

ADVERTISEMENTS 1920 H-8833



0000-NLI-000016715

NATIONAL LEAD COMPANY

American Magazine,
1, 2, 3, 4, 5

American Paint Journal
6, 7, 8, 9, 10, 11, 12, 13, 14, 15

American Paint & Oil Dealer,
9, 10, 12, 14

Architectural Forum,
4, 16, 17, 18, 19, 20

Country Gentlemen,
1, 2, 3, 4, 5, 21

Drugs, Oils & Paints
9, 10, 11, 12, 13, 14, 15, 22, 23, 24

Everybody's
1, 2

Hardware Age,
9, 10, 11, 12, 13, 14, 25, 26, 27, 28, 29

Modern Hospital,
30

Newspaper Advertisements
31 to 75 inclusive

Oil, Paint & Drug Reporter
6, 7, 8, 9, 10, 11, 12, 13, 14, 23, 24, 76, 77

Paint, Oil & Chemical Review,
6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 24, 88, 89, 90, 91,
92, 93, 94, 95, 96, 97, 98, 99, 100

Painter & Decorator,
9, 11, 12, 13, 14, 81, 82, 83, 84, 85, 86, 87

Red Book,
1, 2, 3, 4, 5

UNITED STATES CARTRIDGE COMPANY

Arms and The Man,
101, 102, 103, 104, 105, 106, 107, 108, 109, 110

Field & Stream,
113, 114, 115

Forest & Stream,
113, 114, 115

Hunter, Trader & Trapper,
113

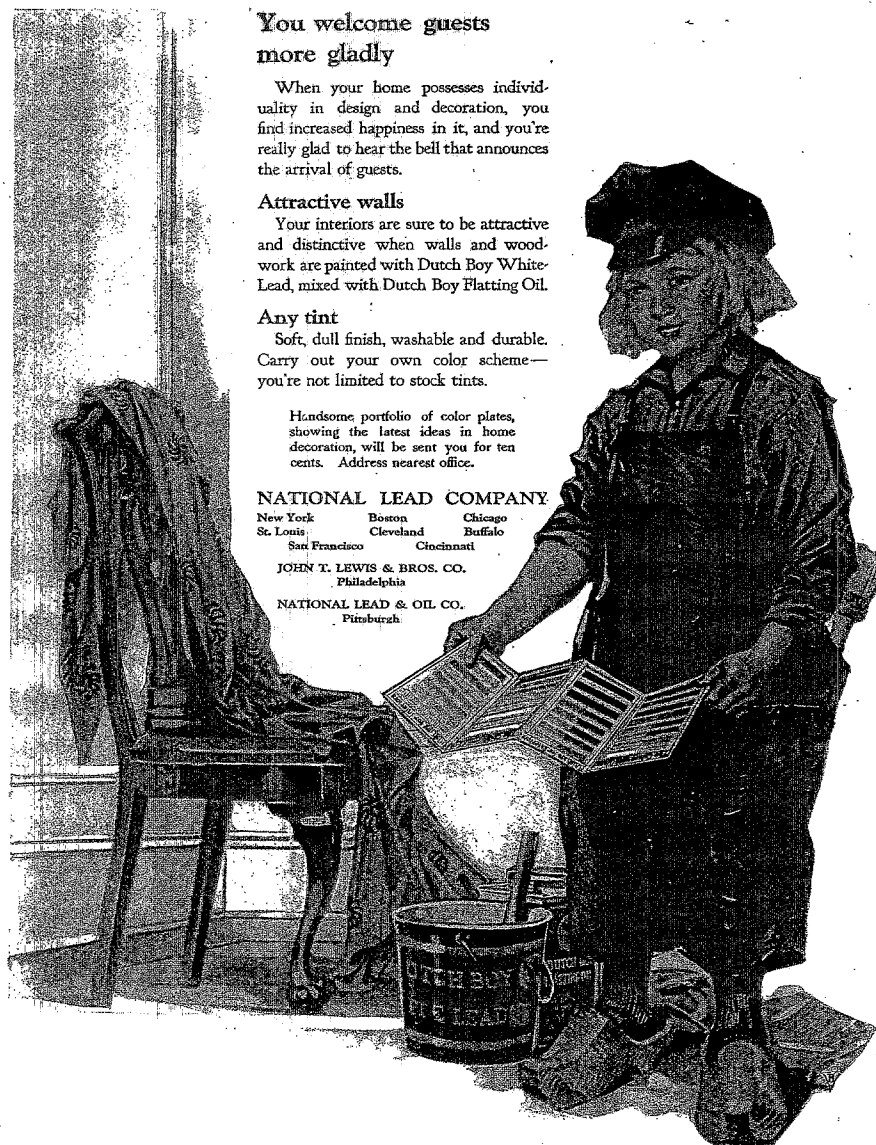
National Sportsman,
112, 113, 114, 115

Outdoor Life,
112, 113, 114, 115

Outers Recreation,
111, 112, 113, 114, 115

Sporting Goods Dealer,
116, 117, 118, 119, 120, 121.

United States Revolver Association Bulletin,
122, 123



You welcome guests more gladly

When your home possesses individuality in design and decoration, you find increased happiness in it, and you're really glad to hear the bell that announces the arrival of guests.

Attractive walls

Your interiors are sure to be attractive and distinctive when walls and woodwork are painted with Dutch Boy White-Lead, mixed with Dutch Boy Flatting Oil.

Any tint

Soft, dull finish, washable and durable. Carry out your own color scheme—you're not limited to stock tints.

Handsome portfolio of color plates, showing the latest ideas in home decoration, will be sent you for ten cents. Address nearest office.

NATIONAL LEAD COMPANY

New York	Boston	Chicago
St. Louis	Cleveland	Buffalo
San Francisco	Cincinnati	

JOHN T. LEWIS & BROS. CO.
Philadelphia

NATIONAL LEAD & OIL CO.
Pittsburgh

Dutch Boy Flatting Oil White-Lead

Save the surface and you save all. White-Lead saves the surface.

This color-page advertisement appears in the following publications:

Red Book, March
Everybody's, March
Country Gentleman, March 20
American Magazine, April

This advertisement appears in full colors in the following publications:

Country Gentleman May 15th
American Magazine July
Red Book July

Your Own Color Scheme

What pleasure there is in home surroundings which express your own tastes and individuality!

Painted walls give you this opportunity—your favorite color scheme can be worked out all through your home just as your "mind's eye" sees it.

You Can See How Each Tint Will Look

Perfect harmony, correctness in every detail, are assured—because your painter, adding the color when he mixes the paint, can show you each tint for approval, and can vary it a bit this way or that as you watch him, until he gets exactly the tint you want.

Soft, Dull Finish Washable

Walls painted with Dutch Boy White-Lead and Flatting-Oil have that soft, dull finish so restful to the eyes.

They can be washed as often as necessary, without injury.

A handsome portfolio of color plates, showing the latest ideas in home decoration, both inside and out, will be sent you for ten cents. Address nearest office.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy

Flatting Oil and White-Lead

Save the surface and you save all

White-Lead saves the surface

0000-NLI-000016719



There must be no "Weakest Spot"

When a chain—or a paint film—gives way in just one place, the result is disaster.

Tiny breaks, here and there, in the coat of paint on your home, mean that you must repaint, or else witness the gradual disintegration of the whole surface, and decay beneath the surface.

Trust to "Lead and Oil"

Then let the paint you use be Dutch Boy White-Lead and pure linseed oil—an armor invulnerable at every point.

This paint is waterproof. It contracts and expands with the wood into whose pores it fastens, and will not crack or scale.

The economy of Dutch Boy.

Paint is only a small part of the cost of painting. Labor is the big item. It costs no more to apply good paint than poor paint; and you don't have to do it so often.

Dutch Boy White-Lead paint costs less, figured by the gallon, square yard, or years of service. As it is mixed to order, you can have the exact color you want.

Harmony and individuality are shown in the portfolio of color suggestions for home decoration, which we shall be glad to send you for ten cents.

NATIONAL LEAD COMPANY

New York
Buffalo

Cleveland
Cincinnati

Boston
Chicago

San Francisco

St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

Save the surface and you save all

White-lead saves the surface

This advertisement appears in colors in the following publications:

Country Gentleman July 10th
Red Book Magazine September
American Magazine September

Architectural Forum, October

0000-NLI-000016720

A home you're proud of

You are proud of your home when it is painted with Dutch Boy White-Lead and Linseed Oil.

Each neighbor's friendly greeting expresses his approval of that glistening armor of lead-and-oil. It indicates thrift, prosperity, and community spirit.

Dutch Boy defies weather

Anchored deep in the wood pores, pure lead-and-oil paint defies snow, rain, sun, frost, heat. Such protection of your home means added pleasure as long as you occupy it, a higher price if you sell.

Lowest per gallon, per square yard, per year

The cost per gallon of Dutch Boy White-Lead and Linseed Oil is less today than that of any other paint with the labor of putting on. Its superior covering power makes its relative cost per square yard still lower. Its durability makes its cost per year especially low.

Any tint

And you are not confined to stock colors—your painter mixes the exact tint you want.

A handsome assortment of color plates, showing the latest ideas in home decoration, both inside and out, will be sent you for ten cents. Address nearest office.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy White-Lead

Save the surface and you save all. White-Lead saves the surface

This color-page advertisement appears in the following publications:

Red Book, February
American Magazine, March
Everybody's, February
Country Gentleman, February 21

0000-NLI-000016721

A Thousand Tints and Tones of Blue

and as many of green or yellow or brown or any other color.

Any one of them is yours when you paint interior walls and woodwork with Dutch Boy White-Lead and Dutch Boy Flatting Oil.

Thus it is easy for you to work out in exact detail and harmony any imagined color scheme—for your painter produces the exact tint and tone you desire, stirring in the color as he mixes the paint. The variety is infinite. You are not limited to stock tints.

Soft, Dull Finish

Without losing any of the well-known advantages of a white-lead paint, you obtain a surface that is smooth, silky, free from gloss or glare, and restful to the eyes.

Washable and Durable

Walls painted with Dutch Boy White-Lead and Dutch Boy Flatting Oil are impenetrable to dirt or water, and can be washed as often as necessary without injury.

This means durability.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

See the surface and you save all
to save the surface. White-Lead is



Dutch Boy Flatting Oil and White-Lead

This advertisement appears in colors in the Country Gentleman, August 7; Red Book Magazine, October; and American Magazine, October.

0000-NLI-000016722



"Spare the paint and spoil the house"

An old adage with a new twist—and what a lot of people it hits!

The "Save the Surface" campaign is directed at just these people. By co-operative effort, paint and varnish manufacturers, wholesalers, dealers and painters are showing them their mistake.

This benefits you, and everyone engaged in making or selling paints and varnishes. It means more business for us all.

Are you spreading the gospel of "Save the Surface"?

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

The above advertisement appears in the following publications:

American Paint Jnl.
American Paint Jnl.—March 7.
Oil, Paint & Drug Reporter—Jan. 31.

Oil, Paint & Drug Reporter—Mar. 7.
Paint, Oil & Chemical Review.
Paint, Oil & Chemical Review—Mar. 2.



He Didn't Take Susie's Advice

"Frank," said Susie, one day in March, "you ought to paint the barn this spring. It needs it."

"No," said Frank, "I'd rather save the money for something else."

Frank "saved the money" for a couple of years—then he spent it all, and some more, to put on a new roof, repair other damage the weather had done to the barn—and paint it.

The "Save the Surface" campaign aims to make property owners realize that a good way to save money is to paint their barns, houses, fences, furniture, wagons, farm implements.

Paint and varnish manufacturers, wholesalers, dealers and painters, working co-operatively in this way, increase the country's paint and varnish business, and each one's share increases in proportion.

You can increase your sale of paints and varnishes by co-operating in the "Save the Surface" campaign.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

The above advertisement appears in the following publications:

American Paint Jul.—Mar. 14.

Oil, Paint & Drug Reporter—Feb. 7, Apr. 4.

Paint, Oil & Chemical Review—Mar. 9.

0000-NLI-000016724

This advertisement will appear in the March 30th issue of the Paint, Oil and Chemical Review
American Paint Journal—April 11th. Oil, Paint & Drug Reporter—April 28th.



The Day of Reckoning

"No," he said, "there are other things the house needs more than painting."

He was wrong—although he didn't realize it until the day came when his house needed new shingles, new gutters, new leaders and other miscellaneous repairs.

Now he appreciates the truth of "Save the surface and you save all."

When you, and we, and all other manufacturers, wholesalers, dealers and painters make more people realize the money-saving importance of paint and varnish, we will be building business for ourselves.

Are you doing your part?

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and desiring that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefit of this advertising, we gladly devote this space to the promotion of this cooperative work.

*"Save the surface and
you save all" - Paint & Varnish*

If You Owned the Western Union—

How would you increase your business?

You'd do just what the Western Union is doing—get people to send more telegrams.

If a dozen telegraph companies had offices in your town, what would be the best way for them to do more business—take it away from each other, or do what the Western Union is doing?

You know the answer—and doesn't the same principle apply to the paint business?

It *does* apply—or there wouldn't be a "Save the Surface" campaign. *Because* it applies this "Save the Surface" advertising is increasing the business of paint dealers everywhere.

Dealers are getting the quickest, biggest results in towns where they get together and work together in a joint "Save the Surface" campaign.

If the dealers in your town aren't doing this very thing—start something!

It'll pay—for the one big way to sell more paint is to educate people to use more paint—to teach people to "Save the Surface" by painting oftener, and by painting roofs, fences, farm machinery and other "surfaces" where paint has been used meagerly or not at all.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cleveland St. Louis San Francisco Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy

Flatting Oil
and
White-Lead

This advertisement with minor changes will appear in the following publications.

American Paint and Oil Dealer—October.
Hardware Age—September 18th.
Drugs, Oils and Paints—September.

Oil, Paint and Drug Reporter—September 6th.
Paint, Oil and Chemical Review—September 8th.
Painters Magazine—September.

American Paint Journal—September 6th.

0000-NLI-000016726

*"Save the surface and
you save all"—Paint & Varnish*

Ever Hear of Raisin Pie?

A generation ago, only a few housewives made raisin pie. It was unheard-of in restaurants.

Raisin pies were popularized by the raisin growers of California. They wanted to sell more raisins—and instead of each one trying to take business away from the others, they set out to create a bigger raisin market. One of the means adopted was to popularize raisin pie, by means of clever advertising.

The same sound, sensible idea is back of "Save the Surface."

Manufacturers, jobbers, dealers, painters won't have to try to take business away from one another if the whole paint and painting industry increases in volume. And the "Save the Surface" campaign is having just this effect.

Hundreds of letters on file at "Save the Surface" headquarters bear witness that people have been impelled to paint oftener, to use paint on surfaces they had not previously thought of saving.

This means more work for all painters, more business for all who make and sell paint and allied products.

Are you helping your business by putting your individual impetus into the "Save the Surface" campaign?



NATIONAL LEAD COMPANY

New York
Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia

Cleveland
Chicago

Boston
San Francisco

Buffalo
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Flatting Oil and White-Lead

Save the surface and you save all

White-Lead saves the surface

This advertisement, with minor changes, will appear in the following Magazines:

Hardware Age—October 7th.
American Paint & Oil Dealer—November.
Drugs, Oils & Paints—October.
American Paint Journal—Sept. 13th and Nov. 8th.
Oil, Paint & Drug Reporter—Sept. 20th and Dec. 6th.
Paint, Oil & Chemical Review—Sept. 15th and Nov. 3rd.

0000-NLI-000016727

*"Save the surface and
you save all"—Paint & Varnish*

The Other 99 Eskimos

Suppose one Eskimo, in a village of 100, discovered the joys of the bath, and bought a tub.

The bathtub manufacturers wouldn't compete for his business, they would try to show the other 99 Eskimos the advantages of bathing.

That would be the way to sell bathtubs. The way to sell paint is the same. Show people the wisdom of "Saving the Surface" by painting oftener, by using paint where it hasn't been used before—and there will be more painting done, more paint used.

Dealers who are working together in their communities for "Save the Surface" report increased sales of paint and varnish. Painters tell of more jobs of painting.

Hundreds of letters on file at "Save the Surface" headquarters relate actual instances in which people have used paint and varnish in ways they had never expected to, just as a result of the "Save the Surface" advertising.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.



NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cleveland St. Louis San Francisco Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia.
NATIONAL LEAD & OIL CO., Pittsburgh

This advertisement appears in the following publications:

Amer. Paint Journal—Nov. 15th.
Drugs, Oils & Paints—Nov.
Paint, Oil & Chemical Review—Nov. 10th.

Oil, Paint & Drug Reporter—December 27th.
Hardware Age—Jan. 6th.
Painters Magazine—Dec.

*"Save the surface and
you save all"—Paint & Varnish*

Poor Old Tin Lizzie

She was a sight — dingy, rusty, shabby, looking as if she hadn't felt the touch of a paint brush for years.

She hadn't. That was what was the matter with her. Then one day her owner read a "Save the Surface" advertisement, and after he'd read it he painted Lizzie.

And she looked as if she had just come from the factory.

This is an actual "Save-the-Surface" instance, taken from a letter received at "Save the Surface" headquarters.

There are thousands of other letters, telling how people have been led to Save the Surface of a fence, a roof, a wagon, a floor, a chair, a barn, a house.



NATIONAL LEAD COMPANY

New York Cleveland Boston Buffalo
Cincinnati Chicago San Francisco St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Flatting Oil
and
White-Lead

Save the surface and you save all

White-Lead saves the surface

This advertisement appears in the following publications:

Hardware Age—Dec. 9th.
Amer. Paint & Oil Dealer—Dec.
Drugs, Oils & Paints—Feb.

Paint Oil & Chemical Review—Oct. 27th—Dec. 15th.
American Paint Journal—Nov. 22nd.
Painters' Magazine—Nov.

Oil Paint & Drug Reporter—Oct. 11th—Jan. 3rd.

*"Save the surface and
you save all"—Paint & Varnish*

The Barn That Jack Built

It was a good barn—but Jack let it get weather-beaten and warped for lack of re-painting.

Then came the "Save the Surface" campaign, and the barn got a new coat. Now it will be repainted oftener. Its owner knows that frequent painting is real economy.

All over the country people are painting houses, barns, garages and outbuildings which would have gone paintless had it not been for the "Save the Surface" advertising.

Paints, varnishes and stains are being used on floors, woodwork and furniture by those who have got the message of "Save the Surface."

People will continue to use more paint and buy more paint if all of us—manufacturers, jobbers, dealers, painters—stick together and work together in the "Save the Surface" campaign.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

NATIONAL LEAD COMPANY

New York Cleveland Boston Buffalo
Cincinnati Chicago San Francisco St. Louis
John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh

Save the surface and you save all

White-Lead saves the surface



The above advertisement appears in the following publications:

Hardware Age—Feb. 3rd.
American Paint Jnl.—Nov. 29th.
Drugs, Oil & Paint—Jan.

