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NLI 113928
N14800



SEC 162
P. 10. 11.

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Reminding Americans to...



...SAVE KITCHEN GREASE



...SHARE A RIDE



...TURN IN NEEDED SCRAP



...INVEST IN WAR BONDS



...STOP LOOSE TALK



...DONATE YOUR BLOOD

...Stay in the Fight!

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NLI 113929

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**A Job
He'll do...**

**In
Advertisements
Like This**



Our Battle Flags Are Flying High!

- 1. First, as a growing battle on western shores of food and fuel, we have a shortage of food and fuel. And by the thousands of tons for a thousand for jobs which had before this.
- 2. And as we are making food, grain, gasoline and other goods in great quantities, we are also making and shipping and shipping.
- 3. But did you know that National Lead has done more to help our country than any other company? It has done more to help our country than any other company.
- 4. Did you know that it is producing more gasoline than any other company? It is producing more gasoline than any other company.
- 5. Did you know that it is producing more gasoline than any other company? It is producing more gasoline than any other company.
- 6. Is that doesn't help a country as much as it does? It does. It does. It does.

National Lead Company

NLI 113930

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NLI 113931

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MAGN: 51

Can't find the 13104



**SHOW YOUR COLORS
PUT YOUR HOME
IN THE BATTLE TODAY**

FUEL
BONDS
MANPOWER
FOOD
TRANSPORTATION
PHONE CALLS

Our Battle Flags Are Flying High!

See how all get into the battle, and in March and June the National Lead family is fighting on every front.

1. They are passing battle to civilian homes of food and fuel. And for a moment, they are fighting the battle of the home.

2. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

3. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

4. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

5. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

6. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

7. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

8. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

9. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

10. And all across the nation, your progress and your home are the progress of the nation, and your home is the home of the nation.

National Lead Company

and -

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**Advertis
Like 7**

Advertis

The

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NLI 113933

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MAGNESI
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For my next
research I will study

In
Advertisements
Like This

Advertising

That Will...



is Good?

what made and ordered by the
the trend and to generally all
the country to stamp out place
at place the most advanced stage

Thank the Family Advertising to
you have been the most important
feature. Many of our friends in
the world, and especially the
advertisers, are still for the
a more active and rapid.

For Family ... Along a long list of
the ... the family the day when
the ... the family the day when
the ... the family the day when
the ... the family the day when

Buy the
Book



Book, this and other new advertisements
to be made, printed and sent to the
the ... the family the day when
the ... the family the day when
the ... the family the day when
the ... the family the day when

...Keep the *Dutch Boy*



Out in Fr

To millions of property-owners, the Dutch Boy is a familiar member of the "home-guard" ... a sturdy surface-protector who has long played a prominent role in the defense of American homes against the ravages of the weather.

Isn't it fitting, then, that today the Dutch Boy should step to the fore in another important home-front campaign—a defense this time against complacency ... against slow-downs in bond-buying, conservation, blood-giving ... against a lessening of that war spirit which flamed so fiercely after Pearl Harbor?

We think you'll agree that it is fitting. That's why, all during 1944, this famous little trade character will broadcast a stirring patriotic appeal—an appeal reminding Americans of the things they must do and must keep on doing to bring Victory nearer.

In those same advertisements, too, the Dutch Boy will tell of his own contributions to the war program—the production of pigments, oils, chem-

icals, alloys and other basic materials needed for planes and guns ... goods the Dutch Boy turns out in paint and paint materials for civilian purposes.

Be sure to look for this new and different Dutch Boy appeal in the big national magazines: *Saturday Evening Post*, *American Magazine*, *Better Homes and Gardens* ... as well as in important farm papers: *Country Gentleman*, *Home's Dairyman*.

Remember when you see it that this advertisement is signed specifically to help Uncle Sam. But don't forget the Dutch Boy, too ... (1) by keeping the Dutch Boy constantly in the public eye. (2) by adding to the prestige of value to every Dutch Boy dealer—not a year of peace to come.

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NLI 113934

1250 F

Dutch Boy



Out in Front in 1944

is a familiar member of
who has long played a
roles against the ravages

should step to the fire in
defense this time against
killing, conservation, blood-
it which flamed so fiercely

why, oil during 1944, this
stirring patriotic appeal—
they must do and must keep

Dutch Boy will tell of his own
tion of pigments, oils, chem-

loids, alloys and other basic materials needed in building ships, tanks,
planes and guns... goods the Dutch Boy turns out in addition to making
paints and paint materials for civilian purposes.

