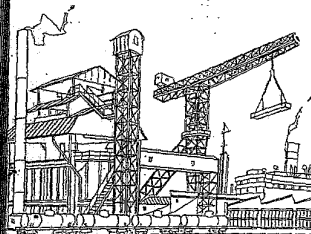
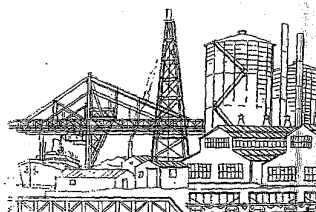


... WHERE **RED** SIGNALS SAFETY



STANDING out against the gray horizon like air beacons, red-lead structures signal safety to invested capital. These vast areas of red-lead surfaces bear mute testimony to the foresight of engineers and maintenance men who recognize in red-lead a sure means of protecting iron and steel against time, weather... corrosion.

Dutch Boy Red-Lead is a fine, uniform, highly oxidized pigment. It makes a paint that works easily... that furnishes an elastic, durable coating which sticks tight—to protect better—to wear longer.

You can buy Dutch Boy Red-Lead in either paste or liquid form. The paste—Dutch Boy Red-Lead in oil—comes in

natural orange-red and can be easily shaded to darker colors. Dutch Boy Liquid Red-Lead is supplied in six colors—orange-red, two shades each of green and brown, and black. Our Department of Technical Paint Service will be glad to help you solve your metal painting problems. Ask our nearest branch for booklet—"Structural Metal Painting."

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak Street
—Chicago, 909 West 18th Street—Cincinnati, 659
Freeman Avenue—Cleveland, 820 West Superior
Ave.—St. Louis, 727 Chestnut St.—San Francisco,
2249-24th St.—Boston, National Lead Co.,
200 Albany Street—Pittsburgh, National Lead &
Oil Co. of Pa., 316 Fourth Avenue—Philadelphia,
John T. Lewis & Bros. Co., Widener Building.

DUTCH BOY RED-LEAD

KD-238—Engineering News-Record, Jan. 22—July 9—1931—Dec. 24

Gas Age Record, Jan. 24—July 11—Dec. 26

Marine Engineering & Shipping Age, Jan. July

Oil & Gas Journal, Jan 29—July 16, 1931

Railway Engineering & Maintenance—Feb. 25, 1931

N 28018

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WHERE **RED** SIGNALS SAFETY . . .



Just as the coastwise skipper breathes more easily when he "picks up" the oscillations of a charted beacon, so does the maintenance man feel more secure when he sees that his iron and steel structures have their protective coatings of pure red-lead.

For engineers and maintenance men in all fields have learned that pure red-lead defeats the destructive forces that bear the names of weather, corrosion, rust.

Dutch Boy Red-Lead is a fine, uniform, highly oxidized pigment that furnishes an elastic, durable coating that sticks tight—that protects completely—that wears long.

You can buy Dutch Boy Red-Lead in either paste or liquid form. The paste—Red-Lead-in-oil—is easily thinned to brushing consistency. It comes in the natural orange-red and it can be shaded to darker colors. Dutch Boy Liquid Red-Lead is supplied in six colors—orange-red, two shades each of green and brown...and black.

We invite you to consult our Department of Technical Paint Service about your metal painting problems. Also, ask our nearest branch for helpful booklet—"Structural Metal Painting".



DUTCH BOY RED-LEAD

NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak St.—~~Cleveland~~,
900 W. 18th St.—Cincinnati, 659 Freeman Ave.—Cleveland,
820 West Superior Ave.—St. Louis, 722 Chestnut Street—
San Francisco, 2240 24th Street—Boston, National-Boston
Lead Company, 800 Albany Street—Pittsburgh, National
Lead & Oil Company of Pa., 316 Fourth Avenue—Phila-
delphia, John T. Lewis & Bros. Co., Widener Building.

Oil & Gas Journal—Feb. 26—
Aug. 13, 1931

KD-285—Engineering News-Record, Feb. 19—August 6, 1931
Gas Age Record, Feb. 21—Aug. 8
Marine Engineering—Feb.—Aug.
Railway Age, Feb. 21—Aug. 8
~~Railway Mechanical Engineering~~, Feb.—Aug.
Railway Engineering & Maintenance—Feb.—Aug.

N 28018.01

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...WHERE **RED** SIGNALS SAFETY...



NATIONAL LEAD COMPANY

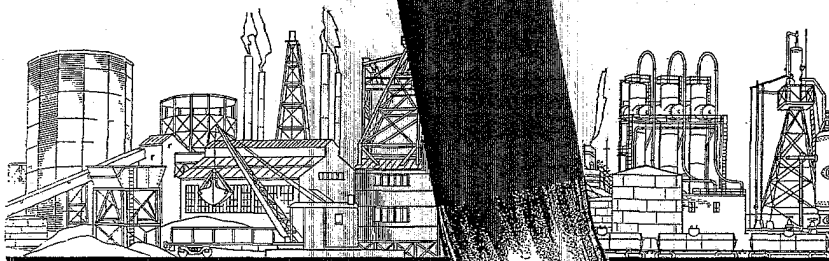
New York, 111 Broadway—Buffalo, 116 Oak St.—Chicago,
908 West 18th St.—Cincinnati, 639 Freeman Avenue—
Cleveland, 329 West Superior Avenue—St. Louis, 722
Chestnut St.—San Francisco, 2250 24th St.—Boston,
National-Boston Lead Co., 800 Albany St.—Pittsburgh,
National Lead & Oil Co. of Pa., 316 Fourth Avenue—
Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

THE engineer or maintenance man recognizes as a signal of safety the pure red-lead paint coating which covers every joint and surface of the iron and steel structures in his charge.

