use... easy to clean. Try "Dutch Boy" Satin Eggshell! We leave it to you to know a dream finish when you see one!



Colors that make Your rooms awake! shell, you can wake up sleepy rooms. The smart pastel tints have rich lively loveliness. The high-fashion, vibrant shades... heart-warming, exciting beauty. And where you want the same wake-up and-live colors in flat or high-gloss finishes, you have wonderful "Dutch Boy" answer. For brilliant "Dutch Boy" Interior Gloss Enamel. A perfectly color-matched trio!



Your friendly "Dutch Boy" Dealer



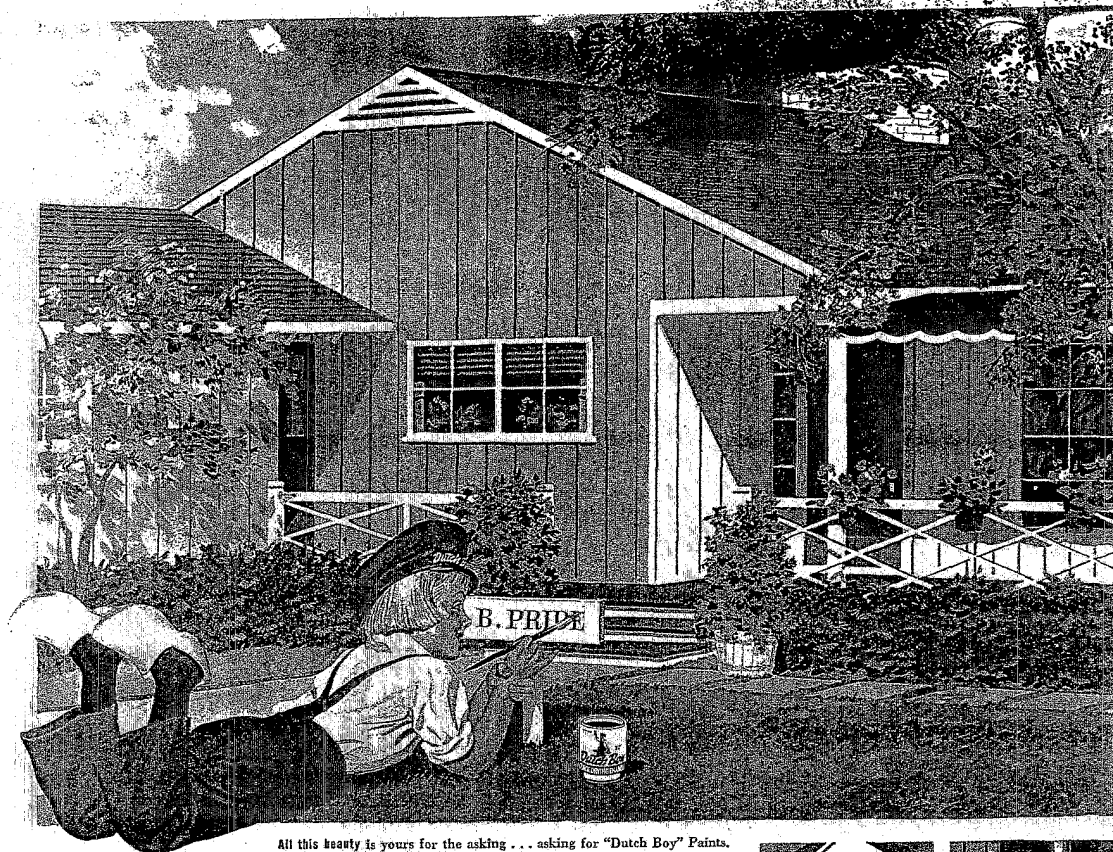
When you want expert help and advice on paints and their use, see your "Dutch Boy" dealer. (His name is listed under "Paint" in the classified section of your telephone book.) For a starter, let him suggest some of the wonderful things you can do with "Dutch Boy" Satin Eggshell.

Reg. U.S. Pat. Off.

NATIONAL LEAD COMPANY

SUNDAY SUPPLEMENTS

May 25, 1932



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

Home for a family that's made its mark

... merits the extra protection of
"Dutch Boy" Blended Paints

Your home speaks for itself . . . and you.

