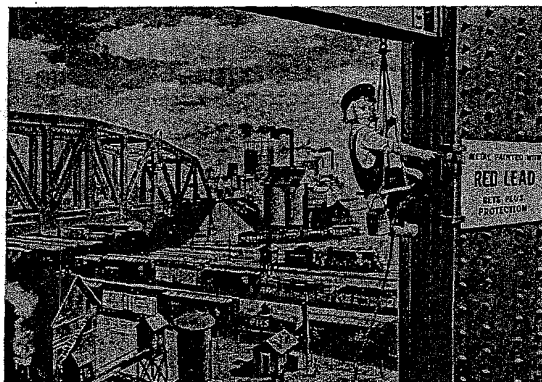




How RED LEAD stops Electro-chemical Action ... basic cause of Rusting

Science reveals *why* Red Lead is the "stand-ard" metal protective paint.

One factor is its ability to halt electro-chemical activity — the fundamental cause of rusting.

In this electro-chemical action, weak currents are generated, because of chemical and physical differences in the metal, as well as local differences in environment. As a result, the iron goes into solution and rusting is promoted.

These electro-chemical conditions are always present; but Red Lead eliminates their harmful effects.

Here's how: Red Lead possesses unique properties which enable it rapidly to convert the iron solubles into stable compounds. This forms a tightly adherent, protective film located at the interface of the metal and the Red Lead coating (see diagram).



The film that halts corrosion: This diagram shows the protective shield, located at the interface of the metal and paint film.

This film, so thin it cannot be seen by the eye, is in direct contact with the metal. It effectively inhibits electro-chemical action, and the consequent corrosion of the metal.

Naturally, for *continued* protection, the film must remain unbroken. Here again, in the same way, Red Lead heals any small breaks in the protective shield due to abrasive action or other causes. Thus, the metal remains in a rust-inhibited condition as long as Red Lead coats the surface.

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.

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Calumet 8; Cincinnati 3; Cleveland 15; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 1 (John T. Lewis & Bros. Co.); Pittsburgh 20 (National Lead Co. of Pa.); Charleston 25, W. Va. (Evans Lead Division).



**DUTCH BOY
RED LEAD**

KD-4021B—Corrosion (Black and White), August, 1947 ★

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