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1935

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"THE CARSON" SCRAP BOOK

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	American Magazine			Pgs. 11, 12, 13, 14, 15, 16
	American Paint Journal			Pgs. 32, 33, 34, 35, 36, 37
	American Paint and Oil Dealer			Pgs. 20, 21, 22, 23, 24, 25
	American Painter and Decorator			Pgs. 26, 27, 28, 29, 30, 31
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	Wall Street Journal			Pg. 73
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START A NEW BOOK EACH YEAR

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Please watch calling
'HOME'
as watch painting with
Dutch Boy



The old Dutch Boy was the best painter of a house. He was a good painter and had a good reputation for his work. He was a good painter and had a good reputation for his work.

Dutch Boy does not crack and peels. It is the best paint for the outside of a house. It is the best paint for the outside of a house.

If you have a good painter, you will get a good job. If you have a good painter, you will get a good job.

When you have a good painter, you will get a good job. When you have a good painter, you will get a good job.

DUTCH BOY WHITE-LEAD
Good Paint's Only Name
NATIONAL LEAD COMPANY

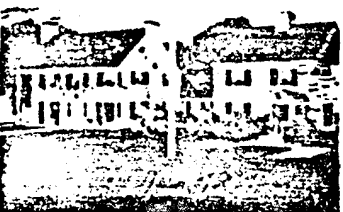


TWO BUCKETS OF PAINT
THAT
LOOKED ALIKE

"I thought the two were good," said the man who had bought the "cheap paint." "I was wrong. The 'cheap paint' was a good paint, but it was not Dutch Boy. It was not Dutch Boy."

And he was right. The man who had bought the "cheap paint" was a good painter. He was a good painter. He was a good painter.

DUTCH BOY WHITE-LEAD
Good Paint's Only Name
NATIONAL LEAD COMPANY



When you have a good painter, you will get a good job. When you have a good painter, you will get a good job.

DUTCH BOY WHITE-LEAD
Good Paint's Only Name
NATIONAL LEAD COMPANY

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YOU CAN'T FOOL THE WEATHER with a "CHEAP" paint



Look at the examples shown at the left. Small photographs of paint performance. Not here was the difference made an apparent saving of 10% at the start... and how within a year that "saving" turned into a \$100 loss. Contrast that performance with the Dutch Boy White Lead paint made with Dutch Boy doesn't crack, and wash, but wears down by gradual chalking and leaves a perfect foundation for the new coat at repainting time. There's no really knowing when and, consequently no extra cost - to pay for. When you paint, consult a capable painter who gives you a custom-made job. No one knows paint like a painter.

NATIONAL LEAD COMPANY
111 Broadway, New York, 10038, U.S.A.
In Canada: 111 Broadway, New York, 10038, U.S.A.
In England: 111 Broadway, New York, 10038, U.S.A.
In France: 111 Broadway, New York, 10038, U.S.A.
In Germany: 111 Broadway, New York, 10038, U.S.A.
In Italy: 111 Broadway, New York, 10038, U.S.A.
In Japan: 111 Broadway, New York, 10038, U.S.A.
In Russia: 111 Broadway, New York, 10038, U.S.A.
In Spain: 111 Broadway, New York, 10038, U.S.A.
In Sweden: 111 Broadway, New York, 10038, U.S.A.
In Switzerland: 111 Broadway, New York, 10038, U.S.A.
In the Netherlands: 111 Broadway, New York, 10038, U.S.A.
In Belgium: 111 Broadway, New York, 10038, U.S.A.
In Luxembourg: 111 Broadway, New York, 10038, U.S.A.
In Austria: 111 Broadway, New York, 10038, U.S.A.
In Czechoslovakia: 111 Broadway, New York, 10038, U.S.A.
In Denmark: 111 Broadway, New York, 10038, U.S.A.
In Finland: 111 Broadway, New York, 10038, U.S.A.
In Greece: 111 Broadway, New York, 10038, U.S.A.
In Hungary: 111 Broadway, New York, 10038, U.S.A.
In Ireland: 111 Broadway, New York, 10038, U.S.A.
In Norway: 111 Broadway, New York, 10038, U.S.A.
In Poland: 111 Broadway, New York, 10038, U.S.A.
In Portugal: 111 Broadway, New York, 10038, U.S.A.
In Rumania: 111 Broadway, New York, 10038, U.S.A.
In Slovakia: 111 Broadway, New York, 10038, U.S.A.
In Slovenia: 111 Broadway, New York, 10038, U.S.A.
In the Soviet Union: 111 Broadway, New York, 10038, U.S.A.
In the United States: 111 Broadway, New York, 10038, U.S.A.
In the United Kingdom: 111 Broadway, New York, 10038, U.S.A.
In the United States of America: 111 Broadway, New York, 10038, U.S.A.

Illustration copied from the National Lead Company
© 1937 American Federation of Labor

1/2 PINT DUTCH BOY MONKEY

THAT'S SEALING OFF!



NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

111 Broadway, New York, 10038, U.S.A.

"This monkey seal you to learn off what's left of his 'cheap' paint... and give for a new prime my word, but!"

"When I look at the Dutch Boy job, you're doing off them!"

Think that White Lead does not crack, and so it is no reason at all to be so sure of it. It's only for a perfect seal-off and depend on it. No more, no more, no more painting over.

When you repoint get a painter who uses Dutch Boy. He gives you a custom-made job. No one knows paint like a painter.

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NLI 104619



WHEN YOU LOOK AT A MOUNTAIN...

What you really
see is Paint

And you know looking at a person that is
it is pointed with various numbers. That's
boy.. instead of a clean head, when you

441 100 percent and then
 442 some more for the
 443 same reason, all of them
 444 are the same reason.

The above information was provided to the
 FBI on 10/10/78 by the FBI on 10/10/78
 The above information was provided to the
 FBI on 10/10/78 by the FBI on 10/10/78
 The above information was provided to the
 FBI on 10/10/78 by the FBI on 10/10/78

NAVALGAL LEAD COMPLINT

DEITCH BOY WHITE-EX-13

Good thing, 1952, June

14. 04. 1981

FD-302 was filled out on 10/1/77. The shape was looked at and was good as the block. The rest was done.

[illegible]

Comparison of with the other
that is what is more than

There are not only a few
 but a great many of them
 who are not only not
 but are not only not

water on shore. The age of present shoreland forest varies from 10 to 20 years.

of interest and is required at a
great time.

Wanted a good job good for
years. I'll be a little bit...

... a statement of the
... that he was the
... of the ...

properly trained all young people and
families have gained further experience under
their own hands. The same thing

9 DUTCH BOY

THE NEW BOY
Good Times

ESP-74 - American Indemnity Co.

100

... ..

1990

1



INTER BOY WHITE-LEAD

Good Times: Under View

NATIONAL LINE COMPANY

100-5754 - James Edmund Thayer, 1922

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November 14, 1935

OIL, PAINT AND DRUG REPORTER



The surest way to maintain the demand for your paints is to make them enduring.

The more white-lead you use the better the paint...not only in lasting qualities but ease of spread and in coverage.

Throughout the paint industry National

Lead Company white-lead pigments are favorably known for their high quality and uniformity.

In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides — red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
 111 Broadway, New York, 110 (New York Office)
 Boston Office: 110 Broadway, Boston, 110
 Chicago Office: 111 Chicago Street, Chicago, 111
 San Francisco Office: 111 California Street, San Francisco, 111
 Seattle Office: 111 1st Avenue, Seattle, 111
 Portland Office: 111 1st Avenue, Portland, 111

DRY WHITELEAD
 (Pigment, ground, and other)

W.H.T.S.
 (White Lead, Tint, and other)
WHITELEAD

BASIC LEAD
SULPHATE

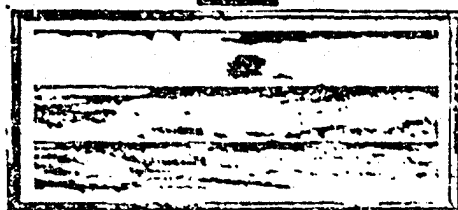
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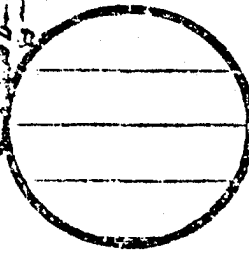
NLI 104620

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A 'Cheap' Paint Job is a BILLBOARD CONDEMNING LUMBER!



← CHEAP PAINT
The billboard above shows a beautiful landscape scene. But the paint is so cheap that it has faded and peeled off in many places, leaving the wood of the billboard exposed and looking like a mess.



Some of the most common mistakes made in painting a billboard are: using cheap paint, not using enough paint, and not using the right kind of paint. These mistakes can result in a billboard that looks like a mess and that is condemned by the public.

Choose the proper paint for the job. The paint should be of good quality and should be applied in the proper manner. If you are in doubt, consult with a professional painter. He will be able to tell you exactly what to do and how to do it.

When you look at a 'cheap' paint job, you can tell that it is a mistake. The paint is so cheap that it has faded and peeled off in many places, leaving the wood of the billboard exposed and looking like a mess.

But there is a way to avoid this. When you use Dutch Boy White-Lead paint, you are sure to get a good paint job that will last for many years.

That's why it's better than Dutch Boy.

When you begin to paint with Dutch Boy White-Lead, you can be sure you are getting a paint that is durable and that will last for many years. It is the only paint that gives you 15 YEARS of protection.

DUTCH BOY...

...is the only paint that is so good that it has been used for over 100 years. It is the only paint that is so good that it has been used for over 100 years.

Paint made with Dutch Boy White-Lead does not crack and will last for many years. It is the only paint that is so good that it has been used for over 100 years.

When you begin to paint with Dutch Boy White-Lead, you can be sure you are getting a paint that is durable and that will last for many years. It is the only paint that gives you 15 YEARS of protection.

DUTCH BOY
All Purpose Soft Paste
WHITE-LEAD



25¢ per gallon in 1-gallon cans. 50¢ per gallon in 5-gallon cans.

NATIONAL LEAD COMPANY
115 Broadway, New York 10006
Dutch Boy White-Lead is a trade name for the product of the National Lead Company. It is the only paint that is so good that it has been used for over 100 years.

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NLI 104621

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When "Cheap" Paint Fails,
LUMBER is the GOAT



W^hile the two countries debated the
new passport application rules,
early morning a ship's guard post
along a shore town.

The coal business still clinging to the system of selling to the state is a costly experience the striking and waiting will of a price the owner would want to see.

But three weeks half the party was only able to buy a replacement pillow before he expected to, but he had to put the bedding and wrapping in his own car until he was out.

After an experience like this time
and believe the cause of the failure
of the mission is a lack of organization
and a lack of interest in the
work of the church. The church is
not doing what it should be doing.

Don't let "cheap" paint make
number the GDA!

Every store you visit will be selling
with the customer in complete health
and good mood and a good partner.

Exhibit A shows the kind of
job he was doing

His name will be on the list of the
the members of the committee.

one in the same manner as the other in the
the first of the two and the other in the second.

There is the hand of power with that
and with power is the hand of power
to the hand of power and to the

Paint made with Dutch Blue
in this kind of case most such are
made. It is used in the weather. It is
shown underneath the gradual strati-
fication, leaving a somewhat even surface
but not smooth.

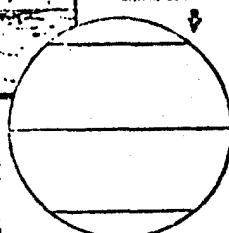
It was happened because that the
 White House and the other that

'CLEAR' PAINT

10. The first step in the process of the development of a new product is the identification of a market need. This is often done through market research, which can be conducted in a number of ways. One common method is to conduct surveys of potential customers, asking them about their needs and preferences. Another method is to observe how people use existing products and identify areas for improvement. A third method is to conduct focus groups, where a small group of people are brought together to discuss their thoughts and feelings about a product. Once a market need has been identified, the next step is to develop a concept for a new product that meets that need. This is often done through brainstorming sessions with a team of designers and engineers. The concept is then refined and a prototype is developed. The prototype is then tested with a small group of people to see if it meets their needs and if it is feasible to produce. If the prototype is successful, the next step is to develop a full-scale production plan. This involves determining the materials and components needed, the manufacturing process, and the distribution channels. The final step is to launch the product and monitor its performance in the market. This is often done through sales data and customer feedback. If the product is successful, it may be expanded into new markets or new product lines may be developed. If the product is not successful, the company may need to re-evaluate its strategy and make changes to the product or the marketing plan.

11/11/14, 11/11

DUTCH BOY..



Most paint products are much the better by actually selling them. They give you not only present "cash" paint from making lumber the DAY, but you build up a considerable volume of paint business for yourself.

DUTCH BOY
All-Season Safe-Last
WHITE-LEAD



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NATIONAL LEAS COMPANY
101 Broadway, New York 20, N.Y. 10038
Telephone: (212) 410-1000
Telex: 210-1000
Cable: 210-1000
NATIONAL LEAS COMPANY
101 Broadway, New York 20, N.Y. 10038
Telephone: (212) 410-1000
Telex: 210-1000
Cable: 210-1000

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When "Cheap" Paint Goes
LUMBER HOLDS THE BAG!



11/11/2019 11:11 AM

[illegible]

7 The panel at the same time, by a
bill of 1912, shows a number
of other parts of the same country.

It has been pointed out previously that the
members of the party are not as yet
trained as well as the other party
members.

But what is the purpose of the exercise?

The following persons who were in the process of leaving the room when we went had not yet entered the crowded house on a previous trial and made mistakes in entering the room that we perceived the witnesses could not recognize with them and passed the time with a view to the appeal.

I suppose because it was the least of things that could be done to protect the line.

2. The Commission has also received information from the Government of India that the Government of India has decided to set up a Commission to inquire into the activities of the Government of India in the field of human rights.

The materials in the above bundles, were a part of the papers in the possession of the late Mr. [redacted] by the year 1840 and were then placed in the above bundles.

There is a large group of people who hold the dog. This was the first time we had a group of people who were all present at the same time and were all working on a common project and the only

"CHEAP" PAINT

DUTCH BOY

presence of emphasizing both great points
and a small point?

There's nothing better than
Black & Blue

It has been suggested previously that the
theater should not be used for such
experiments unless a parent is available
to assist the process. It is noted that the
theater is not used for such experiments.

From rock work (left) to the 3 bar level

There are many people who are in the same boat as you are. They are also looking for a way to get out of their current situation. I can help them too.

It was hoped that the 1954 election would be held and the entire election process would be completed by the end of the year. It was also hoped that the election would be held and the entire election process would be completed by the end of the year.

DUTCH BOY
All-Resistant Life-Paste
WHITE-LEAD



5/24/75 - from *Agave americana*, from 2' and 4' in 750 ft

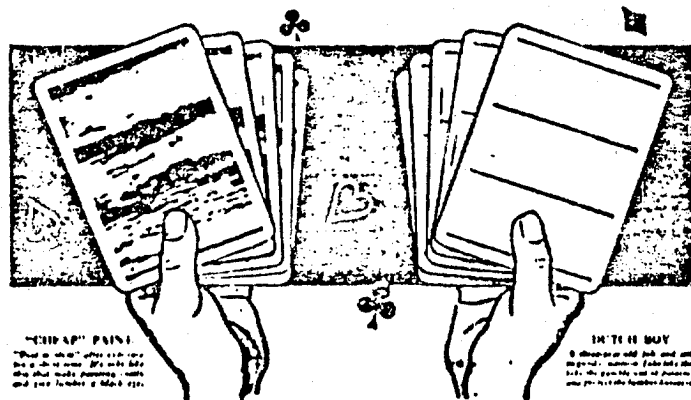
NATIONAL LEAD COMPANY
 511 Broadway New York 10036
 New York 10036
 Telephone: 789-1000
 Telex: 100000
 Cable: 100000

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NIJ 104623

The Cards are STACKED against LUMBER WHEN "CHEAP" PAINT DEALS THE HAND



"CHEAP" PAINT
"That's what I got after I've been in the paint business for 20 years. It's the kind of paint that makes painting a job and gives lumber a black eye."

IN THE BUY
It's the kind of paint that makes painting a job and gives lumber a black eye."

At the left, above, is pictured a "cheap" paint... the kind of deal that always takes place when a property owner gambles with "cheap" paint.

This is an actual photograph—a photograph taken a short time after "cheap" paint was applied.

When the victim bought this "cheap" paint job, he didn't know the paint would go to pieces so soon. And, of course, didn't know either he was buying himself in for the heavy expense of burning and scraping off the old remains before new coats could be applied.

But the property owner isn't the only

victim. When "cheap" paint deals the hand the cards are stacked against LUMBER, too.

For it is exactly experiences like this that make owners feel that lumber costs a pretty penny to protect and that it might be better to invest in building with materials that don't need paint.

Don't let "cheap" paint start a trend away from lumber. Every time you sell siding to a customer point out the importance of using both good paint and a good painter.

Dutch Boy gives lumber a SQUARE DEAL.

When you advocate painting with Dutch Boy White-Lead you can be

sure you are recommending a paint that is durable... a paint that gives lumber a square deal and, therefore, protects the LUMBER BUSINESS.

Paint made with Dutch Boy White-Lead does not crack and scale. It resists the weather... wears down gradually by gradual chalking, leaving a smooth, even surface for new paint.

If you happen to carry Dutch Boy White-Lead and the other Dutch Boy paint products, so much the better. When you actively sell Dutch Boy there's no danger of lumber getting a raw deal, and besides you build up a profitable volume of paint business for yourself.

DUTCH BOY
All Purpose Safe White
WHITE-LEAD



NATIONAL LEAD COMPANY
115 Broadway, New York 110-116 St. Building
New York 1000 Pa. 13th Ave. 1010 Broadway Ave.
Cincinnati 1270 W. 10th Avenue Ave. Cleveland
115 Broadway St. St. Louis 1100 10th St. St.
Philadelphia 1000 Locust St. 1000 Locust St.
St. Paul 1100 Locust St. 1100 Locust St.
St. Paul 1100 Locust St. 1100 Locust St.

5-10-4284—Answer Lumberman, May 25, Oct. 12, 1942

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Don't let "Cheap" Paint
put LUMBER

ON THE SPOT!

