

Advertisements for 1935-1936

(1935 is front of book;
1936 is back of book)

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04/07/71

NLI 104533

1936

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NLI 104534

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START A NEW BOOK EACH YEAR

1934

START A NEW BOOK EACH YEAR

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NLI 104535

"THE CARSON" SCRAP BOOK

Date	TITLE	Page	Date
	U.S. Naval Academy Register of Graduates		10. 84
	Wall Street Journal		10. 86
	Waste Trade Journal		10. 87

TITLE	Page
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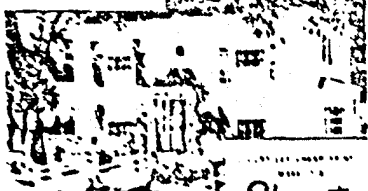
START A NEW BOOK EACH YEAR

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NTI 104536

Castle



It was one of the first
times that I was able to see
the world as it is, and I
was not at all surprised to
find that it was not as I
had imagined it to be.

[illegible][illegible]

Shanti

Dutch Boy White-Seed

01202 941415 201404 000001

Home

1. 1975년 10월 1일
 2. 1975년 10월 1일
 3. 1975년 10월 1일
 4. 1975년 10월 1일



...and a place worth
producing with them & then

... ..
... ..
... ..

[illegible]

1. The first step in the process of the investigation is to identify the problem. This is done by the investigator who is assigned to the case. The investigator will then gather information about the problem and the people involved. This information will be used to develop a plan of action. The plan of action will be based on the information gathered and the investigator's own experience. The plan of action will be used to guide the investigation and to ensure that the problem is solved. The investigator will then implement the plan of action and will monitor the progress of the investigation. The investigator will then report the results of the investigation to the appropriate authorities. The results of the investigation will be used to develop a plan of action to prevent the problem from recurring. The investigator will then implement the plan of action and will monitor the progress of the investigation. The investigator will then report the results of the investigation to the appropriate authorities. The results of the investigation will be used to develop a plan of action to prevent the problem from recurring.

Dutch Boy White-Lead
 4000 PAINTS OTHER BRANDS

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NATIONAL LEAD COMPANY

Dutch Boy White-Lead
GOOD PAINTS OTHER NAME

You'd be proud of it, too, if you help the feeling for you know that you're not only providing the best possible protection, but that there will be no failure of the paint to make you ashamed of your home's appearance.

And then, when the time comes to repaint, you know what Dutch Boy has to say. You can't afford to get a new coat of paint until you've seen Dutch Boy's paint. It's the paint that makes you proud of your home, and it's the paint that makes you proud of your home's appearance.

The experienced painter recommends Dutch Boy White-Lead. It's the paint that makes you proud of your home, and it's the paint that makes you proud of your home's appearance.

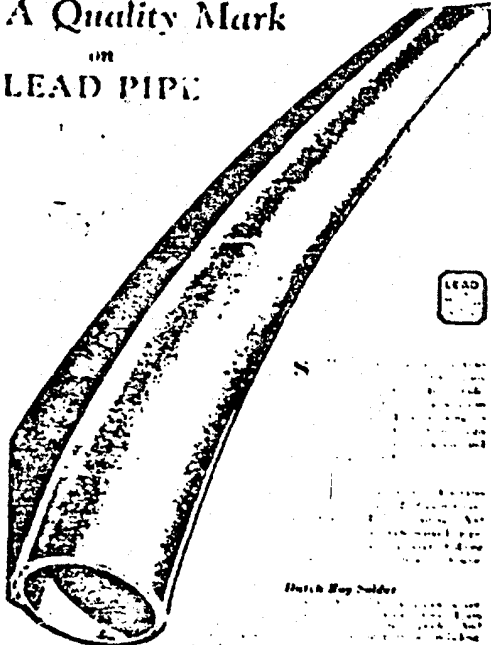
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NLI 104537

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A Quality Mark
on
LEAD PIPE



LEAD

Dutch Boy Solder

NATIONAL LEAD COMPANY
CHICAGO, ILL. ST. LOUIS, MO.

LEAD PIPE	LEAD TRAPS	BRASS TUB	SHEET LEAD	SOLDER
ENAMEL LEAD	PROTECTANT	LEAD PIPE	BRASS TUB	

*Received by Mr. J. M. Plumber
from Mr. J. M. Plumber July 1st - 1926*

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NLI 104538

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"Cheap" Paint is a
BOOMERANG...
that comes back at
LUMBER

● The *transmission* of force is carried out in the "top" part of the structure by the propylene and the *transmission* of force is carried out in the "bottom" part of the structure by the polyethylene.

After all these exposures, the fact is established beyond all doubt, that the same old scheme, the same old business, is being carried on in the same old way, and the same old results are being produced.

It is a very large, flat, open area, and is a part of the same tract of land as the other two. It is a very large, flat, open area, and is a part of the same tract of land as the other two.

**DUTCH BOY
WHITE-LEAD**
Good Paint's Other Name

LD 97-1 - January 1960, February 1, 1960 & June 6
Bureau of Land Management - Reno

A close-up photograph of a wooden surface, possibly a door or panel, showing vertical wood grain. A small, light-colored rectangular label is affixed to the wood, with the word "PAINT" printed on it in bold, capital letters. The image is grainy and appears to be a photocopy or a low-quality scan.

Freunde unserer Bewegung der
Weltung Deutschlands

[illegible]

It is not intended to be a list of names of persons who have been convicted of crimes, but a list of names of persons who have been convicted of crimes.

...the
... ..
... ..
... ..

He said he is flying photo by plane, and will be the only photo by plane around the world for the first time, "proved" from his own experience. At the same time, he said he had been to the airport and had seen the plane take off.

NATIONAL LEAD COMPANY
101 Broadway, New York, 116 11th Street, Bul-
falo, New York 14203. Chicago, 400 Dearborn
Street, Evanston, Ill. 60201. Superfund, 400 Green-
land, 1222 Chestnut St., St. Louis, 63102. 2000 9th
Ave., St. Paul, Minn. 55101. National Lead is a
division of the National Lead and Zinc Com-
pany, 116 11th Street, Buffalo, New York 14203.
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NLI 104539

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Cheap Paint is a
BOOMERANG
that comes back at
LUMBER

Property owners victimized by "cheap" paint
not only turn "sour" toward all paint,
but toward materials that require painting.

• By actively selling
Dutch Boy White-Lead, as well as the
other Dutch Boy products, you prevent
"cheap" paint from becoming a boomer-
ang. And you lay the foundation for
a profitable volume of paint business.
NATIONAL LEAD COMPANY

DUTCH BOY WHITE-LEAD

IMPORTED BY: LEAD BOARD CO., CHICAGO, ILL. • SEE PRICES • CATALOG 1935

ALWAYS... • July • Oct 4 • Nov 4 • Dec 11
... • Dec 11 • Dec 11 • Dec 11

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NLI 104540

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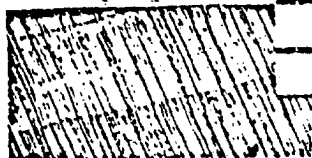
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NLI 104541



"Cheap" Paint...the
RANKENSTEIN
that turns on
LUMBER!



● **Il tuo tipo di lavoro** influisce sulla tua salute. Se lavori in un'attività che comporta movimenti ripetitivi, sollevamento di pesi o posture scorrette, il rischio di sviluppare disturbi muscolo-scheletrici è maggiore. Parlane con il tuo medico e cerca di adottare misure preventive.

He studies the program in connection with the
business of the firm, but in his own time he goes to the
library and reads the papers and the books. He is
interested in the history of the city and the country.

"I like you," said he, "and I am glad to see you here."

It now is the only machine on
"the spot" passed before the Court that
showed all the facts in connection with
the machine to be a fraud and
the only one that was passed and signed
by the Attorney General.

[illegible]

The above is a true and correct copy
 of the original. The original is now in
 the hands of the U.S. Army, and is being
 kept in a safe place.

It is the purpose of this report to provide information on the results of the study of the effects of the use of the computer in the classroom. The study was conducted in a classroom of 25 students, and the results are presented in the following sections.

Product name: Handwritten

When I look at these photos I feel
as if I was in the same place as you are

10000) & also the present price - now
the is in the 10th grade - the business of the
10000, and the 10th grade - the
business of the business in

The second meeting was held at the home of Mrs. B. H. Smith, 101 N. 1st St., on Monday evening, June 17, 1908. The attendance was as follows:

His interests in things that he
is interested in with on the other
hand is that people in the group are
the people who are in the group
and all the other things that he
has done are a possible outcome
of past behavior.

DUTCH BOY WHITE-LEAD

60141 - Bonds, W.P. to West 1949 - Sept.
 James Bond, W.P. West 1949 - Sept.

NATIONAL LEAD COMPANY

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Every "Cheap" Paint Job is a "KNIFE IN THE BACK" to Lumber!

**BOULET HOUSE SHOWS
OF "CHEAP" PAINT**

When the Boullet family moved into their new home, they found the paint job was so poor that they had to repaint the entire house. The Boullets are now repainting their house with Dutch Boy White-Lead paint. They say it is the best paint they have ever used.

A **MAJORITY** of the lumber business is in "cheap" paint. It is the way into the property where it is sold. The lumber business is in the back of the lumber it is supposed to protect. It is the way into the property where it is sold.

- (1) Property owner is hard on buying "cheap" paint thinking he is not getting the best of the job.
- (2) "Cheap" paint does not last and it is the way into the property where it is sold.
- (3) The lumber business is hard on buying "cheap" paint thinking he is not getting the best of the job.

**DUTCH BOY
WHITE-LEAD**
Good Paints Other Names

Attention: Lumbermen, You will find a report of
Dutch Boy White-Lead paint in the back of the lumber it is supposed to protect.

The lumber business is in the back of the lumber it is supposed to protect. It is the way into the property where it is sold.

The lumber business is in the back of the lumber it is supposed to protect. It is the way into the property where it is sold.

Protect your business with Dutch Boy White-Lead paint.

When Dutch Boy White-Lead is used you can be sure the lumber is getting a double paint job - one that is really protective lumber that is

hard, tough, and in turn protects the lumber business.

Paint made with Dutch Boy White-Lead does not crack and scale. It is the way into the property where it is sold.

We attach a list of Dutch Boy White-Lead paint in the back. At the same time you are sure to build up a profitable volume of paint sales.

NATIONAL LEAD COMPANY
111 Broadway, New York, 10004, N. Y. 10004
111 Broadway, New York, 10004, N. Y. 10004
111 Broadway, New York, 10004, N. Y. 10004
111 Broadway, New York, 10004, N. Y. 10004

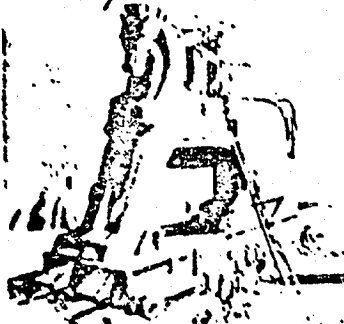
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NLI 104542

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"Cheap" Paint...the "TROJAN HORSE"



...which conceals a Deadly Attack on Lumber!



It is one of the tricks of being "cheap" and look out for the "cheap" paint with its false promise of economy. "Cheap" paint becomes a Trojan horse, turning the buyer's expected saving into a loss. For, simply, the "cheap" paint is a bad name, and the loss is borne by the buyer for whom it was bought. The proper name is satisfaction, and that is what lumber buyers receive. For "cheap" paint quickly cracks and peels, ruining the appearance of the job and requiring the need for re-painting. Then, re-paint time costs money, too, and with it time and labor, the most added expense. The reason of the "cheap" paint must be looked

and explained, and in explanation a new principle is put out on its place. After one experience like this, one can believe the name of the new paint, as a sound proposition. You can't blame the other of the situation for it can be corrected by the material which does not need paint. So, for your own sake, discover the use of "cheap" paint. Every time you will find a real emphasis on the importance of using good paint, applied by a good painter. Protect your business by asking Dutch Boy White-lead and to send

you can be sure the name is getting a double paint job, one that protects the lumber for a long time, and its true price is the lumber's business. It is made with Dutch Boy White-lead, the standard and best. However, it requires no expensive burning and drying. It stands the weather, it is not damaged by gradual chipping, leaving a smooth even surface for new paint. We are sure, as long as Dutch Boy White-lead is used, as well as the other Dutch Boy products, you have all the protection of "cheap" paint. At the same time you let the lumbermen for a profitable volume of paint business.

DUTCH BOY WHITE-LEAD
Good Paints Other Names



NATIONAL LEAD COMPANY
100 Broadway, New York
Sole Agents for the United States and Canada
Dutch Boy White-lead is a registered trademark of the National Lead Company. The name "Dutch Boy" is also a registered trademark. The name "Dutch Boy" is also a registered trademark. The name "Dutch Boy" is also a registered trademark.

REMARK: American Lumbermen, May 1911. - See Page 10, 11
Dutch Boy White-lead, May 1911

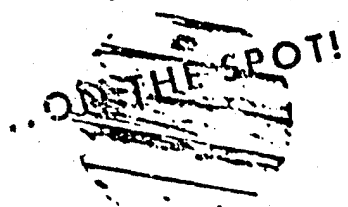
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NLI 104543

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Don't let "Cheap" Paint put your business



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

Don't let "cheap" paint rob you of customers you have worked so hard to obtain. Every time you sell supplies to a customer he will tell you his paint that is durable. As it has been the White Lead. Then you can be sure he's not just a flake of paint but a real business proposition.

NATIONAL LEAD COMPANY
DUTCH BOY WHITE-LEAD
WHITE-LEAD CO. 1400 MARKET ST. PHILADELPHIA, PA. 19102
EST. 1861 The only supply store, January, 1900



NATIONAL LEAD COMPANY
DUTCH BOY WHITE-LEAD

ESTD. 1861
Dutched in America, White Lead Co., Inc.
Philadelphia, Pa. 19102
Eng. Reg. U.S. Pat. & Tm. Off.

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January, 1934
No. 1001

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

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

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

DUTCH BOY
All Purpose Soft Paint
WHITE-LEAD



NATIONAL LEAD COMPANY
The National Lead Company, New York, manufactures all the best quality White-Lead, Cobalt-Oil, Linseed Oil, Lead Mixing Oil, Liquid Drier, and Wall Primer. These products are sold in all parts of the United States and are the most popular and profitable in the paint business.

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PAINTERS' BUSINESS..

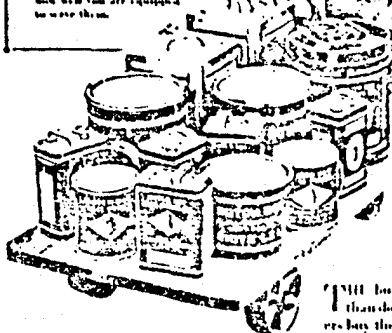


..IS TRUCK TRADE

And the way to get
a painter's busi-
ness is to sell him
his white-lead.

18-00000
The Director, Bureau

cannot do as they did that time
 and they are as they are now at
 least being put to rest. I have seen
 in a letter to the President and
 there seems to be a great deal of
 sympathy for the President in these
 quarters to be a person who is
 not only a man of the people but a
 man who is willing to be
 with the people in all their
 troubles and in all their
 triumphs.



NATIONAL LEAN COMPANY
 811 Broadway, New York; 1101 14th St., Buffalo, N.Y.; 17
 No. 1 Main St., Boston; 609 Government Ave., Chicago, Ill.; 200 N. Superior
 Street, St. Paul, Minn.; 222 E. Madison St., Milwaukee, Wis.; 222 E. 1st St.
 St. Louis, Mo.; National Hardware Co., Inc., 200 W. 10th St.



 **DUTCH BOY** Boy products
Dutch Boy
PAINTERS' PRODUCTS

8/21/76 Huntsville, Ala. February 17, 1976 @ On 2 & 3
Huntsville Branch, Month - Sept
- American Forest & Wildlife, Month - Sept

"All business of one printer is worth more to him than dozens of ordinary customers. For a few printers buy they buy in volume.

These big-name customers patronize the stores where they get their white lead. Whenever they buy this item they also buy the other supplies they need.

Attract these profitable volume buyers by marketing and pushing Dutch Boy White Lead, *the most sought-after item in the painters' line*. Other Dutch Boy products that help to bring them in are Dutch Boy Enamel, Dutch Boy Lead Mixing Oil, Dutch Boy Color-in-Oil, Dutch Boy Liquid Primer, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red-Lead Primer.

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NLJ 104546

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The Big Customer For PAINT is The PAINTER

THAT WILL BE ALL THANKS—

SEND UP ANOTHER 500 OF LEAD—



Here's a tip on how to get his Big, Profitable Orders!

At first, a housewife's trade is worth a few dollars a month, but a painter's is frequently worth hundreds. So it's not common sense to spend extra time and effort to get the business that brings extra volume and profit.

First step is to sell the painter his white-lead. Where he buys that, he buys everything else.

Experience shows there's no better way to get his business.

Get him to see that you are not only stocking but pushing Dutch Boy White Lead, for that's the most sought-after item in the painter's line. And here are some other Dutch Boy products which also attract his trade: Dutch Boy Linseed Oil, Dutch Boy Lead

Mixing Oil, Dutch Boy Colors in Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red Lead Primer.