Painter's Magazine—Jan.
Paint, Oil & Chemical Review—Dec. 1st.
Oil, Paint & Drug Reporter—Dec. 20th.

0000-NLI-000016730

*"Save the surface and
you save all" — Paint & Varnish*

Peters Didn't Think of That

It hadn't occurred to Peters that the money he was "saving" by not painting his house was really no saving at all, because rain and wind and sun and frost were doing a greater amount of damage.

One day Peters read a "Save-the-Surface" advertisement, and the next thing he did was to telephone to a painter.

Peters' letter is on file at "Save-the-Surface" headquarters. He says all his buildings are going to be painted twice as often as formerly, strictly as a measure of economy.

Painters, paint and varnish dealers, jobbers and manufacturers are all getting the benefits of the "Save-the-Surface" campaign, which is teaching people the economy of using more paint.



NATIONAL LEAD COMPANY

New York
Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia

Cleveland
Chicago

Boston
San Francisco

Buffalo
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Flatting Oil and White-Lead

Save the surface and you save all

White-Lead saves the surface

Hardware Age—Nov. 11th.
Amer. Paint & Oil Dealer—Jan.
Drugs, Oils & Paints—Dec.

Painters Magazine—Oct.

Paint, Oil & Chem. Review—Nov. 17th.
Oil, Paint & Drug Reporter—Oct. 18th—Dec. 18th.
American Paint. Jorl.—Oct. 18th—Dec. 6th.

0000-NLI-000016731

Drugs, Oils & Paints Amer. Paint Journal

This advertisement will appear in the March 24th and 31st issues of the PAINT, OIL AND DRUG REVIEW also



THE BANKERS' INFLUENCE ON THE PAINT MARKET

One of New York's master painters told the following story at the recent Convention of the International Association of Master House Painters and Decorators:

"I was called into a conference between a property owner and a banker. The property owner was applying for a loan and the banker refused the loan until the man had his property painted. The banker said: 'I have been reading the "Save the Surface" advertisements and I am looking to the security for my money three years from now, and I know that three coats of paint will increase the credit value of the security'."

This incident is typical of the attitude of a few bankers throught the country. A questionnaire recently sent out by the "Save the Surface" Campaign to a large number of bankers demonstrated that the majority of them recognized that the painted condition of a property is an index to the owner's credit but we doubt if the bankers of the country realize as fully as they should the economic function of paint and varnish.

The "Save the Surface" Campaign is helping to educate bankers as well as property owners.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

(John T. Lewis & Bros. Co., Phila.)
(National Lead & Oil Co., Pitts.)

Believing as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

Reprinted from THE ARCHITECTURAL FORUM, January, 1920

Dutch Boy Red-Lead

Be sure about your Red-Lead

Don't let your specifications read, "A good grade of Red-Lead paint shall be used."

Red-Lead is so opaque and so dominant in color that large quantities of transparent adulterants like asbestine, whiting, silica and barytes can be mixed in without being detected by the eye. These adulterants of course greatly reduce the protective value of the paint.

The easiest and surest way to get pure Red-Lead with its full protective value is to specify by name — Dutch Boy Red-Lead.

Dutch Boy — the Red-Lead in Paste Form

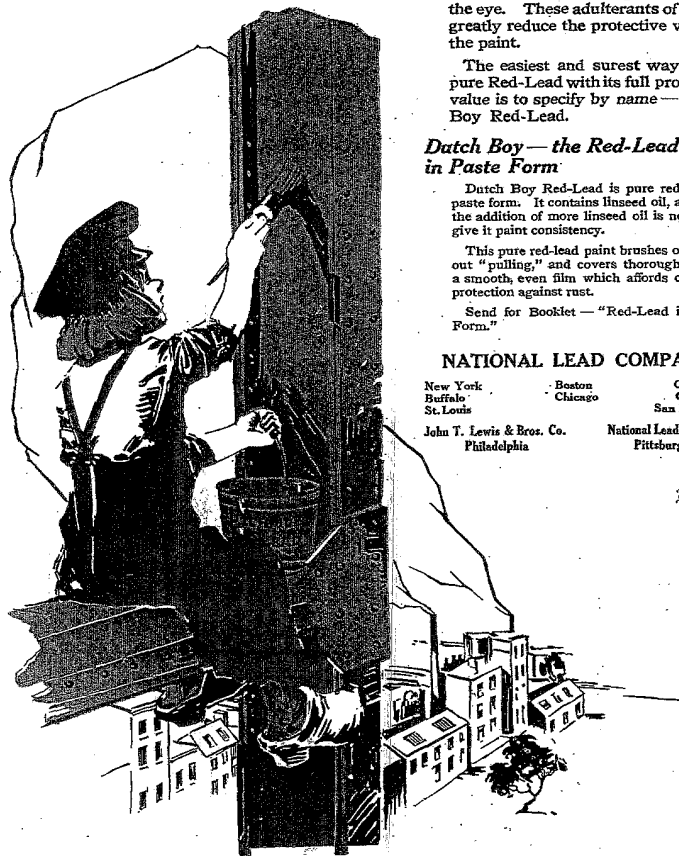
Dutch Boy Red-Lead is pure red-lead in paste form. It contains linseed oil, and only the addition of more linseed oil is needed to give it paint consistency.

This pure red-lead paint brushes out without "pulling," and covers thoroughly, with a smooth, even film which affords complete protection against rust.

Send for Booklet — "Red-Lead in Paste Form."

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati
Buffalo	Chicago	Cleveland
St. Louis		San Francisco
John T. Lewis & Bros. Co.	National Lead & Oil Co.	
Philadelphia	Pittsburgh	



0000-NLI-000016733

Reprinted from THE ARCHITECTURAL FORUM, February, 1920

Give full scope to your color ideas

Whatever your color scheme for a home or hotel interior, you can carry it out just as your mind's eye sees it, by the use of Dutch Boy White-Lead, mixed with Dutch Boy Flatting Oil.

Just the tints you desire

You are not confined to stock tints—your painter blends his colors as accurately and effectively as any water-colorist.

Dull finish—washable

The use of Dutch Boy White-Lead and Dutch Boy Flatting Oil gives a soft, dull finish, which can be washed frequently without injury. Detailed information on request.

NATIONAL LEAD COMPANY

New York	Boston	Chicago
St. Louis	Cleveland	Buffalo
San Francisco		Cincinnati

JOHN T. LEWIS & BROS. CO.
Philadelphia

NATIONAL LEAD & OIL CO.
Pittsburgh



Dutch Boy Flatting Oil White-Lead

0000-NLI-000016734

Reprinted from THE ARCHITECTURAL FORUM, March, 1920

Beautifully Tinted Washable Walls

Painted walls and woodwork—spotless and sanitary—give a distinct note of individuality to artistically designed homes.

Soft, Dull Finish

Dutch Boy White-Lead mixed with Dutch Boy Flatting Oil imparts to walls and woodwork a soft, flat finish, which can be kept clean—and will not be harmed—by the use of soap and water as frequently as may be necessary.

Any Color

Because you are not confined to stock tints, you are free to carry out any desired color scheme. The painter produces each exact tint in the mixing of the paint.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



*Save the surface
and you save all.
White-Lead
saves the surface*

Dutch Boy Flatting Oil and White-Lead

0000-NLI-000016735

Reprinted from THE ARCHITECTURAL FORUM, April, 1920

Your Exact Color Scheme

What a satisfaction it is to see your scheme of interior decoration carried out just as you had planned it!

Painted walls give you this opportunity — your color design can be worked out, all through a building, just as you conceive it.

You Can See How Each Tint Will Look

Perfect harmony, correctness in every detail, are assured—because the painter, adding the color when he mixes the paint, can show you each tint for approval, and can vary it a bit this way and that as you watch him, until he gets exactly the tint you want.

Soft, Dull Finish Washable

Walls painted with Dutch Boy White-Lead and Flatting Oil have that soft, dull finish so restful to the eyes.

They can be washed as often as necessary, without injury.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and you save all;
to save the surface, white-lead it.

Dutch Boy Flatting Oil and White-Lead

Reprinted from THE ARCHITECTURAL FORUM, September, 1920

A Thousand Tints and Tones of Blue

and as many of green or yellow
or brown or any other color.

Any one of them is yours when
you select for interior walls and
woodwork Dutch Boy White-Lead
and Dutch Boy Flatting Oil.

Thus it is easy for you to work
out in exact detail and harmony
any imagined color scheme.

Soft, Dull Finish

Without losing any of the well-
known advantages of a White-
Lead paint, you obtain a surface
that is smooth, silky, free from
gloss or glare and restful to the
eyes.

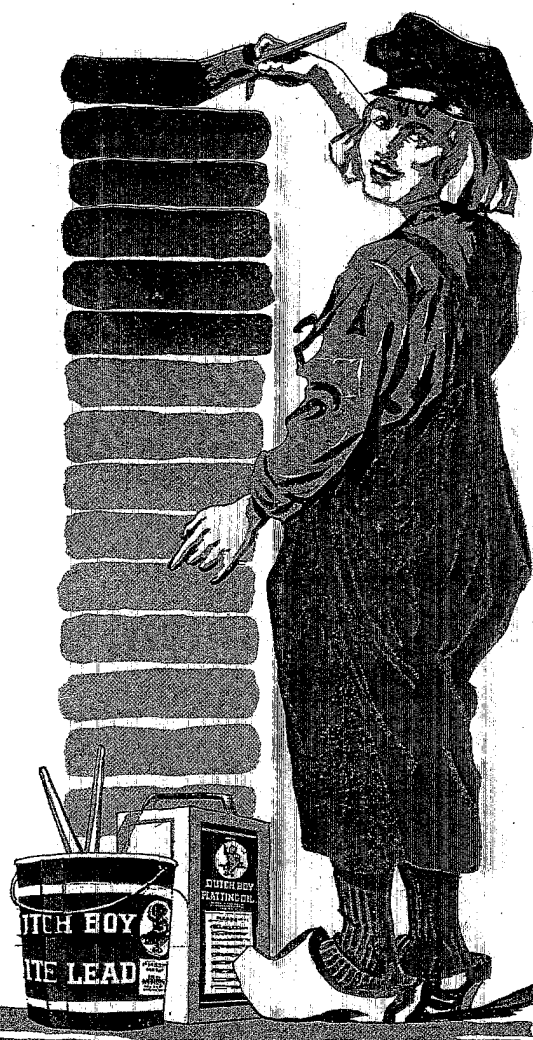
Washable and Durable

Walls painted with Dutch Boy
White-Lead and Dutch Boy Flat-
ting Oil are durable, because they
are impenetrable to dirt or water,
and can be washed as often as
necessary without injury.

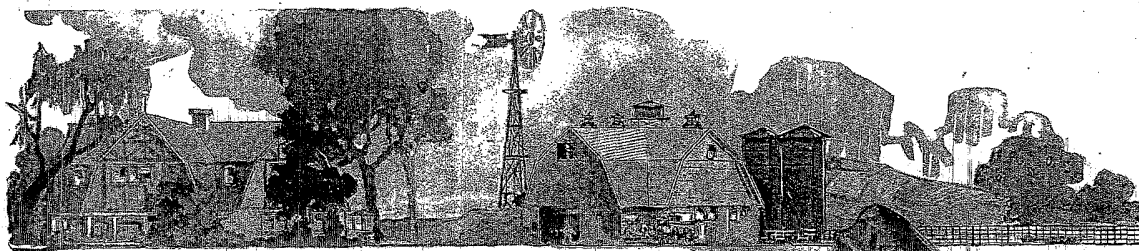
NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and you save all;
to save the surface White-Lead it.



Dutch Boy White-Lead



Saves Metal Surfaces

How often your eye has been attracted by a partly painted metal silo, fence or windmill, a metal roof, a railing, a bridge, the steel skeleton of a new building, just because of its color — flaming orange.

That brilliant paint is Red-Lead—used as a protective coating on 80 per cent of all iron and steel construction.

Armor against Rust

Contractors, builders, painters everywhere recognize Red-Lead as the surest and most durable preventive of rust.

And any builder or painter will tell you that pure Red-Lead must be used if your metal roof, fence, water-tank, or silo is to have real protection from the weather.

Dutch Boy—the Red-Lead in Paste Form

Dutch-Boy Red-Lead is pure Red-Lead, in paste form. It contains linseed oil, and only the addition of more linseed oil is needed to give it paint consistency.

This pure Red-Lead brushes out without "pulling," and covers thoroughly with a smooth, even coat.

Send for Booklet, "Red-Lead in Paste Form"

NATIONAL LEAD COMPANY

New York
Cleveland
Boston

Buffalo
Cincinnati

Chicago
San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy Red-Lead

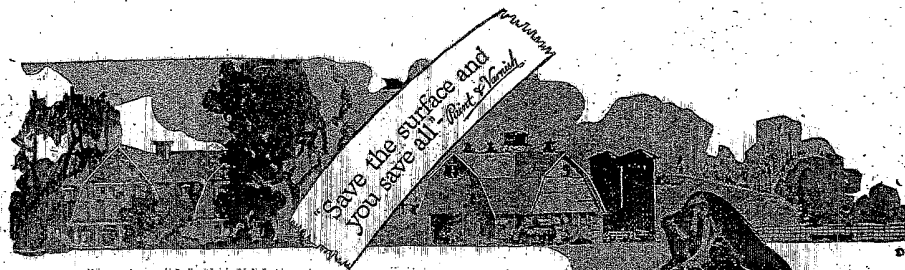
Save the surface and you save all

Red-Lead saves the surface

This full page advertisement appears in the June 12th issue of Country Gentlemen

0000-NLI-000016738

Reprinted from August Issue of DRUGS, OILS and PAINTS, Philadelphia.



What the Save the Surface Advertising is Doing

We reprint below a few letters that are indicative of the thousands that have been received by the Save the Surface headquarters, proving that the Save the Surface advertising is having a powerful influence on paint sales.

These letters are open to inspection at any time.

"You may be interested to know that your campaign has even caused me to invest in paint for my automobile.
"Yours truly."

"Since I read your book you sent to me it has given me a new point of view as regards to Surface Protection.

"Save the Surface Campaign has been of great value to me.
"Yours truly."

"I first sent for your literature through curiosity, being struck by the ingenious form of your advertising.

"I must admit that a perusal of your booklet has led me to a fuller realization of the value of paint, and has led me to speed up where delay would inevitably have cost more than the money value of the paint and labor.

"I believe your work of encouraging preservation is especially useful to the country in these days when replacement is so expensive.
"Truly yours."

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

"I wish to advise that upon your recommendation I have covered entire floors in my house with one coat of varnish.
"Very truly yours."

"Please send information on your helps for painters in house-painting, as there are so many people who think a house needs to be painted once in a lifetime.

"In these cases a slogan may wake them up.

"Hoping to hear from you at your earliest convenience.
"Yours truly."

"Since receiving your booklet I most undoubtedly believe in your slogan, 'Save the Surface and You Save All.' I am using paints, varnishes and stains most liberally and believe as you do that they save far more than they cost.

"Wishing you success in your efforts to influence the public along these lines, I am
"Very truly yours."

NATIONAL LEAD COMPANY

NEW YORK BUFFALO CINCINNATI ST. LOUIS
BOSTON CHICAGO CLEVELAND SAN FRANCISCO

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

0000-NLI-000016739

This advertisement appears in the February issue of DRUGS, OILS AND PAINTS also

*"Save the surface and
you save all Paint & Varnish."*

Increasing the Market for Paint

Recently, in the Philadelphia offices of the "Save the Surface" Campaign, we were shown the following extract from a letter received from an outdoor advertising sign company. The letter, we are told, is typical of hundreds which have been received by the association. It struck us as being very indicative.

"I always knew that if the surface was kept protected, all would be protected, but it was such a common truth that I did not think anything about it until I read your advertisement about it. This impressed it upon me, and though oil is high, I have been doing considerable construction of outdoor advertising signs and have painted all of the woodwork on all sides, something I have never done before.

I think your education campaign is a good one and will actually bring money to the sellers of paints and varnishes, in addition to doing a great deal of good to those who use them."

We believe that the total volume of painting done in this country can be greatly increased. We believe the "Save the Surface" advertising is a powerful influence in that direction. And because we feel that we, as a matter of course, receive our share of the benefits from this advertising, we are glad to devote this space to the promotion of this co-operative work.

NATIONAL LEAD COMPANY

NEW YORK BUFFALO CINCINNATI ST. LOUIS
BOSTON CHICAGO CLEVELAND SAN FRANCISCO
(JOHN T. LEWIS & BROS. CO., PHILA.)
(NATIONAL LEAD & OIL CO., PITTS.)



July
Paints, Oils & Paints, & Oil, Paint & Design Reporter.

This advertisement will appear in the July 7th and 14th issues of the PAINT, OIL and CHEMICAL REVIEW *also*

Save the surface and
 you save all *Paint & Varnish*

Results From Save the Surface Advertising

These few letters are representative of many hundreds on file at the Save the Surface headquarters. They are an indication of the thousands of paint sales that have been influenced by this Save the Surface advertising.

They are open to inspection at any time.

"I have been led to paint not only my own house, but have varnished a lot of furniture and it looks like new. I have a new view-point in regard to paint and varnish and shall not let my property run down for lack of paint and varnish, but paint and varnish more often.

Yours truly,"

"Since writing you, the total cost of painting I have done is about \$400 to date.

Yours truly,"

"Your booklet on Surface Protection certainly put the advantage of using good surface protection forward in a very clear manner, so that I can appreciate the value of it. I am part owner in a house, and have had the floors and walls varnished and painted again, largely

due to studying your booklet, and it will also lead to better use of paint in other directions.

Yours truly,"

"Since reading your literature I've done a little painting and it has so enhanced the appearance of my building that I am going to paint the entire building. I find it real economy to paint.

Yours truly,"

"I wish to advise that I have benefited quite a bit from the information obtained from your book and advertisements, and have taken each of your suggestions and have 'saved the surface' of some of my property. Thanking you for this information I am,

Yours truly,"

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York Buffalo Cincinnati St. Louis
 Boston Chicago Cleveland San Francisco

(John T. Lewis & Bros. Co., Phila.)

(National Lead & Oil Co., Pitts.)



George Batten Company

Advertising

Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
New York

2029 Page Hardware Age



This window poster is an example of the new note that is sounded throughout the campaign.

Watch for It!

Your copy of the March issue of the Dutch Boy Painter Magazine, containing full details of the Dutch Boy Spring Advertising Campaign, has been mailed.

Read It!

As soon as you get this magazine, read it—carefully and thoroughly. It will give you full details of the most striking, effective and complete advertising campaign ever prepared for Dutch Boy dealers.

Use It!

All the advertising material described in this magazine is FREE! Its use means increased business for you. Therefore order AT ONCE the material you want. Time lost means money lost.

Be Sure You Get It!

If your copy of the magazine hasn't reached you, let us know. You don't want to miss this issue—and we don't want you to. Address our nearest branch office. No local address is needed.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cleveland	St. Louis	San Francisco	Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia			
NATIONAL LEAD & OIL CO., Pittsburgh			



This advertisement appears in the March 18th issue of Hardware Age.