The unexpected cost of using "cheap" paint causes
the painter to make a grade against paint...and
surfaces that require painting

Don't let "cheap" paint start a trail away from
lumber. Every time you call on a painter to
renew your painted painting with Dutch
Boy White-Lead. Its durability protects
lumber and also protects the lumber business.



NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

MADE IN U.S.A. - 100% PURE - 100% WHITE - 100% DURABLE - 100% PROTECTIVE

100% WHITE - 100% PURE - 100% DURABLE - 100% PROTECTIVE

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16



- Sheet Lead
- Lead Pipe and Tubing
- Lead Alloy
- Lead Wire
- Lead Tapes and Bands
- Lead Wire
- Tellurium Lead
- Solder
- Soldering Metal
- Type Metal

Manufacturers also of whitelead, red lead and other
pure materials under the famous Dutch Boy trademark

NATIONAL LEAD COMPANY

New York 170 Broadway Baltimore 111 N. Broadway Boston 141 N. State St. Chicago 100 W. Madison St. Cincinnati 500 Vine St. Cleveland 100 N. Superior St.	St. Louis 300 Chestnut St. Richmond 100 N. 1st St. St. Paul 100 N. 1st St. Seattle 100 N. 1st St. Springfield 100 N. 1st St. St. Thomas 100 N. 1st St.	St. Paul 100 N. 1st St. St. Thomas 100 N. 1st St. St. Thomas 100 N. 1st St. St. Thomas 100 N. 1st St. St. Thomas 100 N. 1st St. St. Thomas 100 N. 1st St.
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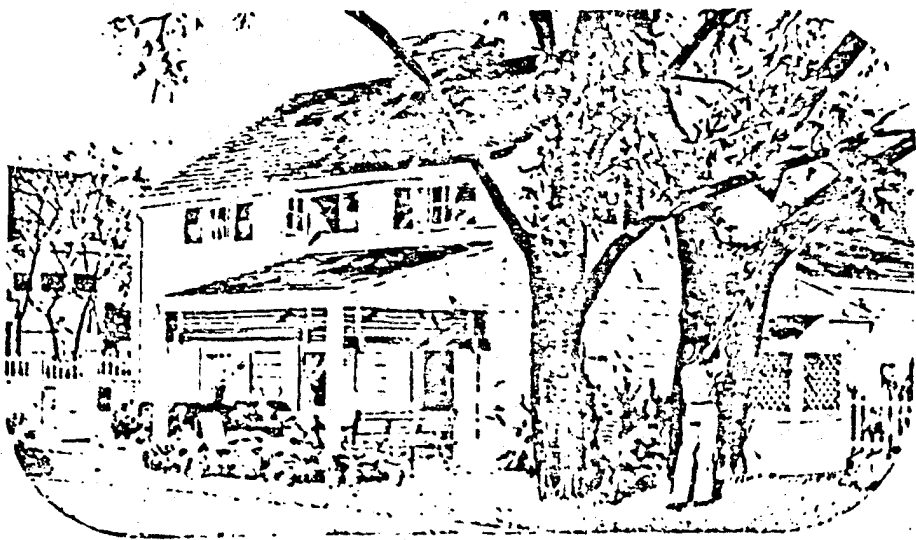
The Journal of Commerce - October 4, 1934

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When you've worked and Saved for
A HOME OF YOUR OWN..
don't let "Cheap" Paint Spoil it

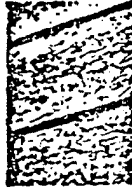
THE N. H. A. REMOVES THE LAST EXCUSE FOR NOT GIVING IT DUTCH BOY PROTECTION

THINK of the years of planning, of all the things you've gone without to, you might buy your home. It means so much to you... don't let it be spoiled by "cheap" paint.

Put "cheap" paint on your home. If you doubt it, look at the left-hand photo. See how the paint has cracked and scaled, leaving the wood exposed.

As the weather gets on its work, all the expected savings of the "cheap" paint job fade away. Not only must you repaint in a short time, but pay for two extra items: (1) the burning off of the old paint, and (2) the new priming and whitening that makes necessary.

Dutch Boy, on the other hand, does not crack and scale in years the same... wears down gradually.



CHEAP PAINT
 After 10 years
 the paint has cracked and scaled, leaving the wood exposed.



DUTCH BOY
 After 10 years
 the paint is still smooth and intact, protecting the wood.

DUTCH BOY WHITE-LEAD
Good Paint's Other Name

by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.
 That's why the experienced painter uses Dutch Boy White-Lead. He knows it to meet the requirements of your job and uses it to the exact color you specify. No one knows paint like a painter.

N. H. A. Help You Paint Now
 With National Housing Act loans available, a necessary painting job need no longer be postponed for lack of ready cash. The monthly payments are surprisingly small. But whether you use the Government plan or not, send for our free booklet which tells how to combine with paint and what to look for when buying a paint job. Included are directions for arranging a painting team. Write for *The 11 or 12* in today. Address Dept. 157, nearest branch.

NATIONAL LEAD COMPANY
 115 Broadway, New York 1, N.Y.
 Branches in all major cities.



© 1942 National Lead Company
 American White Lead & Paint Company, Inc.
 New York, N.Y.

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It's not Putting it On... but Taking it Off that makes
"CHEAP" PAINT SO EXPENSIVE

*No burning and scraping
with Dutch Boy . . . it costs less
by the year and now the N.H.A.
lets you pay for it by the month!*

"Figures on painting your house? Sure, I'll be glad to. But I can tell you one thing; we . . . the price will depend on what kind of paint you used last time."

"I hope it won't cheapen Burnside and warping sides come. It runs the same up the thigh. But it's the only thing you can do when the old paint has cracked and peeled. Then I have to put on a new swimming cap. That's on stem, too.

"And when I've finished all that, where am I?
Right at the point where I've done much over an old
Dumb Bay job."

"Don't they, you see, down, crash and scale.
It sounds the weather... wears
down suddenly by gradual
sloughing which leaves a smooth,



DUTCH BOY WHITE-LEAD
Good Paint's Other Name

Approved by the National Security Council, April 1, 1955
 Date of Issue: April 1, 1955
 Issued by: National Security Council

Autism Language: November, April
 Autism: November, April

Robert H. Smith & Co. Inc. New York
New York, N.Y.

and the data on surface σ – are plotted in Figure 6. The dashed line shows the theoretical dependence of σ on η for $\eta = 0.01$ and $\sigma = 0.01$ (see eq. (1)).

Doesn't that explain why the crown sometimes punts more "cheap" punt and now than it has? I have heard the critics of the move the requirements of your job and then it is the same order you specify. It's one lower punt like a punter.

Don't Delay... Use the N.H.A.

With Personal Financing Accounts available, there is no need to put off purchasing the link of ready cash. Monthly payments are unpayably small.

[illegible]

NATIONAL LEAD COMPANY

[illegible]

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ESB

NLJ 104628

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0507

NLI 104629

HOME

*The Place you Love the Best
- Deserves the Best Protection*



And now, under the N. H. A. plan, you can give it Dutch Boy protection for a few dollars a month!

If you see your home in danger of being damaged by such a pest as mold, mildew, rot, decay, insect damage, or weathering, insure it by choosing "cheap" paint! Not so-called "cheap" paint, but real "cheap" paint will last!

Look at the left hand photo, an actual section from a house whose owner just a short time ago thought he was saving money.

See how the "cheap" paint has gone to pieces, cracked and peeled off after a few months. Now it must be scraped and scraped off. And that calls for an even cost in repainting. That's why you find "cheap" paint so costly.

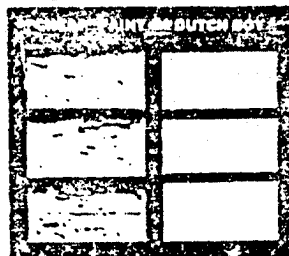
Dutch Boy, on the other hand,

does not crack and peel. It is in the weather, it wears down gradually by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.

And so the painter who has your interest at heart uses Dutch Boy White-Lead. He mixes it to meet the requirements of your job and uses it to the exact color you specify. No one knows paint like a painter.

Paint Now... On the N. H. A.

Under the National Housing Act, you can paint without ready cash. The monthly payments are surprisingly small. But whether you use the Government plan or not, send for our free booklet which tells how to make money with paint and what to look for when buying a paint job. Included are clear and explicit directions for arranging a painting loan. Send the coupon for *The House We Live In*, today. Address: Department 159, in case of the master branch listed at right.



After 15 Years

Photo shows the effect of Dutch Boy paint on a window frame. The paint is still in perfect condition after 15 years.

After 4 Years

Photo shows the effect of "cheap" paint on a window frame. The paint is cracked and peeling off after 4 years.

NATIONAL LEAD COMPANY

100 Broadway, New York, N. Y. 10038. Branches in all major cities. Write for free booklet *The House We Live In*. Enclose 10¢ for postage. Name _____ Address _____ City _____ State _____ Zip _____



DUTCH BOY WHITE-LEAD
Good Paints Other Name

EDdy's - 444 N. 4th St. - 1000
1000, May 6

Shoreline Properties, Inc.
Riverside & Garden, Jan

Century Properties, Inc. 11
National Geographic Magazine, Jan

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



Where your
DREAM HOUSE Comes true
...don't let Cheap Paint
make it a Nightmare!

Use Dutch Boy and make protection
a reality—small N.H.A. payments
make it easy

THERE are no illusions in the protection Dutch
Boy gives. You expect it to last a long time,
and it does.

But the man who buys a "cheap" paint job with
intentions of saving money, soon wakes up to find his
paint and his "savings" both gone.

Look at the photographs shown here. See how
the "cheap" paint has cracked and peeled, after only a
year and a half. Now it must be scraped and stripped
off before repainting. Cost, \$75. And a new paint-
ing crew will be needed. Still more expense.

Unlike "cheap" paint, Dutch Boy does the work
and makes it worth the money. It wears down uni-
formly by gradual chalking which leaves a smooth,
unbroken surface, an ideal foundation for new paint.



"CHEAP" PAINT
after 1 1/2 years

DUTCH BOY
after 1 1/2 years

And this is the result of
using cheap paint. The surface
is cracked and peeling, and
the paint is gone in places.

But this is the result of
using Dutch Boy. The surface
is smooth and uniform, and
the paint is still there.

No wonder the experienced painter uses Dutch
Boy. When faced with the task of making the expec-
tations of your job and yours in the paint value
you specify. No one knows paint like a painter.



Coupon brings facts on Paint and N. H. A.

There's no need to put off painting for lack of
money, since the N. H. A. makes painting loans
available. Monthly payments are small, but whether
you use the loan or not, send coupon
back for our free booklet which tells how to make
money with paint and what to look for when buying a
paint job. In bold, clear, complete directions for
obtaining a painting loan, sign
and mail the coupon today!

For More Facts See "Ask the
Department Man, nearest branch.



DUTCH BOY WHITE-LEAD
Good Paint's Other Name

ALBANY, N. Y. Jan. 22, 1931. Albany, N. Y. Jan. 22, 1931. Albany, N. Y. Jan. 22, 1931. Albany, N. Y. Jan. 22, 1931.

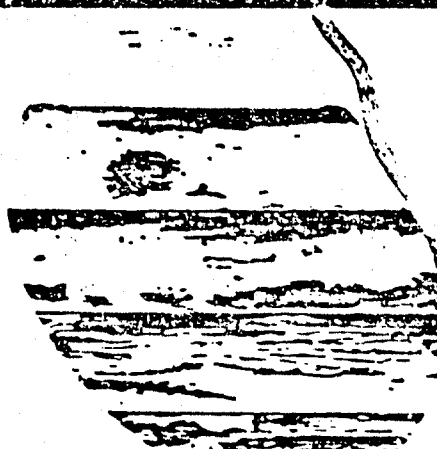
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0370

NLI 104630

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There's a Song Note in
HOME SWEET HOME
some after your size Cheap Paint!

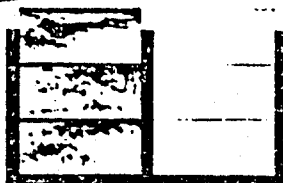


The "good news" is that being disappointed is not always the end of the world. It's just a sign that you're trying to do something that's new and different. And that's a good thing. So when you're disappointed, don't give up. Keep trying. You'll find a way to make it work. And when you do, you'll be happy. And that's the best news of all.

"I beg your pardon, please, excuse the appearance of your house. It is this simple and ordinary place must be turned and adapted to the new world. But your house - several times what you hoped to see in the new place. And after that, will make a new, interesting and promising place will be needed."

How different is the Dutch this person! Here's a poem that begins on promises of beauty and happy life... a poem that you put her on's ear. Dutch! They don't say such and such and make it worse the weather - words down - suddenly he's got his chinking which leaves a smooth, unbroken surface for one poem.

3. Massive Church - this laws because it gives you a dependable point - the experimental point was the human whirlwind. It points to the great the requirements of your job.



"CHEAP" PAINT

after 15 years

The above information was obtained from a review of the files of the FBI, New York Office, dated 10-17-68.

BUTCH BOY

after 1 year

There seemed to be a good reason for this, as the things were not so good as they were in the past. And so we were not so good as we were in the past.

and times in the past when you specify. His
was almost pure like a promise

N. H. A. for funds... Don't stop for point
A National Housing Act has made it needless to delay granting insurance on bond to adjust Monthly

permanence are surprisingly small. But, whether you use the Government plan or not, and the coupon for one tree illustrated to the left, "The House We Live In." It tells how we can make our own plan, how to choose a tree, what to look for when buying a planting job. It includes the directions for arranging a planting team. Read the coupon over, to the Department, too, in case of no one to help and make sure there will be no more trees in our home town ever again.

NATIONAL LEAD COMPANY

[illegible]

NATIONAL TRAP COMPANY
 15000 Highway 100
 Dallas, Texas 75244
 Phone (214) 343-1111
 Telex 720000
 Cable NTRAPCO

DUTCH BOY WHITE-LEAD
Good Paints Other Name

67-10010-10000
 From August 12

Amicus Magazine, Toronto
Ramp Magazine & London Toronto

Letter: Dated July 8 Received: Evening Post August 20
 1 copy of same, to the Registrar, September

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古今圖書集成

NTI 104631

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NIT 104632

**"Why
PAY GOOD MONEY FOR
A PAINT JOB—ONLY
TO SCRAPE IT OFF?"**

"READY" PAINT
Applied in minutes

SHOWN BY
James J. Brown

"LOOK at this point. what's left of it? Even from the house I'm standing in, I could see there had it is. That's what always happens with cheap paint.

"You see are I can't print more. It will all have to be burned and a good deal of what you and every one else thought you had. And that was all. After burning and using, I have no part in a new printing and

"And when I've got all that done, I'm just at the point where I want to work when the old job was Dutch Bay."

Any experienced painter will tell you that you are really ahead when your house is painted with Dulux. Buy it here - local.

This piece doesn't rock and roll. It sounds like
a roller... wears down with only the gradual chis-
eling which leaves a woman's underwear intact. One
that makes as much sense as the new pants.

The picture shows I think that we have the square
marks of your job and some of the same with your
spiky. The one looks a point like a pointer.

**Don't Buy Carbon Your House . . .
N. H. & the East**

Thanks to National Housing Act loans, you can
 purchase a new or used house at the money you need.
 Monthly payments can be spread out over 30 years.

[illegible]

DATE 10/10/2010 10:45:10 AM

10/10/1944

Phosphorus is a very important nutrient for plants and animals.

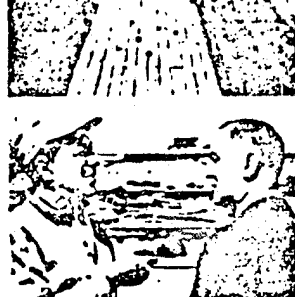
DUTCH BOY WHITE-LEAD
Good Paints Other Names

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DATE 08-28-2001 BY 60322 UCBAW

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THE SATURDAY EVENING POST

Why PAY GOOD MONEY FOR A PAINT JOB... ONLY TO SCRAPE IT OFF?



...and it will be gone! And when that's all done, it's not at the point where you start, repainting cost a Dutch Boy job.

An experienced painter will tell you that you are money dead when your house is painted with Dutch Boy White Lead.

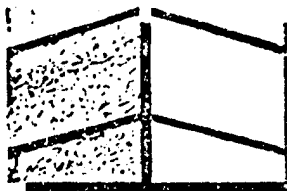
The paint doesn't crack and scale. It won't be weathered away down at its base by gradual chalking which leaves a rough, uneven surface. One that makes an ideal home for new paint.

The painter mixes Dutch Boy to meet the requirements of your job and tries to the exact color you specify. No one knows paint like a painter.

Dutch Boy Cares Your House...
N. H. A. the Cost

Think of this point... what's left of it. It lasted as long as a few months after it was put on. That's what always happens with cheap paint. Now, it will all have to be scraped and scraped off down to the bare wood. And that's not all. After forming and scraping, an extra coat—a new priming.

Thanks to a National Housing Act loan, you can paint now even if you haven't the money to hand. Monthly payments can be spread out over several years in small installments. But whether you use the installment plan or not, send the coupon for *The House You Live In*—an illustrated color scheme booklet that shows how to make more with paint and



CHEAP PAINT **IN 10 MIN**
After 10 years... After 10 years...

what to look for when you buy a paint job, inside or out. Included are clear directions for choosing a painting team. Send for *The House You Live In* today. Mail this coupon to Department 130, nearest branch.

