

(ADVERTISEMENTS
FOR
1924)

N17375

NLI 001444

Save the surface and you save all day's hard work

You can wash these walls

Walls painted with Dutch Boy white-lead and Dutch Boy flattening oil can be washed again and again without harm to the handsome flat finish this paint gives.

Flat paint made of Dutch Boy white-lead and flattening oil adds beauty and long life to any interior. It can be tinted to any color desired. It is easy to apply and sticks tight to the surface. It is economical because it spreads far and holds its color and finish indefinitely.

These are the reasons why painters everywhere use Dutch Boy white-lead and Dutch Boy flattening oil.

NATIONAL LEAD COMPANY
New York, 111 Broadway; Boston, 151 State St.; Buffalo, 118 Oak St.; Chicago, 200 West 18th St.; Cincinnati, 635 Freeman Ave.; Cleveland, 320 West Superior Ave.; St. Louis, 222 Chestnut St.; San Francisco, 424 California St.; Philadelphia, National Lead Bldg.; Pittsburg, 310 Fourth Ave.; Portland, John T. Lewis & Son Co., 427 Commercial St.

American Federationist, January, 1924, issue.

Save the surface and you save all day's hard work

Is paint tougher than steel?

The hardest iron and steel crumble with rust unless red-lead protects the surface. Put Dutch Boy red-lead on guard against rust destruction. It forms a tough film through which the elements cannot penetrate.

Dutch Boy red-lead withstands constant exposure in all kinds of weather. It sticks fast to metal and does not chip or scale.

Dutch Boy red-lead comes in paste form for mixing with linseed oil.

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22205 34 Page American Federationist—Feb *

Save the surface and you save all day's hard work

Spare the paint and you spoil the house

Keep your home in good condition with Dutch Boy white-lead. Mixed with pure linseed oil, it forms a long-lasting protection against sun, rain, and snow.

This standard paint ingredient used by skilled painters everywhere is the most economical by the square foot, by the year, and by the job. It is easy to apply, brushes out smoothly, and does not chip or scale.

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New York, 111 Broadway; Boston, 151 State St.; Buffalo, 118 Oak St.; Chicago, 200 West 18th St.; Cincinnati, 635 Freeman Ave.; Cleveland, 320 West Superior Ave.; St. Louis, 222 Chestnut St.; San Francisco, 424 California St.; Philadelphia, National Lead Bldg.; Pittsburg, 310 Fourth Ave.; Portland, John T. Lewis & Son Co., 427 Commercial St.

Save the surface and you save all day's hard work

Weather-proof and worry-proof

Dutch Boy white-lead and red-lead keep the surfaces they cover safe from the attacks of rot and rust.

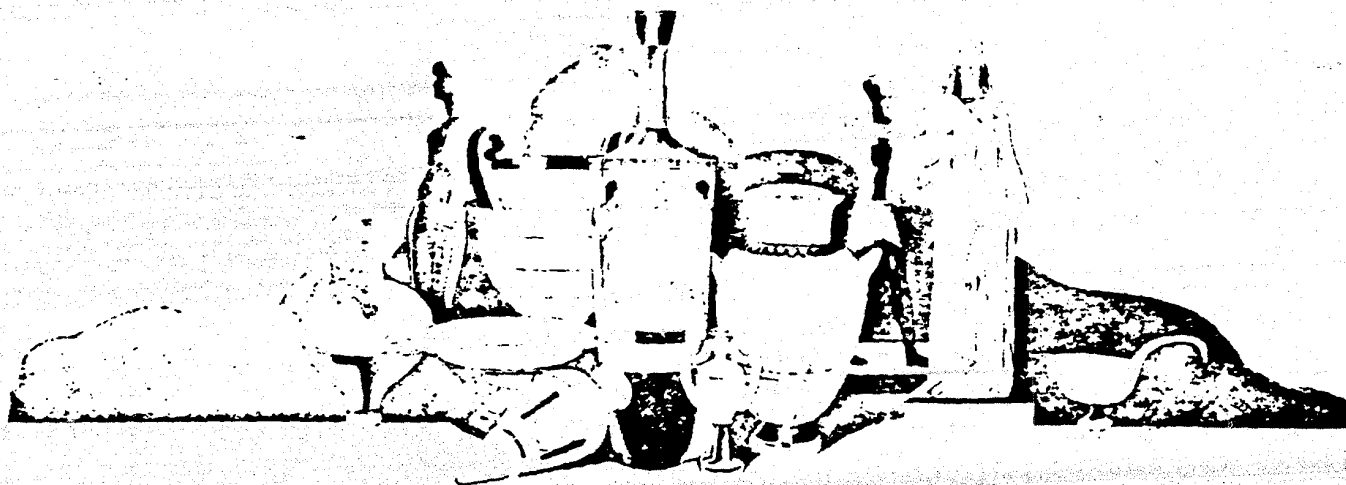
Dutch Boy red-lead puts around iron and steel a tough, elastic covering that air and moisture cannot pierce.

