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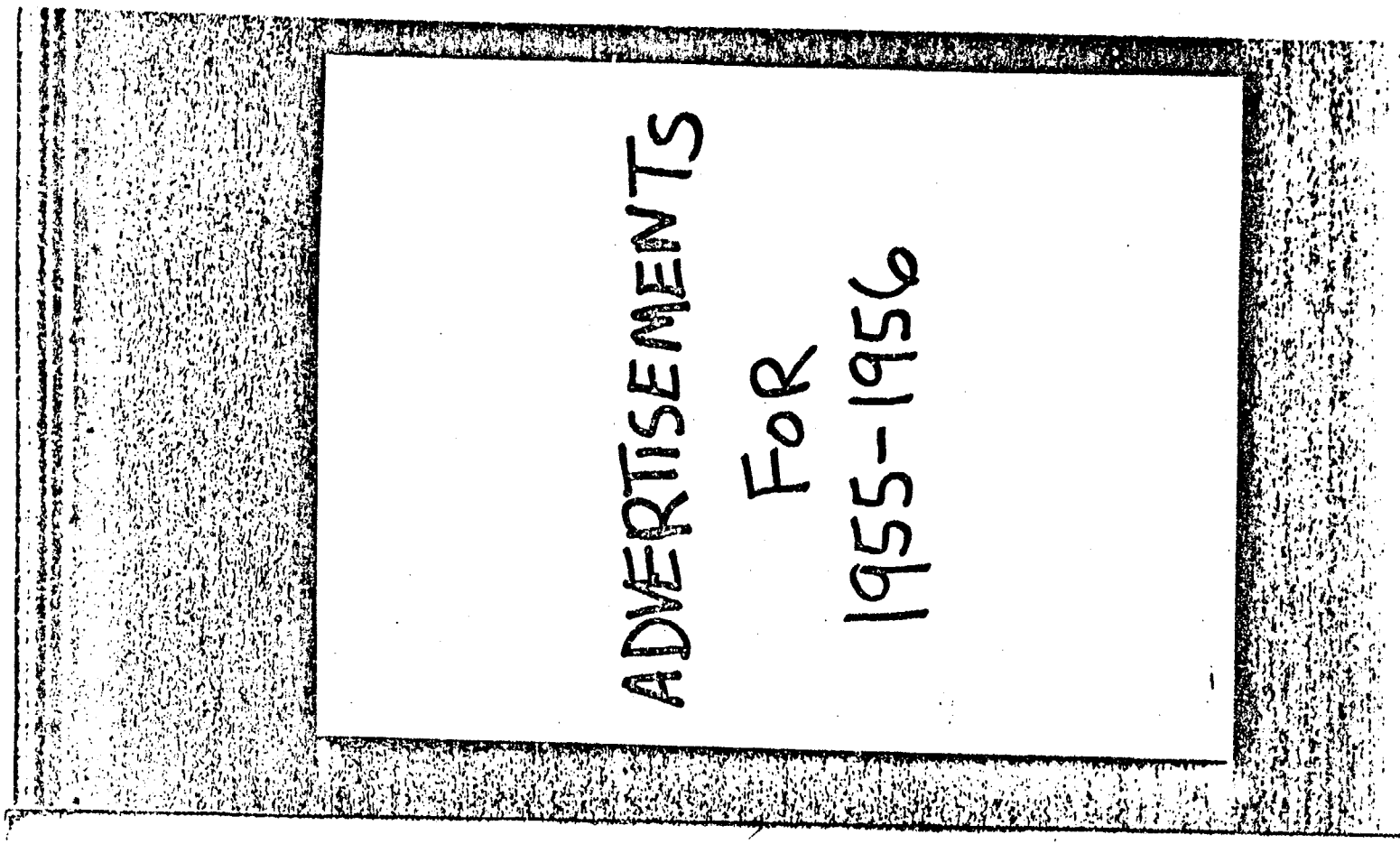

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NLI 105987

Looking for

Die Castings?

Look to

Doehler Jarvis

Eight big Doehler-Jarvis plants in four big metal-working areas to provide close-haul service

Toledo, Ohio

Grand Rapids, Mich.

Batavia, N. Y.

Petersburg, Pa.

Doehler-Jarvis Division of National Lead Company

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Today this famous symbol for

National Lead Company

stands for a wide variety of

basic home and industrial products

In 1891, the "Dutch Boy" was born into a family of competitor brands, one member of which more than was 111 years old.

In the beginning, the family National Lead Company produced only products made of lead and lead compounds.

With these lead products, National Lead was able to produce basic and essential services to many industries: the paint industry, the plumbing industry, the railroad industry, the chemical industry, to countless others.

But the problem for the future, as future-minded National Lead saw it, was how to multiply these basic and essential services here in the years ahead for more and more industries.

To solve this problem, National Lead improved and expanded its plant facilities, its technical lore, and created opportunities for chemists in related fields by instituting a continuing research and development program.

Today, as a result of this program, National Lead is involved in a great many diversified fields.

Among other things, it produces titanium for the paint industry. "Dutch Boy" is known also for plastics, the drug and cosmetics, the petroleum, and other industries. It produces essential elements for atomic power, for other industries, it produces many other basic products. And it is still among its many — but more and more industries.

National Lead Company

111 Broadway, New York 6, N. Y.

Major products of
National Lead Company

For the chemical industry — titanium pigments, titanium chemicals, titanium metal, titanium alloys, titanium sponge, titanium ore concentrates, titanium dioxide pigments, titanium tetrachloride

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"Handy"

is its middle name!

Now you can get your favorite caulking lead in a mighty handy form.

The new 25 lb. (approx.) ingot is composed of five pot-fitting sections – four "biscuits" and a handgrip – each weighing about 5 pounds. Convenient to stack and stock, easy to tote, economical to use . . . break off and melt only what you need.

"Dutch Boy."

HANDY INGOT LEAD . . .

is a top grade article – clean, select metal, through and through. It melts promptly and evenly and there's very little dross to skim. Completely free of lumps and grit, it runs smoothly into the joint and makes a tight, solid, lasting fill.

Because of its convenient form, its high quality, its dependability and its adaptability, "Dutch Boy" Handy Ingot Lead meets every "stock lead" requirement, in the shop and on the job. Try it out . . . soon.

Made in Texas

National Lead Company

DALLAS ★ HOUSTON

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NLI 105992

« Now...at your "Dutch Boy" dealer...

the last word in modern "Dutch Boy" interior finishes



Try these brand-new "Dutch Boy" wonder paints! Easy to use, easy to clean, and beautiful colors that last!

Now you can decorate with the best of them.

For, at last, in new "Dutch Boy" Nalkyd interior finishes, you have wonder paints that give even beginners the velvet touch.

You can roll or brush these new odorless paints on easy. They spread smoothly, cover evenly. They dry fast. And their striking beauty, their original colors, last.

Today, see your "Dutch Boy" paint dealer. Let him show you how easy it is to create a "Dutch Boy" room!



Your doorway to beauty

Puts more than 100 most-wanted colors at your finger tips. Helps you work out your color schemes. At "Dutch Boy" dealers only.



...made by NATIONAL LEAD COMPANY producers of famous "DUTCH BOY" exterior and interior finishes

Dutch Boy Paints

The sign of your Dutch Boy

Where to get new, easy-does-it "Dutch Boy" finishes

Prepared by Marketing and Plant Division of McCann-Erickson, Inc., New York

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Where to get easy-does-it "Dutch Boy" House Paint

Made by NATIONAL LEAD COMPANY, producers of famous "Dutch Boy" exterior and interior finishes

NLI 105993

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NLI 105994



With "Dutch Boy" House Paint you get all three

1. Lasting beauty

Certainly, you get that with "Dutch Boy" House Paint. Dazzling "BRIGHT WHITE" is self-cleaning; rain washes the dirt away. And the smart, new "Dutch Boy" colors resist fading.

2. Lasting protection

Certainly, you get lasting protection with "Dutch Boy" House Paints, too. In white or in colors! "You just can't beat them for toughness and durability," painters say.

3. Lasting economy

With "Dutch Boy" House Paint, your paint goes further. Not only that, it lasts longer—so you paint less often. And, it's so hiding you often save a second coat when repainting.

"Dutch Boy" House Paints come in white and more than 100 new, fade-resisting colors. And there's a paint for every outside surface—even masonry. See your "Dutch Boy" dealer. If you wish, he'll be glad to recommend a painting contractor.

Dutch Boy Paints

Where to get easy-does-it "Dutch Boy" House Paint

Made by National Lead Company, producers of famous "Dutch Boy" exterior and interior finishes

Prepared by [illegible] and [illegible] of McCann-Erickson, Inc., New York

[illegible]

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With "Dutch Boy" House Paint you get all three

1. Lasting beauty
This is the first thing you want in house paint. And you get it with "Dutch Boy"—in white or colors. Dazzling BRIGHT WHITE is self-cleaning; rain just washes the dirt away. And "Dutch Boy" House Paints in Color resist fading, keep your home bright and colorful.

2. Lasting protection—your second want
Painters trust the toughness and durability of "Dutch Boy" Paints. You can, too.

3. Lasting economy—your third want
"Dutch Boy" House Paint goes farther. And lasts longer—so you paint less often. More, it's so high-hiding you often save a second coat on repaint jobs.

There's a "Dutch Boy" House Paint for every outside surface: nine different-purpose whites, a truly flat shake paint, many others. At your "Dutch Boy" dealer only! See him for painting advice—or help in finding a painting contractor.

Dutch Boy Paints
The sign of your Dutch Boy decorator

Where to get easy-does-it "Dutch Boy" House Paint
Made by [illegible], producers of famous "Dutch Boy" exterior and interior finishes

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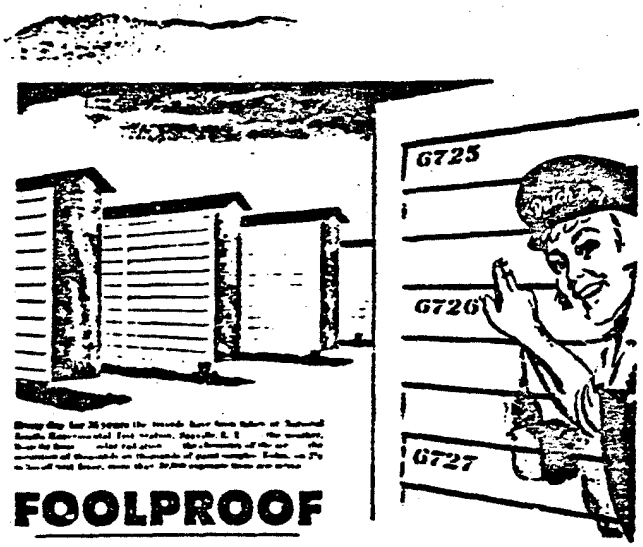

FOOLPROOF

your exterior paints with Dutch Boy **"45X"**

(Basic Silicate White Lead)

How can you give exterior paints uniform performance?

For years leading paint makers have said, "Use lead." Today they specify Dutch Boy Basic Silicate White Lead "45X". And at National Lead's Sayville Experimental Test Station, anyone can see why.

Here, for all to see, are exposure panels that give proof "45X" in lead in its most efficient and economical form.

Proof that "45X" improves self-cleaning, yet preserves film integrity of white House Paints.

Proof that "45X" increases film durability and maintains color uniformity of tinted House Paints.

Proof that "45X" strengthens adhesion on Primers.

In paint after paint, Dutch Boy "45X" steps up key properties underlying uniform performance . . . stops complaints before they start.

Cost actually goes down

In "45X" proportionately larger amounts of lead are available. That's because the reactive portion of each pigment particle is concentrated at the surface.

Fewer complaints, fewer pounds of lead! That's why it's profitable to make your exterior paints with Dutch Boy Basic Silicate White Lead "45X".



NATIONAL LEAD COMPANY, [illegible]

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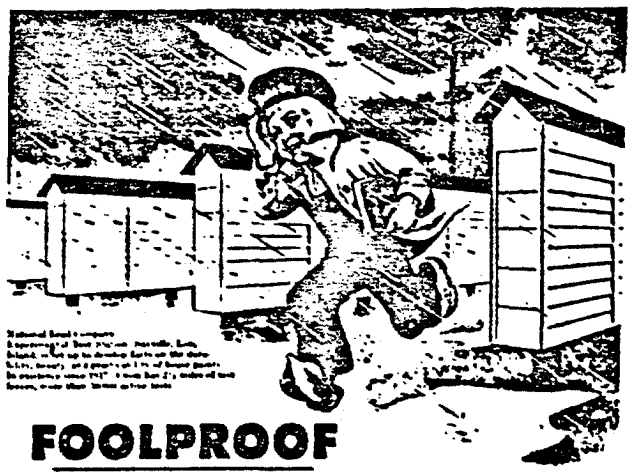

FOOLPROOF

your exterior paints with Dutch Boy **"45X"**

(Basic Silicate White Lead)

Chances are you already know that lead gives exterior paints uniform performance. Leading paint makers have agreed on this for years.

But you may not know that Dutch Boy Basic Silicate White Lead "45X" does this with new efficiency, new economy. Thousands of exposure panels at National Lead's Sayville Experimental Test Station prove this.

Take white House Paints, "45X". Sayville shows, improves self cleaning yet preserves film integrity.

Take tested House Paints, "45X" helps maintain color uniformity, increases film durability.

Take Primers . . . or Porch and Floor Enamels. When you add Dutch Boy "45X" to your exterior paints, you build up key properties . . . build in uniform performance.

Fewer Complaints

Those you hear? Those you don't? Both go down, you'll find. You save time and cost of adjusting complaints. Repeat business comes easier, at less expense.

Cost goes down, too. In each "45X" pigment particle, reactive portion is at the surface . . . making proportionately larger amounts of lead available in each pound.

Fewer complaints? Lower cost? No wonder it pays to put Dutch Boy Basic Silicate White Lead "45X" in your exterior paints.



NATIONAL LEAD COMPANY, [illegible]

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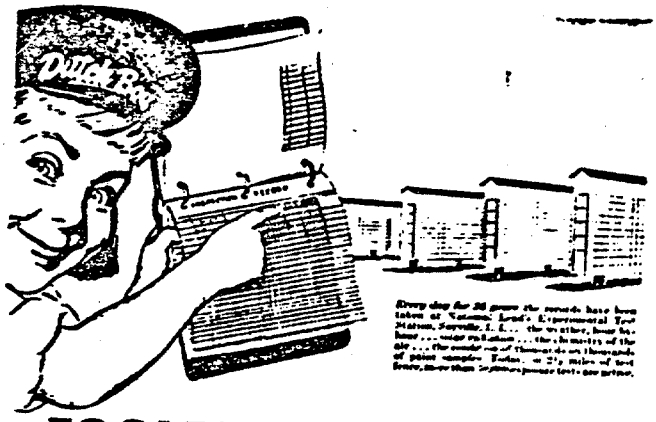

FOOLPROOF

your exterior paints

with Dutch Boy "45X"

(Basic Silicate White Lead)

Want an extra leeway of safety against complaints? . . . "Use lead," say makers of exterior paints.

But thousands of exposure panels at Sayville, National Lead's Experimental Station go one step further. They prove you need lead for uniform performance. Prove, too, that "Dutch Boy" Basic Silicate White Lead "45X" assures uniform performance . . . makes exterior paints virtually foolproof, able to handle wide variations in application and service conditions.

In white House Paints, for instance, "45X" insures good self-cleaning. Preserves film integrity, as well.

In tinted House Paints, Dutch Boy "45X" increases film durability and maintains color uniformity.

In Primers, "45X" strengthens adhesion . . . helps keep the bond strong by resisting water.

Paint after paint, it's the same story . . . uniform performance . . . fewer complaints. With "45X," the time and cost of answering complaints goes down. Talk against your paints . . . talk you may not hear . . . fades away. Good will, repeat business comes your way.

Cost is lower, too

You actually need fewer pounds of "45X." For in "45X" the reactive portion of each pigment particle is concentrated at the surface. Pound for pound, more lead is available than in other white leads.

No question about it. If you want to cut complaints, step up quality and save money, "Dutch Boy" Basic Silicate White Lead "45X" is the lead to use in exterior paints.

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FOOLPROOF

your exterior paints

with Dutch Boy- **"45X"**

NLI 105999

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DUTCH BOY GELLING AGENTS IN MODERN PAINT FORMULATIONS

BENTONE. 34 Builds Up Film Strength of Exterior Primers and Top Coats

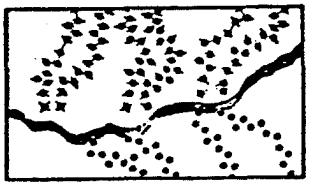

Diagram magnifies by millions a *BENTONE* flake portion. It shows ten of the amine chains responsible for high film strength of *BENTONE* gelled paints. On each flake, there are hundreds of these chains.

In vehicles of the type used for exterior primers and top coats, *BENTONE 34* gels develop unusually high film strength. The strong bond is established by some 600 long amine chains on each surface of each [illegible] colloidal *BENTONE 34* flake. The bond is retained on drying.

Through its bodying action, this versatile gelling agent, *BENTONE 34*, also aids pigment suspension and package characteristics in primers. In top coats, *BENTONE 34* prevents undue penetration and flooding, promotes color uniformity, broadens the color range obtainable from a single blending base. Durability and application are improved, too.

DUTCH BOY BENTONE 18-C

Develops High Film Integrity in Epoxy Resin Finishes

A recently developed gellant for highly polar systems, *BENTONE 18-C*, is proving effective in bodying epoxy resin industrial finishes. In both baked and air-dried anti-corrosive primers and white top coats, it gives higher film integrity, better brushability, soft settling. Primers show increased water resistance. In top coats, film thickness can be controlled, sag stopped.



TWO HANDBOOKS Give You Formulation Details

Formulation and incorporation suggestions and properties of the *DUTCH BOY BENTONES* are detailed in 32-page *BENTONE 18-C* and 84-page *BENTONE 34* Handbooks. If you don't yet have copies, write. Ask for the *BEN-A-GEL* Brochure, too.

BEN-A-GEL Prevents Water Spotting In Exterior Latex Emulsions

BEN-A-GEL is an efficient new, inorganic gelling agent that stabilizes water and immiscible organic liquid emulsions. Small amounts, manufacturers find, eliminate water spotting of the dried film in the critical first hours after exterior latex emulsions are applied.



BEN-A-GEL stops water spotting of latex emulsions.

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

111 Broadway, New York 6, N. Y.

In Canada: CANADIAN STARRING PIGMENTS LIMITED

630 Dorchester Street, West • Montreal

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NLI 106000

DUTCH BOY GELLING AGENTS IN MODERN PAINT FORMULATIONS

BENTONE 34 Helps Meet Many Special Requirements In Making Industrial Paints and Compounds

The unique BENTONE 34 gels answer many formulating problems in a wide variety of products containing low polarity organic liquids.