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

It'll look fresh and colorful and pretty as a picture. And it'll keep its looks.

For "Dutch Boy" Paints are blended to protect beauty. Each and every one is the right blend of pigments and oils for the job you want it to do, the wear and exposure conditions it must meet.

Keep your home up to the mark with "Dutch Boy" Blended Paints. See your "Dutch Boy" dealer—listed under "Paint" in your classified phone directory. Or see your painter. Also write for Dutch Boy's Fashion Tints for Homes.



**Dutch Boy PAINTS,
ENAMELS, VARNISHES**

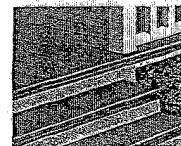
©1952 U. S. Pat. Off.



Sparkling success—it's the whitest of whites and it is self-cleaning. That's why "Dutch Boy" Bright White is the home-owner's favorite.



Alive with color—paint your shutters, sash, trim, and doors with "Dutch Boy" Sash and Trim Colors. Lively and gay, they last and last!



Patter, patter, yet no matter! Rich, brilliant "Dutch Boy" Porch and Floor Enamel stands up to weather and the wear of scuffing shoes.

"Save the Surface and You Save All!"

Beautiful full-color booklet—Free—
Just mail this coupon . . .

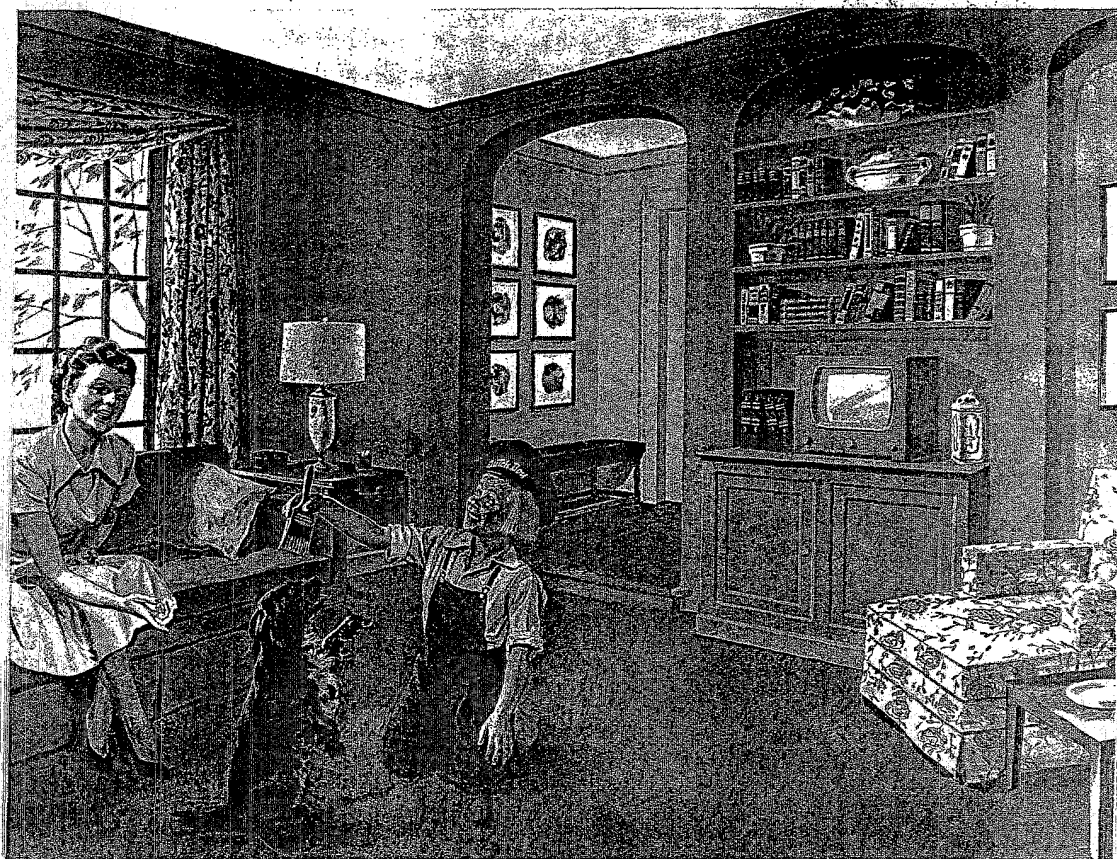
NATIONAL LEAD COMPANY,
Dept. 00, (Address nearest office) New
York 6; Atlanta; Buffalo 8; Chicago 8;
Cincinnati 3; Cleveland 13; Dallas 2;
Philadelphia 25; Pittsburgh 12; St. Louis 1; San
Francisco 10; Boston 8 (National Lead Co. of Mass.).
I understand that your full-color booklet, Dutch Boy's
Fashion Tints for Homes, is a treasure house of smart,
modern, easy-to-apply home-decorating ideas. Please
send me a copy—free.



