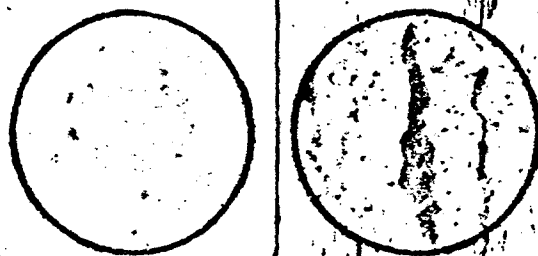


"lead" stabilizes a paint film

— that's one of the reasons house
paints containing "lead"
show longer life

As a paint film weathers, oxidation of the vehicle takes place. Short chain acidic compounds, such as formic, hydroxy-acetic and propionic acids, are set free. The illustration below typifies the way in which basic lead pigments react with various organic acid decomposition products. If left uncontrolled, these decomposition products of the organic oil base liquefy or soften the film and it disintegrates.

Chemically reactive white lead pigments slowly neutralize these decomposition products by the formation of stable, insoluble lead salts, which are also pigments, and further decomposition is arrested. It is this reaction which stabilizes the paint film and materially increases its life under exposure to weather.



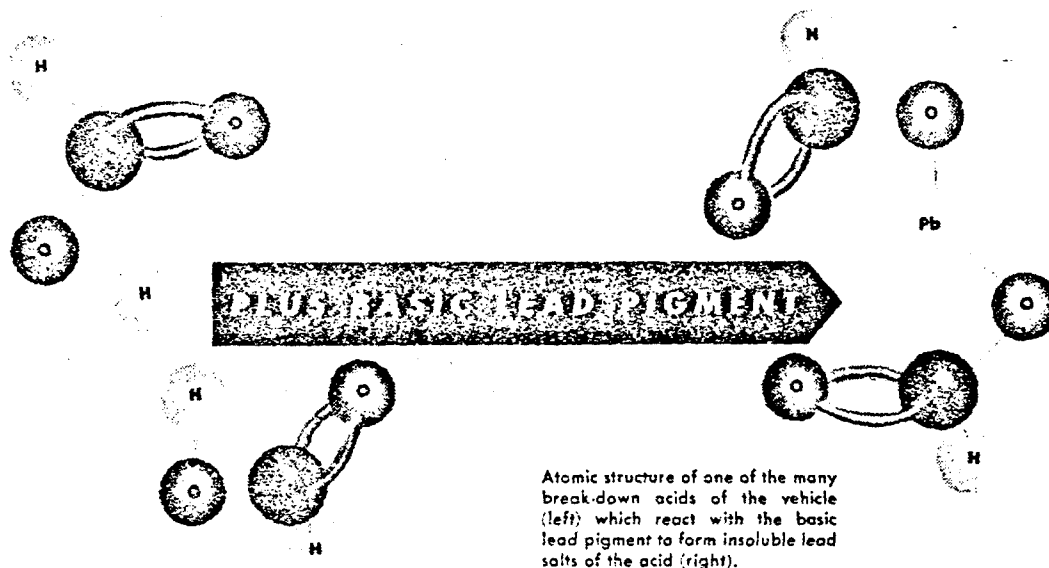
30 MONTH EXPOSURE TEST IN FLORIDA

Paint properly stabilized
with lead pigment.

Paint not stabilized with
lead pigment.

Use "lead" in your paints. And use enough of it to take full advantage of the many desirable qualities that white lead pigments impart—qualities which mean better paints, greater consumer satisfaction and larger sales.

For detailed information on the most effective use of "lead" in your paints... write to *Lead Industries Association, 420 Lexington Avenue, New York 17.*



"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.



This advertisement appears in the following publications: American Paint Journal, Sept. 25 and Nov. 20; Paint, Oil & Chemical Review, Nov. 9; Official Digest, Dec.; Oil, Paint & Drug Reporter, Oct. 2.