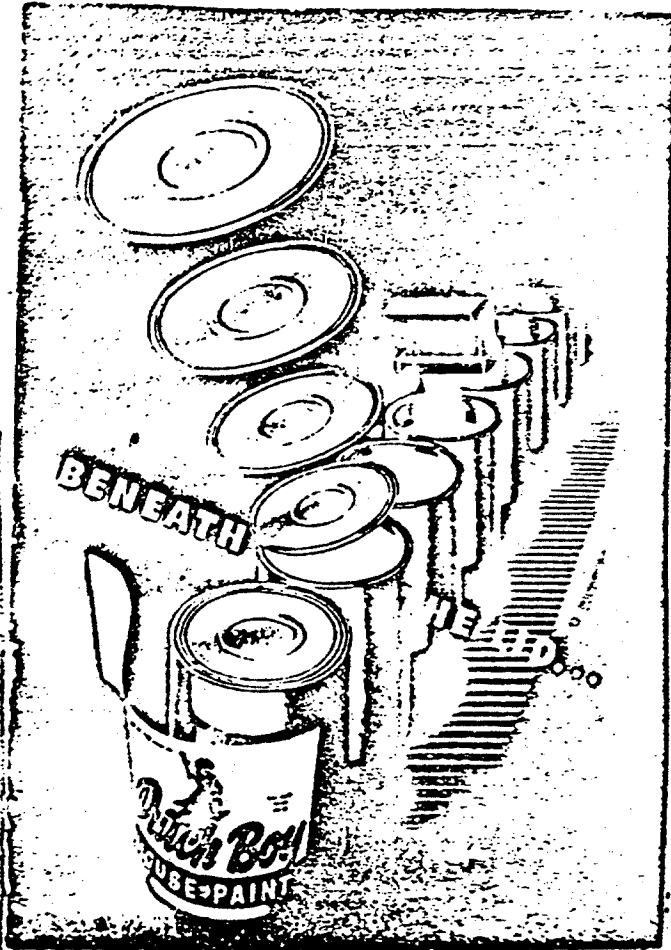


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55



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NLI 114379

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



What do you see . .

When you look at a Rembrandt or a New Cassio or Paro?

A pretty label? A familiar name?

A thing you wish paint to do?

All true enough, but look about the features of the important part the customer!

What complex machinery made it? What elaborate instruments tested and checked it?

For the first time, you can read in text and pictures about what happens before those cans of "Dutch Boy" products reach your shelves.

Turn this page

. . . and look



00056

NLI 114380



What do you see . . .

What do you see at a Dutch Boy Store in New York or Paris?

A pretty label? A familiar name?

A shiny can with paint in it?

All true enough, but how about the
look of the important part - the
contents?

What complex machinery made it?
What delicate instruments tested and
checked it?

For the first time, you can read in
text and pictures - about what happens
to see these cans of "The Best Boy"
products reach your shelves.



Turn this page

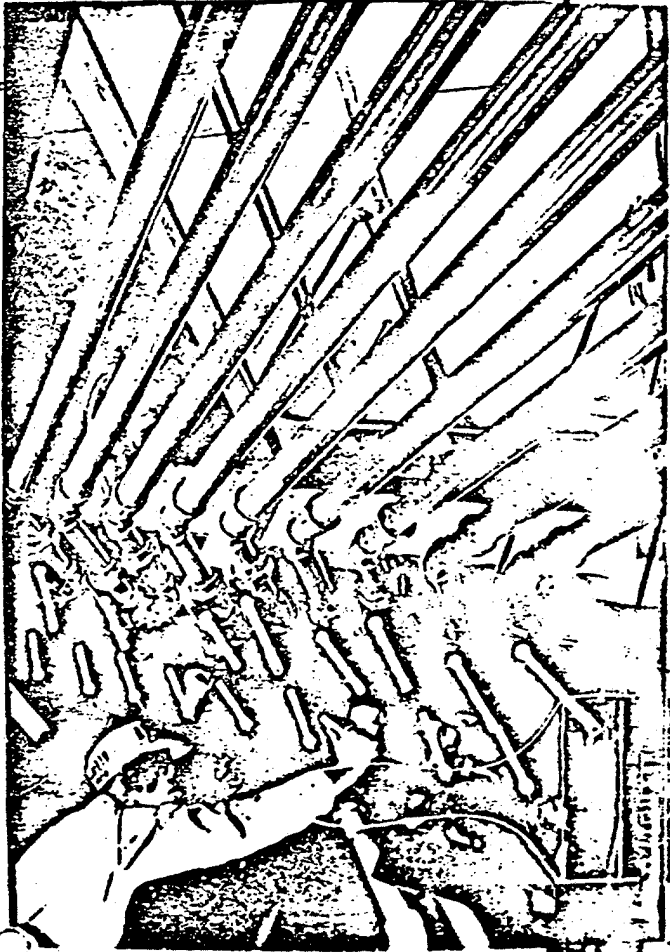
. . . and look

Beneath
the Lid . . .

