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ADVERTISEMENTS FOR 1933-1934

NLI 1043

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"THE CARSON" SCRAP BOOK

1934

Index

Date	TITLE	Page

Date	TITLE	Page

START A NEW BOOK EACH YEAR

00048

NLI 104343

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00048

NLI 104344

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TWO BUCKETS OF PAINT
THAT
LOOKED ALIKE

DUTCH BOY WHITE-LEAD

00048

NLI 104345

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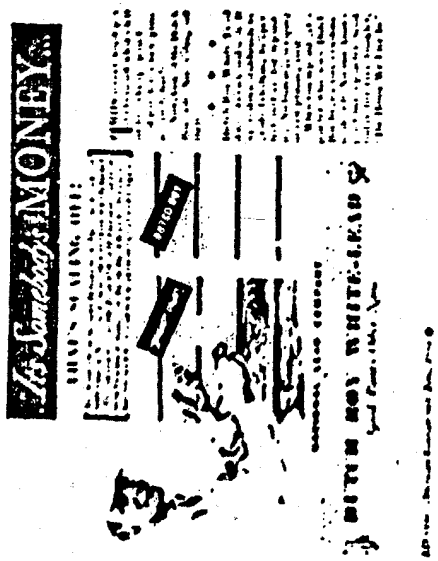
NLI 104346



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NLI 104347

4-

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



NATIONAL LEAD COMPANY

This advertisement appears in the following publication.
[illegible] American Fish Culturist, Aug. [illegible]

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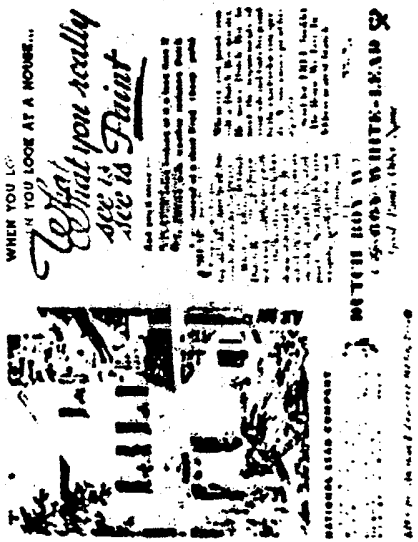
NLI 104348



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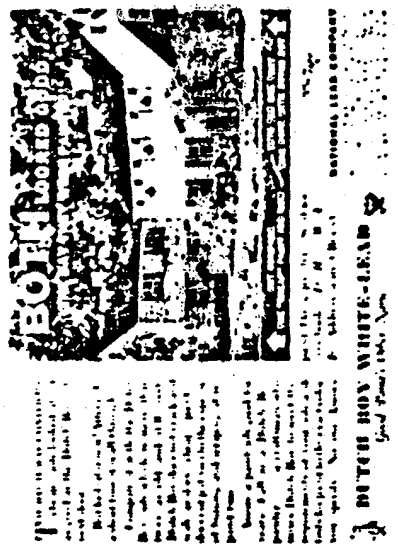
NLI 104349



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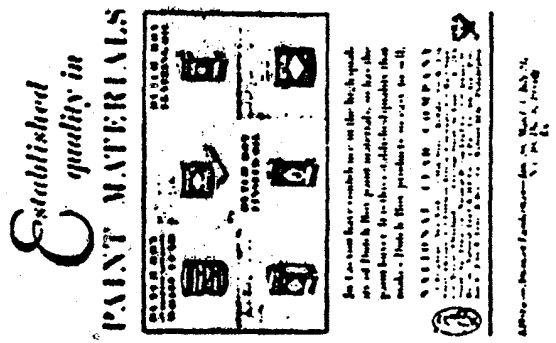
NLI 104350



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

When THIS *happens it's bad for* the LUMBER *business*

00048

NLI 104351

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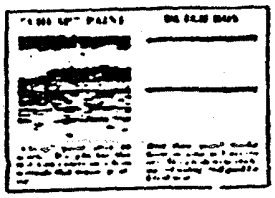
A PAINT JOB LIKE THIS IS A

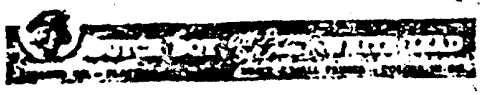
Blow...

TO THE

Lumber Business







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NLI 104352

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00048

12

"CHEAP" PAINT PUTS THE LUMBER DEALER

...On The Spot!



NLI 104353

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A Black Eye for LUMBER

"Cheap" paint fails... that starts owners thinking of materials that don't need painting

"CHEAP" paint gives itself away soon after it has been [illegible]. The big catch above shows the sad end of a "cheap" paint job — after only a few months' exposure.

Every time this happens, it's a black eye for the paint business. And a black eye for the lumber industry, too!

The man who paid good money for this bad job has been turned into a "dissatisfied customer." He's stuck with the unexpected cost of burning off the remains of the "cheap" paint. Then he will have the expense of a new priming coat. And on top of that the cost of repainting. Can you blame him for nursing a grudge against paint — and surfaces that require painting?

It's to your interest to fight "cheap" paint. Every time you sell lumber, impress on the customer the importance of getting good paint — and a good painter.

You can always depend on Dutch Boy

When you recommend Dutch Boy, you're doing your part toward preventing the lumber business from getting a black eye.

Also by carrying Dutch Boy White Lead and the other products in the Dutch Boy line, you can build up a volume of paint business that you may now be overlooking.

Now in new, convenient form

Dutch Boy White Lead now comes as a quick mixing paste that can be used for both outside glass paint and inside flat finishes. This all purpose soft paste is Dutch Boy White Lead of the same high quality you have always known.

"CHEAP" PAINT

DUTCH BOY

NATIONAL LEAD COMPANY

LINSEED OIL — FLATTING OIL — LIQUID PAINT — WALL PRIMER — COLORS-IN-OIL

[illegible]

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NLI 104[illegible]

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8 PAINTERS IN EVERY 10 use DUTCH BOY





...and no one knows paint like a painter

1934

NLI 104355

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NLI 104356

14

DUTCH BOY WHITE LEAD
LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

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NLI 104357

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

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Why *Dutch Boy*
Brings the Volume Buyers

DUTCH BOY WHITE LEAD

NLI 104358

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00048

HE READ AN AD AND FOUND THE WAY TO BRING IN VOLUME BUSINESS



1 [illegible]



2 [illegible]



3 [illegible]



4 [illegible]

Why Dutch Boy Should be the Cornerstone

PAINTERS' [illegible] When they buy, they buy in worthwhile quantities. The merchant who gets their business is the one who carries everything they want. One of the [illegible] is they constantly demand a Dutch Boy White Lead. So, when you make Dutch Boy the cornerstone of your painters' line, you've taken the most important step in the direction of volume sales. Dependence that exists for Dutch Boy Whitelead also extends to the other members of the Dutch Boy family listed below.

NATIONAL LEAD COMPANY

DUTCH BOY All-Purpose Soft Paste WHITE LEAD

LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

[illegible]

NLI 104559

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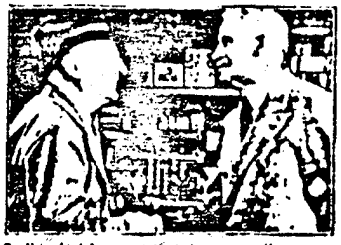
NLI 104360

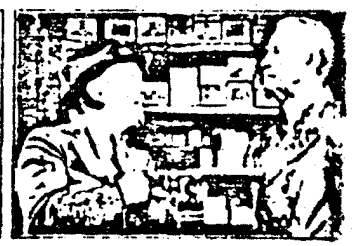
17



AN EYE-OPENER THAT MADE HIM SEE THE WAY TO VOLUME BUSINESS



1 [illegible]



2 [illegible]



3 [illegible]



4 [illegible]

WHY DUTCH BOY SHOULD BE THE CORNERS ONE

[illegible]

NATIONAL LEAD COMPANY

DUTCH BOY All-Paint Paste WHITE LEAD

LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

[illegible]

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NLI 104361

17


THE DILLONS CASH IN ON A VOLUME-BUILDING IDEA
1
2
3
4
WHY YOU SHOULD PUSH DUTCH BOY
NATIONAL LEAD COMPANY
DUTCH BOY WHITE LEAD
LINSEED OIL — PLASTING OIL — LIQUID DRIER — WALL PRIMER — COLORS

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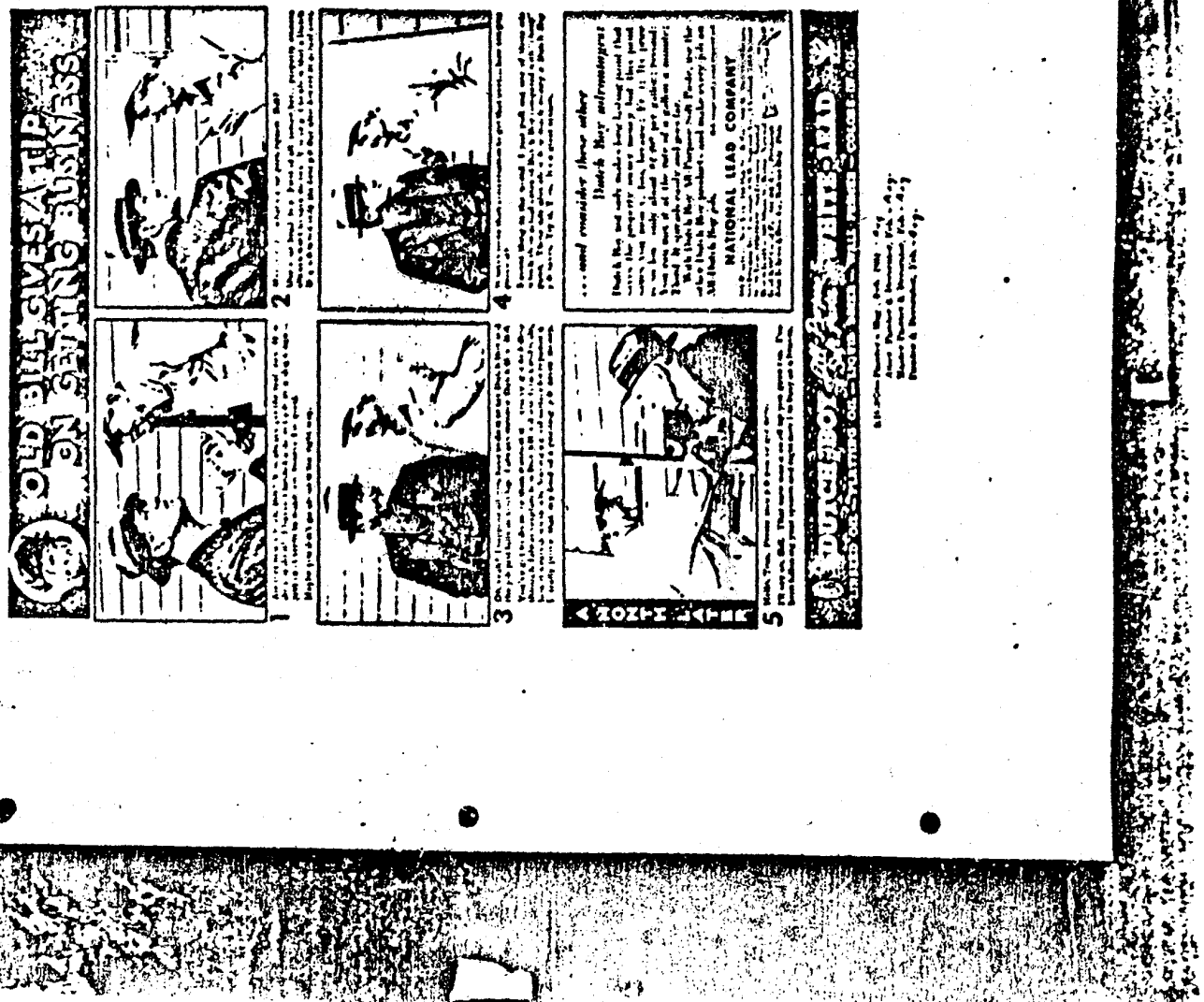
NLI 104362



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000488

OLD BILL SHOWS HIS HELPER A LABOR-SAVING TRICK

1

2

3

4

DUTCH BOY

...a Money-Saver, too!

THERE'S more than labor saving in paint made with Dutch Boy All Purpose Soft Paste White Lead. There's money saving, too.

It saves the painter money because it goes on so fast—adds about $1.50 per gallon for the finished paint.

It saves the property owner money because it makes long lasting paint that does not crack and scale, paint that wears down by gradual chalking, leaving a good surface for repainting.

Watch Dutch Boy All Purpose Soft Paste on the other Dutch Boy products listed below and make every job an All Dutch Boy job.

NATIONAL LEAD COMPANY

Painter & Decorator, March 1936

NLI 104363

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NLI 104364

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NLI 104365

22


OLD BILL TURNS THE SPOT-LIGHT ON MONEY-SAVING ANGLES

1

2

3

4

Consider These Advantages

PAINT made with Dutch Boy All-Purpose Soft Paste White Lead is first of all pure white lead paint. That insures its durability. Then it's quick and easy to mix... can be made ready for the brush at the rate of a gallon a minute.

Moreover, you'll like its easy brushing qualities and the way it hides a lot of surface... With Dutch Boy All Purpose Soft Paste, use the other Dutch Boy products listed below and make every job an All Dutch Boy job.

