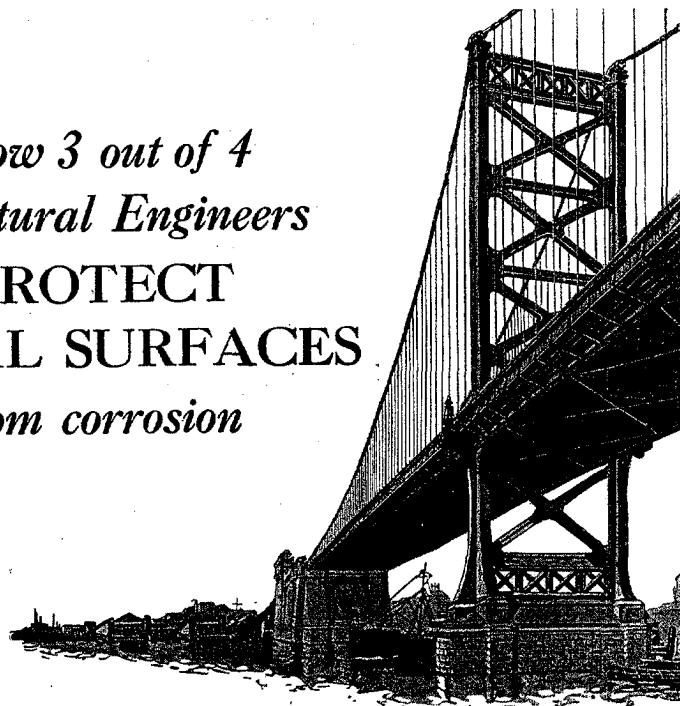


How 3 out of 4 Structural Engineers PROTECT METAL SURFACES from corrosion



HE may design his structures with the greatest care—he may specify the finest materials for their construction—yet the structural engineer realizes his work is not complete unless all metal surfaces have received the best possible protection against corrosion.

How do structural engineers secure this protection? How do they make sure that the structures they have so carefully designed will not be weakened by the elements?

This question was put, by a disinterested third party, to twenty-two of the country's foremost structural engineers. Sixteen of them—three out of every four—agreed on one method. They said they use and specify pure red-lead.

This decision was no haphazard judgment—no coincidence. It was based on long experience and thorough tests, as proved by the statements of the engineers themselves. The following comments are typical:

"We prefer red-lead because of its great resistance to water."

"It is durable and readily expandable."

"Because it is extremely economical."

"Easy to spread, lasts longest."

"Its adhesive qualities are remarkable."

The highest grade red-lead obtainable is Dutch Boy red-lead. It can be had in both paste and liquid form. The liquid comes in the natural orange-red color for coats next to metal, and also in light and dark green, light and dark brown, and black for finishing coats. The paste is obtainable in the natural orange-red color, and can be shaded to any desired dark color.

If you want any special information on painting, write our technical staff 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, 559 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 485 California Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

Dutch Boy Red-Lead