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NLI 114381

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being filmed



Well begun is half done

OVER 70 YEARS AGO an Italian painter remarked
"The making of paints requires a wizard and an
artist..."

You can assume *THINK* the true master craftsmen in
paint should be looking over your shoulder and personally
conducting the work and creative talent to produce the best
possible mixture - weighing powders and stirring vehicles
with a precise touch - and through the years making minute
but vital changes in their products as experience added to
knowledge.

But you can know about the research and modern manu-
facturing methods that bring you modern, impregnable paints
when you ask for them. When you pick up the lid on a
large can of *Think* Lin. Woodcoater or *Think* Lin. Bleached
Wood, you're measuring the results of

EXTENSIVE TESTS conducted for 70 years at a testing
station where records go back 125 years. A laboratory
where the *Think* Lin. is a standard and where 17,000
tests are made for weather and on nearly two million
square feet of paint.

PROFESSOR MEXXER, in his capacity as the
National Laboratory for the Study of the
Study of the weather with tests that have shown the
best weathering tests for 70 years.

We know you'll find no more than thousands of gallons
of paint are made today - every day. Modern factories have
used and recommended the *Think* Lin. products for 70
years - and on the next few pages we'll tell you in clear,
simple language how the paint in the *Think* Lin. can come
to you...

① *Impregnable* means the fear of which
through tests of paper, contained for paint
impregnable

00056

NLI 114382



Well begun is half done

OVER 30 YEARS AGO an Italian painter remarked:
"The making of paints requires a wizard and an artist..."

You can witness to this the two master craftsmen in paint-stained cheeks breathing over pots of oil and pigments, combining their skill and creative talent to produce the finest possible mixture - weighing powders and stirring colors with a precision touch - and through the years making masterful but vital changes in their products as experience added to knowledge.

But you can learn about the search and such in nature for being so thick that being so modern, transparent, paints whenever you make them? When you put up the lid on a bright can of Dutch Boy's Whisper or Dutch Boy's Blended Fand, you're witnessing the results of

Extensive Tests conducted for 30 years at a testing station where records tell over 125 volumes? A laboratory where the Dutch Boy's paint is tested to show 17,000 to 200,000 different shades and a color chart with over 100,000 different shades of paint to name them?

Proven Master Methods in modern plants where the latest Laboratory Techniques and Master Touch study the creation with tests that begin before you can even start to mix the paint?

We mean you can see to them how thousands of gallons of paint are made today - every day Master Painters have used and recommended the Dutch Boy's products for 30 years - and on the next few pages we'll tell you in clear, simple language how the paint in the Dutch Boy's can comes to you...

① Finger tip coated gives the line of which through hands of paper - intended for picture illustration



00056

NLI 114383

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When a hub is made, every hub of material is made to perfect form and size. Each day's production is made of atom pure aluminum and when hub is made, it is checked with an electronic scale and weighed to an accuracy of one part in a million.

From start to finish, the whole production is checked and weighed through every process and test by accurate instruments.

It is now a proven fact that the advantages of a steel hub, gravity flow plant, in two weeks, is available and proven.

... continual



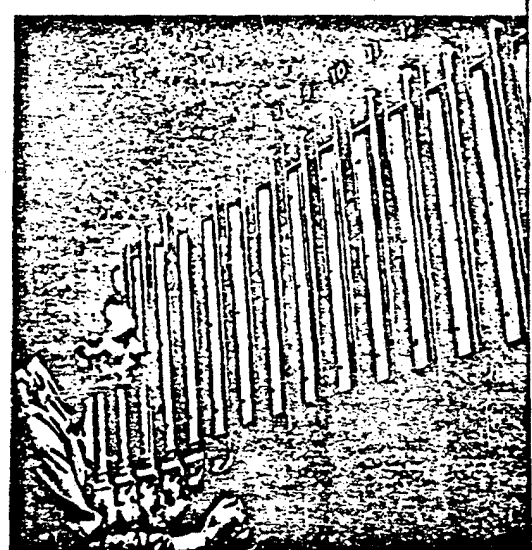
Do you know how a roller coaster works? If you had a ride on one of these thrill-riders, you would know that the cars are hooked up to the top of the structure and then coast to the bottom.

Gravity and precision design are the answer.

In a known, proven fact, the hub is made and produced and tested that make the final product such that the same way from the top of the factory to the automatic packaging machine is on the ground floor. Along the way, the materials are processed and the final product is made and tested in a process which is controlled with a check system and measuring instruments.

On the way, in a way, the flow through pipes and tubes instead of on tracks, and each three pieces are now parts which are packed in shipping cases, but the gravity principle is the same.

continuous control ...



00056

NLI 114384

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



With an increasing number of people having had material things the need for perfect peace seems to grow. Each day a generation is born of a free peace-loving and honest nature but is clothed and conditioned with the present materialism and compared with the war he does not judge.

From last to first the sub-committee
did accomplish the task it is charged
and agreed through every process and test
for master recommendations...

It was more a than Bill Emerson
the man you would find the strategy of
a short few years than plant in the north
to include and afford

... continual flow ...