0000-NLI-000016742

George Batten Company
Advertising
 Fourth Avenue Building
 Fourth Ave. and Twenty-Seventh St.
 New York

2064 Page Hardware Age—April 10 ★



The above double-column advertisements measure 4 1/4" wide by 5" deep. The single-column advertisements measure 2 1/4" wide by 5" deep.

Break the News: "It's Paint Time!"

That's the way to start the grand march to your paint counter!

Our free Dealer Newspaper Electro Service gives you just the help you need.

Write for details today. You'll receive a booklet, showing one-column and two-column electros. These are valuable for use in your newspaper advertising and your direct-by-mail circulars.

The message of these advertisements is "Paint Now—Outside and Inside—Use Good Paint!"

Get these free electros—use them—and watch the up-curve in your sales.

Address our nearest office for this Free Dealer Electro Service. No street address necessary.

NATIONAL LEAD COMPANY

New York Buffalo Cleveland
 Boston Chicago San Francisco
 St. Louis Cincinnati

JOHN T. LEWIS & BROS. CO., Philadelphia
 NATIONAL LEAD & OIL CO., Pittsburgh

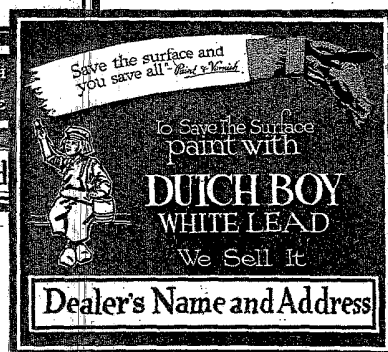
This advertisement appears in the April 10th issue of Hardware Age

0000-NLI-000016743

George Batten Company

Advertising
Fourth Avenue Building
Fourth Ave. and Twenty Street
New York

2077 Page Hardware Age—May 15 ★



Write for these Free Movie Advertising Slides

Your advertisement on a movie screen is read by every person in the theatre. And everybody goes to the movies.

It will pay you to remind movie patrons, between reels of tears and laughter, that now is the time to paint, and that you are headquarters for reliable paints and materials.

We furnish free of charge the slides shown above. They are in four colors, artistic and attrac-

tive. Your name and address lettered on—not a stencilled insert; but a part of the slide itself. Slides are standard size, to fit any standard projector.

Write our nearest branch for these free slides. Proprietors of the picture theatres in your neighborhood will be glad to show them for you at very moderate cost. And you'll soon prove to your satisfaction that movie advertising pays.

NATIONAL LEAD COMPANY

New York
Cincinnati

Cleveland
Chicago

Boston
San Francisco

Buffalo
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

Save the surface and you save all *White-Lead saves the surface*

This advertisement appears in the May 15 issue of Hardware Age

0000-NLI-000016744

George Batten Company

Advertising

Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
New York



*This is a reproduction
of the striking Window
Poster — size 15 x 26
inches — which we offer
free to dealers as part
of the Summer Painting
Campaign.*

Another Big Week

Six more red-letter days for Dutch Boy dealers!
Another big week of new customers, quick sales, in-
creased business!

Summer Painting Campaign

The Dutch Boy Spring Advertising Campaign was
an overwhelming success. This news has come to us
from scores of dealers whose cash registers jingled
joyously to the tune of bigger business! So we're
following it up with a Summer Campaign that's even
more attractive and effective.

Dutch Boy Painter—June

This Summer Campaign is fully described in the
Dutch Boy Painter magazine that will go into the
mails on June 15. Be sure you get your copy! If it
doesn't reach you promptly, write to our nearest office,
and they will gladly send you one.

Free Advertising Material

In this magazine we tell you of the window pasters,
movieslides, newspaper electrotypes, booklets, and other
striking advertising material we offer free to dealers for
this Summer's Painting Campaign. Order AT ONCE
the material you want—and begin to "cash in!"

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cleveland St. Louis San Francisco Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh





Say It Again— “Paint Now!”

Don't let people forget that now is the time to paint!

Remind them that your store is headquarters for good paint—old reliable Dutch Boy lead-and-oil.

Use our free Dealer Newspaper Electro Service to put your message across in the newspapers.

Dealers who sent for our “Spring Paint Week” electros fairly bubble over when they tell us of the increase of business these advertisements brought them.

“Summer Paint Week” electros are ready. Write today for booklet, order the electros you want, and use them in your newspaper advertising — you'll start another boom in your paint business!

These electros are fine for your direct-by-mail circulars, too. For booklet, write our nearest office. No street address necessary.

NATIONAL LEAD COMPANY

New York Buffalo Cleveland
Boston Chicago San Francisco
St. Louis Cincinnati

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

The above double-column advertisements measure 4½" wide by 5" deep. The single-column advertisements measure 2½" wide by 5" deep.

Keeping Down the Upkeep Cost

This is a problem that confronts all hospital superintendents. Sometimes even the most obvious solution is overlooked. Two items, repainting and redecorating, can and should be kept down.

Paint your walls with

Dutch Boy White-Lead

Mixed with

Dutch Boy Flatting-Oil

Walls painted with this material not only last longer but are truly washable. Thus it is possible to have a freshly painted effect at all times.

The finish is a soft, velvety, non-gloss, cheerful one that can be tinted any color.

*Our Hospital and Institutional
Decoration Service is at your
disposal.*



NATIONAL LEAD COMPANY

New York
Boston
St. Louis

Buffalo
Chicago

Cleveland
San Francisco
Cincinnati

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Reprint of advertisement from the January, 1920,
issue, *THE MODERN HOSPITAL*, Chicago.

George Batten Company

Advertising

Fourth Avenue Building
Fourth Ave. and Twenty Second St.
New York.

2042 5 in. d. c. News



Summer is fine for Painting



Save the surface and you save all;
to save the surface, white-lead it.

Paint Inside as well as Outside

Early summer is an especially favorable time to "do" the house all over, inside as well as outside. We shall be glad to tell you why.

Interior walls and woodwork decorated now with paint made of

Dutch Boy White-Lead

and Dutch Boy Flatting Oil will add a coolness and freshness to your rooms which will be doubly appreciated during the hot summer months. Any desirable tint. Truly washable.

Our materials are reliable, our prices right. Let us estimate on your work.

Painter's Name and
Address Go Here

0000-NLI-000016748

George Batten Company

Advertising
Fourth Avenue Building
Fourth and Twenty-Seventh
New York

2047 5 in. d. c. News ★



More Cheerful Rooms

How cosy and inviting the home where the interior walls and woodwork are painted in appropriate and distinctive tints!

To get exactly the tints you want, use paint made of

Dutch Boy White-Lead and Dutch Boy Flatting Oil. Interiors painted with these materials are washable, sanitary, durable.

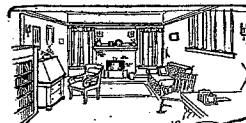
For all exterior painting, we recommend Dutch Boy White-Lead and pure linseed oil.

Let us give you money-saving advice on any painting job you may have in mind. Estimates gladly furnished.

*Save the surface and you save all;
to save the surface, white-lead it.*

Painter's Name and Address Go Here

0000-NLI-000016749



**Artistically
Painted
Walls and
Woodwork**



Your rooms will be more cheerful,
more attractive and cosier when
walls and woodwork are painted
artistically with

**DUTCH BOY
WHITE-LEAD**

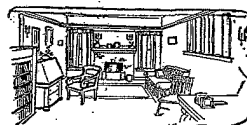
and Dutch Boy Flaring-Oil. They
will have a distinction, too, that
you will be proud of.

Any tint you wish—and a truly
washable, sanitary surface.

Talk with us about your interior
painting. We can give you some
good pointers—and save you some
money.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and
Address Go Here



**Artistically
Painted
Walls and
Woodwork**

Your rooms will be more cheerful,
more attractive and cosier when
walls and woodwork are painted
artistically with

**DUTCH BOY
WHITE-LEAD**

and Dutch Boy Flatting-Oil. They
will have a distinction, too, that
you will be proud of.

Any tint you wish—and a truly
washable, sanitary surface.

Talk with us about your interior
painting. We can give you some
good pointers—and save you some
money.

*Save the surface and you save all;
to save the surface, white-lead it.*

**Painter's Name and
Address Go Here**

DUTCH BOY WHITE LEAD

Artistically Painted Walls and Woodwork

Your rooms will be more cheerful, more attractive and cosier when walls and woodwork are painted artistically with

Dutch Boy White-Lead

and Dutch Boy Flatting Oil. They will have a distinction, too, that you will be proud of.

Any tint you wish—and a truly washable, sanitary surface.

Talk with us about your interior painting. We can give you some good pointers—and save you some money.



*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and Address Go Here



**Get Ready
for the
Winter
Months**

Paint inside now

Brighten up the house for the dull winter days and long evenings by painting the walls and woodwork with

Dutch Boy White-Lead
and Dutch Boy Flatting-Oil.

Not only does this paint add a note of cheerfulness to interiors, but it lends to them a distinctive touch which can be gotten by no other means. Any tint you wish, even the most delicate. Washable, sanitary, economical.

Call and let us talk over your interior painting. We are experts on painting and headquarters for good paint.

*Save the surface and you save all;
white-lead the surface and you save it*

**Your Name and
Address Go Here**



Ready for the Job

Whether it is the outside or the inside of your house that needs painting, you want good paint.

We like to use good old reliable

DUTCH BOY WHITE-LEAD

and pure linseed oil for exterior work, Dutch Boy White-Lead and Dutch Boy Flatting Oil for interior walls and woodwork.

Let us give you some money-saving pointers on your painting. We are glad to estimate on any job—big or little.

Save the surface and you save off to save the surface, white-lead it.

Painter's Name and
Address Go Here



**Greater Pride
in Your Home**

You can't help taking a greater pride in your home, when it's spick and span in a brand-new coat of

Dutch Boy White-Lead
and pure linseed oil.

This paint costs less, figured by the gallon, square yard, or years of service. As it is mixed to order, you can have the exact color you want.

We carry a complete stock of reliable paint materials. Our experience and advice are at your service.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and Address
Go Here



**Greater
Pride in
Your Home**

You can't help
taking a greater
pride in your
home when it's spick and span
in a brand-new coat of

**DUTCH BOY
WHITE-LEAD**

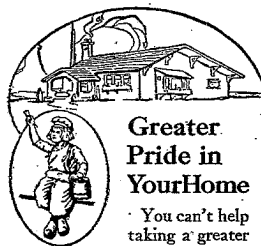
and pure linseed oil.

This paint costs less, figured by
the gallon, square yard, or years of
service. As it is mixed to order, you
can have the exact color you want.

We carry a complete stock of re-
liable paint materials. Our experi-
ence and advice are at your service.

*Save the surface and you save all;
to save the surface, white-lead it.*

**Your Name and
Address Go Here**



**Greater
Pride in
Your Home**

You can't help
taking a greater
pride in your
home when it's spick and span
in a brand-new coat of

**DUTCH BOY
WHITE-LEAD**

and pure linseed oil.

This paint costs less, figured by
the gallon, square yard, or years of
service. As it is mixed to order, you
can have the exact color you want.

We use only high-grade ma-
terials and our prices are right.
May we estimate on your work?

*Save the surface and you save all;
to save the surface, white-lead it.*

Painter's Name and
Address Go Here

0000-NLI-000016757



Ready for the Job

Whether it is the outside or the inside of your house that needs painting, you want good paint.

We have good old reliable

DUTCH BOY WHITE-LEAD

and pure linseed oil for exterior work, Dutch Boy White-Lead and Dutch Boy Flatting Oil for interior walls and woodwork.

Come in and let us give you some money-saving pointers on your painting.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and
Address Go Here

0000-NLI-000016758

DUTCH BOY WHITE LEAD



Artistically Painted Walls and Woodwork

Your rooms will be more cheerful,
more attractive and cosier when
walls and woodwork are painted
artistically with

Dutch Boy White-Lead

and Dutch Boy Flatting Oil. They will
have a distinction, too, that you will be
proud of.

Any tint you wish—and a truly wash-
able, sanitary surface.

Talk with us about your interior paint-
ing. We can give you some good pointers
—and save you some money.

*Save the surface and you save all
to save the surface, white-lead it.*

Painter's Name and Address Go Here

0000-NLI-000016759



Paint Inside Now

Brighten up the house for the dull winter days and long evenings by painting the walls and woodwork with

DUTCH BOY WHITE-LEAD

and Dutch Boy Flatting Oil.

Not only does this paint add a note of cheerfulness to interiors, but it lends to them a distinctive touch which can be gotten by no other means. Any tint you wish, even the most delicate. Washable, sanitary, economical.

Call and let us talk over your interior painting. We are experts on painting and headquarters for good paint.

*Save the surface and you save all;
to save the surface, white-lead it.*

**Your Name and
Address Go Here**



Paint Inside Now

Brighten up the house for the dull winter days and long evenings by painting the walls and wood-work with

DUTCH BOY WHITE-LEAD

and Dutch Boy Flatting Oil. Not only does this paint add a note of cheerfulness to interiors, but it lends to them a distinctive touch which can be gotten by no other means. Any tint you wish, even the most delicate. Washable, sanitary, economical.

May we estimate on your interior painting? You'll find our prices right.

*Save the surface and you save all;
to save the surface, white-lead it.*

Painter's Name and
Address Go Here



**Get Ready
for the
Winter
Months**

Paint inside now

Brighten up the house for the dull winter days and long evenings by painting the walls and woodwork with

Dutch Boy White-Lead
and Dutch Boy Flatting-Oil.

Not only does this paint add a note of cheerfulness to interiors, but it lends to them a distinctive touch which can be gotten by no other means. Any tint you wish, even the most delicate. Washable, sanitary, economical.

May we estimate on your interior painting?
You'll find our prices right.

Shave the surface and see ages all;
do once the surface, white-lead it.

**Painter's Name and
Address Go Here**

2024 5 in. d. c. News ★



Paint That Costs Nothing

If you intend to offer a house or other building for sale, by all means paint it first. A painted building sells twice as quickly. The increase in price you will be able to get will be far more than the cost of painting.

Whatever your job of exterior painting, we recommend

DUTCH BOY WHITE-LEAD

and pure linseed oil. For washable, sanitary interior walls and woodwork, use Dutch Boy White-Lead and Dutch Boy Flatting-Oil.

Come in and let us give you some paint pointers that will save you money.

*Save the surface and you save oil;
to save the surface, white-lead it.*

(Your Name and
Address Go Here)



0000-NLI-000016763

2012 5 in. d. c. News *



**Paint Inside
as well as Outside**

Early summer is an especially favorable time to "do" the house all over, inside as well as outside. Stop in and let us tell you why.

Interior walls and woodwork decorated now with paint made of

Dutch Boy White-Lead

and Dutch Boy Flatting Oil will add a coolness and freshness to your rooms which will be doubly appreciated during the hot summer months. Any desirable tint. Truly washable.

Our stock of paint materials is complete and reliable. Can we be of service?

(Your Name and Address
Go Here)

Save the surface and you save all;
to save the surface, white-lead it.

George Batten Company

Advertising
Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
New York.

2031 5 in. s. c. News ★



Paint That Costs Nothing



If you intend to offer a house or other building for sale, by all means paint it first. A painted building sells twice as quickly. The higher price you will be able to get will be far more than the cost of painting. Whatever your job of exterior painting, we recommend

DUTCH BOY WHITE-LEAD

and pure linseed oil. For washable, sanitary interior walls and wood-work, use Dutch Boy White-Lead and Dutch Boy Flatting-Oil.

Let us estimate on your work and submit color suggestions.

*Save the surface and you save all;
to save the surface, white-lead it.*

Painter's Name and
Address Go Here

2025 5 in. s. c. News ★



**Fall is the
Ideal Time
to Paint**



Fall weather is
ideal painting
weather. Temper-
atures are just
right to make paint
dry properly. The

air is clear of dust and insects. The

Protect your property now with

**DUTCH BOY
WHITE-LEAD**

and pure linseed oil—the *adaptable*
paint.

This paint, mixed to order, can be
varied to meet surface and weather
conditions. It can be tinted to suit
your most exacting requirements.

Drop in and let us help you plan
your fall painting. As paint experts
we may be able to suggest some
dollar-saving pointers.

*Save the surface and you save all;
to save the surface, White-Lead it.*

Your Name and
Address Go Here

0000-NLI-000016766

2014 5in. s. c. News *



Paint That Costs Nothing



If you intend to offer a house or other building for sale, by all means paint it first. A painted building sells twice as quickly. The higher price you will be able to get will be far more than the cost of painting.

Whatever your job of exterior painting, we recommend

DUTCH BOY WHITE-LEAD

and pure linseed oil. For washable, sanitary interior walls and wood-work, use Dutch Boy White-Lead and Dutch Boy Flatting-Oil.

Let us estimate on your work and submit color suggestions.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and
Address Go Here

0000-NLI-000016767

2050 5 in. s. c. News ★



**Fall is the
Ideal Time
to Paint**



Fall weather is
ideal painting
weather. Temper-
atures are just
right to make paint
dry properly. The

air is clear of dust and insects.

Protect your property now with

**DUTCH BOY
WHITE-LEAD**

and pure linseed oil—the *adaptable*
paint.

This paint, mixed to order, can be
varied to meet surface and weather
conditions. It can be tinted to suit
your most exacting requirements.

We will gladly estimate on your
fall painting. As paint experts we
may be able to suggest some dollar-
saving pointers.

*Save the surface and you save all;
to save the surface, white-lead it.*

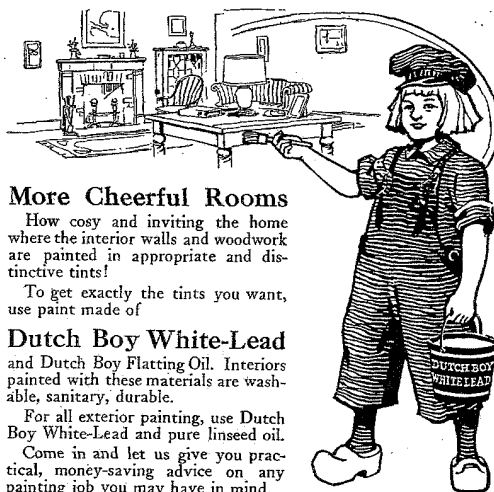
**Painter's Name and
Address Go Here**

0000-NLI-000016768

George Batten Company

Advertising
Fourth Avenue Building
Fourth and Twenty-Seventh Sts.
New York.

2010 5-in. d. c.—News.



More Cheerful Rooms

How cosy and inviting the home where the interior walls and woodwork are painted in appropriate and distinctive tints!

To get exactly the tints you want, use paint made of

Dutch Boy White-Lead

and Dutch Boy Flatting Oil. Interiors painted with these materials are washable, sanitary, durable.

For all exterior painting, use Dutch Boy White-Lead and pure linseed oil.

