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ADVERTISEMENTS FOR 1932

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"THE CARSON" SCRAP BOOK

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START A NEW INDEX EACH YEAR

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NLI 104214

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"THE CARSON" SCRAP BOOK

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START A NEW BOOK EACH YEAR

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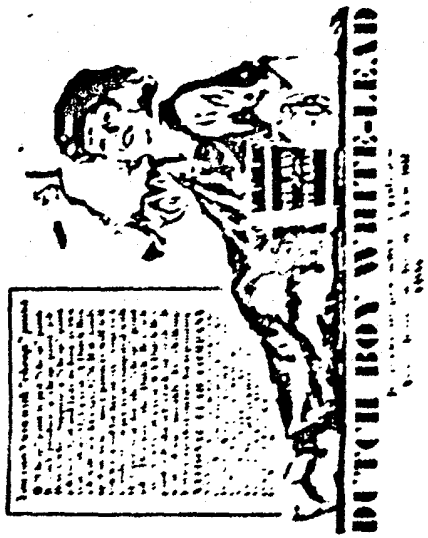

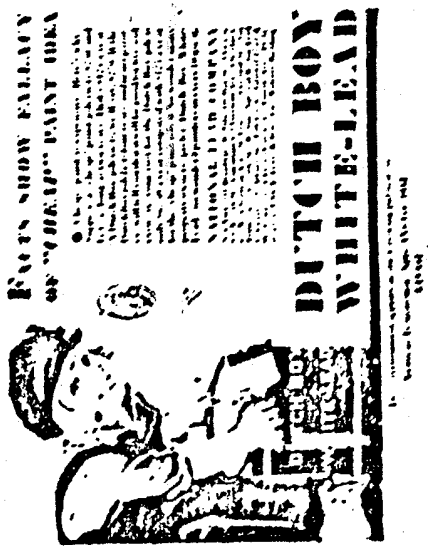

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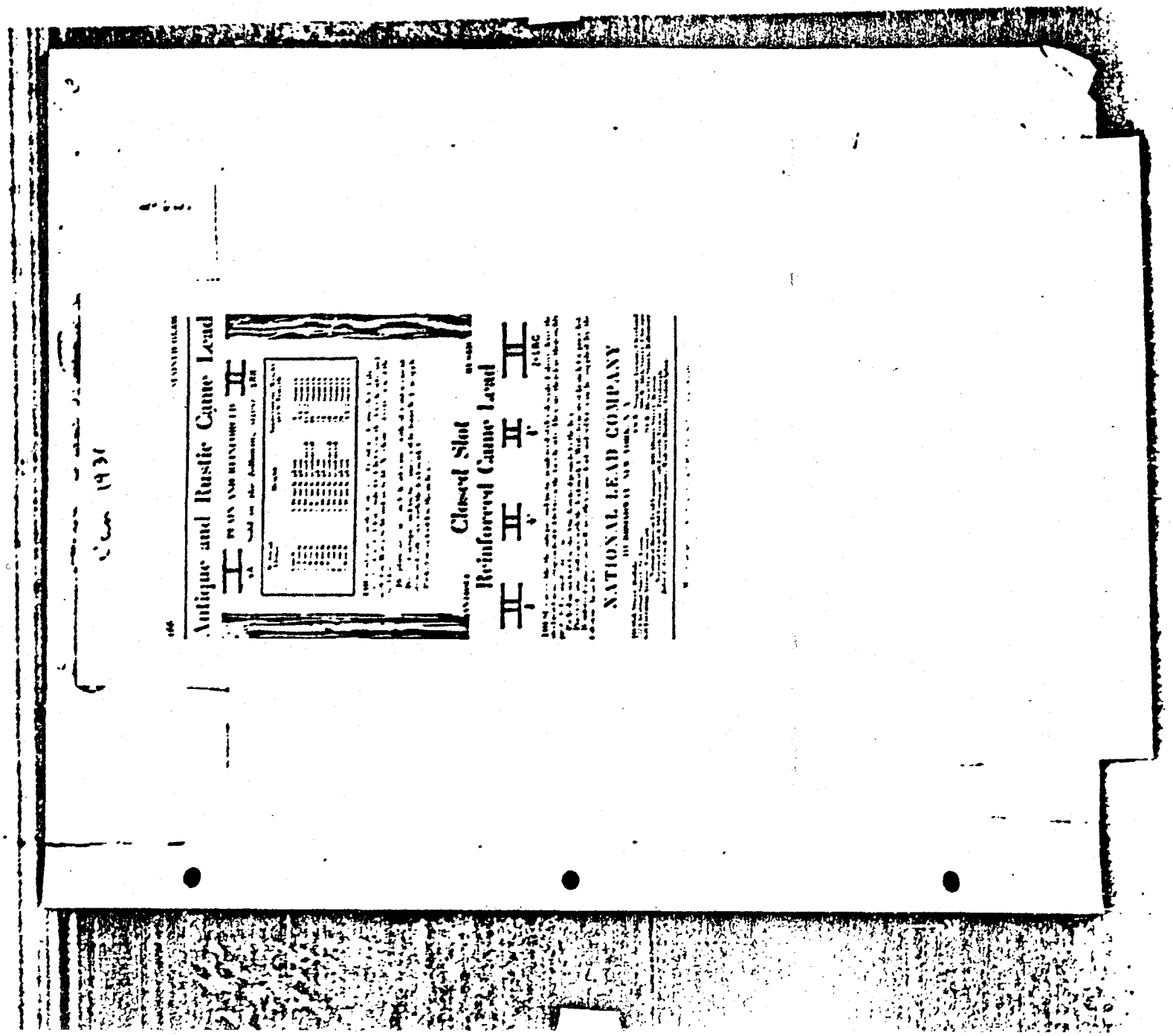

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NLI 104219

THE BULLETIN • OFFICIAL ORGAN OF THE
STAINED GLASS ASSOCIATION OF AMERICA

Antique and Rustic Came Lead

Closed Slot Reinforced Came Lead

NATIONAL LEAD COMPANY

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Antique and Rustic Came Lead

Closed Slot Reinforced Came Lead

NATIONAL LEAD COMPANY

NLI 104220

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WHITE-LEAD KEEPS
PAINT QUALITY UP

NLI 104221

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WHITE-LEAD KEEPS PAINT QUALITY UP

NLI 104222

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WHITE-LEAD KEEPS PAINT QUALITY UP

NATIONAL LEAD COMPANY

NLI 104223

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WHITE-LEAD KEEPS PAINT QUALITY UP

NLI 10427

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NLI 104225



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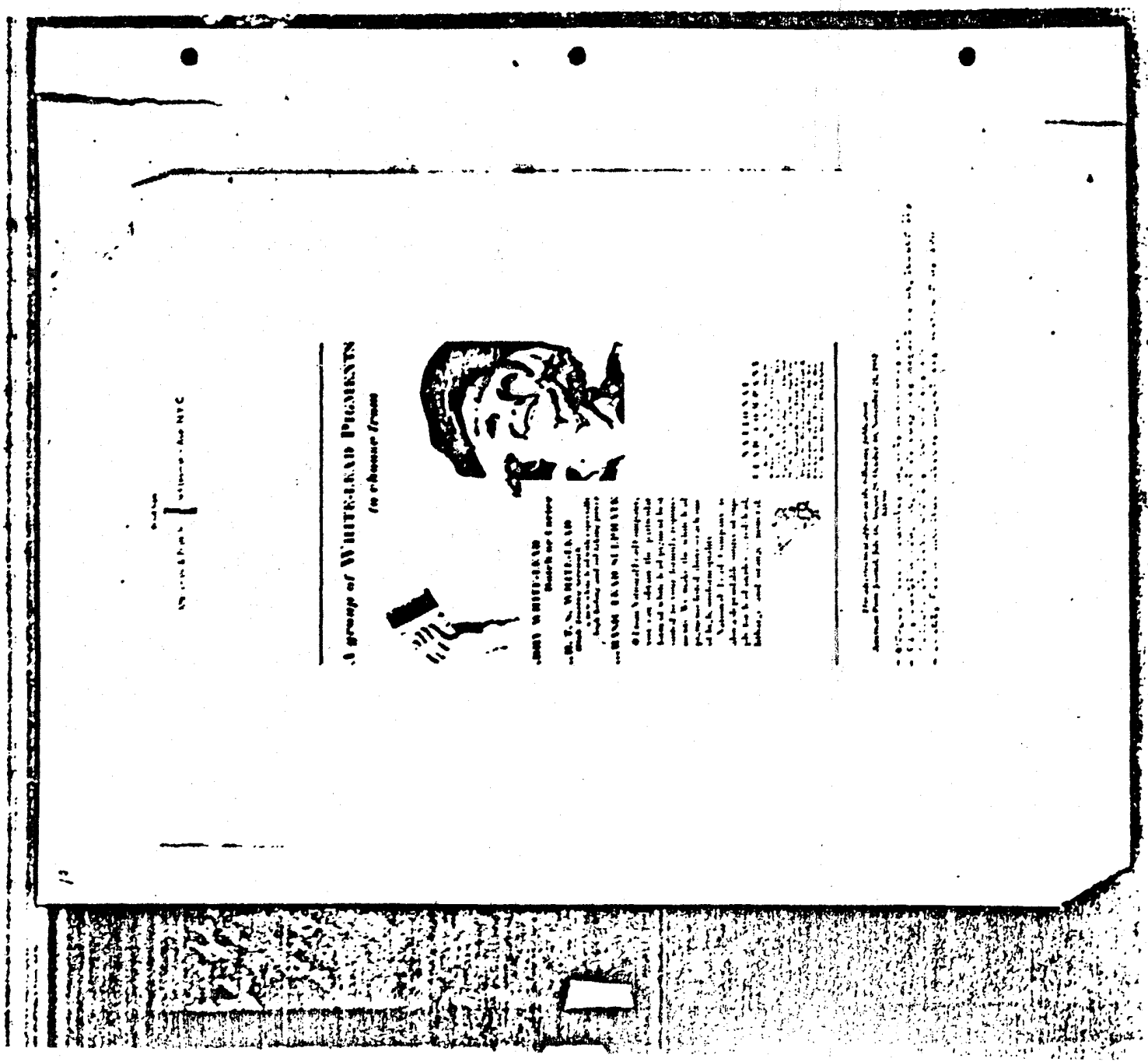
NLI 104227



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DUTCH BOY
CARTER

WHITE-LEAD

Manufacturers also of

Red-Lead Orange Mineral Litharge
Basic Lead Sulphate, Blue and White
Linseed Oil Flatting Oil

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 West Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 3210 18th St.; Boston, National-Boston Lead Co., 800 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

NLI 104228

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DRY WHITE-LEAD *to fit any formula...*

• DUTCH OR CARTER PROCESS

• • H. T. S. (High Tinting Strength)

• • • BASIC LEAD SULPHATE

• Regardless of which type of white-lead pigment is best suited to your paint formulas, you can get it from National Lead Company and, at the same time, be assured of a product of high, uniform quality. • In addition to the white-lead pigments listed above, we are a leading source of supply for dependable lead oxides, red lead, litharge, and orange mineral.



NATIONAL LEAD COMPANY

• DRY WHITE-LEAD—Dutch or Carter

• • H. T. S. (High Tinting Strength) WHITE-LEAD

• • • BASIC LEAD SULPHATE

This various forms of lead pigments manufactured by National Lead Company make it possible for us to meet your requirements exactly. In addition to the white-lead pigments listed above, we are a dependable source of supply for lead oxides, red lead, litharge, orange mineral.



NATIONAL LEAD COMPANY

ADJUST YOUR PAINT FORMULAS TO PRESENT-DAY DEMANDS ...USE

ITANOX-B

Now [illegible]

TITANIUM PIGMENT CO., INC.

[illegible]

ANOX-C

...meets requirements for high quality interior paint

A high quality flat wall paint must be formulated with special attention to the following characteristics: Workability, consistency, levelling, drying, control of sheen, suspension, cost, color, type of vehicle, high non-volatile content, resistance to after yellowing, high light reflective value and opacity. Titanox-C (Calcium Base) is recognized as the ideal pigment for flat wall paints and formulae which develop the optimum of the above qualities have been worked out with it. Such formulae require little or no grinding and are very economical. Helpful information will be furnished upon request.

TITANIUM PIGMENT CO., INC.

[illegible]

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NLI 104229

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. . . DRY WHITE-LEAD—Dutch or Carter

. . . H. T. S. (High Floating Strength) WHITE-LEAD
a new white-lead with especially high hiding and oil-taking power

. . . BASIC LEAD SULPHATE



There various forms of lead pigments manufactured by National Lead Company make it possible for us to meet your requirements exactly. In addition to the white-lead pigments listed above, we are a dependable source of supply for lead monoxides, red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY

A group of WHITE-LEAD PIGMENTS
to choose from



. . . DRY WHITE-LEAD
Dutch or Carter

. . . H. T. S. WHITE-LEAD
High Floating Strength
a new white-lead with especially high hiding and oil-taking power

. . . BASIC LEAD SULPHATE

From National Lead Company you can obtain the particular form of white-lead pigment best suited to your formula requirements. We make the white-lead pigments listed above with a view of high, uniform quality.

National Lead Company is also a dependable source of supply for lead monoxides, red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY

MANUFACTURERS ARE GETTING WHITER PAINTS AT LOWER COSTS WITH . . . . . .

TITANOX-B

Many paint manufacturers, seeking to improve their products and at the same time to reduce costs, have discovered in Titanox-B the ideal pigment. They have found that the modern pigment not only produces the whitest paints ever made . . . but that Titanox paints retain their whiteness through years of service.

When you combine exceptional whiteness and chemical stability with other well known features of Titanox-B . . . . high hiding value, extreme particle fineness, high hiding power, ready mixing qualities and moderate price . . . . you have sufficient reasons for the fast growing popularity of Titanox-B. Alert manufacturers realize that with all these desirable properties, it is logical that Titanox-B paints should appeal to paint buyers everywhere.

Ask us to assist you to adapt Titanox-B to your paint formulas. Write for detailed information and prices.

TITANIUM PIGMENT CO., INC.

CONSIDER THE NEW LOW PRICES ON . . . . . .

TITANOX-C

Recent price reductions on Titanox-C (titanium base) provide an exceptionally important reason why paint manufacturers should study the various ways in which this modern pigment will reduce costs and at the same time improve quality.

Users now appreciate that Titanox-C saves grinding time. Because of its dispersive properties, it shortens the manufacturing operations. In many instances grinding has been entirely eliminated by using Titanox-C.

Here are other important reasons for adopting Titanox-C. It has high hiding value . . . exceptional hiding power . . . and the high degree of whiteness so essential to quality paints. The fast growing popularity of Titanox-C is ample proof that this economical pigment makes paint that meets the demands of the shrewdest buyers.

Write today for new low prices on Titanox-C. Full information will be gladly furnished without obligation.

TITANIUM PIGMENT CO., INC.

NLI 104230

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DUTCH BOY'S ***reputation for wearing quality is based on records like this***

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NLI 104231

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NLI 104232

YOU PLAY SAFE WHEN YOU RECOMMEND DUTCH BOY WHITE-LEAD



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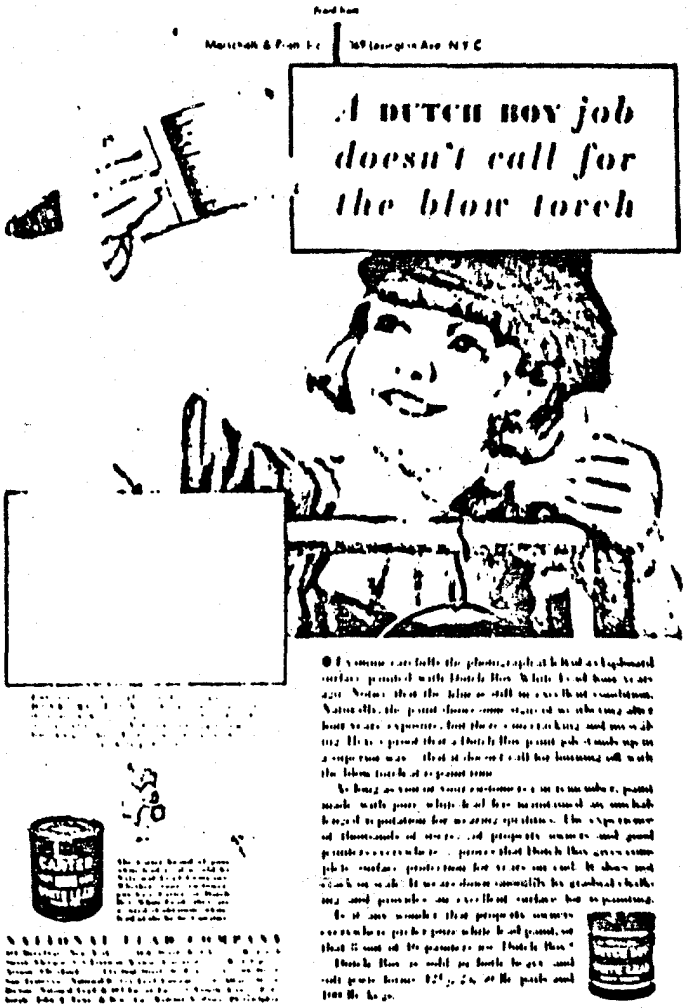

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NLI 104233

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NLI 104234



This 1-year test proves that Dutch Boy stands up!

