



TECHNICAL DATA

EUSTON WHITE LEADS	Spatula Oil Absorption cc/100 gms.	Paint Consistency %
Superior Grade _____	10.7 cc	122
Standard Grade _____	8.9 cc	100
Special Standard Grade _____	8.9 cc	86
H. C. Grade _____	7 cc	102

COLORS, CHEMICALS	Specific Gravity	Gals./Lb.	Lbs./Gal
Aluminum Bronze _____	2.51	.0690	14.49
Black Carbon _____	1.79	.0671	14.91
Blue, Prussian _____	1.83	.0656	15.24
Blue, Ultramarine _____	2.34	.0513	19.49
CADMOLITH Cadmium Yellow _____	4.25	.0282	35.40
CADMIUM RED _____	4.21	.0253	39.52
Chrome Green, Medium _____	4.06	.0296	33.82
Chrome Orange, Medium _____	7.04	.0170	58.64
Chrome Oxide, Green _____	5.10	.0235	42.48
Chrome Yellow, Light _____	5.83	.0206	48.56
Chrome Yellow, Medium _____	5.96	.0201	49.65
Iron Oxide, Red, 80% _____	4.35	.0276	36.24
Iron Yellow, Pptd _____	3.90	.0308	32.49
METROX Litharge _____	9.40	.0128	78.30
METROX Red Lead, 95% _____	8.73	.0137	72.72
Toluidine Red _____	1.42	.0854	11.83
Zinc Yellow (Chromate) _____	3.46	.0347	28.82

EXTENDERS, FILLERS, INERTS

Asbestine _____	2.85	.0421	23.74
Barytes (Natural) _____	4.45	.0270	37.07
Calcium Sulfate (Gypsum) _____	2.36	.0509	19.66
Chalk (Whiting, Calcium Carbonate) _____	2.70	.0445	22.49
China Clay _____	2.60	.0462	21.66
Diatomaceous Earth _____	2.31	.0520	19.24
Keystone Filler _____	2.75	.0436	22.91
Silica _____	2.65	.0453	22.07
Slate Flour _____	2.80	.0429	23.32
Talc _____	2.77	.0433	23.07

THE EUSTON LEAD COMPANY

CLEVELAND, OHIO

SCRANTON, PA.

HAMMOND, IND.

DATE

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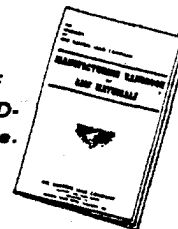


Many paint manufacturers have been using titanium dioxide, zinc oxide and leaded zinc oxides in combination with white lead as the prime pigments in their exterior paint formulations. At the present time, however, due to the shortages of these pigments, it becomes logical for the paint formulator to increase his white lead content and reduce the amounts of the other prime pigments, thereby accomplishing conservation of scarce pigments and yet producing quality paint.

Higher pigmentation up to 36-38% P.V. has been found to give excellent performance in paints made to meet present government oil limits. Euston white lead with its unsurpassed quality, whiteness, chemical purity and uniformity gives to the paint formulator a product of superior merit for exterior, and industrial paints. It is available in four types in a range fitting the requirements of the paint industry.

"BETTER USE EUSTON"

See technical information on other side, and send for your copy of the booklet, "MANUFACTURERS' HANDBOOK OF RAW MATERIALS". It's free.



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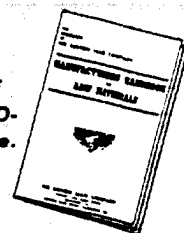


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