Name _____
Address _____
City _____ Zone _____ State _____

This advertisement appears in: The Saturday Evening Post, March 29, 1952
Better Homes and Gardens, April, 1952—The American Home, April, 1952

0000-NLI-000016179



Want to try this beautiful "Dutch Boy" color scheme? Walls: 486-Colonial Green Wonsover. Woodwork: 586-Colonial Green Satin Eggshell. Ceiling: 420-Ivory Wonsover. Entrance Hall is 472-Pastel Blue Wonsover.

You can teach an old room new tricks

... with "Dutch Boy's" colorful Paints and Enamels

Old room, new room, big room, little room...

You can make *any* room in your home smarter and lovelier with "Dutch Boy" Paints and Enamels.

With 'em, you have the rainbow 'round your shoulder: a range of beautiful colors as smart as the Colonial Green and Ivory shown above.

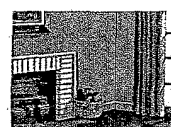
And you have these lovely "Dutch Boy" colors in the finish you want: soft flat, rich satin eggshell, brilliant gloss enamel. All in matching colors!

Truly, it's no trick to make your rooms sing with "Dutch Boy" Paints and Enamels. See your "Dutch Boy" dealer, listed under "Paint" in your classified telephone directory. Mail coupon for free, full-color booklet on decorating homes colorfully, smartly, easily.



**Dutch Boy® PAINTS,
ENAMELS, VARNISHES**

© Reg. U. S. Pat. Off.



"Save the Surface and You Save All"

Here's a flat paint that flatters your rooms into looking fresh and new and colorful... "Dutch Boy's" wonderful, one-coat Wonsover.



Oh! The tricks you can do with these colorful two: "Dutch Boy's" rich, restful *Satin Eggshell* and bright, brilliant *Interior Gloss Enamel*!