Be sure to look for this new and different Dutch Boy advertising. It will
appear in the big national magazines: Saturday Evening Post, Collier's,
American Magazine, Better Homes and Gardens, American Home, as
well as in important farm papers: Country Gentleman, Farm Journal and
Hoard's Dairyman.

Remember when you see it that this advertising is war advertising, de-
signed specifically to help Uncle Sam. But don't forget that it will help you
and the Dutch Boy, too... (1) by keeping the Dutch Boy as a trademark
constantly in the public eye, (2) by adding to Dutch Boy prestige... a
prestige of value to every Dutch Boy dealer—not only now but also in the
years of peace to come.

MAGNESI
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(and copy)
March 1944

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How To Set Up This Ca

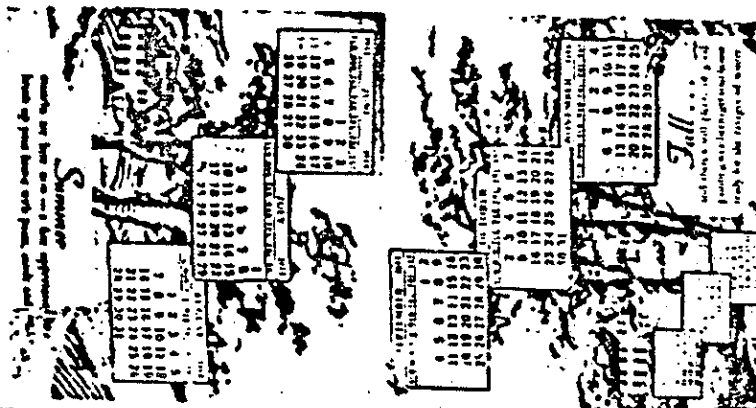
For the months of March, April and May insert tab in slot as shown, Figure 1.

For all other months, open fold A, Figure 2 and turn back on 8, Figure 3. Then fold down and insert tab as shown in Figure 1 above.

Stand calendar on base 4' it is now ready for use.

Past ... Present ... Future
For your convenience here is a three year calendar that will help you think past, present and back up future years.

The image shows a three-year calendar grid. It is divided into three main sections for the years 1943, 1944, and 1945. Each year section contains a grid of months, with each month further divided into weeks and days. The text is small and difficult to read, but the structure is a standard calendar layout.



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NLI 113930

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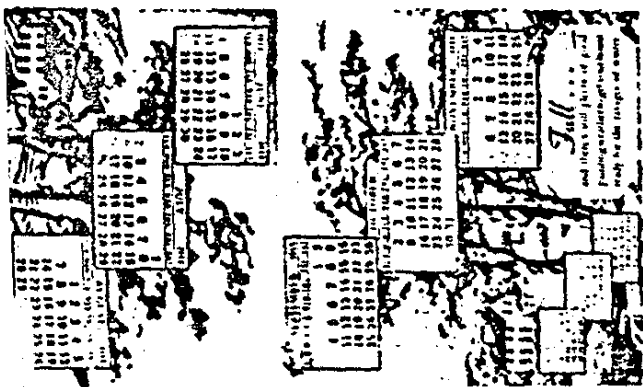
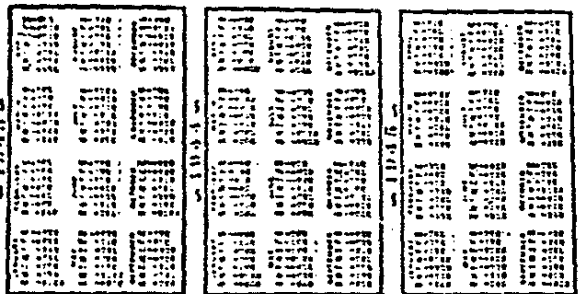
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How To Set Up This Calendar

For the months of March, April and May insert tab in slot as shown, Figure 1.

For all other months, open fold A, Figure 2 and turn back on B, Figure 3. Then fold down and insert tab as shown in Figure 1 above.

Stand calendar on base, Figure 4. It is now ready for use.



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NLI 113937