

Drying tests: $\frac{1}{4}$ actual size.

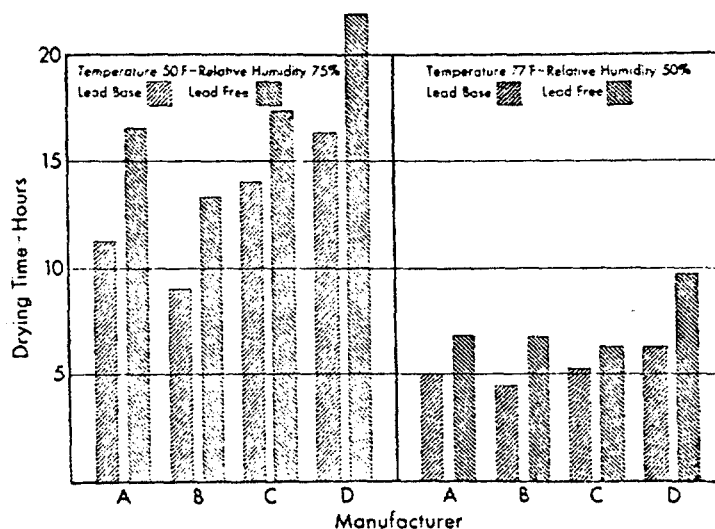
"Lead"

HOUSE PAINTS

dry faster!

Drying tests, under controlled temperature and humidity conditions, of four sets of house paints—three national brands; one made to Federal specifications—prove *conclusively* that paints containing white lead *dry faster!*

Especially in humid, dusty environments where prolonged wetness picks up damaging dust particles and debris, house paints with white lead in their formulations dry *set-to-touch* three to six hours sooner than lead-free paints.



"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 liquifying.

It Plasticizes... forms lead soaps which increase film flexibility.

It Strengthens... flexible, spiny, lead-soap particles 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 do lead-free paints.

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.

The graph speaks for itself. The figures, taken from a standard, generally-accepted, stylus-type drying recorder—and confirmed by duplicate tests in separate laboratories—show clearly how white lead shortens the drying-time of house paints.

"Lead" base and lead-free house paints, all mixed the same day, were applied to test panels to a thickness of three mils. Three paint manufacturers, (A, B and C) each supplied a set of two brand-name paints—one "lead" base and one lead-free—for the tests. The fourth set (D) was made to Federal specifications: TT-P-102 ("lead" base), and TT-P-103 (lead-free). Two separate tests were made under different atmospheric conditions (warm and dry; cool and humid).

These are valid reasons for the use of lead pigment in your paint formulations... all valid sales arguments. For detailed information on the most effective use of white lead in your paints—write for "White Lead in Mixed Pigment House Paints" and "White Lead Technical Bulletin #1." Lead Industries Association, 420 Lexington Avenue, New York 17, N. Y.

All government restrictions on the end uses of lead have been lifted.



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