



Lead is used by man in almost countless ways. But its most general use is in lead paint. Red lead and white lead are known and used the world over.

Red-lead helps man win the greatest war of all time

THIS war is between man and Nature. What man builds, the forces of Nature try to destroy. Nature is everlastingly striving to return all materials to their original and most stable form. So it has been since the beginning of time.

Man uses in his structures, among other materials, the strongest metal he has—steel. Opposed to it is one of Nature's strongest elements—moisture-laden air. The air attacks this metal which man has won from Nature and tries, by what is known as rusting, to draw it back to its original state. If the metal is left to face the attack alone, it soon weakens. It crumbles—is destroyed.

But few steel structures are permitted to rust rapidly away. Man thwarts nature by protecting his steel with an armor of lead paint. With red-lead he makes a covering through which air and moisture do not penetrate. The life of steel is prolonged indefinitely with this armor of paint derived from the metal lead.

Special protection for hidden surfaces

So from the time steel comes from the mill it should have red-lead protection. Wherever you see a bridge or tank—or any other iron and steel structure—outlined in red against the sky, you know that man is winning another victory

over air and moisture. He holds his own against air and moisture, however, only so long as a perfect protective coating protects the steel.

The red-lead armor must be not only on all exposed surfaces, but especially on surfaces that are hidden after construction. Where steel beams overlap, wherever there are rivets and wherever flooring or other construction makes it almost impossible to repaint regularly, special paint protection is necessary.

Dutch Boy stands all tests

In order to give complete protection to iron and steel, red-lead must be pure. That is why the United States Navy, and so many engineers, contractors and builders, prefer Dutch Boy red-lead. Dutch Boy red-lead is pure and is highly oxidized. It is also ground exceedingly fine. It has stood all tests for durability and economy of application. It makes a hard, tenacious film that is still elastic enough to expand and contract under heat and cold without cracking. It brushes out evenly and has unusual covering power. It gives full and economical protection to the metal surfaces it covers.

Dutch Boy paste red-lead ready for mixing with pure linseed oil comes in the

to browns, greens, black and other dark colors as desired.

Send for free paint booklet

We shall be pleased to send you a booklet, "The Handy Book of Painting," a storehouse of general paint facts and formulas. A section is devoted to the protection of metal surfaces. It tells how to prepare the surface for painting, how to mix and apply the paint. We shall also be glad to give you any specific information on any particular painting problem you may have.

Other Dutch Boy Products

IN the famous Dutch Boy series of products, besides red-lead, there are white-lead, flaking oil, solder, linseed oil and babbit metals.

National Lead Company, in addition, makes lead products for practically every purpose to which lead can be put in art, industry, and daily life. Among these products are litharge, sheet lead, lead bars, lead cables, lead pipe, and lead tubing.

If you desire specific information about any of these or other uses of lead, write to our nearest branch.

NATIONAL LEAD COMPANY

New York, 111 West 22d St.; Boston, 311 State St.; Buffalo, 116 Oak St.; Chicago, 261 West 18th St.; Cincinnati, 659 Freeman Ave.; Cleveland, 829 West Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 481 California St.; Portland, National Lead and Oil Co. of Pac. 216 Fourth



The story of the Dutch Boy Painter above here is reproduced on every keg of Dutch Boy red-lead and is a guarantee of exceptional purity.

Save the picture and use it as a guide.