In metal protective paints and primers, BENTONE 34 provides anti-sinking pigment suspension. Its moisture resistance and water repellency strength reinforce the film against weathering. It improves working properties, permits thick coats, reduces sagging and adhesion remains good.

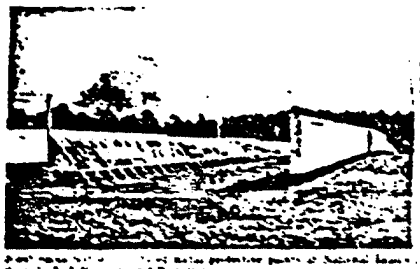
In baffle paints, BENTONE 34 prevents float set by providing body without retarding solvent release. In gloss head types, it prevents hard packing without harming adhesion.

In clear finishes and stains, BENTONE 34 aids up working properties... decreasing settling, permits, prevents, streaking. It controls pigment dispersion and suspension, aids uniformity and package stability.

In mastic compounds, BENTONE 34 can be added to prevent trowel formation. It improves initial filler wetting and so reduces "wetting" area bubbles. It minimizes oil separation or hardening in storage. It establishes balanced working properties for hot and cool weather use. It aids dimensional stability, moisture resistance.

DUTCH BOY BENTONE 18-C Gels Aid 4 Industrial Finishes

Many producers report BENTONE 18-C is improving grind time, machinery routines, paint spatial top coats, chlorinated-rubber finishes and architectural finishes. In these polar systems, 18-C aids thixotropic, pigment suspension, flow control, film properties and water resistance without harming solvent release or use of adhesion.



Naval Engineering Experiment Station



BENTONE 18-C retards settling of paint even finishes during high temperature curing

FAST SOLVENT RELEASE SPEEDS DRYING IN LATEX EMULSIONS

Like the BENTONES, new DUTCH BOY BENTO-GELS® forms in effect a three-dimensional gel that does not trap solvent. In Latex emulsion paints with BENTO-GELS, thinner dries nearly as fast as if none had

Handbooks Detail Formulations for Industrial Uses



Many formulations using BENTONES are given in the DUTCH BOY BENTONE 18-C and 34 Handbooks. Instructions, theory, properties, use. There's a BENTO-GEL brochure, as well, you might send for. If you don't see here papers, write

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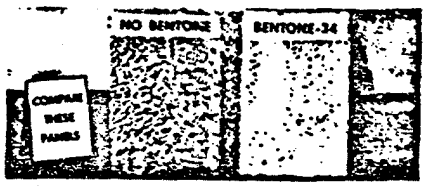
DUTCH BOY GELLING AGENTS IN MODERN PAINT FORMULATIONS

Makes Concrete and Stucco Paints Look Better, Last Longer



less than [illegible] by an agent of BENTONE 34 accounts for the difference in appearance of the paint on these concrete blocks.

Gives Sand and Trim Paints 5-Way Boost

In sand and trim paints, moderate use of BENTONE 34 controls penetration and flooding and so makes uniform (1) color and (2) gloss. It gives (3) stabilizes high (4) film reinforcement. Its body-building effect prevents (4) sag and improves (5) brushability.

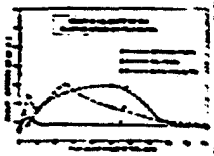


Chart shows the remarkable BENTONE 34C gelling action of special compounds. Notice how viscosity is stepped up by the 2 components at bottom center and drops off to the left. It is this action that will not be overcome by high proportions of latex thinners or hard binders.

BENTONE 18-C SOLVES THIN-OUT OF VINYL FINISHES

Many formulators are now familiar with even the large proportions of latex thinners used to dissolve emulsions. With DUTCH BOY gelling agent BENTONE 18-C, they are giving vinyl primers and top coats high apparent viscosities. Hard pigment settling and sag are reduced. Working properties, color uniformity and film reinforcement are greatly improved.

New, Inorganic Gellant, BEN-A-GEL Aids Stability In Latex Paints

The newest DUTCH BOY gellant, BEN-A-GEL, is proving a useful suspending agent and emulsion stabilizer for calcimine and water-and-immiscible-organic-liquid systems. It prevents separations, pour-offs in both fine and coarse pigments.

DUTCH BOY BENTONE 34 Steps up "Hold-Out," Durability

The unique gelling action of BENTONE 34 is improving both appearance and life of styrene butadiene and chlorinated rubber paints. Both apparent viscosities are developed that control penetration of porous surfaces and aid "hold-out" (see photo). Then, too, between pigment and vehicle a durable "cooper" is formed that effectively prevents alligatoring or checking. One 6-month exposure test, for example, severely affected the control without harming the BENTONE 34 formulations. Other benefits include better low-humidity, no-sag, extra-hard solvent primers.

Handbooks Give More Ideas On Uses of DUTCH BOY Gellants



You'll find dozens of suggested formulations in the two DUTCH BOY BENTONE 18-C and BENTONE 34 handbooks. Theory and interpretation, too. If you do not have copies, send for them. Write for the BEN-A-GEL brochure, too.

Dutch Boy. CHEMICALS
NATIONAL LEAD COMPANY

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NLI 106002

DUTCH BOY GELLING AGENTS IN MODERN PAINT FORMULATIONS

Interior Paints Bodied with DUTCH BOY BENTONE 34 Prove Superior For Color Uniformity



BENTONES "X" out two defects....

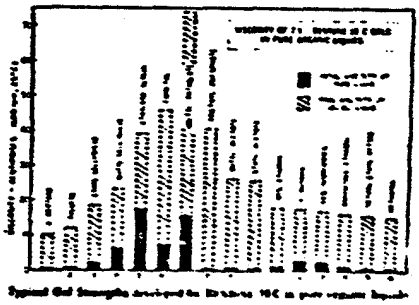
1. Stop "Sag" by providing thixotropic action.

2. Stop "Streaks" by controlling orientation on drawdown.

Aids Penetration Control in Latex Emulsion Paints

IN LACQUERS BENTONE 18-C STOPS HARD SETTLING OF FLATTING PIGMENTS

Handbooks Develop Formulations Features, Other Uses



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NATIONAL LEAD COMPANY

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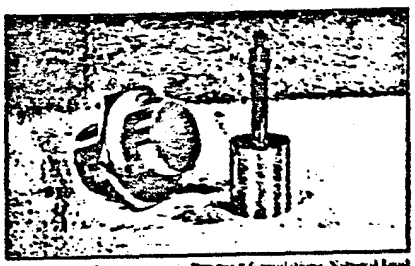
NLI 106003

DUTCH BOY GELLING AGENTS IN MODERN PAINT FORMULATIONS

BENTONE 34 Boosts Strength and Integrity of seal, Increases "Hold-out" in Wall Primer-Sealers



To insure complete accuracy in BENTONE formulations, National Lead Laboratory uses this special close clearance paddle stirrer and bob in a modified Stormer viscometer.

In wall primer-sealer systems, about 900 long hydrocarbon chains form on each surface of each inorganic colloidal BENTONE 34 flake. Interlocked in a strong gel, they establish a tough, durable seal that keeps its integrity a long time. What's more, BENTONE 34 aids "hold-out" by controlling penetration of the vehicle into porous surfaces. Extensibility and viscosity are improved, too.

"No-wait" Stipple Paints

Today, stipple effects can be produced as soon as the paint is applied to the sealed surface. With BENTONE 34, no waiting for partial set is needed. BENTONE 34 controls sagging or running, prevents irregularities, without harming workability.

Dutch Boy Handbooks Provide Technical Data

You can get information on [illegible] BENTONE 34 and 38 handbooks and a [illegible] Dutch Boy BENTONE basket. If you don't yet have copies, write today.

Solves Settling Problem in Vinyl Anti-fouling Paint Storage

"Good storage" vinyl anti-fouling paints containing very high concentrations of cuprous oxide are being made with BENTONE 34-C.

Stops "rock-a-bye". Hard packed deposits developed by BENTONE GELS and thickener "A" in a latex paint are overcome by BEN-A-GEL improvement.



A Typical Formula:

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]



Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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DO-IT-YOURSELF

★ **YOU CAN DO IT YOURSELF,** just as so many other "Dutch Boy" dealers have done it . . . make extra profit and more sales with the new Nailed WONSOVER and the Color Gallery in 1955

Would you like a 400 . sales increase? Spencer Paint & Glass Company of Newcastle Pa enjoyed such an increase with three "Dutch Boy" products Ask your "Dutch Boy" representative for suggestions to help you boost your profits NOW!

★ *An advertisement reprinted from American Paint & Wallpaper Dealer, January — Hardware Retailer January — Building Supply News January — Hardware Age, February — American Lumberman February — Paint Logic February 1955*

NLI 106005

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"Dutch Boy" DEALERS ARE UP FRONT THESE DAYS



THEY ARE RIGHT UP FRONT IN THE PROFIT PARADE with these two profit-makers . . . the new Wemaver and the Color Gallery. These two modern interior finishes give paint-buyers everything they want . . . give dealers the fast turnover they need.

Interested in profit and turnover? See your "Dutch Boy" representative for full details SOON!

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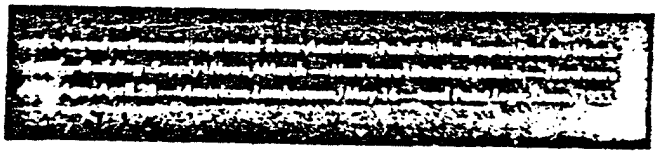
"Dutch Boy" dealers all agree that the new Nokkyd Wonsover is a fast-moving profit maker . . .

and they agree, too, that the "Dutch Boy" Color Gallery sells color, sells paint, steps up their profits . . .



so . . . how about you? Are you taking full advantage of these "Dutch Boy" products in your store? There's no better time than NOW to see your "Dutch Boy" representative and get full details on how to boost your profits!



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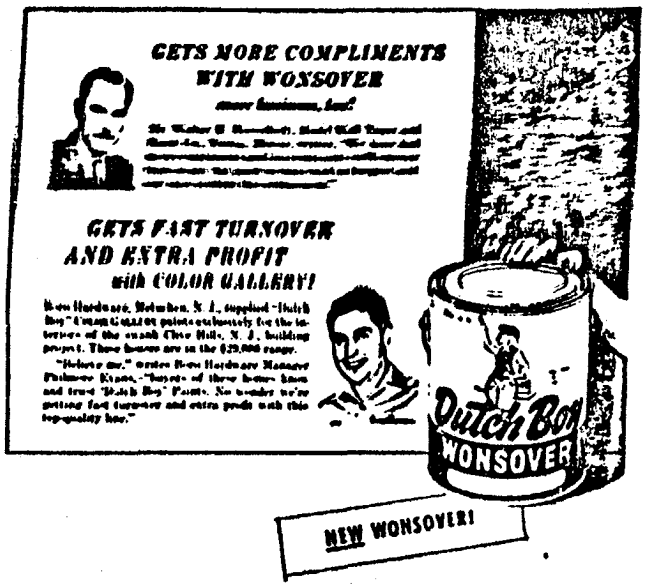



Today's Dutch Boy interior line

is lining up new customers, new business for dealers everywhere!

From City to City, from State to State, it's the same sweet story from "Dutch Boy" dealers!

All-new Nailed Wonsover and new Nailed Color Gallery—the two latest additions to the "Dutch Boy" line of modern interior finishes—are really packing them in.

Ready-mixed WONSOVER—as easy to sell as it's easy to use!

Made from special Nalcoid resins exclusive with "Dutch Boy", all-new, ready-mixed WONSOVER is easy to use, easy to sell.

It's fast-drying, high-hiding, odorless . . . really washable. It's popularly priced. What's more, it comes in a wide range of most-wanted colors. Harmonized colors that guarantee you more business because they guarantee your customers freedom from color clashes.

New COLOR GALLERY "team" simplifies decorating

New "Dutch Boy" Color Gallery puts the most-wanted colors right at your customers' fingertips. And new Color Gallery finishes make your profit-meter faster. Together, they make a great profit-making "team" for "Dutch Boy" dealers.

To "Dutch Boy" dealers: If you're not yet carrying both Wonsover and Color Gallery, sign up next time your "Dutch Boy" salesman calls. We want 1953 to be a big profit year for you. The biggest ever.

To dealers everywhere: If you'd like to get in the fast-selling, nationally advertised "Dutch Boy" line, find out if there is a "Dutch Boy" franchise available in your area. Phone or write our nearest office.

Made by the makers of "Dutch Boy" Paints
NATIONAL LEAD COMPANY
[illegible], 111 Broadway, New York, New York

Prepared by Maher Ayer and Rowell Division of National Lead Co., Inc., New York
Advertising Agency for Paints & Oils [illegible] Dutch Boy Chemicals, Inc., Titanium Pigments
Division, National Lead Co., Inc., Sherwin-Williams Co., New York, N. Y.

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NLI 106008

"Dutch Boy" in Disneyland



creates a land of promise for every "Dutch Boy" Paint Dealer from Coast to Coast!

Disneyland, fabulous new California wonderland, opened in July.

And with Disney's big drums behind it — his top-rated T-V show, his inspired publicity — it's packing them in. 5,000,000 people a year is the estimate.

This is a spectacular promotion opportunity for "Dutch Boy" dealers.

For two reasons:

First, because Disneyland is "Dutch Boy" Paintland. Main Street, Adventureland, Fantasyland, Frontierland, Tomorrowland — they're all painted with "Dutch Boy" Paints. Inside and out!

Second, because "Dutch Boy" Paint is the one and only paint picked by Disney for display in Tomorrowland — the area devoted to industrial exhibits.

Think of it! 5,000,000 visitors a year! And practically every one will see the "Dutch Boy" Paint exhibit — named for the "Dutch Boy" Color Gallery. No paint is sold but every visitor is reminded to *see the Color Gallery at your "Dutch Boy" dealer in your own home town.*

"Dutch Boy" dealers, talk Disneyland up. Your paint has swoped them all.

Talk it up to your customers. Tie your store, your cash register, your paint sales into the BIG SELL of Disneyland. And depend on National Lead to back up your tie-in efforts aggressively with suggestions for local advertising, local news releases, window posters, and direct mail pieces.





This is Tomorrowland, Walt Disney's fabulous showplace of the future. Here, hand-picked by Disney, "Dutch Boy" Paint is the one and only paint on display. Here, every visitor is reminded to *see your "Dutch Boy" dealer in your own home town.*



Color, [illegible]

[illegible]

The makers of "Dutch Boy" Paints
NATIONAL LEAD COMPANY
[illegible], New York 6, N. Y.

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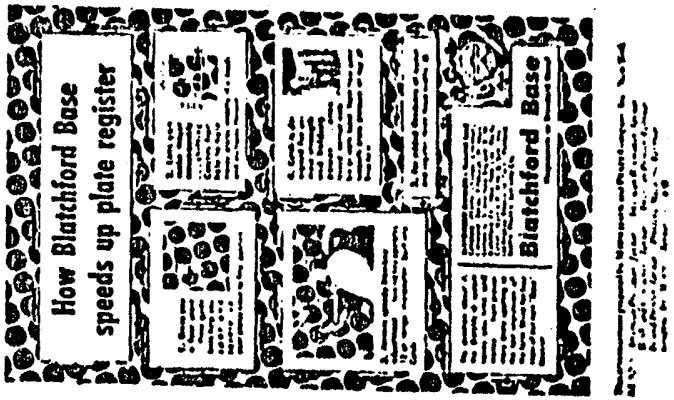
NLI 106010



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Build up Short-run Profits

Use Blatchford Plate Backing Sheet to build up "originals" and run on "patent" base instead of wood . . . Do it in your own shop in minutes!

Blatchford PLATE BACKING SHEET

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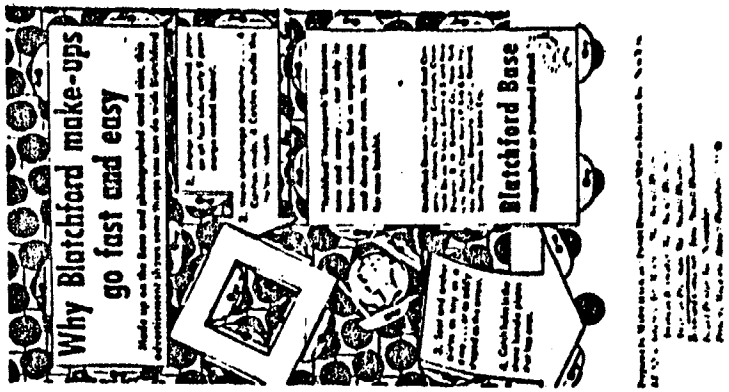

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Blatchford Catch Anchors Plates Tight... prevents slippage during press runs

Blatchford Accessories

The Blatchford Plate Mounting System

Blatchford Base

NLI 106013

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NLI 106014

Blatchford Metal salesman becomes member of the *working* press

Identifies, isolates, replaces contaminated metal... helps big "Daily" out of a jam.

Worried faces and furrowed brows greet me as I enter the shop to answer a burry call from a big city daily. The composing room's in trouble . . . machines are fouled up.

A few questions . . . a look at the hacky machines . . . a glance at some bum slugs . . . and I figure it's a bad case of zinc contamination. Somebody must have overlooked a cut when he dumped dead metal in the remelt pot.

I phone the warehouse to rush over new metal, then we locate and pull out all the metal pigged from the last remelt. Meantime, the fouled up machines are cleaned out. The new metal arrives, fresh pots are hooked on the feeders and the operators resume hitting the keyboards. The crisis is past.

When you need all-out service, call Blatchford

Good service may prove as important to you as good metal. You're sure of both when you deal with Blatchford. With more than a century of experience in the type metal business, Blatchford knows printers' metal problems and how to lick them.

Blatchford sales and service facilities are literally all over the map. And these facilities are closely tied in with the numerous well-equipped laboratories of National Lead Company.

So call for Blatchford Service. And call for Blatchford Metal.



Blatchford *for service*

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Blatchford Metal salesman turns defective

...tracks down cause of slow melts in Book Plant

Blatchford *for service*

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Blatchford Metal salesman doubles as truckman

...earns quarter-ton of metal in car to help Commercial Printer get out rush job

Blatchford ...for service

NLI 106016

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It's a "Dutch Boy" Room!

...painted to last with new easy-to-use, easy-to-clean Nalkyd wonder finishes



Dutch Boy Paints

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NLI 106017

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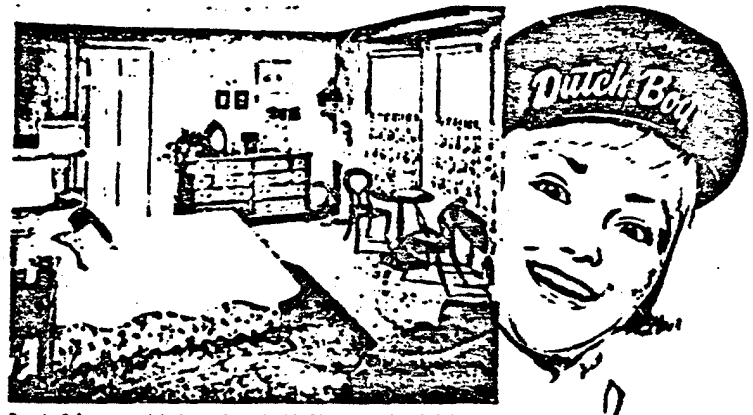

It's a "Dutch Boy" Room!