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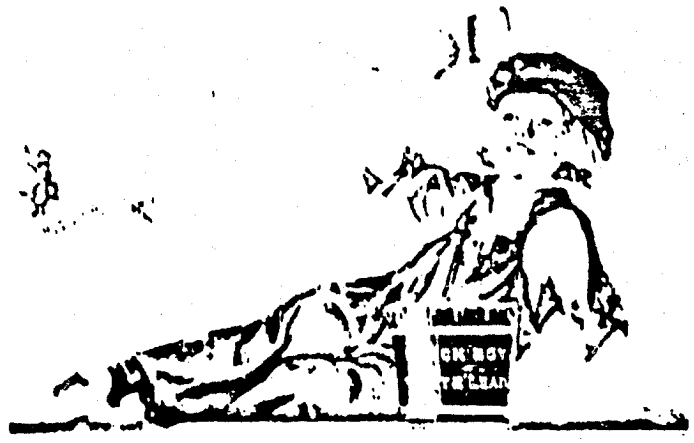
NLI 104235



Paint records like this...

keep customers sold on

DUTCH BOY

● Four years of sun and rain ... four years of summer heat and winter cold ... time and weather haven't destroyed the protective film of this Dutch Boy White Lead paint job. Although the paint on this clapboard surface shows some signs of weathering, there is no evidence of cracking or scaling. There will be no need for a blow torch and scraper at repaint time. Here's a rich-table proof of Dutch Boy's wearing quality ... of Dutch Boy's performance?

For years and years, property owners and painters have known that paint made with Dutch Boy White Lead wears a long time and affords excellent protection. They know that Dutch Boy won't crack and scale ... that it wears down smoothly by gradual chalking ... that this long-wearing paint doesn't require expensive burning and scraping.

Look at this typical four-year paint record of you want to know why 8 out of 10 painters use Dutch Boy.

Dutch Boy is sold in both heavy and soft paste ... in 12½ [illegible] pails and [illegible] kegs.

NATIONAL LEAD COMPANY

[illegible]

This advertisement appears in the following publications:
[illegible]

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SHOWING HOW DUTCH BOY WON ITS REPUTATION FOR QUALITY

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NLI 104236

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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QUALITY—
Assured at a Glance



IN purchasing lead pipe, look for the National Lead Company's name and the Dutch Boy trade mark, stamped into the metal. In this way you make sure of getting lead pipe of dependable quality. This marking is also a guarantee of proper wall thickness and correct weight per foot.

Lead pipe plumbing has long been known as the best possible plumbing. Pipe with this trade marked pipe, you can be more than sure of doing work that will always be satisfactory.

Dutch Boy Solder

When you buy Dutch Boy Solder, you can be certain of getting the same composition each time. Every bar, every ingot, is numbered to denote its grade. And there's a grade for every soldering purpose, including wiping.

NATIONAL LEAD COMPANY

CHICAGO, ILL. ST. LOUIS, MO.

LEAD PIPE · LEAD TRAPS, BENDS, ETC. · SHEET LEAD · SOLDER
INGOT LEAD · PIG LEAD · TIN PIPE · BAR TIN

NLI 104237

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NLI 104238

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The man who gets a "*Cheap*" paint job never forgets the paint or the painter

NATIONAL LEAD COMPANY

NLI 104239

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NLI 104240

Someone thought he was getting a CHEAP *paint job!*

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DUTCH BOY...after 4 years

He won't stop paying for this paint job

...until he pays for burning it off!

● Take a look at the upper photograph which shows a "cheap paint" job after four years' exposure to the weather. Notice how the paint has gone to pieces — how it has cracked and scaled — how moisture has gotten in and split the wood.

The man who bought this paint job thought he was getting a bargain. But any way you figure it, he will stop paying for this "cheap paint" job only when he pays for burning it off. It's going to cost this property owner real money to put the surface in shape for repainting.

Now look at the lower photograph and observe how good the Dutch Boy job is after four years of weathering. The wood is still completely protected. Dutch Boy never has any need to burn or scrape off this paint. The gradual chalking has left a perfect surface for repainting. What other paint can equal this record?

● This story of how a Dutch Boy job outwears a "cheap paint" job is the keynote of Dutch Boy advertising in 1932. National magazines, such as The Saturday Evening Post and Collier's, are bringing this convincing evidence to millions of property owners.

Incidentally, these photographs tell why good painters everywhere prefer pure white lead paint...why 8 out of 10 painters use Dutch Boy.

NATIONAL LEAD COMPANY

This advertisement appears in the following publications:

Painters' Magazine, April, October, 1932
American Painter & Decorator, April, October
Master Painter & Decorator, April, October
[illegible]

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NLI 104241

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NLJ 104242

A "CHEAP" PAINT JOB JUST CAN'T BE CHEAP

"CHEAP PAINT *after 3 years*

DUTCH BOY *after 3 years*

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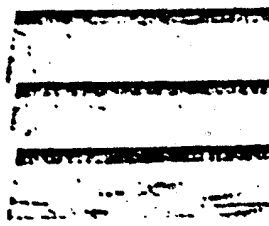
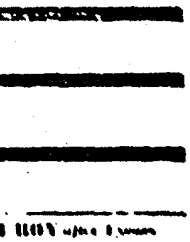
THE MAN WHO GOT THIS "CHEAP" PAINT JOB THOUGHT HE WAS *getting a bargain*



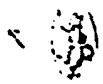
CHEAP paint after 4 years



DUTCH BOY after 4 years









NATIONAL LEAD COMPANY

This advertisement appears in the following publications:
Painters Magazine, June, December, 1952
Southern Painter and Decorator, June, December
Master Painter and Decorator, June, December

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NLI 104243

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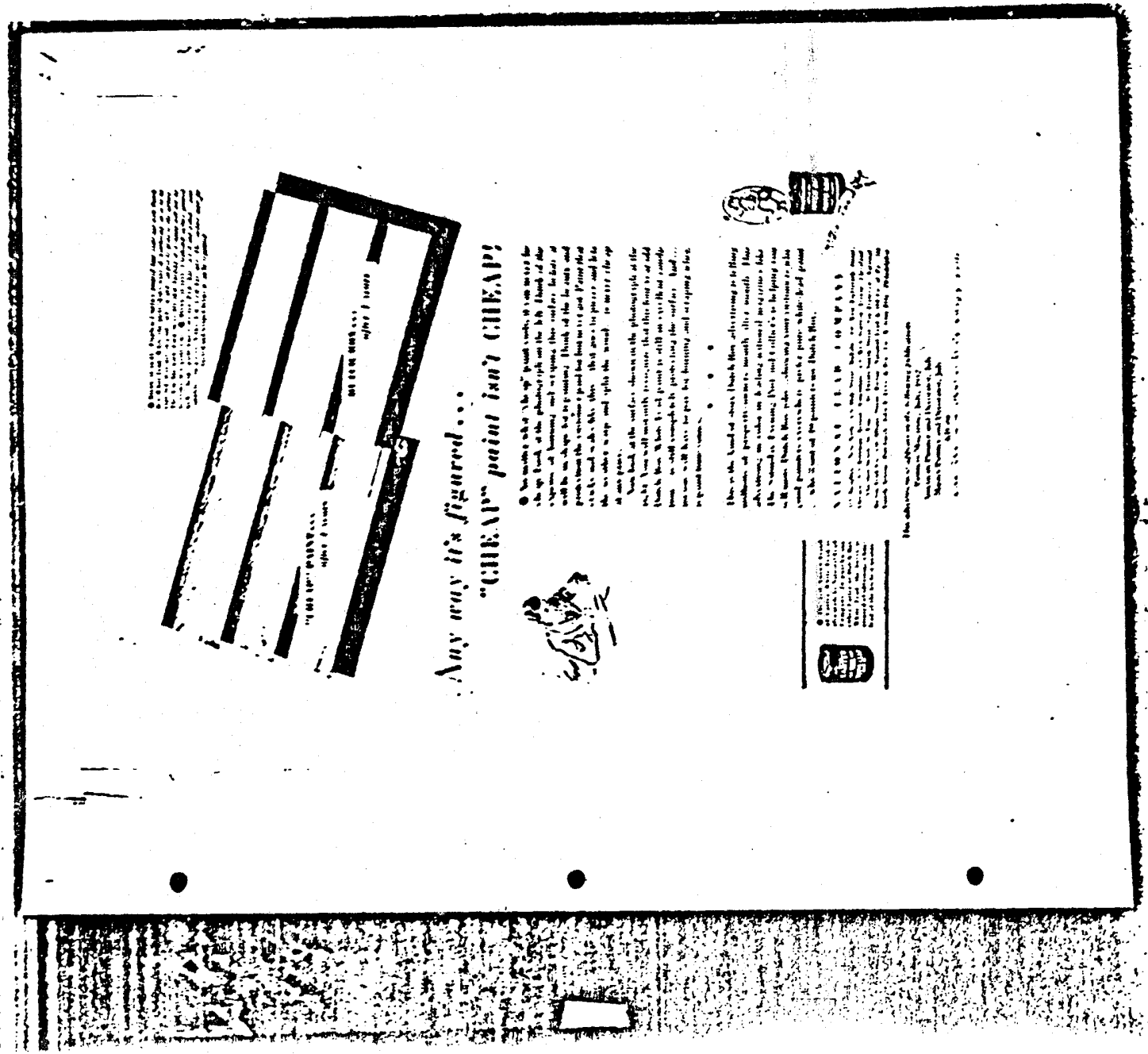
NLI 104244



Any way it's figured...

"CHEAP" paint isn't CHEAP!

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In the Waldorf-Astoria

DUTCH BOY

helps a beautiful new hotel perpetuate fine old traditions

DUTCH BOY WHITE-LEAD

NLI 104245

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NLI 104246



6 St. Louis Hotels

VOTE FOR DETROIT BOY

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For any kind of surface...
in any kind of building

DUTCH BOY *gives a quality paint job*



● Paint intended for apartment, office building or hotel service must stand up under repeated cleaning, and still keep a fresh and pleasing appearance. In this respect, Dutch Boy White-Lead paint has no superior. It can be washed again and again.

But that's only part of the story: You can use Dutch Boy everywhere...to make paint for wood, plaster, wall board, masonry or metal, as well as to produce flat or egg-shell finishes for interiors...gloss paint for outside use...undercoatings for enamels...plastic finishes.

Furthermore, you achieve the exact color effects you want by using Dutch Boy. With this pure white-lead, the necessary thinners and tinting materials, your painter will find it quick and easy to obtain the precise tints you may specify.

"The Decorative Possibilities of Paint" is a useful booklet that should have a place in your files. If you have not [illegible], just send your request to our nearest branch.

NATIONAL LEAD COMPANY

[illegible]



This advertisement appears in the following publications:
Building & Building Management, Mar. 7—Aug. [illegible]
Hotel Management, April and [illegible]
Architectural Forum, April
American Architect, April
KD 537

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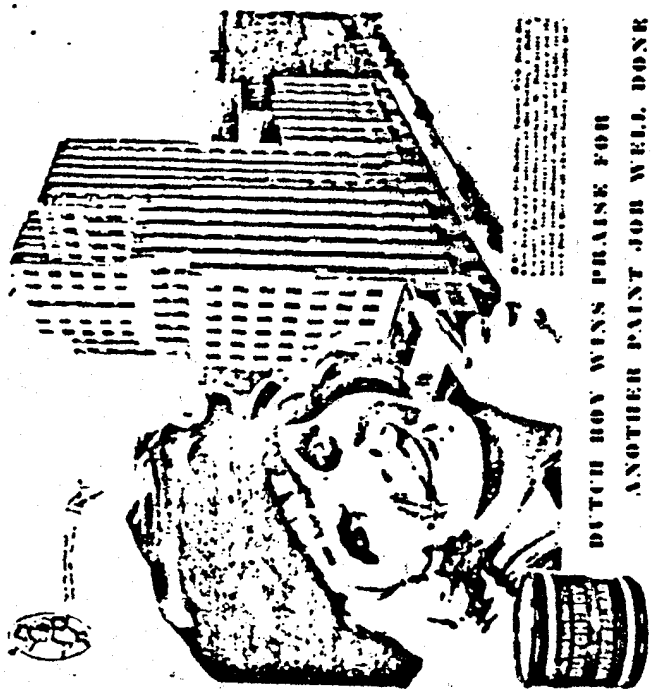
NLI 104248



DUTCH BOY WINS PRAISE FOR
ANOTHER PAINT JOB WELL DONE

DUTCH BOY WHITE-LEAD

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NLI 104249

Adaptability... PLUS!

USE DUTCH BOY FOR ANY SURFACE ...ANY FINISH ...ANY TINT... *and get a quality paint job!*

DUTCH BOY WHITE-LEAD

NATIONAL LEAD COMPANY

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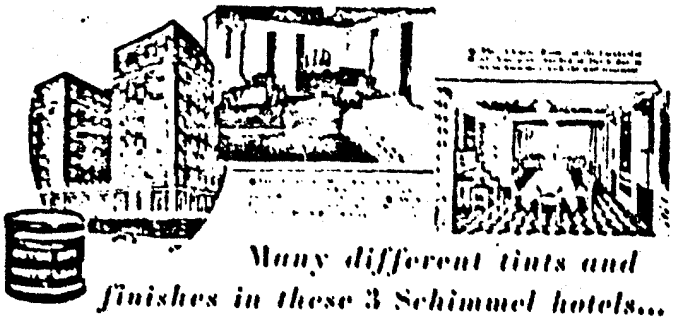
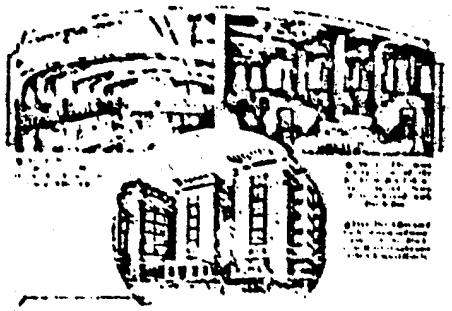


Many different tints and finishes in these 3 Schimmel hotels...

BUT DUTCH BOY WAS ASKED FOR ALL.





DUTCH BOY WHITE-LEAD

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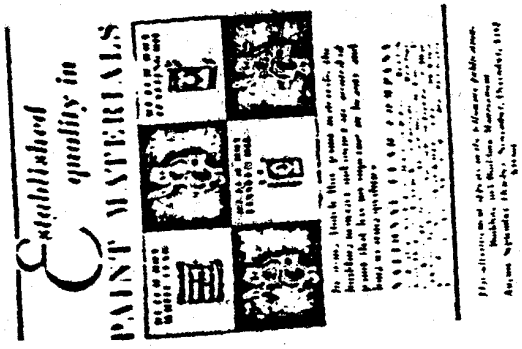

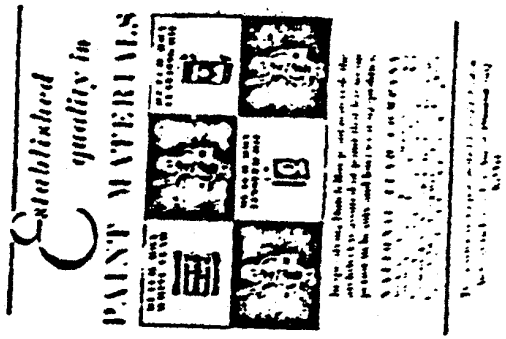

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PEWTER

NATIONAL LEAD COMPANY
111 BROADWAY NEW YORK

Proof of Advertisement
for
METAL STATISTICS 1932

NATIONAL LEAD COMPANY

QUALITY
MIXED METALS

Babbitt Metal, Type Metal, Casting Metal, Solder, Antimonial Sheet and Pipe, Battery and Special Alloys.

