



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	1.93	.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	5.86	.0201	49.65
Iron Oxide, Red, 80%	4.35	.0278	36.24
Iron Yellow, Pptd	3.80	.0308	32.49
METROX Litharge	9.40	.0128	78.30
METROX Red Lead, 85%	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	2.85	.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.



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.



THE EUSTON LEAD COMPANY

CLEVELAND, OHIO SCRANTON, PA. HAMMOND, IND.

YOUR OIL QUOTA *and its* **RELATION** **to HOUSE PAINTS**

We think now is the time to use a larger portion of your oil quota for house paint manufacture. What are you going to do about house paint this spring? Exterior paints are in short supply.

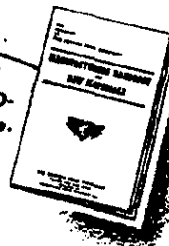
THE PIGMENT **SITUATION**

Many pigments now in short supply can be successfully replaced partially or wholly with white lead. Use more white lead and higher pigmentation. Your customer will get quality.

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CONSTANT VIGILANCE



THE EUSTON LEAD COMPANY
CLEVELAND, OHIO SCRANTON, PA. HAMMOND, IND.

★ **TECHNICAL SERVICE AVAILABLE UPON REQUEST** ★

GLD31487

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WHITE PIGMENTS	Refractive Index	Hiding Power	Specific Gravity	Gals./ Lb.	Lbs./ Gal.
Antimony Oxide	2.09	20	5.75	.0209	47.90
Basic Sulfate White Lead	1.93	13	6.40	.01876	53.31
Basic Carbonate White Lead	1.98	15	6.73	.01784	56.06
EUSTON SUPERIOR WHITE LEAD	2.02	16	6.68	.01797	55.64
EUSTON WHITE LEAD (other types)	2.02	16	6.80	.01765	56.64
SUNOLITH Lithopone	1.84	27	4.30	.02792	35.82
SUNOLITH HDH Lithopone	1.85	34	4.18	.02872	34.82
TITANOLITH Titanated Lithopone	1.90	44	4.19	.02865	34.90
TITANOLITH HDH Titanated Lithopone	1.91	53	4.15	.02893	34.57
Titanium Barium Pigment	1.87	48	4.20	.02858	34.99
Titanium Calcium Pigment	1.87-1.91	53	3.10	.03873	25.82
Titanium Calcium Rutile	1.98	64	3.25	.0369	27.07
Titanium Dioxide Anatase	2.5	115	3.94	.03047	32.82
Titanium Dioxide Rutile	2.7	150	4.20	.0286	34.99
Titanium Magnesium Pigment	1.85	48	3.10	.0387	25.82
Zinc Oxide (American Process)	2.02	11	5.65	.02125	47.06
Zinc Oxide (French Process)	2.06	20	5.66	.02121	47.15
Zinc Oxide—Seal Grades	2.0	21	5.57	.02155	46.40
Zinc Oxide—5% Lead	1.95	20	5.70	.02106	47.48
Zinc Oxide—35% Lead	1.95	18	5.90	.02034	49.15
Zinc Oxide—50% Lead	1.95	16	6.00	.02001	49.98
Zinc Sulphide—50% Ca SO ₄ —50%	1.90	46	3.10	.03873	25.82
Zinc Sulphide—50% Ba SO ₄ —50%	1.89	44	4.20	.02858	34.99
Zinc Sulphide Magnesium Pigment	1.88	44	3.35	.03610	27.75
Zinc Sulphide Pure	2.37	58	4.00	.03001	33.32

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