

Continuity and Adherence..

Two vital qualities give metal paint its protective value . . . One paint has repeatedly proved its ability to retain them for an unusually long time

IN any metal paint, continuity and adherence of the paint film are the factors that determine protective value. Paint that does not *hold* its continuity admits the agents of corrosion. If it does not *retain* adherence, it scales off and leaves the metal unprotected.

Red-lead has proved its ability to retain these vital qualities many years. It saves thousands of dollars yearly in depreciation and repainting costs.

The tough, durable red-lead paint film stays elastic . . . expands and contracts with the metal under every change

in temperature. No breaks or cracks develop . . . red-lead *holds* its continuity.

And its contact with the metal is so perfect that it clings tenaciously throughout a remarkably long life. Scaling and peeling do not occur; the paint film *remains* adherent.

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.

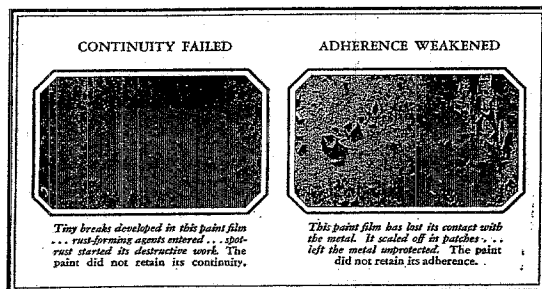
Paste and Liquid Red-Lead

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.



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

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.

NATIONAL LEAD COMPANY

New York, 111 Broadway . Boston, 800 Albany Street . Buffalo, 116 Oak Street . Chicago, 500 West 18th Street . Cincinnati, 659 Freeman Avenue . Cleveland, 820 West Superior Avenue . St. Louis, 722 Chestnut Street . San Francisco, 435 Montgomery Street . Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue . Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

DUTCH BOY RED-LEAD

This advertisement appears in the following publications

Engineering News-Record, May 24
Railway Age, June 30

Gas Age Record, June 16
Marine Engineering, July

N 27836

0000-NLI-000013982