





PAINTS «» VARNISHES «» LACQUERS «» ENAMELS

THE name Glidden on the label is a guarantee of quality. Over fifty years' experience in the manufacture of Paints, Varnishes and Specialties for all purposes, together with the most modern manufacturing facilities, insures uniform quality and products that can be depended upon to give perfect satisfaction.

Glidden products are manufactured from the highest grade selected materials, and anyone purchasing brands under the Glidden label can feel assured that he is receiving full value for the price paid and is obtaining the highest grade and standard quality of that particular brand.



THE GLIDDEN COMPANY

ESTABLISHED IN 1851

NATIONAL HEADQUARTERS--CLEVELAND, OHIO

GLP31612

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COLOR CLIPS SHOWN ON FOLLOWING PAGES

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PREFACE

This Glidden catalog or counter book has been created to assist the Glidden agent in the sale of Glidden products. It contains descriptive matter, directions, and color chips on various Glidden items and it also lists and describes every Glidden product.

For the convenience of the Glidden agent in selecting the correct product for the right surface, there is a Home Encyclopedia, a pictorial and verbal description. Many customers are not familiar with paint products and where they are best used. For this reason the Home Encyclopedia is very useful because it permits the Glidden agent to quickly point out the correct product to meet the conditions described by the customer.

Keep this counter book in a handy place in your Paint Department. Have it accessible for your selling staff when talking Glidden Paints, Varnishes, Lacquers and Enamels to your customers.

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COLOR CHIPS SHOWN ON FOLLOWING PAGES

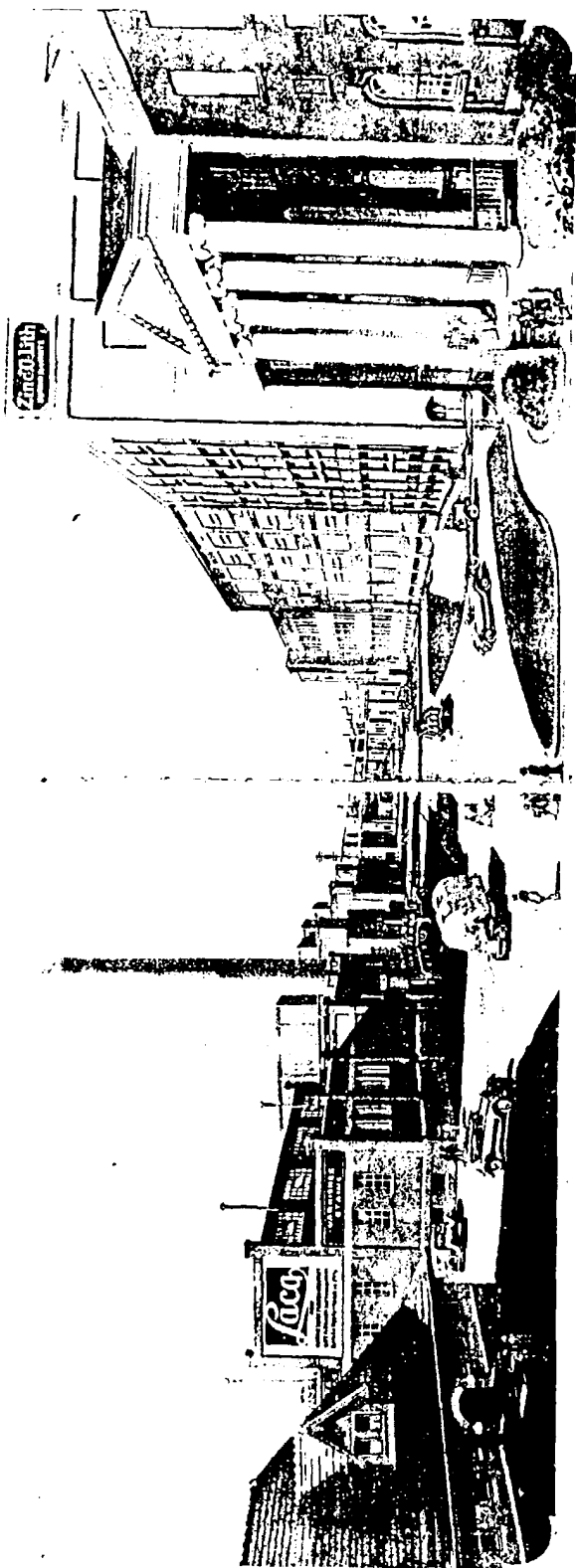
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A general view of the Cleveland Plant located at Madison Ave. and Berea Rd., which from the Main Office present a view of
 Offices are located. To the casual visitor it looks like a busy, young
 city set aside by itself. The buildings open out on a central avenue.

