

ADVERTISEMENTS

1921

H-8833

N 29268

0000-NLI-000016844

NATIONAL LEAD COMPANY

American Architect
1-2-3-4-5-6-7-8-9-10-11-12-13

American Paint Journal
14-15-16-17-18-19-20-21-22-23-24-
25-26-27-28

American Paint & Oil Dealer
28-29-30-31-32-33-34-35-36

Architectural Forum
1-2-3-4-5-6-7-8-10-11

Architectural Review
10-11-12-13

Builder's Journal
37-38-39-40-41-42

Building Age
36-37-38-39-40-41-42

Buildings & Building Management
45-46-47-48-49-50-51

Drugs, Oils & Paints
18-19-20-21-22-23-24-25-26

Engineering News Record
54-55-56-57-58-59-60-61-62-63-64-
65-66-67-68-69-70-71

Gas Age
57-72-73-74

Gas Age Record
71-72-76-77-78-79-80-81-82

Gas Record
72-73-75

Hardware Age
26-27-28-29-30-31-32-33-34-35-
221-222-223-224

Hospital Management
84-85-86-87-88-89-90

NATIONAL LEAD COMPANY

Hotel Monthly
91-92-93-94-95-96-97-98-99-100-102

Hotel Review
91-93-94-95-96-97-98-99-100-101-102
103-104-105-106

Keith's Magazine
107-108-109-110-111-112-113

Marine Engineering
57-71-114-115-116-117-118

Marine Engineering & Shipping Age
119

Marine Review
71-75-114-115-116-117-118-119

Modern Hospital
84-86-87-88-89-90

National Petroleum News
71-75-120-121-122-123-124-125-126
127-128-129-130-131-132-133

Oil & Gas Journal
75-121-122-123-124-125-126-127-128-129
130-132-133-134-135-136

Oil, Paint & Drug Reporter
14-15-16-19-20-21-22-23-26-27-28-52-53
137-138-139

Painter & Decorator
140-141-142-143

Painters Magazine
26-27-28-30-52-144-145-146-147-148-149

Paint, Oil & Chemical Review
14-15-16-19-20-21-22-23-24-25-26-27-28-52
53-138-139-150-151-152-153-154-155

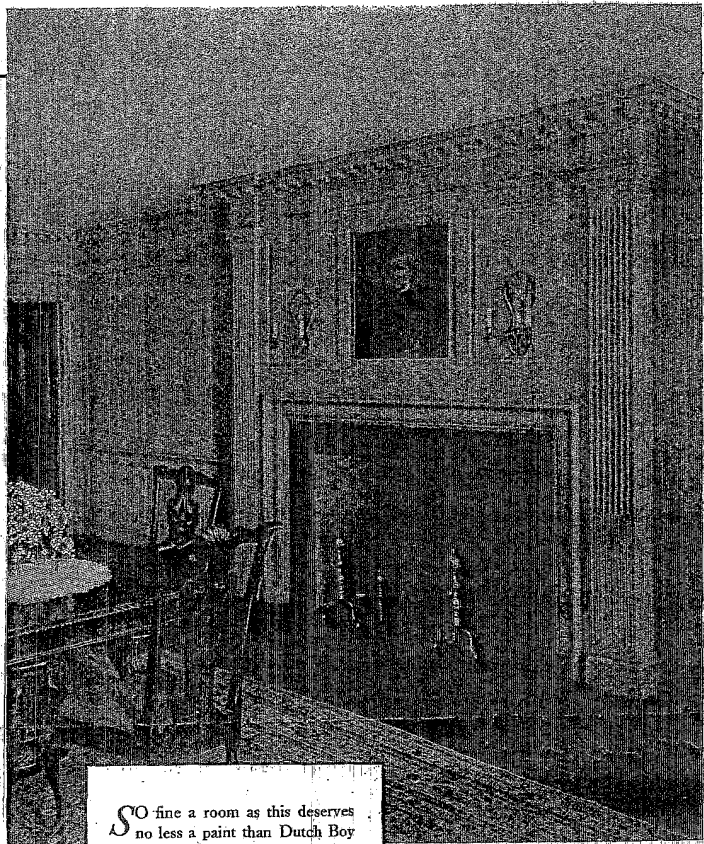
Pocket List of Railroad Officials
75-156-157

Railway Age
57-71-158-159-160-161-162-163-164-165-166
167-168-169-170-171-172

Railway Review
60-71-75-158-160-161-162-163-164-165-166
167-168-169-170-171-172

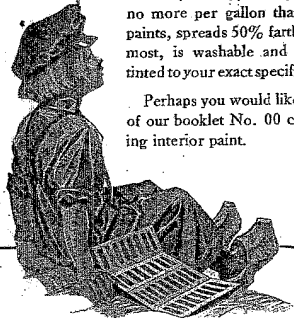
Textile World
173-174-175-176-177-178-179-180-181-182-183
184-185-186-187-188-189-190

This advertisement appears in
Architectural Forum—May
American Architect—April 27



SO fine a room as this deserves no less a paint than Dutch Boy White-Lead and Flatting Oil. Smooth, velvety, lasting. Costs no more per gallon than other paints, spreads 50% farther than most, is washable and can be tinted to your exact specifications.

Perhaps you would like a copy of our booklet No. 00 concerning interior paint.



Dutch Boy

White-Lead and Flatting Oil

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

0000-NLI-000016847

THE ARCHITECTURAL FORUM, June, 1921

American Architect May!!



WHAT could better display the beauty of this stair hall than Dutch Boy White-lead and Flating Oil on walls and woodwork? Gives a soft, restful finish, free from glare. The fact that it costs no more than other paints and spreads 50% farther than most is important, too. Will not peel or chip, is washable, and can be tinted in the pail exactly to your specifications.

We will gladly send you our booklet No. 2 on interior painting.



Dutch Boy

White-Lead and Flating Oil

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

0000-NLI-000016848

Architectural Forum, July, 1921
American Architect, May 25, 1921
American Architect, November 9, 1921



IT was quite natural that Dutch Boy White-Lead and Flattening Oil should be selected for the walls of this tasteful dining room. This paint gives a restful, velvety finish, free from glare. Costs no more than other paints; has 50 per cent more spreading power than most; is washable, does not chip or peel, and can be tinted any color.

May we send you booklet No. 2?



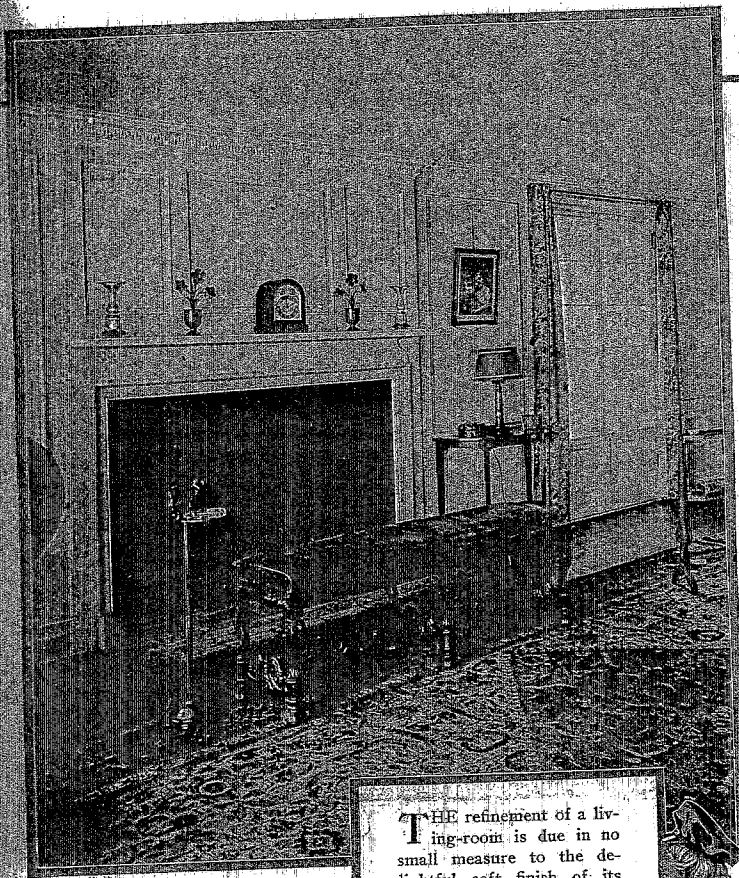
Dutch Boy

White-Lead and Flattening Oil

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
 Cincinnati Cleveland St. Louis San Francisco
 JOHN T. LEWIS & BROS. CO., Philadelphia
 NATIONAL LEAD & OIL CO., Pittsburgh

0000-NLI-000016849



Dutch Boy

White-Lead and Flatting Oil

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

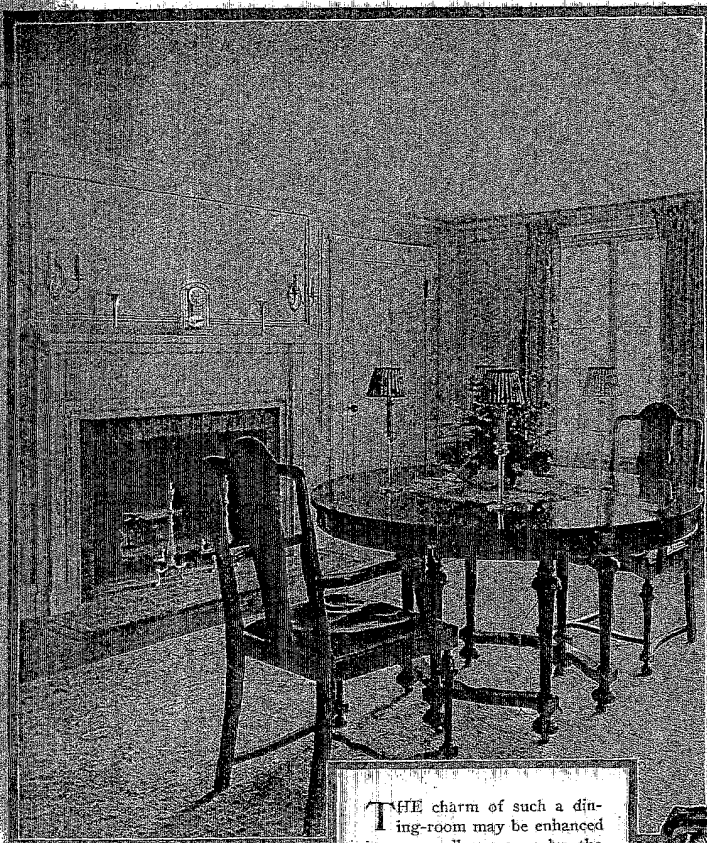
THE refinement of a living-room is due in no small measure to the delightful soft finish of its walls done with Dutch Boy White-Lead and Flatting Oil. Dutch Boy is no more expensive than other paint; spreads 50 per cent farther than most; and can be tinted any color. The walls are washable, and will not peel or chip.

May we send you our booklet No. 3



The American Architect, June 8, 1921
Architectural Forum, August, 1921
The American Architect, November 23, 1921

0000-NLI-000016850



Dutch Boy

White-Lead and Flatting Oil

NATIONAL LEAD COMPANY
 New York Boston Buffalo Chicago
 Cincinnati Cleveland St. Louis San Francisco
 JOHN T. LEWIS & BROS. CO., Philadelphia
 NATIONAL LEAD & OIL CO., Pittsburgh

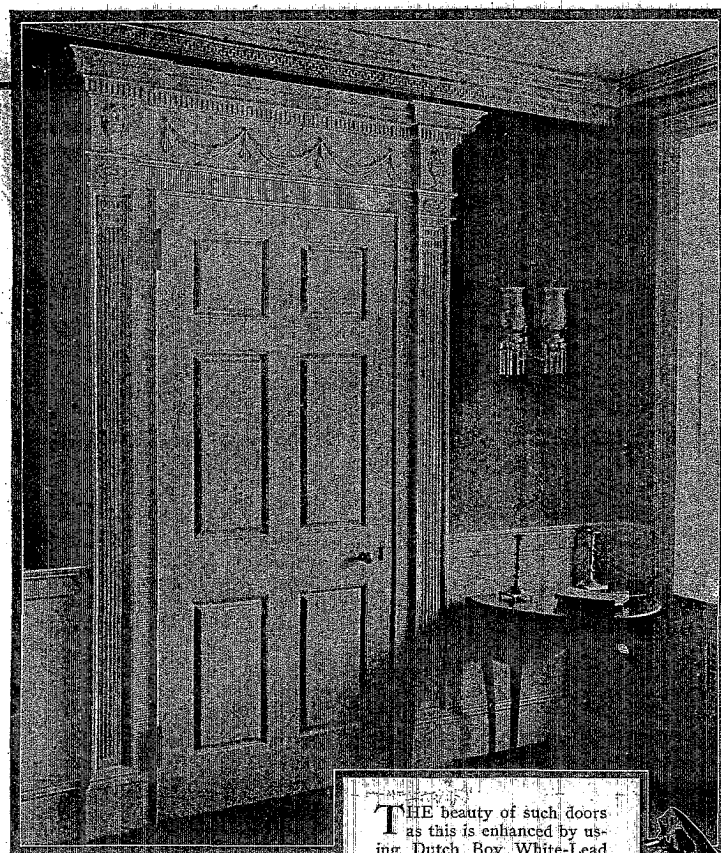
THE charm of such a dining-room may be enhanced in no small measure by the use of Dutch Boy White-Lead and Flatting Oil on all walls and woodwork. No more costly than other paint; spreads 50 per cent farther than most; and can be tinted any color. Gives a soft, velvety finish—free from glare. Washable and lasting.

May we send you booklet No. 3 on interior painting?



The American Architect, June 22, 1921
The American Architect, March 15, 1922
Architectural Forum, September, 1921

0000-NLI-000016851



Dutch Boy

White-Lead and Flatting Oil

NATIONAL LEAD COMPANY

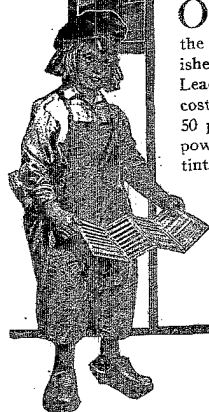
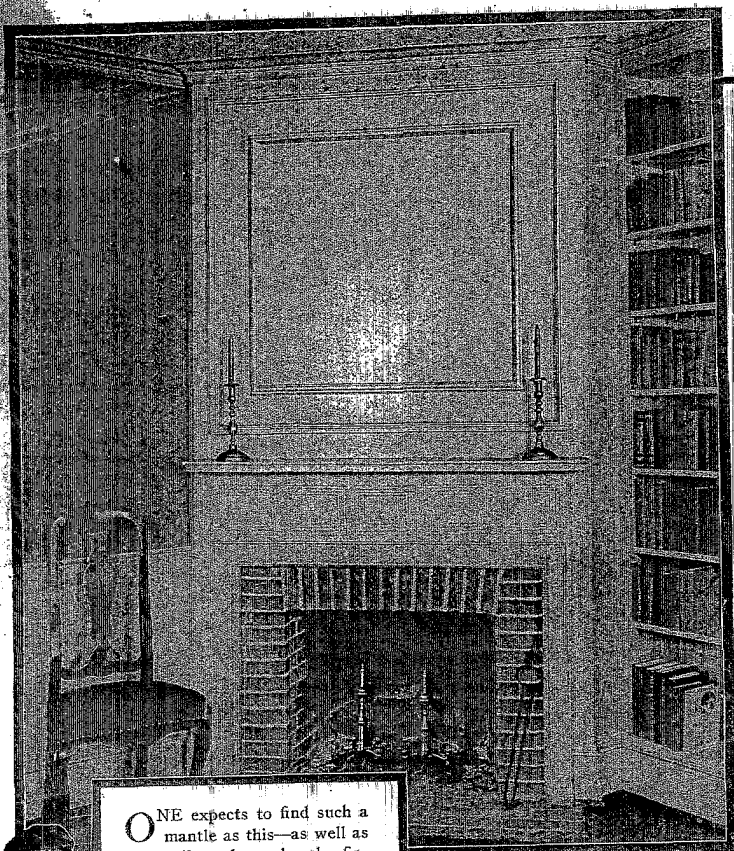
New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

THE beauty of such doors as this is enhanced by using Dutch Boy White-Lead and Flatting Oil. This paint gives a soft, velvety, washable finish, free from glare—a finish that won't chip or peel. Costs no more than other good paint; spreads 50 per cent farther than most. May be tinted any color.

Shall we send you a copy of our booklet No. 3 concerning interior painting?



The American Architect, July 6, 1921;
The American Architect, December 7,
1921; *Architectural Forum*, October, 1921



ONE expects to find such a mantle as this—as well as the walls and woodwork—finished with Dutch Boy White-Lead and Flatting Oil. No more costly than other paints; has 50 per cent greater spreading-power than most; and can be tinted any color. Gives a soft, velvety finish—free from glare. Washable and lasting.

Have you a copy of our portfolio No. 3 concerning interior painting?

Dutch Boy

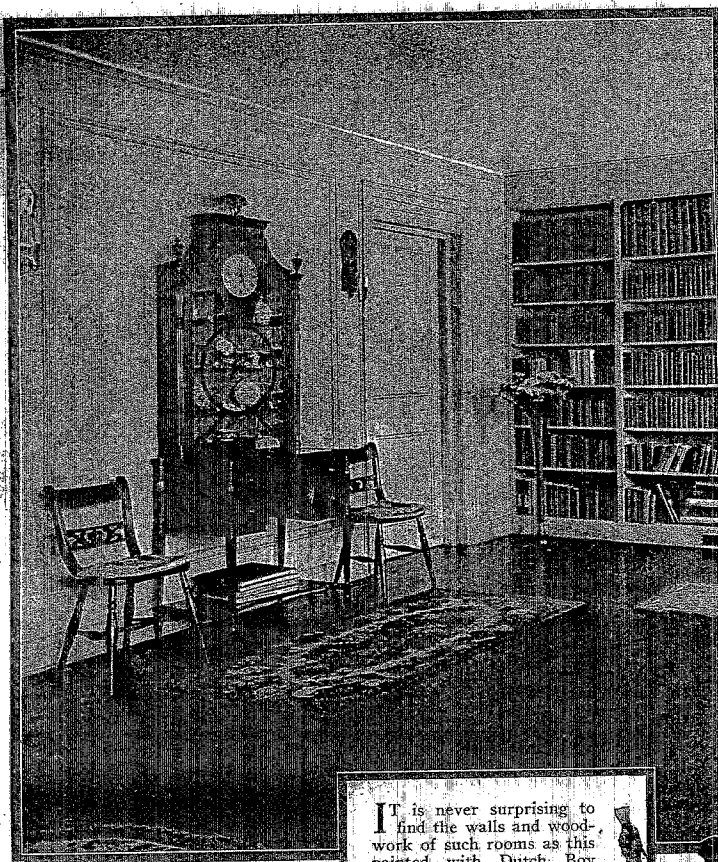
Products for Interior Painting

NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

THE AMERICAN ARCHITECT, July 20, 1921. THE
AMERICAN ARCHITECT, December 21, 1921;
ARCHITECTURAL FORUM, November, 1921.

0000-NLI-000016853



Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

"Save the surface and
you save all" *—Dutch Boy*

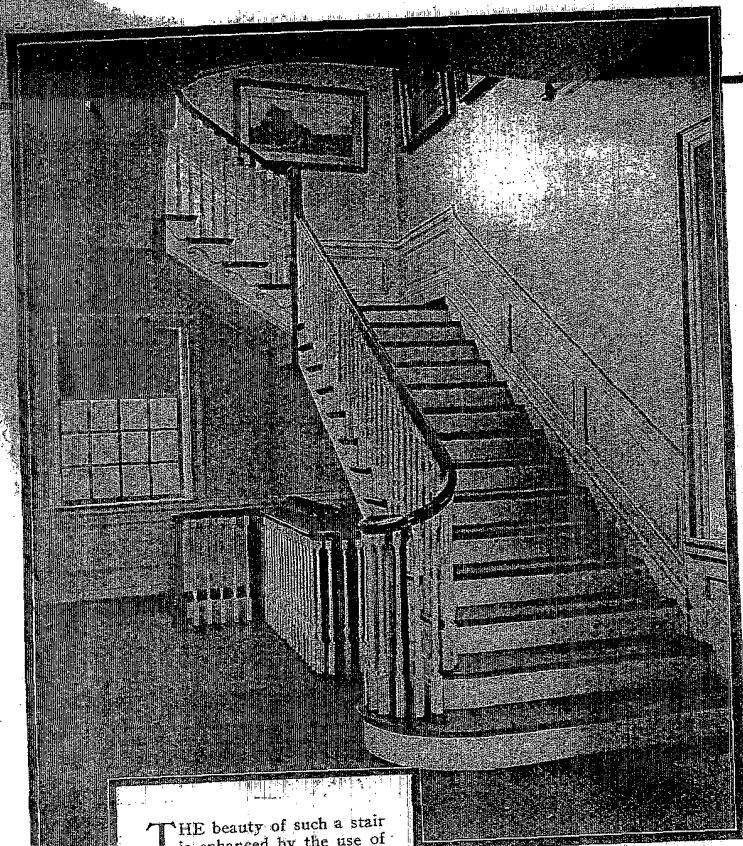
It is never surprising to find the walls and woodwork of such rooms as this painted with Dutch Boy White-Lead and Flatting Oil. This paint is specified when a particularly soft and velvety finish is desired. Costs no more than other paint; spreads 50 per cent farther than most; and can be tinted any color. That it is washable and will not scale or chip is important, too.

If you wish, we will send you Booklet No. 3



The American Architect, August 3rd, 1921
The American Architect, January 18th, 1922
Architectural Forum, December, 1921

0000-NLI-000016854



THE beauty of such a stair is enhanced by the use of Dutch Boy White-Lead and Flatting Oil on the woodwork and surrounding walls. The charm of this paint lies in its softness and refinement—free from glare. Costs no more than other paints; spreads 50 per cent. farther than most; and can be tinted any color. Is washable, and will not scale or chip.



Shall we mail you booklet No. 3?

Dutch Boy

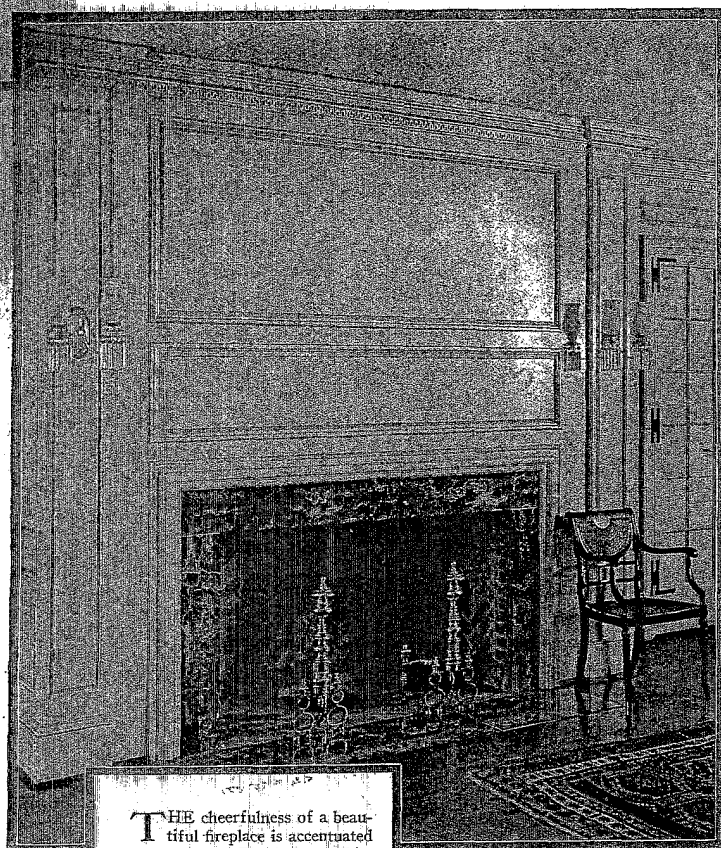
Products for Interior Painting

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and you save all—*Dutch Boy*



THE cheerfulness of a beautiful fireplace is accentuated by the use of Dutch Boy White Lead and Flatting Oil on the surrounding walls and woodwork. Dutch Boy walls possess a soft, restful finish—delightful because of their freedom from glare. Costs no more than other paints; spreads 50% farther than most; and can be tinted any color. Washable and lasting—it does not scale or chip.

May we send you booklet
No. 3?



Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

The American Architect—The Architectural Review, August 31st, 1921.
The American Architect—The Architectural Review, March 1st, 1922
Architectural Forum, March, 1922.

0000-NLI-000016856



Dutch Boy

White-Lead and Flatting Oil

NATIONAL LEAD COMPANY

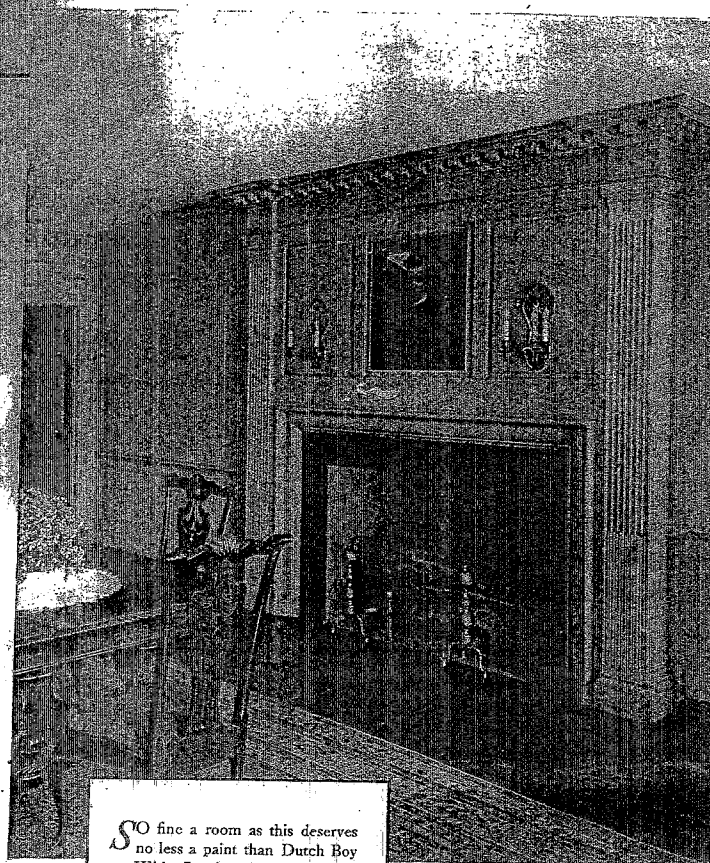
New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

A stair-hall is given the maximum brightness and cheerfulness when painted with Dutch Boy White Lead and Flatting Oil. No more costly than other paints, spreads 50% farther than most paints, and can be tinted any color. The finish is soft and cheerful, free from glare. Washable. Durable.

Further information supplied promptly on request. Ask for Painting Helps No. 3.

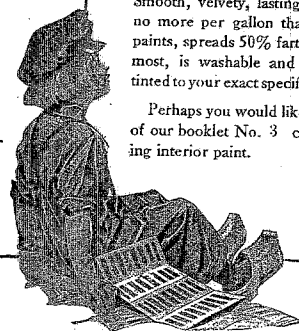


The American Architect—The Architectural Review, September 28, 1921.
The American Architect—The Architectural Review, February 1, 1922.
Architectural Forum, April, 1922.



SO fine a room as this deserves no less a paint than Dutch Boy White-Lead and Flating Oil. Smooth, velvety, lasting. Costs no more per gallon than other paints, spreads 50% farther than most, is washable and can be tinted to your exact specifications.

Perhaps you would like a copy of our booklet No. 3 concerning interior paint.



Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

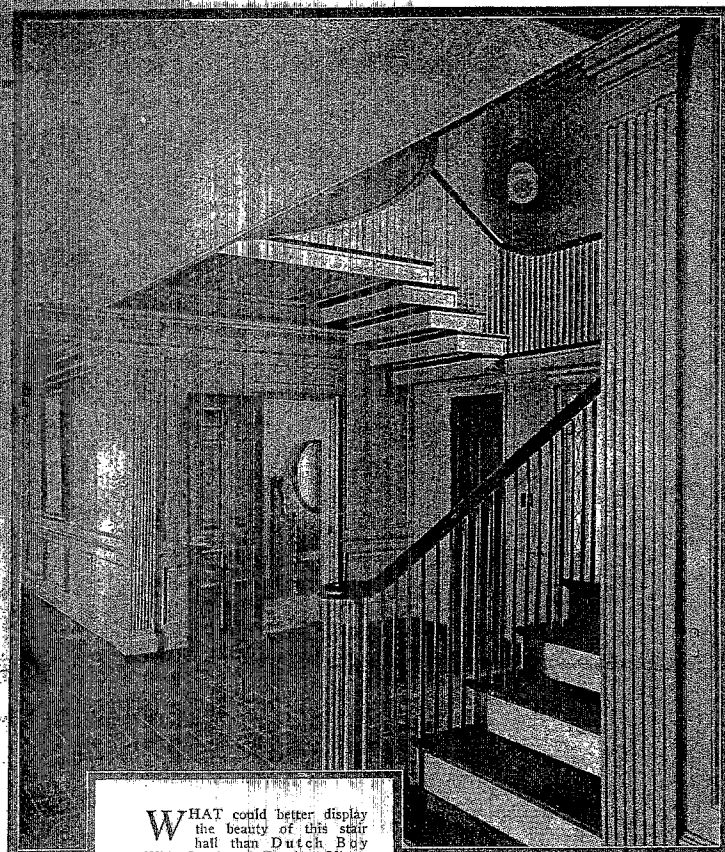
New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

"Save the surface and
you save all" — *Architectural Forum*

Reprinted from *The American Architect—The Architectural Review*, Oct. 12, 1921, and March 29, 1922.

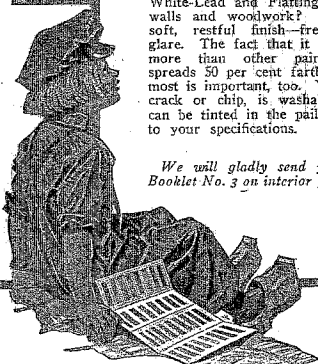
Architectural Forum May 1927

0000-NLI-000016858



WHAT could better display the beauty of this stair hall than Dutch Boy White-Lead and Flatting Oil on walls and woodwork? Gives a soft, restful finish—free from glare. The fact that it costs no more than other paints and spreads 50 per cent farther than most is important, too. Will not crack or chip, is washable, and can be tinted in the pail exactly to your specifications.

We will gladly send you our Booklet No. 3 on interior painting.



Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and
you save all—*that's the Dutch Boy way*

Reprinted from *The American Architect—The Architectural Review*, Oct. 26, 1921, and Jan. 4, 1922.

He Didn't Take Susie's Advice

"Frank," said Susie, one day in March, "you ought to paint the barn this spring. It needs it."

"No," said Frank, "I'd rather save the money for something else."

Frank "saved the money" for a couple of years—then he spent it all, and some more, to put on a new roof, repair other damage the weather had done to the barn—and paint it.

The "Save the Surface" campaign aims to make property owners realize that a good way to save money is to paint their barns, houses, fences, furniture, wagons, farm implements.

Paint and varnish manufacturers, wholesalers, dealers and painters, working co-operatively in this way, increase the country's paint and varnish business, and each one's share increases in proportion.

You can increase your sale of paints and varnishes by co-operating in the "Save the Surface" campaign.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

(John T. Lewis & Bros. Co., Philadelphia)

(National Lead & Oil Co., Pittsburgh)



The above advertisement appears in the following publications:

American Paint Jnl.—Mar. 14.

Oil, Paint & Drug Reporter—Feb. 7, Apr. 4.

Paint, Oil & Chemical Review—Mar. 9.

0000-NLI-000016860

Seed That Grows Dollar Bills

Every "Save the Surface" advertisement plants seed that grows jingling coin and dollar bills.

In whose garden? In yours—whether you're a paint manufacturer, jobber, retail dealer or painter.

But that's not the best part of it. You do a bigger business because people use more paint—you profit by the campaign—and so do the people who use more paint, for when they "Save the Surface" they save money!

It's a fine, sane, sound idea—this "Save the Surface" Campaign.

Everybody benefits by it. What it's going to mean to you in the way of increased business depends largely on your individual follow-up work in your own locality.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

(John T. Lewis & Bros. Co., Philadelphia)

(National Lead & Oil Co., Pittsburgh)



This advertisement will be published in the following periodicals:

American Paint Journal—April 4th.

Oil, Paint & Drug Reporter—March 14th and May 2nd.

Paint, Oil & Chemical Review—April 6th and June 1st.

0090-NLI-000016861

This advertisement will appear in the March 30th issue of the Paint, Oil and Chemical Review
 and in the Paint Journal—April 13th. Oil, Paint & Drug Reporter—April 20th.



The Day of Reckoning

"No," he said, "there are other things the house needs more than painting."

He was wrong—although he didn't realize it until the day came when his house needed new shingles, new gutters, new leaders and other miscellaneous repairs.

Now he appreciates the truth of "Save the surface and you save all."

When you, and we, and all other manufacturers, wholesalers, dealers and painters make more, people realize the money-saving importance of paint and varnish, we will be building business for ourselves.

Are you doing your part?

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
 Cincinnati Cleveland St. Louis San Francisco
 (John T. Lewis & Bros. Co., Philadelphia)
 (National Lead & Oil Co., Pittsburgh)

Believing as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

American Paint Journal, May 9, 1921

* May 30

June 25



White-Lead Carbonate

Consumers of White-Lead, either dry or in oil, can depend on getting uniformity in texture and color, and can depend upon accurate following of specifications in National Lead Company's carbonate of lead.

We've been making it for more than a century. That gives us the "know-how."

Bidders on supplies for the several departments of the U. S. Government, as well as for states, municipalities, railroads and other corporations, can base their bids on products of National Lead Company with perfect assurance that they will conform to the specification standards.

Branches and factories everywhere. Thus we are equipped to give you the best there is in service and deliveries.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo
Chicago	Cincinnati	Cleveland
St. Louis	San Francisco	
JOHN T. LEWIS & BROS. CO., Philadelphia		
NATIONAL LEAD & OIL CO., Pittsburgh		



Lead Oxides

LITTHARGE

glass-makers
varnish-makers
rubber-makers
assayers
lake
oil-refiners
paper-makers
battery-makers

RBD-LEAD

glass-makers
painters
varnish-makers
oil-refiners
rubber-makers
battery-makers

Orange Minerals

When you order lead oxides from us, you can depend upon getting material properly oxidized for the purpose specified. We are the oldest and largest company in the business and we have an unequalled amount of experience in lead oxidizing. When you buy our oxides you get the benefit of our experience along with the material.

We have the equipment and facilities as well as the "know-how." With branches and factories throughout the country, we are well equipped to give you the service and deliveries you want.

NATIONAL LEAD COMPANY

New York Chicago Boston Philadelphia
 St. Louis Cleveland San Francisco Pittsburgh

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

American Paint Journal, May 23, 1921 + June 4, 27
 C. W. T. L.
 Mump's & Co. Paint
 July 1, 1921



Lead Oxides

RED-LEAD
glass-makers'
painters'
varnish-makers'
oil-refiners'
rubber-makers'
battery-makers'

LITHARGE
glass-makers'
varnish-makers'
rubber-makers'
assayers'
flake
oil-refiners'
paper-makers'
battery-makers'

Orange Minerals

When you order lead oxides from us, you can depend upon getting material properly oxidized for the purpose specified. We are the oldest and largest company in the business and we have an unequalled amount of experience in making lead oxides. When you buy our oxides you get the benefit of our experience along with the material.

We have the equipment and facilities as well as the "know how." With branches and factories throughout the country, we are well equipped to give you the service and deliveries you want.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo
Chicago	Cincinnati	Cleveland
St. Louis	San Francisco	
JOHN T. LEWIS & BROS. CO., Philadelphia		
NATIONAL LEAD & OIL CO., Pittsburgh		

American Paint Journal—August 1st, 1921
Oil, Paint and Drug Reporter—August 1st, 1921
Paint, Oil and Chemical Review—August 3rd, 1921
Drugs, Oils and Paints—October, 1921



Do you need Sugar of Lead?

White crystals
White (broken)
White granular
White powdered
Brown (broken)

Pure
Uniform
Dependable

NATIONAL LEAD COMPANY

New York Boston Buffalo
Chicago Cincinnati Cleveland
St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

American Paint Journal—August 8, 1921
Oil, Paint and Drug Reporter—August 8, 1921
Paint, Oil and Chemical Review—August 10, 1921
Drugs, Oils and Paint—November, 1921



We're always ready to supply you with Carbonate of Lead

Consumers of White-Lead, either dry or in oil, can depend on getting uniformity in texture and color, and can depend upon accurate following of specifications in National Lead Company's White-Lead.

We've been making it for more than a century. That gives us the "know-how."

Bidders on supplies for the several departments of the U. S. Government, as well as for states, municipalities, railroads and other corporations, can base their bids on products of National Lead Company with perfect assurance that they will conform to the specification standards.

Branches and factories everywhere. Thus we are equipped to give you the best there is in service and deliveries.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo
Chicago	Cincinnati	Cleveland
St. Louis	San Francisco	

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and
you save all—*that's what*

*American Paint Journal—August 15, 1921
Oil, Paint and Drug Reporter—August 15, 1921
Paint, Oil and Chemical Review—August 17, 1921
Drugs, Oils and Paints—December, 1921*



*Do you need either of these
Dutch Boy products?*

White Basic Lead Sulphate
of a whiteness and purity unequalled.

Blue Basic Lead Sulphate
uniform in color, purity and texture.

We have a branch near you.
Consequently we can meet your
desires in matter of service and
delivery.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo
Chicago	Cincinnati	Cleveland
St. Louis	San Francisco	
JOHN T. LEWIS & BROS. CO., Philadelphia		
NATIONAL LEAD & OIL CO., Pittsburgh		

"Save the surface and
you save all" *—The Painters' Guide*

American Paint Journal—August 22, 1921 Aug 29
Oil, Paint and Drug Reporter—August 22, 1921 Aug 29, Sept 14
Paint, Oil and Chemical Review—August 24, 1921 Aug 31, Sept 14



*Do you need either of these
Dutch Boy products?*

Basic Lead Sulphate—White
of a whiteness and purity unequalled.

Basic Lead Sulphate—Blue
uniform in color, purity, and texture.

We have a branch near you.
Consequently we can meet your
desires in matter of service and
delivery

NATIONAL LEAD COMPANY

New York	Boston	Buffalo
Chicago	Cincinnati	Cleveland
St. Louis	San Francisco	

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

*"Save the surface and
you save all"—Dutch Boy*

*American Paint Journal—Sept. 19, Oct. 17, Nov. 14, Dec. 12, 1921
Oil, Paint & Drug Reporter—Sept. 26, Oct. 31, Dec. 5, 1921
Paint, Oil & Chemical Review—Oct. 12, Nov. 16, Dec. 21, 1921*

0000-NLI-000016869



White-Lead

Consumers of White-Lead, either dry or in oil, can depend on getting uniformity in texture and color, and can depend upon accurate following of specifications in National Lead Company's White-Lead.

We've been making it for more than a century. That gives us the "know-how."

Bidders on supplies for the several departments of the U. S. Government, as well as for states, municipalities, railroads and other corporations, can base their bids on products of National Lead Company with perfect assurance that they will conform to the specification standards.

Branches and factories everywhere. Thus we are equipped to give you the best there is in service and deliveries.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo
Chicago	Cincinnati	Cleveland
St. Louis	San Francisco	

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

"Save the surface and
you save all" — *White-Lead*

American Paint Journal—Sept. 26, Oct. 24, Nov. 24, Dec. 19, 1921
Paint, Oil & Chemical Review—Sept. 24, Oct. 26, Nov. 30, 1921

0000-NLI-000016870



Sugar of Lead

White crystals
White (broken)
White granular
White powdered
Brown (broken)

Pure
Uniform
Dependable

NATIONAL LEAD COMPANY

New York Boston Buffalo
 Chicago Cincinnati Cleveland
 St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
 NATIONAL LEAD & OIL CO., Pittsburgh

American Paint Journal—Oct. 3, Oct. 31, Nov. 28, Dec. 26, 1921 *May 2nd
 Paint, Oil & Chemical Review—Oct. 5, Nov. 9, Dec. 14, 1921

*"Save the surface and
you save all"—Paint & Varnish*

The Other 99 Eskimos

Suppose one Eskimo, in a village of 100, discovered the joys of the bath, and bought a tub.

The bathtub manufacturers wouldn't compete for his business, they would try to show the other 99 Eskimos the advantages of bathing.

That would be the way to sell bathtubs. The way to sell paint is the same. Show people the wisdom of "Saving the Surface" by painting oftener, by using paint where it hasn't been used before—and there will be more painting done, more paint used.

Dealers who are working together in their communities for "Save the Surface" report increased sales of paint and varnish. Painters tell of more jobs of painting.

Hundreds of letters on file at "Save the Surface" headquarters relate actual instances in which people have used paint and varnish in ways they had never expected to, just as a result of the "Save the Surface" advertising.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.



NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cleveland St. Louis San Francisco Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia.
NATIONAL LEAD & OIL CO., Pittsburgh

This advertisement appears in the following publications:

Amer. Paint Journal—Nov. 15th.
Drugs, Oils & Paints—Nov.
Paint, Oil & Chemical Review—Nov. 10th.

Oil, Paint & Drug Reporter—December 27th.
Hardware Age—Jan. 6th.
Painters Magazine—Dec.

*"Save the surface and
you save all" - Paint & Varnish*

The Barn That Jack Built

It was a good barn—but Jack let it get weather-beaten and warped for lack of re-painting.

Then came the "Save the Surface" campaign, and the barn got a new coat. Now it will be repainted oftener. Its owner knows that frequent painting is real economy.

All over the country people are painting houses, barns, garages and outbuildings which would have gone paintless had it not been for the "Save the Surface" advertising.

Paints, varnishes and stains are being used on floors, woodwork and furniture by those who have got the message of "Save the Surface."

People will continue to use more paint and buy more paint if all of us—manufacturers, jobbers, dealers, painters—stick together and work together in the "Save the Surface" campaign.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

NATIONAL LEAD COMPANY

New York Cleveland Boston Buffalo
Cincinnati Chicago San Francisco St. Louis
John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh

Save the surface and you save all



White-Lead saves the surface

The above advertisement appears in the following publications:

Hardware Age—Feb. 3rd.
American Paint Jnl.—Nov. 29th.
Drugs, Oil & Paint—Jan.

Painter's Magazine—Jan.
Paint, Oil & Chemical Review—Dec. 1st.
Oil, Paint & Drug Reporter—Dec. 20th.

*"Save the surface and
you save all" — Paint & Varnish*

Peters Didn't Think of That

It hadn't occurred to Peters that the money he was "saving" by not painting his house was really no saving at all, because rain and wind and sun and frost were doing a greater amount of damage.

One day Peters read a "Save-the-Surface" advertisement, and the next thing he did was to telephone to a painter.

Peters' letter is on file at "Save-the-Surface" headquarters. He says all his buildings are going to be painted twice as often as formerly, strictly as a measure of economy.

Painters, paint and varnish dealers, jobbers and manufacturers are all getting the benefits of the "Save-the-Surface" campaign, which is teaching people the economy of using more paint.



NATIONAL LEAD COMPANY

New York
Cincinnati
JOHN T. LEWIS & BROS. CO., Philadelphia

Cleveland
Chicago

Boston
San Francisco

Buffalo
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Flatting Oil and White-Lead

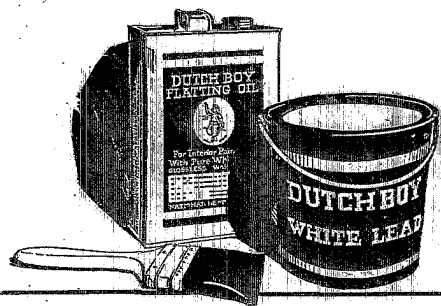
Save the surface and you save all

White-Lead saves the surface

Hardware Age—Nov. 11th.
Amer. Paint & Oil Dealer—Jan.
Drugs, Oils & Paints—Dec.

Painters Magazine—Oct.

Paint, Oil & Chem. Review—Nov. 17th.
Oil, Paint & Drug Reporter—Oct. 18th—Dec. 13th.
American Paint Jorl.—Oct. 18th—Dec. 6th.



Why wait for a building boom? White-Lead is *always* in demand

When you realize that 85% of the paint bought throughout the year is used to repaint property—as against 15% used on new buildings—you can see the money-making possibilities for Dutch Boy dealers who are “on their toes” for business.

Push Dutch Boy White-Lead with flatting oil for interior work, and with linseed oil for exterior painting. Painters like to work with Dutch Boy because it brushes out smoothly and readily. Gives a coat of even thickness and toughness, free from brush marks.

And instead of being merely a “covering” paint, Dutch Boy becomes a part of the surface to which it is applied. That’s why it resists wind, sun, and rain without peeling or scaling.

Write for Dealer Helps No. —



NATIONAL LEAD COMPANY
 New York Boston Cincinnati San Francisco
 Cleveland Buffalo Chicago St. Louis
 JOHN T. LEWIS & BROS. CO., Philadelphia
 NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

This advertisement appears in the following publications:
 American Paint and Oil Dealer—May & Dec.
 Hardware Age—May 5 + June 15

(Reprint from *The Painters Magazine*, July, 1921, *Hardware Age*, June 2, 1921, *American Paint & Oil Dealer*, June, 1921.)

Boom or no boom—

White Lead is always in demand

Probably you know that 85% of the paint consumed throughout the year is used on repainting jobs. The other 15% represents the amount used on new buildings.

And so painters who are keen for business are not waiting for a building boom as a selling opportunity. They know there is always a need for white-lead—particularly Dutch Boy—for both interior and exterior work.

Recommend Dutch Boy White-Lead and Flatting Oil for all jobs on interior walls and woodwork. It appeals to property owners because of its greater spreading power, its soft, velvety finish,

free from gloss, its washability, and because of its lasting qualities. It does not crack, chip or peel.

For all outside jobs, recommend Dutch Boy White-Lead and Linseed Oil. It is tough, elastic and wear-resistant. It won't crack, peel or chip.

Painters like to work with both these Dutch Boy products. They brush out rapidly and give a coat of even thickness, free from brush marks. And the finished job is always satisfactory to the man who is paying the bill.

Write for "Painting Helps No. 20."

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy White-Lead

HARDWARE AGE

Oct 20

June 30, 1921

same as

American Paint & Oil Dealer

July 1: Oct



This is a good time for industrial plants to repaint

Perhaps there are factories, mills, or other industrial plants in your locality that are running part time. The owners of these plants ought to be taking the opportunity now to repaint and rejuvenate their buildings—inside and outside.

There's a chance for some good-sized paint sales. Find the man who has charge of upkeep and point out to him the advantages of a fresh coat of paint now. Explain why his plant ought to be in prime condition for the return of big business.

Then tell him why the plant ought to be repainted inside with Dutch Boy White-Lead and Flat-

ting Oil, and outside with Dutch Boy White-Lead and Linseed Oil.

Dutch Boy White-Lead and Flatting Oil is a logical paint for factory interiors because of its permanent whiteness, its washability, and because it won't chip, peel, or scale. And it costs less per square yard covered because it spreads farther than other paint.

And for outside work, Dutch Boy White-Lead and Linseed Oil is the paint to use. Spreads far, withstands all sorts of atmospheric conditions because of its toughness and elasticity, and it won't chip, peel or crack.

Write for Dealer Helps No. 17.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

Hardware Age—August 4, 1921
American Paint & Oil Dealer—August, 1921



Regardless of business conditions White-Lead is always a good seller

White-lead is one product that never collects cobwebs on a dealer's shelf. As long as there are painting jobs to be done, Dutch Boy White-Lead will be a steady seller.

And when you consider that 85% of all the paint sold is used on present buildings as against 15% used on new construction, you needn't wait for building booms to sell paint. Most folks know that for all interior work there is no better paint than Dutch Boy White-Lead mixed with Dutch Boy flatting oil. It brushes out

quickly and smoothly. It won't crack, chip or scale. And walls finished with this paint can be washed as often as necessary.

For all exterior work no paint has been found to excel Dutch Boy White-Lead and linseed oil for economy, good looks and long wear.

Keep a substantial supply of Dutch Boy White-Lead in stock at all times. It doesn't require a heavy investment and because it has a quick turn-over it is a "bread-and-butter" money maker.

Write for Dealer Helps No. 17.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

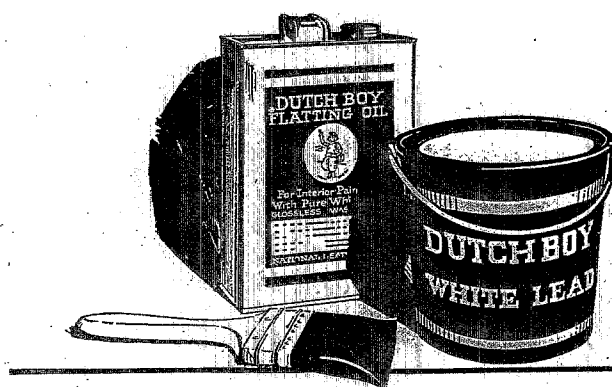
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy White-Lead



This is a good time for industrial plants to repaint

Perhaps there are factories, mills, or other industrial plants in your locality that are running part time. The owners of these plants ought to be taking the opportunity now to repaint and rejuvenate their buildings—inside and outside.

There's a chance for some good-sized paint sales. Find the man who has charge of upkeep and point out to him the advantages of a fresh coat of paint now. Explain why his plant ought to be in prime condition for the return of big business.