Come in and let us give you practical, money-saving advice on any painting job you may have in mind.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and Address Go Here

0000-NLI-000016769

George Batten Company

Advertising

Fourth Avenue Building
Fourth Ave. and Twenty Second St.
New York

2037 5 in. d.c. News—Patch ★



Greater Pride in Your Home

You can't help taking a greater pride in your home, when it's spick and span in a brand-new coat of

Dutch Boy White-Lead
and pure linseed oil.

This paint costs less, figured by the gallon, square yard, or years of service. As it is mixed to order, you can have the exact color you want.

We use only reliable paint materials.
Let us estimate on your work.

Save the surface and you save all;
to save the surface, white-lead it.

Painter's Name and
Address Go Here

0006-NLI-000016770

George Batten Company
Advertising
 Fourth Avenue Building
 Fourth Ave. and Twenty Second St.
 New York

2022 5 in. d. c. News ★



Ready for the Job

Whether it is the outside or the inside of your house that needs painting, you want good paint.

We have good, old reliable

Dutch Boy White-Lead

and pure linseed oil for exterior work, Dutch Boy White-Lead and Dutch Boy Flatting Oil for interior walls and woodwork.

Come in and let us give you some money-saving pointers on your painting.

Your Name and Address
Go Here

Save the surface and you save all;
to save the surface, white-lead it.

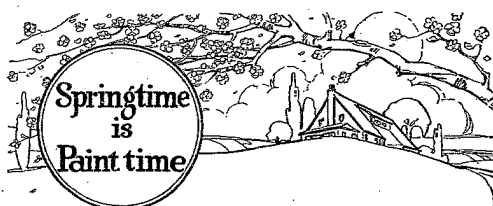
0000-NLI-000016771

George Batten Company

Advertising

Fourth Avenue Building
Fourth Avenue, Twenty-Seventh St.
New York

2035 5 in. d.c. News—Patch ★



Paint Now!

Good paint will brighten up your house and other buildings. It will protect them from spring rains and summer heat. It will cost less and go farther. Good paint's other name is

Dutch Boy White-Lead

May we call and talk over spring-time painting plans with you?

We can save you money on any job of painting, big or little.

Painter's Name and
Address Go Here

*Save the surface and you save all;
to save the surface, white-lead it.*



0000-NLI-000016772

George Batten Company

Advertising

Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.

New York

2051 5 in. s. c. News



FALL weather is ideal painting weather. Temperatures are just right to make paint dry properly. The air is clear of dust and insects.

Protect your property now with

Dutch Boy White-Lead

and pure linseed oil—the *adaptable* paint. This paint, mixed to order, can be varied to meet surface and weather conditions. It can be tinted to suit your most exacting requirements.

We will gladly estimate on your fall painting. As paint experts we may be able to suggest some dollar-saving pointers.

Painter's Name and
Address Go Here

*Save the surface and you save all;
to save the surface, white-lead it.*

0000-NLI-000016773

George Batten Company
Advertising
 Fourth Avenue Building
 Fourth Ave. and Twenty Second St.
 New York

2009 5 in. d. c. News ★



Fall is an Ideal Time to Paint

FALL weather is ideal painting weather. Temperatures are just right to make paint dry properly. The air is clear of dust and insects.

Protect your property now with

Dutch Boy White-Lead

and pure linseed oil—the *adaptable* paint. This paint, mixed to order, can be varied to meet surface and weather conditions. It can be tinted to suit your most exacting requirements.

Drop in and let us help you plan your fall painting. As paint experts we may be able to suggest some dollar-saving pointers.

Your Name and Address
Go Here

Save the surface and you save all;
to save the surface, white-lead it.

0000-NLI-000016774

George Batten Company

Advertising
Fourth Avenue Building
Fourth Ave. and Twenty Second St.
New York.

2036 5 in. d. c. News—Patch ★



Paint the Walls

There is an added coolness and freshness to rooms with painted walls such as those decorated with

Dutch Boy White-Lead and Dutch Boy Flatting Oil.

Any tint you choose—washable and durable. Now is as good a time as any to "do" your house over outside as well as inside.

Write, phone, or call, and we'll tell you why.

Save the surface and you save all; to keep the surface, white-lead it.

Painter's Name and Address Go Here

0000-NLI-000016775

George Batten Company
Advertising
 Fourth Avenue Building
Fourth Ave. and Twenty Street
 New York

2007 5 in. d. c. News ★



Paint the Walls

There is an added coolness and freshness to rooms with painted walls such as those decorated with

Dutch Boy White-Lead and Dutch Boy Flatting Oil.

Any tint you choose—washable and durable. Now is as good a time as any to "do" your house over outside as well as inside.

Stop in, and we'll tell you why. We supply paint materials that are standard and reliable.

Save the surface and you save all; to save the surface, white-lead it.

Your Name and Address Go Here

0000-NLI-000016776

George Batten Company

Advertising

Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
New York

2011 5 in. d. c. News ★



**Get Ready
for the
Winter
Months**

Paint inside now

Brighten up the house for the dull winter days and long evenings by painting the walls and woodwork with

Dutch Boy White-Lead
and Dutch Boy Flatting-Oil.

Not only does this paint add a note of cheerfulness to interiors, but it lends to them a distinctive touch which can be gotten by no other means. Any tint you wish, even the most delicate. Washable, sanitary, economical.

Call and let us talk over your interior painting. We are experts on painting and headquarters for good paint.

*See the surface and you see all;
white-lead the surface and you see it*

**DUTCH BOY
WHITE-LEAD**

**DUTCH BOY
FLATTING OIL**

Your Name and
Address Go Here

0000-NLI-000016777

George Batten Company

Advertising
Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
New York

2049 5 in. d. c. News ★

Get Ready for the Winter Months

Paint inside now

Brighten up the house for the dull winter days and long evenings by painting the walls and woodwork with

Dutch Boy White-Lead
and Dutch Boy Flatting-Oil.

Not only does this paint add a note of cheerfulness to interiors, but it lends to them a distinctive touch which can be gotten by no other means. Any tint you wish, even the most delicate. Washable, sanitary, economical.

May we estimate on your interior painting? You'll find our prices right.

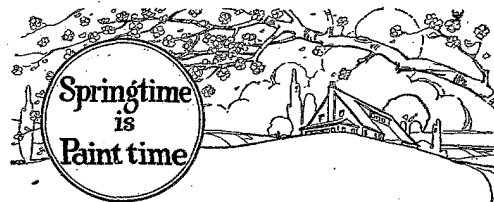
*Save the surfaces and you save all;
to save the surface, white-lead it.*

Painter's Name and
Address Go Here



0000-NLI-000016778

2004 5 in. d. c. News



Paint Now!

Good paint will brighten up your house and other buildings. It will protect them from spring rains and summer heat. It will cost less and go farther. Good paint's other name is

Dutch Boy White-Lead

Call and let us talk over your springtime painting plans.

Our assortment of paints, oils, varnishes, etc., is of the best quality throughout.

Your Name and Address
Go Here

*Save the surface and yourself by
to save the surface, white-lead it.*



0000-NLI-000016779

2018 5in. s. c. News *



**Paint
Inside
as well as Outside**

Early summer is an especially favorable time to "do" the house all over, inside as well as outside. Stop in and let us tell you why.

Interior walls and woodwork decorated now with paint made of

**DUTCH BOY
WHITE-LEAD**

and Dutch Boy Flatting Oil will add a coolness and freshness to your rooms which will be doubly appreciated during the hot summer months. Any desirable tint. Truly washable.

Our stock of paint materials is complete and reliable. Can we be of service?

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and
Address Go Here

George Batten Company
Advertising
 Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
 New York

2046 5 in. s. c. News ★



More Cheerful Rooms

How cozy and inviting the home where the interior walls and woodwork are painted in appropriate and distinctive tints!

To get exactly the tints you want use paint made of

DUTCH BOY WHITE-LEAD

and Dutch Boy Flaming Oil. Interiors painted with these materials are washable, sanitary, durable.

For all exterior painting, we recommend Dutch Boy White-Lead and pure linseed oil.

Let us give you money-saving advice on any painting job you have in mind. Estimates gladly furnished.

*Save the surface and you save all;
 to save the surface, white-lead it.*

Painter's Name and
 Address Go Here

George Batten Company
Advertising
 Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
 New York

2017 5 in. s. c. News ★



More Cheerful Rooms

How cosy and inviting the home where the interior walls and wood-work are painted in appropriate and distinctive tints!

To get exactly the tints you want use paint made of

DUTCH BOY WHITE-LEAD

and Dutch Boy Flatting Oil. Interiors painted with these materials are washable, sanitary, durable.

For all exterior painting, use Dutch Boy White-Lead and pure linseed oil.

Come in and let us give you practical, money-saving advice on any painting job you may have in mind.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and
Address Go Here

2041 5 in. d. c. News ★



Paint That Costs Nothing

If you intend to offer a house or other building for sale, by all means paint it first. A painted building sells twice as quickly. The increase in price you will be able to get will be far more than the cost of painting.

Whatever your job of exterior painting, we recommend

DUTCH BOY WHITE-LEAD

and pure linseed oil. For washable, sanitary interior walls and woodwork, use Dutch Boy White-Lead and Dutch Boy Flatting-Oil.

Let us estimate on your work and submit color suggestions.

*Save the surface and you save life
to save the surface, white-lead it.*

Painter's Name and
Address Go Here



2031 Sin. s. c. News *



**Paint⁷
That Costs
Nothing**

If you intend to offer a house or other building for sale, by all means paint it first. A painted building sells twice as quickly. The higher price you will be able to get will be far more than the cost of painting. Whatever your job of exterior painting, we recommend

**DUTCH BOY
WHITE-LEAD**

and pure linseed oil. For washable, sanitary interior walls and woodwork, use Dutch Boy White-Lead and Dutch Boy Flatting Oil.

Come in and let us give you some paint pointers that will save you money.

*Save the surface and you save all;
to save the surface, white-lead it.*

Painter's Name and
Address Go Here

George Batten Company
INCORPORATED
Advertising
 Fourth Avenue Building
 Fourth Ave. and Twenty-Seventh St.
 New York.

2043 5 in. s. c. News ★



Paint Inside

as well as Outside

Early summer is an especially favorable time to "do" the house all over, inside as well as outside. We shall be glad to tell you why.

Interior walls and woodwork decorated now with paint made of

DUTCH BOY WHITE-LEAD

and Dutch Boy Flattening Oil will add a coolness and freshness to your rooms which will be doubly appreciated during the hot summer months. Any desirable tint. Truly washable.

Our materials are reliable, our prices right. Let us estimate on your work.

*Save the surface and you save all;
to save the surface, white-lead it.*

Painter's Name and
Address Go Here

2009 5 in. d. c. News ★



Save the surface and you save all;
to save the surface, white-lead it.



FALL weather is ideal painting weather. Temperatures are just right to make paint dry properly. The air is clear of dust and insects.

Protect your property now with

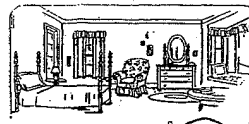
Dutch Boy White-Lead

and pure linseed oil—the *adaptable* paint. This paint, mixed to order, can be varied to meet surface and weather conditions. It can be tinted to suit your most exacting requirements.

Drop in and let us help you plan your fall painting. As paint experts we may be able to suggest some dollar-saving pointers.

Your Name and Address
Go Here

2016 5 in. s. c. News ★



Paint the Walls

There is an added coolness and freshness to rooms with painted walls such as those decorated with



DUTCH BOY WHITE-LEAD

and Dutch Boy Flatting Oil.

Any tint you choose—washable and durable. Now is as good a time as any to "do" your house over outside as well as inside.

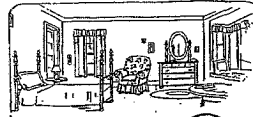
Stop in, and we'll tell you why. We supply paint materials that are standard and reliable.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and
Address Go Here

0000-NLI-000016787

2034 5 in. s. c. News *



Paint the Walls

There is an added coolness and freshness to rooms with painted walls such as those decorated with



DUTCH BOY WHITE-LEAD

and Dutch Boy Flatting Oil.

Any tint you choose—washable and durable. Now is as good a time as any to "do" your house over outside as well as inside.

Our materials are reliable, our prices right. Let us estimate on your work.

*Save the surface and you save all;
to save the surface, white-lead it.*

Your Name and
Address Go Here

0000-NLI-000016788

George Batten Company

Advertising
Fourth Avenue Building
Fourth Ave. and Twenty-Seventh St.
New York.

2013 5 in. s. c. News ★



Paint Now!

Good paint will brighten up your house and other buildings. It will protect them from spring rains and summer heat. It will cost less and go farther. Good paint's other name is

DUTCH BOY WHITE-LEAD

Call and let us talk over your springtime painting plans.

Our assortment of paints, oils, varnishes, etc., is of the best quality throughout.

*Save the surface and you save oil;
to save the surface, white-lead it.*

Your Name and
Address Go Here

0000-NLI-000016789

72

George Batten Company
Advertising
Fourth Avenue Building
Fourth Ave. and Twenty Second St.
New York

2032 5 in. s. c. News ★



Paint Now!

Good paint will
brighten up your
house and other
buildings. It will
protect them from
spring rains and summer heat. It
will cost less and go farther. Good
paint's other name is

DUTCH BOY WHITE-LEAD

May we call and talk over spring-
time painting plans with you.

We can save you money on any
job of painting, big or little.

*Save the surface and you save all;
to save the surface, white-lead it.*

Painter's Name and
Address Go Here

0000-NLI-000016790

George Batten Company

Advertising

Fourth Avenue Building
Fourth and Twenty-Seventh
New York

2040 5 in. d. c. News ★



Whether it is the outside or the inside of your house that needs painting, you want good paint.

We like to use good, old reliable

Dutch Boy White-Lead

and pure linseed oil for exterior work, Dutch Boy White-Lead and Dutch Boy Flatting-Oil for interior walls and woodwork.

Let us give you some money-saving pointers on your painting. We are glad to estimate on any job—big or little.

Painter's Name and Address
Go Here

Save the surface and you save oil;
to save the surface, white-lead it.

0000-NLI-000016791

George Batten Company
Advertising
 Fourth Avenue Building
Fourth Avenue and Twenty Second St.
 New York.

2021 5 in. d. c. News ★



Paint Time

It's here—and we are ready to supply the paint that gives real satisfaction. It is the well-known

Dutch Boy White-Lead
 mixed to order with pure linseed oil, turpentine and tinting matter to meet surface, weather and color conditions. Your choice as to color can be matched exactly.

Come in and talk with us. We are headquarters for first-class paint and painting materials.

Your Name and Address
 Go Here

*Save the surface and you save all;
 to save the surface, white-lead it.*

0000-NLI-000016792

George Batten Company
Advertising
 Fourth Avenue Building
Fourth Avenue and Twenty-Seventh St.
 New York

2038 5 in. d. c. News ★



Paint Time

It's here—and we are ready to apply the paint that gives real satisfaction. It is the well-known

Dutch Boy White-Lead

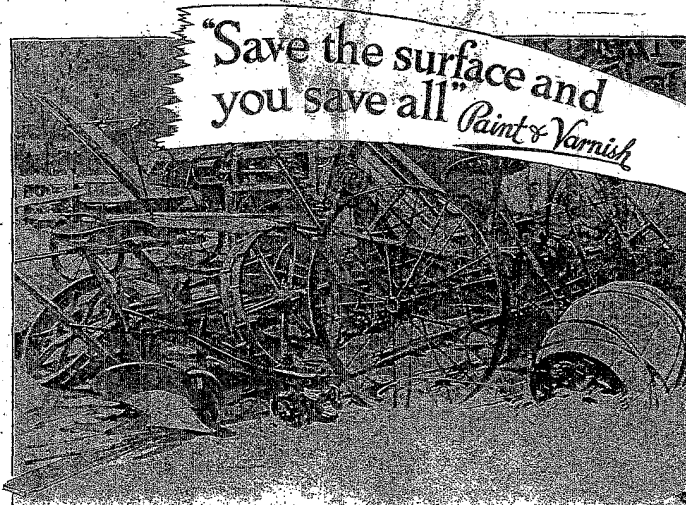
mixed with pure linseed oil, turpentine and tinting matter to meet surface, weather and color conditions. Your choice as to color can be matched exactly.

Let us submit color suggestions suitable for your house. Call, write, or phone.

Painter's Name and
 Address Go Here

*Save the surface and you save all;
 to spot the surface, white-lead it.*

(Copy of our advertisement appearing in April issues of Oil, Paint and Drug Reporter, 100 William street, New York.)



Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

A WISE OLD FARMER WAS HE

A farmer near Worcester, Mass. sold his implements the other day for 33 1-3% more than he paid for them about ten years ago. He was so enthusiastic that when he came to town he went to the store of a friend—a paint dealer—to tell him all about it. The Save the Surface Campaign Headquarters has shown us the letter which the dealer wrote telling the remarkable story of the transaction.

Gentlemen:—

I have just gotten a tale from a farmer who lives near here who is selling out his farm and he came in my store to-day and thanked me for selling him some paint several years ago. I had forgotten it but he says I got him to paint all his implements, tools and machines. He got rid of them at one-third more than they cost. He says he thinks the paint made all the difference.

Not such a bad ad for the Save the Surface!

There are \$1,250,000,000 worth of farm machinery and implements in use in the United States today. This is just one of the many dormant markets for paint and varnish that is being developed by the Save the Surface Campaign.

National Lead Company

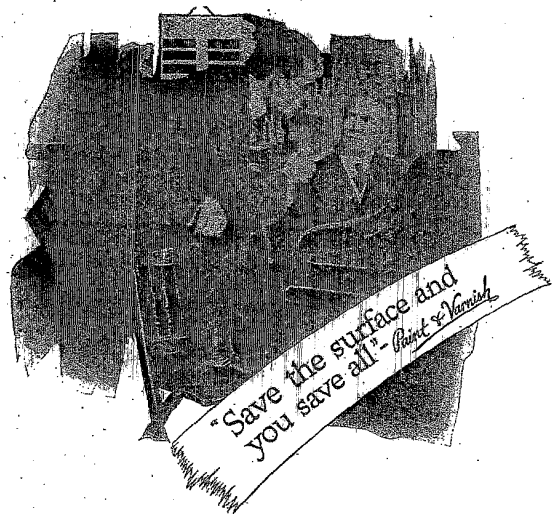
New York
Boston

Puffalo
Chicago
(John T. Lewis & Bros. Co., Phila.)
(National Lead & Oil Co., Pitts.)

Cincinnati
Cleveland
St. Louis
San Francisco



0000-NLI-000016794



A Dealer Gets a New Idea And a Sales Manager An Order

Save the Surface Headquarters has given us permission to publish the following sales manager's letter to his salesmen:

To All Salesmen:

Not long ago the writer called on a general merchant in Ohio with a view to selling him our line. My introduction was met with that well-known phrase, "I do not intend to buy paint this year." It was stated very emphatically.

Here was a paint dealer—the only one in town of possibly 200 inhabitants—ten miles from a railroad—his stock in such a condition to warrant the placing of an order—yet he was unwilling to even talk about paint.