[illegible]

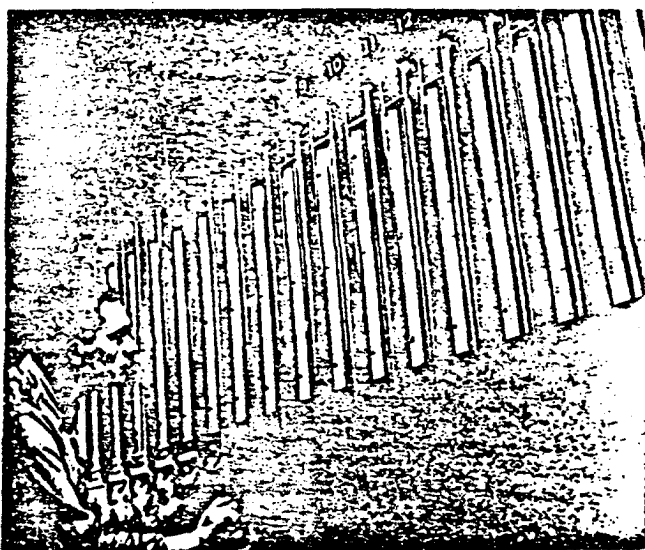
The test system looks a pretty reasonable one. If you're had a subsonic one of those thrust-boosters or even just one of those you know that the ones are pushed up to the top of the structure and then come to the bottom.

Security and protection measures are the

As a Member, Dr. Henry Ford's focus was the hoped-to-link-up payments and funds that make his paid travel now the same as, from the top of the factors to the automatic parking machines on the ground floor. Along the road, the materials are processed most of the cost of material and to be used more from a process to be used with each other and one another, including the

The framed, iron wire mesh fence through
pines and clods indicated an open field and
these pines are now planted in the
dunes and the grassy area in the
center.

continuous control . . .



NLJ 114385

00056

materials precisely me

You need more materials from time to time, such as the sheet, ground, fine system, because it offers a continuous change in size. The system from the top quality has been built through generations, and each generation adds to the quality of the materials.

You need more materials from time to time, because it offers a continuous change in size. The system from the top quality has been built through generations, and each generation adds to the quality of the materials.

The materials from time to time have already told you a lot about the materials from time to time. Before a single line or tank is used, the materials from time to time have already told you a lot about the materials from time to time.

Now, the materials from time to time have already told you a lot about the materials from time to time. Before a single line or tank is used, the materials from time to time have already told you a lot about the materials from time to time.

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00056

NLI 114386

materials precisely measured ...

You must make a material measurement, such as the direct, gravity flow system, because it offers a continuous chance for error. The reputation for top quality has been built through generations, and such responsibility is borne on our shoulders.

Also, the reason our "Thin Flow" products is trademarked, so you need a smooth, exact, continuous flow from the time the automatic pumps leave the vehicle from the 15 long horizontal storage tanks until perfect paint is poured in spillover containers.

The Engineers in our Laboratories have already told you a lot about the materials you're using. Remember? Before a single box or tank car was unloaded, they analyzed the shipments.

Now it's Testing, and Measurement, too, as the pumps feed liquid to be into a bank of 5 parallel water-level pipes. A laser beam measures the exact amount reaching the tanks at the top of the tanks, and a valve automatically shuts off the pumps when the specified quantity is reached.

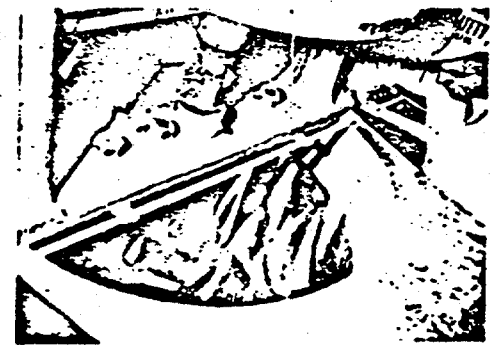
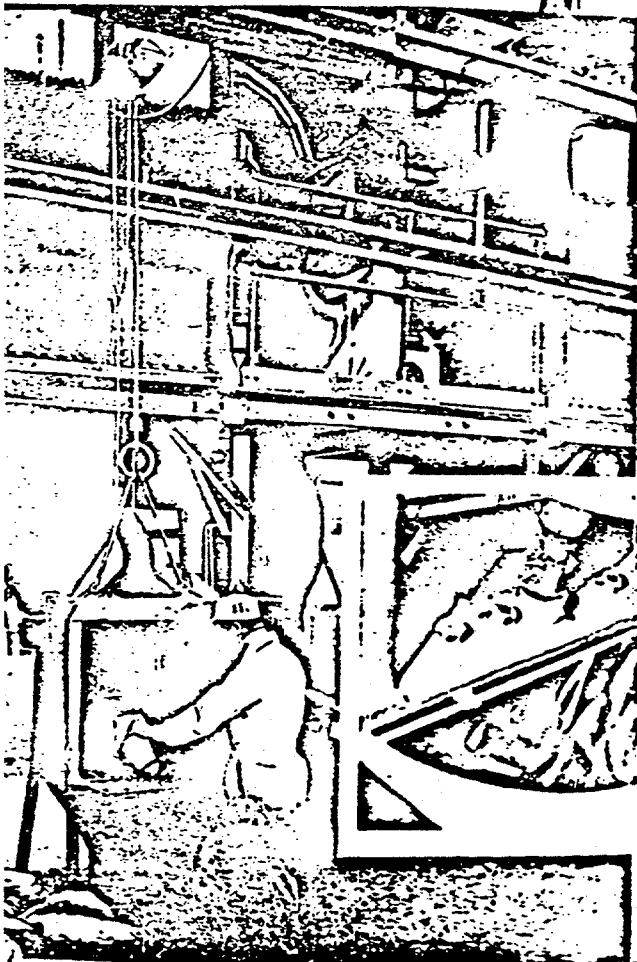
You're sure you're getting on the job of your mechanical. After every second, you know just what you're making, in quality and quantity. The flow meters are set to deliver the right amount of liquid to the pump, never, public sale, or otherwise tanks.