A MAGNET FOR PAINTERS' EYES

Painters know that one of the best ways to get the business is to show them the complete line of Dutch Boy products in a prominent position of your store in a large sign of a long shape. Here we'll send you a sign to help you.



NATIONAL LEAD COMPANY

111 N. 1st St., New York, N. Y. 10037
Branches: New York, N. Y.; Philadelphia, Pa.; Chicago, Ill.; St. Louis, Mo.; Cincinnati, Ohio; Detroit, Mich.; Boston, Mass.; San Francisco, Calif.; Portland, Ore.; Seattle, Wash.; Tacoma, Wash.; Vancouver, B. C.; Portland, Me.; Portland, N. H.; Portland, Vt.; Portland, N. J.; Portland, Conn.; Portland, R. I.; Portland, Mass.; Portland, N. S. S. W.; Portland, N. S. E. W.; Portland, N. S. S. E. W.; Portland, N. S. S. E. W.



Dutch Boy Painters' Products

Address: National Lead Co., 111 N. 1st St., New York, N. Y. 10037
Branches: New York, N. Y.; Philadelphia, Pa.; Chicago, Ill.; St. Louis, Mo.; Cincinnati, Ohio; Detroit, Mich.; Boston, Mass.; San Francisco, Calif.; Portland, Ore.; Seattle, Wash.; Tacoma, Wash.; Vancouver, B. C.; Portland, Me.; Portland, N. H.; Portland, Vt.; Portland, N. J.; Portland, Conn.; Portland, R. I.; Portland, Mass.; Portland, N. S. S. W.; Portland, N. S. E. W.; Portland, N. S. S. E. W.

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NLI 104548

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Suppose **ALL**
your Customers were **PAINTERS..**



“Take away my painter customers,” says one merchant, “and you take away a big slice of my profits.”

What a store needs, of course, is volume—and painter business is volume business. The painter, as everyone knows, gives his trade to the store that sells him his white lead.

The way to get that trade is to

stock and push Dutch Boy White Lead... the most sought-after item in the painter's line.

Other Dutch Boy products which attract the painter are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Color-mixing Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red Lead Primer.

WHAT THEY SEE THEY BUY

Here's a merchandising idea that store after store is finding profitable... a Dutch Boy "Department." You simply pack out your most prominent variety of clothing and on it you prominently place the Dutch Boy line, every item. Such a display makes a tremendous impression on painters, makes them feel your store is a leader in supplying the kind of goods they buy.

NATIONAL LEAD COMPANY
100 Broadway, New York 10, N.Y.
Branches in: Boston, Chicago, Cleveland, Detroit, Kansas City, Los Angeles, Miami, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, St. Paul, Toledo, Washington, D.C., and many other cities.



**Dutch Boy
Painters' Products**

Attention—Hardware Apr. May 11, 1946
Hardware Retailer, June
American Paint & Oil Trader, June - Oct.,

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NLI 104549

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Your visit of a single painter may not make your store look busy. But it means more actual business for you than a counter crowded with housewives.

There are three important points to remember: (1) When painters buy they buy in volume; (2) Where painters buy depends on where they get their white lead.

The third point is—they'll be

more likely to buy from you if you stock and push Dutch Boy White Lead... the most sought-after item on the painter's list.

Other Dutch Boy products that help to bring painters in are: Dutch Boy Tinted Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colors in Oil, Dutch Boy Liquid Dye, Dutch Boy Wall Primer and Dutch Boy Quick Drying Red Lead Primer.

What they sell, they sell.

There's a sure formula for a store that does this. It's to be found in the Dutch Boy White Lead... the most sought-after item on the painter's list. Your sample pack will show you just how much business you can get by stocking the Dutch Boy line. Every store that's done it, has done it because they've seen the results. So don't let the paint store in your neighborhood get the business that's yours.

NATIONAL LEAD COMPANY
100 Broadway, New York, N.Y.
Branches in: Boston, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, St. Paul, Toledo, Washington, D.C., and many other cities.



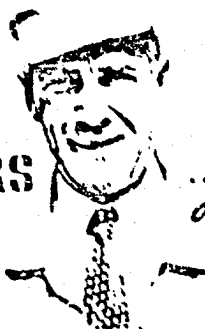
AD-227—National Lead Co. Inc. ©
Made in Britain, Inc.
American Paint & Oil Co. Inc., Inc.

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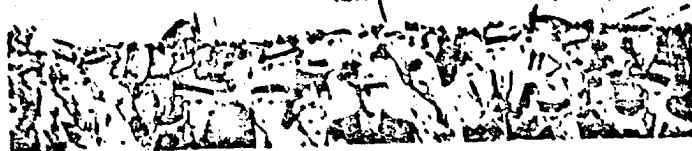


NLI 104550

HEAD and SHOULDERS



... above your
other Customers



A number of the finest men, a painter may be no more than average size. But as a customer for you, he's a GIANT! He buys more than dozens of other customers combined. Painters' business is your business. So not only keep the painter business you have but go after more. White Lead is the big factor. Sell painters that and you'll sell them everything else they need.

stock and push Dutch Boy White Lead - the most profitable line in the painter's line.

Other Dutch Boy products that help to bring painters in are: Dutch Boy Interior Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Lead Primer, Dutch Boy Lead Primer, Dutch Boy Wall Primer, and Dutch Boy Quick Drying Red Lead Primer.

A MAGNET FOR PAINTERS' EYES

Smart dealers find that one of the best ways to attract long painter business is a Dutch Boy display. This arrangement of the complete line of Dutch Boy products in a prominent section of your store is a sure way of getting painters on well as elsewhere. Don't wait until you are surrounded by more than one.

NATIONAL LEO COMPANY
1200 Broadway, New York 10, N.Y.
Branches in all major cities.
Write for literature and prices.
Dutch Boy is a registered trademark.
© 1950 National Leo Company



© 1950 National Leo Company
Head Office: New York, N.Y.
Branches: Paint & Oil Division, Inc.

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NLI 104551

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January, 1934

"Say You Say It in the American People A Director"

— 11 —

Painters acclaim this
VASTLY DIFFERENT "FEAT"
made with Dutch Boys Lead Mixing Oil!

RIT'S a flat paine after your own
breast... a flat paine that

stands up we will be in need of
weatherproof enclosures
which we will be in need of and all sorts
with any previous weather
stands we will be in need of this square
but for garden use somewhat previous
dark and we will be given without
unhappy, a church for some church
work.

And don't forget that there is a reward
and "hol"... with all its characteristics
you have to get to study.

It's no time to get ready, you just
add the Lead Mixing Oil to the tank
then it's off to sea.

Will it sound repeated washing
judge by the fact that it seems up
around. At the washing... and some
pound much longer usually, green
and dirt are easy to remove.

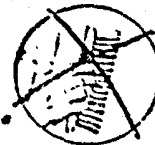
Yet one step up all the other streets
 Look! Ming the dog is a white-haired
 "dog" at a reduced and poor garden.
 Spent a week that painter every
 where and in this place the last word
 in modern "dog!"



NATIONAL LEAD COMPANY



WEATHERPHOTOS
SUNSHINITY
The sun was the main reason for the good state of the weather. It was a fine day and the sun was shining brightly.



NO STAPLING!
If you do not want to staple your documents,
use a stapler with a stapler.



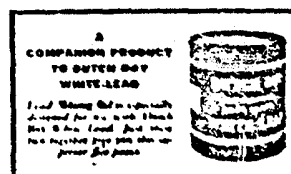
LOWER COST!
It only costs 10¢ to 15¢ to produce the
good put of light a bulb in some cases



STOPS SUCTION
If you're not sure if suction is



STANDS THE MICE TEST
For an exhibit good with that name



COMPANION PRODUCT
TO BUTEN 247

I, and William G. B. are interested
in a good lot of land in the
State of New York and we
are looking for a good lot of
land in the State of New York.

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NIJ 104552

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I STAND BACK OF EVERY ONE



*Make every job
an all-Dutch Boy job!*

We are one of all time paint materials as you are all Dutch Boy White Enamel. The same high quality you have always known in this paint. White Enamel is put and protected years on in the Dutch Boy line. With these products you can paint for every type of surface - wood, plaster, metal, masonry, concrete block, exterior or interior. It is there to make every job an all-Dutch Boy job and give you the best results.

DUTCH BOY PAINTS COMPANY
Dutch Boy Paints Company, Inc., 1000 N. 1st St.,
St. Paul, Minn. 55101. For more information,
write to the nearest Dutch Boy Paints Company,
St. Paul, Minn. 55101. Or write to Dutch Boy Paints
Company, Inc., 1000 N. 1st St., St. Paul, Minn. 55101.



DUTCH BOY PAINTERS' PRODUCTS -

- 1 Dutch Boy All Purpose White Enamel** - Paints wood, metal, masonry, concrete, plaster, etc. in one coat. It is the most popular paint in the world. It is the most popular paint in the world. It is the most popular paint in the world.
- 2 Dutch Boy Interior White Enamel** - Paints wood, metal, masonry, concrete, plaster, etc. in one coat. It is the most popular paint in the world. It is the most popular paint in the world. It is the most popular paint in the world.
- 3 Dutch Boy Exterior White Enamel** - Paints wood, metal, masonry, concrete, plaster, etc. in one coat. It is the most popular paint in the world. It is the most popular paint in the world. It is the most popular paint in the world.
- 4 Dutch Boy Colored White Enamel** - Paints wood, metal, masonry, concrete, plaster, etc. in one coat. It is the most popular paint in the world. It is the most popular paint in the world. It is the most popular paint in the world.
- 5 Dutch Boy All Purpose White Enamel** - Paints wood, metal, masonry, concrete, plaster, etc. in one coat. It is the most popular paint in the world. It is the most popular paint in the world. It is the most popular paint in the world.
- 6 Dutch Boy Interior White Enamel** - Paints wood, metal, masonry, concrete, plaster, etc. in one coat. It is the most popular paint in the world. It is the most popular paint in the world. It is the most popular paint in the world.
- 7 Dutch Boy Exterior White Enamel** - Paints wood, metal, masonry, concrete, plaster, etc. in one coat. It is the most popular paint in the world. It is the most popular paint in the world. It is the most popular paint in the world.

ED-3751—American Paint & Varnish Company, Inc., 1000 N. 1st St.,
St. Paul, Minn. 55101. For more information,
write to the nearest Dutch Boy Paints Company,
St. Paul, Minn. 55101. Or write to Dutch Boy Paints
Company, Inc., 1000 N. 1st St., St. Paul, Minn. 55101.

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NLI 104553

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NATIONAL LEAD PAINTS COMPANY, BOSTON, 1930



...also Protects this Concrete EXTERIOR!



Can you picture a flat paint on your interior walls that's tough enough to expose to sun, rain and wind? A flat paint fine enough for your hand-painted interior, yet tough enough to withstand exterior exposure on concrete, brick, stone and wood which it wash and scrub-pump?

Hard to believe? Well, here it is, right before your eyes. You can see that the same flat paint—crude and smooth. Two years of actual jobs—each satisfactory in every respect to the owners.

Responsible for this really improved flat paint is the Dutch Boy Lead Mixing Oil. When added to an emulsion product, Dutch Boy White Lead, it produces a hard, washable, characteristic richness and beauty of a white-lead "flat" plus extraordinary durability.

The fact that it defies the weather

TEST IT WITH YOUR EYES



When you have tested our flat paint on a concrete, brick, stone or wood surface, you will find it washable and scrub-pumpable.

Our specially pure gives you a good white base, economical at such a time as you wash, polish, burn it a whitened base and repeated washing. You never see a rough, uneven "flat," but one that is harder to wash permanently. Ink stains, pencil marks,

finger smudges, grease and dirt can all be completely removed.

There are other better good points about this modern flat paint. For example, fast drying—good lead. Mixing this so white-lead. Levelled out smooth and free from brush-marks. Requires no stripping. Seals, fills, cracks, cracks. Resists with the test and high spreading rate of all white-lead paints. Gives a white-lead "flat" at a reduced cost per gallon.

NATIONAL LEAD COMPANY

115 Broadway, New York, 10004, N. Y. Branches: New York, N. Y., Chicago, Ill., Boston, Mass., Philadelphia, Pa., St. Louis, Mo., Cincinnati, O., Cleveland, O., Detroit, Mich., Pittsburgh, Pa., Milwaukee, Wis., Indianapolis, Ind., Kansas City, Mo., St. Paul, Minn., Portland, Ore., Seattle, Wash., Tacoma, Wash., San Francisco, Cal., Los Angeles, Cal., San Diego, Cal., Honolulu, Hawaii.



DUTCH BOY
Lead Mixing Oil



When dealing with contractors, please mention THE NATIONAL LEAD WHITE LEAD COMPANY.

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NLI 104554

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19

Feb. 17, 1936—NATIONAL REAL ESTATE JOURNAL

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

Yours very truly,
James M. Smith.

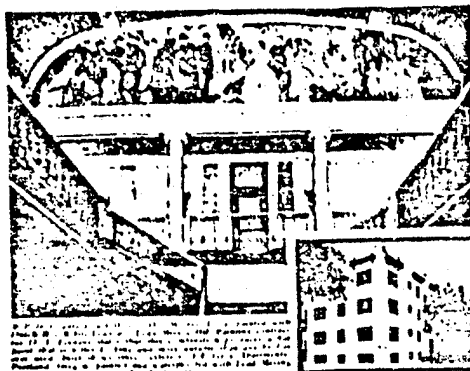
A flat piece then provides such a smooth border, its initial roughness for the handsomeness of interior. Yet a flat piece is remarkably sturdy, unyielding, that is to say, it is made in concrete, wood and brick.

Responsible for this greatly improved flat paint is Dutch Boy Lead Mixing Co., a company which produces one Dutch Boy White-Lead.

When added to Dutch May White-lead, it produces a much finer condition than the characteristic beauty of a white lead "flat" with extraordinary durability.

The fact that this paint stands up outside gives you an idea of how it withstands repeated washing. Its surface is impervious to the things that will injure most other paint. It resists such things as pencil marks, finger smudges, grease and dirt so easy to remove.

And here are some other points in this paint's favor: It is easy to mix... you just add Lead Mixing Gel to a wheelbarrow. It lasts one month, less from brushwork... requires no taping... is easy... hides blemishes. It brushes with the ease and high spreading rate of oil in a wheelbarrow.



STATES THE NIDA TEST



Vine can actually grow some better against a lead lining (the prob tho is thoroughly dry and then even at the dry without a trace of damage

Yet on top of all these advantages Dutch Blue Lead Mining Oil gives a white lead "flat" as a colored concrete paint.

NATIONAL LEAD COMPANY



DUTCH BOY

Lead Mixing Oil

THIS DOCUMENT CONTAINS NEITHER RECOMMENDATIONS NOR CONCLUSIONS OF THE NATIONAL BUREAU OF STANDARDS

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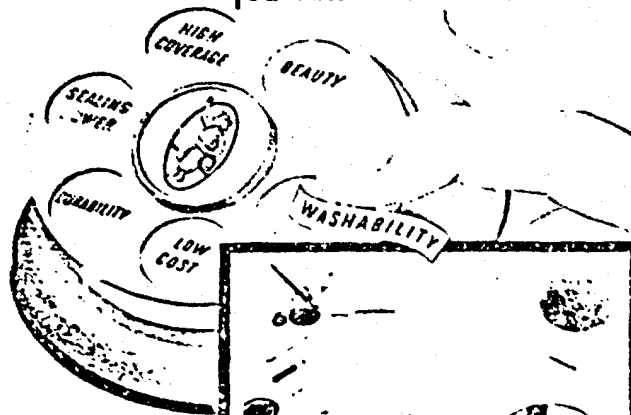
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NLJ 104556

A Flat Paint that has
Everything
you call for!

[illegible][illegible]

Swarm of People Run Walled on the 6th Floor

[illegible]

He is all of white hair, short, thin, and is quite a bit of a nervous man. He is a very good man and is a very good man and is a very good man.

NATIONAL LEAD COMPANY

DUTCH BOY
WHITE-LEAD & LEAD MIXING OILS

Affirmation: I am a person who is capable of making good choices.

SECRET

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DUTCH BOY EASY PAYMENT PLAN

*A Simplified
Financing Arrangement
that makes point jobs
easy to sell!*

IF you have a chance to get a lot of extra business—point jobs from home owners who don't have the ready cash.

The new Dutch Boy Plan makes it easy for them and easy for you. You sell them because they have nothing to pay until a month after the job is finished and max. if they wish, spread the payments over two full years.

Easy for you because (1) there is no red tape; you and your customer merely fill out a simple set of forms and mail them to the financing organization; (2) you're paid in full when the job is done; (3) you take no credit risk.

Use of this Plan may actually double the number of point jobs you can get. For every owner with ready cash, there's one or perhaps two more who would

point of allowed to pay by installment.

Get your share of this extra business. Mail the coupon for complete information on how to get the Dutch Boy Easy Payment Plan working for you. We'll send you full instructions, the necessary forms, letters to give prospective customers—everything you'll need to put the Plan into immediate action.

