

How Long

will paint guard your metal?

As long as it retains both continuity and adherence, paint gives complete protection. Specify the paint that keeps these qualities over a long period of years



THREE years . . . five years . . . or longer? For how many years will the paint on your metal-work give complete protection?

One paint has proved, beyond question, its ability to retain continuity and adherence for years. Its name? *Red-lead*. It forms a tough, durable coating that remains intact throughout its remarkably long life.

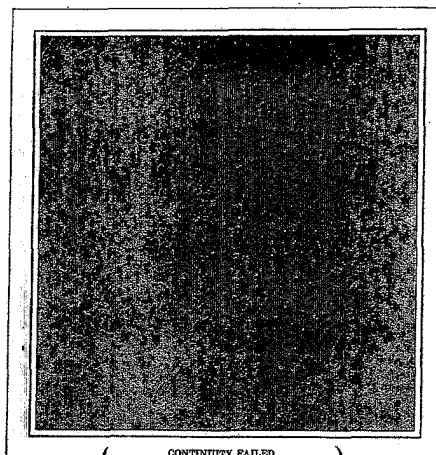
Summer and winter, under all changes of temperature, it stays elastic . . . expands and contracts with the metal to which it is applied. No cracks or breaks develop . . . the red-lead paint-film *holds its continuity*.

And it does not loosen from the metal. So tightly does the red-lead paint-film stick to metal that the danger of scaling or peeling is never present when the paint is properly applied. Red-lead *retains its adherence* for years.

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 form a protective coating unexcelled for metal.

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.



CONTINUITY FAILED

Tiny cracks developed in this paint-film . . . eye-trust started its destructive work. The paint did not retain its continuity

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, 809 Albany St.
Buffalo, 116 Oak St.	Chicago, 900 West 19th St.
Cincinnati, 659 Freeman Ave.	Cleveland, 829 W. Superior Ave.
St. Louis, 722 Chestnut St.	San Francisco, 235 Montgomery St.
Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave.	
Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut St.	

DUTCH BOY RED-LEAD

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 Engineering News-Record, May 10
 Gas Age Record, May 19
 Marine Engineering, June
 Railway Age, June 2

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