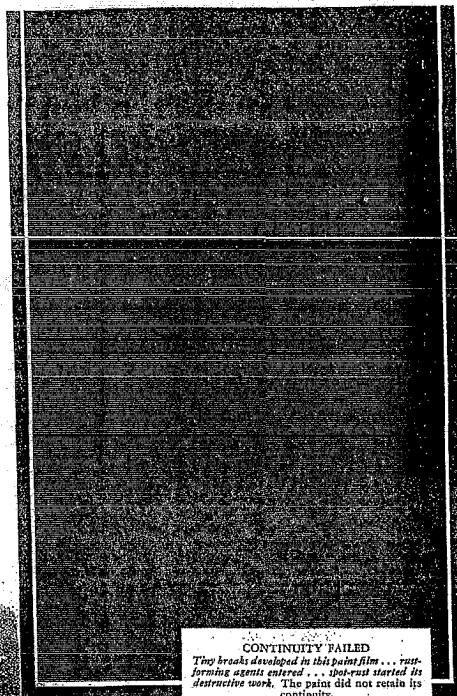


These TWO PICTURES ...a vital paint story

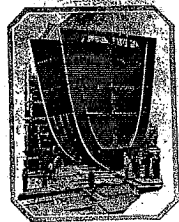
lasting protection for iron and steel comes only from paint that *retains* its continuity and adherence.

WHEREVER metal requires protection against corrosion, paint coatings must not only be moisture-proof but must remain unbroken . . . must stick tight to the metal at every point. A break in the paint film . . . a loosening from the metal . . . and paint begins to lose its protective value. For, the protective value of paint depends in the last analysis on two vital factors—*continuity* and *adherence*. Without them, any paint is helpless to prevent corrosion.

One paint . . . red-lead . . . has repeatedly demonstrated its ability to *retain* these vital qualities for an un-



CONTINUITY FAILED
Two breaks developed in this paint film . . . rust-forming agents entered . . . job-work started its destructive work. The paint did not retain its continuity.



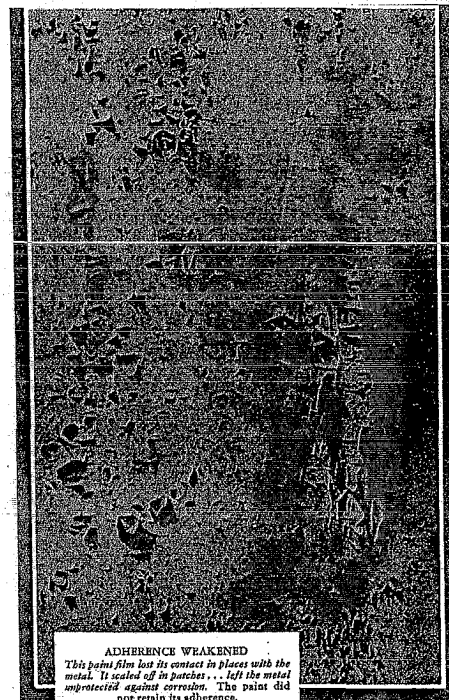
Inaccessible metal-work is safe from rust when coated with a moisture-proof paint that holds its continuity and adherence.

usual length of time, in addition to being moisture-proof. For years it has been the standard paint for metal exposed to salt or fresh water and other corrosive agents. And today, its application to metal is standard practice in the engineering field.

Continuity and Adherence

Under varying weather conditions . . . hot and cold, sun and snow . . . the tough, durable red-lead paint film remains elastic . . . expands and contracts with the metal to which it is applied. No breaks develop . . . the red-lead paint film keeps its continuity.

Loosening and scaling do not occur when red-lead paint is properly



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

applied. It forms such perfect contact with the metal that the paint film sticks tenaciously throughout its remarkably long life. *Red-lead paint 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 give metal a protection 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 black and can be shaded to dark

Free p

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