and covering some thirteen acres. It is here that the Executive and Headquarters
 city set aside by itself. The buildings open out on a central avenue.

THE GLIDDEN COMPANY

EVERYWHERE ON EVERYTHING

The business of The Glidden Company is characterized by broad diversification. The many and varied types of finishes manufactured are in truth applicable to everything from lead pencils to locomotives, or from shoe buttons to steamships. Diversity of product and a wide extension of facilities for service make for strength and stability. "Everywhere on Everything" is more than a slogan. It is a literal statement of fact.

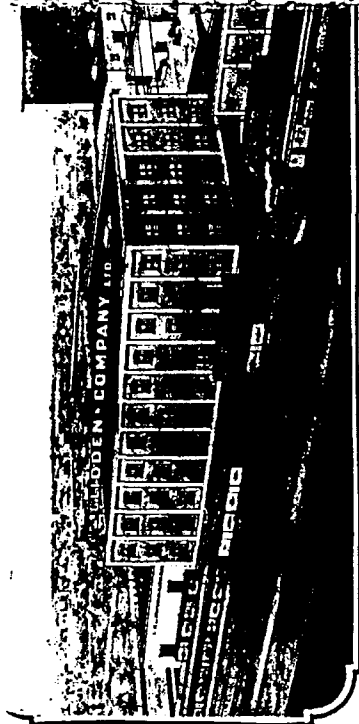
Manufacturing Plants

Minneapolis, Minn.
 New Orleans, La.
 Oakland, Calif.
 Reading, Pa.
 San Francisco, Calif.

Stanton, Pa.
 St. Helena, Baltimore, Md.
 St. Louis, Mo.
 Toledo, Ohio

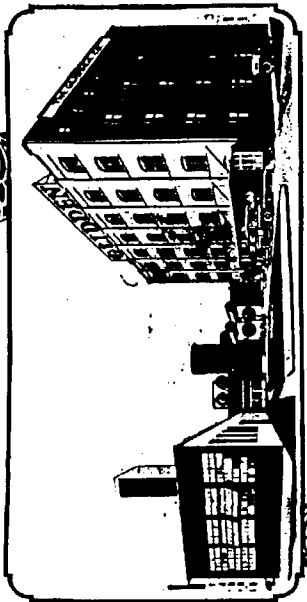
Branches and Warehouses

Alaska
 Baltimore
 Birmingham
 Boston
 Buffalo
 Chicago
 Cincinnati
 Cleveland
 Dallas
 Denver
 Detroit
 Evansville
 Fort Worth
 Houston
 Indianapolis
 Kansas City
 Louisville
 Memphis
 Milwaukee
 Minneapolis
 Montreal
 New York
 Philadelphia
 Portland
 St. Paul
 St. Petersburg
 St. Louis
 Toledo
 Washington
 Wichita



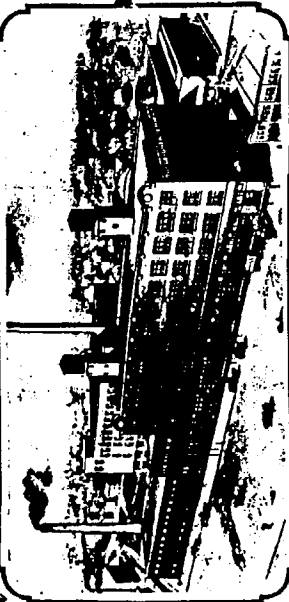
A view of the Large Factory located in Toronto, Canada, to serve the entire Dominion of Canada. In this plant, paints, varnishes, lacquers and enamels are

The New Orleans Paint and Varnish Unit of The Glidden Company. In this plant both paints and varnishes are manufactured to serve the South and Southeast Trade. "Dixie Made for Dixie Trade" is the slogan of this manufacturing unit.



