

Go ahead. Let the other guy make a better latex paint.

He will. Unless you've caught on to Oncor® 45X® Basic Silicate White Lead pigment. It's the one that more and more manufacturers are now using.

It stops wood stain, boosts water resistance, adds life, cuts dirt collection, resists mildew. And makes any latex primer or topcoat whiter and brighter.

So meet and beat the competition. Start by writing us for some typical Oncor 45X formulations. National Lead Company. Room 3162, 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
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