NATIONAL LEAD COMPANY
130
Name _____
Address _____



DUTCH BOY WHITE-LEAD
Good Paint's Other Name

BR 1017 • Saturday Evening Post • 1935 • 1000

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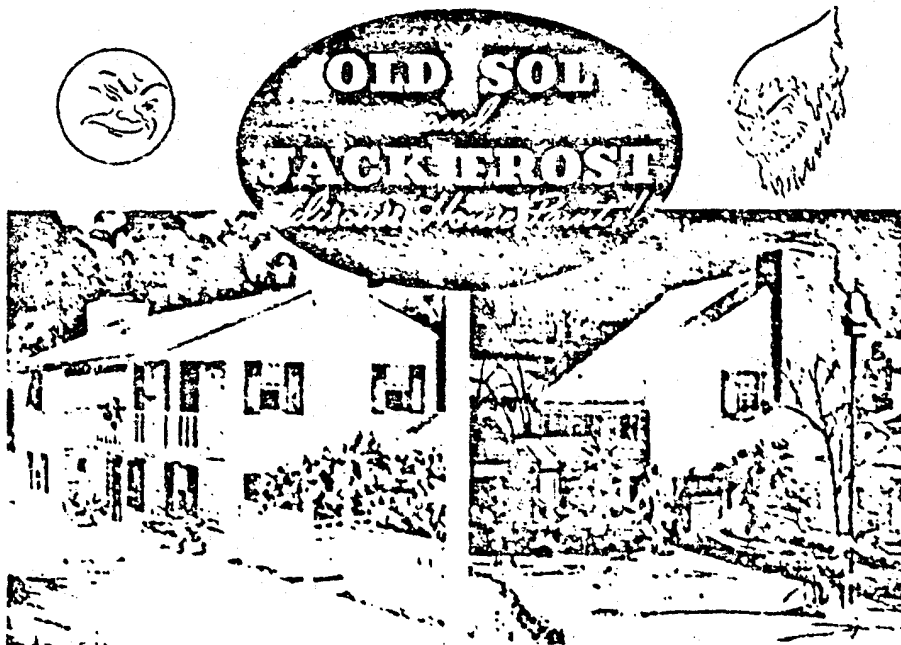
INTL 104000

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NLI 104634



LISTEN IN: you'll learn how to beat their game and the N.H.C. will help you do it!

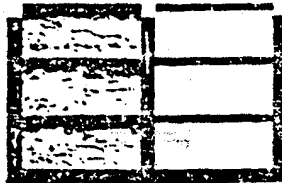
"I'm making them work of the paint on this house," says Old Sol. "After I've worked it all winter there won't be much left to do."

"No wonder you're having such an easy time with it," laughs Jack. "It's nothing but cheap paint. Look for me to beat Dutch Boy!"

"You said so, Jack. It turns me up to work on that paint. We do our best to get it off, but then have practically nothing to show for all our pains."

Dutch Boy does them great resistance to the weather. It does not crack and scale, but wears down gradually by gradual chalking which leaves a smooth, unbroken surface.

You can see the difference between Dutch Boy and cheap paint in the photograph on this page. "Cheap" paint, because it cracks and scales, must be scraped and scraped off down to the wood. Then, as a matter of the regular course, a new painting coat is needed—another unexpected expense. You don't



"CHEAP" PAINT
after 15 years

Old Sol says the up of cost to himself is much less than the cost to you of scraping and repainting. He says that the cost of Dutch Boy is much less than the cost of "cheap" paint.

DUTCH BOY
after 15 years

"I don't know how the up of cost to myself is much less than the cost to you of scraping and repainting. He says that the cost of Dutch Boy is much less than the cost of "cheap" paint."

have these costs to pay for with a Dutch Boy job. The experimental painter knows that the durability

of Dutch Boy White-Lead saves you money. That's one reason he prefers to use it. Another is that he knows it will meet the requirements of every job and turn it in to the satisfaction of you yourself. No more future paint like a painter.

Paint Now... Looked by the N. H. C.
Under the National Housing Act you can arrange to paint on an easy basis monthly basis. The National Housing Act is the Government plan to help you, and the company that you hire should be a member of the N. H. C. that you want to know about painting. Contact your nearest Dutch Boy White-Lead dealer, show him what he has to do when having a paint job. He should be that someone he is getting a painting from. And the company will be The Home We Live In. Ask them. Department, Inc., nearest branch.



NATIONAL LEAD COMPANY
1940-1941
The Home We Live In
Paint and all other products
for Home We Live In

DUTCH BOY WHITE-LEAD
Good Paint's Other Name

Address: 1000 North 1st Street, New York, N.Y. 10001
Branches: 1000 North 1st Street, New York, N.Y. 10001
Branches: 1000 North 1st Street, New York, N.Y. 10001

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PAINTERS
IN EVERY 10
use **DUTCH BOY**

Now one knows better than a painter that there's no substitute for experience in selecting painting materials. 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 smoothly by gradual chalking, leaving a perfect surface for repainting.

NATIONAL LEAD COMPANY
New York - 10 Broadway - Boston, 151 South St. - Chicago, 200 West
40th St. - Cincinnati, 2-5 Commercial - Cleveland, 100 N. E.
Highway - Denver, 1515 Broadway - San Francisco, 770
Judy Street - Seattle, National Lead Co. - 204 6th Ave. -
Pittsburgh, National Lead Co. 101 E. of Philadelphia 215 E. 4th
St. - St. Louis, National Lead Co. 101 E. 4th St. -
Washington, National Lead Co. 101 E. 4th St.



...and no one
knows paint like a painter.

11-11-74

13. 13. 12. 1901 13. 12. 1901 13. 12. 1901

NTI 104635

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For decorating interior surfaces... a
FLAT PAINT... DURABLE
it is also used for exteriors!

Yours very truly,
John D. Rockefeller

It is present that person in the
statement to make a statement, and
the other, the statement of the person
in the present to be made with the
person, the statement of the person
in the present to be made with the

Mr. Speaker, the first thing I want to say is that I am proud to be a part of this great country. I am proud to be a part of this great country. I am proud to be a part of this great country.

It has no ability of its own to think. It has to find its production in something else, something other than its own power and a culture in and through a self-mechanism of its own.

It is not that there is no
any more good news in the world
but it is not that there is no
any more good news in the world
it is not that there is no
any more good news in the world
it is not that there is no
any more good news in the world

And he is not alone with a power over other people's lives. He can make others very good and he can make them very bad. He has the most wonderful power to be either a father or a mother, a brother or a sister, a friend or an enemy, a lover or a hater, a savior or a destroyer. He can make us all his own people, his own family, his own church, his own nation, his own world. He can make us all his own people, his own family, his own church, his own nation, his own world. He can make us all his own people, his own family, his own church, his own nation, his own world.



You will want to work Dutch Bros
in Michigan, along with the other
Dutch Bros. people, to make the
most of your time and money.

7 47100 42. 20. 100 4 00000000

all the above to be held in confidence. The above information is being furnished to you for your information and is not to be used for any other purpose.



DUTCH BOY *Lead Mixing Oil*



2/11/1964 Houston, Texas
 Monday, February 11, 1964
 Houston, Texas - The Houston 14, 1964

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NLJ 104636

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HERE'S A **FLAT** PAINT
FINE *enough to be used inside... too* **DURABLE**



VII The case that found you
shows he visited me once and
that she is there, that is true.
And so we have heard her as good
as that she is now in our house,
it's good to see.

of the "little" people who are the backbone of the nation and who are the source of its strength. It is a book that will be read by all who are interested in the future of the United States.

The secret of their success lies in the process in which they have been elected. They were elected in an open, non-partisan procedure, through their Union List, in accordance to a treaty with the Chamber of Deputies of a nation in which there are no other elected representatives.

It is a simple matter to see that, under most conditions, the system will be stable. The only case where it is not stable is when the system is in a state of equilibrium and the input is zero. In this case, the system will be stable if the input is zero.

head boards as well as permanent beds. In addition, post offices, freight warehouses, gas and electric lines will be completely removed.

The following information is being provided for the purpose of
 providing information to the public regarding the activities of the
 Department of the Interior, Bureau of Land Management, in the
 management of the public lands of the United States.

TEST IT THIS WAY...



U.S. DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
WASHINGTON, D. C. 20535

✓ The Hanks are a noble Irish tribe, all
whom he had present, besides a lady, and
was only 14.

I found no more of the same kind of things in the collection. The same kind of things are found in the collection of the same kind of things.

Naturally, the demand for local Mexican film is skyrocketing rapidly. You will make no more than one getting to add to the responsiveness of your trade by asking them to provide to your outlet that is their own.

THE UNIVERSITY OF CHICAGO PRESS
530 North Dearborn Street, Chicago, Illinois 60610
Telephone: (312) 835-5000
Fax: (312) 835-5001
E-mail: orderdept@uchicago.edu
Web: <http://www.uchicago.edu/orderdept>



DUTCH BOY
Lead Mixing Oil

1. 1. The first part of the report
 2. 2. The second part of the report
 3. 3. The third part of the report
 4. 4. The fourth part of the report
 5. 5. The fifth part of the report
 6. 6. The sixth part of the report
 7. 7. The seventh part of the report
 8. 8. The eighth part of the report
 9. 9. The ninth part of the report
 10. 10. The tenth part of the report
 11. 11. The eleventh part of the report
 12. 12. The twelfth part of the report
 13. 13. The thirteenth part of the report
 14. 14. The fourteenth part of the report
 15. 15. The fifteenth part of the report
 16. 16. The sixteenth part of the report
 17. 17. The seventeenth part of the report
 18. 18. The eighteenth part of the report
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 27. 27. The twenty-seventh part of the report
 28. 28. The twenty-eighth part of the report
 29. 29. The twenty-ninth part of the report
 30. 30. The thirtieth part of the report
 31. 31. The thirty-first part of the report
 32. 32. The thirty-second part of the report
 33. 33. The thirty-third part of the report
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 35. 35. The thirty-fifth part of the report
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 38. 38. The thirty-eighth part of the report
 39. 39. The thirty-ninth part of the report
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 41. 41. The forty-first part of the report
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 49. 49. The forty-ninth part of the report
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 51. 51. The fifty-first part of the report
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 80. 80. The eightieth part of the report
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 82. 82. The eighty-second part of the report
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 86. 86. The eighty-sixth part of the report
 87. 87. The eighty-seventh part of the report
 88. 88. The eighty-eighth part of the report
 89. 89. The eighty-ninth part of the report
 90. 90. The ninetieth part of the report
 91. 91. The ninety-first part of the report
 92. 92. The ninety-second part of the report
 93. 93. The ninety-third part of the report
 94. 94. The ninety-fourth part of the report
 95. 95. The ninety-fifth part of the report
 96. 96. The ninety-sixth part of the report
 97. 97. The ninety-seventh part of the report
 98. 98. The ninety-eighth part of the report
 99. 99. The ninety-ninth part of the report
 100. 100. The hundredth part of the report

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NIJ 104631

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Here's the Secret of VOLUME BUSINESS IN THE PAINT LINE

Let these three members of the
cast give you the answer...

U.S. GOVERNMENT PRINTING OFFICE: 1964

I have a large amount of stock as far as the present necessities and supplies and I have all of the stock in the city that I can get. I have a large amount of stock in the city and I am confident that I can get all of the stock that I need.

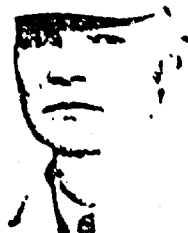


"We buy all of our paint material from two local paint dealers who furnish us with one Bush's No. 2 60-60-20. This business deals about eight annually."

DUTCH BOY
All Purpose Light Paste
WHITE-LEAD



1. The first part of the document is a list of names and dates, which appears to be a roster or a list of individuals. The names are written in a cursive script, and the dates are written in a more formal, printed style. The list is organized into columns, with names in the first column and dates in the second column.



HARRY L. McLAUGHLIN
WINTHROP, OREGON, 1908

"My material purchases amount to approximately \$1000 a year and I spend this money with the firm which supplies me with the 1000 lbs. of rice I need."



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[illegible]

NATIONAL LEAD COMPANY
115 Broadway, New York 10038 N. Y. Tel.
212-606-7000 Telex 910100 NLEAD
115 Broadway, New York 10038 N. Y. Tel.
212-606-7000 Telex 910100 NLEAD
115 Broadway, New York 10038 N. Y. Tel.
212-606-7000 Telex 910100 NLEAD

00048

NLI 104638

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

Meet VOLUME BUYERS of Paint Materials!

Let them tell you what they spend and where they spend it

JOHN J. HARRIS, JR.
President, Harris Bros. Co., New York City

HARRY WHITE
President, White Bros. Co., New York City

WILLIAM J. HARRIS
President, Harris Bros. Co., New York City

ROBERT D. LINDSEY
President, Lindsey Bros. Co., New York City

THOMAS J. HARRIS
President, Harris Bros. Co., New York City

CHARLES J. HARRIS
President, Harris Bros. Co., New York City

EDWARD J. HARRIS
President, Harris Bros. Co., New York City

FRANK J. HARRIS
President, Harris Bros. Co., New York City

WE WANT to know. Ask them how much they spent last year for supplies. Ask them who they spent the money on. There are some of the replies. They prove one thing. First, that the paint business is volume business. Second, that the best way to get the profitable business is to work

and push Dutch Boy White-Lead... the most sought-after item in the paint line. A Other Dutch Boy paint products that enjoy wide popularity in the craft are Dutch Boy Interior Oil, Dutch Boy Liquid Drier, Dutch Boy Lead Mixing Oil, Dutch Boy Wall Primer, and Dutch Boy Colors-on-the-Spot.

DUTCH BOY
All Purpose Sp. Paste
WHITE-LEAD



NATIONAL LEAD COMPANY
111 Broadway, New York, N.Y. 10038
and 111 Broadway, New York, N.Y. 10038
and 111 Broadway, New York, N.Y. 10038
and 111 Broadway, New York, N.Y. 10038
and 111 Broadway, New York, N.Y. 10038
and 111 Broadway, New York, N.Y. 10038
and 111 Broadway, New York, N.Y. 10038
and 111 Broadway, New York, N.Y. 10038

© 1938 - Harbison Motable, June, 1938
Harbison Motable, June, 1938
American Paint & Oil Co., Inc., July - December

00048

MLI 104640

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Get in on this Profitable
VOLUME BUSINESS
...These Painters
Give you the Password!

WHEN painters buy materials they buy in much larger quantities. Judge for yourself from the statements printed here. These statements also tell you the one best way to get this profitable volume business... work and push Dutch Boy White-Lead, the most sought-after item in the painter's line.

Other Dutch Boy products that help to attract the volume buyers are Dutch Boy Lead Mixing Oil, Dutch Boy Linseed Oil, Dutch Boy Liquid Drier, Dutch Boy Colors-in-Oil and Dutch Boy Wall Primer.

DUTCH BOY
All Purpose Soft Paste
WHITE-LEAD



NATIONAL LEAD COMPANY
 100 Broadway, New York, New York 10038
 Sole U.S. Distributors for the Eastern Hemisphere
 100 Broadway, New York, New York 10038
 Sole U.S. Distributors for the Western Hemisphere
 100 Broadway, New York, New York 10038
 Sole U.S. Distributors for the Southern Hemisphere
 100 Broadway, New York, New York 10038

Ask Allen Hardware Brothers, Dept. 104
 Hardware Dept. 104
 A Division of The Allen Bros. Co.

00048



NLI 104641

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Painters acclaim this
VASTLY DIFFERENT "FLAT"
made with *Dutch Boy Lead Mixing Oil!*

Here's a flat paint after time and heat... a flat paint that

stands up so well it is used in weatherproof exteriors such as well it is used for all coats on any porous surface. One gallon will it covers 100 square feet per gallon on smooth plaster. Fresh and as well it gives, without stippling, a finish free from brush marks.

And don't forget that this is a white lead "flat" with all its characteristic richness and beauty.

It's so easy to get ready, too - just add the Lead Mixing Oil to Dutch Boy White Lead.

Will it stand repeated washings? Judge by the fact that it stands up outside. As for washing... ink stains, pencil marks, finger smudges, grease and dirt are easy to remove.

Yet on top of all its other merits Lead Mixing Oil gives a white lead "flat" at a reduced cost per gallon.

Isn't it worth that painters everywhere confirm this paint the best used in making "flats"?

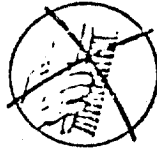


NATIONAL LEAD COMPANY

115 Broadway, New York, N.Y. 10038
Sole U.S. Agents: The National Lead Company, Inc.
Sole U.S. Distributors: The National Lead Company, Inc.
Sole U.S. Manufacturers: The National Lead Company, Inc.
Sole U.S. Importers: The National Lead Company, Inc.
Sole U.S. Exporters: The National Lead Company, Inc.



WEATHERPROOF DURABILITY
It is the only flat paint that will stand up to the weather. It is the only flat paint that will stand up to the weather.



NO STIPPLING
It is the only flat paint that will stand up to the weather. It is the only flat paint that will stand up to the weather.



LOWER COST
It is the only flat paint that will stand up to the weather. It is the only flat paint that will stand up to the weather.



STOPS SUCKING
It is the only flat paint that will stand up to the weather. It is the only flat paint that will stand up to the weather.



STANDS THE HEEL TEST
It is the only flat paint that will stand up to the weather. It is the only flat paint that will stand up to the weather.

A COMPANION PRODUCT TO DUTCH BOY WHITE-LEAD

Lead Mixing Oil is especially designed for use with Dutch Boy White Lead. Just add one part of this oil to the white lead paint.

RECORD: Master Painter & Decorator, Feb. 1940
National Painter Magazine, Feb. 1940
American Painter & Decorator, Feb. 1940
Painter & Decorator, Feb. 1940

00048

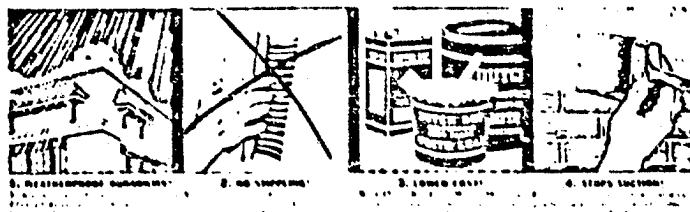
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NLI 104642

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4 IMPORTANT FEATURES

of the "FLAT" painters everywhere
will soon be using...made with
DUTCH BOY LEAD MIXING OIL!

[illegible]

● Since 1994, the United Nations has been working to help the world's poor. The United Nations has been working to help the world's poor. The United Nations has been working to help the world's poor.

1. The first of these is the fact that the Commission has not yet received any information from the Government of the United Kingdom regarding the proposed amendments to the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) which were adopted by the General Assembly of the United Nations in December 1979.