Dutch Boy white-lead can be mixed with pure linseed oil for exterior painting and with flattening oil for interior painting. It makes a paint that saves wood and other non-metallic surfaces from rot and deterioration.

Both these Dutch Boy products are used by painters everywhere as standard protective paints.

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NLI 001445



LEAD gives to chinaware its beauty and lustre

GLAZED china is nothing more than clay shaped in various forms and covered with a thin skin of glaze. It is this thin coating that transforms the rough pot into the beautiful, smooth, lustrous china plate or cup or saucer. And in making this glaze, lead has always been one of the most essential ingredients.

For twenty centuries pottery has been coated with lead glazes. Green pottery made in China during the Han dynasty (206 B.C. to 220 A.D.) bore a lead glaze, as did the pottery of the ancient Assyrians and Egyptians. For hundreds of years Europe and every country influenced by European civilization have used pottery made of common clay covered with lead glazes.

At the very beginning of the pottery industry the desirability was recognized of using the lead products—white-lead, red-lead and litharge—in the manufacture of fine chinaware. With the growth of the industry there arose the need for the manufacture of these lead products by companies, such as National Lead Company, from which the pottery maker could depend on getting white-lead or red-lead or litharge of the required purity and fineness.

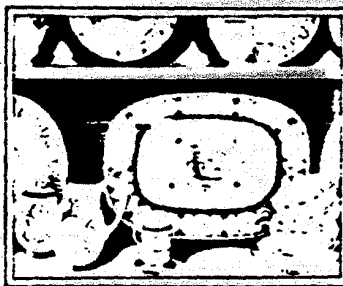
Quantity of lead used

Today many thousands of pounds of lead are used every year in making both transparent lead glazes for fine chinaware and brilliant, glossy opaque enamel glazes put on sanitary bathroom fixtures, swimming pool, bathroom and kitchen tile and ornamental tile. In connection with enamel glazes on sanitary ware, potters say that those with a high percentage of lead adhere better to the metal base and are less likely to crack.

Any one of the three

lead products, white-lead, red-lead or litharge, can be used in making lead glazes. But potters usually prefer white-lead for the finest and purest results. Red-lead and litharge, however, if absolutely pure, make just as white a glaze as white-lead.

Makers of fine chinaware will use, as does one manufacturer, as much as 80,000 pounds of white-lead a year and only 1,000 pounds of red-lead. Others in the industry use large quantities of red-



The glaze on this china pot was lead. The clay body is covered with the glass, which is then fired at a high temperature to fix the glaze.

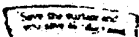
lead. They will reverse the above figures and use many times as much red-lead as white-lead.

The use of lead paint

ALTHOUGH lead in pottery is constantly serving and helping to beautify your home, the tonnage of lead used in this way is not so great as that used in paint. Every where you go you see white-lead paint protecting houses from the attacks of weather. For generations the professional painter has used white-lead to save the surface. From our forefathers' time it has always been the standard for surface protection. Approximately 350,000,000 pounds of white-lead are used on wooden and other non-metallic sur-

faces each year. Red-lead paint prevents rust from eating into and destroying iron and steel.

So long as property is adequately covered with white-lead and red-lead, rot and rust cannot harm it. Property owners are awakening to the realization that paint protection is real economy. Many who never before seriously considered the truth of the maxim, "Save the surface and you save all," are now using white-lead and red-lead to protect their investments.



Producers of lead products

Dutch Boy white-lead and Dutch Boy red-lead are the names of the pure white-lead and red-lead made and sold by National Lead Company. On every keg is reproduced the picture of the Dutch Boy Painter shown below. This trademark guarantees a product of the highest quality.

Dutch Boy products also include linseed oil, flaxing oil, babbitt metal and solder.

National Lead Company also makes lead products for practically every purpose to which lead can be put in art, industry and daily life. If you want information regarding any particular use of lead, write us.

If you wish to read further about this wonder metal, we can tell you of a number of interesting books on the subject. The latest and probably most complete story of lead and its many uses is "Lead, the Precious Metal," published by Century Co., New York. Price, \$3.00. If you are unable to get it at your bookstore, write the publisher or send your order through us.