ADDRESS AND MAIL TO THE BRANCH NEAREST YOU

PLEASE send full information on the
**DUTCH BOY
EASY PAYMENT PLAN**



NATIONAL LEAD COMPANY

100 Madison Ave., New York 17, N.Y.
Chicago: 1000 North Dearborn St., Chicago 10, Ill.
Philadelphia: 1715 Locust St., Philadelphia 3, Pa.
San Francisco: 1000 Market St., San Francisco 4, Cal.
Los Angeles: 1000 Wilshire Blvd., Los Angeles 10, Cal.
Dallas: 1000 Main St., Dallas 2, Tex.
Houston: 1000 Main St., Houston 2, Tex.
New Orleans: 1000 Poydras St., New Orleans 18, La.
San Antonio: 1000 Main St., San Antonio 2, Tex.
San Diego: 1000 Main St., San Diego 2, Cal.
Seattle: 1000 Main St., Seattle 2, Wash.
Portland: 1000 Main St., Portland 2, Ore.
Denver: 1000 Main St., Denver 2, Colo.
Phoenix: 1000 Main St., Phoenix 2, Ariz.
Salt Lake City: 1000 Main St., Salt Lake City 2, Utah.
Butte: 1000 Main St., Butte 2, Mont.
Bozeman: 1000 Main St., Bozeman 2, Mont.
Billings: 1000 Main St., Billings 2, Mont.
Cheyenne: 1000 Main St., Cheyenne 2, Wyo.
Casper: 1000 Main St., Casper 2, Wyo.
Laramie: 1000 Main St., Laramie 2, Wyo.
Rapid City: 1000 Main St., Rapid City 2, S.D.
Sioux Falls: 1000 Main St., Sioux Falls 2, S.D.
Yankton: 1000 Main St., Yankton 2, S.D.
Pierre: 1000 Main St., Pierre 2, S.D.
Bismarck: 1000 Main St., Bismarck 2, N.D.
Fargo: 1000 Main St., Fargo 2, N.D.
Grand Forks: 1000 Main St., Grand Forks 2, N.D.
Minot: 1000 Main St., Minot 2, N.D.
Dickinson: 1000 Main St., Dickinson 2, N.D.
Mandan: 1000 Main St., Mandan 2, N.D.
Hector: 1000 Main St., Hector 2, N.D.
Jamestown: 1000 Main St., Jamestown 2, N.D.
Bottineau: 1000 Main St., Bottineau 2, N.D.
Wahpet: 1000 Main St., Wahpet 2, N.D.
Grafton: 1000 Main St., Grafton 2, N.D.
Steele: 1000 Main St., Steele 2, N.D.
Mandan: 1000 Main St., Mandan 2, N.D.
Hector: 1000 Main St., Hector 2, N.D.
Jamestown: 1000 Main St., Jamestown 2, N.D.
Bottineau: 1000 Main St., Bottineau 2, N.D.
Wahpet: 1000 Main St., Wahpet 2, N.D.
Grafton: 1000 Main St., Grafton 2, N.D.
Steele: 1000 Main St., Steele 2, N.D.

511-6551—National Painters Magazine, April, 1955
American Painters & Decorators, May

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FILE

NLI 104557

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"I Can Help You
IN MORE WAYS
THAN
ONE..."



"I'm Going To Give You
In All-Dutch Boy Job!"

That's a promise which really means more than words. The Dutch Boy Company has been making paint for over 100 years and its reputation for quality and its products is well known throughout the world. With these products you can get the best results in any painting job. The Dutch Boy Company is a leader in the paint industry and its products are known for their quality and their ability to stand up to the toughest conditions.

NATIONAL LEAD COMPANY
The Dutch Boy Company is a leader in the paint industry and its products are known for their quality and their ability to stand up to the toughest conditions.

DUTCH BOY PAINTERS' PRODUCTS

- 1 **Dutch Boy Off-White Primer** - This primer is used on all surfaces before painting. It is a white primer that will stand up to the toughest conditions.
- 2 **Dutch Boy Red Lead Primer** - This primer is used on all surfaces before painting. It is a red lead primer that will stand up to the toughest conditions.
- 3 **Dutch Boy Lead Mixing Oil** - This oil is used to mix the paint. It is a lead mixing oil that will stand up to the toughest conditions.
- 4 **Dutch Boy White Lead Primer** - This primer is used on all surfaces before painting. It is a white lead primer that will stand up to the toughest conditions.
- 5 **Dutch Boy Red Lead Primer** - This primer is used on all surfaces before painting. It is a red lead primer that will stand up to the toughest conditions.
- 6 **Dutch Boy Lead Mixing Oil** - This oil is used to mix the paint. It is a lead mixing oil that will stand up to the toughest conditions.
- 7 **Dutch Boy White Lead Primer** - This primer is used on all surfaces before painting. It is a white lead primer that will stand up to the toughest conditions.

Address: The Dutch Boy Company, Inc., 100 N. 1st St., St. Louis, Mo.
New York: The Dutch Boy Company, Inc., 100 N. 1st St., New York, N.Y.
Chicago: The Dutch Boy Company, Inc., 100 N. 1st St., Chicago, Ill.

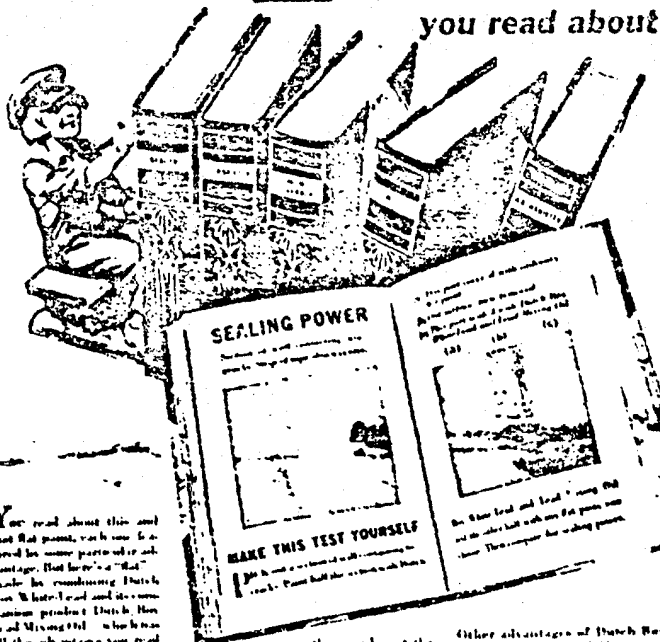
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NLI 104558

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A Flat Paint with ALL THE QUALITIES you read about



You read about this and that flat paint, each one is advertised by some particular advantage. But here's a "flat" made by combining Dutch Boy's White Lead and its own special product Dutch Boy's Lead Mixing Oil. It has all the advantages you read about, plus one that sealing power.

Because this unusual flat paint seals so well, dripping water and fading dirt marks it can be used for all kinds of interior places. This sealing power is also one of the reasons for its extensive additional use on concrete, stone and brick.

In wide use outdoors on these materials is the best possible proof of its great durability. It takes all

the punishment the elements can give, and from the weather that also wear.

That sort of service outside gives you many ideas of how it behaves inside. When it stands up under repeated washing and other wear, then it can be washed clean, placed clean even after being stained, scratched, ground, scratched or discolored with abuse, marking and soot, and so on.

Other advantages of Dutch Boy White Lead and Lead Mixing Oil paint are the following: It has all the richness, softness and depth characteristic of a white lead finish. It is so beautiful enough for the finest interiors. It gives high coverage, averaging about 200 square feet per gallon on smooth surfaces. This, added to its quick drying and easy spreading, makes it one of the best while its long wear and easy cleanability make it one of the best per year.

NATIONAL LEAD COMPANY

200 Broadway, New York 10, N. Y. Distributors: The W. B. Smith Co., 100 Broadway, New York 10, N. Y. The W. B. Smith Co., 100 Broadway, New York 10, N. Y. The W. B. Smith Co., 100 Broadway, New York 10, N. Y. The W. B. Smith Co., 100 Broadway, New York 10, N. Y.

Branches: Nat'l. Lead House, 100 Broadway, New York 10, N. Y. Nat'l. Lead House, 100 Broadway, New York 10, N. Y. Nat'l. Lead House, 100 Broadway, New York 10, N. Y. Nat'l. Lead House, 100 Broadway, New York 10, N. Y.



DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL

Architectural Paints, August
Marine Paints and Decorative, August
Paints and Varnishes, July
Automotive Paints and Decorative, July
Marine Paints, Marine, August

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NLI 104559

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being filmed



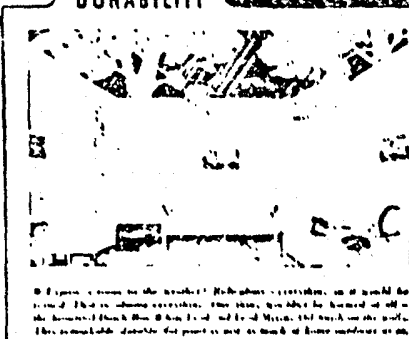
Don't let any paint salesman tell you such a lie as this: 'The flat paint is no longer made by combining thick flat with thin lead with thick flat and mixing this'.

It is absolutely a superior composition. Here is that exception among flat paints which is used out doors as well as in.

It is extremely low on cost, it is strong and hard, it is easy to be in a possible proof of its great durability. It takes all the punishment of the elements and gives, during the weather wear after years.

That sort of mixture outside gives you some idea of how it is made. It is a mixture of washable and is graded washing. Thus, it can be washed completely clean even after being ink-stained, grease-stained, or stained with dirt, mud, and so on.

You will find, too, that a



It is a mixture of the best of all things, as it would be found. That is, among everything, the only quality is found in all the houses of thick flat with thin lead and flat with thin lead. This is a mixture of the best of all things, as it would be found.

white lead and lead mixing oil. It has the richness, solidity and depth characteristic of lead paints. It is a mixture of the best of all things, as it would be found.

Other advantages of this improved flat paint are the follow-

ing. It shows no stain and holds fast cracks, and its high coverage of 1000 square feet per gallon, adds to its quick mixing and easy spreading. It is a mixture of the best of all things, as it would be found.



NATIONAL LEAD COMPANY

100 Broadway, New York, N. Y.
Branches: Boston, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, London, New Orleans, Philadelphia, St. Louis, San Francisco, Seattle, and many others.

DUTCH BOY

WHITE-LEAD A LEAD MIXING OIL

Editorial: Architectural Record, May 1910
Architectural Record, June
National Building News, April 1910
Building and Building Management, April
Real Management, April 1910

Household: The Architect, May 1910
The Architect, June 1910
The Architect, July 1910
The Architect, August 1910
The Architect, September 1910
The Architect, October 1910
The Architect, November 1910
The Architect, December 1910

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NLI 104500

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"They talk about Quintuplets... but there's MORE THAN FIVE of me!"



DUTCH BOY PAINTERS' PRODUCTS

- 1 Dutch Boy All Purpose White Paint - Pure white, hard as quartz, non-yellowing, low cost. For inside or outside paint - flat, eggshell or gloss. Just pour when Dutch goes brown and a thick impervious coating is there.
- 2 Dutch Boy Enamel Oil - Pure, hard as all the hard grades, mixed at the factory for your protection. Three years' use, built-in and standard type. The latest in quality, tested for durability, improves glass and looking quality.
- 3 Dutch Boy Lead Mixing Oil - A special oil for use with white lead in making and preserving paint. It will harden, shine, resist, keep flat and weather better than any other lead paint. It is available in all sizes.

SOLE AGENTS - JAMES FORTY & COMPANY, INC., 1700
 10th Avenue, New York, N.Y.
 General Paints' Magazine, New York
 Fort & Company, Inc., 1700

"What Do You Mean... In All-Dutch They Job?"

It is no secret that only Dutch Boy products will be used throughout the world; that with them you will save paint for every type of surface... wood, plaster, metal, concrete, stone, brick... exterior and interior. It is no secret that all your paint materials will be put as high as possible in Dutch Boy White Lead. And it is no secret that not only your material will have all the high quality, but that your customer will know, too.

NATIONAL LEAD COMPANY
 1000 Broadway, New York, N.Y.
 1000 Broadway, New York, N.Y.
 1000 Broadway, New York, N.Y.
 1000 Broadway, New York, N.Y.

- 4 Dutch Boy Colored Oil - Easy to color, hard and high in burning strength. In one color, sharp tone, rich paint and colors, great quality, and complete dispersion. No staining required. All popular colors.
- 5 Dutch Boy All Purpose White Primer - Pure white, hard as quartz, non-yellowing, low cost. For inside or outside paint - flat, eggshell or gloss. Just pour when Dutch goes brown and a thick impervious coating is there.
- 6 Dutch Boy Enamel Oil - Pure, hard as all the hard grades, mixed at the factory for your protection. Three years' use, built-in and standard type. The latest in quality, tested for durability, improves glass and looking quality.
- 7 Dutch Boy Lead Mixing Oil - A special oil for use with white lead in making and preserving paint. It will harden, shine, resist, keep flat and weather better than any other lead paint. It is available in all sizes.

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NLI 104561

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NLI 104562

BEAUTY
DURABILITY
HIGH COVERAGE
LOW COST
SEALING POWER
WASHABILITY

Call for Dutch Boy White-Lead and Lead Mixing Oil EVERY TIME!

There's a white quality you're looking for other than the price on which you'll find the small "flat" made by combining Dutch Boy White-Lead with its companion product, Dutch Boy Lead Mixing Oil.

Beauty, for example. It's a paint with all the richness, whiteness and depth that is characteristic of a high-end finish... a paint that has just enough that it's pleasing to the eye... a paint that provides a finish hard enough for the house interior.

Yet durable, too. So durable, in fact, that it is extremely useful for sealing and finishing rooms in restaurants and home exteriors. It takes all the punishment the elements can give, defying the rigors of years after years.

That sort of service outside gives you some idea of how it behaves inside... how it stands up under repeated washing and other severe use.

Also, it can be washed completely clean even after being ink-stained, pencil-marked, grease-splashed or defaced with dirt-blacking and many other things.

Other advantages of Dutch Boy White-Lead and Lead Mixing Oil point out the following: It covers more than and hides blemishes. It gives high coverage, averaging about 80 square feet per gallon on smooth surfaces. This, added to its quick setting and easy spreading makes it an ideal one while its long service and its washability make it low cost per year.

DUTCH BOY

Ref ID: A67 Not in H. or State Journal. May, 1900 - Rev.
H. and W. H. H. Management, June
H. and W. H. Management, June
H. and W. H. Management, June
H. and W. H. Management, June

NATIONAL LEAD COMPANY

[illegible]

Master Painter & Decorator, 1104.
Painter & Decorator, 1040.
American Painter & Decorator, 1040.
National Painters' Institute, 1104.

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A Flat Paint Good from EVERY Angle

WASHABILITY

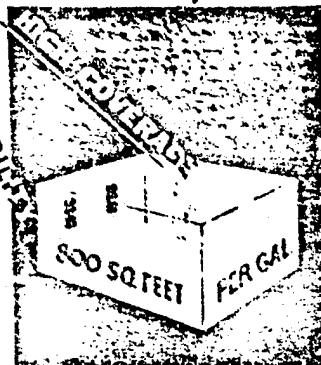
SEALING POWER

LOW COST

STAINING

BEAUTY

DURABLE



What's more, it's the only flat paint that has it all. That makes it the best thing that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

That's why it's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

DUTCH BOY
WHITE-LEAD & LEAD MIXING OIL



NATIONAL LEAD COMPANY
The only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business. It's the only flat paint that's been made in the paint business.

BRAND: Dutch Boy White Lead Mixing Oil
Dutch Boy White Lead Mixing Oil
Dutch Boy White Lead Mixing Oil

White Lead Mixing Oil
White Lead Mixing Oil
White Lead Mixing Oil

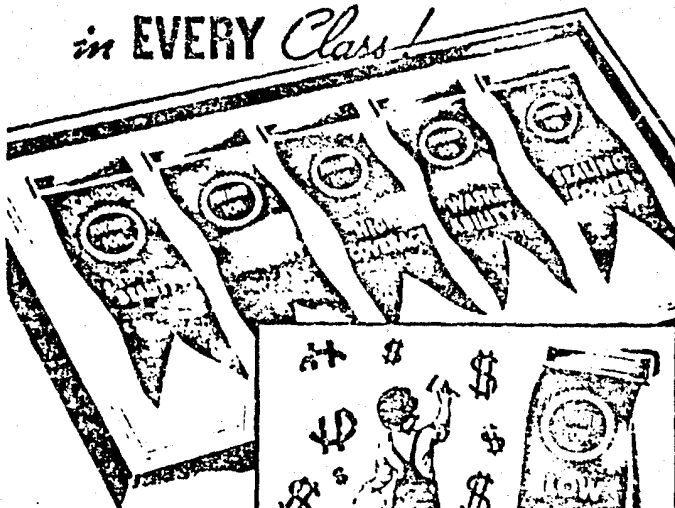
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NLI 104563

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This Flat Paint Wins
in EVERY Class!



It isn't the only one that wins its case, but it is the only one that has won its case in every class. That's the reason why it is the most common of all flat paints. It's the only one that has won its case in every class.

Everything considered, cost of application and long life as well as cost per gallon, this paint is the most economical of all flat paints. Its low cost applied to the wall comes from its quick covering. A gallon of Dutch Boy White Lead and Lead Mixing Oil covers 100 sq. ft. of wall. It is so easy to apply that it can be used by anyone. It is so durable that it will last for years. It is so clean that it can be used in any room. It is so cheap that it can be used by anyone.

