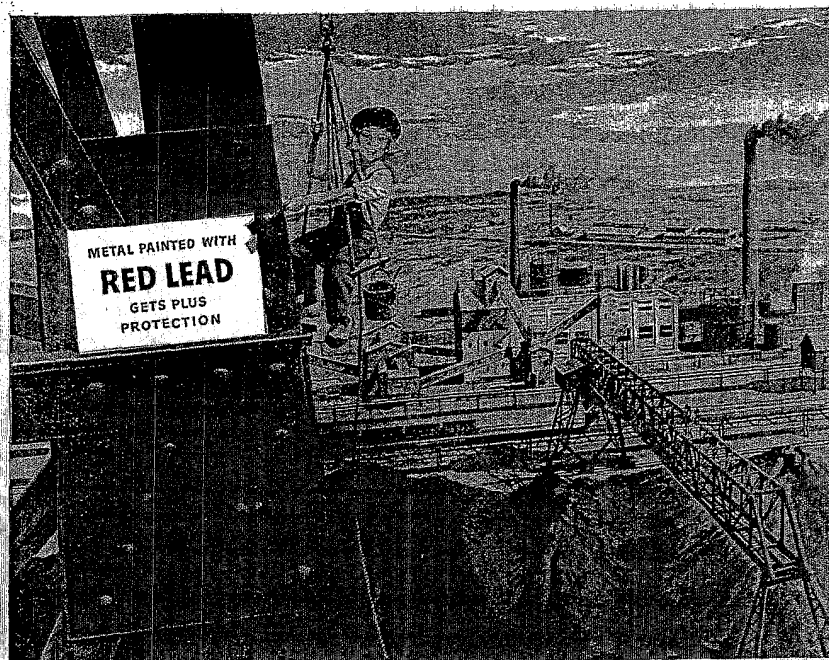




How RED LEAD "PASSIVATES" METAL ... inhibits RUSTING

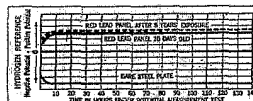
Research discloses sound reasons for Red Lead's long acceptance as the "standard" metal protective paint.

None is more important than Red Lead's ability to keep iron and steel in a "passive" state, in which the rusting process is held to a minimum.

As you know, unpainted steel, exposed to moisture, rapidly rusts. However, the same metal, under identical exposure conditions, remains "passivated," or rust-inhibited, when coated with Red Lead.

Proof of this is given in the graph at the right. It shows clearly the rust-inhibitive effect of Red Lead paint on steel, as contrasted with the rapid and continuous rusting of unpainted metal.

It is worth noting that, even after five years' exposure, the "passivating" power of Red Lead is still retained. Small wonder, then; that maintenance men think of Red Lead first when it comes to making metals last.



Graphic Evidence of RED LEAD'S Protective Power

The non-corroding state of Red-lead steel, as compared with unprotected steel, was measured electrically. A piece of unpainted steel was immersed in water. The iron, going into solution, reacted with oxygen in the water to form rust. This unrestrained corroding state is indicated by a rapidly developed and maintained negative potential relative to hydrogen (see above graph).

However, when steel panels painted with Red Lead were immersed under the same conditions, iron and lead salts formed directly next to the metal. This action at once stifled corrosion by preventing the iron from going into solution, thus keeping the steel surface passive. The results is shown in the graph above, where a quickly rising positive potential remains constant throughout the test.

Remember, too, that Red Lead is compatible with practically all vehicles com-

monly used in metal protective paints, including many of the fast-drying resin types.

RED LEAD Improves ALL Metal Protective Paints

The rust-resistant properties of Red Lead are so pronounced that it improves any metal protective paint. So, no matter what price paint you want, you'll get a better paint if it contains Red Lead.

The benefit of our extensive experience with metal protective paints for both underwater and atmospheric use is available through our technical staff.

NATIONAL LEAD COMPANY: New York 4; Buffalo 2; Chicago 3; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 18; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.); Pittsburgh 20 (National Lead Co. of Pa.); Charleston 25, W. Va. (Knox Lead Division).



**DUTCH BOY
RED LEAD**