

EUSTON WHITE LEAD

Endorsed By Best Painters!

Made by an exclusive, patented Glidden chemical process that makes it **more intensely white** . . . purer, producing more paint per pound . . . than is possible by other methods. It is truly a **whiter** white lead which tints clearer and richer. It is **thoroughly** ground — pulverized in its dry form and then ground twice in linseed oil.

That is why Euston White Lead flows so beautifully —works so well under the brush—why it stays in suspension better—why it covers solidly—works into the wood and makes a tighter bond between the wood and finishing coats.

Try Euston Lead yourself for solid covering . . . better color . . . easier working qualities under the brush! In every way you'll find Euston White Lead excels!!

GLIDDEN PASTE PAINTS

TITAN-O-ZINC and ENDURANCE WHITE PASTE—first quality paste paints—take PURE COLORS IN OIL perfectly. A half pint of color mixed to three gallons of these paste paints, will give about the same shade as indicated on the inside of this card.

Table of Weights for
GLIDDEN PURE COLORS IN OIL
Approximate Weight of Colors to the Gallon

	Lbs.		Lbs.
Lamp Black	9	Chrome Green	20
Ivory Drop Black	11½	Venetian Red	18
Raw Umber	12¼	Ultramarine Blue	13¾
Burnt Umber	12¾	Prussian Blue	11½
Raw Sienna	13½	Tuscan Red	18
Burnt Sienna	13¼	Rose Lake	16½
Yellow Ochre	15	American Vermilion	18½
Chrome Yellow	21½	Zinc White	23¼

TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

Glidden Pure Colors in Oil have been tested and approved by the "Time-Tested" Laboratories for dependable service, uniformity of color and consistently high quality.

GLIDDEN PURE COLORS IN OIL

Pure, always ready for use, uniform in color and consistency, and possessing maximum tinting strength, these colors will tint lead in oil, paste paints, flat wall paint, enamel and glazing liquids for blending and mottling effects.

Pure colors in Oil are manufactured from dry colors after they have had exhaustive laboratory tests to prove uniformity of color tinting strength and tone. The pigments are double ground on special equipment in pure linseed oil, imparting a fineness that adds to their outstanding quality. Each step in production is watched carefully to assure the user a color that will work-in his paint bases easily, uniformly and free from lumps and granular particles which ordinarily result in streaking.

Each color is furnished in a paste form that disperses quickly in the paint. To those users who reduce their oil color to make sash black and other heavy colors, we recommend the use of linseed oil for exterior paints, and turpentine for flat and semi-gloss bases.

Pure Colors in Oil are economical for the painter because of their strength, their easy mixing, and the convenient friction-top cans in which they are packaged.



THE GLIDDEN COMPANY

National Headquarters: **CLEVELAND, OHIO**

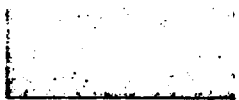
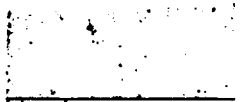
FACTORIES FROM COAST TO COAST • BRANCHES IN PRINCIPAL CITIES

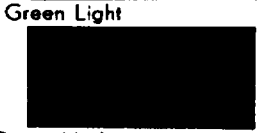
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GLIDDEN PURE COLORS IN OIL

Behind The Quality Of These Colors Are Nearly Seventy Years Of Successful Paint Making By The Glidden Company

Oil Color Not Reduced	½-pint color mixed with 100 lbs. Euston White Lead	
		Chrome Yellow Light
		Chrome Yellow Medium
		Chrome Yellow Dark
		American Vermilion
		Tuscan Red
		Rose Lake

Oil Color Not Reduced	½-pint color mixed with 100 lbs. Euston White Lead	
		Chrome Green Light
		Chrome Green Medium
		Chrome Green Dark
		Prussian Blue
		Ultramarine Blue
		Ivory Drop Black
		Lamp Black

Oil Color Not Reduced	½-pint color mixed with 100 lbs. Euston White Lead	
		Yellow Ochre
		Raw Sienna
		Venetian Red
		Burnt Sienna
		Burnt Umber
		Raw Umber

GLD33131