...Painted the new "easy-does-it" way with long-lasting, washable Nalkyd finishes







Dutch Boy Paints

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It's a "Dutch Boy" Room!

Painted with new Nalkyd finishes

...easy to use, easy to clean, and their beauty lasts!



Dutch Boy. Paints

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NLI 106021

It's a "Dutch Boy" Room!

So easily yours... so lastingly yours... with new, washable Nalkyd wonder paints!

Dutch Boy Paints

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NLI 106022

NATIONAL LEAD PRODUCTS FOR THE CHEMICAL INDUSTRY

rely on LEAD to resist corrosion



Take a tip from the "Dutch Boy"

Send for this FREE 60-page book on corrosion resistant Lead products

NATIONAL LEAD COMPANY

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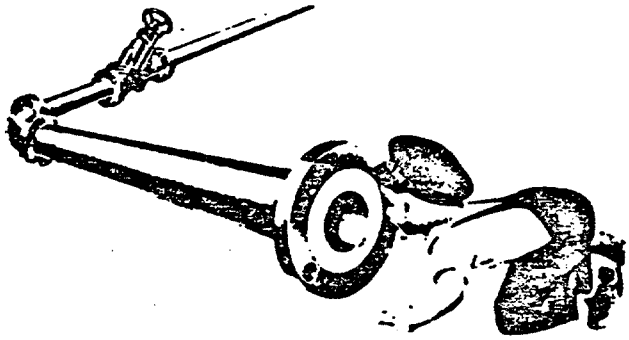

Look into "United" lead-lined products

to keep corrosion

in line ... get them from

National Lead Company

Under the trade name "United," National Lead Company manufactures lead-lined pipe in two categories ... "United Tubesteel" and "United" expanded. Both combine the corrosion resistance of lead with the strength of steel.

"United Tubesteel" pipe is used where acid handling is difficult, where the lines are subject to external abuse, vibration, high external pressures, elevated temperatures or vacuums. In "Tubesteel" pipe the bond between lead lining and steel pipe is virtually impossible.

"United" expanded lead pipe, generally used for handling acids under "average" conditions, is produced by inserting a lead pipe in a steel pipe and expanding the lead lining under heavy pressure.

Whether you buy "United Tubesteel" or expanded, you can be sure you are getting a product with the grade of lead, thickness of lining, and method of joining calculated to give you most economy consistent with strength and corrosion resistance.

Under the "United" brand you can also get the other components of a corrosion resistant acid handling system ... valves, fittings and pumps.

To put your corrosion control problem up to National Lead. Take advantage of our experience in machinery and chemical process applications of lead equipment.

National Lead Company



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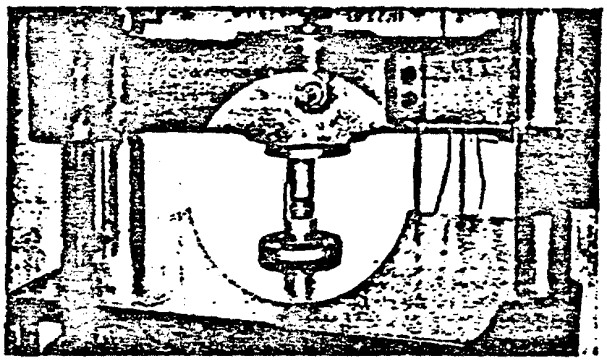

Now...in "Tubond" pipe...a bond stronger than the tensile strength of lead

National Lead's improved bonding process inseparably welds lead to steel





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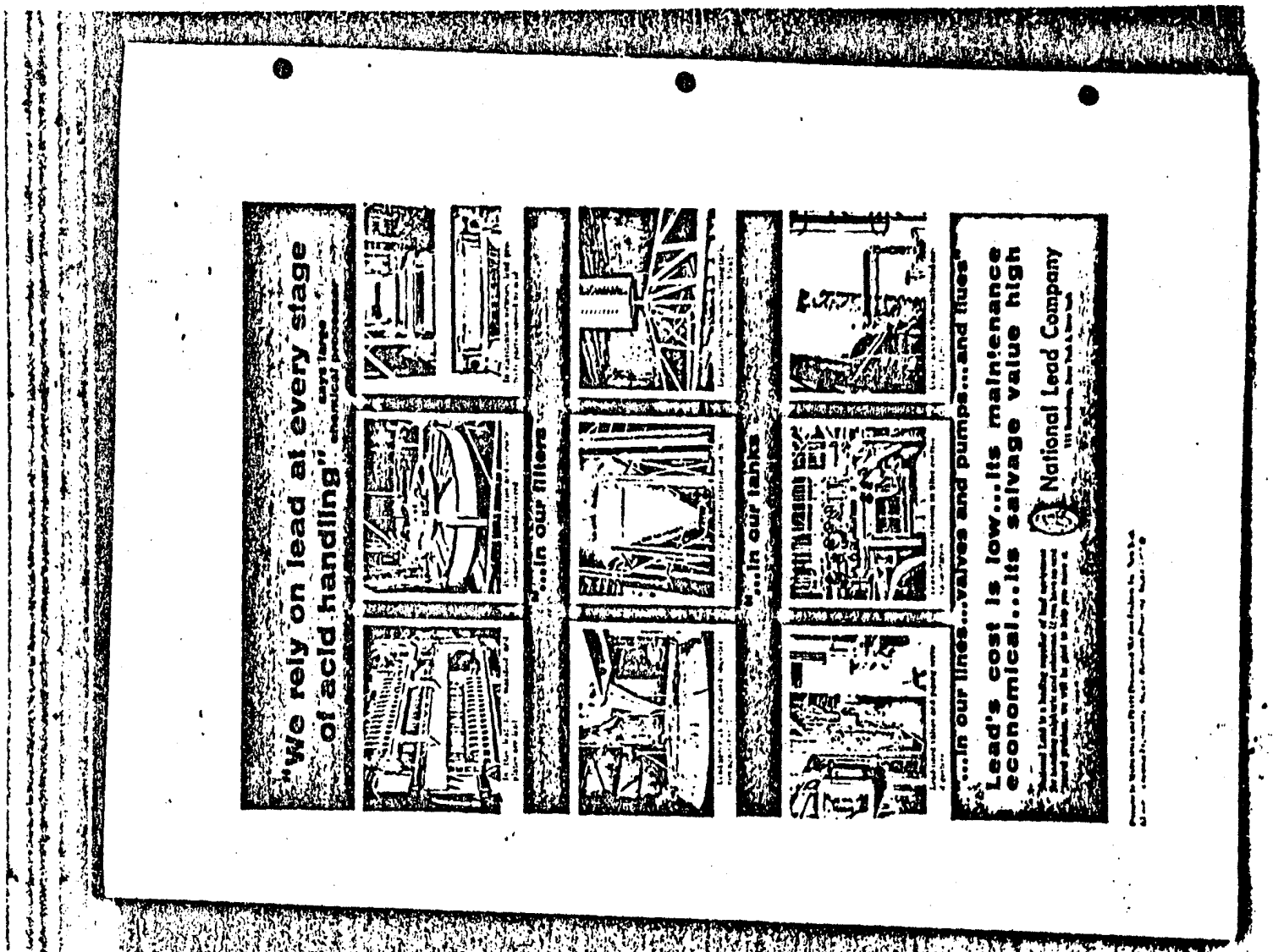

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To improve quality and cost control of vinyl products

"Dutch Boy" Stabilizers and Plasticizers

"Dutch Boy" Vinyl Stabilizers

"Dutch Boy" Plasticizers

Dutch Boy CHEMICALS

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NLI 106026

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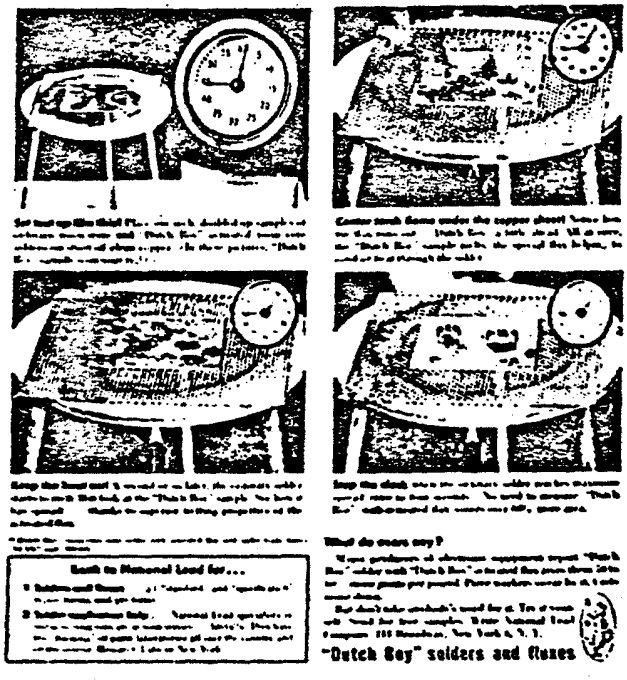
Make this test yourself

and prove "Dutch Boy" Solder with Activated Rosin Flux gives you

50-100% faster soldering
50-60% more soldering "mileage"



"Dutch Boy" solders and fluxes

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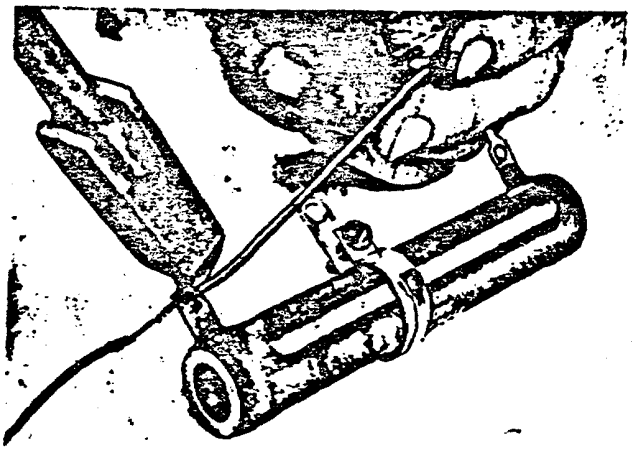

Why "Dutch Boy" activated rosin core solders give perfect joints nearly every time

"Practically no poor joints..."

"[illegible], more joints per pound..."

"Twice as many chassis wired in a day."

This is what users of "Dutch Boy" activated Rosin core Solders are saying, today. For National Lead Research has come up with new answers to many old soldering problems.

Take "skips"... the trouble-making breaks in flux core continuity that lead to poor joints, interrupt production, raise reject percentages. Previously these breaks just couldn't be detected prior to use.

Not so, now! National Lead's new mercury bath test shows up "skips" like a sore thumb. In this inspection technique, 18" samples from each batch of cored wire are laid in a mercury bath. Presto! Solder dissolves, leaving entire core afloat, intact, visible. Even a tiny defect is reason enough for National Lead to withdraw the batch from shipment. You never see it.



How "Dutch Boy" mercury bath [illegible]

Other new solder, flux developments

To speed solder flow and increase coverage... new "Dutch Boy" Activated Rosin Flux. To prevent "bridgeover" in printed circuits... a highly refined "Dutch Boy" solder, of low melting point and high surface tension. To speed capillary rise and flow... a specially designed "Dutch Boy" [illegible] solder flux combination.

You may want to look into these developments. By perhaps you need some special solder action or flux. National Lead solder specialists will be glad to help. Just write or call National Lead Company, 111 Broadway, New York 6, N. Y.

Dutch Boy
SOLDER AND FLUXES

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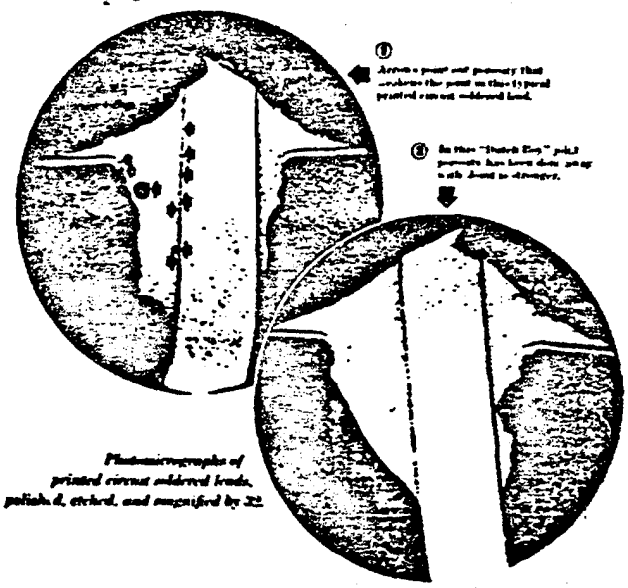

Photomicrographs of printed circuit soldered leads, polished, etched, and magnified by 32.

"Dutch Boy" gets inside story on printed circuit soldering

...develops solders and fluxes that give stronger joints, coat more uniformly, show higher conductivity

"Dutch Boy" researchers keep a close eye on printed circuit soldering.

For example, they cross-section soldered leads, polish, and examine the polished sections under the microscope.

Most such joints prove too weak.

The photomicrograph above left shows why. Notice this typical joint is honeycombed with porosity. Arrows point to holes.

Now look at the photomicrograph on the right. This joint is strong. Non-porous.

How was joint on the right made stronger?

No great trick. A "Dutch Boy" Solder Specialist simply worked out slight improvements in flux and solder formulae and operating conditions.

Maybe this would help improve user printed circuits.

"Dutch Boy" solders develop maximum surface tension. They don't form "tear drops" when coated boards are lifted from the bath...they improve coating uniformity. The residual flux is both non-corrosive and non-conductive, and can be left on the soldered board.

So, if you feel there is room for improvement in your printed circuit soldering, look first to "Dutch Boy". Write, giving details of possible, to National Lead Company, 111 Broadway, New York 6, N. Y.

Dutch Boy.
SOLDER AND FLUXES

Prepared by [illegible] and [illegible] at [illegible], Inc., New York
[illegible]

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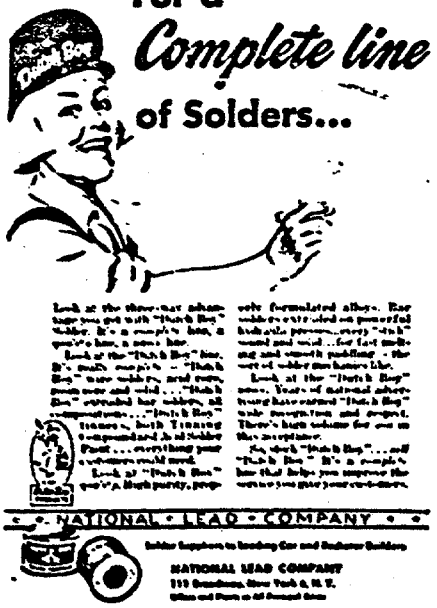

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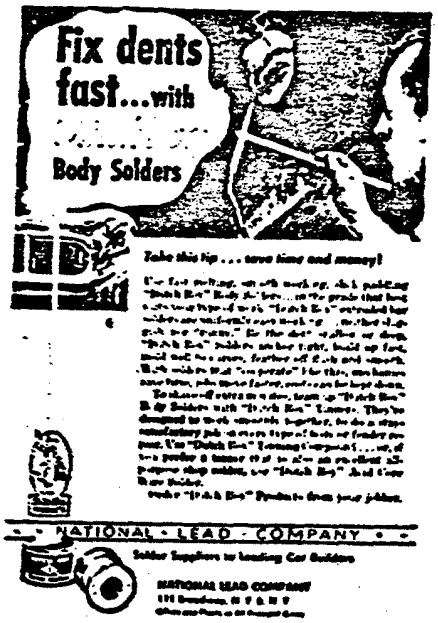

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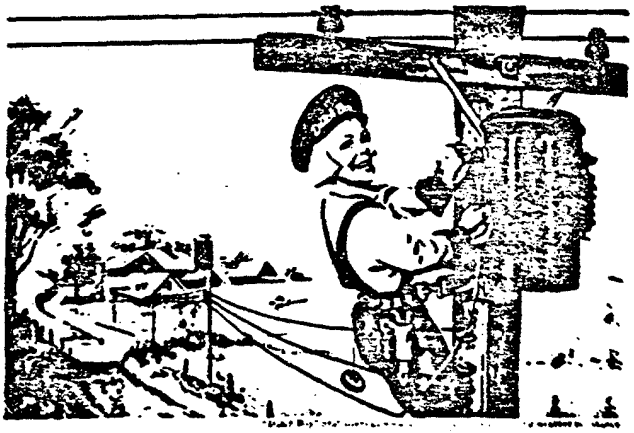

How to team up "Dutch Boy" Plasticizers and Stabilizers to

Improve Quality and Cost Control in Vinyl Electrical Insulations

Here's a smooth running "Dutch Boy" team . . . one versatile new "Dutch Boy" Plasticizer and five "Dutch Boy" Stabilizers . . . that gives precise control when formulating vinyl electrical insulations.

Lead off with "Dutch Boy" Plasticizer NL A-54

"*Dutch Boy*" *NL A-54* is the plasticizer to use when you want economical vinyl insulations. It gives you good volume resistivity at low cost. Its volatility and low temperature characteristics are well balanced. Its purity and compatibility are high.

Follow through with these Stabilizers

"*Dutch Boy*" *Trilmer K* is a widely used, highly effective, low volume cost stabilizer with good general properties.

"*Dutch Boy*" *Duthal* is one of the best of all stabilizers for high temperature formulations. It gets along well with the polyesters used for appliance wires and copes with high extrusion temperatures. It disperses easily and has good tubing characteristics.

"*Dutch Boy*" *Trilmer* gives exceptional heat stability and eliminates gassing, color instability, moisture pick-up. It's the quality stabilizer for standard insulations.

"*Dutch Boy*" *Duphos 50-A* provides outstanding weather resistance and light stability, in addition to fine electrical properties. Outdoor telephone and rural electrification insulations are among the important applications of this stabilizer.

"*Dutch Boy*" *DS-207* stabilizes as it lubricates. A small amount eases extrusion and improves stabilization. It aids compatibility and water resistance, too.

Two steps to take for further information

To amplify the information given above on improving vinyl electrical insulation formulations, call in National Lead's technical staff.

To learn about other "Dutch Boy" Plasticizer-Stabilizer teamups, write for National Lead's condensed 12-page catalog, "Dutch Boy Chemicals."

