

# 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. Color permanence of the PostAd line conforms in all degrees with the legend on permanence as issued by the Outdoor Advertising Association of America, Inc.

Permanent gloss is as important as color retention. It emphasizes the richness and depth of the colors that are utilized and goes 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.

## Other Outstanding 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, plywood, galvaneal or other treated metals, it has better adhesion than any other primers. Supplied in White and can be tinted with Colors in Oil. Glidite Galvanized Iron Primer eliminates the peeling common to ordinary primers applied to treated metals.

### POSTAD PANEL GREENS

PostAd Panel Greens are more than just "green paints". They are job-fitted . . . formulated for the toughest all-weather conditions in permanent green . . . furnish that extra color-punch to copy and art.

These Greens are weather-resistant permanent colors that assure economy. One coat is all that is necessary in most instances. They are non-fading. They can either be brushed or sprayed.

PostAd Panel Greens are finishes that find a ready use on metal or wood, stadium seats, park benches, building exterior, siding and roofs, as well as on the frames and lattice of poster boards.

The extreme durability and weather-resisting qualities of Panel Greens make these colors ideal for surfaces that get hard wear and must withstand sudden changes in temperature. Rain, ice, snow and burning sun all conspire to break down a paint film. Panel Greens will defy the elements and protect the surface.

### EUSTON WHITE LEAD IN OIL

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.

# TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

PostAd Bulletin Colors have been thoroughly tested and approved by Time-Tested Laboratories for dependable service, uniformity of color and consistently high quality.

## POSTAD Bulletin Colors

PostAd Bulletin Colors are another marked achievement of our research departments 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 pre-eminent 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.

## RELATED BRUSHES



A good brush is just as important to a good painting job as a quality finishing material. In the Related Line of Brushes you will find several numbers particularly adapted to the application of PostAd Bulletin Colors.

*Everywhere on Everything*



**THE GLIDDEN COMPANY**

National Headquarters: **CLEVELAND, OHIO**

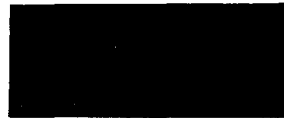
FACTORIES FROM COAST TO COAST • BRANCHES IN PRINCIPAL CITIES

GLD33093

# ETIC ENAMELS)



\*Brilliant Blue No. 21



\*Medium Blue No. 20



\*Dark Blue No. 7



\*Dark Blue No. 7 1/2



\*Gray No. 46

ATTICE



on, Dark No. 1012



\*Light Gray No. 3



\*Cream No. 29



\*Light Brown No. 8



\*Medium Brown No. 6



\*Dark Brown No. 92



\*Dark Gray No. 5

# GLIDDER

## POSTAD *Bulletin Colors*

\*Light Yellow No. 35

\*Orange No. 13

\*Tuscan Red No. 14

\*Lemon Yellow No. 37

\*Light Red No. 2

\*Light Green No. 11

\*Medium Chrome Yellow No. 38

\*Bright Red No. 40

\*Pale Green

\*Medium Orange No. 42

\*Maroon Red No. 3

\*Emerald Green No. 91

Blue Green Light No. 72

Ivory No. 75

Dark Chrome Green No. 71

Colors marked (\*) were adopted as standards by the Outdoor Advertising Association of America, Inc., January 1, 1937.  
Also supplied in No. 54 Lettering White, No. 55 Tinting White, No. 56 Blocking-Out White and No. 5 Black.

### POSTAD POSTER GREENS FOR MOULDING

Panel Green, Light No. 1013



GLD33095