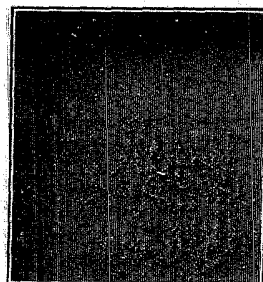
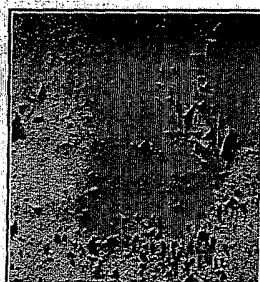


What happened . . . to these painted surfaces?



Continuity Failed

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

The illustrations show why protective paint for metal must retain its continuity and adherence. They tell why it pays to specify the paint that holds these qualities for years

CONTINUITY and adherence are essential qualities of any protective paint for metal. For, even a small break in continuity, a slight loss of adherence in the paint film gives corrosion access to the metal. And rust spreads.

One paint . . . red-lead—has repeatedly proved its ability to retain its continuity and adherence for years . . . to save depreciation and repainting costs.

The tough, durable red-lead paint film stays elastic—expanding and contracting with the metal under changing temperatures without cracking or breaking. The protective coating remains intact—continuous.

When properly applied, red-lead maintains a lasting contact with the metal. It sticks so tightly that loosening, scaling or peeling does not occur



throughout its remarkably long life. The paint film retains its adherence.

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 paint form an unexcelled protective coating for all metal-work.

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.



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DUTCH BOY RED-LEAD