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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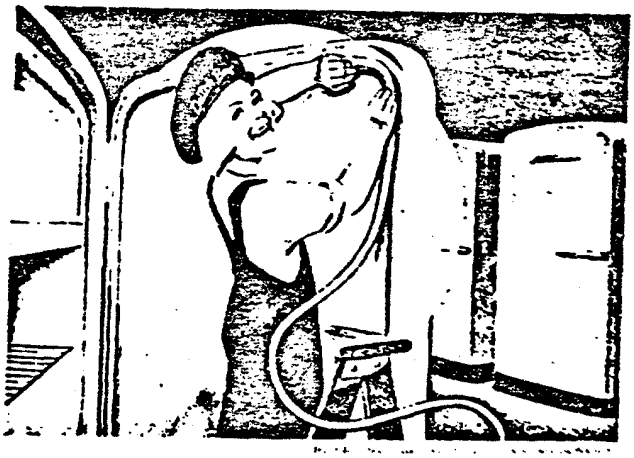

How to team up "Dutch Boy" Plasticizers and Stabilizers to

Improve Quality and Cost Control in Vinyl Profile Extrusions

With this "Dutch Boy" team, you can develop highly serviceable and low-cost compounds for garden hose, shoe and automotive welting, refrigerator gasketing, industrial belting and tubing, aircraft multiple tubing and similar products.

Start out by combining three "Dutch Boy" Plasticizers

Use "Dutch Boy" NL F-21 to cut system volatility down to size. It adds economy without sacrificing stability or low temperature flexibility.

Use "Dutch Boy" NL F-31 to build up low temperature flexibility. It adds permanence, weather resistance and low water extraction, too.

Use "Dutch Boy" NL A-31 to develop maximum economy. It gives a good balance of low volatility and low temperature flexibility.

The combination gives you exceptionally efficient plasticizing action and promotes compatibility. Light stability, too.

Back up the compounds with four "Dutch Boy" Stabilizers

To establish high heat stability in these extrusion formulations, use "Dutch Boy" Dyphos or Trybase for opaque stocks, "Dutch Boy" Circite for "clears." Trybase insures best heat stability. Dyphos gives outstanding resistance to weather and sunlight. Use "Dutch Boy" 188-297 together with Trybase and Dyphos for best results. Circite gives you excellent light as well as heat stabilization. It also provides useful lubrication.

Easy to get full details

Call on National Lead's technical staff. They'll be glad to suggest successful formulations that can be made with this "Dutch Boy" team . . . and advise you on incorporation methods.

Ask them to tell you about other useful "Dutch Boy" Plasticizer-Stabilizer combinations . . . for vinyl film and sheeting, electrical insulations, plastisols, many others. Or write for our condensed 12-page catalog, "Dutch Boy Chemicals."

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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How to team up "Dutch Boy" Plasticizers and Stabilizers to

Improve Quality and Cost Control in Vinyl Film

Pair up "Dutch Boy" NLF-21 and "Dutch Boy" NLF-31 Plasticizers and you can develop outstanding and inexpensive 4-8 mil film compounds.

The NLF-21 gives you the high degree of low volatility needed for long life. The NLF-31 establishes excellent low temperature flexibility, drape and hand. The combination is highly efficient and completely compatible...has good inherent light stability and aging characteristics.

Heat Stabilizer according to stock

In transferent stocks, use "Dutch Boy" Stabilizer Plasticized C. Its drying action pulls the system together, prevents spewing, bleeding or tackiness. It is specially treated for ease of dispersion... gear well with any thing you add.

Plasticized C preserves true colors... does not react chemically with dyes and pigments. No mudded stain. No bronzed or greened blues. Its refractive index is close to vinyl chloride's; it won't dim vinyl colors or reduce transparency.

In clear stocks, Clarity is the "Dutch Boy" Stabilizer to use. It gives you excellent light as well as heat stabilization. It also provides useful lubrication.

To amplify this information...

Call on National Lead's technical staff. They will be glad to suggest typical formulations... incorporation methods, provide other details.

To learn about other equally useful "Dutch Boy" Plasticizer-Stabilizer combinations, write for our 12 page, condensed catalog, "Dutch Boy Chemicals."

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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How to team up "Dutch Boy" Plasticizers and Stabilizers to

Improve Quality and Cost Control in Vinyl Sheeting

Today, buyers want vinyl sheeting that is sturdier and more economical than ever before. It can't be stiff. It must have good drape and hug contours well.

Leading vinyl sheeting makers meet these demands with the following "Dutch Boy" Plasticizer-Stabilizer combination.

For the plasticizer portion...

"*Dutch Boy*" *Plasticizer NL F-22* is used for the biggest part of the plasticizer portion. It provides the outstanding flexibility, drape and hand needed for heavy gauge material. "*Dutch Boy*" *Plasticizer NL F-21* is added to give the low volatility that makes for long life.

The plasticizers are completely compatible and aid light stability and aging characteristics.

For the stabilizer portion...

"*Dutch Boy*" *Clarity* ... more and more manufacturers agree ... is a stabilizer you can depend on in sheeting systems. It gives excellent light and heat stabilization. It also provides the right degree of lubrication. What's more, *Clarity* is non-staining.

Another popular "*Dutch Boy*" *Stabilizer, Plumb-O-Sil® C* develops an excellent dry surface which accepts imprinting well. Because its refractive index is close to vinyl chloride's, colors are vivid, undimmed. *Plumb-O-Sil C* may be used alone or in combination with *Clarity*.

"*Dutch Boy*" *Daphne® 50-A* is added when you want to build up outstanding weather resistance in outdoor products. It also insures long-lasting flexibility.

Look into the details this easy way

You can get typical formulation, incorporation suggestions, many other facts very easily. Just call on National Lead's technical staff.

Ask them to tell you about other successful "Dutch Boy" Plasticizer-Stabilizer combinations, too ... for vinyl film, electrical insulations, profile extrusions, lots more. Or write for National Lead's 12-page condensed catalog, "Dutch Boy Chemicals."

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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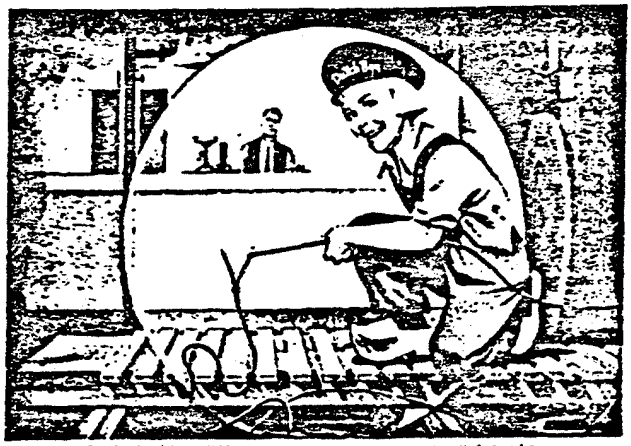

Stabilized with Lectro "60", vinyl insulations pass immersion tests with flying colors.

Now "Dutch Boy" research brings you

Lectro "60"

unique stabilizer for vinyl insulation

- Disperses with ease!
- Excellent electrical properties!
- Reduces volume cost!
- Repels water!



Now it's here . . . in full production . . . a brand new lead complex, "Dutch Boy" Lectro "60".

Outstanding forwater repellency. "Dutch Boy" Lectro "60" is insoluble and completely non-absorptive . . . actively repels water penetration. Prevents porosity. What's more, it demonstrates excellent volume resistivity over a wide range of temperatures. When TW and comparable vinyl insulations are stabilized with *Lectro "60"*, they pass immersion tests with flying colors.

Great ease of dispersion. "Dutch Boy" Lectro "60" resists penetration by water but welcomes plasticizer wetting — shows remarkable ease of dispersion. In vinyl insulation compounds, it shows excellent extrusion properties . . . no moisture pick up . . . no gassing. And with most plasticizers it is non-reactive. Excellent compatibility.

Low volume cost. "Dutch Boy" Lectro "60" has much lower specific gravity than other primary basic lead stabilizers.

You get "Dutch Boy" Lectro "60" commercially as a fine white powder in 50-lb. bags. But for sampling purposes the carton shown is packed with 1½-lbs. If you would like one of these free sample packages, just write.

For free sample — write:

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

[illegible]

Prepared by [illegible] Division of [illegible] Inc., New York

[illegible]

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NLI 106041

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"OUTSIDE, you can do any job up bright with 'Dutch Boy'," painters say.

You have nine different "Dutch Boy" exterior whites. Among them, a self-cleaning white, a tinting white, a sash-and-trim white, a one-coat white. With "Dutch Boy," picking the right white for any job is easy.

You also have famous "Dutch Boy" House Paints in Color. The most-wanted colors, you'll find!

Both are easy-brushing, smooth-leveling, good-yardage paints. They're both tops with painters, too.

Today...Dutch Boy has "the inside track" with painters

on both exterior and interior jobs



More than 100 popular colors in the "Dutch Boy" Color Gallery. And the Sandy Pocket Edition enables you to take these colors right with your customer's home. Ask your "Dutch Boy" dealer about it.

INSIDE, painters are now going for new WINDOVER and Color Gallery FLAT WALL ENAMEL in a big way.

Latest addition to the "Dutch Boy" line of interior finishes, they're both Nalkyd paints. Both in a wide range of popular colors!

They're fast-spreading, fast-drying, odorless. You can assure your customers they keep their original colors and are safe and easy to wash. They're "Dutch Boy." And they're at your "Dutch Boy" dealer.

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NLI 106042

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It's a Man's World, the outside of the house. And men go for long-lasting "Dutch Boy" House Paints.

If your customer wants the whitest house in town, you've got nine different "Dutch Boy" whites to choose from. One of them is sure to suit every requirement of your job, your customer, and you.

If he wants color . . . "Dutch Boy" House Paints in Color. In all popular hues! And there's a white base you can tint to order.

Either way, you'll have an easy-brushing, smooth-leveling, far-spreading piece of goods.



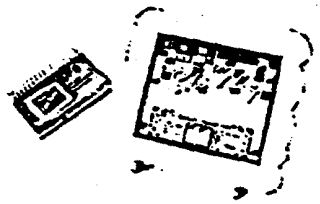
How to satisfy Him and Her:

Paint both the outside and inside with Dutch Boy.

It's a Woman's World, inside the house. And women (men, too) have a soft spot for the latest additions to the "Dutch Boy" interior line; new WONSOVER and Color Gallery FLAT WALL ENAMEL.

They're both Nalkyd paints. Both come in today's most-wanted colors. Both are fast-spreading, fast-drying, odorless. Both resist fading and are easy to clean, you can assure your customers.

Keep everybody happy — use "Dutch Boy" inside and out. At your "Dutch Boy" dealer's.



More than 100 popular colors in the "Dutch Boy" Color Gallery. And the handy Pocket Edition enables you to take these colors right into your customer's home. Ask your "Dutch Boy" dealer about it.

NLI 106043

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From
five painters
five reasons

Dutch Boy SHAKE PAINT
is now the favorite for
shakes, shingles, rustic siding



Painter No. 1 "[illegible]"

Painter No. 2 "[illegible]"



Painter No. 3 "[illegible]"



Painter No. 4 "[illegible]"



Painter No. 5 "[illegible]"

Order the new exterior flat
"Dutch Boy" Shake Paint
from your regular
"Dutch Boy" dealer

[illegible]
NATIONAL LEAD COMPANY
[illegible]

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NLI 106044

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Now going great

for shakes, shingles, rustic siding

Dutch Boy® SHAKE PAINT

From the day it hit the market, painters liked "Dutch Boy" Shake Paint.

They **like** it because it's easy to work. Easy to brush into the lowest grooved surfaces of *any* type of shake: pre-stained, painted or unpainted, new or weathered.

They **like** it because it's a full-bodied, highly pigmented paint — *not* a stain. No running in grooves, no thick ridges at butt ends!

They **like** it because it's high hiding. Covers stained or painted surfaces, deep or light colors, beautifully.

They **like** it because its film is durable, uniform — "rhino" protection for butt ridge edges and grooves.

They **like** it because it's flat. Because its color retention is excellent.

You'll like "Dutch Boy" Shake Paint, too. Get it from your regular "Dutch Boy" dealer.

Made by the makers of "Dutch Boy" Paints

NATIONAL LEAD COMPANY

Cincinnati Offices: 111 Broadway, New York 6, N. Y.

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NLI 106045

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NLI 106046

Right for exterior jobs! In white or colors!

When it comes to whites "Dutch Boy" gives you nine different exterior white paints to choose from. It's easy to pick one that suits you, your customer, your job requirements.

When it comes to colors, you have famous "Dutch Boy" House Paints in Color to choose of 115 popular hues. Plus a white base you can tint to order!

The painter's stand-by for years, "Dutch Boy" Exterior Paints are easy-brushing, smooth-leveling, far-spreading.



Today, Dutch Boy, brings you

the right piece of goods for every exterior and interior job



Right for interior jobs! That goes for both new WONSOVER and Color Gallery FLAT WALL ENAMEL. Two of the latest additions to the "Dutch Boy" interior line.

They're Nalkyd paints, these two. Easy to use, quick-drying, odorless. They come in today's most-wanted colors. And you can assure your customers they resist fading and are easy to wash.

Today, it pays to use "Dutch Boy" Paint inside and outside. Talk it over with your "Dutch Boy" dealer.



Made by the makers of Dutch Boy Paints.
NATIONAL LEAD COMPANY
General Offices, 111 Broadway, New York

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With "Dutch Boy" Exterior Paints, it's always easy to pick the right paint for any particular job.

Take white paints, for example.

With "Dutch Boy", you have nine different exterior whites to choose from. One is sure to meet your requirements to a "T".

For your color jobs, you have famous "Dutch Boy" House Paints in Color — with a choice of 113 popular lines. You also have a white base you can tint in order.

In white or colors, "Dutch Boy" Exterior Paints are easy-brushing, smooth leveling, far-spreading.

Outside...Inside...

now you can do any job up bright with Dutch Boy paint



Show them 100 popular colors in the "Dutch Boy" Color Gallery. And the Lucky Pocket Edition [illegible] Ask your "Dutch Boy" dealer about it.

You can do your interior jobs up bright with new, [illegible] Color Gallery Plan With Exterior — [illegible] of the latest additions to the "Dutch Boy" interior line.

Both are Kalkid paints. Both come in a wide range of popular colors. They're fast-spreading, fast-drying, odorless. Both, you can assure your customers, resist fading and are easy to wash.

Ask your "Dutch Boy" dealer about these two paints. They're going great!

Write for the address of "Dutch Boy" Paints

NATIONAL LEAD COMPANY

[illegible]

[illegible]

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NLI 106047

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The Sounder *the Brick the* Safer *the Shield*





Extruded lead brick are bound to be sound. The extrusion process — forcing metallic lead through dies — insures an internal structure that is solid, and an external surface that is smooth and uniform. There are no hidden voids and shrink-holes to lessen the protection of the shield, no rough surfaces or "sinks" to be machined flat before the brick can be stacked straight and true.

So far as the lead itself is concerned, we use a grade suited to barrier construction, holding to a minimum impurities that impair ray absorption and insure contamination.

If you are in the market for lead brick, let us show you samples and quote prices. We can furnish not only the conventional flat-side article — standard sizes [illegible] and [illegible] — but also curved "Protects" brick in these dimensions and in the large size, [illegible].

It will pay you to keep in mind that National Lead is headquarters for LEAD SHIELDING in any shape, size or tonnage.

National Lead Shielding

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NLI 106048

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For high density in small volume...
For maximum adaptability...

Lead



Lead shielding has greater density (11.35 at 20°C) than any material anywhere near its cost—a worthwhile advantage when space and money are limited.

Where circumstances necessitate reworking or reshaping standard on-hand lead brick, slab, pipe or sheet, a melting point of 327.4° and excellent ductility are advantageous.

As a leading producer of "everything in lead," National Lead offers you unmatched resources and resourcefulness in meeting your lead shielding problems.



National Lead Shielding

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NLI 106049

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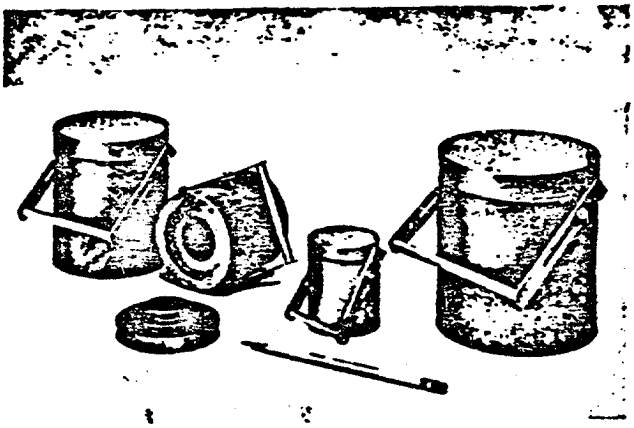

Ship your "hot" materials

in these New Carriers





If you ship or use small lots of radioactive isotopes or other "hot" materials, you should be interested in these new carriers.

The four standard sizes shown above range from one-half inch lead protection to two inches — all jacketed in stainless steel. Handles are designed not only to lock the lids during shipment but also for easy removal for open-air storage.

In fact as construction is concerned, these small containers reflect National Lead's experience in designing and fabricating numerous lead casks and "pigs" from the cutest of the "isotope cuts."

If your need shipping containers . . . or any other type of lead shielding, get in touch with Shielding Headquarters.

National Lead Shielding

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NLI 106050

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Improve quality and cost control in Vinyl Plastics with "Dutch Boy" Chemicals

"Dutch Boy" Stabilizers

PRODUCT	USE

"Dutch Boy" Stabilizers

PRODUCT	USE

For full data on mechanical combinations, write:

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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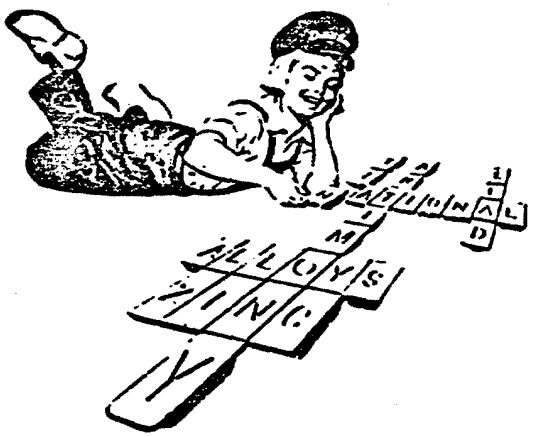

Just spell out your needs...

National Lead supplies whatever you want

in non-ferrous white metals and alloys

When you want tin, zinc, lead, antimony or any of these alloys, think first of National Lead.

National Lead supplies all these metals in any quantity you need and in all commercial forms and sizes. You can be sure, too, that the composition will meet your specifications to the letter.

And National Lead has what it takes to provide short-haul, on-time delivery — a coast-to-coast network of plants and warehouses.

So whenever you need non-ferrous white metals or alloys, look to National Lead first. Just write or phone the nearest National Lead branch and tell us what you want.