This Process is so perfect in every paper bag which are brought up by an elevator from the main house. Your "Thin Flow" meters will charge them through the hoppers to the mill where, and then it must be sealed in a container, a standard with the high level, about 100 feet to match the weight, and even checking out the empty bags.

The next time you see that for the pumps are brought up and poured into the meters in hand. These, too, are double-checked and extremely carefully weighed.

You know we use our own Way, "Thin Flow" making paint. Be sure to use it, for more operations...

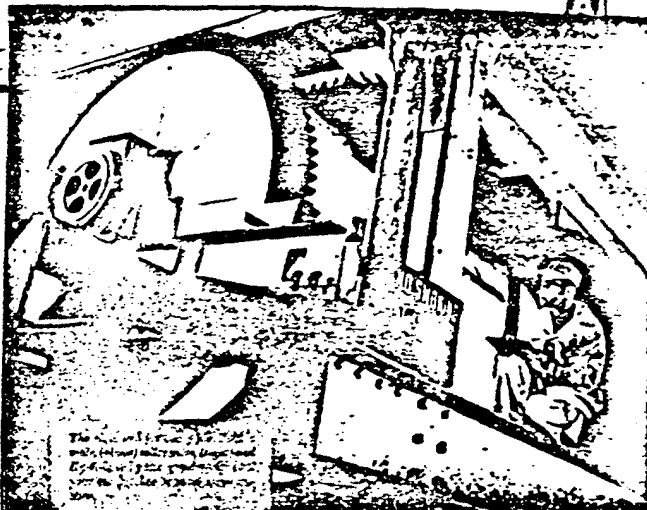
Each bag is weighed and then filled, then the pump is set to deliver the right amount of liquid to the pump.



00056

NLI 114387

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The
... ..
... ..
... ..
... ..



Under requests for the printing and mailing of post cards, it is stated that the members of the League of Women Voters are the demand for more post cards and that the League of Women Voters is made of more and more of the

THESE LISTS ARE FOR THE USE OF THE
 OFFICE OF THE ATTORNEY GENERAL
 AND THE OFFICE OF THE ATTORNEY GENERAL
 OF THE DISTRICT OF COLUMBIA

There are a few more foremen the number
could be approximated in the late before the police
his and in the history of through on north part
and there is a building on ground building
back before.

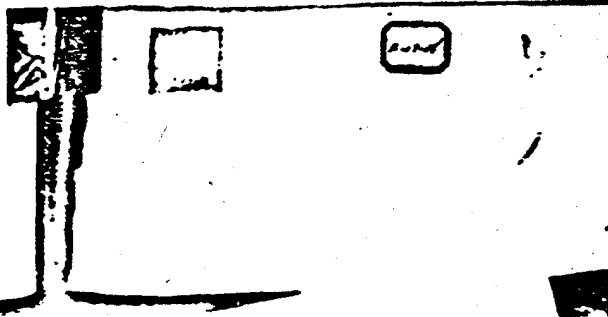
As an iron horse, and also easily maneuverable, for the
its K-1000 power steering machine, the production of modern
Times Magazine (1951), he threw high-speed reading comprehension
ground more than a million a minute.

At the hatch door: 1. all the fish drop colors like those used in The
Neds and Tons parade. 1-4000 and 10 previous grand the number and
unusually parts is a accumulation of fish to do the job. also on the day
over 100

These things that you write were with them and others with us. That is the question was right with their other matters also. Consider the wisdom coming out on each degree of heaven. There are that is the great spirit, and the great overruling law.