Dutch Boy Red-Lead safeguards iron and steel against the destructive forces which, if left unchecked, turn valuable metal structures into mountains of rust. Dutch Boy Red-Lead seals out corrosion... seals out rust... seals out the moisture and gases that are constantly attacking exposed metal.

Dutch Boy Red-Lead is a fine, highly oxidized pigment supplied in two forms—paste and liquid. The paste comes in natural orange-red, is readily mixed to brushing consistency and can be tinted to darker colors.

Dutch Boy Liquid Red-Lead (ready for the brush) is available in orange-red, two shades each of brown and green, and also in black. For assistance in your metal painting problems, write to our Department of Technical Paint Service. Address nearest branch.



**DUTCH BOY
RED-LEAD**

KD-361—Engineering News-Record, March 19—Sept. 3—1931

Gas Age Record, March 21—Sept. 5

Marine Engineering & Shipping Age, March—Sept.

Railway Age, March 21—Sept. 5

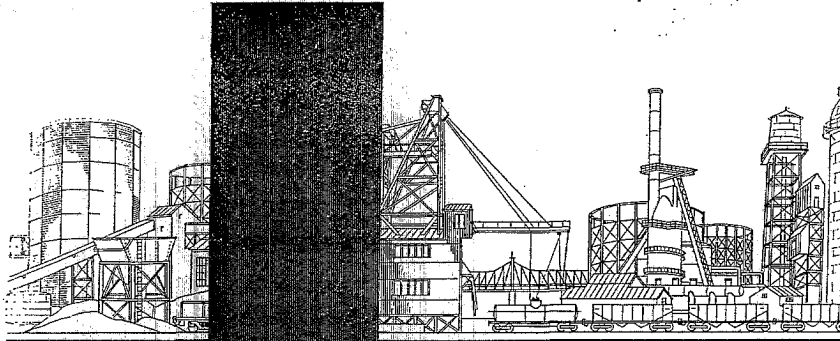
Railway Engineering & Maintenance, March—Sept.

Oil & Gas Journal—March 26—Sept. 10, 1931

N 28018.02

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WHERE **RED** SIGNALS SAFETY. . .



"DEPRECIATION" is a common enough word in accountants' reports, financial statements, and the like. But to the engineer and maintenance man, "depreciation" is more than a word—it's real... a steadily working, destructive force that must be checked if valuable property is to be conserved.

Red signals safety to those who are fighting depreciation in metal structures. Their own experience and the experience of their particular industry show the need for using pure red-lead to fight depreciation... to protect metal structures against air and moisture—the cause of corrosion.

Red signals safety when the red is Dutch Boy Red-Lead. It's a fine, uniform, highly oxidized pigment which makes paint that sticks tight to metal. It makes a paint that works easily—that protects better—that wears longer.

Dutch Boy Red-Lead comes in both paste and liquid forms. The paste—Dutch Boy Red-Lead in oil—is the natural orange-red and can be readily shaded to darker colors. Dutch Boy Liquid Red-Lead is supplied in six colors—orange-red, two shades each of green and brown, and black. Let our Department of Technical Paint Service help you solve your metal painting problems. Ask our nearest branch for booklet—"Structural Metal Painting".



"Save the surface and you save all" - Dutch Boy

DUTCH BOY

KD-381—Engineering News-Record, April 16—Oct. 1, 1931
Gas Age Record, April 18—Oct. 3
Marine Engineering & Shipping Age, April—Oct.
Railway Age, April 16—Oct. 3
Railway Engineering & Maintenance, April—Oct.

RED-LEAD

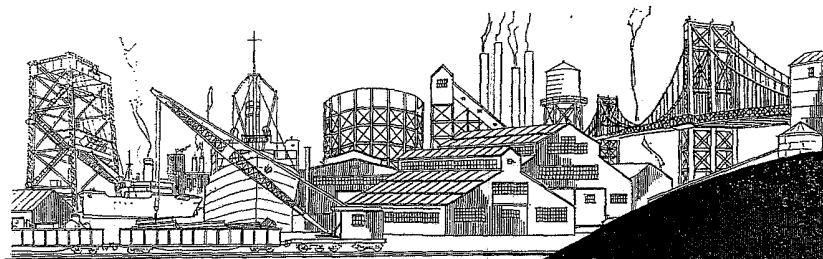
Oil & Gas Journal—April 22—Oct. 8, 1931

NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak Street;
Chicago, 909 W. 18th Street; Cincinnati, 659 Freeman
Avenue; Cleveland, 820 W. Superior Avenue; St. Louis,
722 Chestnut Street; San Francisco, 2240 24th St.; Boston,
National-Boston Lead Co., 800 Albany St.; Pittsburgh,
National Lead & Oil Co. of Pa., 316 Fourth Avenue;
Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

N 28018.03

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WHERE **RED** SIGNALS SAFETY



WHEN the construction of a gas tank, a railroad bridge, a ship's hull or any other metal structure has entailed the expenditure of thousands of dollars, then it is only logical that the greatest care should be exercised in the selection of paint materials employed to preserve that value.

