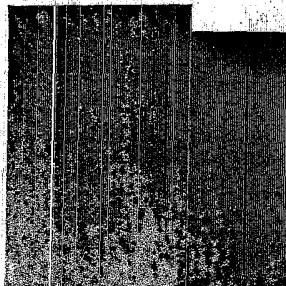


Just Two Pictures

A Vital Paint Story

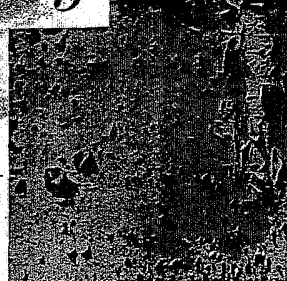


← Continuity Failed

Tiny breaks developed in this paint film . . . rust-forming agents entered . . . spot-rust started its destructive work. The paint could not retain its continuity.

Adherence Weakened →

This paint film has lost its contact with the metal. It scaled off in patches . . . left the metal unprotected against corrosion. The paint did not retain its adherence.



Spot-rust and peeling start when paint does not retain its continuity and adherence. Protect *your* metal with the paint that holds these vital qualities for years.

A BREAK in the coating . . . loosening from the metal . . . and any paint film starts to lose its protective value. Corrosion finds ready access . . . then spreads underneath the remaining paint.

The paint film has not held its continuity . . . has not retained its adherence to the metal.

One paint . . . red-lead . . . has repeatedly demonstrated its ability to retain these vital protective qualities for an unusual number of years. Red-lead cuts depreciation and repainting costs to a minimum.

Under varying weather conditions . . . hot and cold, sun and snow . . . the tough, durable red-lead paint film remains elastic . . . expands and contracts with the metal to which it is applied. No breaks develop . . . the red-lead paint keeps its continuity.

Loosening and scaling do not occur when red-lead paint is properly ap-



plied. It forms such perfect contact with the metal that the paint film sticks tenaciously throughout its remarkably long life. Red-lead paint retains its adherence.

Thus it is that pure red-lead is recognized as the standard paint for metal. Thus it is that three coats of pure red-lead paint give metal-work a protection that is unexcelled.

Paste and Liquid Red-Lead

Fine, uniform, highly oxidized—there is no better red-lead obtainable than Dutch Boy red-lead. It comes in two forms—paste and liquid. The liquid (ready for the brush) is sup-

plied in six different colors—the natural orange-red, two shades each of green and brown, and black. The paste comes in the orange-red and can be shaded to dark colors.

Free paint service

Whenever you encounter an unusual painting problem, you will find our special technical staff ready to serve you. Their wide experience and exhaustive knowledge of painting enable them to give valuable assistance. Address the Department of Technical Paint Service, in care of our nearest branch office.



NATIONAL LEAD COMPANY

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DUTCH BOY RED-LEAD