10. The above information was obtained from the records of the FBI and is being furnished to you for your information.

Black and white
- the negative, but the photo, with the
- the photo, with the

10. *in the case of*
The *in the case of* is used to indicate the
cause of the action.

It is a matter of fact that the United States has been the most successful country in the world in the development of its economy.

The above are the names of the persons who have been
 named in the above mentioned letter as being
 the persons who have been named in the above mentioned letter

4. The Commission has also received information from the public that the Commission has not been able to identify the person or persons who have been responsible for the commission of the crime.

For both upper parts of section, there is
evidence to suggest that all points will
be within 1000 ft.

Page 2 of 2

④ 2013 年 12 月 31 日，甲公司应计提坏账准备的金额为 100 万元。

Page 101 of 101



STANDS THE MEEL TEST!

8-10-1940
 11-10-1940
 12-10-1940
 13-10-1940
 14-10-1940
 15-10-1940
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 17-10-1940
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 30-12-1940
 31-12-1940



**A
COMPANION PRODUCT**

found Murray that on some
partially destroyed for the
north branch that is, he
found just the same, the
quality of the work is exactly
improved that point

MLI 104643

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

"HATS OFF," say Painters, to this
VASTLY IMPROVED "FLAT"
...made with **DUTCH BOY LEAD MIXING OIL**

FOR all since the summer people were sitting in porches that composed them, they did."

No 144 In this case we observed many commonalities between the two.

Example: "These drinking and
smoking habits that are a part of
our life... that is not, however, and
perhaps they there is something bet-
ter... "100% natural and expe-
rienced"... "make a product that
will not harm your health."

Don't be with me at
the front door?

1. It sounds up well at the end of the sentence - use comma, then a and then.
2. It sounds up well at the end of all except the phrase, and then at the end of any other phrase within.
3. It sounds up well at the end of 200 years for the garden on the main phrase.
4. It sounds up well at the end of the sentence.

STANDS THE
1994-1995



DISCUSSION AND CONCLUSIONS

111 St. Andrew, New York City
That is P.O. Box 1000, New York
City, New York 10001-1000
Telephone: 212-697-1000
Fax: 212-697-1001
E-mail: info@nycc.org

**A
COMPANION PRODUCT**

Found Murray had no
particular objection, and we
made them, in Nov. 18
and found them to be
rather good and sandy
comparatively to the others.



THE BUREAU OF THE
FEDERAL BUREAU OF INVESTIGATION
UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C. 20535

THE UNIVERSITY OF MICHIGAN
 1960-1961

LONGER COST

SECRET

530 (14) - Painter & Illuminator, May, Nov., 1945
 Master Painter & Illuminator, May, Nov. 1945
 National Painter's Magazine, June, 1945
 American Painter & Illuminator, May, Nov.
 Painter & Illuminator, May, Nov.

00048

NLI 104645

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The surest way to maintain the demand for your paints is to make them enduring.

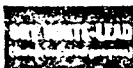
The more white-lead you use the better the paint, not only in lasting qualities but cost of spread and in coverage.

Throughout the paint industry National

Lead Company white-lead pigments are favorably known for their high quality and uniformity.

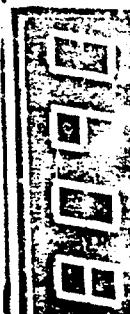
In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
111 Broadway, New York, 10038
100 N. 10th St., Chicago, Ill. 60610
220 N. 1st St., St. Louis, Mo. 63102
100 N. 1st St., St. Paul, Minn. 55101
100 N. 1st St., Minneapolis, Minn. 55401
100 N. 1st St., Pittsburgh, Pa. 15222
100 N. 1st St., Philadelphia, Pa. 19101
100 N. 1st St., St. Petersburg, Fla. 33701
100 N. 1st St., Tampa, Fla. 33601



See also: Paints and Coatings Review, January 28, 1948
The Paint & Coatings Review, Jan. 7, 1948
Paints, Film & Plastics, Jan.
American Paint Journal, Jan. 10

00048



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"THE more lead the better the paint" is an axiom that the paint trade and public accept without question. So when you step up the white lead content of your paints you not only step up their durability but their sales appeal as well.

For years the white-lead pigments of National Lead Company have been the standard of comparison. They are known and preferred throughout the paint industry for their high quality and uniformity.

In addition to the white-lead pigments listed on the right, National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY

115 Broadway, New York; 118 Clark St., Buffalo, New York 10601
 701 Chicago, 670 Fremont Ave., Cincinnati, 610 West Superior Ave., Cleveland, 722 E. Chestnut St., St. Louis, 1210 21st St., San Francisco, National Bureau Lead Ltd., 801 Albany St., Boston, National Lead & Chemical Co., 116 Fourth Avenue, Pittsburgh, John T. Lewis & Son, Ltd., 3400 Market Building, Philadelphia.



AD-677—Paint 141 & Chemical Review, February 21, 1945
 American Paint Journal, Jan. 30
 The Paint & Drug Reporter, Feb. 21
 Drugs, Oils & Paints, Feb. 1945

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7677

NLI 104649

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0010

NEL 107000

34



WHITE LEAD
Leads!

INCREASE the white-lead content of your paints and you increase their lasting properties. For "white-lead" and "long-life" are synonymous terms.

Also—the more white-lead the better the paint in case of spread and coverage.

The white-lead pigments of National Lead Company are the choice of leading manufacturers because the quality and uniformity of these pigments never vary from the highest standards.... In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.



DRY WHITE LEAD
Pigment White Lead

P.B.T.S.
Pigment White Lead

BASIC LEAD SULPHATE

ANALYST: Paint and Chemical Review, March 21, July 25, 1944, 17, 1948
American Paint Journal, Feb. 11, April 6, June 2, July 25, Sept. 25, Nov. 4, 1948
The Paint & Linings Reporter, Feb. 4, April 11, May 13, July 22, Sept. 24, Nov. 11, 1948
Landscape, Feb. 8, March 1, 1944, 1948

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PAINTS that are high in white-lead content are paints that prove high in consumer satisfaction. For the more white-lead you use the better the paint in durability, in ease of spread, and in coverage.

When you buy your white-lead pigments, ob-

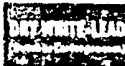
tain them from National Lead Company.

The high quality and uniformity of our products are a tradition in the paint industry.

In addition to the white-lead pigments listed below we are also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY

100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.
 100 Broad Street, New York 6, N.Y.



Adams, Paint and Chemical Review, April 15, Aug. 22, Nov. 29, 1938
 American Paint Journal, Feb. 25, April 22, June 17, Aug. 30, Nov. 14, 1938
 ENR, Paint & Linings Reporter, Feb. 14, April 14, June 14, Aug. 4, Nov. 4, 1938
 Design, Color & Paints, April, Aug. 1939

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FILE

NLI 104651

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It is all there in a flash when you see the paint and you know that having painted for over 100 years, the white lead and long life are no mere claims. Also, the more white lead the better the paint in case of spread and coverage.

The white lead pigments of National Lead Company are the choice of leading manufacturers because the quality and uniformity of these pigments meet with the highest standards. In addition, the white lead pigments listed below, National Lead Company is also a dependable source of supply for lead, red lead, litharge and orange mineral.



Amesbury Paint Co. Amesbury, Mass.
Oct. 20, 1914



PAINTS that are high in white lead content are paints that prove high in customer satisfaction. For the more white lead you use the better the paint in durability, in ease of spread, and in coverage.

When you buy your white lead pigments, obtain them from

NATIONAL LEAD COMPANY

National Lead Company. The high quality and on factory of our products are a tradition in the paint industry.

In addition to the white lead pigments listed below we are also a dependable source of supply for lead, red lead, litharge and orange mineral.



Amesbury Paint Co. Amesbury, Mass.
Oct. 20, 1914

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NLI 104652

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The sure way to maintain the demand for your paint is to make them enduring.

The more white lead you use the better the paint, not only in lasting qualities but also in speed and in coverage.

Throughout the paint industry National Lead Company white lead pigments are favorably known for their high quality and uniformity.

In addition to

the white lead pigments listed below, National Lead Company is also a dependable source of supply for lead and various mineral, litharge and orange mineral.

NATIONAL LEAD COMPANY

100 Broadway, New York 5, N.Y.
 100 Broadway, New York 5, N.Y.
 100 Broadway, New York 5, N.Y.



Answered by National Lead Company
 12.2.51

Answered by National Lead Company
 12.2.51



THE more lead the better the paint, in no sense does the paint make and paint, except in some cases, for when you use up the white lead content of your paint you will find you are using something that is not as good as lead.

For years the white lead pigments of National Lead Company have been the standard of comparison. They are known and preferred throughout the paint industry for their high quality and uniformity.

In addition to the white lead pigments listed at the right, National Lead Company is also a dependable source of supply for lead and various mineral, litharge and orange mineral.

NATIONAL LEAD COMPANY

100 Broadway, New York 5, N.Y.
 100 Broadway, New York 5, N.Y.
 100 Broadway, New York 5, N.Y.



00048

006131

HERE'S A **FLAT** PAINT *enough to be used here...yet* **FINE** *enough to be used here* **DURABLE**



Whether the same flat paint goes down beautiful interiors and durable exteriors, that's new!

And to men responsible for the maintenance of all kinds of buildings, it's good news.

This "flat" provides a finish worthy of the handiwork of masonry, a finish that stands the most particular strains. It also provides such a tough protective coating and seals so thoroughly that it is ideal for exterior use on concrete, stucco, brick and stone.

The secret of this step forward in flat paint is Dutch Boy Lead Mixing Oil. When added to its companion product, Dutch Boy White Lead, it produces a finish with the characteristic beauty of a white lead "flat" plus extraordinary durability.

In a rough finish, it is outdoors, it withstands the weather year after year.

used inside, without washing again and again. It is a finish difficult to soil permanently. Ink stains, pencil marks, finger smudges, grease and dirt can all be completely removed.

Additional advantage: Easy to mix... just add Lead Mixing Oil to white lead.

TEST IT THIS WAY...



When you add Dutch Boy Lead Mixing Oil to white lead, the paint will be so tough that it will stand up to the most severe tests.

Lead is easy to mix and free from brush marks. Requires no stippling. Seals, hides, cracks. And, like all white lead paint, brushes easily and spreads fast.

Lead advantage: Economy. With Dutch Boy Lead Mixing Oil you get a white lead "flat" at a remarkably low cost per gallon.

NATIONAL LEAD COMPANY
115 Broadway, New York, 10038
Sole U.S. Distributors: The National Lead Company, Inc.
115 Broadway, New York, 10038
Branches: New York, 10038; Philadelphia, 19106; Chicago, 60606; St. Louis, 63103; Cincinnati, 45202; Detroit, 48226; Cleveland, 44115; Pittsburgh, 15222; Baltimore, 21201; Washington, D.C. 20004; San Francisco, 94104; Los Angeles, 90014; Portland, 97208; Seattle, 98101; Denver, 80202; Minneapolis, 55402; St. Paul, 55102; Kansas City, 64108; Omaha, 68102; St. Louis, 63103; Cincinnati, 45202; Detroit, 48226; Cleveland, 44115; Pittsburgh, 15222; Baltimore, 21201; Washington, D.C. 20004; San Francisco, 94104; Los Angeles, 90014; Portland, 97208; Seattle, 98101; Denver, 80202; Minneapolis, 55402; St. Paul, 55102.



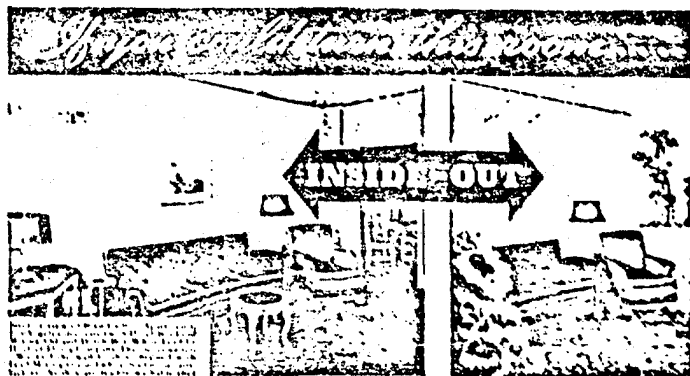
DUTCH BOY Lead Mixing Oil



815 6273 - Modern Hospital, March, Nov., 1936
Business & Building Management, March, Nov.
Hotel Management, April, Nov.
Nat'l Real Estate Jnl., March, Aug.
Building Maintenance, April, Nov.
Architectural Record, April
Architectural Forum, April

00048

016 15



THE BEAUTIFUL FLAT PAINT

● Pardon the word "Paradox", but that's the only word for it. The only word that describes this surprising "Just look" flat paint.

You've never seen a flat paint like it!

Scratch on nose and finish is beautiful the handiwork of nature... yet an durable, its washable and to protect exterior surfaces of stucco, concrete, brick and stone, surfaces which are thoroughly sealed and waterproof.

Where can you get it?

Right in your own paint shop or through your painting contractor. All your painter needs is Dutch Boy White-Lead and one special companion product... Dutch Boy Lead Mixing Oil.

When added to white lead this special oil produces a finish with the characteristic beauty of a white lead

"flat" plus extraordinary durability. The fact that it defies the weather on concrete, puts upon a good idea how economical of such a finish is on inside jobs—here it with stands repeated washing and wear.

STANDS THE WHEEL TEST

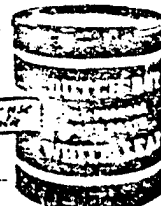


You can see how good this flat paint is. It's the only flat paint that stands the wheel test.

It's a finish, too, that's hard to wear and permanent. No fading, no cracking, no peeling, no chipping, no staining, no discoloration—all are completely removed.

Other advantages: Easy to mix—just add Lead Mixing Oil to white lead. Levels out smooth and even. Requires no scraping. Has excellent sealing qualities. Hides blemishes. Brushes with the easy and high spreading rate of all white lead paint. Covers a white lead "flat" at a reduced cost per gallon.

NATIONAL LEAD COMPANY
115 Broadway, New York, N.Y. 10038
Sole U.S. and Canadian Agents
For all other countries, see list of
representatives on back of this
leaflet. Write for list of
representatives. National Lead & Oil Co.
Dept. 100, 115 Broadway, New York 10038.
Trade & Retail Sales, Everywhere.



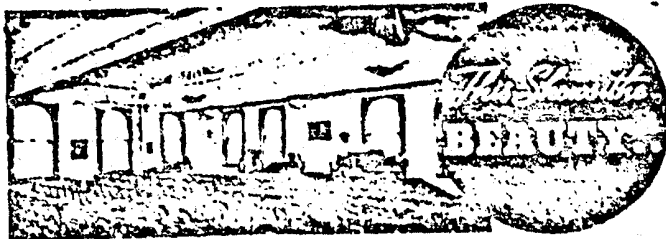
DUTCH BOY
Lead Mixing Oil

All 1939-1940 Models, Imported, War, 1940
Building & Building Maintenance, May
Hotel Management, June
Natl. Road Safety, April 26, and 1941
Building Maintenance, June
An Ideal Home Record, June
An Ideal Home Record, June

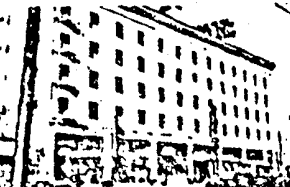
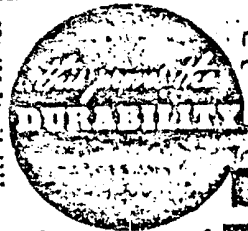
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When you choose a paint for your home or business, you want it to be the best. You want it to be the most durable, the most beautiful, the most economical. You want it to be the paint that will give you the most satisfaction. The Dutch Boy Flat Paint is the paint that will give you all these things. It is the paint that will give you the most satisfaction. It is the paint that will give you all these things.



of a vastly improved **FLAT PAINT**

Goodness, we give you the flat paint of your dreams! A flat paint so rich and beautiful you'll want it for your home or business. And at the same time, so durable it will last up to 10 years. It is used for walls and woodwork, stoves, radiators, and more.

STANDS THE HEEL TEST!
You can scratch, sand, scrape, and even kick it with your heel. It will stand up to all this and more. It is the most durable flat paint ever made.



Its resistance to the weather outside gives you a good idea how it will stand up to repeated washing and hard wear inside. You may turn a flat wash that is hard to get off permanently. Ink, grease, paint marks, heavy smudges, grease and dirt can all be completely removed.

All your painter needs to produce this superior flat is Dutch Boy White Lead and its special component products... Dutch Boy Lead Mixing Oil.

This combination not only gives extraordinary durability but a finish with the characteristic beauty of a white lead flat.

These advantages, easy to mix and use, and Lead Mixing Oil for white lead.

Finish, one smooth and even. Requires no scrubbing. It is the most durable flat paint ever made. It is the most beautiful flat paint ever made. It is the most economical flat paint ever made. It is the flat paint that will give you the most satisfaction.

NATIONAL LEAD COMPANY
115 Broadway, New York, 10004. In this country, we are the only ones who make this flat paint. We are the only ones who make this flat paint. We are the only ones who make this flat paint.



DUTCH BOY *Lead Mixing Oil*

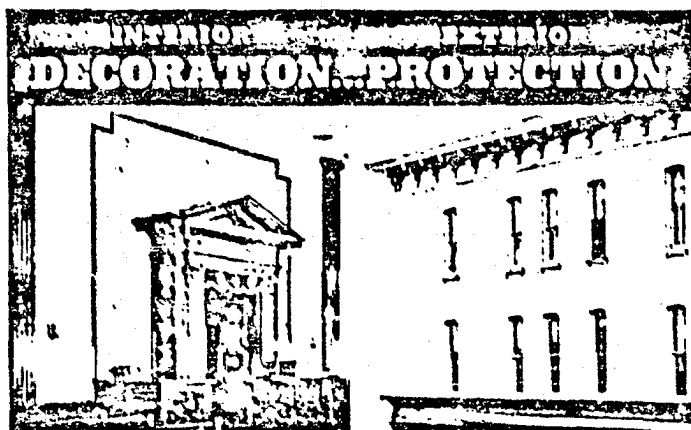
Feb 1934 - Wash on Hospital, June, 1935
Building & Housing Management, June
Hotel Management, August
Hotel & Motel, Jan., May, June
Building Information, August
Architectural Record, August
Architectural Forum, Sept.