HOYT
METAL PRODUCTS

UNITED
LEAD PRODUCTS

NLI 104252

NLI 104253

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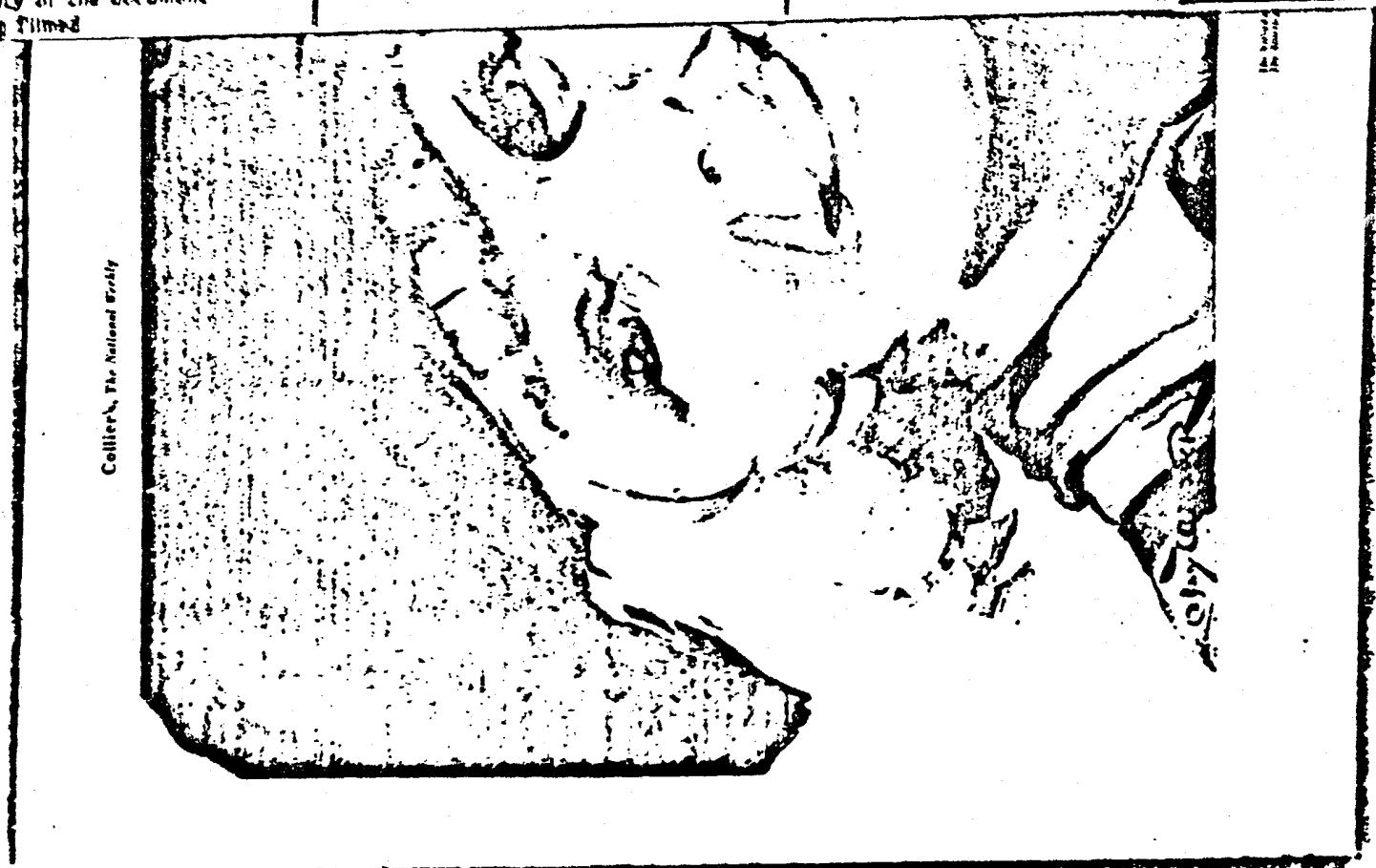
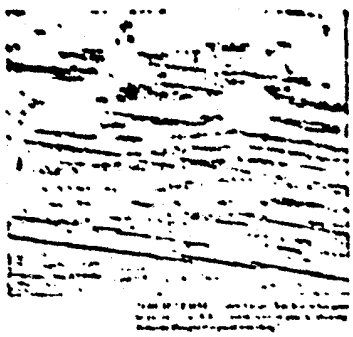


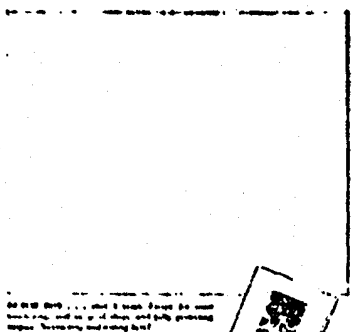
Collier's, The National Weekly

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

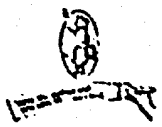
00048

...until you PAY for BURNING it OFF!









WHITE LEAD

...AND NO ONE KNOWS PAINT LIKE A PAINTER

NLI 104254

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NLI 104255



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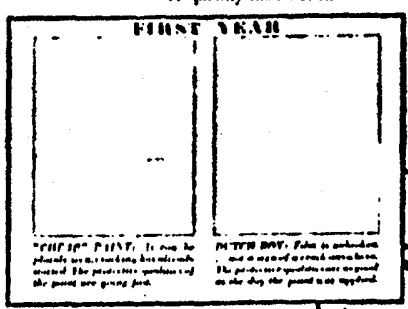
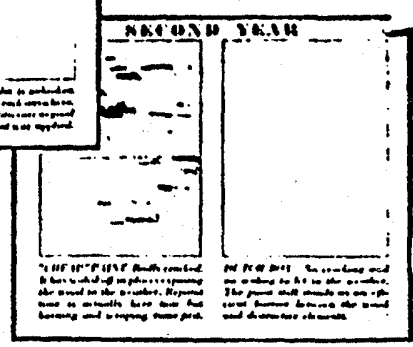
Camera explodes

PAINT IDEA FOR ALL TIME!

It took four years to prepare this advertisement. Take four minutes to study it.

Two paints... one of them Dutch Boy White-Lead... the other a "cheap" paint... applied in the same manner... exposed to the same weather conditions... and, now, after four years... here's the story of the two paints told by the camera in unaltered, untouched photographs. Study these photographs carefully. They speak far more eloquently than words.









NATIONAL LEAD COMPANY

PAINTERS IN EVERY USE DUTCH BOY

This advertisement appears in the following publications:

Collier's Weekly, May 2
The Smooth on Magazine, June

The Saturday Evening Post, [illegible]
Better Homes and Gardens, [illegible]

00048

NLI 104257

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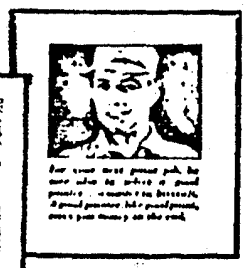
IDEA

ME!

...antes to study it.

...ap" paint...applied ... and, now, after ...era in unaltered, ...y speak far more





For your next paint job, be sure also to select a good painter ... a master in his craft. A good painter, like good paint, saves you money in the end.

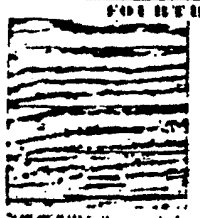
THIRD YEAR



"CHEAP PAINT Cracking and scaling of the paint has been followed by cracking of the wood. Damage the expense of painting this surface back into shape for repainting."

OF TOMBOY Paint still protecting surface. No cracking, no scaling. Wearing down gradually, no paint should be gradually chalking.

FOURTH YEAR



"CHEAP PAINT Almost complete by now. Wood badly split in many places. Hazard responsible to repair. Now "cheap" paint is expensive!"

OF TOMBOY Weathered, of course, but paint still in good shape ... still giving protection. No burning and scraping here at repaint time.



There's the picture story of two paints, told in four convincing chapters. But it's a story with a climax that can only be told in figures. It is this: If the "cheap" paint cost, say, $250 applied, its yearly cost based upon two years of life would be $125. If Dutch Boy White-Lead, applied to the same job, cost say $270, its yearly cost based on the four years of life illustrated here would be $67.50...a saving of $230 in paint costs for these four years alone...an additional saving of $125 for every year beyond four. Moreover, you also save on Dutch Boy because it doesn't require burning and scraping at repaint time.

BOY WHITE LEAD AND NO ONE KNOWS PAINT LIKE A PAINTER

This advertisement appears in the following publications:

Collier's Weekly, May 7
The American Magazine, June

The Saturday Evening Post, May 14
Better Homes and Gardens, June

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NLI 104258

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NLI 104259

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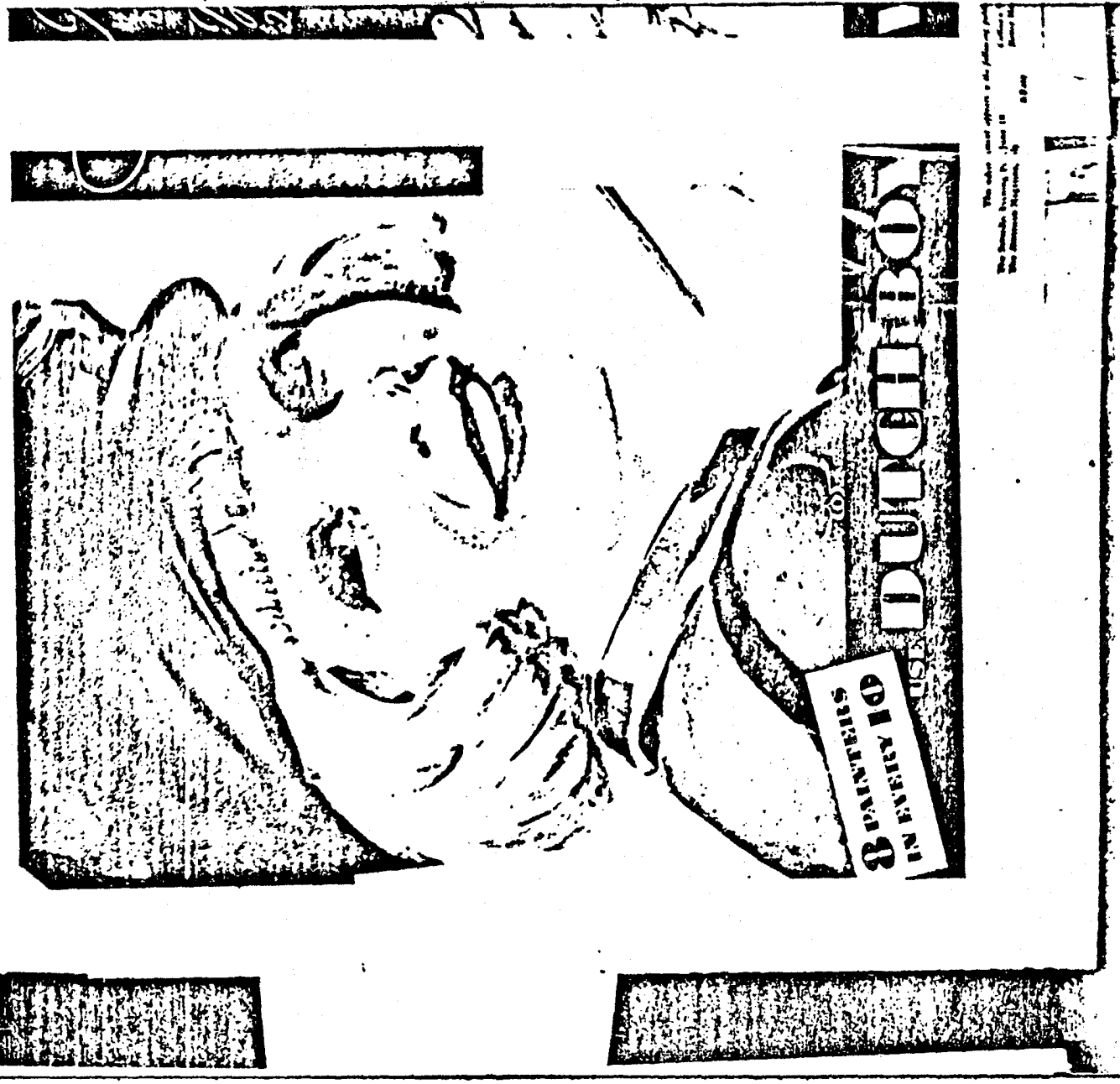

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NLI 104260

If a "cheap" paint job costs $250 and lasts 2 years that's $125 a year

If a Dutch Boy job costs $270 and lasts 4 years* that's 67.50 a year

Saving for 1 year 57.50

Saving for 4 years $230.00

* Just most paint-money [illegible] for 4 or 5 years

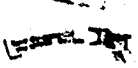
The mistake the user of "cheap" paint makes is in thinking of paint simply as a commodity instead of as a service. You can't judge a paint's real cost by the amount you pay per gallon or per job. It's the service it gives . . . the way it lasts . . . that counts.

A Dutch Boy paint job, for example, may cost slightly more than "cheap" paint in the beginning. It always costs less in the end. For in addition to the dollars and cents saving so graphically shown above, Dutch Boy effects another important economy. Dutch Boy does not crack or scale and therefore does not require burning and scraping, a very expensive operation, at repaint time. Dutch Boy grows old gracefully through gradual chalking. It actually *prepares itself* for repainting!

Next repaint time select an established painter and specify Dutch Boy White Lead. A good painter, you know, is quite as essential as good paint. From Dutch Boy White Lead, he will mix the paint for the particular requirements of your job . . . even for the different exposure conditions encountered on the different sides of your house. And, as the paint is mixed to order, he can give you the exact colors you want.

NATIONAL LEAD COMPANY

[illegible]



[illegible]

BOY

WHITE LEAD

[illegible] KNOWS PAINT [illegible] PAINTER

This advertisement appears in the following publications:

The Saturday Evening Post, June 18 — Colliers Weekly, June 11

The American Magazine, July — Better Homes and Gardens, July

[illegible]

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"[illegible]" PAINT NEVER SAVED A

PAINTERS IN EVERY

USE DUTCH BOY

00048

NLI 104261

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NLI 104262



This advertisement appears in the following publications:
The Saturday Evening Post, August 6 American Magazine, September

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Sunshine stimulates...

GET SUNNY EFFECTS WITH COLOR

NLI 104263

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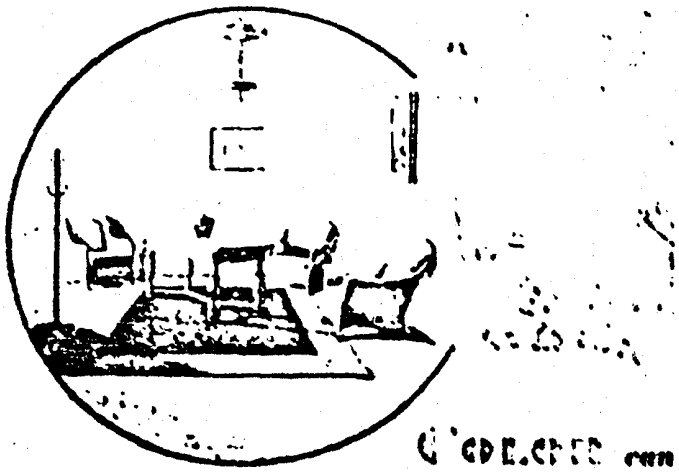
COLORFUL QUIETNESS

that knows no distraction

THIS

NLI 104264



[illegible] can make reception rooms bright and fresh as a June morning . . .

● This hospital reception room has been made cheerful and inviting through the effective use of colors that are reminiscent of a spring morning. With the help of these pleasant tints, this room is sure to make a favorable impression on visitors.

However, reception rooms represent only one of a hospital's decorative problems. It must be remembered that every room or department in a hospital requires individual color treatment. Combinations of certain greens have been found effective in producing a beneficial effect on convalescents. Reds and yellows may sometimes be used in the rooms for other types of patients.

The selection of the correct colors for any hospital room is a matter for careful study. Individual conditions must always be weighed. For instance, the size, lighting, exposure and, of course, the use and purpose of the room are all important considerations.

Over a long period, our Department of Color Research and Decoration has thoroughly studied the proper use of color in hospitals. This department will gladly cooperate with hospital officials, superintendents and architects in preparing effective color treatments for any hospital room or an entire hospital. This helpful consultation service is rendered without cost or obligation. Just address Department of Color Research and Decoration care of our nearest branch.

