

Better



EUSTON WHITE LEAD

Renowned Since 1862
Eaton White Lead is different! It is made by a special process of chemical precipitation that gives it extreme whiteness, purity and freedom from settling. When it is mixed with oil, it produces a more lustrous and brilliant finish than any other white lead. It covers better and goes farther... you get more paint per hundred pounds.

EUSTON Related PRODUCTS

Eaton Related Products were developed especially for use with Eaton White Lead to further assure good results and lasting satisfaction. Each represents the highest quality obtainable.
EUSTON WOODS PAINT PRIMER EUSTON THINNING OIL
EUSTON PUTTY EUSTON WHITE LEAD
EUSTON MATTING OIL
EUSTON PURE COCOES IN OIL
EUSTON LEAD COMPANY
SCRANTON, PA.



It's Better

BECAUSE...

It's a Whiter White...
It's Ground Finer...
It Tints Clearer...
It Makes More Paint Per Pound of Lead

BEST IN THE TESTS THAT MEAN THE MOST



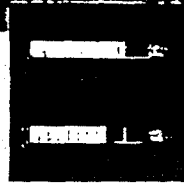
OPACITY TEST

At the right on the glass panel is a standard color. The color of the paint is compared with the standard color. The more opaque the paint, the more it will cover the standard color. The more transparent the paint, the less it will cover the standard color.



WEATHERING TEST

The paint is applied to the glass panel and is exposed to the weather. The paint is then compared with the standard color. The more the paint has weathered, the more it will differ from the standard color.



SUSPENSION TEST

The paint is applied to the glass panel and is allowed to settle. The paint is then compared with the standard color. The more the paint has settled, the more it will differ from the standard color.