

LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE

NEW YORK 17, N. Y.

July 19, 1930

SUBJECT: White Lead Advertising

To Members of the White Lead Division:

Attached is a reprint of the first advertisement of the new white lead pigment advertising campaign to paint manufacturers. Reprints of subsequent ads will be sent you at a later date.

Also attached is the complete schedule of advertisements for the balance of this year.

A booklet telling the story of the advertising campaign in more detail is under preparation and we hope to have copies ready to mail to you and to the paint industry early this fall.

Very truly yours,

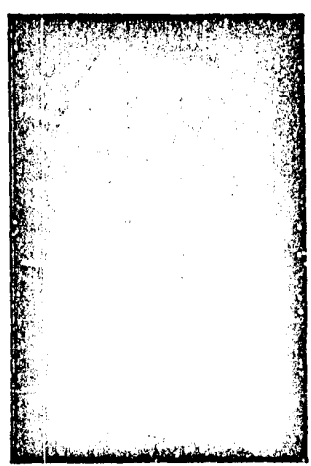
Robert L. Ziegler
Secretary.



LEAD INDUSTRIES ASSOCIATION
1950 WHITE LEAD ADVERTISING SCHEDULE

<u>PUBLICATION</u>	<u>SPACE</u>	<u>DATE</u>
American Paint Journal	1 pg. spr.	July 17
	2 pg. spr.	Aug. 14
	2 pg. spr.	Aug. 28
	1 pg. spr.	Sept. 11
	2 pg. spr.	Sept. 25
	2 pg. spr.	Oct. 9
	2 pg. spr.	Oct. 23
	2 pg. spr.	Nov. 6
	2 pg. spr.	Nov. 20
	2 pg. spr.	Dec. 4
Official Digest	2 pg. spr.	Dec. 18
	1 pg. spr.	July
	2 pg. spr.	Aug.
	1 pg. spr.	Sept.
	2 pg. spr.	Oct.
	2 pg. spr.	Nov.
Oil, Paint & Drug Reporter	2 pg. spr.	Dec.
	60"	Sept. 4
	30"	Oct. 2
	30"	Oct. 30
	30"	Nov. 27
Paint, Oil & Chemical Review	30"	Dec. 18
	2 pg. spr.	July 20
	1 pg.	Aug. 17
	2 pg. spr.	Sept. 14
	1 pg.	Oct. 12
	1 pg.	Nov. 9
	1 pg.	Dec. 7
Western Paint Review (Paint Industry Section)	2 pg. spr.	July
	1 pg.	Aug.
	2 pg. spr.	Sept.
	1 pg.	Oct.
	1 pg.	Nov.
	1 pg.	Dec.

here's why "lead" makes multi-pigment



Microscopic view of Lead Pigment in a paint film. The pigment particles are distributed throughout the film, providing a multi-pigment effect.

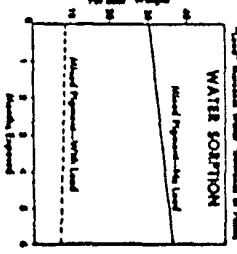
it stabilizes . . . it plasticizes . . .

Lead Pigment—the most effective way of "lead" in paint films. Without a reactive pigment, a paint film would have a relatively short life in outdoor service. Why? Because in oxidation of the vehicle, polymer, plasticizer, and other organic compounds, hydroxy acids, carboxylic acids, and related acids are formed. These liquids or gases attack the film. Active lead pigments in a paint generally are the products of decomposition of the film and form stable lead salts in this way. The film is stabilized and its durability greatly improved. This is one reason why "lead" is such an essential ingredient in multi-pigment house paints.

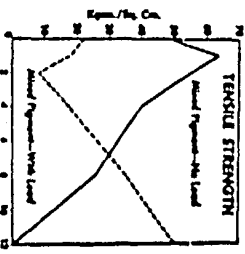
Lead—the most effective way of "lead" in paint films. Lead is not generally referred to as such. And, like many plastics, it would become brittle and lose its ability to do its job. Lead, in the form of lead acetate, is added to the paint. This is another reason why "lead" is so necessary in multi-pigment house paints.

For detailed information on the most effective use of "lead" in paint films, write to Lead Industries Association, 420 Lexington Avenue, New York 17, N. Y.

house paint last longer



Water sorption graph shows how "lead" pigments in paint films help to resist water penetration.

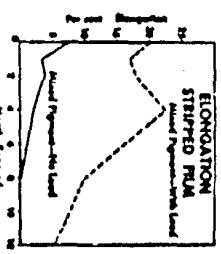


Tensile strength graph shows how "lead" pigments in paint films help to resist water penetration.

it strengthens . . . it resists water

Lead—the most effective way of "lead" in paint films. Lead pigments in a paint film mechanically strengthen the film, increasing its resistance to cracking and delamination. This is another reason why "lead" is so necessary in multi-pigment house paints.

Lead—the most effective way of "lead" in paint films. Lead pigments in a paint film mechanically strengthen the film, increasing its resistance to cracking and delamination. This is another reason why "lead" is so necessary in multi-pigment house paints.



Elongation graph shows how "lead" pigments in paint films help to resist water penetration.

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