[illegible]

[illegible]

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NLI 104265

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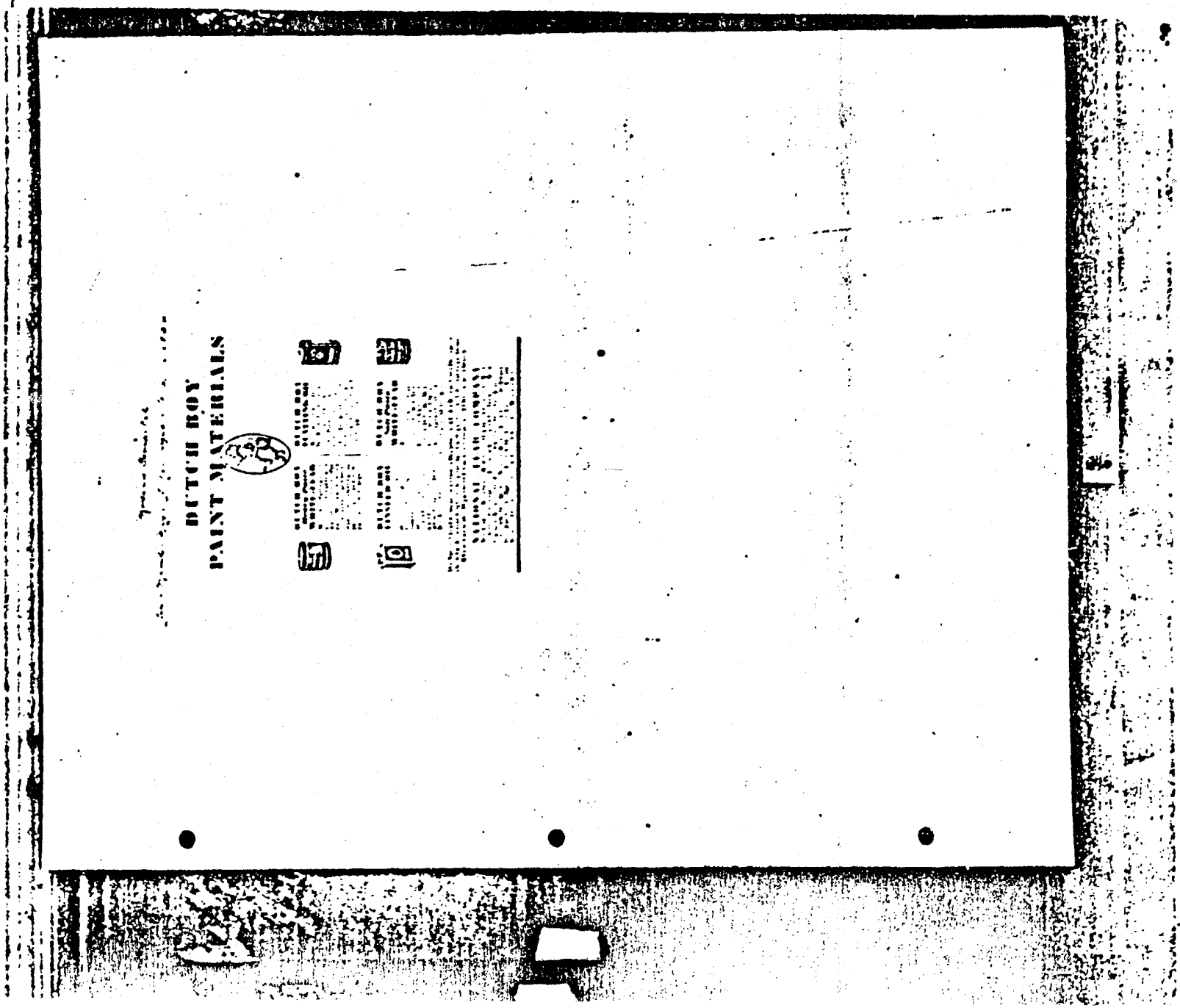
NLI 104266



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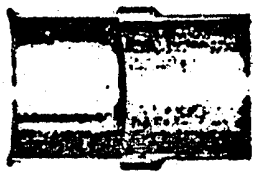

No joint to wipe... saves money... easy to install

LEAD PIPE

NLI 104267

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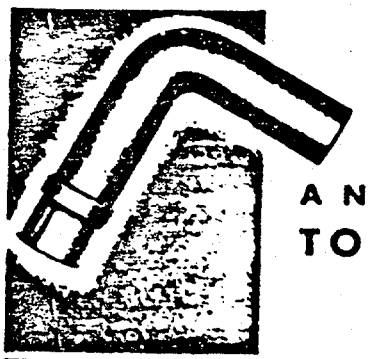
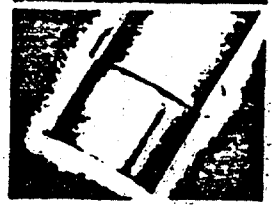


A NEW AND BETTER TOILET OUTLET

. . . combining lead bend and brass ferrule





LEAD PIPE

00048

NLI 104268

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LEAD PIPE

NATIONAL LEAD COMPANY

NLI 104269

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NEW TOILET OUTLET

SAVES TIME...TROUBLE...MONEY

combines lead bend and brass ferrule...

LEAD PIPE

00048

NLI 104270

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NLI 104271

1934

Chemical Engineering Catalog

NATIONAL LEAD COMPANY

Lead Products Division

111 BROADWAY, NEW YORK, N. Y.

PRODUCTS

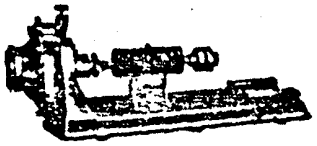
"United" Chemical Lead Lined:

"United" Hard Lead:

"United" Tin Lined:

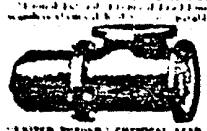
SERVICE

"UNITED" HARD LEAD CENTRIFUGAL ACID PUMPS



"UNITED" HARD LEAD CENTRIFUGAL ACID PUMP

"UNITED TUBOND" CHEMICAL LEAD LINED STEEL PIPE AND FLANGED FITTINGS

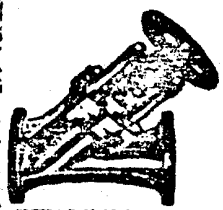


"UNITED TUBOND" CHEMICAL LEAD LINED FLANGED PIPE AND FITTING

"UNITED" HARD LEAD OR TIN LINED ACID VALVES



"UNITED" HARD LEAD "CHEM-BAYON" FLANGED ACID VALVES



"UNITED" HARD LEAD CHEM-BAYON T PLUG AND SEAT FLANGED VALVE

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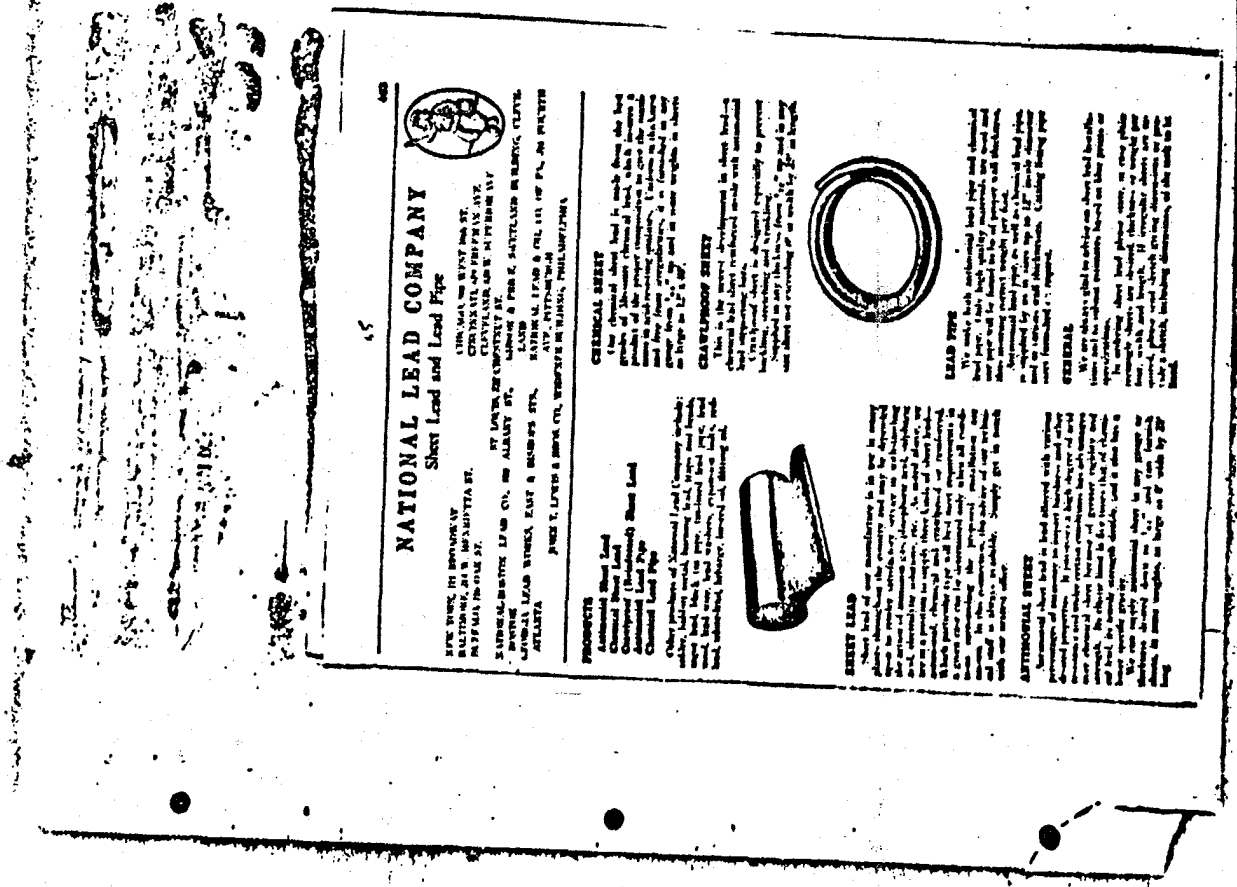

NATIONAL LEAD COMPANY

Sheet Lead and Lead Pipe

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NLI 104273

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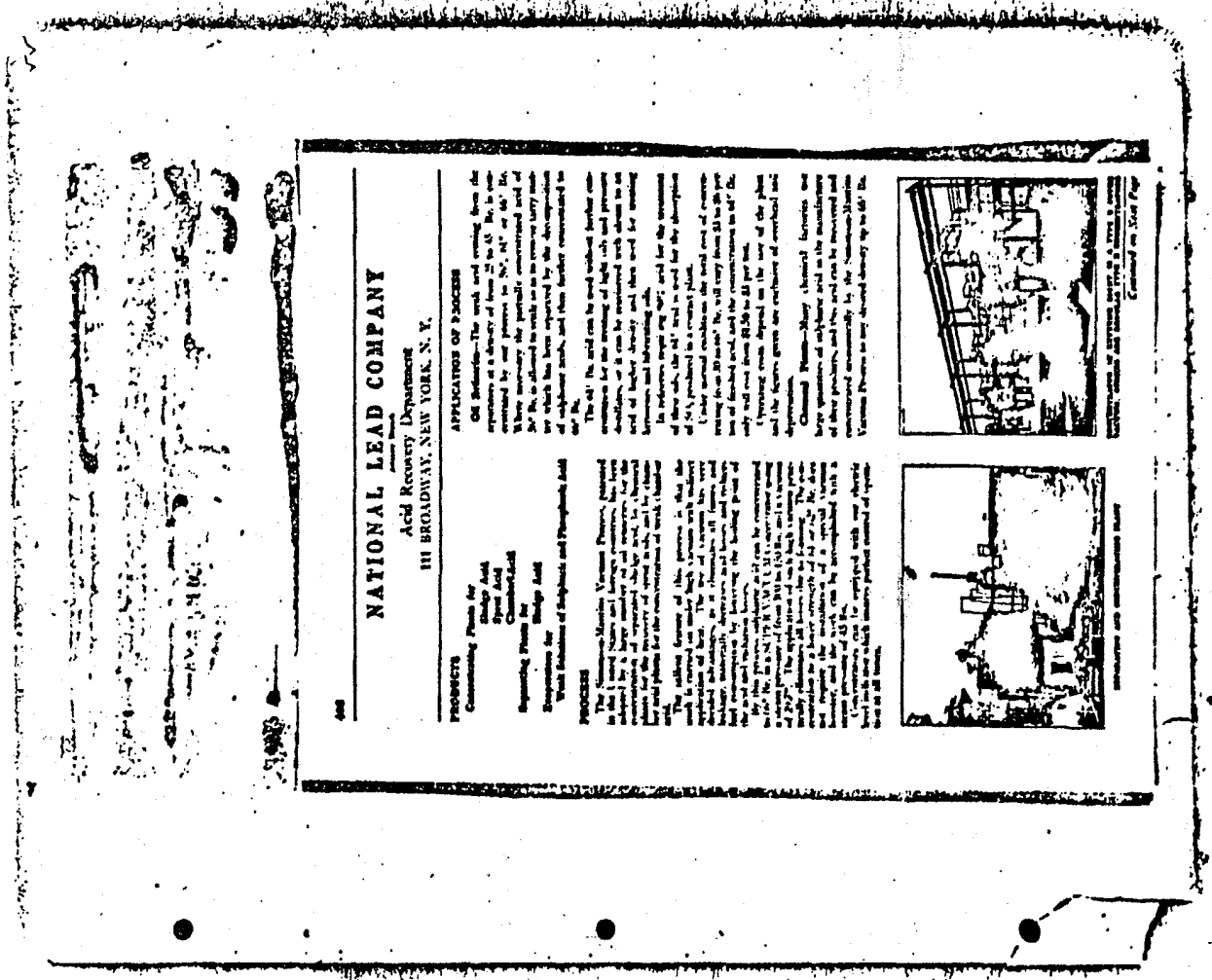

NATIONAL LEAD COMPANY

Acid Recovery Department

111 BROADWAY, NEW YORK, N. Y.

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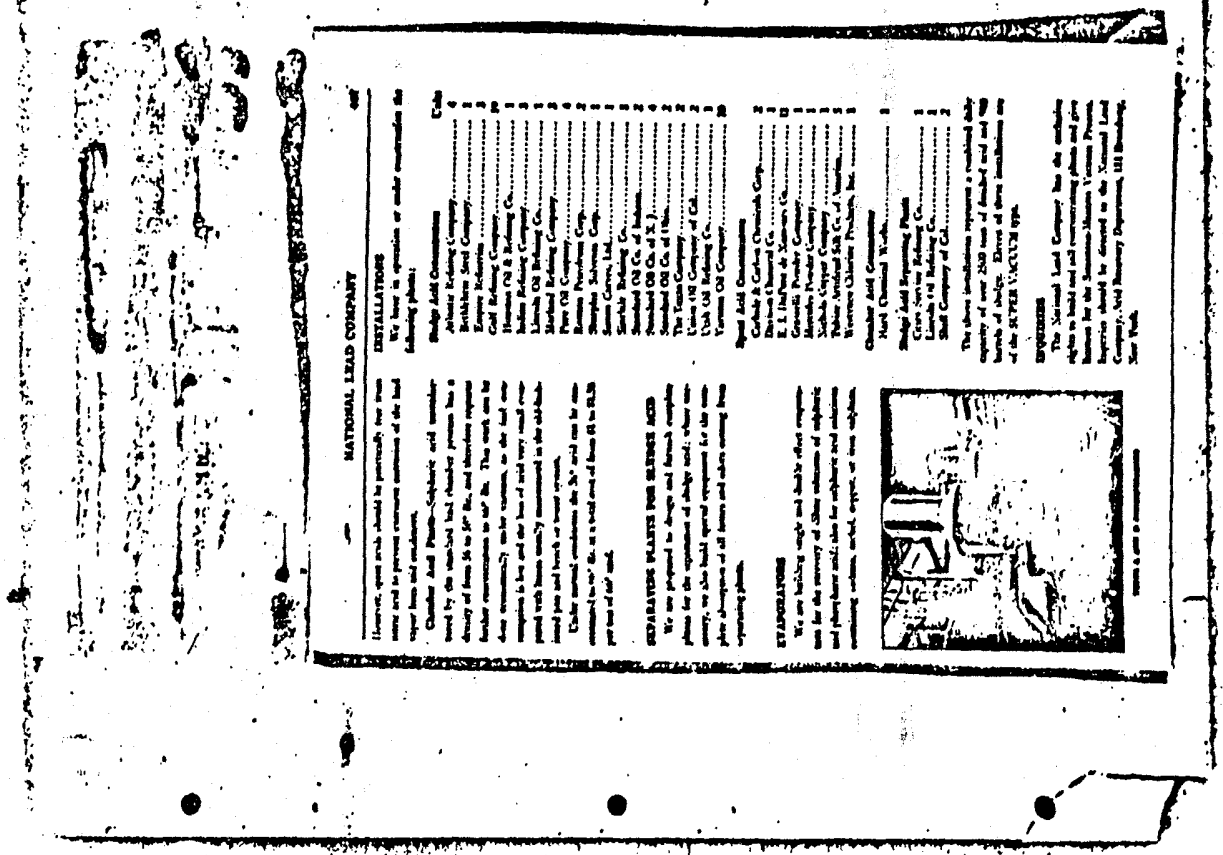

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NLI 104274

IN HANDLING
ACID SOLUTIONS . . .



Save trouble *with Homogeneous*
Lead Lined equipment





WITH so much emphasis being placed on the need for low cost production, the chemical industry has studied the relative merits of various types of acid-resisting equipment.

These investigations, backed by the actual experience of many companies, have thrown the spotlight on the advantages of Homogeneous lead lined tanks and other major equipment. So completely is the chemical lead lining secured to the shells of these tanks that the lining is inseparable from the steel under vacuum, pressure and temperature variations up to within a few degrees of the melting point of the lead itself.

This inseparability and the well-established corrosion resistance of lead are noticeably features of Homogeneous chemical lead lined tanks, vacuum evaporators, vacuum tanks, steam jacketed kettles, acid eggs, car tanks, digesters, autoclaves and agitators.

