



HOYT IMPRESSION LEAD

Smooth as Velvet

An order for lead molds is an order for an extremely high quality product. Since the cost of the impression lead is a small part of the total cost of the job, there is no reason for using inferior molding materials.

Hoyt Impression Lead meets every one of the molder's requirements. It is soft—smooth as velvet—free from hard spots and imperfections—uniform in thickness and softness—suitable in every way to produce faithful, clean-cut reproductions of the original engravings.

When you are in the market for impression lead; electrotypes metal; tint plates; electro cases; metal guards; base plates; wire solder; crawl-proof sheet lead for lining tanks; linotype, monotype or stereotype metal, consult our nearest branch.

NATIONAL LEAD CO.

CHICAGO DETROIT NEW YORK CINCINNATI ST. LOUIS

[11] Patronize Bulletin Advertisers

ELECTROTYPERS BULLETIN - JUNE 1931

N 28017

0000-NLI-000014266