These two massive structures rise to our watch, continuous growth
like a lake under all the last water and the new-born star of morning
as waves would show a chair into the pebbles and on the floor

uniformity in m

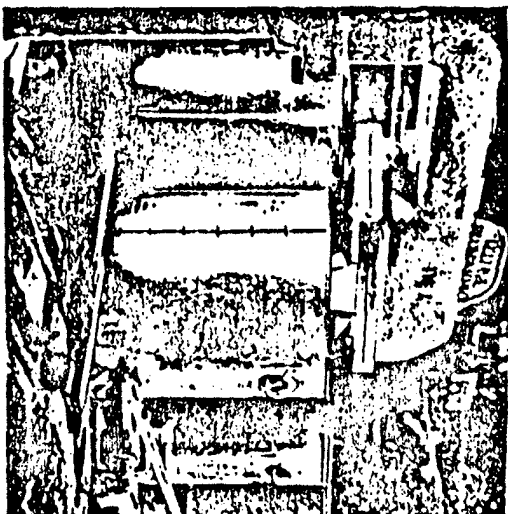
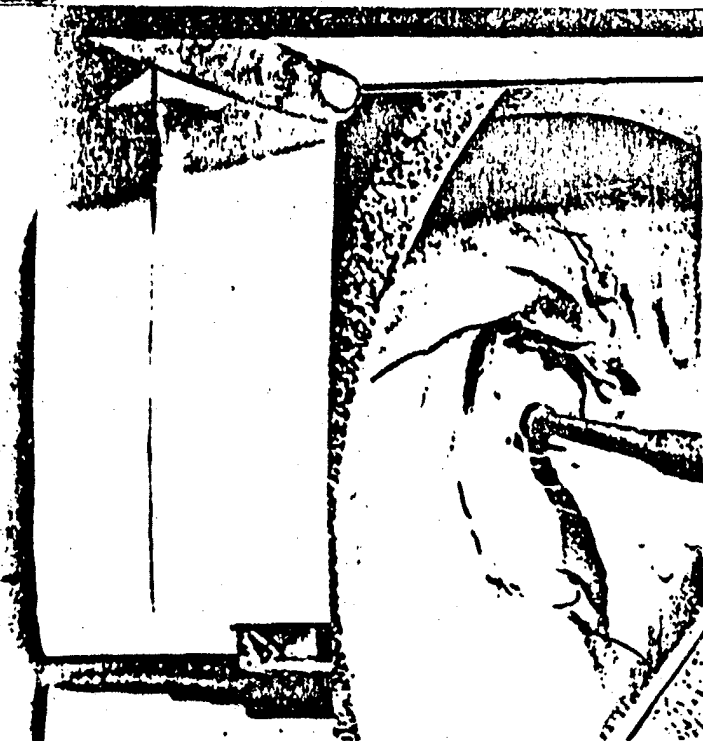


00056

NLI 114388



**Quality
beneath the lid**

[illegible][illegible]



The Cinema in Paris, May 1940. The Mesta are stored in the tubs, or "pouches," tanks. A few labeled tubs, perhaps in the bottom of each lot, are kept for the reserve, and more tubs are pumped into the tank through controlled flow valves.

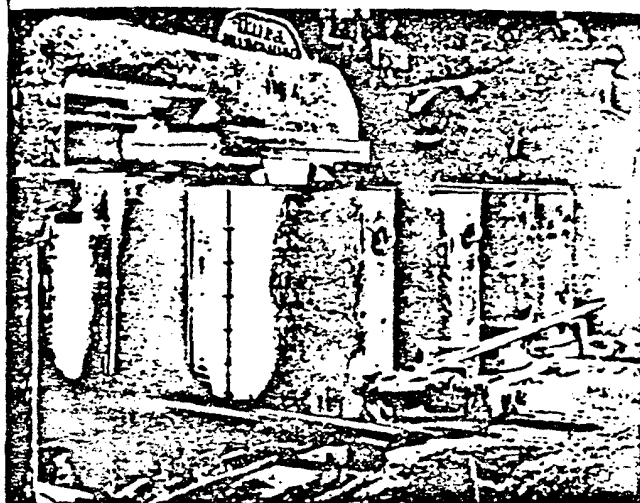
The Mesta Tessa supervises the direct addition of tubs during the final tubing process. If the particular tubs requires them, the Mesta Tessa is on the job.

"Oh, she looks good. Open the valves and let her go down to the parking floor."

It's... not so fast...

There is an emergency point in the making of this film, points for new Master Tessa's depend upon it, on these points. They recommend them for wherever the points are needed.

You want to see more a reputation like that with ease and profit.



There is a lot of work in the making of this film, points for new Master Tessa's depend upon it, on these points. They recommend them for wherever the points are needed.

You're not to miss the signature of the tub in the tub before that tub is passed. There's a master sample and record it on the tub's sheet and keep for the best.

You'll see more about it in the next few pages, however of good, something, looking, and doing properly. Then it's best if with the latest electronic devices for color and texture - and they'll point a pencil with it to see how it looks under the hand.

It's better a lot of calculation when the tub's sheet is approved and signed. You know that you've made good with physical and chemical properties as close as possible to perfection.

You'll see more in the next...