National Lead Company

NLI 106052

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All set to fill your order

for solder in any form or formula or flux for any soldering job

What do you want in a solder or flux?

Want a solder with extra strength . . . greater hardness, more brightness, lower melting, or some other special property? National Lead has it or will make it for you.

Want a special die-cut preform . . . or bar, wire or tape of a particular shape . . . or a special *in situ* powder, paste or paint? National Lead will produce it to your specifications.

Want a flux that cleans and wets better . . . or promotes capillary rise . . . or needs no after-rinse . . . or is non-corrosive and non-conductive . . . or lowers solder flow to a specific work area? National Lead will compound it for you.

And take advantage of National Lead's solder research and testing facilities. Maybe National Lead's metallurgists and chemists can help you find solders and fluxes that are better suited to the job you are doing and that cut your costs. The nearest National Lead branch office will be glad to look into it. All it takes is a phone call.

National Lead Company

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NLI 106053

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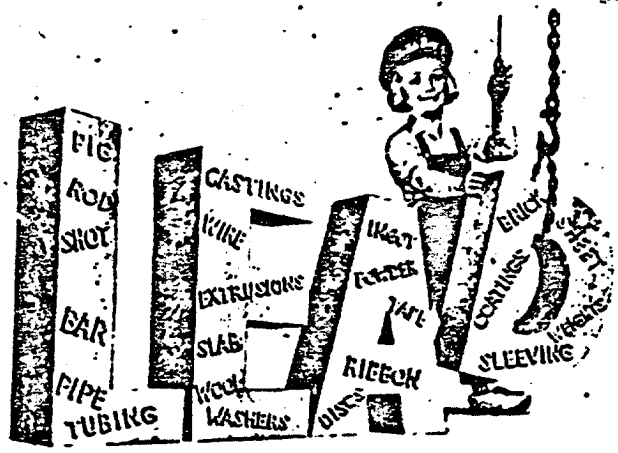

For lead or lead alloys in any form

Look to National Lead Company

When you need lead or lead alloys, there are several good reasons why you should buy from National Lead.

First, you can be sure that National Lead has metal resources and plant capacity to fill any size order.

Second, you can be sure that National Lead is equipped to produce the material in the form and in the grade you want.

Third, you can be sure that National Lead will follow your specifications to the letter.

Fourth, you can be sure of good service. National Lead has a coast-to-coast network of plants and warehouses.

So when you need lead or lead alloys . . . for chemical handling, radiation shielding, for caulking, for sealing, for vibration or sound control, for spark proofing, for weights and balances, for roofing, for other jobs lead does so well . . . get in touch with the nearest National Lead branch.

National Lead Company

General Offices: 300 Broadway, New York 6, New York • Atlanta • Baltimore • Buffalo • Chicago • Cincinnati • Cleveland • Dallas • Detroit • Kansas City • Milwaukee • New Orleans • Omaha • Philadelphia • Pittsburgh • St. Louis • St. Paul • Boston. National Lead Co. of Mass., Pacific Coast: Morwell Kelt & Son, Inc., Los Angeles, Emeryville (Calif.), Phoenix, Portland, Salt Lake City, Seattle, Canada: Canada Metal Co., Ltd., Montreal, Toronto, Vancouver, Winnipeg.

Prepared by Marshalk and Pratt Division of McCann-Erickson, Inc., New York
Ad. 5276—American Metal Market March 24, June 13, September 7, November 30—
Daily Metal Reporter March 16, June 6, August 30, November 24—Publishing August 1951

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NLI 106054

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For Zinc Alloys that meet your high purity standards

Whatever the part or product you're casting in zinc – however you're casting it – pressure die, permanent mold, sand or semi-mold – purity of your alloy deserves is your first consideration.

Whatever you want in a zinc alloy – however close your specifications – National Lead can supply you.

Careful selection of basic metal, prudent isolation of the metal in the plant storage, melting and pigging areas, painstaking laboratory analysis, strict quality controls – all add up to zinc alloys that help your production of zinc castings.

You recognize the spectra reproduced above as the "fingerprint" of 99.99 zinc. We hope you will recognize National Lead as your source of zinc casting alloys that are purer than the commonly-stated standards.

National Lead Company

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NLI 106055

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Seeking, and finding, ways to

improve your products

by improving ours

It all starts with you . . . you and other users of metal who want new or better products.

A hot-dip coater, for example, wants a faster melting, tighter bonding alloy. An assembler of small parts asks for a quicker acting cored solder. A die caster needs higher strength or better finishing surfaces. And so it goes.

The men who want to cut cost, improve quality, reduce rejects, increase profits, put it up to National Lead field men . . . and National Lead Research goes after the answers.

Finds them, too . . . in case after case, industry after industry. Leading companies in many fields turn naturally to National Lead for help whenever their problem involves lead, tin, zinc, and their alloys; solders, fluxes, babbitts; grid or type metals; lead, tin or zinc coating or casting alloys.

We would welcome an opportunity to do a job for you. If you feel that in your operations there is room for improvement of product, reduction of costs, speedup of production, let a National Lead man look in on you. This procedure has been the beginning of many a long – and mutually profitable – relationship.

National Lead Company

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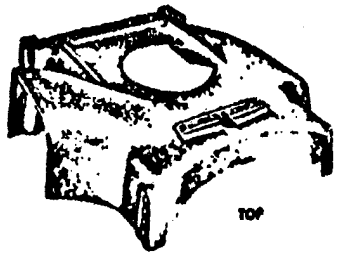

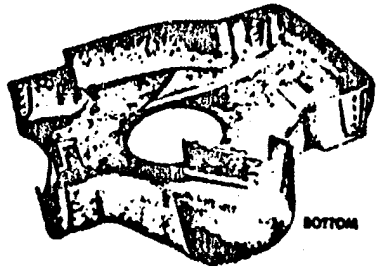

Light but husky. This 24" x 20.5" Doehler-Jarvis die casting is made of aluminum for lightness. But die casting gives it its high strength. With die casting, wall thickness is increased where stresses are high.

How Doehler-Jarvis helped the makers of this Sears-sold rotary mower cut weight and costs with die casting



NOT SO LONG AGO, Sears Roebuck wanted a 19" rotary lawn mower to round out their "Craftsman" line.

At Sears' Newark Stove Division project engineers centered on the housing as the place to obtain ruggedness, lightness, speed of production and good appearance.

When the blueprints were completed, Doehler-Jarvis, long a Newark supplier, submitted a competitive bid on this large aluminum die casting, and was awarded the order, as Newark knew they could depend on Doehler-Jarvis for prompt deliveries and high quality die castings.

In due course, details were finalized and the die casting shown is the result.

This Doehler-Jarvis die casting has all that was asked and then some

It has light weight . . . strength to resist vibration and shock . . . dimensional accuracy . . . minimum metal waste . . . built in savings in machining and assembly . . . smooth surfaces that accept a one-coat finish . . . crisp detail in product name.

In addition, with die casting, it was economically practical to provide in a single piece such features as the inset wheels for side-trim mowing and the grass discharge channel.

Doehler-Jarvis die castings are at the heart of many successes

Time after time Doehler-Jarvis and its customers have gotten together and come up with outstanding successes. Take Singer's Slant Needle Sewing Machine; Underwood's Model 150; The AMF Pinspotter; Bell Telephone and Western Electric's unique N-1 Carrier Terminal; Automatic Transmission Housings; many, many others . . . including other leading rotary mowers.

It can happen this way with you if, at some point in the early planning stage, you call in Doehler-Jarvis. With more than 50 years in the die casting business, we're pretty sure to have something to contribute.

Doehler-Jarvis Division of National Lead Company

General Offices: Toledo 1, Ohio

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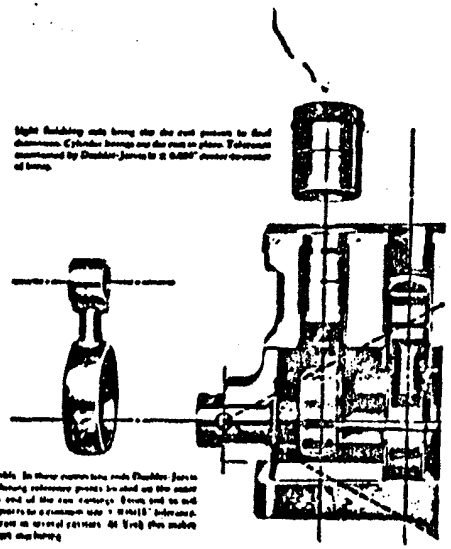
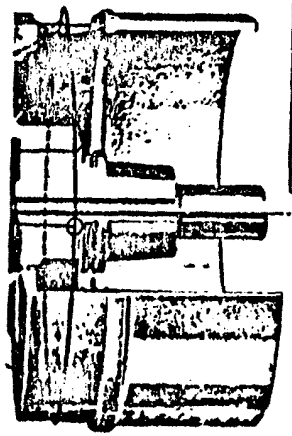


Light finishing cuts bring out the cast contours to final dimensions. Cylinder bearings are the ones in place. Tolerances maintained by Doehler-Jarvis to a 0.0005" inside diameter of bores.

Certain chamfers and crossholes in these compressor ends Doehler-Jarvis does also establish true machining reference points to be used on the main machinings of the block and of the rear cartridge. Bores and so end Doehler-Jarvis holds these points to a common axis ± 0.0015" tolerances even in such they must be cast in several corners at York (the maker for smooth, precise low-cost machining.



"Phantom" control cores, with three "no-tolerance" checking surfaces, establish precision

In the raw casting these equidistant checking surfaces are established by the Doehler-Jarvis die. They control are located on a circle concentric with and exactly prescribed radius to the shaft. The plane thus established forms the base of a "phantom" control core (see illustration) whose apex is at the small bearing bore.

From this core as a reference, all center lines and true surfaces throughout the piece are established. All machining operations are based upon it.

At the Doehler-Jarvis plant, great care is taken to hold the checking surfaces true. Aside from very slight variations in casting, no tolerance is allowed. As a result, York machining proceeds smoothly with maximum support at every stage. What's more, the resulting precision assures long wearing bearings, long life pistons and cylinders.

How Doehler-Jarvis helped York make hermetic compressors lighter and more compact through die casting

This is a story of practical product engineering.

In contrast to such things you may want for your product. Reduced size, weight, cost. Stepped up efficiency.



Cover, head, and rear end compartments make York Unitron Condensers compact, efficient and good for years of trouble-free service.

Increased life. These were what York Corporation wanted for its next-to-go "packaged" air conditioners.

And it's a trend. York is already with a revolutionary, new hermetic compressor design. Small, simple, efficient. Aluminum for lightness. How ... how should it be made?

Three cost factors favor die casting

1. Raw castings cost less (than metal to buy.)
2. Less machining is required (less waste, fewer man hours.)
3. Tooling requirements were known (cores tools lighter and less costly.)

With these factors in mind, York took three hermetic 1½ HP compressors to a caster and went into production. With a few years they shrank here to a new record in the new die cast design. Later ...

York sees a way to cut size and weight even more

Doehler-Jarvis was asked to study separate compressor and motor housing with a view more die cost and A series of conferences followed.

Together, engineers from both companies solved one problem after another. Primary determined cost. Cost to place cylinder bosses. Die cost bearing surfaces. Common inserts and proper location of cylinder center lines. (To solve this one, Doehler-Jarvis had to provide in the

... the three "no-tolerance" checking surfaces on the cast casting ... precisely located with respect to the finish bearing bore.)

This expert product engineering team went on to develop for other users other interested die cast housings, and the connecting rods, piston, main bearings, and oil sleeve rings. These compressors are light, compact and highly efficient. They can be produced quickly and easily.

"Cost, at be matched for low cost," York says

"What's more, because the parts can be done so quickly ... and because Doehler-Jarvis never fails us on delivery ... we are flexible. We're able to meet peak demands for our completed units without going overboard on finished inventory."

Come back to the things you want for the first year on a product ... maybe Doehler-Jarvis could help you do them with die castings. We're close at for users of manufacturers, large and small, including makers of home appliances, office and public utilities equipment, industrial machines, and many other similar products made better with die castings.

So if you are engineering a new product or improving the one you have, call on Doehler-Jarvis. With more than fifty years experience behind us, we may be able to contribute in many ways.

Doehler-Jarvis Division
of
National Lead Company

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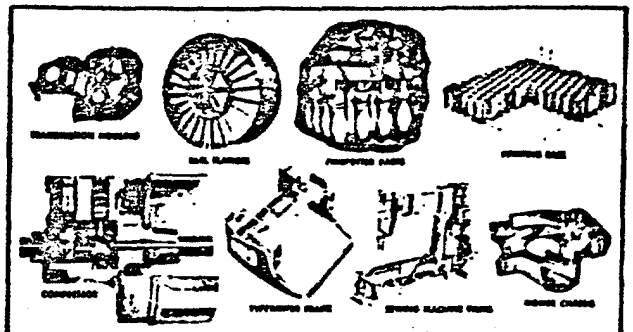

Looking for Die Castings?

Eight good reasons to look to Doehler-Jarvis

1. For engineering help . . . look to D-J The roster of Doehler-Jarvis customers reads like a list of "top leaders" of American industry. These buyers can tell you that Doehler-Jarvis engineers go all out to help solve die-casting problems. Check useful . . . technical reports and other product information.

2. For production facilities . . . look to D-J Doehler-Jarvis invests the equipment in the line of product and finishing equipment. It runs from [illegible] to [illegible]

3. For skilled workmanship . . . look to D-J Doehler-Jarvis has accumulated [illegible] more than a half-century. Fully trained die makers and production men apply it to your die castings.

4. For metal versatility . . . look to D-J - Doehler-Jarvis can [illegible] . . . [illegible] . . . engineered or standard. For strength, low cost, good plating . . . zinc. For corrosion resistance . . . brass or bronze.

5. For performance responsibility . . . look to D-J Doehler-Jarvis has the experience needed to handle any problem, maintain standards of [illegible] and finished products, either through [illegible]

6. For dependable delivery . . . look to D-J - Doehler-Jarvis makes every effort to provide good service to customers . . . a large share of [illegible] always on the job to augment [illegible]

7. For truly low-cost castings . . . look to D-J - It takes a skilled buyer's judgment to select the dollars and cents values of Doehler-Jarvis castings. That's why many a buyer and engineer [illegible] weighing what he gets against what he pays, decides to "deal with Doehler."

8 big Doehler-Jarvis plants in four big metal-working areas to provide fast liaison and short-haul service

Toledo, Ohio		Grand Rapids, Mich.	Batavia, N. Y.	Perth Amboy, N. J.
Main Office & Plant 1 1940 Jerome Ave. Tel. Garfield 0631	Plant 2 Corner Phillips & Wabash Sts. Tel. Kingsbrook 2400	Plants 1, 2 & 3 125 College Street S. E. Tel. Grand Rapids 5-1101	Batavia 9 Tel. Batavia 2000	Plants 1 & 2 Smith & Washington Sts. Tel. Perth Amboy 2400

Doehler-Jarvis Division
of National Lead Company
General Offices: Toledo 1, Ohio

Representatives: [illegible]

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You get all three

with "Dutch Boy" House Paint!

1. LASTING BEAUTY **2.** LASTING PROTECTION **3.** LASTING ECONOMY

Dutch Boy Paints

NLI 106061

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Saturday Evening Post-April 16
Better Homes and Gardens-April
American Home-April
Farm Journal-April

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You get all three

with easy-does-it "Dutch Boy" House Paints!

1. LASTING BEAUTY **2.** LASTING PROTECTION **3.** LASTING ECONOMY

Dutch Boy Paints

FARM JOURNAL —JUNE 1935

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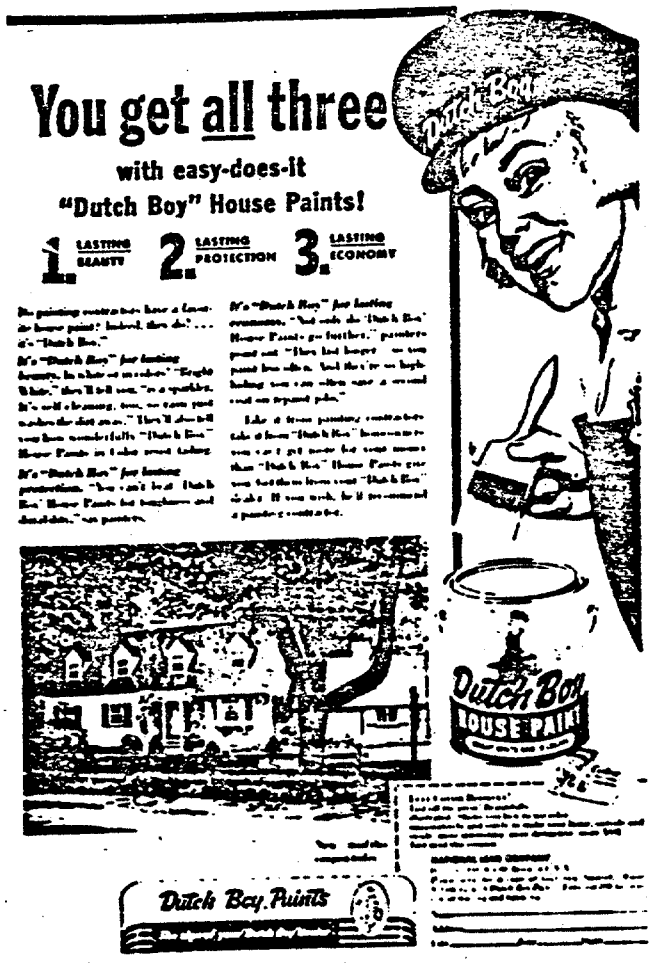

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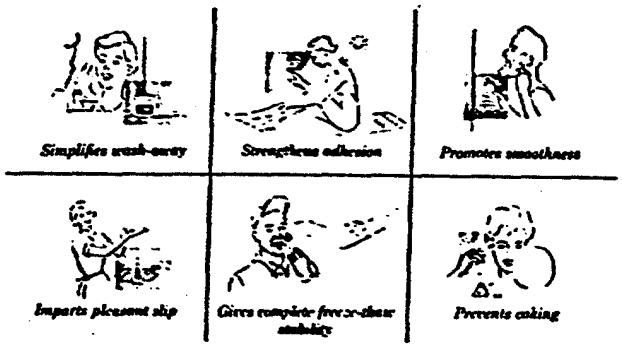

New Dutch Boy Ben-A-Gel works wonders for water-based compounds

Unique thickening action improves quality six ways, users say

BENAGEL is a highly efficient, non-ionic gelling agent for all water-based systems. It is stable and water-soluble with a wide range of organic gum solubilities.

BENAGEL has unique thickening powers. Even small amounts produce results that are far beyond makeups, creams, lotions, emulsions and suspensions, salves, ointments and ointment-like compounds.

Simplifies wash-away: BENAGEL keeps deposited film a little moist to aid wash-away. It also promotes pigment wetting. Helps loosen particles that cling to the skin.

