

lead passes the "FRIED EGG" test*

—that's why house paints containing "LEAD" have extra durability

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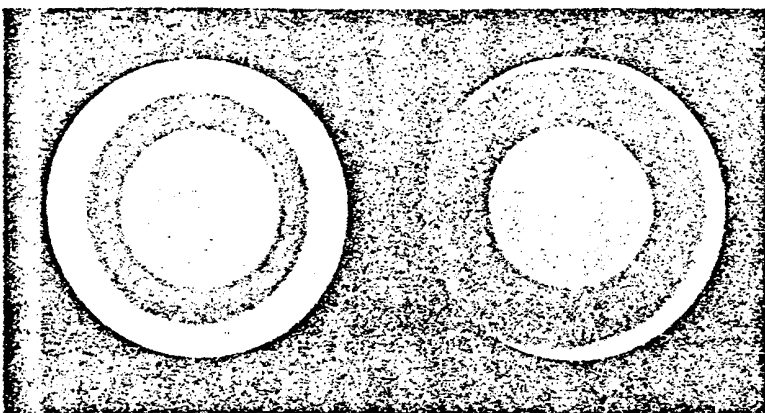
The "Fried Egg" test is an interesting and striking comparison of the oil retention properties of a paint film. This simple experiment is carried out by dropping a controlled quantity of paint on a piece of filter paper and observing the area stained by the oil released from the paint. From the illustration, it can be clearly seen that non-"lead" paints give up considerably more of the oil vehicle than those containing substantial portions of white lead.

The faculty of white lead to retain the oil in the paint film is a prime requisite of durable house paint films. Without lead pigments, more of the oil binder tends to penetrate the wood or other porous sub-

strata, robbing the oil from the protective film — with consequent early erosion or severe chalking.

Oil-retention is but one of the several reasons why white lead is so desirable in paint. Use enough of it to take advantage of all the qualities that lead pigments impart. You as the manufacturer will know you are producing a better—more reliable product. And white lead pigments in paint can't be beat as a valid argument to promote sales.

Valuable Reference Material: Write for data sheets on paint formulations to meet specific end requirements. *Lead Industries Association*, 420 Lexington Avenue, New York 17, N. Y.



Ready-Mixed White Lead Paint

Non-Lead Paint

Photograph of laboratory test aptly described as the "Fried Egg" test because of resemblance of the end result to an egg fried "sunnyside up."

* Federal specification TT-P-141b, method 442.1 — absorption test.

"LEAD" LENGTHENS THE LIFE OF PAINT BECAUSE:

- It Stabilizes—neutralizes acidic compounds resulting from the decomposition of the vehicle—prevents the film from becoming soft or liquefying.
- It Plasticizes—forms lead soaps which increase film flexibility.
- It Strengthens—flexible, spiny crystals in lead soaps mechanically reinforce the film and increase elastic strength.
- It Resists Water—paint films with an optimum lead pigment content absorb only a small fraction as much water as they otherwise would.
- It Limits Oil Penetration—more of the vehicle remains in the film where it is needed; less is absorbed in the substrata.
- It Improves Appearance—by controlling chalking and inhibiting mildew.



LIA02964