

Keeps paint looking better— **LONGER**

The first day that house paint is applied, it begins a constant battle with the elements. Heat and cold, wind and dust, chemical action — all combine forces under the general term "weathering". Whether or not your paint contains white lead determines to great degree if it will be subject to checking, cracking and eroding. The presence of neutralizing basic lead salts minimizes the effect of attack by the acidic degradation products formed during the weathering process.

With weathering held in check, dirt-collecting cracks and eroded valleys are minimized. With paint containing white lead, a continuous smooth surface is maintained through slow, even chalking — paint retains "fresh" appearance — longer.

resists mildew

The addition of white lead in carefully balanced, mixed pigment house paints improve their resistance to mildew. Lead and other metal soaps are formed in just the right proportions not only to plasticize the film for maximum toughness and elasticity but also to give greater fungicidal properties.

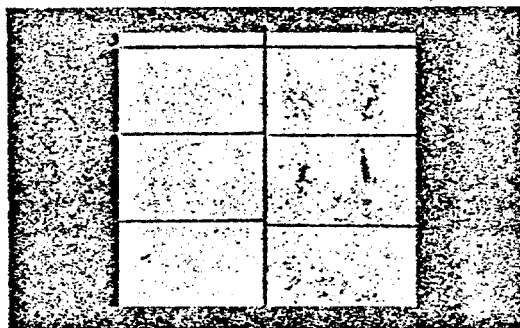


30 MONTHS EXPOSURE TEST IN FLORIDA

Note better appearance of paint at the left, properly stabilized with white lead, as compared with that of the lead-free paint at right.

White lead stabilizes ready-mixed house paints against breakdown by checking, cracking and severe erosion. This is but one of several reasons why white lead is so desirable in house paint. Use enough of it to take advantage of all the qualities that white lead pigments impart. You as the manufacturer will know you are producing a better — more reliable product. And lead pigment in paint can't be beat as a valid argument to promote sales.

Valuable Reference Material: Write for data sheets on paint formulations to meet specific end requirements. *Lead Industries Association, 420 Lexington Avenue, New York 17, N. Y.*



Note improved mildew resistance of paint at the left, properly stabilized with white lead, as compared with that of the lead-free paint at right.

"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.
- It Limits Oil Penetration—more of the vehicle remains in the film where it is needed; less is absorbed in the substrate.
- It Improves Appearance—by controlling chalking and inhibiting mildew.



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