National Lead Company is also a source of supply for the following related products: "United Tubing" chemical lead lined pipe; "United" fittings and "United" valves for handling dilute sulphuric and other corrosive liquors and acids and "United" Hardlead fittings, valves, corks and pumps.

NATIONAL LEAD COMPANY, 111 Broadway, New York, N. Y.
Lead Products Department

Manufactured by The Treadwell Construction Co. of Midland, Pa.

February, 1932 - Chemical & Metallurgical Engineering

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In the Chemical Industry...

HOMOGENEOUS LEAD LINED EQUIPMENT CUTS REPLACEMENT COSTS

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NLI 104275

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"UNITED"

Chem-Rayon Hardlead flanged acid valves

This modernized acid valve has many features which make it specially suitable for chemical plant use.

1. It has a bonnet of steel and brass completely covered with Hardlead.

2. It has a deeper stuffing box, permitting the use of more packing, held in place by a Hardlead gland.

3. Steel studs actuating the gla[illegible] are placed in the cast iron yoke, reducing the possibility of corrosion to the minimum.

4. It has Hardlead fins cast integral with body of valve, effecting saving in weight without loss of strength.

"United Chem-Rayon" valves come in both "Y" and angle patterns in sizes ranging from ¼ in. to 6 in.



for sulphuric acid service

Chemical Lead Lined valves, pipe and fittings

For equipment in contact with sulphuric acid solutions many leaders in the chemical industry have wisely selected "United Tubond" lead-lined pipe and "United" valves and fittings.

In choosing the "United Tubond" brand, they have obtained pipe with chemical lead lining inseparably bonded to the outer steel shell. "United" lead-lined valves and fittings measure up to the same high standard of quality. For instance, all flanges are recessed to take a lead lining so that perfect lead-to-lead joints are provided — preventing leakage, eliminating waste.

It will pay you to write us for more detailed information covering equipment that must combine strength and resistance to acids.

NATIONAL LEAD COMPANY, 111 Broadway, N. Y.

Lead Products Department

Sole Selling Agents for Homogeneous Chemical Lead Lined Tanks Manufactured by the Tweedale Construction Company of Midland, Pa.

Jul. 1932—Chemical & Metallurgical Engineering

NLI 104276

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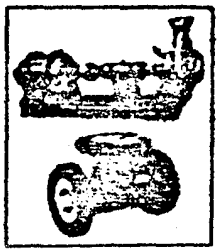
NLI 104277

IN CHEMICAL PLANT SERVICE . . .



HOMOGENEOUS...

lead lined tanks for corrosive liquors



Homogeneous chemical lead lined tanks and other equipment, such as agitators and kettles, help the chemical industry to reduce upkeep and replacement costs.

This equipment is extremely durable and long-lived, because:

1. Its chemical lead lining is highly resistant to sulphuric and allied acids.
2. The union between steel shells and lead linings is so perfect that linings and shells are inseparable even under vacuum, pressure and temperature variations up to within a few degrees of the melting point of the lead itself.

The chemical industry has adopted Homogeneous lead lined equipment because experience has shown that it gives trouble-free service where corrosive liquors are an ever-present problem.

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[illegible]

[illegible]

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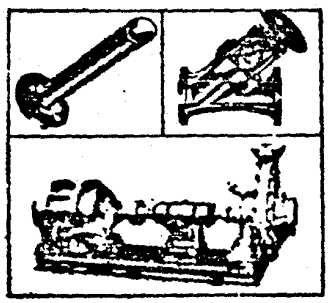

In the Chemical Industry

Hardlead and Lead Lined Equipment for corrosive liquor service

[illegible]

[illegible]

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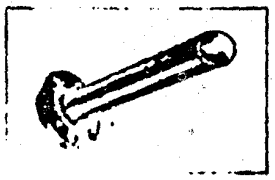
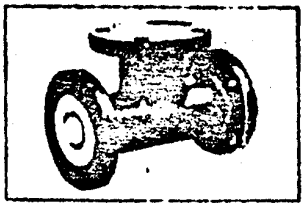
NLI 104279

Lead-lined Equipment *saves money in corrosive liquor service . . .*







WITHOUT sulphuric and allied acids, the chemical field would be an undeveloped industry. Without corrosion-resisting equipment, acids and alkalies could not be used. Without lead-lined equipment, the corrosive attacks of processing liquors would be even more troublesome than they are at present.

Our line of corrosion-resisting equipment, embracing "Chem-Rayon" valves, Hardlead pumps, chemical lead-lined pipe and fittings, is sold under the "United" brand.

"United Chem-Rayon" valves are universally recognized for their strength and durability. Both body and bonnet are made of solid Hardlead with the bonnet well reinforced. These valves have gland followers of Hardlead and the bodies have Hardlead fins which give additional strength without excessive weight.

"United" Hardlead centrifugal pumps are made with a solid Hardlead case. The impeller is made of the same alloy and the shaft of a special acid-resisting metal.

In "United Tubond" chemical lead-lined pipe the lining is inseparably bonded to the steel and can be depended upon to stand up under rigorous service.

In addition to the above equipment, we also supply "Homogeneous" chemical lead-lined tanks, kettles, digesters, autoclaves, agitators, etc.

NATIONAL LEAD COMPANY
111 Broadway, New York, N. Y.
Lined Products Department
Sole Selling Agents for Homogeneous Chemical Lead-Lined Equipment
Manufactured by The Treadwell Corporation Co. of Midland, Pa.

ANTIMONIAL
AND CHEMICAL

SHEET LEAD

· LEAD PIPE

Burning Bars
Spelter

NATIONAL LEAD CO.
New York · Baltimore · Chicago · Cincinnati
St. Louis
John T. Lewis & Bros. Co., Philadelphia
Georgia Lead Co., Atlanta

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NLI 104280

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NATIONAL LEAD COMPANY

Paint Materials for the Protection and Decoration of Wood, Brick, Stone, Concrete, Stucco, Metal

THIS CATALOGUE IS FILED

in

13,000 OFFICES

of

Architects, Engineers and General Building Contractors

Reprinted from

Sweet's Architectural Catalogues—1932 Edition

FOR MANUFACTURERS' SALES REPRESENTATIVES

SWEET'S CATALOGUE SERVICE

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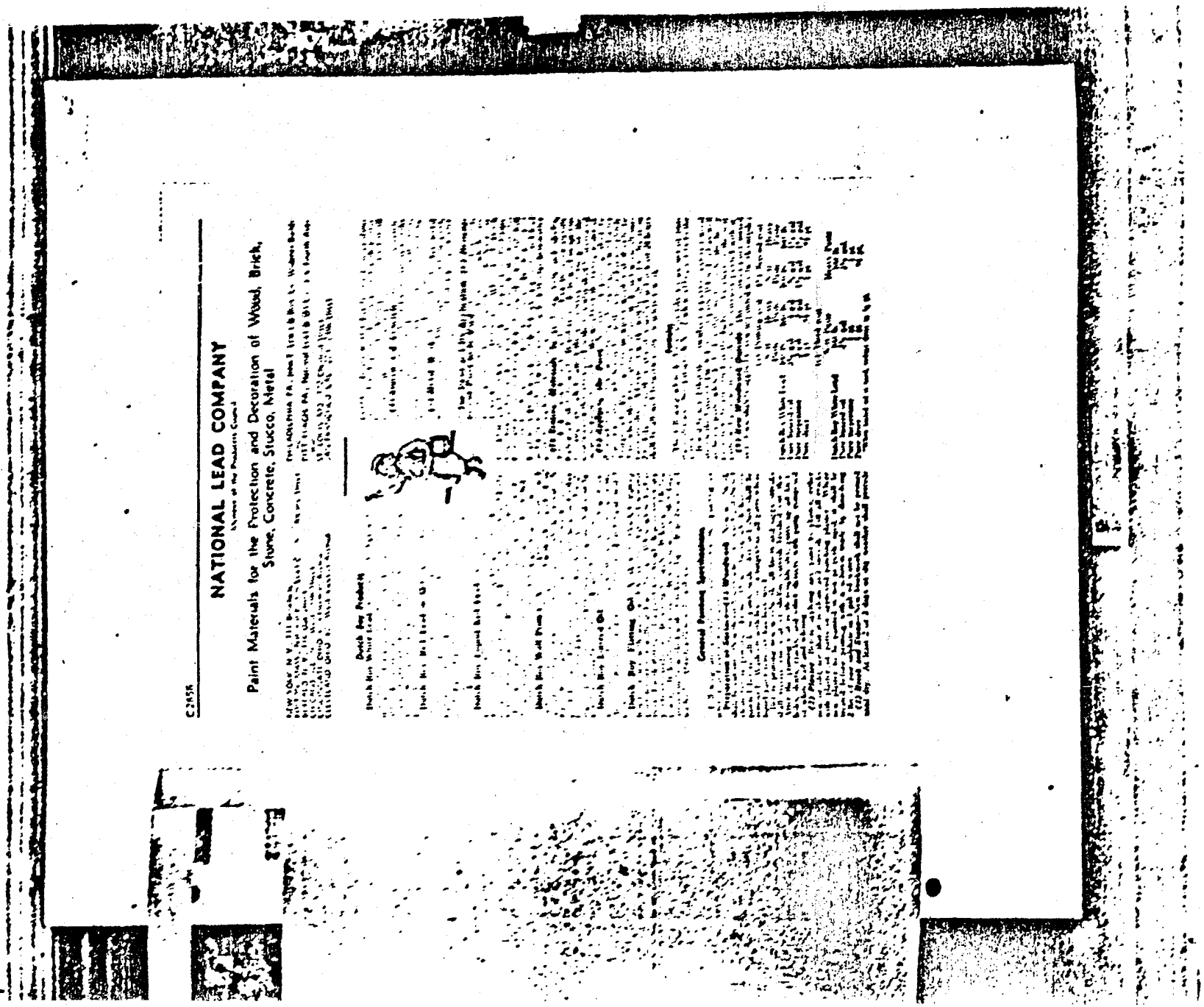

NATIONAL LEAD COMPANY

Paint Materials for the Protection and Decoration of Wood, Brick, Stone, Concrete, Stucco, Metal

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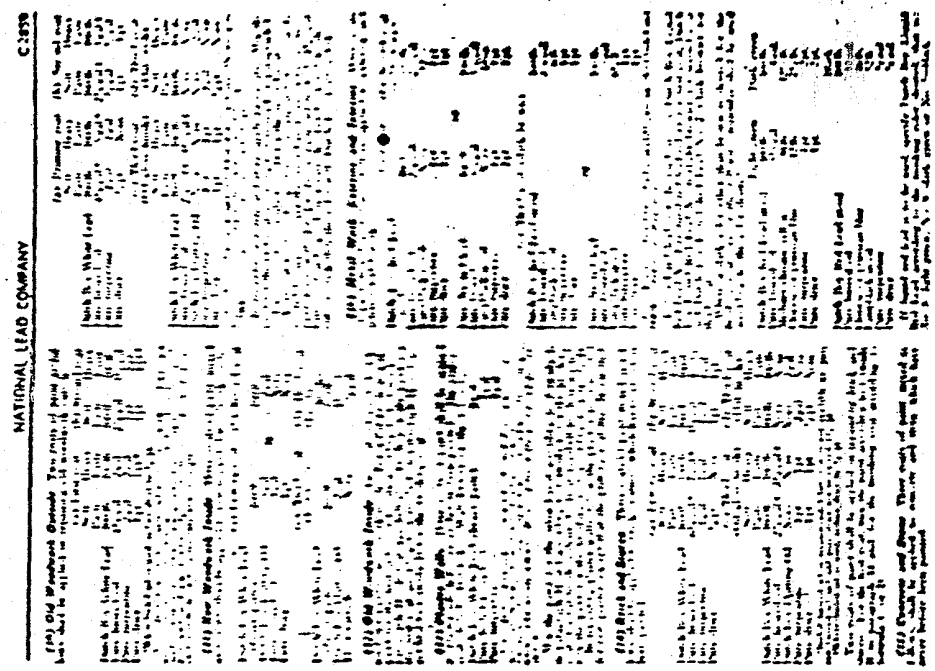

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HOYT HARDLEAD PRODUCTS

NATIONAL LEAD COMPANY

HOYT HARDLEAD PRODUCTS DIVISION

111 Broadway NEW YORK, N. Y.

THIS CATALOGUE IS FILED

in

13,000 OFFICES

of

Architects, Engineers and

General Building Contractors

Reprinted from

Sweet's Architectural Catalogues—1932 Edition

FOR MANUFACTURERS' SALES REPRESENTATIVES

by

SWEET'S CATALOGUE SERVICE

A Division of F. W. Dodge Corporation

NLI 104284

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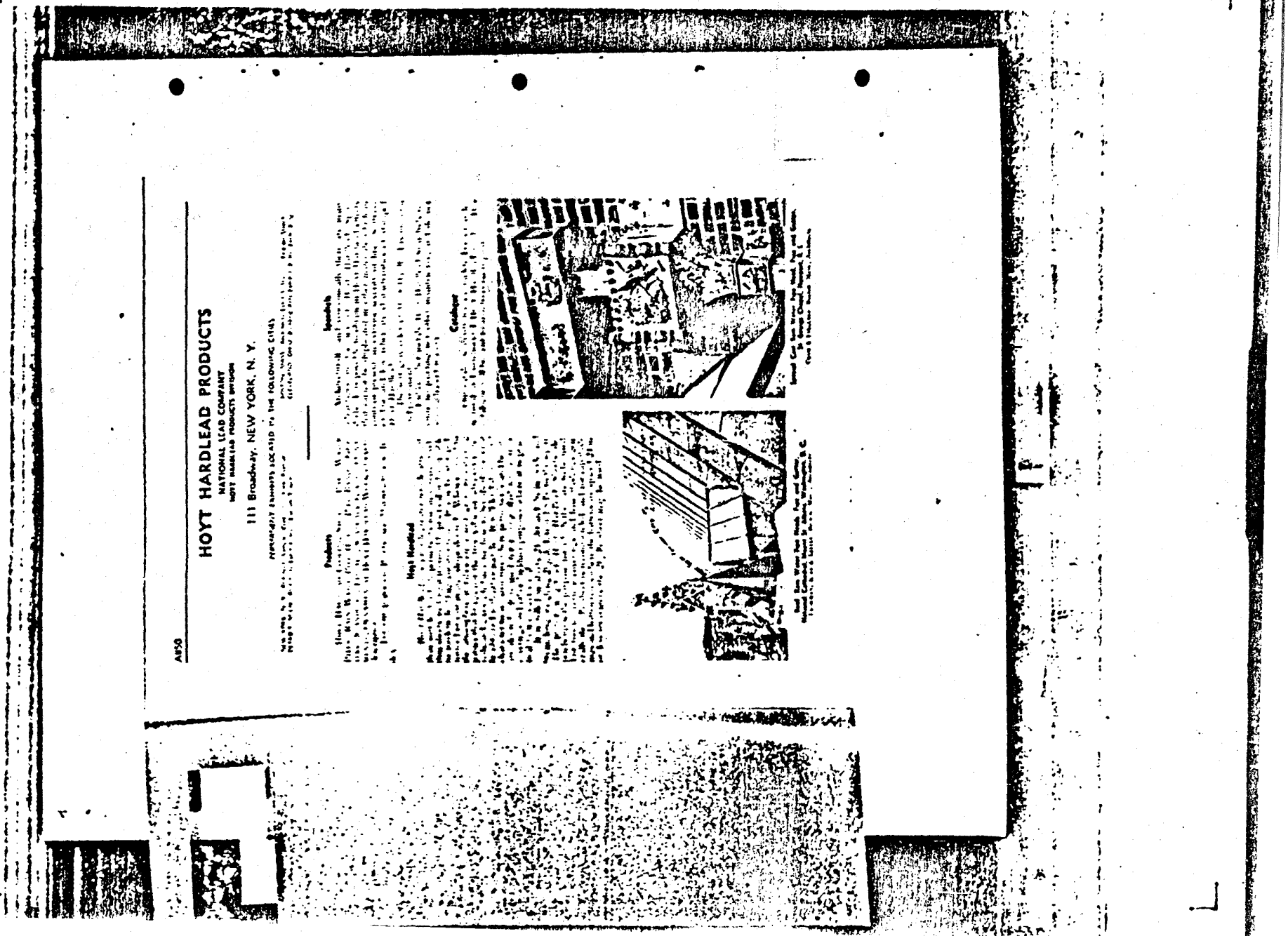
NLI 104285

