

What other Pigment can make this Statement...?

White Lead Adds
MORE
of the Properties
that make
Good Paint



Quality speaks for itself.

That's true of your house paint.

And it's true of our Basic Carbonate White Lead.
But there's no need to tell you how good White Lead itself is...

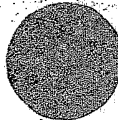
What's more important to you is that White Lead also makes paint good. And makes good paint easy to make.

In fact you get 14 paint-making properties when you include this one pigment in your formulations.

Check the list above. Basic Carbonate White Lead not only offers all 14, but imparts them to paints in well-balanced proportion.

Many of these paint-making benefits stem directly from White Lead's unique ability to form lead "soaps." The "soap" story at the right tells you why!

Our technical staff is at your service to help you fit "Dutch Boy" Basic Carbonate White Leads into your formulations. Their recommendations are backed up by broad experience and 30 years of continuous paint fence testing—the longest project of its kind on record.



L.S.M.F.P.

Lead Soaps—Mean Fine Paint

White Lead combines with oil to produce a distinctive type of "soap" formation, with a fibrous structure consisting of multiple projections radiating from a central core.

The photomicrographs at the left show how the soaps progressively spread out as they grow and thus mechanically re-inforce the paint film, giving it greater toughness and weather resistance.

It is also characteristic of lead "soaps" that they allow movement all along their intermeshing projections. This action helps improve both elasticity and adhesion.

The tendency of White Lead to react with linseed oil also explains why this pigment weas easily and thus mixes and grinds well.

NATIONAL LEAD COMPANY—New York 6; Buffalo 25; Chicago 30; Cincinnati 37; Cleveland 12; St. Louis 1; San Francisco 10; Boston 6. (National Lead Co. of Mass.); Philadelphia 7; Tulsa 2; Lewis & River Co.; Pittsburgh 20. (National Lead Co. of Pa.).



Dutch Boy *Basic Carbonate* **White Leads**
Reg. U. S. Pat. Off.

KD-4024—American Paint Journal, February 17—Oil Paint and Drug Reporter, February 3—
Paint Industry Magazine, March—Paint, Oil & Chemical Review, February 6, 1947 *
KD-4024A—Official Digest, February

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