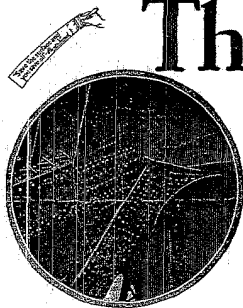


Paint That Really Pays -



Corners that escape inspection . . . safe from rust when red-lead stands on guard.

METAL-WORK lasts longer . . . paint upkeep costs drop to a minimum . . . when red-lead guards metal surfaces against corrosion.

The tough, durable film of this standard metal paint remains intact for years. Winter and summer, under all changes of temperature, it stays elastic, expanding and contracting with the metal to which it is applied. No breaks or cracks develop—the red-lead paint-film holds its continuity.

In addition, red-lead forms such close contact with the metal surface that loosening or scaling does not occur. It adheres tenaciously throughout a remarkably long life.

All good metal paints possess continuity and adherence *when new*—but pure red-lead has repeatedly proved its ability to *retain* these vital qualities for years. Red-lead is the paint that really pays.

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 an



unexcelled protective coating for metals.

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

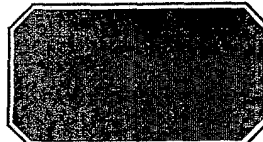
Whenever you encounter an unusual painting problem, you will find our special technical staff ready to serve you. Their wide experience and exhaustive knowledge of painting enable them to give valuable assistance. Address the Department of Technical Paint Service, in care of our nearest branch office.

Any good metal paint gives

protection when new — but paint that retains

its continuity and adherence

saves both depreciation and repainting costs



CONTINUITY FAILED

Two breaks developed in this paint film . . . rust-forming agents entered . . . spot-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, 900 West 18th Street
Cincinnati, 659 Freeman Avenue . Cleveland, 820 West
Superior Avenue . St. Louis, 722 Chestnut Street
San Francisco, 235 Montgomery Street . Pittsburgh,
National Lead & Oil Co. of Pa., 316 Fourth Avenue
Philadelphia, John T. Lewis & Bros. Company,
437 Chestnut Street

DUTCH BOY RED-LEAD

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