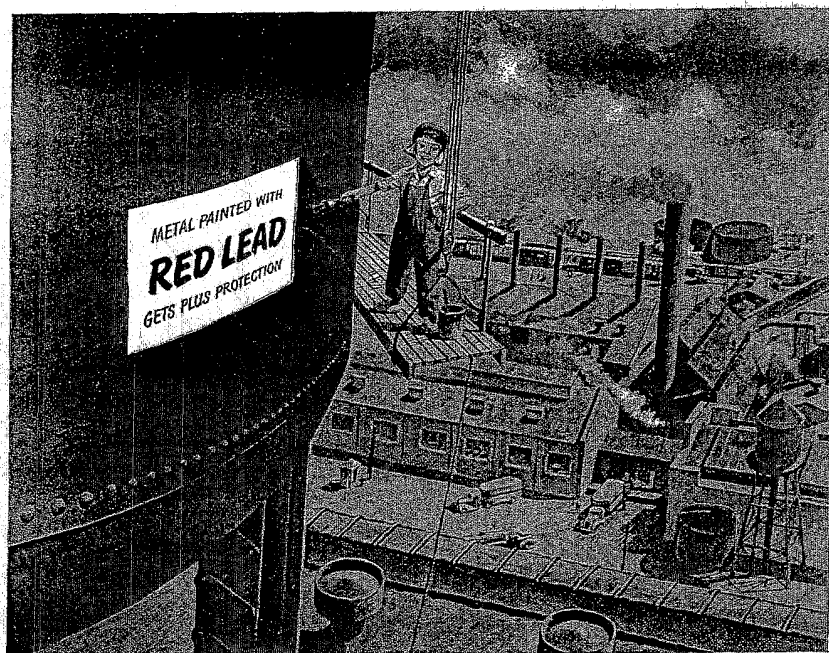




2 Ways RED LEAD NEUTRALIZES ACIDS ...Retards Rusting

Those responsible for making metal last have long accepted Red Lead as the "standard" metal protective paint.

Now scientific research discloses sound reasons why Red Lead gives plus protection. For example, one important factor is Red Lead's ability to counteract the acid conditions which accelerate rusting.

Red Lead accomplishes this in two ways.

1. Red Lead Counteracts Environmental Acids: The uses to which structural steel is put normally expose it to acid environments. For one thing, it is usually subjected to the attacks of industrial gases and smoke. Certain of these, in contact with moisture, produce acid-forming compounds that speed up rusting. Then, too, pollution of waterways also results in acidity. Red Lead effectively neutralizes all such acids, and thus counteracts their rust-accelerating effect.

2. Red Lead Controls Inherent Acids: Many paint

vehicles, such as linseed oil, synthetic resin varnishes and other commonly used types, themselves produce organic acids during the natural process of ageing. Many of these inherent acids, too, hasten corrosion. However, when Red Lead is the pigment in a metal protective paint, this rust-causing acidity is kept in check. Thus, a "controlled" acid level is maintained in the paint film. This is a singular property of Red Lead and contributes greatly to its film flexibility, impermeability and long life.

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

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 paint you want, you'll get a better paint with Red Lead.

WRITE FOR BOOKLET: "Red Lead in Corrosion Resistant Paints" is an authoritative booklet for those who formulate and make metal paint. It also includes typical specification formulas. For your copy, address nearest branch listed below.

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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 5; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Boston 6; (National Lead Co. of Mass.); Philadelphia 7; John T. Lewis & Son, Co.; Pittsburgh 29; (National Lead Co. of Pa.); Charleston 23; W. Va. (Hess Lead Division).



**DUTCH BOY
RED LEAD**

KD-4019A—American Paint Journal, February 3 and September 29—
Paint, Oil and Chemical Review, February 20, July 10 and November 27 *

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