

Banish THIS MENACE!



This cast-iron filling is now ready for the repair gang. Corrosion caused the failure. Notice also how the wall of the generator has been eaten away. Three coats of pure red-lead, plus regular inspection, could have prevented this deterioration.

*Corrosion eats the heart of toughest steel
... dooms the sturdiest metal equipment.
Guard against this threat by three-coat
painting with pure red-lead . . .*

WHEREVER metal is exposed to air and moisture — there rust lays a destroying hand. Every year metal equipment pays a heavy corrosion toll.

All steel and iron work is constantly running this deadly corrosion risk. Its life depends on its ability to resist corrosion. Bridges, cranes, structural steel, machinery—all metal work must receive the best possible protection to insure long life and service. Too often failures are the result of inadequate metal protection.

Three coats of pure red-lead form a tough, elastic film which will not crack or scale. This triple shield resists the incessant corrosive attack. Changing temperatures do not affect it. Red-lead is impervious to the rust-forming elements—air and moisture.

179 Engineers endorse red-lead

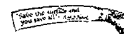
Pure red-lead is the accepted paint of the engineering profession. Wherever there is metal to protect,

engineers are almost unanimous in their use of this protective paint. This fact was proved by a questionnaire sent to representative engineers in all branches of the profession.

Two hundred and six engineers answered the questionnaire. And 179 of them (87 per cent) said they use, specify or recommend pure red-lead for metal protection.

There is no better red-lead than Dutch Boy red-lead. You can get it in paste or liquid form. The liquid comes in the natural orange-red for next-to-metal coats, and also in greens, browns and black for finishing coats. The paste is obtainable in the orange-red and can be shaded to dark colors.

We maintain a special technical staff to help you in the solution of your painting problems. This service is free of charge. Write to our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway	Boston, 800 Albany St.
Buffalo, 116 Oak St.	Chicago, 900 West 18th St.
Cincinnati, 659 Freeman Ave.	Cleveland, 820 W. Superior Ave.
St. Louis, 722 Chestnut St.	San Francisco, 485 California St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.	
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DUTCH BOY RED-LEAD