Strengthens adhesion: BENAGEL adhesive builders used in such products as suntan makeup or calamine lotion. It helps film flexible, resistant to flaking.

Promotes smoothness: Hand, non-abrasive BENAGEL performs well. Smooths particles so a silken finish is spread, is one step of you.

Imparts pleasant slip: BENAGEL develops a lubricating body. Compounds do not "drag" but flow with an effortless, natural "slip-free" of friction.

Gives complete freeze-thaw stability: BENAGEL maintains viscosity even from freeze to thaw. It also imparts resistance to tear-off at high temperatures.

Prevents caking: BENAGEL prevents hard settling in all pigmented systems. In products like liquid suntans, it imparts long shelf life.

Both BENAGEL products stay fresh and sweet. BENAGEL is non-staining and not subject to microbiological degradation.

Dutch Boy Benagel 3A used for water-in-oil emulsions

In lipsticks, gel creams, makeup bases and similar products the Dutch Boy Gelling Agent, BENTONE 34, provides much the same benefits as BENAGEL. It imparts a high degree of temperature independence and a smooth thixotropic body with a luxurious "feel."

You can get details of composition, properties, uses, and interpretation of BENAGEL and BENTONE 34 test results. Just write. To make the data you receive more pointed, it pays to include something about the image you are endeavoring.

Dutch Boy. CHEMICALS

NATIONAL LEAD COMPANY

NLI 106067

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CARSON SCRAP BOOK

INDEX

Date	TITLE	Page	Date	TITLE	Page

START A NEW BOOK EACH YEAR

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NLI 106068

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WHAT PROPERTIES DO YOU WANT IN DIE-CAST PARTS?

Here's the way to get castings that have them.

1

2

3

Doehler-Jarvis Division

of

NLI 106069

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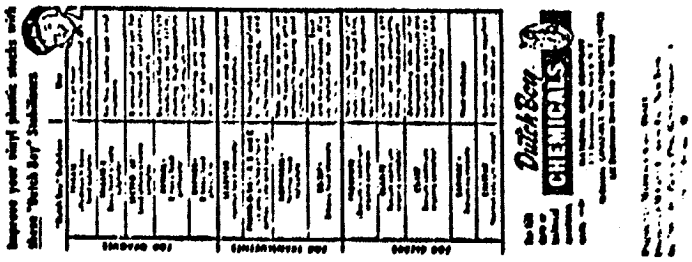

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NLI 106071

D-J

Work on major projects with some of America's most successful product engineers

[illegible]

WHAT SHOULD YOU DO?

[illegible]

Doehler-Jarvis

DIVISION OF NATIONAL LEAD COMPANY

[illegible]

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

Improve quality and control costs of vinyl products with **"Dutch Boy" Stabilizers**

For organotin stabilizers	USES
For barium-cadmium stabilizers	

Dutch Boy® CHEMICALS

NATIONAL LEAD COMPANY

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NLI 106073

DOEHLER-JARVIS

DIVISION OF NATIONAL LEAD COMPANY

offers

CAREER OPPORTUNITIES IN Engineering

The highly technical nature of our industry affords outstanding opportunities to recent engineering graduates. Your engineering training could qualify you for a position in the following departments:

1. Research · 2. Sales · 3. Production · 4. Die or Machine Design
5. Metallurgical · 6. Maintenance · 7. Industrial Engineering

Our training program is designed to prepare graduates in mechanical engineering, electrical engineering, chemical engineering, engineering physics, and metallurgy, for key positions in our organization.

FOR FURTHER INFORMATION WRITE TO:
Mr. F. Carman
Doehler-Jarvis Division
National Lead Company
Smead and Prospect Avenues
Toledo 1, Ohio

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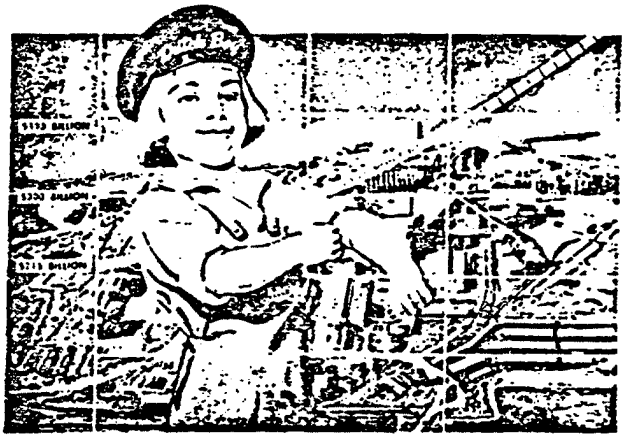

1945 1951 1955

Meeting the challenge of today's dynamic economy

Major products of National Lead Company

[illegible]

In 1945, this country had a $215 billion economy.

In the early fifties, it passed $300 billion. Today, it's approaching $390 billion — with the forecast of a $525 billion gross national product by 1965.

To National Lead Company, [illegible] — and to the "Dutch Boy" — this dynamic economy represents great and continuous opportunity and challenge.

To meet this challenge, National Lead Company is constantly improving and expanding its plant facilities. It's always on the lookout for opportunities to diversify in related fields. It's constantly engaged in product research and development.

Today, National Lead Company makes more than 200 basic products, 1500 items, for home and industry. It has facilities in 35 states plus Canada, Mexico, and many other foreign countries.

NATIONAL LEAD COMPANY
111 Broadway, New York 6, N.Y.

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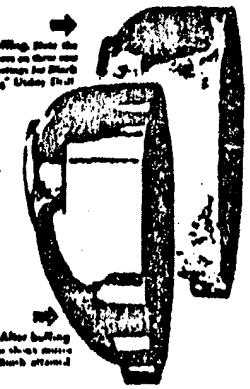
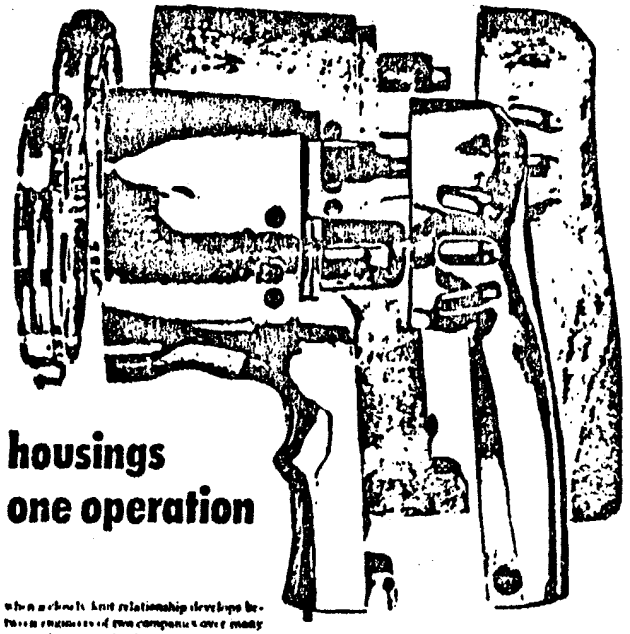
NLI 106075



Before buffing. Note the high quality surfaces on these new Doehler-Jarvis die castings for Black and Decker's new 1/4" Unday Drill

After buffing. Front photo shows mirror finish attained

How Doehler-Jarvis helps Black & Decker's "do-it-yourself" family make merchandising history



Doehler-Jarvis die casts power tool housings that buff to a mirror finish in one operation



Millions of "do-it-yourselfers" got their start with a Black and Decker power tool.

What makes people reach for a B & D tool? ...not only men, but women, too?

B & D says: "Good looks, good design, good quality, good price!"

Doehler-Jarvis die castings help Black and Decker achieve all four.

That eye-catching finish, for example. It's not chrome. It's "as cast" aluminum buffed to mirror brightness in one operation. No pre-grinding. No roughening. No grease wheeling. Not even a final buffing after assembly.

What's the secret of this quality finish?

Some people just point to a raw Doehler-Jarvis casting. "Look at that Hardware surface," they say. "Not a dent. Not a blemish. Not a flow mark. It's even hard to tell where parting line and flash have been removed."

And certainly Doehler-Jarvis does give Black and Decker a casting they can work with. But you should see Black and Decker's buffing set-up. It's full's automatic, fully controlled. Air conditioned, without a speck of dust. Few concerns go as far as B & D to insure high quality buffing.

Reality lies somewhere in between

Achievements like this are to be expected when a closely knit relationship develops between engineers of two companies over many years of product development.

Hardly a Black and Decker tool has not benefited in one way or another from this fruitful relationship. From it has come lighter weight, higher precision, increased strength, simplified and lower cost production, many performance improvements. And Black and Decker takes full advantage of the flexibility of die castings to provide extra sales features and advantages.

Maybe this is the time for you to do as companies like Black and Decker, Singer, AMF, Underwood, York, and many another have done: time to initiate a profitable business and engineering relationship based on the use of Doehler-Jarvis die castings.

Doehler-Jarvis Division
of
National Lead Company
General Offices: Toledo 1, Ohio

Prepared by [illegible] and PRATT Division of McCann-Erickson, Inc., New York

[illegible]

Doehler-Jarvis help REGINA floorwaxer zinc die castings add weight to their sales story



Waxing the floor was back pieces of elbow grease.

Now machines do the muscle work. But it was easier to keep turning down . . . rubbing hard.

So a mechanical waxer needs a certain amount of weight as well as speed.

And remember this! A floor waxer's job is not a happy one. It should be rugged. What's more, though it hides in a broom closet all its life, it has to look like a million on the sales floor. Complete price-wise, too.

One company . . . The Regina Corporation . . . has done an outstanding job of meeting these requirements. Today, something like four out of every five floor waxers sold are made by Regina.

Regina's methods are deceptively simple. Consider their use of Doehler-Jarvis zinc die castings for base, motor housing, handle socket, and cover. This one choice, alone, accounts for many of the sales advantages their waxers enjoy.

Take weight! Zinc provides it . . . in just the right measure for efficient polishing combined with easy handling. Die casting helps Regina distribute weight evenly and concentrate it low for balance.

Take strength! Zinc has it and die casting exploits it . . . permitting metal to be concentrated where stresses accumulate, modified or eliminated where strength requirements diminish or disappear.

Take appearance! Die-cast zinc surfaces enhance almost any finish you want to name . . . including the new enamels in pastel shades. To get a basic change in shape, as for a new model, Regina simply designs a new die-cast cover to fit.

Take cost! Regina and Doehler-Jarvis engineers work production costs down pretty far. In current models, machining is reduced to light reaming of the bearings, a combination turning operation and the tapping of three holes. Cast-in holes for self-threading screws speed assembly. To save still another operation, servicing instructions are die cast in bas-relief letters.

There are important cost reduction implications, too, in Doehler-Jarvis service. Regina puts it this way, "We've done business with Doehler-Jarvis for over twenty years. We can count on prompt action when it's called for . . . and when they set up a shipping schedule they hold to it."

This practical type of relationship has been duplicated many times between Doehler-Jarvis and its customers. For Singer, Black and Decker, York, AMF, Underwood and many another blue chip company it's paid off again and again . . . just as it can put off for you.

So if you are designing a new product or model, look into the possibilities of die castings . . . Doehler-Jarvis die castings.

Three of Four Big Sales Points stressed by Regina in dealer ads featured the use of Doehler-Jarvis zinc die castings . . . the rotating brush, powder and polisher, efficient polishing action, weight, rugged construction, high strength metal.

Doehler-Jarvis
Division of National Lead Company
General Offices: Toledo 1, Ohio

In Canada
Canadian Die Casting Co., Limited
Toronto, Ontario

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NLI 106076

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NLI 106077

Sunbeam...*Home Appliances*...

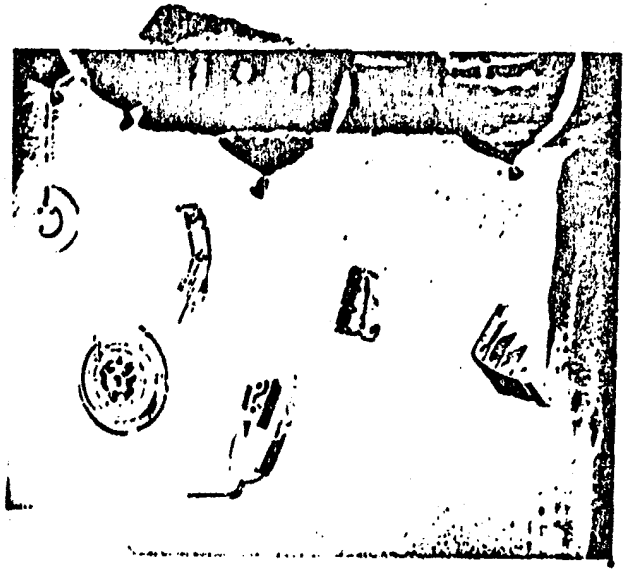
How Doehler-Jarvis die castings help produce high-quality products

Take a look at these Sunbeam Corporation Appliances.

Doehler-Jarvis

DIVISION OF NATIONAL LEAD COMPANY





"So light, toy balloons can lift them..."

Bantam-weight Doehler-Jarvis Homelite pack 5 horsepower



magnesium die castings help into this 19-pound chain saw

Doehler-Jarvis
DIVISION OF NATIONAL LEAD COMPANY

Barber-Die Casting Co. Limited

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NLI 106078

Announcing another great new profit-making first for Dutch Boy dealers





1 One-stroke, one-coat coverage

2 True flat finishes

3 For the first time in a latex paint, the magic of "Dutch Boy" color



It's "Dutch Boy" Nalplex...

Take it from "Dutch Boy" dealers: they now have the tricks to make '56 the best profit-making year ever.

They've got Nalplex – revolutionary, new *Acrylic* latex wall finish – something entirely new and different in latex paints!

As an *Acrylic* latex, new Nalplex has three big plusses for users.

Plus No. 1 – it has *amazing* hiding power. That's why it's called the *one-stroke, one-coat* Acrylic latex number paint.

Plus No. 2 – it assures TRUE flat finishes. No perceptible sheen!

Fabulous new Acrylic latex wall finish...

Plus No. 3 – because it's an Acrylic latex, new Nalplex colors are clean and clear.

With no extra investment, "Dutch Boy" dealers have companion colors in *Satin Finish Enamel* the finest latex enamel for woodwork and trim. Another big plus for both customers and dealers!

In addition, Nalplex is everything a GOOD latex paint SHOULD be

It flows on easy and fast. No odor. No lap marks. No thinner. Clean-up is simple: just soap and water. Walk-dry in 1 to 2 hours. Trade washable.

Three big plusses for users!

Nalplex advertising is revolutionary, too

The "kick-off" ad is a giant 6 pages in LOOK magazine's 3,000,000 circulation.

First page, full color, on the brand-new paint itself. Then page after page of dealer listings telling where to buy it.

And turned in between the full-color page and the dealer names, there's an actual Nalplex color card. First time in history a top-circulation national magazine has ever carried the paint seller's most powerful point-selling "tool"!

and look—

6-page "kick-off" ad in LOOK has Nalplex color card bound in...

A free booklet is offered on the back of the color card "Get it at your nearest 'Dutch Boy' Nalplex dealer," readers are told

To dealers everywhere: exciting as new Nalplex is as the latest thing in latex paints, it's only one of the "Dutch Boy" dealer's big-demand, big-selling 1956 profit-makers.

That's why a "Dutch Boy" franchise is such a sure-fire money-maker. Find out if there's one available in your area. Just phone or write us.

Made by the makers of "Dutch Boy" Paints

National Lead Company

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NLI 1060179

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Here's the newest Dutch Boy profit-maker...



NALPLEX—NEW ACRYLIC LATEX FLAT WALL FINISH... already making money for "Dutch Boy" dealers everywhere!

What's the BUY-WORD in latex wall paints?

Today, it's ACRYLIC latex!

And in new Nalplex, the latest thing in latex paints, "Dutch Boy" dealers are the first to get this magical, money-making BUY-WORD.

Already increasing sales and profits for dealers from coast to coast!

A paint dealer just can't miss with this revolutionary, new latex wall finish.

As an acrylic, Nalplex has amazing hiding power. That's why it's called the [illegible], [illegible] wonder paint.

As an acrylic, Nalplex assures TRUE flat finishes. No perceptible sheen!

As an acrylic, Nalplex colors are the cleanest, clearest ever seen in latex paints.

With no extra inventory, "Dutch Boy" dealers have companion colors in *Satin Finish Konsol*—the Color Gallery semi-gloss for woodwork and trim. Another big plus for both customers and dealers!

More than that, new Nalplex gives people everything they want in a latex paint: Easy to apply. No odor. No lapmarks. Easy soap-and-water clean-up. Quick drying—1 to 2 hours. Washable.

Advertised in LOOK, POST, BETTER HOMES & GARDENS

You probably saw the sensational 6-page ad in Look that introduced Mr. and Mrs. America to new Nalplex, and told them where to get it. This ad had a Nalplex color card bound in—a "Dutch Boy" first that's helped make Nalplex a "smash hit" right from the start.

"Dutch Boy" Nalplex advertising is being continued throughout 1956. Dominant full-color ads in Look, Post, BETTER HOMES & GARDENS. Backed up by powerful cooperative new spaper and radio advertising, heavy direct mail, new and different point of sale material.

New Acrylic Latex

To dealers everywhere: Keeping new Nalplex in only one of the "Dutch Boy" dealer's big-demand, big-selling 1956 profit-makers.

That's why a "Dutch Boy" franchise is such a [illegible] money-maker. Find out if there's one available in your area, dust phone or write us.

Work by the makers of "Dutch Boy" Paints

NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, N. Y.

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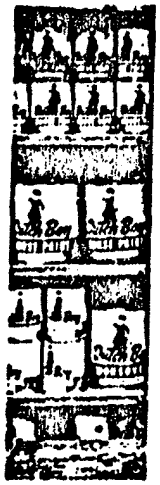
NLI 106080



Everything he wants...



Everything they want...





...that's why there's big volume in the Dutch Boy line of Exterior Paints!

Suppose a painting contractor wants a self-cleaning white, or a fume-resistant white, or a masonry waite.

Your full-line "Dutch Boy" dealer can supply each one. What's more, he has available five other exterior whites; the "Dutch Boy" [illegible] "No" [illegible].

Suppose a homeowner wants one of today's most-wanted colors in House Paint, or Shake Paint, or Porch & Floor Enamel, or Stucco Paint, or Sash & Trim Paint.

Your full-line "Dutch Boy" dealer has them. He has today's most-wanted colors in paints for every exterior surface; the "Dutch Boy" [illegible] "No" [illegible].

They have the goods, the color aids, the advertising

In the famous blue-and-white exterior line, "Dutch Boy" dealers have everything painters want. Everything homeowners want.

They've got the goods – in white or color for every outside painting need. Fast-selling "Dutch Boy" goods!



At point of sale, they've got the color aids – wonderful "Dutch Boy" color cards and the even more wonderful Color Gallery to dramatize these goods.