NATIONAL LEAD COMPANY

DUTCH BOY All-Purpose WHITE LEAD

LINSEED OIL — PLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

Painter & Decorator, Buy-Sea

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NLI 104368



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NLI 104369

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NLI 104370

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White-Lead Pigments of Established Quality

.DRY WHITE-LEAD

..N.T.S. WHITE-LEAD

...BASIC LEAD SULPHATE

NATIONAL LEAD COMPANY

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NLI 104371

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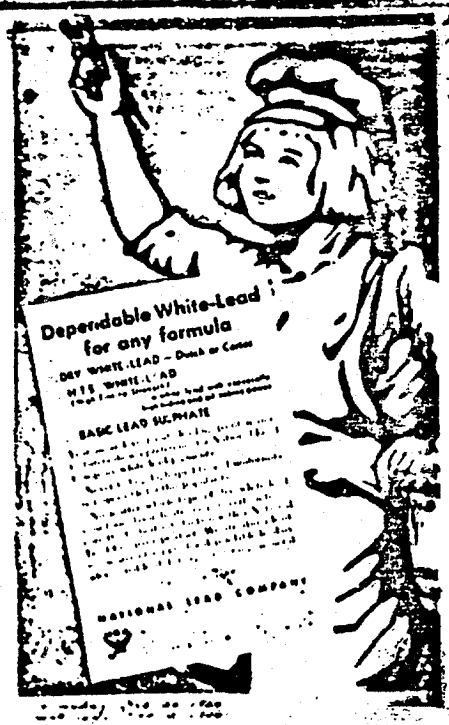







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NLI 104372



DUTCH BOY
AND
CARTER

WHITE-LEAD

Manufacturers also of

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

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak St.; Chicago, 900 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 820 West Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 2240 24th St.; Boston, National-Boston Lead Co., 800 Albany St.; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.; Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

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NLI 104373

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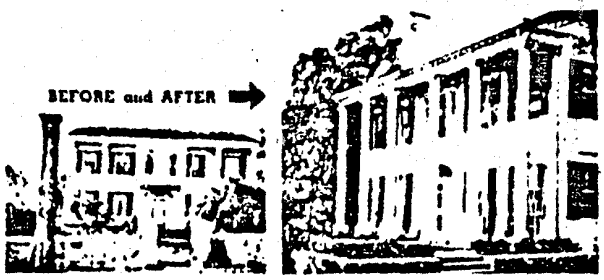
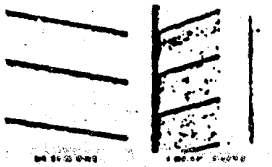


UGLY DUCKLING TO SNOWY SWAN

When you MODERNIZE, says architect Cameron Clark, give your surfaces CHARM that lasts





NATIONAL LEAD COMPANY

DUTCH BOY WHITE LEAD

NLI 104374

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NLI 104375



TR TRANSFORMED!

and

and the magic wand is a paint brush



Architect Francis Keally modernizes the Hotel Collingwood and gives his surfaces the charm that lasts

A GREAT WAVE of renovation, [illegible]

[illegible]

The photographs above show how [illegible]

[illegible]

"When the architect accepts a commission," says Mr. Keally, "he assumes a moral responsibility in regard to the expenditures of the owner. He must, therefore, ever keep before him the importance of using products to which possess three factors: utility, beauty, durability. This applies to paint as well as everything else in the building."

Dutch Boy provides paint for every surface ... and every need

Dutch Boy White Lead makes paint for wood, plaster, wallboard, metal, brick, stucco and other surfaces.

Moreover it makes paint for finishes of every kind. Mixed with linseed oil it produces [illegible] paints. Mixed with flatting oil it produces a [illegible] flat [illegible] finishes [illegible] and [illegible]. Mixed with [illegible] and [illegible] and by adding Dutch Boy Colors in Oil you can obtain any one of a thousand tints.

So plan your modernization with Dutch Boy in mind, whether it be for a hotel, a home or any other kind of a building. It will be not only attractive, beauty and durability, but exceptional economy as well.

NATIONAL LEAD COMPANY

LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

[illegible]

[illegible]

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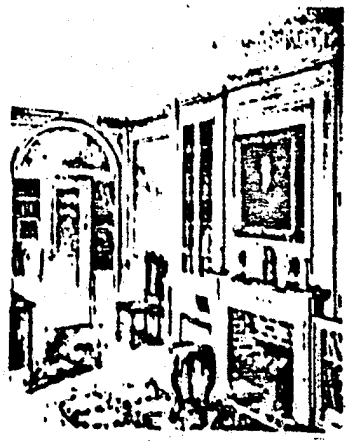
FROM PROSE...





...TO POETRY



Architect Manoug Exerjian remodels New York apartment and obtains striking glaze finished with Dutch Boy

[illegible] thousands of commonplace interiors [illegible] modernization parade. [illegible] a job by Manoug Exerjian, New York architect, who converts a prosaic apartment on [illegible] Street into an office of remarkable interest and charm.

Dutch Boy . . . the ideal glazing base

Mr. Exerjian gives much of the credit for the pleasing result to the beautiful glaze effects on walls and woodwork, made possible by the use of Dutch Boy White Lead.

"There is no more beautiful paint finish than glazing," says Mr. Exerjian, "but not more than 1 out of 10 jobs is done successfully.

"This is largely due to improper preparation of the base. The base paint must never be dead flat. It should have a slight sheen.

"By mixing Dutch Boy White Lead in the proper proportions you obtain the ideal base for this kind of finish."

Dutch Boy provides paint for every surface . . . and every finish

Dutch Boy White Lead makes paint for wood, plaster, wall board, metal, brick, stucco and other surfaces.

Moreover it makes paint for finishes of every kind. Mixed with linseed oil it produces long-wearing exterior paint. Mixed with flatting oil it provides durable, washable interior finishes . . . plain, mottled, glazed, blended or textured. And by adding Dutch Boy colors-in-oil you can obtain any one of a thousand tints.

So plan your modernization with Dutch Boy in mind, whether it be for an apartment hotel, home or any other kind of building. It offers not only utility, beauty and durability, but exceptional economy as well.

NATIONAL LEAD COMPANY

LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS-IN-OIL

[illegible]

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NLI 104376

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34

40 Engineering Bulletin - December - 1934

NATIONAL LEAD COMPANY

Member of the Producers' Council, Inc.

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

NEW YORK, N. Y., [illegible] Broadway
PLEASLO, N. Y., [illegible] Oil Street
CHICAGO, ILL., [illegible] West Fifth Street
CINCINNATI, OHIO, [illegible] Freeman Ave.
CLEVELAND, OHIO, [illegible] West Superior Avenue
ST. LOUIS, MO., [illegible] Chestnut Street
SEATTLE, WASH., [illegible] John Street
PORTLAND, ORE., [illegible] N. W. Grisan Street
SAN FRANCISCO, CAL., [illegible]
LOS ANGELES, CAL., [illegible] Wilson Street
BOSTON, MASS., National Boston Lead Co., [illegible] Amory Street
PHILADELPHIA, PA., [illegible] Lewis & Bros. Co., [illegible] Building
PITTSBURGH, PA., National Lead & Oil Co., [illegible] Pennsylvania, [illegible] Fourth Avenue

All Purpose Soft Paste White Lead





Pure Linseed Oil
Raw, Boiled "Standard Type"



Flatting Oil





Liquid Drier

Wall Primer



Colors in Oil



Red Lead for Metal

Red Lead in Oil



Liquid Red Lead

Pure Red Lead Paint Nos. 16 and 25

Quick Drying Red Lead Primer

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NLI 104377

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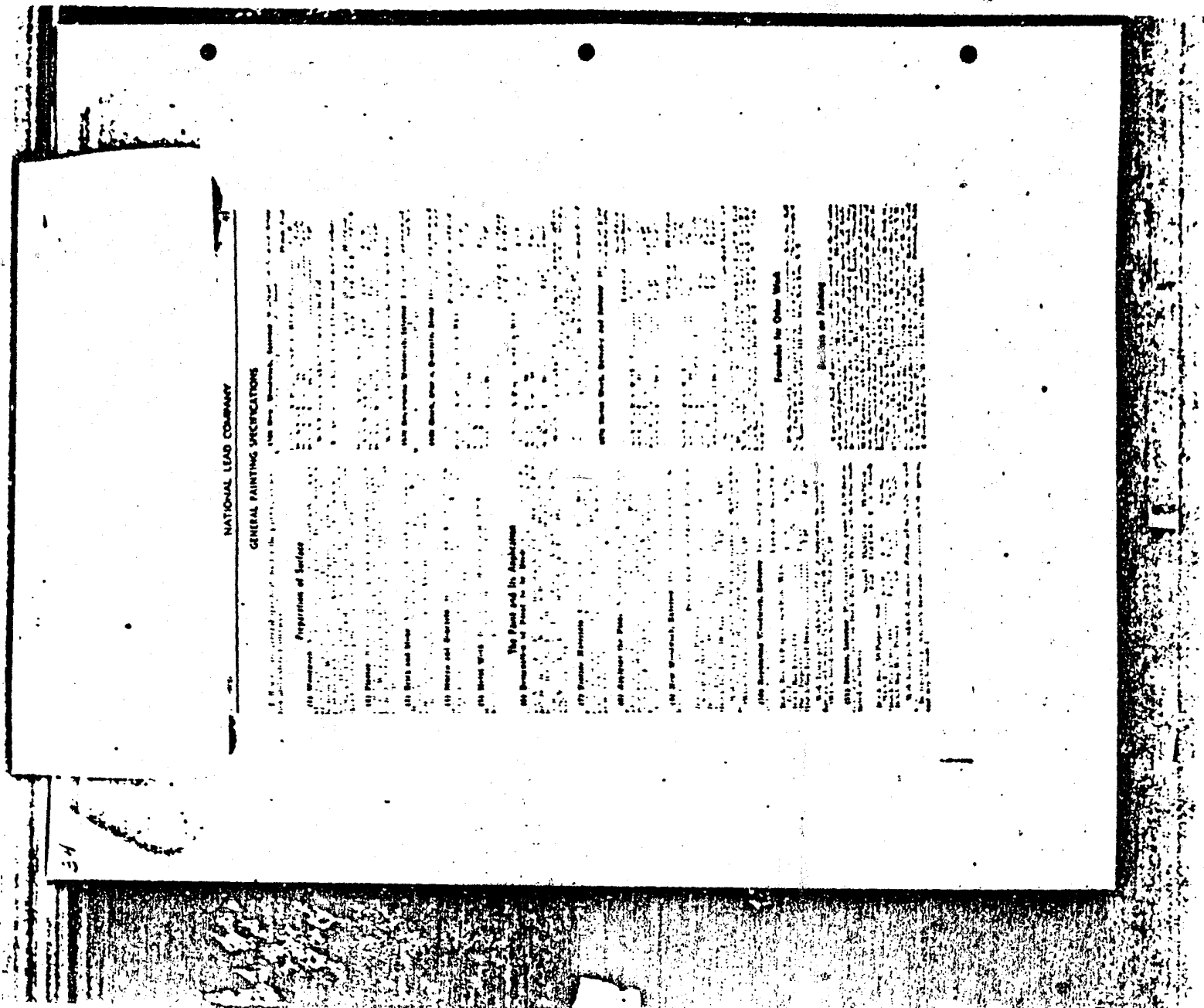
NLI 104378



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NATIONAL LEAD COMPANY

Member of the Producers Council, Inc.

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

NEW YORK, N. Y., 111 Broadway
BUFFALO, N. Y., 116 Oak Street
CHICAGO, ILL., 900 West 18th Street
CINCINNATI, OHIO, 659 Freeman Ave.
CLEVELAND, OHIO, 820 West Superior Avenue
ST. LOUIS, MO., 722 Chestnut Street
SEATTLE, WASH., 900 Utah Street
PORTLAND, ORE., 1216 N. W. Glisan Street
SAN FRANCISCO, CAL., 2240 24th St.
LOS ANGELES, CAL., 900 Wilson Street
BOSTON, MASS., National-Boston Lead Co., 800 Albany Street
PHILADELPHIA, PA., John T. Lewis & Bros. Co., Widener Building
PITTSBURGH, PA., National Lead & Oil Co. of Pennsylvania, 316 Fourth Avenue

All Purpose Soft Paste White Lead



A quick mixing white lead which is equally suitable for work in oil or varnish use. This non-settling ground lead mixes easily, gives a true gloss but does not harden in the can, without a trace of skinning or dusting. With the exact knowledge of the advantages of each mixing it is a modern product in every sense of the word—economical, adaptable, convenient. Yet it retains all the qualities for which white lead has been famous since 1875. 25, 50 and 100 pound steel kegs.



THE PAINTER BOY

Pure Linseed Oil
Raw, Boiled, "Standard Type"



Linseed oil specially treated to produce a boiled oil

Flatting Oil



Liquid Drier



Wall Primer



Colors in Oil



Red Lead for Metal



Red Lead in Oil

Liquid Red-Lead

Pure Red Lead Paste Nos. 10 and 20

Quick Drying Red-Lead Primer

00048

NLI 104379

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NATIONAL LEAD COMPANY

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

NEW YORK, N. Y., 111 Broadway
BALTIMORE, MD., 214 West Henrietta Street
BUFFALO, N. Y., 116 Oak Street
CHICAGO, ILL., 9[illegible] West 18th Street
CINCINNATI, OHIO, [illegible] Freeman Avenue
CLEVELAND, OHIO, [illegible] West Superior Avenue
ST. LOUIS, MO., 722 Chestnut Street
BOSTON, MASS., National Boston Lead Co., [illegible] Albany Street
PHILADELPHIA, PA., John T. Lewis & Bros. Co., Widener Building
PITTSBURGH, PA., National Lead & Oil Co., [illegible] Pennsylvania [illegible] Fourth Avenue
ATLANTA, GA., Georgia Lead Works, East and Bishop Streets
CLEVELAND, OHIO, Gibson & Price, Swetland Building

Babbitt Metal

[illegible]

Dutch Boy Phoenix Metal

[illegible]

Dutch Boy Perfection Anti-Friction

[illegible]

Satco Bearing Metal

[illegible]

Sheet Lead and Block Tin Sheet

[illegible]



[illegible]

Solder

[illegible]

Flux Core Solder

[illegible]



[illegible]

Other Products

[illegible]

00048

NLI 104380

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A house worth calling HOME is worth protecting with Dutch Boy

Home is "where your heart is", whether it be a cottage hidden in the woods or a substantial dwelling on a pleasant suburb.

And the well-loved home deserves the best you can give it, even in paint.

"Cheap" paint, false in promise and poor in performance, just isn't appropriate for a home worth calling "Home".

Dutch Boy White-Lead, unlike "cheap" paint, makes no promise that it can't deliver.

The Truth About Paint

See the examples at the left, two similar houses in the same close city. The initial cost of the "cheap" paint job was $120. It has stood a year and a half. *Now it will need $75 to have it off.* That makes a total of $195 or $130 per year. And when it's repainted, a new priming coat will be needed. That will add still more to the cost.

