



2 Ways RED LEAD NEUTRALIZES ACIDS ... Retards Rusting

Those responsible for making metal last have long accepted Red Lead as the "standard" metal protective paint.

New scientific research discloses sound reasons why Red Lead gives plus protection. For example, one important factor is Red Lead's ability to counteract the acid conditions which accelerate rusting.

Red Lead accomplishes this in two ways.

- 1. Red Lead Counteracts Environmental Acids:** The uses to which structural steel is put normally expose it to acid environments. For one thing, it is usually subjected to the attacks of industrial gases and smoke. Certain of these, in contact with moisture, produce acid-forming compounds that speed up rusting. Then, too, pollution of waterways also results in acidity. Red Lead effectively neutralizes all such acids, and thus counteracts their rust-accelerating effect.
- 2. Red Lead Controls Inherent Acids:** Many paint vehicles, such as linseed oil, synthetic resin varnishes and other commonly used types, themselves produce organic acids during the natural process of ageing. Many of these inherent acids, too, hasten corrosion. However, when Red Lead is the pigment in a metal protective paint, this rust-causing acidity is

kept in check. Thus, a "controlled" acid level is maintained in the paint film. This is a singular property of Red Lead and contributes greatly to its film flexibility, impermeability and long life.

Remember that 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.

WRITE FOR BOOKLET: "Red Lead in Corrosion Resistant Paints." Address nearest branch.

NATIONAL LEAD COMPANY: New York 5; Buffalo 2; Chicago 4; Cincinnati 4; Cleveland 12; St. Louis 1; San Francisco 10; Boston 5; (National Lead Co. of Mass.); Philadelphia 7; John T. Lewis & Bros. Co.; Pittsburgh 30; (National Lead Co. of Pa.); Charleston 25; W. Va. (Bress Lead Division).



DUTCH BOY
RED LEAD

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