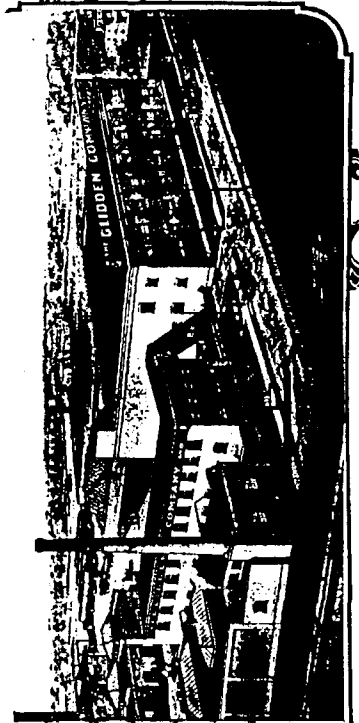
Glidden Facilities for

One of the paint, dry color and manufacturing units located in Chicago. It is in this plant that the largest volume of dry colors for the company is manufactured, and also a large volume of finishes for the agricultural implement trade.



Ability to produce both in quality and in quantity is amply evidenced by the great chain of factories and warehouses illustrated in these pages.

With such complete facilities, including the most modern of buildings and equipment of the latest design, it is no wonder that the greater Glidden organization has won its country-wide



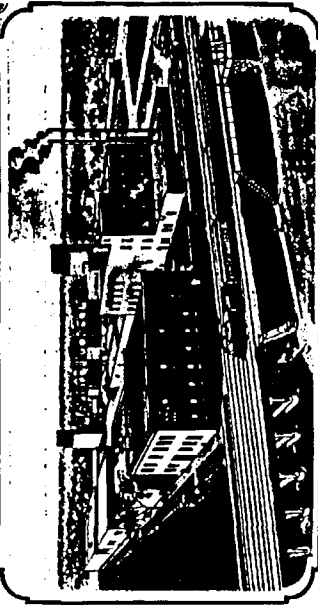
manufactured for the Canadian trade. Additional warehouses are located in Montreal and Winnipeg for delivery service.

Another manufacturing plant located in Chicago. This is the Chicago Lacquer Unit, and it is also in this plant that Kalsomines are made for the entire organization.



Plants and Manufacturing

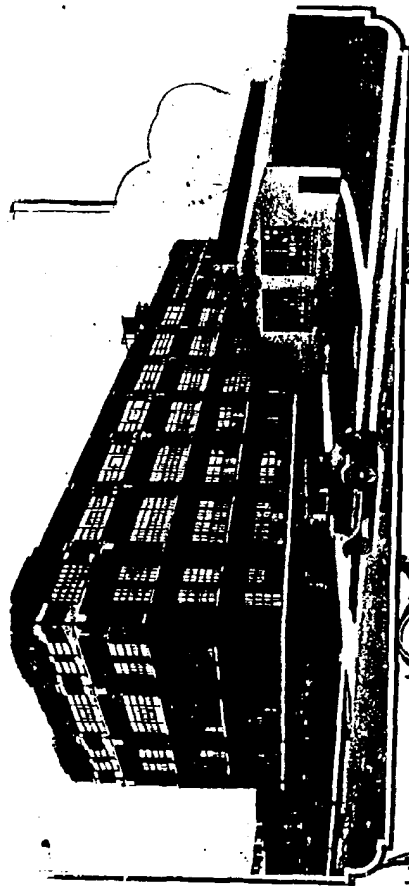
A view of still another Chicago plant, devoted to the manufacture of industrial finishes, as well as varnishes for consumer use.



reputation through actual performance in the manufacture of thoroughly good products.

To insure ultimate satisfaction for the consumer—to bring repeat business to the dealer—to safeguard Glidden reputation and integrity—are the real objectives of this greater Glidden organization.

