

We bet you can make a better latex paint.



Of course, all wagers have a disclaimer. This is ours: if you're already using Oncor®45X®Basic Silicate White Lead pigment, we can't play the game. You've already won.

After all, that's the pigment to stop wood stain, boost water resistance, add life, cut dirt collection, resist mildew. And make any latex primer or topcoat whiter, brighter.

But if you're not using it, try it. Formulate with it. See how it works.

We bet you'll be amazed at how much better your latex paints can be.

If you'd like to start with some typical Oncor 45X formulations, just write: National Lead Company, Room 3110, 111 Broadway, New York, N. Y. 10006. (Canadian Representatives: Enelchem Products Div. of Canadian Titanium Pigments Ltd., 1401 McGill College Ave., Montreal, Quebec.)

ONCOR PIGMENTS
National Lead
Pigments and Chemicals Div.

