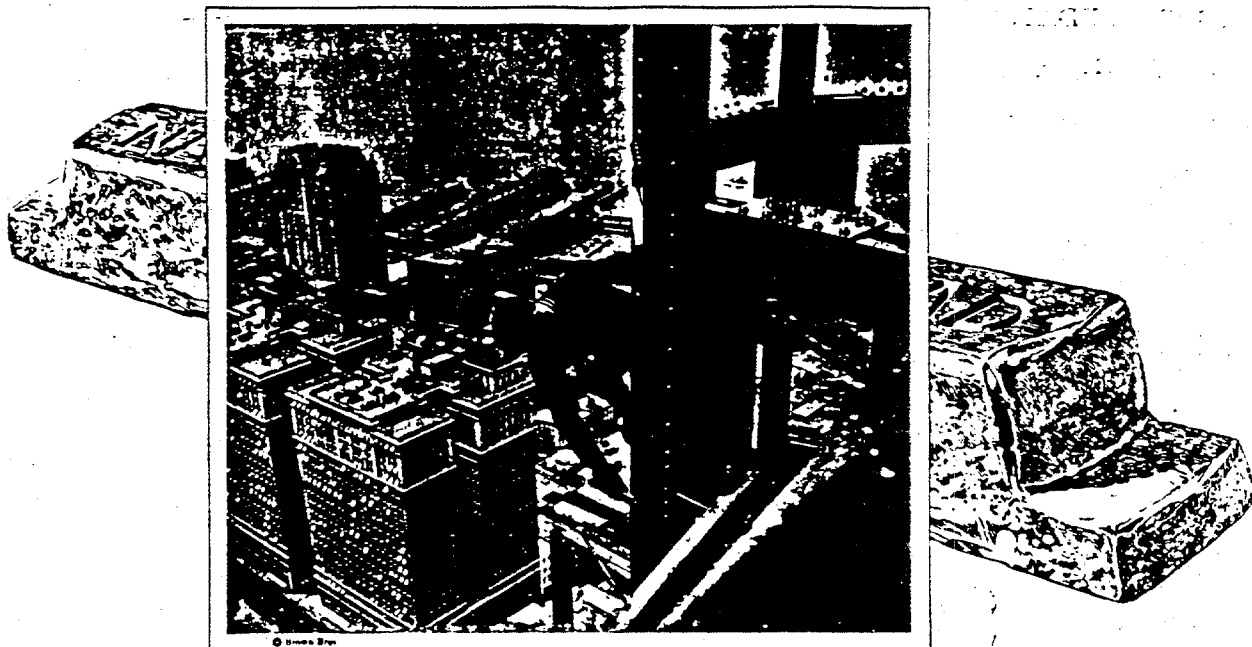




AT DIZZY HEIGHTS . . . . .

*he spreads a coat of red-lead*

## WHY?

DAILY he dangles in mid-air. The steel skeleton of a building that is to be, or a network of bridge cables, is his only foothold. Where he works, breezes become whistling gales striving to tear him from his precarious perch. Below him move many tiny dots, skeltering about like so many ants, all unaware of one of their kind who works at dizzy heights just to spread a thin red film of lead paint.

"Why," you ask, "must he do it?" Because upon the thoroughness with which he spreads this red film—upon its ability to protect the surface it covers—rests, in no small measure, the safety of the structure and the lives of thousands.

### Protecting the weak links

You have heard no doubt the old engineering axiom, "A structure is only as strong as its details." It is not enough, however, to design a structure's details with care and precision. Be it bridge, building, ocean greyhound or simple railroad switch, every detail must be kept adequately protected from air and moisture, the two corroding elements that sap the strength of the strongest steel.

The best protector for metal surfaces used by man today is pure red-lead paint, made from the metal lead. When spread over a steel surface, it seals the

pores of the metal and forms a hard yet elastic protecting film that resists moisture and keeps out air.

This metal-protecting film of red-lead paint is so important that the hardest-to-get-at places of our tallest skyscrapers receive a thorough red-leading regardless of the fact that they will later be shielded from the weather by walls of brick and mortar. And railroad cars, ships, signal towers, farm machinery, water tanks, filling station pumps, life-boats, tin roofs, gas tanks, coal piers, even the "Iron Policeman" on the corner—these are but a few of thousands of places where red-lead paint is on guard against rust.

### Why Dutch Boy red-lead?

The United States Navy, eminent engineers, contractors and builders prefer Dutch Boy red-lead because of its great durability and economy of application. It brushes out so evenly that it makes a superior film which sticks tight to the metal surface. When such a film is properly maintained, it gives complete and lasting protection.

Dutch Boy pure red-lead comes in paste form which, when mixed with pure

linseed oil, makes a paint that can be tinted to any desired dark color.

### Paint booklet sent free

THE "Handy Book on Painting," a storehouse of general paint facts and formulas, will be sent to anyone free. A section of this handbook is devoted to the protection of metal surfaces. It tells how to prepare the surface for painting, how to mix and how to apply the paint. We shall also be glad to give you any specific information on any particular painting problem you may have.

### Other Dutch Boy Products

Besides red-lead, the Dutch Boy line of products includes flattening oil, linseed oil, solder, babbitt metals and white-lead.

In addition to these, National Lead Company makes lead products for practically every purpose to which lead can be put in art, industry and daily life, such as litharge, sheet lead, lead bars, lead comes, lead pipe, and die-castings.

If you would like to know more about any of these or other uses of lead, write to our nearest branch.

### NATIONAL LEAD COMPANY

New York, 111 Broadway; Boston, 131 State St.; Buffalo, 116 Oak St.; Chicago, 300 West 18th St.; Cincinnati, 619 Freeman Ave.; Cleveland, 820 West Superior Ave.; St. Louis, 722 Chestnut St.; San Francisco, 683 California St.; Pittsburgh, National Lead and Oil Co. of Pa., 116 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 637 Chestnut St.



The figure of the Dutch Boy Painter shown here is reproduced on every tin of Dutch Boy red-lead and is a guarantee of exceptional purity.

Save the figure and you are all assured.