The Dutch Boy job cost $172 when it was painted. It has stood three years—a cost of $57 per year. And, because the paint still has a lot of wear in it, that yearly cost will be even less. Furthermore, at equal time, the owner will need to pay for no burning and scraping. *Not for a new priming coat, either.*

Dutch Boy does not crack and scale. Instead, it resists the weather and wears down stubbornly by gradual chalking which leaves a smooth, perfect surface for new paint.

If your home needs painting, entrust the job to a Dutch Boy painter. He studies your house, mixes Dutch Boy to meet the requirements of your particular job and tints it to the color you specify. No one knows paint like a painter.

NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

000488

NLI 104381

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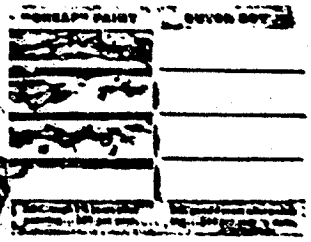
Two Painted Homes that Don't!



NATIONAL LEAD COMPANY



DUTCH BOY WHITE-LEAD

Good Paint Other Name

NLI 104382

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NLI 104383

Sometimes MONEY ...that's SCALING OFF!

The good jobs in the new Dutch Boy line. The "cheap" job cost $125 to put on. Now, after 2½ years, the scaled paint must be burned off, at an added cost of over. Total, $250 or $125 per year . . . and still more for a new priming coat. But the Dutch Boy job, after 4 years, has cost only $111 a year up to now, and is still good for a lot of years.

JUST look at that panel.

Maybe I shouldn't say "panel"; maybe a better name for it is "remains" . . . it's more such a dead loss.

"And yet I run up against jobs like this time and time again. I do all the time, now. For I'm the one who has to look at the bad news in the estimates. I'm the one who has to point out the mistake he made . . . how he now has to repaint before he can repaint.

"This owner, for instance. He faces a bill for first to take off what's left of his "cheap" paint that he paid $125 to have put on. And after all's said he'll have to pay for a new priming coat . . . still more bad news!

"Now take a look at the Dutch Boy job. There's no money sinking off of that!"

• • •

Dutch Boy White-Lead does not scale and crack. Look at it after the weather. And we've done it deliberately by accelerated weathering, which leaves a perfect surface for new paint. When you use Dutch Boy, no burning and scraping are needed at repaint time. And there will be no need for a new priming coat.

Don't risk your "money's worth off". When your house needs repainting . . . use a Dutch Boy painter. He knows Dutch Boy, he knows the requirements of your job and wants his paint to the exact color you specify. See your house paint like a painter.

The booklet below was written to help people get better paint jobs. Tells how to pick a good painter. Shows how to save money and get long-time protection of your property. Send for "The House We Live In" today. Address nearest branch.

NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

Good Paints Other Name

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

YOU CAN'T FOOL THE WEATHER

...with a 'CHEAP' paint!



...why spend your money to PROVE it can't be done?





NATIONAL LEAD COMPANY



DUTCH BOY WHITE-LEAD

Good Paint Other Name

00048

NLI 104384

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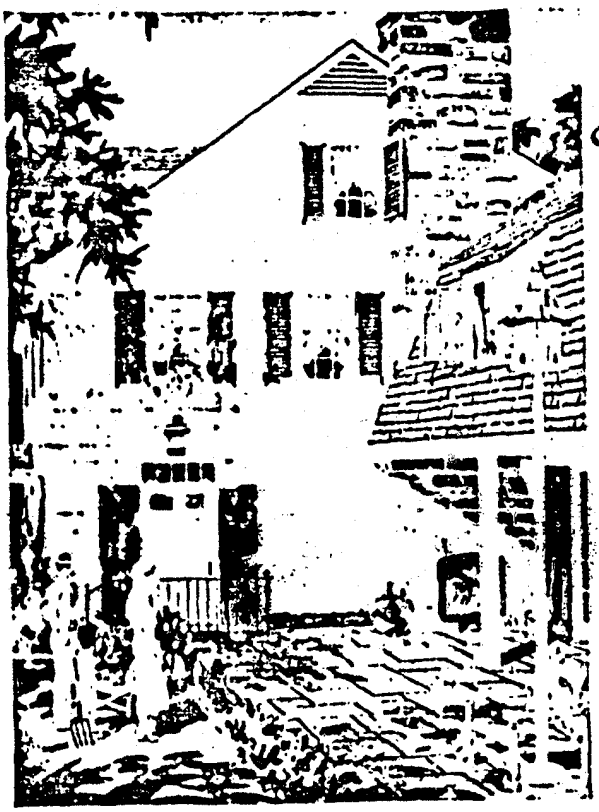
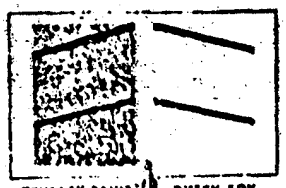


WHEN YOU LOOK AT A HOUSE...

What you really see is Paint

And you'll enjoy looking at it a long time if it is painted with weather-resisting Dutch Boy . . . instead of short lived "cheap" paint



"CHEAP" PAINT after 1½ years

DUTCH BOY after 3 years



"CHEAP" paint all too soon goes to pieces — becomes unsightly. It blinds you to the charm of a house and the beauty of its setting. You can't see the house for the paint!

And as for the owner . . . every time he looks at it, he is reminded of a bad bargain.

The first photograph above shows a typical example.

The "cheap" job cost [illegible] a year and a half ago. At that time it seemed to offer a [illegible] cash saving as against Dutch Boy. Now it is a sore sight. Only one thing can be done with it . . . burn it off, and repaint.

But burning off . . . at [illegible] . . . forces the total cost of the job to [illegible], or [illegible] per year. And a new painting cost, needed whenever old paint is burned off, adds still more to the cost.

The man who buys "cheap" paint pays heavily to repaint before he can repaint.

What a difference on the Dutch Boy job. Painted three years ago, it cost [illegible] a year; and it's still good. Dutch Boy does not crack and scale. Instead it resists the weather . . . wears down stubbornly for gradual chalking, which leaves an ideal surface for new paint. And there is no need for a new painting cost.

Whenever you paint, consult a Dutch Boy painter. He moves Dutch Boy to meet the requirements of your job and tints his paint to the exact color you specify. No one knows paint like a painter.

Start your plans for painting today . . . send for "The House We Live In". This book helps you to get the effects you want, tells what causes paint failures and how to avoid them. It explains how to choose a competent painter and what to check over with him before he starts his work. It helps you make sure of satisfaction on your next painting job. Write for it today. A post card will bring it. Address nearest branch, Department 111.



NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

00048

NLI 104385

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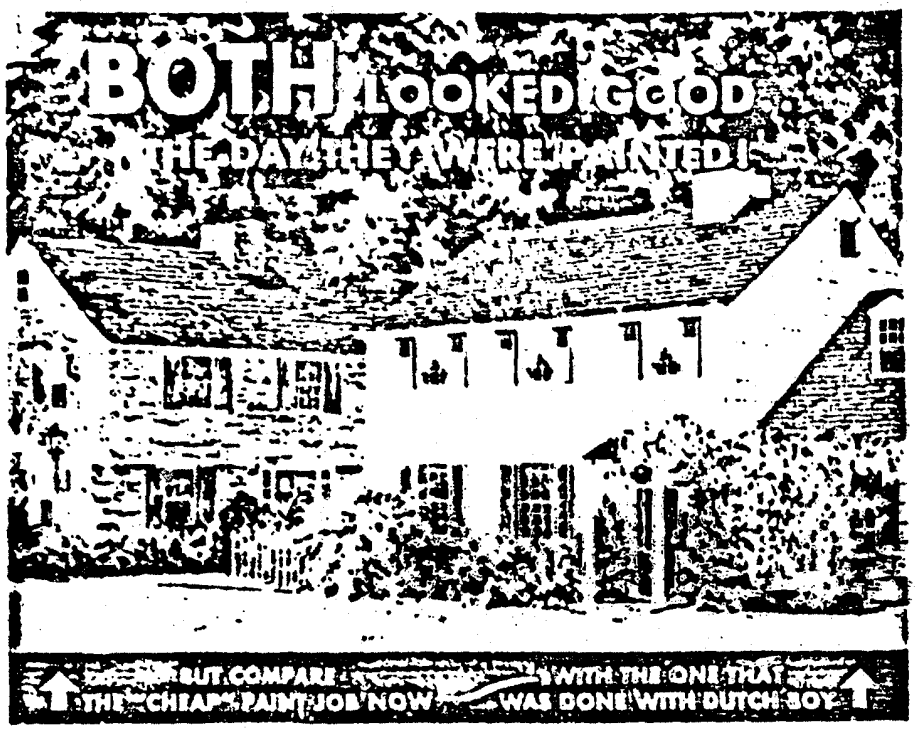
00048

40


BOTH LOOKED GOOD
THE DAY THEY WERE PAINTED!
BUT COMPARE THE "CHEAP" PAINT JOB NOW WITH THE ONE THAT WAS DONE WITH DUTCH BOY

THE day it was painted the "cheap" job looked pretty good. And its price looked good, too. It was less than the Dutch Boy job next door.

But now the "cheap" job is all through. Its "saving" has turned into a [illegible] loss . . . and more to come.

The "cheap" paint has surrendered to the weather. (See the close up photo at the right.) Cracked. Scaled. The owner, after only [illegible] years, faces the cost of burning, and scraping . . . the cost of UN-painting as well as RE-painting. And he'll find that a new priming coat will be needed . . . *further expense.*

Compare this costly experiment with the Dutch Boy job. After 8 years, it is still good. Dutch Boy shows not crack and scale. It resists the weather . . . wears down stubbornly by gradual chalking, which leaves a smooth, unbroken surface that needs no UN-painting, no new priming coat.

Assure yourself a paint job that is good for years. Call in a Dutch Boy painter . . . a craftsman who serves Dutch Boy to meet the requirements of paint jobs and tests his paint to the exact color you specify. No one knows paint like a painter.

"*The House We Live In*" contains a helpful list of painting points to check, suggestions on choice of colors and many other hints that are useful. Send for it today. Address Dept. 118, nearest branch.



"CHEAP" PAINT [illegible]

NATIONAL LEAD COMPANY [illegible]



DUTCH BOY [illegible]

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

NLI 104386

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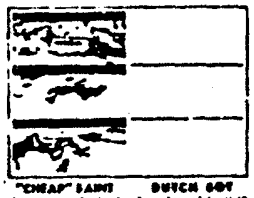
The House you're proud of deserves Dutch Boy



"CHEAP" PAINT

DUTCH BOY





NATIONAL LEAD COMPANY

OF FOR USE, you're proud of your home. You want to protect it. You want to keep it always looking its best, so you can continue to be proud of it.

Feeling that way, you can't risk "cheap" paint, because paint makes or breaks the appearance of any house. There's plenty of evidence to show that "cheap" paint doesn't stand up. That it can't last. That it fails—because unsightly. For an actual example, see left photo.

Figures Tell the Story

This "cheap" job cost $125 to put on. It is only 2½ years old. Now the sealed paint must be burned off at an additional cost of $75. Total $200, or $80 per year. And still more expense—a new priming coat will be needed. That will boost the yearly cost even higher.

The 4-year old Dutch Boy job cost $175. But its cost per year is only $44 . . . $36 less per year than the "cheap" paint. And the Dutch Boy job is still good for a lot of wear. So its final cost per year will be even lower.



Dutch Boy does not crack and scale. It resists the weather. It wears down stubbornly by gradual chalking which leaves a smooth, even surface for new paint. No burning, no scraping, at repaint time, and no need for a new priming coat.

Your home deserves Dutch Boy. It deserves the skilful work of a Dutch Boy painter. He mixes Dutch Boy to meet the requirements of your job and tints it to the exact color you specify. No one knows paint like a painter.

And when you've chosen your painter, what details should you discuss with him? *The House We Live In* tells you. It covers a lot of points you'll want to remember when you're talking to him. Send for this FREE booklet today. Address: Dept. 128, nearest branch.

DUTCH BOY WHITE-LEAD

Good Paint's Other Name

00048

NLI 104387

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4



PEWTER

00048

NLI 104388

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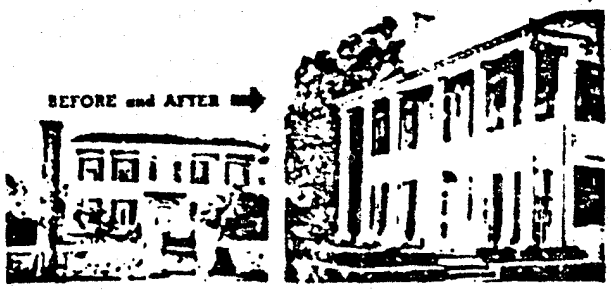
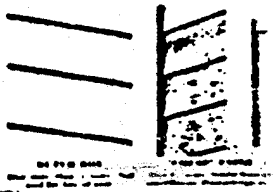


UGLY DUCKLING TO SNOWY SWAN

When you MODERNIZE, says architect Cameron Clark, give your surfaces CHARM that lasts





NATIONAL LEAD COMPANY

DUTCH BOY All-Purpose Soft Paste WHITE LEAD

LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLOR-IN-OIL

00048

NLI 104389

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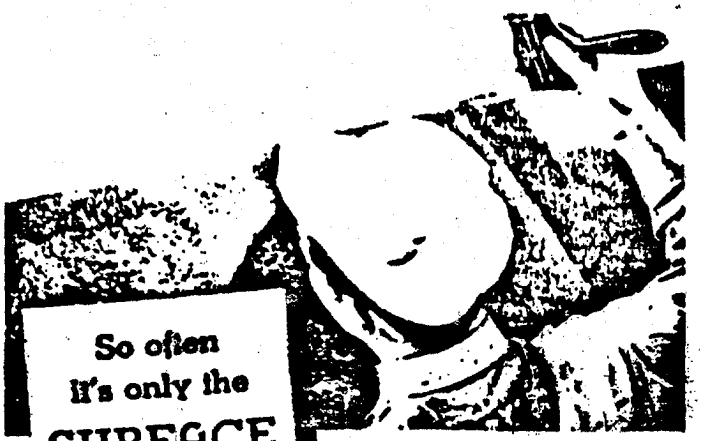
00048

44

FOR EVERY TYPE OF SURFACE



So often
it's only the
SURFACE
needs
changing!