DUTCH BOY
WHITE-LEAD & LEAD MIXING OIL



NATIONAL LEAD COMPANY
100 Broadway, New York, 10006
Sole Agents: The National Lead Company, Inc., 100 Broadway, New York, 10006
Sole Agents: The National Lead Company, Inc., 100 Broadway, New York, 10006
Sole Agents: The National Lead Company, Inc., 100 Broadway, New York, 10006

00048

USE

NLI 104564

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(Architects vote
5 to 1 for
PURE WHITE-LEAD)



**Overwhelming preference
proved by recent survey**

People who really know paint know that for durability and beauty, pure white-lead and oil cannot be surpassed. Among architects, for example, it is the overwhelming choice... proved again by a recent survey made by the Forest Products-Retort Paint Campaign.

Architects in all parts of the country were asked what paint they generally specified for exterior wood surfaces.

When the returns were compiled, the vote was 5 to 1 in favor of pure white-lead. The reason for this preference is white-lead's proved record of performance... its traditional ability to stand up for long periods under the most severe weather conditions.

White-lead paint does not



crack and scale. On the contrary, it wears down a stable finish by gradual chalking, which leaves a smooth, unbroken surface, an ideal foundation for new paint. Moreover, it can be mixed to suit the requirements of the job and tinted to the exact colors specified.

Dutch Boy White-Lead—good paint's other name—has long been known and respected for its high quality both by property owners and those who deal with paint professionally.



DUTCH BOY
WHITE-LEAD Good Paint's Other Name

NATIONAL LEAD COMPANY
110 Broadway, New York, 10006
Branches: Boston, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Los Angeles, Miami, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, St. Paul, Toledo, Washington, D.C., Wichita.

Ask your Architectural Dealer, Feb. 1936

Philadelphia - Cleveland - New York - Chicago

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NLI 104565

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*What Paint does the
ARCHITECT
Specify?*



*What Paint does the
PAINTER
Select?*

...When both choose
PURE WHITE-LEAD... there's
not much room for argument!

It's the architect's choice by 3 to 1. And it's the painter's choice by 10 to 1. Overwhelming preference for pure white-lead by those who know most about paint.

The figures come from a recent nationwide survey on exterior painting made by the Forest Products-Retco Paint Campaign. Architects reported what they recommended to clients. Painters re-

ported what they used on their own homes. The reason for this preference, of course, is white-lead's proved record of performance... its traditional ability to stand up for long periods under the most severe weather conditions.

White-lead paint does not crack and scale. On the contrary,



it wears down stubbornly by gradual chalking, which leaves a smooth, undisturbed surface, an ideal foundation for new paint. Moreover, it can be mixed to suit the requirements of the job and tinted to the exact colors specified.

Dutch Boy White-Lead—good paint's other name—has long been known and respected for its high quality both by property owners and those who deal with paint professionally.



**DUTCH BOY
WHITE-LEAD** Good Paint's
Other Name

© 1942—Architectural Record, June, 1942
Architectural Record, October

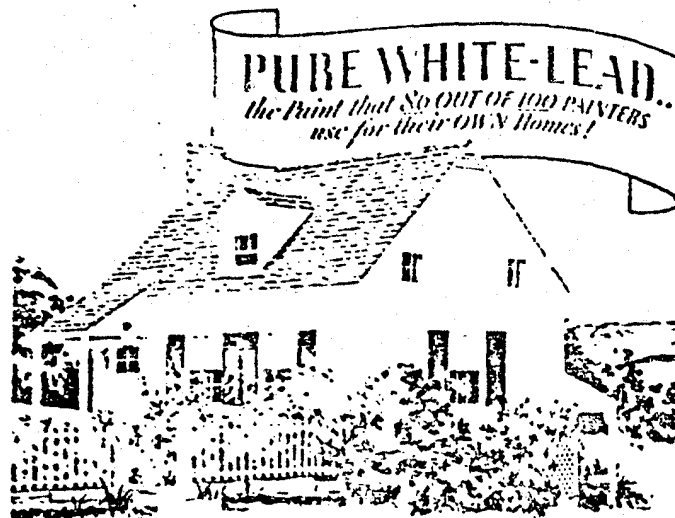
NATIONAL LEAD COMPANY
125 Broadway, New York, New York
Branches: Boston, Chicago, Cincinnati, Cleveland, Detroit, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, St. Paul, Toledo, Washington, D.C., and many others.

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NLI 104566

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

● The best judge of paint for a structure are architects and painters. Architects specify pure white-lead. A recent survey shows they favor it by 4 to 1. But what about painters?

What is the choice of the man who works with paint day in and day out? What do they like when the solution is under their feet?

And long ago a question arose: what is paint, by the name of Dutch Boy? Paint company it asked what they used on their own homes.

90 out of every 100 answered "Pure white-lead."

This means the finest product, made where it is made, by men of experience. Painters, more than any other tradesmen, have had to know the difference between quality and quantity. And up to the long periods under the most severe weather conditions.

White-lead paint does not crack and scale. On the contrary, it wears



down stubbornly by gradual chalking, which leaves a smooth, uniform surface, an ideal foundation for new paint. Moreover, it is the most perfect of the requirements of the job and tested by the exact colors specified.

Dutch Boy White-Lead - good paint's only name - has long been respected for its high quality, both by property owners and those who deal with paint professionally.



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NATIONAL LEAD COMPANY
P.O. Box 1000, New York, N.Y. 10108
Branches in all major cities
and foreign countries
Write for literature
and prices

Advertisement for Dutch Boy Red-Lead paint



NATIONAL LEAD COMPANY
P.O. Box 1000, New York, N.Y. 10108
Branches in all major cities
and foreign countries
Write for literature
and prices

Advertisement for Dutch Boy Red-Lead paint



Advertisement for Dutch Boy Red-Lead paint

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NLI 104568

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Proof of Advertisement
for
METAL STATISTICS 1936
111 JOHN STREET NEW YORK, N. Y.

**NATIONAL LEAD
COMPANY**



QUALITY
MINED METALS

Radburn Metal, Sisco Metal,
Type Metal, Casting Metal,
Soldier, Sheet Lead (Chemical,
Antimonial, Tellurium), Lead
Pipe, Battery & Special Alloys.

IRON METAL PRODUCTS

IRON METAL PRODUCTS
The National Lead Company
has a complete line of
iron metal products for
sale. These include
cast iron, wrought iron,
and steel. The products
are of the highest quality
and are available in
large quantities. For
further information,
contact the National Lead
Company, 111 John Street,
New York, N. Y.

PEWTER
AND BRASS METAL
The National Lead Company
has a complete line of
pewter and brass metal
products for sale. These
include cast pewter, wrought
pewter, and brass. The
products are of the highest
quality and are available
in large quantities. For
further information,
contact the National Lead
Company, 111 John Street,
New York, N. Y.

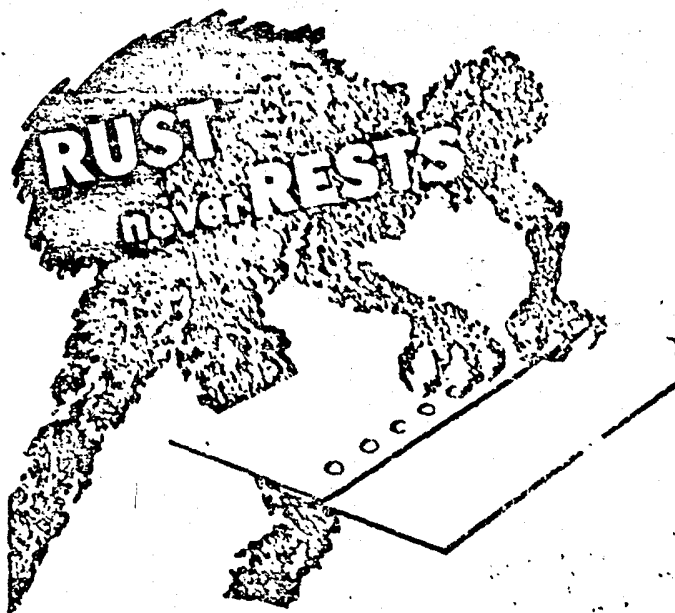
Selected New-Universal Chemical

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NLI 104569

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...for sure protection use

© Greaseless rust proof is about working in pairs of un-preserved metal-making for places to get in or damage work. Prevent this ever-present enemy to metal from getting a foothold on your property by painting off iron and steel surfaces with Thick Blue Red Lead.

Paint made with Thick Blue Red Lead provides a solid, tough, true protective cover that not only keeps out moisture but also makes the destructive action of other common causes of corrosion—acid, gas, smoke and salt water.

Thick Blue Red Lead comes in both paste and liquid form, the latter enabling a quick drying type for use when allowable drying time is short. The pigment in every can is pure oxide of iron containing more than 97% Fe₂O₃.

Fe₂O₃, thus ensuring easier application, higher spreading rate and a uniform film of greater density.

For complete information on protecting iron and steel against corrosion, send for our free booklet, "Structural Metal Painting." It covers such subjects as the conditions affecting the life of paint on metal, proper paint formulations, testing and judging the value of paint, estimating costs and more.

NATIONAL LEAD COMPANY

111 Broadway, New York 10038 • Buffalo, New York 14202 • Chicago, Illinois 60601 • Detroit, Michigan 48201 • Los Angeles, California 90012 • London, England EC2A 4PU • Montreal, Quebec H3C 2H4 • Toronto, Ontario M5E 1B5 • Washington, D.C. 20004 • New York, New York 10001 • Philadelphia, Pennsylvania 19106 • St. Louis, Missouri 63101 • San Francisco, California 94104 • Seattle, Washington 98101 • Springfield, Massachusetts 01101 • Wichita, Kansas 67201



Advertiser: Engineering News-Record-July 24, 1964 - 1 page of
Iron Age-July 27 - 1 page of 100 pages
and Iron Journal-July 28 - 1 page of
Worshiping morning-July 28 - 1 page
Landscape Photography and Studio-July 28 - 1 page

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NLI 104570

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RUST IS RAVENOUS

...for sure protection use

Even the cleverest rat will not eat a whole structure in short order. It has an insatiable appetite for metal.

Red Lead paint, however, is where the protection point is. That's the Red Lead.

This sure stand protection against metal eating and provides a solid, tough, long-lasting coating that not only keeps out moisture but also resists the destructive action of other corrosive causes of rust: acid rain, sea water, and salt water.

That's the Red Lead: comes in both paste and liquid form. The latter is being a quick-drying type for use when allowable drying time is short. The pigment in every can of paste and liquid Red Lead contains more than 90% Pb₃O₄, thus ensuring secure application, better spreading rate, and a maximum film of greater density.

For complete information on protecting steel and structural ironwork, steel for use in bridges, "Non-toxic Metal Painting." It covers such subjects as conditions affecting the life of paint on metal, proper paint formulation, testing and judging the value of paint, estimating areas and costs.

NATIONAL LEAD COMPANY
100 Madison Ave. New York 17, N.Y.
In Canada: The National Lead Co. Ltd., Toronto, Ont.
In Australia: The National Lead Co. Pty. Ltd., Sydney, N.S.W.
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In South Africa: The National Lead Co. Ltd., Johannesburg.
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In the United Kingdom: The National Lead Co. Ltd., London.
In the United States: The National Lead Co. Ltd., New York.

ENR-278 - Engineering News-Record - March 19, 1961 - Page 3
 Enr & Enr Journal, March 12 - Page 10
 Marine Engineering - March - Page 1
 Railway Engineering & Maintenance, March - Page 1

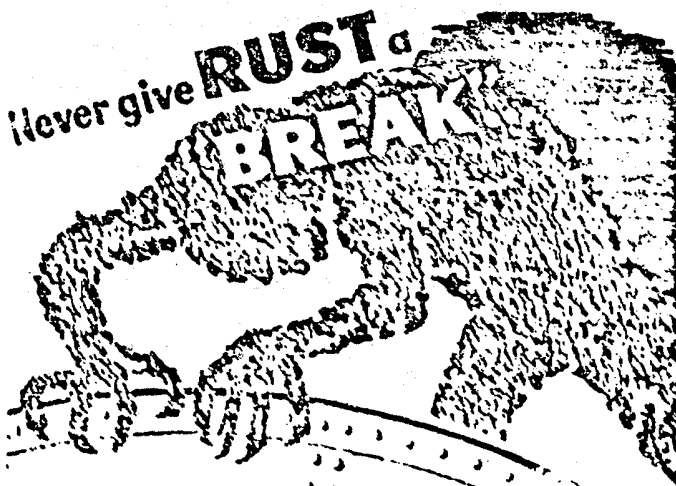
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NLI 104571

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Never give **RUST** a **BREAK**



For Sure Protection Use...

• The check of spraying on a paint...
 • The check of spraying on a paint...
 • The check of spraying on a paint...

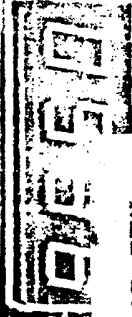
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NATIONAL LEAD COMPANY
 ...
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(Illustrations of various types of corrosion and extensive chemical pitting in a furnace used in testing. Such changes in shape by use of the test are shown in the accompanying photograph. Your material specimens can give you your own report.)

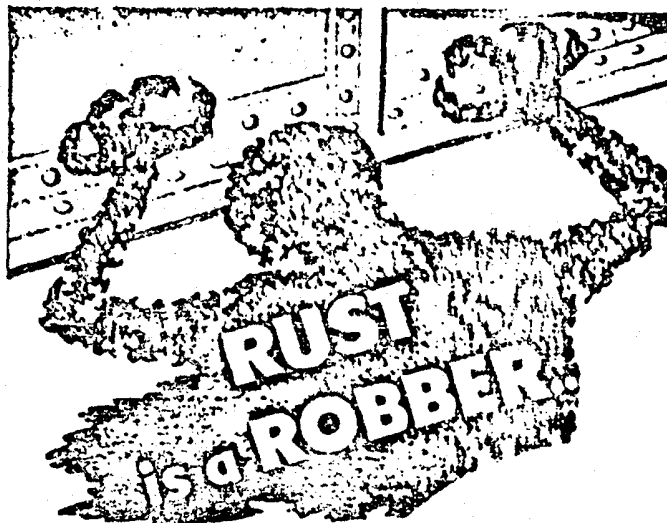
ASME - Engineering News-Record, April 10, 1936, p. 1
 Iron Age, March, April 1936, p. 1
 The Engineer, April 1936, p. 1
 Railway Engineering and Maintenance, April 1936, p. 1

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NLI 104572

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There's a way to stop rust from robbing metal of its life. Paint metal surfaces with Dutch Boy Red-Lead. Then you can be sure they are protected against "rust-the robber."

Paint made with Dutch Boy Red-Lead provides a solid, tough, permanent coating—one that not only keeps out rust-forming moisture but also resists the destructive action of other common causes of corrosion, such as gases, smoke and salt water.

Dutch Boy Red-Lead comes in both paste and liquid form, the latter including a quick-drying type for use when allowable drying time is short. The pigment in every case is pure red-lead that contains more than 97% PbO₂, thus assuring easier application, higher spreading rate, and a uniform film of greater density.

For complete information on protecting iron and steel against corrosion, send for our free booklet, "Structural Metal Painting." It covers such

...for sure protection use

subjects as conditions affecting the life of paint on metals, proper paint formulation, testing and judging the value of paint, estimating areas and costs.



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 100 Broadway, New York 1, N.Y. (In New York, Boston, and Chicago, 100 Broadway, New York 1, N.Y.)
 100 Broadway, New York 1, N.Y. (In New York, Boston, and Chicago, 100 Broadway, New York 1, N.Y.)

REPRODUCED FROM OFFICIAL RECORDS AND PUBLISHED BY THE NATIONAL ARCHIVES
 100 000-2 Engineering News-Record, May 10, 1940, p. 1
 Civil Age Record, May 15, 1940, p. 1
 The Engineering News-Record, May 15, 1940, p. 1
 National Engineering & Construction, May 15, 1940, p. 1

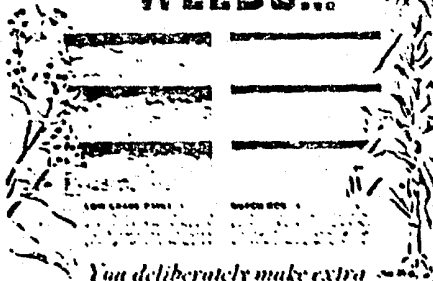
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NLI 104573

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Putting On LOW-GRADE PAINT is like Planting WEEDS...



You deliberately make extra work for yourself as well as extra expense

The left photograph shows what a job looks like when you put on low-grade paint. The paint is thin and uneven, and the surface is rough and uneven.

If you put on low-grade paint, you will make the job last as long as you want to. You will have to keep repainting the surface over and over again.

After this unnecessary extra labor and expense, you will have a surface which is rough and uneven.

Thereafter, low-grade paint is "through." But the customer is left with the job and the extra expense.

On the right, you see a job done by a professional painter. The paint is thick and even, and the surface is smooth and even.