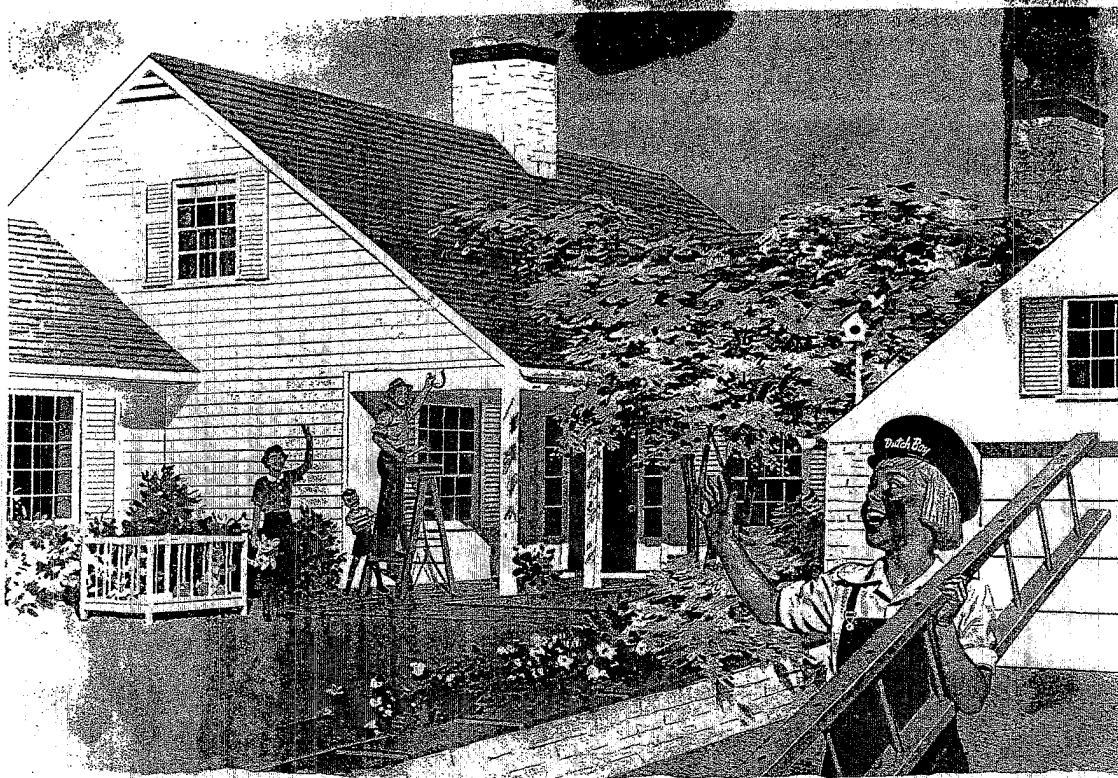


Spare the chair from weather and wear. Protect all kitchen and outside furniture by painting it with "Dutch Boy" *Quick-Drying Enamel*.

Free... Full-color booklet... Just mail coupon

NATIONAL LEAD COMPANY, Dept. 00,
(Address nearest office) New York 6; Atlanta;
Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13;
Dallas 2; Philadelphia 25; Pittsburgh 12; St. Louis 1;
San Francisco 10; Boston 6 (National Lead Co. of Mass.).
Please send me a free copy of Dutch Boy's *Fashion Tips for Homes*,
the full-color booklet giving lots of wonderful ideas about decorating
rooms smartly, colorfully, easily.

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



The Home that's brought you so much Luck and Happiness

How you can match the clean, fresh, sparkling beauty of this lovely home: on your siding, use self-cleaning "Dutch Boy" 110-Bright White House Paint; on your shutters and doors, "Dutch Boy" Sash and Trim Colors, 240-Yellow and 250-Red.

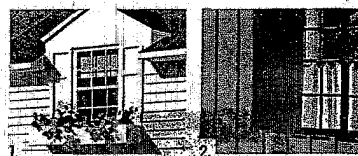
... protect its life and looks
with "blended" paints that last

When a home loses its looks, its luck seems to run out.

So keep your home lovely—and happy—with long-lasting "Dutch Boy" Blended Paints.

They give your home, and its beauty, protection plus. The plus that comes of knowing—as the "Dutch Boy" has known for generations—how to blend pigments and oils so each "Dutch Boy" Paint is just right for the job you want it to do, the wear and exposure conditions it must meet.

Only good paint is good enough for the home that's brought you so much luck and happiness. See your "Dutch Boy" dealer—his name is listed under "Paint" in the classified section of your telephone directory. Or see your painter. And write for "Dutch Boy's Fashion Tints for Homes."



A good painting plan for the home-loving man

1. If you want the whitest, brightest house you've ever had, use famous "Dutch Boy" Bright White. Self-cleaning, it sheds both dirt and years.
2. Paint your trim with gay, lively "Dutch Boy" Sash and Trim Colors. Highly durable, their brilliant gloss and rich, deep color always come "smiling through."
3. Boost the resistance of your floors to weather and the wear of scuffing shoes with "Dutch Boy" Porch and Floor Enamel. Rich, tough, durable!



FREE... Full-color booklet. Just mail this coupon

NATIONAL LEAD COMPANY
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New York 6; Atlanta; Buffalo 3; Chicago 8;
Cincinnati 1; 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 Dutch Boy's Fashion Tints for Homes, the full-color booklet giving lots of wonderful ideas about decorating homes smartly, colorfully, easily.

Name _____
Address _____
City _____

Dutch Boy PAINTS, ENAMELS, VARNISHES

© Reg. U. S. Pat. Off.



In this bewitchin' kitchen, the walls are finished in 556-Dusty Rose, "Dutch Boy" Satin Eggshell. Woodwork and cabinets in porcelain-like "Dutch Boy" 715-Sparkling White Enamel.

If you're Dreaming of a Bright Kitchen

... "Dutch Boy" Satin Eggshell
will make your dreams come true

To put new heart into the heart of your home...

