

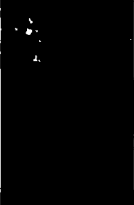
GLIDDEN

POSTAD Bulletin Colors (SYNTHETIC ENAMELS)

Light Yellow No. 35	Orange No. 13	Tuscan Red No. 18	Light Green No. 17	Brilliant Blue No. 21	Light Gray No. 3
Tuscan Yellow No. 37	Light Red No. 2	Light Green No. 11	Medium Green No. 12	Medium Blue No. 28	Cocoa No. 29
Medium Claret Yellow No. 38	Bright Red No. 40	Pale Green No. 21	Blue No. 25	Dark Blue No. 7	Light Brown No. 8
Medium Orange No. 42	Medium Red No. 3	Tuscan Green No. 31	Light Blue No. 22	Dark Blue No. 71 1/2	Medium Brown No. 8
Blue Green, Light No. 72	Heavy No. 75	Dark Claret Green No. 71	Dark Green No. 70	Gray No. 48	Dark Brown No. 92
					Dark Gray No. 5

Colors marked (*) were adopted as standards by the Outdoor Advertising Association of America, Inc., January 1, 1937. Also supplied in No. 54 Lining White, No. 55 Tinting White, No. 56 Sticking-Out White and No. 5 Black.

POSTAD POSTER COLORS FOR MOUNTINGS AND LATTICE



GLN33155

POSTAD

BULLETIN COLORS

Postad Bulletin Colors are becoming more popular each day with the bulletin board and sign makers because they represent such definite improvements over the previously used Colortone Ground in Oil. Finished neatly mixed and matched positively to an established standard, uniformity of color is assured.

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

Color retention is of prime importance. It imparts to signs this distinction commanding value that makes each sign economical or expensive. To be economical the initial cost is not important. It is the length of time over which any sign will maintain its true color and all of its advertising value without repainting. Color permanence of the Postad Bulletin Colors in all degrees with the legend on Permanence as awarded by the Outdoor Advertising Association of America, Inc.

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

Postad colors are a boon to the painter. They are easy to apply with no pull under the brush. They are quick setting, which does not affect the working properties, but promotes further advantage in that the advertiser, the painting up of dull and dirt-covered panels in the air.

Postad colors cover solidly 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 nonbleeding; another marked superiority over earlier products.

Other Outstanding Products

POSTAD BLOCKING OUT WHITE

An opaque solid covering, easy working White, prepared for the blocking out of old signs and lettering. It possesses unusual elasticity and there is no possibility of peeling.

POSTAD TINTING WHITE

A White that possesses all the qualities of the Postad line of Bulletin Colors. It is used to tint the development of a White that would be a cream and white. White which when tinted with colors of the Postad line will develop clean and clear colors. Tinting White contains no blue tint as 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, galvanized or other treated metals it has proved to be the best primer. It can be used with Colortone in Oil. Unlike Galvanized Iron Primer eliminates the peeling common to ordinary primers applied to treated metal.

POSTAD PANEL GREENS

Postad Panel Greens are more than just "green paint." They are the only greens that will stand up to all weather conditions in permanent green. . . . furnish that extra color punch to copy and art.

These Greens are weather-resistant permanent colors that ensure economy. One coat is all that is necessary in most instances. They are non-fading. They can either be brushed or sprayed. Panel Greens are finished with a ready use exterior, adding and made, as well as on the frames and lettering of poster boards.

The extreme durability and weather-resisting qualities of Panel Greens make these colors ideal for outdoor that get the most exposure. They are available in many shades of green. Both by name and lettering and all compare to brush down a profit line. Panel Greens will defy the elements and protect the surface.

EUSTON WHITE LEAD IN OIL

The exclusive advantage of Euston White Lead—

1. Extreme whiteness.
2. Greater covering capacity.
3. Easy working and finishing properties.
4. Excellent leveling qualities.
5. Brushes up easily.
6. Warm mixed it does not settle on rapidly on other lead paints.
7. It produces more paint per pound than ordinary White Lead.

TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

Postad Bulletin Colors have been thoroughly tested and approved by Time-Tested Laboratories for dependable service, uniformity of color and consistently high quality.

POSTAD Bulletin Colors

Postad Bulletin Colors are another marked achievement of our research departments and laboratories. Every known metal used in signs and bulletins work as well as primers, anti-rust materials, finishing enamels and varnishes of a white rendition 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 pre-eminent on a finish where the utmost is desired in long life, weather resistance and a finish that will retain its lustre, depth and color over a long period of time.

RELATED BRUSHES



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

GLIDDEN

Everywhere on Everything



THE GLIDDEN COMPANY
National Headquarters CLEVELAND, OHIO
FACTORIES FROM COAST TO COAST • ESTABLISHED IN 1916 PAINTS

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