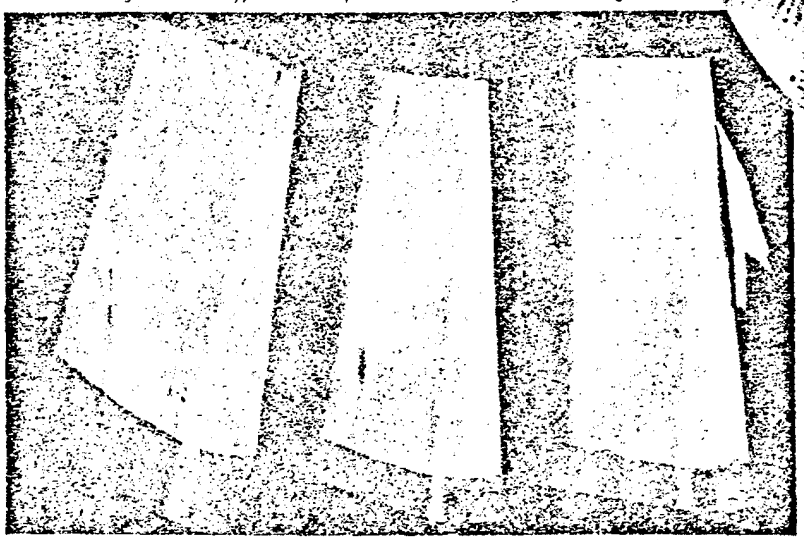
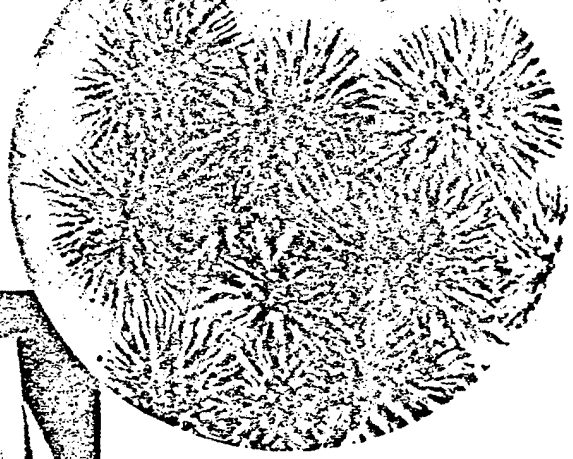
"lead" plasticizes a paint film

Center: Typical "lead"-containing paint demonstrates good flexibility—bends without cracking. Left and Right: Too brittle and lacking in flexibility, these two paints show cracking and flaking.





Photomicrograph showing the meshing of the spiney lead soap crystals.

—that's why house paints containing "lead" remain tough and flexible

"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.

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It Plasticizes—forms lead soaps which increase film flexibility.

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It Strengthens—flexible, spiney crystals in lead soaps mechanically reinforce the film and increase elastic strength.

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It Resists Water—paint films with an optimum lead pigment content absorb only a small fraction as much water as they otherwise would.

Without a plasticizer—an agent that insures prolonged flexibility—paint, like any other plastic, would soon become hard and brittle. That's one of the reasons why white lead pigments are vital to multi-pigment house paints.

Lead soaps, formed by the reaction of lead pigments with the vehicle, are ideal plasticizers. They prevent cracking under normal stresses—allow the paint film to adhere tightly to the surface it protects and at the same time stretch and contract with any dimensional changes of that surface.

White lead pigments permit the formulation of paints which are not only tough and flexible initially but *remain* so throughout their entire life.

Use "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.*

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