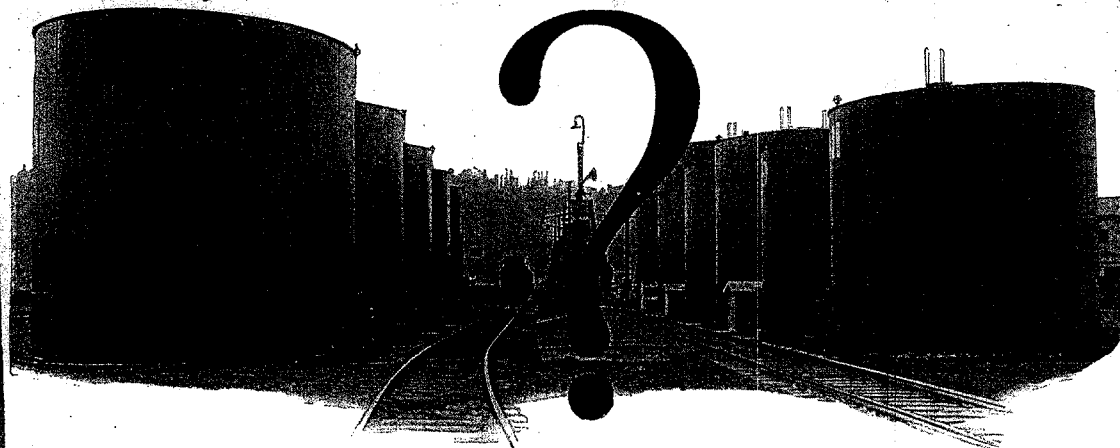




What paint for next-to-metal coats?

*This was asked of a group of
oil companies. More than half
of them said "pure red-lead"*

HOW does the oil industry today protect metal property from corrosion? What paint does it use on new equipment, for next-to-metal coats? The oil men themselves were asked.

Here's what they said

A disinterested third party asked thirty-two oil companies from all sections of the United States what paint they use for first coats on their tanks and other metal equipment. More than half of them, ranging in size from the largest companies to the smaller, less prominent ones—said they use and recommend pure red-lead. Considering the number of different paints on the market, this is truly a remarkable showing.

And they told why

It was asked of them why they recommend and use red-lead. Their replies are interesting. Here are a few typical ones:

"We have found pure red-lead and linseed oil the very best, as the result of our experience after five years of trying other kinds without good results."

"We use red-lead because we obtain better results."

"Red-lead withstands weather and climatic conditions; also salt water and gas."

"Because of tests we have conducted."

"Wearing qualities and appearance."

The highest grade red-lead is Dutch Boy red-lead. You can get it in both paste and liquid form. The liquid comes in the natural orange-red color for coats next to metal, and also in light and dark green, light and dark brown, and black for finishing coats. The paste is obtainable in the natural orange-red color, and can be shaded to any desired dark color.

For light finishing coats

When you want finishing coats of light-colored paint to reduce heat-absorption and decrease oil-evaporation, use Dutch Boy white-lead on top of an undercoating of Dutch Boy red-lead. Dutch Boy white-lead also has the properties that enable it to resist the attacks of rust-forming elements.

We shall be glad to help you solve any problem on protecting your metal equipment from corrosion. Specialists in our Department of Technical Service have made a study of paint for protecting metal in the oil industry. They will be glad to help you. Simply address them in care of our nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State Street; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 609 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.



Dutch Boy Red-Lead

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