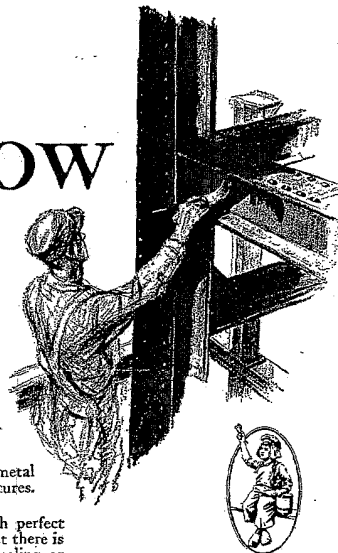


# Painting for Tomorrow

*Any good metal paint may give  
adequate protection for today ...  
But will it still retain its  
continuity and adherence tomorrow  
... after years of service?*



**H**OW long will paint give complete protection to metal-work? How long will it adhere tightly in a continuous, unbroken film?

These are questions every paint must answer to the man who paints his metal-work for future protection as well as present.

One paint . . . red-lead . . . has repeatedly proved its ability to retain both continuity and adherence. In every type of service it has given complete metal protection for years.

Red-lead produces a rough, durable coating that remains intact throughout its remarkably long life. No cracks or breaks develop. The paint-film stays elastic . . . expanding

and contracting with the metal under changing temperatures. It holds its continuity.

And red-lead forms such perfect contact with the metal that there is no danger of loosening, scaling or peeling. It adheres tenaciously for years.

Thus it is that pure red-lead is accepted as the standard paint for metal. Thus it is that three coats of pure red-lead paint form a protective coating for metal 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 supplied 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.

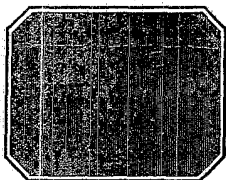
## *Free paint service*

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.

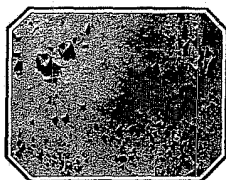
Address the Department of Technical Paint Service, in care of our nearest branch office.



**NATIONAL LEAD COMPANY**  
New York, 111 Broadway • Boston, 800 Albany Street  
Buffalo, 116 Oak Street • Chicago, 900 West 18th  
Street • Cincinnati, 659 Freeman Avenue • Cleveland,  
320 West Superior Avenue • St. Louis, 723 Chestnut  
Street • San Francisco, 315 Montgomery Street  
Pittsburgh, National Lead & Oil Co. of Pa., 116 Fourth  
Avenue • Philadelphia, John T. Lewis & Bros. Co.,  
417 Chestnut Street.



**CONTINUITY FAILED**  
*They breaks developed in this paint-film  
... rust-forming agents entered ... spots  
rust started its destruction work. The  
paint did 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. The paint  
did not retain its adherence.*

# DUTCH BOY RED-LEAD

*This advertisement appears in Engineering News-Record, June 21*

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