0247



HOYT HARDLEAD PRODUCTS

NATIONAL LEAD COMPANY

HOYT HARDLEAD PRODUCTS DIVISION

111 Broadway, NEW YORK, N. Y.

A850

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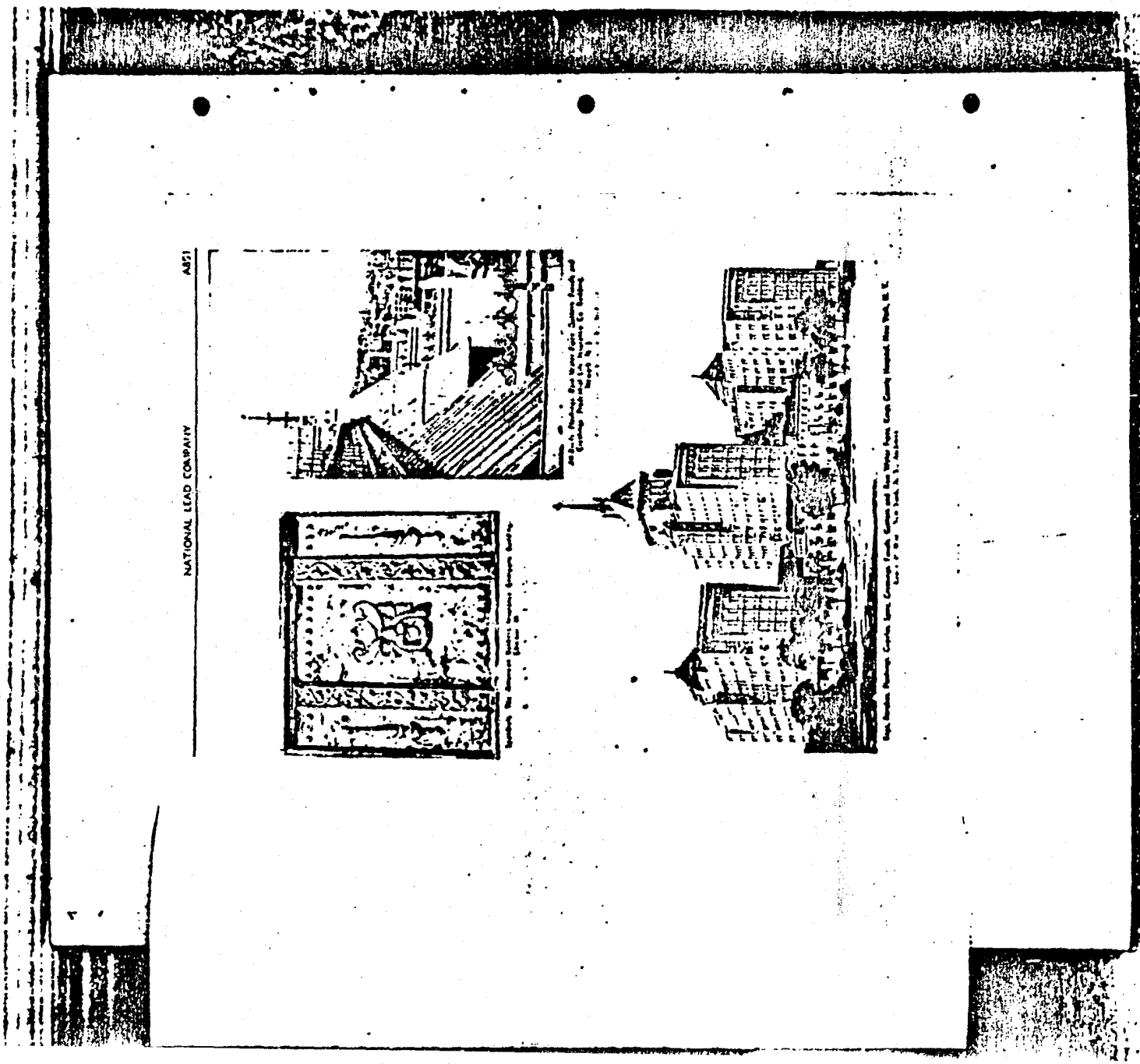
NLI 104286



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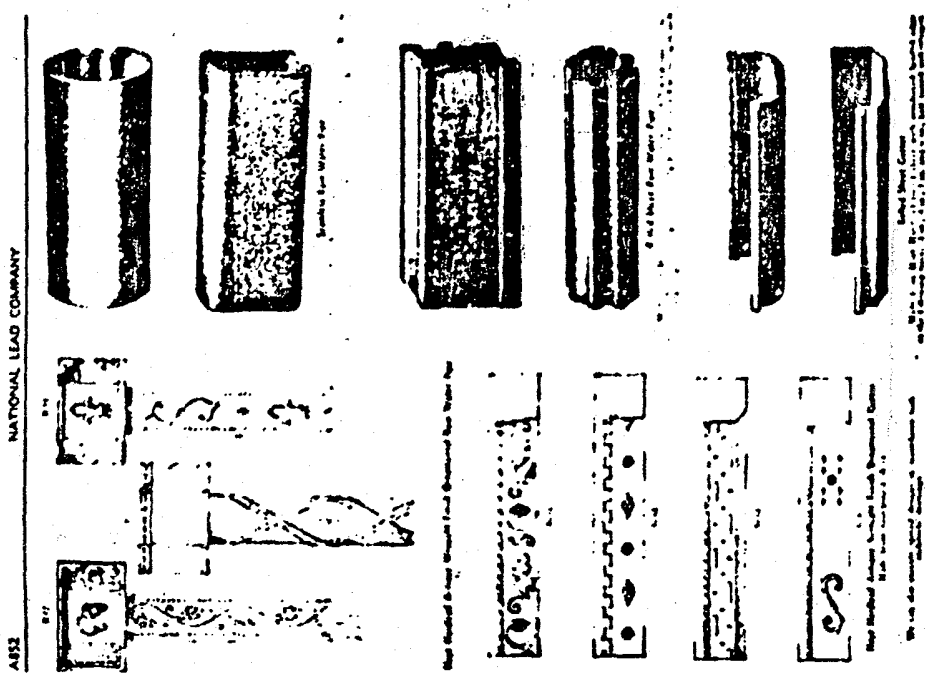

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00048

IN "SAUCER TEST"

PRIMER

all others to



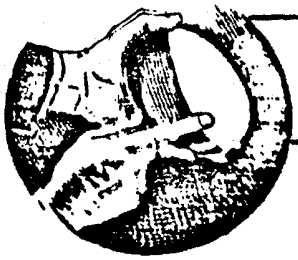
DUTCH BOY RED-LEAD

NLI 104288

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

UNIQUE "SAUCER TEST"

proves [illegible] **4-to-1** *durability*





DUTCH BOY RED-LEAD

00048

NLI 104289

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00048

Prove for yourself that

OUTWEARS

other primers for metal

DUTCH BOY RED-LEAD

NLI 104290

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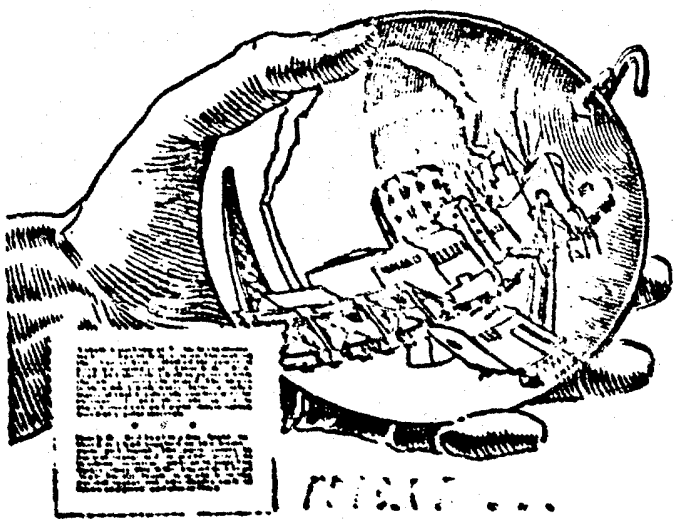

THE FUTURE OF YOUR PROPERTY IN THE RESULTS OF YOUR OWN [illegible]

Learn how [illegible] seals out rust and retards depreciation of metal structures!

[illegible]

NATIONAL LEAD COMPANY [illegible]

DUTCH BOY RED-LEAD

00048

NLI 104291

NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

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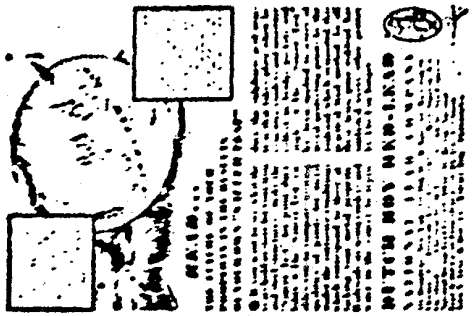
NLI 104292

0254





NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

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8 PAINTERS IN EVERY 10 use DUTCH BOY

No one knows better than a painter that there's no substitute for experience in a lasting painting material.

The experience of the most successful painters has taught them that they can always depend on Dutch Boy White Lead to give beautiful, long-lasting paint jobs that do not crack or scale. Many years of use have also proved that Dutch Boy has the advantage of wearing down gradually by gradual chalking, leaving a perfect surface for repainting.

NATIONAL LEAD COMPANY

...and no one knows paint like a painter

NLI 104293

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00048

TIME-TESTED

PURE WHITE-LEAD PAINT

costs only about $2.50* per gallon

"You can't do better than that!"

JOSEPH M. HAWVER
of Elmwood, N. Y.

PAINTING OUTSIDE WOOD

NATIONAL LEAD COMPANY

DUTCH BOY *Soft Paste* WHITE-LEAD

NLI 104294

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00048

NLI 104295

"Can stand

HARD WEATHER"

— says W. F. Marshin of Southwick, Mass.

PURE WHITE-LEAD PAINT

costs only about

$2.50 per gallon

REPAINTING OUTSIDE WORK

NATIONAL LEAD COMPANY

DUTCH BOY Soft Paste WHITE-LEAD

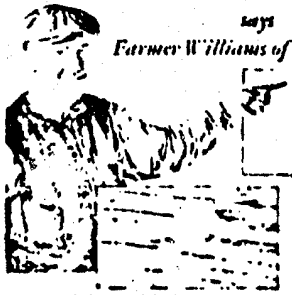
NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

"Only thing to

STAND THE WEATHER"

says

Farmer Williams of Kingston, N.Y.



... and just think ... NOW

PURE WHITE-LEAD PAINT

ONLY $2.50* per gallon!

REPAINTING OUTSIDE WOOD

NATIONAL LEAD COMPANY

DUTCH BOY *Soft Paste* WHITE-LEAD

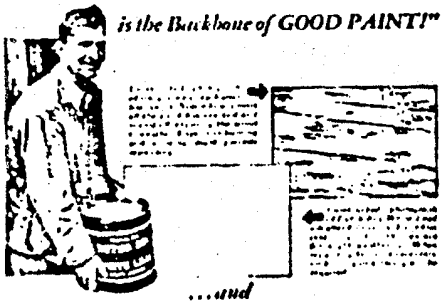
00048

NLI 104296

Farmer Tamm of Wisconsin writes:

"GOOD WHITE-LEAD

is the Backbone of GOOD PAINT!"



...and

PURE WHITE-LEAD PAINT

now costs only

$2.50* per gallon

REPAINTING OUTSIDE WOOD

NATIONAL LEAD COMPANY

DUTCH BOY *Soft Paste* WHITE-LEAD

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NLI 104297

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00048

"It LASTS LONGER"

in severe Vermont Winters





PURE WHITE-LEAD PAINT

...now costs only

$2.50* *per gallon*

PAINTING OUTSIDE WOOD

NATIONAL LEAD COMPANY

DUTCH BOY *Soft Plate* WHITE-LEAD

DELETED

NLI 104298

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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NLI 104299

HOYT
Impression Lead

Just right
....for quality models

NATIONAL LEAD CO.

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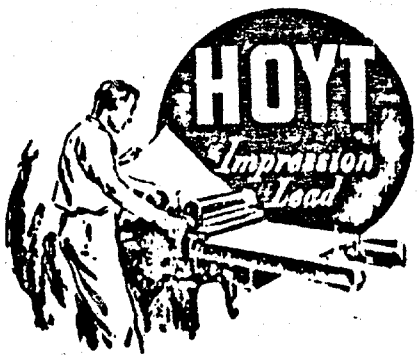
Meets

every molding requirement

NATIONAL LEAD COMPANY

00048

NLI 104300



QUALITY *is proved by the proofs*

[illegible]

NATIONAL LEAD COMPANY

[illegible]

[illegible]

Advertising discontinued with August issue.

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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NLI 104301

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00048

NLI 104302

Boston
Morchan & Pyne Inc. | 90 Tremont Ave. N.Y.C.

HIRST & BEGLEY

LINSEED OIL

RAW AND BOILED

SPECIAL OILS

The well established reputation of our oils for varnish making and other special purposes is evidence of their high quality and uniformity. With these oils, satisfaction is assured.

NATIONAL LEAD COMPANY
900 West 18th Street, Chicago, Illinois

[illegible]

American Paint Journal--Feb. 15, [illegible] 23, Sept. 1[illegible], 1932

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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NLI 104303

Reference

Marschalk & Pratt, Inc. | 18th Lexington Ave. N.Y.C.

HIRST AND BEGLEY

LINSEED OIL
RAW AND BOILED

SPECIAL OILS

Our many years of experience with oils for varnish making and other special purposes assures you of the intelligent and dependable execution of your orders. High quality and uniformity characterize our oils.

NATIONAL LEAD COMPANY
900 West 18th St., Chicago, Illinois

American Paint Journal—March 14, June [illegible], Oct. 10, 1932

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

00048

NLI 104304

Marschalk & Pratt Inc. | 1[illegible] Avenue NYC

HIRST & BEGLEY

LINSEED OIL
RAW AND BOILED

SPECIAL OILS

The high [illegible] in which our [illegible] hold the oils we furnish for [illegible] making and other special purposes is a natural outgrowth of our years of dependable service to the oil consuming industries. You can always depend upon the high quality and uniformity of our oils.

NATIONAL LEAD CO.
900 West 18th Street
Chicago, Illinois

[illegible]

American Paint Journal--April 4, Jul, 18, Nov. 7, 1932

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NLI 104305

Registered
Marschall & Pratt, Inc. | 36th Avenue • Ave. N.Y.C.

HIRST & BEGLEY

LINSEED OILS
RAW AND BOILED

SPECIAL OILS

In buying oils for varnish making and other special purposes, it pays to check up on quality and uniformity. The excellent reputation of the oils we furnish is your best assurance that you will obtain these qualities in our oils.

NATIONAL LEAD COMPANY
900 West 15th Street, Chicago, Illinois

For advertisement appears in the following publication
Paper, Chick & Bronzed Blower
April 20, Second & December 5, 1932
Edition
American Paint Journal--April 2[illegible], Aug. 15, Dec. 5, 1932

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EMPIRES PERISH
...but Lead Lasts!

● This piece of lead pipe had been buried in the ground so only 1,900 years when it was dug up by workmen excavating for a subway line in Rome.

Vespasian was emperor when this pipe was made—the inscription tells that. When Vespasian had it laid in the streets of Rome, he followed the example of Julius Caesar, who used plumbs to mark his bounds across Northumbria. In all past lead in the Roman world has been the most durable metal.

For centuries lead's unsurpassed qualities have made it a favored metal for waterpipes, roofs, gutters, pipe joints, and lead's paints have also been used for hundreds of years.

In the years lead found many uses for lead and its products . . . and one of the most important of these is the use of white-lead as paint.

Paint is used to preserve and decorate our homes, our offices, our planes, and a principal ingredient in good paint is white-lead—made by converting pure soft pig lead and ground it with linseed oil.

National Lead Company makes white-lead of the highest quality, and sells it under the name of Dutch Boy White-Lead.

Dutch Boy White-Lead gives a paint that remains attractive appearance with maximum durability. Its reputation for quality, as well as its ready adaptability to any kind of paint job, has made Dutch Boy White-Lead the largest selling brand of white-lead. Today, in this country, 6 painters out of 10 use Dutch Boy.

National Lead Company is also a dependable source of supply for many other lead products, including red-lead and other lead oxides, sheet lead, lead pipe and fittings, babbitt metal and solders. Stocks of these products are available at convenient points, and advice and information relating to them may be secured from our nearest branch.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 820 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Boston Lead Company, 800 Albany St., Boston; National Lead & Oil Company of Pennsylvania, 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia

• DUTCH BOY LEAD PRODUCTS •

This advertisement appears in the following publication
Wall Street Journal, June 27, 1932 — 600 lines
1,200

00048

NLI 104306

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00048

NLI 104307

Pigal from Marchak & Pratt, Inc. 369 Lexington Ave. New York

COMPARE THESE PROPERTIES OF

TITANOX-C

WITH THOSE OF OTHER PAINT PIGMENTS.....

Until you have analyzed the many advantages of Titanox-C you cannot appreciate how much it can help you in the manufacture of interior flat wall paints, gloss mill whites, enamel undercoaters and 4-hour enamels. Ask yourself this important question: In what other single pigment will I find all the following properties combined?

