

Three deep can put you one up.

You'll be one up on the competition when you can offer a full protection system for structural metal painting. A three-deep system that fights corrosion in every coat.

A system that lets you offer primers, intermediates and finishes—all of which contain an anti-corrosive pigment. They all work together to do a better job. And they add up to more profit for you.

There's only one pigment that lets you "systematize" your anti-corrosive line. It's Basic Lead Silico Chromate Oncor® M50®. It works with all finishes. Just about every color. All vehicles. Gives you defense in depth—from start to finish.

Want more information? Just write National Lead Company, Room 3148, 111 Broadway, New York, N. Y. 10006. In Canada: Enelchem Products, Division of Canadian Titanium Pigments Ltd., 1401 McGill College Avenue, Montreal, Quebec.

ONCOR PIGMENTS
National Lead
Pigments and Chemicals Div



KP-67-3758—This advertisement will appear in
American Paint Journal, March 13, June 5, August 28, November 20, 1967

PRINTED
IN U.S.A.