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NLI 114391

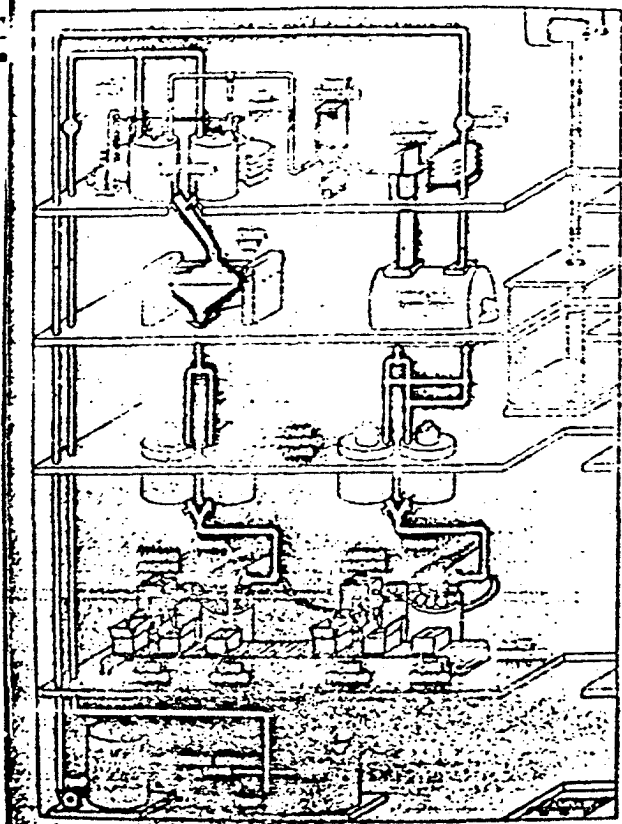


FIG. 1. Paint factory. The illustration shows the path of the material from the raw materials to the finished product in the ultimate stages of a modern paint factory.

First, in Motor Power Factor, Motors, which can be set up to work on all the existing tank parts. Then -

From the Case Thousands of "Dutch Boy" containers roll down to the packaging floor of the factory along metal guide tracks. These containers can be topped at many points by feed trucks for the paint filling machines.

Then Power Factor goes through a vibrating screen, and then into a compressed air cylinder which puts out the right amount of liquid material.

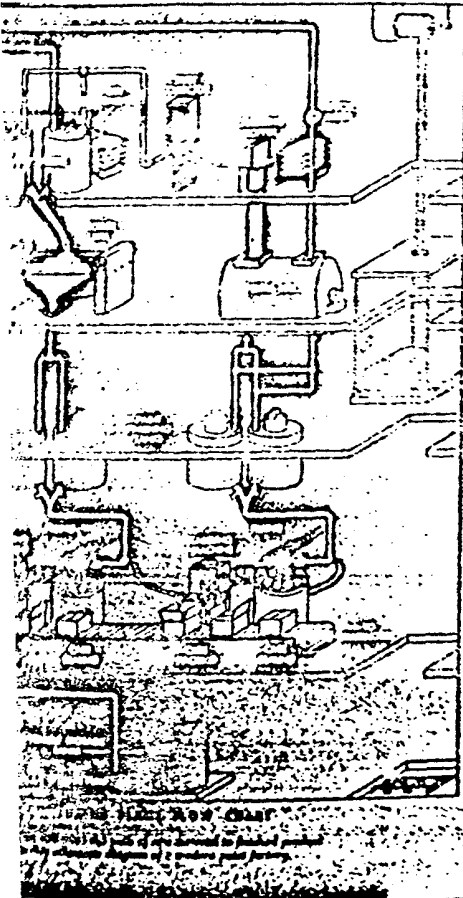
Then the can with the code number of the batch stamped right into the metal, is clamped on, and the can travels along belts and rollers conveyor to the automatic labeling machines. Yes - the code number is still with the paint. Every can of "Dutch Boy" carries its identity - its name - you might say, right out to the end user, who then leaves to ask for the Power Factor.

Now, Another Case...



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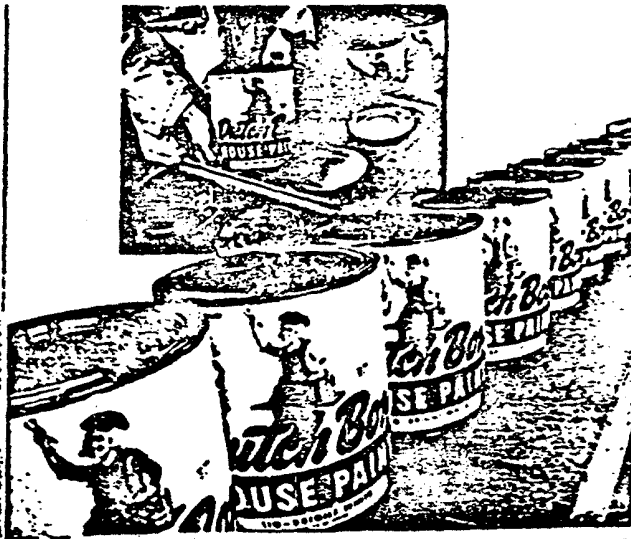
First is Master Paint Factory, Maastricht, which can
be set up for the production of the new Dutch Boy paint.

From the factory thousands of Dutch Boy containers
roll down to the packaging line of the factory along metal
guide tracks. These containers can be topped at many
points to feed into the paint filling machines.