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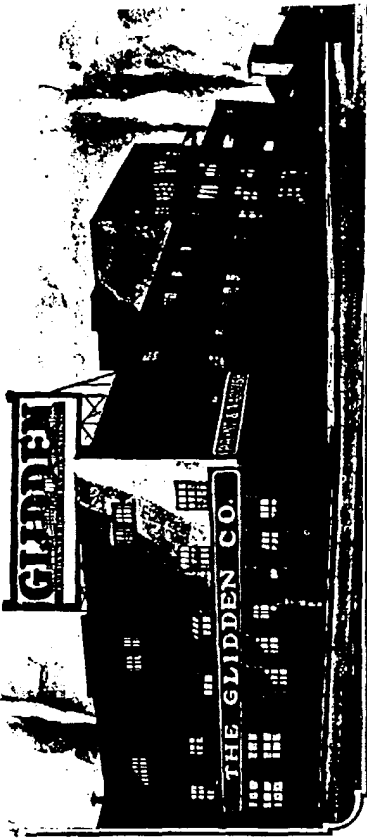


Above—A view of the new Paint and Varnish manufacturing plant located in Minneapolis. This plant is located to serve the great Northwest.

An airplane view of the Reading, Penna., unit where Paints and Varnishes are manufactured to serve the Atlantic Seaboard and New England, through warehouses located in New York and Boston.



The Euston White Lead plant of the Glidden Company located at Scranton, Pa. It is here that Euston Improved White Lead is produced through the Euston patented process owned and operated by The Glidden Company.



The Pacific Coast paint and varnish manufacturing plant located in San Francisco, Calif. This plant serves the entire Pacific Coast trade through retail outlets and warehouses located in Los Angeles, Seattle, Portland and Honolulu.

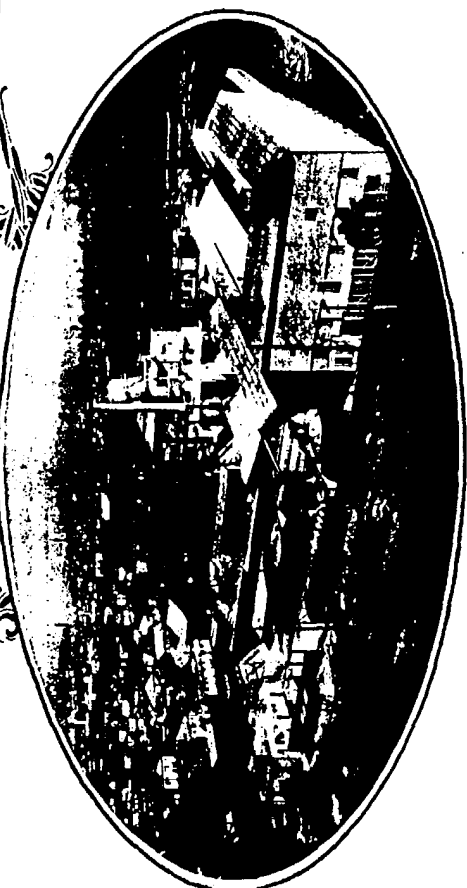


A Paint Grinding Unit located in St. Louis. This plant produces paints and enamels to serve the Southwest trade.



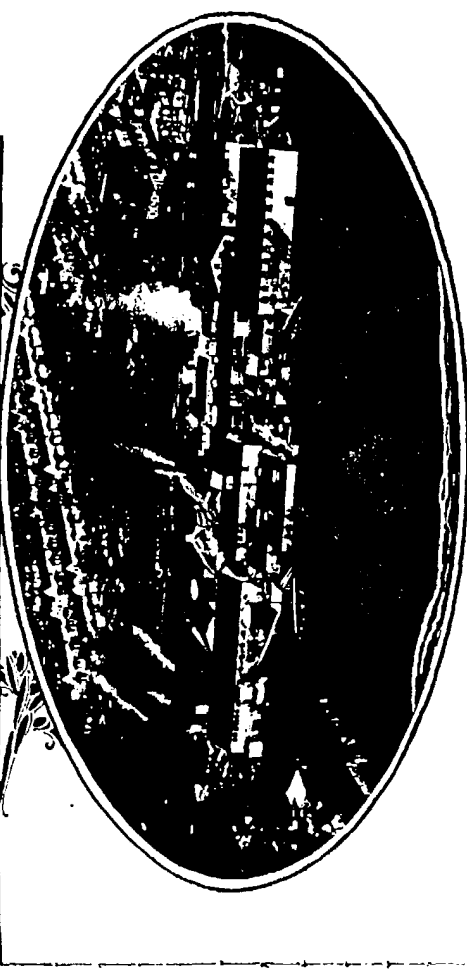
The New York Plant and Warehouse located in Long Island City.

