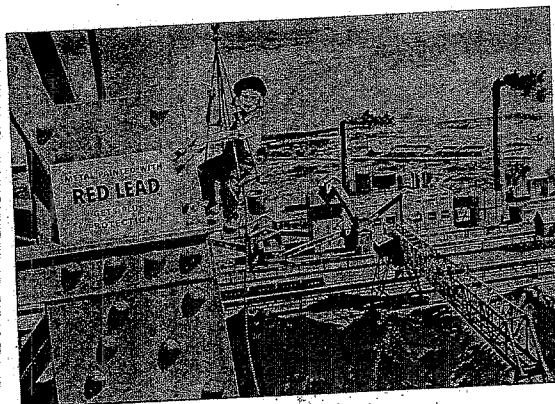




How RED LEAD "PASSIVATES" METAL ... inhibits RUSTING

Research discloses sound reasons for Red Lead's long acceptance as the "standard" metal protective paint.

None is more important than Red Lead's ability to keep iron and steel in a "passive" state, in which the rusting process is held to a minimum.

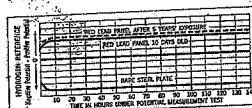
As you know, unpainted steel, exposed to moisture, rapidly rusts. However, the same metal, under identical exposure conditions, remains "passivated," or rust-inhibited, when coated with Red Lead.

The graph at right shows clearly the rust-inhibitive effect of Red Lead on steel, as contrasted with the rapid and continuous rusting of bare metal.

It is worth noting that, even after five years' exposure, the "passivating" power of Red Lead is still retained. Small wonder, then, that maintenance men think of Red Lead first when it comes to making metals last.

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.



RED LEAD'S Protection Measured Electrically

A piece of unpainted steel was immersed in water. The iron, going into solution, reacted with oxygen in the water to form rust. This unrestrained corroding state is indicated by a rapidly developed and maintained negative potential relative to hydrogen (see graph).

But, when steel panels painted with Red Lead were immersed, iron and lead salts formed next to the metal. This action at once stifled corrosion by preventing the iron from going into solution, thus keeping the steel surface passive. Graph curves show a positive potential, quickly rising and constantly maintained.

NATIONAL LEAD COMPANY: New York 1; Buffalo 3; Chicago 3; Cincinnati 2; Cleveland 13; St. Louis 1; San Francisco 20; Tacoma 4 (National Lead Co. of Mass.); Philadelphia 1 (John T. Lippitt & Sons Co.); Pittsburgh 24 (National Lead Co. of Pa.); Charleston 23, W. Va. (Lorain Lead Division).



**DUTCH BOY
RED LEAD**