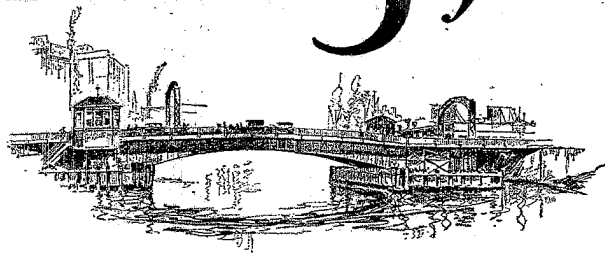


Painted 5 years ago



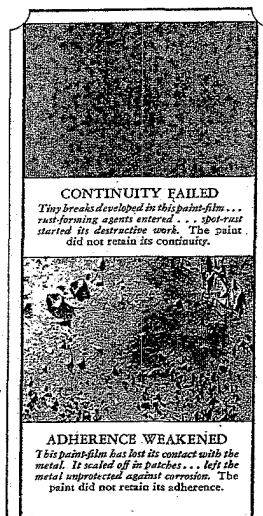
Still protected by the same unbroken,
tight-clinging paint-film . . . Will the
paint you use retain such lasting
continuity and adherence?

All good metal paints possess continuity and adherence when first applied to metal. But the true protective value of the paint you use depends on how long it *retains* these vital qualities.

One paint—red-lead—has repeatedly proved its ability to retain its continuity and adhere to the surface for many years. It produces a tough, durable coating that remains intact throughout a remarkably long life. It does not crack or scale. This paint holds its elasticity, expanding and contracting under changing temperatures with the metal to which it is applied. It *retains* its continuity.

Red-lead forms such perfect contact with the metal—sticks so tightly to the surface—that the danger of loosening or scaling is never present when the paint is properly applied. *Lasting adherence* to metal—that is a basic quality of the red-lead paint-film.

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 form a protective coating for metal 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 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, 211 Broadway . . . Boston, 800 Albany Street . . . Buffalo, 116 Oak Street . . . Chicago, 900 West 34th Street . . . Cincinnati, 639 Freeman Avenue . . . Cleveland, 820 West Superior Avenue . . . St. Louis, 722 Chestnut Street . . . San Francisco, 215 Montgomery Street . . . Pittsburgh, National Lead & Oil Co. of Pa., 315 Fourth Avenue . . . Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street.

DUTCH BOY RED-LEAD

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