Then tell him why the plant ought to be repainted inside with Dutch Boy White-Lead and Flat-

ting Oil, and outside with Dutch Boy White-Lead and Linseed Oil.

Dutch Boy White-Lead and Flatting Oil is a logical paint for factory interiors because of its permanent whiteness, its washability, and because it won't chip, crack, or scale. And it costs less per square yard covered because it spreads farther than other paint.

And for outside work, Dutch Boy White-Lead and Linseed Oil is the paint to use. Spreads far and withstands all sorts of atmospheric conditions because of its toughness and elasticity.

Write for Dealer Helps No. 17.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

This advertisement appears in Hardware Age, October 20, 1921, and American Paint & Oil Dealer, October, 1921

0000-NLI-000016879

Hardware Age Nov 17

Reprinted from the November issue of the American Paint and Oil Dealer, St. Louis.



Boom or no boom, White-Lead is always a good seller

That's because 85% of the paint sold throughout the year is used on repainting jobs. The other 15% represents the amount used on new buildings.

And so aggressive dealers are not waiting for a building boom as a selling opportunity. They know there is always a big market for white-lead—and particularly Dutch Boy, both for interior and exterior work.

Push Dutch Boy White-Lead and Flatting Oil for all walls and interior woodwork. It sells readily because of its greater spreading power, its velvety, glossless finish, its washability, and because of its lasting qualities—does not crack, chip or scale.

For all outside work, recommend the use of Dutch Boy White-Lead and Linseed Oil. This product also spreads considerably farther than most other paint. Tough, elastic, and wear-resistant. It won't chip or scale.

The quality of Dutch Boy Products is well known to the average home-owner, and Dutch Boy sales frequently lead to other good business.

Write for Dealer Helps No. 18.

NATIONAL LEAD COMPANY

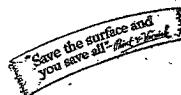
New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

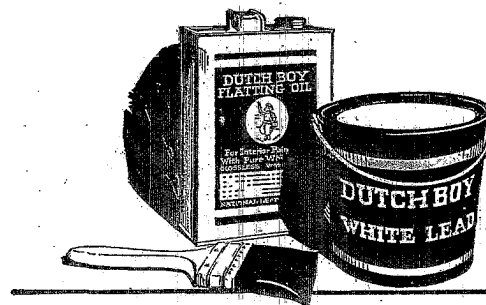
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy White-Lead

Reprinted from the December issue of the American Paint and Oil Dealer, St. Louis

Hardware Age May 5



Why wait for a building boom? White-Lead is *always* in demand

When you realize that 85% of the paint bought throughout even a normal year is used to repaint property—as against 15% used on new buildings—you can see the money-making possibilities for Dutch Boy dealers who are “on their toes” for business.

Push Dutch Boy White-Lead with flatting oil for interior work, and with linseed oil for exterior painting. Painters like to work with Dutch Boy because it brushes out smoothly and readily. Gives a coat of even thickness and toughness, free from brush marks.

And instead of being merely a “covering” paint, Dutch Boy becomes a part of the surface to which it is applied. That's why it resists wind, sun, and rain without peeling or scaling.

Write for Dealer Helps No. 18.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



*"Save the surface and
you save 10 percent"*

Dutch Boy White-Lead

The paint that helps to sell houses

If you can say to a prospective buyer, "This house is painted with Dutch Boy White-Lead and Linseed Oil," that fact is one more reason why he should think favorably of the property.

Dutch Boy White-Lead and Pure Linseed Oil

The use of this Dutch Boy lead-and-oil paint not only creates good-will for the dealer, but it is really a most economical paint to use.

Painters like it because it spreads easily and is an all-round good paint to work with. You will like this Dutch Boy product because it gives a greater spread per gallon than other paint.

Use Dutch Boy White-Lead and Linseed Oil paint on your next job.

Send for our Free Painting Help No. 19.

NATIONAL LEAD COMPANY

New York Cleveland Boston Buffalo
Cincinnati Chicago San Francisco St. Louis

John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh



Dutch Boy White-Lead

Reprinted from Building Age, June, 1921

Walls that appeal to feminine eyes

Such are walls with that softness of refinement that enhances the beauty of any room. Walls without gloss and glare. Walls that help to sell the house.

Dutch Boy White-Lead

Nowadays more and more builders and architects specify Dutch Boy White-Lead, mixed with Dutch Boy Flatting Oil. That's the combination that gives to walls a soft, lustreless finish that is easy to keep clean.

Any Color

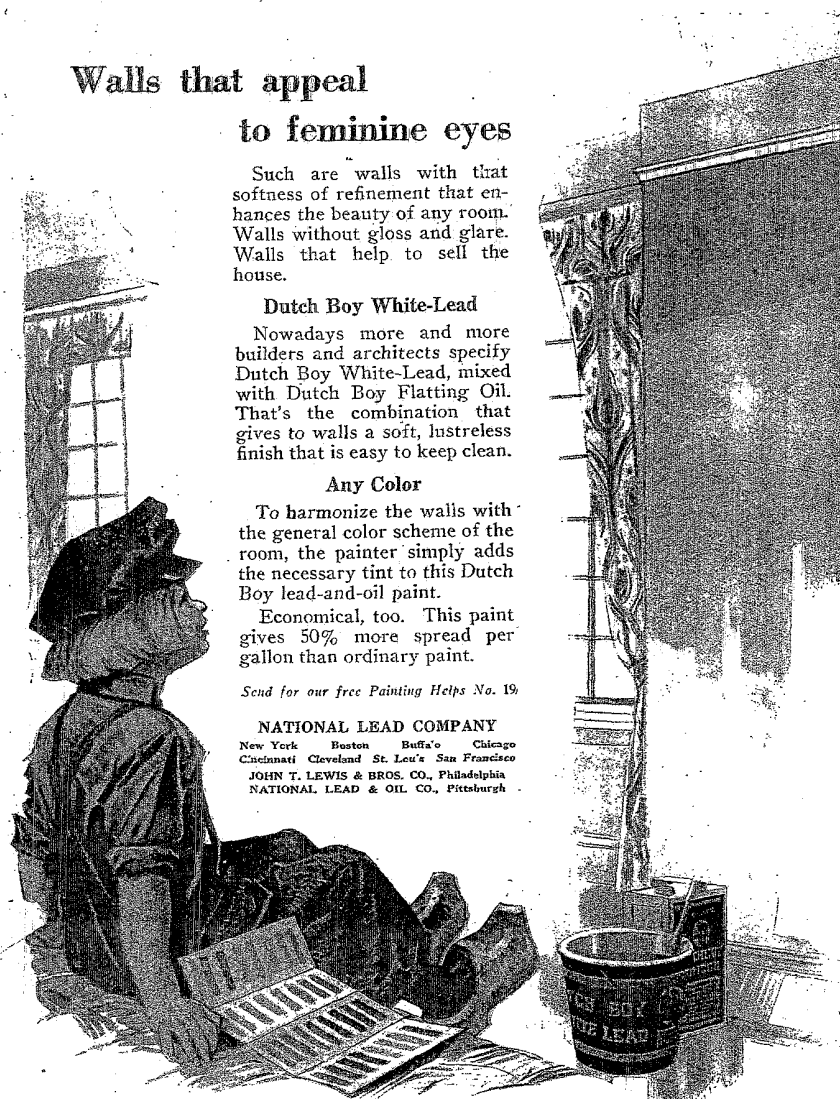
To harmonize the walls with the general color scheme of the room, the painter simply adds the necessary tint to this Dutch Boy lead-and-oil paint.

Economical, too. This paint gives 50% more spread per gallon than ordinary paint.

Send for our free Painting Helps No. 19.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy

White-Lead
and
Flatting Oil

The Builders' Journal, July, 1921
Building Age, July, 1921

0000-NLI-000016883

Good-Will Paint

A paint that withstands sun and rain and gives considerably longer service than is expected of it—such paint creates good will for the builder or architect who specifies it.

Dutch Boy White-Lead and Pure Linseed Oil

This is the good-will paint. Incidentally, this Dutch Boy White-Lead and linseed-oil product is economical. It spreads easily and quickly, and goes farther than other paints.

Painters like to work with it. And its use by builders is a help toward "selling" a prospective home buyer.

Send for Our Interesting Painting Helps
No. 19

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy White-Lead

Building Age, August, 1921
The Builders' Journal, August, 1921

Walls that charm

Women especially, admire soft, velvety walls, free from glare and gloss. Such walls add beauty to the room.

Dutch Boy White-Lead

Specify Dutch Boy White-Lead, mixed with flatting oil, for the walls and woodwork on your next job. Then notice what prospective buyers say. You'll frequently hear such exclamations as "My, what beautiful walls!"

Any Color

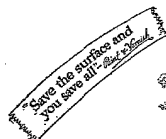
Whatever the color scheme of the room, the painter can add the necessary tint to this Dutch Boy lead-and-oil paint.

Painters find that Dutch Boy brushes out readily and gives 50% more spread per gallon than most interior paints.

We shall be glad to send you our Painting Help No. 19.

NATIONAL LEAD COMPANY
New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis
San Francisco

John T. Lewis & Bros., Philadelphia
National Lead & Oil Co., Pittsburgh



Dutch Boy Flatting Oil and White-Lead

*Building Age, September, 1921
Builders' Journal, September, 1921*

Walls that are restful to the eye

Properly decorated walls demonstrate the good taste of the builder. And yet proper decoration is often a matter of merely choosing the right paint.

Dutch Boy White-Lead

For a soft, restful finish free from glossiness, use Dutch Boy White-Lead, mixed with Dutch Boy Flatting Oil. Such a finish adds to the charm of any room and can be washed when necessary.

Any Tint

Any color may be obtained with this Dutch Boy combination. The painter simply adds the tint desired to carry out the color scheme of the room.

Economical, too. Dutch Boy White-Lead and Flatting Oil covers 50% more surface per gallon than most other interior paints.

Send for Painting Helps No. 19

NATIONAL LEAD COMPANY

New York Cleveland Boston
Buffalo Cincinnati Chicago
San Francisco St. Louis
John T. Lewis & Bros. Co.
Philadelphia
National Lead & Oil Co.
Pittsburgh



Save the surface and
you save all - *that's a fact!*

Dutch Boy

Products for
Interior Painting

Reprinted from Building Age, October, 1921

0000-NLI-000016886

Painted walls that women like

Soft, velvety walls devoid of unpleasant gloss and glare—walls that are restful. Such are the kind of walls that appeal to feminine eyes.

Dutch Boy White-Lead

For restful, painted walls and woodwork, specify Dutch Boy White-Lead, mixed with Dutch Boy Flatting Oil. This is the combination that gives a soft, lustreless finish so restful and pleasing—a finish that is easy to keep clean.

Any color desired

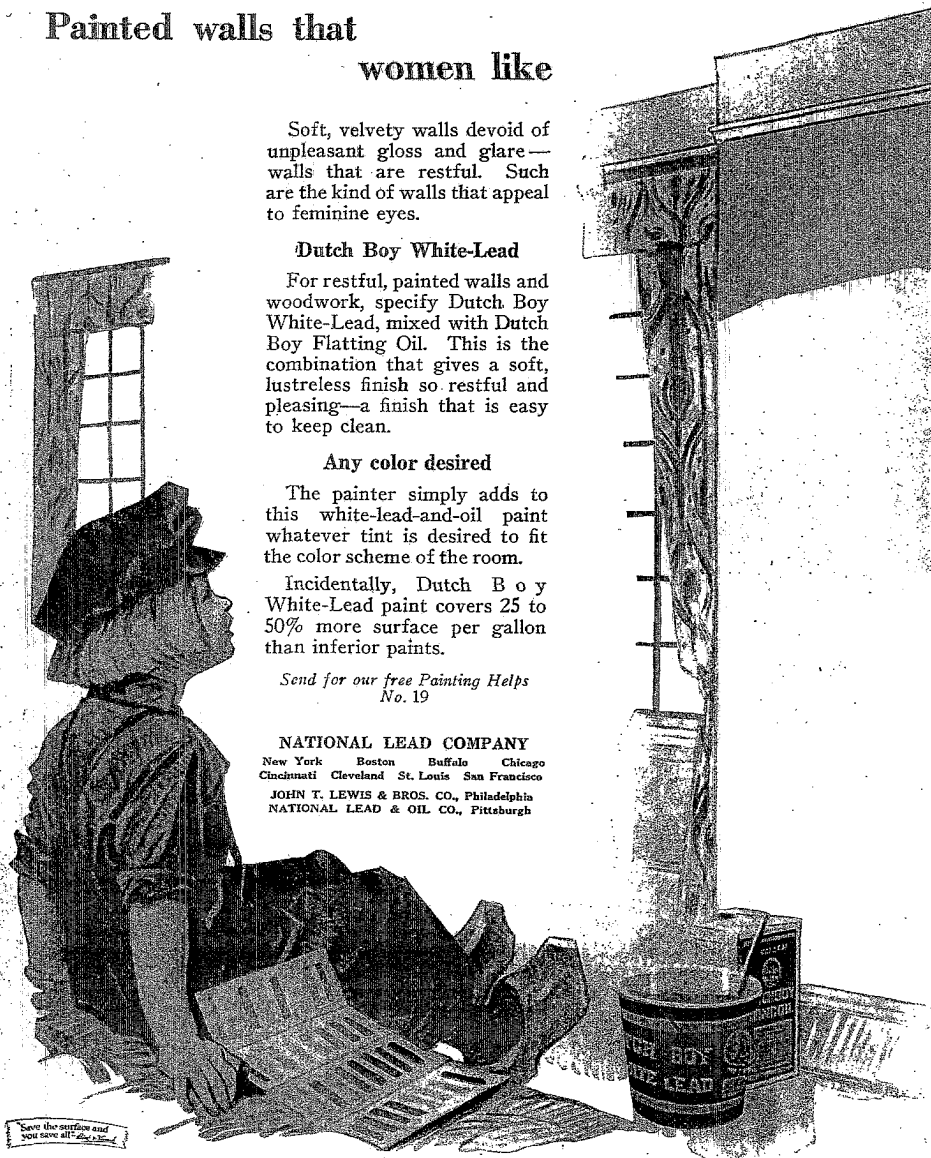
The painter simply adds to this white-lead-and-oil paint whatever tint is desired to fit the color scheme of the room.

Incidentally, Dutch Boy White-Lead paint covers 25 to 50% more surface per gallon than inferior paints.

*Send for our free Painting Helps
No. 19*

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



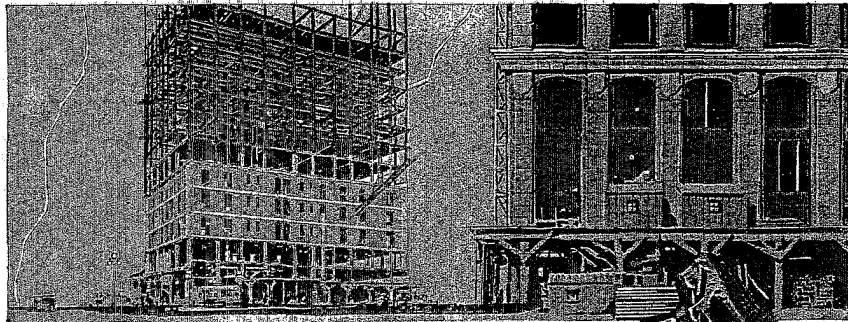
Dutch Boy

PRODUCTS FOR
INTERIOR PAINTING

Reprinted from Building Age, November, 1921

0000-NLI-000016887

Reprinted from BUILDING AGE, Issue of December, 1921



Red-Lead that won't harden in the pail

You can appreciate what that means. No loss through hardening. No time lost in using. Because of its extreme fineness and purity this red-lead remains soft and workable in the pail.

Dutch Boy Red-Lead is pure red-lead in paste form. It contains pure linseed oil. The addition of more linseed oil brings it down to a paint consistency. Brushes out easily, giving a smooth, even coat. Painters like to work with it. Dutch Boy Red-Lead also comes in liquid form—ready to use.

A coat of Dutch Boy Red-Lead is like a coat of armor on any metal surface. It renders such surfaces rust-resistant.

Color pigments may be added to Dutch Boy Red-Lead for finishing coats.

Specify this famous red-lead for all metal structural work and for railings, gutters, flashings, metal roofs, etc.

Write to us for Painting Helps No. 19.

*"Save the surface and
you save all"—Dutch Boy Red-Lead*

NATIONAL LEAD COMPANY

New York
Cincinnati

Cleveland
Chicago

Boston
San Francisco

Buffalo
St. Louis

John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh



Dutch Boy Red-Lead

Reprinted from THE BUILDERS' JOURNAL, May, 1921

Red-Lead that won't harden in the pail

You can appreciate what that means. No loss through hardening. No time lost in using. Because of its extreme fineness and purity this red-lead remains soft and workable in the pail.

Dutch Boy Red-Lead is pure red-lead in paste form. It contains pure linseed oil. The addition of more linseed oil brings it down to a paint consistency. Brushes out easily, giving a smooth, even coat. Painters like to work with it.

A coat of Dutch Boy Red-Lead is like a coat of armor on any metal surface. It renders such surfaces rust-resistant.

Pigments may be added to Dutch Boy Red-Lead for finishing coats.

Specify this famous red-lead for all metal structural work and for railings, gutters, flashings, metal roofs, etc.

Write for Painting Helps No. 23.



Dutch Boy

White-Lead and Flatting Oil

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Reprinted from THE BUILDERS' JOURNAL, June, 1921

The paint that helps to sell houses

If you can say to a prospective buyer, "This house is painted with Dutch Boy White-Lead and linseed oil," that fact is one more reason why he should think favorably of the property.

Dutch Boy

White-Lead and Pure Linseed Oil

The use of this Dutch Boy lead-and-oil paint not only creates good will for the dealer, but it is really a most economical paint to use.

Painters like it because it spreads easily and is an all-round good paint to work with. You will like this Dutch Boy product because it gives greater spread per gallon than other paints.

Use Dutch Boy White-Lead and linseed oil paint on your next job.

Send for Booklet No. 23.



NATIONAL LEAD COMPANY

New York	Cleveland	Boston	Buffalo
Cincinnati	Chicago	San Francisco	St. Louis
John T. Lewis & Bros. Co., Philadelphia			
National Lead & Oil Co., Pittsburgh			

0000-NLI-000016890

How a simple test led to a big saving

The story concerns the walls of two floors of a prominent office building. The walls of one floor were painted with Dutch Boy White Lead and Flatting Oil—a washable paint. The walls of the other floor were also painted with a good paint—but it wasn't washable.

For three years, a careful record was kept on the cost of keeping the walls on both floors in good condition. When repainting seemed necessary, the walls painted with Dutch Boy White Lead and Flatting Oil were merely washed with soap and water. The walls finished with the other paint necessitated frequent repainting.

Obviously, the cost of repainting those walls was considerably higher than the cost of washing the Dutch Boy walls. One was a painter's job. The other a porter's job.

Moral: Paint the walls of your building with Dutch Boy lead-and-oil paint, and reduce repainting costs. Walls painted with Dutch Boy possess a soft, velvety finish, as pleasing as it is durable. Dutch Boy walls do not chip, peel or scale. That's because this paint actually becomes a part of the surface to which it is applied.

The fact that Dutch Boy white-lead-and-flatting-oil paint has 50% more spreading power per gallon than other paints is also very important from the economy viewpoint.

Any color may be obtained with this lead-and-oil paint. The painter simply adds the necessary tint.

Use this famous interior paint for all walls and woodwork.

Write for Painting Helps No. 4.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

Buildings & Building Management—April 18, 1921

Save the difference between the paint pail and the cleaning pail

The management of a prominent office building learned recently that the difference between using the cleaning pail and the paint pail amounted to several hundreds of dollars in a year.

A simple test proved that the cost of keeping Dutch Boy lead-and-oil painted walls in good condition, was considerably less than the upkeep cost of walls finished with other paint.

The Dutch Boy walls were kept new-looking by an occasional cleaning with soap and water. The other walls necessitated frequent repainting. The Dutch Boy walls were washable—a porter's job. The other walls were not washable—a painter's job.

In the same way, the use of Dutch Boy White Lead and Flatting Oil on the walls of your building will prove an economy. The walls can be cleaned as often as necessary without fading, chipping, peeling or scaling. Dutch Boy becomes a part of the surface to which it is applied.

Costs no more than other paint and has 50% more spreading power than most. Brushes out rapidly and evenly, giving a smooth, soft, velvety coat free from brush marks—a finish that is restful and pleasing to the eyes.

And if at any time, repainting becomes necessary, there will be no need to burn off the old paint. Merely wash the walls and apply a fresh coat.

Send for Painting Helps No. 4.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

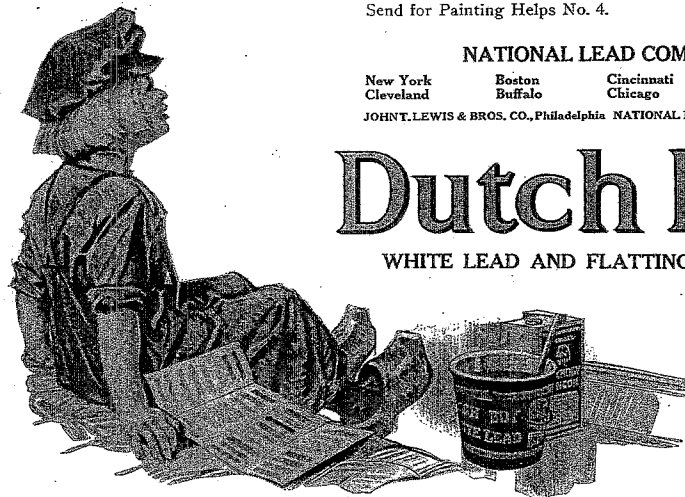
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

WHITE LEAD AND FLATTING OIL



Reprint from Buildings and Building Management, May 16, 1921

0000-NLI-000016892

Economy in paint upkeep

Like many other building managers, you'll find that it costs less to wash the walls of your building than to repaint them.

Walls painted with Dutch Boy White-Lead and Flatting Oil may be washed as often as necessary—without injury to the soft, velvety finish. That's why the upkeep cost of Dutch Boy walls is considerably lower than that of walls finished with other paint.

And yet Dutch Boy lead-and-oil paint costs no more per gallon than other paint. You'll find, too, that it spreads 50 per cent farther than most of the other paints you have used. Gives a smooth, even coat that is soft and restful to the eyes. A finish of which tenants do not easily tire. And it will not peel, chip or scale.

Dutch Boy lead-and-oil paint may be tinted any color. The painter simply adds the necessary tint before applying the paint.

And when repainting is finally necessary, you won't need to have the old paint burned off.

Write now for Painting Helps No. 4.

Dutch Boy

White-Lead and Flatting Oil



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

One way to reduce wall upkeep costs

Building managers are finding out that the upkeep cost of walls painted with Dutch Boy White-Lead and Dutch Boy Flatting Oil is considerably lower than the upkeep cost of walls on which other paint has been used.

There are several reasons for that. In the first place, the cost of using Dutch Boy flat paint is lower, because this paint spreads 50 per cent farther than most others, therefore less is needed. It brushes out smoothly and rapidly, giving a coat of even thickness free from brush marks. Painters work fast with it.

Secondly, walls painted with Dutch Boy flat paint do not require frequent repainting. Soiled spots around push-buttons, door-knobs, window-sills, etc., can be cleaned with soap and water without injuring the fine velvety

finish. Thus the cost of frequent repainting is saved.

Thirdly, this paint will not chip, peel, or scale. That's because Dutch Boy White-Lead and Flatting Oil have such a close affinity that the oil carries the lead into the very pores of the surface to which it is applied. And so this paint actually becomes a part of the surface.

It can be tinted any color. The painter simply adds the necessary color before applying the paint.

Send for Painting Helps No. 4.

Dutch Boy

WHITE-LEAD AND FLATTING OIL

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Buildings and Building Management, July 11, 1921

0000-NLI-000016894

Washable walls are money-savers

If instead of repainting walls, you can have the porter clean the soiled spots around door-knobs, push-buttons, window-sills, etc., with soap, water, and a cloth—certainly that is cheaper than repainting. In the course of a year the saving amounts to quite a lump.

In several instances that we know of, figures have been kept on the upkeep cost of walls painted with Dutch Boy White-Lead and Dutch Boy Flatting Oil (a washable paint) and walls finished with paint that is not washable.

The answer is always the same. Walls painted with Dutch Boy flat paint do not require frequent repainting, and thus upkeep costs are minimized.

And Dutch Boy flat paint costs no more than others—less in fact, because less is needed. This paint spreads 50% farther than most others. Brushes out evenly and readily, giving a coat of velvety smoothness. Painters work rapidly with it.

Dutch Boy flat paint has everlasting qualities, too. Dutch Boy Flatting Oil and Dutch Boy White-Lead have such a close affinity that the oil carries the lead into the very pores of the surface to which it is applied. Thus this paint becomes a part of the surface. It won't crack, scale, or chip. Can be tinted any color.

Write for Painting Helps No. 4.

Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh



"Save the surface and
you save all!" —Dutch Boy

Buildings and Building Management, Sept. 5, 1921

0000-NLI-000016895

Are your walls chip-proof and peel-proof?

It's just as easy and as cheap to have good-looking walls that won't chip, peel, or scale as to have the other kind. It's simply a matter of using the right paint.

Have you ever used Dutch Boy flat paint on the walls of your building? A paint that wears and wears. Dutch Boy Flatting Oil and Dutch Boy White-Lead have such a close affinity that the oil carries the lead into the very pores of the surface to which this paint is applied. And so Dutch Boy is more than a covering paint—it actually becomes a part of the surface. That's why it won't peel, chip, or scale.

Costs no more than other paint; less, in fact, because less is needed. This paint spreads 50 per cent farther than most others.

And Dutch Boy flat paint is washable. Soiled spots around door-knobs, push-buttons, window-sills, etc., can be cleaned easily with soap and water. That means a money saving, because frequent repainting is unnecessary.

It can be tinted any color. The painter simply adds the necessary color before applying.

Write for Painting Helps No. 4.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

Dutch Boy

WHITE-LEAD AND FLATTING OIL



Buildings and Building Management, August 8, 1921 *Dec 26*

0000-NLI-000016896

More proof that the best paint is the least costly

More and more building managers are proving to their satisfaction that Dutch Boy flat paint (Dutch Boy White-Lead mixed with Dutch Boy Flatting Oil) is more satisfactory and less expensive than other paint.

One reason is the greater spreading power of the paint. This means that less paint is needed to cover a given surface.

And Dutch Boy flat paint brushes out rapidly, giving a smooth, velvety finish free from brush marks. Painters work rapidly with it—therefore labor costs are kept at a minimum.

Walls finished with this paint do not require frequent repainting. Soiled spots

around door-knobs, window-sills, and push-buttons can be removed quickly by soap-and-water cleaning. Thus the cost of frequent repainting is saved.

Dutch Boy flat paint won't crack, scale, or chip. Can be kept clean, fresh, and new-looking at all times.

Send for Painting Helps No. 4.

Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Buildings and Building Management, Oct. 3, 1921

0000-NLI-000016897

A way to keep walls free from soiled spots

In many buildings, an accumulation of soiled spots around door-knobs, window-sills, electric push-buttons, etc., means a repainting job.

Not so in buildings where walls are finished with Dutch Boy flat paint (Dutch Boy White-Lead and Dutch Boy Flatting Oil). Such walls are kept free from soiled spots by occasional soap-and-water cleaning. Thus the cost of frequent repainting is saved.

This paint is no more costly than others. In fact, it costs less by actual comparison. That's because Dutch Boy flat paint

spreads 50% farther than most other paint—therefore less is needed.

Gives to walls a lasting surface that will not crack, scale, or chip—a finish that is both restful and attractive.

Brushes out rapidly and evenly, giving a smooth, velvety coat free from brush marks.

Write for Painting Helps No. 4.

"Save the surface and
you save all" *—Dutch Boy*

Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Buildings and Building Management, October 31, 1921

0000-NLI-000016898

Paint that stands the gaff

The walls in the average building are subjected to all sorts of treatment. Soiled spots appear around door-knobs, window-sills, and push-buttons. The frequent changes and office alterations often cause walls to chip or scale. And altogether, frequent repainting is considered a necessary though expensive item of upkeep.

Many building managers have found a remedy for frequent repainting in Dutch Boy flat paint, made by mixing Dutch Boy White-Lead and Dutch Boy Flatting Oil.

In the first place, walls painted with this flat paint are washable. An occasional soap-and-water cleaning keeps the surface free from soiled spots. Thus one cause of frequent repainting is removed.

And this paint does not crack, scale, or chip. That's because it actually becomes a part of the surface to which it is applied, giving a hard, lasting, even coat of velvety smoothness.

Dutch Boy is no more costly than other paint. In fact, it costs less because it spreads 50% farther than most others. Therefore less is needed. Brushes out rapidly—painters like to work with it.

Write for Painting Helps No. 4.

Dutch Boy

Products for Interior Painting



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

*"Save the surface and
you save all" — Paint & Varnish*

Poor Old Tin Lizzie

She was a sight — dingy, rusty, shabby, looking as if she hadn't felt the touch of a paint brush for years.

She hadn't. That was what was the matter with her. Then one day her owner read a "Save the Surface" advertisement, and after he'd read it he painted Lizzie.

And she looked as if she had just come from the factory.

This is an actual "Save-the-Surface" instance, taken from a letter received at "Save the Surface" headquarters.

There are thousands of other letters, telling how people have been led to Save the Surface of a fence, a roof, a wagon, a floor, a chair, a barn, a house.



NATIONAL LEAD COMPANY

New York Cleveland Boston Buffalo
Cincinnati Chicago San Francisco St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Flatting Oil
and
White-Lead

Save the surface and you save all

White-Lead saves the surface

This advertisement appears in the following publications:

Hardware Age—Dec. 9th. — 1920
Amer. Paint & Oil Dealer—Dec. — 1920
Drugs, Oils & Paints—Feb. — 1921

Paint Oil & Chemical Review—Oct. 27th—Dec. 15th. — 1920
American Paint Journal—Nov. 22nd. — 1920
Painters' Magazine—Nov. — 1920
Oil Paint & Drug Reporter—Oct. 11th—Jan. 8rd. — 1921

0000-NLI-000016900

Printed from May 23, 1921, issue of the Oil, Paint and Drug Reporter, 100 William Street, New York City, N. Y.

John T. Lewis & Bros.
July 13



White-Lead Basic Sul-
phate of a whiteness and
purity unequalled.

Blue-Lead Basic Sulphate
uniform in color, purity
and texture.

We have a branch near you. Con-
sequently we can meet your desires
in matters of service and delivery.

NATIONAL LEAD COMPANY

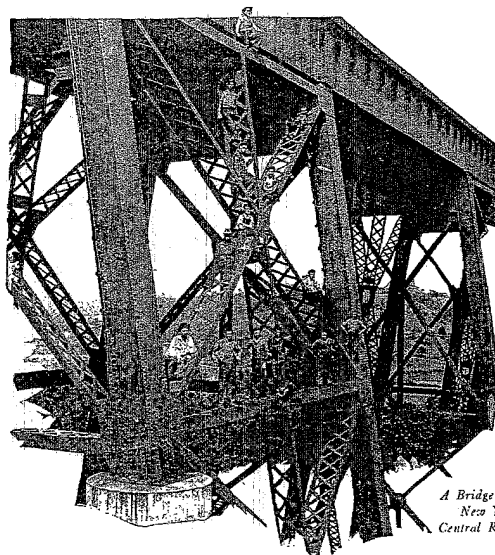
NEW YORK	BOSTON	BUFFALO	CHICAGO
CINCINNATI	CLEVELAND	ST. LOUIS	SAN FRANCISCO

John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh

0000-NLI-000016901

Market—ENGINEERING NEWS-RECORD—Place

Dutch Boy Red-Lead



A Bridge on the
New York
Central Railroad

Dutch Boy Red-Lead— the Engineer's paint

First, because it is unequalled as a protection against rust on structural metal.

Second, because it produces an elastic film which does not chip or flake under expansion and contraction of the metal due to temperature changes.

Third, because it is properly applied to clean metal surfaces, a long-lasting protection. And it is easy to apply.

Fourth, because Dutch Boy Red-Lead is put up in a convenient linseed-oil paste. The addition of more linseed oil is all that is necessary to bring it to paint consistency.

Specify Dutch Boy Red-Lead for all metal surfaces—in natural color for first coat work and tinted for finishing coats.

Write for Painting Helps No. 5.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

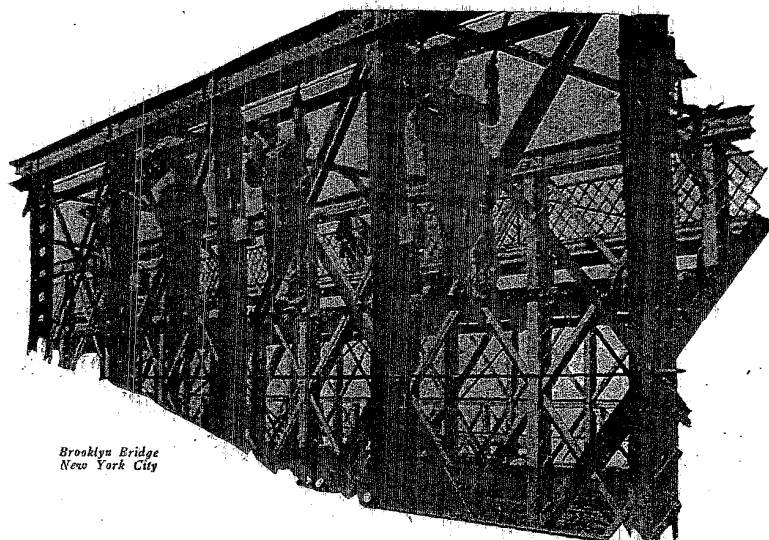
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh



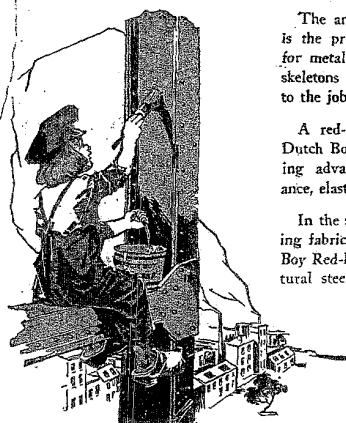
This advertisement will appear in the following—ENGINEERING NEWS RECORD—November 3, 1921 *May 12*

0000-NLI-000016902



Brooklyn Bridge
New York City

Why is structural steel usually red?



The answer is obvious—red-lead is the preferred protective coating for metal. That's why skyscraper skeletons and bridge members come to the job painted red.

A red-lead of high purity, like Dutch Boy Red-Lead, has outstanding advantages in moisture-resistance, elasticity, and lasting power.

In the shop and in the field, during fabrication and erection, Dutch Boy Red-Lead is the paint for structural steel commonly preferred by

engineers and contractors. This is equally true of maintenance work—the rule is to "scrape and red-lead."

Dutch Boy Red-Lead is put up in a convenient linseed-oil paste. The addition of more linseed oil is all that is necessary to bring it to paint consistency.

Specify Dutch Boy Red-Lead for all metal surfaces—in natural color for first coats, tinted for finishing coats.

Write for Painting Helps No. 5

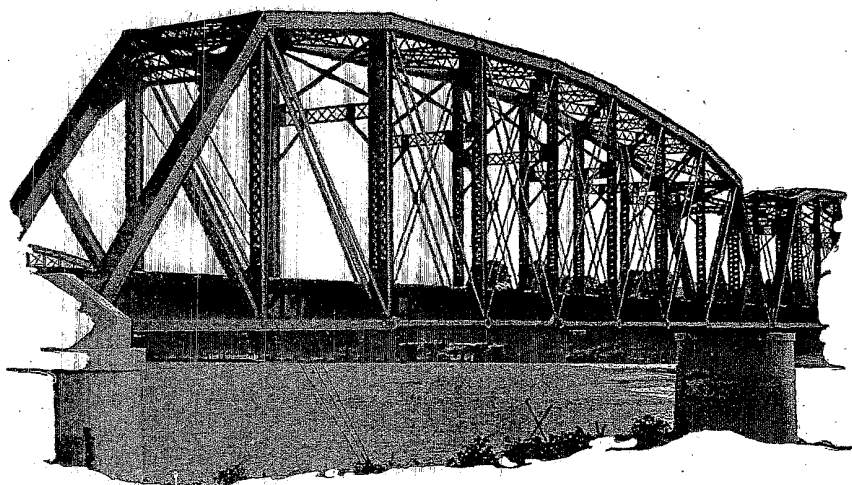
NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the Engineering News Record—May 26, 1921

Market—ENGINEERING NEWS-RECORD—Place



What Red-Lead does for steelwork

Dutch Boy Red-Lead sticks tight to the metal, keeping moisture out, preventing rust, and giving an excellent foundation for finishing coats. It is elastic enough to expand and contract with the structure without cracking, and tough enough to stand all kinds of weather.

In addition to its almost universal use for priming coats in shop and field, Dutch Boy Red-Lead, tinted to black, browns or greens as desired, makes the most economical and effective finishing coats.

Surfaces that are concealed after erection need particular care, since one painting has to last for the life of the structure, and here Dutch Boy Red-Lead stands alone as a long-lasting, dependable protection.

Dutch Boy Red-Lead is put up in a convenient linseed-oil paste. Just thin it with more linseed oil to painting consistency and it is ready to use.

For all metal surfaces specify Dutch Boy Red-Lead—in natural color for first-coat work, tinted for finishing coats.

Write for Painting Help No. 5.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

NATIONAL LEAD & OIL CO., Pittsburgh

San Francisco
St. Louis



Dutch Boy Red-Lead

This advertisement will appear in the Engineering News Record—June 9, 1921 on page 17.

and now-

LIQUID RED-LEAD

The same Dutch Boy Red-Lead as that used in paste form by so many railroads to protect metal structures and equipment, but supplied as a liquid—ready for the painter's brush—for those who prefer to buy their paint that way.

Only a red-lead of the highest grade can be put out pure in liquid form.

This Liquid Red-Lead comes in six standard shades:

No. 1 Orange-red	No. 7 Dark Brown
No. 5 Black	No. 8 Light Green
No. 6 Light Brown	No. 9 Dark Green

Straight red-lead, No. 1, should always be used for first coats. The other colors are recommended for finishing coats.

Dutch Boy Liquid Red-Lead is a notable development in the paint industry. Write us about it.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

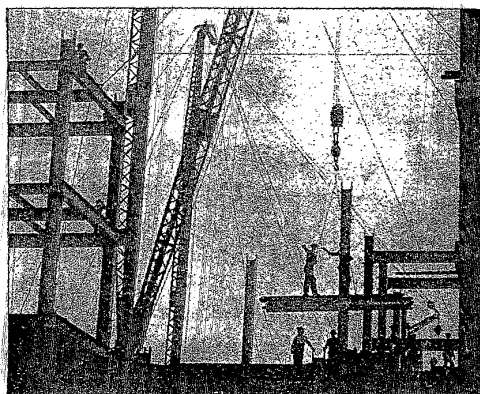
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Liquid Red-Lead

This advertisement appears in the following publications:

Railway Age—July 8
Engineering News Record—July 7
Gas Age—July 10
Marine Engineering—August

Market—ENGINEERING NEWS-RECORD—Place



Red-Lead for concealed surfaces

All the steel framework illustrated will be covered with concrete, tile, or brick. The original paint must protect the steel members as long as the building stands.

Both in shop and field, surfaces to be concealed in erection need careful painting before assembly—painting that will last forty years or more.

All this means red-lead, and the red-lead that insures the desired results is Dutch Boy Red-Lead.

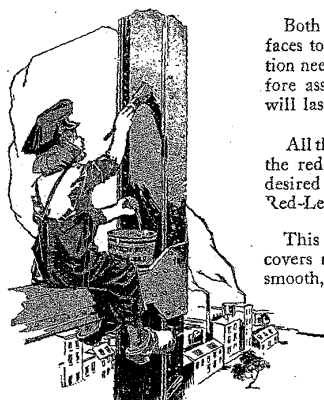
This pure red-lead-in-oil covers metal surfaces with a smooth, even film that sticks

tight. It's difficult even to scrape it off.

Dutch Boy Red-Lead gives to structural steel a tough coat, elastic, long-lasting, and moisture-proof. It is pre-eminently the paint for surfaces to be concealed during erection.

For first coats on all metal surfaces, always specify Dutch Boy Red-Lead in its natural orange-red color. For second coats it can be tinted with a little lampblack, to facilitate inspection. For finishing coats you can color to browns, greens, and black.

Write for Painting Helps No. 5.



NATIONAL LEAD COMPANY

New York
Cleveland

Cincinnati
Chicago

Boston
Buffalo

San Francisco
St. Louis

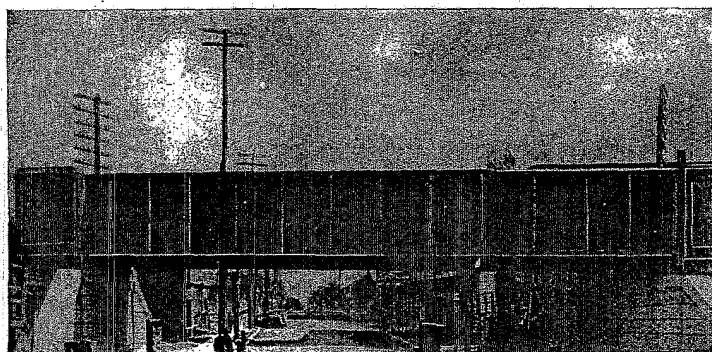
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following:—ENGINEERING NEWS RECORD—July 21, 1921

0000-NLI-000016906

Market—ENGINEERING NEWS-RECORD—Place



Moisture starts rust— Red-Lead keeps out moisture

The chemical causes of rusting are obscure; the one definite fact is that moisture starts rust.

Obviously the necessary feature of a protective coating for structural steel is ability to stick firmly to the metal and keep moisture from getting through.

Dutch Boy Red-Lead meets this requirement perfectly, protecting from moisture and other corrosive agents such as deleterious gases, acids in surface soil and cinders, and salt spray.

Dutch Boy Red-Lead covers

metal surfaces with a tough and elastic coat, able to expand and contract with the structure without cracking; a coat that will not peel or flake off, if applied to clean surfaces.

Dutch Boy Red-Lead is put up as a linseed oil paste. To use, just add more linseed oil to give the desired consistency.

Specify Dutch Boy Red-Lead for all metal surfaces, in natural color for first coats, tinted for finishing coats.

Write for Painting Helps No. 5.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

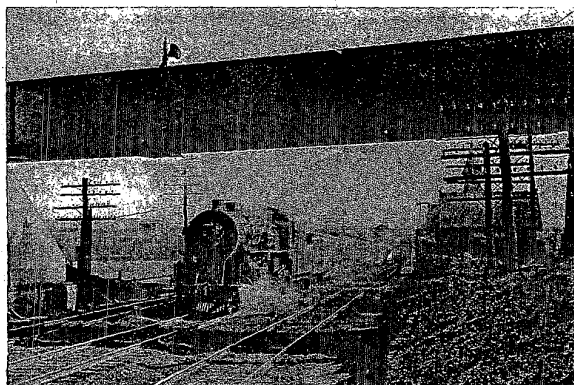
San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following:—ENGINEERING NEWS RECORD—July 28, 1921.

0000-NLI-000016907



Touching up with Red-Lead

Wire-brushing rust spots and touching them up with Dutch Boy Red-Lead will go a long way towards keeping bridges and other exposed metal surfaces safe from serious rusting until conditions permit painting the whole structure, and it is low cost insurance.



Many railroad bridges, in particular, are getting this treatment now, to tide them over to the time they have the two full coats of red-lead they will eventually need.

Dutch Boy Red-Lead is just as good for finishing coats as for first coats. The black color usually preferred is obtained

by tinting with lampblack and a little chinese blue.

Properly applied to a clean metal surface—and it's easy to put on—Dutch Boy Red-Lead holds fast, covering the metal with a tough, even, elastic coat that even time affects very slowly, a coat that repels moisture and prevents rust.

Always specify Dutch Boy Red-Lead, the red-lead that comes in liquid form, ready to use, as well as in the convenient linseed oil paste.

Liquid Red-Lead supplied in natural orange-red, brown, green or black, as you prefer.

Write for Painting Helps No. 5.

NATIONAL LEAD COMPANY

New York

Boston

Cincinnati

San Francisco

Cleveland

Buffalo

Chicago

St. Louis

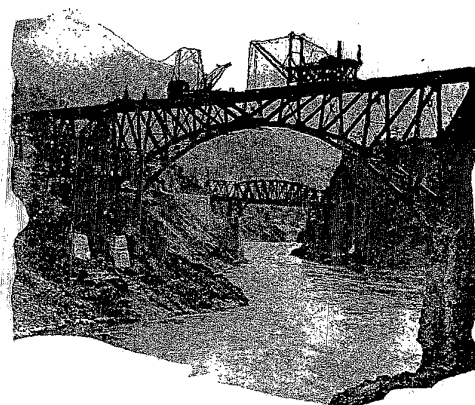
JOHN T. LEWIS & BROS. CO., Philadelphia.

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement appears in the following:—ENGINEERING NEWS RECORD—August 4, 1921, RAILWAY AGE—August 26, 1921, RAILWAY REVIEW—August 27, 1921

Market—ENGINEERING NEWS-RECORD—Place



Safe from rust for years to come

Three coats of Dutch Boy Red-Lead on a new bridge, two coats on an old one, and the structure is safe from rust for a good many years to come.

Many tests, including the now classic one of the American Society for Testing Materials, have proved that red-lead excels every other practicable protection for structural metal. The greatest test of all is the test of actual use on railroad and highway bridges and every other kind of steel structure, under all sorts of conditions of weather and atmosphere and temperature—a test that Dutch Boy Red-Lead passes with the highest honors.

Many an important bridge has been painted with Dutch Boy Red-Lead be-

cause the engineers in charge knew from their own experience as well as from that of others the superior qualities of Dutch Boy for metal surfaces.

Dutch Boy Red-Lead—red-lead in its most highly oxidized form made into a linseed oil paste or a ready-to-use liquid—should always be specified for painting metal structures; natural color for first coats, tinted (greens, browns, or black, as desired) for finishing coats.

If Dutch Boy Liquid Red-Lead is used, you can get the most desired tints ready for the brush.

Write for Painting Helps No. 5



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

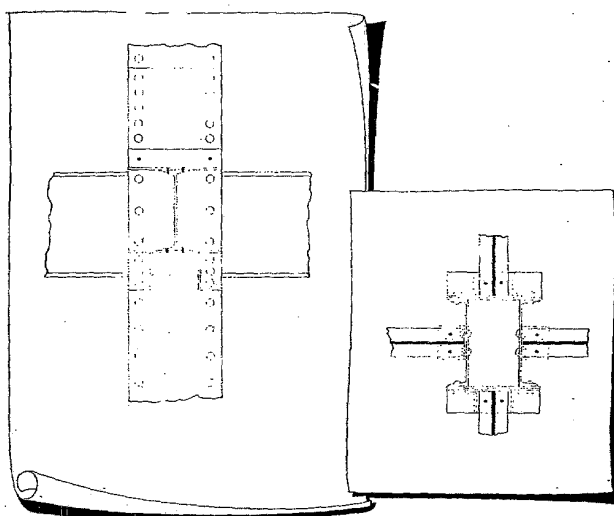
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following:—ENGINEERING NEWS RECORD Aug. 18 1921

0000-NLI-000016909

Market—ENGINEERING NEWS-RECORD—Place



This part of the structure requires extra care in painting

Save the surface and
you save all the trouble.



A good shop coat of red-lead—that goes without saying. On erection two more coats of red-lead should go on, and it can be obtained and applied in various dark colors, such as brown or green or black, to facilitate inspection and to suit color ideas.

Framing connections call for the greatest care—joined surfaces, rivet heads, etc., make hard painting with a big chance of poor covering—and they should always get an extra coat of red-lead.

A common sight is that of a building skeleton or a bridge under erection with fresh bright paint marking every connection of beam and column.

Dutch Boy Red-Lead can be relied on to stick tight to clean metal surfaces and to keep out moisture and deleterious gases, thus protecting the metal from rust and corrosion.

Tests of all kinds have proved that red-lead excels every other known material for the protection of structural metal. Dutch Boy Red-Lead is pure red-lead in its most highly oxidized form. It is put up both as a convenient paste and a ready-to-use liquid red-lead.

For all metal surfaces, specify Dutch Boy Red-Lead.

Write for Painting Helps No. 5.

NATIONAL LEAD COMPANY

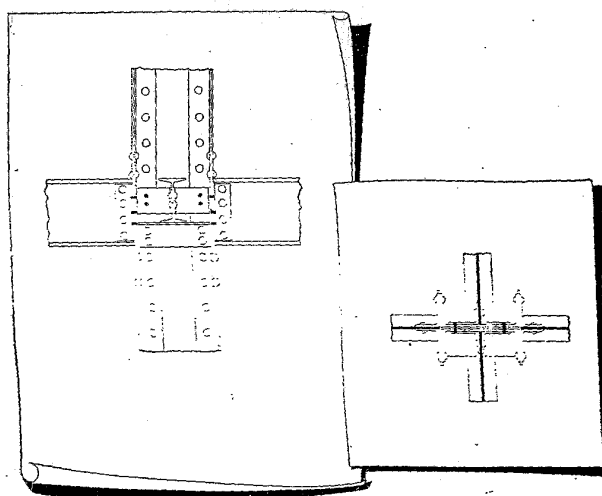
New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following—ENGINEERING NEWS RECORD Aug. 25, 1921 + Sec. 29

0000-NLI-000016910

Market—ENGINEERING NEWS-RECORD—Place



An extra coat of Red-Lead for all framing connections

Save the surface and you save all the rest.