The difference between low-grade paint and Dutch Boy White-Lead is the difference between a job done by a professional painter and a job done by a amateur.

Don't make the mistake of buying low-grade paint. Buy Dutch Boy White-Lead. It's the difference between a job done by a professional painter and a job done by a amateur.

ONLY
\$2.30⁺

DUTCH BOY WHITE-LEAD

FREE MONEY-SAVING PAINTING INSTRUCTIONS

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

Ask for Dutch Boy White-Lead at your local paint store or write to: Dutch Boy White-Lead, Dept. 100, P.O. Box 100, New York, N.Y. 10108

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NLI 104574

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Your Home is your **CASTLE..**



...don't let Low-Grade Paint make it a **SHANTY**

In the case of the average home, the paint is the most important factor in its protection from decay.

What a job this paint does for you! It keeps the paint from peeling, cracking and chipping away. It keeps the appearance of your home as attractive as the day it was built.

A little low grade paint that does not stand up to the weather can ruin the beauty of your home. It can also ruin the paint job that you have just had. It can also ruin the paint job that you are about to have.

And, after a year or two, it can ruin the paint job that you have just had. It can also ruin the paint job that you are about to have.

The durable, high grade paint is the answer. Just take Dutch Boy White-Lead.

Low grade paint, better buy...
It is the most important factor in its protection from decay.

And, after a year or two, it can ruin the paint job that you have just had. It can also ruin the paint job that you are about to have.

The durable, high grade paint is the answer. Just take Dutch Boy White-Lead.

ONLY \$2.10*

DUTCH BOY WHITE-LEAD

FREE

MONEY.
SAVING
PAINTING
NEEDING
THINGS

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____

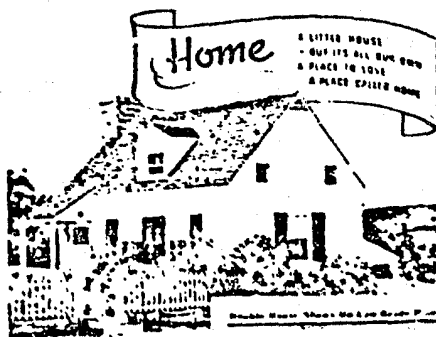
ALL kinds of paint, including white lead, are available in various sizes and quantities. For more information, see the Dutch Boy White-Lead advertisement.

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NLI 1045/5

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-and a place worth protecting with Dutch Boy

SENTIMENTAL. You can't protect your home from the weather with a grade paint.

Not the actual protection at the very heart of the matter. So, buy a typical one quart of Dutch Boy grade paint, mix it with water, and apply it to the outside of your house and you'll see the weather's chance to attack the home wall.

The effect of a good paint is not just a pretty picture. It's a fact. It's a fact that you can't see until you've tried it. It's a fact that you can't see until you've tried it. It's a fact that you can't see until you've tried it.

Don't look at the Dutch Boy change. Don't look at the Dutch Boy change. Don't look at the Dutch Boy change. Don't look at the Dutch Boy change. Don't look at the Dutch Boy change.

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DUTCH BOY WHITE-LEAD

FREE

MONEY-
SAVING
PAINTING
INSTRUCTIONS

Write for your free copy of the Dutch Boy White-Lead Painting Instructions. No money. No obligation. Just a free copy of the Dutch Boy White-Lead Painting Instructions.

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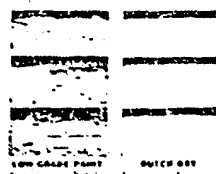
...deserves the Best Protection

If you own your home, you know that the best protection for your home is the best paint. That's why you should choose Dutch Boy White-Lead.

Look at the left-hand photo. See how the house looks just before you've finished painting. The right-hand photo shows the same house after a few years. Now the paint is faded and cracked. And that's what happens when you use a cheap paint.

Dutch Boy, on the other hand, does not crack and fade. It stands up to weather, wear and tear. It's the best paint money can buy. It's the paint that keeps your home looking like new for years to come. And that's what you want.

It's easy to see why Dutch Boy is the best paint money can buy. All you have to do is look at the photos. They're your proof. They're your Dutch Boy. And when you see the price, you'll see why it's the best paint money can buy.



Easy Payment Plan

Look at the new Dutch Boy Easy Payment Plan. It's a plan that lets you pay for your paint in small, easy payments. It's a plan that lets you get your paint now and pay for it later. It's a plan that lets you get your paint now and pay for it later.

For more information, check with your Dutch Boy dealer. He'll tell you all about the Easy Payment Plan. He'll tell you how easy it is to get your paint now and pay for it later. He'll tell you how easy it is to get your paint now and pay for it later.

DUTCH BOY WHITE-LEAD

FREE

MONEY-
SAVING
PAINTING
INSTRUCTIONS

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____
I am interested in learning more about Dutch Boy White-Lead paint. Please send me a free copy of the painting instructions and a color brochure.

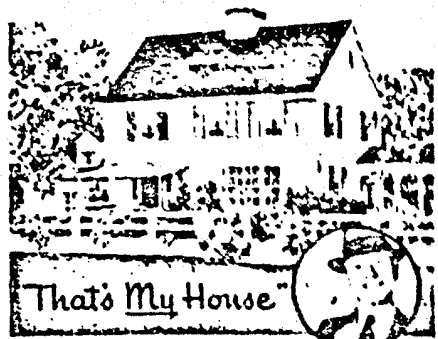
DETALCO Paints & Chemicals, Inc., Detroit, Mich.
General Selling, Inc.,
New York, N.Y.

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NLI 104577

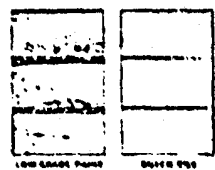
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That's My House

YOU'LL ALWAYS BE PROUD TO SAY THAT
— IF YOU PAINT WITH DUTCH BOY

You do want to be proud of all around the pretty house that you know that your pride and home are best protected by paint.
As time passes, you see that it is not only looking handsome, but looking healthy. Dutch Boy paint will not only keep your house looking well, but the texture of the paint makes you proud of your home's appearance.
Just think, when you figure out what Dutch Boy costs you, you'll know for good reason. You'll spend less, much less, than the neighbor who had the grade paint, so it is he is humiliated by seeing it quickly being on his house and disgusted by having to do the job over so soon. The photograph will tell the type of a sample of how the grade paint compares with Dutch Boy.



LOW GRADE PAINT DUTCH BOY

It costs to make good paint, and when you paint with Dutch Boy, you know that you are getting the best. You'll find Dutch Boy in every hardware store, and the paint is ready to use. It takes so much time, money, and trouble to get other paint.

Dutch Boy Means You Pay
If you look at each wall separately and from pretty far away, you'll see the Dutch Boy. You'll see that the Dutch Boy paint is so good, it will stand up to the weather, and it will stand up to the sun. It will stand up to the rain, and it will stand up to the snow.

It costs to make good paint, and when you paint with Dutch Boy, you know that you are getting the best. You'll find Dutch Boy in every hardware store, and the paint is ready to use. It takes so much time, money, and trouble to get other paint.

DUTCH BOY WHITE-LEAD

FREE

**MONEY-
SAVING
PAINTING
FACTS**

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

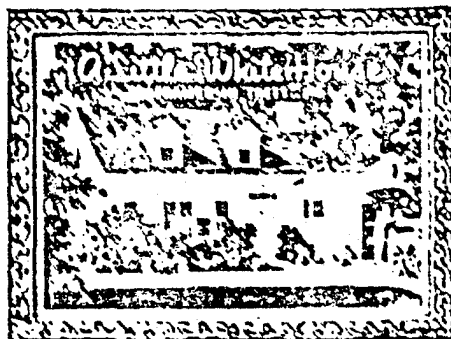
Write to: General Manager, Dutch Boy Co.
P.O. Box 1000, New York, N.Y.
Enclosed Painting Samples

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NLI 104578

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



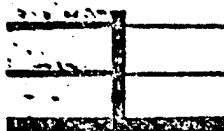
DON'T LET LOW-GRADE PAINT SPOIL THE PICTURE!

It is easy to see the difference between a good paint and a low-grade paint. The good paint is white and bright, and it covers the surface evenly. The low-grade paint is yellow and streaky, and it does not cover the surface evenly.

The reason for this is that the good paint is made of pure white-lead and oil. The low-grade paint is made of cheap materials and is not as good as the good paint.

So, when you are painting, be sure you use the good paint. It will save you money in the long run, and it will make your picture look better.

It is easy to see the difference between a good paint and a low-grade paint. The good paint is white and bright, and it covers the surface evenly. The low-grade paint is yellow and streaky, and it does not cover the surface evenly.

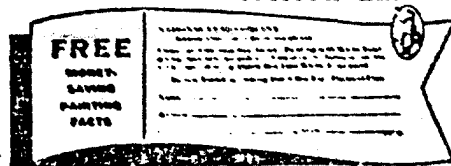


LOW-GRADE PAINT

GOOD PAINT

GOOD PAINT

DUTCH BOY WHITE-LEAD



REMARK: Please remember that the above is only a general statement and does not constitute an offer of insurance.

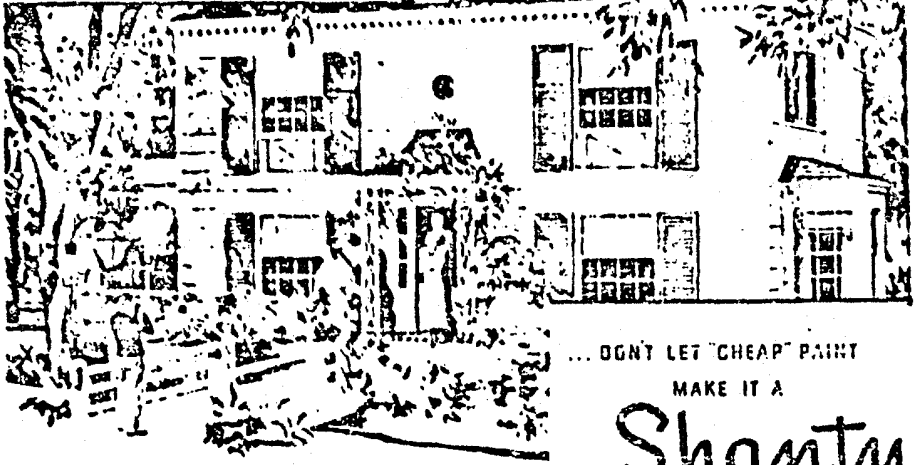
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NLI 104579

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

YOUR HOME
IS YOUR
Castle...



... DON'T LET "CHEAP" PAINT
MAKE IT A

Shanty

IN THE eyes of the law your home is not a castle. In your own eyes it is a castle, but... a castle worthy of the best protection you can give it.

What a poor plan to let "cheap" paint spoil it. For "cheap" paint quickly sticks and scales, and in years, not only ruining the appearance of your home but expending it to the ravages of the weather.

Moreover, it is really the most expensive. When you come to repaint, you find you haven't saved money at all. For the remains of the "cheap" paint job must be scraped and scraped off down to the bare wood... a heavy extra expense that more than makes up what you thought you saved. Also, before the customary repair coats are applied a new priming coat is needed, and that's another extra expense.

What a difference when you paint with Dutch Boy!

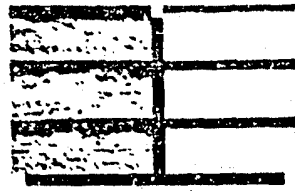
Here's a paint that does not stick and scale. It wears the weather... wears down gradually by gradual chalking which leaves a smooth, unbroken surface, an ideal foundation for new paint.

The experienced painter recommends Dutch Boy White Lead. Its durability also backs up its reputation. He can't not use it.



Dutch Boy White Lead
GOOD PAINT'S OTHER NAME

APPROVED: Colton, March 14, 1910 London, January 2nd, March 20, 1910
American Home, March 1910 Home & Stage, May 1910
Times, March 21, 1910 Literary Digest, March 20, 1910
Home & Stage & Garden, April 1910



"CHEAP" PAINT IN THE HAND
DOES THE WORK

It takes you more time and money to get the same result with "cheap" paint than it does with Dutch Boy.

the requirements of your job and put it in the exact color you specify. No one knows paint like a painter.

Easy to Pay for the N. H. A.
It takes of much cash prevents you from pausing, take advantage of a National Housing Act loan. Monthly

payments are surprisingly small. Send the coupon below. It brings you complete information and a copy of our illustrated booklet, "The House We Live In," which tells how to make your home paint and what to look for when buying a paint job. Address: Department 205, one of the nearest branch.

NATIONAL TRADING COMPANY, 111 Broadway, New York City, N. Y.
Branches in all large cities. Write for free booklet, "The House We Live In," and for list of nearest branch.

Printed and sent you free booklet. The "House We Live In" is a booklet of 100 pages, giving you all the facts about painting your home. It is a booklet of 100 pages, giving you all the facts about painting your home.

Name _____
Send _____
City _____

00048



NLI 104580

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

Home

A LITTLE HOUSE
- BUT IT'S ALL OUR OWN
A PLACE TO LOVE
A PLACE CALLED HOME -



- and a place worth
protecting with Dutch Boy

SIGNIFYING: Yes, but practical, too. There's a dollar and cents reason for avoiding "cheap" paint.

Now the actual photograph at the right. Read the warning below it. See how tiny a sample of how "cheap" paint quickly cracks and scales, giving the beauty of your home and giving the weather a chance to attack the bare wood.

The effect on your pocketbook is just as bad. You must repaint long before you planned to. It's just the extra expense of buying and applying the "cheap" paint and it's just the cost of one additional coat - a new, protecting coat - as part of the repainting.

Now look at the Dutch Boy sample, also typed. No cracking and scaling there. Dutch Boy, instead, wears down uniformly by gradual chafing.



Dutch Boy White Lead
GOOD PAINT'S OTHER NAME

You repaint right away to keep your exterior trim in smooth and unbroken. No staining and scaling, no new priming coat, and no repainting value, and long after "cheap" paint would have gone to pieces.

The experience of painters recommends Dutch Boy. When local jobbers don't back up their reputation. The way to it is not the requirement of your particular job and use it in the event called for. No one knows paint like a painter.

Dutch Boy Easy Payment Plan

Under this plan, you can pay for your paint job in easy, weekly, installments. No down payment required. For complete information, check the coupon at right. Now show your own share of your share of your share of your share. The House We Live In, which calls for no maintenance work.

FOR THE MOST SHOWING OF "CHEAP" PAINT
This is a photograph of a house that has been painted with "cheap" paint. The paint is cracked and scaled, and the house looks like a mess. This is the result of using "cheap" paint.

point and what to look for when buying a paint job. Address this coupon to 214, in case of the nearest branch.

NATIONAL LEAD COMPANY

For the most showing of "cheap" paint, this is a photograph of a house that has been painted with "cheap" paint. The paint is cracked and scaled, and the house looks like a mess. This is the result of using "cheap" paint.



214, in case of the nearest branch. Address this coupon to 214, in case of the nearest branch.

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NLI 104581

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

00046

NIJ 104583

HOME

The Place you Love the Best
-deserves the Best Protection



And now, under the new easy payment plan, you can give it Dutch Boy protection for a few dollars a month!

It goes to your honor as a judge of being damaged
and to the fact that it is a common thing to see a
bill, even a damage - even a small - but it is a
thing that goes on - and it is a thing that
goes on all the time.

Each of the 100-odd planes are owned by a group of 10 or 15 investors. The planes are used to transport passengers and cargo to and from the islands. The planes are also used for medical evacuations and for the transport of mail.

See how the cheap point has come to pass...
 crowded and watered. And a few months later it
 must be burned and replaced. And that calls for
 its entire cost in repaving. That's why you need
 "thru" roads so badly.

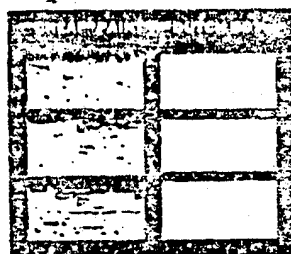
It is the writer's belief that the above information is correct and reliable and that the same is true of the information furnished by the writer to the writer of the above information.

And as the positive side has vast interest at heart we think this is how lead the readers at the street the representation of your particular job and name at the same time your speech. For some times people like a picture.

Death Ray Long Payment Plan

There are plans available for no more than \$1000.00. We have one such card for the purpose of small amounts. We will be complete and complete.

check against an earlier program also brought me
the phone the first day and the trouble, nothing
has to make sense with people and what we had the
time during a game, in Address Department, too,
we were at the same time.



AFTER 10 YEARS **AFTER 6 YEARS**

I found out that the man who had been with me in the hospital was the same man who had been with me in the hospital. I found out that the man who had been with me in the hospital was the same man who had been with me in the hospital. I found out that the man who had been with me in the hospital was the same man who had been with me in the hospital.

