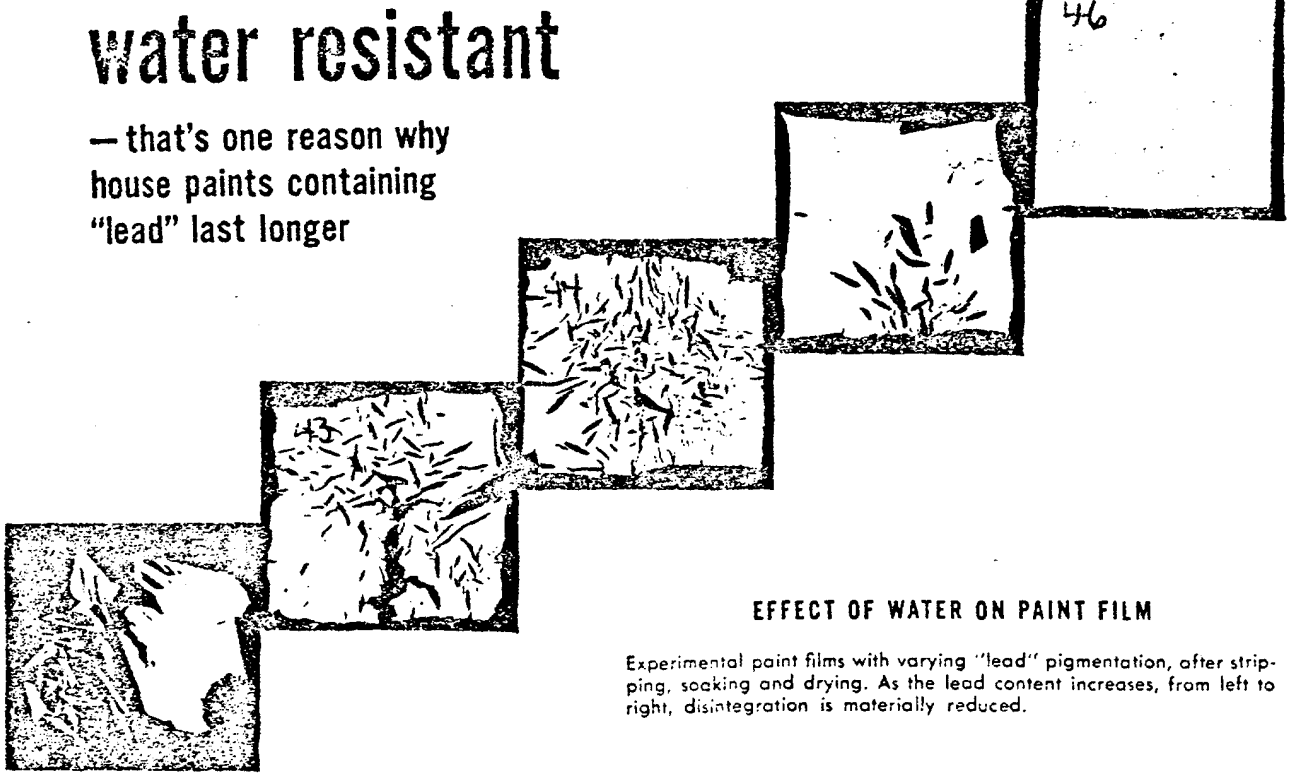
water resistant

— that's one reason why house paints containing "lead" last longer



EFFECT OF WATER ON PAINT FILM

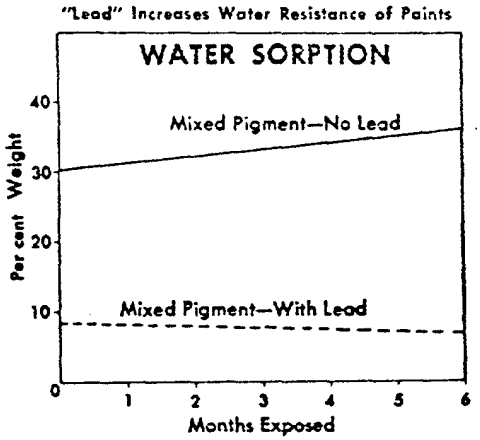
Experimental paint films with varying "lead" pigmentation, after stripping, soaking and drying. As the lead content increases, from left to right, disintegration is materially reduced.

Water is probably the worst enemy of any paint film. It tends to decompose and dissolve away portions of the film. It also tends to emulsify the film causing it to swell and blister. It is generally considered the greatest single cause of loss of adhesion.

The inclusion of white lead pigments in formulations for house paints is the surest means of mastering these conditions. Paints containing "lead" are highly resistant to water—absorb only a small percentage of what they would otherwise. On films of lead-pigmented paints, water appears as distinct droplets—does not penetrate—whereas paint films lacking this ingredient are completely wetted.

This high repellency to water—resistance to pick-up of water within the film—is another reason for using "lead" in your paints. And use enough of it to take full advantage of the many desirable qualities that white lead pigments impart—qualities which mean better paints, greater consumer satisfaction and larger sales.

For detailed information on the most effective use of "lead" in your paints . . . write to *Lead Industries Association, 420 Lexington Avenue New York 17, N. Y.*



Water sorption graph shows how lead decreases the water pick-up of mixed pigment paints.

"LEAD" LENGTHENS THE LIFE OF PAINT BECAUSE:

LIA02965

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, spiney 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.

This advertisement appears in the following publications: American Paint Journal, Oct. 9 and Dec. 4; Paint, Oil & Chemical Review, Oct. 12; Official Digest, Oct.; Oil, Paint & Drug Reporter, Dec. 18; Western Paint Review, Dec.