A common sight on steel structures in process of erection is that of all the framing connections freshly red-leaded, standing out bright red against the darker color of the finishing coat on the rest of the members.

Engineers and builders have long since learned the wisdom and value of this extra painting over rivet heads and broken surfaces, where the film of paint is so liable to be dangerously thin.

They have also learned through test and experience that red-lead excels every other practicable material for the protection of structural metal.

Dutch Boy Red-Lead (put up as a paste or a liquid), is pure red-lead in its most highly oxidized form possessing all the advantages that have earned red-lead its high standing, with the addition of maximum convenience, fineness, ease of application, great spreading power, and ultimate economy.

For all metal surfaces, specify Dutch Boy Red-Lead; in natural color for first coats, tinted (browns, greens or black as desired) for finishing coats. Tints in liquid form only.

Write for Painting Helps No. 5.



NATIONAL LEAD COMPANY

New York Boston
Cleveland Buffalo
JOHN T. LEWIS & BROS. CO., Philadelphia

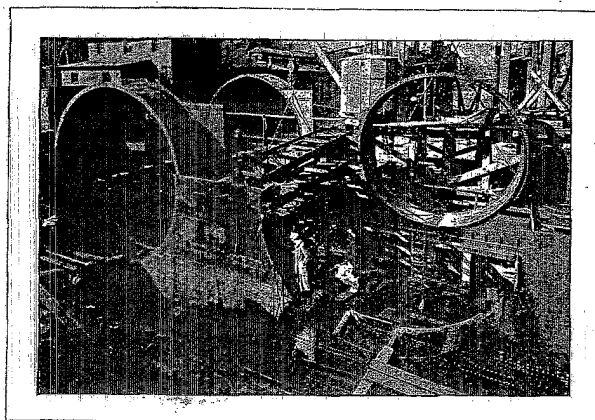
Cincinnati San Francisco
Chicago St. Louis
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following—ENGINEERING NEWS RECORD—Sept. 15, 1921

0000-NLL-000016911

Market—ENGINEERING NEWS-RECORD—Place



"Save the surface and
you save all"—Dutch Boy Red-Lead

Rust vs. Red-Lead

Iron exists in nature as an iron oxide, and the life ambition of the fabricated metal seems to be to get back to that original state. It starts to rust almost as soon as exposed to the oxygen of moist air.

Red-Lead prevents oxidation—rusting—by preventing exposure to moisture, and lengthens the life of the structure it covers. Red-Lead protects structural metal better than any other practical material.

Dutch Boy Red-Lead—pure red-lead highly refined—is sold

both in a linseed oil paste and in liquid form, all ready to use.

Liquid Red-Lead is put up in six colors, natural orange-red, light and dark green, light and dark brown, and black.

For first coats on steel structures use Dutch Boy Red-Lead, natural color. The paint sticks tight to the metal, it is tough and elastic, it resists moisture, it prevents rust. For finishing coats the other colors will be found useful.

Write for Painting Helps No. 5, with full information about Dutch Boy Liquid Red-Lead.



NATIONAL LEAD COMPANY

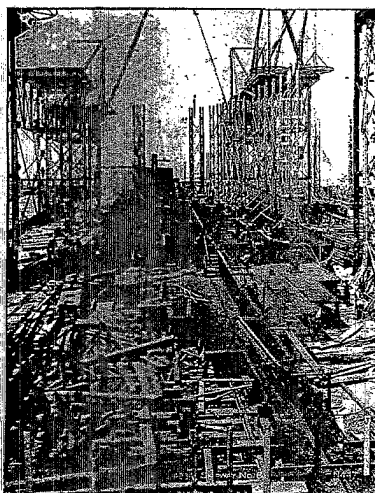
New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement appears in the following:—ENGINEERING NEWS RECORD—September 29, 1921

Market—ENGINEERING NEWS-RECORD—Place



Save the surface and
you save all! *Dutch Boy*

Where red-lead is extra valuable

If this picture were in colors there would be red streaks at the places where plates lap.

It is particularly important that contact surfaces be well painted with red-lead before assembly, and that all joints, rivets, etc., get an extra coat before the finishing coats are put on.

Builders and engineers know that red-lead adds years to the life of a steel structure.

Dutch Boy Red-Lead gives maximum protection to metal surfaces, and makes an unequalled foundation for finish-

ing coats. It is so highly oxidized that it is put up both in paste form (made with linseed oil) and in liquid form, all ready to use.

Liquid Red-Lead is regularly made up in six colors—black, light and dark brown, light and dark green, and orange-red—suitable for priming and finishing coats on practically every metal structure. The paste red-lead is easily tinted to any dark color desired.

Specify Dutch Boy Red-Lead for all metal surfaces.

Write for Painting Helps No. 5.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

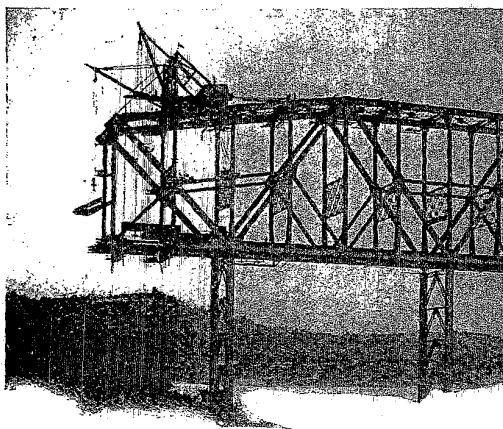
San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement appears in the following:—ENGINEERING NEWS RECORD—October 13, 1921

Market—ENGINEERING NEWS-RECORD—Place



"Save the surface and
you save all" — *Red-Lead*

Black paint from Red-Lead

Many, if not most, steel bridges are painted black for the last coat, while the first coat is almost always red-lead.

Engineers and painters recognize the merits of red-lead as a protective coat for metal surfaces. The way they use it establishes that truth. They know it has no equal as a protection to steel and iron against rust.

Dutch Boy Red-Lead is red-lead so highly oxidized that it is put out either in a linseed oil paste or in ready-to-use liquid form.

In either form it makes a black paint for finishing coats that possesses all the advantages that have made red-lead the preferred

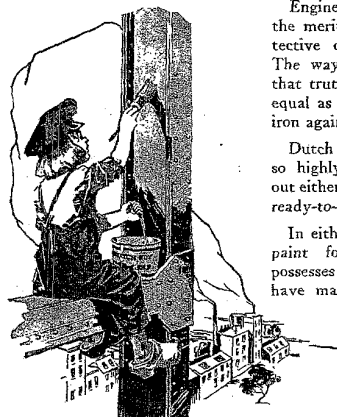
paint for structural iron and steel.

Dutch Boy Liquid Red-Lead is regularly made up in five colors—black, light and dark brown, light and dark green—besides the natural orange-red. The paste red-lead is readily tinted to the same or other dark colors.

Red-Lead, even when it's black, is a great metal saver; it keeps moisture out and prevents rust. Dutch Boy Red-Lead covers more surface per gallon than other paints for metal surfaces, and it lasts longer.

Always specify Dutch Boy Red-Lead for all metal surfaces.

Write for Painting Helps No. 5.



NATIONAL LEAD COMPANY

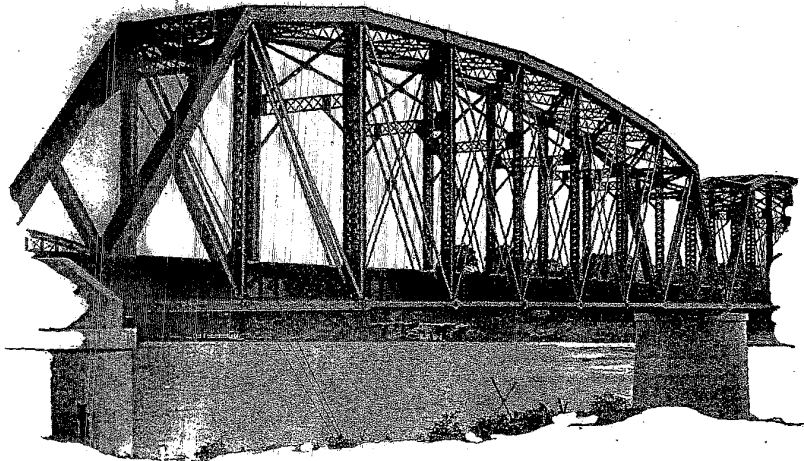
New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following—ENGINEERING NEWS-RECORD—October 27, 1921

Market—ENGINEERING NEWS-RECORD—Place



What Red-Lead does for steelwork

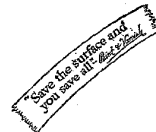
Dutch Boy Red-Lead sticks tight to the metal, keeping moisture out, preventing rust, and giving an excellent foundation for finishing coats. It is elastic enough to expand and contract with the structure without cracking, and tough enough to stand all kinds of weather.

In addition to its almost universal use for priming coats in shop and field, Dutch Boy Red-Lead, tinted to black, browns or greens as desired, makes the most economical and effective finishing coats.

Surfaces that are concealed after erection need particular care, since one painting has to last for the life of the structure, and here Dutch Boy Red-Lead stands alone as a long-lasting, dependable protection.

Dutch Boy Red-Lead is put up in a convenient linseed-oil paste. Just thin it with more linseed oil to painting consistency and it is ready to use.

For all metal surfaces specify Dutch Boy Red-Lead—in natural color for first-coat work, tinted for finishing coats.



Write for Painting Help No. 5

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

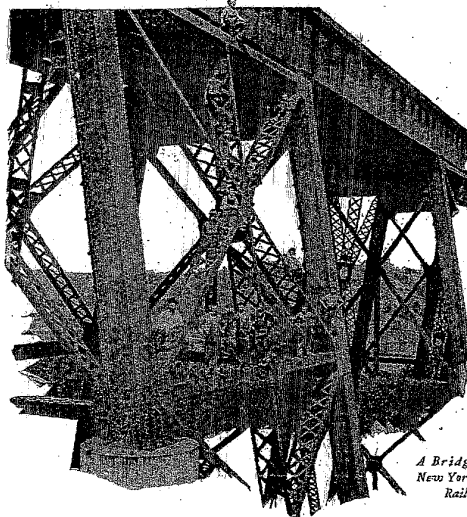
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following—ENGINEERING NEWS RECORD—November 17, 1921

0000-NLI-000016915

Dutch Boy Red-Lead



*A Bridge on the
New York Central
Railroad*

Dutch Boy Red-Lead— the Engineer's paint

First, because it is unequalled as a protection against rust on structural metal.

Second, because it produces an elastic film which does not chip or flake under expansion and contraction of the metal due to temperature changes.

Third, because it is, properly applied to clean metal surfaces, a long-lasting protection. And it is easy to apply.

Fourth, because Dutch Boy Red-Lead is put up in a convenient linseed-oil paste. The addition of more linseed oil is all that is necessary to bring it to paint consistency.

Specify Dutch Boy Red-Lead for all metal surfaces—in natural color for first coat work and tinted for finishing coats.

Write for Painting Helps No. 5.



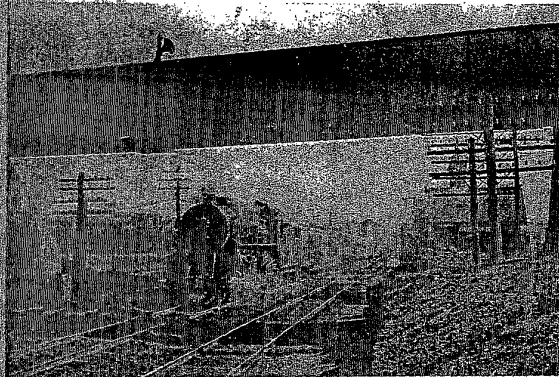
NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

This advertisement will appear in the following publication:
Engineering News Record

0000-NLI-000016916

Market—ENGINEERING NEWS-RECORD—Place



Touching up with Red-Lead

Wire-brushing rust spots and touching them up with Dutch Boy Red-Lead will go a long way toward keeping bridges and other exposed metal surfaces safe from serious rusting until conditions permit painting the whole structure. It is low cost insurance.



Many railroad bridges, in particular, are getting this treatment now, to tide them over to the time they have the two full coats of red-lead they will eventually need.

Dutch Boy Red-Lead is just as good for finishing coats as for first coats. The black color usually preferred is obtained

by tinting with lampblack and a little chinese blue.

Properly applied to a clean metal surface—and it's easy to put on—Dutch Boy Red-Lead holds fast, covering the metal with a tough, even, elastic coat that even time affects very slowly, a coat that repels moisture and prevents rust.

Always specify Dutch Boy Red-Lead, the red-lead that comes in liquid form, ready to use, as well as in the convenient paste made with pure linseed oil.

Liquid Red-Lead supplied in natural orange-red, brown, green or black, as you prefer.

Write for Painting Helps No. 5.

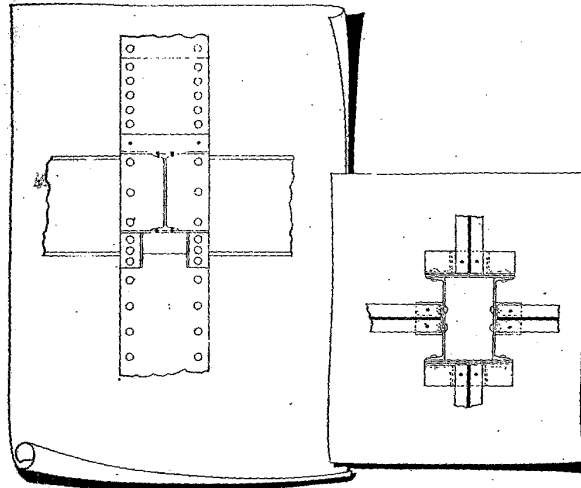
NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia. NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following—ENGINEERING NEWS-RECORD—December 15, 1921

0000-NLI-000016917



This part of the structure requires extra care in painting

Save the surface and
you save all—get right!



A good shop coat of Red-Lead—that goes without saying. On erection, two more coats of Red-Lead should go on, and it can be obtained and applied in various dark colors, such as brown or green or black, to facilitate inspection and to suit color ideas.

Framing connections call for the greatest care—joined surfaces, rivet heads, etc., make hard painting with a big chance of poor covering—and they should always get an extra coat of Red-Lead.

A common sight is that of a building skeleton or a bridge under erection with fresh bright paint marking every connection of beam and column.

Dutch Boy Red-Lead can be relied on to stick tight to clean metal surfaces and to keep out moisture and deleterious gases, thus protecting the metal from rust and corrosion.

Tests of all kinds have proved that red-lead excels every other known material for the protection of structural metal. Dutch Boy Red-Lead is pure red-lead in its most highly oxidized form. It is put up both as a convenient paste and a ready-to-use liquid Red-Lead.

For all metal surfaces, specify Dutch Boy Red-Lead.

Write for Painting Helps No. 5

NATIONAL LEAD COMPANY

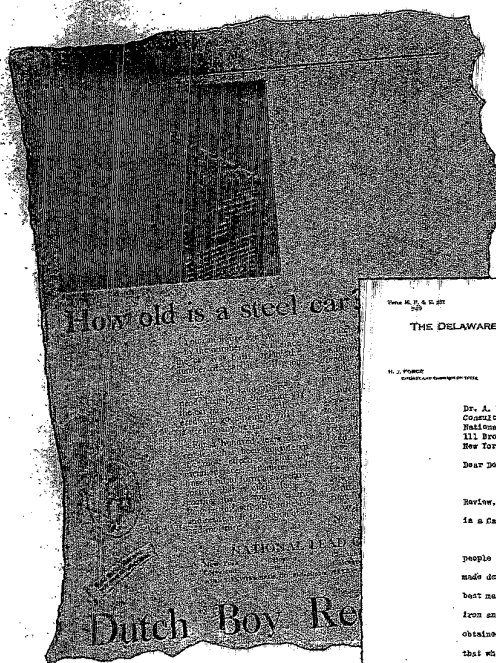
New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement will appear in the following—ENGINEERING NEWS RECORD—December 29, 1921

0000-NLI-000016918

A Prominent R. R. Chemist Says—



WE could write no stronger advertisement for red-lead than Mr. Force has written unconsciously for us in his unsolicited letter.

It is only necessary for you to realize what such a recommendation means, coming as it does from the Chief Chemist and Engineer of Tests for one of our great railroads.

Form No. 1, R. & E. 221
1-1

THE DELAWARE, LACKAWANNA & WESTERN RAILROAD COMPANY OFFICE OF CHEMIST AND ENGINEER OF TESTS

SEASIDE, PA.

October 11th, 1921.

File A-20

H. J. FORCE
Chief Chemist and Engineer of Tests

Dr. A. U. Sabin,
Consulting Chemist,
National Lead Company,
111 Broadway,
New York City, N. Y.

Dear Doctor:

I note in the October issue of the Railway Review, page 3, your advertisement entitled "How Old is a Car?"

I have recommended this practice to our people for some time. Exposure tests which we have made demonstrate without a question of doubt that the best material so far discovered for the preservation of iron and steel is red lead; and the best results were obtained where the metal was given two coats. We found that where the red lead was above 50% red lead that there was very little difference in the results after 5 or 6 years exposure. You can not improve too much the importance of painting all steel work with red lead. This can be followed with a coat of black, but the important thing is to get the red lead on the metal as a primer.

Yours truly,

H. J. Force

1-1

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and
you save all day's work

This advertisement appears in the following publications:

Engineer News Record—December 15, 1921

Marine Engineering—January 1922

Marine Review—January 1922

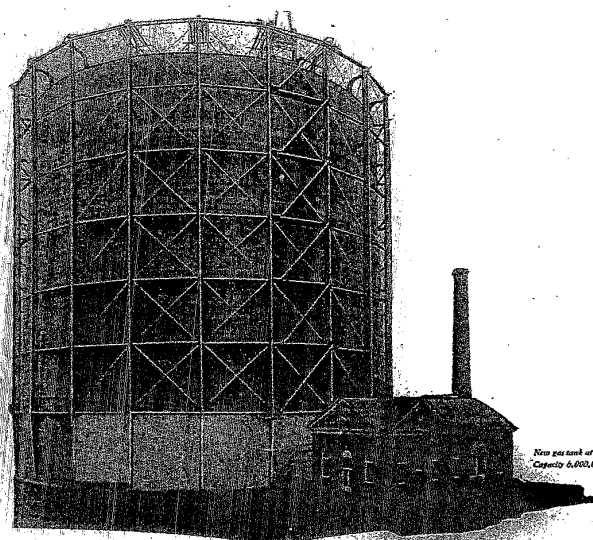
Railway Age—December 23, 1921

Railway Review—December 24, 1921

Gas Age Record—December 17, 1921

National Petroleum News—December 21, 1921

0000-NLI-000016919



New gas tank at Rochester, N.Y.
Capacity 6,000,000 cu. ft. of gas

A coat of armor for gas holders and tanks

RED-LEAD gives the best-known protection for gas holders and tanks, because of its ability to withstand the peculiar atmospheric conditions surrounding a gas plant.

And many of the large gas companies depend upon Dutch Boy Red-Lead to protect all tanks, holders, and exposed metal surfaces.

Dutch Boy Red-Lead is put up in an easy-to-use linseed-oil paste. The addition of more linseed oil brings it down to paint consistency.

This famous red-lead-and-oil paint

brushes out rapidly and evenly, giving a coat of uniform thickness and toughness that will not chip or peel. Has a greater spreading power than other paints, and produces an elastic film that will not crack.

Dutch Boy Red-Lead is also widely used in making up pipe joints; it "seals but doesn't cement."

By adding color pigments, Dutch Boy Red-Lead may also be used for finishing coats.

Write for Painting Helps No. —



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

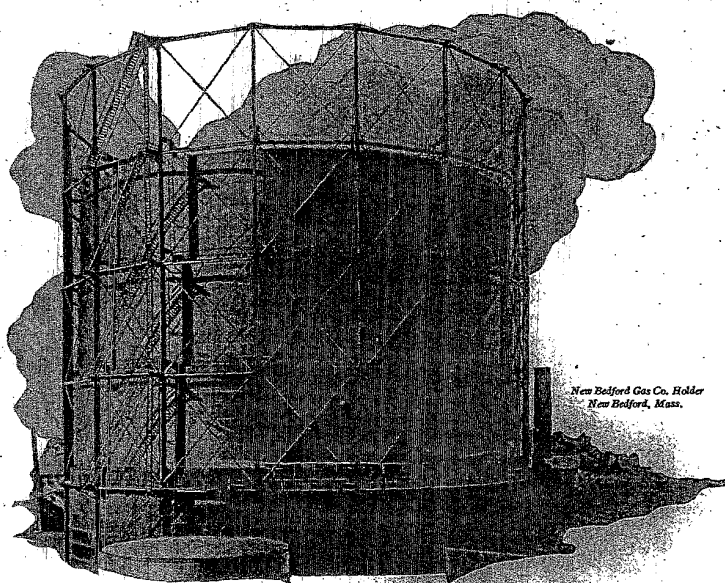
This advertisement appears in the following publications:

Gas Record—May 11
Gas Age—May 1

also Gas Age Record - Dec. 17 - Oct. 8 - 1921

0000-NLI-000016920

The Gas Age June 10, 1921 same as Gas Record June 8



New Bedford Gas Co. Holder
New Bedford, Mass.

Why are gas holders usually red?

The answer is obvious—red-lead is the preferred protective covering for gas holders and tanks. The plates and beams come to the job painted red; the finished structure is painted red and in most cases kept red as long as it stays up.

Even when the finishing coat is black the chances are that it is Dutch Boy Red-Lead tinted with lampblack.

Dutch Boy Red-Lead is the paint for structural steel commonly preferred by engineers, on account of its outstanding ad-

vantages in moisture resistance, elasticity, and lasting power. It covers metal with a smooth, even coat, an armor against rust.

Dutch Boy Red-Lead comes in a convenient linseed-oil paste. Just add enough linseed oil to thin it and it's ready to put on.

Specify Dutch Boy Red-Lead for all metal painting—in natural color or, if desired, tinted for finishing coats.

Can't be beat for making up pipe joints, too.

Write us today for Painting Helps No. 10.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BROS. CO., Philadelphia

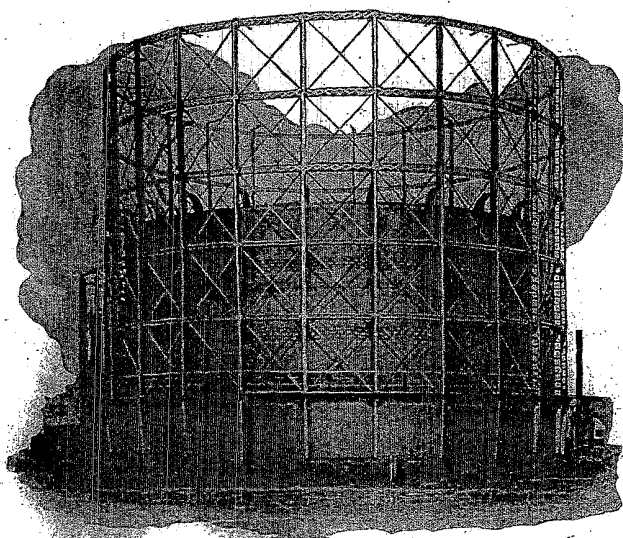
Cincinnati
Chicago

San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

The Gas Age July 10, 1921



American
Gas Company
Holder, Philadelphia

What red-lead does for gas holders and tanks

Dutch Boy Red-Lead sticks tight to the metal, keeping moisture out, preventing rust, and giving an excellent foundation for finishing coats. It is elastic enough to expand and contract with the structure without cracking, and tough enough to stand all kinds of weather.

Many gas companies, and many manufacturers of gas plant equipment, depend on Dutch Boy Red-Lead to protect tanks, holders, and other exposed metal surfaces.

This red-lead-and-oil paint is best known for first coats, but it is equally good for finishing coats

whether the color is to be red or black, brown or green.

Dutch Boy Red-Lead has a greater spreading power than other paint, on account of its fineness and purity. It is the most economical protection for metal.

Besides its use as a paint, Dutch Boy Red-Lead is valuable in making up pipe joints; it "seals but doesn't cement."

Specify Dutch Boy Red-Lead for all metal surfaces, for first and finishing coats.

Write us today for Painting Helps No. 10.



NATIONAL LEAD COMPANY

New York
Cleveland
JOHN T. LEWIS & BROS. CO., Philadelphia

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

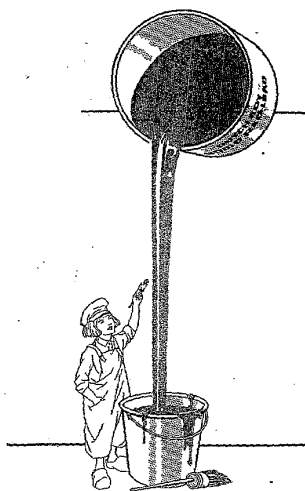
Dutch Boy Red-Lead

0000-NLI-000016922

here's news

LIQUID RED-LEAD

a new Dutch Boy product
now on the market for the first time



Dutch Boy Red-Lead, used by railroads for years to protect metal surfaces from rust, is now manufactured and offered in liquid ready-to-use form.

It is but natural that the first liquid red-lead should be a Dutch Boy product. And so this announcement may not prove surprising to men who are familiar with the Dutch Boy family of products.

Dutch Boy Liquid Red-Lead is available in the following tints:

No. 1 Orange-red	No. 7 Dark Brown
No. 5 Black	No. 8 Light Green
No. 6 Light Brown	No. 9 Dark Green

Special tints will be furnished on large orders if desired.

Engineers and painters will now have in convenient form a tinted red-lead for finishing coats as well as a natural-color red-lead for next-to-the-metal work.

Liquid red-lead is offered in two sizes—1-gallon cans and 2½-gallon steel drums.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

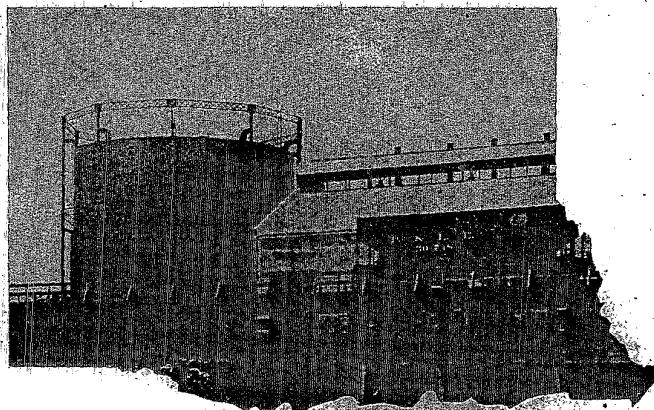
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Liquid Red-Lead

This advertisement appears in the following publications:

Railway Review—July 9
Gas Record—July 13
National Petroleum News—July 6
Marine Review—August
Oil & Gas Journal—July 8
Pocket List of Railroad Officials—October

0000-NLI-000016923



Rust vs. Red-Lead

Iron exists in nature as an iron oxide, and the life ambition of the fabricated metal seems to be to get back to that original state. It starts to rust almost as soon as it is exposed to the oxygen of moist air.

Red-Lead prevents oxidation—rusting—by preventing exposure to moisture, and lengthens the life of metal it covers.

Red-Lead protects gas holders better than any other material.

Dutch Boy Liquid Red-Lead is highly oxidized red-lead in ready-to-use form, supplied in six colors—natural orange-red, light and dark green, light and dark brown, and black.

Dutch Boy Red-Lead is supplied also in paste form in natural orange-red color, easily tinted to desired colors for finishing coats.

For first coats use Dutch Boy Red-Lead, natural color. The paint sticks tight to the metal, it is tough and elastic, it resists moisture, it prevents rust. For finishing coats the other colors will be found useful.

The black ready-to-use Liquid Red-Lead should fill a long felt want in painting gas holders and tanks.

Write for Painting Helps No. 10, with full information about Dutch Boy Liquid Red-Lead.



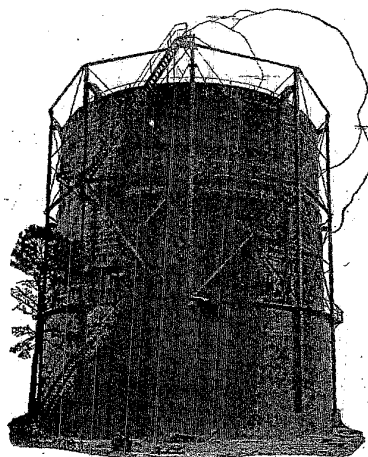
NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
 Cleveland Buffalo Chicago St. Louis
 JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Reprinted from the GAS AGE-RECORD issue of August 27, 1921

0000-NLI-000016924



Save the surface and
you save all the rest

Touching Up with Red-Lead

Wire brushing rust spots and touching them up with red-lead goes a long way towards keeping gas holders and tank safe from serious rusting until conditions permit painting the whole structure, and it is low cost insurance.



Rust eats *into* the thin plates of gas holders, for instance, as fast as *into* heavy beams, and *through* them much faster. This fact makes it necessary to watch carefully for signs of rusting.

Gas companies know they can stop this danger by painting with Dutch Boy Red-Lead. They know that when properly applied to a clean metal surface Dutch Boy Red-

Lead holds fast, covering the metal with a tough, smooth, elastic coat that even time affects very slowly, a coat that repels moisture and prevents rust.

Just as good for finishing coats as for first coats. Dutch Boy Red-Lead makes an excellent black paint when that color is desired.

Always specify Dutch Boy Red-Lead—the red-lead that comes in liquid form, ready to use, as well as in the convenient linseed oil paste. Liquid Red-Lead supplied in natural orange-red, brown, green or black as you prefer.

Write for Painting Helps No. 10.

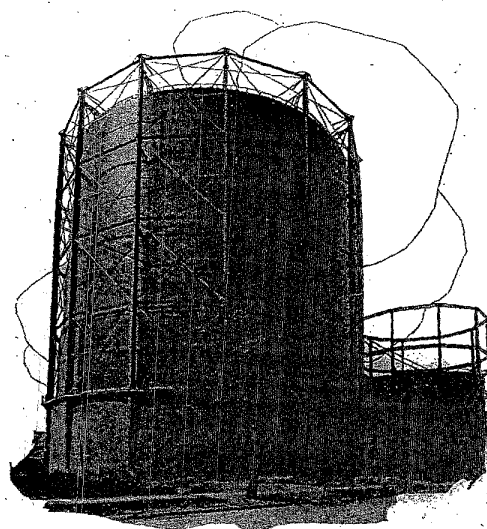
NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Reprinted from GAS AGE-RECORD, September 10, 1921 of Sec 3

0000-NLI-000016925



Save the surface and
you save all! — *Red-Lead*

Black Paint from Red-Lead

A great many gas holders are painted black for the last coat, while the first coat is almost always red-lead.

Engineers and painters recognize the merits of red-lead as a protective coat for metal surfaces. The way they use it establishes that truth. They know it has no equal as a protection to steel and iron against rust.

Dutch Boy Red-Lead is red-lead so highly oxidized that it is put out either in a linseed oil paste or in ready-to-use liquid form.

In either form it makes a black paint for finishing coats that possesses all the advantages that have

made red-lead the preferred paint for structural iron and steel.

Dutch Boy Liquid Red-Lead is regularly made up in six colors—black, light and dark brown, light and dark green, and natural orange-red. The paste red-lead is readily tinted to the same or other dark colors.

Red-Lead, even when it's black, is a great metal saver; it keeps moisture out and prevents rust. Dutch Boy Red-Lead covers more surface per gallon than other paints for metal surfaces, and it lasts longer.

Always specify Dutch Boy Red-Lead for all metal surfaces.

Write for Painting Helps No. 10.



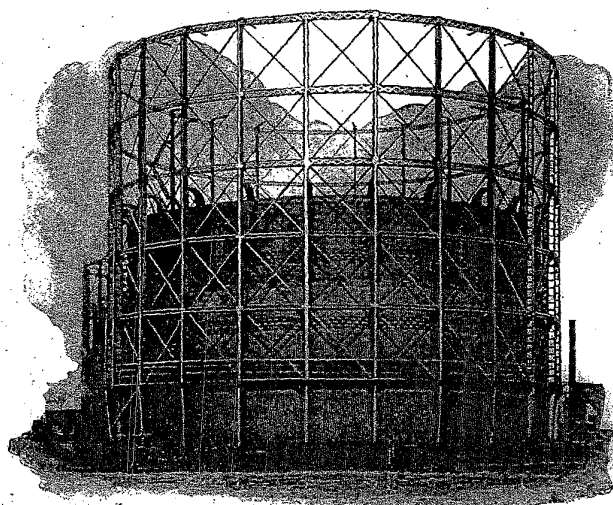
NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Reprinted from GAS AGE-RECORD, September 24, 1921

0000-NLI-000016926



American
Gas Company
Bridle, Philadelphia

What red-lead does for gas holders and tanks

Dutch Boy Red-Lead sticks tight to the metal, keeping moisture out, preventing rust, and giving an excellent foundation for finishing coats. It is elastic enough to expand and contract with the structure without cracking, and tough enough to stand all kinds of weather.

Many gas companies, and many manufacturers of gas plant equipment, depend on Dutch Boy Red-Lead to protect tanks, holders, and other exposed metal surfaces.

This red-lead-and-oil paint is best known for first coats, but it is equally good for finishing coats

whether the color is to be red or black, brown or green.

Dutch Boy Red-Lead has a greater spreading power than other paint, on account of its fineness and purity. It is the most economical protection for metal.

Besides its use as a paint, Dutch Boy Red-Lead is valuable in making up pipe joints; it "seals but doesn't cement."

Specify Dutch Boy Red-Lead for all metal surfaces, for first and finishing coats.

Write us today for Painting Helps No. 10.



Save the surface and
you save all - Dutch Boy Red-Lead

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

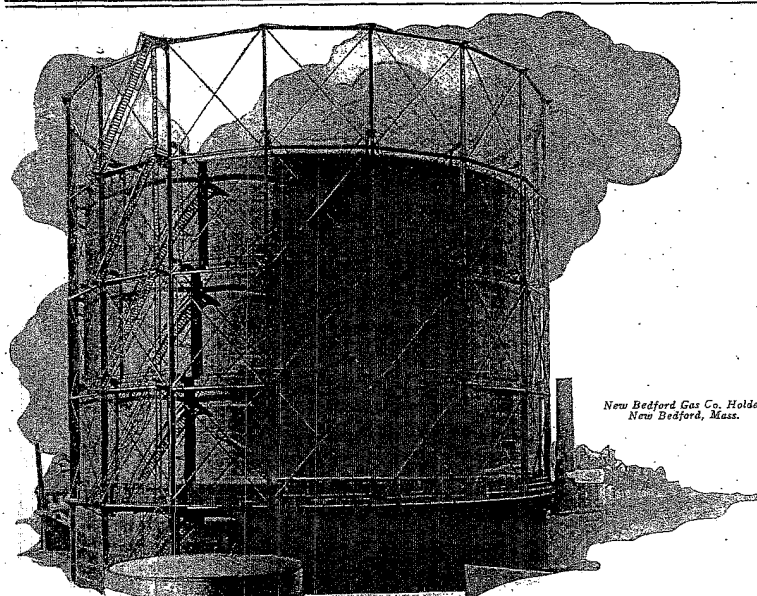
San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

GAS AGE-RECORD { October 22, 1921
January 14, 1922

0000-NLI-000016927



New Bedford Gas Co. Holder
New Bedford, Mass.

Why are gas holders usually red?

The answer is obvious—red-lead is the preferred protective covering for gas holders and tanks. The plates and beams come to the job painted red, the finished structure is painted red and in most cases kept red as long as it stays up.

Even when the finishing coat is black the chances are that it is Dutch Boy Red-Lead tinted with lampblack.

Dutch Boy Red-Lead is the paint for structural steel commonly preferred by engineers, on account of its outstanding advantages in moisture-resist-

ance, elasticity, and lasting power. It covers metal with a smooth, even coat, an armor against rust.

Dutch Boy Red-Lead comes in a convenient linseed-oil paste. Just add enough linseed oil to thin it and it's ready to put on.

Specify Dutch Boy Red-Lead for all metal painting—in natural color or, if desired, tinted for finishing coats.

Can't be beat for making up pipe joints, either.

Write us today for Painting Helps No. 10.



Save the surface and
you save all—*Dutch Boy Red-Lead*

NATIONAL LEAD COMPANY

New York
Cleveland
JOHN T. LEWIS & BROS. CO., Philadelphia

Boston
Buffalo

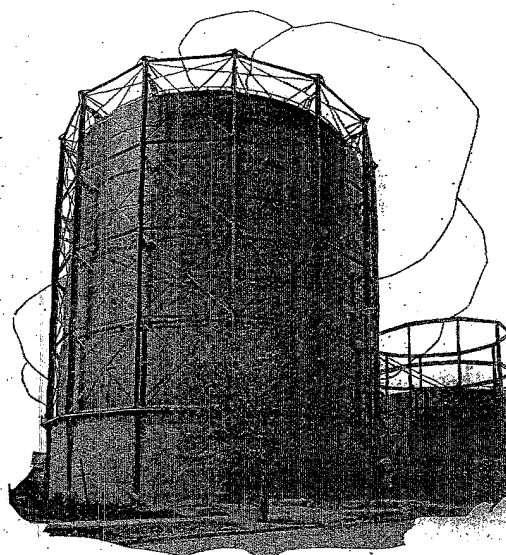
Cincinnati
Chicago
NATIONAL LEAD & OIL CO., Pittsburgh

San Francisco
St. Louis

Dutch Boy Red-Lead

GAS AGE-RECORD { November 5, 1921.
January 28, 1922.

Reprinted from GAS AGE-RECORD, November 19, 1921



Black Paint from Red-Lead

A great many gas holders are painted black for the last coat, while the first coat is almost always straight red-lead.

Engineers and painters recognize the merits of red-lead as a protective coat for metal surfaces. The way they use it establishes that truth. They know it has no equal as a protection to steel and iron against rust.

Dutch Boy Red-Lead is red-lead so highly oxidized and so carefully made that we are able to put it out both in a linseed oil paste and in liquid form ready to use.

In either form it makes a black paint for finishing coats that possesses all the advantages that have

made red-lead the preferred paint for structural iron and steel.

Dutch Boy Liquid Red-Lead is regularly made up in six colors—black, light and dark brown, light and dark green, and natural orange-red. The paste red-lead is readily tinted to the same or other dark colors.

Red-Lead, even when it's black, is the great metal saver; it keeps moisture out and prevents rust. Dutch Boy Red-Lead covers more surface per gallon than other paints for metal surfaces, and it lasts longer.

Always specify Dutch Boy Red-Lead for all metal surfaces.

Write for Painting Helps No. 10.



Save the surface and
you save all! *Dutch Boy Red-Lead*

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

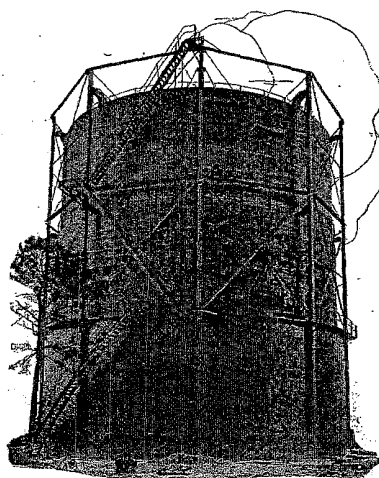
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Reprinted from GAS AGE-RECORD, December 3, 1921



Touching Up with Red-Lead

Wire-brushing rust spots and touching them up with red-lead goes a long way towards keeping gas holders and tanks safe from serious rusting until conditions permit painting the whole structure, and it is low-cost insurance.

Rust eats into the thin plates of gas holders, for instance, as fast as into heavy beams, and *through* them much faster. This fact makes it necessary to watch carefully for signs of rusting.

Gas companies know they can stop this danger by painting with Dutch Boy Red-Lead. They know that when properly applied to a clean metal surface Dutch Boy Red-

Lead holds fast, covering the metal with a tough, smooth, elastic coat that even time affects very slowly, a coat that repels moisture and prevents rust.

Just as good for finishing coats as for first coats. Dutch Boy Red-Lead makes an excellent black paint when that color is desired.

Always specify Dutch Boy Red-Lead—the red-lead that comes in liquid form, ready to use, as well as in the convenient linseed oil paste. Liquid Red-Lead supplied in natural orange-red, brown, green or black as you prefer.

Write for Painting Helps No. 10.



Save the surface and
you save all.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

HARDWARE AGE

also Sept 15, May 5, 1921

Why wait for a building boom? White-Lead is *always* in demand

When you realize that 85% of the paint bought throughout the year is used to repaint property—as against 15% used on new buildings—you can see the money-making possibilities for Dutch Boy dealers who are “on their toes” for business.

Push Dutch Boy White-Lead with flatting oil for interior work, and with linseed oil for exterior painting. Painters like to work with Dutch Boy because it brushes out smoothly and readily. Gives a coat of even thickness and toughness, free from brush marks.

And instead of being merely a “covering” paint, Dutch Boy becomes a part of the surface to which it is applied. That's why it resists wind, sun, and rain without peeling or scaling.

Write for Dealer Helps No. 17

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy White-Lead



The curative influence of restful walls

The medical profession has long recognized the influence of restful color effects in hospital decoration.

The Hospital Bureau of the U. S. Public Health Service recently recommended: "All interior woodwork should be painted ivory white, with stair-risers of French gray, and treads dark gray. All ornamental iron, gray green. Walls of halls, corridors, stairways, operating rooms and sterilizing rooms should be French gray. Wards and private rooms, a light buff. All ceilings, ivory white."



*To hospital superintendents
we offer the advice of
our expert decorative staff.
This entails no obligation.
Write us.*

Dutch Boy ^{Flattening Oil} and White-Lead

By using a hand-mixed paint and having it tinted by the painter right on the job, you can vary these recommended tints to meet your exact conditions or tastes, and still adhere to the scientifically determined principles.

The soft-toned, restful effects obtained by using this famous lead-and-oil paint are particularly suitable for hospital interiors.

Dutch Boy painted walls can be washed frequently without injuring the soft, velvety finish.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

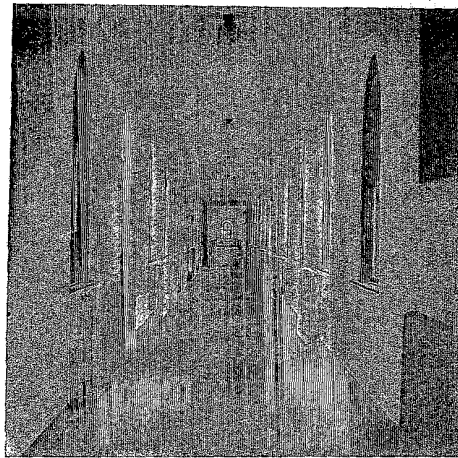
This advertisement appears in the following publications:

Modern Hospital—May
Hospital Management—April

0000-NLI-000016932

84
Modern Hospital July
MISS E. WRASE.
HOSPITAL MANAGEMENT

June 10
ADVERTISING DEPT..
BUILDING.



Clean and Bright Hospital Walls

The old-time barren cheerlessness of hospital walls is being replaced rapidly by tasteful decoration that radiates cheerfulness and cleanliness.

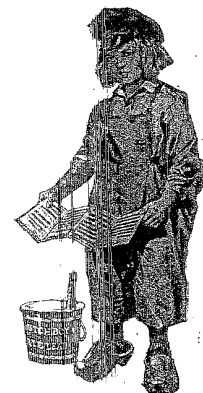
Are the walls of your hospital as attractive and cheerful as they might be?

Dutch Boy White Lead and Flattening Oil

An ideal paint for hospital walls. Gives a soft, restful finish—devoid of unpleasant glossiness. Walls painted with this Dutch Boy lead-and-oil paint can be washed as readily as tile—with soap, water and a cloth.

And such walls do not chip, peel or scale. Therefore the cost of upkeep is considerably less wherever this famous paint is used.

Our Decorative Department is at your service at all times. Write us about the paint needs of your hospital.

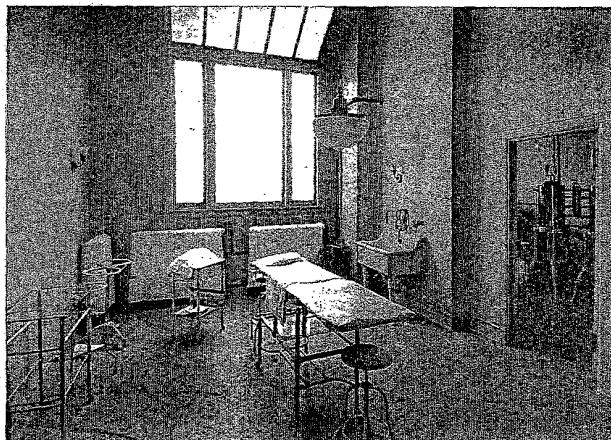


NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Chicago	St. Louis	Buffalo
John T. Lewis & Bros. Co., Philadelphia.		National Lead & Oil Co., Pittsburgh	

0000-NLI-000016933

HOSPITAL MANAGEMENT, May, 1921



Walls that can be kept clean

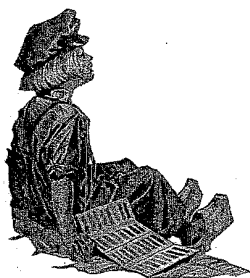
The walls of operating rooms, wards and private rooms where paint has cracked, peeled or scaled cannot be kept scrupulously clean.

Why not order such walls done over with a coat of elastic paint—a paint that won't chip, peel or crack?

Dutch Boy White-Lead and Flatting Oil is an excellent paint for hospital walls. It can be tinted any color to meet any condition. No gloss. No glare. Just a smooth, even finish that is soft and conducive to rest.

And this paint gives a finish that can be kept scrupulously clean. It may be washed with soap and water as frequently as modern hospital sanitation necessitates.

We welcome the opportunity to help you in the proper decoration of your hospital. Our advisory staff is at your service. Write us.



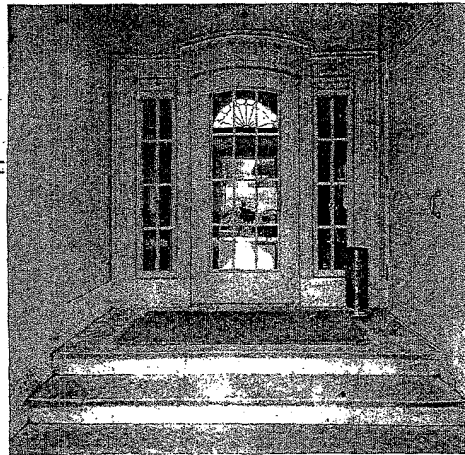
NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

John T. Lewis & Bros. Co., Philadelphia National Lead & Oil Co., Pittsburgh

Dutch Boy Flatting Oil and White-Lead

*Hospital Management, August, 1921
Modern Hospital, September, 1921*



*"Save the surface and
you save all the rest."*

Clean and Cheerful Walls

Walls that crack, scale, or chip cannot be kept spotlessly clean. Nor are such walls pleasant for patients and visitors to look at.

Recognizing this fact, hospital superintendents nowadays consider wall paint from the standpoint of serviceability as well as initial economy.

Dutch Boy

Products for Interior Painting

Not only will paint made of Dutch Boy White-Lead and Flatting Oil withstand frequent washing without injury to its soft, velvety finish, but it will wear as only a white-lead paint can wear.

This white-lead-and-flatting-oil paint costs no more per gallon than other good paints. But its real economy lies in its greater spreading power and the wonderful service it gives.

Hospital superintendents frequently call on us to help them with their decorative problems. We shall be glad to be of service to you in this respect. Write us.

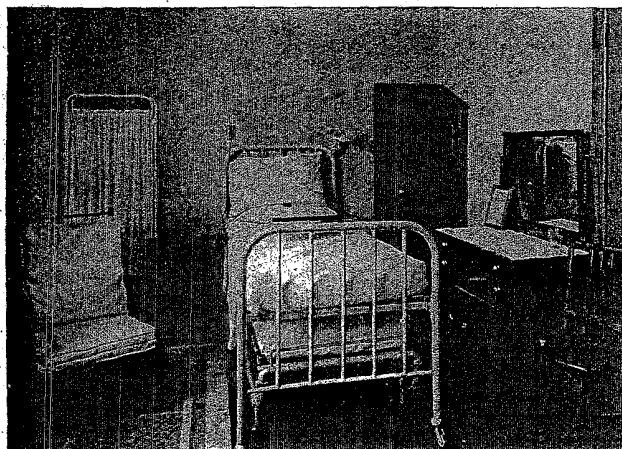
NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

John T. Lewis & Bros. Co., Philadelphia National Lead & Oil Co., Pittsburgh



HOSPITAL MANAGEMENT, September, 1921
MODERN HOSPITAL, October, 1921



Walls that radiate good cheer

When you consider the long hours during which a patient has nothing to look at but the four walls of his room, you can realize how those four walls may influence his recovery.

Dutch Boy

White-Lead and Flatting Oil

The "good cheer" paint. It gives a soft, velvety finish without gloss or glare—a finish that is restful to tired eyes.



Walls painted with this famous white-lead-and-oil paint do not crack, scale, or chip, and are as washable as tile.

And yet Dutch Boy lead-and-oil paint costs no more than other paints. In fact, its wearing qualities make it the most economical paint in the end.

