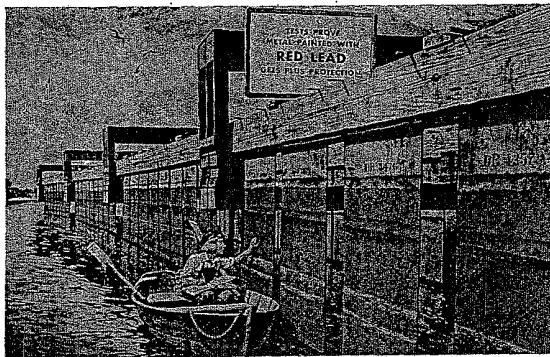




Thousands of tests, under all kinds of service conditions, prove that "Dutch Boy" Red Lead gives metal extra protection.

4 Ways RED LEAD RESISTS EFFECTS OF WATER

...guards against Rust

Red Lead has been long accepted as the "standard" metal protective paint. One important reason is its marked ability to stand up against moisture, a powerful factor in the rusting process.

Now, scientific research into the inherent properties of the pigment itself, shows why Red Lead resists the effects of water.

1. Red Lead resists water "pick-up"—If a series of various metal protective paint films are weighed and then submerged in water (salt or fresh), it is readily noticed on reweighing after several days' immersion, that Red Lead films have outstanding resistance to the absorption, or "pick-up," of water.

2. Red Lead resists passage of moisture—Rusting of metal will not take place if water does not penetrate the paint film to reach the metal. Water permeability tests of paint films show, beyond question, that Red Lead is one of the most effective metal protective pigments, because of its stubborn resistance to the passage of moisture through the film.

3. Red Lead resists solution by water—The action of water on paint films results in a partial dissolving of the film. Many metal protective films lose a considerable percentage by weight of their films through solution in water. On the other hand, the solubility losses of Red Lead paint films are practically negligible.

4. Red Lead resists distortion by water—Red Lead films have little tendency to shrivel, or change in size, during immersion in water. This is imperative to good metal protection. For good protection depends on good adhesion, and a paint film maintains better adhesion when it is not distorted by the action of the water.

Remember, too, Red Lead is compatible with practically all vehicles commonly used in metal protective paints, including the fast-drying resin types.

Specify **RED LEAD** for ALL Metal Protective Paints

The rust-resistant properties of Red Lead are so pronounced that it improves any metal protective paint. So, no matter what price you pay, you'll get a better paint if it contains Red Lead.

WRITE FOR BOOKLET—"Red Lead in Corrosion Resistant Paints." Address nearest branch listed below.

NATIONAL LEAD COMPANY: New York 6; Buffalo 5; Chicago 4; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Boston 6; (National Lead Co. of Mass.); Philadelphia 7; (John T. Lewis & Son, Co.); Pittsburgh 30; (National Lead Co. of Pa.); Charleston 25; West Virginia. (Crown Lead Division).



DUTCH BOY
RED LEAD