Dampness, gases and weather say "Forward March" to corrosion. But red-lead says "Halt." That's why "red signals safety" when the red is red-lead.

Engineers and maintenance men have long since discovered that they can depend upon pure red-lead to protect metal structures against time...moisture...weather...the forces that spell corrosion. These men specify Dutch Boy Red-Lead to make sure they get the protective value they pay for. Dutch Boy Red-Lead is a fine, uniform, highly oxidized pigment that provides an elastic, durable coating that sticks tight to metal surfaces.

Dutch Boy Red-Lead comes in both paste and liquid forms. The paste—Red-Lead-in-oil—is easily thinned to brushing consistency. It is sold in the natural orange-red and can be readily tinted to darker shades.

Dutch Boy Liquid Red-Lead is supplied in six colors—orange-red, two shades each of green and brown...and black.

Our Department of Technical Paint Service will be glad to assist in the solution of your metal painting problems. A copy of the booklet—"Structural Metal Painting"—will be sent on request. Please write our nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway — Buffalo, 116 Oak Street — Chicago, 908 West 18th Street — Cincinnati, 659 Franklin Avenue — Cleveland, 820 West Superior Avenue — St. Louis, 722 Chestnut St. — San Francisco, 2240 24th St. — Boston, National Boston Lead Company, 200 Albany Street — Pittsburgh, National Lead & Oil Company of Pennsylvania, 215 Fourth Avenue — Philadelphia, John T. Lewis & Bros. Co., Widener Building.

DUTCH BOY RED-LEAD

Job KD-409—Engineering News-Record, May 14—Oct. 29, 1931

Gas Age Record, May 16—Oct. 31

Marine Engineering & Shipping Age, May—November

Railway Age, May 16—Oct. 31

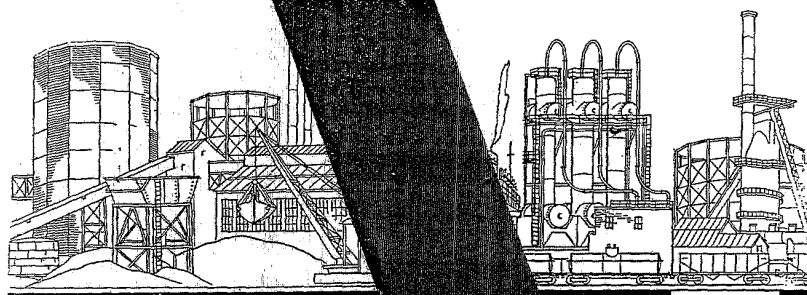
Railway Engineering & Maintenance—May—Nov.

Oil & Gas Journal, May 21, Nov. 5, 1931

N 28018.04

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WHERE **RED** SIGNALS SAFETY



DR. JULIUS KLEIN, Assistant Secretary of Commerce, voiced an important fact when he said of industrial equipment:

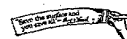
"The paralysis of advancing senility is all the more dangerous because its stealthy approach is so painless, so easy."

Take, for example, "senility" of metal structures due to corrosion. It comes on slowly... silently... but nevertheless surely.

To safeguard iron and steel against the stealthy approach of "senility" caused by corrosion, engineers and maintenance men paint their structures with pure red-lead. They have learned that "red signals safety" when the red is red-lead.

Dutch Boy Red-Lead seals out corrosion... seals out rust... seals out the moisture and gases that attack exposed metal. A fine, highly oxidized pigment, Dutch Boy Red-Lead is supplied in two forms—paste and liquid. The paste comes in natural orange-red, is easily mixed to brushing consistency and can be tinted to dark colors. Dutch Boy Liquid Red-Lead (ready for the brush) is available in orange-red, two shades each of brown and green, and also in black.

For full information about protecting metal surfaces with red-lead, write for our booklet—"Structural Metal Painting." Our nearest branch will gladly forward a copy upon request.



NATIONAL LEAD COMPANY
New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 509 W. 18th Street
—Cincinnati, 609 Freeman Avenue—Cleveland, 610 West Superior Avenue—St. Louis, 712 Chestnut Street—San Francisco, 2240 24th Street—Boston, National-Boston Lead Co., 809 Albany Street—Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.—Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

DUTCH BOY RED-LEAD

KD-410—Engineering News Record—June 11—Nov. 26, 1931
Gas Age Record—June 13—Nov. 28
Marine Eng. & Shipping Age—June & Dec.
Railway Age—June 13—Nov. 28
Railway Eng. & Maintenance—June & Dec.

Oil & Gas Journal—June 13—Dec. 3, 1931

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