

Dependable White-Lead for any formula

DRY WHITE-LEAD — Dutch or Carter

H.T.S. WHITE-LEAD
 (High Tinting Strength)
 — a white lead with especially high tinting strength

BASIC LEAD SULPHATE
 — a white lead with maximum brightness and oil-tinting power

Year in and year out, leading paint manufacturers show a preference for National Lead Company white-lead pigments.

Never-fading light quality and uniformity are responsible for this popularity.

No matter which type of dry white-lead your formulas indicate, you are certain to have the highest satisfaction with a National Lead Company product. We are also a leading source of supply for dependable lead oxides, red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY

117 Broadway, New York 13, N.Y. (Telephone BR 5-3000)
 1000 Poydras Street, New Orleans 12, La. (Telephone OR 5-1200)
 1000 Market Street, San Francisco 4, Cal. (Telephone EM 3-1200)
 1000 Market Street, Los Angeles 15, Cal. (Telephone 2-1200)
 1000 Market Street, Chicago 11, Ill. (Telephone BR 5-1200)
 1000 Market Street, Detroit 16, Mich. (Telephone BR 5-1200)
 1000 Market Street, Cleveland 11, Ohio (Telephone BR 5-1200)
 1000 Market Street, Philadelphia 19, Pa. (Telephone BR 5-1200)
 1000 Market Street, St. Louis 1, Mo. (Telephone BR 5-1200)

NRA
 NATIONAL RECOVERY ACT
 1933

*Old 1754
 New 1754*

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**SELECT
YOUR WHITE-LEAD
FROM THIS QUALITY GROUP**

DRY WHITE-LEAD — Dutch or Carter Process
...H. T. S. (High Tinting Strength) WHITE-LEAD
...BASIC LEAD SULPHATE

For years National Lead Company has supplied leading paint manufacturers with their dry white-lead requirements. The unvarying high quality of National Lead Company products is a tradition in the paint industry, and every precaution is taken to continually maintain this high standard of excellence.

National Lead Company not only supplies white leads, but equally dependable lead oxides—red lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
Headquarters: New York 114 City Building, 100 W. 40th St., New York 18, N. Y.
Branches: Boston, Chicago, Cleveland, Cincinnati, Dallas, Detroit, Kansas City, Los Angeles, London, New Orleans, Philadelphia, St. Louis, San Francisco, Seattle, Toronto, Washington, D. C., and other cities.

MADE IN U.S.A.

October 16, 1934

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**White-Lead Pigments
of Established Quality**

DRY WHITE-LEAD
Durable or Corrosive Process

H. T. S. WHITE-LEAD.
(High Tinting Strength).—A white-lead with especially high hiding and oil-spreading power.

BASIC LEAD SULPHATE

Just as white-lead means high quality in paint, so National Lead Company means high quality in white-lead.
Throughout the paint industry our white-lead pigments are known for their excellence!

National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY

111 Broadway, New York 116	Che Street, Buffalo
Clinton Street, Chicago	608 Fremont Avenue, Cleveland 112
Grand Street, New York	Avenue A, Brooklyn 1
Clinton Street, Los Angeles 124	1400 Grand, San Francisco
Pennsylvania Building, Philadelphia	Lead Co., Inc., Chicago
Proctor & Knott, Boston	Lead Co., Inc., Cincinnati
First National Bank, St. Louis	Lead Co., Inc., Detroit
Lehigh Valley, Allentown	Lead Co., Inc., Pittsburgh

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