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A view of the Oakland plant in which is manufactured Lithopone for the Pacific Coast trade and also bleached barytes, barium chemicals and whitening.

This large and well equipped plant, located at Collinsville, Ill., is devoted to the manu-



facture of Lithopone, the principal brands being Astrolith and Sunolith.

A view of the St. Helena plant, located in St. Helena, Maryland, just outside of Baltimore. In this plant Lithopone and titanium pigments are manufactured, also cadmium yellow, cadmium oxide, and other important chemicals and pigments.

The Chemical and Pigment Division of The Glidden Company

In addition to this wonderful chain of factories the Glidden Company controls their own source of raw materials wherever practical. The Glidden Company controls their own oil refineries in Chicago; Lithopone plants in St. Helena, Md., Collinsville, Ill., and Oakland, Calif., lead corroding units in Scranton, Pa., and zinc mines and smelters in California.

With facilities such as these the Glidden Company gives the trade the best paints and varnishes and finest raw materials that modern equipment can produce.

Facilities in Manufacturing

THE chain of Glidden factories represents a remarkable combination of man power and machine power. The combined experience of many men is pooled under a unified executive direction. Every mechanical facility that modern engineering has evolved makes possible quality production on a quantity basis.

Glidden laboratories are constantly at work devising and perfecting new products and improved methods, and checking production all along the line in order to insure uniformity of standards and results.

The growth and prosperity of The Glidden Company is predicated on the intelligence of its personnel and the mechanical equipment for efficient continuous production.

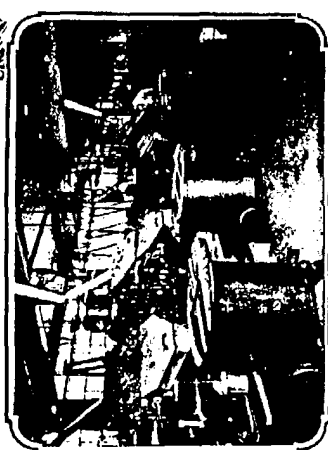
A policy of continuous improvement animates the Glidden organization. There is no slavish adherence to old formulas or antiquated methods. The advancement of chemical science takes precedence over ancient shibboleths.



One of the large Chemical Laboratories devoted to the Formulation and Testing of Paint Products.



A Typical View of one of the Paint Grinding Rooms The Glidden Company.



Another Interior View showing a Battery of the most Modern Type of Paint Grinding Machines.

The Glidden Quality Guarantee

Every product carrying the Glidden name is a Quality product. Satisfaction is guaranteed. If you purchase a can of Glidden Paint, Varnish or Lacquer and for any reason it is not satisfactory, bring it back and get your money. Glidden customers are satisfied customers.

CL 31673

AUTOMOBILE

For painting body, wheels and fenders use Speedenamel (Dries in 4 Hours Auto Finish, two coats are usually preferable. For tops use Glidden's Black Leather Dressing or Flexible Auto-Top Dressing. For engines use Glidden's Heat Proof Engine Enamel. For wire wheels and other trim use Metallite.

**BARN, SILOS, FENCES, ETC.**

To paint use Glidden's Endurance Paint (Prepared), two or three coats as desired. Zinc-O-Lith House Paint, Titan-O-Zinc House Paint, Handy Home Paint or Glidden's Barn Paint. To stain shingles use Endurance Shingle Stain.

**BRICK**

For flat effect use Glidden's Liquid Cement Coating and Flat Brick Red (Paste Form); gloss finish use two coats Endurance Paint (Prepared) or Barn Paint. For finest enamel finish, Ripolin; one coat Ripolin Undercoat, a second coat one half undercoat and one half Ripolin Enamel and third coat Gloss Ripolin Enamel.