I showed him the advertising features now being used by the "Save the Surface" campaign—sold him that idea—and took away an order amounting to 30% more in volume than he had ever bought before, without once mentioning the fact that I wanted to sell paint. In other words, I simply cashed in on the good work of that campaign. My idea was to use this campaign as an incentive to create a selling force among the dealers and painters in that territory.

I would like to see each of our salesmen consider himself a Sales Manager for this "Save the Surface" campaign. His salesmen are the painters, master painters and dealers in his territory. Teach them to sell. The master painter is not always a good salesman, and he is sometimes unskilled in advertising. He should be taught to be a good salesman of his own business—a salesman of painting jobs. Now, if you can inspire these painters to be salesmen of painting jobs, to get people to realize that they ought to paint more for their own good, and actually be right on his job to take the contract you will further this whole idea of getting ultimate consumers to realize that their own interests lie in the use of more paint. Even though our line of goods is not directly mentioned, they will naturally lean toward our product. Why? Because you have shown by your teaching that your interest in them is deeper than the mere getting of an order.

(Signed by the Sales Manager.)



Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

NATIONAL LEAD COMPANY

New York
Boston

Cincinnati
Buffalo
Chicago
Cleveland
(John T. Lewis & Bros. Co., Phila.)
(National Lead & Oil Co., Pitts.)

St. Louis
San Francisco

0000-NLI-000016795



Adaptability

White-lead possesses many points of adaptability which makes it preferred by trained, discriminating painters. Paint made from white-lead can be mixed to suit all conditions of surface, season, locality and exposure. It can be made stout or thin as required. It spreads smoothly and easily under the brush.

Dutch Boy White-Lead

is the choice of good painters because it has every desirable quality that white-lead should have. It is pure. It is extremely fine, permitting of easy mixing and thorough incorporation with linseed oil.

Dutch Boy white-lead is equally suitable for exterior and interior work. When mixed with turpentine or a good flattening oil, it gives a beautiful, durable, sanitary flat finish. Any shade or texture is obtainable.

12½, 25, 50 and 100 lb. Steel Kegs.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

WHITE-LEAD

By A. H. Sabin, Eminent Authority

133 pages brimful of White-Lead knowledge. It explains the various processes of manufacture, gives the reasons for its advantages and disadvantages inside and out; discusses the relative merits of various oils, of zinc, of lithopone, of basic lead sulphate, of mixed paints; tells the tricks of the trade in mixing and application; also chapters on brushes, colors, etc. Every man interested in the paint business—manufacturer, distributor, dealer, painter—should read this book. Let us send it. Use the coupon. Then in ten days from receipt, remit \$1.25 or return the book.

JOHN WILEY & SONS,
432 Fourth Ave., New York.

John Wiley & Sons, 432 Fourth Ave.,
New York City.

Send me Sabin's "White-Lead." In
ten days from receipt, I'll remit \$1.25 or
return the book.

Name _____

Address _____

City _____ State _____

(Copy of our advertisement to appear in the June, 1920, number of the Painter and Decorator.)

0000-NLI-000016796



Save the surface and
you save all—*that's the Dutch Boy way.*

Give Your Arm a Square Deal

USE the paint that brushes out easily, smoothly, evenly, thoroughly—old reliable Dutch Boy White-Lead and Linseed Oil—you won't be bothered by that 3 p. m. tired feeling.

Lots of satisfaction, too, in doing a job with Dutch Boy, because you know it's going to be a good job, a satisfactory job, when it's done.

Paint made with Dutch Boy can be mixed to suit any condition of surface, season, locality or exposure. Because it is ground to a wonderful fineness, Dutch Boy White-Lead mixes easily and thoroughly with the oil.

Mixed with Dutch Boy Flatting Oil, Dutch Boy White-Lead produces a beautiful, soft, sanitary finish for interior walls and woodwork. Any color—any tint of any color—that you or your customer may desire.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

*This advertisement appears in the October issue of
Painter & Decorator*

0000-NLI-000016797



"Save too surface and
you save all" *—The Architect*

**Spreads
Easily
Covers
Thoroughly**

TWO things about Dutch Boy White-Lead paint that every painter likes. More work done in less time, no "pull" to tire the arm. Lots of satisfaction, too, in doing a job with Dutch Boy, because you know it's going to be a good job, a satisfactory job, when it's done.

Dutch Boy White-Lead

Because of its fineness, Dutch Boy White-Lead takes up the linseed oil with thoroughness and speed—mixing is merely a matter of minutes. Make any color you want.

NATIONAL LEAD COMPANY

New York
Cincinnati

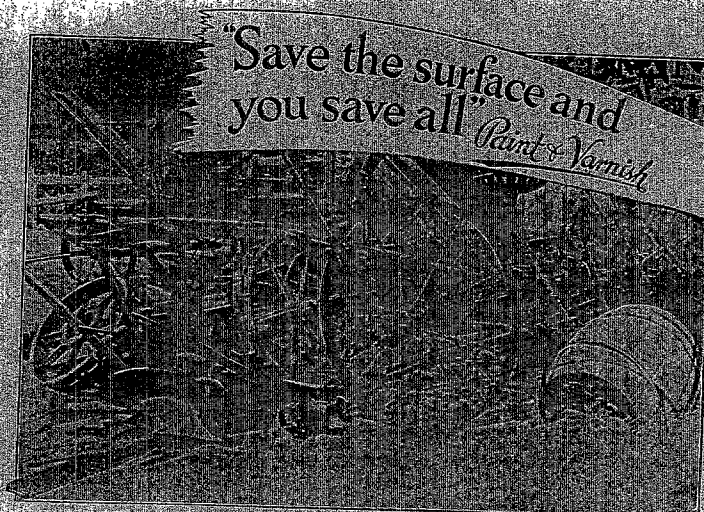
Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

(Copy of our advertisement appearing in the August 1920 issue of The Painter's Magazine, 100 William St., N. Y.)



Save The Surface!

The painters of this country can quadruple their paint business by concentrating on the **Save the Surface** campaign. There is much more to this than the advertising you see in the magazines. **You** have a definite part in it. If you really want to know what the "innards" of this campaign are, and how you can cash in on it, write our nearest branch.

National Lead Company

111 Broadway, New York City

New York
Cincinnati

Boston
Cleveland

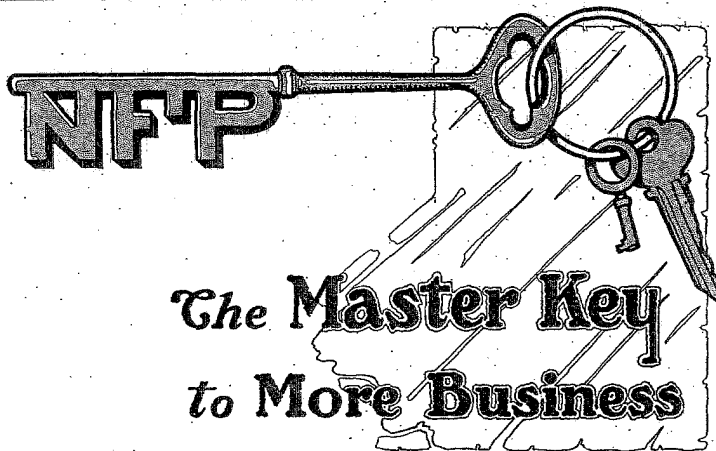
Buffalo
St. Louis

Chicago
San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

0000-NLI-000016799

(Copy of our advertisement appearing in March 1920, issue of The Painters Magazine, 100 William St., New York)



N.F.P. means Never Fail Painters and it also stands for Never Fail Plan—a plan we are offering to painters to profitably increase their business.

There is no magic in this plan. It is very simple and has *never failed* to materially increase the business of the painter who has used it.

The plan costs you absolutely nothing. We pay all the expense. In our files are hundreds of letters from grateful painters throughout the country who have found it successful.

For full information write our nearest branch. No street address necessary.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)



0000-NLL-000016300

(Copy of our advertisement appearing in the August, 1920, issue of *The Painter's Magazine*, 100 William St., N. Y.)

Some "Boss Painters" plan their work months and months ahead

A good paint job is contagious. As soon as a man sees what a difference there is in the looks of a place after it has been painted *he, too, is ready to consider painting.*

The Never Fail Plan (N. F. P.) is the Master Key to more business. It unlocks the door of opportunity. It produces business in dull times. It lets a painter *date his work ahead* so that there is always plenty for him to do.

The *Never Fail Plan* is Free.

You can put it to work for yourself without spending a cent. We pay all expenses. Write our nearest office. Full particulars about this plan will be sent immediately we get your request.

Don't put this off any longer. Map out your work ahead on a definite schedule. The plan will work for you just as it has worked for hundreds of other painters.

National Lead Company

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

0000-NLI-000016801

(Copy of our advertisement appearing in the February issue of The Painter Magazine, 100 William St., New York)



"Your Never Fail Plan proved very successful in my case. I received twenty-two jobs of painting as a result of it."

This is what Emil Radtke of Nokomis, Illinois, wrote after instructing us to put our Never Fail Plan to work for him. And that is typical of the success of thousands of other painters who have used this plan.

This plan for profitably increasing business is now offered free to all painters. We pay all costs. It in no way places you under obligations.

For full particulars, come today to our nearest branch.

NATIONAL LEAD COMPANY
 New York, Toledo, Cincinnati, St. Louis,
 Boston, Chicago, Cleveland, San Francisco,
 John J. Lewis & Bros., Co., Philadelphia,
 National Lead & Oil Co., Pittsburgh

(Copy of our advertisement appearing in April 1920, issue of *The Painters Magazine*, 109 William St., New York)



White-Lead the Adaptable Paint

The skillful painter knows that various treatments are necessary on different surfaces and in different climates. For instance, a different proportion of ingredients should be used when painting white pine than when painting cedar or redwood; when painting in Montana than in Florida, the kitchen than the dining room.

Again, if you or your customer have a cultivated taste in color, delicate tints and colors may be needed far beyond the variety of a color card.

White-Lead is equally suitable for exterior and interior work. When mixed with Dutch Boy flatting-oil it gives a beautiful, durable, sanitary flat finish.

Dutch Boy White-Lead

can be mixed to meet all these and many more requirements. It is pure. It is extremely fine, permitting of easy mixing and thorough incorporation with linseed or flatting oil. It is the choice of good painters.

12½, 25, 50 and 100 lb. Steel Kegs.

National Lead Company

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

0000-NLI-000016803

(Carry out advertisements for paint in the library and of The Painters Magazine, 160 W. 4th St., New York)

Adaptability

White-Lead possesses many points of adaptability which makes it preferred by trained, discriminating painters. Paint made from white-lead can be mixed to suit all conditions of surface, season, locality and exposure. It can be made stout or thin as required. It spreads smoothly and easily under the brush.

Being mixed especially for each job, any desired tint can be obtained.

DUTCH BOY WHITE-LEAD

Is the choice of good painters because it has every desirable quality that white-lead should have. It is pure. It is extremely fine, permitting of easy mixing and thorough incorporation with linseed oil.

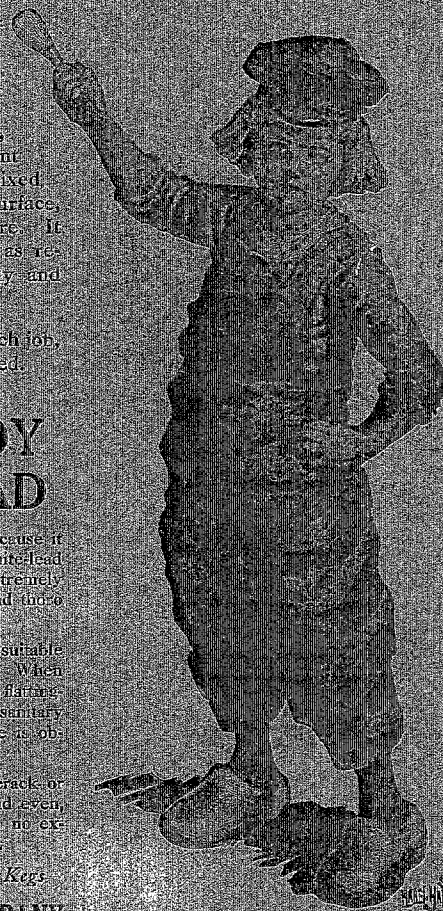
Dutch Boy white-lead is equally suitable for exterior and interior work. When mixed with turpentine or a good flattening oil, it gives a beautiful, durable, sanitary flat finish. Any shade or texture is obtainable.

Dutch Boy white-lead will not crack or scale. It wears down smooth and even, leaving a surface which requires no expensive preparation for repainting.

12½, 25, 50 and 100 lb. Steel Kegs

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
John T. Lewis & Bro. Co. (Litho)
National Lead & Oil Co. (Litho)



DUTCH BOY
WHITE-LEAD

0000-NLI-000016804

(This advertisement appears in the June 1920, issue of The Painters Magazine, 100 William St., New York)



Another Big Week

Six more red-letter days for Dutch Boy painters! Another big week for new customers, more painting jobs, more business.

Summer Painting Campaign

The Dutch Boy Spring Advertising Campaign was an overwhelming success. This has come to us from scores of painters all over the country. So we're following it up with a Summer Campaign that's even more attractive and effective.

Dutch Boy Painter—June

This Summer Campaign is fully described in the *Dutch Boy Painter* magazine that will go into the mails on June 15. Be sure you get your copy! If it doesn't reach you promptly, write to our nearest branch office, and they will gladly send you one.

Free Advertising Material

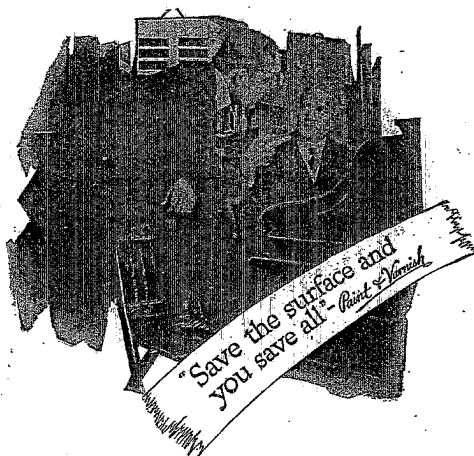
In this magazine we tell you of movie slides, newspaper electrotypes, booklets and other striking advertising material we offer free to painters, for this Summer Painting Campaign. Order at once the material you want—and watch your business grow.

NATIONAL LEAD COMPANY

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)



This advertisement will appear in the December 23d issue of the Paint, Oil and Chemical Review.



Bigger Pie—More Pie for Everybody

The paint business is a big round industrial Pie. The business each man does is his slice of the pie—whether he is a manufacturer, a dealer, or a painter.

A bigger slice for one fellow doesn't need to mean a smaller slice for some other fellow—if we just make the pie bigger.

That's what the "Save the Surface" campaign is doing. Thousands of letters on file at "Save the Surface" headquarters show that this advertising is teaching people the benefits—and the real economy—of using more paint.

It is paying painters, and it is paying dealers, to get together in their communities for "Save the Surface". They soon produce the bigger pie—the bigger slice for each. More for the dealer, the painter, the wholesale distributor, the manufacturer.

National Lead Company

New York
Boston
Buffalo
Chicago
Cincinnati
Cleveland
St. Louis
San Francisco
John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)



Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

0000-NLI-000016806

This advertisement will appear in the December 29th issue of the Paint, Oil and Chemical Review.



Bumpers Fore and Aft

Most automobiles have bumpers in front. Have the bumper manufacturers nearly reached the saturation point? Must their sales be increased only within the limits of the increase in the number of automobiles?

The day is coming when manufacturers of bumpers will begin to remind every automobile owner that the back of his car is as valuable as the front.

That will be a good way for each of these manufacturers to sell more bumpers, without going after the other fellow's business.

The "Save the Surface" Campaign is doing just the same thing for everybody in the paint industry—painter, dealer, jobber, manufacturer. It is teaching people to use paint where paint has not been used before.

Also it is teaching people the real economy of painting oftener.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

This advertisement will appear in the October 18th and December 1st issues of the
PAINT, OIL AND CHEMICAL REVIEW



Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

The Barn That Jack Built

It was a good barn—but Jack let it get weather-beaten and warped, for lack of repainting.

Then came the "Save the Surface" campaign, and the barn got a new coat. Now it will be repainted oftener. Its owner knows that frequent painting is real economy.

All over the country, people are painting houses, barns, farm machinery and implements, garages, and outbuildings which would have gone paintless had it not been for the "Save the Surface" advertising.

Paints, varnishes and stains are being used on floors, woodwork and furniture by those who have got the message of "Save the Surface."

People will continue to use more paint and buy more paint if all of us—manufacturers, jobbers, dealers, painters—stick together and work together in the "Save the Surface" campaign.

National Lead Company

New York Cleveland Boston Buffalo
Cincinnati Chicago San Francisco St. Louis
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)



This advertisement will appear in every issue of the PAINT, OIL AND CHEMICAL REVIEW for August.



They All Got More Business

THERE is a small town in the middle west where all the painters and paint dealers clubbed together in a cooperative effort to increase the use of paint.

The average house owner in that town formerly repainted about once in eight years. Now the average is nearer five years.

That means the paint business in that town has been increased about sixty per cent. Each dealer and painter is getting about his share of the increase.

That's just what the "Save the Surface" advertising is doing on a big scale for manufacturers and distributors of paint, varnish and allied products.

It is increasing the consumption of those products and making more business for everybody.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

This advertisement will appear in every issue of the PAINT, OIL and CHEMICAL REVIEW for September.



If You Owned the Western Union—

How would you increase your business?

You'd do just what the Western Union is doing—get people to send more telegrams.

If a dozen telegraph companies had offices in your town, what would be the best way for them to do more business—take it away from each other, or do what the Western Union is doing?

You know the answer—and doesn't the same principle apply to the paint business?

It does apply—or there wouldn't be a "Save the Surface" campaign. *Because* it applies, this "Save the Surface" advertising is increasing the use of paint, and the sales of paint, all over the country.

The one big way to sell more paint is to educate people to use more paint—to teach people to "Save the Surface" by painting oftener, and by painting roofs, fences, farm machinery and other "surfaces" where paint has been used meagerly or not at all.

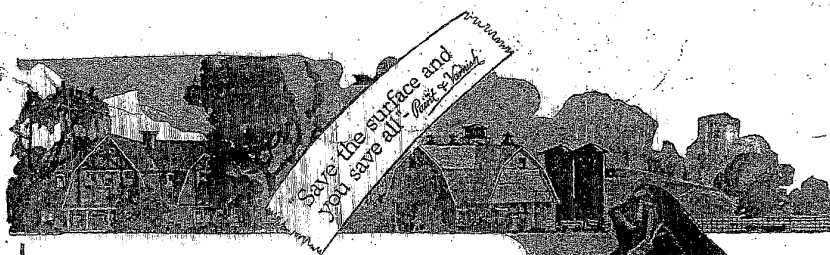
NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
John T. Lewis & Bros. Co., Philadelphia
(National Lead & Oil Co., Pittsburgh)

Believing as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

0000-NLI-000016810

This advertisement will appear in the July 31st and 28th issues of the PAINT OIL and CHEMICAL REVIEW



What the Save the Surface Advertising Is Doing

We reprint below a few letters that are indicative of the thousands that have been received by the Save the Surface headquarters, proving that the Save the Surface advertising is having a powerful influence on paint sales.

