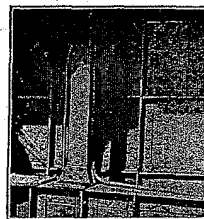


TWO QUESTIONS

that every metal paint must answer

FIRST—Will the film it gives hold its continuity? That is, will the coating remain absolutely intact? Will any breaks occur? (Every break, no matter how small, allows corrosion to get started.)

SECOND—Will the film it gives remain perfectly adherent to the surface all over? Will it loosen? Will it break away from the metal? (If it does, rusting begins.)



Bridges, structural steel, water tanks—what is the best method of protecting and preserving them? Engineers almost invariably say, "Pure red-lead." Three coats of this paint form the most durable and efficient protective coating that can be applied to iron and steel.

VITAL questions, both of them. They determine the protective value of the paint you use. Here is the answer that red-lead gives to both questions: It forms a tough, durable coating. It retains its elasticity, expanding and contracting under changing temperatures with the metal to which it is applied. It does not crack or scale. It holds its continuity throughout a remarkably long life.

And it achieves such perfect contact with the metal—adhering so tightly to the surface—that the danger of loosening is never present when the paint is properly applied.

Thus it is that pure red-lead is accepted as the standard paint for metal. Thus it is that three coats of pure red-lead form a protective coating for metal that is unexcelled.

Paste and Liquid Red-Lead

Fine, uniform, highly oxidized—there is no



better red-lead obtainable than that sold under the Dutch Boy trademark. Dutch Boy red-lead comes in two forms—paste and liquid. The liquid (ready for the brush) is supplied in six different colors—the natural orange-red, two shades each of green and brown, and black. The paste comes in the orange-red and can be shaded to dark colors.

Special Paint Service

Whenever you meet an unusual painting problem you will find our technical staff helpful. Their wide experience and knowledge of painting enable them to give valuable assistance. Address the Dept. of Technical Paint Service, in care of nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 800 Albany St.
Chicago, 900 West 18th St.
Cleveland, 820 W. Superior Ave.
San Francisco, 235 Montgomery St.

DUTCH BOY RED-LEAD

This advertisement appears in the following Publications:
Engineering News-Record, February 2
Marine Engineer, February
Railway Age, February 4
Gas Age Record, January, 1928

N 27830

0000-NLI-000013976