

Three deep can put you one up.

You'll be one up on the competition when you can offer a full protection system for structural metal painting. A three-deep system that fights corrosion in every coat.

A system that lets you offer primers, intermediates and finishes—all of which contain an anti-corrosive pigment. They all work together to do a better job. And they add up to more profit for you.

There's only one pigment that lets you "systematize" your anti-corrosive line. It's Basic Lead Silico Chromate Oncor® M50®. It works with all finishes. Just about every color. All vehicles. Gives you defense in depth—from start to finish.

Want more information? Just write National Lead Company, Room 3148, 111 Broadway, New York, N. Y. 10006. In Canada: Enelchem Products, Division of Canadian Titanium Pigments Ltd., 1401 McGill College Avenue, Montreal, Quebec.

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