

Deep in Concrete yet *Constantly Menaced* by CORROSION

Water seeps in thru the tiniest fissures—the metal surface is at the mercy of corrosion unless properly protected . . .

WHERE concrete is in perfect contact with steel work and has not lost its caustic qualities, painting is unnecessary. But this condition is unusual. The contact is rarely perfect. Vibration and chemical action soon loosen the closest bond. When concrete has become neutralized by long exposure to air, its protective caustic lime disappears.

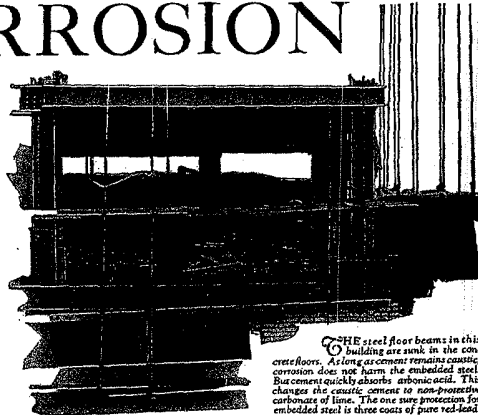
Thru the smallest space comes moisture-laden air. Water seeps in thru the tiniest fissure. Corrosion begins. And because it cannot be reached, this corrosion is impossible to stop. The embedded steel is at the mercy of the rust-forming elements.

The safe practice is to paint all structural iron or steel before it is embedded in concrete or shaped brick. Three extra-heavy coats of pure red-lead should be applied to the entire metal surface.

Pure red-lead is the time-proven agent for protecting iron and steel from corrosion. The sure protective qualities of pure red-lead have been demonstrated by innumerable tests, by laboratory experiments, by actual experience under every possible condition.

Engineers everywhere endorse red-lead

Most engineers recognize the superiority of paint made of pure red-lead. Of 206 engineers



THE steel floor beams in this building are sunk in the concrete floor. As long as cement remains caustic, corrosion does not harm the embedded steel. But cement quickly absorbs carbonic acid. This changes the caustic cement to non-protective carbonate of lime. The one sure protection for embedded steel is three coats of pure red-lead.

answering a questionnaire on painting practice, 179 (or more than 85%) said they use, specify, or recommend red-lead for the protection of metal surfaces. And these 179 men represent every branch of the engineering profession.

The highest grade red-lead obtainable is 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 in the solution of painting problems. Write them in care of our nearest branch.



NATIONAL LEAD COMPANY

New York, 111 Broadway
Buffalo, 116 Oak St.
Cincinnati, 659 Freeman Ave.
St. Louis, 722 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.

Boston, 800 Albany St.
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Cleveland, 820 W. Superior Ave.
San Francisco, 485 California St.
San Francisco, 485 California St.

DUTCH BOY RED-LEAD

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