Our Decorative Staff is at the disposal of hospital superintendents seeking advice on interior decoration. This service entails no obligation. Write us for Painting Helps No. 15.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

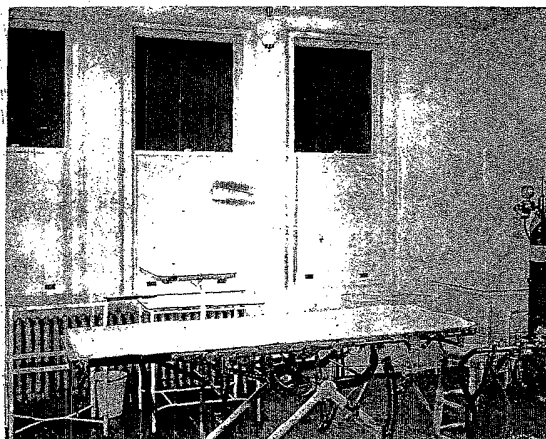
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Hospital Management, October, 1921
Modern Hospital, November, 1921



Where lives depend upon cleanliness

In operating rooms, where every precaution is taken against uncleanness, the matter of washable walls and ceilings is quite important.

That's one of the reasons why many hospitals nowadays have their walls finished with Dutch Boy White-Lead and Flatting Oil, a paint that can be cleaned as often as necessary without injury to its smooth finish.

That's because Dutch Boy flat paint is more than a mere covering paint. It actually becomes a part of the surface to which it is applied. It won't chip,

crack or scale. And its smoothness and hardness offers a surface that is easily cleaned.

Dutch Boy flat paint costs no more than most other paints; less in fact, because less is needed. It spreads 50% farther than most other paints.

Gives a soft, restful finish free from glare. Comes in white, and can be tinted any color before applying.

We welcome the opportunity of helping you in the proper decoration of your hospital. Our advisory staff is at your service. Write us.



Save the surface and
you save all the time.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

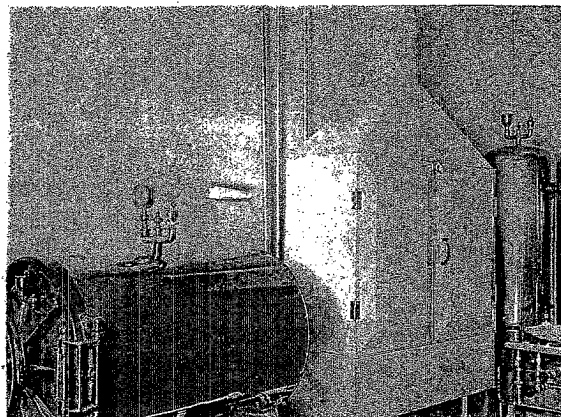
San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Products for Interior Painting

HOSPITAL MANAGEMENT, November, 1921
Modern Hospital, December, 1921



Can your walls be cleaned?

Many hospitals nowadays use Dutch Boy White-Lead and Flatting Oil paint on their walls and woodwork to render such surfaces washable.

Walls finished with Dutch Boy flat paint can be cleaned with soap and water, just like tile. The smoothness and hardness of this paint gives a surface that is easily kept clean without danger of injuring the fine finish. Such walls won't crack, chip, or scale.

And Dutch Boy flat paint costs no more than other paints. By actual compari-

son, it generally costs less. That's because it spreads 50% farther than most other paints, therefore less is needed.

Because of their softness and freedom from glare, walls finished with Dutch Boy flat paint are conducive to the restfulness and contentment of patients.

Comes in white, and can be tinted any color before applying.

Perhaps our advisory staff can help you in the decoration of your hospital. Write us.

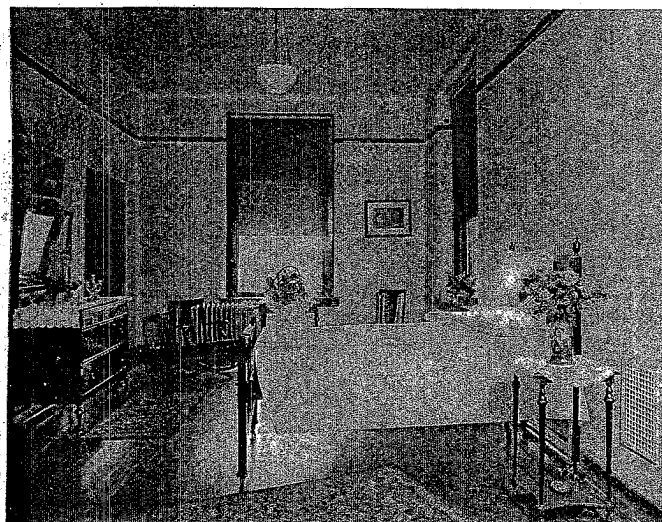


NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

Dutch Boy Products for Interior Painting

HOSPITAL MANAGEMENT—December, 1921
MODERN HOSPITAL—January, 1922



Restful walls for tired eyes

More and more are hospitals coming to the realization that a patient is susceptible to suggestions as expressed in hospital decoration.

For instance, a room finished with Dutch Boy White-Lead and Flatting Oil in a soft, delicate tint is conducive to peacefulness and contentment. Dutch Boy painted walls possess a velvety finish free from unpleasant glare—a finish that is restful to tired eyes.

And such walls can be cleaned with soap and water without injuring the smooth, velvety finish.

Dutch Boy painted walls will not crack, chip, or scale.

This paint is no more costly than others. Generally the cost is less, because less is needed. Dutch Boy flat paint spreads 50% farther than most others. And it wears unusually well.

It comes in white and can be tinted any color. The painter merely adds the necessary color before applying.

We shall be glad to help you in the proper decoration of your hospital. An advisory staff for this purpose is at your service. Write us.



Save the surface and
you save all the rest.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Products for
Interior Painting

NEW YORK HOTEL REVIEW



More proof that the best paint is the least costly

The Ambassador and the Pennsylvania in New York, the Ritz-Carlton at Atlantic City, and many other leading hotels have proved to their satisfaction that Dutch Boy White-Lead and Flatting Oil is more satisfactory and less costly than other paint.

One reason is the greater spreading power of this paint. This means that less paint is needed to cover a given surface.

Also, Dutch Boy flat paint brushes out rapidly and gives a smooth, velvety finish free from brush marks. Painters

work rapidly with it—therefore labor costs are kept at a minimum.

Then, too, walls finished with this paint do not require frequent repainting. Soiled spots around door-knobs, window-sills and electric push-buttons can be removed easily by soap-and-water cleaning. Thus the cost of frequent repainting is saved.

And Dutch Boy flat paint won't crack, scale or chip. Can be kept clean, fresh, and new-looking at all times.

Send for Painting Helps No. 21.



Save the surface and
you save all—*that's* the idea.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Products for Interior Painting

HOTEL REVIEW—DECEMBER 10, 1921 *pg. 23*
HOTEL REVIEW—FEBRUARY 18, 1922
HOTEL MONTHLY—FEBRUARY, 1922 *rev*

0000-NLI-000016940

*Why repaint a wall
because of a few dirty splotches?*

It is a proven fact that the cost of keeping Dutch Boy painted walls in good condition is far less than the up-keep cost of walls finished with most other paints.

The reason is this: Walls painted with Dutch Boy White-Lead and Flatting Oil may be washed as often as necessary. Instead of re-painting (with expensive labor), the walls can be cleaned with soap and water by a porter.

Dutch Boy White-Lead and Flatting Oil paint brushes out rapidly and gives a coat of even thickness, free from brush marks. This paint has 50% more spreading power than most other paints. That means a considerable money-saving per square foot of surface covered.

Walls painted with Dutch Boy possesses a soft, restful finish that adds to the charm of the room and to the comfort of the guest. Dutch Boy walls won't peel, chip, or scale.

Can be tinted any color. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps No.11.

Dutch Boy

White-Lead and Flatting Oil



NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

This advertisement appears in the following publication:
Hotel Monthly—May

0000-NLI-000016941

Hotel Reviews Oct 15, 1921 Jan 7, 1922
 NEW YORK HOTEL REVIEW *same as* *Hotel Monthly* *May 14, 1921*
June 15

The art of making guests feel "at home"

AS you know, there are numerous little ways of making a hotel comfortable and homelike. In this respect, the selection of wall paint is quite important.

Walls which cannot be kept free from finger marks and other uncleanness, and which peel and chip, certainly do not leave favorable impressions—and the upkeep cost of such walls is unpleasantly high.

On the other hand, walls painted with Dutch Boy flat paint can be cleaned as often as necessary with soap and water. No need for frequent repainting. This paint costs no more than other paint and spreads 50% farther than most paint. Gives a smooth, velvety, restful finish that will not peel, chip or crack. That's because Dutch Boy lead-and-oil paint actually becomes a part of the surface to which it is applied.

And this paint can be tinted to harmonize with the general color scheme of the room. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps No. 21.



Dutch Boy

White-Lead and Flatting Oil

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

NEW YORK HOTEL REVIEW

May 28, 1921

same as Hotel Monthly July 15

A common-sense test that led to a big saving

Of Particular Interest to Hotel Managers

The story concerns the walls of two floors in a prominent building. The walls of one floor were painted with Dutch Boy flat paint—a washable paint. The walls of the other floor were also painted with a good paint—but it wasn't washable.

For a period of three years, a careful record was kept on the cost of keeping the walls on both floors in good condition. When repainting seemed necessary the walls painted with Dutch Boy flat paint were merely washed with soap and water. The walls finished with the other paint necessitated frequent repainting.

Obviously, the cost of repainting those walls was considerably higher than the cost of washing the Dutch Boy walls. One was a painter's job. The other was a porter's job.

Walls painted with Dutch Boy lead-and-oil paint possess a soft, velvety finish as pleasing as it is durable. Dutch Boy walls do not chip, peel or scale.

The fact that Dutch Boy lead-and-oil paint has 50% more spreading power per gallon than most other paints is important from the economy viewpoint, too.

This lead-and-oil paint may be tinted any color. The painter simply adds the desired tint before applying.

Write for Painting Helps No. 21.

Dutch Boy

White-Lead and Flatting Oil



NATIONAL LEAD COMPANY

New York
CincinnatiBoston
ClevelandBuffalo
St. LouisChicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

0000-NLI-000016943

NEW YORK HOTEL REVIEW, JUNE 25, 1921
HOTEL MONTHLY, AUGUST, 1921



Concerning wall upkeep— a way to keep the cost down

Walls that require frequent repainting eat up money that could otherwise be saved.

Many hotels, including the Ambassador, Pennsylvania and others equally well-known, have found a remedy in Dutch Boy White-Lead and Flatting Oil.

The hotel men that have used this lead-and-oil paint on their walls have learned several interesting things. First, that the cost of Dutch Boy White-Lead and Flatting Oil is lower than that of most other paints, because it spreads 50 per cent farther—therefore less is needed.

Second, this paint brushes out rapidly and smoothly, giving a coat of velvety softness, free from glare. Painters like to

work with it—and use of this paint enables them to work fast.

Third, soiled spots around door-knobs, electric switches, etc., on walls painted with Dutch Boy flat paint can be cleaned as often as necessary with soap, water and a cloth. Frequent repainting is unnecessary.

Fourth, this paint gives to walls a pleasing, restful finish that appeals strongly to guests.

It won't peel or chip.

Can be tinted any color. The painter merely aids the necessary tint before applying.

Write for Painting Helps No. 21.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

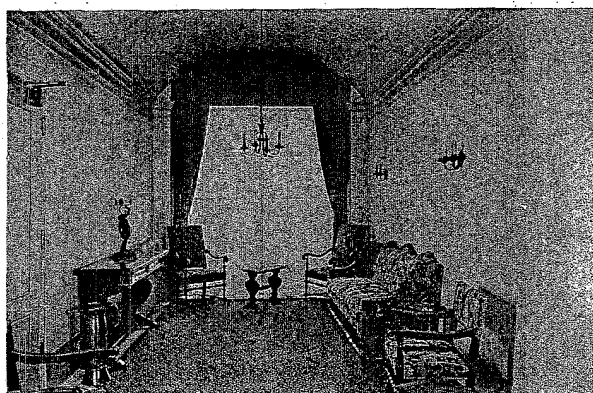
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy

White-Lead and Flatting Oil

NEW YORK HOTEL REVIEW, JULY 9, 1921
HOTEL MONTHLY, SEPTEMBER, 1921



What do guests say about your hotel?

Quite frequently a guest's opinion of your hotel is formed by some little item of service or appointment that may seem trivial.

Walls, for instance. If the finish is not kept new-looking, washed free from finger-marks and other discolorations, or if the paint peels or chips—such walls may create unfavorable impressions.

To prevent any such possibility, the walls of many hotels, including the Ambassador, Pennsylvania, and others equally well-known, are painted with Dutch Boy White-Lead and Flatting Oil. This paint costs no more than other paint—less,

in fact, because less is needed; and it spreads 50 per cent farther than most others.

The walls have a smooth, restful finish, free from glare—a finish that will not peel or chip. And the surface can be cleaned as often as necessary, with soap, water and a cloth. No fear of injuring the soft, velvety finish. No need for frequent repainting—therefore lower upkeep costs.

Dutch Boy White-Lead and Flatting Oil can be tinted any color desired. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps, No. 21.

NATIONAL LEAD COMPANY

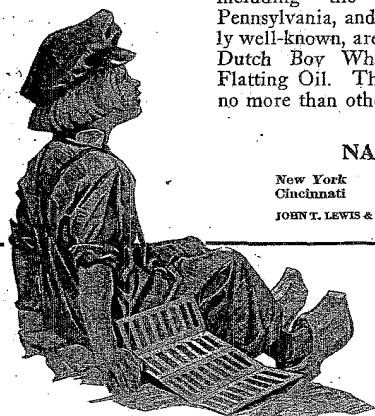
New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

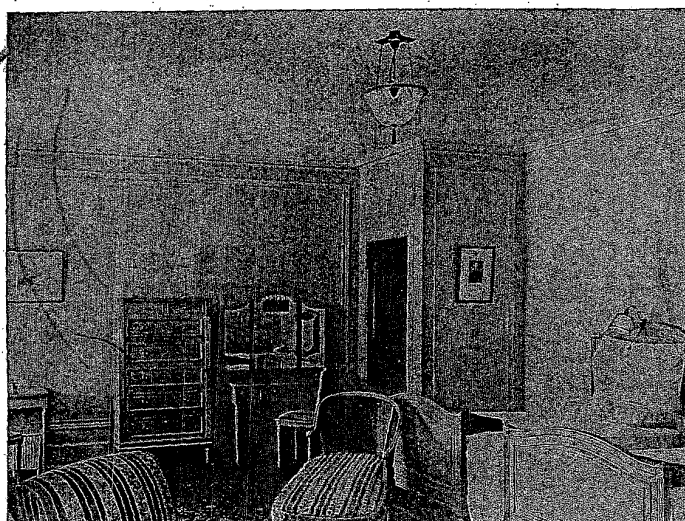
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy

White-Lead and Flatting Oil

0000-NLI-000016945



A way to reduce upkeep costs

If your walls require frequent repainting, your upkeep cost is higher than it should be.

A good way to bring upkeep cost down is to give your walls a coat of Dutch Boy White-Lead and Flatting Oil paint. Then you'll have washable walls.

And when repainting seems necessary, just let the porter go over the soiled spots around door knobs, electric switches, etc. with soap, water, and a cloth, and save the cost of repainting.

Dutch Boy flat paint is not expensive. It spreads 50% farther than most other paint—therefore less is needed.

Gives a soft, restful finish free from glare. And it won't chip or peel. It gives a room an atmosphere of comfort, cleanliness, "spick-and-span-ness."

This paint can be tinted any color. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps No. 21.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO. Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

DUTCH BOY

White-Lead and Flatting Oil

This advertisement will appear in the following: HOTEL REVIEW—June 11, HOTEL MONTHLY—October

0000-NLI-000016946

HOTEL REVIEW—JULY 23rd, 1921 *Sept 17*
HOTEL MONTHLY—NOVEMBER, 1921



More proof that the best paint is the least costly

The Ambassador and the Pennsylvania in New York, the Ritz-Carlton at Atlantic City, and many other leading hotels have proved to their satisfaction that Dutch Boy flat paint (Dutch Boy White-Lead mixed with Flatting Oil) is more satisfactory and less costly than other paint.

One reason is the greater spreading power of this paint. This means that less paint is needed to cover a given surface.

Also, Dutch Boy flat paint brushes out rapidly and gives a smooth, velvety finish free from brush marks. Painters

work rapidly with it—therefore labor costs are kept at a minimum.

Then, too, walls finished with this paint do not require frequent repainting. Soiled spots around door-knobs; window-sills and electric push-buttons can be removed easily by soap-and-water cleaning. Thus the cost of frequent repainting is saved.

And Dutch Boy flat paint won't crack, scale or chip. Can be kept clean, fresh, and newlooking at all times.

Send for Painting Helps No. 21.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Products for
Interior Painting

HOTEL REVIEW—AUGUST 8th, 1921
HOTEL MONTHLY—DECEMBER, 1921



A way to keep walls free from soiled spots

In many hotels, an accumulation of soiled spots around door-knobs, window-sills, electric push-buttons, etc., means a repainting job.

Not so in hotels where walls are finished with Dutch Boy flat paint (Dutch Boy White-Lead mixed with Flatting Oil). Such walls are kept free from soiled spots by occasional soap-and-water cleaning. Thus the cost of frequent repainting is saved.

This flat paint is no more costly than others. In fact, it

costs less by actual comparison. That's because Dutch Boy flat paint spreads 50% farther than most other paint—therefore less is needed.

Gives to walls a lasting surface that will not crack, scale or chip—a finish that is both restful and attractive to guests.

Brushes out rapidly and evenly, giving a smooth, velvety coat free from brush marks.

Write for Painting Helps No. 21.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	



Dutch Boy

Products for Interior Painting

HOTEL REVIEW—AUGUST 20th, 1921
HOTEL MONTHLY—JANUARY, 1922



Paint that stands the gaff

Hotel walls become soiled frequently. Spots appear around door knobs, window sills and push buttons. Frequent repainting is considered a necessary though expensive item of upkeep.

Many hotels have found a remedy in Dutch Boy flat paint, made by mixing Dutch Boy White Lead with Dutch Boy Flatting Oil.

In the first place, walls finished with this paint are washable. An occasional soap-and-water cleaning keeps the surface free from soiled spots. Thus one cause of frequent repainting is removed.

And this paint does not crack, scale, or chip. That's because it actually becomes a part of the surface to which it is applied, giving a lasting, even coat of velvety smoothness.

This pure lead flat paint is no more costly than other paint. In fact, it costs less because it spreads 50% farther than most others. Therefore less is needed. Brushes out rapidly, sets up slowly, dries properly—painters like to work with it.

Write for Painting Helps No. 21.

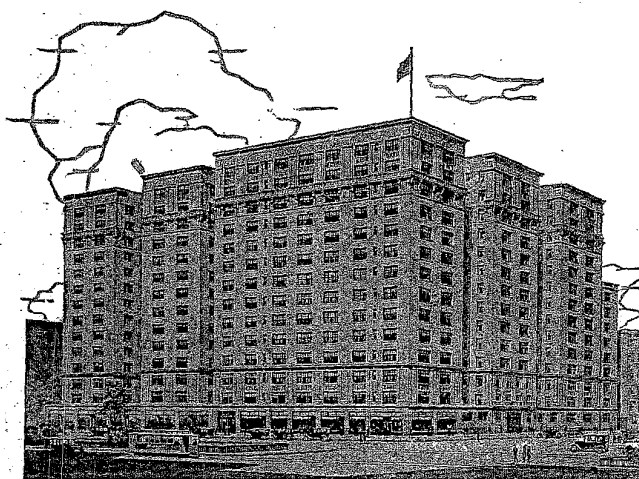
NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy

Products for Interior Painting



Apartment House at
97th and 9th Streets
on Broadway New
York City. Schwartz
& Grass, Architects.

Save the surface and
you save all.

Another new apartment house finished with Dutch Boy flat paint

It is no mere accident that so many large apartment houses and hotels are given their final touch of beauty and refinement by the use of Dutch Boy flat paint.

In the case of this new apartment house on upper Broadway, New York, Dutch Boy White-Lead was specified by the owners for several good reasons:

First, the cost of Dutch Boy White-Lead and Flatting Oil is lower than that of other paint, because it spreads 50% farther—therefore less is needed.

Second, this paint brushes out rapidly and smoothly, giving a coat of velvety softness, free from glare. Painters like to work with it—and use

of this paint enables them to work fast.

Third, soiled spots around door-knobs, electric switches, etc., on walls painted with Dutch Boy flat paint can be cleaned as often as necessary with soap, water and a cloth. Frequent repainting is unnecessary.

Fourth, this paint gives to walls a pleasing, restful finish that appeals strongly to people of good taste.

It won't crack or scale off.

Can be tinted any color. The painter merely adds the necessary tint before applying.

Write for Painting Helps No. 21.



NATIONAL LEAD COMPANY

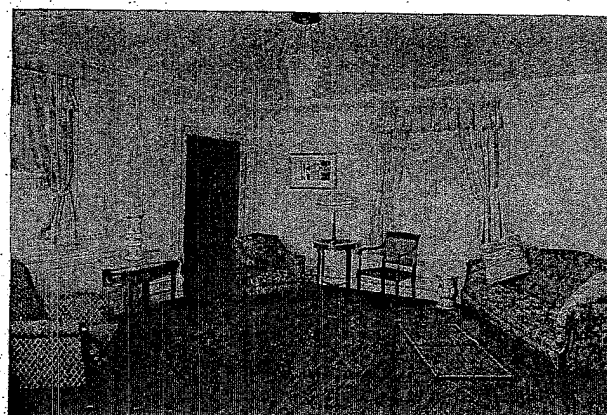
New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Products for Interior Painting

This advertisement will appear in the following:—HOTEL REVIEW—September 3, 1921

0000-NLI-000016950



Concerning wall upkeep— a way to keep the cost down

Walls that require frequent repainting eat up money that could otherwise be saved.

Many hotels, including the Ambassador, Pennsylvania and others equally well-known, have found a remedy in Dutch Boy White-Lead and Flatting Oil.

The hotel men that have used this lead-and-oil paint on their walls have learned several interesting things. First, that the cost of Dutch Boy flat paint is lower than that of most other paints, because it spreads 50 per cent farther—therefore less is needed.

Second, this paint brushes out rapidly and smoothly, giving a coat of velvety softness, free from glare. Painters like to

work with it—and use of this paint enables them to work fast.

Third, soiled spots around door-knobs, electric switches, etc., on walls painted with Dutch Boy flat paint can be cleaned as often as necessary with soap, water and a cloth. Frequent repainting is unnecessary.

Fourth, this paint gives to walls a pleasing, restful finish that appeals strongly to guests.

It won't crack, scale, or chip.

Can be tinted any color. The painter merely adds the necessary tint before applying.

Write for Painting Helps No. 21.



Save the surface and
you save all—*Dutch Boy*

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

Dutch Boy

Products for Interior Painting

HOTEL REVIEW OCTOBER 1, 1921
HOTEL REVIEW, DECEMBER 24, 1921

0000-NLI-000016951

The art of making guests feel "at home"

AS you know, there are numerous little ways of making a hotel comfortable and homelike. In this respect, the selection of wall paint is quite important.

Walls which cannot be kept free from finger marks and other uncleanness, and which crack and chip, certainly do not leave favorable impressions—and the upkeep cost of such walls is unpleasantly high.

On the other hand, walls painted with Dutch Boy flat paint can be cleansed as often as necessary with soap and water. No need for frequent repainting. This paint costs no more than other paint and spreads 50% farther than most paint. Gives a smooth, velvety, restful finish that will not scale, chip or crack. That's because Dutch Boy lead-and-oil paint actually becomes a part of the surface to which it is applied.

And this paint can be tinted to harmonize with the general color scheme of the room. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps No. 21.

Save the surface and
you save all—*that's* the trick.



Dutch Boy

Products for Interior Painting

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

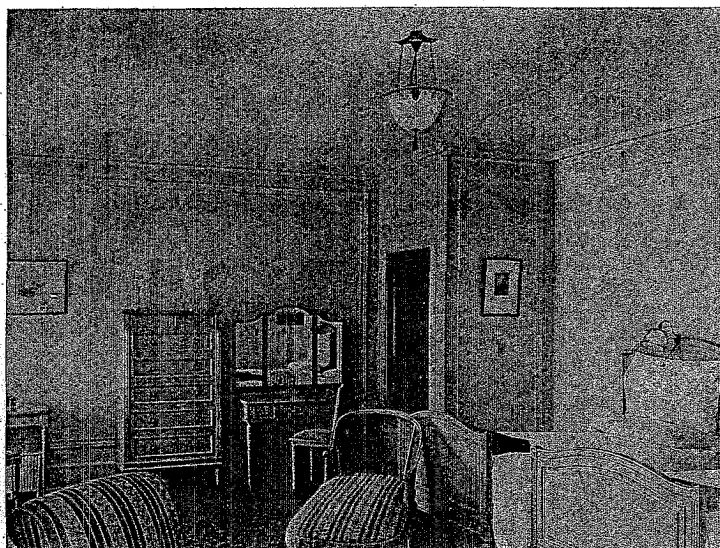
San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO. Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

HOTEL REVIEW, OCTOBER 15, 1921
HOTEL REVIEW, JANUARY 7, 1922

0000-NLI-000016952



A way to reduce upkeep costs

If your walls require frequent repainting, your upkeep cost is higher than it should be.

A good way to bring upkeep cost down is to give your walls a coat of Dutch Boy flat paint (Dutch Boy White-Lead mixed with Dutch Boy Flatting Oil). Then you'll have washable walls.

And when repainting seems necessary, just let the porter go over the soiled spots around door knobs, electric switches, etc., with soap, water, and a

cloth, and save the cost of repainting.

Dutch Boy flat paint is not expensive. It spreads 50% farther than most other paint—therefore less is needed. Gives a soft, restful finish free from glare. And it won't chip or crack. It gives a room an atmosphere of comfort, cleanliness, "spick-and-span-ness."

This paint can be tinted any color. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps No. 21.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

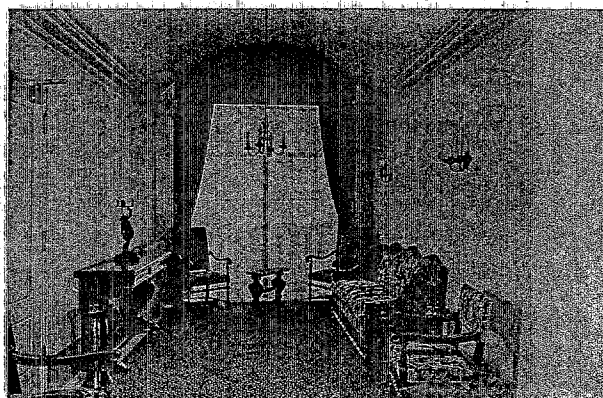


Save the surface and
you save all—*that's the Dutch Boy*

Dutch Boy

Products for Interior Painting

NEW YORK HOTEL REVIEW



What do guests say about your hotel?

Quite frequently a guest's opinion of your hotel is formed by some little item of service or appointment that may seem trivial.

Walls, for instance. If the finish is not kept new-looking, washed free from finger-marks and other discolorations, or if the paint cracks or chips—such walls may create unfavorable impressions.

To prevent any such possibility, the walls of many hotels, including the Ambassador, Pennsylvania, and others equally well known, are painted with Dutch Boy White-Lead and Flatting Oil. This paint costs no more than other paint—less,

in fact, because less is needed; and it spreads 50 per cent farther than most others.

The walls have a smooth, restful finish, free from glare—a finish that will not crack or chip. And the surface can be cleaned as often as necessary with soap, water, and a cloth. No fear of injuring the soft, velvety finish. No need for frequent repainting—therefore lower upkeep costs.

Dutch Boy flat paint can be tinted any color desired. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps No. 21.



NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Products for Interior Painting

HOTEL REVIEW—NOVEMBER 12, 1921
FEBRUARY 4, 1922

0000-NLI-000016954

Why repaint a wall because of a few dirty splotches?

It is a proven fact that the cost of keeping Dutch Boy painted walls in good condition is far less than the upkeep cost of walls finished with most other paint.

The reason is this: Walls painted with Dutch Boy White-Lead and Flatting Oil may be washed as often as necessary. Instead of repainting (with expensive labor), the walls can be cleaned with soap and water by a porter.

Dutch Boy Flat Paint brushes out rapidly and gives a coat of even thickness, free from brush marks. This paint has 50% more spreading power than most other paints. That means a considerable money-saving per square foot of surface covered.

Walls painted with Dutch Boy possess a soft, restful finish that adds to the charm of the room and to the comfort of the guests. Dutch Boy walls won't crack, chip, or scale.

Can be tinted any color. The painter simply adds the necessary tint before applying the paint.

Write for Painting Helps No. 21.

Dutch Boy

Products for Interior Painting



NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and
you save all!

HOTEL REVIEW—NOVEMBER 26, 1921

0000-NLI-000016955

109
July 21/22

Interiors That Have Distinction

Painted walls and woodwork give your home an air of distinction that your friends recognize as soon as they enter.

Use Dutch Boy White-Lead mixed with Dutch Boy Flatting Oil, and you will have interiors that are absolutely sanitary. You can wash them, as often as necessary, without injury to color or finish.

Soft, Restful— No Gloss or Glare

The use of Dutch Boy Flatting Oil results in a soft, flat finish, free from gloss or glare, and restful to the eyes.

You can work out your exact color scheme for each room or suite, because your painter produces, under your supervision, each tint you desire.

Low in Cost Durable

Dutch Boy White-Lead is lower in cost per gallon than any other paint of equal merit, it covers more surface per gallon, and is widely known for its long wear.

Portfolio of color suggestions for home decoration sent on receipt of ten cents

NATIONAL LEAD COMPANY

New York Boston Buffalo Cincinnati
Chicago Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO. Philadelphia
NATIONAL LEAD & OIL CO. Pittsburgh



Dutch Boy White-Lead

0000-NLI-000016956

KEITH'S MAGAZINE
JUNE, 1921

The Dutch Have This Proverb:

"Good paint costs nothing, because it saves more than it costs."

Just as poor paint costs much more than you pay for it, because it opens the door to damage and decay.

Old Reliable Lead-and-Oil Paint

When you paint, use Dutch Boy White-Lead, mixed with pure Linseed Oil—time-tested, reliable paint that insures your house against rain, snow, frost or broiling sun.

Dutch Boy saves labor cost because it spreads so easily; it is lowest in cost per square yard because it covers so thoroughly.

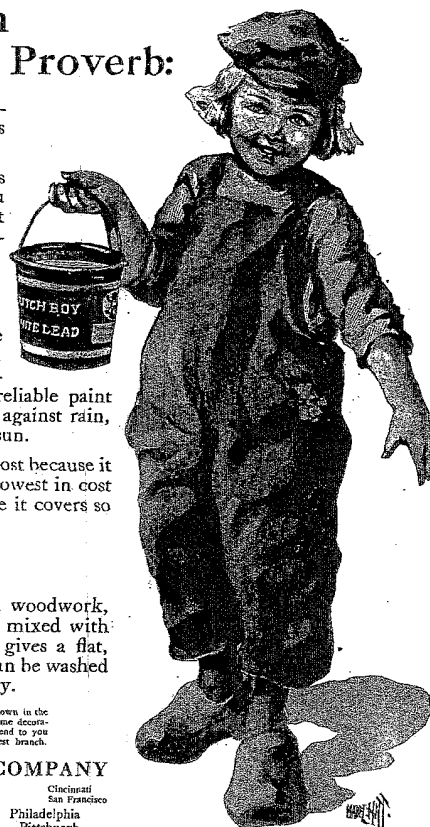
Soft, Restful Interior Walls

For interior walls and woodwork, Dutch Boy White-Lead mixed with Dutch Boy Flatting Oil gives a flat, glossless finish, which can be washed repeatedly without injury.

Personality and harmony are shown in the portfolio of color suggestions for home decoration, which we shall be glad to send to you for ten cents. Write our nearest branch.

NATIONAL LEAD COMPANY

New York Boston Buffalo Cincinnati
Chicago Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. Co. Philadelphia
NATIONAL LEAD & OIL Co. Pittsburgh



Dutch Boy White-Lead

Kelly 1921

May

You're Glad to See Guests

You welcome guests more gladly when your home has soft, restful interiors—walls and woodwork free from gloss or glare.

You get just this kind of a finish, when you use Dutch Boy White-Lead, mixed with Dutch Boy Flatting Oil.

Wash Them, and Wash Them, and Wash Them

And these walls are so easy to keep clean and fresh and bright—just wash them as often as necessary with plain soap-and-water.

Frequent washing does not harm a Dutch Boy surface.

Just the Colors You Want

Under your supervision, your painter makes the exact tint you desire—you aren't limited to a line of stock colors when you paint with Dutch Boy.

Handsome portfolio of color suggestions—sent on receipt of ten cents. Write our nearest branch.

NATIONAL LEAD COMPANY

New York Boston Buffalo Cincinnati
Chicago Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO. Philadelphia
NATIONAL LEAD & OIL CO. Pittsburgh



Dutch Boy White-Lead

Good Paint is the Life of Your House

A house that is weather-proofed with good paint will look presentable for years after it is built.

Rain, snow, sun, frost cannot strike through its shining armor.

Painters Use Lead-and-Oil

Paint your house with Dutch Boy White-Lead and pure Linseed Oil—the reliable lead-and-oil paint that most painters prefer when the choice is left to them.

They know how Dutch Boy has stood the test of years.

Four Points of Economy

Lower than other good paints in cost per gallon. Also lower in cost per square yard, because it covers so thoroughly, and in cost of labor, because of the ease with which it spreads. Lower in cost per year, too, for you do not have to repaint so often.

*Handsome portfolio of color suggestions sent on receipt of ten cents.
Write our nearest branch.*

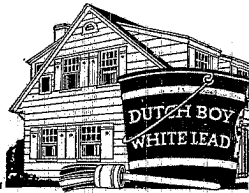
NATIONAL LEAD COMPANY

New York Boston Buffalo Cincinnati
Chicago Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. Co. Philadelphia
NATIONAL LEAD & OIL Co. Pittsburgh



Dutch Boy White-Lead

Keith's Magazine—August 1921.



Save the surface and
you save all the time!

There are two ways to save money on paint. Which way will you select?

One way to keep the paint bill down on your new home is to buy inferior paint that costs less per gallon than good paint. But it really costs more than good paint in the long run, because it soon chips and scales leaving the surface exposed.

That means a repainting job. Add the cost of repainting to the cost of the original job and you find that you've lost money instead of saving it.

The other way to save money on paint is to select Dutch Boy White-Lead and Dutch Boy flatting oil for interior work and Dutch Boy White-Lead and linseed oil for exterior work.

Such paint costs no more than

other paint; less in fact, because less is needed to cover a given surface. For instance, Dutch Boy spreads 50 per cent farther than most other paint.

Brushes out easily and rapidly, giving a coat of even thickness and smoothness. This means that labor costs are kept at a minimum.

Surfaces covered with Dutch Boy lead-and-oil paint resist wear to an extraordinary degree and will not chip, crack or scale. Thus you save the cost of frequent repainting.

Doesn't that sound like real economy? Which of these two ways of saving money appeals to you?

Write for Painting Helps No. 27.

NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh.



Dutch Boy White-Lead

Keith's Magazine—September 1921. d *Lee*

0000-NLI-000016960

When selecting paint— Invest your money, don't merely spend it

There's quite a difference between spending money for paint and investing money in paint for your home.

Spending money for paint means, for instance, to select a paint that costs less per gallon perhaps than other paint, but which soon chips and scales and leaves the surface exposed. That means an early repainting job.

Investing money in paint means to select Dutch Boy White-Lead and Dutch Boy Flatting Oil for interior work and Dutch Boy White-Lead and linseed oil for exterior work.

This paint costs no more than other paint. Chances are you'll find it costs less, because you won't need so much—Dutch Boy paint spreads considerably farther than other paint, therefore less is needed.

Brushes out rapidly, easily, smoothly—gives a coat of even thickness. And because painters work fast with Dutch Boy, labor costs are kept at a minimum.

And as for lasting qualities, just ask someone who has used Dutch Boy lead and oil paint. The answer is that it is unusually wear-resisting and weather-resisting and does not chip, crack or scale. Frequent repainting is unnecessary. And when you repaint, you won't have the expense of burning off old paint.

Now you can more readily understand what we mean when we ask, "Are you going to invest or spend money on paint?"

Handsome portfolio of color suggestions sent on receipt of ten cents. Write our nearest branch.

NATIONAL LEAD COMPANY

New York Boston Buffalo Cincinnati
Chicago Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO. Philadelphia
NATIONAL LEAD & OIL CO. Pittsburgh



"Save the surface and
you save all." — *Get it!*

Dutch Boy White-Lead

Kellogg's Magazine—October 1921.



You Can Wash Dutch Boy Walls

Just use sponge, soap, warm water—
your wall will be as fresh and clean as
when it was new.

That is, if it has been painted with
Dutch Boy White Lead and Dutch
Boy Flatting Oil. That combination
is the ideal paint for interior walls and
woodwork.

Any Color

Soft, restful flat finish. Your painter
makes the exact color you desire.

Personality and harmony are shown in the portfolio of color
suggestions for home decoration, which we shall be glad
to send to you for ten cents. Write our nearest branch.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Cincinnati
Chicago	Cleveland	St. Louis	San Francisco
JOHN T. LEWIS & BROS. CO.	- - - -	Philadelphia	
NATIONAL LEAD & OIL CO.	- - - -	Pittsburgh	

Dutch Boy Products

Keith's Magazine—November, 1921



Save the surface and
you save all *Dutch Boy*

There are two ways to save money on paint. Which way will you select?

One way to keep the paint bill down on your new home is to buy inferior paint that costs less per gallon than good paint. But it really costs more than good paint in the long run, because it soon chips and scales leaving the surface exposed.

That means a repainting job. Add the cost of repainting to the cost of the original job and you find that you've lost money instead of saving it.

The other way to save money on paint is to select Dutch Boy White-Lead and Dutch Boy flatting oil for interior work and Dutch Boy White-Lead and linseed oil for exterior work.

Such paint costs no more than

other paint; less in fact, because less is needed to cover a given surface. For instance, Dutch Boy spreads 50 per cent farther than most other paint.

Brushes out easily and rapidly, giving a coat of even thickness and smoothness. This means that labor costs are kept at a minimum.

Surfaces covered with Dutch Boy lead-and-oil paint resist wear to an extraordinary degree and will not chip, crack or scale. Thus you save the cost of frequent repainting.

Doesn't that sound like real economy? Which of these two ways of saving money appeals to you?

Write for Painting Helps No. 27.

NATIONAL LEAD COMPANY

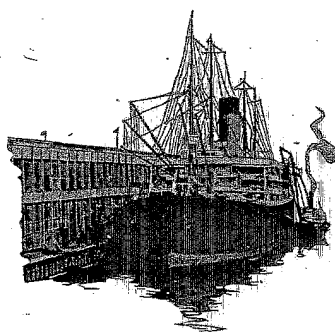
New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh.



Dutch Boy White-Lead

Keith's Magazine—December, 1921



A coat of armor against rust

Men that own and operate ships are large users of Dutch Boy Red-Lead—the tough, elastic, waterproof paint that protects metal surfaces from rust.

The U. S. Navy, for instance, uses red-lead on all its vessels for almost every metal surface, because it withstands the action of salt water and preserves the steel.

Dutch Boy Red-Lead has the added advantage of greater spreading power than other paints for marine use. It gives a coat of uniform thickness and toughness, and won't chip, peel, or scale.

Dutch Boy Red-Lead does not harden in the pail. That means no red-lead wasted. No time cost.

Specify Dutch Boy Red-Lead for all metal surfaces. Can be tinted to your requirements for finishing coats.

Write for Painting Helps No. ____.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

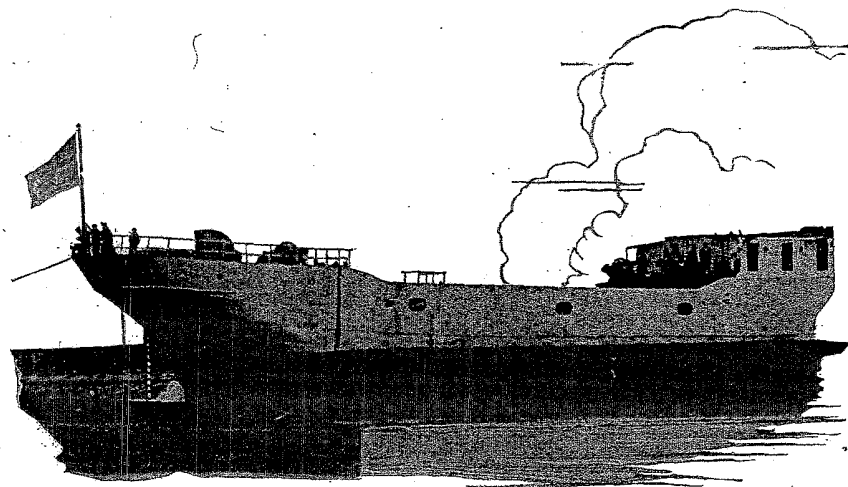


Dutch Boy Red-Lead

This Advertisement appears in the following publications:
 Marine Engineering—June
 Marine Review—June

0000-NLI-000016964

MARINE ENGINEERING



One of many U. S. Shipping Board steel ships on which Dutch Boy Red-Lead was used for first hull coat.

Salt water destroys steel—

But red-lead saves it. That's why the men who have the responsibility of operating ships insist on red-lead for metal surfaces.

Dutch Boy Red-Lead is the best known and most economical protection for steel and iron—on ships, piers, buildings, bridges, tanks, and so forth. It covers the surface with a tough, elastic, lasting, moisture-proof coating. It is easy to put on, and it stays put, making an excellent foundation for finishing coats.



In the Navy, the first coat on all steel-work is red-lead; red-lead is used for retouching wherever rust appears; all because red-lead gives the best protection against corrosion.

Dutch Boy Red-Lead comes in convenient linseed-oil paste. It is pure, and does not harden in the pail—no red-lead wasted, no time lost.

Specify Dutch Boy Red-Lead for all metal surfaces. Can be tinted to your requirements, in black, browns and greens, for finishing coats.

Write for Painting Helps No. 6.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

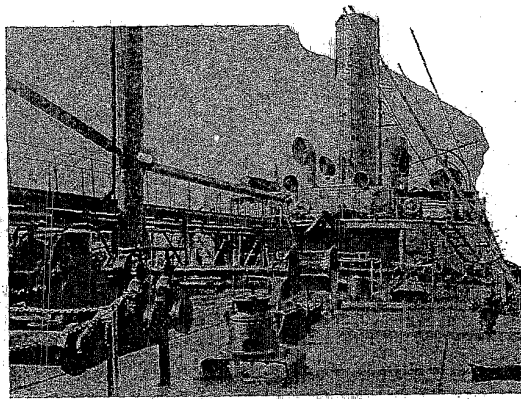
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Marine Engineering—July, 1921
Marine Review—July, 1921

0000-NLI-000016965



Save the surface and
you save all the rest.

Red-Lead means years to a ship

Experience proves that two or three coats of red-lead, applied to the hull on the ways, with ample time to dry, will add years to the life of a ship, and aid in maintaining speed by keeping the bottom free from pitting.

Dutch Boy Red-Lead protects metal. It provides a tough, elastic, moisture-proof coat that sticks tight and prevents rust. It won't flake or scale off, if applied to clean metal surfaces, and it gives an unequalled foundation for finishing coats.

The U. S. Navy uses a great deal of red-lead, with stiff specifications for purity—

specifications that Dutch Boy Red-Lead meets.

Its convenient paste form, its fineness and purity, its remarkable spreading power, and its long life make Dutch Boy Red-Lead the most economical paint for metal surfaces.

For every metal surface on shipboard, use Dutch Boy Red-Lead—for first coats at least. It can be tinted to black, brown, and green for finishing coats; if white or gray is desired, use Dutch Boy White-Lead.

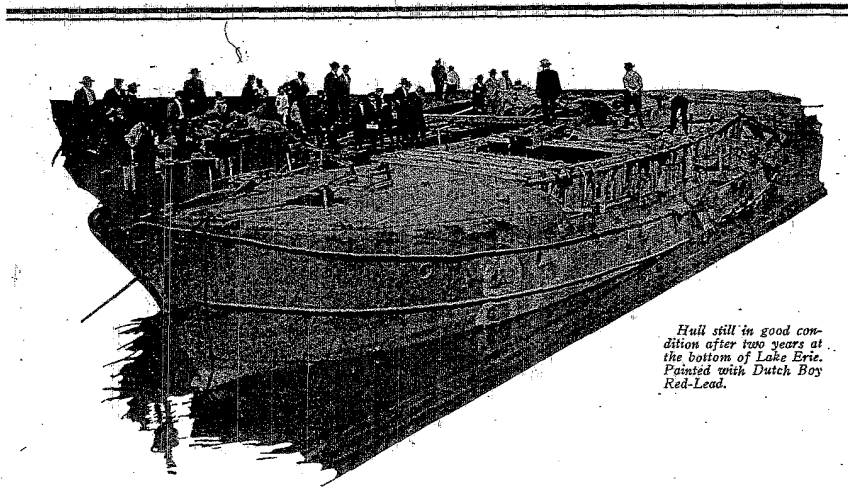
Write for Painting Helps No. 6.

Dutch Boy Red-Lead

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	





Hull still in good condition after two years at the bottom of Lake Erie. Painted with Dutch Boy Red-Lead.

Red-lead is cheaper than ship's plates

It costs a great deal less to put on a coat of Dutch Boy Red-Lead than to build a new ship. In fact, the cost of painting would be absorbed in a few days extra life of the ship.

Every vessel should have two or three good coats of red-lead while she is building, with plenty of time allowed for drying. This is particularly important for underwater parts.

Special topcoats may be necessary for special purposes, as in water and ballast tanks, but the priming coat should always be red-lead.

In the Navy "red-lead is the protective paint commonly used on metal surfaces" (to quote from

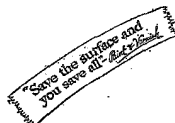
The Bluejacket's Manual) because it gives the best protection against the destructive action of salt water.

Dutch Boy Red-Lead meets Navy specifications for purity—freedom from litharge. It doesn't harden in the pail. No red-lead is wasted; no time lost by the painter.

Dutch Boy Red-Lead has the added advantage of greater spreading power than other paints for marine use. It covers the steel with a tough, elastic, uniform coat that won't peel or scale.

Specify Dutch Boy Red-Lead for all metal surfaces. Can be tinted to various dark colors as desired for finishing coats.

Write for Painting Helps No. 6.



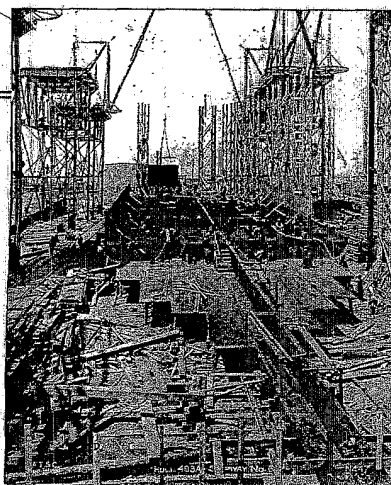
NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. Co., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

Dutch Boy Red-Lead

Marine Engineering—October, 1921
Marine Review—October, 1921

0000-NLI-000016967



Parts of the ship that need extra care in painting

If this picture were in colors there would be red streaks at the places where plates lap.

It is particularly important that contact surfaces be well painted with red-lead before assembly, and that all joints, rivet heads, etc., get an extra coat before the finishing coats are put on.

Ship owners and operators are pretty well agreed that the whole hull should have at least two coats of red-lead, inside and out, regardless of the nature of the final covering.

They know that red-lead adds years to the useful life of a ship.

Dutch Boy Red-Lead gives maximum protection to metal surfaces, and makes an unequalled foundation for finishing coats. Dutch Boy Red-

Lead meets the stiff Navy specifications for purity.

Put up in linseed oil paste and in ready-to-use liquid form. Liquid Red-Lead is regularly made up in six colors—black, light and dark brown, light and dark green, and orange-red—suitable for priming and finishing coats everywhere except where light colors are required; then use Dutch Boy White-Lead.

Where ship owners have adopted a distinctive color for finishing coats, we will supply Liquid Red-Lead especially mixed to match such color.

Specify Dutch Boy Red-Lead—the most economical paint for metal surfaces.

Write for Painting Helps No. 6.



Save the surface and you save all—Dutch Boy Red-Lead

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

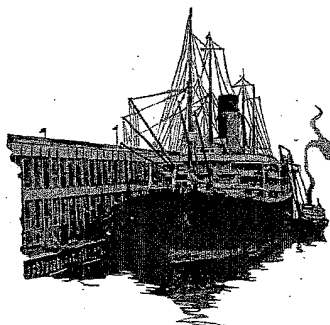
San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Marine Engineering—November, 1921
Marine Review—November, 1921

0000-NLI-000016968



A coat of armor against rust

Men that own and operate ships are large users of Dutch Boy Red-Lead—the tough, elastic, waterproof paint that protects metal surfaces from rust.

The U. S. Navy, for instance, uses red-lead on all its vessels for almost every metal surface, because it withstands the action of salt water and preserves the steel.

Dutch Boy Red-Lead has the added advantage of greater spreading power than other paints for marine use. It gives a coat of uniform thickness and toughness, and won't chip, peel, or scale.

Dutch Boy Red-Lead does not harden in the pail. That means no red-lead wasted. No time lost.

Specify Dutch Boy Red-Lead for all metal surfaces. Can be tinted to your requirements for finishing coats.