NLI 104390

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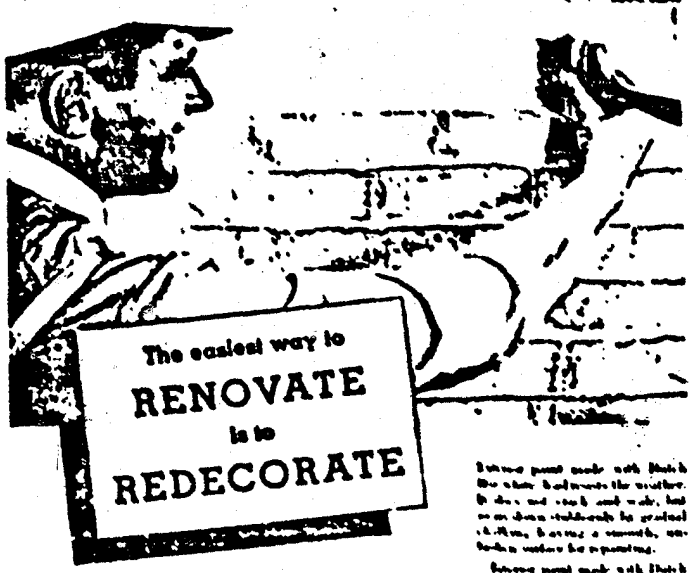
FOR EVERY TYPE OF SURFACE



The easiest way to

RENOVATE

is to

REDECORATE

NLI 104391

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00048

NLI 104392

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00048

FOR EVERY TYPE OF SURFACE



NLI 104393

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FOR EVERY TYPE OF SURFACE

NLI 104394

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00048

FOR EVERY TYPE OF SURFACE

NLI 104395

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00048

RED-LEAD *best for* METAL PAINTING
... Says Test continues
Louisiana Highway Official

DUTCH BOY
RED-LEAD

A few lbs to TEST PAINT
for railroad equipment

DUTCH BOY RED-LEAD

NLI 104396

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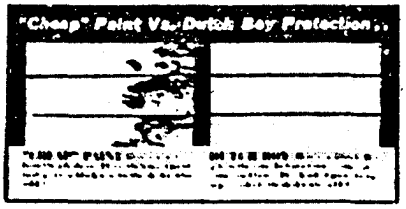
When THIS *happens it's bad for* SOMEBODY'S *Business*





NLI 104397

A PAINT JOB LIKE THIS
IS A

Blow...

TO THE

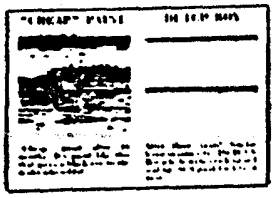
Building Supply Business



WHEN you think this house was painted only 18 months ago! Hard to believe . . . but a positive fact.

The man who built it planned a home that would show [illegible] the best of materials—lumber, sand, cement, brick and roofing of the highest grade.

But when it came to paint—look what he got!



"Cheap" paint

[illegible] paint [illegible] save money [illegible] paint [illegible] paint [illegible] paint

IS "CHEAP" PAINT PUTTING YOUR BUSINESS

...On The Spot?



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NLI 104399

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A Black Eye for the BUILDING SUPPLY DEALER

"Cheap" paint
"Cheap" paint fails!
That makes owners
lose confidence in the
dealer who sold it

"CHEAP" PAINT

DUTCH BOY

00048

NLI 104400

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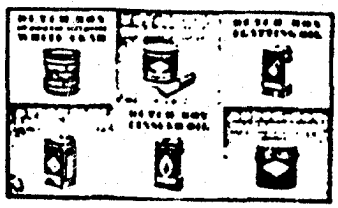
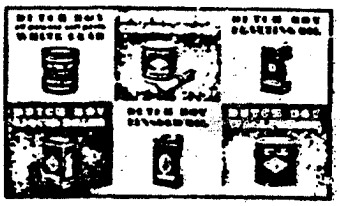
Established quality in
PAINT MATERIALS



Established quality in
PAINT MATERIALS



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NLI 104401

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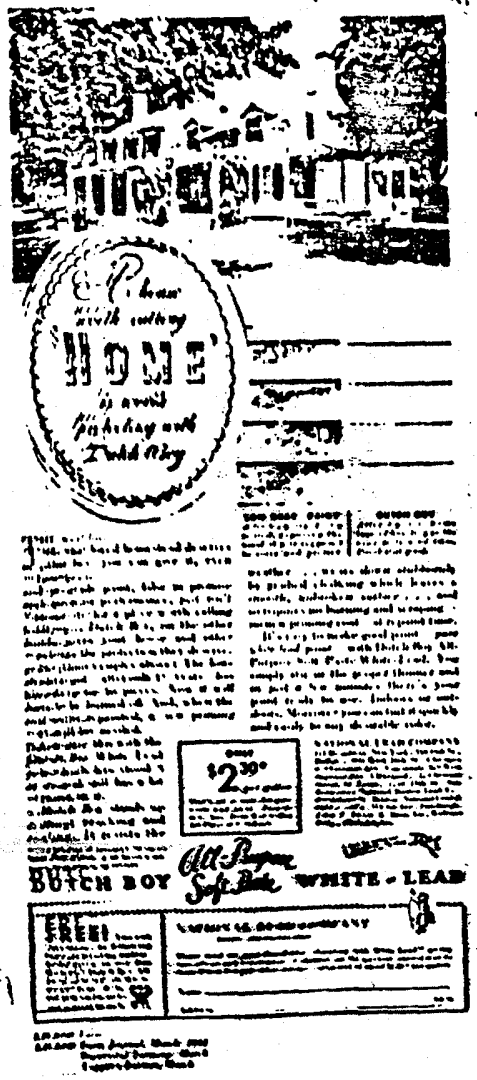

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NLI 104402

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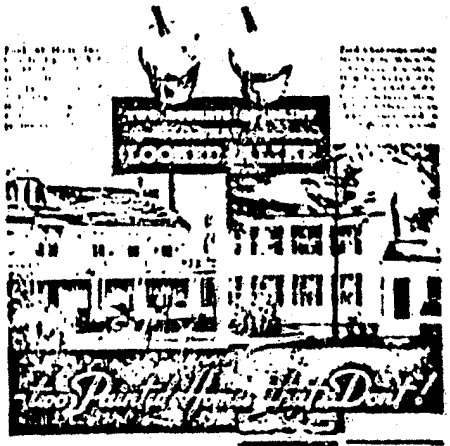

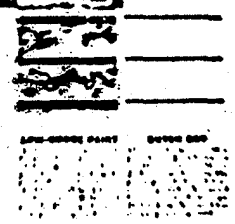

$2.30

DUTCH BOY All Purpose Soft Paste WHITE-LEAD

FREE!

NATIONAL LEAD COMPANY

00048

NLI 104403

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It's Somebody's MONEY...

...that's SCALING OFF!



JUST look at that paint!

Perhaps we shouldn't say "paint"; may be a better name for it is "remains"... it's now such a dead loss.

A paint job like this is costly for now the owner has to repaint before he can repaint.

That means burning and scraping off what's left of the low-grade paint and, still more bad news, a new priming coat will be needed.

Now take a look at the Dutch Boy White-Lead job. There's no money scaling off here!

Dutch Boy resists the weather and wears down stubbornly by gradual chalking which leaves a smooth, unbroken surface... and so requires no burning and scraping... no new priming coat... at repaint time.

It's easy to make good paint... pure white-lead paint... with Dutch Boy All-Purpose Soft Paste. You simply stir in the proper thinner and, in just a few minutes, there's your paint ready to use. Indoors or outdoors. Moreover, you can tint it quickly and easily to any color you want.

$2.30

DUTCH BOY All-Purpose Soft Paste WHITE-LEAD

FREE!

NATIONAL LEAD COMPANY

Name

Address

Farm Journal, Mrs. 1931—©
Successful Farming, May
Gopper's Farmer, May

00048

NLI 104404

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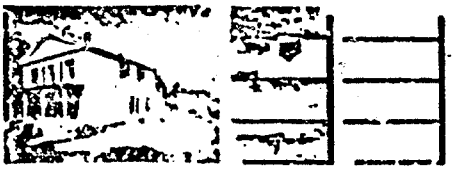
RAIN: SNOW:

YOU CAN'T FOOL THE WEATHER

with a Low-Grade paint!



SUN:

LOW GRADE PAINT DUTCH BOY

$2.33

DUTCH BOY WHITE-LEAD

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NLI 104405

NLI 104406

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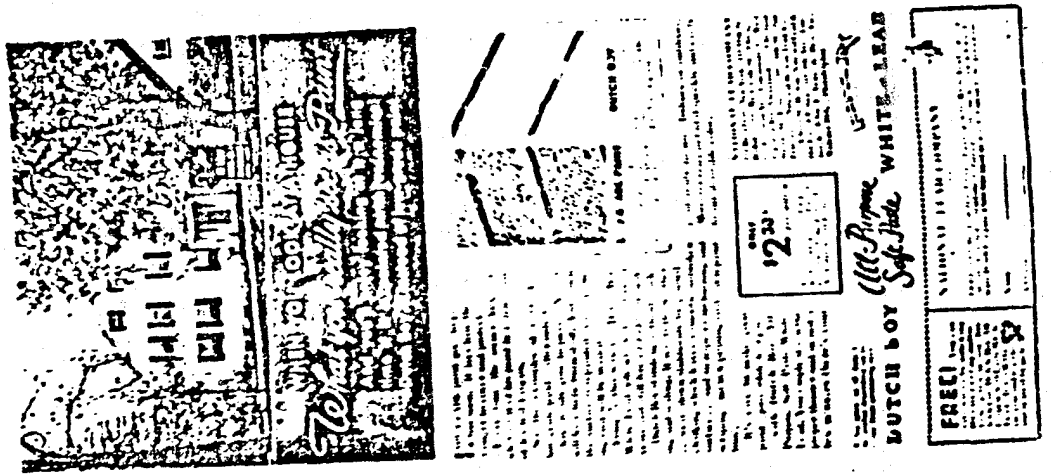

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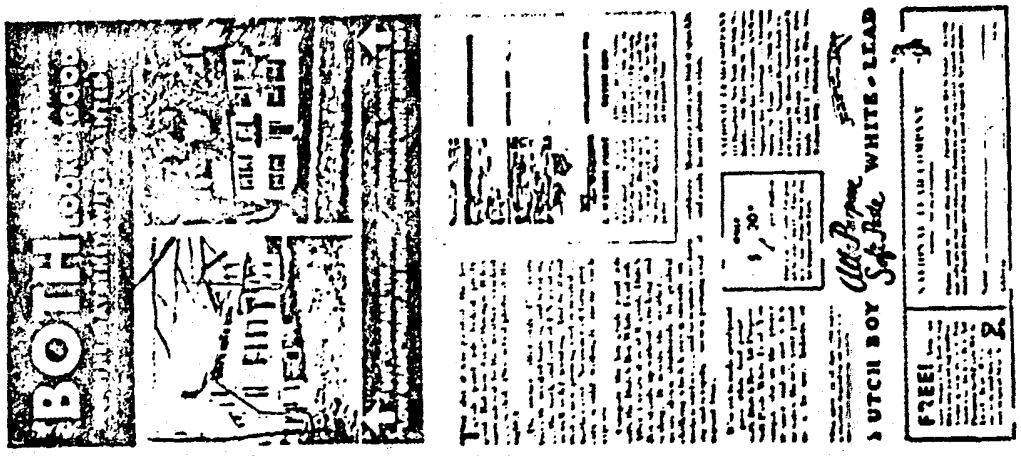
NLI 104407



However, spent acids should be practically free from nitric acid to prevent excessive corrosion of the lead vapor lines and condenser.

Chamber Acid Plants. Sulphuric acid manufactured by the standard lead chamber process has a density of from 50 to 58° Be., and therefore requires further concentration to 66° Be. This work can be done economically under vacuum, as the fuel consumption is low and the loss of acid very small compared with losses usually encountered in the old fashioned pan and bench or tower system.

Under normal conditions the 56° acid can be concentrated to 66° Be. at a total cost of from $1 to $1.50 per ton of 66° acid.

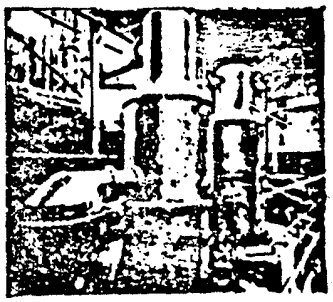
High Concentration. Chamber acid and clean spent acid can be concentrated in our Super Vacuum Type Concentrators to an acidity of 95% or 96% H_2SO_4 at very reasonable cost and with extremely low loss.

SEPARATING PLANTS FOR SLUDGE ACID

We are prepared to design and furnish complete plants for the separation of sludge acid, where necessary, we also build special equipment for the complete absorption of all fumes and odors coming from separating plants.

EVAPORATORS

We are building single and double effect evaporators for the recovery of dilute solutions of sulphuric and phosphoric acids, also for sulphuric acid solutions containing sodium, nickel, copper, or iron sulphate.



TYPES A AND B CONCENTRATORS

INSTALLATIONS

We have in operation or under construction the following plants:

Sludge Acid Concentrators	Units
Atlantic Refining Company	4
Bethlehem Steel Company	1
Empire Refineries	3
Gulf Refining Company	19
Houston Oil & Refining Co.	1
Julian Refining Company	5
Lincoln Oil Refining Co.	1
Marland Refining Company	3
Pure Oil Company	4
Royalty Petroleum Corp.	2
Sharples Solvents Corp.	1
Simon Carves, Ltd.	1
Sinclair Refining Co.	1
Standard Oil Co. of Indiana	2
Standard Oil Co. of N. J.	3
Standard Oil Co. of Ohio	2
The Texas Company	2
Union Oil Company of Cal.	2
Utah Oil Refining Co.	1
Vacuum Oil Company	10
Spent Acid Concentrators	
Canadian Copper Refiners, Ltd.	1
Canadian Industries, Ltd.	1
Carbide & Carbon Chemicals Corp.	2
Dawson Chemical Co.	1
E. I. DuPont de Nemours Co.	13
Grasselli Powder Company	1
Hercules Powder Company	1
Nichols Copper Company	1
Titanium Pigment Co.	4
Tubize Artificial Silk Co. of America	3
Westvaco Chlorine Products, Inc.	2
Chamber Acid Concentrator	
Hard Chemical Works	1
Sludge Acid Separating Plants	
Cities Service Refining Co.	1
Lincoln Oil Refining Co.	1
Shell Company of Cal.	2

The above installations represent a combined daily capacity of over 2000 tons of finished acid and 1000 barrels of sludge. Eleven of these installations are of the SUPER VACUUM type.

