

Official DIGEST



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MAY

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1524 Chestnut St., PHILADELPHIA, PA.



EAGLE-PICHER

*has supplied America
with highest quality
pigments for more
than a century.*

Eagle-Picher Paint Pigments

meet your needs for quality and uniformity

Leaded Zinc Oxides—A complete line of all types and grades.

Lead-Free Zinc Oxides—American Process—a grade for every purpose and specification.

Lithopone—Covering every purpose and specification.

Litharge—All types for varnish manufacturing and Sublimed Litharge for paint.

Orange Mineral—The outstanding quality product for paints, colors, inks.

Sublimed White Lead—The standard for many years. Meets all specifications for basic sulphate.

Super Sublimed White Lead—The premier quality basic sulphate white lead. Meets all specifications.

Carbonate of White Lead—Every grade for every purpose. Meets all specifications.

Red Lead—The industry's outstanding quality line. Every grade required.

Sublimed Blue Lead—The metal protective pigment steadily gaining in wide acceptance.

Eagle-Picher offers a complete line of BOTH Lead and Zinc Pigments. Technical and performance data are available on request.



THE EAGLE-PICHER COMPANY



General Offices:
Cincinnati (1), Ohio



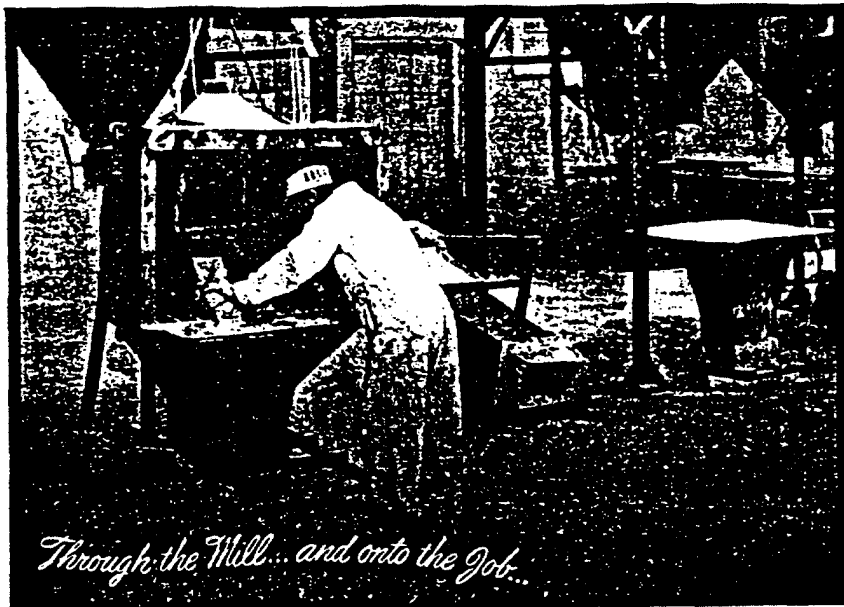
Because

—Arochem 351, of the polymerize makes tung oil superior in quality types—at no ext

Because

—Arochem 351 is in any quantity to

U.S.I.



Through the Mill... and onto the Job...

... White Lead adds MORE of the Properties that Make Good Paint

From mixing and grinding to the finished job, White Lead helps make paint better 14 ways.

Look at the list! What other pigment gives you so many paint-making properties?

Remember, too, White Lead imparts these qualities to paint in well-balanced proportion.

Science shows that many of White Lead's paint-making advantages are directly traceable to this pigment's ability to form lead "soaps." See the "soap" story at the right.

Let our technical staff help you fit "Dutch Boy" Basic Carbonate White Leads into your formulations. You'll get recommendations backed by more than 30 years of continuous paint-fence testing...the longest project of its kind on record.

1. Mixing and Grinding Ease
2. Package Stability
3. Hiding
4. Brushability
5. Leveling
6. Drying Action
7. Whiteness
8. Fool-Proofness
9. Film Strength
10. Flexibility
11. Tint Retention
12. Adhesion
13. Gloss
14. Weather Resistance



Lead "Soaps"
Mean
Better Paint

White Lead combines with oil to produce a distinctive type of "soap" formation, having a fibrous structure. Multiple projections radiate from a central core.

These formations spread out, intermesh and mechanically reinforce the paint film, giving it toughness, flexibility, adhesion and weather resistance.

White Lead also combines readily with linseed oil. That's why this pigment wets so easily and mixes and grinds so well.



Dutch Boy *Basic Carbonate* **White Leads**

Reg. U.S. Pat. Off.
NATIONAL LEAD COMPANY—New York 4; Buffalo 2; Chicago 8;
Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Fran-
cisco 10; Boston 6; (National Lead Co. of Mass.); Philadelphia 7;
John T. Lewis & Sons, Co.,



What will the c
sunlight, dust, water and cle

The answer is in the paint
qualities, lasting high gloss ar
resistance to water or chemi

Designed primarily for arch
semi-gloss and flat coatings.
finishes. Wherever it is used

A phthalic alkyd resin, Dut
with other resins or varnis
unique in being a long-oil al

For better-looking jobs and
We'll be glad to send you fu

**THE RES
& CHE**
WASH