00048



NLI 104658

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



use the same **FLAT PAINT** for Both!

Here's a flat paint as sturdy as stands up outside, and in the same time as thick and be used just as freely as the best of the house paint.

The fact that it takes the weather on your side, plus the fact that it paint thoroughly, and and waterproofs your exterior, makes it a good idea both in water and wear, and especially in saving on touch-ups. This is a hard fact to doubt in real paint.

mostly, but stains, pencil marks, house smudges, grease and dirt can all be completely removed.

All your paint needs to produce this easily maintained flat paint is Dutch Boy White Lead and an equal proportion product. Dutch Boy Lead Mixing Oil.

In addition to extraordinary durability and white lead's characteristic beauty, you also get these other important advantages:
Lasts as long as you add

Lead Mixing Oil to white lead. Levels out smooth and even. Requires no stirring. Has excellent working qualities. Dries fast, cracks. Bonds with the wall and high spreading rate of all white lead paint. Gives a white lead flat in a reduced cost per gallon.

NATIONAL LEAD COMPANY
New York, N. Y.
Chicago, Ill.
Philadelphia, Pa.
St. Louis, Mo.
Cleveland, O.
Pittsburgh, Pa.
San Francisco, Cal.
Portland, Ore.
Seattle, Wash.
Tacoma, Wash.
Portland, Me.
Boston, Mass.
New Haven, Conn.
Hartford, Conn.
Providence, R. I.
Rochester, N. Y.
Syracuse, N. Y.
Albany, N. Y.
Buffalo, N. Y.
Canton, N. Y.
Schenectady, N. Y.
Utica, N. Y.
Watkinsburg, N. Y.
Rensselaer, N. Y.
Saratoga Springs, N. Y.
Albany, N. Y.
Schenectady, N. Y.
Watkinsburg, N. Y.
Rensselaer, N. Y.
Saratoga Springs, N. Y.



DUTCH BOY
Lead Mixing Oil



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For decorating interior surfaces... a
FLAT PAINT *so DURABLE*
it is also used for exteriors!

YOU NEVER BEFORE ON THE
 paint like this

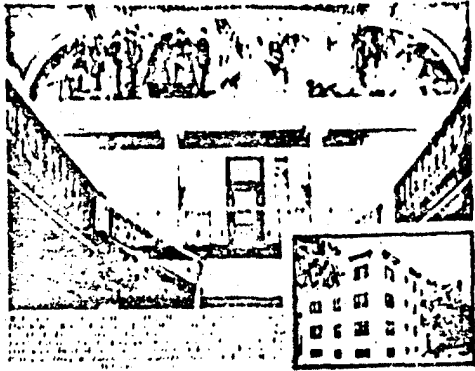
A flat paint that provides rich smooth finish, is useful enough for the handiest interior. Yet a flat paint so resistant to staining, scratching, dusting and fading on exterior surfaces and brick.

Responsible for the credit on painted flat paint is Dutch Boy Lead Mixing Oil - a component product to Dutch Boy White Lead.

When added to Dutch Boy White Lead it produces a finish that combines the characteristics of a white lead "flat" with extraordinary durability.

The fact that this paint stands up against gives you an idea of how it withstands repeated washing. Its surface is impervious to the things that soil surfaces, but stains, pencil marks, finger smudges, grease and dirt are easy to remove.

And here are some other points on this paint's story. It is easy to mix; you just add Lead Mixing Oil to a white lead. It keeps out moisture, free from lead poisoning, requires no stripping. It is... looks like cracks. It brushes with the ease and high gloss along side of all white lead paint.



Yet on top of all these advantages, Dutch Boy Lead Mixing Oil gives a white lead "flat" a rich and perfect gloss.

NATIONAL LEAD COMPANY
 110 N. W. 1st St., New York, N. Y.
 Branches in all principal cities.



DUTCH BOY
Lead Mixing Oil

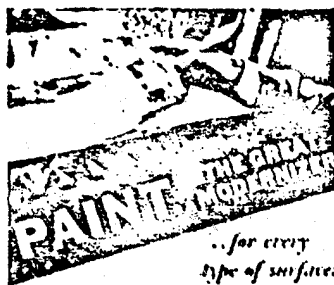


Dutch Boy White Lead Mixing Oil - Made in U.S.A.
 Trade Mark Registered
 Patent Pending - U.S. Pat. No. 2,100,000
 See also U.S. Pat. No. 2,100,000
 Marketing Representatives - H. B. Hall
 110 N. W. 1st St., New York, N. Y.
 Branches in all principal cities.

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DUTCH BOY WHITE-LEAD

00000000 00 10 00 0000 00 1000 0000 0000 0000 0000 0000

And open it up. Everyone has been told to do it.

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NLI 104661

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Blatchford METAL

LIOTYPE MONOTYPE COMBINATION STEREOTYPE ELECTROTYPE

Reputation for Quality based on over 75 years of experience in producing and furnishing the trade with the BEST TYPE METALS - ALWAYS. Toning Metal and Special Formulas made up on short notice.

The Blatchford Dime Replacement System and free laboratory service ensure economy with best results.

NATIONAL LEAD COMPANY
ST. LOUIS CHICAGO CINCINNATI
E. W. BLATCHFORD CO., NEW YORK

1104 J. J. & Co. (Continental Lithography Co. Inc.) (since 1904)



Industrial, Artistic, Ornamental, Educational

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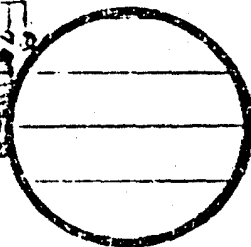
NOTICE: If the film image is less clear than this notice, it is due to the quality of the document being filmed

A Cheap
Paint Job is a **BILLBOARD**
CONDEMNING THE MAN WHO SOLD THE PAINT.



▶ CHEAP PAINT

The 1st of Dec. is a day of great importance
 for the 1st of Dec. is the day of the
 1st of Dec. is the day of the
 1st of Dec. is the day of the



DUTCH ROY...

It was found that the above information was not
in the files of the FBI and was not in the files of the
FBI in the New York City office.

STAYERS should be on the ground plane, length
and 9" wide up - ground plane about 9" to
10" wide up.

[illegible][illegible]

Don't let "cheap" prices make you feel you
are getting a bad deal. We have a lot of
other things to offer you and we are sure
you will find them as good as the ones
you are looking for.

I was very much surprised to find that the Government of the United States had been granted a patent for a process of making a certain kind of paper, and that the patent was granted to the Government of the United States.

There's nothing better than
David Day

Plenty made with them to show Whitey I had
given him my long prison room. I didn't
know what to say to him about that.

1. The first part of the document is a list of names and addresses, which appears to be a directory or a list of contacts. The names are written in a cursive script, and the addresses are listed below them.

[illegible]

DUTCH BOY
All Purpose White Lead
WHITE-LEAD



2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-2514-2515-2516-2517-2518-2519-2520-2521-2522-2523-2524-2525-2526-2527-2528-2529-2530-2531-2532-2533-2534-2535-2536-2537-2538-2539-2540-2541-2542-2543-2544-2545-2546-2547-2548-2549-2550-2551-2552-2553-2554-2555-2556-2557-2558-2559-2560-2561-2562-2563-2564-2565-2566-2567-2568-2569-2570-2571-2572-2573-2574-2575-2576-2577-2578-2579-2580-2581-2582-2583-2584-2585-2586-2587-2588-2589-2590-2591-2592-2593-2594-2595-2596-2597-2598-2599-2600-2601-2602-2603-2604-2605-2606-2607-2608-2609-2610-2611-2612-2613-2614-2615-2616-2617-2618-2619-2620-2621-2622-2623-2624-2625-2626-2627-2628-2629-2630-2631-2632-2633-2634-2635-2636-2637-2638-2639-2640-2641-2642-2643-2644-2645-2646-2647-2648-2649-2650-2651-2652-2653-2654-2655-2656-2657-2658-2659-2660-2661-2662-2663-2664-2665-2666-2667-2668-2669-2670-2671-2672-2673-2674-2675-2676-2677-2678-2679-2680-2681-2682-2683-2684-2685-2686-2687-2688-2689-2690-2691-2692-2693-2694-2695-2696-2697-2698-2699-2700-2701-2702-2703-2704-2705-2706-2707-2708-2709-2710-2711-2712-2713-2714-2715-2716-2717-2718-2719-2720-2721-2722-2723-2724-2725-2726-2727-2728-2729-2730-2731-2732-2733-2734-2735-2736-2737-2738-2739-2740-2741-2742-2743-2744-2745-2746-2747-2748-2749-2750-2751-2752-2753-2754-2755-2756-2757-2758-2759-2760-2761-2762-2763-2764-2765-2766-2767-2768-2769-2770-2771-2772-2773-2774-2775-2776-2777-2778-2779-2780-2781-2782-2783-2784-2785-2786-2787-2788-2789-2790-2791-2792-2793-2794-2795-2796-2797-2798-2799-2800-2801-2802-2803-2804-2805-2806-2807-2808-2809-2810-2811-2812-2813-2814-2815-2816-2817-2818

[illegible]

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NLJ 104663

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When "Cheap" Paint Fails, The DEALER is the GOAT



We take in evidence Exhibit A—a photograph from our records showing a "cheap" paint job after a short time.

The ad is many still clinging to this notion of saving all the story of a really expensive—the pressure cracking and scaling of a paint job the owner hoped would last for years.

But this is only half the story. Not only did he buy a repainting job long before he expected it, but he had to pay for burning and scraping before the new coat could be put on.

After an experience like this it's only human for the property owner to blame the dealer who sold him the paint. Only human for him to cross that dealer off his list and buy his brick, sand, stone, cement and other supplies from somebody else.

No matter who made the paint, the dealer is the GOAT.

So it's always good policy to protect your business by selling paint you can be sure of.



Exhibit A shows a safe

paint to recommend

We now offer in evidence Exhibit B—another photograph from our records...this one showing a Dutch Boy White-Lead job after long exposure.

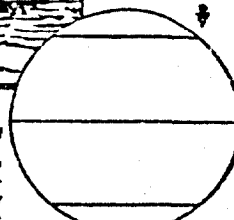
Here is the kind of paint job that satisfies customers and PROTECTS your business. Unlike "cheap" paint Dutch Boy does not crack and scale. It cures the weather and wears down stubbornly by gradual chalking which leaves an ideal surface for new paint. A Dutch Boy job does

(Exhibit C)
"CHEAP" PAINT

...and the result is a job that is not only unsightly but also a waste of money.

(Exhibit D)
DUTCH BOY...

...and the result is a job that is not only unsightly but also a waste of money.



not have to be burned and scraped off before repainting. When you sell Dutch Boy your customer gets paint that gives the long-lasting protection he expects. Then there is no danger of losing the customer you have worked so hard to obtain.

DUTCH BOY
All Purpose Sift Paste
WHITE-LEAD



Kit 4514—Painting Supply House, New York, 1936

NATIONAL LEAD COMPANY
111 Broadway, New York, 110-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2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When Cheap Paint Goes, The DEALER HOLDS THE BAG!



Holding the bag!

It is not the dealer who holds the bag, it is the paint. If you buy cheap paint, you are buying a bag of money. The dealer holds the bag, and a dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag.

THE paint in the right hand, the "CHEAP" PAINT, shows a picture of a man in a suit sitting at a desk, looking at a paint can and a brush, with a bag of money nearby.

But what a difference a few months exposure has made!

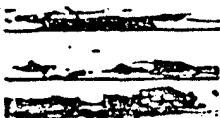
The "cheap" paint job is "just as good" long before the paint has even been applied. And the dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag.

Experience has shown that the dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag.

Don't let the "cheap" paint job of your business be a mistake. Buy the paint that is the best. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag.

Every time you sell paint to a customer, be sure he will have the best that money can buy.

"CHEAP" PAINT



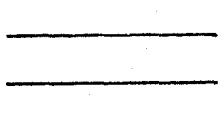
It is not the dealer who holds the bag, it is the paint. If you buy cheap paint, you are buying a bag of money. The dealer holds the bag, and a dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag.

When you hold the bag, you hold the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag.

There's nothing better than Dutch Boy

Paint made with Dutch Boy White-Lead gives long-lasting protection. Unlike "cheap" paint Dutch Boy does not crack

DUTCH BOY



It is not the dealer who holds the bag, it is the paint. If you buy cheap paint, you are buying a bag of money. The dealer holds the bag, and a dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag. The dealer who holds the bag is a dealer who holds the bag.

and scale to cover the weather and wear down with much less gradual chalking which leaves an ideal surface for new paint.

So when you sell Dutch Boy White-Lead and the other Dutch Boy paint products, remember you are not only building up a profitable volume of paint business, but even more important you are protecting the good will of your entire supply business.

DUTCH BOY
All Purpose Soft Paste
WHITE-LEAD



Write for Free Sample Supply News April 1928

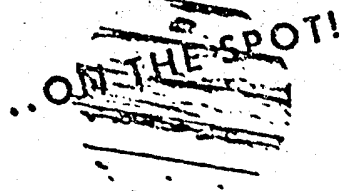
NATIONAL LEAD COMPANY
111 Broadway, New York 10006, N.Y.
Branches: 100 West 10th St., Portland, Ore.
100 West 10th St., Portland, Ore.
100 West 10th St., Portland, Ore.
100 West 10th St., Portland, Ore.

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

Don't let "Cheap" Paint put your business



When a customer finds out the true cost of "cheap" paint he'll refuse to buy anything from the dealer who sold him such an expensive "bargain"

Don't let "cheap" paint put you at a disadvantage. Every time you buy paint from a dealer who sells "cheap" paint you are buying at a disadvantage. He has the best of both worlds. He has the best of both worlds. He has the best of both worlds.

NATIONAL LEAD COMPANY
DUTCH BOY WHITE-LEAD

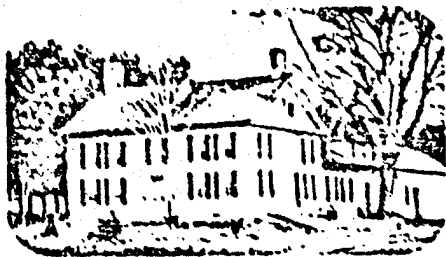
DEALERS IN LEAD WHITE-LEAD PAINTS AND PAINTS IN ALL
RESIDENTS: Building Supply House, Baltimore, Md. Tel. 1-111

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

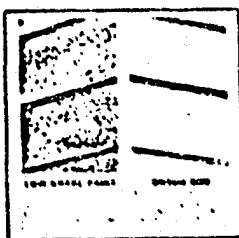


TO IMPROVE YOUR PROPERTY

1. The first part of the document is a list of names and their corresponding addresses. The names are: John Doe, Jane Smith, and Bob Johnson. The addresses are: 123 Main St, New York, NY 10001; 456 Elm St, New York, NY 10002; and 789 Oak St, New York, NY 10003.

[illegible]

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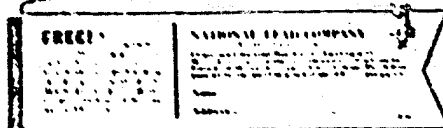


Member of year

...the ...

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DUTCH BOY WHITE-LEAD



SP-14-1: Bureau of Census, Wash. D.C. 20540
 Bureau of Census, Wash.
 Bureau of Census, Wash.

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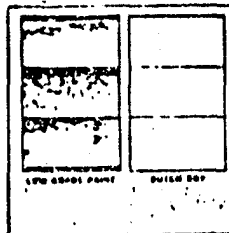
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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

[illegible]

The above information was obtained from the files of the FBI, New York City, and the New York State Department of Social Services, New York City. The information was obtained from the files of the FBI, New York City, and the New York State Department of Social Services, New York City. The information was obtained from the files of the FBI, New York City, and the New York State Department of Social Services, New York City.



Planning Phase

Mr. [redacted] has been [redacted] [redacted]
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[illegible]

Only
\$2.30

DUTCH BOY WHITE-LEAD

FREE! **NATIONAL TEAM COMPANY** 

1. Name _____ 2. Address _____
 3. City _____ 4. State _____
 5. Zip _____ 6. Phone _____

Name _____
 Address _____
 City _____ State _____ Zip _____

SD 44-6-From Chicago, April 1944-4
 In Chicago, April
 1944; 1944-4

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NLI 104669

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NLI 104670



When the
FARMHOUSE of your
dreams comes true...

What Art Form Could Please
You at the moment?

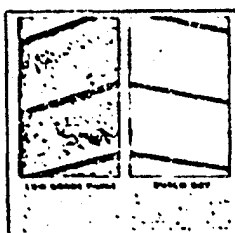
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It is the only place where there is a
great deal of business and a great
many people are living. It is a
great place for business and a great
place for living. It is a great place
for business and a great place for living.

1. The first point is that the author is not
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It is not the whole of the
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Planning & review

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DUTCH BOY ~~WHITE~~ WHITE-LEAD

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SEP 68 - F. Gary Robinson, Man. 1970-
Co. or 2nd Lt. Man.
Capt. & Comm. Man.

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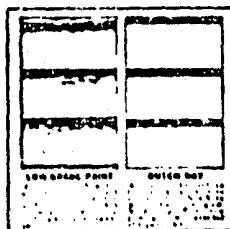
... Reserves the Best Protections

If you are not sure of the quality of your paint, look for the Dutch Boy White-Lead logo on the can. It is the mark of the best protection for your home.

By choosing Dutch Boy White-Lead paint, you are sure to get the best protection for your home. It is the mark of the best protection for your home.

Look for the Dutch Boy White-Lead logo on the can. It is the mark of the best protection for your home. It is the mark of the best protection for your home.

No painting and no help of the best painting crew at your home. No painting and no help of the best painting crew at your home.



Painting I can

More help in painting can be found about the National Housing Act. For more information, write to the National Housing Act, Washington, D.C.