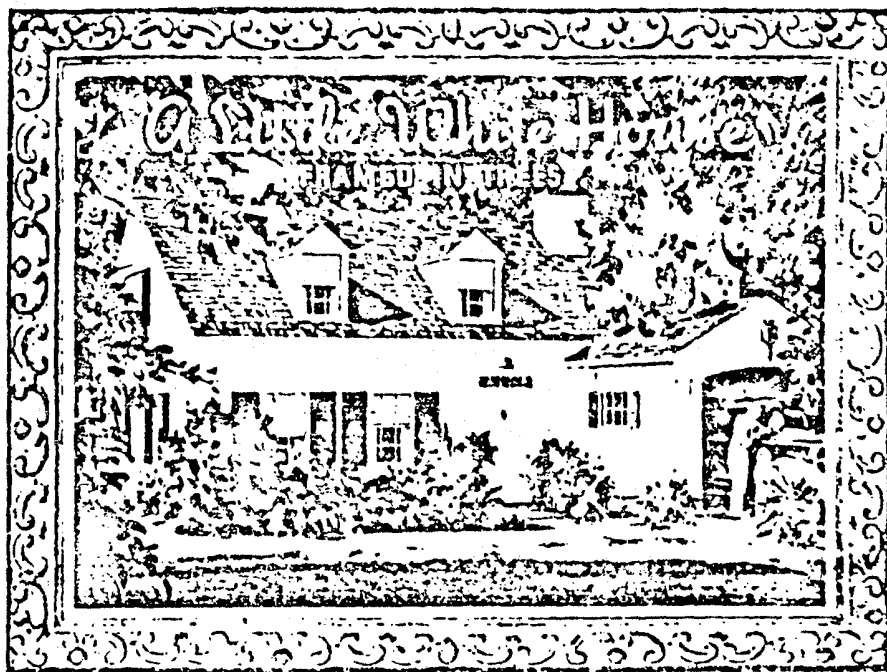
[illegible]

DUTCH BOY WHITE-LEAD

Good Points Other Name

LITURGICAL - Old at - June 19, 1900
 American Mission, July
 18th, July 22 - 1899, Paper, June 18
 New York & London, July

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



DON'T LET "CHEAP" PAINT SPOIL THE PICTURE!

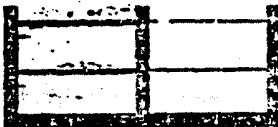
How, you'll think, "You've planned for it. Worked for it. Sacrificed for it."

Then who mows the beautiful that is sure to follow if you use "cheap" paint?

The new photograph in the right shows what always happens - how "cheap" paint soon cracks and peels, not only marring the beauty of a house but exposing the wood to the ravages of the weather.

That's hard to bear, but the sequel is heart-breaking too. For before new paint can be put on the old must be taken off, burned and scraped off, down to the bare wood - a costly operation that takes all the "bargain" out of the original job. Then on top of that comes another expensive cost. Before the finishing coats are applied a new priming coat is needed.

But note the contrast with Dutch Boy. No burning, no scraping. No extra expense. For paint made with Dutch Boy White Lead does not crack and wash. It resists the weather. It stays down a million miles in gradual chalking, leaving a smooth, unbroken surface, one



CHEAP PAINT
When the weather comes, the paint cracks and peels, exposing the wood to the ravages of the weather. The result is a costly operation that takes all the "bargain" out of the original job. Then on top of that comes another expensive cost. Before the finishing coats are applied a new priming coat is needed.

DUTCH BOY
The experienced painter prefers to put on Dutch Boy. For our boys and daughters give lasting satisfaction to property owners and it most certainly has its own advantage. He means it to last the longest.

more of the job and turn it to the exact color you specify. No one knows paint like a painter.

Dutch Boy helps you pay

If lack of ready cash prevents you from painting, take advantage of the Dutch Boy Lay Payment Plan. No down payment. Small monthly installments. One and a half to two years time. Use the coupon below to obtain complete information and a copy of our illustrated booklet, "The House We Live In." How to buy a paint job, how to select the right paint, the right painter and the right color scheme. Address: Department 20, in care of nearest branch.

NATIONAL TRUST COMPANY 111 Broadway, New York 10005
In Canada: 111 St. John St., Montreal, P. Q. H3C 1J5
In the West: 111 St. John St., San Francisco, Cal. 94102
In the South: 111 St. John St., New Orleans, La. 70112
In the Midwest: 111 St. John St., Chicago, Ill. 60602
In the Northwest: 111 St. John St., Seattle, Wash. 98101
In the Southwest: 111 St. John St., Los Angeles, Cal. 90012
In the Northeast: 111 St. John St., Philadelphia, Pa. 19102
In the South Atlantic: 111 St. John St., Miami, Fla. 33131
In the Central: 111 St. John St., Dallas, Tex. 75201
In the Mountain: 111 St. John St., Denver, Colo. 80202
In the Pacific: 111 St. John St., Portland, Ore. 97201
In the Alaska: 111 St. John St., Anchorage, Alaska 99501
In the Hawaii: 111 St. John St., Honolulu, Hawaii 96801



Dutch Boy White Lead

EGGS PAINT'S OTHER NAME

ALL OTHERS ARE NOT THE SAME. Dutch Boy White Lead is the only paint that is truly white and truly durable. It is the only paint that is truly white and truly durable. It is the only paint that is truly white and truly durable.

00048



NLI 104584

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



A Home
is built for Happiness...

... LET DUTCH BOY
KEEP IT LOOKING CHEERFUL!

HAPPY? He shouts, brown as brown. But how can you be completely happy, if every time you look at your future or remember you of the mistake was made when you had it planned—the mistake of wrong “cheap” pants?

The first photograph at the right shows even what the experts would "disagree" upon . . . how it was made and made over, forming the appearance of a living and a posing it to the camera in the weather.

And that is why that the more I have seen people can be put on, the more they are taken off - burned and melted off, down to the very soul - and then an even soul -



There was special concern at all the above was hoped to save by using "cheap" paint.

Now over the laboratory with
 flask No. 1. There was a sign
 of venting and mixing. For
 flask No. 2 the lead traces the weather... were
 down to be gradually changing with traces of snow,
 moderate rain, or light showers of rain.

The expressed positive labor on our part is that we have led forward the movement to give to the Negro his rights. He must at least be recognized as a human being and given as to the other races equal opportunity. But we have no power to do a positive.

Fail to Pay the Death Row Bill

If lack of trade with persons from other countries, take advantage in the Black Sea Line Farmer Plan has done payment. Surprisingly small country would.



Dutch Boy White Lead

GOOD PAINT'S OTHER NAME

RECEIVED - 1964, Sep 12, 1964
JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

Enclosed I return the report on
disposition of the same.

From Sept '21 From Sept '22 From Sept '23

"CHEAP" PAINT
and it's more
Carbide from the
can be saved and
used if at bottom
of tank \$1.00 or \$1.50 per
gallon. And as it is
all that there is on the
store in put for the
admission of a new
quantity each.

[illegible]

Street. Check the coupon below for full information. This mail is in return if you are and interested in the Low Federal Plan for a longer year and also second booklet, "The House We Live In", which tells how to understand each point and what the book has when buying a young job. Address: Department 201, across branch.

NATHANAL LEAD COMPANY

271 Broadway New York 10012 to the New York and New Jersey
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KATHARINA LACOMBE

The government has not had a chance to see the report and may not have decided. The bill is to be passed by the government in the next few days and will be put into effect.



Name _____
 Street _____
 City _____ State _____

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0549

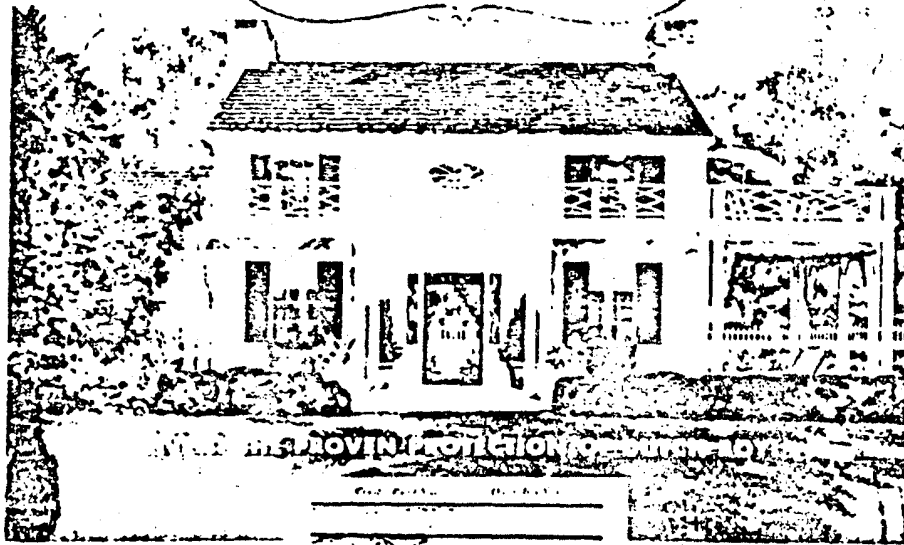
NLI 104585

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NIJ 104586

Your
BIGGEST INVESTMENT



With your more valuable presence, and
beyond measure, your time, and if you
will look at up on a safe deposit box, but there are
other ways you are protected.

Then the making was a good deal better than
and one with cheap prices for a strong impression
perhaps more than a little than a cheap price
than to give the stick and make one

It is not only apparent that within the second volume, but I remember that the poem ends and notes of various men, from and when the tower on and the first one.

And your pocket book waters. You need a great
more than you expected. And at a better price.

For there is the basic added expense of increasing
and increasing all the other parts and the cost of man


 full expression — a man pointing out
 that the, on the other hand,
 gives you better means to real
 possession. It takes ten years to build

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
155 FIFTH AVENUE
NEW YORK 17, N. Y.

of thinking and acting, it is a new world which he
gradual thinking. The writer knows much and
understand, an ideal transition to the new world.

That's why the experiment and demonstration, present assumptions which this has to be the nature of the the requirements of some people and even of the exact order of the quality. Naturally one can have found like a person.

Paint Now—Pay Later

Under the Dutch New First Payment Plan you may pay for painting out of income. Nothing shows and is done as 24 months to spread the small amount. Check the company and we'll send you all the details. But in fact, the company no matter what kind of painting is more attractive to you. It brings you some benefits and allows and to do it. The House & Love, which is the best to make you. With House & Love, which is the best to make you. With House & Love, which is the best to make you.



Dutch Boy White Lead

GOOD PAINT'S OTHER NAME

EFTPA - Letter L, Oct. 17, 1950 Secondary Drawing Prod. Oct. 20 Trans. Oct. 20 Letters Signed, Oct. 21

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WHITE-LEAD
-Lasts!

There is no other white lead on the market that you can use for painting purposes for "white lead and long life" are synonymous terms. Above the more white lead the better the paint in case of spread and coverage.

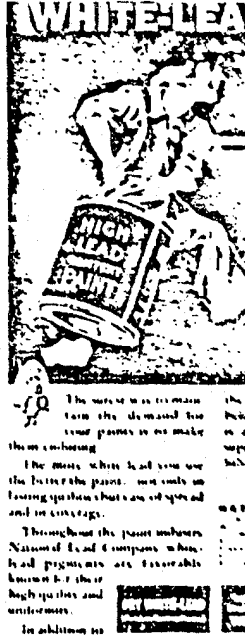
The white lead pigments of National Lead Company are the finest in the world, made by the most modern methods and under the strictest supervision of the highest standards. In addition to the white lead pigments, National Lead Company is also a dependable source of supply for lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

THE WHITE LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

THE WHITE LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

Amusement World, General Advertising, London, Nov. 17, 1936



WHITE-LEAD
-Lasts!

The more white lead you use the better the paint. Not only in lasting quality but also in spread and coverage.

The more white lead you use the better the paint. Not only in lasting quality but also in spread and coverage.

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

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

NATIONAL LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

THE WHITE LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

THE WHITE LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

Amusement World, General Advertising, London, Nov. 17, 1936



WHITE-LEAD
-Lasts!

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

When you buy your white lead pigments, obtain them from

NATIONAL LEAD COMPANY

National Lead Company. The high quality and uniformity of your products are a tradition in the paint industry.

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

THE WHITE LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

Amusement World, General Advertising, London, Nov. 17, 1936



WHITE-LEAD
-Lasts!

The more white lead the better the paint is an axiom that the paint trade and public accept without question. The more white lead you use the better the paint in durability, in case of spread, and in coverage.

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

NATIONAL LEAD COMPANY
100 WALL STREET, NEW YORK, N. Y.
LONDON, ENGLAND

Amusement World, General Advertising, London, Nov. 17, 1936

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NLI 104587

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



WHITE LEAD PAINT

It is the white lead paint that you use for your home and you know it is the best and longest lasting. It is the white lead paint that you use for your home and you know it is the best and longest lasting. It is the white lead paint that you use for your home and you know it is the best and longest lasting.

(caption) White Lead Paint Co. Ltd. London, England
Saturday 27th Oct. 1945

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NLI 104590

00147

00020 FL

WHITE-LEAD



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

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

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

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

NATIONAL LEAD COMPANY
 100 Broadway, New York, N.Y.
 100 Broadway, New York, N.Y.
 100 Broadway, New York, N.Y.
 100 Broadway, New York, N.Y.
 100 Broadway, New York, N.Y.
 100 Broadway, New York, N.Y.
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 100 Broadway, New York, N.Y.



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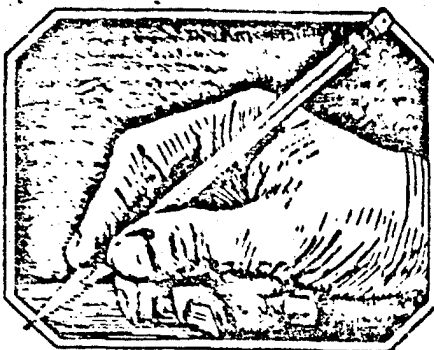
There's no LEAD in a Lead Pencil

What is called "lead" in a pencil is graphite and graphite is carbon. But lead, in one form or another, is in many things we see and use every day. For example, in the porcelain finish of bath tubs, in the glass, in automobile tires.

One of the major and oldest uses of lead is for pipes in plumbing. Here its chief value lies in its great durability. Lead pipe lasts for centuries.

Another important use is as sheet lead for roofing buildings or for lining tanks and similar equipment in industrial and chemical plants. Here lead's permanence under continued weather exposure and its resistance to corrosion in the presence of acids and gases are the qualities recommending it.

There is one use for lead which is perhaps more widespread than any other—in paint. White-lead, which is corroded metallic lead, is the principal pigment in good paint for nearly all types of surfaces. Red-lead, an oxide of lead, is the preferred pigment for metal protective coatings. Lead paints—whether white-lead or red-lead—are used everywhere for their fine working qualities and superior durability. Since early Colonial times, they have been accepted as the standard in high-grade protective and decorative coatings. Today, among informed paint buyers, the measure of a paint's value is the amount of lead pigment it contains.



National Lead Company manufactures and markets white-lead and red-lead of the highest quality, under the well-known Dutch Boy brand. In addition, it is a dependable source of supply for sheet lead, lead pipe and many other lead products.

NATIONAL LEAD COMPANY

111 Broadway, New York, 110 Oak St., Buffalo, 600 West 12th St., Chicago, 640 Broadway, New York, 1215 West Third St., Cincinnati, 1217 Madison St., St. Louis, 2210 11th St., San Francisco, National Lead Co., 100 Albany St., Boston, National Lead & Oil Co. of Pennsylvania, 241 4th Ave., Pittsburgh, John T. Lewis & Sons, Inc., Baltimore, Md., Philadelphia.



Journal of Commerce - March 1, 1936

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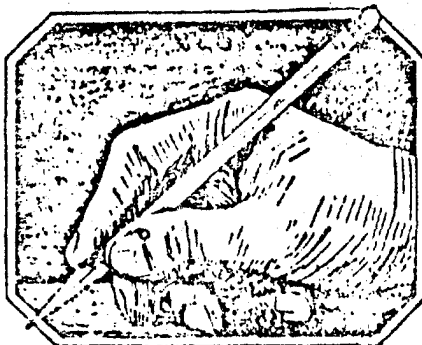
There's no LEAD in a Lead Pencil

What is called "lead" is a pencil is graphite and graphite is carbon. But lead, in one form or another, is in many things we use and use every day... for example, in the peculiar finish of bath tubs, on the glass in automobile tires.

One of the major and oldest uses of lead is for pipes in plumbing. Here its chief value lies in its great durability. Lead pipe lasts for centuries.

Another important use is in sheet lead for roofing buildings or for lining tanks and similar equipment in industrial and chemical plants. Sheet lead possesses unique resistance to weather exposure and its resistance to corrosion in the presence of acids and gases are the qualities recommending it. There is one use for lead which is perhaps more widely spread than any other - in paint. White lead, which is powdered metallic lead, is the principal pigment in good paint for nearly all types of surfaces. Red lead, an oxide of lead, is the preferred pigment for metal protective coatings.

Lead paints, whether whited or red lead, are used everywhere for their fine working qualities and superior durability. Since early industrial times, they have been accepted as the standard in high grade protective and decorative coatings. In fact, among informed paint buyers, the measure of a paint's value is the amount of lead pigment it contains.



National Lead Company manufactures and supplies white-lead and red-lead of the highest quality, under the well-known Dutch Boy brand. In addition, it is a dependable source of supply for sheet lead, lead pipe and many other lead products.

