

Your Metal's Future depends on 2 paint factors

*Lasting protection for metal-work comes
only from paint that retains its
continuity and adherence*

UNCORRODED... sound as the day it was installed... metal-work frequently outlives its own design. But only when its protective paint film retains both continuity and adherence.

All good metal paints possess these vital qualities when new. But one paint... red-lead... has repeatedly proved its ability to retain them for years.

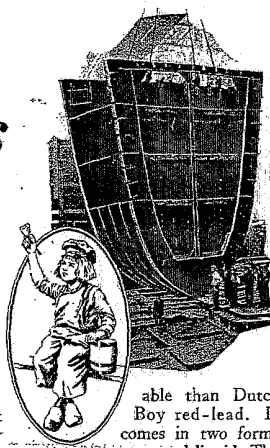
Red-lead paint forms a tough, durable coating that wards off the agents of rust. It stays elastic during years of service... expanding and contracting with the metal under changing temperatures. This protective coating remains unbroken, continuous.

And red-lead sticks so tightly to the surface... forms such perfect contact with the metal... that the danger of peeling and scaling is never present when the paint is properly applied. Red-lead adheres to metal throughout its remarkably long life.

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 give protection that is unexcelled.

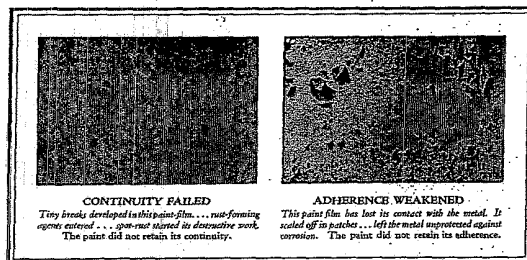
Paste and Liquid Red-Lead

Fine, uniform, highly oxidized—there is no better red-lead obtain-



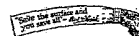
able than Dutch Boy red-lead. It comes in two forms—paste and liquid. The liquid (ready for the brush) is supplied in six different colors—the natural orange-red, two shades each of green and brown, and black. The paste comes in the orange-red and can be shaded to dark colors.

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.



CONTINUITY FAILED
Tiny breaks developed in this paint film... rust-forming agents entered... 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.



NATIONAL LEAD COMPANY

New York, 111 Broadway · Boston, 800 Albany Street · Buffalo, 116 Oak Street · Chicago, 500 West 25th Street · Cincinnati, 679 Freeman Avenue · Cleveland, 820 West Superior Avenue · St. Louis, 722 Chestnut Street · San Francisco, 231 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