

A shield against the thirsty sun

Storage tanks painted with white-lead reflect the sun's rays and cut evaporation losses



EVERY day the thirsty sun takes away many gallons of oil through evaporation. During a year this loss amounts to thousands of dollars.

To find out how to reduce this loss, the U. S. Bureau of Mines investigated. After many tests they made their report. "Some of this evaporation is unavoidable," they said, "but by painting tanks in white or light colors that reflect the heat the loss of oil may be considerably reduced. Tanks painted in light colors keep oil from 8 to 10 degrees cooler than do tanks painted in dark colors."

As a result of this report and other tests, there is a pronounced tendency in the oil industry today towards white and light-colored tanks. And more and more it is becoming the practice to use Dutch Boy white-lead for finishing coats over an undercoating of red-lead.

An ideal finishing coat

Dutch Boy white-lead has the necessary whiteness to make it an ideal paint for finishing coats. Moreover, it can be tinted to any desired light color. In addition it gives added protection to that already pro-

For oil-refining you want litharge of correct physical character and extreme chemical purity. Such litharge is made by the makers of Dutch Boy red-lead and Dutch Boy white-lead. At all times you can rely on its unvarying uniformity. Our nearest warehouse can give you quick shipment in any quantity you desire

vided by the red-lead undercoating.

An undercoating of pure red-lead, such as Dutch Boy red-lead, is generally accepted throughout the industry as the best protection for metal surfaces.

Next-to-metal coats of Dutch Boy red-lead and finishing coats of Dutch Boy white-lead make a combination which effectively protects the metal surface against air and moisture—the chief causes of corrosion. And this combination cuts evaporation losses to a minimum.

We maintain a Department of Technical Service, conducted by paint specialists who have made a study of paint for protecting metal in the oil industry. They will be glad to consider your particular paint 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, 721 Chestnut St.
Pittsburgh, National Lead & Oil Co. of Pa., 116 Fourth Ave.
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.
Boston, 131 State St.
Chicago, 900 West 18th St.
Cleveland, 820 West Superior Ave.
San Francisco, 485 California St.

DUTCH BOY WHITE-LEAD

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