

*Make this
120% TEST*



with EUSTON WHITE LEAD!

● Here's a test that never fails to demonstrate the superiority of Euston White Lead to any Painting and Decorating Contractor who sees it.

Mix separately equal amounts of Euston and any other good white lead, with equal proportions of oil. Then, to Euston add 20% MORE OIL. Brush each as far as it will cover.

You'll find that Euston covers at least 120% as much area as the other lead, and gives you a finish that's whiter, more opaque, smoother, makes clearer toned colors when tinted.

Here's the reason! Euston is made by an exclusive precipitate process that produces a grind many times finer than any other method. This fineness allows it to absorb more oil—makes more volume—greater coverage. And just as sand packs more evenly than cobblestones, so these finer

particles make a smooth, mirrorlike surface that is whiter and reflects light better.

Make the 120% Test yourself. Send for a pound sample today. It will convince you, as it has thousands of other good Contractors, that Euston White Lead is best for results—best for economy and gives you more paint per pound of lead.

THE GLIDDEN COMPANY
National Headquarters, Cleveland, Ohio
Factories or Branches in Principal Cities

MAIL THIS COUPON TODAY

The Glidden Co., Dept. THT, 11001 Madison Ave., Cleveland, Ohio
Send me a free sample of Euston White Lead. I'll make the 125% TEST for whiteness and extra coverage.

Name

Address

City

State

GLD31966

GLIDDEN

Everywhere on Everything

TIME-TESTED
No. 11, S
Pat. Off.

GLIDDEN PRODUCTS CARRY THIS
FAMOUS MARK OF QUALITY