1. High opacity
2. Chemical inertness
3. High light reflective value
4. Chemical stability
5. Neutral whiteness
6. Remarkable particle fineness
7. High bulking value

More and more users are discovering that Titanox-C is extremely helpful in producing the whitest of white paints, and clear-toned finishes with velvety smoothness. Recently, many paint manufacturers have also discovered that because Titanox-C is so easily dispersed it reduces grinding time considerably ... and that in some vehicles, the use of Titanox-C makes grinding entirely unnecessary. Get in touch with our nearest branch for helpful information and prices.

TITANIUM PIGMENT CO., INC.

Manufacturers of
TITANOX-C Titanium Dioxide
TITANOX-C Calcium Dioxide
PURE TITANIUM OXIDE

[illegible]

This advertisement appears in the following publications:
American Paint Journal Jan. 11, 1942 - April [illegible] - June [illegible]
[illegible]
[illegible]
[illegible]
[illegible]

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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NLI 104308

Proof from Mac[illegible] & Pr[illegible] Inc. [illegible] Ave. New York
[illegible] Ave. New York

ADJUST YOUR
PAINT FORMULAS TO
PRESENT-DAY DEMANDS
...USE

ITANOX-B

New [illegible]

TITANIUM PIGMENT CO., INC.
Manufacturers of [illegible] CO., INC.
[illegible]

This advertisement appears in the following publications:
American Paint Journal January 18, April [illegible] - [illegible]
October 1, December 30, 1932 [illegible] July 11 - Sept. [illegible]
[illegible]

Drugs, Oils & Paints--Feb.-Aug.-19[illegible]
Oil, Paint & Drug Reporter--[illegible]
Paint, Oil & Chem. Review--[illegible], July 25, Dec. [illegible], 19[illegible]
Paint & Varnish Prod. Mgr.--[illegible], July [illegible], 19[illegible]
Western Paint Review--February-February, August 19[illegible]
[illegible]ruary, August, 19[illegible]

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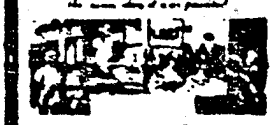
NLI 104309

Marschalk & Pratt, Inc. | 369 Lexington Ave., N.Y.C.

TITANOX FORMULAS ARE WORTH TALKING ABOUT!



"VITOLIZED OIL"...

Pittsburgh Plate Glass Company features hiding power of Titanox in National Advertising

TITANOX

TITANIUM PIGMENT CO., INC.

Drugs, Oils & Paints, June, December, 1932
Oil, Paint and Drug Reporter, June 6, Oct. 17, 1932
Western Paint Review, June, December, 1932
Paint, Oil & Chemical Review, June [illegible], Nov. 17, 1932
Paint & Varnish Production Manager, June, Dec.

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00048

NLI 104310

Drugs, Oils & Paints -- April, October
Oil, Paint & Drug Reporter -- April 11, Sept. 5
Paint, Oil & Chemical Review -- April 7, Sept. 22
PAINT AND VARNISH PRODUCTION MANAGER -- April, October 9
American Paint Journal -- [illegible] August 6, Nov. 22.
Western Paint Review -- April, October

April, 1932

TITANOX-B

MANUFACTURERS ARE GETTING WHITER PAINTS AT LOWER COST WITH TITANOX-B

Many paint manufacturers, seeking to improve their products and at the same time to reduce costs, have discovered in Titanox-B the ideal pigment. They have found that this modern pigment not only produces the whitest paints ever made . . . but that Titanox paints retain their whiteness through years of service.

When you combine exceptional whiteness and chemical stability with other well known features of Titanox B . . . high bulking value, uniform particle fineness, high hiding power, ready mixing qualities and moderate price . . . you have sufficient reasons for the fast growing popularity of Titanox B. Alert manufacturers realize that with all these desirable properties, it is logical that Titanox-B paints should appeal to paint buyers everywhere.

Ask us to assist you to adapt Titanox B to your paint formulas. Write for detailed information and prices.

TRADE MARK REG. U.S. PAT. OFF.

TITANOX

May, 1932
May, 1932

[illegible] October [illegible]
PAINT AND VARNISH PRODUCTION MANAGER — May, November 9
[illegible] March 14, May 30
[illegible]

CONSIDER THE NEW LOW PRICES ON

TITANOX-C

Recent price reductions on Titanox C (calcium base) provide an exceptionally important reason why paint manufacturers should study the various ways in which this modern pigment will reduce costs and at the same time improve quality.

Users now appreciate that Titanox C saves grinding time. Because of its dispersive properties, it shortens the manufacturing operation. In many instances grinding has been entirely eliminated by using Titanox C.

Here are other important reasons for adopting Titanox C. It has high bulking value — exceptional hiding power—and the high degree of whiteness so essential to quality paints. The fast growing popularity of Titanox C is ample proof that this economical pigment makes paint that meets the demands of the shrewdest buyers.

Write today for new low prices on Titanox-C. Full information will be gladly furnished without obligation.

TRADE MARK
TITANOX

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NLI 104311

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DO YOUR PAINTS NEED
GREATER HIDING POWER?

ANOX-B

WILL HELP YOU

TITANIUM PIGMENT CO., INC.

NLI 104312

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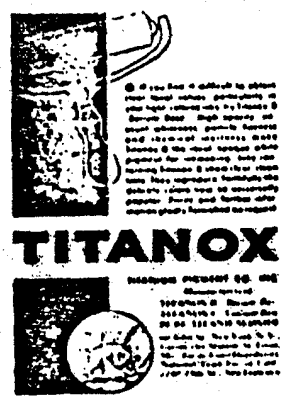
NLI 104313

Proof from Marschalk & Pratt Inc. 369 Lexington Ave. New York


TITANOX

This advertisement appears in the following publication
American Inkmaker
January, March, May, July, Sept., Nov., 1932

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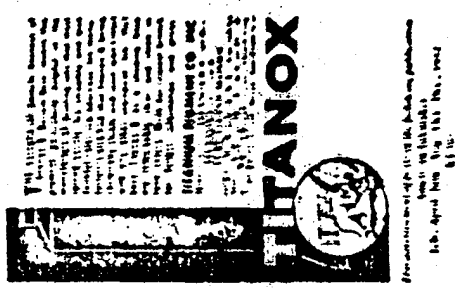
NLI 104314



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NLI 104315

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

TITANOX

A WAY TO AVOID "PAINTY" APPEARANCE IN LEATHER STOCKS

The exceptional pastel fineness and high tinting strength of Titanox B offer improved means of preventing "painty" appearance in leather stocks. • Finishes containing Titanox B flow into the grain. They do not cover it up. They practically become a part of the leather. Titanox B makes possible a thin coating that produces uniform covering. • Also because it is chemically stable and inert, Titanox B will not react with tinting colors with which it may be combined nor with residual chemicals in the skins. Consequently, it helps prevent spottiness and discoloration. • It will pay you to consider carefully the advantages of Titanox-B in your leather finishes. Write our nearest branch for helpful information.

TITANOX

TITANIUM PIGMENT CO., INC.

This advertisement appears in the following publications:
Hide & Leather, Jan. 9, May 14, Aug. 13, Nov. 12, 1932

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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TITANOX

TITANOX-B LEATHER FINISHES WON'T CAUSE "SPOTTINESS"

If you seek a way to obtain clearer, brighter tones in your finishes . . . if you wish to find a way to eliminate discoloring or spottiness . . . Titanox-B (Barium base) may help solve your problem.

Through the use of Titanox-B in pigment finishes, manufacturers are obtaining products that cover well even when thinly spread. They finishes have the leather porous and open.

Titanox-B has exceptional hiding power and tinting strength. It is uniformly fine in particle size. Since it is chemically stable and insoluble, it will not react with residual impurities in the leather nor with coloring agents to develop unsightly spots. Light tone creams and grays are unusually bright and clear in tonal value when Titanox-B is employed in the tinting base.

It will pay you to investigate the economy and ready adaptability of Titanox-B.

TITANOX

TITANIUM PIGMENT CO., INC.

[illegible]

LET TITANOX-B IMPROVE YOUR LEATHER FINISHES

Most manufacturers of leather finishes agree that the ideal finish for light colored leather stocks is one that has exceptional hiding power even when thinly spread. This leaves the leather porous and open and eliminates any objectionable "gainy" appearance. ● Titanox-B barium base helps make clear-bright finishes that spread well. The reason is obvious. Titanox-B has unusual hiding and tinting strength. It is uniformly fine in particle size and is noted for its brilliancy of color, ease of dispersion. Its high refractive index will help you get better tonal values—particularly in tone grays and modern pastel shades. ● Additional desirable characteristics of Titanox-B are its chemical stability and inertness. Titanox-B never reacts with coloring agents or residual chemicals to develop unsightly spots. ● Write for further information and prices.

TANOX

TITANOX

TITANIUM PIGMENT CO., INC.

[illegible]

NLI 104316

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NLI 104317

Print from Magazine & Print, Inc., 369 Lexington Ave., New York

LEATHER FINISHES ARE BRIGHTER WHEN PIGMENTED WITH TITANOX-B

Many manufacturers are finding the answer to clear toned, light-colored leather finishes in Titanox-B. ● Light ion whitecream and many popular pastel finishes are brighter, cleaner, warmer in tone when produced with Titanox-B. ● The exceptional hiding power and tinting strength of Titanox-B produces finishes that cover well even though thinly and evenly spread. They leave the leather porous and open, free from any objectionable "pointy" appearance. ● Titanox-B is chemically stable and inert. It won't react with colors or other chemicals to cause spottiness. ● Write for helpful information and prices.

TANOX

TITANOX

This advertisement appears in the following publications:
Hide & Leather, Feb. 1-5, June 4, Sept. 10, Dec. 10, 1938
[illegible]

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

Proof from Morgan & Pratt Inc., 369 Lexington Ave. New York

GIVE YOUR
RUBBER STOCKS
GREATER
SALES APPEAL
WITH...

TITANOX-C

The surest way to attract more buyers for your rubber goods is to improve quality — give your products new sales appeal. • Many rubber manufacturers are using Titanox-C calcium based to produce clearer, brighter white stocks. They also find that this remarkable pigment helps produce brighter tints in colored rubber goods. • Titanox-C, containing 38% pure titanium oxide, is the brightest of all white opaque pigments. It is exceedingly fine in particle size. It is chemically stable and inert. It has exceptional tinting strength. • Ask us to send you helpful information about the use of Titanox-C in rubber manufacturing.

TITANIUM PIGMENT CO., INC.

Manufacturers of TITANOX-C Calcium-Base
TITANOX-C Calcium-Base
PURE TITANIUM OXIDE

[illegible]

TITANOX

This advertisement appears in the following publication:
[illegible] page, India Rubber World, January, 1932
[illegible]

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NLI 104318

NOTICE: if the film image is less clear than this notice, it is due to the quality of the document being filmed

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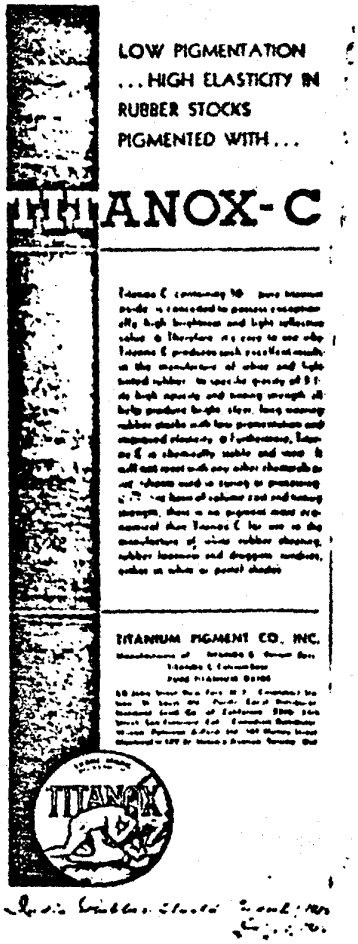

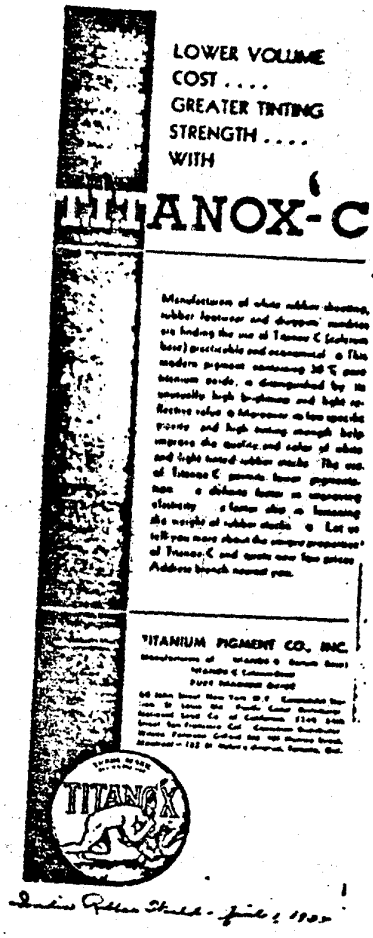

NLI 104319

NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

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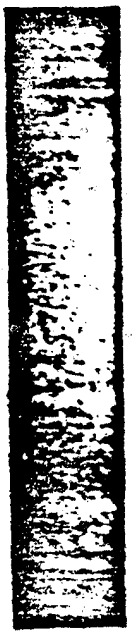
NLI 104320

CONSTANT IMPROVEMENT IN RUBBER STOCKS BRINGS SUCCESS



The growing need for better quality rubber goods — products that have exceptional clarity and brightness and improved elasticity has resulted in largely increased use of Titanox-C. • When Titanox C is used, only moderate amounts are needed to develop color or opacity. Since it has a specific gravity of 3.1 and a high tinting strength, light, clear stocks can be attained economically with low pigmentation. Particle fineness is another important property of Titanox C that recommends it for use in rubber stocks. • You may find Titanox C exactly the opaque white pigment you need to give your products additional selling qualities. Write for further information.

TITANIUM PIGMENT CO., INC.

TITANOX

The advertisement appears in the following publications: India Rubber World, February, June, October, 1942

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NLI 104321

ANOX

FOR BETTER OPACITY IN COATED STOCKS...TITANOX-B

Paper manufacturers, searching for ways to improve the opacity and finish of coated stocks, have secured promising results with Titanox B barium base. This remarkable pigment is distinguished by the following properties: 1 fine particle size, 2 exceptional brightness, 3 high tinting strength, 4 chemical inertness, 5 high refractive index, 6 moderately high bulking value. • In paper manufacturing Titanox-B mixes readily with clay, blanc fixe, or satin white. It disperses easily with casein size. It does not tend to thicken and it brushes out well making an even coat. • Our Pure Titanium Oxide T-O₂ has also produced excellent results as a filler in book and magazine stock. • It will pay you to investigate Titanox pigments. Discover how these products may help you produce better stocks. Helpful information will be gladly furnished.

TRADE MARK REG. U.S. PAT. OFF.

TITANOX

TITANIUM PIGMENT CO., INC.

Manufacturers of TITANOX-B Barium Base
TITANOX-C Calcium Base PURE TITANIUM OXIDE

[illegible]

This advertisement appears in the following publication:
Paper Industry, March, July, November, 1952
[illegible]



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HAVE YOU TRIED

TITANOX-B

IN YOUR COATED STOCKS?

Tests to improve the opacity and finish of "super" and coated stocks indicate clearly that Titanox-B barium base gives excellent results. ● High index of refraction, remarkable brightness, fine particle size, chemical inertness and high bulking value are characteristics found in Titanox B. It mixes readily with china clay, Blanc fixe and satin white. It disperses well and does not thicken. It results in the production of a smooth, even coat. ● Pure Titanium Oxide TiO_2 has also been used advantageously in combination with china clay and other fillers. If you are interested in securing whiter stocks that show superior opacity, investigate Titanox pigments. Helpful information gladly furnished on written request.

TRADE MARK TITANOX

TITANIUM PIGMENT CO., INC.