Only \$2.30 per gallon

NATIONAL LEAD COMPANY
1000 Broadway, New York, N.Y.
Branches in all major cities

DUTCH BOY *White-Lead* WHITE-LEAD

FREE! Get a free copy of the Dutch Boy White-Lead color book. It shows you how to choose the best colors for your home. Write to the National Lead Company, 1000 Broadway, New York, N.Y.	NATIONAL LEAD COMPANY 1000 Broadway, New York, N.Y. Branches in all major cities
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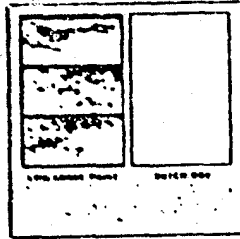
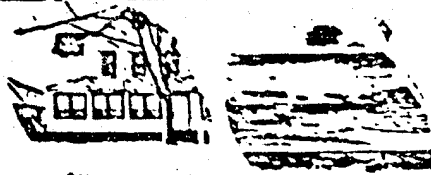
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NLI 104671

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HOME SWEET HOME



For the home owner who wants to make his home more comfortable and more attractive, there is no better place to start than with the Dutch Boy White-Lead. This paint is the best for the home owner because it is the most durable and the most beautiful. It is the only paint that will stand up to the weather and the elements of nature. It is the only paint that will keep your home looking like new for years to come.

Painting Tips
 The first step in painting is to clean the surface. Remove all dirt, grease, and old paint. Then, apply a coat of Dutch Boy White-Lead. This will protect the surface and make it easier to paint. After the first coat is dry, apply a second coat. This will give you a smooth, even finish. Finally, let the paint dry for at least 24 hours before using the painted surface.

DUTCH BOY WHITE-LEAD

FREE!	NATIONAL TRADING COMPANY
Write for free literature and samples of Dutch Boy White-Lead to: National Trading Company, Dept. 100, 1000 Broadway, New York, N.Y.	

220-221 1/2 Ave. C, New York, N.Y. 10001
 Phone: 1-212-691-1000
 Cable: Dutch Boy, New York

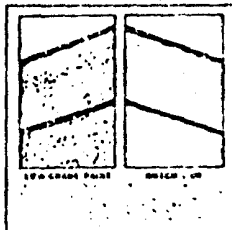
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FREE! I am interested in learning more about the National Health Company and the health insurance plan it offers. Please send me a copy of the information.	NATIONAL HEALTH COMPANY 1000 North Main Street Suite 100 Minneapolis, Minnesota 55402 Phone: (612) 338-1234 Fax: (612) 338-5678
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519 runs. Freshly covered up Spanish Road
to the 1st corner, the 1st mile
Latter 1/2 mile, under, 10.1

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1. The first of the two is a letter from the author to the editor of the Journal of the American Medical Association, dated April 1950, in which the author states that he has been advised by the American Medical Association that the article is not to be published.

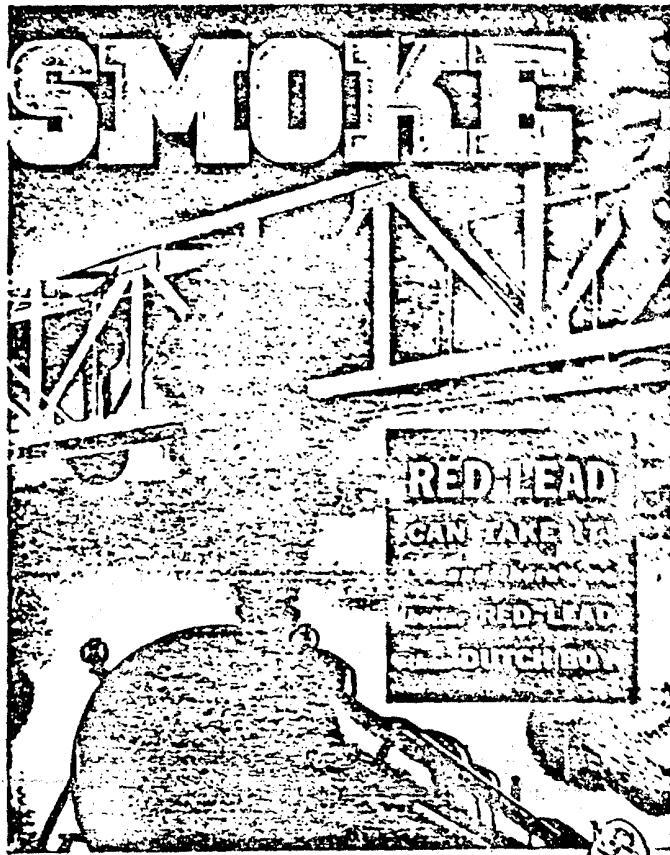


62-8-26—Fishes: List of Maryland Charridae, July, 1905.

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NATIONAL LEAD COMPANY: 111 Broadway, New York, 116 7th Ave., Buffalo, 700 W. 10th Street, Chicago, 619 Indiana Avenue, Cincinnati, 320 W. Superior Avenue, Cleveland, 2114 Broadway, St. Louis, 2200 14th Street, San Francisco, National Bureau Lead Co., New Alhambra Street, Boston, National Lead & Oil Co. of Pa., 310 Fourth Avenue, Philadelphia, John T. Lewis & Sons, Ltd., Waterloo Building, Philadelphia.

ALSO: Engineering News-Record, Feb. 7, June 14, 1946
 The Architectural Record, Feb. 25, June 16
 The Engineering News-Record, Feb. 10, June 11
 Railway Engineering & Maintenance, Feb. 1, June 1
 Marine Engineering, Feb. 1, June 1

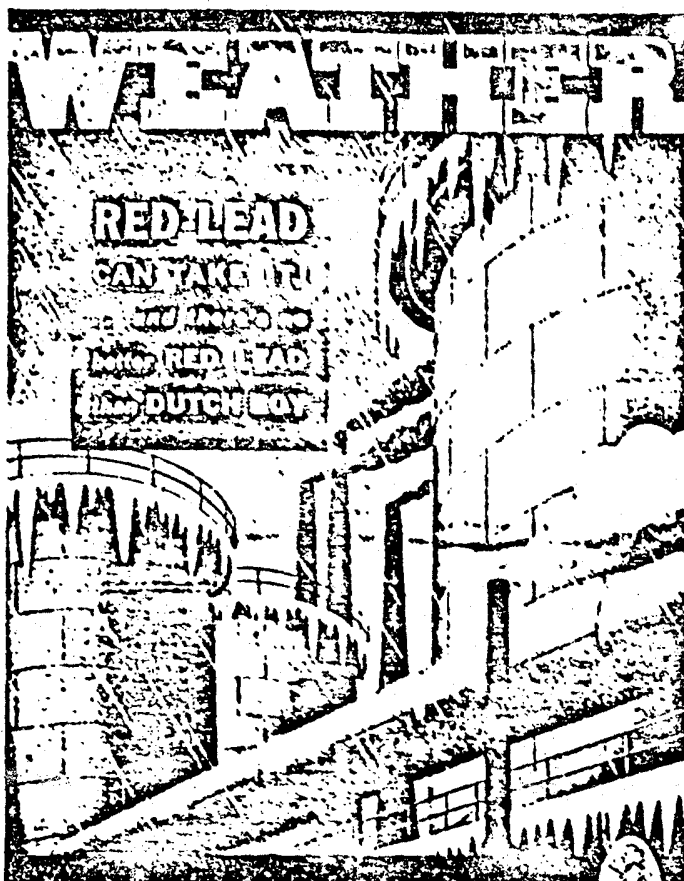
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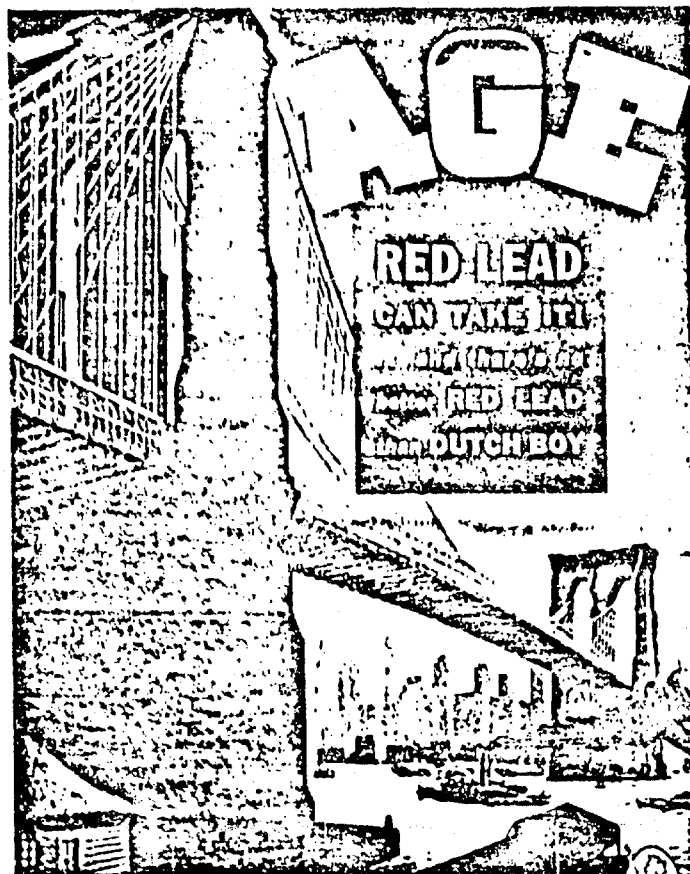
NTI 104677



NATIONAL LEAD COMPANY 111 Broadway New York 116 Park Avenue, Buffalo, 200 W. 11th Street, Chicago, 400 Dearborn Avenue, Cincinnati, 814 W. Superior Street, Cleveland, 1111 Broadway, Detroit, 4100, 820 N. 10th Street, St. Paul, 1000 North Lincoln, Portland, 1000 1st Avenue, Seattle, 1000 1st Avenue, Tacoma, 500 Fourth Avenue, Pittsburgh, John T. Brown & Sons Co., 100 West Building, Philadelphia.

1864-2-Union Congress Apr. 14, 1864
 Boston Soc. & Homeowner, Apr. 14th
 1864-2-2nd Apr. 21, 1864 38
 1864-2-3rd Apr. 24, 1864, 2
 Eng. News Record, Apr. 19, 1864, 2

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NATIONAL LEAD COMPANY 111 Broadway, New York, 116 Oak Street, Buffalo, 701 W. 14th Street,
Chicago, 400 Broadway, Newark, 1000 Broadway, 1000 Broadway, 1000 Broadway, 1000 Broadway, 1000 Broadway,
2200 2nd Street, San Francisco, National Lead Co., 1000 Broadway, 1000 Broadway, 1000 Broadway, 1000 Broadway,
1000 Broadway, 1000 Broadway, 1000 Broadway, 1000 Broadway, 1000 Broadway, 1000 Broadway, 1000 Broadway,

ALL 1924-1925 Engineering May and November, 1925
Herald & Construction May and November
The New Journal May 1925 and November 1925
The Age Record May 1925 and November 1925
Engineering News Record May 1925 and Nov. 1925

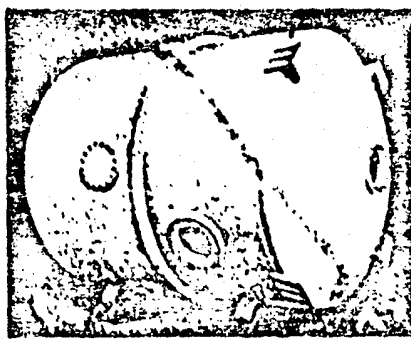
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Cut Costs IN HANDLING CORROSIVE LIQUIDS



A Homogeneous Chlorine Lead Lined Vacuum Tank

by installing
HOMOGENEOUS
LEAD LINED OR
LEAD COVERED
EQUIPMENT

"United" Products

We also manufacture a complete line of Chemical Lead Lined Pipes, Fittings, Valves, Cocks, Tank Connections, as well as HARDLEAD Acid Pumps, Fittings, Valves and Cocks.



LEAD is frequently a matter of lower replacement costs, particularly in the process industries where original equipment is expensive and shut-downs for repair very costly.

There is no homogeneous lead or lead covered equipment has been adopted by so many plant managers. Perfect union between the lead and other metal so perfect that the two are inseparable under tension, pressure and temperature variations up to within a few degrees of the melting point of the lead itself combined with the well-known corrosion resistance of lead make this equipment the ideal answer to many problems in handling corrosive liquids.

We invite consultation on any equipment of this nature. The wide experience of our engineering staff is at your disposal. Simply address Technical Department A.

NATIONAL LEAD COMPANY

111 Broadway

New York, N. Y.

Branch 1925-CHEMICAL & METALLURGICAL ENGINEERING

(19)

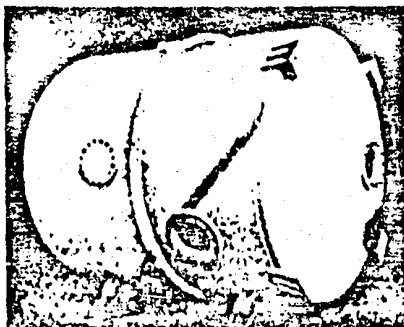
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Save Trouble IN HANDLING CORROSIVE LIQUIDS

by
using



HOMOGENEOUS LEAD LINED EQUIPMENT

"United" Products

We also manufacture a complete line of Chemical Lead Lined Pipe, Fittings, Valves, Cools, Tank Connections, as well as HARD LEAD Acid Pumps, Fittings, Valves and Carls.



PERFECT BONDING—this is the reason why so many plant managers are finding the solution to their "acid handling troubles" by adopting homogeneous lead lined or lead lined equipment. In both types of equipment the union between the lead and the other metal is so perfect that the two are inseparable under vacuum, pressure and temperature variations up to within a few degrees of the melting point of the lead itself.

Add to this unusual feature, the well known corrosion resistance of pure chemical lead and you will see why we can "save trouble" by using this equipment.

We invite consultation on any equipment of this nature. The wide experience of our engineering staff is at your disposal without cost or obligation on your part. Simply address Technical Department B.

NATIONAL LEAD COMPANY

111 Broadway

New York, N. Y.

March 1942
CHEMICAL & METALLURGICAL ENGINEERING VOL 42 No 3

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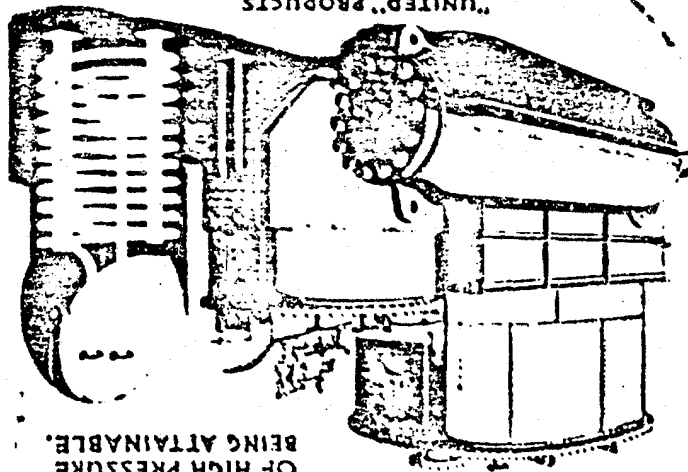
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WE ALSO MANUFACTURE A COMPLETE LINE OF
CHEMICAL LEAD LINED PIPE, FITTINGS, VALVES, COCKS,
TANK CONNECTIONS, AS WELL AS HARD LEAD
ACID PUMPS, FITTINGS, VALVES AND COCKS.
NATIONAL LEAD COMPANY
111 BROADWAY, NEW YORK, N.Y.
OUR ENGINEERING STAFF IS AT YOUR DISPOSAL - SIMPLY ADDRESS TECHNICAL DEPARTMENT C.
CHICAGO & WYOMING, INDIANAPOLIS, VA 22344



WHEREVER THE HANDLING OF CORROSIVE LIQUIDS
IS INVOLVED CONSIDER THE ADVANTAGES OF
HOMOGENEOUS LEAD LINED EQUIPMENT
IT MEETS THE SEVEREST CONDITIONS SINCE THE
LEAD IS INSEPARABLY BONDED TO THE STEEL, PROOF
AGAINST SHOCK, VIBRATION, HEAT, ACID, VACUUM AND
PRESSURE. THE USE OF HOMOGENEOUS LEAD COVERED
COPPER COILS IS INCREASING DUE TO THE ADVANTAGE
OF HIGH PRESSURE
BEING ATTAINABLE.

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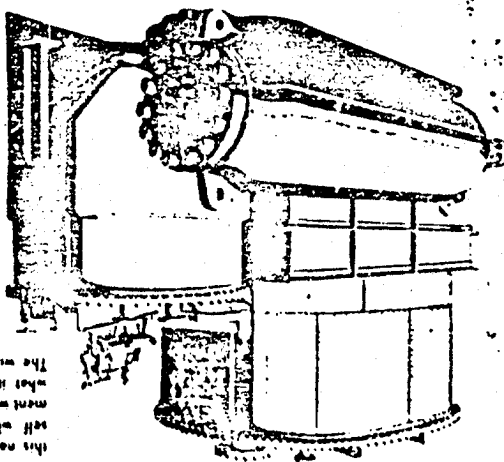
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Low Upkeep Cost, of Course and now . . . Lower Initial Cost, too

If you have not recently investigated the possibilities of homogeneous lead-lined and lead-covered equipment for your plant, you may be surprised at the reduction in initial cost. But, wholly aside from that, the savings that homogeneous equipment can make in your maintenance costs are far beyond a slightly higher—or even a considerably higher—initial cost. Much less frequent replacement and fewer consequent shutdowns are due to the perfect handling between the lead and the steel shell. There is no crawling—no buckling—no separation even under vacuum, pressure or temperature variations close to the melting point of lead. That is why this equipment stands up under such severe conditions.

Consult us on any equipment of this nature. Find out for yourself what homogeneous equipment will cost you now . . . and what it will save you later on. The wide experience of our engineering staff is at your disposal without cost or obligation on your part. Simply address Tech-Metal Department D.