NATIONAL LEAD COMPANY

NEW YORK, N. Y. 10020
 120 WALL STREET, NEW YORK, N. Y. 10020
 CHICAGO, ILL. 60601
 CLEVELAND, OHIO 44115
 PITTSBURGH, PA. 15222
 PHILADELPHIA, PA. 19106
 ST. LOUIS, MO. 63102
 SAN FRANCISCO, CALIF. 94104
 SEATTLE, WASH. 98101
 SPOKANE, WASH. 99201
 TAMPA, FLA. 33601
 WASHINGTON, D. C. 20004
 WICHITA, KANS. 67202
 WILMINGTON, DEL. 19801
 WYOMING, WY. 82001

NLI

001446



Paint Products of unvarying excellence

For more than a century we have been making paint products under a positive guarantee of unvarying excellence. We shall be glad to have you determine the true value of this guarantee the next time you need -

White-lead Red-lead
Linseed oil Flatting oil
Basic Lead Sulphates
Colors, dry and in oil

With branches located throughout the country in convenient distributing centers, we can give you immediate delivery of any of these products. Just send your order to the branch that is nearest to you.

"Give the surface and
you give all" - *Don't know?*

NATIONAL LEAD COMPANY

New York 111 Broadway Boston 121 State St. Buffalo
116 Oak St. Chicago 400 West 10th St. Cincinnati 614
Fremont Ave. Cleveland 820 West Superior Ave. St. Louis
127 Chestnut Street San Francisco 665 California Street
Pittsburgh National Lead & Oil Co. of Pa. 218 Fourth Ave.
Philadelphia John T. Lewis & Sons Co. 437 Chestnut St.

This advertisement appears in the following magazine:
American Paint Journal, May 26, 1921 issue

N L I 001447

When you buy

Dry white-lead
Paste white-lead
Coach and car lead
Flake white

with each order you also receive a recognized guarantee of quality. This certifies that every ounce of white-lead shipped you is strictly pure, extremely fine in texture and uniformly white a guarantee made possible by over a century's experience backed up by constant laboratory research.

Distributing centers throughout the country can give you quick delivery on any of these products in any quantity.

Write to our nearest branch for more specific information and current prices.



"Save the surface and
you save all" *— J. B. Smith*

NATIONAL LEAD COMPANY

New York 111 Broadway, Boston 151 State St., Buffalo 116 Oak St.,
Chicago 600 West 18th St., Cincinnati 614 Provost Ave., Cleveland 820
West Superior Ave., St. Louis 722 Chestnut Street, San Francisco 685
California Street, Pittsburgh National Lead & Oil Co., 316 Fourth
Ave., Philadelphia John T. Lewis & Sons, Inc. 437 Chestnut St.

This advertisement appears in the following magazine:
American Paint Journal, June 16, 1921 issue

NL I 001448



Anyone can make this simple blow pipe test to determine the purity of white-lead



How you can test white-lead

HOW do you know the white-lead you sell is *pure* white-lead? You can easily tell. Here is a simple test that you can make in your own store.

White-lead is made from pure metallic lead by corrosion. If the white-lead which you sell is absolutely pure, you can quickly change it back to its original state—metallic lead—by subjecting it to the blowpipe test. If, on the other hand, the white-lead is not pure, it will not change completely and cleanly to a lead globule, but will leave a slag of the adulterants.

This interesting and conclusive test requires only the four things listed below:

- 1—A bit of white-lead, the size of a small pea.
- 2—A flame from a candle, gas jet, or alcohol lamp.
- 3—A blowpipe.
- 4—A piece of charcoal to hold the white-lead while the test is made.

You will find this test both instructive and profitable. And

you can easily make it yourself. We will gladly send you the blowpipe, the piece of charcoal, and samples of pure white-lead and adulterated white-lead.

Test both the pure and the adulterated white-lead. Compare the results. Then test the white-lead you are now selling.

If it is Dutch Boy white-lead, the heat of the blowpipe flame will quickly reduce it to its original state of metallic lead. This proves beyond question the purity of Dutch Boy white-lead. It tells you why Dutch Boy white-lead is regarded everywhere as the standard paint to save the surface.



Testing set sent free

Write on your letterhead to the address below. It will bring you free of charge the complete Dutch Boy testing set.

NATIONAL LEAD COMPANY

Room 1816 Dept. A
111 Broadway, New York

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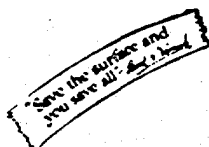


White-lead — the preferred paint

Professional painters prefer white-lead for many reasons.

White-lead gives a better-looking job.
White-lead gives a longer-wearing job.
White-lead gives increased protection to the surfaces it covers.

Many painters prefer Dutch Boy white-lead because of its purity, its unusual covering power, and the ease with which it spreads under the brush.



NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 111 State St.; Buffalo, 100 Ohio St.;
Chicago, 100 West 18th St.; Cincinnati, 100 Freeman Ave.; Cleveland,
100 East Superior Ave.; St. Louis, 111 Chestnut St.; San Francisco, 411
California St.; Philadelphia, National Lead & Co. 100 Pa. Ave.; Fourth
Avenue, Philadelphia, John T. Lewis & Bros. Co., 411 Chestnut Street.

Dutch Boy White-Lead

This advertisement appears in the following publication:

Page Painter and Decorator—Feb. *Spencer*

N17375.02

NL I001463