NATIONAL LEAD COMPANY

151 Broadway, New York; 115 Oak St., Boston
200 West 14th St., Chicago; 219 Franklin Ave.,
Camden; 1215 West Third St., Cleveland; 212
Clement St., St. Louis; 210 10th St., San Francisco; National Lead Co., 400 Union St.,
Buenos Aires, Argentina; John T. Lewis & Son Co., 210
4th Ave., Pittsburgh; John T. Lewis & Son Co.,
3000 Pike, Philadelphia.



WHITE-LEAD	RED-LEAD
LINSEED OIL	COLORS-IN-OIL
LEAD MIXING OIL	WALL PRIMER
LIQUID DRIER	
SHEET LEAD	LEAD PIPE
DABBITT METAL	SOLDER
LEAD WOOL	TRAPS and BENDS



NATIONAL LEAD COMPANY

New York, Boston, Buffalo, Chicago, Cleveland, Cincinnati, St. Louis, National Boston
Lead Co., Philadelphia, St. Louis & New York, Philadelphia, National Lead & Oil Co., Phila-
delphia, National Lead Co., Atlanta, Auburn & Pine Co., Cleveland, American Lead Company,
New York, Buffalo, John T. Lewis & Son, Inc., New York, John T. Lewis & Son, Inc.,
The National Lead Company

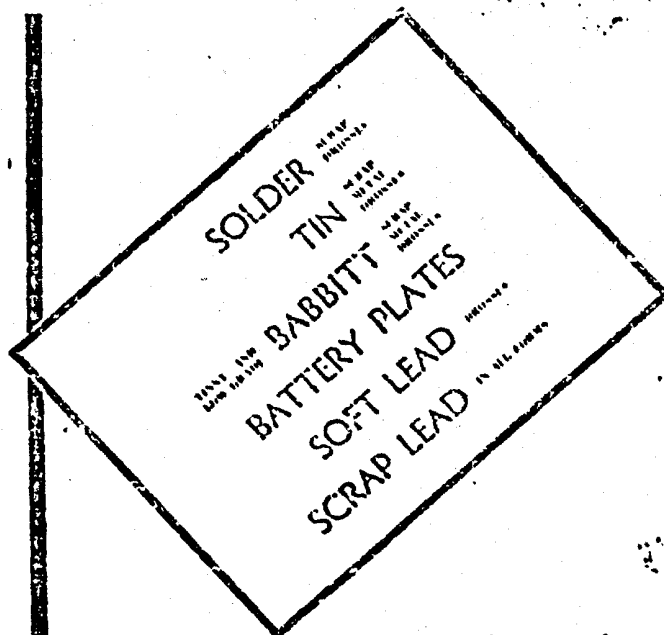
U. S. Trade Mark (Registered) - 1906

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*Always in the market
for the above material*

NATIONAL LEAD COMPANY

New York . Baltimore . Chicago . Cincinnati . St. Louis . National
 Boston Lead Co. Boston . John T. Lewis & Bros. Co. Philadelphia
 National Lead & Oil Co. Pittsburgh . George Lead Co. Atlanta
 American Lead Corporation Indianapolis . Morris P. Kirk & Son, Inc.
 Los Angeles . Master Metals, Inc. Cleveland



Courtesy Arthur—WASTE TRADE JOURNAL, March 26, 1938

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DUTCH BOY WHITE LEAD

Good Paint's Other Name

Established by the Dutch Government in 1736

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THE
FBI

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DUTCH BOY-
WHITE-LEAD

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LIQUID MINING OIL
LIQUID MINING
LIQUID MINING

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 3. Summary
 4. Conclusion
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**NATIONAL LEAD
COMPANY**



LEAD

Sheet Lead	Lead Pipe
Lead Alloys	Lead Wood
Lead Tubing	Lead Wire
Lead Ties and Bonds	

RABBIT METAL BATTERY METAL
TYPE METAL CASTING METAL
SOLDER

Salon Metal • Tedrium Lead

French addresses: National Lead Company, New York, Mail
 Order Office, Chicago, Standard Chemicals, Inc., London;
 National Lead Co. (Mex.), John T. Lewis & Son,
 St. Philadelphia, National Lead & Al. Co. Baltimore;
 General Lead Co. Atlanta, Gibson & Plow Co. Cleveland,
 American Lead Corporation, Indianapolis, Morris P. York
 & Son, Los Angeles, Master Metal, Inc., Cleveland;
 also several more companies in Toronto, Montreal, Man-
 itoba, Vancouver.

.736 Standard Metal. 10 inches

HOMOGENEOUS LEAD-LINED EQUIPMENT

and had a good experience in the perfect harmony between the head and the whole mind. There is no crowding . . . no blanking . . . no separation under a common, single perception, or under a single nature, and moreover the mind is being part of head. Each sense is absorbingly mind to mind disposition.

[illegible]

NATIONAL LEAD COMPANY
111 Broadway
NEW YORK, N. Y.

4-7 2000-2001

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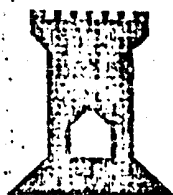
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being filmed

Blatchford
 METAL

THE RECOGNIZED STANDARD

Type can only be as good as the metal from
which it is cast. BLATCHFORD type metal is
UNEXCELED and the cheapest in the long run.



NATIONAL LEAD COMPANY
CHICAGO CINCINNATI ST. LOUIS
B. W. BLATCHFORD CO., NEW YORK
MORRIS P. KIRK & SON, LOS ANGELES

1936 American Business Directory - International Typographical Union

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Blatchford METAL



Type... can be no
better than the metal
from which it is cast

E. W. BLATCHFORD CO.
NEW YORK

NATIONAL LEAD COMPANY
CHICAGO ST. LOUIS CINCINNATI

LINOTYPE • MONOTYPE • INTERTYPE • TYPE CASTER

Richardson's Linotype - Monotype - Intertype - Type Caster

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NLI 104597

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being filmed

Blatchford METAL

Trying to cast GOOD TYPE
from "shoddy" metal is like
trying to tailor a good suit
from shoddy cloth! Buy
BLATCHFORD—and save.

E. W. BLATCHFORD CO.
NEW YORK

NATIONAL LEAD COMPANY
CHICAGO ST LOUIS CINCINNATI

LINE TYPE • MONO TYPE • INTER TYPE • TYPE CASTER

Blatchford Metal - the quality of the metal is the quality of the type

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NLI 104598

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quality of the document
being filmed

Believe it or not —

it actually *costs less* to cast
good type with good metal
than to produce poor type
with inferior metal! Buy
BLATCHFORD—and *save*.

J. W. BLATCHFORD CO.

NATIONAL LEAD COMPANY
CHICAGO, ILL. U.S.A.

Blatchford
 METAL

LIHOTYPE • MONOTYPE • INTERTYPE • TYPE CASTER

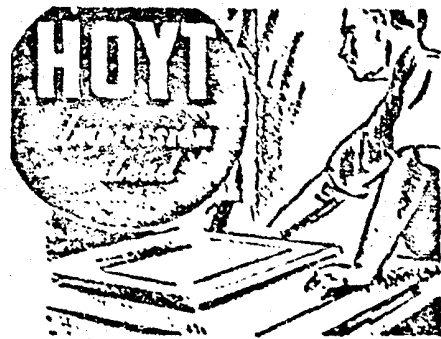
Blatchford Metal is the only metal that can be used in the casting of type

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Encyclopedia Britannica - 1926



Only smooth surfaces in shadow free from hard spots and other imperfections that mar the appearance of the printed page are produced by the process of electrotyping. The quality of the printed page is therefore determined by the quality of the electrotype.

Other products of our manufacturing process include:

- ELECTROTYPED METAL
- ELECTROFORMS
- BASE PLATES
- LINE PLATES
- STAMPING PLATES
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NATIONAL LEAD COMPANY



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being filmed

Centenary Bulletin - 1936



The most faulted reproducers of original plates result from the use of Hoyt Impression Lead. This high-grade smoothing material has those qualities required for turning out perfect work. It is soft, smooth, free from hard spots and other imperfections, and uniform in thickness.

Other equally high grade products for the printer are also available.

ELECTROTYPE METAL FINE PLATES
ELECTROLYSIS METAL GLASS
RASK PLATES WHITE SOLDER
ELECTROTYPE, MONOTYPE, STEREOTYPE METAL

CHAMPION SHEET LEAD FOR LINING
PLATING TANKS



★
NATIONAL LEAD COMPANY

CHICAGO BOSTON NEW YORK PITTSBURGH ST. LOUIS
ST. PAUL PHILADELPHIA CINCINNATI CLEVELAND DETROIT

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James H. Kelly - 1936
in England & America

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NATIONAL LEAD COMPANY

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

NEW YORK, N.Y. 10017
PHILADELPHIA, PA. 19106
PITTSBURGH, PA. 15222
ST. LOUIS, MO. 63102
CHICAGO, ILL. 60606
CINCINNATI, OH. 45202
CLEVELAND, OH. 44115
DETROIT, MI. 48201
INDIANAPOLIS, IN. 46204
KANSAS CITY, MO. 64108
MEMPHIS, TN. 38103
MINNEAPOLIS, MN. 55402
MILWAUKEE, WI. 53204
PACIFIC PALM BEACH, FL. 33411
SAN FRANCISCO, CA. 94104
SEATTLE, WA. 98101
SPRINGFIELD, IL. 62761
TAMPA, FL. 33606
WASHINGTON, D.C. 20004
WICHITA, KS. 67202

All Purpose Salt Paste White Lead

For use on wood, plaster, brick, stone, concrete, stucco, metal.



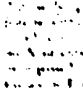
Pure Linseed Oil
Van Sleded, Standard Type

For use on wood, plaster, brick, stone, concrete, stucco, metal.



Lead Heavy Oil

For use on wood, plaster, brick, stone, concrete, stucco, metal.



Liquid Drier

For use on wood, plaster, brick, stone, concrete, stucco, metal.



Wall Primer

For use on wood, plaster, brick, stone, concrete, stucco, metal.



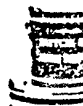
Colors in Oil

For use on wood, plaster, brick, stone, concrete, stucco, metal.



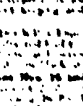
Red Lead in Oil

For use on wood, plaster, brick, stone, concrete, stucco, metal.



Red Lead for Metal

For use on wood, plaster, brick, stone, concrete, stucco, metal.



Red Lead Paint

For use on wood, plaster, brick, stone, concrete, stucco, metal.



Quick Drying Red Lead Paint

For use on wood, plaster, brick, stone, concrete, stucco, metal.



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1. The following are the steps in the preparation of the surface of the workpiece:

1.1. Preparation of Surface

1.1.1. Grinding

1.1.2. Polishing

1.1.3. Buffing

1.1.4. Finishing

1.1.5. Cleaning

1.1.6. Inspection

1.1.7. Packaging

1.1.8. Shipping

1.1.9. Receiving

1.1.10. Storing

1.1.11. Retrieving

1.1.12. Inspecting

1.1.13. Repairing

1.1.14. Reinspecting

1.1.15. Reaccepting

1.1.16. Reshipping

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James G. ... 1906
The National Lead Company

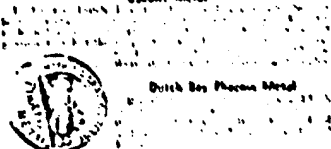
NATIONAL LEAD COMPANY

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

NEW YORK, N. Y., 111 Broadway
BOSTON, MASS., 101 West Broadway Street
CHICAGO, ILL., 111 West Madison Street
CINCINNATI, OHIO, 111 East Main Street
CLEVELAND, OHIO, 111 East Main Street
ST. LOUIS, MO., 111 East Main Street

PHILADELPHIA, PA., 111 East 10th Street
PITTSBURGH, PA., 111 East 10th Street
ATLANTA, GA., 111 East 10th Street
CINCINNATI, OHIO, 111 East 10th Street

Babbitt Metal



Dutch Boy Phosphor Metal

Dutch Boy Perfection Anti-Friction



Sheet Metal Bearings

Sheet Lead and Sheet Tin

Sheet Lead and Sheet Tin are available in various thicknesses and widths. They are used in a wide variety of applications, including roofing, plumbing, and industrial machinery.



Sheet Lead and Sheet Tin are available in various thicknesses and widths. They are used in a wide variety of applications, including roofing, plumbing, and industrial machinery.

Solders



Flux Core Solder



Flux Core Solder is a type of solder that contains a flux core. It is used for joining metal parts together in a variety of applications, including plumbing, electrical work, and industrial machinery.

Other Metal Products

Other Metal Products include a wide variety of metal items, including pipes, tubes, and fittings. They are used in a wide variety of applications, including industrial machinery, plumbing, and electrical work.

- Lead Pipe
- Lead Tube
- Lead Fitting
- Lead Flange
- Lead Valve
- Lead Elbow
- Lead Tee
- Lead Cross
- Lead Cap
- Lead Plug
- Lead Gasket
- Lead Seal
- Lead Liner
- Lead Sheet
- Lead Wire
- Lead Rod
- Lead Bar
- Lead Ingot
- Lead Bullion
- Lead Scrap
- Lead Dross
- Lead Slag
- Lead Ash
- Lead Dust
- Lead Fume
- Lead Smoke
- Lead Vapor
- Lead Gas
- Lead Liquid
- Lead Solid
- Lead Gas
- Lead Liquid
- Lead Solid

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21

Inter-Continental Catalog - 1936

NATIONAL LEAD COMPANY

Makers of the Famous Dutch Boy Brand

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

NEW YORK: 10 W. 47th St. (10th Floor)
 BUFFALO: 10 W. 4th St.
 CHICAGO: 10 W. 11th St.
 CINCINNATI: 10 W. 11th St.
 CLEVELAND: 10 W. 11th St.
 PITTSBURGH: 10 W. 11th St.
 SAN FRANCISCO: 10 W. 4th St.
 ST. LOUIS: 10 W. 11th St.
 PHILADELPHIA: 10 W. 11th St.

PAINT FOR WOOD (EXTERIOR)

Since early colored Dutch Boy paint which has been used for many years, is now being used in the standard paint in the United States, it is the only paint that can be used on wood. It is the only paint that can be used on wood. It is the only paint that can be used on wood.



Illustration of a large, multi-story building with many windows, likely a factory or warehouse.

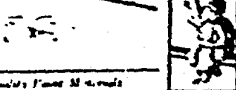


The paint is made of pure lead, white lead, and other materials. It is the only paint that can be used on wood. It is the only paint that can be used on wood. It is the only paint that can be used on wood.

All Purpose Safe Paste White-Lead. A safe paste white lead, especially suitable for use on wood. It is the only paint that can be used on wood. It is the only paint that can be used on wood. It is the only paint that can be used on wood.

PAINT FOR SEALING AND FINISHING PLASTER, STUCCO, CONCRETE, ETC.

Exterior. In addition to durability, exterior paint should also be waterproof and water-repelling. The paint is made of pure lead, white lead, and other materials. It is the only paint that can be used on wood. It is the only paint that can be used on wood. It is the only paint that can be used on wood.



The Dutch Boy Trade Mark is a Sign of Quality Paint Materials

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NATIONAL LEAD COMPANY

Interior Dutch Boy White Lead and Lead Mixing and Paint is particularly adapted for use on interior plaster and other porous surfaces because, in addition to its drying qualities, it is a true "fill" paint. It provides a rich, smooth, and durable finish on the most interior and exposed surfaces.

White Lead and Lead Mixing and Paint should be used for all coats. As a primer on deep surface, it seals holes, cracks, and provides a solid foundation for the finishing coats. As a body coat, it shows no shrinkage with only a very slight discoloration at each successive coat.

The fact that this paint is used for the exterior gives an idea of the durability of the finish. It can be painted over old walling and paper, cracks and other finger marks are easily rubbed out and the work looks new and unchanged in the future.

White Lead and Lead Mixing and Paint is easy to mix and apply. It has good hiding power, easy spreading qualities, and keeps out dirt and moisture. No stop painting is necessary when you reach the even finish.

Dutch Boy Lead Mixing Oil A special vehicle for mixing with White Lead. Makes the paint which is the product of a number of years experience, uniform in color.

Dutch Boy Colors in Oil In the pigments of exceptional strength and purity and of true color fast. The proper vehicle for

mixing with White Lead paint with no change in color and no loss of strength.

Dutch Boy Wall Primer A special primer for use in walling, especially in porous masonry surfaces. It gives a hard, porous, and high coverage.

PROTECTING STRUCTURAL METAL AGAINST CORROSION

The use of pure red lead and leaded oil paint to protect iron and steel against corrosion has long been approved practice among architects, engineers and those with large and costly metal structures to maintain. Red lead is superiorly as a metal protective paint has been proved not only by its corrosion tests over a long period of time, but by the actual experience of red lead users for many years past. Its extraordinary performance under actual service conditions is performance and over again on many paint jobs, it has been recommended.

Pure red lead paint is available in many standard sizes to meet atmospheric, general and specific needs in the various industries.

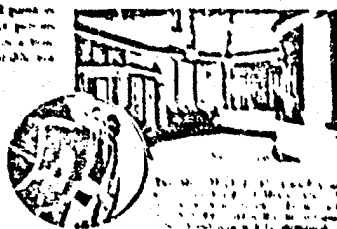
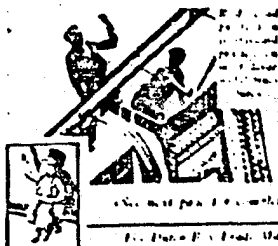
Red Lead in Oil This is the red lead in oil, the best red lead paint and leaded oil ground to pure consistency in pure Dutch Lead. Its exceptional strength, durability, and the long service life against rust, corrosion, salt water, and other conditions, gives good coverage and extreme durability.