These letters are open to inspection at any time.

"I wish to advise that upon your recommendation I have covered entire floors in my house with one coat of varnish.

Very truly yours,"

"I first sent for your literature through curiosity, being struck by the ingenious form of your advertising. I must admit that a perusal of your booklet has led me to a fuller realization of the value of paint and has led me to speed up where delay would inevitably have cost more than the money value of the paint and labor. I believe your work of encouraging preservation is especially useful to the country in these days when replacement is so expensive.

Truly yours,"

"Since I read your book you sent to me it has given me a new point of view as regards Surface Protection. Save the Surface Campaign has been of great value to me.

Yours truly,"

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

"You may be interested to know that your campaign has even caused me to invest in paint for my automobile. Yours truly,"

"Since receiving your booklet I most undoubtedly believe in your slogan, "Save the Surface and you save all."

I am using paints, varnishes and stains most liberally and believe as you do that the save far more than they cost.

Wishing you success in your efforts to influence the public along these lines, I am

Very truly yours,"

"Please send information on your helps for painters in housepainting, as there are so many people who think a house needs to be painted once in a lifetime.

In these cases a slogan may wake them up.

Hoping to hear from you at your earliest convenience

Truly yours,"

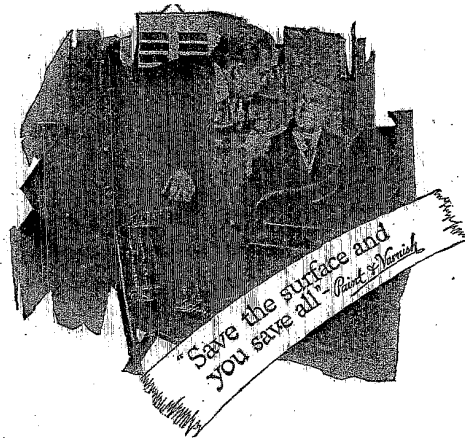
National Lead Company

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)



0000-NLI-000016811

This advertisement will appear in every issue of the PAINT, OIL AND DRUG REVIEW for the month of June.



A Dealer Gets a New Idea And a Sales Manager An Order

Save the Surface Headquarters has given us permission to publish the following sales manager's letter to his salesmen:

To All Salesmen:

Not long ago the writer called on a general merchant in Ohio with a view to selling him our line. My introduction was met with that well known phrase "I do not intend to buy paint this year." It was stated very emphatically.

Here was a paint dealer—the only one in town of possibly 200 inhabitants—ten miles from a railroad—his stock in such a condition to warrant the placing of an order—yet he was unwilling to even talk about paint.

I showed him the advertising features now being used by the "Save the Surface" campaign—sold him that idea—and took away an order amounting to 30% more in volume than he had ever bought before, without once mentioning the fact that I wanted to sell paint. In other words, I simply cashed in on the good work of that campaign. My idea was to use this campaign as an incentive to create a selling force among the dealers and painters in that territory.

I would like to see each of our

salesmen consider himself a Sales Manager for this "Save the Surface" campaign. His salesmen are the painters master painters and dealers in his territory. Teach them to sell. The master painter is not always a good salesman, and he is sometimes unskilled in advertising. He should be taught to be a good salesman of his own business—a salesman of painting jobs. Now, if you can inspire these painters to be salesmen of painting jobs, to get people to realize that they ought to paint more for their own good, and actually be right on his job to take the contract you will further this whole idea of getting ultimate consumers to realize that their own interests lie in the use of more paint. Even though our line of goods are not directly mentioned, they will naturally lean toward our product. Why? Because you have shown by your teaching that your interest in them is deeper than the mere getting of an order.

(Signed by the Sales Manager)



Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York
Boston

Buffalo
Chicago

Cincinnati
Cleveland

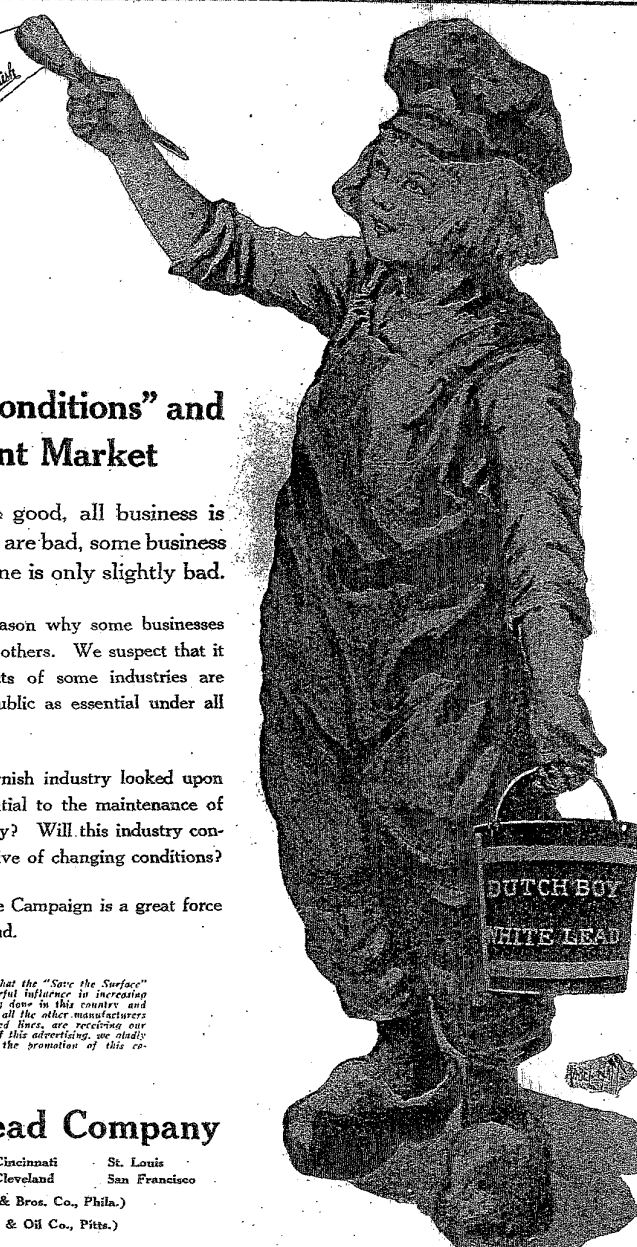
St. Louis
San Francisco

(John T. Lewis & Bros. Co., Phila.)

(National Lead & Oil Co., Pitts.)

0000-NLI-000016812

This advertisement will appear in every issue of the PAINT, OIL AND DRUG REVIEW for the month of May



"Business Conditions" and the Paint Market

When times are good, all business is good. When times are bad, some business is very bad and some is only slightly bad.

There must be a reason why some businesses are affected more than others. We suspect that it is because the products of some industries are looked upon by the public as essential under all conditions.

Is the paint and varnish industry looked upon by the people as essential to the maintenance of life, health and property? Will this industry continue to grow irrespective of changing conditions?

The Save the Surface Campaign is a great force working toward this end.

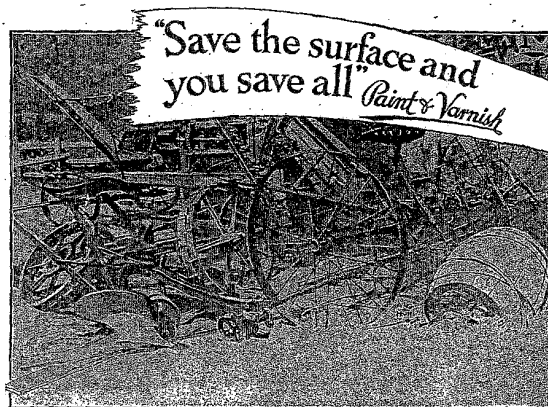
Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York	Buffalo	Cincinnati	St. Louis
Boston	Chicago	Cleveland	San Francisco

(John T. Lewis & Bros. Co., Phila.)
(National Lead & Oil Co., Pitts.)

This advertisement will appear in every issue of *The Paint, Oil and Drug Review* for April



Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

A Wise Old Farmer Was He

A farmer near Worcester, Mass., sold his implements the other day for 33 $\frac{1}{3}$ per cent more than he paid for them about ten years ago. He was so enthusiastic that when he came to town he went to the store of a friend—a paint dealer—to tell him all about it.

The Save the Surface Campaign Headquarters has shown us the letter which the dealer wrote telling the remarkable story of the transaction.

Save the Surface Campaign,
Philadelphia, Pa.
Gentlemen:

I have just gotten a tale from a farmer who lives near here who is selling out his farm and he came in my store today and thanked me for selling him some paint several years ago. I had forgotten it, but he says I got him to paint all his implements, tools and machines. He got rid of them at one-third more than they cost. He says he thinks the paint made all the difference.

Not such a bad ad for the Save the Surface!
Your Friend.

There are \$1,250,000,000 worth of farm machinery and implements in use in the United States today. This is just one of the many dormant markets for paint and varnish that is being developed by the Save the Surface Campaign.

National Lead Company

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco

(John T. Lewis & Bros. Co., Phila.)

(National Lead & Oil Co., Pitts.)



This advertisement will appear in the April 6th issue of the PAINT, OIL & CHEMICAL REVIEW

Save the surface and
you save all *Paint & Varnish*

Seed That Grows Dollar Bills

Every "Save the Surface" advertisement plants seed that grows jingling coin and dollar bills.

In whose garden? In yours—whether you're a paint manufacturer, jobber, retail dealer or painter.

But that's not the best part of it. You do a bigger business because people use more paint—you profit by the campaign—and so do the people who use more paint, for when they "Save the Surface" they save money!

It's a fine, sane, sound idea—this "Save the Surface" Campaign.

Everybody benefits by it. What it's going to mean to you in the way of increased business depends largely on your individual follow-up work in your own locality.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)



This advertisement will appear in the February 23d issue of the PAINT, OIL, & CHEMICAL REVIEW

Oh, You Bigger Melon!

Every day, more people are realizing that painting the house, the barn, a wagon, a chair, a floor, a fence—is real economy.

And each time a paint manufacturer, wholesaler or dealer succeeds in making a few more people realize the value of this "Save the Surface" idea—the paint business grows bigger.

The size of your slice depends on how earnestly you get behind the "Save the Surface" campaign in your locality.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this cooperative work.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

"Save the surface and
you save all"—*Paint & Varnish*

0000-NLI-000016816

This advertisement will appear in the January 26th issue of the PAINT, OIL AND CHEMICAL REVIEW

Save the surface and
you save all (Paint's Nemesis)

Who is Robbing Your Till?

Your competitor? No, not he!

He may be after some of your business, just as you may hanker for some of his. But you probably won't take very much from one another.

What you both need to do is to get after *Old Man "I don't need to paint"*—he's just a loose idea that's abroad in every community, but he's the till-robber whose ghostly fingers steal away profits from everybody in the paint business.

Because so many thousands of property owners do not realize that paint is insurance against deterioration and decay, the "Save the Surface" campaign was conceived and put to work.

This campaign is bringing increased business to everyone in the paint industry. Your participation in this increase depends largely, of course, on the vigor of your co-operation. Do your share and you'll get your share.

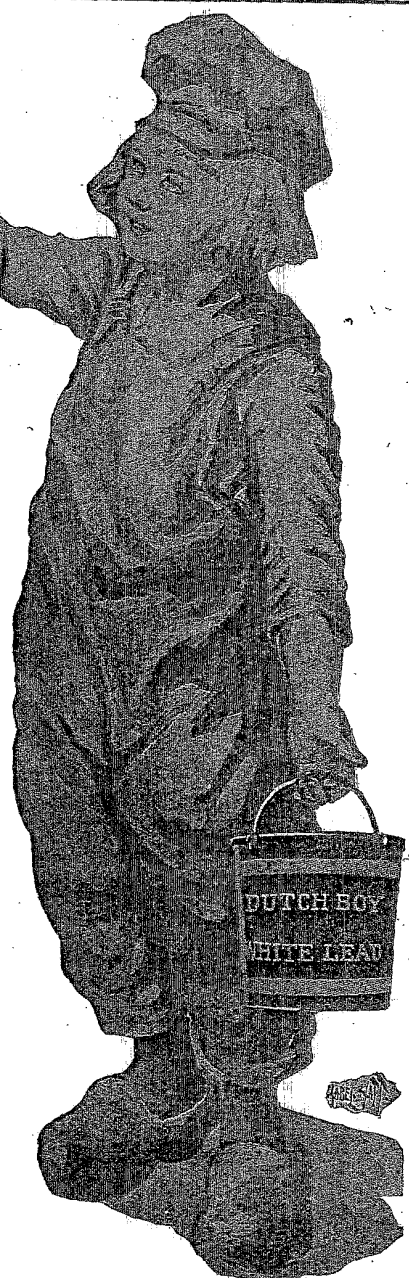
Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

(John T. Lewis & Bros. Co., Philadelphia)

(National Lead & Oil Co., Pittsburgh)



0000-NLI-000016317

This advertisement will appear in the January 5th issue of the PAINT, OIL & CHEMICAL REVIEW.



Next Thing He Did Was to Send for a Painter

Thompson wasn't stingy. He had a good automobile; his family wore good clothes; two boys were in college.

His house, barn and fences were badly in need of paint—but that was only because Thompson, like most of his neighbors, didn't believe in painting oftener than once in six or eight years.

Then one day Thompson read a "Save the Surface" advertisement—and the next thing he did was to send for a painter.

He had suddenly realized that it is true economy to paint, because paint *does* save the surface.

The "Save the Surface" campaign is doing just that kind of work all over the country. Thousands of letters received at "Save the Surface" headquarters prove this.



National Lead Company

New York
Boston

Buffalo
Chicago

Cincinnati
Cleveland

St. Louis
San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this cooperative work.

0000-NLI-000016818

This advertisement appeared in the March 15 issue of Arms and the Man



When You Buy N. R. A. Cartridges Look for the Make as Well as the Name

During the war, we developed a Long Rifle Lesmok cartridge of unprecedented accuracy at ranges of from 50 to 250 yards.

This cartridge seemed particularly well adapted to the needs of expert riflemen. These are the men who form the backbone of the National Rifle Association. So we named this cartridge the U. S. 22 N.R.A. It seemed an especially suitable name.

Apparently other people agreed with us in that; for after spending some eighteen months of time and some thousands of dollars popularizing the name and telling the riflemen about the cartridge we notice that others have appropriated the same designation—"N.R.A."—for a cartridge of the long rifle style.

The U. S. 22 N.R.A. is the original 22 Long Rifle cartridge developed for long range work. We are convinced it has not been equalled. We do not think it is likely to be equalled. If it can be improved upon, you may be sure we will do the improving.

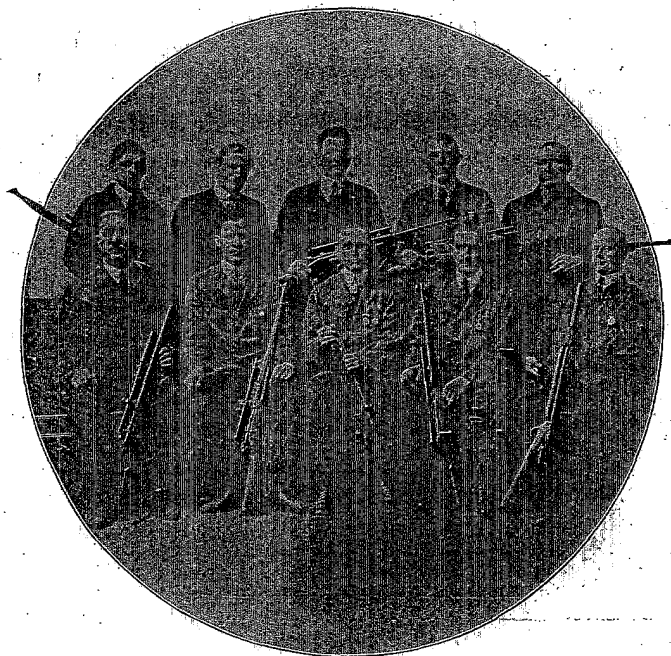
Under the circumstances, we feel that we owe it to our friends—to those thousands who have come to associate the name "N.R.A." with a certain highly developed cartridge of our make—to warn them of the possibility of confusion and the need for making sure that the U. S. name and trademark appears on the box when they ask for N.R.A. cartridges.

UNITED STATES CARTRIDGE COMPANY

111 BROADWAY

NEW YORK, N. Y.

This advertisement appeared in Arms and The Man for the issue of May 1



Front Row, Left to Right—Orris E. Gerrish, Dr. John L. Bastey, Capt. Malcolm F. Partridge, Walter S. Gibbons, Charles H. Kelly. Back Row, E. M. Bruce, William E. Tennell, H. A. Hallett, Harry Bennett, F. Herman Souther

The Boston Rifle & Revolver Club

AND ITS TEAM'S OPINION OF

US AMMUNITION

UNITED STATES CARTRIDGE COMPANY,
111 Broadway, N. Y.

GENTLEMEN:

After trying all the brands of .22 long rifle cartridges now on the market we have come to the conclusion that our old favorite "U. S." still leads the field. We have therefore ordered a case of N. R. A. uncrimped from your Boston office for the use of our rifle team.

We were afraid that the post-war ammunition would not come up to pre-war standards but find that your cartridges still "hit where we aim." I am enclosing some ten shot targets. These are of the ordinary run and therefore do not show any record breaking groups but show that every shot is a ten.

Very truly yours,

BOSTON RIFLE & REVOLVER CLUB,
(Signed) MALCOLM F. PARTRIDGE, Captain, Rifle Team."

0000-NLI-000016820

This advertisement appeared in *Arms and the Man* August 1, 1920

—And Now at Glasgow, Scotland

OUR REPRESENTATIVE in Great Britain reports that the great success of U. S. Ammunition at the Ham and Petersham competition has been followed by an equally spectacular success at the Glasgow, Scotland, meeting of the miniature rifle clubs. Following is a list of the events won by users of U. S. Ammunition. In the majority of cases the cartridge used was the U. S. .22 N. R. A. Long Rifle Lesmok Cartridge. This is becoming generally known as the 'all-range' cartridge for it functions with the same unequalled accuracy at ranges of 25, 50, 100 or 200 yards.

International Match—Scotland vs. England.

Won by: G. Crockett, Arbroath.
Used: U. S. at 50 and 100 yards.
Score: Top (both teams).

Grand Aggregate Gold Medal and Trophy.

Won by: D. MacDonald, Renfield R. C.
Used: U. S. Ammunition throughout the whole of his 10 targets at 25, 50 and 100 yards.
Score: 966 ex possible 1,000, which included two rapid targets.

Bell Challenge Trophy (25, 50 and 100 yards).

