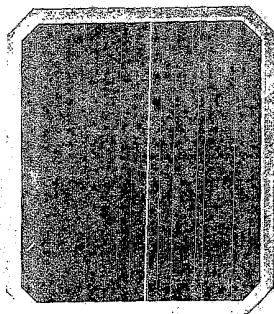


These Photographs --- tell a paint story



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



PROTECTION gone... corrosion starting its destructive work... and all because the paint film did not retain its continuity and adherence.

Perhaps the paint possessed these vital qualities when new. But it is *retention* of continuity and adherence that makes paint lastingly protective... saves depreciation and repainting costs.

Red-lead has repeatedly proved its ability to give complete protection to metal for years. It forms a tough, durable coating that remains elastic. No breaks or cracks develop. The paint film expands and contracts with the metal under every change in temperature. It *holds its continuity*.

This paint forms

The illustrations show what happens when paint does not retain continuity and adherence... They tell why it pays to specify the paint that holds these qualities for years

so perfect a contact with the metal... it sticks so tightly that there is no danger of loosening or scaling. Red-lead retains adherence.

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 form a protective coating for metal that is unexcelled.

Paste and Liquid Red-Lead

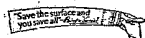
Fine, uniform, highly oxidized—there is no better red-lead obtainable than Dutch Boy red-lead. It comes in two forms—paste and liquid.

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, 115 Oak Street • Chicago, 900 West 18th Street • Cleveland, 559 Freeman Avenue • Cleveland, 320 West Superior Avenue • St. Louis, 722 Chestnut Street • San Francisco, 235 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

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Engineering News-Record, May 31
Railway Age, July 28
Marine Engineering, August
Gas Age Record, July 14

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