NLI 104322

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[illegible] Bulletin, Bulletin, June, 1934

NLI 104323

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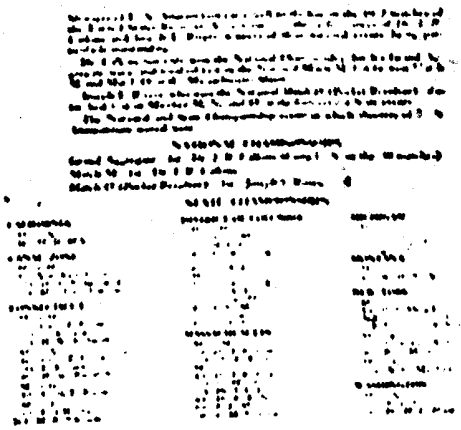
NATIONAL AND STATE CHAMPIONSHIPS

go to shooters of

U. S. AMMUNITION

●

1932 United States Revolver Association
Matches result in Many U. S. Victories



US AMMUNITION

100379-U.S.R.A. Bulletin Aug 1932

NLI 104324

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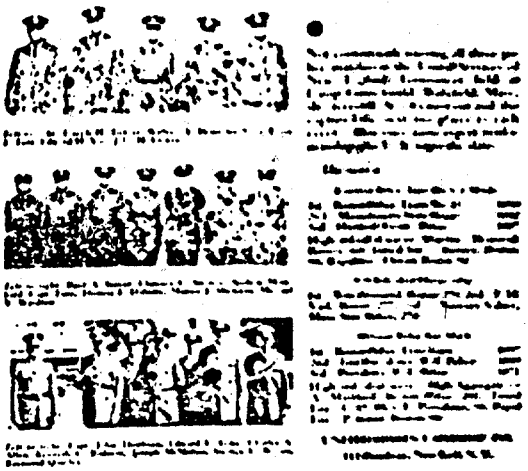
FIRST THREE PLACES

IN ALL POLICE EVENTS

AT N. E. UNITED SERVICES [illegible]

go to US SHOOTERS



US AMMUNITION

KW 597 - U.S.R.A. Bulletin October 19[illegible]

00048

NLI 104325

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2 MORE GOOD REASONS

for US POPULARITY *on the range?*

Here inside the "ten rings" of two remarkable targets is the story of U.S. accuracy, U.S. uniformity, U.S. dependability written by the ammunition itself. And where ammunition is concerned, targets speak more eloquently than words.

UNITED STATES CARTRIDGE CO.
111 Broadway New York





● Above: 100x100. Target shot at 20 yards with pistol by William C. Schwab, Manhattan Rifle and Revolver Club, New York City . . . December 30, 1931 . . . using U.S. .22 N.R.A's. Note remarkably well balanced groupings with all ten shots well in.

● Left: 100x100. Target with 2½" "ten ring" made with revolver at 25 yards by George H. Keyes of the Annual Shoot of the Eastern Massachusetts Rifle League, Braintree Range, November 1, 1931 . . . using U.S. .38 S & W Special cartridges.

US AMMUNITION

KW554

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NLI 104327

THE MORAL OF THIS TALE IS


SHOOT...
US .22 N. R. A.'s

WILLIAM P. SCHWEITZER HANGS UP ELEVEN "POSSIBLES" at MAPLEWOOD, N. J., *Rifle Club Shoot?*

At the January 24th shoot of the Maplewood (N. J.) Rifle Club (locally known as Paddy O'Hare's Rifle Club), William P. Schweitzer, shooting from the 55-yard mark, scored eleven clean "possibles" on German Ring targets with U. S. .22 N. R. A.'s.

Mr. Schweitzer's performance is remarkable not only because of the eleven perfect scores, but for the almost perfect grouping shown by several of his targets. Nothing but the highest order of [illegible] behind the highest quality of [illegible] could have achieved this.

The crack shot shows his skill not only in what he does at the firing point, but in the selection of his [illegible]. The choice of the [illegible] is therefore, very often, U. S. N. R. A.'s.

UNITED STATES CARTRIDGE CO. [illegible] New York

Reprinted from The Yankee Bulletin, Mar. [illegible]

DEBY

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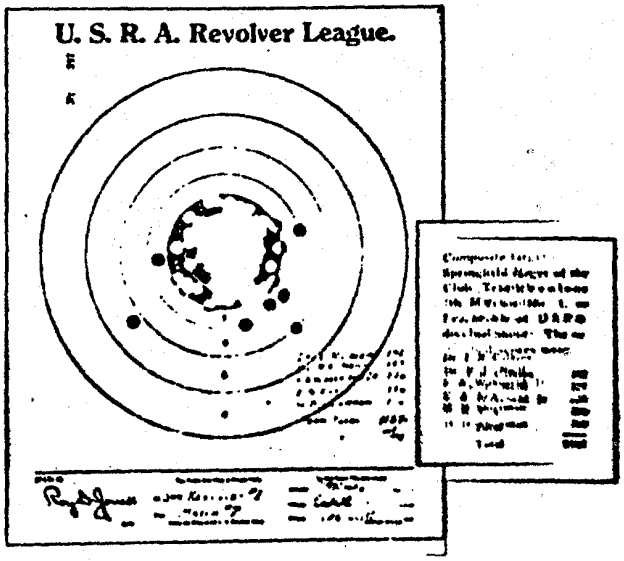

SPRINGFIELD *Revolver Team* BREAKS U. S. R. A. League Record

WITH a score of 1137 x 1,150 the Springfield Revolver Club Team No 1, shooting U S 38 S & W Special cartridges on the 7th March of the U S R A League Tournament held early in the year, shattered the existing league record.

UNITED STATES CARTRIDGE CO.

US AMMUNITION

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NLI 104328

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NATIONAL AND STATE CHAMPIONSHIPS

GO TO SHOOTERS OF

U. S. AMMUNITION

1932 United States Revolver Association
Matches Result in Many U. S. Victories

NATIONAL CHAMPIONSHIPS

STATE CHAMPIONSHIPS

US AMMUNITION

00048

NLI 104329

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NLI 104330

US SHOOTERS

OUTSTANDING PERFORMERS

in REVOLVER MEETS *EVERYWHERE!!*

U. S. Stands Out in United Services of New England Tournament





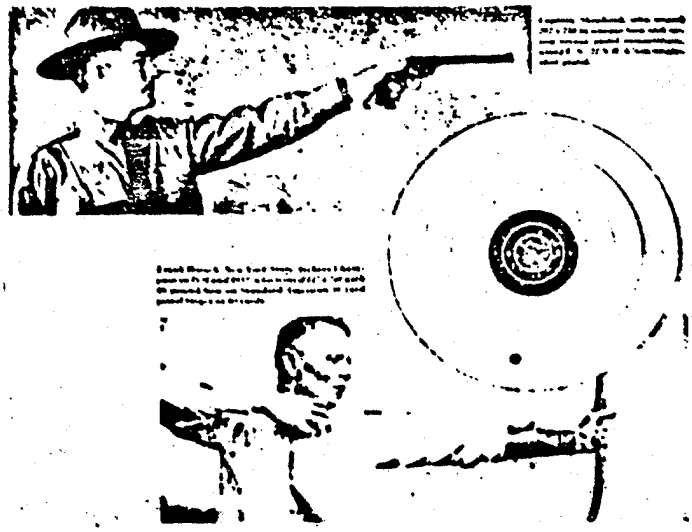








US AMMUNITION



BULLETS OUTSCORE ARROWS

IN SPECIAL MATCH OF EXPERTS

Pistol Loads Best at End of 25 "Shot" Match at 80 Yards with Score of 202 x 250

In a unique match at Wandamere Ranch, Buffalo, recently, Captain Paul A. Shepherd, Coach of Buffalo Police Pistol Team, defeated Frank Horack, State Archery Champion, 202 to 157, each using his favorite weapon at 80 yards on a standard American pistol target with a three-inch bull-eye.

The Horack-Shepherd match was preceded by a similar competition indoors during the past winter, when Mr. Horack challenged and beat a pistol shooter of the Buffalo Police Department at 60 feet.

This match was followed by another indoor match at the same distance, which brought Mr. Horack and Captain Shepherd together for the first time, the latter winning the event.

As a result of this, the 80-yard match on an outdoor range was staged with the results indicated above.

Captain Shepherd used U. S. .22 N. R. A. long Rifle cartridges in a single-shot pistol and his score, at 80 yards, is a fine testimonial to his marksmanship as well as to the longrange accuracy of the ammunition he shot.

UNITED STATES CARTRIDGE CO., 111 Broadway, New York, N. Y.

US AMMUNITION

Reprinted from The American Rifleman, November, 1932

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NLI 104331

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The fellow on the other side of the counter WANTS it!

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NLI 104332

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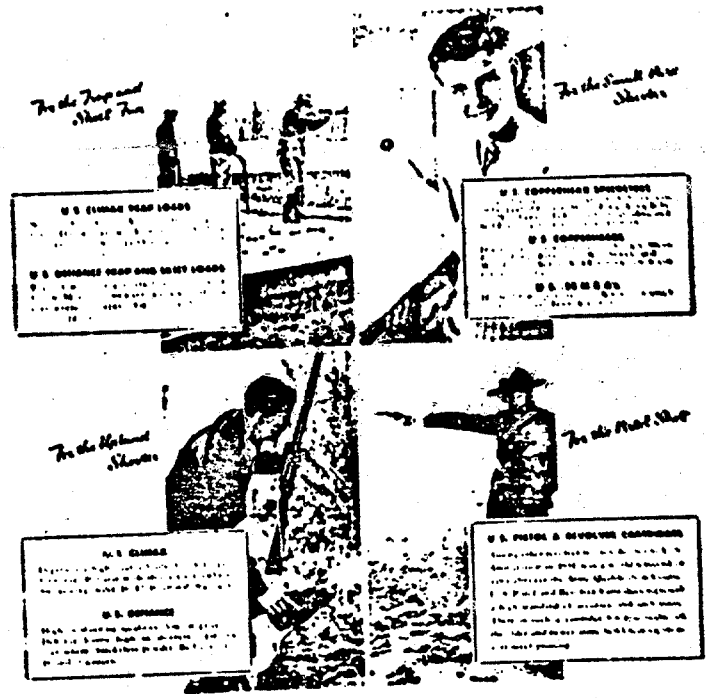
How on the side of the r WANTS it!



US AMMUNITION

SHOT-SHELLS . . . CARTRIDGES

NLI 104333

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NLI 104334

The shells that WON the 32nd GRAND AMERICAN HANDICAP

The 32nd Grand American Handicap (1931) was a U. S. Ammunition event. Not only did the winner, the Reverend Garrison Rochuck, of McClure, Ohio, use U. S. Trapheads, but 3 out of the first 5 places went to shooters of U. S. Climax and U. S. Defiance Shells.

Keep in mind these significant facts when you buy trapheads this year.

UNITED STATES CARTRIDGE CO., 111 Broadway, New York

US

Trap-Shells

CLIMAX · DEFIANCE

Shooters of US

SCORE HEAVILY IN EARLY

Reports from Nine States Show Many Titles Falling to Guns of U. S. Users



"Bill" Lambert
Oklahoma, City—Okla.



Charles Bogert
Sandusky, Ohio



TEXAS

SOUTH CAROLINA

OHIO

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NLI 104335

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NLI 104336

ers of

US Trap-Shells

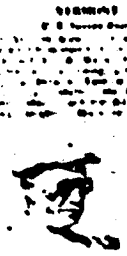
CLIMAX • • • DEFIANCE

CORE HEAVILY IN EARLY STATE SHOOTS!!

Reports from Nine States Show Many Titles Falling to Guns of U. S. Users



Charles Bogart
Sandusky, Ohio



L. L. Lane
Chester, Vermont





W. A. Peterson
Lynn, Mass.

MASSACHUSETTS

LOUISIANA

● Some gunners prefer Climax trap loads—some Defiance—that's a matter of choice. But it's a matter of record that U. S. trap loads—Climax or Defiance—have helped many a man or woman to championship standing and helped many a champion stay champion. You shoot the best when you use U. S.

US

UNITED STATES CARTRIDGE CO.
111 BROADWAY, NEW YORK, N. Y.

This 1265x1300
SHOULD *establish a record*



. . . What do you say?

"Bill" Lambert, of Oklahoma City, Okla., shooting U. S. Climax, misses only 35 out of 1300 MIXED targets in Texas and Kansas State Shoots.

[illegible]

● "Bill" Lambert has been shooting his way into new-paper headlines everywhere. He broke 200 straight in the Texas State Shoot. He piled up a long run of 250 in the same tournament. But the [illegible] performance of all was his combined score for the Texas and Kansas shoots. Out of a total of 1300 targets he broke 1265 [illegible] MIXED targets, too!

That means 32 strings with only 35 targets missed in all. That means cold, calculating, shooting nerve and consistent day in and day out performance. That means, also, that "Bill" Lambert's choice of ammunition . . . U. S. Climax Trap Shells . . . has the uniformity and dependability that justify the confidence he places in it.

C. A. BOGERT BREAKS 773x800
at OKOBOJI INDIAN SHOOT



● At the annual meet of the Okoboji Indians held at Cedar Point, Ohio, June 14-17, C. A. Bogert, of Sandusky, Ohio, was high on 800 targets, breaking 773x800. His score on 600 16 yard targets included in the 800 mentioned above was 533. His long runs during the shoot were 166, 197 and 200. He used U. S. Climax Trap Shells throughout the shoot.

[illegible]

● Shoot U. S. Trap Shells this year . . . the brand that won the 32nd Grand American Handicap . . . It is a significant fact that reports on nine early state shoots showed shooters of U. S. Ammunition well out in front.

UNITED STATES CARTRIDGE CO. 111 Broadway, New York, N. Y.

US *Trap-Shells*

CLIMAX • • • DEFIANCE

Reprinted from Sportsmen's Review, July 9, 1932

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NLI 104337

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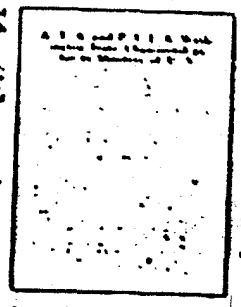
NLI 104338

. . It Certainly LOOKS LIKE A US YEAR!

Users of U. S. Everywhere Continue to Gather State Championships and Other Shooting Laurels. Three U. S. State Singles Champions in New England Alone . . . . Two on Pacific Coast.

New Hampshire State Shoot Another New England Triumph for U. S. Shooters





Mrs. Stillwagon, shooting U. S. Debates, Wins Ladies' Championship of New Jersey for Second Time.

Julius Petty, of England, Arkansas, Shooting U. S. Debates, Clinches Chicago Cup



U. S. Shooters Score in Texas Shoot and Regulation Shoots

July 1

July 2

UNITED STATES CARTRIDGE COMPANY, NEW YORK, N. Y.

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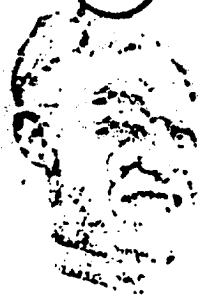
NLI 104339

Since the 32nd G. A. H...

It's been a US year at the traps



In the fall of '41 the Reverend Garrison Bochnik, of McClure, Ohio, put on shootin' steam and smashed through the highest class competition to win the 32nd Grand American Handicap with U. S. Shells. Then twenty-one U. S. shooters made it three out of the first five places in this annual American classic.

If that isn't enough to demonstrate the straight shooting, smashing power of U. S. Shells, take a look at recent New England records. U. S. shooters won the State Singles championships in Massachusetts, in Maine, in Vermont and in New Hampshire. [illegible] important championships in these four states U. S. shooters won 12, and tied for high gun in 3.

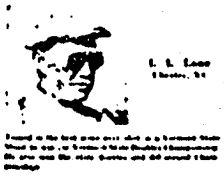
In addition, U. S. shooters figured very prominently in state shoots in other parts of the country—on the Pacific Coast, in the Middle West, South—all over. Take a look at the shooting performances listed below and opposite.

Some champions prefer Climax trap Leads—some Dekanee. That's a matter of choice. But it's noticeable that a host of champions insist upon U. S.

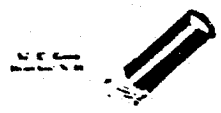
United States Cartridge Co., 111 Broadway, New York, N. Y.



W. A. Peterson



L. L. Lane





George L. Osborn



Joe A. Wallwood



W. C. Lohmberg







Joe Gallman

US

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NLI 104340

the 32nd G. A. H...

ı a
r at the traps

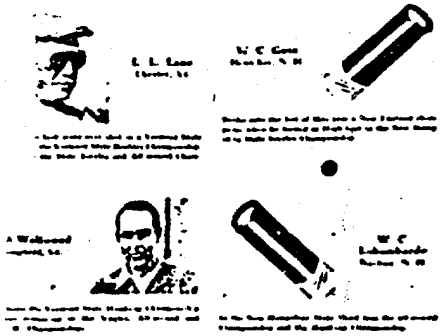
...ff of '33 the Reverend ... Rochuck, of McClure, ... on shootin' steam and ... through the highest class ... to win the 32nd Grand ... Handicap with U. S. ... two more U. S. shooters ... here out of the first five ... this annual American

...ion't enough to demon... straight shooting, smash... of U. S. Shells, take a ... New England records, ... won the State Singles ... in Massachusetts, in ... Vermont and in New Hampshire. Of the 16 important championships in these four states U. S. shooters won 12, and tied for high gun in 3.

In addition, U. S. shooters figured very prominently in state shoots in other parts of the country—on the Pacific Coast, in the Middle West, South—all over. Take a look at the shooting performances listed below and opposite.

Some champions prefer Climax trap 1 ads—some Defiance. That's a matter of choice. But it's noticeable that a host of champions insist upon U. S.

United States Cartridge Co., 111 Broadway, New York, N. Y.





Champions insist on

US Trap-Shells

CLIMAX • • • DEFIANCE

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CAMERA SHOTS *from* VANDALIA!

A Pictorial Record of
OUTSTANDING PERFORMERS
at G.A.H. *Tournament*
with (US) Ammunition

00048

NLI 104341