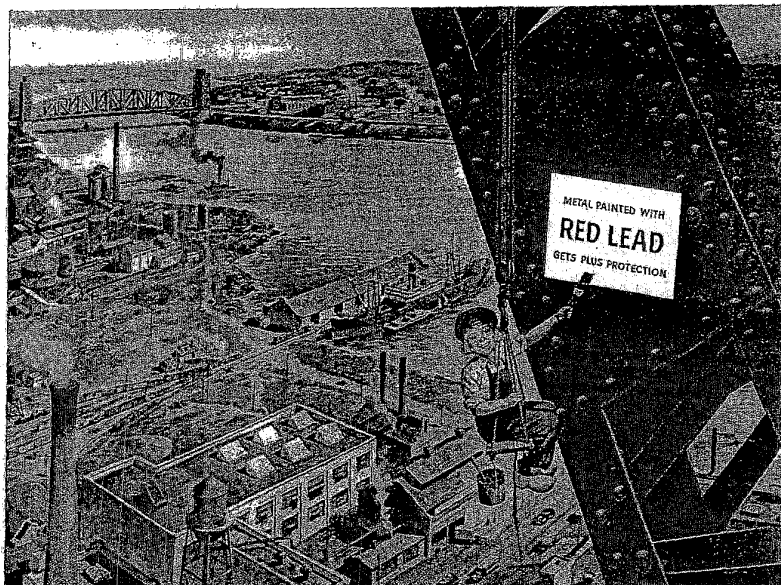




Unique RED LEAD "Soaps"

...check Rusting 3 Ways

Scientific research shows why Red Lead has long been regarded as the "standard" metal-protective paint.

One interesting factor is Red Lead's ability to react with the vehicle and produce unique lead "soaps."

These "soap" formations grow to form a tough, impervious, intermeshing matrix within the paint film, as shown in the photomicrographs below. These "soaps" help Red Lead inhibit rust three ways.

1. Toughen Paint Film. Radiating from central cores the "soap" formations develop long, rod-like projections, which spread out and interlock. Thus, they form a dense intermeshing structure that mechanically reinforces and toughens the paint film.

2. Make Film Water-Resistant. The very structural formation of these "soaps," with their thick, impervious matrix of closely-knit fibres, helps restrict the passage of moisture through the paint film. And metal cannot rust without the presence of moisture.

3. Keep Film Flexible. The "soap" formations, far from being rigid, allow movement all

along their soap intertwining projections. The resulting flexibility helps prevent the ruptures to which a hard, unyielding paint film is subject. Thus the lead "soaps" aid in maintaining the continuity of the paint film.

Lead "soaps" form primarily in the dry paint film as it ages. This is where the "soap" formations impart their greatest benefit. When a paint film weathers and ages, decomposition products of the vehicle are formed. Red Lead's ability to slowly combine with these decomposition products actually enhances the life of the paint film. Red Lead's slow rate of reaction means the film age-hardens at a slower rate. It thus retains a high degree of flexibility, a great factor in its lasting adhesion.



The photomicrographs above show how Red Lead "soaps" progressively spread out as they grow and thus reinforce the paint film.

Remember, too, Red Lead is compatible with practically all vehicles commonly used in metal protective paints, including fast-drying resin types.

RED LEAD Improves 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 point you want, you'll get a better paint if it contains Red Lead.

The benefit of our extensive experience with metal protective paints for both underwater and atmospheric use is available through our technical staff.

NATIONAL LEAD COMPANY: New York 6; Buffalo 2; Chicago 9; Cincinnati 9; Cleveland 12; St. Louis 11; San Francisco 10; Boston 4; (National Lead Co. of Mass.); Philadelphia 7; (John T. Lewis & Sons Co.); Pittsburgh 24; (National Lead Co. of Pa.); Charleston 24; W. Va. (Brass Lead Division).



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