And to pre-sell this exterior line, to pull customers into "Dutch Boy" stores, they've got full-color national advertising in *Saturday Evening Post, Look, Better Homes & Gardens*. Throughout the year!

To dealers everywhere: The famous blue-and-white exterior line is only one of many "strings" to the "Dutch Boy" dealer's big-volume "box."

That's why a "Dutch Boy" franchise is such a sure-fire profit-maker.

Made by the Makers of "Dutch Boy" Paints

National Lead Company

General Offices: 111 Broadway, New York 6, New York

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NLI 106081

Open these doors to beauty... and stepped-up turnover...

WITH DUTCH BOY. COLOR GALLERY



Increases paint sales 129% in six months with Color Gallery [illegible]

As a decorating aid for painting contractors and homeowners, the "Dutch Boy" Color Gallery is in a class by itself.

In a class by itself as a paint "salesman," too!

To the Color Gallery, one "Dutch Boy" dealer—Mr. V. E. Peeler, Covington, Tenn.—credits his 129 per cent increase in paint sales. In six months.

Another—Mr. Floyd Fitzgerald, Rapid City, South Dakota—says "The Color Gallery makes the selection of colors ... a very simple matter, and it brings many new customers into our store each week."

How it works these wonders

With the "Dutch Boy" Color Gallery, customers have more than 100 most-wanted selections—more than 40 popular exterior colors at their fingertips.

They pick their favorites. And that's easy. Then they just turn over the color chip—a [illegible] chip—and their complete color scheme is right there. All worked out! A [illegible] for dealers!

Colors selected, then comes the paint: **FLAT WALL ENAMEL, SATIN FINISH, HIGH LUSTRE** *or House Paint.* All Color Gallery Paints—the finest money can buy. All are proved profit-makers.

To dealers everywhere: the Color Gallery is only one of many "strings" to the "Dutch Boy" dealer's big money-making "bow." That's why a "Dutch Boy" franchise is such a sure-fire profit-maker.

Color Gallery in Disneyland:

[illegible] "Dutch Boy" [illegible] the Color Gallery. [illegible] the Color Gallery at your Dutch Boy dealer in your own home town."

Made by the makers of "Dutch Boy" Paints

NATIONAL LEAD COMPANY

GENERAL OFFICES: 111 Broadway, New York 6, New York

Prepared by [illegible]

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NLI 106082

Dutch Boy. Diamond White Enamel keeps the kitchen bewitchin'



That's why this famous, non-yellowing interior white makes friends and repeat sales





High-Gloss "Dutch Boy" Diamond White Enamel is the ideal all-purpose finish for kitchens, bathrooms, all interior walls and woodwork.

MOST HIGH GLOSS interior whites look white going on.

But porcelain-like "Dutch Boy" Diamond White Enamel goes one better.

It not only looks sparkling white off the brush. It also keeps its distinctive "Dutch Boy" blue-white color, its brilliant, tile-like "Dutch Boy" gloss.

Diamond White Enamel doesn't turn yellow

That's what makes the big difference to paint buyers: in satisfaction. That's also what makes the big difference to paint dealers: in high-profit volume.

That and other important customer benefits like these . . .

"Dutch Boy" Diamond White is easy to apply. It brushes freely, levels out evenly.

Diamond White is high-hiding. It dries rapidly to a hard, tough, uniform finish.

Diamond White is always easy to clean. And repeated washings don't appreciably change its gloss, color, or durability.

To dealers everywhere:

High-profit Diamond White Enamel is only one of many "strings" to the "Dutch Boy" dealer's big money-making "bow." That's why a "Dutch Boy" franchise is such a sure-fire profit-maker.

Made by the makers of "Dutch Boy" Paints

NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, N. Y.

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NLI 106083

Dutch Boy.
WONSOVER

Simplifies Color Planning...
All Wonsover colors are guaranteed to "go together."



Simplifies Painting...
Goes on easy. High-hiding: one coat is usually enough.



Simplifies Cleaning...
Ordinary soap and water keep walls spotlessly clean.







Now Nalkyd Wonsover has everything it takes to be a big volume profit-maker

Here's a great multi-mixed Nalkyd flat wall paint. Wonsover!

It's a "Dutch Boy" Nalkyd. Otherwise, Fast to use. Easy to clean. And it's popularly priced!

That's reason to give "Dutch Boy" dealers another great profit-maker. But the "Dutch Boy" doesn't stop there. He gives dealers an additional sales-builder of real power. Pre-sheet-mixed Wonsover colors.

All 32 colors on the Wonsover card harmonize with one another. To the "Dutch Boy" dealer, this means guaranteed customer satisfaction.

To dealers everywhere: High-profit Wonsover is only one of the many "strings" to the "Dutch Boy" dealer's big, money-making "bow." That's why a "Dutch Boy" franchise is such a sure-fire profit-maker.

Made by the makers of "Dutch Boy" Paints

NATIONAL LEAD COMPANY



In the Color Gallery.
"Dutch Boy" dealers have more than 100 popular colors. All the sparkling variety needed to clinch any sale!

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NLI 106084

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NLI 106085

There's a famous Dutch Boy Paint job you do for every exterior...

ON YOUR NEXT OUTSIDE JOB,

NATIONAL LEAD COMPANY

In Dutch Boy Exterior Paints...

Everything you want!

Everything your customers want!





There's a famous "Dutch Boy" Paint — in white or colors — for every exterior job you do.

In exterior whites, for example, you not only have BRIGHT WHITE, the painter's favorite for years. You also have seven other "Dutch Boy" outside whites: one for every possible surface and atmospheric condition you run up against.

Everything you and your customers want in exterior colors, too!

In "Dutch Boy" you not only have today's most-wanted outside colors in House Paints. You also have them in Masonry Paints, Shake Paints, Porch & Floor Enamels, Sash & Trim Paints.

It pays to use "Dutch Boy" on every outside job

It pays off in workmanship. It pays off in results. It pays off in customer satisfaction. And the place to get this triple payoff started is your "Dutch Boy" dealer.

Made by the makers of "Dutch Boy" Paints

NATIONAL LEAD COMPANY
General Offices: 111 Broadway, New York 6, N. Y.

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NLI 106086

It pays to use Dutch Boy Paints

on every outside job...



Why do so many painting contractors use "Dutch Boy" nothing else but on exterior jobs?

. . . for two big reasons!

Reason No. 1: it pays off. Three ways. In workmanship. In results. In customer satisfaction.

Reason No. 2: there's a famous "Dutch Boy" Paint for every exterior surface.

Eight outside whites

In addition to self-cleaning BRIGHT WHITE, you have seven other "Dutch Boy" outside whites. One for every possible surface and atmospheric condition. Every one a quality piece of goods!

Today's most-wanted colors!

In "Dutch Boy" you not only have today's most-wanted outside colors in House Paint. You also have them in Shake Paint, Sash & Trim Paint, Masonry Paint, Porch & Floor Enamel.

The sign of craftsmanship...

From primer to finish coat, do a "Dutch Boy" job. *It pays.* Order at your "Dutch Boy" dealer.

Made by the makers of "Dutch Boy" Paints

NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, N. Y.

Prepared by [illegible] and [illegible] Division of McCann-Erickson, Inc., New York

[illegible] *American Famous and Distinctive Agent* [illegible]

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NLI 106087

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NLI 106088

Put this sign of craftsmanship on every outside job you do...

Dutch Boy

Dutch Boy White Lead

For all the area with Dutch Boy.

NATIONAL LEAD COMPANY

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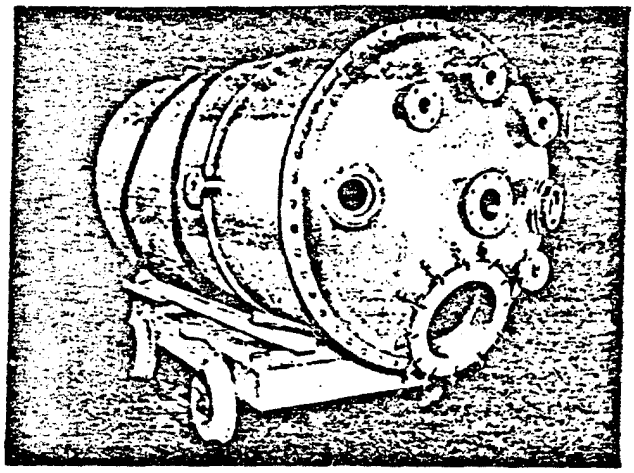

Steel Beam-jacketed Bell with bonded lead lining. This [illegible] plant, is five feet [illegible] by eleven feet deep. All [illegible] lining bonded to the steel by National Lead's [illegible] improved process.

National Lead weds lead to steel

...boosts life of lead-lined vessels

Lead-steel bonds in lead-lined equipment have never been as satisfactory as they are today ... thanks to the improved process by which National Lead weds lead to steel.

Mechanical abuse — impact, crushing, twisting — does not destroy the bond. "Torture tests," designed to pry the lead from the steel, do not separate the metals at the interface ... the union is stronger than the tensile strength of lead.

Virtually indestructible

With the improved bonding method you get the kind of lining performance in massive vessels that you get from National Lead "Tubond" pipe and "United" valves. Pressure, vacuum, vibration and heat (short of lead's melting point) don't disturb the lead-steel bond. Blistering, buckling and cracking are virtually eliminated even under severe and rapid cyclic temperature changes.

If your processing employs corrosives, National Lead fabricated vessels can bring you major savings in maintenance costs and cut losses of [illegible] stoppages.

National Lead makes lead-lined equipment of all types and sizes, from small-bore "Tubond" pipe to tank cars and beyond. Write for quotations on any acid-handling equipment you have in prospect, furnishing, if possible, sketches or prints, and information on type of corrosive, flow factors, temperatures, pressures and other operating data. Address National Lead Company, Lead-Lined Dept., 111 Broadway, New York 6, N. Y.

National Lead Process Vessels

...lined to last

[illegible]

Printed in U.S.A.

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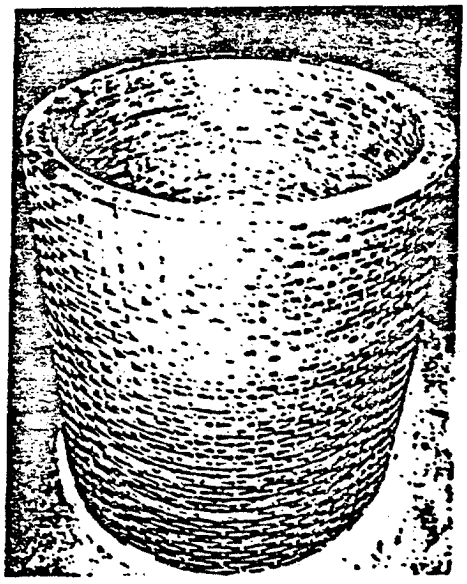

First "service" station for submarine reactors ...transition shield of LEAD brick

Here's something new in the swiftly advancing technology of atomic power . . . a chamber devised for recharging reactors of submarines . . . and maybe, some day, reactors of ships, planes, locomotives and stationary power plants. Here, shielded by lead, men can service equipment safely.

The specially designed bricks were produced by National Lead. They stack and fit perfectly, in a circle . . . without mortar. Inner surfaces are contoured to the chamber arc. Interfaces are also curved . . . to mate and mesh in a structurally sound configuration. Nowhere does a crack offer a straight-line path for radiation.

Maybe you need lead brick extruded, curved "Protecto" brick . . . or conventional, flat-sided extruded brick. Maybe you want lead in some other standard form . . . sheet, slab or sleeving, for instance. Maybe you want some specially built shape.

You can get lead shielding the way you want it from National Lead. Just call the nearest branch.

National Lead Shielding

[illegible]

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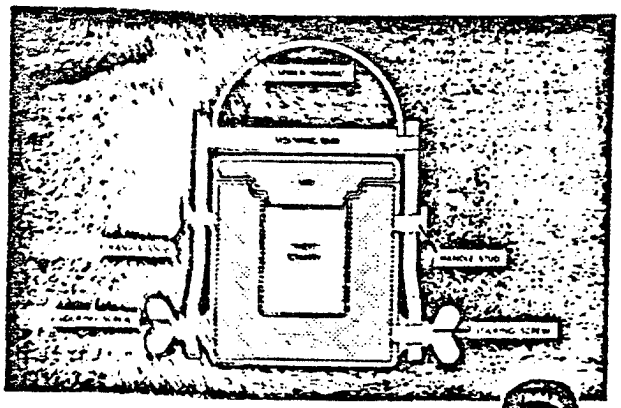
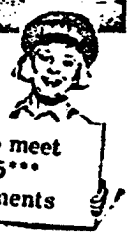


Now! From National Lead... new, small, containers for "*hot*" shipments



Built to meet ICC-55*** requirements



National Lead Shielding



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New Ray Stoppers

National Lead reports recent developments in Lead shielding

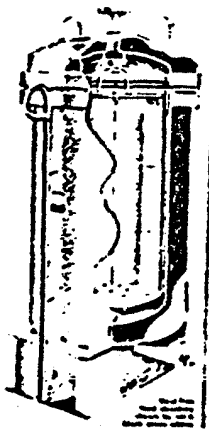
Improved casting process permits void-free shielding of heavy water filters

Intricate cask, used dispenser to versatile "Fulfo" unit

Until very recently, separate shields of rolled or extruded lead were considered standard for specific processing "hot" fluids. It was assumed that only with this type of construction was porosity prevented and positive protection assured.

Now, however, internal steel buckets, lead-filled to an improved void-free National Lead casting process, may take over. Proved leak-holding, formed by this method, absorbs radiation as effectively as rolled or extruded lead. What's more, less lead is needed than with separately shields. Installation is inexpensive, equipment more mobile.

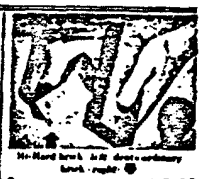
Practicality of design and method were demonstrated in the Fulfo, main unit of a processing plant, which were designed and built by commercial Filters Corporation, Baltimore, Maryland, with much lead shielding poured by National Lead. There is approximately seven tons of lead in the unit. The unit received radioactive materials contaminated with mixed fission products. Only two commercially practicable disposal methods are known to exist today.





Shock-absorbing drawers for cabinets equipped with lead-filling tools

These two drawers for hospital narcotic safes are designed for shock absorption. Drawer has two molded commercial lead sections that slide apart. Drawer is then evaluated a removable aluminum tool. Producer — National Lead.



Hi-Hard brick left desirable ordinary brick right



National Lead now producing "Hi-Hard" lead brick

Extruded lead brick with a Brinell hardness of 19 minimum are being produced by National Lead, ordinary lead with a density of 11.35 runs around 4 to 5 Brinell. Density of new "Hi-Hard" lead brick is 11.31. Thus there is a gain of better than [illegible] hardness while retaining [illegible] density of ordinary lead. What this means to hot labs and other users of moldable lead shielding is obvious: fewer brick wrapped because of nicks and sound corners, tighter walls, lower overall costs for shielding.

Low activity lead for workers counting now available from National Lead

For applications where even the minimum low amount of lead [illegible] from Pb-210) is objectionable in accurate, sensitive counting, material low activity lead is now available. If you have use for this "aged" lead, write nearest company office listed [illegible]

National Lead Shielding

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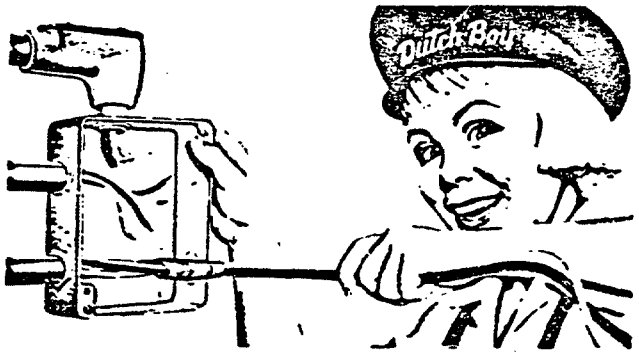

Now "Dutch Boy" Stabilizer research
is helping the electrical industry

rewire yesterday's conduits for tomorrow's loads

Today, the electrical industry is stressing adequate wiring.

In existing structures, that means rewiring. A gigantic task! But the electrical industry has developed a way to make it easier . . . vinyl insulations with stepped-up efficiency.

"Dutch Boy" Stabilizer research boosts quality of vinyl stocks

In producing vinyl insulations, processors face several problems of quality that "Dutch Boy" Stabilizer research helps solve.

"Dutch Boy" Dythal, for example, overcomes high service temperatures. "Dutch Boy" Dyphos stabilizes against light and weather. For standard insulation stocks, the "Dutch Boy" Trisase Stabilizers are preferred.

And just last year, came "Dutch Boy" Stabilizer Lectro "60," unique for water repellency, economy, and over-all efficiency.

Helping other industries, too

"Dutch Boy" Stabilizer research is also stepping up quality in vinyl flooring, organosols, plastisols, and profile extrusions.

At the same time, "Dutch Boy" research in [illegible] is helping the paint, oil, ink, and other industries improve body and flow characteristics of their products.

Mail the coupon for details on the "Dutch Boy" Chemicals mentioned above.

NATIONAL LEAD COMPANY

Buy "Dutch Boy" CHEMICALS

. . . and get the plus of a name you know . . . for quality

NLI 106093

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Now "Dutch Boy" gellant research is helping improve latex paints

Today, latex paints are booming.

Interior types are moving fast. Exterior types are being developed now to repeat this success.

A product of "Dutch Boy" gellant research . . . "Dutch Boy" [illegible] . . . is making unique contributions to both.

In inside latex paints, "Dutch Boy" [illegible] steps up color, holing power, durability, [illegible] stain removal and prevents water spotting.

In outside latex paints, "Dutch Boy" [illegible] does as much. And more. It also provides excellent weathering properties and high film integrity.

Together with [illegible], the [illegible] also products of "Dutch Boy" gellant research are aiding new developments in cosmetics, insecticides, heavy-duty lubricants, inks, many related products. Even ceramics.

And "Dutch Boy" produces many stabilizers that do the same in vinyl plastic products.

For more information on the "Dutch Boy" Chemicals mentioned, mail the coupon below.

NATIONAL LEAD COMPANY

Buy Dutch Boy CHEMICALS

. . . and get the plus of a name you know . . . for quality

Prepared by [illegible]

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NLI 106094

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Sayville research *proves* "Dutch Boy" Stabilizers reduce weather damage in vinyls

"Dutch Boy" research is advancing quality in many products

Buy Dutch Boy CHEMICALS

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If it's made with water,

"Dutch Boy" gellant research may help you improve it

Water (lots of it), oils (as needed), solid particles (for color or activity) . . .

Put together, they make thousands of products. Everything from abrasives to shoe polish.

But keeping oil and water mixed isn't easy. And how do you stop particles from settling? How adjust flow or plasticity of the compound?

