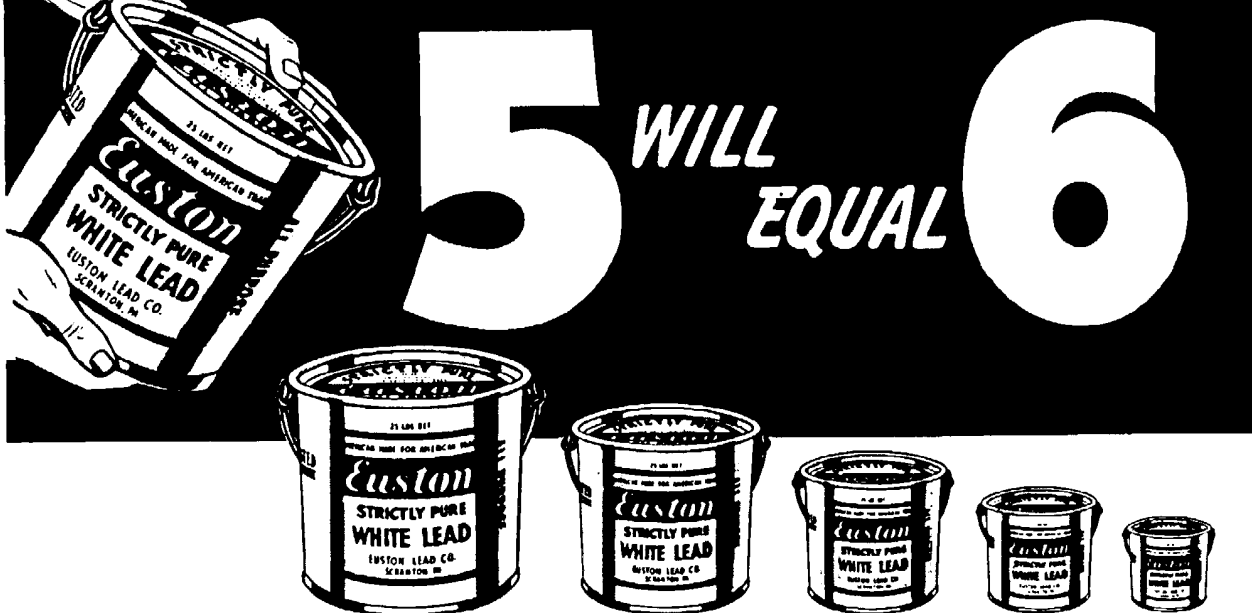




WHEN YOU USE EUSTON WHITE LEAD

● Prove for yourself that Euston White Lead gives you at least 20% more coverage than other brands. Send us the coupon below for a free sample, and use it to make this convincing test:

Mix a quantity of any other white lead with the quantity of oil you regularly use. Next, take the same amount of Euston, but GIVE IT ONE-FIFTH AS MUCH MORE OIL IN ADDITION. Try 'em both out. You'll find Euston goes 20% further than the other—equivalent to an extra gallon for every five you mix.

The secret of Euston's coverage is its exclusive precipitate method of manufacture, which makes it many times finer than other methods. This fineness enables it to absorb more oil—deliver more paint—for every pound you use.

It's also the reason why Euston White Lead is whiter, more opaque, more durable. The finely ground particles flow easily from the brush, free from microscopic lumps and irregularities. They

form a mirror-like surface of superior light-reflecting quality that is visibly whiter, and gives clearer toned colors when tinted.

You can't afford to pass up this bonus of 20% in the amount of white lead you use on every outside job. You can't afford to miss the easier application and better, longer-lasting results it insures. So clip this coupon—now—before you turn the page!

THE GLIDDEN COMPANY
National Headquarters, Cleveland, Ohio
Factories or Branches in Principal Cities

MAIL THIS COUPON TODAY

The Glidden Co., Dept. MBK, 11001 Madison Ave., Cleveland, Ohio
Send me a free sample of Euston White Lead, so I can make the 5 FOR 6 TEST for whiteness and extra coverage.

Name

Address

City State

GLD31967

GLIDDEN
Everywhere on Everything

TIME-TESTED
Reg. U.S. Pat. Off.

GLIDDEN PRODUCTS CARRY THIS
FAMOUS MARK OF QUALITY