

LEAD house paints have "staying power"

because lead pigment stabilizes the film
Surfaces Look Better...Longer

After prolonged exposure under different climatic conditions, the house paint containing white lead on these test panels is still as durable as it looks... a continuous surface without cracks... the best argument for using lead pigment in your paint formulations.

Chicago's industrial gases and rapid temperature changes, as well as Florida's moisture and sun-bake treatment, failed to permeate or crack the protective film of the "lead" paints because white lead neutralizes and stabilizes the decomposition products of the vehicle by forming stable, insoluble lead salts, giving the paint a tough, resilient film.

These exposure tests show why it pays to include "lead" in your paint formulations... it gives paint the "staying power" that keeps it looking fresher—longer... a powerful sales argument.

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

TWO SEVERE EXPOSURE TESTS

Photographs of test panels (inserts, twice actual size) show how properly lead-pigmented paints retain their elasticity, toughness, staying power... and appearance.

"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 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.

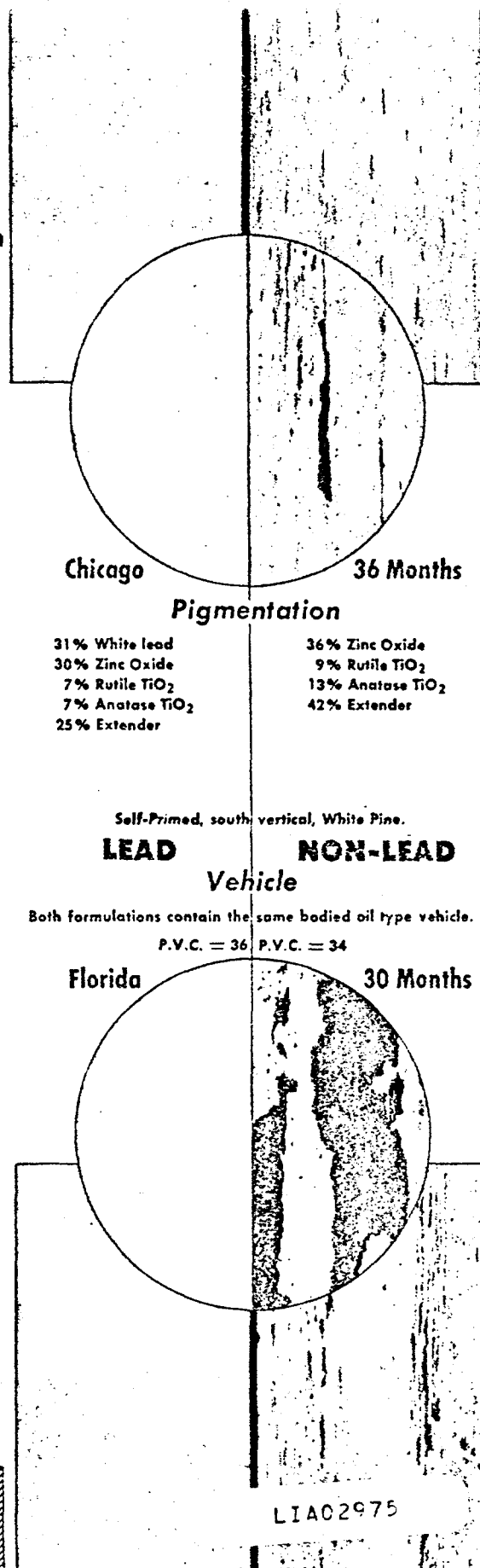
It Limits Oil Penetration... more of the vehicle remains in the film where it is needed; less is absorbed in the substrate.

It Improves Appearance... by controlling chalking and inhibiting mildew.



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