

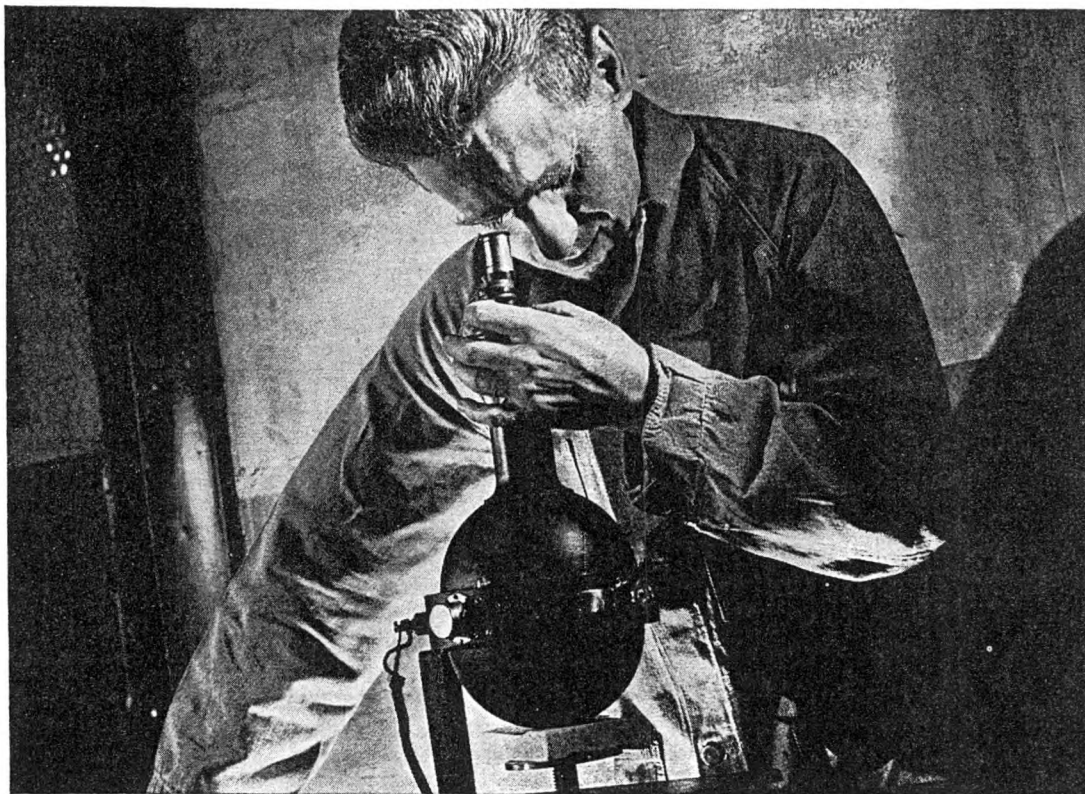


Photo by Kurt Schelling

HOW WHITE IS WHITE LEAD?



This is not just a play on words. It is an honest question, the answer to which may be highly illuminating to you:

So great has been the improvement in color of basic carbonate white lead in recent years that today this pigment can be had with a dry brightness of 96%.

As you need not be told, that's really white. And, expressed in terms of paint-making, it means that you can obtain the required whiteness in your product and still have the advantages of white lead's proved durability and other desirable qualities.

We offer you five basic carbonate white leads, ranging from a low oil absorption type to one providing extra-high hiding and paint consistency. Thus you can select the particular white lead best suited to your purpose.

DUTCH BOY *Basic Carbonate* WHITE LEADS



111—Extra-high hiding and paint consistency.
333—High hiding and paint consistency, but less than 111. H.T.S.—Medium-high hiding and paint consistency. **Carter**—Medium-low oil absorption white lead, made by the Carter Process. **Dutch**—Low oil absorption white lead, made by the Dutch Process.

NATIONAL LEAD COMPANY: 111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 1213 West Third Street, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Company, 800 Albany Street, Boston; National Lead & Oil Co. of Pennsylvania, 1376 River Avenue, Pittsburgh; John T. Lewis & Bros. Company, Widener Building, Philadelphia.