Liquid Red Lead This is the liquid red lead of the best quality in the paint and lead paint made from the best of all red lead and oil. It is a gift of which. Experience has shown that it gives maximum durability and service under extreme exposure. This is the liquid red lead in oil, available in thick and thin grades of finish.

Quick-Drying Red Lead Primer This primer is used to protect iron and steel from rust, but through the use of volatile solvents in the vehicle, the drying time has been reduced to one hour. It is a fast-drying primer which, when red lead is applied over it, allows drying time to be short.

For more facts on the use of red lead and leaded oil paint, write for literature.

The Dutch Boy Lead, Mark is a Name of Quality. Paint Making



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NATIONAL LEAD COMPANY
GENERAL PAINTING SPECIFICATIONS

1. When the surface to be painted is in the condition shown in the following table, it is to be treated as follows:

Preparation of Surface

- (1) Woodwork
- (2) Plaster
- (3) Brick and Stone
- (4) Metal and Galvanized
- (5) Metal Work

The Paint and Its Application

- (1) Description of Paint to be Used
- (2) Mixing Materials
- (3) Applying the Paint
- (4) Dry Woodwork, Exterior
- (5) Dry Woodwork, Interior
- (6) Plaster, Exterior
- (7) Plaster, Interior
- (8) Brick and Stone, Exterior
- (9) Brick and Stone, Interior
- (10) Metal and Galvanized, Exterior
- (11) Metal and Galvanized, Interior
- (12) Metal Work, Exterior
- (13) Metal Work, Interior
- (14) Galvanized Work, Exterior
- (15) Galvanized Work, Interior
- (16) Steel Work, Exterior
- (17) Steel Work, Interior
- (18) Copper Work, Exterior
- (19) Copper Work, Interior
- (20) Lead Work, Exterior
- (21) Lead Work, Interior
- (22) Zinc Work, Exterior
- (23) Zinc Work, Interior
- (24) Tin Work, Exterior
- (25) Tin Work, Interior
- (26) Iron Work, Exterior
- (27) Iron Work, Interior
- (28) Aluminum Work, Exterior
- (29) Aluminum Work, Interior
- (30) Nickel Work, Exterior
- (31) Nickel Work, Interior
- (32) Silver Work, Exterior
- (33) Silver Work, Interior
- (34) Gold Work, Exterior
- (35) Gold Work, Interior
- (36) Platinum Work, Exterior
- (37) Platinum Work, Interior
- (38) Palladium Work, Exterior
- (39) Palladium Work, Interior
- (40) Rhodium Work, Exterior
- (41) Rhodium Work, Interior
- (42) Iridium Work, Exterior
- (43) Iridium Work, Interior
- (44) Osmium Work, Exterior
- (45) Osmium Work, Interior
- (46) Rhenium Work, Exterior
- (47) Rhenium Work, Interior
- (48) Ruthenium Work, Exterior
- (49) Ruthenium Work, Interior
- (50) Selenium Work, Exterior
- (51) Selenium Work, Interior
- (52) Tellurium Work, Exterior
- (53) Tellurium Work, Interior
- (54) Vanadium Work, Exterior
- (55) Vanadium Work, Interior
- (56) Niobium Work, Exterior
- (57) Niobium Work, Interior
- (58) Tantalum Work, Exterior
- (59) Tantalum Work, Interior
- (60) Zirconium Work, Exterior
- (61) Zirconium Work, Interior
- (62) Hafnium Work, Exterior
- (63) Hafnium Work, Interior
- (64) Yttrium Work, Exterior
- (65) Yttrium Work, Interior
- (66) Lanthanum Work, Exterior
- (67) Lanthanum Work, Interior
- (68) Cerium Work, Exterior
- (69) Cerium Work, Interior
- (70) Praseodymium Work, Exterior
- (71) Praseodymium Work, Interior
- (72) Neodymium Work, Exterior
- (73) Neodymium Work, Interior
- (74) Promethium Work, Exterior
- (75) Promethium Work, Interior
- (76) Samarium Work, Exterior
- (77) Samarium Work, Interior
- (78) Europium Work, Exterior
- (79) Europium Work, Interior
- (80) Gadolinium Work, Exterior
- (81) Gadolinium Work, Interior
- (82) Terbium Work, Exterior
- (83) Terbium Work, Interior
- (84) Dysprosium Work, Exterior
- (85) Dysprosium Work, Interior
- (86) Holmium Work, Exterior
- (87) Holmium Work, Interior
- (88) Erbium Work, Exterior
- (89) Erbium Work, Interior
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- (92) Ytterbium Work, Exterior
- (93) Ytterbium Work, Interior
- (94) Lutetium Work, Exterior
- (95) Lutetium Work, Interior
- (96) Scandium Work, Exterior
- (97) Scandium Work, Interior
- (98) Titanium Work, Exterior
- (99) Titanium Work, Interior
- (100) Vanadium Work, Exterior
- (101) Vanadium Work, Interior
- (102) Chromium Work, Exterior
- (103) Chromium Work, Interior
- (104) Manganese Work, Exterior
- (105) Manganese Work, Interior
- (106) Iron Work, Exterior
- (107) Iron Work, Interior
- (108) Cobalt Work, Exterior
- (109) Cobalt Work, Interior
- (110) Nickel Work, Exterior
- (111) Nickel Work, Interior
- (112) Copper Work, Exterior
- (113) Copper Work, Interior
- (114) Zinc Work, Exterior
- (115) Zinc Work, Interior
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- (117) Aluminum Work, Interior
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- (119) Magnesium Work, Interior
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- (121) Beryllium Work, Interior
- (122) Strontium Work, Exterior
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- (124) Barium Work, Exterior
- (125) Barium Work, Interior
- (126) Calcium Work, Exterior
- (127) Calcium Work, Interior
- (128) Sodium Work, Exterior
- (129) Sodium Work, Interior
- (130) Potassium Work, Exterior
- (131) Potassium Work, Interior
- (132) Rubidium Work, Exterior
- (133) Rubidium Work, Interior
- (134) Cesium Work, Exterior
- (135) Cesium Work, Interior
- (136) Francium Work, Exterior
- (137) Francium Work, Interior
- (138) Actinium Work, Exterior
- (139) Actinium Work, Interior
- (140) Thorium Work, Exterior
- (141) Thorium Work, Interior
- (142) Protactinium Work, Exterior
- (143) Protactinium Work, Interior
- (144) Uranium Work, Exterior
- (145) Uranium Work, Interior
- (146) Neptunium Work, Exterior
- (147) Neptunium Work, Interior
- (148) Plutonium Work, Exterior
- (149) Plutonium Work, Interior
- (150) Americium Work, Exterior
- (151) Americium Work, Interior
- (152) Curium Work, Exterior
- (153) Curium Work, Interior
- (154) Berkelium Work, Exterior
- (155) Berkelium Work, Interior
- (156) Californium Work, Exterior
- (157) Californium Work, Interior
- (158) Einsteinium Work, Exterior
- (159) Einsteinium Work, Interior
- (160) Fermium Work, Exterior
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- (162) Mendelevium Work, Exterior
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- (164) Nobelium Work, Exterior
- (165) Nobelium Work, Interior
- (166) Lawrencium Work, Exterior
- (167) Lawrencium Work, Interior
- (168) Rutherfordium Work, Exterior
- (169) Rutherfordium Work, Interior
- (170) Dubnium Work, Exterior
- (171) Dubnium Work, Interior
- (172) Seaborgium Work, Exterior
- (173) Seaborgium Work, Interior
- (174) Bohrium Work, Exterior
- (175) Bohrium Work, Interior
- (176) Hassium Work, Exterior
- (177) Hassium Work, Interior
- (178) Meitnerium Work, Exterior
- (179) Meitnerium Work, Interior
- (180) Darmstadtium Work, Exterior
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- (184) Copernicium Work, Exterior
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- (188) Flerovium Work, Exterior
- (189) Flerovium Work, Interior
- (190) Livermorium Work, Exterior
- (191) Livermorium Work, Interior
- (192) Tennessine Work, Exterior
- (193) Tennessine Work, Interior
- (194) Oganesson Work, Exterior
- (195) Oganesson Work, Interior



For Further Information, Write to National Lead Company, 100 Broadway, New York, N. Y.

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JOHN & FRANK, SMOKE AND
BUILDING MATERIALS
NATIONAL TRADING CO. CO. INC.,
BOSTON, MASS.
NEW YORK, N.Y.

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The products of National Book Company include textbooks, reference material, dictionaries, atlases, maps, yearbooks, booklets, and many other educational materials.

● 技术规格、性能

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RECEIVED: 1999-01-27

There is a system of local church instrumental music with
various and of surprising taste. The organ is possibly the
finest in the city, and the singing is of a high order.

THIS IS THE WAY TO SUPPORT

[illegible]

ALL 3.1 11 110

Since it is of our maximum interest to have the best glass throughout the country and to be able to supply it when it is really satisfactory, we are authorizing the demand of ammonia gas, phosphoric acid, sulphuric acid, hydrochloric acid, etc. We are in a position to supply most kinds of sheet, float and commercial, chemical, sanitary and technical glass and fixtures. It is among the products that we have had more responsibility in a given way, as a result of the increasing the various conditions. In this connection, the price of our products at present is almost as low as the supply we can make in this case, more or less.

ANNOUNCING: MAAT

Antimony is short and is thick and covered with a dense fine
crustage of antimony on upper surface and sides
divided periphery. It possesses a high degree of metal
luster. Its elastic limit is very small that of change of
shape, its tensile strength is small, and it also has a small
specific gravity.

The room appears antedated about the same time as the
thinness observed in the 1st 2nd and 3rd floors. There is
no way to tell, so large as 12 by 14.



LEAD WORK

[illegible]

6249:12 12

We are also glad to receive regarding that committee
and the various cases of material heard and other
points of your interest.

In seeking these kind of water driven turbines we might get into trouble with the law. It would also be an expensive proposition and this is giving consideration to provide a check on the proposed development of the bank to be

NLI 104609

NATIONAL LEAD COMPANY

211 Broadway, New York, N. Y.
Acid Recovery Department

NATIONAL LEAD COMPANY

Adelphi Branch
111 Broadway, New York, N. Y.
Liquid Products Department

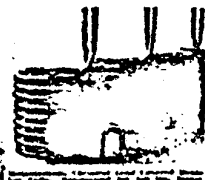
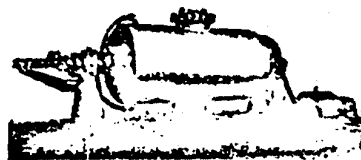
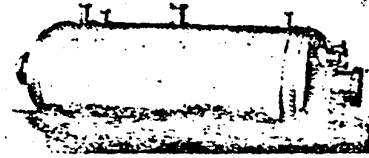
PRODUCTS

Hemphysoma Lead lined Vessels Apperatus, Evaporators, Tanks, Steam Jacketed Kettles, Digesters, Autoclaves, Agitators, Pressure Still, Transfer Dumps and Cut Tanks. Hemphysoma Lead Covered Heating or Cooling Coils.

ADVANTAGES OF PROCESSING

The head being an covering is of a uniform thickness and irregularly bound to the neck, upper or lower, forming a collar and neck.

A strip covered with head by one chemically treated to destruction a



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NLI 104613

FRUIT IS
 Vacuum Concentrator for
 Fruit Pulping and
 Chamber Acid
 Dodge Acid
 Vacuum Filter for Products of Impure Acid
 Steam Distillation for
 Waste Acids and Residues for
 Acid Refining
 Regulating Plants for
 Sulphuric Acid

111 Broadway, New York, N. Y.
 Acid Recovery Department

NATIONAL LEAD COMPANY

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specific design for the various acid recovery conditions but when they are not used. We should try to select the most suitable design for the various conditions.

SEPARATION OF PRODUCTS

Spent Acid. Large quantities of spent acid are used in the chemical industry, but the concentration of active acid and the impurities and sludge in it make such dilution in the concentration of the acid. In our Spent Acid Vacuum Concentrator, the active acid is separated from the impurities and sludge. There are no moving parts, no heating, no stirring, no pumping. Spent acid is fed into the bottom of the tank, which is heated by steam.

Some of the waste in the chemical industry is only acid which must be separated from the active acid. Spent acid is fed into the bottom of the tank, which is heated by steam. The active acid is separated from the impurities and sludge. There are no moving parts, no heating, no stirring, no pumping.

Ferrous Sulphate must be separated from the acid and made steel control in some cases and in some cases where the only acid is separated from the acid and the sludge. After that is done, the active acid is separated from the impurities and sludge. There are no moving parts, no heating, no stirring, no pumping.

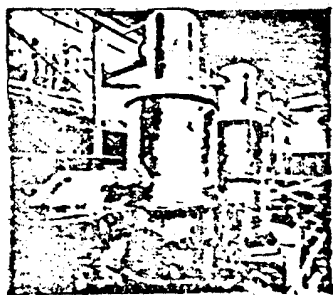


Figure 1. Spent Acid Concentrator

Waste Pulping Acid can be recovered by concentrating it in a tank, which must be heated by steam. The active acid is separated from the impurities and sludge. There are no moving parts, no heating, no stirring, no pumping.

Dodge Acid is a concentrated acid, recovered from about 10% to 20% of the acid, and then concentrated with steam. It is used in the process of the acid, and is further concentrated to 80% or 90%. In our Spent Acid Vacuum Concentrator, a well separated acid can be recovered from the waste without immediate settling and heating. The recovery is complete.

SEPARATING PLANTS FOR SULPHURIC ACID

We have designed and installed complete plants for the separation of sulphuric acid, where necessary, these plants are equipped with absorption towers to eliminate the fumes.

WIND STILLS

Sometimes the concentrated acid contains more gas, salt, or solution, and where a technical pure acid is required for the process the impurities can be separated under vacuum at a reasonable cost. The distillate will be absolutely free from these salts and the remaining sludge can be recovered so that there is no loss of acid.

VACUUM CRYSTALLIZERS AND CRYSTALLIZERS

We have furnished vacuum crystallizers of large capacity for impure acids to avoid trouble with crystallization of the cooling surface. We are prepared to furnish complete Vacuum Crystallizing Plants for the removal of copper, chloride and other salts from waste acids.

INSTALLATIONS

We have installed more than 1000 installations, many of these repeat orders, in the United States and foreign countries, several of these units have been in continuous operation for 10 years.

INQUIRIES

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

NATIONAL VALVE & MANUFACTURING CO.

Handwritten: Po

PLACEMENT OFFICER						
Admission No.	Admission H. E.	Admission H.	Admission H. E.	Admission H.	Admission H. E.	Admission H.

Manufacturers and Contractors of Complete Piping Systems

1992-93

Heavy Power and Industrial Piping: Pipe
Bends, Offsets, Cuts, Expansion Joints, Valves,
Welded Headers, Cast Iron and Steel Fittings,
"Heavy" Welding Tanks, Heavy "Barrowed"
Pipe Supports, Hangers, Anchors, Spacers, Small
Welded Autoclaves, Catalyst Chambers, Digesters, Reactor
Leg Joints in steel down to 1' in and composite Power and
Industrial Piping assemblies undergoing maximum
pressure and temperature.



gives the Kinet Log a new dimension. For
used usually in P. world of trans-
luc steel pipe of same being sought,
there can also be made of wrought
iron, brass, copper, aluminum, and
various alloy metals.

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

It is his the paper down as well as
up and can be turned to any angle
at command.

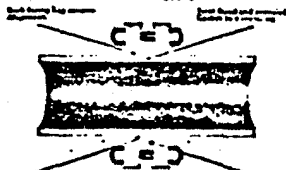


CONCLUSIONS AND RECOMMENDATIONS

These ships are expected to turn out any of the products in great quantities to ships and governments, and to make such shipments whether by a single ship load or a complete cargo system.

34-26 on this page are types of special products. The difference at manufacturing method and the material, with which they were decorated and finished are examples of the expert workmanship of Hanes men.

20000 LBS WEIGHT



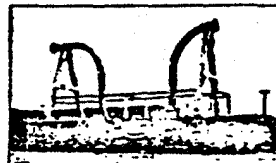
Leg Flare Valve and Flange
valve and flange.

40428 2.21.57 100 00

James William Smith can be furnished as within the Bureau of Customs was on a complete range of 1000 to 1000 1/2 to 1000 and has all necessary tools, even when working in a confined



1990



WOLFFINGER & METZLER: THE FIRM'S SUPPLY

A special department is maintained for the processing of *Alouatta*, *Brasia* and *Uppser* Pap. in addition to various *Intervet* and *M.L.* birds. This department is equipped to undertake all phases of banding, making, sexing and weighing of any of the above mentioned and any other species.

[illegible]

The Keweenaw Ferry "Boat," one of the most complete and up-to-date Handicrafts on going is now today, is available to reversed Engineers and Engineers. This boat contains all of the latest Keweenaw Handicrafts and A.H. H. Handicrafts for going materials - it carries more, is added to a wealth of engineering data on design and operation.