

FIVE YEARS from TODAY

Will the paint film put on your metal now still retain its continuity and adhere to the surface?

ARE you getting full protective value from the paint you use? Five years from now, will the paint applied today on your metal surfaces still retain its continuity, with no breaks in the film, and will it also adhere tightly to the metal?

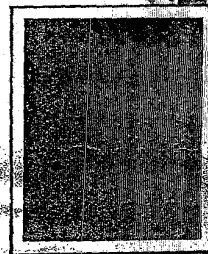
What paint will give you such a protective coating? Red-lead paint is the answer.

Pure red-lead paint does not crack or scale. It remains elastic throughout its long life, expanding and contracting with the metal under changing temperatures. It forms a tough, durable coating—holding its continuity for years and years.

And its contact with the metal is so perfect—it adheres so tightly—that the danger of loosening is never present when the paint is properly applied.



Notice how rust has started in tiny spots all over this steel surface. The small breaks gave corrosion a foothold—the paint did not retain its continuity.



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 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 that sold under the Dutch Boy trademark. Dutch Boy red-lead 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 can be tinted to dark colors.

Special Paint Service

Whenever you encounter an unusual painting problem

you will find our technical staff ready to serve you. Their wide experience and knowledge of painting enable them to give valuable assistance. Address the Department of Technical Paint Service, in care of our nearest branch.



NATIONAL LEAD COMPANY
New York, 111 Broadway • Boston, 800 Albany Street • Buffalo, 116 Oak Street • Chicago, 900 West 16th Street • Cincinnati, 659 Freeman Avenue • Cleveland, 820 West Superior Avenue • St. Louis, 722 Chestnut Street • San Francisco, 255 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