

WHITE-LEAD

-Lasts!



The surest way to maintain the demand for your paints is to make them enduring.

The more white-lead you use the better the paint...not only in lasting qualities but ease of spread and in coverage.

Throughout the paint industry National

Lead Company white-lead pigments are favorably known for their high quality and uniformity.

In addition to the white-lead pigments listed below, 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 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 516 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

DRY WHITE-LEAD
(Dutch or Carter process)

H. T. S.
(High Tinting Strength)
WHITE-LEAD

**BASIC LEAD
SULPHATE**

KD-4863—Paint, Oil & Chemical Review, January 24, 1935
Oil, Paint & Drug Reporter, Jan. 7, 1935.
Drugs, Oils & Paints, Jan.
American Paint Journal, Jan. 14

N 28152

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WHITE-LEAD -Lasts!



"THE more lead the better the paint" is an axiom that the paint trade and public accept without question. So when you step up the white-lead content of your paints you not only step up their durability but their sales appeal as well.

For years the white-lead pigments of National Lead Company have been the standard of comparison. They are known and preferred throughout the paint industry for their high quality and uniformity.

In addition to the white-lead pigments listed at the right, 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 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 516 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.



DRY WHITE-LEAD
(Dutch or Carter process)

H. T. S.
(High Tinting Strength)
WHITE-LEAD

**BASIC LEAD
SULPHATE**

KD-4371—Paint, Oil & Chemical Review, February 21, 1935
American Paint Journal, Jan. 28
Oil, Paint & Drug Reporter, Feb. 21
Drugs, Oils & Paints, Feb. 1935

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PAINTS that are high in white-lead content are paints that prove high in consumer satisfaction. For the more white-lead you use the better the paint in durability, in ease of spread, and in coverage.

When you buy your white-lead pigments, ob-

tain them from National Lead Company.

The high quality and uniformity of our products are a tradition in the paint industry.

In addition to the white-lead pigments listed below we are also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 16th Street, Chicago; 609 Freeman Avenue, Cincinnati; 800 West Superior Avenue, Cleveland; 122 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 100 Albany Street, Boston; National Lead & Oil Co. of Pa., 318 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

DRY WHITE-LEAD
(Dutch or Carter process)

H. T. S.
(High Tinting Strength)
WHITE-LEAD

**BASIC LEAD
SULPHATE**

KD-4880—Paint, Oil & Chemical Review, April 18, Aug. 22, Nov. 28, 1935
American Paint Journal, Feb. 25, April 22, June 17, Aug. 28, Oct. 7, Nov. 18, 1935
Oil, Paint & Drug Reporter, Feb. 18, April 15, June 10, Aug. 5, Sept. 30, Nov. 25, 1935
Drugs, Oils & Paints, April, Aug. Dec., 1935

N 28152.02

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