Write for Painting Helps No. 6.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

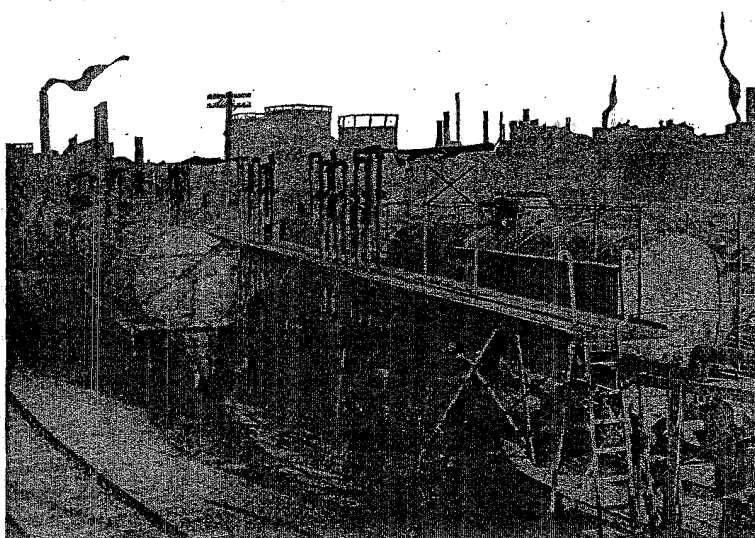
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy Red-Lead

Marine Engineering & Shipping Age—December, 1921
Marine Review—December, 1921

0000-NLI-000016969



What Red-Lead does for oil tanks and pipe lines

Dutch Boy Red-Lead sticks tight to metal surfaces, keeping moisture out, preventing rust, and giving an excellent foundation for finishing coats. It is elastic enough to expand and contract with the structure without cracking, and tough enough to stand all kinds of weather.

Many refineries, many pipe line and tank car companies depend on Dutch Boy Red-Lead to protect metal equipment from rust.

This red-lead-and-oil paint is best known for first coats, but it is equally valuable for finishing coats,

whether the color is to be red or black, brown or green.

Dutch Boy Red-Lead has a greater spreading power than other paints, on account of its fineness and purity. It is the most economical protection for exposed metal surfaces.

Besides its use as a paint, Dutch Boy Red-Lead comes in handy for making up pipe joints; it "seals but doesn't cement."

Specify Dutch Boy Red-Lead for all metal surfaces, both for first and for finishing coats.



Write for Painting Helps No. 22

NATIONAL RED-LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

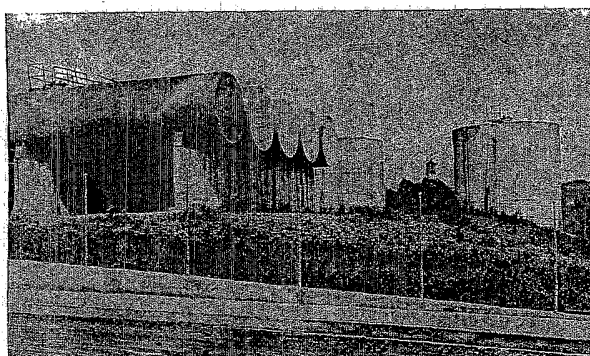
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

National Petroleum News — May 11 Issue *May 25*

0000-NLI-000016970



Oil Tanks Cost Money

There are at least two good reasons for keeping oil and gasoline tanks well painted. First, because they cost enough to make it well worth while to preserve them, and second, because it pays to have them look well kept.

And when it comes to painting steel tanks, whether in the producing field, at the refineries, or at distributing stations, there is nothing that can touch Dutch Boy Red-Lead.

In the first place, Dutch Boy Red-Lead sticks tight to metal, covering it with a tough, elastic, moisture-proof coat, long lasting and an excellent foundation for outside paint coats.



It is easy to put on, because Dutch Boy Red-Lead is finely ground and pure; it is the most economical paint for metal surfaces.

Equally good for priming or finishing coats. Dutch Boy Red-Lead can be tinted black or various shades of brown and green when a red finish is not wanted.

This favorite red-lead is widely used for making up pipe joints; it comes as a paste made with linseed oil, the most convenient form for this purpose and for painting.

Insist on Dutch Boy Red-Lead for all metal surfaces, for first and finishing coats.

Write for Painting Helps No. 22

NATIONAL LEAD COMPANY

New York
Cleveland
JOHN T. LEWIS & BROS. CO., Philadelphia

Boston
Buffalo

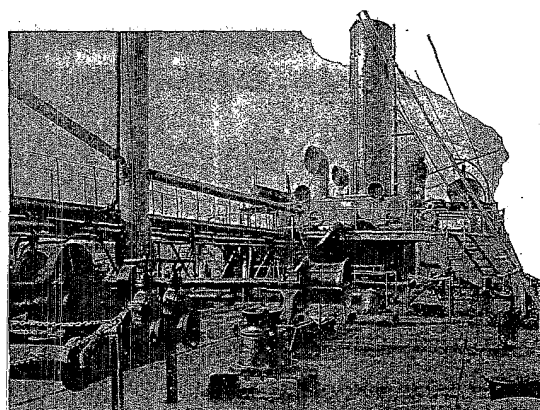
Cincinnati
Chicago
NATIONAL LEAD & OIL CO., Pittsburgh

San Francisco
St. Louis

Dutch Boy Red-Lead

This advertisement will appear in the following: NATIONAL PETROLEUM NEWS—June 3, OIL & GAS JOURNAL—June 10

0000-NLI-000016971



Red-Lead means years to a tanker

Red-Lead is as important to a tanker as it is to the protection of storage-tanks and pipe-lines.

Experience proves that two or three coats of red-lead, applied to the hull while on the ways, with ample time to dry, add years to the life of a ship, and aid in maintaining her speed by keeping the bottom free from pitting.

Dutch-Boy Red-Lead protects metal. It provides a tough, elastic, moisture-proof coat that sticks tight and prevents rust. It won't flake or scale off, if applied to clean surfaces, and it gives an unequaled foundation for finishing coats.

In the oil industry Dutch-Boy Red-Lead has found wide use in

the painting of storage-tanks, pipe-lines, tank-ships, cars, and wagons, sometimes as a priming coat only, sometimes for finishing coats as well, tinted to the desired shade.

Its convenient paste form, its fineness and purity, its remarkable spreading power, and its long life make Dutch-Boy Red-Lead the most economical paint for metal surfaces.

Lot of men use Dutch-Boy Red-Lead for pipe joints, too; because it "seals but doesn't cement."

For every metal surface, use Dutch-Boy Red-Lead.

Write for Painting Helps No. 22.



Dutch-Boy Red-Lead

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo
JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

San Francisco
St. Louis
NATIONAL LEAD & OIL CO., Pittsburgh

*This advertisement will appear in the following: NATIONAL PETROLEUM NEWS—June 22 1927
OIL AND GAS JOURNAL—June 24 1927*

0000-NLI-000016972



The Indian Refining Co. is a big user of Dutch Boy Red-Lead

A Good Truck Deserves Good Paint

It deserves to look well, of course, but it especially deserves protection from rust and decay. In that respect the paint coat next the metal surface is the vitally important one, and there Dutch Boy Red-Lead has advantages that have won favor among oil men.

The greatest of these advantages is that Dutch Boy Red-Lead *saves steel*. It is strongly adhesive, elastic, and tough. It repels moisture, and prevents rust.



Many oil companies, both producers and refiners, have learned to depend on Dutch Boy Red-Lead to protect metal equipment.

This red-lead-and-oil paint has greater spreading power than other paints on account of its fineness and purity. It is long-lasting, and altogether the most economical paint for exposed metal surfaces.

It is best known, perhaps, for first coats, but equally valuable for finishing coats wherever dark colors can be used.

Dutch Boy Red-Lead comes in liquid form, ready to use, as well as in a linseed-oil paste. Liquid red-lead is supplied in natural, orange-red, brown, green or black, as you prefer.

Always use Dutch Boy Red-Lead for metal surfaces.

Write for Painting Helps No. 22.

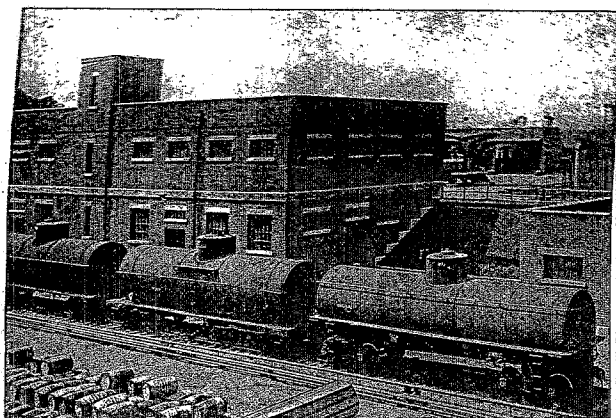
NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh			

Dutch Boy Red-Lead

*This advertisement will appear in the following:—NATIONAL PETROLEUM NEWS—July 20, 1921 Aug 1, 1
OIL & GAS JOURNAL—July 22, 1921 Dec 7*

0000-NLI-000016973



Protect Tank Cars With Red-Lead

A tank car gets hardest wear around the top, and that's the kind of place where red-lead is most valuable.

Red-lead covers steel and iron with a tough and durable coat, and it prevents rust. It takes a tight grip on metal surfaces; it doesn't chip or flake off; it is elastic enough to stand expansion of the metal due to temperature changes without cracking.

In all kinds of tests red-lead has excelled every other material as a protective coating for structural metal.

Dutch Boy Red-Lead is a highly refined pure red-lead, now sold in

ready-to-use liquid form as well as in a linseed oil paste, offering every advantage of economy and ease of application.

For finishing coats Dutch Boy Red-Lead can be tinted brown, green, or black; for first coats it should be used in natural color. If a light finish is desired—either for appearances or to cut down heat absorption—Dutch Boy White-Lead is the right paint.

For all metal surfaces—storage tanks, tank cars, tank ships, tank trucks, structural work at producing and refining plants—use Dutch Boy Red-Lead to preserve the steel.

Write for Painting Helps No. 22.



NATIONAL LEAD COMPANY

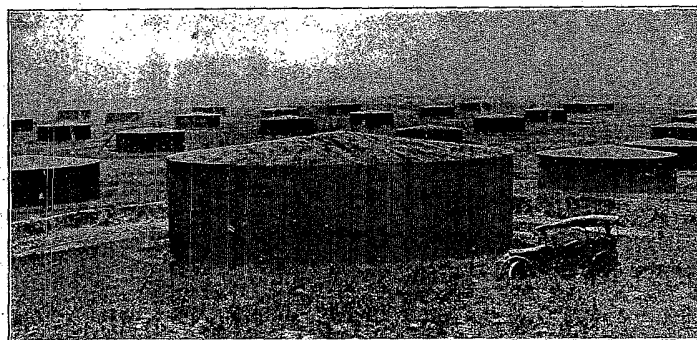
New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

*This advertisement will appear in the following:—NATIONAL PETROLEUM NEWS—August 3, 1921
OIL & GAS JOURNAL—July 29, 1921*

0000-NLI-000016974



How much are your tanks worth?

Most of the money spent by refining companies on paint goes toward the preservation of tanks and tank cars—a fact that indicates their importance in the oil industry and the amount of capital tied up in them.

All this valuable equipment needs protection from rust—a protection best obtained by painting with Dutch Boy Red-Lead.

Comparative tests and use in the field both show that red-lead is without an equal as a rust-preventive covering for metal surfaces.

Dutch Boy Red-Lead is pure red-lead in its most highly ox-

dized form, put out both in a linseed oil paste and in liquid form ready to use. It covers steel or iron with a coat that is tough, durable, elastic; easy to put on, and cheapest in the end because long-lasting and because it saves steel.

Most widely used for first coats in the natural orange color, Dutch Boy Red-Lead can be tinted brown, green or black for second and third coats. In the Liquid Red-Lead, the tinting is already done for you.

For ultimate economy, always use Dutch Boy Red-Lead.

Write for Painting Helps No. 22.



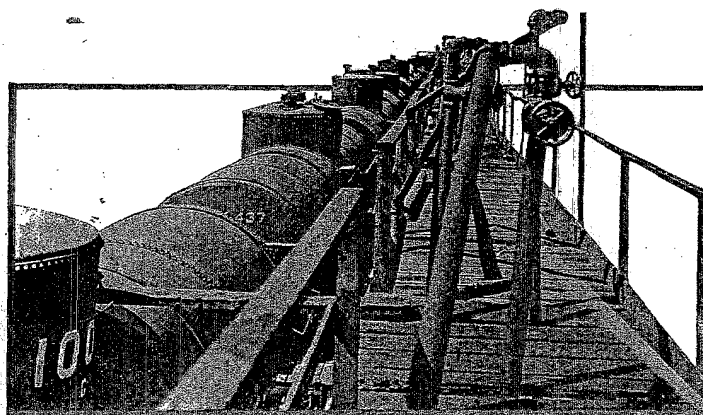
NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

Dutch Boy Red-Lead

This advertisement will appear in the following:—NATIONAL PETROLEUM NEWS Aug. 17 1921
OIL & GAS JOURNAL Aug. 12 1921

0000-NLI-000016975



Black paint from Red-Lead

Most tank cars, tankers, and many tanks are painted black for the last coat, while the first coat is almost always straight red-lead.

Engineers and painters recognize the merits of red-lead as a protective coat for metal surfaces. The way they use it establishes that truth. They know it has no equal as a protection to structural metal against rust.

Dutch Boy Red-Lead is red-lead so highly oxidized and so carefully made that we are able to put it out both in a linseed oil paste and in liquid form, ready to use.

In either state it is readily mixed with dark pigments such as lamp-black and chinese blue to make a

black paint for finishing coats that possesses all the advantages that have made red-lead the preferred paint for metal surfaces.

Dutch Boy Liquid Red-Lead is regularly made up in five colors, including black, besides the natural orange-red.

Red-Lead, even when it's black, is the great metal saver; it keeps moisture out and prevents rust. Dutch Boy Red-Lead covers more surface per gallon than other paints for metal surfaces, and it lasts longer.

Always specify Dutch Boy Red-Lead for all metal surfaces. Get it as Liquid Red-Lead for finishing coats especially.

Write for Painting Helps No. 22.



NATIONAL LEAD COMPANY

New York

Boston

Cincinnati

San Francisco

Cleveland

Buffalo

Chicago

St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

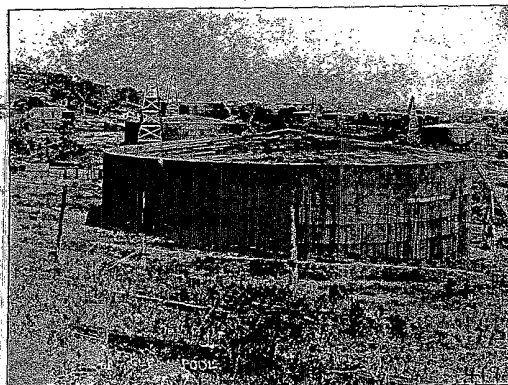
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

8547

This advertisement appears in the following: NATIONAL PETROLEUM NEWS—Aug. 31, 1921
OIL & GAS JOURNAL—Aug. 26, 1921

0000-NLI-000016976



Rust vs. Red-Lead

Iron exists in nature as an iron oxide and the life ambition of the fabricated metal seems to be to get back to that original state. It starts to rust almost as soon as exposed to the oxygen of the moist air.

Red-Lead prevents oxidation—rusting—by preventing exposure to moisture, and lengthens the life of the metal it covers.

Dutch Boy Liquid Red-Lead is highly oxidized red-lead in ready-to-use form. Supplied in six colors, natural orange-

red, light and dark brown, light and dark green, and black.

Dutch Boy Red-Lead is supplied also in paste form in natural orange-red color, easily tinted to desired colors.

For first coats on exposed metal surfaces, use Dutch Boy Red-Lead, natural color. The paint sticks tight to the metal, it is tough and elastic, it keeps out moisture, it prevents rust. For finishing coats, the other colors will be found useful.

Write for Painting Helps No. 22.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

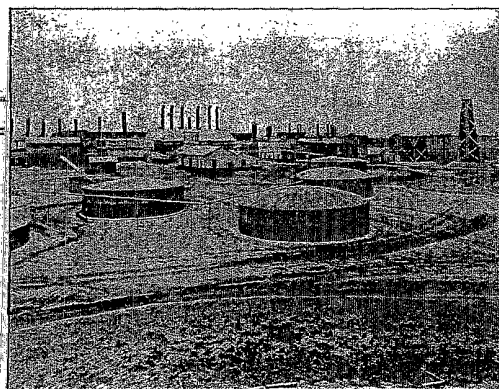
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy Red-Lead

This advertisement appears in the following:—OIL & GAS JOURNAL—Sept. 9, 1921

NATIONAL PETROLEUM NEWS—Sept. 14, 1921



Save the surface and
you save all—*Dutch Boy*

The paint next the metal is what counts most

The finishing coat is selected for various reasons—appearance and heat absorption, for instance. Storage tanks, especially, are frequently finished in light colors to reduce evaporation losses.

Preserving the steel is the really important job of the paint, however, and that's where the first two coats come in. It is the priming coats of paint that protect the metal and make a foundation for the finishing coats. And those under coats, especially, should be red-lead.



Red-lead has unique advantages as a paint for metal surfaces. It sticks tighter and longer than any other paint. It is tough and elastic. It protects against the action of

moisture and any harmful gases that may be present in the air.

Dutch Boy Liquid Red-Lead is highly oxidized red-lead in ready-to-use form. Supplied in six colors—orange-red, light green, dark green, light brown, dark brown and black, suitable for all metal painting work, except where light color is desired for the last coat. Then use Dutch Boy White-Lead.

Dutch Boy Red-Lead is supplied also in paste form in natural orange-red color.

For all exposed metal surfaces, use Dutch Boy Red-Lead. Use it on tanks, tank cars, tank ships, as well as on piping and structural work.

Write for Painting Helps No. 22.

NATIONAL LEAD COMPANY

New York
Cleveland

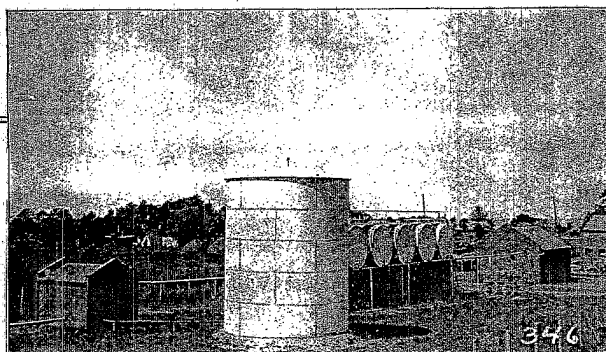
Boston
Buffalo
JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

San Francisco
St. Louis
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

*This advertisement appears in the following:— OIL & GAS JOURNAL—September 23, 1921
NATIONAL PETROLEUM NEWS September 28, 1921*



How old is an oil tank?

You can figure age two ways—by the number of years since the tank was erected, or by the number of years it's still good for.

The second kind of age depends largely on the paint. If the tank has been kept well covered with a good paint, it will last a great many years.

For a hundred years or so red-lead has been considered the most effective paint for metal surfaces. It unites with linseed oil to form a protective coating on structural metal that is unexcelled—a coating that is tough, elastic, long-lasting, strongly adhesive, and resistant to the action of air and moisture.

Dutch Boy Red-Lead is red-lead in its most highly refined condition, so completely oxidized that it can be put up both in paste and liquid form. Dutch Boy Liquid Red-Lead comes in six colors, ready to use—orange-red, light and dark brown, light and dark green, and black.

The paste red-lead comes only in the natural orange-red color.

Specify Dutch Boy Red-Lead for all metal surfaces; natural color for first coats, tinted for finishing coats.

Write for Painting Helps No. 22.



NATIONAL LEAD COMPANY

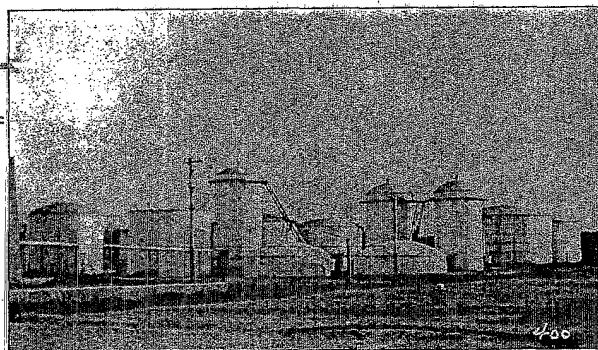
New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

"Save the surface and you save all" *—Dutch Boy*

Dutch Boy Red-Lead

This advertisement appears in the following:—OIL & GAS JOURNAL—October 7, 1921
NATIONAL PETROLEUM NEWS—October 12, 1921



Sometimes a light color is best

Nothing can take the place of red-lead for the protection of metal surfaces from rust, but with two coats of red-lead on the tank or other steel structure the finishing coat can be chosen because of considerations other than those of rust prevention.

Light colors reduce heat absorption, and curtail evaporation losses. More and more oil producing and refining companies are painting their tanks white or light gray for that reason.

One coat of Dutch Boy White-Lead, mixed to an attractive light gray with a little lampblack and ochre, completely covers red-lead; if a

white finish is desired, a second coat of straight white-lead will do the job with the greatest satisfaction.

As a finishing coat, Dutch Boy White-Lead is excelled only by Dutch Boy Red-Lead, which in every kind of service has proved its superiority over all other materials for the painting of exposed metal surfaces.

For shop and first field coats, always specify Dutch Boy Red-Lead, supplied as a paste or in ready-to-use liquid form. For finishing coats, when light colors are required, use Dutch Boy White-Lead.

Write for Painting Helps No. 22.



Save the surface and
you save all—*Dutch Boy*

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement appears in the following:—OIL & GAS JOURNAL—October 21, 1921
NATIONAL PETROLEUM NEWS—October 26, 1921

0000-NLI-000016980



Rust destroys steel---

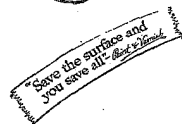
And red-lead saves it. That's why men who have the responsibility for preserving oil tanks, tank cars, and pipe lines insist on red-lead for exposed metal surfaces.

Dutch Boy Red-Lead is the best known and most economical protection for steel and iron. It covers the surface with a tough, elastic, lasting, moisture-proof coating. It is easy to put on and it stays put, making an excellent foundation for finishing coats.

And Dutch Boy Red-Lead, tinted to the desired shade, makes the most effective material for finishing coats. Due to its great spreading power and long life it is the most economical paint for metal surfaces.

Valuable, too, for making up pipe joints; Dutch Boy Red-Lead, which is a paste made up with linseed oil, "seals but doesn't cement."

Insist on Dutch Boy Red-Lead for all metal surfaces, for first and finishing coats.



Write for Painting Helps No. 22

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

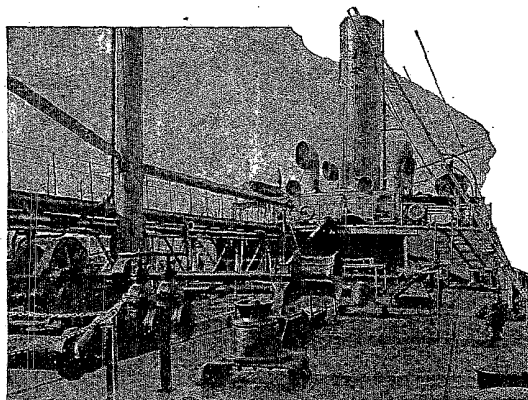
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement appears in the following:--NATIONAL PETROLEUM NEWS--November 9, 1921

0000-NLI-000016981



Red-Lead means years to a tanker

Red-Lead is as important to a tanker as it is to the protection of storage-tanks and pipe-lines.

Experience proves that two or three coats of red-lead, applied to the hull while on the ways, with ample time to dry, add years to the life of a ship, and aid in maintaining her speed by keeping the bottom free from pitting.

Dutch Boy Red-Lead protects metal. It provides a tough, elastic, moisture-proof coat that sticks tight and prevents rust. It won't flake or scale off, if applied to clean surfaces, and it gives an unequalled foundation for finishing coats.

In the oil industry Dutch Boy Red-Lead has found wide use in

the painting of storage-tanks, pipe-lines, tank-ships, cars, and wagons, sometimes as a priming coat only, sometimes for finishing coats as well, tinted to the desired shade.

Its convenient paste form, its fineness and purity, its remarkable spreading power, and its long life make Dutch Boy Red-Lead the most economical paint for metal surfaces.

Lot of men use Dutch Boy Red-Lead for pipe joints, too; because it "seals but doesn't cement."

For every metal surface, use Dutch Boy Red-Lead.

Write for Painting Helps No. 22.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

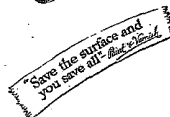
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

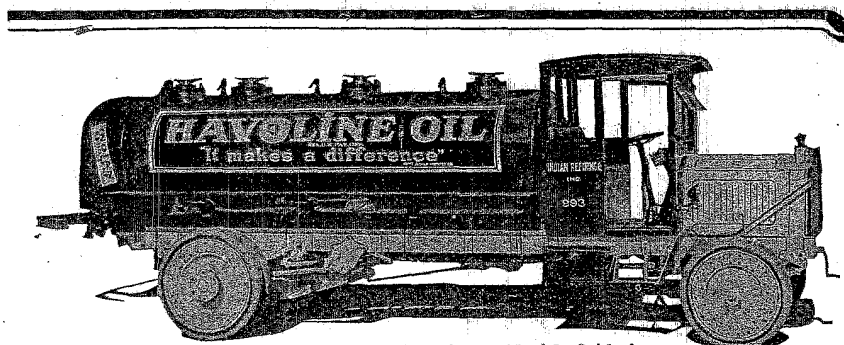
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead



This advertisement appears in the following:—OIL & GAS JOURNAL—October 28, 1921
NATIONAL PETROLEUM NEWS—December 7, 1921

0000-NLI-000016982



The Indian Refining Co. is a big user of Dutch Boy Red-Lead

A good truck deserves good paint

It deserves to look well, of course, but it especially deserves protection from rust and decay. In that respect the paint coat next the metal surface is the vitally important one, and there Dutch Boy Red-Lead has advantages that have won favor among oil men.

The greatest of these advantages is that Dutch Boy Red-Lead *saves steel*. It is strongly adhesive, elastic, and tough. It repels moisture, and prevents rust.

Many oil companies, both producers and refiners, have learned to depend on Dutch Boy Red-Lead to protect metal equipment.



This red-lead-and-oil paint has greater spreading power than other paints on account of its fineness and purity. It is long-lasting, and altogether the most economical paint for exposed metal surfaces.

It is best known, perhaps, for first coats, but equally valuable for finishing coats wherever dark colors can be used.

Dutch Boy Red-Lead comes in liquid form, ready to use, as well as in a finseed oil paste. Liquid red-lead is supplied in natural, orange-red, brown, green or black, as you prefer.

Always use Dutch Boy Red-Lead for metal surfaces.

Write for Painting Helps No. 22.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

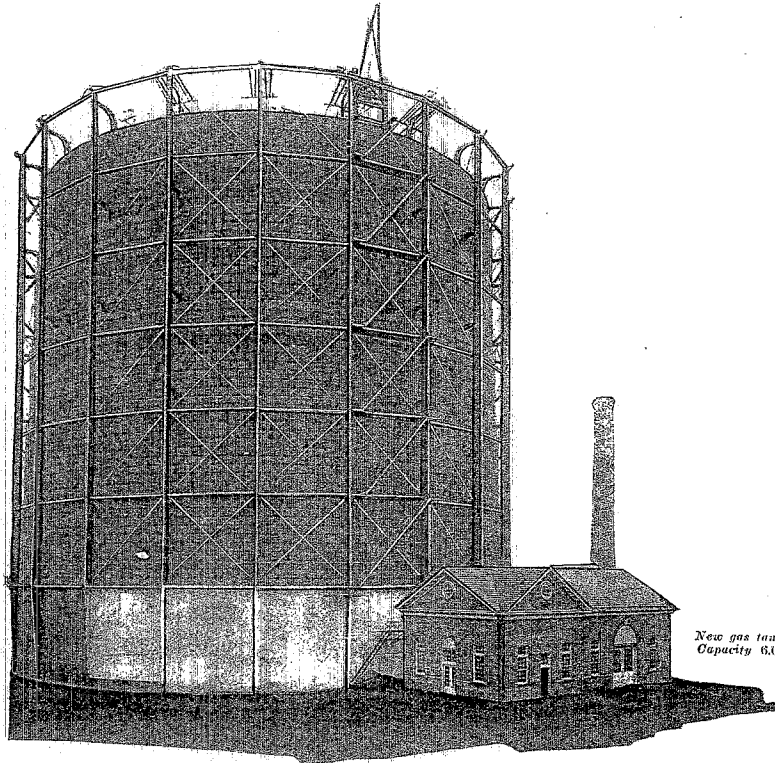
Dutch Boy Red-Lead

This advertisement appears in the following:—OIL & GAS JOURNAL—December 9, 1921

NATIONAL PETROLEUM NEWS—December 21, 1921

0000-NLI-000016983

The Oil and Gas Journal, April 29, 1921



New gas tank at Rochester, N. Y.
Capacity 6,000,000 cu. ft. of gas.

A coat of armor for gas holders and tanks



RED-LEAD gives the best-known protection for gas holders and tanks, because of its ability to withstand the peculiar atmospheric conditions surrounding a gas plant.

And many of the large gas companies depend upon Dutch Boy Red-Lead to protect all tanks, holders, and exposed metal surfaces.

Dutch Boy Red-Lead is put up in an easy-to-use linseed-oil paste. The addition of more linseed oil brings it down to paint consistency.

This famous red-lead-and-oil paint brushes out rapidly and

evenly, giving a coat of uniform thickness and toughness that will not chip or peel. Has a greater spreading power than other paints, and produces an elastic film that will not crack.

Dutch Boy Red-Lead is also widely used in making up pipe joints; it "seals but doesn't cement."

By adding color pigments, Dutch Boy Red-Lead may also be used for finishing coats.

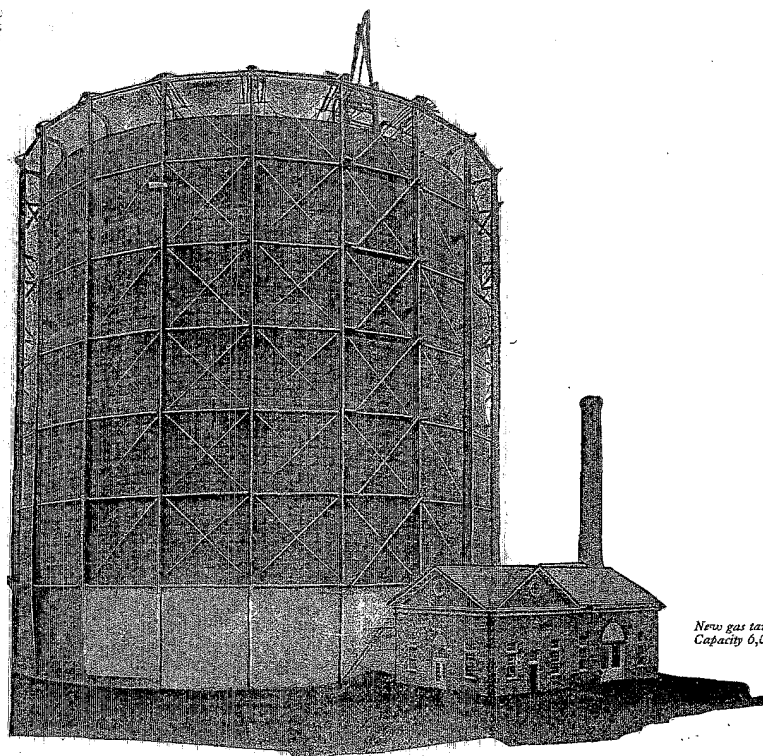
Write for Painting Helps No. 9.

NATIONAL LEAD COMPANY

New York
Cleveland
Boston
Buffalo
JOHN T. LEWIS & BROS. Co., Philadelphia

Cincinnati
Chicago
San Francisco
St. Louis
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red Lead



New gas tank at Rochester, N. Y.
Capacity 6,000,000 cubic feet of gas

A coat of armor for gas holders and tanks



Save the surface and
you save all—Red-Lead.

RED-LEAD gives the best-known protection for gas holders and tanks, because of its ability to withstand the peculiar atmospheric conditions surrounding a gas plant.

And many of the large gas companies depend upon Dutch Boy Red-Lead to protect all tanks, holders, and exposed metal surfaces.

Dutch Boy Red-Lead is put up in an easy-to-use linseed-oil paste. The addition of more linseed oil brings it down to paint consistency.

This famous red-lead-and-oil

paint brushes out rapidly and evenly, giving a coat of uniform thickness and toughness that will not crack or chip. Has a greater spreading power than other paints, and produces an elastic film that will not crack.

Dutch Boy Red-Lead is also widely used in making up pipe joints; it "seals but doesn't cement."

By adding color pigments, Dutch Boy Red-Lead may also be used for finishing coats.

Write for Painting Helps No. 9.

NATIONAL LEAD COMPANY

NEW YORK
CLEVELAND

BOSTON
BUFFALO

CINCINNATI
CHICAGO

SAN FRANCISCO
ST. LOUIS

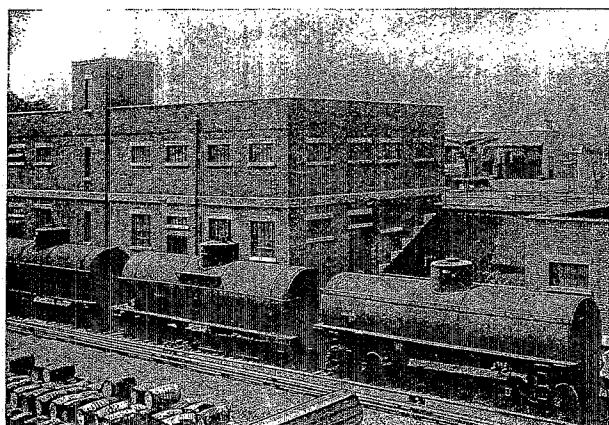
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

THE OIL AND GAS JOURNAL, NOVEMBER 11, 1921

0000-NLI-000016985



Protect tank cars with Red-Lead

A tank car gets hardest wear around the top, and that's the kind of place where red-lead is most valuable.

Red-Lead covers steel and iron with a tough and durable coat, and it prevents rust. It takes a tight grip on metal surfaces; it doesn't chip or flake off; it is elastic enough to stand expansion of the metal due to temperature changes without cracking.

In all kinds of tests red-lead has excelled every other material as a protective coating for structural metal.

Dutch Boy Red-Lead is a highly refined pure red-lead, now

sold in ready-to-use liquid form as well as in a linseed oil paste, offering every advantage of economy and ease of application.

For finishing coats Dutch Boy Red-Lead can be tinted brown, green or black; for first coats it should be used in natural color. If a light finish is desired—either for appearances or to cut down heat absorption—Dutch Boy White-Lead is the right paint.

For all metal surfaces—storage tanks, tank cars, tank ships, tank trucks, structural work at producing and refining plants—use Dutch Boy Red-Lead to preserve the steel.



Save the surface and
you save all—*that's Red-Lead*

Write for Painting Helps No. 9

NATIONAL LEAD COMPANY

NEW YORK
CLEVELAND

BOSTON
BUFFALO

CINCINNATI
CHICAGO

SAN FRANCISCO
ST. LOUIS

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

(Reprinted from Oil, Paint and Drug Reporter, 100 William Street, New York, issues September 19, October 24 and November 28, 1921)



Basic Lead Sulphate—
White—of a whiteness and
purity unequaled.

Basic Lead Sulphate—Blue—
uniform in color, purity,
and texture.

We have a branch near you. Consequently we can meet your desires in matters of service and delivery.

NATIONAL LEAD COMPANY

NEW YORK
CINCINNATI

BOSTON
CLEVELAND

BUFFALO
ST. LOUIS

CHICAGO
SAN FRANCISCO

John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh

"Save the surface and
you save all!" *Paint & Varnish*

0000-NLI-000016987

Reprint from Oil, Paint and Drive Reporter, October 3, November 7, December 12, 1921; Paint, Oil and Chemical Review, September 25, November 2, December 7, 1921.



Lead Oxides

RED-LEAD

glass-makers'
painters'
varnish-makers'
oil-refiners'
rubber-makers'
battery-makers'

LITHARGE

glass-makers'
varnish-makers'
rubber-makers'
assayers'
flake
oil-refiners'
paper-makers'
battery-makers'

ORANGE MINERAL

When you order lead oxides from us, you can depend upon getting material properly oxidized for the purpose specified. We have an unequaled amount of experience in making lead oxides. When you buy our oxides you get the benefit of our experience along with the material.

We have the equipment and facilities as well as the "know-how." With branches and factories throughout the country, we are well equipped to give you the service and deliveries you want.

"Save the surface and
you save all" - Paint & Varnish

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh



We're always ready to supply you with Carbonate of Lead

Consumers of White-Lead, either dry or in oil, can depend on getting uniformity in texture and color, and can depend on accurate following of specifications in National Lead Company's White-Lead.

We've been making it for more than a century. That gives us the "know-how."

Bidders on supplies for the several departments of the U. S. Government, as well as for states, municipalities, railroads, and other corporations, can base their bids on products of National Lead Company with perfect assurance that they will conform to the specification standards.

Branches and factories everywhere. Thus we are equipped to give you the best there is in service and deliveries.

"Save the surface and
you save all" — *Best & Vernick*

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
St. Louis

Buffalo
Chicago

Cincinnati
San Francisco

0000-NLI-000016989

John T. Lewis & Bros. Co., Philadelphia
National Lead and Oil Co., Pittsburgh



Save the surface and
you save all—*Dutch Boy*

The Mark of a Skilled Painter

ABILITY to mix and use White-Lead is the real test of a skilled painter—yet there's nothing hard about it.

In fact, it is particularly easy. Dutch Boy White-Lead is ground so fine that it takes up the linseed oil quickly and thoroughly. And it brushes out with half the effort required with some paints. It is the painter's favorite paint.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Painter and Decorator—November, 1921.

0000-NLI-000016990

July - Paint - 140



Save the surface and
you save all the work

Spreads
Easily
Covers
Thoroughly

TWO things about Dutch Boy White-Lead paint that every painter likes. More work done in less time, no "pull" to tire the arm. Lots of satisfaction, too, in doing a job with Dutch Boy, because you know it's going to be a good job, a satisfactory job, when it's done.

Dutch Boy White-Lead

Because of its fineness, Dutch Boy White-Lead takes up the linseed oil with thoroughness and speed—mixing is merely a matter of minutes. Make any color you want.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



"Save the surface and
you save all" — *Architectural Record*

Dutch Boy White-Lead

THE paint that painters like is made by mixing Dutch Boy White-Lead and pure Linseed Oil. There is lots of satisfaction in doing a job with Dutch Boy, because you know it's going to be a good job, a satisfactory job, when it's done.

This adaptable paint is quickly and easily mixed, because of the fineness of Dutch Boy White-Lead. Works smoothly under the brush, covers thoroughly and spreads easily. Any color—any tint of any color—that you or your customer may desire.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Chicago
San Francisco



"Save the surface and
you save all—*Get it Done!*"

Give Your Arm a Square Deal

USE the paint that brushes out easily, smoothly, evenly, thoroughly—old reliable Dutch Boy White-Lead and Linseed Oil—you won't be bothered by that 3 p. m. tired feeling.

Lots of satisfaction, too, in doing a job with Dutch Boy, because you know it's going to be a good job, a satisfactory job; when it's done.

Paint made with Dutch Boy can be mixed to suit any condition of surface, season, locality or exposure. Because it is ground to a wonderful fineness, Dutch Boy White-Lead mixes easily and thoroughly with the oil.

Mixed with Dutch Boy Flatting Oil, Dutch Boy White-Lead produces a beautiful, soft, sanitary finish for interior walls and woodwork. Any color—any tint of any color—that you or your customer may desire.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Painter and Decorator—October, 1921.

0000-NLI-000016993



Dutch Boy White-Lead

THE paint that painters like is made by mixing Dutch Boy White-Lead and pure Linseed Oil. There is lots of satisfaction in doing a job with Dutch Boy, because you know it's going to be a good job, a satisfactory job, when it's done.

This adaptable paint is quickly and easily mixed, because of the fineness of Dutch Boy White-Lead. Works smoothly under the brush, covers thoroughly and spreads easily. Any color—any tint of any color—that you or your customer may desire.

NATIONAL LEAD COMPANY

New York
Cincinnati

Boston
Cleveland

Buffalo
St. Louis

Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Painter and Decorator—December, 1921.

0000-NLI-000016994

(Reprinted from the June, 1921, issue of *The Painters Magazine*, 100 William St., New York)

"Save the surface and
you save all" - *Paint & Varnish*

Map Out Your Work Weeks Ahead

It's easy to do this, when your books are filled with orders.

And our Never Fail Plan will fill your books with orders. It has done this for hundreds of painters—it *never fails*.

You can be sure of keeping your men at work right along.

Your business will go on smoothly and evenly, more profitably than ever before.

This Never Fail Plan is absolutely free to every painter. All you have to do is to write our nearest office.

You will receive full particulars immediately. Don't delay—write today.

NATIONAL LEAD COMPANY

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco
John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh



(Reprinted from the June, 1921, issue of *The Painters Magazine*, 100 William St., New York)



Are you getting these repainting jobs?

Perhaps there are factories, mills or other industrial plants in your locality that are running part time. The owners of these plants ought to be taking the opportunity now to repaint and rejuvenate their buildings—inside and outside.

Find the man who has charge of upkeep and point out to him the advantages of a fresh coat of paint now. Explain why his plant ought to be in prime condition for the return of big business.

Then tell him why the plant ought to be repainted inside with Dutch Boy White-Lead and Flatting Oil, and outside with Dutch

Boy White-Lead and Linseed Oil.

Dutch Boy White-Lead and Flatting Oil is a logical paint for factory interiors because of its permanent whiteness, its washability and because it won't chip, peel or scale. And it costs less per square yard, because it spreads farther than other paint.

For outside work, Dutch Boy White-Lead and Linseed Oil is the paint to use. Spreads farther than other paint, withstands all sorts of atmospheric conditions because of its toughness and elasticity, and it won't chip, peel or crack.

Write for Painting Helps No. 20.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

(Reprint from The Painters Magazine, August, 1921)

"Save the surface and
you save all" - *Paint & Varnish*

We Will Build You A Bigger Business

This is what our Never Fail
Plan will do for you:

1. Produce more business for you.
2. Keep your men at work in seasons that are supposed to be slack.
3. Fill your books with orders, so that you can plan your work ahead, and have plenty to do at all times.

This Never Fail Plan is absolutely free. It will work for you, as it has worked for hundreds of other painters.

Write our nearest office today for full particulars.

NATIONAL LEAD COMPANY

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco
John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh



(Reprint from *The Painter's Magazine*, August, 1921)

Could you handle more business?

Here's a hint: Perhaps there are factories, mills, or other industrial plants in your locality that are running part time. The owners of these plants have an opportunity now to repaint and rejuvenate their buildings, inside and out. Here's a chance for some good-sized paint jobs.

Dutch Boy White-Lead and Flatting Oil is a logical candidate for all interior work. It brushes out quickly and smoothly, giving a coat of even thickness, free from brush marks. Gives a pure white finish that stays white — an ideal paint for factory walls. And because it won't crack, scale or chip, the use of Dutch Boy lead-and-oil paint is an insurance against falling paint chips that may spoil work or stop production. Walls painted with Dutch Boy can be washed as often as desired.

Dutch Boy White-Lead and Flatting Oil paint saves money for the man who pays the bills. It costs no more than other good paints, and has 50% more spreading power.

Write for Painting Helps No. 20.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Birmingham

Dutch Boy White-Lead

Dutch Boy

W

White-Lead—the important “tool” of all good painters

For many years Dutch Boy White-Lead has been an important “tool” with regular painters. Whenever Dutch Boy White-Lead is used in paint mixing, the job on which that paint is used is sure to be satisfactory from the painter's standpoint as well as from the standpoint of the man who pays the bill.

Dutch Boy White-Lead mixed with flattening oil gives a paint for interior work that cannot be excelled for economy, good looks, and long wear. Brushes out quickly, spreads far, and won't

crack, chip or scale. And surfaces finished with this paint can be washed with soap and water as often as desired.

On exterior jobs, use Dutch Boy White-Lead and linseed oil. Gives a smooth, glossy coat of even thickness and unusual hardness. Proof against sun, wind, snow and rain.

Use Dutch Boy White-Lead for all painting jobs. Its use is an assurance of the kind of work that leads to other good jobs.

Write for Painting Helps No. 20.

Map Out
Weeks A
to do this v
are filled v

And our
will fill you
ders. It h
hundreds
never fails.

You can
ing your m
along.

Your bus
smoothly a
profitably t

This Nev
absolutely
painter. A
do is to wr
office.

You will r
ticulars imm
delay—write

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

John T. Lewis & Bros. Co., Philadelphia

National Lead & Oil Co., Pittsburgh

y White Lead

Map Out Your Work Weeks Ahead. It's easy to do this when your books are filled with orders.

And our Never Fail Plan will fill your books with orders. It has done this for hundreds of painters—it *never fails*.

You can be sure of keeping your men at work right along.

Your business will go on smoothly and evenly, more profitably than ever before.

This Never Fail Plan is absolutely free to every painter. All you have to do is to write our nearest office.

You will receive full particulars immediately. Don't delay—write today.



"Save the surface and
you save all" *Paint & Varnish*

0000-NLI-000017000

(Reprinted from the October, 1921, issue of the Painters Magazine, 100 William Street, New York)



It Fills a Need

Dutch Boy Flatting Oil is a new product that fills a distinct need. Mixed with Dutch Boy White-Lead, it gives to interior walls and wood-work a soft, restful, flat-finished surface that can be washed as often as necessary without injury. And all the well-known advantages of a white-lead paint are of course retained.

Ask our nearest branch for full information about this new Dutch Boy product.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago Cincinnati Cleveland
St. Louis San Francisco
John T. Lewis & Bros. Co., Philadelphia National Lead & Oil Co., Pittsburgh

(Reprinted from the October, 1921, issue of the Painters Magazine, 100 William Street, New York)

Keep Your Books Full of Orders

Our Never Fail Plan will
put orders on your books.

It will increase your business so that you can plan your work weeks or months ahead, and keep your men busy right through "slack" seasons.

Hundreds of painters have proved to their own satisfaction that the Never Fail Plan is a splendid builder of new business.

You can prove it for yourself. Write to our nearest branch for full particulars.

Don't delay, write today—the sooner the Never Fail Plan gets to work for you, the sooner you'll see results.



NATIONAL LEAD COMPANY

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Save the surface and
you save all!

0000-NLI-000017002

(The Painters Magazine, 100 William Street, New York, November, 1921, issue)



Are you getting these repainting jobs?

Perhaps there are factories, mills, or other industrial plants in your locality that are running part time. The owners of these plants ought to be taking the opportunity now to repaint and rejuvenate their buildings—inside and outside.

Find the man who has charge of upkeep and point out to him the advantages of a fresh coat of paint now. Explain why his plant ought to be in prime condition for the return of big business.

Then tell him why the plant ought to be repainted inside with Dutch Boy White-Lead and Flatting Oil, and

outside with Dutch Boy White-Lead and Linseed Oil.

Dutch Boy White-Lead and Flatting Oil is the logical paint for factory interiors because of its permanent whiteness, its washability and because it won't chip, crack, or scale. And it costs less per square yard, because it spreads farther than other paint.

For outside work, Dutch Boy White-Lead and Linseed Oil is the paint to use. Spreads farther than other paint, withstands all sorts of atmospheric conditions because of its toughness and elasticity, and it won't chip, scale or crack.

Write for Painting Helps No. 20.

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

(The Painters Magazine, 100 William Street, New York, November, 1921, issue)

"Save the surface and
you save all" - *Paint & Varnish*

Don't wait for business. Go after it

Painters who are waiting for building booms or other business stimulants in their territory ought to remember this: It is estimated that 85% of the paint consumed is used on repainting jobs, as against 15% used on new buildings.

Meaning that right now in your locality there is plenty of business if you will merely go out and dig it up. Somebody is going to get the business on the repainting that is being contemplated by property owners. Why shouldn't you get it? Good help is plentiful, the men will do more and better work, and your profit on a job will be good.

For all jobs on interior walls and wood-work use Dutch Boy White-Lead and Dutch Boy Flatting Oil. It appeals to property owners because of its greater spreading power, its soft, velvety finish—free from gloss—its washability, and its lasting qualities.

For all outside jobs, use Dutch Boy White-Lead and Linseed Oil. It is tough, elastic and wear-resistant. It won't crack, scale or chip.

Painters like to work with Dutch Boy White-Lead. They accomplish more, because it brushes out rapidly, and it gives a coat of even thickness, free from brush-marks.

Write for Painting Helps No. 20.

NATIONAL LEAD COMPANY

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco
John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh



Dutch Boy

White-Lead—the important
“tool” of all good painters

For many years Dutch Boy White-Lead has been an important “tool” with regular painters. Whenever Dutch Boy White-Lead is used in paint mixing, the job on which that paint is used is sure to be satisfactory from the painter's standpoint as well as from the standpoint of the man who pays the bill.

Dutch Boy White-Lead mixed with flatting oil gives a paint for interior work that cannot be excelled for economy, good looks, and long wear. Brushes out quickly, spreads far, and won't

crack, chip or scale. And surfaces finished with this paint can be washed with soap and water as often as desired.

On exterior jobs, use Dutch Boy White-Lead and linseed oil. Gives a smooth, glossy coat of even thickness and unusual hardness. Proof against sun, wind, snow and rain.

Use Dutch Boy White-Lead for all painting jobs. Its use is an assurance of the kind of work that leads to other good jobs.

Write for Painting
Helps No. 20.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

John T. Lewis & Bros. Co., Philadelphia

Cincinnati
Chicago

San Francisco
St. Louis

National Lead & Oil Co., Pittsburgh

(The Painters Magazine, 100 William Street, New York, December, 1921)

0000-NLI-000017005

149

50

y White Lead

Map Out Your Work Weeks Ahead. It's easy to do this when your books are filled with orders.

