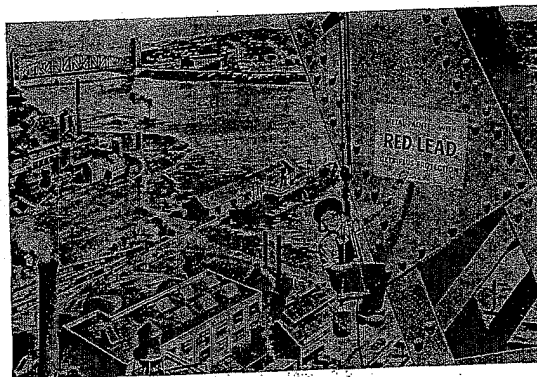




Unique RED LEAD "Soaps" ...check Rusting 3 Ways

Red Lead has earned its place as the "standard" metal-protective paint. One reason is its ability to react with the vehicle and produce unique lead "soaps."

These "soap" formations grow to form a tough, impervious, intermeshing matrix within the paint film (see photomicrographs). The "soaps" help Red Lead inhibit rust three ways.

1. **Toughen Paint Film.** Radiating from central cores the "soap" formations develop rod-like projections. These form a dense intermeshing structure that *mechanically* reinforces and toughens the paint film.
2. **Make Film Water-Resistant.** The thick, impervious matrix of lead "soap" fibres helps restrict the passage of moisture through the paint film. And metal cannot rust without the presence of moisture.
3. **Keep Film Flexible.** The "soap" formations allow movement all along their soft, intertwining projections. This flexibility helps prevent the ruptures to which a hard, unyielding paint

film is subject. Thus the lead "soaps" aid in maintaining the continuity of the paint film.

Lead "soaps" form primarily in the dry paint film as it ages and the vehicle decomposes. Red Lead's ability to slowly combine with the decomposition products actually enhances the life of the film. Red Lead's slow rate of reaction means the film ages-hardens at a slower rate. It thus retains a high degree of flexibility, a great factor in its lasting adhesion.

Remember, too, Red Lead is compatible with practically all vehicles commonly used in metal protective paints, including many of the fast-drying resin types.

Specify RED LEAD for ALL Metal Protective Paints

The rust-resistant properties of Red Lead are so pronounced that it improves any metal protective paint. So, no matter what price you pay, you'll get a better paint if it contains Red Lead.

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 10; Cleveland 13; St. Louis 1; San Francisco 10; Boston 6; National Lead Co. of Mass.; Philadelphia 1; John A. Lewis & Sons, Co.; Pittsburgh 3; National Lead Co. of Pa.; Charleston 25; W. Va. (Ergus Lead Division).



**DUTCH BOY
RED LEAD**



The photomicrographs above show how Red Lead "soaps" progressively spread out as they grow.

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