"Dutch Boy" [illegible], a unique National Lead research achievement, simplifies these and associated problems. It's a versatile, effective, emulsion-stabilizing, particle-suspending, and thixotropic-thickening agent.

Aids production, boosts quality

Take latex paints . . . with [illegible], color development and hiding are improved, water spotting reduced. Take fine buffing compounds . . . [illegible] improves body, abrasive suspension. Take way cleaner polishes . . . [illegible] aids particle suspension, stabilizes the emulsion. So it goes, with property after property, compound after compound.

If it's oil-based . . .

Other products of "Dutch Boy" gellant research improve it . . . "Dutch Boy" [illegible] for high polarity systems such as epoxy resin lacquers; "Dutch Boy" [illegible] for lower polarity systems: greases, transformer coatings, for example.

"Dutch Boy" chemical research has come up with fourteen stabilizers for vinyls, too. They improve the life of flooring, insulation, upholstery, many other products.

For details, check and mail the coupon.

Buy "Dutch Boy" CHEMICALS

. . . and get the plus of [illegible] you know . . . for quality.

NATIONAL LEAD COMPANY

[illegible]

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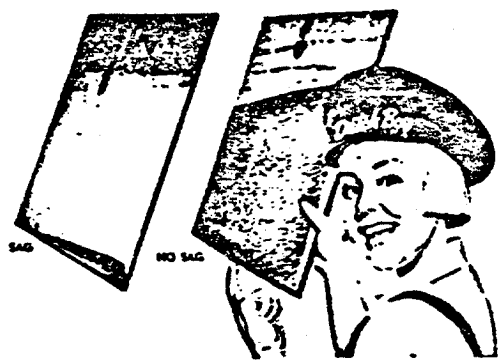

"Dutch Boy" gellant research curbs sag

Helps coatings industry turn out much improved products

Look at the baked epoxy resin coatings on the two test panels shown.

As you see, one sagged, the other didn't. The one that didn't has "Dutch Boy" BENTONE® 34 added.

"Dutch Boy" BENTONE 34 is a development of National Lead gellant research. It prevents thin-out and drip during baking. When cured, Bentone improved coatings are thick, uniform, very durable. Often one coat is sufficient.

You can apply these improved coatings, easily, too. BENTONE 34 gives just the right application consistency for dipping, spraying, spreading and painting compounds. Maintains it during storage.

BENTONE 34 boosts many types of coatings. Baked or air dried metal protective coatings like the one shown. Adhesives. Fabric coatings. Organic insulations. Plastic "glazes" for cinder blocks. Many more, including paints and varnishes.

Other "Dutch Boy" developments improve other products

Many products, today, are being improved by recently developed "Dutch Boy" chemicals.

Take compounds containing suspended particles . . . cosmetics, moisturizers, inks, ceramics, for example. Rods, mortarsides, particle suspension, other properties of these products are stepped up by two other "Dutch Boy" Gelling Agents, BENTONE 18-C and BENTONE®.

Take vinyl compounds. Their life, durability, color and processing are all aided by "Dutch Boy" Stabilizers . . . [illegible] altogether.

To learn more about these versatile "Dutch Boy" chemicals, fill in and mail the coupon.

Buy "Dutch Boy" CHEMICALS

[illegible]

[illegible]

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From "Dutch Boy" research... a gel that prevents hard settling in lacquers, plastic finishes



In any paint, pigment particles tend to settle or float, agglomerate or separate.

If they migrate, paint performance goes down. Hues change. Streaking appears. Hiding is lowered. Hard cake forms.

Recent research at National Lead has developed gellants that make paint pigments behave. One of the latest is DUTCH BOY BENTONE® 18-C.

BENTONE 18-C gels high polarity organic solvents, the kind used in making lacquers and vinyl or epoxy resin finishes. In these paints, BENTONE 18-C locks pigments in place.

By its control over pigment suspension, BENTONE 18-C improves color and hiding in lacquers and plastic finishes. In vinyl anti-fouling paints, for example, BENTONE 18-C is unique in preventing hard settling of the heavy cuprous oxide pigment.

It also improves body. Stops sag. Aids spray ability, holdout, temperature independence.

Other "Dutch Boy" developments improve other compounds

DUTCH BOY BENTONE 34, for example, improves the characteristics of paints made with lower polarity solvents. Also greases, cosmetics and other compounds. DUTCH BOY BENTONE 38-C does the same for water-based products . . . water-based paints, liquid polishes, abrasives, and others.

Vinyl compounds, too, are being improved by "Dutch Boy" research. Fourteen stabilizers have been developed. Each is a specific for conditions affecting life and quality in vinyl flooring, insulation, film, sheeting, plastisols and others.

Mail the coupon for detailed information on the "Dutch Boy" chemicals mentioned.

Buy Dutch Boy CHEMICALS

. . . and get the plus of a name you know . . . for quality

NATIONAL LEAD COMPANY

[illegible]

NLI 106098

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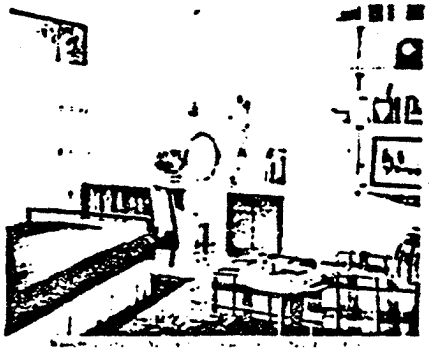
NLI 106099

NOW...

a latex wall paint worthy of the "Dutch Boy" name





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'Dutch Boy'
NALPLEX

NLI 106101

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It's a "Dutch Boy" Home!

With "Dutch Boy" House Paints you get

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NLI 106102

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Give Your Home the "Dutch Boy" *Look!*

For lasting beauty, lasting protection, lasting economy easy-does-it "Dutch Boy" House Paints are unsurpassed

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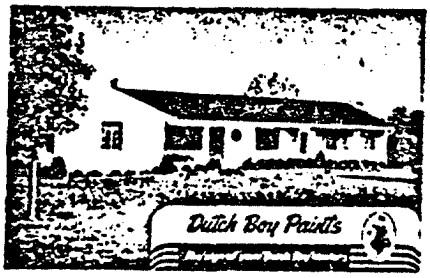
NLI 106103



It's a "Dutch Boy" Home!

Easy-does-it "Dutch Boy" House Paints give you lasting beauty, lasting protection, lasting economy!







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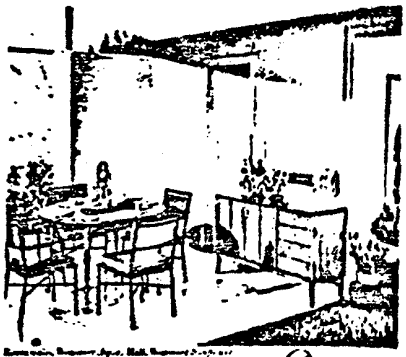

Make Your Rooms Sing

Dutch Boy WONSOVER

A new high note of beauty with "Dutch Boy" WONSOVER





Dutch Boy Paints

NATIONAL LEAD COMPANY

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Announcing
"Dutch Boy"
NALPLEX

See the unique Nalplex color card in the current issue of LOOK Magazine, February 21.

IT'S PRINTED WITH PAINT

NLI 106106

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TOPS

in vinyl-insulation stabilizing

...the *"Dutch Boy"*

with *five* versatile stabilizers

one for every wire and market

"DUTCH BOY" BYTHAL

"DUTCH BOY" TRIBASE

"DUTCH BOY" TRIBASE E

"DUTCH BOY" DIBASE "66"

"DUTCH BOY" DYPHOS"

Dutch Boy

CHEMICALS

NLI 106107

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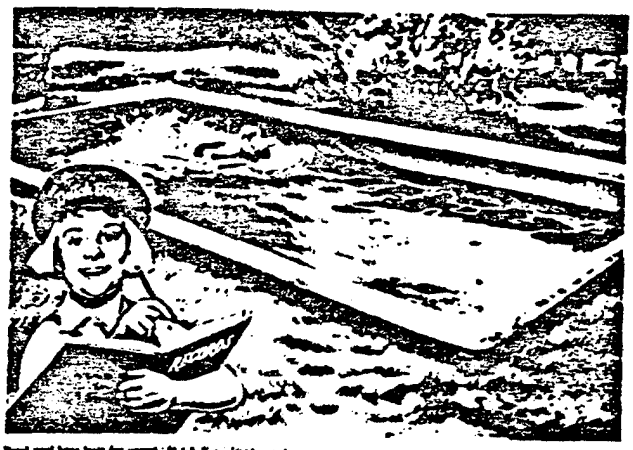

Vinyl pool base tests for years! "Dutch Boy" Dyphos [illegible] damage and other types of deterioration to simple [illegible] pools.

Sayville tests *prove* "DUTCH BOY" DYPHOS. stabilizes vinyls against weather

Take it from the makers of vinyl swimming pools!

The Dyphos-stabilized opaque vinyl linings for these pools are tough. Sun resistant.

Exhaustive tests at National Lead's Sayville Test Station confirm that the life of opaque vinyls exposed to weather is more than doubled by "Dutch Boy" Dyphos.

Dyphos screens out the harmful ultraviolet that causes the bulk of weather [illegible] "opaques." It also stems up heat stability, [illegible] resistance, color retention.

Dyphos-protected products brighten the outdoors

Most opaque vinyl products intended for outside use are Dyphos-protected. You see them often. Gas beach umbrellas. Colorful upholstery for outdoor furniture and automobiles. [illegible] phone wires. Bright toys. Attractive garden hose. Many other smart new vinyl products.

What about more opaque vinyls? Do they call for weather protection? If they do, look into "Dutch Boy" Dyphos.

Write for help with other stabilizer problems. [illegible] of the fourteen other "Dutch Boy" stabilizers may be the specific you need.

Dutch Boy. CHEMICALS

NATIONAL LEAD COMPANY
111 Broadway, New York 6, N. Y.
In Canada: CANADIAN TITANIUM PIGMENTS LIMITED
630 Dorchester Street, West, Montreal

[illegible]

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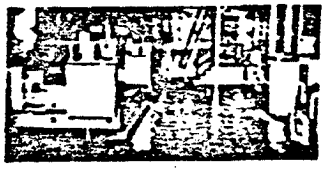


Highly Loaded Asbestos Floor Tile

[illegible]

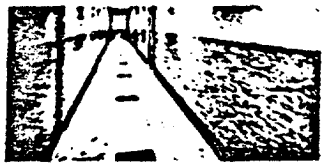
For heavy-duty tiles... use this highly-loaded "Dutch Boy" Stabilized vinyl stock*



Moderately Loaded Asbestos Floor Tile

[illegible]

For beauty-duty tiles... use this moderately-loaded "Dutch Boy" Stabilized vinyl stock*



Asbestos-free Floor or Wall Tile

[illegible]

For light-duty tiles... use this asbestos-free "Dutch Boy" Stabilized vinyl stock*

Outpace the flooring market on *color* with these 3 "Dutch Boy" Stabilized stocks

...use to build up and preserve color in each standard type of tile or core molding

"Dutch Boy" Stabilizers do three things for color in highly filled vinyl flooring stocks.

First, they prevent color shifts caused by high processing heat. Second, they prevent changes in hue caused by sunlight and colorant reactivity with resin deterioration products. Third, they broaden the range of color choice.

The formulations illustrated show how "Dutch Boy" Stabilizers combine to improve color in typical flooring stocks. For additional information, write National Lead's Technical staff.

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

[illegible]

[illegible]

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NLI 106109

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Strip away five plastisol processing troubles with "Dutch Boy" Stabilizers

...simplify organosol production, too

Stabilize vinyl plastisols with "Dutch Boy" and you go a long way towards solving five common problems.

The first is high heat sensitivity in dispersion resins for plastisols (and organosols). "Dutch Boy" Stabilizers cut this sensitivity down.

Then come three molding problems . . . plate-out of colorants, hard stripping, discoloration from interaction of product and mold. "Dutch Boy" Stabilizers help overcome these three.

Lastly, there's the tendency of stored dipping or corroding plastisols to build-up viscosity. "Dutch Boy" Stabilizers help keep these compounds at best working body.

Have one "Dutch Boy" Stabilizer for every plastisol or organosol

Take brightly colored fabric coatings for outdoor use. "Dutch Boy" Dyplex® supplies the ultra-violet screening they need.

Take "clears". Take toys. They call for a stabilizer that gets along well with sensitive plasticizers . . . "Dutch Boy" Provinate.

Take injection molded "opaques". "Dutch Boy" Tribase and DS-207® team up to protect them against high heat.

Swift goes. There are "Dutch Boy" Chemicals for every stabilizing problem you may run into with vinyl plastisols or organosols.

For every bedding problem, too! Look into "Dutch Boy" Bentonite Gelling Agents to improve viscosity in both types of compound.

For more information on "Dutch Boy" Stabilizers and Gelling Agents, write National Lead's Technical Staff.

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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light heat

Safeguard vinyl extrusions against both with "Dutch Boy" Stabilizers

Dutch Boy. CHEMICALS

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NO STREAKS, NO SAG

in paints made with

Dutch Boy BENTONE-34



Improves both color uniformity and brushing in flats, semi-gloss and gloss enamels

1 When pigments behave, you get color uniformity

2 With better flow control, you get better brushability

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

DELETE

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This proves

DUTCH BOY BENTONE 34 makes concrete and stucco paints look better, last longer

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NLI 106113

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Now Dutch Boy BEN-A-GEL is helping improve latex paints

Today, latex paints are booming.

Interior types are moving fast. Exterior types are being developed now to repeat this success.

BEN-A-GEL . . . the "Dutch Boy" gellant for water-based emulsions . . . is making unique contributions to both.

Snaps up "whites," Snaps out colors in inside latex paints

BEN-A-GEL greatly improves pigment dispersion. Thus, with a given amount of pigment, you get brighter color in "tints," increased daylight reflectance in "whites." Better hiding power, too. And reduced pigment streaking, floating, agglomeration or settling.

What's more, with insoluble BEN-A-GEL, the paint is less sensitive to spotting or staining by water. Other BEN-A-GEL benefits include easier stain removal, greater durability, prevention of sag, emulsion stabilization.

BEN-A-GEL does as much and more for outside latex paints. It also provides excellent weathering properties. Its high resistance to water improves film integrity. Its plate structure strongly reinforces the film. And with inorganic BEN-A-GEL, fungicide requirements are less.

Find out how to improve over latex paints with "Dutch Boy" BEN-A-GEL. Write for folder and Data Sheet BEL-1, "BEN-A-GEL in Latex Emulsion Paints."

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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DUTCH BOY BENTONE 18-C prevents hard settling in epoxy resin finishes

Stops cobwebbing, prevents sag during curing, too

Pigments behave better in epoxy resin finishes loaded with DUTCH BOY BENTONE 18-C.

They neither flocculate nor separate, float nor hard-settle. They're locked in place by a twofold action.

First, BENTONE 18-C aids wetting of the particles, helps coat them with adsorbed vehicle. This stops agglomeration.

Second, this coating increases the effective particle size. This reduces settling and prevents hard caking. It also lessens separation of vehicle and pigment in highly loaded systems and reduces flooding.

Improves body, too

BENTONE 18-C steps up the flow characteristics of synthetic finishes of this type. Here, too, it's double-acting.

First, it provides thixotropic viscosity increases . . . sprays on or brushes on easily, then stays put. Doesn't sag. Even in thick coats.

Second, it provides temperature independence. The coat doesn't run during curing.

Aids film properties

In the cured film, BENTONE 18-C acts as a reinforcing agent, helping to prevent cracking or checking. It also improves water and chemical resistance.

Specific formulations for the use of BENTONE 18-C in epoxy resin finishes and other high polarity organic products are contained in a 28-page DUTCH BOY BENTONE 18-C Handbook. Write for a copy.

Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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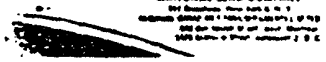
Most versatile and efficient "short" gellant yet...

New "Dutch Boy" BENTONE 38

- *Thickens odorless and many hard-to-gel paints*
- *Bodies wide variety of other organic systems*





Dutch Boy CHEMICALS

NATIONAL LEAD COMPANY

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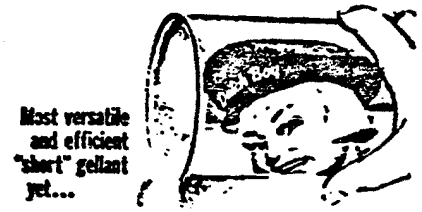

Most versatile and efficient "short" gellant yet...

New "Dutch Boy" BENTONE 38

- Thickens odorless and many hard-to-gel paints
- Bodies wide variety of other organic systems

Dutch Boy CHEMICALS

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NLI 106118

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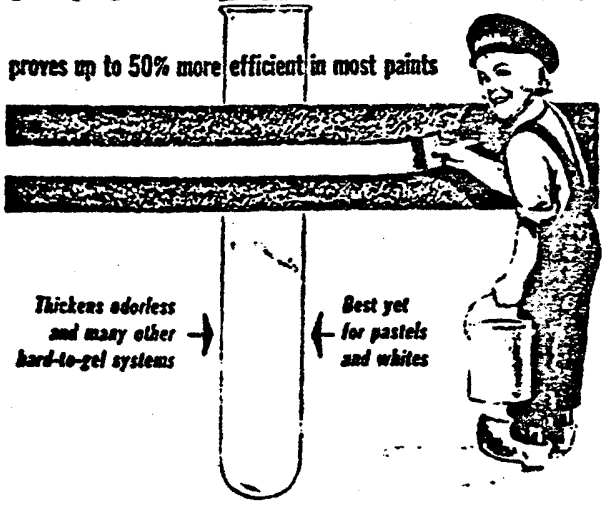
New "Dutch Boy" gelling agent... **BENTONE® 38**

proves up to 50% more efficient in most paints



Dutch Boy CHEMICALS

NLI 106119

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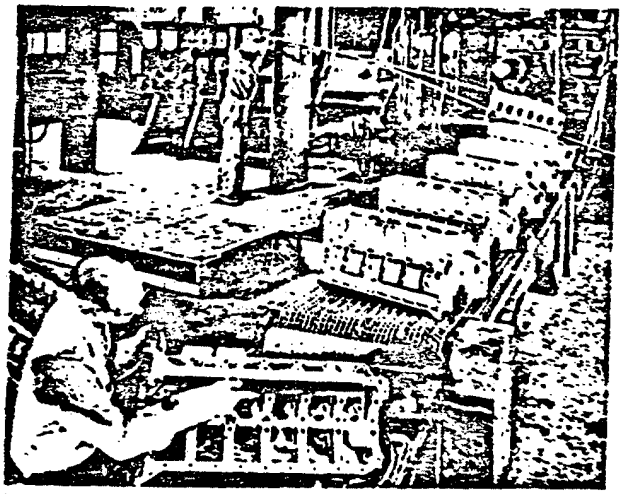

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