"United" Products
We also manufacture a complete line of chemical lead-lined and lead-covered equipment for steam process.



NATIONAL LEAD COMPANY
115 Broadway
New York, N. Y.
115
CHEMICAL & METALLURGICAL ENGINEERING

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CHEMICAL SHOW • BOOTH NO. 306 • EXHIBITOR-ADVERTISER SECTION

THE LEAD-INDUSTRIAL PRODUCT

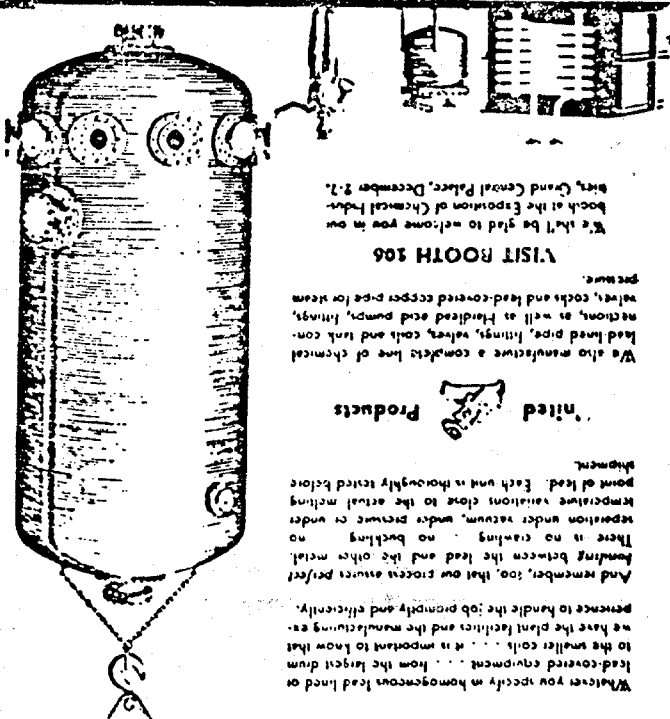
Whatever you specify in homogeneous lead lined or lead-covered equipment... it is important to know that we have the plant facilities and the manufacturing experience to handle the job promptly and efficiently. And remember, too, that our process assures perfect bonding between the lead and the other metal. There is no crawling, no buckling, no separation under vacuum, under pressure or under repetition variations close to the actual melting point of lead. Each unit is thoroughly tested before shipment.

United Products

We also manufacture a complete line of chemical lead lined pipe, fittings, valves, coils and tank sections, as well as fluidized acid pumps, linings, valves, coils and lead-covered copper pipe for steam pressure.

VISIT BOOTH 306

We shall be glad to welcome you in our booth at the Exposition of Chemical Industry, Grand Central Palace, December 3-7.



NATIONAL LEAD COMPANY
111 BROADWAY NEW YORK, N.Y.
 Our Engineering Staff is at your disposal - Simply address Technical Department F

November, 1935-CHEMICAL & METALLURGICAL ENGINEERING

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NATIONAL LEAD COMPANY

NEW YORK, 30 BROADWAY
 PHILADELPHIA, 27 N. 3RD ST.
 ST. LOUIS, 222 N. 3RD ST.
 CHICAGO, 111 N. WABASH ST.
 CLEVELAND, 111 N. WABASH ST.
 PITTSBURGH, 111 N. WABASH ST.
 BOSTON, 111 N. WABASH ST.
 WASHINGTON, 111 N. WABASH ST.
 SAN FRANCISCO, 111 N. WABASH ST.
 LOS ANGELES, 111 N. WABASH ST.
 PORTLAND, 111 N. WABASH ST.
 SEATTLE, 111 N. WABASH ST.
 SPOKANE, 111 N. WABASH ST.
 BUTTE, 111 N. WABASH ST.
 SALT LAKE CITY, 111 N. WABASH ST.
 DENVER, 111 N. WABASH ST.
 KANSAS CITY, 111 N. WABASH ST.
 ST. PAUL, 111 N. WABASH ST.
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 ST. LOUIS, 111 N. WABASH ST.
 CHICAGO, 111 N. WABASH ST.
 PHILADELPHIA, 111 N. WABASH ST.
 NEW YORK, 111 N. WABASH ST.

Sheet Lead and Lead Type

The thickness of sheet lead is measured in mils. The thickness of lead type is measured in points. The thickness of lead type is measured in points. The thickness of lead type is measured in points.

INVESTMENT SHEET

This is a sheet of lead of uniform thickness and width. It is used for investment purposes. It is used for investment purposes. It is used for investment purposes.

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SHEET LEAD

Sheet lead is a sheet of lead of uniform thickness and width. It is used for sheet lead purposes. It is used for sheet lead purposes. It is used for sheet lead purposes.

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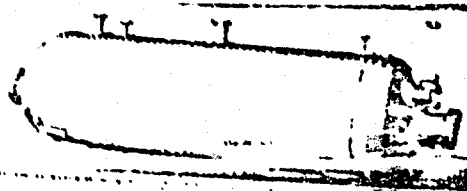
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NAVYARD DIST. DIVISION

111 South St., New York, N. Y.
Lined Products Department

197
Homogeneous Lead Acid Batteries
Various Apparatus, Evaporators,
and Steam Jacketed Kettles,
Agitators, Autoclaves, Agitators,
Reactor Bids, Treater Drums and
or Tanks. Homogeneous Lead
Acid Batteries on Trucking Cars
and 48' x 48' x 48' in size.



STATE OF TEXAS
COUNTY OF DALLAS

STANDARD BREAD

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—MILTON BURNETT

[illegible]

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CONFIDENTIALITY OF INFORMATION
 INFORMATION IS NOT TO BE RELEASED TO THE PUBLIC



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The United Fruit Co. says that the banana is a most efficient food and that it is so packed and packed in such a way that it is a most efficient food and that it is so packed and packed in such a way that it is a most efficient food.

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NLI 104687

STRONG LEAD COMPANY

economically by the Summer Session Account Process for any desired identity up to the 15th. However, spent assets should be practically free from being used to prevent excessive reduction of the local system and production.

Chamber Acid Plants Sulphuric acid was manufactured by the standard lead chamber process by a company of from 1860 to 1880, and thereafter together with other existing plants in the New York area, they were gradually taken over by the American Cyanamid Co. and the process of acid was gradually converted to a sulphuric acid process. In the old lead chamber process, sulphuric acid was produced by the oxidation of sulphur dioxide gas, which was then absorbed in water.

Under normal conditions the Au content of a metal is about 100%. The at a total cost of money is 100% of the price of the metal.

High Concentration - Chamber wet and 5000 sq ft wet can be completed in one day. A 5000 sq ft wet contributes to an output of 100' or 1000 ft. sq ft wet is reasonable and with a 1000 ft. sq ft wet

SEPARATING PLANTS FOR SEEDS, ETC.

We are prepared to design and construct any type plant for the regeneration of shagbark oaks, where necessary, we also handle general equipment for the complete development of all types of land under various types of reforestation plans.

200 414000 4 24 4000

We are looking single and double vision as evidence for the presence of slight imbalances of eye base and proprioceptive skills; also for imbalances in vestibular coordination, posture, muscle, response, or even eye base.

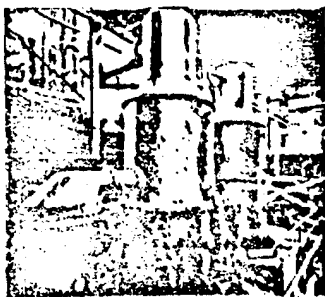


Figure 4 and 5: Illustrations

INSTALLATION

We have in operation at present construction the following plants:

Anglo-Persian Oil Company	1
African Petroleum Company	1
Bethlehem Steel Company	1
Bombay Petroleum Refineries and Chemical Industries Ltd.	1
Canadian Petroleum Ltd.	1
Chittenden & Co. (Petroleum Products) Company, Ltd.	1
Colonial Sugar Refining Co.	1
Deacons Petroleum & Chemical Company	1
E. I. du Pont & Nemours & Co., Inc.	1
Empire Petroleum	1
Empire Oil & Refining Company	1
Esso (Standard) Petroleum Company	1
Gulf Refining Company	1
H. H. Howard & Works	1
Hercules Powder Company	1
Houston Oil & Refining Company	1
Indian Refining Company	1
Industriale Oil Refining Co.	1
Maffell Refining Company	1
Nachdamp Company	1
Pure Oil Company	1
Royal Dutch Petroleum Corp.	1
Shanghai Solvent Corp.	1
Shell Company of India	1
Sonata Refining Co.	1
Standard Oil Co. of Indiana	1
Standard Oil Co. of Ohio	1
Standard Oil Co. of New Jersey	1
The Texas Company	1
Transium Pigment Co. Inc.	1
Union Artificial Salt Co. of America	1
Union Oil Co. of Cal.	1
U. S. S. R., Moscow	1
Utah Oil Refining Company	1
Vacuum Oil Company	1
Westlake Chemical Products Co.	1

The above installations represent a combined daily capacity of over 300 tons of finished soil and 600 barrels of sludge. Three of these installations are of the SUPER VACUUM type.

EXHIBIT

The National Lead Company has the exclusive rights to leach and will concentrate plants and give licenses for the Simmons-Mannesmann Vanadium Process. Inquiries should be directed to the National Lead Company, Acid Recovery Department, 111 Broadway, New York.

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NATIONAL LEAD COMPANY
GENERAL PAINTING SPECIFICATIONS

1. Before any work is done, the surface to be painted should be examined and the following instructions followed:

Preparation of Surface

110 Woodwork: The surface should be sanded smooth and free of all loose material. If the wood is stained, it should be treated with a suitable stain before painting.

115 Stucco: The surface should be cleaned and free of all loose material. If the stucco is cracked, it should be repaired before painting.

120 Brick and Stone: The surface should be cleaned and free of all loose material. If the brick or stone is cracked, it should be repaired before painting.

125 Metal Work: The surface should be cleaned and free of all loose material. If the metal is rusted, it should be treated with a suitable rust remover before painting.

The Paint and Its Application

200 Description of Paint to be Used: The paint to be used should be a high quality paint, suitable for the surface to be painted. It should be applied in a uniform coat, and should be allowed to dry before the next coat is applied.

210 Mixing Materials: The paint should be mixed with a suitable solvent, and should be stirred thoroughly before use.

220 Applying the Paint: The paint should be applied with a brush or roller, and should be applied in a uniform coat. It should be allowed to dry before the next coat is applied.

230 New Woodwork, Exterior: This work should be painted with a suitable exterior paint, and should be allowed to dry before the next coat is applied.

240 New Woodwork, Interior: This work should be painted with a suitable interior paint, and should be allowed to dry before the next coat is applied.

250 Existing Woodwork, Exterior: This work should be painted with a suitable exterior paint, and should be allowed to dry before the next coat is applied.

260 Existing Woodwork, Interior: This work should be painted with a suitable interior paint, and should be allowed to dry before the next coat is applied.

270 Existing Metal Work, Exterior: This work should be painted with a suitable exterior paint, and should be allowed to dry before the next coat is applied.

280 Existing Metal Work, Interior: This work should be painted with a suitable interior paint, and should be allowed to dry before the next coat is applied.

Formula for Other Work

If the type of painting work to be done is not covered here, we shall be glad to furnish the proper formula for it if you will address a request to the National Lead Company, 115 Broadway, New York, N. Y.

Remarks on Painting

A painted look, as measured, is the most important in the selection of paint and painting, in our "Handbook on Painting". This book gives formulas and directions for the best results in painting work on all kinds. It covers, in complete detail, the painting of wood, plaster, brick, stone, concrete, metal and masonry. We also include a booklet, "National Lead Paints", which describes the various properties and uses of our paints. These booklets are free of charge, and are available in the National Lead Company's office, 115 Broadway, New York, N. Y.

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NATIONAL LEAD COMPANY

Bearing Metals, Solders, Sheet Lead, Sheet Tin, Lead and Tin Pipe and Tubing and Other Metal Products

NEW YORK, N. Y., 111 Broadway
BALTIMORE, MD., 214 West Baltimore Street
BUFFALO, N. Y., 116 Oak Street
CHICAGO, ILL., 315 West Third Street
CINCINNATI, OHIO, 411 Harrison Avenue
CLEVELAND, OHIO, 21 West Superior Avenue
ST. LOUIS, MO., 714 Chestnut Street

BOSTON, MASS., National Lead Co., 600 Albany Street
PHILADELPHIA, PA., 1001 Arch Street, 10th Floor, Western Building
PITTSBURGH, PA., National Lead & Co. Co. at Pennsylvania
RICHMOND, VA., 1001 Arch Street, 10th Floor, Western Building
ST. LOUIS, MO., 714 Chestnut Street
WASHINGTON, D. C., 1001 Arch Street, 10th Floor, Western Building

Sheet Metal

Sheet metal is a product of the National Lead Company, and is made of pure lead, tin, and other metals. It is used in the manufacture of pipes, tanks, and other metal products.



Dutch Boy Phosphor Metal

Dutch Boy Protection Anti Friction

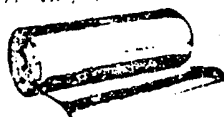


Sheet Metal Bearings

Sheet metal bearings are made of pure lead, tin, and other metals. They are used in the manufacture of pipes, tanks, and other metal products.

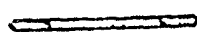
Sheet Lead and Sheet Tin

Sheet lead and sheet tin are products of the National Lead Company, and are made of pure lead and tin. They are used in the manufacture of pipes, tanks, and other metal products.



Sheet lead and sheet tin are products of the National Lead Company, and are made of pure lead and tin. They are used in the manufacture of pipes, tanks, and other metal products.

Solders



Solders are products of the National Lead Company, and are made of pure lead, tin, and other metals. They are used in the manufacture of pipes, tanks, and other metal products.

Flux Core Solder

Flux core solder is a product of the National Lead Company, and is made of pure lead, tin, and other metals. It is used in the manufacture of pipes, tanks, and other metal products.



Flux core solder is a product of the National Lead Company, and is made of pure lead, tin, and other metals. It is used in the manufacture of pipes, tanks, and other metal products.

Other Metal Products

Other metal products include pipes, tanks, and other metal products. They are made of pure lead, tin, and other metals, and are used in the manufacture of various metal products.

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NLI 104690

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NATIONAL LEAD COMPANY

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

NEW YORK, N. Y. 111 Bushwick
 PITTSBURGH, PA. 15104
 CHICAGO, ILL. 60631
 ST. LOUIS, MO. 63108
 CLEVELAND, OHIO 44115

ST. LOUIS, MO. 63108
 PITTSBURGH, PA. 15104
 CHICAGO, ILL. 60631
 ST. LOUIS, MO. 63108
 CLEVELAND, OHIO 44115

PITTSBURGH, PA. 15104
 CHICAGO, ILL. 60631
 ST. LOUIS, MO. 63108
 CLEVELAND, OHIO 44115

All Purpose Soft Paste White Lead

A top quality white lead paint for all purposes. It is a soft paste, easy to apply, and dries to a smooth, durable finish. It is suitable for use on wood, plaster, brick, stone, concrete, stucco, and metal.



Pure Linseed Oil

Raw, Boiled, Standard Type. This is a high quality linseed oil, suitable for use in all oil-based paints. It is a standard type, and is of the highest quality.



Lead Mixing Oil

A top quality lead mixing oil, suitable for use in all lead-based paints. It is a standard type, and is of the highest quality.



Liquid Drier

A top quality liquid drier, suitable for use in all oil-based paints. It is a standard type, and is of the highest quality.

White Primer

A top quality white primer, suitable for use on all surfaces. It is a standard type, and is of the highest quality.



Colors in Oil

A top quality color in oil, suitable for use in all oil-based paints. It is a standard type, and is of the highest quality.



Red Lead for Metal

A top quality red lead for metal, suitable for use on all metal surfaces. It is a standard type, and is of the highest quality.



Liquid Red Lead. This is a liquid red lead, suitable for use in all oil-based paints. It is a standard type, and is of the highest quality.

Pure Red Lead. This is a pure red lead, suitable for use in all oil-based paints. It is a standard type, and is of the highest quality.

Quick Drying Red Lead Primer. This is a quick drying red lead primer, suitable for use on all metal surfaces. It is a standard type, and is of the highest quality.

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How to Sell "DUTCH BOY" Paint Products

PAINT MATERIALS

RED-LEAD

DUTCH BOY Lead Mixing Oil

DUTCH BOY White Lead

DUTCH BOY Colors in Oil

PAINT MATERIALS

RED-LEAD

DUTCH BOY Lead Mixing Oil

DUTCH BOY White Lead

DUTCH BOY Colors in Oil

PAINT MATERIALS

RED-LEAD

DUTCH BOY Lead Mixing Oil

DUTCH BOY White Lead

DUTCH BOY Colors in Oil

KYANIZE Self-Smoothing FINISHES

Business Varnish Company

122 Broadway, New York, N.Y.

 KYANIZE Self-Smoothing Floor Finish A long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Floor Finish is available in two grades: Kyanize Floor Finish and Kyanize Floor Finish Extra.	 KYANIZE Self-Smoothing Cold Finish A transparent, non-yellowing, non-toxic finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Cold Finish is available in two grades: Kyanize Cold Finish and Kyanize Cold Finish Extra.
 KYANIZE Self-Smoothing Lustrous Finish A long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Lustrous Finish is available in two grades: Kyanize Lustrous Finish and Kyanize Lustrous Finish Extra.	 KYANIZE Self-Smoothing Floor Enamel A long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Floor Enamel is available in two grades: Kyanize Floor Enamel and Kyanize Floor Enamel Extra.
 KYANIZE Self-Smoothing Porch and Deck Enamel A long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Porch and Deck Enamel is available in two grades: Kyanize Porch and Deck Enamel and Kyanize Porch and Deck Enamel Extra.	 KYANIZE Self-Smoothing Super Service Paint A long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Super Service Paint is available in two grades: Kyanize Super Service Paint and Kyanize Super Service Paint Extra.