To quick-change your old kitchen into a livable, lovable, colorful family center... just you try "Dutch Boy" Satin Eggshell.

You'll love Satin Eggshell for the richness of its finish... for its smart, modern colors which range from soft-toned pastels to vibrant decorator shades.

You'll love Satin Eggshell for its wondrous washability. Rub and scrub as hard as you please, it stays pleasingly lustrous.

You'll love Satin Eggshell because it's so easy to apply: easy brushing, smooth spreading—no brushmarks or streaks!

Colorful, washable Satin Eggshell is also a "dream" finish for bathrooms... and for woodwork throughout the house.

See your "Dutch Boy" dealer—listed under "Paint" in your classified telephone directory. Mail the coupon for Dutch Boy's Fashion Tints for Homes. Free.



Dutch Boy PAINTS
ENAMELS, VARNISHES

*Reg. U.S. Pat. Off.



Three shortcuts
to lasting beauty
in your home

1. It's no trick to make your living room wake up and live. Just paint the walls with magic-working Wonsaver Flat. Comes in the same beautiful colors as "Dutch Boy" Satin Eggshell and Interior Gloss Enamel. 2. Want gleaming white beauty that's a snap to clean? Then you want porcelain-like "Dutch Boy" Sparkling White Enamel. 3. Give kitchen and outdoor furniture brand-new brightness in a jiffy... with "Dutch Boy" Quick-drying Enamel. Wide choice of eye-appealing colors.

FREE... Color-Scheme book.
—let. Just mail this coupon

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San Francisco 10; Boston 6 (National Lead Co. of Mass.)

Please send me a free copy of Dutch Boy's Fashion Tints for Homes, the full-color booklet giving lots of wonderful ideas about decorating homes smartly, colorfully, easily.

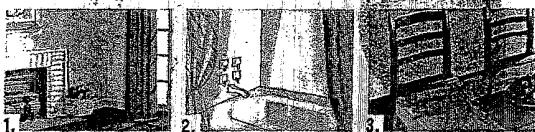
Name _____
Address _____
City _____ Zone _____ State _____



The "Dutch Boy" colors that put this room into such a lulling party mood are 476-Blue Haze, 512-Off White.

For rooms that are the life of the party

... redecorate your home with colorful
"Dutch Boy" Paints and Enamels



The quick and easy way to
make your rooms inviting



1... Paint your walls and woodwork the same color, but vary the type of finish. Easy to do because "Dutch Boy" Wonsover Flat, "Dutch Boy" Satin Eggshell, "Dutch Boy" Interior Gloss Enamel come in smart, matching colors. 2... In kitchen and bath, use a bright, gleaming finish that's a snap to keep clean—"Dutch Boy" Sparkling White Enamel. It's like porcelain! 3... Keep chairs and cabinets invitingly lovely with "Dutch Boy" Quick-drying Enamel's wake-up-and-live colors. Easy, quick, smooth, and slick!

Like Gloomy Gus, some rooms get you down.

But if you want yours to give you a lift—to be cheery and colorful and full of life—give your home the quick and easy "Dutch Boy" treatment.

With "Dutch Boy" Paints, you'll have a picnic picking your color. Every tint and shade's a lively lovely.

Each is a "life-of-the-party" color you can match in three "Dutch Boy" finishes: beautiful Wonsover's soft flat... Satin Eggshell's rich, lustrous, and wondrously washable semi-gloss... Interior Gloss Enamel's brilliant full gloss.

So off with the old. And on with a new and colorful Dutch Boy "party dress" that'll make your home look its beautiful best. See your "Dutch Boy" dealer, listed under "Paint" in your classified telephone directory. Mail coupon for free, full-color booklet on decorating homes colorfully, smartly, easily.



FREE... Full-color booklet.
Let. Just mail this coupon.



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Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6
(National Lead Co., of Mass.)

Please send me a free copy of Dutch Boy's Fashion Tints for Homes, the full-color booklet giving lots of wonderful ideas about decorating homes colorfully, smartly, easily.

Name _____
Address _____
City _____ Zone _____ State _____

**Dutch Boy PAINTS,
ENAMELS, VARNISHES**

* Reg. U. S. Pat. Off.