INQUIRIES

The National Lead Company has the exclusive rights to build and sell concentrating plants and give licenses for the Simonson Mantius Vacuum Process. Inquiries should be directed to the National Lead Company, Acid Recovery Department, 111 Broadway, New York.

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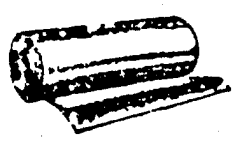
NLI 104408

NEW YORK, 111 BROADWAY
BALTIMORE, 2[illegible] W. HUNKIETTA ST.
BUFFALO, 1[illegible] OAK ST.
CHICAGO, [illegible] WEST [illegible] ST.
CINCINNATI, [illegible] FREEMAN AVE.
CLEVELAND, [illegible] W. SUPERIOR AVE.
ST. LOUIS, 722 CHESTNUT ST.
NATIONAL BOSTON LEAD CO., [illegible] ALBANY ST., BOSTON
GEORGIA LEAD WORKS, EAST & BISHOPS S.S., ATLANTA
GIBSON & PRICE, SWETLAND BUILDING, CLEVELAND
NATIONAL LEAD & OIL CO. OF PA., [illegible] FOURTH AVE., PITTSBURGH
JOHN T. LEWIS & BROS. CO., WIDENER BUILDING, PHILADELPHIA

PRODUCTS

Antimonial Sheet Lead
Chemical Sheet Lead
Crawlproof (Reinforced) Sheet Lead
Tellurium Sheet Lead
Antimonial Lead Pipe
Chemical Lead Pipe
Tellurium Lead Pipe

Other products of National Lead Company include: solder, babbitt metal, burning lead, traps and bends, ingot lead, block tin pipe, block tin sheet, tin lined lead pipe, lead wool, lead wire, lead washers, expansion bolts, red lead, white lead, litharge, linseed oil.



SHEET LEAD

Sheet lead of our manufacture is in use in many plants throughout the country and may be depended upon to render satisfactory service in withstanding the action of ammonia gas, phosphoric acid, sulphuric acid, electrolytic solutions, etc. We are in a position to supply four kinds of sheet lead—antimonial, chemical, crawlproof or reinforced, and tellurium. Choosing the particular type to best meet requirements in a given case is a matter of determining the service conditions. In this connection, the advice of our technical staff is always available. Simply get in touch with our nearest office.

ANTIMONIAL SHEET

Antimonial sheet lead is lead alloyed with various percentages of antimony to impart hardness and other desired properties. It possesses a high degree of acid resistance. Its elastic limit is five times that of chemical lead, its tensile strength double, and it also has a lower specific gravity.

We can supply antimonial sheet in any gauge or thickness desired down to [illegible]" and can furnish sheets, in some weights, as large as 8' by 25'.

CHEMICAL SHEET

Our chemical sheet lead is made from the best grades of Missouri chemical lead, assuring the proper composition to give maximum acid resisting qualities. Uniform in thickness and free from irregularities, it is furnished in any gauge from [illegible]" up.

CRAWLPROOF SHEET

This is a chemical lead sheet reinforced inside with antimonial lead supporting bars. Designed especially to prevent buckling, stretching and wrinkling. Supplied in any thickness from [illegible]" up and in any size sheet not exceeding 8' in width by 25' in length.

TELLURIUM LEAD SHEET

This is a new type of lead with distinct advantages. Laboratory and plant tests indicate that it is superior to other types in resistance to sulphuric acid corrosion, tensile strength, mechanical toughness and vibration or tangent resistance. Can be easily worked and burned together like ordinary lead. Supplied in a wide variety of thicknesses and sheet sizes.



LEAD PIPE

We make antimonial, chemical and tellurium lead pipe. Only high quality materials are used and our pipe will be found to be of proper wall thickness, thus insuring correct weight per foot. Supplied in sizes up to 12" inside diameter and in various wall thicknesses. Catalog listing pipe sizes furnished on request.

GENERAL

We are always glad to advise on sheet lead installations and to submit estimates based on blue prints or specifications.

In ordering sheet lead please state, in case plain rectangle sheets are desired, thickness or weight per foot, width and length. If irregular sheets are required, please send sketch giving dimensions or provide a sketch, including dimensions, of the tank to be lined.

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NATIONAL LEAD COMPANY

Lined Products Division

111 BROADWAY, NEW YORK, N. Y.

PRODUCTS

"United" Chemical Lead Lined:
Pipe, Fittings, Valves, Cocks, Tank Connections

"United" Hard Lead:
Acid Pumps, Fittings, Valves, Plug Cocks, Bibbs

"United" Tin Lined:
All the above products can be furnished Block Tin Lined

SERVICE

Actual service records are on file testifying to the satisfactory results secured from installations of "United" Lined Products.

Our Engineering Department is prepared to offer its services to assist in laying out certain problems to solve. If blueprints or sketches are submitted we will be pleased to offer suggestions as to what are the most economical and satisfactory lines of "United" Lined Products.

"UNITED" HARD LEAD CENTRIFUGAL ACID PUMPS

"United" Acid Pumps are used for [illegible] where [illegible] are required. For [illegible] where [illegible] are required and regular [illegible] are unsuitable.

"UNITED" HARD LEAD CENTRIFUGAL ACID PU[illegible] P

Solid fabricating with large stocks of pumps already completed for emergency orders. Can be furnished equipped with [illegible] Lined Pipe and Fittings. Hard lead [illegible] supplied if desired. All parts exposed to the solutions handled are lined with Hard Lead.

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

"United Tubonic" Chemical Lead Lined Pipe is made [illegible] with a [illegible] of chemical lead [illegible] to the steel pipe [illegible] by the [illegible] process. [illegible] Fittings are made [illegible] and [illegible] lead lining of the required thickness, which gives a positive lead to lead joint at each flange.

"UNITED TUBONIC" CHEMICAL LEAD LINED FLANGED PIPE AND FITTINGS

"UNITED" HARD LEAD OR TIN LINED ACID VALVES

"United" Acid Valves are [illegible] lined throughout with hard lead [illegible] pressure [illegible] [illegible] [illegible]

THE NATIONAL PIPE BENDING COMPANY

Incorporated 1901

101 RIVER STREET, NEW HAVEN, CONN.

BRANCH OFFICES

[illegible]

PRODUCTS

Instantaneous Water Heaters (Bulletin No. 55).
Process Water Storage Heaters (Bulletin No. 65).
Feed Water Heaters (Bulletins Nos. 51A and 53).
Coils, Pipe and Tube (Bulletin No. 60).
Welded Headers (Bulletin No. 60).
Caustic Liquor Heaters (Designed to suit service).
Fuel Oil Heaters (Designed to suit service).
Preheaters.
Brass and Copper Spun Products.

SERVICE AND COOPERATION

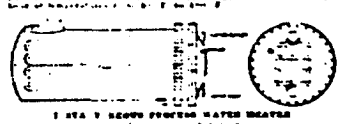
Detail information, estimates on drawings and specifications for any piece of apparatus will be gladly furnished to those who are considering the above equipment.

General information on Heaters and Coils can be obtained by writing for our condensed bulletins. They give weights and physical properties of our products and contain much valuable engineering data.

NATIONAL HOT WATER HEATERS

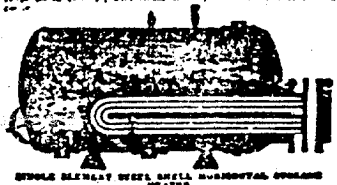
We make hot water heating units of two types, instantaneous and storage. Both types have their advantages and the installation depends upon the hot water demand. For either exhaust or live steam.

[illegible]



[illegible] PROCESS WATER HEATER

[illegible]



SINGLE ELEMENT STEEL SHELL HORIZONTAL STORAGE HEATER

[illegible]

FEED WATER HEATERS

National Feed Water Heaters are made up of a cast iron, wrought iron or steel shell containing one or more helical coils of seamless copper tubing. The water is pumped through the coils, absorbing heat from the exhaust steam in the shell.

These heaters are made in sizes to provide for heating the feed water for a wide range of boiler sizes and are usually about large savings of fuel.

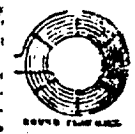


ORIGINAL COIL TYPE HEATER

[illegible]

FACILITIES FOR COILS AND BEND

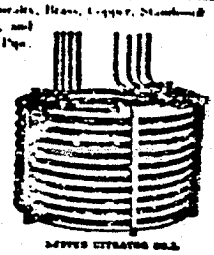
All "National" coils are continuous, without couplings or screwed fittings, unless specified. Ironwood Steel coils have electrically welded joints and all Brass and Copper Tubes have brazed joints. The National Pipe Bending Co. is prepared to submit designs, specifications and estimates covering coils and bends for the particular requirements of plant and will quote promptly on receipt of sketches and specifications. National fabricates any type of coil in Bichel, Monel, Chrome-Nickel, Chromelium, Aluminum, Admiralty, Brass, Copper, Stainless Iron, Steel, and Wrought Iron Pipe, etc.



ROUND FLAT COIL



SPIRAL COIL



SPIRAL CITRATOR COIL

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NLI 104411

NATIONAL LEAD COMPANY

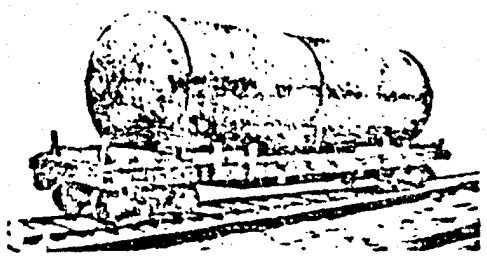
Lined Products Division

SELLING AGENTS FOR THE TREADWELL CONSTRUCTION CO., MIDLAND, PA.

111 BROADWAY, NEW YORK, N. Y.

PRODUCTS

Homogeneous Lead Lined Vacuum Apparatus, Evaporators, Tanks, Steam Jacketed Kettles, Acid Eggs, Digesters, Autoclaves, Agitators, Pressure Stills, Treater Drums and Tank Cars. Homogeneous Lead Covered Heating or Cooling Coils; also Agitating Apparatus of any design.



ONE OF FOUR TREATER DRUMS EACH [illegible] FEET IN DIAMETER BY [illegible] FEET LONG [illegible] CRUDE OF ONE-INCH STEEL SHELL [illegible] INCH HEAD [illegible] WELDED CONSTRUCTION [illegible] POUNDS WORKING PRESSURE WITH [illegible] INCH HOMOGENEOUS CHEMICAL LEAD [illegible] PURCHASED FOR REFINERY USE

ADVANTAGES OF PROCESS

The chemical lead lining or covering is of uniform thickness and inseparably bonded to the base metal which may be steel, iron, copper or brass, forming a flawless and impervious protective surface.

A strip of steel covered with chemical lead by this process can be mechanically [illegible] with the slightest bearing action between the lead and the steel.

[illegible] surface of lining or covering gives strength and durability under pressure, vacuum or high temperature.

Our improved method of application assures a bond that will not come loose under conditions of shock, vibration or pressure.

The chemical lead bonding is not affected up to temperatures within a few degrees of the melting point of the lead.

All homogeneous lead equipment is fabricated to your individual specifications. In this connection, the services of our engineering staff are at your disposal either for consultation or for submitting definite specifications based on your specifications.

Contents of our Next Page



STEAM JACKETED VACUUM AGITATOR TANK [illegible] FEET IN DIAMETER AND [illegible] FEET HIGH [illegible] INCH HOMOGENEOUS CHEMICAL [illegible]

INTERIOR VIEW STEAM JACKETED TANK [illegible] FEET IN DIAMETER AND [illegible] FEET HIGH SHOWING BREAKERS WITH [illegible] INCH HOMOGENEOUS CHEMICAL LEAD LINING AND COVERING

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NLI 104412

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NATIONAL LEAD COMPANY

Acid Recovery Department
111 BROADWAY, NEW YORK, N. Y.

PRODUCTS

Concentrating Plants for
- Sludge Acid
- Spent Acid
- Chamber Acid

Separating Plants for
- Sludge Acid

Evaporators for
- Weak Solutions of Sulphuric and Phosphoric Acid

PROCESS

The Simonson-Mathers Vacuum Process, patented in the United States and foreign countries, has been adopted by a large number of oil refineries for the concentration of spent sludge acid, by chemical plants for the recovery of spent acids, and by chamber and plants for the concentration of weak chamber acid.

The salient feature of this process is that the work is carried out in the high vacuum with indirect application of heat. The use of vacuum has very decided advantages, as it eliminates all losses and leakage materially decreases coal losses and reduced fuel consumption by lowering the boiling point of the acid at the evaporating houses.

By this process sludge acid can be concentrated over 66° Bé. in a SUPERACID Concentrator using a steam pressure of from 150 lbs. and a vacuum of 25". The acids thus obtained are high strength acids, the strength of which can be governed. The concentrator is a heat interchanger of the most efficient type. It does not require the installation of a special vacuum boiler, and the work can be accomplished with a steam pressure of 45 lbs.

Concentrators can be equipped with our electric heat regulator which insures perfect control of operation at all times.

APPLICATION OF PROCESS

Oil Refineries The weak acid coming from the separators at a density of from 25° to 45° Bé. is concentrated by our process to 50° and 60° Bé. Where necessary the partially concentrated acid at 50° Bé. is allowed to settle so that the sediment or tarry matter which has been separated by the decomposition of sulphonic acids, and then further concentrated to 66° Bé.

The 66° Bé. acid can be used without further concentration for the treating of light oils and pressure distillates, or it can be concentrated with oleum to 66° and 66° higher density and then used for the refining of kerosenes and lubricating oils.

In treatments requiring fuming acid we use the treatment of their own, the 66° acid is used for the absorption of SO3 produced in a contact plant.