The Paint House goes through a rotating stream, and
then into a compressed air chamber which puts just the
right amount of liquid into each can.

The line with the cork handles of the bottles stamped
right into the metal is a long one, and the can travels
along both and into containers to the automatic labeling
machines. Now the cork handles are still with the paint
factory, and Dutch Boy's name is stamped on the can.
You might say, could not the label men, who were born
to do the Dutch Boy's name.

Yes, because Dutch Boy's name is stamped on the can.



00056

NLI 114393



Research the safeguard

Van Nostrand Reinhold's research and testing of the Milad and Labeled Thich Box prove the cases are packed in hand, and inserts a slip with his number in each case.

At the Van Nostrand Reinhold Company the operation moves to an automatic machine which the top and bottom flaps of the carton flat.

When it is over the Milad the glass electric fork truck moves stacks of cartons to the warehouse or shipping plant.

It's what the Van Nostrand Reinhold Company knows you're getting out good merchandise exact specifications and protected by every like device.

Concealed from all keeps the standard, which includes a sample run of paint for each.

Even so, it is not enough to require several judgments from the storage unit alone. You can be confident because pigmented materials were tested for color, strength, and time by measuring every sample's daylight reflectance in comparison with a standard using a Hunter Reflectometer ... tested before they were accepted for the Thich Box's stock pile.

Time is the term of testing and research that has earned generations of customers to say to their dealers and painters...

"I want Thich Box. I know it's for paint."

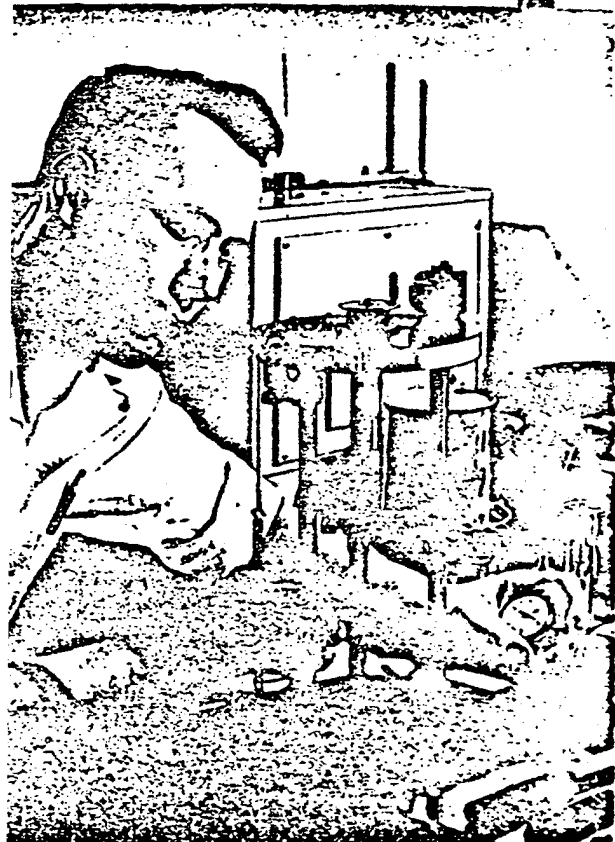
Testing and quality control operations like the ones performed on the paint are never done. They provide the perpetuation of the Thich Box reputation for pigmented paints.



00056

NLI 114394

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Research the safeguard...

The Bureau's Pioneer says it was known where the coming of the blind and color-blind "hunts for" jobs takes place. The covers are pushed to the front, and each representative carries a sign with his number on it to facilitate his push.

Source: Memorandum prepared for reference of "State to State" and contains the same information that has been in the past and shows the steps and business steps of the various work.

There is no one now working for the bus ut. and as the bus has been in service for 10 years it is now in need of a new engine and a new chassis.

It's one in P.O. Water, Part 2, 1918. When two
men were putting and good with hammer, pushed in
and up the stone and pushed by party as side to be
into direction.

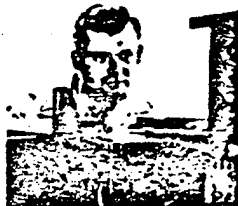
It seems to me that we should set standards high - even to what is machine - a sample case of good form every time to make?

[illegible]

"There is no need of trying and proving that because of
gradations of evidence we are to draw drastic and
premature..."

"I want 'I Hate to Share' / I Love it's your friend."

Factor: and quality related equations like the one given above are given as follows: Long term and short term projections of the factor & its projections for the period given.



00056

NTI 114395

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Perhaps you are a member of the "Dutch Boy" family, and you're quite familiar with the Products that have been recommended by generations of Master Painters. You know all about "Dutch Boy" Bleached House Paint, the Indestructible Sash and Trim Colors, and the Porch and Deck Paints. But whether you are a dealer - a painter - or you're reading this story of paint-making because it's interesting and you might want to paint the house or a spare room some day, now - here's our final fact to illustrate "Dutch Boy" thoroughness in the search for perfection.



This is the way a Dutch Boy paint is made. It is made in a special factory where every drop of paint is made to order.

