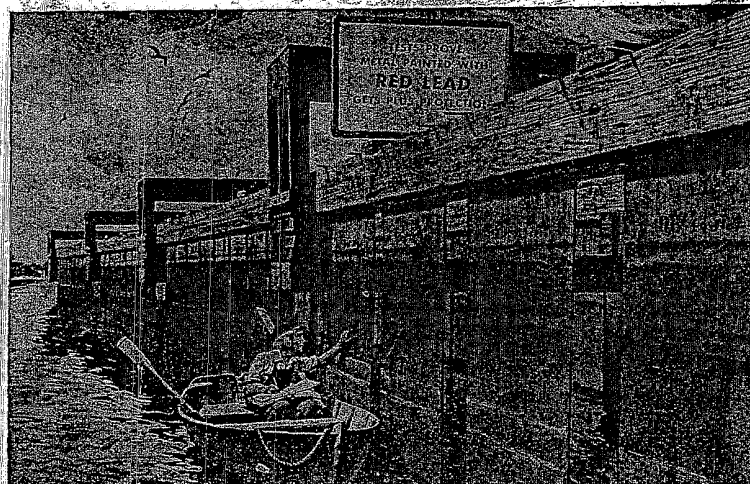




4 Ways RED LEAD RESISTS EFFECTS OF WATER guards against rust

Maintenance engineers have long recognized Red Lead as the "standard" rust-resisting paint. This acceptance is based, to a great extent, on its marked ability to stand up against rust, the powerful factor in the rusting process.

Now, scientific research has shown the inherent properties of the pigment itself. Just how and why Red Lead resists the effects of water. Briefly, there are four reasons:

1. Red Lead resists water "pick-up"—If a series of various metal protective paint films are weighed and then submerged in water (salt or fresh), it is readily noticed, on reweighing after several days immersion, that Red Lead films have outstanding resistance to the absorption, or "pick-up," of water.

2. Red Lead resists passage of moisture—Rusting of metal will not take place if water does not penetrate the paint film to reach the metal. Water permeability tests on paint films show, beyond question, that Red Lead is one of the most effective metal protective pigments because of its marked resistance to the passage of moisture through the film.

3. Red Lead resists solution by water—The action of water on paint films results in a partial dissolving of the film. Many metal protective films lose a considerable percentage by weight of their films through solution in water. On the other hand, the solubility losses of Red Lead paint films are practically negligible.

4. Red Lead resists distortion by water—Red Lead films have little tendency to shrivel or change in size during immersion in water. This is imperative to good metal protection. For good protection depends on good adhesion, and a paint film maintains better adhesion when it is not distorted by the action of the water.

Remember, too, Red Lead is compatible with practically all vehicles commonly used in metal protective paints, including the fast-drying resin types.

Specify RED LEAD for 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 you pay, 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 6; Buffalo 3; Chicago 3; Cincinnati 3; Cleveland 10; St. Louis 12; San Francisco 10; Boston Division, 1000 Boylston St., Boston 7; Philadelphia 7; T. Law & Sons, Corp., 1000 Market St., Philadelphia 7; Pasadena 2; Charleston 25; Wayne (Evans Lead Division).



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