And our Never Fail Plan will fill your books with orders. It has done this for hundreds of painters—it *never fails*.

You can be sure of keeping your men at work right along.

Your business will go on smoothly and evenly, more profitably than ever before.

This Never Fail Plan is absolutely free to every painter. All you have to do, is to write our nearest office.

You will receive full particulars immediately. Don't delay—write today.



"Save the surface and you save all" —*Paint & Varnish*

0000-NLI-000017006

This advertisement will appear in the January 5th issue of the PAINT, OIL & CHEMICAL REVIEW.



Next Thing He Did Was to Send for a Painter

Thompson wasn't stingy. He had a good automobile; his family wore good clothes; two boys were in college.

His house, barn and fences were badly in need of paint—but that was only because Thompson, like most of his neighbors, didn't believe in painting oftener than once in six or eight years.

Then one day Thompson read a "Save the Surface" advertisement—and the next thing he did was to send for a painter.

He had suddenly realized that it is true economy to paint, because paint *does* save the surface.

The "Save the Surface" campaign is doing just that kind of work all over the country. Thousands of letters received at "Save the Surface" headquarters prove this.



National Lead Company

New York Buffalo Cincinnati St. Louis
Boston Chicago Cleveland San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and desiring that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this cooperative work.

This advertisement will appear in the January 12th issue of the PAINT, OIL & CHEMICAL REVIEW



"Spare the paint and spoil the house"

An old adage with a new twist—and what a lot of people it hits!

The "Save the Surface" campaign is directed at just these people. By co-operative effort, paint and varnish manufacturers, wholesalers, dealers and painters are showing them their mistake.

This benefits you, and everyone engaged in making or selling paints and varnishes. It means more business for us all.

Are you spreading the gospel of "Save the Surface?"

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago
Cincinnati Cleveland St. Louis San Francisco
(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and desiring that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

This advertisement will appear in the January 26th issue of the PAINT, OIL AND CHEMICAL REVIEW



Who is Robbing Your Till?

Your competitor? No, not he!

He may be after some of your business, just as you may hanker for some of his. But you probably won't take very much from one another.

What you both need to do is to get after *Old Man "I don't need to paint"*—he's just a loose idea that's abroad in every community, but he's the till-robber whose ghostly fingers steal away profits from everybody in the paint business.

Because so many thousands of property owners do not realize that paint is insurance against deterioration and decay, the "Save the Surface" campaign was conceived and put to work.

This campaign is bringing increased business to everyone in the paint industry. Your participation in this increase depends largely, of course, on the vigor of your co-operation. Do your share and you'll get your share.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

This advertisement will appear in the February 28d issue of the PAINT, OIL & CHEMICAL REVIEW

Oh, You Bigger Melon!

Every day, more people are realizing that painting the house, the barn, a wagon, a chair, a floor, a fence—is real economy.

And each time a paint manufacturer, wholesaler or dealer succeeds in making a few more people realize the value of this "Save the Surface" idea—the paint business grows bigger.

The size of your slice depends on how earnestly you get behind the "Save the Surface" campaign in your locality.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this cooperative work.

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

"Save the surface and
you save all"—*Paint & Varnish*

This advertisement will appear in the March 30th issue of the Paint, Oil and Chemical Review



The Day of Reckoning

"No," he said, "there are other things the house needs more than painting."

He was wrong—although he didn't realize it until the day came when his house needed new shingles, new gutters, new leaders and other miscellaneous repairs.

Now he appreciates the truth of "Save the surface and you save all."

When you, and we, and all other manufacturers, wholesalers, dealers and painters make more people realize the money-saving importance of paint and varnish, we will be building business for ourselves.

Are you doing your part?

NATIONAL LEAD COMPANY

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)

Believing as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

This advertisement will appear in the April 6th issue of the PAINT, OIL & CHEMICAL REVIEW

Seed That Grows Dollar Bills

Every "Save the Surface" advertisement plants seed that grows jingling coin and dollar bills.

In whose garden? In yours—whether you're a paint manufacturer, jobber, retail dealer or painter.

But that's not the best part of it. You do a bigger business because people use more paint—you profit by the campaign—and so do the people who use more paint, for when they "Save the Surface" they save money!

It's a fine, sane, sound idea—this "Save the Surface" Campaign.

Everybody benefits by it. What it's going to mean to you in the way of increased business depends largely on your individual follow-up work in your own locality.

Believing, as we do, that the "Save the Surface" advertising is a powerful influence in increasing the volume of painting done in this country, and believing that we, like all the other manufacturers in the paint and allied lines, are receiving our share of the benefits of this advertising, we gladly devote this space to the promotion of this co-operative work.

National Lead Company

New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco

(John T. Lewis & Bros. Co., Philadelphia)
(National Lead & Oil Co., Pittsburgh)



Pocket List of Railroad Officials - - July, 1921
 Pocket List of Railroad Officials - - January, 1922



Dutch Boy Red-Lead

A high grade red-lead paste.

The ideal paint protection for bridges, steel structures, signals, tanks, cars and metal surfaces of all kinds. Spreads far and lasts long. Can be tinted for finishing coats. Does not harden in the keg. Ask for Painting Helps No. 612.

Dutch Boy White-Lead

A linseed oil paste.

The standard paint for wood and concrete surfaces. Used widely for stations (exterior and interior), wooden car bodies; stenciling numbers on cars, etc. Ask for Painting Helps No. 12.

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
John T. Lewis & Bros. Co.		National Lead & Oil Co.	
Philadelphia		Pittsburgh	

For mutual advantage please mention Pocket List when writing advertisers.

Pocket List of Railroad Officials - - October, 1921

here's news LIQUID RED-LEAD

a new Dutch Boy product now on the market for the first time

Dutch Boy Red-Lead, used by railroads for years to protect metal surfaces from rust, is now manufactured and offered in liquid ready-to-use form.

Available in the following tints:

No. 1 Orange-red	No. 7 Dark Brown
No. 2 Black	No. 8 Light Green
No. 3 Light Brown	No. 9 Dark Green

Special tints furnished on large orders if desired. Engineers and painters will now have in convenient form a tinted red-lead for finishing coats as well as a natural-color red-lead for next-to-the-metal work.

Two sizes—1-gallon cans and 2½-gallon steel drums.

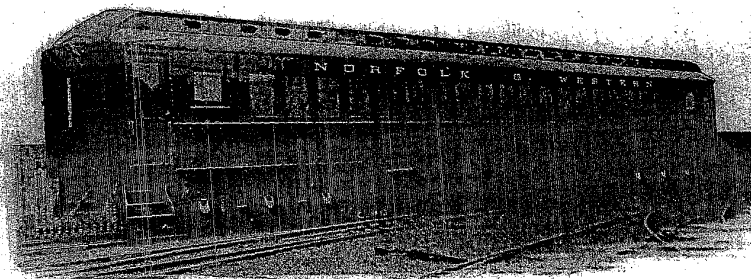
NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & SONS CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy Liquid Red-Lead

For mutual advantage please mention Pocket List when writing advertisers.



A Necessity for the well-maintained steel car

Dutch Boy Red-Lead is unequalled for painting steel cars and the metal parts of wooden cars, because it effectively protects them from rust. Especially as a priming coat for metal, red-lead has no equal. Particularly important is it that contact and inaccessible surfaces should be red-leaded in the shop before assembly.

At the Fiftieth Convention of the Equipment Painting Division, A. R. A., it was pointed out that great care is necessary in the painting of steel railroad equipment, greater now than ever before on account of high labor costs.

Dutch Boy Red-Lead is popular with painters, because it brushes out smoothly without "pulling," giving an elastic, even covering. It won't harden in the pail; no red-lead is wasted, no time lost.

Specify Dutch Boy Red-Lead (untinted) for the priming coat, and the same material, tinted, for finishing coats on all steel equipment.

For stenciling, use the standard method of the Mechanical Section of the A. R. A.—and Dutch Boy White-Lead.

Write for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

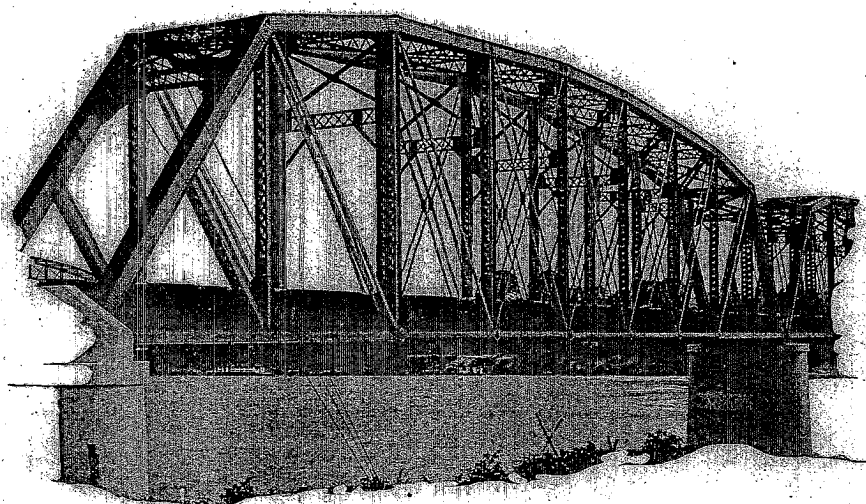
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

This advertisement appears in the following publications:

Railway Age—April 29 1924
Railway Review—April 30 1924

0000-NLI-000017015



Red-Lead—to save railroad structures

Railroad conditions are particularly hard on steel and iron. Unusual exposure to weather, plus smoke and gas from locomotives and factories, put it right up to the maintenance departments to use the best protection available.

That means Dutch Boy Red-Lead.

Dutch Boy Red-Lead sticks tight to the metal, keeping moisture out, preventing rust. It holds out against the action of weather and gases. It gives a coating that is elastic and tough.

Further, Dutch Boy Red-Lead is economical because it lasts. The cost of good paint is a small item compared with the cost of putting it on, especially when the preparation of the surface is included, as it should be, of course; and labor charges are so high now that it is extravagant to use any but the highest-quality paint on metal.

Use Dutch Boy Red-Lead for all metal surfaces; it is as good for finishing as for first coats, and can be tinted to black or various shades of green and brown.

Write for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

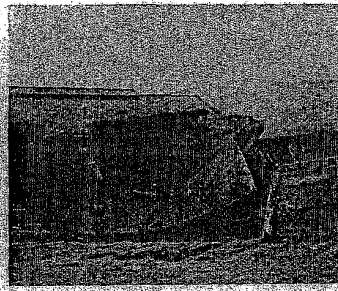
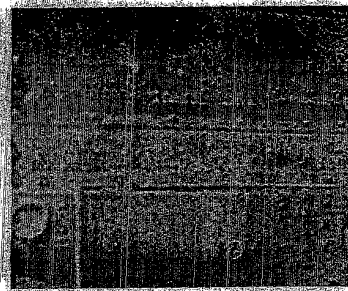
JOHN T. LEWIS & BROS. CO., Philadelphia

Cincinnati
Chicago

San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead



What's happening to your steel car equipment?

In particular, how's the paint? Rust eats steel—red-lead stops rust. Car bodies kept painted will last till the running parts wear out.

It pays, too, to touch up rust spots, when there is not time to paint the whole car. Dutch Boy Red-Lead comes in paste form, always ready for use; just thin it with linseed oil to the right painting consistency. It won't harden in the pail.

Dutch Boy Red-Lead sticks tight to metal surfaces, coating them with an elastic, tough, waterproof film that won't chip or flake off. Smooth, and it lasts for years, giving full protection from corrosion by moisture.

Contact surfaces are almost always painted with red-lead in the shop. The whole car—frame, trucks, brake gear, body, etc.—should have red-lead for the first coat at least, and for finishing coats Dutch Boy Red-Lead can be tinted as desired. What is good for priming coats on steel is good for finishing coats as well.

It pays to insist on Dutch Boy Red-Lead. The added cost of the best paint is insignificant compared with the cost of preparing the surface and applying the paint, and good paint lasts longer.

Write us today for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia			

NATIONAL LEAD & OIL CO., Pittsburgh

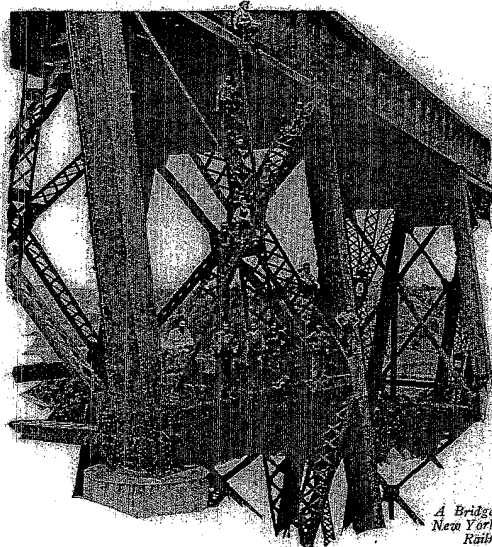
Dutch Boy Red-Lead

Reprinted from Railway Age, May 27, 1921

*same as
Railway Review
Nov 12*

0000-NLI-000017017

Dutch Boy Red-Lead



*A Bridge on the
New York Central
Railroad*

Red-Lead—a part of the railroad economy campaign

First, because it prevents rust on metal surfaces of bridges and buildings.

Second, because it is economical. The cost of Dutch Boy Red-Lead per square foot per year is lower than that of any other paint. It costs no more to apply good paint than poor paint.

The fact that red-lead is almost universally used on contact surfaces is evidence of its superiority. With labor costs at their present level it is extrava-

gant to use an inferior paint on any metal surface.

Third, because it brushes out without "pulling." Spreads smoothly. Gives an elastic, even coat.

Fourth, because it won't harden in the pail. That means no red-lead wasted, no time lost.

Use Dutch Boy Red-Lead for all metal surfaces—in natural color for first coats and tinted for finishing coats.

Write us today for Painting Helps No. 8.

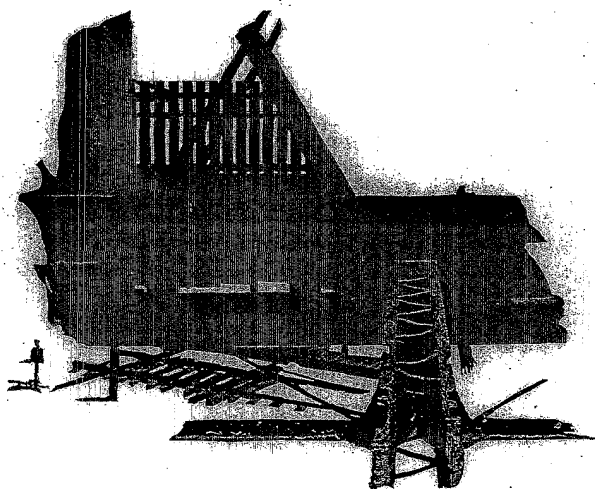


NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh			

Reprinted from Railway Age, June 10, 1921

same as Railway Review June 11



It wasn't kept painted

Under the deck of a bridge is the place where trouble has the best chance to get started. In the bridge shown, the presence of tracks below made conditions unusually severe; but, even so, Dutch Boy Red-Lead could have prevented this result.

Dutch Boy Red-Lead provides an ideal covering—strongly adhesive, tough, elastic, resistant to the action of sun, rain, and atmosphere, and long-lasting.

In most places, a bridge once well painted with three coats

of Dutch Boy Red-Lead can be maintained for years at small cost by a little touching up—an important fact, with railroad finances as they are now. Because of this, Dutch Boy Red-Lead is the most economical paint.

Dutch Boy Red-Lead is furnished as a linseed-oil paste. To bring it to paint consistency, just add more linseed oil.

Insist on Dutch Boy Red-Lead for all metal surfaces, for first and finishing coats. It can be tinted as desired for the latter purpose.



Write for Painting Helps No. 8

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

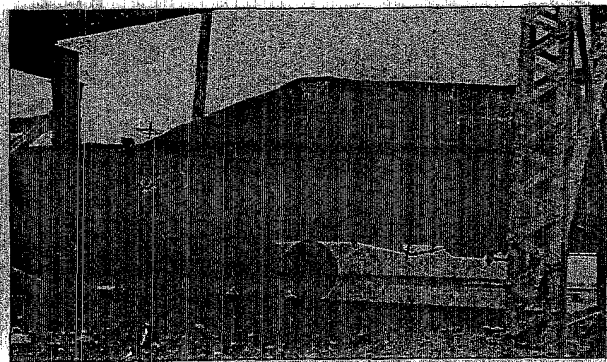
NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Railway Age—June 24, 1921
Railway Review—June 25, 1921

Engineering News Record June 23

0000-NLI-000017019



Red-Lead could have saved this car

Rust destroys; red-lead prevents rust, the great enemy of steel.

The first paint coat, laid on the clean metal surface, is of particular importance in preventing rust, and, for this coat particularly, no other paint can compare with red-lead.

All the improvements of the past decade in making red-lead are embodied in Dutch Boy Red-Lead. This highly oxidized form of red-lead fills all pores and brushes out easily in a smooth, even film, elastic and tough. It doesn't harden in the pail or get ropy. It keeps moisture from getting through to the metal.

These features of Dutch Boy Red-Lead make for

economy in three ways—ease of application, great spreading power, no loss due to hardening.

What is far more important, Dutch Boy Red-Lead lasts longer than other paints used for metal surfaces, and it adds years to the life of cars painted with it.

Specify Dutch Boy Red-Lead for priming coats on every kind of metal structure, whether cars, bridges, tanks, or buildings. Can be tinted in various dark colors for finishing coats. For stenciling and light color finishing coats use Dutch Boy White-Lead.

Write for Painting Helps No. 8.



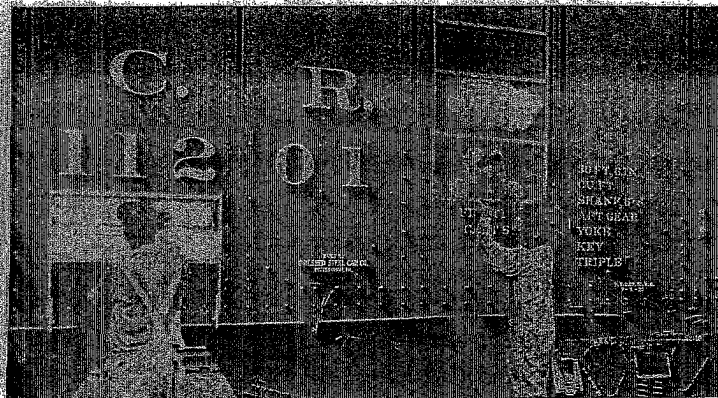
NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. Co., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Railway Age, July 1, 1921
Railway Review, July 9, 1921

0000-NLI-000017020



Real economies—

good paint and standard methods of painting

Good paint is economical because it lasts, and because it saves the object it covers. Paint that bears the Dutch Boy trade mark is cheapest of all, because it has maximum spreading power, is easy to put on, and lasts longer than other paints.

Well-painted cars give longer service, and are good advertisements for the roads that own them.

For first coats on all metal surfaces, use Dutch Boy Red-Lead (paste or liquid) because it protects steel from rust. Use it for finishing coats as well; it's easily tinted black.

Standard methods of sten-

ciling save money, too. Painters can work faster, and stencils cost far less on the average, when A. R. A. (Mechanical Section) standards are followed.

Dutch Boy White-Lead is the preferred paint for stenciling, and for all painting purposes, where a light-color finishing coat is required. Numbers and data stenciled with it stay on indefinitely, thus doing away with frequent re-stenciling and facilitating operating work.

In any event, be sure to specify Dutch Boy brand.

Write for Painting Helps No. 8.

NATIONAL LEAD COMPANY

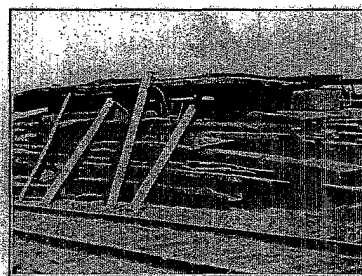
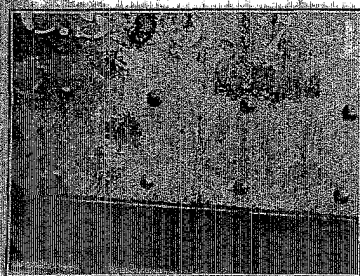
New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead

Railway Age—July 30, 1921
Railway Review—July 30, 1921

0000-NLI-000017021



This leads to This

Rust spots on car sides call for quick attention — neglect leads to the condition illustrated in the pile of rust-ruined sides taken from hopper coal cars.

That's because rust eats *into* thin plates as fast as into heavy beams, and *through* them much faster.



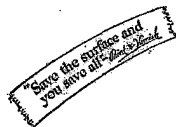
Railroad men know the answer to rust, too. They know they can stop the danger at the source by painting with Dutch Boy Red-Lead. In this time of comparative poverty for the railroads, touching up bad spots with red-lead is of vital importance; it will keep a car

in operation that otherwise would soon go to the shops.

Red-Lead is especially valuable for contact surfaces, for which it is widely used. The whole car will be the better for a priming coat, at least, of red-lead, and there is no other paint to compare with it for finishing coats on metal surfaces.

Good paint lasts longest, and costs least in the end. Insist on Dutch Boy Red-Lead in paste or liquid form. Liquid red-lead supplied in natural orange-red, browns, greens and black.

Write us today for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BROS. Co., Philadelphia

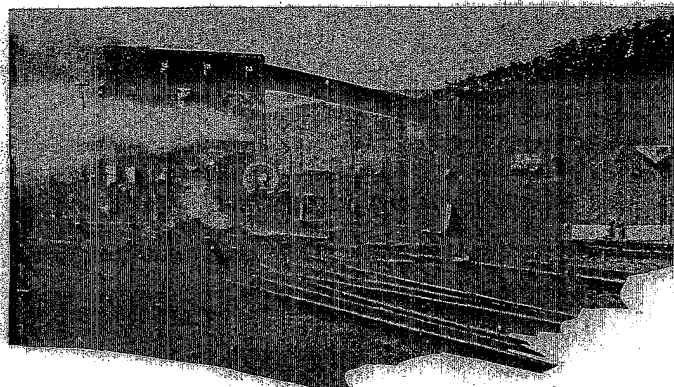
Chicago
Chicago

San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Railway Age, August 13, 1921
Railway Review, August 13, 1921



What is the proper paint for steel equipment?

Everybody knows that iron and steel need some kind of protection from rust and corrosion, and most railroad men agree that red-lead deserves top position on any list of protective coatings.

Dutch Boy Red-Lead sticks tight to metal surfaces; it doesn't chip or flake off; it lasts for years; it resists the motion of moisture and harmful gases; it *saves steel*.



Save the surface and you save all the steel.

As a priming coat for steel railroad structures and equipment, Dutch Boy Red-Lead is admitted to have no equal; and it's just as valuable for finishing coats. For this purpose it can

be tinted brown, green, or black as desired.

In the shop, too, Dutch Boy Red-Lead is commonly used for the important work of painting contact surfaces and other parts of cars hard to get at after assembly.

Dutch Boy Red-Lead comes in pure linseed oil paste and in liquid form. Doesn't harden in the pail. Painters like it because it brushes out easily.

Specify Dutch Boy Red-Lead for all metal surfaces. Use the Liquid Red-Lead when the greatest convenience is desired.

Write for Painting Helps No. 8.

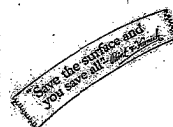
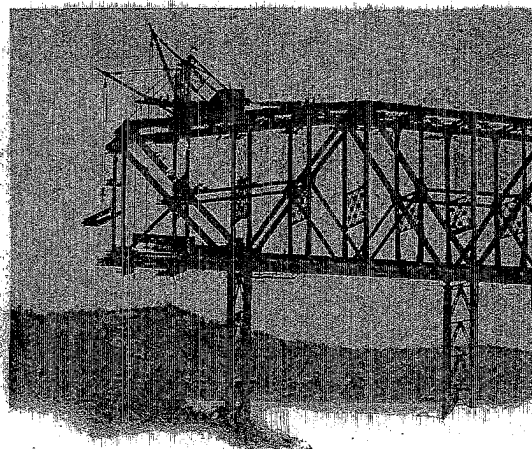
NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Editor, Age—September 10, 1921.
Editor, Review—September 10, 1921.



The paint next the metal is what counts most

The finishing coat is selected for various reasons—such as not showing dirt, for instance. Coal cars and bridges are usually painted black for the finishing coat on that account.

Preserving the steel is the really important job of the paint, however, and that's where the first two coats come in. The priming coats of paint protect the metal and make a foundation for the finishing coats. And that paint should be red-lead.

Red-Lead has unique advantages as a paint for metal surfaces. It sticks tighter and longer than any other paint. It protects

against the action of moisture and any harmful gases that may be present in the air.

Dutch Boy Liquid Red-Lead is highly oxidized red-lead in ready-to-use form. Supplied in six colors—orange, red, light green, dark green, light brown, dark brown, and black, suitable for almost every job of painting on car or structure except stenciling.

Dutch Boy Red-Lead is supplied also in paste form in natural orange-red color.

For all exposed metal surfaces use Dutch Boy Red-Lead.

For stenciling, use Dutch Boy White-Lead.

Write for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

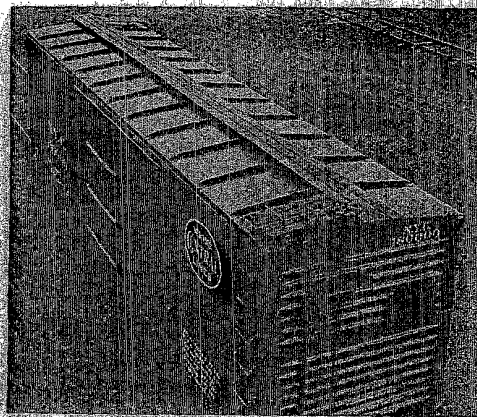
San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

Railway Age—September 24, 1921
Railway Review—September 23, 1921



How old is a steel car?

You can figure age two ways — by the number of years since the car was built, or by the number of years it's still good for.

The second kind of age depends largely on the paint. If the car has been kept well covered with good paint it will last a great many years.

For a hundred years or so red-lead has been considered the most effective paint for metal surfaces. It unites with linseed oil to form a protective coating that is unequalled — a coating that is tough, elastic, long-lasting, strongly adhesive, and resistant to the action of air and moisture.



Dutch Boy Red-Lead is red-lead in its most highly refined condition, so completely oxidized and well made that it can be put up both in paste and liquid form.

Dutch Boy Liquid Red-Lead comes in six colors, ready to use — orange-red, light and dark brown, light and dark green, and black. Paste Red-Lead can be tinted to any of these colors.

Specify Dutch Boy Red-Lead for all steel equipment as well as for structural metal; natural color for first coats, tinted for finishing coats.

Write for Painting Helps No. 8.

NATIONAL LEAD COMPANY

New York Boston Cincinnati San Francisco
Cleveland Buffalo Chicago St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Red-Lead

May Age, October 8, 1921
May Review, October 8, 1921



Inspector marking hopper cars on way to repair shop.

Rust vs. Red-Lead

Iron exists in nature as an iron oxide, and the life ambition of the fabricated metal seems to be to get back to that original state. It starts to rust almost as soon as exposed to the oxygen of moist air.

Red-Lead prevents oxidation—rusting—by preventing exposure to moisture, and lengthens the life of the steel equipment it covers.

Dutch Boy Liquid Red-Lead is highly oxidized red-lead in ready-to-use form. Supplied in six colors—natural orange-red, light and dark brown, light and dark green, and black.

Dutch Boy Red-Lead is supplied also in paste form in natural orange-red color, easily tinted to desired colors for finishing coats.

For first coats on steel cars and steel structures, use Dutch Boy Red-Lead, natural color. The paint sticks tight to the metal, it is tough and elastic, it keeps out moisture, it prevents rust. For finishing coats the other colors will be found useful.

For railroad painting the black ready-to-use Liquid Red-Lead fills a long-felt want.

Write for Painting Helps No. 8, with full information about Dutch Boy Liquid Red-Lead.

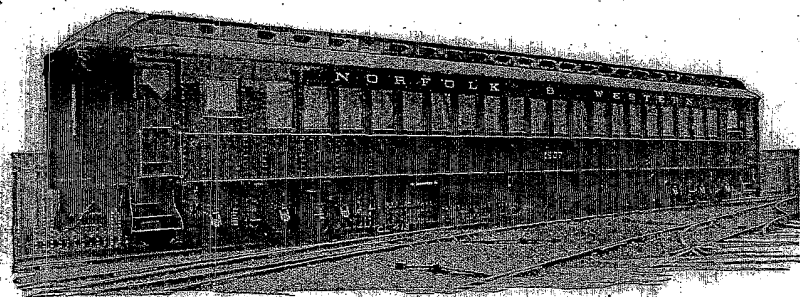


NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	

Dutch Boy Red-Lead

Railway Age—October 22, 1921
Railway Review—October 22, 1921



A Necessity for the well-maintained steel car

Dutch Boy Red-Lead is unequalled for painting steel cars and the metal parts of wooden cars, because it effectively protects them from rust. Especially as a priming coat for metal, red-lead has no equal. Particularly important is it that contact and inaccessible surfaces should be red-leaded in the shop before assembly.

At the Fiftieth Convention of the Equipment Painting Division, A. R. A., it was pointed out that great care is necessary in the painting of steel railroad equipment, greater now than ever before on account of high labor costs.

Dutch Boy Red-Lead is popular with painters, because it brushes out smoothly without "pulling," giving an elastic, even covering. It won't harden in the pail; no red-lead is wasted, no time lost.

Specify Dutch Boy Red-Lead (untinted) for the priming coat, and the same material, tinted, for finishing coats on all steel equipment.

For stenciling, use the standard method of the Mechanical Section of the A. R. A.—and Dutch Boy White-Lead.

Write for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

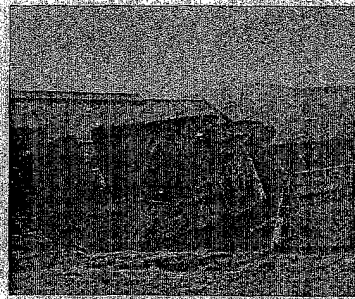
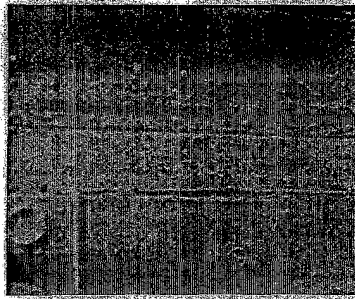
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy Red-Lead

Illustration—October 29, 1921
Editorial Review—October 29, 1921



What's happening to your steel car equipment?

In particular, how's the paint? Rust eats steel—red-lead stops rust. Car bodies kept painted will last till the running parts wear out.

It pays, too, to touch up rust spots when there is not time to paint the whole car. Dutch Boy Red-Lead comes in paste form, always ready for use; just thin it with linseed oil to the right painting consistency. It won't harden in the pail.

Dutch Boy Red-Lead sticks tight to metal surfaces, coating them with an elastic, tough, waterproof film that won't chip or flake off. Smooth, and it lasts for years, giving full protection from corrosion by moisture.

Contact surfaces are almost always painted with red-lead in the shop. The whole car—frame, trucks, brake gear, body, etc.—should have red-lead for the first coat at least, and for finishing coats Dutch Boy Red-Lead can be tinted as desired. What is good for priming coats on steel is good for finishing coats as well.

It pays to insist on Dutch Boy Red-Lead. The added cost of the best paint is insignificant compared with the cost of preparing the surface and applying the paint, and good paint lasts longer.

Write us today for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York
Cleveland

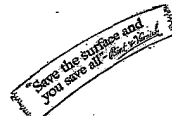
Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

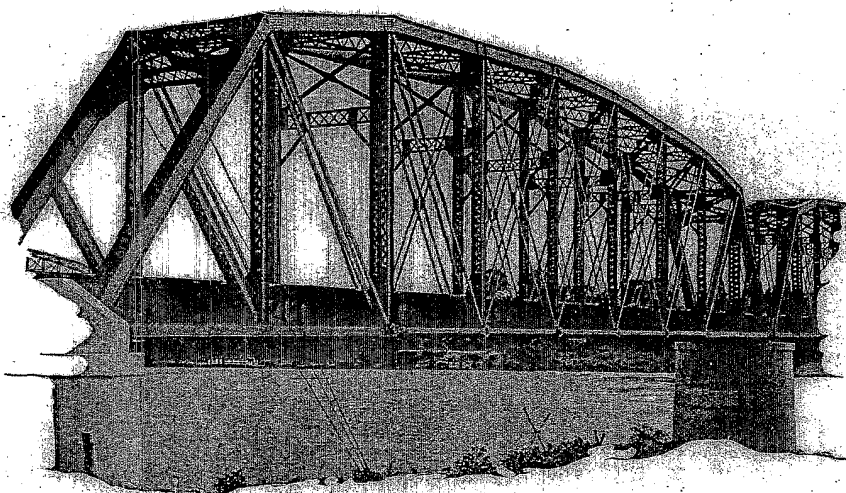
NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy Red-Lead

Railway Age, November 12, 1921.
Railway Review, November 12, 1921

0000-NLI-000017028



Red-Lead—to save railroad structures

Railroad conditions are particularly hard on steel and iron. Unusual exposure to weather, plus smoke and gas from locomotives and factories, put it right up to the maintenance departments to use the best protection available.

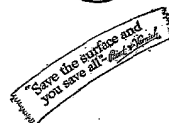
That means Dutch Boy Red-Lead.

Dutch Boy Red-Lead sticks tight to the metal, keeping moisture out, preventing rust. It holds out against the action of weather and gases. It gives a coating that is elastic and tough.

Further, Dutch Boy Red-Lead is economical because it lasts. The cost of good paint is a small item compared with the cost of putting it on, especially when the preparation of the surface is included, as it should be, of course; and labor charges are so high now that it is extravagant to use any but the highest-quality paint on metal.

Use Dutch Boy Red-Lead, paste or liquid, for all metal surfaces; it is as good for finishing as for first coats, and can be tinted to black or various shades of green and brown.

Write for Painting Helps No. 8.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. Co., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

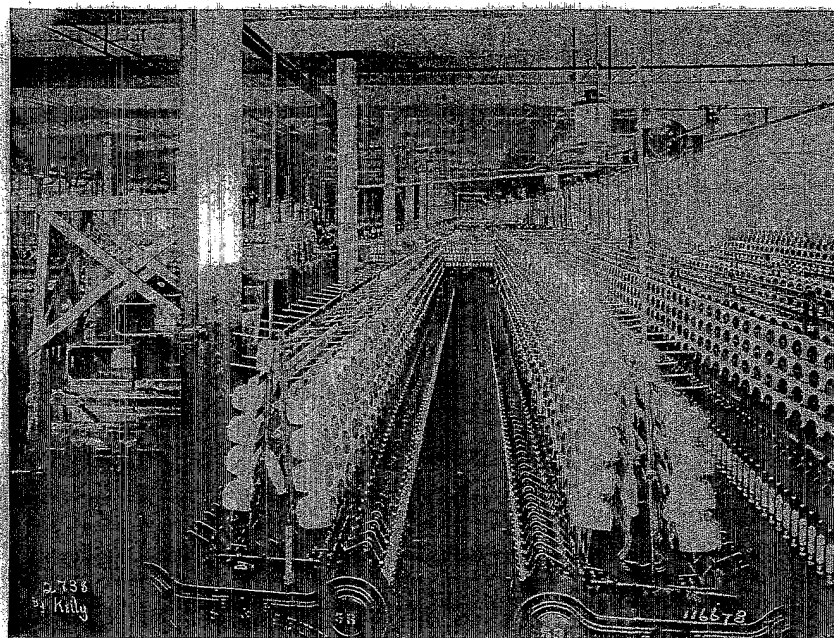
Dutch Boy Red-Lead

Railway Age—November 26, 1921
Railway Review—November 26, 1921

May 13
May 14

0000-NLI-000017029

Dutch Boy Flatting Oil and White-Lead



Like adding more windows

Paint the walls and ceilings of your mill with Dutch Boy White-Lead and Flatting Oil. A pure white paint that stays white.

A coat of Dutch Boy on your walls is like adding more windows—it increases the lightness and adds to the cheerfulness and contentment of the workers. It is a known fact that production is greater and accidents fewer in well lighted mills.

Dutch Boy lead-and-oil paint costs no more than other paint, and spreads

50% farther than most. Its use cuts down repainting costs, for this paint is washable. Walls painted with Dutch Boy can be cleaned with soap and water as often as necessary without injuring the pure white finish.

This paint is more than a covering paint. It actually becomes a part of the surface to which it is applied. That's why it is lasting and does not chip or peel.

While you're thinking of it, write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

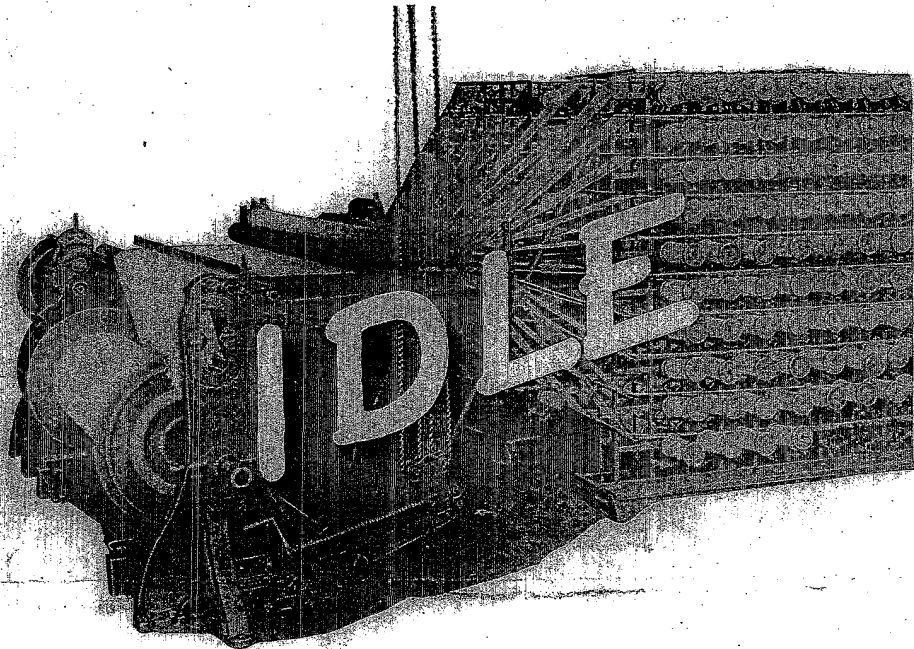
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Flatting Oil and White-Lead



Throwing wrenches into machinery

A chip of ceiling paint falling on the warp may not be as serious as throwing a wrench into the loom—but it probably means a spoiled piece of cloth, nevertheless.

The use of Dutch Boy White-Lead and Flatting Oil is insurance against just such accidents. This is not merely a covering paint—it becomes a part of the surface to which it is applied, because linseed oil and white-lead have such a close affinity that they become one, and

oil carries lead into the pores of the surface: It won't chip, peel or scale.

And Dutch Boy saves the cost of frequent repainting. It can be washed with soap and water as often as necessary, without injury to its pure white finish.

Dutch Boy White-Lead and Flatting Oil has a spreading power 50% greater than most other paints. That means a great money-saving per square foot.

Write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland
JOHN T. LEWIS & BROS. CO., Philadelphia

Boston
Buffalo

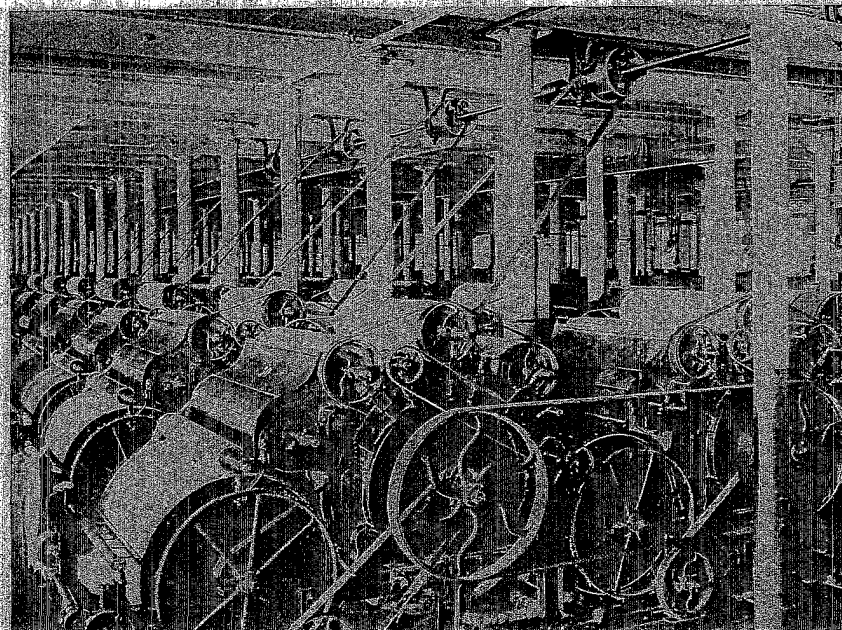
Cincinnati
Chicago
NATIONAL LEAD & OIL CO., Pittsburgh

San Francisco
St. Louis

This advertisement appeared in the following publication:
Textile World, May 14

0000-NLI-000017031

Dutch Boy White-Lead and Flattening Oil



Are you insured against falling paint chips?

WHAT'S to prevent chips of ceiling paint from dropping on your warp and causing imperfections in the finished cloth? It's happening somewhere, in some mill, every day.

But it doesn't happen in mills where walls and ceilings have been painted with Dutch Boy White-Lead and Flattening Oil. The use of this lead-and-oil paint is insurance against such accidents.

Dutch Boy is more than a covering paint; it actually becomes a part of the surface to which it is applied. That's why it's so last-

ing. It won't peel or chip, no matter how great the vibration in your mill may be.

A good investment from the economy standpoint, too. No more expensive per gallon than other paint, and it spreads 50% farther than most.

And Dutch Boy, because of its washability, keeps down repainting costs. An occasional cleaning with soap and water maintains the original freshness of this paint.

It is pure white when applied, and it stays pure white. That's important, too.

Ask for Painting Helps No. 7.

NATIONAL LEAD COMPANY

New York
Cincinnati

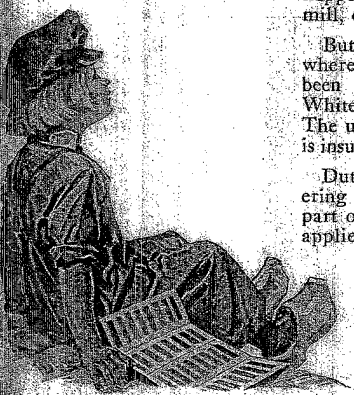
Boston
Cleveland

Buffalo
St. Louis

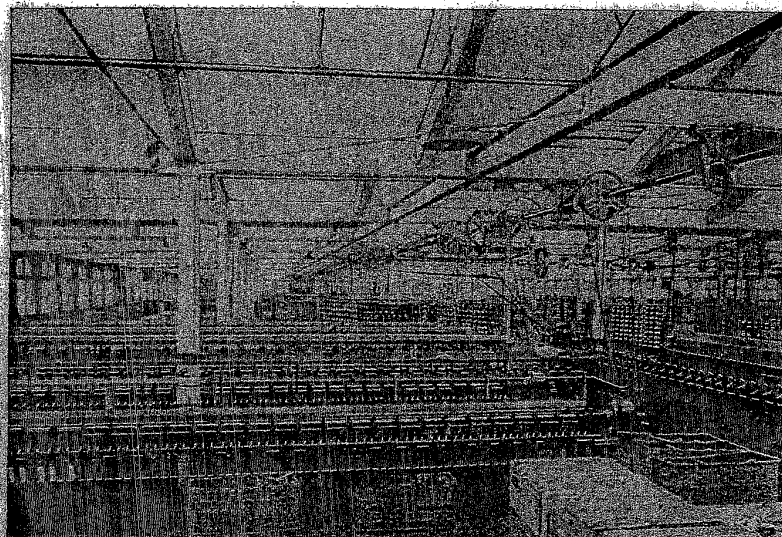
Chicago
San Francisco

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

0000-NLI-000017032



Dutch Boy White-Lead and Flatting Oil



Want more light in your mill?

As you know, production is greater and accidents fewer in well-lighted mills than in poorly-lighted ones. And cheerful, well-lighted mills promote the contentment and efficiency of workers.

Very often proper lighting is largely a matter of paint. It has been found that the use of Dutch Boy White-Lead and Flatting Oil on walls and ceilings increases illumination considerably.

This is a pure white paint that stays white. Costs no more than inferior paint—less in fact, because less is needed. Dutch Boy flat paint spreads 50% farther than most others.

The use of this paint cuts down repainting costs, too. That's because surfaces covered with Dutch Boy flat paint are washable. Instead of frequent repainting, a cleaning of soiled places with water, soap and a cloth is all that is necessary. Cleaning won't harm the smooth, white finish.

Dutch Boy lead-and-oil paint won't peel, chip or scale no matter how great the vibration in your mill. That means insurance against falling paint-chips and consequent warp or cloth spoilage.

Write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead and Flatting Oil



A money-saver and a trouble-saver

That's what mills have found Dutch Boy White-Lead and Flatting Oil paint.

A money-saver because it spreads 50% farther than most other paint—therefore less is needed, and the cost of paint is less.

A money-saver too because of its washability. The use of Dutch Boy lead-and-oil paint cuts down repainting bills. When repainting seems necessary, merely have someone clean the soiled places with soap and water. That restores the original brightness and freshness of the paint.

This paint is a trouble-saver because it doesn't peel, chip or scale. That amounts to insurance against falling chips of paint on the warp or the finished cloth.

Dutch Boy White-Lead and Flatting Oil is a pure white paint that stays white. Mill owners have found that it increases illumination considerably, thereby reducing the chances of accidents and increasing the contentment and efficiency of workers.

An all-round good paint for interior walls, ceilings and woodwork.

Write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy White-Lead and Flatting Oil



A way to reduce spoilage in your mill

PERHAPS you've had experience with falling paint chips and the consequent spoilage of warp or of bad spots in the finished cloth. It happens in some mill, somewhere, every day.

But you can insure yourself against such accidents. Have your ceilings and walls painted with Dutch Boy White-Lead and Dutch Boy Flatting Oil.

This is not merely a covering paint. The oil in it carries the white-lead into the pores of the surface to which it is applied, so this paint actually becomes a part of the surface. That's why it doesn't peel, chip, or scale.

A good investment from an economy standpoint, too. As this paint spreads 50% farther than most others, less is needed; therefore the cost of paint is less.

This is a pure white paint that stays white. It will add considerably to the illumination of your mill. That means greater production, fewer accidents, and a higher degree of happiness and efficiency.

Washable, too. Instead of repainting frequently, merely have some one go over the soiled surfaces with soap, water, and a cloth. That saves repainting expense.



Write for Painting Helps No. 7

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

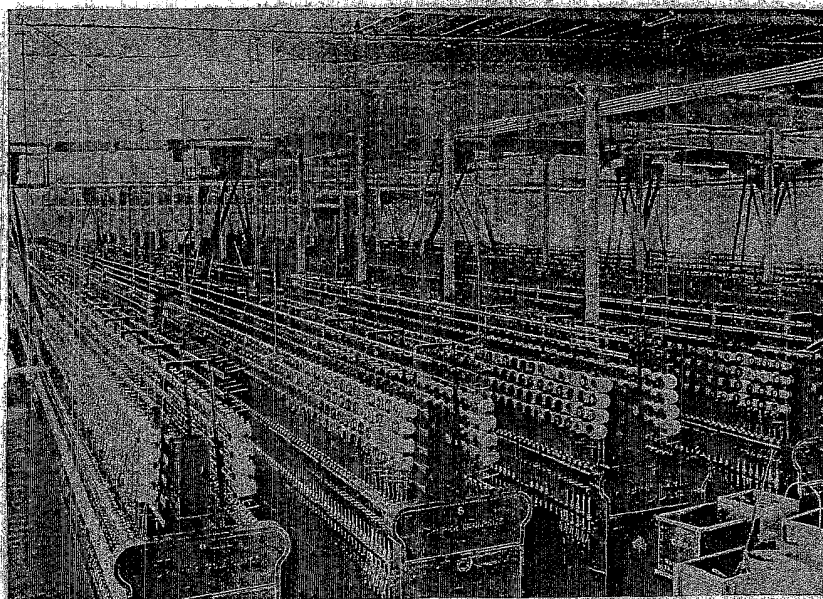
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia
NATIONAL LEAD & OIL CO., Pittsburgh

0000-NLI-000017035

Dutch Boy Products for Interior Painting



Plenty of evenly distributed light vs. strong and spotty glares



Thoroughly diffused light is more important in the textile industry than in any other. That's because of the extensive surfaces over which all threads must be seen clearly. Spotty illumination with consequent shadows makes clear vision impossible.

More and more are modern mills realizing that by painting walls and ceilings with Dutch Boy flat paint the mill receives more natural and evenly distributed light.

This paint costs no more than inferior paint—less, in fact, be-

cause less is needed. Dutch Boy flat paint spreads 50% farther than most other paints, brushes out rapidly, and leaves no brush marks.

Reduces paint upkeep cost because of its washability. Soiled spots can be removed by soap-and-water cleaning. Thus the cost of frequent repainting is saved.

Dutch Boy paint won't crack, scale, or chip. That's important, too, for it amounts to insurance against falling paint chips with the consequent warp or cloth spoilage.

