

75

The Plate Makers' Criterion

January 1930

15

Hoyt's Perfect Impression Lead

Plain, Polished or Tin Coated

The Choice of Over 80 per cent of the Lead
Mold Electrotypers in the United States
and Canada

Ample Stocks in All Standard Sizes Avail-
able at All Times for Quick Delivery

NATIONAL LEAD COMPANY
CHICAGO

Covering the Chicago, Milwaukee and Detroit Sales Districts

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February 1930

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The Plate Makers' Criterion

May 1930

79

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The Plate Makers' Criterion

June 1930

95

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The Plate Makers' Criterion

July 1930

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The Plate Makers' Criterion

August 1930

127

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CHICAGO

Covering the Chicago, Milwaukee and Detroit Sales Districts

0000-NLI-000014957

N 28506

Hoyt's Perfect Impression Lead

Our R. T. M. (ready to mould) grade is protected by a coating of graphite, hence is less liable to corrosion and will keep longer than plain Impression Lead.

It costs no more

Our **TIN COATED LEAD** is completely corrosion-proof and costs but little more than the plain. Also it requires no preliminary preparation and takes a quicker deposition. Ample stocks in standard sizes available for quick delivery at all times.

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I.A.E. Standard Backing Metal

The above brand on Electrotpe Backing Metal, when made by us is a guarantee that you are getting not a mixture approximating the Association standard, but one which is made exactly in accordance with same; in other words the full percentages of Tin and Antimony are in our Metal thus assuring you the best possible results in the way of high-grade printing plates. The increased cost is negligible compared with the satisfaction obtained.

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