

LEAD INDUSTRIES ASSOCIATION, INC.

282 MADISON AVENUE

NEW YORK 17, N. Y.

February 15, 1962

**SUBJECT: SUGGESTED COPY
FOR NEWSLETTER
AD NO. 2**

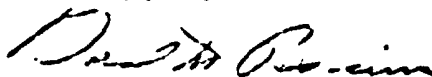
To Members of the Lead Pigments Technical Committee:

I am attaching suggested copy, in duplicate, for the Lead Pigments Newsletter Ad No. 2, along with suggested captions for two photographs that will be included in the ad.

Please indicate your comments or approval on one of the copies enclosed and return it to me as soon as possible.

If I do not hear from you by February 26, I will assume it meets with your approval.

Sincerely yours,



David M. Borcina
Secretary, Lead Pigments Technical Committee

DEB:1962



Look Ahead with Lead

SUGGESTED COPY FOR LEAD PIGMENTS NEWSLETTER NO.2

The acceptance of water thinnable exterior house paint systems is being retarded by the tendency of such paints to exhibit disagreeable and unsightly staining soon after application. It is generally agreed that such staining is caused by water soluble dyes or tannins contained in much of the woods used in construction. The staining appears as a uniform darkening over the entire paint film or of varying intensity depending upon concentration of the dyes throughout the surface of the wood. Unfortunately these water soluble dyes are leached through succeeding coats of paint.

The water soluble materials are acidic in nature. They combine with insoluble basic lead compounds, such as basic lead pigments in suspension, to form an insoluble lead organic salt complex. These reaction products permanently fix the stain in the initial paint film and prevent it from migrating to succeeding paint films on multiple coat applications.

Basic white lead silicate, 48 per cent PbO and 85 per cent PbO types, have been found very effective when used in water thinnable primers or incorporated in additives for use with latex for first coat application. Other basic lead compounds also show promise.

Water thinnable house paints containing lead pigments show excellent staining control, marked reduction of nailhead staining and rust and also minimised failure by warping, cupping and cracking of the wood substrate to which these paints are applied.

Exposure testing of water thinnable systems formulated with lead pigments after two years continue to provide evidence of good durability and excellent general performance.

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Suggested Copy for Lead
Pigments Newsletter No. 2

Properly formulated water thinnable exterior paints pigmented with lead compounds give promise of fulfilling the industry's need for water thinnable coatings. These paints are fast drying, easy to apply, and have shown good package stability. They provide high decorative value with good mold resistance and excellent tint retention along with improved properties of adhesion and blister resistance.

If you are now developing a completely water thinnable house paint system, why not consider the advantages that lead compounds may offer? Why not test them in your own formulations? For further details on these and other advances in lead pigment technology, write to: Lead Pigments Technical Committee, Lead Industries Association, Inc., 292 Madison Avenue, New York 17, N.Y.

CAPTION FOR PHOTOGRAPH OF NAILHEAD STAINING

A marked reduction in nailhead staining is effected by the addition of lead pigments to water thinnable paints.

CAPTION FOR PHOTOGRAPH OF STAIN CONTROL

The excellent stain control achieved by the addition of lead pigments to water thinnable paints is shown on the left of the test panel.