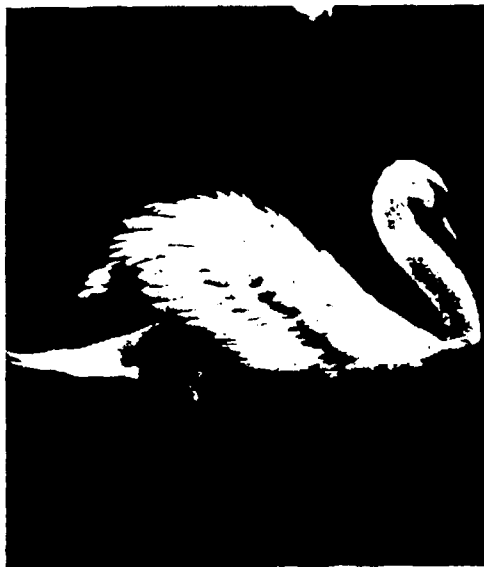


White? . . . Yes—But Gray When



Compared to the White of Euston White Lead

Euston H. C. White Lead is the most opaque, whitest, and most economical development in pure white lead. Its performance in your mills will definitely prove this. We are ready to confirm our claims by actual demonstration in your own plant. • When you put Euston H. C. White Lead into your formulae, you get higher covering power, better suspension, and easier working under the brush—everything that makes for more business! Write today.

EUSTON LEAD COMPANY

Factory and Eastern Sales Office . . . Scranton, Pa.
Western Sales Office Hammond, Ind.

STRICTLY
PURE •
Euston
WHITE LEAD
(Basic Carbonate)

This advertisement appears in Paint & Varnish Production Manager—March 1937

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