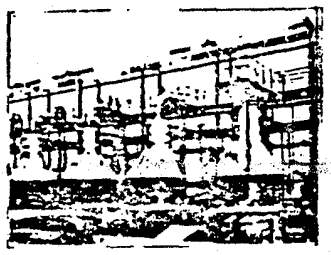
Under normal conditions the total cost of concentrating to 66° Bé. will vary from $4 to $6 per ton of finished acid, and the concentration to 60° Bé. acids will cost from $3.50 to $4 per ton.

Operating costs depend on the size of the plant and the figures given are exclusive of overhead and depreciation.

Chemical Plants Many chemical factories and large quantities of sulphuric acid in the manufacture of their products, and this acid can be recovered and concentrated economically by the Simonson-Mathers Vacuum Process to any desired density up to 66°



SEPARATION AND CONCENTRATING PLANT



CONCENTRATOR AT REFINING PLANT OF A TYPE A WITH VACUUM, STEAM AND DRAINAGE TYPE A EVAPORATORS

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NLI 104413

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LEAD... *for lasting quality* in pipe, roofs, or paint



The enduring character of lead, its ability to defy corrosion, has made it a favored metal for many purposes including water pipes, tank linings and roofs.

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 all brins, we are a dependable source of supply for many other lead products—sheet lead, lead pipe and fittings, babbitt metal, solders, etc.

NATIONAL LEAD COMPANY

[illegible]

DUTCH BOY LEAD PRODUCTS

[illegible]

NLI 104414

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NLI 104415



A FAMOUS BOY

from PERTH AMBOY

One of the best-known characters in the United States is the winsome little Dutch Boy. From one end of the country to the other, grown-ups and children alike are familiar with his captivating smile, his blue-overalled figure, his uplifted paint brush suggesting "get busy and paint."

He's a fellow townsman of yours—this prominent little personality. For here in Perth Amboy he has a plant where is manufactured, among things, the pure white-lead which he advertises.

This white-lead—Dutch Boy White-Lead—is "Good Paint's Other Name." When you paint, use it. No, not simply because it will be helping [illegible] industry. Mainly, because it produces a paint job that does not crack and scale—that [illegible] money.

NATIONAL LEAD CO.
PERTH AMBOY PLANT

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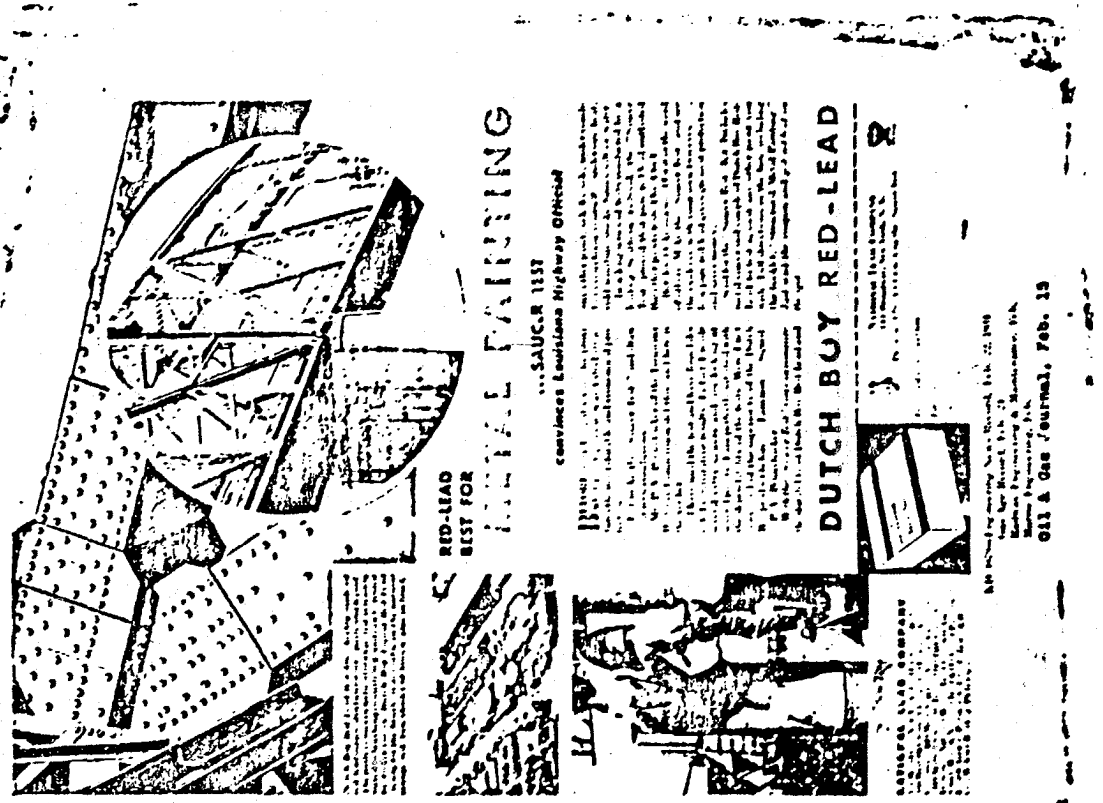

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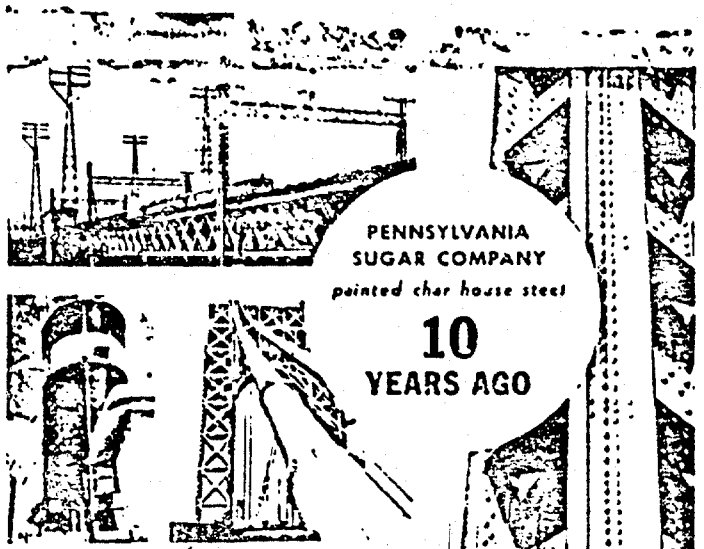

PENNSYLVANIA SUGAR COMPANY

painted char house steel

10 YEARS AGO

...RED-LEAD SURFACES

...still in satisfactory condition!

DUTCH BOY RED-LEAD

NLI 104417

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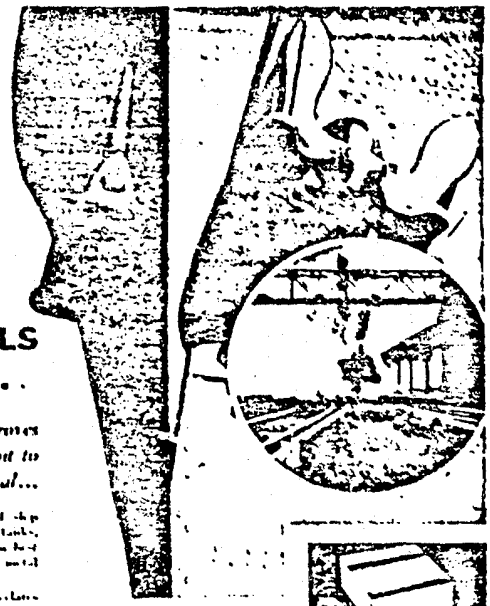

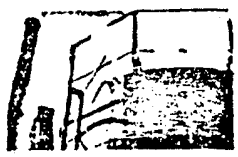



WHERE SIGNALS SAFETY....

"Saucer Test" proves **RED-LEAD** *is paint to use for protecting metal...*

[illegible]

[illegible]CH BOY RED-LEAD

[illegible]

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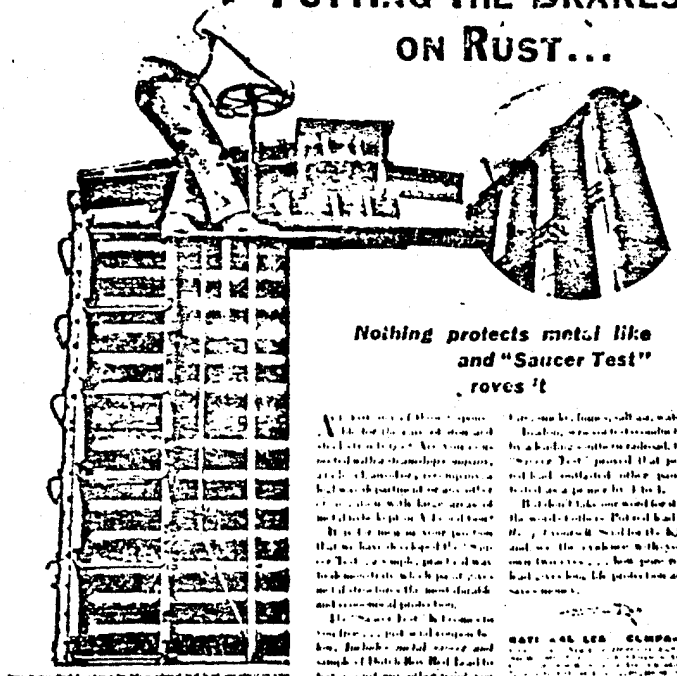
PUTTING THE BRAKES ON RUST...



Nothing protects metal like and "Saucer Test" proves it

DUTCH BOY RED-LEAD





NLI 104419

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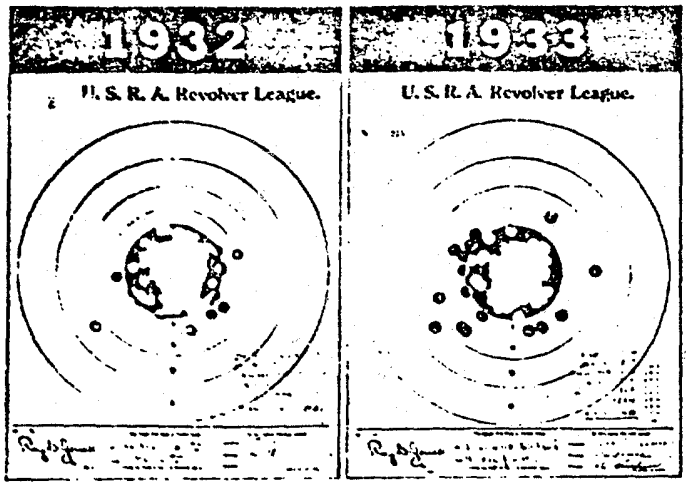
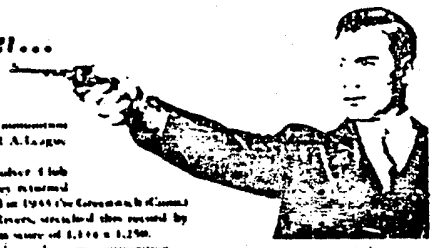


TWO U.S.R.A. LEAGUE RECORDS

in Succession...



FOR the second consecutive year, U.S. Ammunition has registered a new record in the U.S.R.A. League Tournament.

In 1932 the Springfield (Mass.) Revolver Club Team set up a mark to shoot at when they returned five scores that totaled 1,137 x 1,250. And in 1933 the Greenwich (Conn.) Revolver Club Team, captained by Joe Rivers, stretched this record by seven points when they established a team score of 1,144 x 1,250.

These record-smashing teams both chose the same ammunition... U.S. [illegible] W Special... for the same reasons—for accuracy, for uniformity, for dependability.

Joe Rivers, Captain of the winning 1933 Greenwich Revolver Club Team and high gun with a score of 234 x 250.

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

US AMMUNITION

U. S. R. A. Bulletin, February, 1934

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NLI 104420

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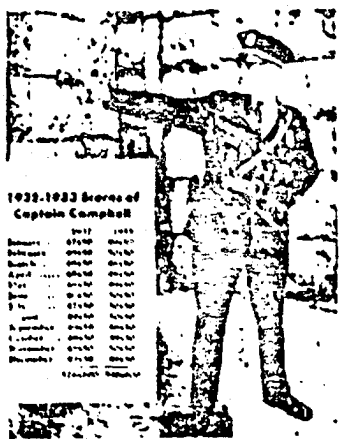
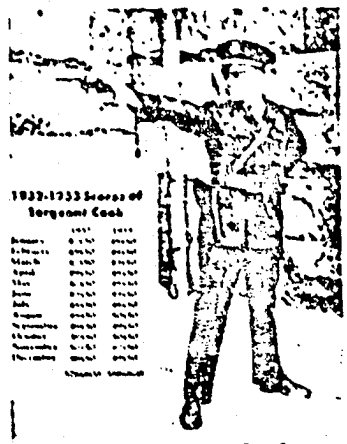
18

CONSISTENCY

you have two new names
and here they are . . . .



1932-1933 Scores of Captain Campbell



1932-1933 Scores of Sergeant Cook

Capt. F. F. Campbell
Denver Police Department, Total Score, monthly shoots...11 [illegible]

Sgt. Lawrence Cook
[illegible] Department, Total Score, ...11 [illegible]

[illegible] end of a two-year period, in which twenty-four regular monthly shoots were held, the scores of Captain F. F. Campbell and Sergeant Lawrence Cook of the Denver (Colorado) Police Department were exactly four [illegible] apart . . . and the total two-year score of both shooters [illegible] 2 points short of a "possible" [illegible] [illegible] shooting, of these team mates and to the dependability and uniformity of the ammunition which they both used . . . U. S. [illegible] & W Special Mid-Range Sharp Shoulder Cartridges.

