

# 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 rough, 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*

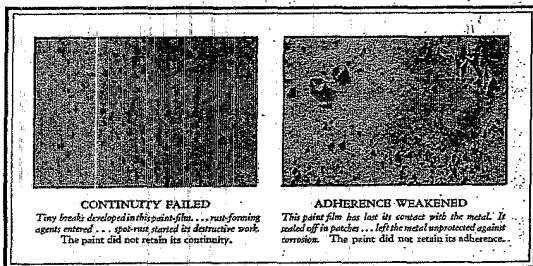
Fine, uniform, highly oxidized—there is no better red-lead obtain-

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.

## *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.



**CONTINUITY FAILED**  
They break developed in this paint film... run-forming agents entered... upon 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 peeled off in patches... left the metal unprotected against corrosion. The paint did not retain its adherence.

# DUTCH BOY RED-LEAD

This advertisement appears in Gas Age-Record, August 11

N 27848