Write for Painting Helps No. 7

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

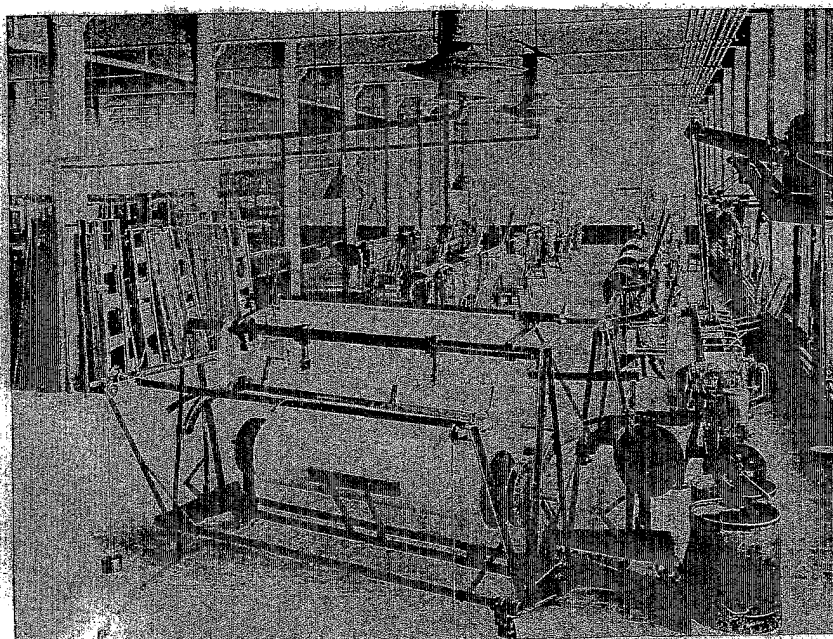
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

This advertisement will appear in the following:—TEXTILE WORLD—July 16, 1921 + Dec. 17

0000-NLI-000017036

Dutch Boy Products for Interior Painting



Good lighting costs less than poor lighting

Defective merchandise, low production, accidents, discontent — all represent the high cost of poor lighting in any mill.

On the other hand, mills where proper lighting is considered of prime importance are generally the mills where efficiency and the quality of the product are high and where there is little labor discontent and few accidents.

In mill lighting the matter of paint is extremely important. It has been found that the painting of walls and ceilings with Dutch Boy White-Lead and Flatting Oil is like adding more windows. The result is an even distribution of increased light throughout the plant.

Dutch Boy flat paint is not expensive. In fact, it costs less than inferior paint because less is needed. This paint spreads 50% farther than most others.

And when repainting seems necessary, merely have someone clean the soiled spots with soap and water. Thus the cost of frequent repainting is saved.

Walls and ceilings painted with Dutch Boy flat paint do not crack, scale or chip, no matter how great the vibration. That's important, because the warp is thus protected against falling paint chips.

Write for Painting Helps No. 7.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

JOHN T. LEWIS & BRO. CO., Philadelphia

Cincinnati
Chicago

NATIONAL LEAD & OIL CO., Pittsburgh

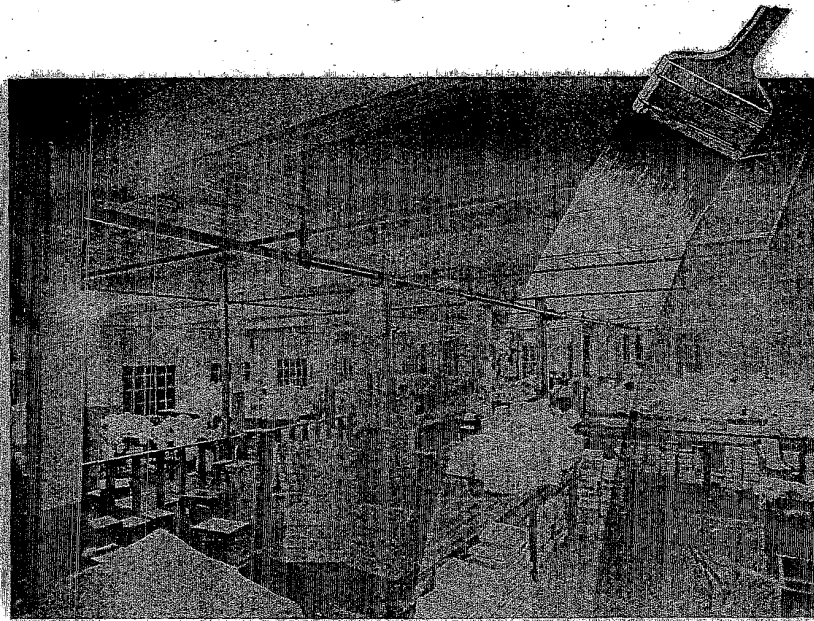
San Francisco
St. Louis



This advertisement will appear in the following: TEXTILE WORLD—July 10, 1921

0000-NLI-000017037

Dutch Boy Products for Interior Painting



See what a coat of white paint means!

It's like adding more windows to your mill. And it gives your workers *natural* diffused light throughout the plant without the annoyance of glare.

That means better work, increased production, and more complete happiness and contentment on the part of the operators.

If you are interested in more light, have your walls and ceilings painted with Dutch Boy flat paint (made of Dutch Boy White-Lead and Dutch Boy Flatting Oil). Here is a superior paint, yet it

costs no more than others. That's because it spreads 50% farther, therefore less is needed. Pure white when applied—and it stays pure white.

Surfaces painted with Dutch Boy flat paint may be kept free from soiled spots by cleaning with soap and water. And this paint doesn't chip or scale. That's insurance of cloth and machines against falling paint chips, as well as insurance that walls and ceilings will stay looking well.

Write for Painting Helps No. 7.

NATIONAL LEAD COMPANY

New York
Cleveland
JOHN T. LEWIS & BROS. CO., Philadelphia

Boston
Buffalo

Cincinnati
Chicago

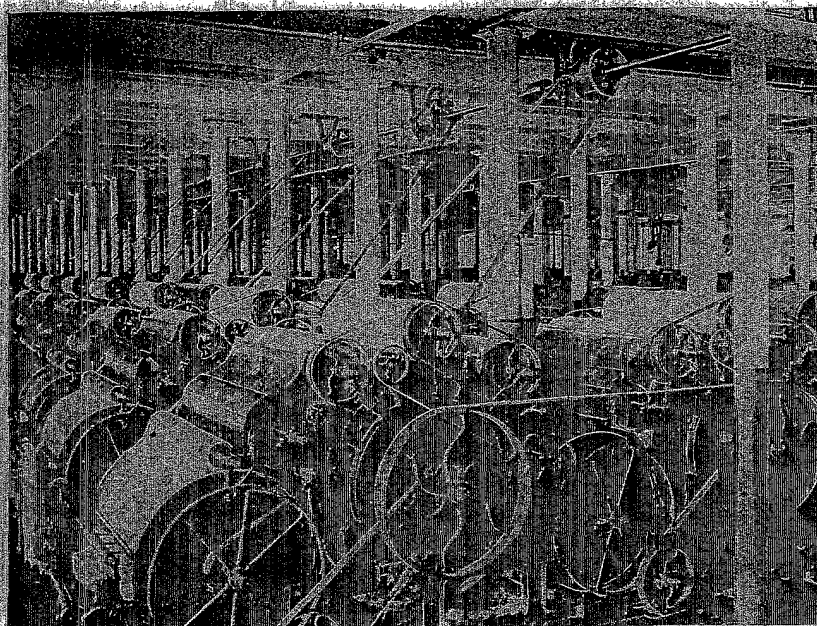
San Francisco
St. Louis

NATIONAL LEAD & OIL CO., Pittsburgh



Dutch Boy

Products for Interior Painting



Like letting more sunshine into your mill

A coat of white paint on the walls and ceilings of your mill will give your workers additional natural light, evenly distributed over all working surfaces.

That means better work, increased production, smaller artificial light bills, more complete happiness and contentment on the part of the operators. An occasional coat of paint is one of the things that modern mill owners have found to keep down overhead costs.

To add more light to your mill, have the ceilings and walls painted with Dutch Boy flat paint (made of

Dutch Boy white-lead and Dutch Boy flattening oil).

This paint costs no more than others. In fact it costs less—because less is needed. Spreads 30% farther than most other paint.

Dutch Boy flat paint is pure white when applied; and it stays pure white. Surfaces painted with it are kept free from soiled spots by an occasional cleaning with soap and water. Won't crack, chip, or scale. That means protection against falling paint chips on warp, cloth or machines.

Write for painting helps No. 7

Save the surface and
you save all—*Dutch Boy*

NATIONAL LEAD COMPANY

New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
John T. Lewis & Bros. Co., Philadelphia		National Lead & Oil Co., Pittsburgh	



This advertisement will appear in the following:—TEXTILE WORLD—September 3, 1921.

0000-NLI-000017039

Dutch Boy

Products for Interior Painting



How a Coat of Paint Helps to Reduce Overhead Costs

Overhead, always an important factor in production, is more vital nowadays than ever before. With economy as the order of the day, no mill owner or manager can afford to overlook any item that will help reduce production costs.

At first thought, many mill men do not see any connection between paint and overhead costs. But when you consider that a coat of Dutch Boy White-Lead and Dutch Boy Flatting Oil will give your mill more natural, evenly distributed light over all working surfaces, then you will see how paint can influence your overhead.

You will instantly recognize that more

natural light means better work, increased production, more complete happiness on the part of your operators, less expense for artificial light, and less danger of accidents.

Dutch Boy flat paint costs no more than other paint; spreads far; is pure white when applied—and stays pure white; and won't crack, scale or chip.

Surfaces painted with Dutch Boy may be kept free from soiled spots by occasional cleaning with soap and water. That's important, too, for it eliminates the necessity for frequent repainting.

Write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland

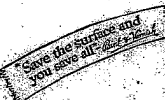
Boston
Buffalo

John T. Lewis & Bros. Co., Philadelphia

Cincinnati
Chicago

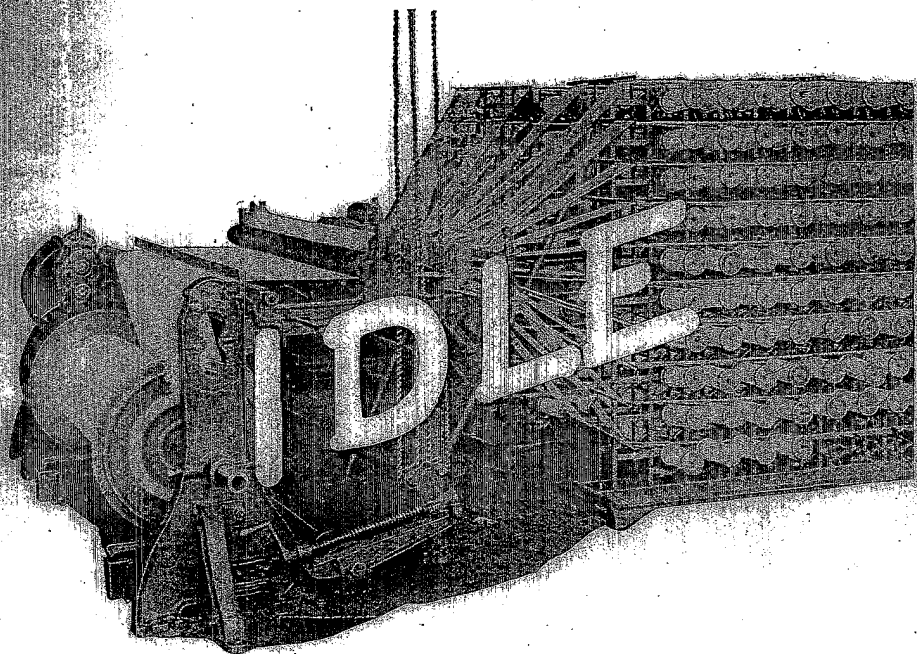
San Francisco
St. Louis

National Lead & Oil Co., Pittsburgh



Dutch Boy

Products for
Interior Painting



Throwing wrenches into machinery

A chip of ceiling paint falling on the warp may not be as serious as throwing a wrench into the loom—but it probably means a spoiled piece of cloth, nevertheless.

The use of Dutch Boy flat paint (made of Dutch Boy White-Lead and Dutch Boy Flatting Oil) is insurance against just such accidents. This is not merely a covering paint—it becomes a part of the surface to which it is applied, because linseed oil and white-lead have such a close affinity that they become

one, and oil carries lead into the pores of the surface. It won't chip, crack or scale.

And Dutch Boy saves the cost of frequent repainting. It can be washed with soap and water as often as necessary, without injury to its pure white finish.

Dutch Boy flat paint has a spreading power 50% greater than most other paints. That means a great money saving per square foot.

Write for Painting Helps No. 7.

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

John T. Lewis & Bros. Co., Philadelphia

National Lead & Oil Co., Pittsburgh



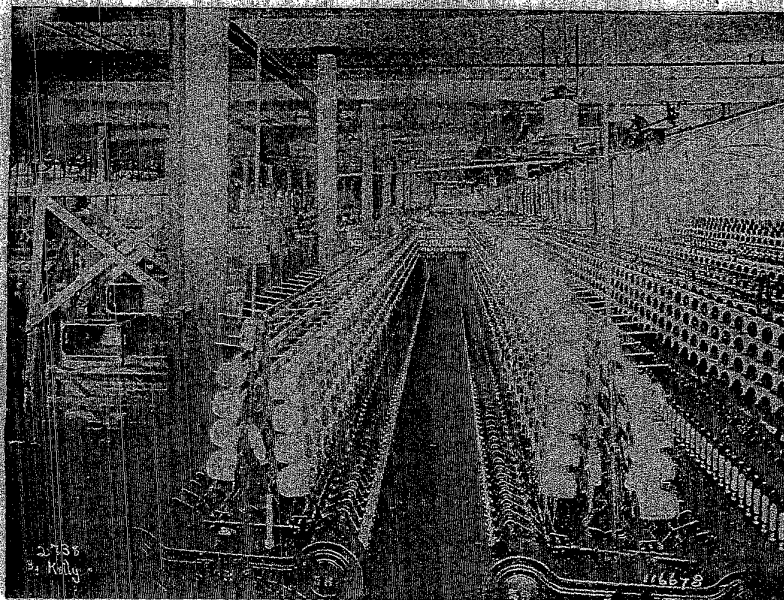
Save the surface and
you save all—*Dutch Boy*

This advertisement will appear in the following—TEXTILE WORLD—October 1, 1921

0000-NLI-000017041

Dutch Boy

Products for Interior Painting



Like adding more windows

Paint the walls and ceilings of your mill with Dutch Boy flat paint (made of Dutch Boy White-Lead and Dutch Boy Flattening Oil). A pure white paint that stays white.

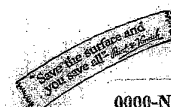
A coat of Dutch Boy on your walls is like adding more windows—it increases the light and adds to the cheerfulness and contentment of the workers. It is a known fact that production is greater and accidents fewer in well-lighted mills.

Dutch Boy lead-and-oil paint costs no more than other paint, and spreads

50% farther than most. Its use cuts down repainting costs; for this paint is washable. Walls painted with Dutch Boy can be cleaned with soap and water as often as necessary without injuring the pure white finish.

This paint is more than a covering paint. It actually becomes a part of the surface to which it is applied. That's why it is lasting and does not crack or chip.

While you're thinking of it, write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

San Francisco
St. Louis

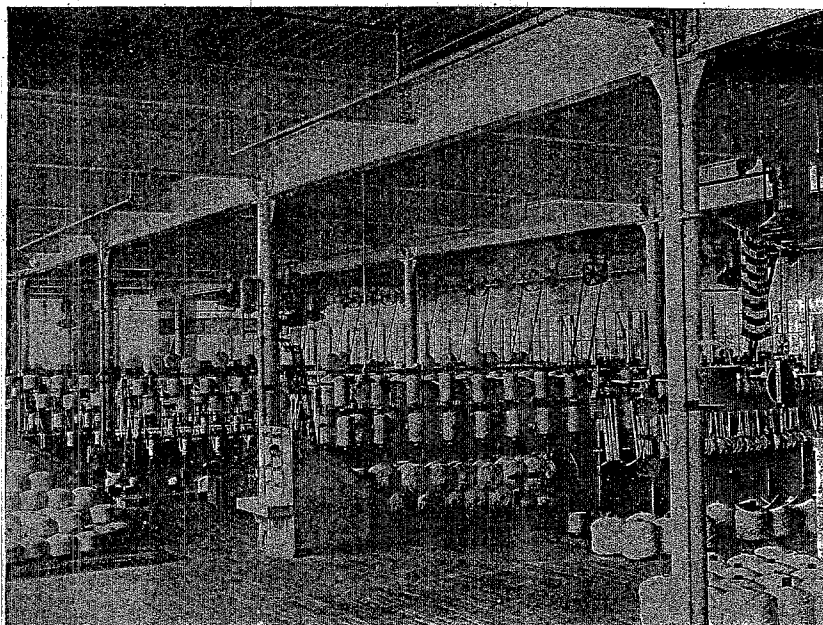
JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

0000-NLI-000017042

Dutch Boy

Products for Interior Painting



A money-saver and a trouble-saver

That's what mills have found Dutch Boy White-Lead and Flatting Oil paint.

A money-saver because it spreads 50% farther than most other paint—therefore less is needed, and the cost of paint is less.

A money-saver, too, because of its washability. The use of Dutch Boy lead-and-oil paint cuts down repainting bills. When repainting seems necessary, merely have someone clean the soiled places with soap and water. That restores the original brightness and freshness of the paint.

This paint is a trouble-saver because it doesn't crack, chip or scale. That amounts to insurance against chips of paint falling on the warp or the finished cloth.

Dutch Boy White-Lead and Flatting Oil is a pure white paint that stays white. Mill owners have found that it increases illumination considerably, thereby reducing the chances of accidents and increasing the contentment and efficiency of workers.

An all-round good paint for interior walls, ceilings and woodwork.

Write for Painting Helps No. 7.



Save the surface and you save all—*Dutch Boy*

NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

Cincinnati
Chicago

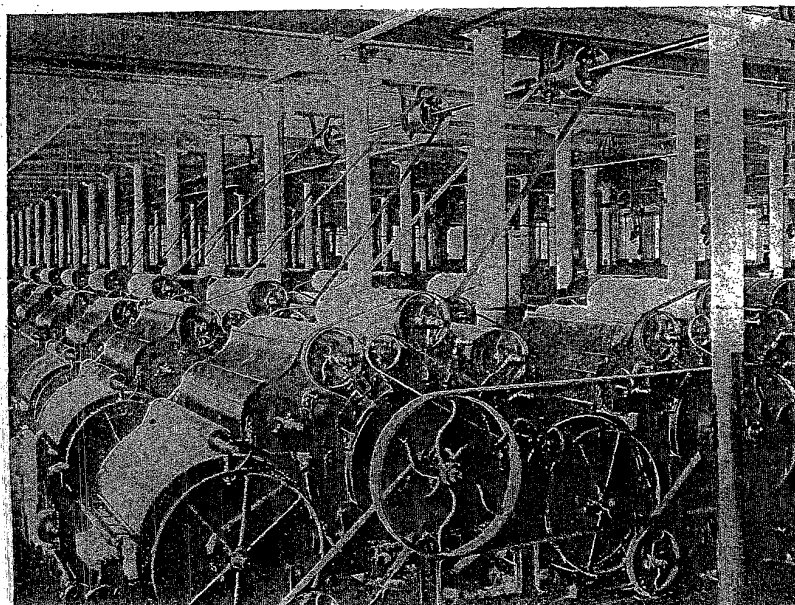
San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy

Products
for
Interior Painting



Are you insured against falling paint chips?

WHAT'S to prevent chips of ceiling paint from dropping on your warp and causing imperfections in the finished cloth? It's happening somewhere, in some mill, every day.

But it doesn't happen in mills where walls and ceilings have been painted with Dutch Boy flat paint (Dutch Boy White-Lead and Dutch Boy Flatting Oil). The use of this lead-and-oil paint is insurance against such accidents.

Dutch Boy is more than a covering paint; it actually becomes a part of the surface to which it is applied. That's why it's so last-

ing. It won't crack, scale or chip, no matter how great the vibration in your mill may be.

A good investment from the economy standpoint, too. No more expensive per gallon than other paint, and it spreads 50% farther than most.

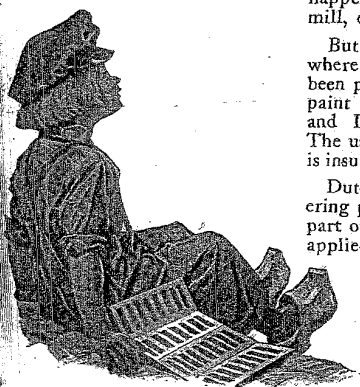
And Dutch Boy, because of its washability, keeps down repainting costs. An occasional cleaning with soap and water maintains the original freshness of this paint.

It is pure white when applied, and it stays pure white. That's important, too.

Ask for Painting Helps No. 7

NATIONAL LEAD COMPANY

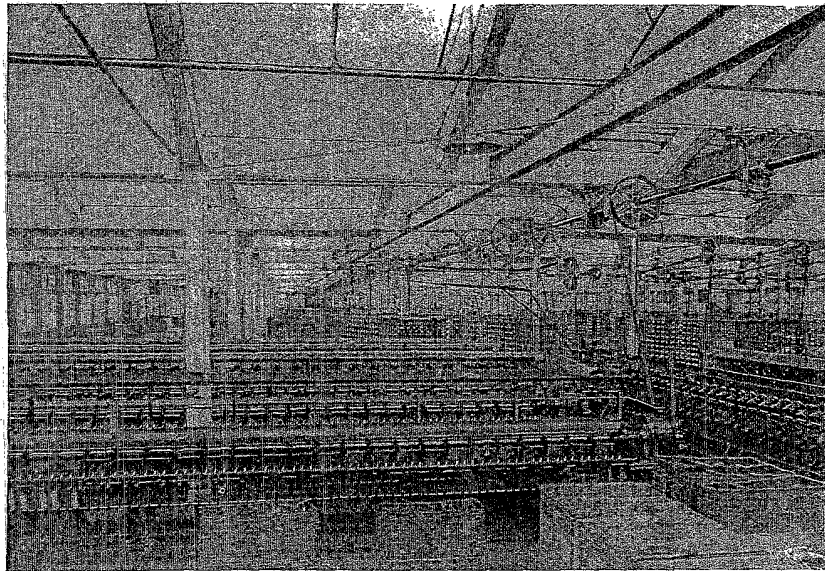
New York	Boston	Buffalo	Chicago
Cincinnati	Cleveland	St. Louis	San Francisco
JOHN T. LEWIS & BROS. CO., Philadelphia			
NATIONAL LEAD & OIL CO., Pittsburgh			



Save the surface and you save all—Dutch Boy.

Dutch Boy

Products for Interior Painting



Want more light in your mill?

As you know, production is greater and accidents fewer in well-lighted mills than in poorly-lighted ones. And cheerful, well-lighted mills promote the contentment and efficiency of workers.

Very often proper lighting is largely a matter of paint. It has been found that the use of Dutch Boy White-Lead and Flatting Oil on walls and ceilings increases illumination considerably.

This is a pure white paint that stays white. Costs no more than inferior paint—less in fact, because less is needed. Dutch Boy flat paint spreads 50% farther than most others.

The use of this paint cuts down repainting costs, too. That's because surfaces covered with Dutch Boy flat paint are washable. Instead of frequent repainting, a cleaning of soiled places with water, soap and a cloth is all that is necessary. Cleaning won't harm the smooth, white finish.

Dutch Boy lead-and-oil paint won't crack, chip, or scale no matter how great the vibration in your mill. That means insurance against falling paint-chips and consequent warp or cloth spoilage.

Write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo

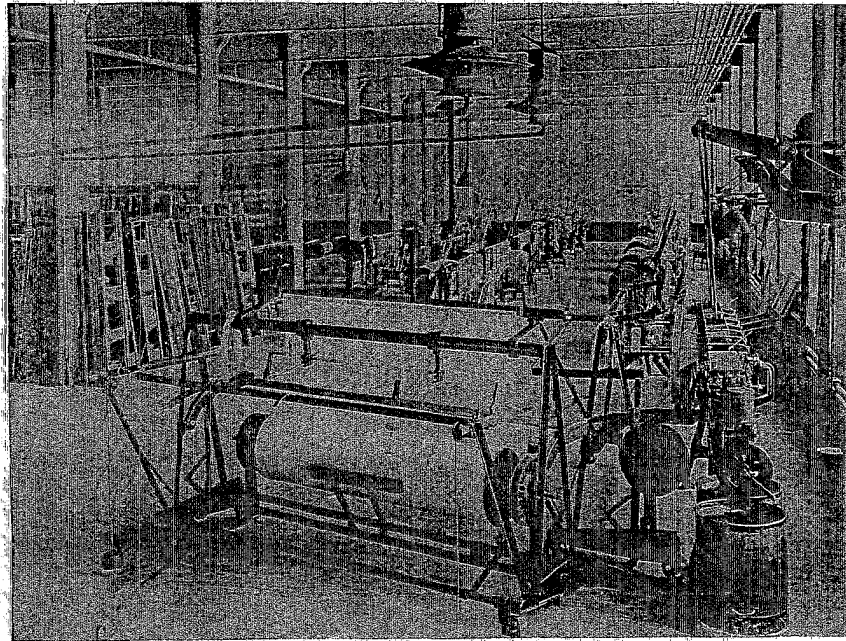
Cincinnati
Chicago

San Francisco
St. Louis

JOHN T. LEWIS & BROS. CO., Philadelphia

NATIONAL LEAD & OIL CO., Pittsburgh

Dutch Boy Products for Interior Painting



Good lighting costs less than poor lighting

Defective merchandise, low production, accidents, discontent — all represent the high cost of poor lighting in any mill.

On the other hand, mills where proper lighting is considered of prime importance are generally the mills where efficiency and the quality of the product are high and where there is little labor discontent and few accidents.

In mill lighting the matter of paint is extremely important. It has been found that the painting of walls and ceilings with Dutch Boy White-Lead and Flatting Oil is like adding more windows. The result is an even distribution of increased light throughout the plant.

Dutch Boy flat paint is not expensive. In fact, it costs less than inferior paint, because less is needed. This paint spreads 50% farther than most others.

And when repainting seems necessary, merely have someone clean the soiled spots with soap and water. Thus the cost of frequent repainting is saved.

Walls and ceilings painted with Dutch Boy flat paint do not crack, scale or chip, no matter how great the vibration. That's important, because the warp is thus protected against falling paint chips.

Write for Painting Helps No. 7.



NATIONAL LEAD COMPANY

New York
Cleveland

Boston
Buffalo
JOHN T. LEWIS & BRO. CO., Philadelphia

Cincinnati
Chicago

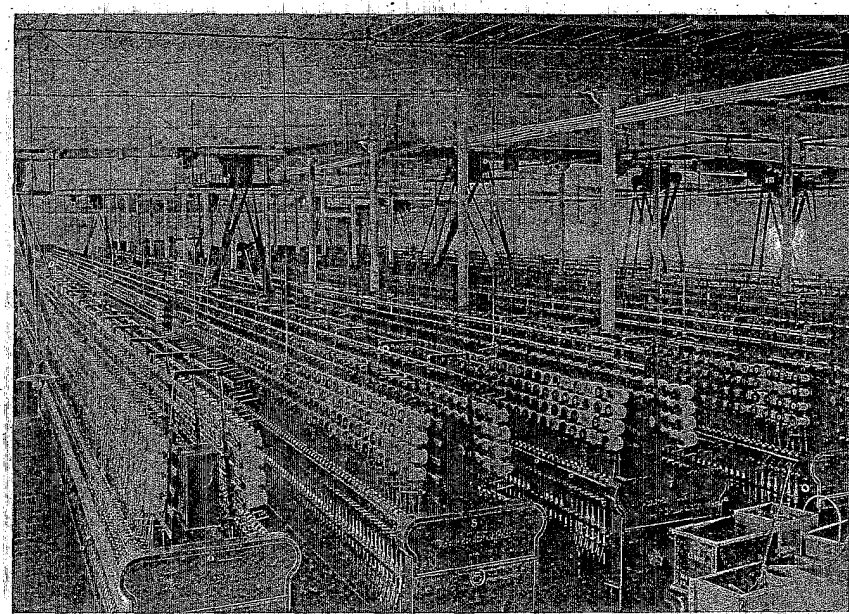
San Francisco
St. Louis
NATIONAL LEAD & OIL CO., Pittsburgh

Save the surface and you save all

This advertisement appears in the following:—TEXTILE WORLD—December 3, 1921

0000-NLI-000017046

Dutch Boy Products for Interior Painting



Plenty of evenly distributed light vs. strong and spotty glares



Save the surface and you save all the rest.

Thoroughly diffused light is more important in the textile industry than in any other. That's because of the extensive surfaces over which all threads must be seen clearly. Spotty illumination with consequent shadows make clear vision impossible.

More and more are modern mills realizing that by painting walls and ceilings with Dutch Boy White-Lead and Flattening Oil the mill is given more natural and evenly distributed light.

This paint costs no more than inferior paint—less, in fact, because less is needed. Dutch Boy

flat paint spreads 50% farther than most other paints, brushes out rapidly, and leaves no brush marks.

Reduces paint upkeep cost because of its washability. Soiled spots can be removed by soap-and-water cleaning. Thus the cost of frequent repainting is saved.

Dutch Boy paint won't crack, scale, or chip. That's important, too, for it amounts to insurance against falling paint chips with the consequent warp or cloth spoilage.

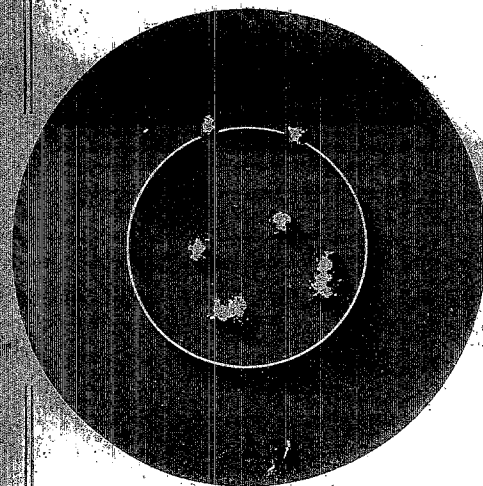
Write for Painting Hints No. 7

NATIONAL LEAD COMPANY

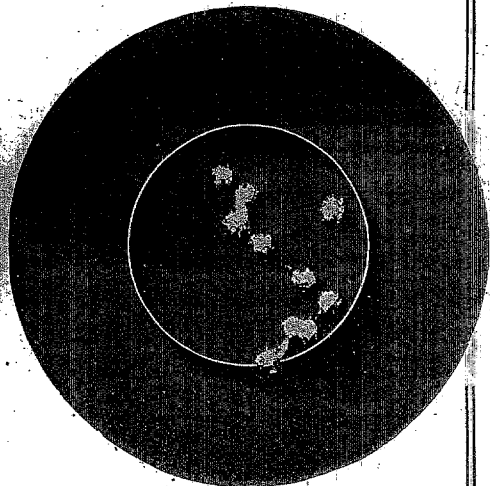
New York	Boston	Cincinnati	San Francisco
Cleveland	Buffalo	Chicago	St. Louis
JOHN T. LEWIS & BROS. CO., Philadelphia		NATIONAL LEAD & OIL CO., Pittsburgh	



100-Yard Possibles From England



A. Butler's Target



W. T. Norton's Target

ONE target was shot by W. T. Norton of the Alexandra Palace Rifle Club in the recent International Trials and the other by A. Butler, of the Ealing Rifle Club, at the Middlesex Minature Rifle Association County Meeting. In both instances the ammunition was

US .22 N. R. A.
Long Rifle Lesmok Cartridges

This cartridge has rapidly jumped to the lead in Great Britain. It has been used by a high percentage of the winners in such important meetings as the Bisley Tourment, the County Cup Competition, the Lancaster, the Lady Regnart Challenge Match, the Middlesex, the Cleethorpes, etc.

Regarding the team championship of the entire British Isles, the secretary of the club holding the tournament writes:

"The whole team used U. S. ammunition throughout, and to that fact I consider our success is mainly due. This was the first match in which the whole team used U. S. and the score represents an advance of 21 points over our previous best."

Our friends across the Atlantic have found that the U. S. .22 N. R. A. is as unequaled at 25 yards as at 200 yards. It is the all-range cartridge.

UNITED STATES CARTRIDGE COMPANY

2201 TRINITY BUILDING

NEW YORK

This advertisement appeared in Arms and the Man January 1, 1921

0000-NLI-000017048

New U. S. Rim-Fire Priming

U. S. RIM-FIRE CARTRIDGES are now made with a new priming mixture which will lengthen the life of your rifle by minimizing erosion and corrosion. This applies to all N. R. A.'s, Longs and Shorts of our manufacture.

Erosion is primarily due to the chemical action of the priming and powder at time of firing.

Because of it, many a rifleman has gloomily discarded a choice barrel just when it has annexed a large part of his affection. We have known a barrel to be ruined by the erosive action of the priming in 5,000 rounds.

Our ballisticians have now developed a priming mixture whose non-erosive qualities will be a revelation. There is a rifle in our possession, which after undergoing the severe test of firing 250,000 shots, is still in pretty good shape.

In one case we took a rifle with a history of 500 shots and at 50 yards fired 25 targets of 10 shots each. The radius of the group was .43 of an inch. 123,000 shots were then fired through the same barrel and the test was repeated—another 25 targets of 10 shots each. The radius of this second group was .60 of an inch. At fifty yards a radius of .60 of an inch is a good showing for any rifle. After a history of 123,000 shots, it is remarkable.

Corrosion in the barrel is nothing more nor less than rust.

Our ballisticians have here achieved another advance. As an experiment, five primed rim-fire shells of five different makes were flashed in rows on a metal plate, which was exposed to the atmosphere

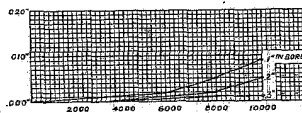


Figure 1.—Represents the progressive corrosive action of the new U. S. rim-fire priming. It shows that after 10,000 shots, there was a wearing away of the barrel of only $\frac{1}{100}$ of an inch at a point one-tenth inch from the chamber, a wearing away of $\frac{1}{200}$ of an inch at a point two-tenths inches from the chamber and $\frac{1}{300}$ of an inch at a point three-tenths inches from the chamber. Our laboratories report this to be about 19 per cent of the erosion caused by some priming mixtures now on the market.

for 10 days and then rubbed off with a dry cloth. The photograph in Figure 2 shows the condition of the plate at the end of that time.

The discoloration at the extreme left shows that the corrosion from the residue of the U. S. priming had scarcely any effect on the metal. The other rows—each row representing priming of a different make—all show a decided corrosive act on. In some cases the rust is so pronounced as to be detected by running the fingers over the plate. A more convincing test than this is hard to imagine.

We made a test of a different nature. A member of our staff fired 10,000 shots all with one rifle. The barrel was then wiped

out with a dry cloth, but was put away without oiling—ordinarily a disastrous practice. Three days later we ran 10 cleaning patches through this barrel and it showed not a sign of rust. We believe that a priming mixture that will permit such treatment of a barrel goes far beyond the hopes of most rifleman.

Without uniform priming there can be no uniform performance.

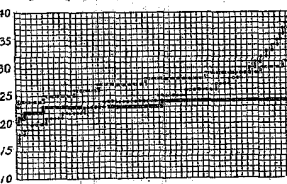


Figure 3.—This is a chart to show the comparative uniformity of three different makes of rim-fire priming in general use. The solid black line represents the U. S. priming. The straighter the line the more uniform the priming. 100 primed shells of each of three makes were picked at random for the test. The chart shows that 90 U. S. shells, as indicated by solid line, were primed with only one-hundredth of a grain variation and that there was a variation of only .04 of a grain in the remainder. Another make showed 22 shells identically primed with a range of .09 of a grain. The third make shows only 20 shells identically primed with a range of .25 of a grain.

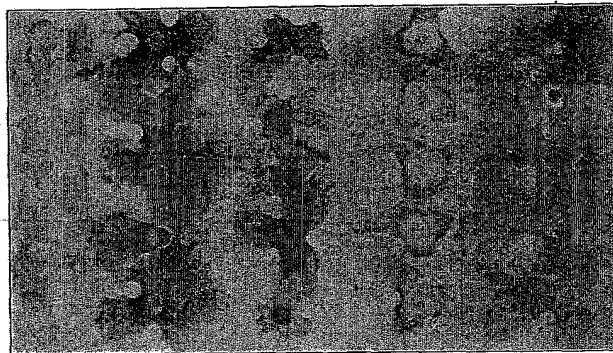


Figure 2.—Five primed shells of each of five different makes were flashed in rows on the metal plate as shown. The left-hand row represents the location of the U. S. shells in this test. After 10 days exposure to the atmosphere, the plate was wiped with a dry cloth and then appeared as shown by illustration. It shows that practically no corrosion resulted from the action of the atmosphere on the residue from the U. S. priming, but in the case of the other priming the corrosion is in some cases so great that it can be detected by running the fingers over the plate. Each row represents a different make of priming.

Aside from the tremendous advantage of the non-erosive and non-fouling qualities of the new U. S. priming, is its unapproached uniformity. Glance at the chart in Figure 3. We picked 100 U. S. rim-fire shells at random from among a large number. We emptied out the priming mixture and weighed it. In the case of 90 shells the weight was .24 and .25 of a grain. The weight of the remainder showed a variation of only .04 of a grain. The same test, when applied to primed shells of another make, showed only 22 to be identically primed—the remainder ranging from .23 to .32 grains. With yet another make only 20 were identical, with a range of from .17 to .42 grains.

You men who love your rifles, use U. S. Rim-Fires. You'll get the greatest accuracy and uniformity and you'll preserve your barrel.

UNITED STATES CARTRIDGE COMPANY

2201 TRINITY BUILDING

NEW YORK



A New and Better Preventative of Rust and Corrosion

Absolutely prevents rust and corrosion.

"Stays on" at temperatures in excess of 225° Fahrenheit.

Easily applied with a cloth or brush.

Easily removed without the use of gasoline or any other solvent. Just a dry cloth is necessary.

Contains no chemicals and will not harden, gum or dry up.

It's a big, generous, two-ounce tube of the highest development of a gun lubricant.

If your dealer hasn't as yet stocked it, we will send you a tube by prepaid parcel post on receipt of fifty cents in stamps or money order.

UNITED STATES  CARTRIDGE CO.

2201 TRINITY BUILDING

NEW YORK, N. Y.



Front row, left to right—Claude Hudspeth; J. M. Blanton, Captain; H. H. Burroughs, President; O. M. Shriver, Coach; Robert Simpson, Manager; F. W. Artois. Back row—M. H. Stow; A. H. Elliot; C. L. Norris; T. H. Rider; A. H. Veitch, H. Everett; J. R. Greeley.

Central High School Rifle Team

Shooting Ammunition

won the Indoor High School Championship of Washington, D. C., in both 1919 and 1920.

Their score was 9904 x 10,000 in 1919 and 9938 x 10,000 in 1920.

Use U. S. .22 N.R.A. cartridges at all ranges—from 25 yards to 250 yards. They help your scores.

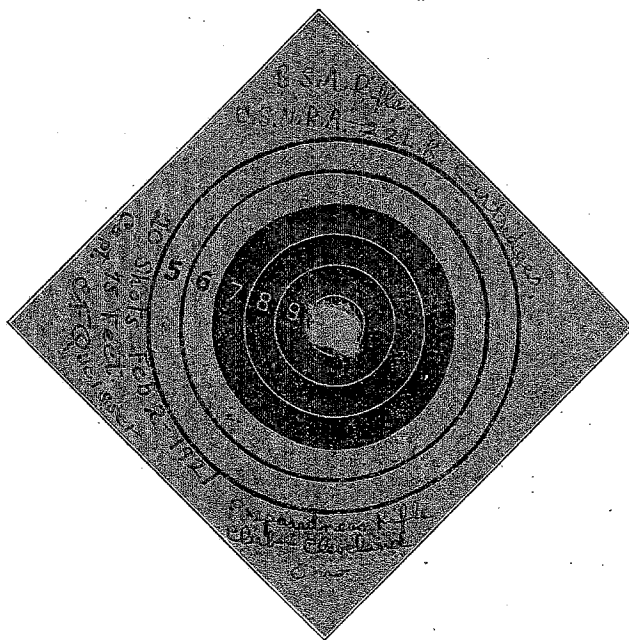
UNITED STATES  CARTRIDGE CO.

2201 TRINITY BUILDING

NEW YORK, N. Y.

This advertisement appeared in Arms and the Man February 15, 1921

0000-NLI-000017051



20 Shots—75 Feet

by Capt. C. F. Queisser of the Preparedness Rifle Club, Cleveland, Ohio, who says:

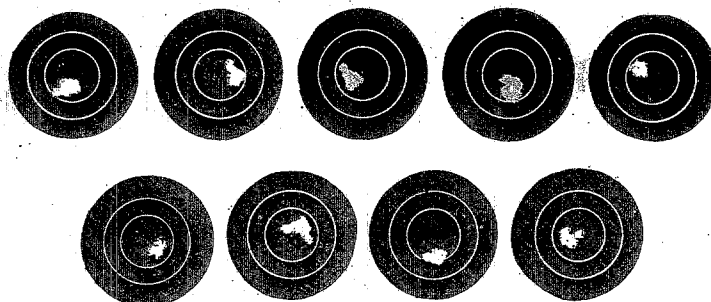
"As a little recommendation for the best .22 I ever handled, I am sending a 20-shot group on the $\frac{1}{2}$ -inch bull. Only about 2 or 3 of these touch the ring, and I believe I could have put 20 more in the same hole. On the prone stages of the N. R. A. matches I hope to put them all in the center."

of course Capt. Queisser used

US .22 N. R. A.
Long Rifle Lesmok Cartridges

This advertisement appeared in Arms and the Man March 1, 1921

0000-NLI-000017052



Reproductions are two-fifths size

The Man, The Arm and The Cartridge

Here are nine 10-shot pistol groups made at 20 yards with an S & W 10-inch single shot pistol in a machine rest.

They show what the US .22 N. R. A. cartridge will do when the firearm and the human arm are right.

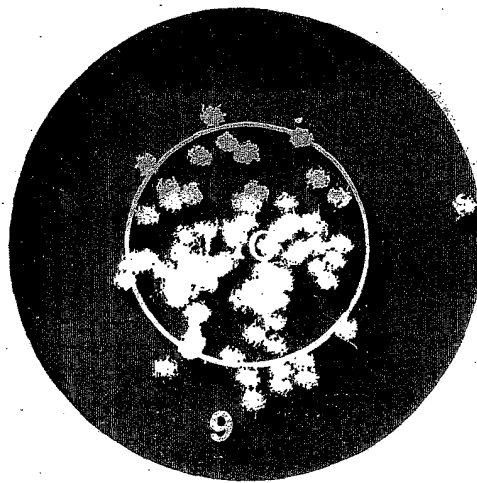
US .22 N. R. A. Cartridges are as good at 25 feet or at 250 yards as at 20 yards. Use them indoors or outdoors.

United States  Cartridge Co.

2201 Trinity Bldg.

New York City

 **.22 N. R. A.**
Long Rifle Lesmok Cartridges



23d Place to 1st Place in a Night

On February 19, W. J. Coons of the Arlington (N. J.) Rifle and Pistol Club was in 23d place in the sixth match of the Metropolitan Rifle Championship. When he left the building that night he was in first place.

Up to that evening he had not been using US Ammunition; that night he changed over to US N.R.A. Cartridges.

In this match Mr. Coons shot eight targets of ten shots each, at 100 yards, scoring 795 x 800. Four of his targets were "possibles." The illustration is a composite of Mr. Coons' eight targets.

This is the most conclusive instance we have ever seen of the effect of the cartridge on a man's score.

The condition of the matches which were held in the Second Naval Ballation Armory, Brooklyn, N. Y., were that the shooter with the most "possibles" would be awarded the championship. Any arm or ammunition of any calibre could be used.

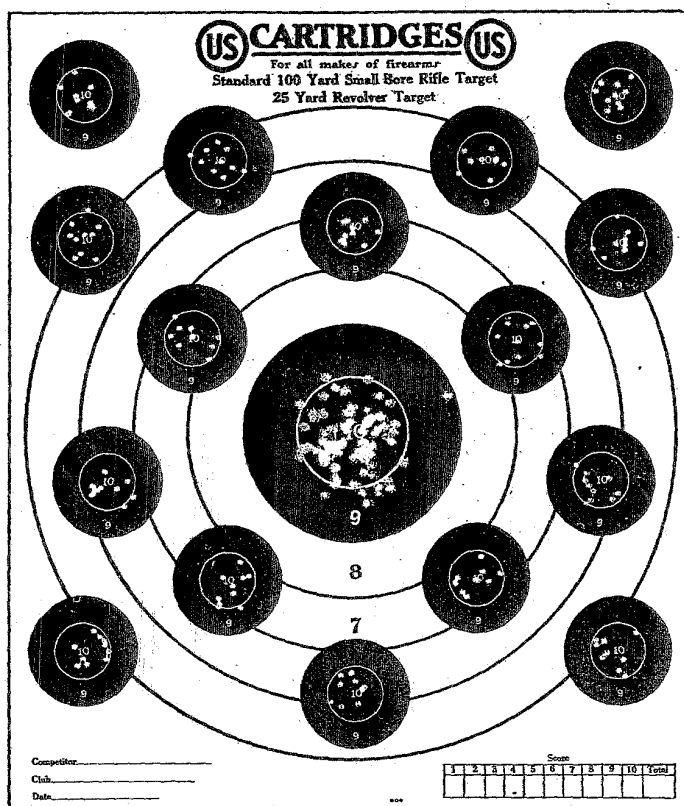
On March 19, at the end of the 10th match, Mr. Coons was awarded the championship. Details later.

Equipment used by Mr. Coons. Barrel, Pope.
Sight, Telescopic
Ammunition,



.22 N. R. A.

Long Rifle Lesmok Cartridges



Have You Ever Seen a Finer Collection of 100-Yard Targets?

Here are all the "possibles" which recently secured for W. J. Coons of the Arlington (N. J.) Rifle and Pistol Club, the Metropolitan Rifle Championship. The center one is a composite of his entire eight targets shot in the sixth match.

Conditions of the matches were: Any rifle, any sight; any ammunition with reduced load; trigger pull—any except set trigger; distance, 100 yards; target—Standard American Small Bore 100-yard target; position—prone, no artificial rest; 10 shots to be fired on each target; ten matches, re-entry allowed, greatest number of "possibles" to decide the winner.

Up to the sixth match Mr. Coons did not have a

"possible" to his credit. He was in 23rd place. Changing his ammunition to US N. R. A. Cartridges he made four "possibles" and three 99's in succession and jumped to first place—in a single night.

During the remaining four nights of the tournament Mr. Coons kept up the pace he had set in the sixth match. When the final scores were recorded he had 16 "possibles" to his credit—a record for .22 ammunition.

He fired 379 consecutive shots without going outside the 9 ring. Mr. Coons used a Pope barrel with a telescopic sight and US .22 N. R. A. Cartridges.

US .22 N. R. A.
Long Rifle Lesmok Cartridges



Here is 11 year old Tom Riley of Dayton, Ohio. We have a collection of fifty-five 4-shot, 75-foot successive targets shot by Master Tom. We are told they are typical of his usual shooting; of the fifty-five 41 are possible.

"That Isn't US N. R. A.— It Hit in the Eight Ring."

That is what Tom Riley of Dayton, Ohio, said to his father when he fired another make of .22 ammunition.

Tom is but 11 years old but he can shoot like a fiend. He fired 220 US N. R. A. Cartridges. 206 went straight in the groove—14 found their way into the nine ring. The remarkable score of 2186 out of a possible 2200 is to his credit.

His father wrote us saying:

"Remember—he cannot shoot any cartridge but the

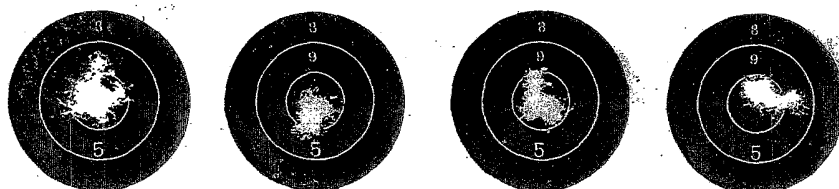


.22 N. R. A.

Long Rifle Lesmok Cartridges

This advertisement appeared in Arms and the Man May 1, 1921

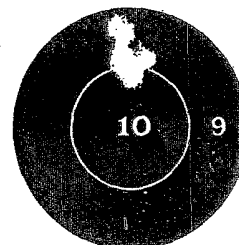
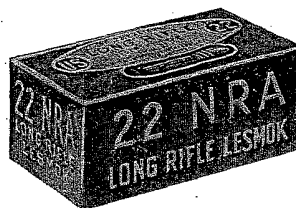
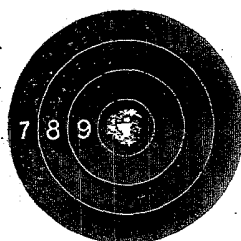
0000-NLI-000017056



FOUR "POSSIBLES"—75 FEET

These four targets are the "possibles" made by Dr. C. E. House on the Bay State School of Musketry Range, Boston, Mass.

Using a rifle equipped with iron sights, Dr. House fired 20 US N. R. A. Cartridges, holding each shot in the 10 ring.



Five Shots—at 75 Feet

This "possible," shot at 75 feet, was made by Mr. Jack Derville, of Butte, Montana, who says:

"I'll admit one has to hold to keep in the 10 ring—you also have to have the ammunition. This I have found only in US .22 N. R. A. Cartridges."

