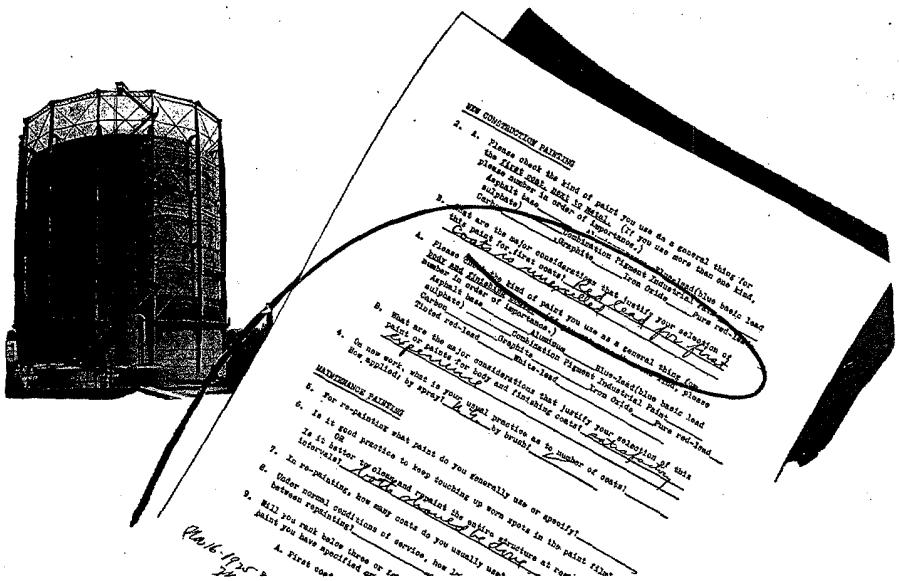


"Red-lead for first coats is unexcelled"

This comment is typical of many received from gas men in 42 states

THE Gas Age-Record recently sent a questionnaire to gas-plant managers and superintendents scattered over 42 different states. These men were asked what paint they use for next-to-metal coats. They were asked to tell why they choose this particular paint to protect their metal equipment from corrosion.

Of 93 who replied, an overwhelming majority favor red-lead for these important priming coats. 81 per cent of them—76 to be exact—said they use, specify, or recommend pure red-lead.

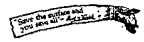
Many others agree on this practice

A similar questionnaire was sent to a list of other men long experienced in protecting metal against corrosion. In this list were structural, industrial, railroad, consulting, and municipal engineers, contractors and oil men. Of the 333 who replied, 82 per cent said they use, specify, or recommend pure red-lead for next-to-metal coats. The agreement of these men, together with that of the gas-plant managers and superintendents, proves how generally red-lead is accepted for metal surface protection.

In addition to stating their practice in protecting metal, many of these men gave definite reasons for using red-lead. Here are a few that are typical: *"We have proved by test that red-lead will adhere longer than any other paint." "Maximum protection at minimum cost." "Red-lead is always good; it is never an experiment." "Twenty years' experience has taught us that pure red-lead gives a better base than any other paint in salt air." "Red-lead gives best coverage and is most durable."*

The highest grade red-lead obtainable is Dutch Boy red-lead. It is recommended by the best-known authorities on painting. You can get it in both paste and liquid form. The liquid comes in natural orange-red for next-to-metal coats, and also in browns, greens, and black for finishing coats. The paste may be obtained in the natural orange-red, and can be shaded to any dark color.

We maintain a special technical staff who are always glad to help in the solution of painting problems. Write 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, 659 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

This advertisement appears in Gas Age-Record, April 3, 1926

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