

Consider the I-B E A M How long will it last?

IN the strength of your structure, the I-beam is an important factor. You have planned carefully against the stresses and strains this I-beam must carry. You know that your structure is sound—that it will last as long as the steel will last.

How long that will be depends upon the method used to protect the steel against corrosion. That's where red-lead comes in. It is of proved value as a rust-preventive. For over a hundred years, it has been the standard protective paint for metal.

Pure red-lead paint sticks tight to metal surfaces. It forms a tough, durable, tenacious film that does not crack or scale. This film is insoluble in water, is an excellent insulator, and is elastic enough to expand and contract with changing temperatures.

Three-coat painting with pure red-lead provides certain and lasting protection. It gives economical protection as well.

The highest grade red-lead obtainable is Dutch Boy red-lead. It is pure, finely ground, highly oxidized, and available in either paste or liquid form. The liquid comes in the natural orange-red for next-to-metal coats and in greens, browns and black for finishing coats. The paste comes in the orange-red and can be shaded to dark colors.

Whenever you encounter an unusual painting problem you will find our special technical staff ready to serve you. Their wide experience and exhaustive knowledge of painting enable them to give valuable assistance. Write them in care of our 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, 810 W. Superior Ave.
San Francisco, 485 California St.



DUTCH BOY RED-LEAD

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