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

US AMMUNITION

Reprinted from the [illegible]

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NLI 104421

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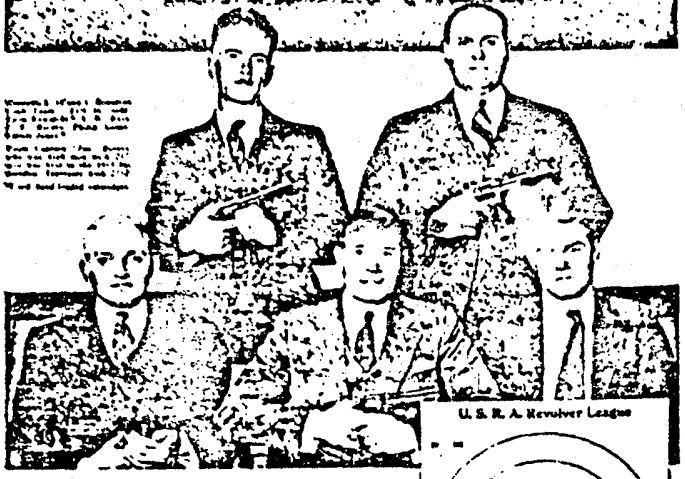
SECOND STRAIGHT RECORD SMASHING VICTORY FOR GREENWICH REVOLVER CLUB





THE Greenwich (Conn.) Revolver Club for the second consecutive year smashed the U. S. R. A. record for the Slow Fire Revolver League, with its score of 1148 x 1250. Two straight records for Greenwich! Three straight for U. S. Ammunition! 1932 . . . when the Springfield (Mass.) Revolver Club used U. S. to establish a League record of 1137 x 1250. 1933 . . . when Greenwich, using the same cartridges, stretched this record by seven points with 1144 x 1250. And now again in 1934 . . . when Greenwich used U. S. to boost the record by another four points.

Other victories that fell to the straight-shooting Greenwich team were: Class A Pistol League with 11765; Class A Revolver League Match with 11205; High 1933 Team Match Aggregate (Slow Fire Revolver League) of 11341.

The only branded ammunition used by the Springfield and Greenwich clubs in making these exceptional scores was U. S. 18 S&W Special . . . famous for its accuracy, uniformity and dependability.

US AMMUNITION

Reprinted from the American Rifleman, June, 1934

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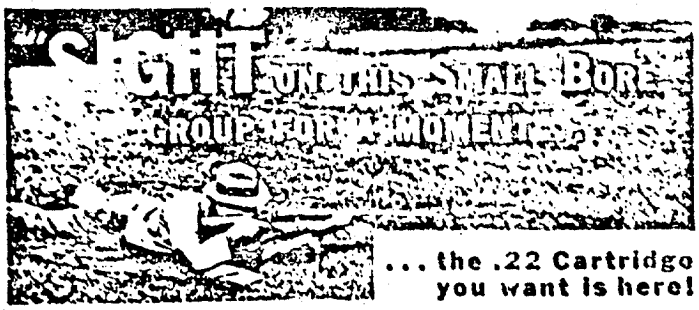


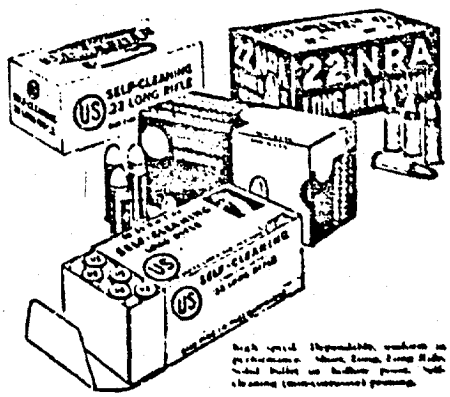
WHETHER you want the highest degree of accuracy, the utmost in speed, or a balanced combination of the two . . . whether you prefer lead bullets or coppered . . . lubricated or unlubricated cartridges . . . you'll find exactly what you want in the following U. S. Small Bore Group:

U. S. .22 R. B. A.T.

For the shooter who wants all-around accuracy at all ranges, the U. S. small bore cartridge that's famous the world over. The U. S. .22 R. B. A.T. is one of a long line of sensational shooting events. Rifle, pistol, revolver, lead bullet or hollow point. Lubricated or unlubricated. Self-cleaning (noncorrosive) primer.

Copper Lead Specialists

For the shooter who wants the same thing as the Copperheads but has prefers a lead bullet instead of a copperized bullet. Lead accuracy. Remarkably high speed. Dependable, uniform performance. Short, Long, Long Rifle. Lead bullet or hollow point. Self-cleaning (noncorrosive) primer.



U. S. Copperheads

For the shooter who wants maximum speed in a lead bullet cartridge and has rifles that will handle it. A dependable, good-shooting, all-around .22 copperized bullet. Short, Long and Long Rifle. Rifle, as well as .22 R. B. A.T. and .22 Copperhead. Lead bullet or hollow point. Self-cleaning (noncorrosive) primer.

U. S. Self-Cleaning .22's

For the shooter who wants the same thing as the Copperheads and has prefers a lead bullet instead of a copperized bullet. Lead accuracy. Remarkably

So there you are, shooter. Select the U. S. small bore cartridge that best meets your particular requirements. And remember: U. S. bulk packed cartridges come from the makers of everything in the sporting purpose line which is now designed. All types have the common denominator of U. S. quality that is called "Dependability."

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

US AMMUNITION

Reprinted from the American Rifleman, July, 1940

NLI 10423

US SHOOTERS WIN at CAMP RITCHIE

Pennsylvania State Police Outstanding in Eastern Small Bore Tournament, June 30-July 4. Leo Gratcofsky of the Delaware and Hudson Railroad Police Also Looms High in Scoring.

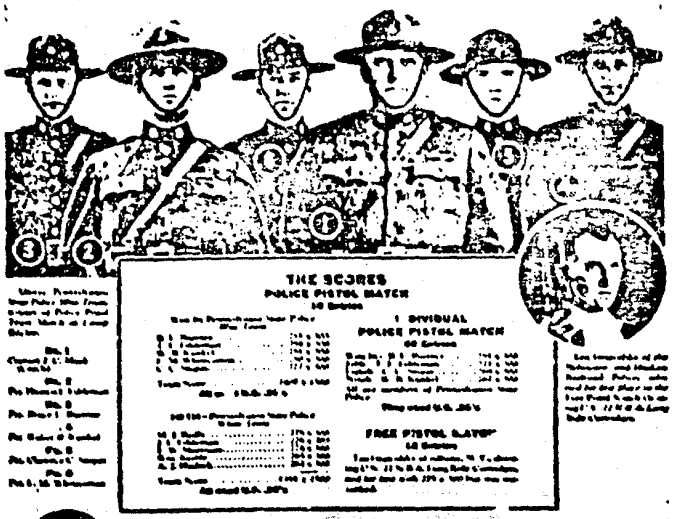
THE Pennsylvania State Police Shoe Team not only romped away with first place in the Police Pistol Team Match at Camp Ritchie, with a comfortable 20 point lead, but the White Team of this same consistently performing aggregation finished fifth among the ten starters.

And then, as though to crush these claim to straight shooting honors among police teams at the five day tournament, four individual shooters among the Pennsylvanians finished first, fifth, eighth and ninth, in the individual Police Pistol Match.

Another U. S. shooter who garnered laurels during the tournament is Leo Gratcofsky of the Delaware and Hudson Railroad Police. He tied for first place in the 30 shoe Free Pistol Match but was outranked.

Once more the returns from an important shoot have demonstrated the well known uniformity and dependability of ammunition that bears the U. S. symbol of quality.

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



US AMMUNITION

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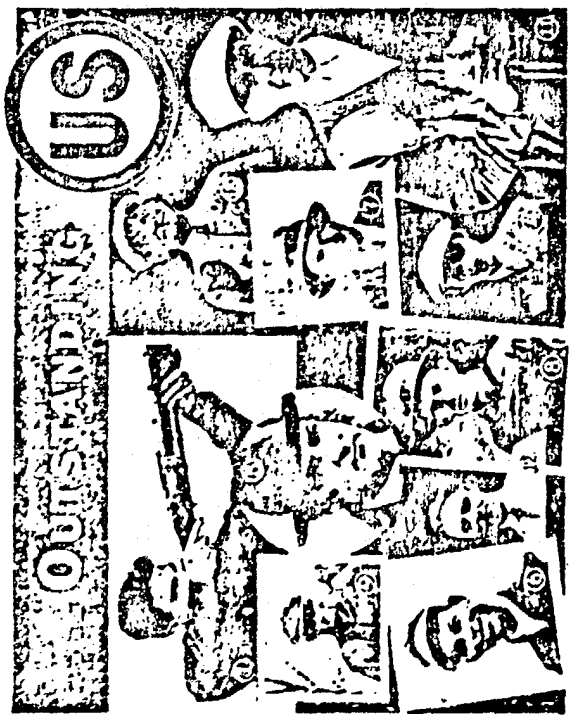

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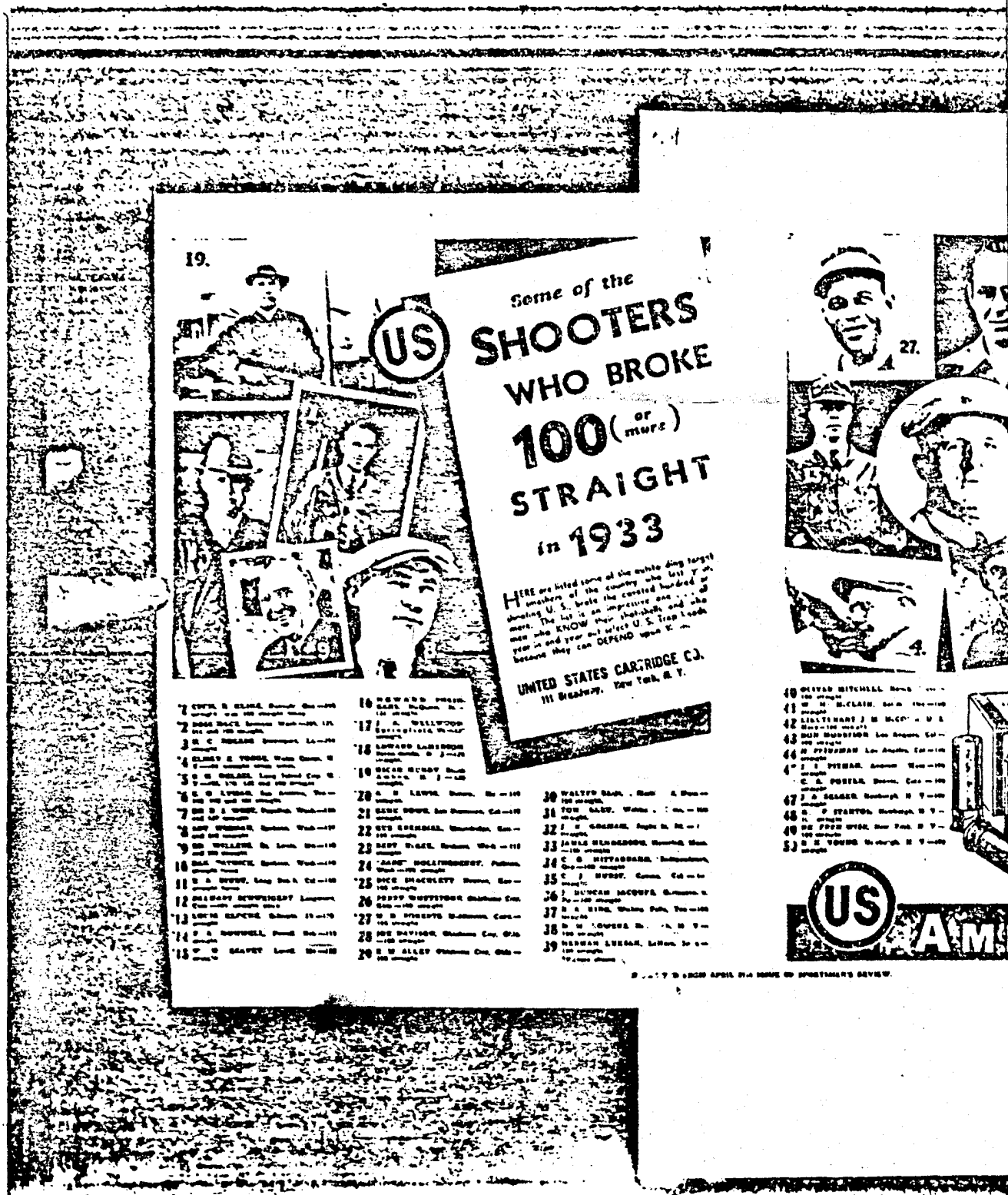

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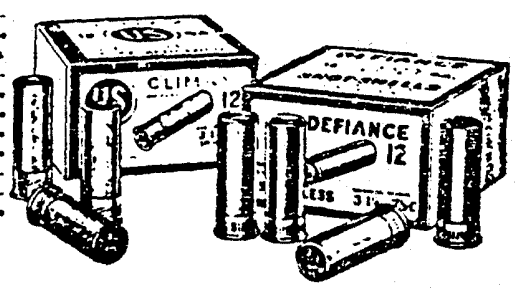
NLI 104428

me of the
OOTERS
HO BROKE
00 (or more)
TRAIGHT
1933

are listed some of the outstanding target
nashers of the country who last year,
ng U. S. broke the coveted hundred or
The list is an impressive one . . . all
who KNOW their shot-shells and who
n end year out select U. S. Trap Loads
use they can DEPEND upon them.

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





US AMMUNITION

DEPOSITED FROM APRIL 21st ISSUE OF SPORTSMAN'S REVIEW.

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ANOTHER STRING OF

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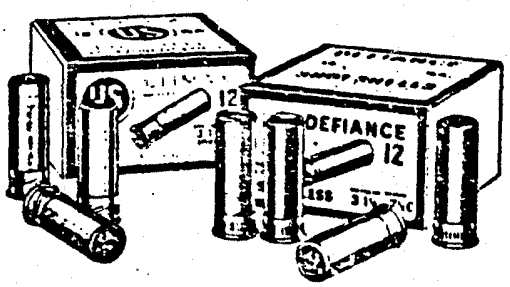
TRING OF

US SHOOTERS
Makes the Headlines!







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

US AMMUNITION

NLI 104430

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Snap Shots of Trap Shot



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NLI 104431

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Shots of Trap Shots...and Skeeters

Now that the game-shooting season is on, don't forget

... that U. S. Climax and U. S. Defiance shells can also be had in dependable loads for upland and marsh shooting ... and that for hard-to-make shots, you can get nothing better than these companion shells—the far-reaching, hard-hitting Nitro Heavies and Climax Heavies.

US UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York, N. Y.

