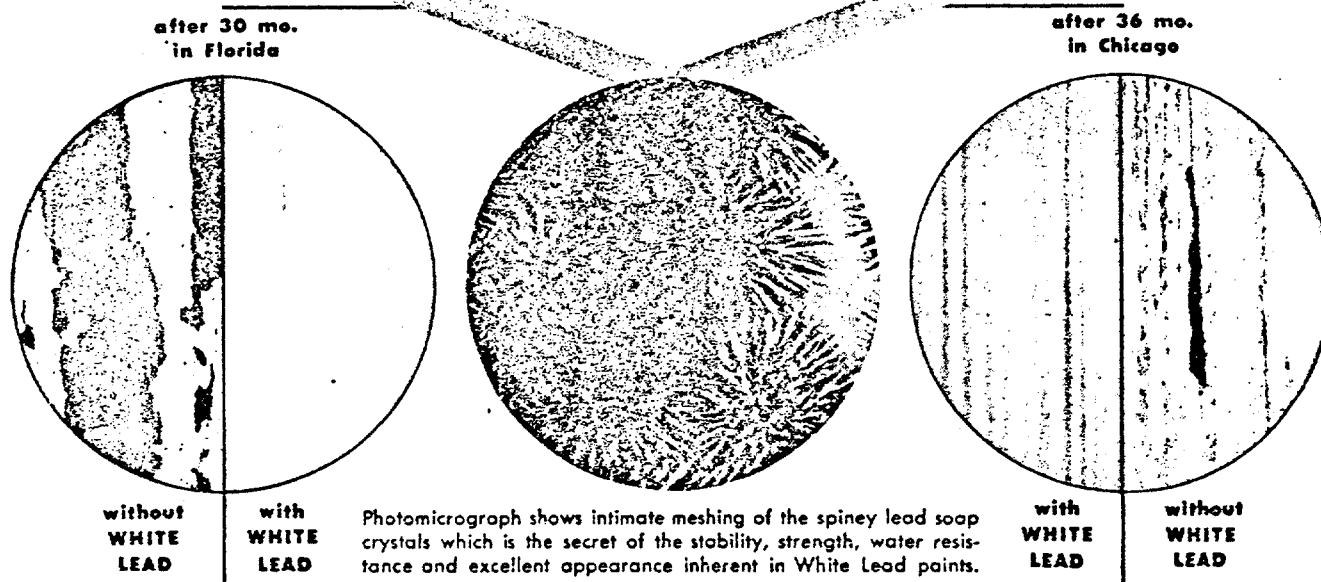


WHITE LEAD

improves house paints



4 sure benefits with WHITE LEAD

- 1 **STABILITY...** Oxidation takes its toll in house paint; acids which are formed liquify or soften the paint. Active lead pigments neutralize these products of decomposition and form stable insoluble lead salts. Durability in mixed pigment house paints is assured with White Lead.
- 2 **PLASTIC STRENGTH...** Paint forms a plastic coating which becomes hard, brittle and inflexible if it does not contain a plasticizer. Such paint will crack under normal stresses, spoiling its appearance and reducing its protective value. Lead soaps act as stable plasticizers which maintain flexibility. Long-lasting plasticity is assured with White Lead.
- 3 **WATER RESISTANCE...** Water causes ordinary paint to dissolve and emulsify, causing swelling, softening and excessive chalking. Paints containing lead pigments are highly resistant to water, they absorb only a fraction as much water as non-lead paints. Better water resistance, less erosion and controlled chalking are assured with White Lead.
- 4 **BETTER APPEARANCE...** Lead in house paints provides smart initial appearance, which lasts longer than paints containing no lead. All the advantages inherent in White Lead paints contribute to this better appearance. When the paint contains White Lead, the stamp of a good paint job on any house will be evident long after ordinary paints fail.

Long-life protection with WHITE LEAD

WHITE LEAD has become to paint what Sterling means to silver. To people who know the lasting qualities of White Lead paint, a mere mention of the White Lead content on your label will gain quick acceptance of its quality. Experience and repeated emphasis over the years have established White Lead as the best guarantee of paint quality. Be sure to tie your product to White Lead, be sure to recommend paint containing White Lead.



Ⓢ 1876

Lead Industries Association
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