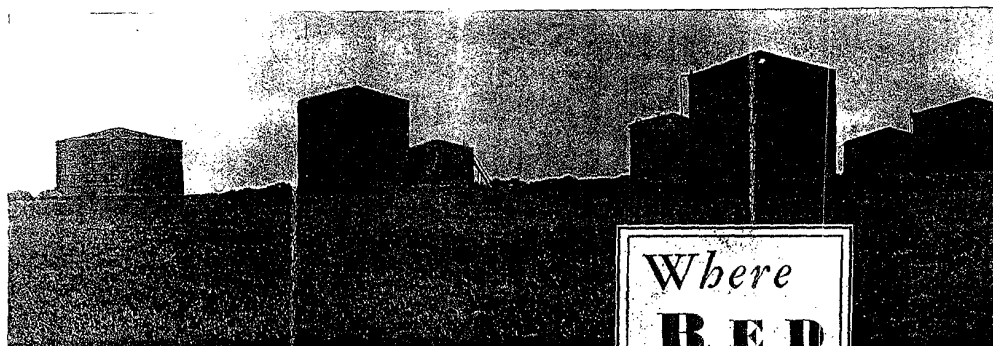


ARMOR-LIKE . . .

Red Lead fortifies against Corrosion



Where
RED
Signals
Safety

Prolongs the life of iron and steel

AIR and moisture . . . these are the foes of structural metal. In contact with iron or steel, they shorten its life. Kept away, the metal will last indefinitely.

Protection That Lasts

There's only one way to get the kind of protection that lasts for years. That way, authorities agree, is by using pure red lead.

Here's why. Red-lead paint seals up metal with a tough, dense, protective coat. Air or

moisture cannot reach it. Thus corrosion is practically eliminated. And longer life for the metal is assured.

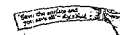
High Quality Red Lead

For over a hundred years, pure red lead has been the standard paint for iron and steel. Pure, fine and highly oxidized, Dutch Boy Red Lead offers a measure of protection that no other pigment can give. Comes in two forms—paste and liquid. The liquid



(ready for the brush) is supplied in six colors . . . the natural orange-red, two shades each of green and brown . . . and black. The paste comes in orange-red, and can be shaded to dark colors.

For information on any special painting problem, write our Department of Technical Paint Service, in care of our nearest branch.



NATIONAL LEAD COMPANY

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

DUTCH BOY RED LEAD

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