Retail Salesman's SELF QUIZ on KYANIZE Products

Q. What particular KYANIZE Finish brings out and enhances all natural wood?

A. Kyanize Floor Finish. It is a transparent, non-yellowing, non-toxic finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Floor Finish is available in two grades: Kyanize Floor Finish and Kyanize Floor Finish Extra.

Q. What is the most economical way to renovate old floors?

A. The use of Kyanize Floor Finish. It is a transparent, non-yellowing, non-toxic finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Floor Finish is available in two grades: Kyanize Floor Finish and Kyanize Floor Finish Extra.

Q. Is there an enamel that can be used on walls, on woodwork, that will give the effect, when dry, of a hand-rubbed finish?

A. Kyanize Floor Enamel. It is a long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Floor Enamel is available in two grades: Kyanize Floor Enamel and Kyanize Floor Enamel Extra.

Q. What is the outstanding feature of Kyanize Lustrous Finish?

A. Kyanize Lustrous Finish. It is a long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Lustrous Finish is available in two grades: Kyanize Lustrous Finish and Kyanize Lustrous Finish Extra.

Q. What is the outstanding feature of Kyanize Porch and Deck Enamel?

A. Kyanize Porch and Deck Enamel. It is a long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Porch and Deck Enamel is available in two grades: Kyanize Porch and Deck Enamel and Kyanize Porch and Deck Enamel Extra.

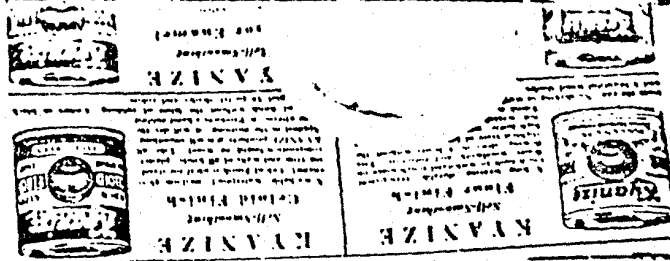
Q. Why is Kyanize Super Service Paint called super-service house paint?

A. Kyanize Super Service Paint. It is a long wearing, durable, transparent finish for all polished wood floors. It is easy to apply and dries to a hard, smooth surface. Kyanize Super Service Paint is available in two grades: Kyanize Super Service Paint and Kyanize Super Service Paint Extra.

The representative of the manufacturer described in this page and elsewhere are manufacturing these or selling these products and may be found in various cities or their products through hardware stores.

HARDWARE RETAILERS' SALES MANUAL

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How to Sell "Dutch Boy" Paint Products

PAINT MATERIALS

Colors in Oil, Lead Mixing Oil,
Wall Primer

National Lead Co.
New York, N. Y.

DUTCH BOY Colors in Oil



Colors in Oil are the most popular of all paint products. They are easy to mix and apply, and they give a smooth, durable finish. They are available in a wide range of colors and are suitable for use on a variety of surfaces, including wood, metal, and masonry.

DUTCH BOY Wall Primer



Wall Primer is a special paint designed to prepare rough or uneven surfaces for the application of a top coat of paint. It fills in cracks and holes, creating a smooth, uniform surface.

PAINTING NEW INTERIORS

For new interiors, the following sequence of painting is recommended:

1. Prime the walls with Dutch Boy Wall Primer.
2. Apply a coat of Dutch Boy Colors in Oil.
3. Apply a second coat of Dutch Boy Colors in Oil.

REPAIRING OLD INTERIORS

For old interiors, the following sequence of painting is recommended:

1. Remove loose paint and fill in cracks and holes.
2. Prime the walls with Dutch Boy Wall Primer.
3. Apply a coat of Dutch Boy Colors in Oil.
4. Apply a second coat of Dutch Boy Colors in Oil.

PAINTING INTERIOR PLASTER

For interior plaster, the following sequence of painting is recommended:

1. Prime the plaster with Dutch Boy Wall Primer.
2. Apply a coat of Dutch Boy Colors in Oil.
3. Apply a second coat of Dutch Boy Colors in Oil.

RED-LEAD

Red lead is a special paint used for the protection of metal surfaces. It is made from red lead and oil, and it provides a durable, corrosion-resistant finish.

Dutch lead is often sold under the Dutch Boy trade name in dry, paste, and liquid form.

DUTCH BOY Lead Mixing Oil



Lead Mixing Oil is a special oil used to mix red lead paint. It is made from a blend of oil and lead, and it provides a smooth, durable finish.

Q: What are the materials needed in mixing a paint for inside plaster, concrete, stucco, wallboard and similar porous surfaces?

A: The red lead paint, Dutch Boy Lead Mixing Oil, and Dutch Boy Wall Primer.

Q: Do interior porous surfaces need a special primer?

A: Several coats of primer are needed to prepare porous surfaces. Mix red lead and Lead Mixing Oil, the paint must be mixed, for the primer, then the Dutch Boy Wall Primer. Mix red lead and Lead Mixing Oil, the paint must be mixed, for the primer, then the Dutch Boy Wall Primer.

Q: Do unpainted interior plaster surfaces need special preparation before being painted?

A: Unpainted plaster surfaces must be prepared in a special way before being painted. The plaster must be mixed with a solution of two parts of red lead and one part of water. This will make the plaster smooth.

Q: How many coats are needed for a lasting paint job on most interior surfaces?

A: The best results are obtained when three coats of paint are used. Two coats are sometimes used with good results, but three coats are needed to insure an excellent job.

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PAINT MATERIALS

Paint, Outside and Interior

Martin-Senour Co.
Chicago, Ill.

How to Sell MONARCH 100% Pure Paint

MEASURE A PAINT THIS WAY

WHY is it better? WHY is it so better? WHY is it also the best appearance? Is it best of "best" materials? Is it made only from pure white lead, pure zinc oxide, pure linseed oil, and pure turpentine? Is it versatile in its adaptability to painting? Has it the life, it has the life that paints and are the best overall? These and other questions are answered here and on the opposite page.

MONARCH 100% PURE PAINT is the best because it is the paint. It is produced in proper factory according to a formula calling for only the pure materials necessary to 100% pure paint. It is a product completely free from the results of scientific laboratory work and laboratory tests. **MONARCH 100% PURE PAINT** is the best because it is the paint, and best because it is made with pure materials. It is a better paint.

- Q. What is meant by 100% pure paint?
A. **MONARCH 100% Pure Paint** is really the best "best" materials. It is the name of a product which the best of pure, scientific research and practical use have proven beyond all measure of doubt to be the highest quality outside house paint—a paint that will go farther, look better and last longer.
- Q. What are the ingredients of 100% pure paint?
A. Only pure carbonate of white lead, pure oxide of zinc, pure linseed oil, and pure turpentine, in the proper proportions, can produce a perfect house paint. This is the formula of **Monarch 100% Pure Paint**.
- Q. Why are some paints termed "adulterated"?
A. These paints containing materials that are not named above are called "adulterated" or "graded." Only the above named ingredients can make 100% pure paint. When any substances are used, or when any "best" materials are added, then the product is adulterated. Foreign materials that are usually added to adulterated paints are called "fillers."
- Q. What are "filler" materials and why are they used?
A. Common filler materials used in adulterated paints are: talcum, calcium carbonate, known as "whiting"; barium sulphate, called barite; and others, which are known as "fillers." These fillers cost only a fraction of the amount that is paid for pure lead and zinc oxides. They are added by the manufacturer simply to lower the cost of making a paint. No one can manufacture can they do anything but detract from the quality of an outside house paint. Please if you are interested in getting any of the above facts, write to the Martin-Senour Co., Chicago, Illinois, and they will send you free of cost or obligation a very interesting sample kit and literature. With this kit you can then make up your own samples of paint with and without "fillers," and see the result of the addition.
- Q. Why does **Monarch 100% Pure Paint** last longer?
A. The pure zinc oxide protects the lead just as copper is alloyed with gold so that it will rust.
- Q. Why does a paint with a zinc base, i.e., **Monarch**, chalk less quickly than a paint with only a lead base?
A. In the first place, zinc is harder than lead. Secondly, zinc will carry zinc oxide better than lead. Therefore, the zinc base paint will last longer than a lead base paint.
- Q. Why is a zinc-based house paint so better than just a lead house paint?
A. Lead and oil alone will cover 100 sq. ft. of surface, two coats to the surface. In comparison, the proper combination of zinc, oil and lead which is **Monarch 100% Pure Paint**, will cover 200 sq. ft., two coats to the surface. In addition to being superior quality, you can see from these figures that **Monarch** paint is also more economical.

KNOW YOUR ALLIED SALES COMBINATIONS

Every product you handle is naturally associated in some way with some other product. When the use of one product recommends the use of another, you are in a position to take advantage of these allied sales and your customer will appreciate your assistance. During the painting season remember to ask all of your customers when they finish to do their painting. Never fail to remind the seasonal customer every time you see him when a purchase is made in your store.

TAKE YOUR STORE TO YOUR CUSTOMER'S DOOR

Effective handbills placed in the windows, featuring a timely number of items, attractively priced, in a both timely and appropriate fashion of business people are most effective. Dealers that have used handbills consistently are enthusiastic about them. Martin-Senour has developed a new and unique service for stores that are interested in doing a better job with handbills. Martin-Senour develops handbills from the service as well as from other materials.

YOUR STORE IDENTIFICATION

Make your store front "speak" to your prospective and regular customers. Martin-Senour's "planned" advertising develops your paint department from back to back of your store. It really "talks" paint. Considering the volume of paint and goods you can make from your paint sales there is no place in the store too valuable for your paint department. Experience and actual survey have proven that the best portion of the store is the right place for the paint department. These same records prove your paint department to be your best business helper. Everyone is a prospect for paint—whether it may be there to buy from you by accepting your paint department to be a "right place" for it, just then.

Empires perish but LEAD LASTS

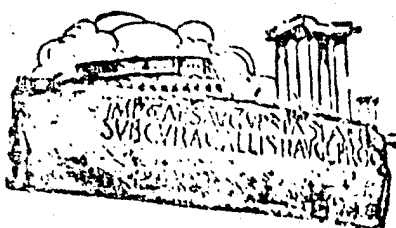
THIS piece of lead pipe shown above had been buried in the ground nearly 1900 years when it was dug up by workmen excavating for a sewer in Rome.

Vespasian was emperor when this pipe was produced — the inscription tells that. When Vespasian laid lead water pipes in the streets of Rome, he followed the example of Julius Caesar, who was plumbline with his legions into foreign lands. Lead pipe laid by these Roman invaders has been dug from English soil.

The enduring character of lead, its ability to defy corrosion, has made it a favored metal not only for water pipes but for other purposes such as tank linings, roofs, etc.

lasting quality is also an outstanding characteristic of white lead and red lead, two paint pigments derived from lead.

White lead paint is widely used for the protection of buildings outside and the decoration of their



interiors, while red lead is the accepted paint for structural iron and steel.

National Lead Company make white lead and red lead of the highest quality, under the well-known Dutch Boy brand.

In addition, we are a dependable source of supply for many other lead products — sheet lead, lead pipe and fittings, ball and metal, solder.

NATIONAL LEAD COMPANY

111 Broadway, New York, 110 Oak St., Chicago
600 West 14th St., Kansas City, Mo.
Cleveland, 615 West 12th St., Des Moines, Iowa
212 Chamber St., New York, 2700 19th St., San Francisco
Pittsburgh, General Sales Lead Co., 200 4th Ave.
New York, General Sales Lead Co. & Co. of
Pipes, 110 1st Ave., New York, John T.
L. & B. Co., Union City, New Jersey



DUTCH BOY LEAD PRODUCTS

Since its formation, the company has been a leader in the industry.

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NATIONAL LEAD CO.

111 BROADWAY

NEW YORK, N. Y.

NEW YORK, N. Y.

Always in the market for:

SOLDER SCRAP DROSSES

TIN SCRAP METAL DROSSES

LEAD AND BABBITT SCRAP METAL DROSSES

BATTERY PLATES

SOFT LEAD DROSSES



SCRAP LEAD
IN ALL FORMS

WASTE TRADE JOURNAL, NOV. 22, 1920

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LIBRARY

NLI 104697

Si Ud. desea protección y **ECONOMIA**
emplee una pintura **QUE DURE**



• **TODA** pintura preparada con Blanco Plomo **DUTCH BOY** se distingue por su durabilidad. Su elasticidad la hace ideal para el clima de Puerto Rico. Se dilata y contrae con los cambios de temperatura, sin sufrir desperfectos algunos. No se agrieta ni descascara. Se gasta lento y paulatinamente, en forma pareja,

produciendo una superficie lisa que facilita el trabajo cuando hay que pintar de nuevo. La durabilidad del Blanco Plomo **DUTCH BOY**, su capacidad embalsadora, suavidad con que se aplica y la fidelidad con que se mezcla, permitirán obtener la mayor protección posible a un costo mínimo.



BLANCO PLOMO "DUTCH BOY"

A LA VENTA POR:

EN AGUADILLA:

W. Gomez & Hijo

EN ANCHICHO:

Edmundo Hernandez & Cia.

En C. Ruiz

En C. Ruiz

EN CAYAMA:

En C. Ruiz

EN CAYAMA:

En C. Ruiz

EN CAYAMA:

En C. Ruiz

EN MAYAGUEZ:

En C. Ruiz

EN MAYAGUEZ:

En C. Ruiz

EN MAYAGUEZ:

En C. Ruiz

EN MAYAGUEZ:

En C. Ruiz

EN MAYAGUEZ:

En C. Ruiz

EN SAN JUAN:

En C. Ruiz

EN SAN JUAN:

En C. Ruiz

EN SAN JUAN:

En C. Ruiz

EN SAN JUAN:

En C. Ruiz

EN SAN JUAN:

En C. Ruiz

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ECONOMICHE SU DINERO

plantando con
BLANCO PLOMO
"DEITCH BOY"



● TODA primera preparación con filamentos Phlox DUTCHMAN, no solamente protege y embellece su propiedad, sino que también le ahorra dinero.

La economía de guerra comienza desde el momento en que se pone, de hecho, la capacidad en ultratensión, asociada con que se requiere y facilidad con que se prepara la potencia. Luego economías de guerra debido a su larga duración.

Esta pintura tiene la ventaja de que en clima y con las de acuerdo con las variaciones de temperatura, un que ella ofrece en la vida mínima la película protectora. No se agrieta ni descascara y forma una superficie que se mantiene lisa durante su larga vida.



② 1. The term "copy" shall mean a copy of the original document or a copy of a copy of the original document, as the case may be.



BLANCO PLOMO "DUTCH BOY"
A LA VENTA POR:



242 A. A. A. A. A.
 243 A. A. A. A. A.
 244 A. A. A. A. A.
 245 A. A. A. A. A.
 246 A. A. A. A. A.
 247 A. A. A. A. A.
 248 A. A. A. A. A.
 249 A. A. A. A. A.
 250 A. A. A. A. A.

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BY NAME:
 Douglas & Company
 140, Macdonald St. Montreal & Co.
 Desjardins, Desjardins, Ltd.
 Macdonald, Desjardins & Macdonald
 Macdonald, Macdonald & Co.
 Macdonald & Co.
 Macdonald & Co.
 Macdonald, Macdonald & Co.
 Macdonald, Macdonald & Co.

BY ADDRESS:
 140, Macdonald St., Montreal
 Macdonald, Macdonald & Co.
 Macdonald, Macdonald & Co.

21) 10-10-11 March, February 10, March 21, April 30-21 on 10-11 New paper Ad No. 2 0

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1951

NLJ 104699

No tire su dinero
Usando pinturas que se
AGRIETAN Y DESCASCARAN



La pintura ya no es de buena o mala calidad, sino igual cuando se espesa sobre una superficie. Pero la de calidad inferior pronto se agrieta y descasca a consecuencia de la expansión de la propiedad y proporción.

Con el Blanco Plomo DUTCH BOY se obtiene una pintura que se mantiene lisa y resistente por espacio de varios años. Sus pinturas no se cuartan ni descascan, pues se dilata y contrae según las variaciones de temperatura. Esto

evita el gasto de quemar y tapar paredes hay que pintar de nuevo. El primer paso para preparar fácilmente la pintura de acuerdo con su gusto y necesidad particular, y darle el color que desea.



BLANCO PLOMO "DUTCH BOY"
A LA VENTA POR:



EN ALABAMA:

W. Adams & Son

EN ARIZONA:

W. Adams & Son

EN CALIFORNIA:

W. Adams & Son

EN COLORADO:

W. Adams & Son

EN CONNECTICUT:

W. Adams & Son

EN FLORIDA:

W. Adams & Son

EN GEORGIA:

W. Adams & Son

EN ILLINOIS:

W. Adams & Son

EN INDIANA:

W. Adams & Son

EN IOWA:

W. Adams & Son

EN KANSAS:

W. Adams & Son

EN LOUISIANA:

W. Adams & Son

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El Blanco Plomo "DUTCH BOY" CUESTA MENOS porque DURA MAS

Los propietarios economizan cuando pegan con Blanco Plomo "DUTCH BOY", porque saben que este producto produce una pintura de una durabilidad excepcional.

Toda pintura hecha con Blanco Plomo "DUTCH BOY" se adapta perfectamente al clima de

Puerto Rico debido a su elasticidad. Nunca se agrieta ni desmenuza, protegiendo la superficie perfectamente. Fue, por lo tanto, se conserva los por varios años, lo que evita el gasto y trabajo de tener que quemar y raspar cuando hay que pintar de nuevo.



BLANCO PLOMO "DUTCH BOY"
A LA VENTA POR:



EN AGUAYGUA:
J. Alvarez & Sons
EN ANTONIO:
R. J. de la Cruz & Co.
H. J. de la Cruz
J. de la Cruz & Co., Inc.
EN CAGAYAS:
Luis J. de la Cruz
EN CARMONA:
J. de la Cruz
EN CAYAMA:
J. de la Cruz

EN SAN JUAN:
Alfonso J. de la Cruz & Co., Inc.
EN SAN JUAN:
Alfonso J. de la Cruz & Co., Inc.
EN SAN JUAN:
Alfonso J. de la Cruz & Co., Inc.
EN SAN JUAN:
Alfonso J. de la Cruz & Co., Inc.
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