

PRACTICAL
DURABLE COLORS

POSTAD BULLETIN COLORS (SPEDENE QUALITY)

Lemon Yellow No. 37		Light Red No. 2		Scarlet Orange No. 73		Light Blue No. 22		Light Warm Green No. 11		Ivory No. 75
Med. Chrome Yellow No. 38		Bright Red No. 40		Maroon No. 27		Permanent Dark Blue No. 7		Emerald Green No. 91		Blue Green Light No. 72
Medium Orange No. 42		Maroon Red No. 3		Tuscan Red No. 18		Medium Blue No. 20		Medium Green No. 12		Border Green No. 70
Orange Mineral No. 13		Rich Brown No. 15		Dark Blue No. 7 1/2		Medium Dark Blue No. 23		Dark Green No. 1		Dark Chrome Green No. 71

Also supplied in No. 54 Lettering White, No. 55 Tinting White, No. 56 Blocking-Out White and No. 5 Black.

Panel Green Light No. 1013



Panel Green Dark No. 1012

CLD33149

POSTAD BULLETIN COLORS

Postad Bulletin Colors are another method achievement of our research departments and laboratories. Every known need and want of the paint and varnish industry has been met and a wide variety of colors, surface materials, finishing materials and varieties of a wide variation in their formulation, were utilized in a series of weather tests extending over a period of four years.

These tests proved again that synthetic resins are permanent as a finish and that the Bulletin Colors are permanent as a finish that will retain its color, gloss and color over a long period of time.

POSTAD BULLETIN COLORS

● Postad Bulletin Colors are becoming more popular each day with the paint and varnish industry because they represent each definite color and surface material in a standard, uniform, and matched palette to an established standard, uniformity of color is assured.

● Postad Bulletin Colors, during the rigorous tests to which they were subjected, proved conclusively that they were outstanding in the various properties that are necessary to the acceptable finish.

● Color retention is of prime importance. It imparts to signs the attention commanding value that makes each sign economical or expensive. To be sure, the initial cost is not important; it is the length of time over which the sign will maintain its color and all of its advertising value without repainting.

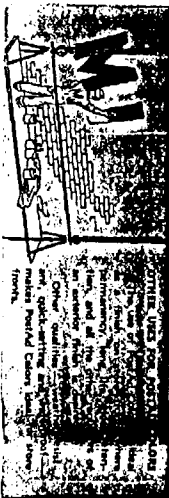
● Postad colors are as permanent as they can be made. The preparation of Bulletin Colors and the materials have been utilized as have the iron oxides for the Greens and the best and most permanent Blues that the markets afford.

● Permanent gloss is as important as color retention. It emphasizes the richness and depth of the colors that are utilized and goes just as far as color permanency in adding to the economy of the painted bulletin.

● Postad colors are a boon to the painter. They are easy to apply with the brush, spray, or roller. They are quick drying, which does not interfere with the painting of other colors. They are also easy to clean up, which makes the picking up of dirt and dirt always present in the air.

● Postad colors cover easily with one coat although some colors will be found to possess more opacity than others, which is characteristic of the pigments themselves.

● Postad Colors are non-flaking, another marked superiority over similar products.



POSTAD BLOCKING OUT WHITE

An opaque, solid covering, easy working White. Preferred for the obliteration of old signs and recommended because it is basically the same as the finishing material. It possesses unusual adhesion and there is no possibility of peeling.

POSTAD TINTING WHITE

A White that possesses all the qualities of the Postad line of Bulletin Colors. Special attention was given to the tinting of White. The tinting of White that would be a clean and white White, which when tinted with colors of the Postad line with the desired color, would give a color as true as the color of the tinting White color, no other that is commonly used to intensify whiteness.



GALVANIZED IRON PRIMER

Field tests of four years have proven the outstanding qualities of this product. On galvanized metal, plywood, steel, or other treated metal, it has better adhesion than any other primer. Supplied in White and can be tinted with colors of the Postad line. It is the primer of the Postad line common to ordinary primers applied to treated metal.

EUSTON WHITE LEAD IN OIL

Euston Lead is an improved modern method of making the old time White Lead—the pigment that has been the sign painter's standby for so many years.

The Euston exclusive process is an exclusive Euston process which has been improved in many ways.

The Euston exclusive process is an advanced form in lead to finish, which insures uniform results and the utmost purity.

In the improved Euston Process, no lead metal comes in contact with the White Lead which is, therefore, free from the metallic lead particles found in all Old Dutch Process White Lead.

No two bulk is used in the Euston Process. This eliminates any possibility of stain in the finished product.

This is why we obtain a 100% pure compound White Lead remarkable not only for its extreme whiteness and brilliancy, but also for its exceptional hiding and covering power.

Euston Lead in Oil naturally produces bright tints of unusual cleanness when tinted with Colors in Oil. Euston White Lead surfaces show exceptional durability, even greater than those shown by ordinary White Lead.

The exclusive advantage of Euston White Lead—

1. Extreme whiteness.
2. Greater covering capacity.
3. Easy working and flowing properties.
4. Resistance to staining qualities.
5. When mixed it does not settle as rapidly as other lead paint.
6. It produces more saving per pound than ordinary White Lead.

POSTAD PANEL GREENS

● Postad Panel Greens are more than just "green paints". They are job-fitted... formulated for the toughest all-weather conditions in permanent green... furnish the extra color-punch to copy and pictures.

● These Greens are weather-resistant permanent colors that assure economy. One coat is all that is necessary in most instances due to the great hiding qualities which they possess. They are non-fading and last longer than the average type of materials used for painting panels, lattices, and moldings of poster panels. They can either be brushed or sprayed. Postad Greens have great paste resisting qualities and will give satisfaction with the use of summer or winter paste under extreme climatic conditions because they are manufactured specially for the moldings and lattices of poster panels.

● On new built panels, if more than one coat is desired, reduce Postad Light or Dark Green with an equal amount of Postad Reducing Oil or pure boiled linseed oil for the undercoat. Do not reduce the finishing coat.

A good brush is just as important to a good painting job as a quality finishing material. In the Related Line of Brushes you will find several numbers particularly adapted to the application of Postad Bulletin Colors.



CLD33150

THE TESTED PAINTS • VARNISHES • LACQUERS • ENAMELS



POSTAD ECONOMY COLORS

CAMPBELL PAINT
& VARNISH COMPANY
ST. LOUIS, MO.