Used: U. S. Ammunition at 100 yards.
2nd, 3rd, 5th and 6th places U. S. at 50 and 100 yards.

S.M.R.C. Life Membership (30 shots at 25 yards)

2nd Won by: D. MacDonald, Renfield R. C.
Used: U. S. Ammunition.
Score: 296 ex 300.

S.M.R.C. Challenge Cup (25, 50 and 100 yards).

2nd, 3rd, 5th, 6th and 7th men used U. S. either all through or at 50 and 100 yards.

Longstaff Challenge Cup—The Championship.

(25, 50, 100 yards and 50 yards rapid).
2nd Won by: D. MacDonald, Renfield R. C.
Used: U. S. Ammunition throughout.
Score: 385 ex 400.
3rd and 5th winners used U. S. at 50 and 100 yards.

B.S.A. Competition (25 and 50 yards).

Won by: D. MacDonald, Renfield R. C.
Used: U. S. Ammunition.
Score: 197 ex 200.
Tied 2nd, 3rd, 4th, 5th, 6th, 7th and 8th. All men used U. S. at 50 yards.

Explosives Trades Competition Ltd. (50 and 100 yards.)

1st man used U. S. at 100 yards.
2nd man used U. S. at both ranges.

S.M.R.C. 25 yards (Re-Entry Competition).

Tied 1st with a possible of 100.

S.M.R.C. 50 yards (Re-Entry Competition).

1st and 2nd places both-possibles of 100.

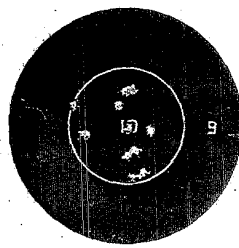


UNITED STATES CARTRIDGE COMPANY

111 BROADWAY

NEW YORK

The All-Range .22 Cartridge



100 YARDS



200 YARDS



50 YARDS

Due to the limitation of space, these targets are reproduced half-size.

US .22 N. R. A.
Long Rifle Lesmok Cartridges

"Has produced results I had begun to despair of ever obtaining"—*W. R. Stokes, Ordnance Rifle Team, Washington, D. C.*

Writing of the exceptional results obtained with the U. S. .22 N. R. A. Cartridge, Mr. Stokes says:

"Since the Caldwell Small-Bore Shoot of last year, I have been endeavoring to secure a combination of rifle and ammunition that will actually and consistently shoot 1 in., 2 in. and 7 in. groups at 50, 100 and 200 yards, respectively. Using a Peterson barrel in a Ballard action I have been able to get occasional "possibles" at 50 yards, but have been uniformly unsuccessful in getting satisfactory results at 100 and 200 yards, although twenty lots of ammunition, representing five makes, were tried. What I want to let you know is that the new run of U. S. N. R. A., crimped, has produced the results which I had begun to despair of ever obtaining."

"The targets which I am forwarding under separate cover tell the story. These targets were made with the new U. S. .22 N. R. A. Cartridge, firing done strictly according to N. R. A. match rules, steel sights used."

UNITED STATES CARTRIDGE COMPANY

2201 TRINITY BUILDING

NEW YORK

This advertisement appeared in *Arms and the Man* August 15, 1920

0000-NLI-000016822

U. S. Ammunition at the

U. S. Ammunition—the choice of experts—won more prizes in the service rifle, small-bore and pistol competitions at Camp Perry, Ohio, than all other makes combined, living up to its slogan



HITS WHERE YOU AIM

Users of the U. S. 180-grain Palma and U. S. .22 calibre N. R. A. cartridges are to be found on every prize list for "the shots that hit are the shots that count."



.22 Caliber N. R. A. Cartridges

were the premier small-bore ammunition at Camp Perry where the Small-Bore National Matches have just been concluded.

From first to last, they were the favored of discriminating shots.

In the winning of the International Small-Bore Match for the Dewar Trophy, the two high men used U. S. N. R. A. cartridges. All other makes of commercial ammunition were used by only 8 of the 20 shooting members.

U. S. .22 N. R. A. Ammunition took 6 of the 9 prizes in the Small-bore Grand Aggregate;

Five of the 10 prizes in the Off-Hand Sweepstakes at 50 yards;

The first 4 prizes and 5 of the first 9 prizes in the Small-Bore Long Range Re-entry Match;

Half of the prizes in the Small-Bore Marine Corps Match;

Half of the prizes in the Small-Bore Wimbledon Match;

A large percentage of the prizes in the Small-Bore National Individual Match;

Half of the top places in the 100-yard Sweepstakes.

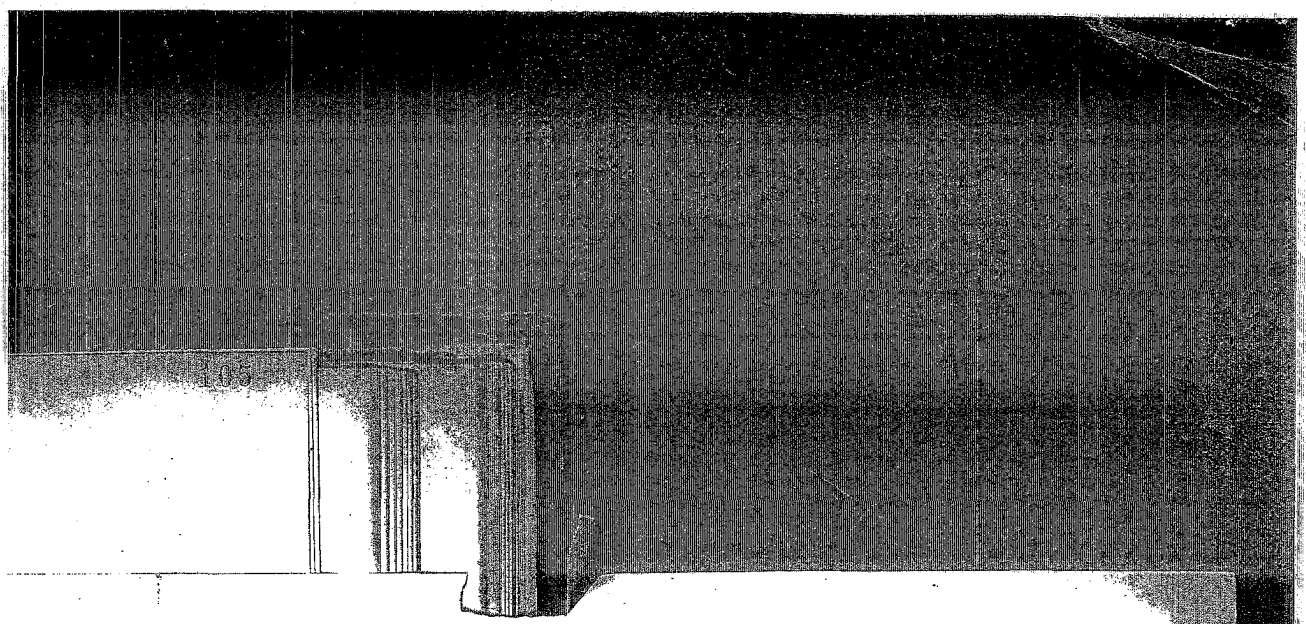
THE UNITED STATES CAR

111 BROADWAY

0000-NLI-000016823

U.
with st
give an
Th
of every
In
were w
places.
other c
In
100, se
were w

Ea
up any
capacity
Hu
fidently
for the
It v
found t
In
Marine
perform
Palma,
In
the sco
In
addition
180-gra
In
finished
number
govern
In
used U



at the National Matches

U. S. .22 N. R. A. Cartridges are especially adapted to the making of top scores with super-accurate target pistols, and the hand-gun competitions at Camp Perry give ample proof of their reliability.

Their superiority over all other makes was undeniably demonstrated in the results of every competition where target pistols were permitted.

In the Individual Slow Fire Re-Entry Match, out of ten medal winners, 8 places were won with U. S. .22 N. R. A. cartridges. All other commercial makes won two places. In the money prizes in this event, 23 of 30 prize winners, used U. S. All other commercial makes won 7 places.

In the Individual Slow Fire Single Entry Match, the first prize with a score of 100, second, third and fourth places, and nearly all of the remainder of the 30 prizes were won with U. S. .22 N. R. A. cartridges.

180-GRAIN PALMA

Early this year, the United States Cartridge Company decided against making up any special match ammunition because its factory was already running to capacity with commercial business.

Hundreds of riflemen who know the precision and accuracy which may be confidently expected from the famous 180-grain Palma, insisted that a supply be available for the National Matches.

It was impossible to meet the full demand, but those whom we were able to supply, found that their faith in U. S. 180-grain Palma was justified.

In the Grand Aggregate Match—total of the scores in the Wimbledon, Leech, Marine Corps, Members' and President's Matches, the supreme test of consistent performance—the winner, and 5 of the first 8 prizes winners used U. S. 180-grain Palma.

In the Members Match, the winning score of 50 with 9 additional bull's-eyes, and the scores in 5 of the 6 first places were made with U. S. 180-grain Palma.

In the Leech Cup Match, the winning score of a possible at each range and 11 additional bull's-eyes, as well as the scores in 3 of the first places, were made with U. S. 180-grain Palma.

In the President's Match, 9 of the first 12 prizes winners, and 46 of those who finished in "The President's Hundred" used U. S. 180-grain Palma. The greater number of the remaining places in this select coterie of marksmen were won with government ammunition.

In the Marine Corps Cup Match, the winner, and 6 of the first 8 prize winners used U. S. 180-grain Palma.

IES

CARTRIDGE COMPANY

NEW YORK CITY



CHAMPIONS OF THE WORLD

The American Olympic Small Bore Rifle Team won first prize at the Olympic games recently held in Belgium. The shooting was done at 50 meters, offhand, at 20 targets of 10 shots each. The American score was 1899 x 2000, a remarkable achievement, and was obtained with



.22 N. R. A.

Long Rifle Lesmok Cartridges

First, second and third individual prizes were also won with this unequalled .22.

The Olympic matches in England in 1908 and in Stockholm in 1912 were also won by American teams, using U. S. ammunition.

There is no mystery about the reason for the choice of U. S. ammunition in these important international contests. An article in July 15 issue of *Arms and the Man*, in describing the equipment of the American Small Bore Rifle Team makes the following statement:

"They picked U. S. ammunition for the cold-blooded reason that they found it to shoot straighter than anything else on the market."

UNITED STATES CARTRIDGE COMPANY

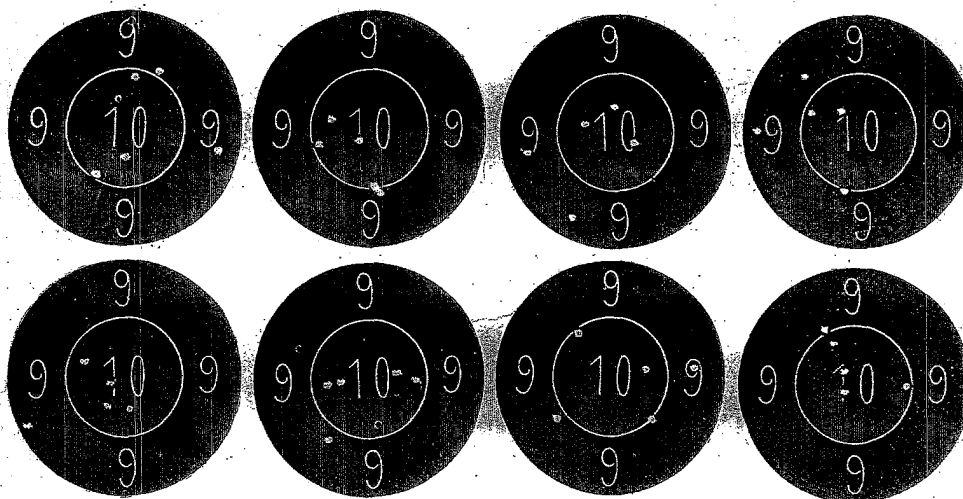
2201 TRINITY BUILDING

NEW YORK

This advertisement appeared in *Arms and the Man* September 15, 1920

0000-NLI-000016825

The Winning Olympic Targets



Due to limitations of space, these targets are reproduced just one-half actual size.

HERE are the targets that won the Individual Small-Bore Championship at the Olympic Games—The Championship of the World. They were shot by Mr. Lawrence Nuesslein, of Washington, D. C. His score was 391 x 400.

The match was shot at 50 meters, off-hand, iron sights. Five shots on each of eight targets.

Other members of the American Team won second and third places in the Small-Bore Individual Match. The American scores in the match were:

Nuesslein.....	391
Rothrock.....	386
Fenton.....	385
Lee.....	370
Shriver.....	367

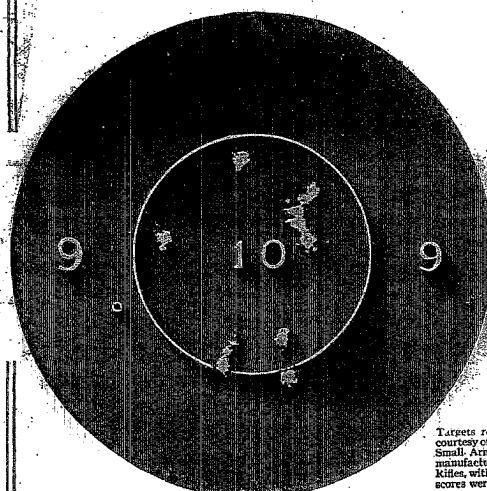
Mr. Nuesslein and all other members of the American Small-Bore Team in both this Individual Match and in the Team Match, which they also won, used

US .22 N. R. A.
Long Rifle Lesmok Cartridges

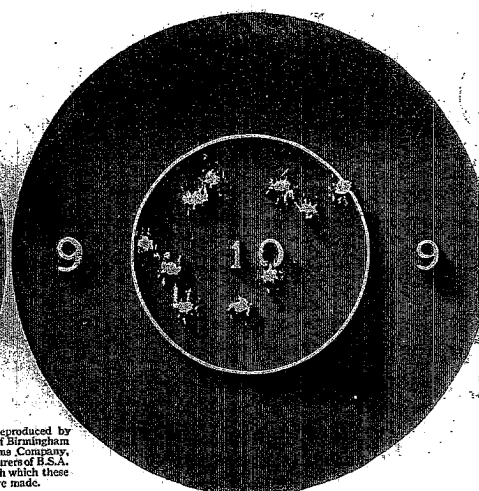
This advertisement appeared in Arms and the Man October 1, 1920

0000-NLI-000016826

National Match Small-Bore 100-Yard Possibles



L. M. Felts
100 x 100
Shot with US .22 N. R. A.



A. H. Madsen
100 x 100
Shot with US .22 N. R. A.

Targets reproduced by
courtesy of Birmingham
Small Arms Company,
manufacturers of U.S.A.
rifles, with which these
scores were made.

HERE are two of the seven 100-yard possibles shot at the National Small-Bore Matches this year. A 100-yard possible with a .22 is a rare thing. There were more of them at Camp Perry this year than there have been in all the history of the many open English meetings.

What are the reasons? There must be two reasons; (1) better marksmanship; and (2) better ammunition.

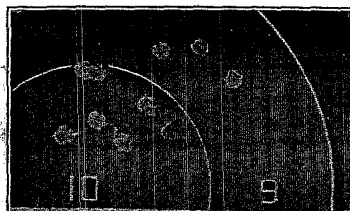
Ⓢ .22 N. R. A. cartridges are as accurate at 25 yards or at 250 yards as at 100 yards. Use the all-purpose, all-range .22 rim-fire. Insist on

US .22 N. R. A.
Long Rifle Lesmok Cartridges

This advertisement appeared in Arms and the Man November 1, 1920

0000-NLI-000016827

How is This for a 100-Yard Group?



10 shots, 100 yards.
Shot for group only.
U.S.A. .22 Caliber Match Rifle.
U.S.G.Co. .22 N.R.A. Long Rifle
Ammunition.
Shot by Major Townsend Whelen,
Ordnance Department, U.S.A.
Witnessed by:
Colonel Charles F. Greder,
Director of Civilian Marksmanship,
Captain E.C. Goodman, U.S.A.
Washington, D.C., October 8, 1920.

Here is "some" group. Made at 100 yards by Major Townsend Whelen with

US .22 N. R. A.
Long Rifle Lesmok Cartridges

Major Whelen tells us this is only one of many groups almost equally good.

We have heard two old-timers remark that this is the smallest 100-yard group on record.

We will be glad to serve as a clearing house for any arguments.

United States Cartridge Co.

2201 Trinity Building

New York, N. Y.

This advertisement appeared in Arms and the Man November 15, 1920

0000-NLI-000016828



10 Shots, 100 Yards
U.S.C.Co. N.R.A. Long Rifle
Ammunition
B.S.A. No 13 Match Rifle
Shot by L.J. Corra
Brooklyn Rifle Club
Tenafly Oct 3 1920

Is This a Better 100-Yard Group?

This is submitted to us as a rival of Townsend Whelen's Group which we reproduced on the cover of November fifteenth "Arms and The Man." This group, like the other, was shot with

US .22 N. R. A.
Long Rifle Lesmok Cartridges

At 75 feet these same shots would have made a group like this

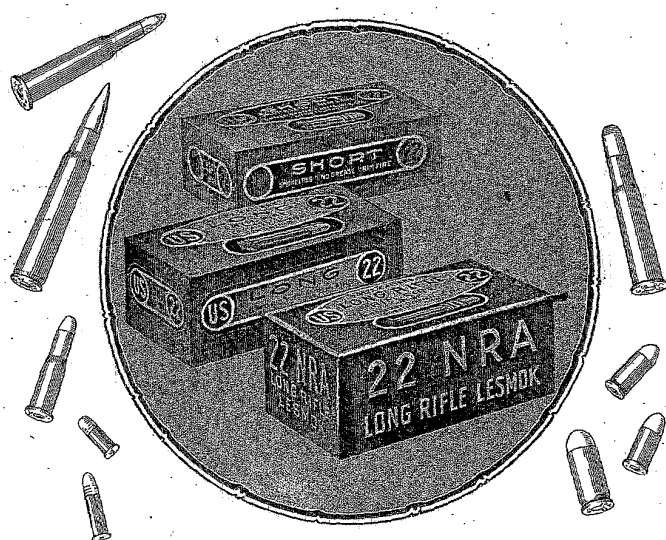


US .22 N. R. A.'s are the cartridges to use on the indoor range this winter. They excel at 25 yards as at 100 yards.

UNITED STATES CARTRIDGE COMPANY
2201 TRINITY BUILDING NEW YORK

This advertisement appeared in Arms and the Man December 15, 1920

0000-NLI-000016829



Money-Back Cartridges

If you are ever dissatisfied with any U. S. Ammunition just return the unused cartridges and get back the price of the whole box. We will refund in full to the dealer.