Ammunition

U. S. Climax and U. S. Defiance Shot Shells

NLI 104432

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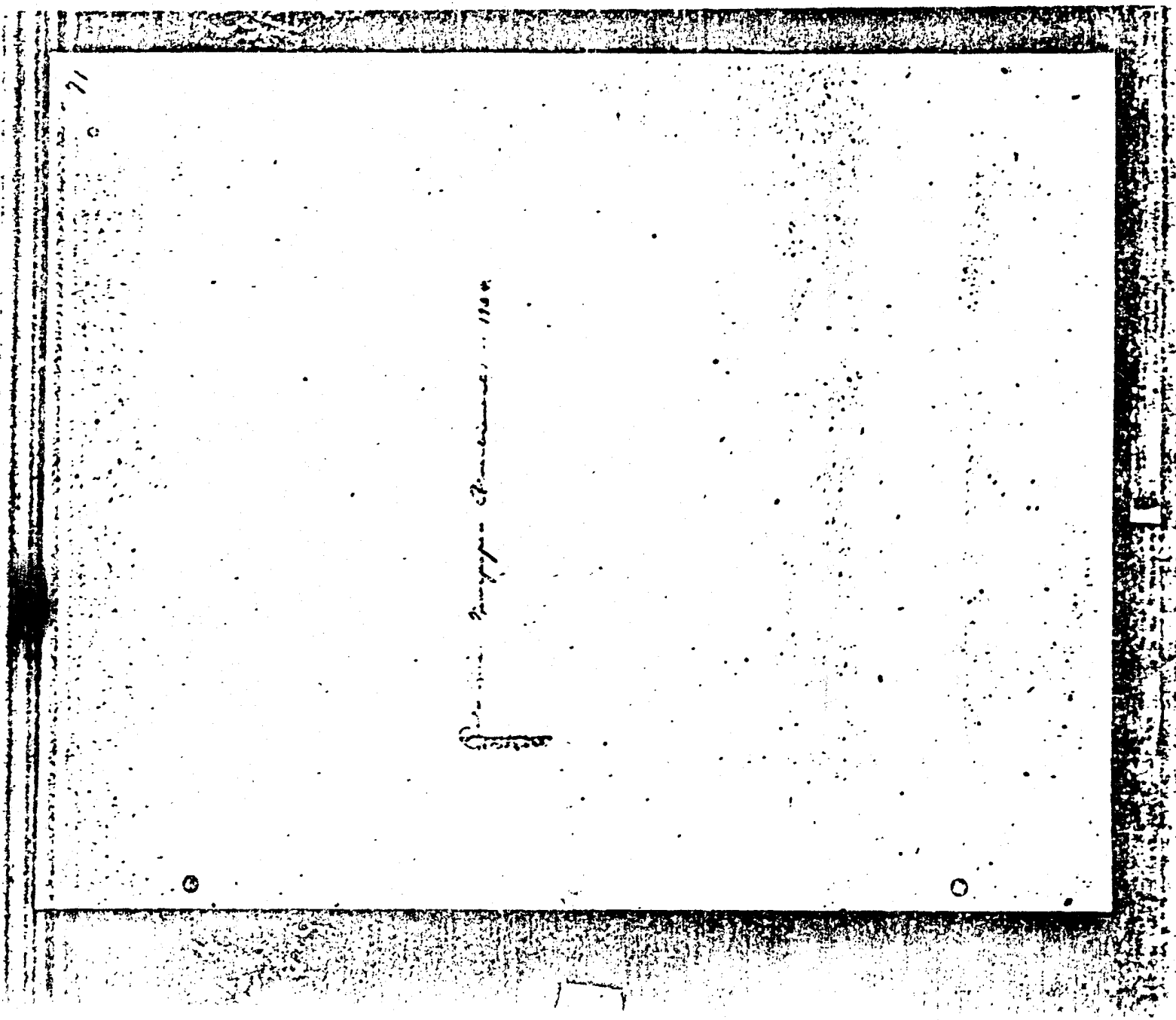

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Use usted pinturas que se adapten al clima de Puerto Rico



Las pinturas hechas con Blanco Plomo Dutch Boy nunca se agrietan ni se

DESCASCARAN. Vea éstas...

FIJESE bien en el grabado. Esto es lo que siempre puede cuando se usa pintura barata. Es decir, pintura que se agrieta.

A fin de que las pinturas que se usan en Puerto Rico den buen resultado, tienen que ser pinturas elásticas. Pinturas que se conforman a las contracciones de la superficie que se dilatan con el calor y se contraen con el frío.

Esta es la clase de pintura que usted puede obtener si usa Blanco Plomo DUTCH BOY. Esta nunca se cuartea ni descascara. La pintura siempre se mantiene lisa y sin agrietarse.

Si usted usa el Blanco Plomo DUTCH BOY positivamente ahorrará dinero. Primero porque le dura mucho tiempo y segundo porque cuando vaya a pintar de nuevo no tendrá que gastar en quemar y raspar.

El Blanco Plomo DUTCH BOY posee también la notable cualidad de una gran capacidad y abridura. Da un acabado precioso y es muy fácil de preparar. En diez minutos se pueden preparar siete galones. Además se adapta a cualquier clase de superficie ya sea interior o exterior.

BLANCO PLOMO "DUTCH BOY"
DE VENTA POR:

EN SAN JUAN
[illegible]

EN SANTURCE
[illegible]

EN RIO PIEDRAS
[illegible]

EN PONCE
[illegible]

EN MAYAGUEZ
[illegible]

EN AGUADILLA
[illegible]

EN ARECIBO
[illegible]

EN FAJARDO
[illegible]

EN HUMACAO
[illegible]

EN CAROLINA
[illegible]

EN JUNCOS
[illegible]

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NLI 104434

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No es la pintura... Sino su

DINERO *lo que se está* DESPRENDIENDO



[illegible]

BLANCO PLOMO "DUTCH BOY"

DE VENTA POR:

EN SAN JUAN:
[illegible]

EN RIO PIEDRAS
[illegible]

EN PONCE:
[illegible]

EN MAYAGUEZ
[illegible]

EN AGUADILLA
[illegible]

EN ARECIBO:
[illegible]

EN FAJARDO:
[illegible]

EN HUMACAO:
[illegible]

EN CAROLINA:
[illegible]

EN JUNCOS:
[illegible]

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NLI 104435

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NLI 104436


Esto NUNCA sucede
si usted pinta su
casa con Blanco Plomo Dutch Boy
Con el Dutch Boy se
acaban los Agrietamientos y Descascaros

AS pinturas que se agrietan y descascaran lucen muy feas y le quitan a la superficie la protección que necesitan. Además, tales pinturas resultan muy costosas pues cuando hay que pintar de nuevo, a fin de que la nueva pintura quede bien, es menester le el quemar y raspar.

No corra riesgos. Cuando tenga usted que pintar su casa emplee el Blanco Plomo DUTCH BOY. Entonces podrá usted estar seguro de que la pintura permanecerá lisa y sin cuartearse.

Las pinturas hechas con Blanco Plomo DUTCH BOY son elásticas. Se dilatan con el calor y se contraen con el frío —sin la menor señal de agrietarse. Es la única pintura que se adapta perfectamente al clima de Puerto Rico. Cuando vaya usted a pintar de nuevo no tendrá que raspar ni quemar.

Las pinturas DUTCH BOY se destacan por su gran capacidad encubridora y por la facilidad con que se preparan. En diez minutos podrá usted preparar siete galones. Además usted puede preparar la pintura según la superficie, ya sea interior o exterior.



BLANCO PLOMO "DUTCH BOY"
DE VENTA POR:



EN SAN JUAN
[illegible]

EN RIO PIEDRAS
[illegible]

EN ARECIBO
[illegible]

EN PONCE
[illegible]

EN FAJARDO
[illegible]

EN MAYAGUEZ
[illegible]

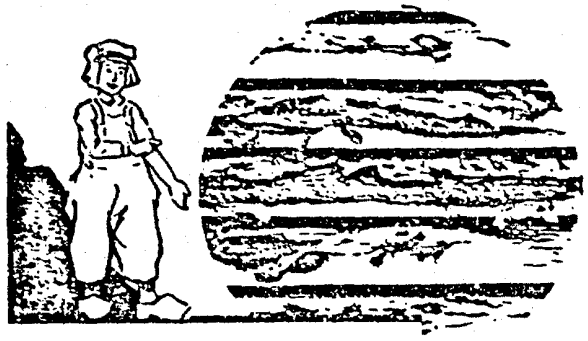
EN HUMACAO
[illegible]

EN CAROLINA
[illegible]

EN AGUADILLA
[illegible]

EN JUNCOS
[illegible]

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



Despídase de ésto...

NO MAS AGRIETAMIENTO ni DESCASCARE *si usa Ud. el Blanco Plomo Dutch Boy*

AHORA podrá usted pintar su casa con una pintura que le permanecerá lisa y sin agrietarse una pintura que nunca se agrieta ni descascara.

Con el Blanco Plomo DUTCH BOY se hacen pinturas elásticas la única clase de pintura que se adapta bien al clima de Puerto Rico. El Blanco Plomo DUTCH BOY se dilata con el calor y se contrae con el frío sin que la pintura se agriete.

Esta elasticidad permite que la pintura dure mucho tiempo y evita la necesidad de raspar y quemar cuando haya que pintar de nuevo. Por lo tanto, las pinturas hechas con Blanco Plomo DUTCH BOY son las más económicas. Se destaca también por su gran poder encubridor y la facilidad con que se prepara. En diez minutos se preparan 2 galones. Además las pinturas hechas con Blanco Plomo DUTCH BOY se adaptan a cualquier clase de superficie, ya sea interior o exterior.

BLANCO PLOMO "DUTCH BOY"

BE VENTA POR:

EN SAN JUAN
[illegible]

EN RIO PIEDRAS
[illegible]

EN PONCE
[illegible]

EN MAYAGUEZ
[illegible]

EN AGUADILLA
[illegible]

EN ARECIBO
[illegible]

EN PAJARITO
[illegible]

EN HUMACAO
[illegible]

EN CAROLINA
[illegible]

EN JUNCOS
[illegible]

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0400

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Se acabó el

AGRIETAMIENTO *y el* DESCASCARE

BLANCO PLOMO "DUTCH BOY"

NLI 104438

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DESE [illegible] CUARTEAN y DESCASCARAN

como ésta

Pruebe en casa usando pinturas clásicas, hechas con Blanco Plomo "DUTCH BOY"

[illegible]

[illegible]

[illegible]

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NLI 104440

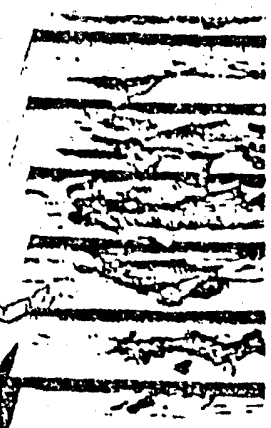
CUANDO USTED VAYA A PINTAR, ASEGURESE DE QUE LA PINTURA

NO SE LE AGRIETE

ni DESCASCARE

COMO ESTA

Use Blanco Plomo "Dutch Boy"



YA no hay que usar pinturas que se agrieten y descascaren.

Usted puede ahora dar a su casa una mano de pintura dura y elástica que se estire y contraiga con la superficie, según los cambios de temperatura, es decir, una pintura que no se le va a agrietar ni descascarar.

La pintura hecha con Blanco Plomo DUTCH BOY es reconocida en el mundo entero como la más duradera y económica.

Como la pintura hecha de Blanco Plomo DUTCH BOY permanece lisa y sin agrietarse, no hay necesidad de incurrir en el gasto de raspar y quemar cuando haya que pintar de nuevo.

Las pinturas hechas con Blanco Plomo DUTCH BOY ahorran mucho dinero porque en virtud de su gran capacidad cubridora se requiere menos cantidad que de cualquiera otra clase de pintura.

Es además muy fácil prepararla. Siete galones se mezclan en diez minutos, y se pueden preparar según se para querer interior o exteriormente.



BLANCO PLOMO "DUTCH BOY"

De venta por...

EN SAN JUAN
Pinturas Industriales de Puerto Rico

EN RIO PIEDRAS
Pinturas Industriales de Puerto Rico

EN PONCE
Pinturas Industriales de Puerto Rico

EN MAYAGUEZ
Pinturas Industriales de Puerto Rico

EN AGUADILLA
Pinturas Industriales de Puerto Rico

EN ARECIBO
Pinturas Industriales de Puerto Rico

EN BAYAMON
Pinturas Industriales de Puerto Rico

EN CAGUAS
Pinturas Industriales de Puerto Rico

EN CAROLINA
Pinturas Industriales de Puerto Rico

EN FAJARDO
Pinturas Industriales de Puerto Rico

EN HUMACAO
Pinturas Industriales de Puerto Rico

EN JUNCOS
Pinturas Industriales de Puerto Rico

16

Evite usted ésto...
usando Blanco Plomo DUTCH BOY

Así obtendrá una pintura que nunca se

CUARTEA

ni se

DESPRENDE



CON frecuencia usted verá casos de pinturas que se desprenden como en el grabado. Es posible que esto lo haya visto usted en su propia casa.

Al principio la pintura sin duda luciría muy bien. Pero después de unos meses comienza a agrietarse y a descascararse.

De ahora en adelante no tendrá usted que preocuparse. Si usted usa Blanco Plomo DUTCH BOY usted podrá pintar su casa con una pintura que es extremadamente elástica —una pintura que se dilata y se contrae— una pintura que nunca da la menor señal de agrietamiento o descascare.

Las pinturas hechas con Blanco Plomo DUTCH BOY permanecen lisas y no se cuartean —la superficie estará siempre en condición para pintarse de nuevo. Esta pintura le ahorrará dinero porque dura mucho tiempo y, cuando sea necesario pintar de nuevo, no habrá necesidad de raspar ni quemar.

La pintura DUTCH BOY es notable por su gran capacidad encubridora y por la facilidad con que se prepara. Solamente se requieren diez minutos para preparar siete galones. Se puede preparar según la superficie que se vaya a pintar, ya sea interior o exterior.

BLANCO PLOMO "DUTCH BOY"
DE VENTA POR:

EN SAN JUAN:
[illegible]

EN RIO PIEDRAS:
[illegible]

EN PONCE:
[illegible]

EN MAYAGUEZ:
[illegible]

EN AGUADILLA:
[illegible]

EN ARECIBO:
[illegible]

EN FAJARDO:
[illegible]

EN HUMACAO:
[illegible]

EN CAROLINA:
[illegible]

EN JUNCOS:
[illegible]

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