



Too late now!

*Yet the damage could have been prevented
by painting with pure red-lead*

EVERY year this nation pays millions of dollars as a rust toll.

A tremendous loss — much of which is needless.

Careful protection against corrosion—the ever-present enemy of iron and steel—can greatly reduce the nation's rust bill.

First make sure that new iron and steel work receives the complete protection afforded by three coats of pure red-lead. Then see that this protection is maintained—by renewing the red-lead coating as needed.

Use Dutch Boy red-lead. It sticks tight to metal. It forms a tough, durable coating which resists the rust-forming ele-

ments—a coating that is elastic enough to expand and contract under changing temperatures without cracking.

You can get Dutch Boy red-lead 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. Address them in care of our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway / Boston, 800 Albany 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 / Phila-
delphia, John T. Lewis & Bros., 437 Chestnut Street.

DUTCH BOY RED-LEAD