US RIM-FIRE cartridges are now made with a new priming mixture which will lengthen the life of your rifle by minimizing erosion and corrosion.

This applies to all N. R. A's Longs and Shorts of our manufacture.

In one case we took a rifle with a history of 500 shots and at 50

yards fired 25 targets of 10 shots each. The radius of the group was .43 of an inch. 123,000 shots were then fired through the same barrel and the test repeated—another 25 targets of 10 shots each. The radius of this second group was .60 of an inch. At 50 yards a radius of .60 of an inch is a good showing for any rifle. After a history of 123,000 shots, it is remarkable.

Grouped—at 50 Yards

Here is a group, shot with US N. R. A. Cartridges, by Mr. S. E. Kuntz, of Spokane, Washington.

This group should have been a "possible"—but due to a slight elevation in sighting his rifle, Mr. Kuntz scored a 48.

US .22 N. R. A.
Long Rifle Lesmok Cartridges



YOUR RIFLE — Be Good to It

A little pitting or a little wear may spell the difference between a hit and a miss, a winning score or a losing one, a full game bag or an empty one.

Pitting is caused by rust and wearing away—due primarily to the injurious priming mixtures that have always been used. Frequently a good rifle barrel has been ruined by a few thousand rounds.

We have developed a rim-fire priming such as rifle-men have always hoped for but never expected to get. It minimizes rust and erosion.

In one case we fired 25 targets of 10 shots, each at 50 yards with a new rifle, securing a group with a radius of .43 of an inch.

After firing the same rifle 123,000 times we repeated the test and the group this time had a radius of .60 of an inch. That is a good group for any rifle. After 123,000 shots it is remarkable.

For the sake of your rifle, use US rim-fire cartridges. Supplied in all the popular styles and sizes.

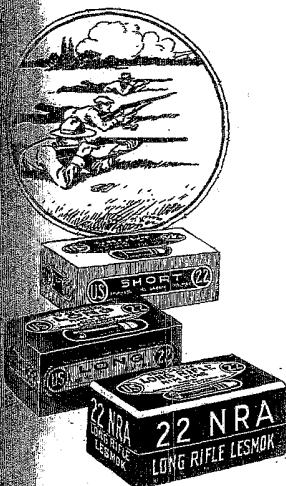
UNITED STATES CARTRIDGE COMPANY
2201 Trinity Building, N. Y.

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

US CARTRIDGES
For all makes of firearms

This advertisement will appear in—ARMS & THE MAN June 1, 1921

0000-NLI-000017058



Here's where good cartridges count most

A close contest—every man a crack shot—the difference in the final result is a matter of a hair's breadth. That's where the accuracy of the US Cartridge may mean the difference between winning and losing.

And to achieve accuracy, the rifle must of course be kept in good condition. The priming in US Rim-Fire cartridges does not foul the barrel nor "pit it". We have one rifle that has fired 250,000 shots, and it is in better shape than some

rifles after 5000 shots with other ammunition.

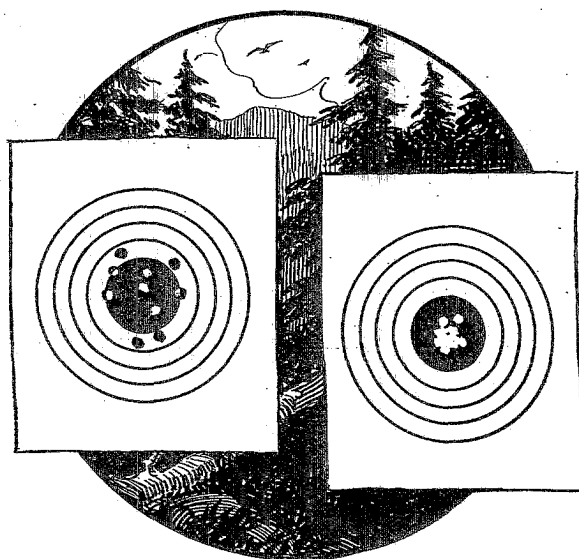
All US Rim-fires—including the N.R.A., which was used in winning the world's championship—are made with this non-fouling, non-erosive priming. It adds thousands of rounds to the life of a rifle.

If you have never tried US Cartridges, buy a box. Use them, and if they are unsatisfactory in any way, the dealer will return your money.

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

US CARTRIDGES
For all makes of firearms

This advertisement will appear in the following:—ARMS AND THE MAN—JUNE 15, 1921



Poor Priming Ruins a Rifle

Two targets, both by the same rifleman. One with a clean, smooth barrel, the other with a barrel which had been "pitted" by the priming in the cartridges.

The priming in most cartridges leaves a rust-attracting residue. This rust digs tiny holes all along the bore and gives the bullet a bumpy path from breech to muzzle.

The slightest inaccuracy in the rifle is multiplied many times on the target.

The priming in US Rim-Fire Cartridges (including the famous .22 N. R. A. Long Rifle) does not attract rust. It does away with excessive "pitting". It helps your rifle to remain accurate.

For the sake of your rifle, use US Rim-Fires. Money back if not satisfied.

UNITED STATES CARTRIDGE COMPANY, 111 BROADWAY, N. Y.

US CARTRIDGES
For all makes of firearms

This advertisement will appear in the following:—ARMS AND THE MAN—July 1, 1921 also Astor.

0000-NLI-000017060

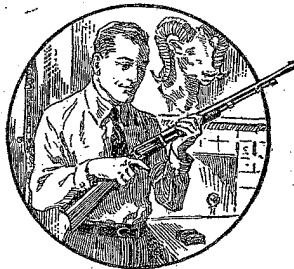
This Priming Won't Ruin Your Rifle

Your rifle is your friend. You treat it as something more than cold metal and wood. You couldn't sleep if you had used it and not cleaned it thoroughly.

Buy only US Cartridges. They have a special non-fouling, non-erosive priming. Every expert knows that ordinary priming causes rust and in time digs little "pits" that destroy the accuracy of the bore.

If you value your rifle, treat it well. Give it the ammunition that will protect it from the ravages of rust. Money back if not satisfied with US Cartridges.

The National Capital Rifle Club of Washington, D. C., recently won the National Rifle Association Small Bore Championship Match. The team was composed of Messrs. W. R. Stokes, R. C. Stokes, C. E.



Stodter, F. W. Artois, G. R. Trimble, S. T. Middleton, H. C. Espey, C. W. Meyer, C. D. Perkins, J. M. Barry.

Mr. Stokes wrote us as follows:

US CARTRIDGES
For all makes of firearms

Washington, D. C.

United States Cartridge Company,
New York, N. Y.

Gentlemen:

Knowing that you are always interested in the many fine performances of the US N. R. A. .22 cartridge, I know that it will please you to learn that our local club, the National Capital Rifle Club, depended solely upon this ammunition in winning the recent N. R. A. outdoor small bore championship match. Last year our club members experimented with ammunition during the shooting of the match with the result that everyone finally decided in favor of US N. R. A. as the most accurate, uniform, and clean-shooting ammunition obtainable. The wisdom of our choice has been most gratifyingly justified.

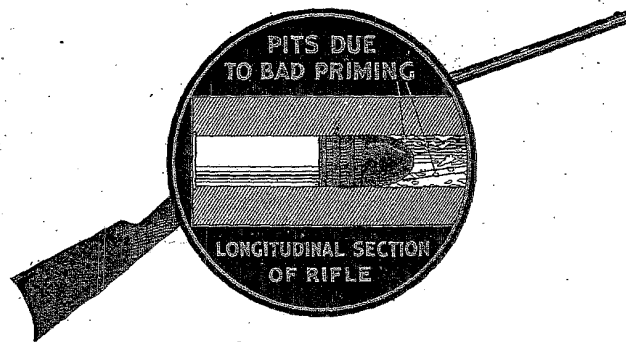
Sincerely yours,

Signed: W. R. Stokes.

This advertisement appeared in Arms and the Man July 15, 1921

0009-NLI-000017061

US CARTRIDGES AND SHELLS



What Poor Priming Does To Your Rifle Barrel

It eats away the smooth surface, digs little "pits," and ruins the accuracy of the barrel.

Through fifty years of effort the US Cartridge Company has developed a priming that minimizes the effect on the rifle barrel. The famous N. R. A. .22 and all US Rim-Fires are made with this priming.

It means a longer, a much longer, life for your rifle. With most ammunition, rifle barrels become inaccurate very quickly. The US Cartridge Company has a rifle which has fired 250,000 US Cartridges and is still fairly accurate.

Be good to your rifle. Keep it clean—which is easy if you use only US Cartridges.

Money back if not satisfied.

UNITED STATES CARTRIDGE COMPANY

2201 Trinity Building

New York, N. Y.

1921 VICTORIES

Among the important wins this year with US .22 N. R. A. Long Rifle cartridges are the following:

High Individual Score—Indoor, National Rifle Association Matches—
Won by L. Nuesslein.

High Team Score—Outdoor, National Rifle Association Matches—
Won by National Capitol Rifle Club.

High Individual Team Score—Outdoor, National Rifle Association Matches—
Won by W. R. Stokes.

High Individual Score—Outdoor, Long Range, National Rifle Association Matches—
Won by Paul A. Shepherd.

Astor Cup—National Rifle Association Matches—
Won with perfect score by Central High School, Washington, D. C.

This advertisement appeared in Arms and the Man August 1, 1921

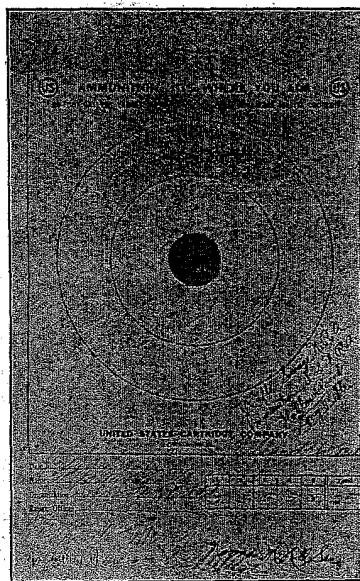
0000-NLI-000017062



The Crack Shot Uses **US** Cartridges

He wants accuracy and sure-fire cartridges, but he knows that a fouled or pitted rifle barrel will throw even the best cartridge off enough to make the difference between winning and losing a match. All US Rim Fires, including the famous N. R. A. Long Rifle 22s, which have been used by the winners in so many contests, are made with a new priming that eliminates most of the fouling and wear in the barrel.

For the sake of your rifle use US Cartridges. They will add thousands of rounds to its life, and incidentally do all that ammunition can do to keep your marksmanship in the expert class.

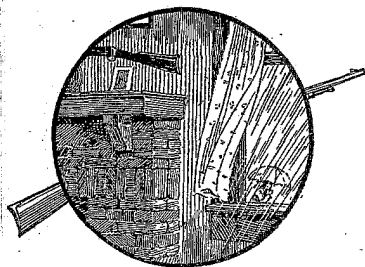


Reproduction in 1/4 size of target shot at sixty feet by Hamilton M. McLeod of the Jacksonville Rifle Club on July 26, 1921, with US .22 N. R. A. Hollow-point cartridges.

US CARTRIDGES AND SHELLS

This advertisement appeared in Arms and the Man August 15, 1921

0000-NLI-000017063



US CARTRIDGES
For all makes of firearms

At Wakefield, Mass.

The Pfaff 1,000-yard Match won by Sergt. Frank H. Kean of the Massachusetts State Rifle Team.
The McKenzie 600-yard Match won by Sergt. George M. Jeffs of the Massachusetts State Rifle Team.
These men shot US 180-grain Palma long range cartridges.

**Does Your Rifle Barrel Say
to Rust "Please Come In?"**

If, even though you always clean your rifle before putting it away, there is a tendency for rust to eat tiny "pits" in the barrel, the trouble is caused by the ammunition you use. The priming in such ammunition attracts rust. All US Rim-Fires (including the famous .22 N. R. A.) are now made with a special, non-fouling, non-erosive priming that adds thousands of rounds to the life of a rifle.

Be good to your rifle. Help it to fight rust. Use only US Cartridges. Money back if not satisfied.

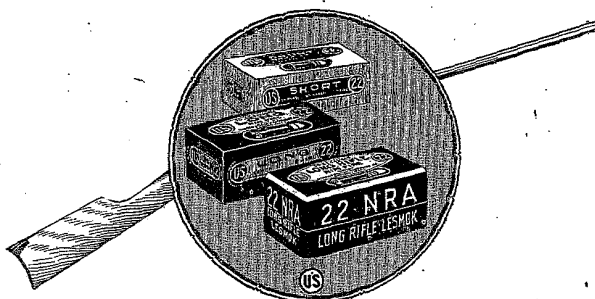
United States Cartridge Company

111 Broadway

New York, N. Y.

This advertisement appeared in Arms and the Man September 1, 1921

0000-NLI-000017064



Your Rifle's Life is Measured by the Priming in the Cartridge

Every shot has some effect on the barrel. If you use a cartridge with an ordinary priming, the fouling attracts rust and digs little pits in the surface of the barrel. Coarse priming will scratch and wear the barrel.

These destroy accuracy, make the rifle hard to clean and keep clean, and eventually "wear out" the bore.

We have developed a priming for cartridges which minimizes the effect on the barrel. This priming is in the famous N. R. A. .22s and all US Rim-Fires. A rifle lasts longer at the time when it is most valuable—that is, when you have had it long enough to know it and regard it with real affection.

Be good to your rifle. Use only US Cartridges. Money back if not satisfied.



Used in 9 out of 11 Small-Bore Wins

At Sea Girt during the Small Bore Competitions the winners of nine of the eleven scheduled matches shot US .22 N. R. A. cartridges.

The following matches were all won with US .22 N. R. A. cartridges.

SMALL BORE PALMA TEAM MATCH

1st place, Brooklyn (N. Y.) Rifle Club, 2nd Team
2nd place, Brooklyn (N. Y.) Rifle Club, 1st Team
4th place, Arlington (N. Y.) Rifle and Pistol Club
5th place, Manhattan (N. Y.) Rifle and Revolver Club
6th place, Brooklyn (N. Y.) Rifle Club, 3rd Team
7th place, Brooklyn (N. Y.) Rifle Club, 4th Team

N. R. A. TEAM MATCH

1st place, Brooklyn (N. Y.) Rifle Club
2nd place, Brooklyn (N. Y.) Rifle Club
5th place, Camden (N. J.) Rifle Club

SEA GIRT SMALL BORE CHAMPIONSHIP

1st place, J. Renew, Utica, N. Y.
2nd place, C. H. Johnson, Philadelphia

INDIVIDUAL SMALL BORE PALMA

1st place, W. Moeck, Arlington (N. J.) Rifle Club
3rd place, L. H. Coons, Arlington (N. J.) Rifle Club
4th place, R. H. Green, Arlington (N. J.) Rifle Club
5th place, L. J. Miller, Brooklyn (N. Y.) Rifle Club

SMALL BORE SPENCER MATCH

1st place, L. J. Miller, Brooklyn (N. Y.) Rifle Club
5th place, C. S. Landis, Wilmington, Del.

LONG RANGE RE-ENTRY MATCH

1st place, L. J. Miller, Brooklyn (N. Y.) Rifle Club
Tie for 3rd, Commander H. C. Roesch, U. S. N.—J. L. Renew, Utica, N. Y.

MID RANGE RE-ENTRY MATCH

1st place tied by C. H. Johnson, Philadelphia (Pa.) Rifle Association
2nd place tied, L. H. Coons, Arlington (N. J.) Rifle Club, J. H. Sturge, Hackensack, N. J.

SHORT RANGE RE-ENTRY MATCH

1st place, Commander H. C. Roesch, U. S. N.
4th place, J. H. Sturge, Hackensack, N. J.
5th place, C. A. Skogg, Old Guard, N. Y.

EISNER ONE HUNDRED YARD MATCH

1st place, L. J. Corsa, Brooklyn (N. Y.) Rifle Club
2nd place tied by F. W. McCollum, East Orange (N. J.) Rifle Club
3rd place tied by C. H. Johnson, Philadelphia (Pa.) Rifle Association

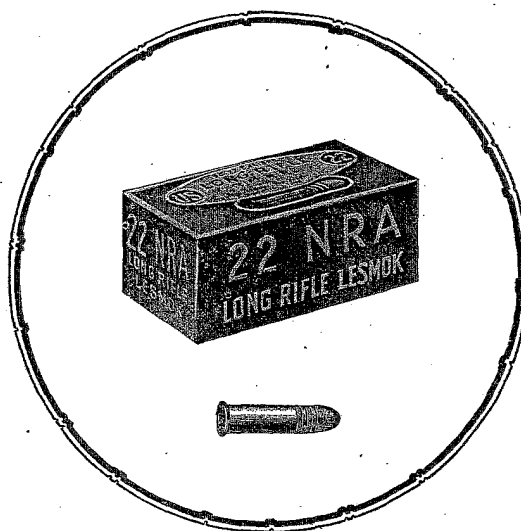
N. R. A. SMALL BORE

2nd place, J. H. Sturge, Hackensack, N. J.
3rd place, T. Garvine, New York City

SHORT RANGE MATCH

3rd place, W. J. Coons, Arlington (N. J.) Rifle Club
4th place, P. M. Lahm, Manhattan Rifle and Revolver Club
5th place, C. H. Johnson, Philadelphia (Pa.) Rifle Association

US CARTRIDGES AND SHELLS



When You Buy N. R. A. Cartridges Look for the Make as Well as the Name

During the war, we developed a Long Rifle Lesmok cartridge of unprecedented accuracy at ranges of from 50 to 250 yards.

This cartridge seemed particularly well adapted to the needs of expert riflemen. These are the men who form the backbone of the National Rifle Association. So we named this cartridge the US .22 N. R. A. It seemed an especially suitable name.

Apparently other people agreed with us in that; for after spending some three years of time and many thousands of dollars popularizing the name and telling the riflemen about the cartridge we notice that others have appropriated the same designation—"N. R. A."—for a cartridge of the long rifle style.

The US .22 N. R. A. is the original .22 Long Rifle cartridge developed for long range work. Not only is it

exceptional in its uniformity, accuracy and penetration; but it is made with priming that is practically non-rusting and non-pitting and that will greatly prolong the life of your barrel.

We are convinced that the US N. R. A. cartridge has not been equalled. We do not think it is likely to be equalled. If it can be improved upon, you may be sure we will do the improving.

Under the circumstances, we feel that we owe it to our friends—to those thousands who have come to associate the name "N. R. A." with a certain highly-developed cartridge of our make—to warn them of the possibility of confusion and the need for making sure that the US name and trademark appears on the box when they ask for N. R. A. cartridges.

UNITED STATES CARTRIDGE CO.

111 BROADWAY

NEW YORK, N. Y.

This advertisement appeared in Arms and the Man October 15, 1921

0000-NLI-000017066

When You Buy N. R. A. Cartridges Look for the Make as Well as the Name

During the war, we developed a Long Rifle Lesmok cartridge of unprecedented accuracy at ranges of from 50 to 250 yards.

This cartridge seemed particularly well adapted to the needs of expert riflemen. These are the men who form the backbone of the National Rifle Association. So we named this cartridge the US .22 N. R. A. It seemed an especially suitable name.

Apparently other people agreed with us in that; for after spending some three years of time and many thousands of dollars popularizing the name and telling the riflemen about the cartridge we notice that others have appropriated the same designation—"N. R. A."—for a cartridge of the long rifle style.

The US .22 N. R. A. is the original .22 Long Rifle cartridge developed for long range work. Not only

is it exceptional in its uniformity, accuracy and penetration; but it is made with priming that is practically non-rusting and non-pitting and that will greatly prolong the life of your barrel.

We are convinced that the US N. R. A. cartridge has not been equalled. We do not think it is likely to be equalled. If it can be improved upon, you may be sure we will do the improving.

Under the circumstances, we feel that we owe it to our friends—to those thousands who have come to associate the name "N. R. A." with a certain highly developed cartridge of our make—to warn them of the possibility of confusion and the need for making sure that the US name and trademark appear on the box when they ask for N. R. A. cartridges.

UNITED STATES  CARTRIDGE CO.

111 BROADWAY

NEW YORK, N. Y.

November 1 - 1921

BETTER COOLING

II

Time Element in Cooling—Direct and Indirect Surfaces

By A. Ludlow Clayden

WATER COOLED engines are really air cooled in the last analysis, the water merely acting as a carrier to take heat from the cylinders and give it up to the air.

The quickest way to cool water is to spray it into the air in the finest possible spray. The next best way is to run it into a very large, very shallow tank, and let air blow over it. These methods are good because they bring the hot water into *direct* contact with the cool air.

Of course this is not practical for automotive engine cooling, but the function of a radiator is to cool the water as fast as possible and it should, therefore, imitate the ideal condition as nearly as possible, that is, it should bring the water as nearly as possible into *direct* contact with the air.

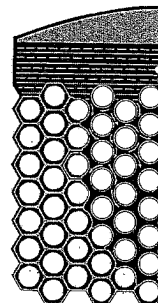
All radiators have metal separating

used is the same sixty-six square inches.

Indirect Cooling Requires More Metal

In the second case *half* the surface will be as hot as the water. The added strips of metal will be as hot where they touch the tank proper, but will be cooler and cooler as their outer edges are approached. So the *average* temperature of the whole of the metal will be below that of the water and the *rate* of cooling will be slower. To get the same rate of cooling from both tanks, Fig. 2 would have to have more metal in it as it would have to have a greater total surface.

In the Cartridge core all the metal forming the tubes is in contact with the water on one side and swept by the air on the other. *All* the metal



Water in a Cartridge Core Radiator Is Free to Flow in All Directions. It Cannot Clog.

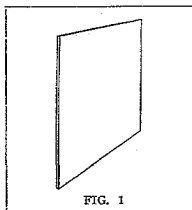


FIG. 1

the air and water. The heat flows into the metal from the water and is taken out of the metal by the air. The air cools the metal and the metal cools the water.

The Maximum Rate of Cooling
Now the *rate* of cooling depends

upon the difference of temperature between the air and the metal it cools. For a given air temperature the hotter the metal is, the faster heat will be extracted from it. Thus we have the maximum *rate* of cooling when all the metal in the radiator is as hot as the water.

In Fig. 1 is shown a cubic inch of water in a plain tank thirty one-thousandths of an inch thick. The tank will have a surface of sixty-six square inches, and all its surface will be as hot as the water in it.

Fig. 2 shows a cubic inch of water in a tank of half the linear dimensions but with strips of metal attached to it so that the total amount of metal

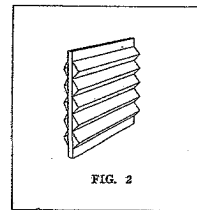
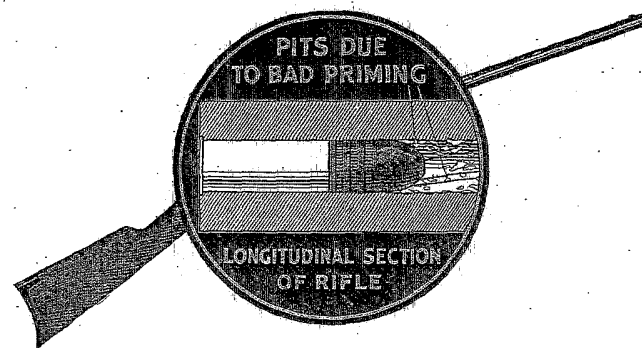


FIG. 2

is as hot as the water and the *rate* of cooling is as great as though no metal interposed between water and air, the time taken in conduction thru six one-thousandths of an inch of copper being almost nothing.

UNITED STATES  CARTRIDGE CO.
LOWELL MASS.

Cartridge
CORES



Don't Send Your Barrel to the Scrap Heap

Shooting ordinary cartridges thru an accurate barrel is almost as disastrous as leaving it out in the rain.

The chemical action of old-type priming causes the barrel to rust and pit, thus destroying its accuracy.

Shoot only US Rim-Fires and save your barrel from going to the scrap heap. These cartridges are primed with a special priming mixture that is practically non-fouling and non-erosive. US Rim-Fires will add thousands of rounds to the life of your prized barrel.

UNITED STATES  CARTRIDGE CO.

11 BROADWAY

NEW YORK, N. Y.



Test Them Yourself—

A GROUP of shooting enthusiasts, here in New York, decided to test all makes of .22 cartridges in order to prove for themselves which was really the best.

They purchased several hundred rounds of all makes at the Sea Girt matches, Camp Perry matches and other points, so they could obtain many different lots.

Shooting five targets, ten shots each, of each lot and making the groups were compared. The U. S. .22 N. R. A. Long Rifle Lesmok cartridge was found to excel all others in both uniformity and grouping.

The priming used in U. S. Rim-fire cartridges will minimize the wear on the sharp edges of the rifling of your barrel.

Add thousands of rounds to the life of your barrel by using only U. S. Rim-fires. They are practically non-erosive and non-fouling.

Buy a box today—your money back if not satisfied.

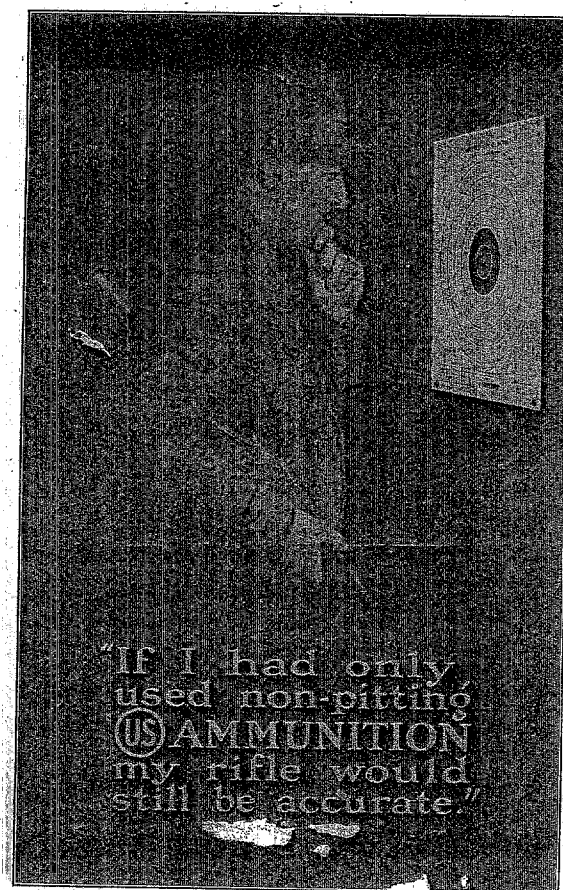
UNITED STATES  CARTRIDGE CO.

111 Broadway

New York, N. Y.

This advertisement will appear in the following—ARMS & MAN—December 1, 1921

0000-NLI-000017070



This advertisement appeared in December 15th issue of ARMS AND THE MAN.

0000-NLI-000017071



Money-Back Cartridges

You will never need to use the money-back guarantee that goes with U. S. .22 N. R. A. Long Rifle Lesmok Cartridges as with all other U. S. Ammunition.

But the giving of this guarantee—the broadest ever made on am-

munity—satisfies you that we stand back of every box of cartridges we sell.

For speed, accuracy, and punch, the .22 N. R. A. is a revelation to users of rim-fire cartridges—but, your money back if you say so.



Our unlimited money-back guarantee is based upon our certain knowledge that U. S. Ammunition is accurate and uniform.

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

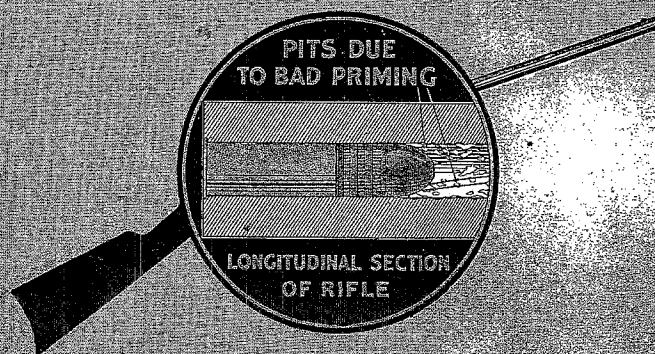
General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Kingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This advertisement appears in the following publications:

National Sportsman, March; Field and Stream, March; Outers' Recreation, February; Hunter-Trader-Trapper, February; Outdoor Life, March.

0000-NLI-000017072

US CARTRIDGES AND SHELLS



What poor priming does to your rifle barrel

The priming in most cartridges leaves a rust-attracting residue. This rust digs tiny holes all along the bore and gives the bullet a bumpy path from breech to muzzle.

The slightest inaccuracy in the rifle is multiplied many times on the target.

Through fifty years of effort the U. S. Cartridge Company has developed a priming that minimizes the effect on the rifle barrel. The famous N. R. A. 22 and all US Rim-

Fires are made with this priming.

It means a longer, a much longer, life for your rifle. With most ammunition, rifle barrels become inaccurate very quickly. The U. S. Cartridge Company has a rifle that has fired 250,000 US Cartridges and is still fairly accurate.

Be good to your rifle. Keep it clean—which is easy if you use only US Cartridges. We sell all popular styles and sizes. Money back if not satisfied.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Dealer, American National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco, United Lead Company, New York, Philadelphia, Newark, Jersey City, and Oil Company, Pittsburgh, James Robertson Lead Co., Baltimore, Hingston Smith Arms Co., Winnipeg, John Ballantyne & Co., Toronto.

This is typical of our advertisements which are appearing regularly in colors in *Field and Stream*, *Forest and Stream* and *Outdoor Life* and in black and white in *Outers Recreation* and *Baseball* magazine.

This advertisement will appear in
Field and Stream—Aug.
Forest and Stream—Sept.
Outdoor Life—Sept.
Outers Recreation—Sept.
Baseball Magazine—Oct.

(This proof will attract attention if pasted in a display window)

0000-NLI-000017073

US CARTRIDGES AND SHELLS



Major Dooley Studying Effects of Cartridge Priming

It is the priming that kills a rifle's accuracy. The priming ordinarily used in rim-fire cartridges causes the rifle bore to rust and pit. That gives the bullet a bumpy path from breech to muzzle and you can't get accuracy under those conditions.

Tests of every kind have proved that the recently developed priming used in the famous N.R.A. 22s and all other US

Rim-Fire Cartridges eliminates the chief cause of excessive pitting and erosion.

Of course the rifle must be regularly cleaned as usual.

Be good to your rifle. Shoot US Rim-Fire Cartridges regularly. Your scores will improve and your rifle will stay in good condition.

Money back if you're not satisfied.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.



Here's where good cartridges count most

A close contest—every man a crack shot—the difference in the final result is a matter of a hair's breadth. That's where the accuracy of U. S. Cartridges may mean the difference between winning and losing.

U. S. Rim-Fires win most of the important 22-calibre contests. The priming in these cartridges does not foul the barrel nor "pit" it. We have one rifle that has fired 250,000 shots and is in better shape than some rifles

after 5,000 shots with other ammunition.

All U. S. Rim-Fires—including the N. R. A., which was used in winning the world's championship—are made with this non-fouling, non-erosive priming. It adds thousands of rounds to the life of a rifle.

If you have never tried U. S. Cartridges, buy a box. Use them and if they are unsatisfactory in any way, the dealer will return your money.

UNITED STATES CARTRIDGE CO., 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Kingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

US CARTRIDGES AND SHELLS

This is typical of our advertisements which are appearing regularly in color in *Field and Stream*, *Forest and Stream* and *Outdoor Life* and in black and white in *Outers Recreation* and *Baseball* magazine.

This advertisement will appear in
Field and Stream—Oct.
Forest and Stream—July
Outdoor Life—Aug.
Baseball Magazine—Aug.
Outers Recreation—Aug.

(This proof will attract attention if pasted in a display window)

0000-NLI-000017075



For the Man Who Shoots .22 Cartridges

Here is an exceptional .22-calibre Long Rifle cartridge. It will outshoot anything of its size at 25 yards or at 250 yards. In a recent official test, it developed an extreme range of 1400 yards.

US CARTRIDGES
For all makes of firearms

The best small-bore marksmen in the country are using this cartridge. The American Olympic Small-Bore Rifle Team took a supply to Antwerp. In England and in Sweden, the winners of the biggest shooting competitions are depending on it.

Try this cartridge. If your dealer hasn't it in stock, he can get it. If for any reason, you don't like it, your money will be refunded.

Made with solid bullet for target use and hollow-point bullet for hunting.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This advertisement appears in the following publications:

National Sportsman—Sept.
Hunter, Trader and Trapper—Sept.
Forest and Stream—Oct.

Field and Stream—Nov.
Outers, Recreation—Oct.
Outdoor Life—Feb.

All Sizes
and Styles



Rifle

y. The priming ordi-
rifle bore to rust and pit.
ech to muzzle, and you

DGES

firearms

the rifle must be regularly
usual.

to your rifle. Shoot US
artridges regularly. Your
improve and your rifle will
condition.

ack if you're not satisfied.

COMPANY

10, Cleveland, Chicago, St. Louis,
Philadelphia; National Lead and
ore; Hingston-Smith Arms Co.,

Smokeless and
Black Powders
Waterproof



Money-Back Shot-Shell

Any time you've a fault to find, just take back the
unused part of the box. Your dealer will refund for the
whole box. He knows we'll refund in full to him.

US THE BLACK SHELLS
Smokeless and Black Powders

We make this unlimited money-back guarantee be-
cause we know that The Black Shells will please you.

UNITED STATES CARTRIDGE COMPANY
111, Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis,
Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and
Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co.,
Winnipeg; John Hallam, Ltd., Toronto.

*All Sizes
and Styles*



Be Good to Your Rifle

It is the priming that kills a rifle's accuracy. The priming ordinarily used in rim-fire cartridges causes the rifle bore to rust and pit. That gives the bullet a bumpy path from breech to muzzle, and you can't get accuracy under those conditions.

US CARTRIDGES
For all makes of firearms

Tests of every kind have proved that the recently developed priming used in the famous N. R. A. 22s and all other US Rim-Fire Cartridges eliminates the chief cause of excessive pitting and erosion.

Of course the rifle must be regularly cleaned as usual.

Be good to your rifle. Shoot US Rim-Fire Cartridges regularly. Your scores will improve and your rifle will stay in good condition.

Money back if you're not satisfied.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

Mon

Any tin
unused p
whole box

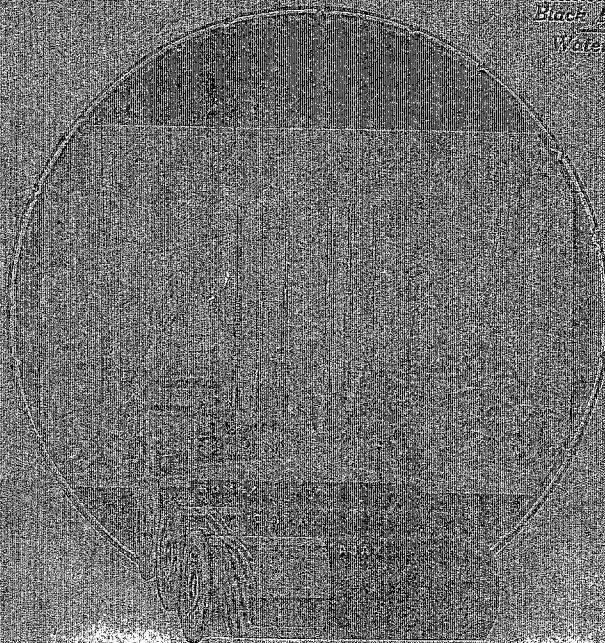
We m
cause we

General Selli
Cincinnati, San
Oil Company,
Winnipeg; Joh

*Field and Stream—September 1921
Outer's Recreation—October 1921*

0000-NLI-000017078

Smokeless and
Black Powders
Waterproof



Money-Back Shot-Shells

Have you seen one of The Black Shell displays which have attracted much attention at sporting goods and hardware stores everywhere?

Behind these displays you can find The Black Shell and dealers who make good on a money guarantee.

You can obtain The Black Shell in black or smokeless powder, whichever you prefer, and you make your own lead for any kind of shooting.

And if, for any reason you don't like them, your money will be refunded without question.

THE BLACK SHELLS
Smokeless and Black Powders

The Black Shells have the speed; and they are so uniform in power, so entirely waterproof, and so accurately gauged that gunners can rely upon them.

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York
General Sales Agents: National Lead Company, Boston; Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco, Detroit, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; J. H. Robertson, New Orleans; Baltimore, Algonquin, South Anna Co., Virginia; John Hallam, Ltd., London.

The advertisements with minor changes will appear in the following publications:
Sportsman—November, National Sportsman—December,
Game Recreation—December, Forest and Stream—January.

0000-NLI-000017079

220

less and
Powders
erproof

lls

k the
or the
im.

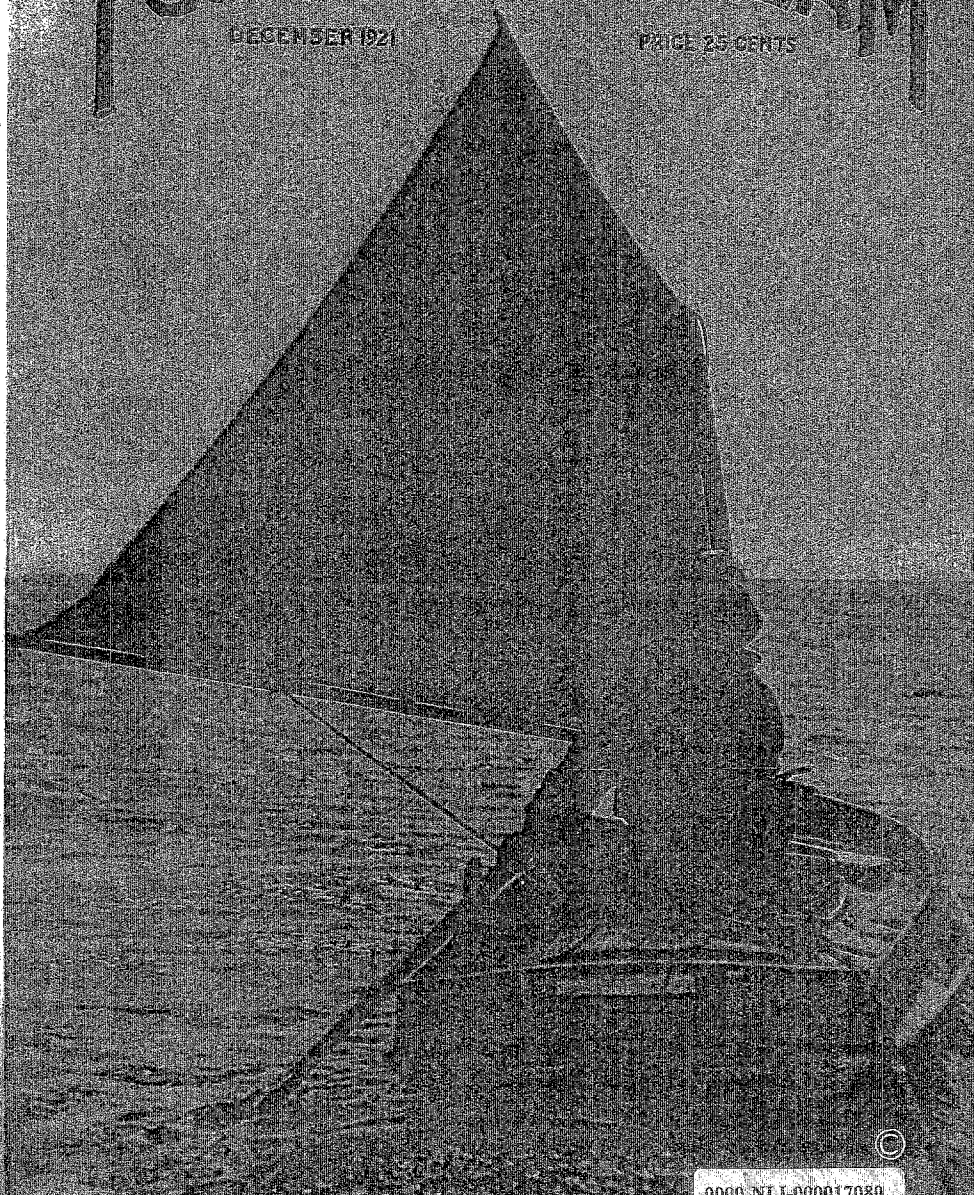
antee
lease

icago, St.
National
don-Smidt

FOREST AND STREAM

DECEMBER 1921

PRICE 25 CENTS



0000-NLI-000017080



*Smokeless and
Black Powders
Waterproof*

Money-Back Shot-Shells

Any time you've a fault to find, just take back the unused part of the box. Your dealer will refund for the whole box. He knows we'll refund in full to him.

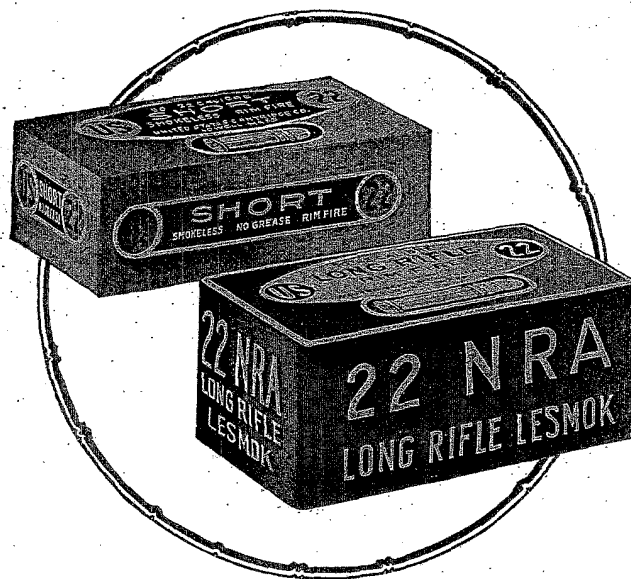
US THE BLACK SHELLS
Smokeless and Black Powders

We make this unlimited money-back guarantee because we know that The Black Shells will please you.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

FOREST
DECEMBER



Tell your customers about this priming

Tell them it is non-fouling, non-erosive—that this priming is in the famous N.R.A. 22 and all US Rim Fires.

Tell them it will keep their rifles accurate for a longer time—that it will do away with excessive rust, pitting, and wear in the barrel.

You'll find that your customers will thank you for information like this. After all, when a man buys an

expensive piece of mechanism like a rifle, isn't he entitled to any suggestions you can give him regarding the care of that rifle?

Tell your customers, too, that US Rim Fires have won the big contests (including the world's championship at the Olympic Games).

Let them know there is a money-back guarantee on every box of

**US CARTRIDGES
AND SHELLS**

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

This is typical of our advertisements which are appearing regularly in *Hardware Age*. This one is reproduced from the issue of July 28.

0000-NLI-000017082



This priming will sell cartridges

Tell your ammunition customers of the new priming in all US Cartridges—a non-fouling, non-erosive priming that will protect their rifles from the effects of rust.

Explain the effects of ordinary cartridge priming on a rifle barrel. Let them know it leaves a rust-attracting coating in the bore—rust that digs tiny holes in the barrel and gives the bullet a bumpy path from breech to muzzle.

Show them that the slightest inaccuracy in the rifle is multiplied many times on the target—that to keep their rifles in good enough condition to make accurate shots they should use US Cartridges.

Then tell them that a "money back if not satisfied" guarantee is given with every box of US Cartridges.

That is the kind of service that will make friends for you—and keep them.

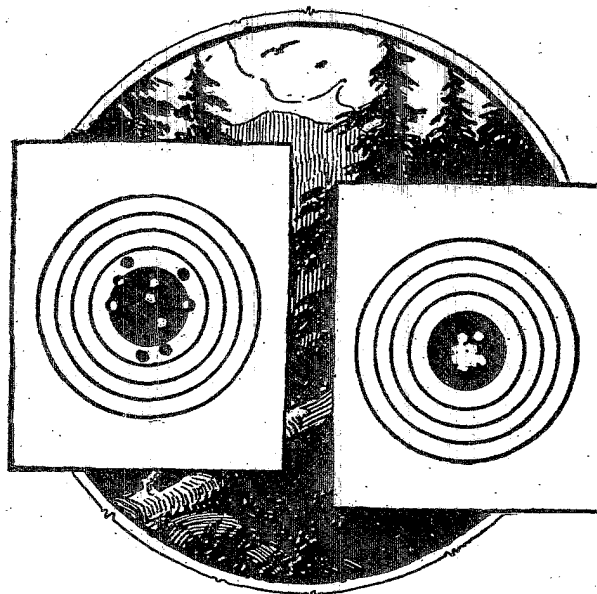
UNITED STATES CARTRIDGE CO., 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

US CARTRIDGES AND SHELLS

This advertisement appears in the following:—HARDWARE AGE—Aug. 11, 1921

0000-NLI-000017083



These Targets mean Something to YOUR Customers

They were made by the same marksman. In one instance, he used a rifle that was pitted and rusted because of the priming used in the cartridges. In the other rifle, the bore was smooth and not eaten away in spots.

The targets tell what rifle condition means to accurate shooting.

Explain this to your customers. Then tell them that US Cartridges (including the famous .22 N. R. A. Long Rifle) are

made with a non-fouling, non-erosive priming that does not leave the rust-attracting residue.

For the sake of their rifles—for more accurate shooting—urge them to use US Cartridges. It's a service a dealer owes to his customers. It's a service that will make friends and keep them.

Remind them, too, that there is a "money back if not satisfied" guarantee on all US Cartridges.

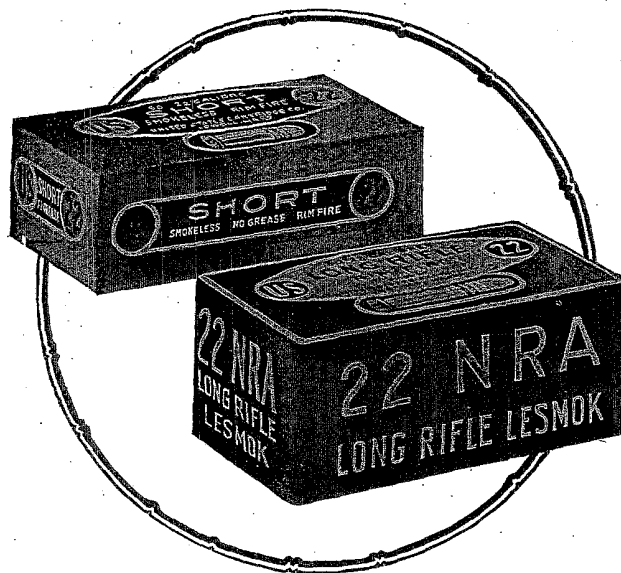
UNITED STATES CARTRIDGE CO., 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Winnipeg; John Hallam, Ltd., Toronto.

US CARTRIDGES AND SHELLS

This advertisement will appear in—HARDWARE AGE issue of Aug. 25, 1921

0000-NLI-000017084



Tell your customers about this priming

Tell them it is non-fouling, non-erosive—that this priming is in the famous N.R.A. .22 and all US Rim Fires.

Tell them it will keep their rifles accurate for a longer time—that it will do away with excessive rust, pitting, and wear in the barrel.

You'll find that your customers will thank you for information like this. After all, when a man buys an

expensive piece of mechanism like a rifle, isn't he entitled to any suggestions you can give him regarding the care of that rifle?

Tell your customers, too, that US Rim Fires have won the big contests (including the world's championship at the Olympic Games).

Let them know there is a money-back guarantee on every box of

US CARTRIDGES AND SHELLS

UNITED STATES CARTRIDGE COMPANY, 111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms Co., Windsor; John Holland, Ltd., Toronto.

This advertisement appears in the following:—HARDWARE AGE—September 22, 1921

0000-NLI-000017085

*Smokeless and
Black Powders
Waterproof*



Money-Back Shot-Shells

Any time you've a fault to find, just take back the unused part of the box. Your dealer will refund for the whole box. He knows we'll refund in full to him.

US^{THE} BLACK SHELLS
Smokeless and Black Powders

We make this unlimited money-back guarantee because we know that The Black Shells will please you.

UNITED STATES CARTRIDGE COMPANY
111 Broadway, New York

General Selling Agents: National Lead Company, Boston, Buffalo, Cleveland, Chicago, St. Louis, Cincinnati, San Francisco; United Lead Company, New York, Philadelphia; National Lead and Oil Company, Pittsburgh; James Robertson Lead Co., Baltimore; Hingston-Smith Arms-Co., Winnipeg; John Hallam, Ltd., Toronto.

Outers' Recreation—November 1921
Sporting Goods Journal—October 1921

0000-NLE-000017086

New U. S. Rim-Fire Priming

(US) Rim-Fire Cartridges are now made with a new priming mixture which will lengthen the life of your barrel by minimizing the erosion and corrosion.

There is a barrel in our possession, which after undergoing the severe test of firing 250,000 shots, is still in pretty good condition,

In one case we took a rifle with a history of 500 shots and at 50 yards fired 25 targets of ten shots each. The average radius of the group was .43 of an inch. 123,000 shots were then fired thru the same barrel and the test was repeated—another 25 targets of 10 shots each. The radius of this group

was .60 of an inch. At 50 yards a radius of .60 of an inch is a good showing for any rifle. After a history of 123,000 shots it is remarkable.

We made a test of a different nature. A member of our staff fired 10,000 shots all with one rifle. The barrel was then wiped out with a dry cloth, but was put away *without oiling*—ordinarily a disastrous practice. Three days later we ran ten cleaning patches thru this barrel and it showed no signs of rust. We believe that a priming mixture that will permit such treatment of a barrel goes far beyond the hopes of any pistol, revolver, or rifle enthusiast.

UNITED STATES CARTRIDGE CO.,

2201 TRINITY BUILDING,

NEW YORK, N. Y.

This Advertisement appears in the February issue of the United States Revolver Association Bulletin.

0000-NLI-000017088