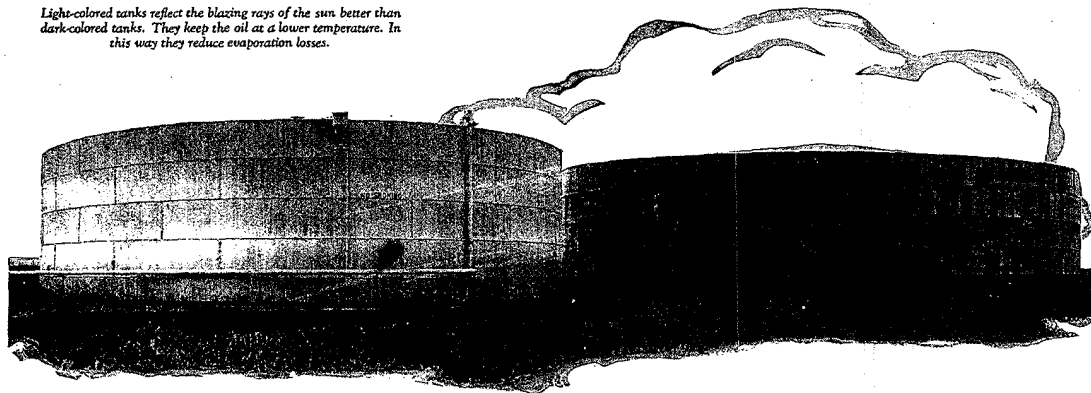


Light-colored tanks reflect the blazing rays of the sun better than dark-colored tanks. They keep the oil at a lower temperature. In this way they reduce evaporation losses.



EXACTLY ALIKE except for the paint

*yet the tank on the left will
lose less oil than the other — why?*

THE tanks pictured above are equally air-tight. They are of the same capacity. They are exposed to the same conditions of heat and cold. Yet the oil evaporation loss of one of these tanks is far less than that of the other. Actual tests prove that the tank painted in white loses 85 barrels less oil in nine months than does the tank painted in black. This means that oil concerns with even an average number of tanks can save thousands of dollars every year by painting their tanks in white or light colors. It should be remembered, too, that light-colored paint costs no more per gallon nor to apply than dark-colored paint.

Bureau of Mines recommendation

In a recent report the Bureau of Mines recommends first painting tanks with a sturdy, rust-resisting protective coating, and then putting on a white or light paint that will reflect heat and reduce evaporation.

Many oil companies have adopted this recommendation. First they paint their tanks with pure red-lead such as Dutch Boy red-lead. And then they finish with

Dutch Boy white-lead. This combination gives maximum protection to the metal. And it reduces oil evaporation losses to a minimum.

Specialists in our Department of Technical Service have made a study of paint for metal in the oil industry. They will be glad to give you any help that you may require. Simply address them in care of our nearest branch.

For oil-refining you want litharge of correct physical character and extreme chemical purity. Such litharge is made by the makers of Dutch Boy red-lead and Dutch Boy white-lead. At all times you can rely on its unvarying uniformity. Our nearest warehouse can give you quick shipment in any quantity you desire.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 639 Freeman Ave.
St. Louis, 712 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 131 State St.
Chicago, 500 West 18th St.
Cleveland, 330 West Superior Ave.
San Francisco, 465 California St.
Co. of Pa., 316 Fourth Ave.