Recently our experts produced "Dutch Boy" WAXENED, a new line of interior one-coat wall paints. To produce this product - a paint that will look more cost, even wall paper and linoleum, that is washable, and long-lived - required years of research and thousands of dollars in experiments.

But Waxened, the paint finally produced, is so good you can feel its quality. No, you don't have to sweep up a paintball. We mean, feel the firm, rich, solid film of the costly ingredients in Waxened as you brush it on. As our cost covers, you can actually feel the sturdy, strong character of the very paint itself.

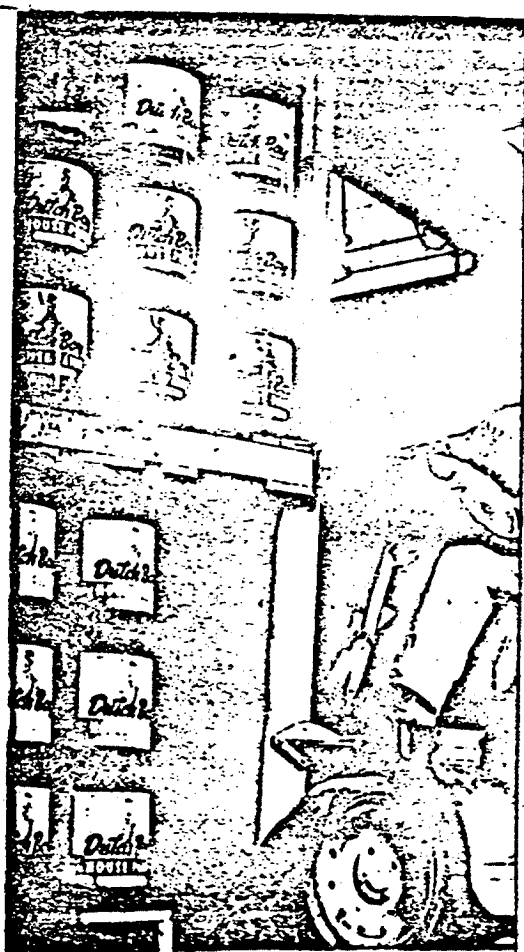
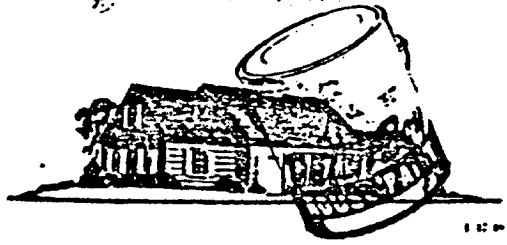
Now Waxened is just one of the new products that are being developed in Painters' House Paint - Waxened, in Painters' House Paint, and Waxened, in the Waxened. Although it means a smaller profit margin.

Now you know the how and why of "Dutch Boy" success. It's the way in which Painters' House Paint is made.

The kind of quality Master Painters look for makes every Dutch Boy's paint. Practical experience has proved them - here is painted paint - tested for protection and looked to the job.

NATIONAL LEAD COMPANY

New York 6, Buffalo 4, Chicago 8, Cincinnati 4, Cleveland 14, Pittsburgh 12, St. Louis 1, San Francisco 10, Boston 6, National Lead Co. of New York, Philadelphia 1, John 1, Evans 8, New York



00056

NLI 114396

00056

NLI 114397

Perhaps you are a member of the Dutch Boy family, and you're quite familiar with the Products that have been recommended by generations of Master Painters. You know all about Dutch Boy's Bleached House Paint, the brilliant Sash and Trim Colors, and the Porch and Deck Paints. But whether you are a dealer or a painter - or you're reading this story of paint-making because it's interesting and you might want to paint the house or a spare room - some day soon - here's our best fact to illustrate Dutch Boy's thoroughness in the search for perfection.



Recently our scientists produced Dutch Boy's WONDER, a new line of interior semi-gloss wall paints. To produce this product - a paint that will look, in one coat, even on all paper and linens, that is washable, and has proved - required years of research and thousands of dollars in experiments.

But WONDER is the paint finally produced. Is so good you can feel its quality? No, you don't have to wrap up a paintball. We mean, feel the firm, rich, solid flow of the smooth ingredients in WONDER as you brush it on. As you coat evenly, you can actually feel the smooth, strong character of the very paint itself.

And WONDER is just One of the new products that are being developed by Farnsworth, first name - Farnsworth, last name - Farnsworth - and WASHINGTON, the Farnsworth Manufacturing even though it means a smaller profit margin.

Now you know the how and why of Dutch Boy's success - in a Quality you can see.

The kind of quality Master Painters look for makes every gallon a Dutch Boy's own. Cental experience has proved them - here is prolonged paint - tested for protection and tailored to the job.

NATIONAL LEAD COMPANY

New York 6, Buffalo 3, Chicago 3, Cincinnati 3, Cleveland 13, Pittsburgh 12, St. Louis 1, San Francisco 10, Boston 6, Montreal, Ltd. of Mass., Philadelphia 7, John 1, Town & Son 1

