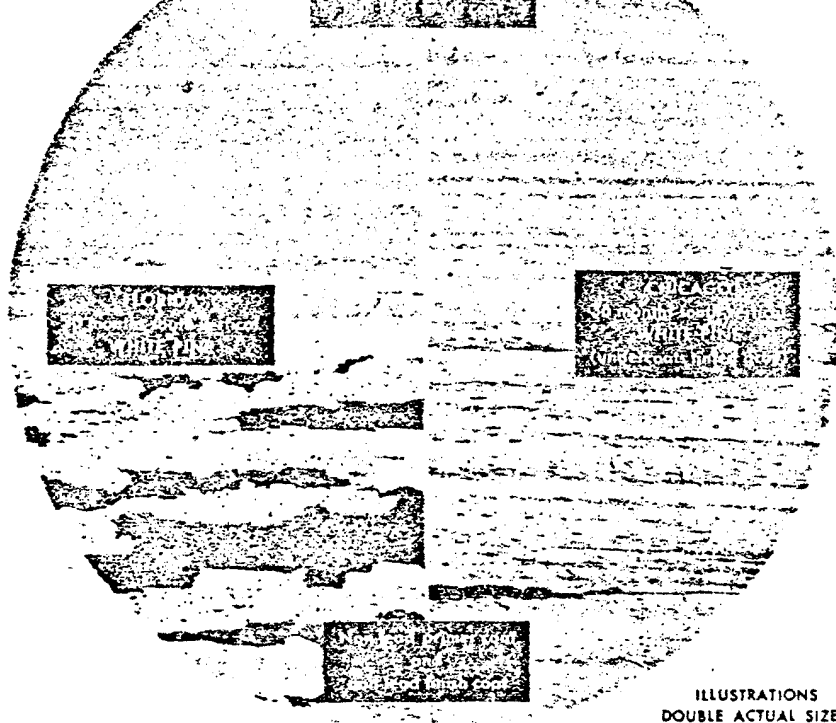


"LEAD"

in Primer Paints

*improves adhesion,
stabilizes, plasticizes,
and controls
oil penetration.*



Here's picture-proof of how "lead" primer coats have greater staying power. The comparison of the white lead mixed pigment primer applied under a lead-free finish coat; and the lead-free paint, self-primed, emphasizes the superior performance of the "lead" primer. (Primers in Chicago exposure were tinted gray to highlight any topcoat erosion).

White lead's ability to stabilize and plasticize the film, to strengthen paint and to help it retain the optimum amount of oil explains why white lead primers withstand severe climatic conditions.

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 white lead mixed-pigment primer—even though the non-lead finish coat showed rapid chalking and erosion that a conventional "lead" finish would have prevented. *Conclusive* proof of the tough, protective film that white lead gives to base coats.

That's why paint manufacturers offer their lead-pigmented paints with the assurance of longer staying power. For detailed information on the most effective use of "lead" in your paints—write for "White Lead in Mixed Pigment House Paints" and "White Lead Technical Bulletin #1." *Lead Industries Association, 420 Lexington Ave., New York 17.*

"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 liquifying.

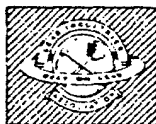
It Plasticizes . . . forms lead soaps which increase film flexibility.

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.



N 4110

LIA02970