

# POSTAD

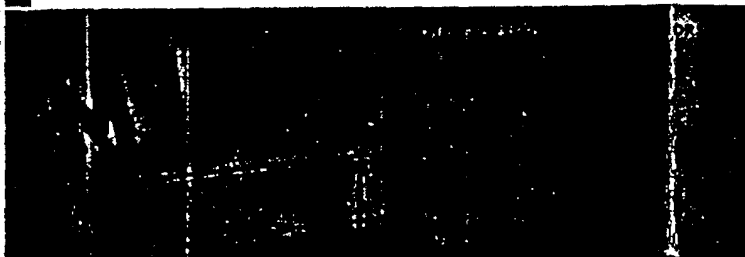
## BULLETIN COLORS

PostAd Bulletin Colors are another marked achievement of our research department's and laboratories. Every known metal used in sign and bulletin work as well as primers, surfacing materials, finishing enamels and varnishes of a wide variation 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 preeminent as 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.

### POSTAD BULLETIN COLORS

- PostAd Bulletin Colors are becoming more popular each day with the bulletin board and sign painters because they represent such definite improvements over the previously used Colors Ground in Oil. Furnished ready mixed and matched positively to an established standard, uniformity of color is assured.
- PostAd Bulletin Colors, during the rigorous tests to which they were subjected, proved conclusively that they were outstanding in the various properties that are necessary to the acceptable finish.
- Color retention is of prime importance. It imparts to signs the attention 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.
- PostAd colors are as permanent as they can be made. The permanent Cadmium Reds and Yellows have been utilized as have the iron oxides for the Greens and the best and most permanent Blues that the markets afford.
- Permanent gloss is as important as color retention. It emphasizes the richness and depth of the colors that are utilized and goes just as far as color permanency 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 this eliminates the picking up of dust and dirt always present 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 non-bleeding, another marked superiority over similar products.



## POSTAD BLOCKING OUT WHITE

An opaque, solid covering, easy working White. Preferred for the obliteration of old signs and recommended because it is basically the same as the finishing materials. It possesses unusual adhesion and there is no possibility of pickups.

## POSTAD TINTING WHITE

A White that possesses all the qualities of the PostAd line of Bulletin Colors. Special attention was given to the development of a White that would be a clean and white White, which when tinted with colors of the PostAd line will develop clean and true tints. This is true because Tinting White contains no blue that is commonly used to intensify whiteness.



## GALVANIZED IRON PRIMER

Field tests of four years have proven the outstanding qualities of this product. On galvanized metal, plymetal, galvanneal or other treated metals, it has better adhesion than any other primers. Supplied in White and can be tinted with Colors in Oil. Galvanized Iron Primer eliminates the peeling common to ordinary primers applied to treated metals.

## EUSTON WHITE LEAD IN OIL

Euston Lead is an improved modern method of making the old time White Lead—the pigment that has been the sign painter's standby for so many years.

This improved method is an exclusive Euston process which has the endorsement of painters everywhere.

The Euston exclusive process is an advanced step in lead corroding and carbonating, completely controlled from start to finish, which insures uniform results and the utmost purity.

In the improved Euston Process, no lead metal comes in contact with the White Lead which is, therefore, free from the metallic lead particles found in all Old Dutch Process Lead.

No tan bark is used in the Euston Process, thus eliminating any possibility of stain in the finished product.

This is why we obtain a 100% pure carbonate White Lead remarkable not only for its extreme whiteness and brilliancy, but also for its exceptional hiding and covering power.

Euston Lead in Oil naturally produces bright tints of unusual clearness when tinted with Colors in Oil.

Euston White Lead surfaces show exceptional durability, even greater than those shown by ordinary White Lead.

### The exclusive advantages of Euston White Lead—

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

1946

(pis put  
tals on

GLD33106

N18988