US CARTRIDGES
For all makes of firearms

This unlimited money-back guarantee is based upon our certain knowledge that U.S. Ammunition is accurate and uniform.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; American Smelters Securities Co., San Francisco; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

M

unu
whoV
beca
you.Gener
Cincin
Pittsbu
Hingston

This two facing page advertisement appears in the March issue of Field and the April issue of Outers Book—Recreation.

111

16



*Smokeless and
Black Powders
Waterproof*

Money-Back Shot-Shells

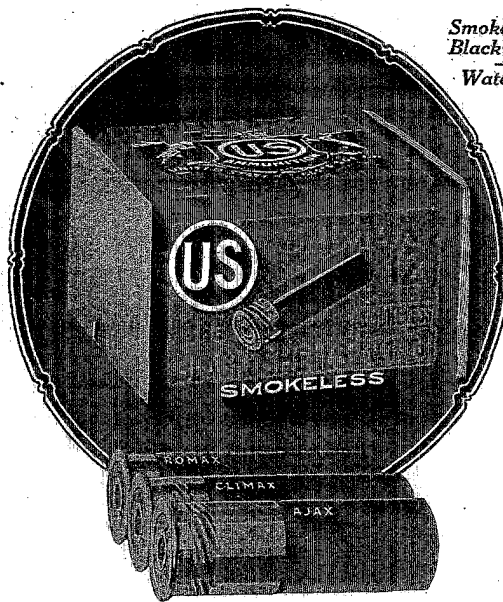
Any time you've a fault to find, just take back the unused part of the box. Your dealer will refund for the whole box. He knows we'll refund in full to him.

US THE BLACK SHELLS
Smokeless and Black Powders

We make this unlimited money-back guarantee because we know that The Black Shells will please you.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; American Smelters Securities Co., San Francisco; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.



*Smokeless and
Black Powders
Waterproof*

Money-Back Shot-Shells

Any time you've a fault to find, just take back the unused part of the box. Your dealer will refund for the whole box. He knows we'll refund in full to him.

US^{THE} BLACK SHELLS
Smokeless and Black Powders

We make this unlimited money-back guarantee because we know that The Black Shells will please you.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingson-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This color page advertisement appears in the following publications:

National Sportsman—October
Field and Stream—September
Outers-Recreation—September
Outdoor Life—September

0000-NLI-000016832



For the Man Who Shoots .22 Cartridges

Here is an exceptional .22-calibre Long Rifle cartridge. It will outshoot anything of its size at 25 yards or at 250 yards. In a recent official test, it developed an extreme range of 1400 yards.

US CARTRIDGES
For all makes of firearms

The best small-bore marksmen in the country are using this cartridge. The American Olympic Small-Bore Rifle Team took a supply to Antwerp. In England and in Sweden, the winners of the biggest shooting competitions are depending on it.

Try this cartridge. If your dealer hasn't it in stock, he can get it. If for any reason, you don't like it, your money will be refunded.

Made with solid bullet for target use and hollow-point bullet for hunting.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This advertisement appears in the following publications:

National Sportsman—Sept.
Hunter, Trader and Trapper—Sept.
Forest and Stream—Oct.

Field and Stream—Nov.
Outers, Recreation—Oct.
Outdoor Life—Feb.

0000-NLI-000016833

*All Sizes
and Styles*

Money-Back Cartridges

The N. R. A., the all-around, high-speed, 22-calibre Long Rifle Lesmok cartridge, is accurate at 25 yards or at 250. In a recent official test, it developed an extreme range of 1400 yards.

The purchase price of this or any other U. S. Ammunition is refunded to you if you are not satisfied, on return of unused shells or cartridges.

US CARTRIDGES
For all makes of firearms

Our unlimited money-back guarantee is based upon certain knowledge that U. S. Ammunition is accurate and uniform.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

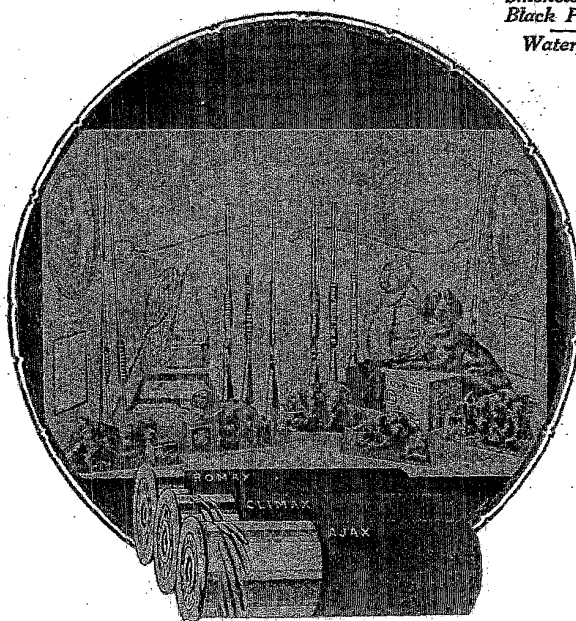
This color advertisement appears in the following publications:

Outdoor Life—October
Outers-Recreation—November
National Sportsman—November

Forest & Stream—December
Field & Stream—December

0000-NLI-000016834

*Smokeless and
Black Powders
Waterproof*



Money-Back Shot-Shells

Here you see one of The Black Shell displays which have attracted much attention to sporting goods and hardware store windows.

Behind these displays you can find The Black Shells, and dealers who make good our unlimited guarantee.

You can obtain The Black Shells in black or smokeless powder, whichever you prefer and as you prefer—your pet load for any kind of shooting.

And if, for any reason, you don't like them, your money will be refunded without question.

US^{THE} BLACK SHELLS
Smokeless and Black Powders

The Black Shells have the speed; and they are so uniform in power, so entirely waterproof, and so accurately gauged that gunners can rely upon them.

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Company, Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This advertisement with minor changes will appear in the following publications.

Outdoor Life—November.
Outers-Recreation—December.

National Sportsman—December.
Forest and Stream—January.

0000-NLI-000016835



Guarantee
 If you don't like
 N R A Cartridges
 your dealer will
 refund your money.
 We hereby give
 the purchaser
 of the

**22 N.R.A.
 LONG RIFLE
 LESMOK**

Money-Back Cartridges

You will never need to use the money-back guarantee that goes with U. S. .22 N. R. A. Long Rifle Lesmok Cartridges as with all other U. S. Ammunition.

But the giving of this guarantee—the broadest ever made on ammunition—

assures every sportsman that we stand back of every box of cartridges we sell.

For speed, accuracy and punch, the .22 N. R. A. is a revelation to users of rim fire cartridges.

US CARTRIDGES
 For all makes of firearms

Our unlimited money-back guarantee is based upon our certain knowledge that U. S. Ammunition is accurate and uniform.

Always remind your customers that U. S. Cartridges fit every standard make of firearm.

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

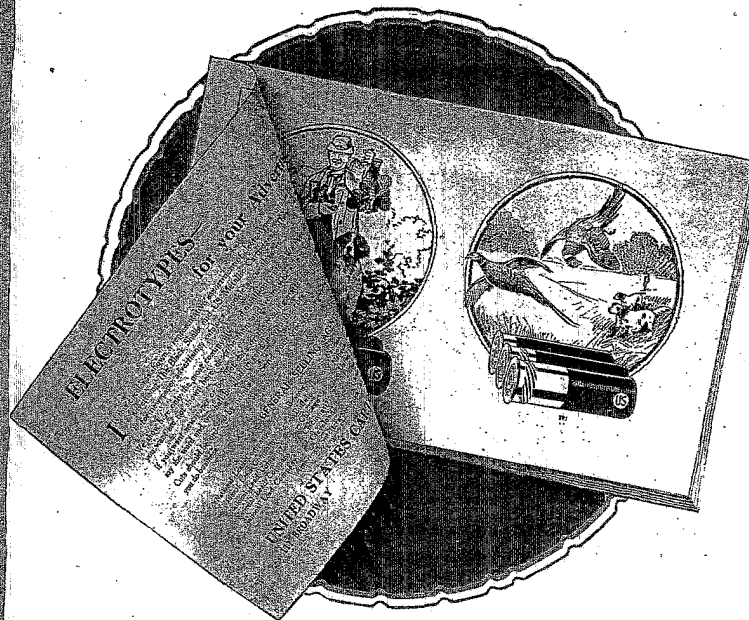
General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Company, Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

Reprinted from the November 1920 Issue of The Sporting Goods Dealer.

0000-NLI-000016836

George Batten Company
Advertising
 Fourth Avenue Building
 Fourth Ave. and Twenty Second St.
 New York

2010 Page Sporting Goods Dealer—Sept. ★



This Book Will Help You

The Black Shells are advertised in the leading Sportsmen's publications. Shooters in your town want The Black Shells, because they can get their money back if they don't like them.

The cuts shown in the book will draw attention to your advertisements in your local newspaper, and shooters in your vicinity will know you can supply them with The Black Shells.

US THE BLACK SHELLS
 Smokeless and Black Powders

The book shows illustrations for newspaper, circular, program, and catalog advertising. Write to our nearest general selling agent for this book. It is free.

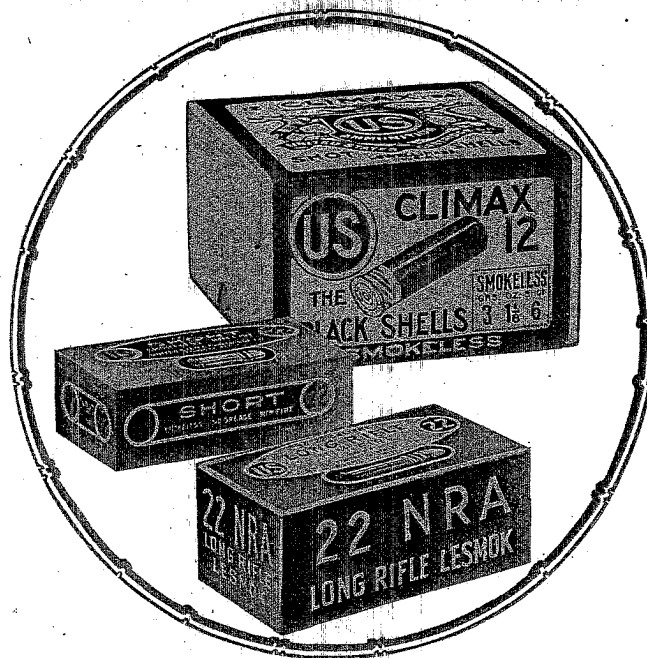
UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

0000-NLI-000016837

George Batten Company
Advertising
 Fourth Avenue Building
 Fourteenth and Twenty-Seventh Sts.
 New York

2004 Page Sporting Goods Dealer ★



Our Money-Back Guarantee

Our unlimited money-back guarantee on The Black Shells and U. S. Ammunition will gain and keep your customers' confidence, and will bring you pleasure, pride and profits. It gives you an unanswerable selling point.

If any customer ever fails to be completely satisfied with either cartridges or shells, just

take back the unused part of the box and return all his money. We will refund it in full to you.

Always remember to tell your customers they can get their pet load in The Black Shells, either in smokeless or black powders.

Always remind them that U. S. Cartridges fit every standard make of firearm.

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

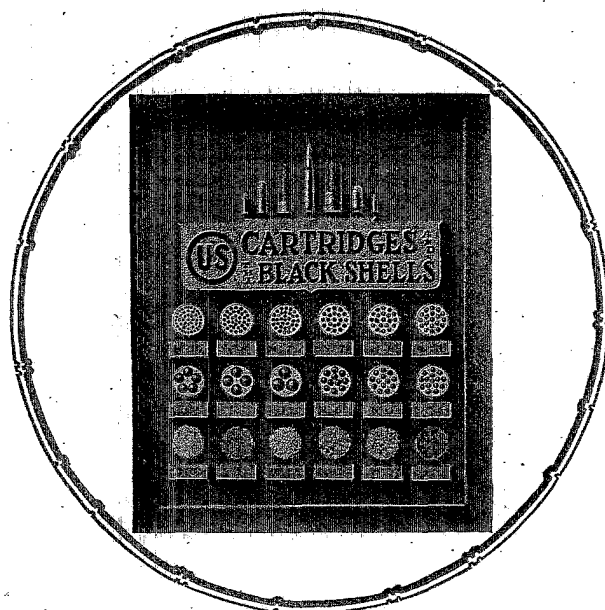
General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; American Smelters Securities Co., San Francisco; Elington-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This advertisement appears in the April issue of Sporting Goods Dealer.

0000-NLI-000016838

George Batten Company
Advertising
 Fourth Avenue Building
 Fourth Ave. and Twenty Second St.
 New York.

2002 Page Sporting Goods Dealer—May ★



This Happens! What Do You Do When it Happens in Your Store?

A man comes into your store for The Black Shells loaded with No. 6 shot. You're out of No. 6, but you have No. 5. Before he feels disappointed, you show him how little the difference in the two sizes is. (Look at the above illustration and see this for yourself.) Then he's perfectly satisfied with what you have. He leaves your store with a box of shells instead of a frown against you for not having just what he wants.

This is only one of many ways in which our Counter Sign deLuxe makes business for

you. On your counter, this very handsome 11x9 inch sign with its red and black lettering against a gold-leaf background in a mahogany frame catches your customer's attention. Then the detail thoroughly interests him.

Those circles show the various powders and shot sizes in common use.

When you once see this valuable counter sign you'll get a new idea of quality in dealer helps.

We have a limited supply of these signs and will send them on request to dealers who sell The Black Shells.

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; American Smelters Securities Co., San Francisco; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This advertisement appears in the May issue of Sporting Goods Dealer.

George Batten Company

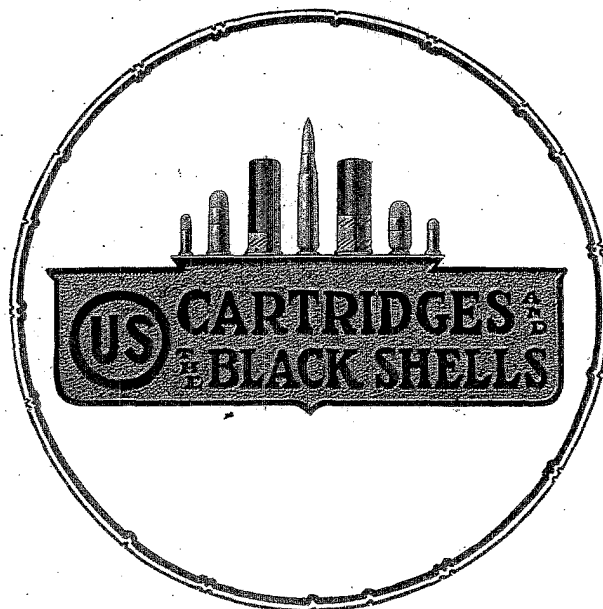
Advertising

Fourth Avenue Building

Fourth Avenue and Twenty Second St.

New York

2003 Page Sporting Goods Dealer—March ★



Something Worth Getting

This 22-karat gold-leaf sign "dresses up" a show window as truly as a flower in your buttonhole. It is so costly that we send a man to cement it in place on well-located stores with real show windows.

The above reproduction only suggests its beauty. The Sign de Luxe itself is in two colors—red and black. It is 16x9 inches. The background and the brass parts of the ammunition are faced with 22-karat gold leaf. It's an ornament.

Also, a trade-getter. That's why it pays us to send a man to put it up on good show windows.

It catches the attention of shooters who use U. S. Ammunition and The Black Shells, and fixes in their minds where to buy when they need more. And it interests others sufficiently to make them come into your store and ask questions.

If you have a good window and a good location, you want this sign. Write early.

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; American Smelters Securities Co., San Francisco; Hingston-Smith Arms Co., Winnipeg; John Hallen, Ltd., Toronto.

This advertisement appears in the March issue of Sporting Goods Dealer

0000-NLI-000016840



This Window Display Makes Your Customer Take to the Woods

A window display that made customers take to the woods would sadden a jeweler or a rug merchant, but you are selling The Black Shells. You want a display that will drive men to the wilds, and here it is.

On his way to the woods, your customer will stop at the store, undoubtedly. In fact, the chances are he'll come right in, get his shells, and pack his kit later.

We defy any one who loves dogs, any man who has ever known the wild life or

has seen a fine setter flush the birds, to pass without a thrill the window display which we illustrate here.

This one of our window displays is well on a par with all The Black Shell dealer helps we have issued in the past, and whose very high character you have recognized.

If you have a big window, write our nearest general selling agent for one of them. If your window is small, write for an equally good but smaller display.

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati;
United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson
Lead Co., Baltimore; American Smelters Securities Co., San Francisco; Hingston-Smith Arms Co., Winnipeg;
John Hallam, Ltd., Toronto.

This advertisement appears in the July issue of Sporting Goods Dealer

0000-NLI-000016841



SMALL BORE AT CAMP PERRY

In the hand-gun competitions at Camp Perry, eight out of ten medal winners in the individual slow-fire re-entry match won their places with

U.S. 22 N. R. A.
Long Rifle Lesmok Cartridges

In the money prizes in this event twenty-three of the thirty prize winners used these cartridges.

In the Individual Slow-Fire Single Entry Match, the first prize, (a possible,) second, third and fourth places, and nearly all of the remainder of the thirty prizes were won with U. S. 22 N. R. A.

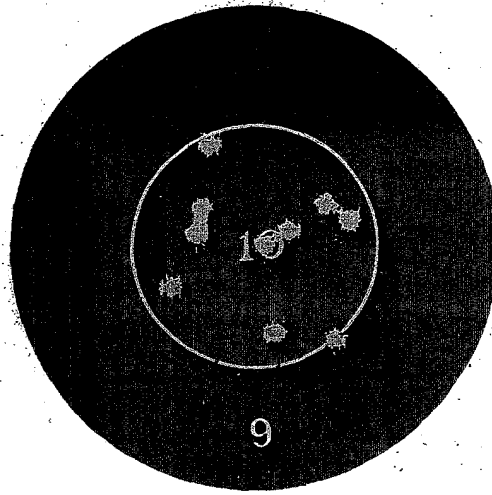
This result speaks for itself. U. S. 22 N. R. A. Cartridges are becoming known as the All-Range Rim-Fires. They are accurate at all ranges from 25 yards to 250 yards.

UNITED STATES CARTRIDGE CO.,

111 BROADWAY,

NEW YORK, N. Y.

This Advertisement appears in the October issue of the United States Revolver Association Bulletin.



---And Equally Good in a Pistol

This Target was recently made at the Haverhill Club by Mr. Daniel G. Fox, of Haverhill, Mass., in a regularly staged rifle match. Mr. Fox used

US .22 N. R. A.
Long Rifle Lesmok Cartridges

and writes us regarding it:

"You can rest assured that I shall continue to use this very fine cartridge, as I consider it without exception to be the most accurate at all ranges. At first we thought that it was only its best at the 200 yards and over, but I am convinced after numerous tests, that it is equally good at 25 yards, and superior to any that I have previously used."

UNITED STATES CARTRIDGE CO.,
 2201 TRINITY BUILDING, NEW YORK, N. Y.

This Advertisement appears in the December issue of the United States Revolver Association Bulletin.