**CEILINGS (Plaster or Wallboard)**

For flat effect use Glidden's Flat Wall Finish, Zinc-O-Lith Flat, Titan-O-Zinc Flat or Hygienic Kalsomine. For gloss or semi-gloss finish in White or Tints use Ripolin Enamel, Zinc-O-Lith Enamel, Titan-O-Zinc Enamel, Jap-A-Lac Enamel, Vel-Vo-Glo, Kitchen Enamel or Speed-Wall. To paint use Glidden's Endurance Paint or Handy Home Paint. For Porch Ceilings (Wood) use Endurance Paint, or if varnish finish is desired use JapSpar or Rapid-Cote Varnish.

**CONCRETE (Exterior)**

For flat effect use Glidden's Liquid Cement Coating, two coats. For gloss effect use Ripolin or three coats Endurance Paint after Neutralizing Alkali with a wash coat of zinc sulphate solution.

**DOORS (Interior)**

To stain use Endurance Wood Stain and finish with two coats Wearette Varnish, Jap-A-Lac Clear, Rapid-Cote Varnish or use Jap-A-Lac Varnish Stain. To enamel use Ripolin, Jap-A-Lac, Zinc-O-Lith Enamel, Titan-O-Zinc Enamel or Kitchen Enamel. To lacquer use Lacq. To paint use Endurance Paint, Florenamel or Handy Home Paint.

**DOORS (Exterior)**

To stain use Endurance Wood Stain and finish with two coats of JapSpar Varnish or use Jap-A-Lac Varnish Stain. To enamel use Ripolin. To paint use Endurance Paint, Zinc-O-Lith House Paint or Titan-O-Zinc House Paint.

**FLOORS (Wood Interior) Exterior**

To varnish wood interior use Floorette, Rapid-Cote Varnish or Jap-A-Lac Clear Varnish. To refinish discolored floors use Jap-A-Lac Varnish Stain, Jap-A-Lac Model Floor Process or Lacq Stain. To paint floors use Glidden Florenamel or Inside Floor Paint. To lacquer use Lacq in clear or colors. To varnish wood exterior use JapSpar Varnish. To paint use Endurance Porch and Deck Paint or Florenamel with at least a pint of linseed oil added to each gallon.

**FLOORS (Concrete, Interior or Exterior)**

For floors in garages, automobile show-rooms, basements or large public buildings use Glidden's Concrete Floor Dressing or Glidden Florenamel.

**FURNITURE (Indoors)**

To varnish use Wearette, Rapid-Cote, Lik-A-Rub Varnish or Jap-A-Lac Clear Varnish. To refinish old discolored furniture use Jap-A-Lac Varnish Stains or Lacq Stains. To enamel use Jap-A-Lac Enamels or Ripolin. To paint use Glidden's Florenamel. To lacquer use Lacq.

**FURNITURE (Porch)**

To varnish use JapSpar or Rapid-Cote Varnish. To enamel use Glidden's Endurance Paint or Florenamel. To lacquer use Lacq.

HOUSE, GARAGE (Exterior)

To paint use Endurance Paint (Prepared), Zinc-O-Lith House Paint or Handy Home Paint. To stain all varnished surfaces use JapSpar or Rapid-Cote Varnish. To lacquer use Lacq.

LINOLEUM

To varnish use Floorette, Rapid-Cote Varnish or Jap-A-Lac Clear Varnish. To enamel use Glidden's Endurance Paint or Florenamel. To lacquer use Lacq.

RADIATORS

For flat effect use Flat Wall Finish or Hygienic Kalsomine. For bronze effect use Jap-A-Lac Enamel or Kitchen Enamel.

ROOFS (Shingle)

To stain shingles use Glidden's Shingle Stain, applied or brushed after. To paint use Endurance Paint, Zinc-O-Lith or Titan-O-Zinc House Paint.

ROOFS (Metal)

Apply Nev-A-Rust, Endurance Paint or Glidden's Factory and Roof Paint.

SCREENS

To enamel screens use Glidden's Endurance Paint, two coats for new work, one coat for refinishing.

TOYS

To lacquer use Lacq Clear or in color use Jap-A-Lac Varnish Stains or Lacq Stains. To paint use Speedenamel Auto Finish or Jap-A-Lac Clear Varnish.

WALLS (Interior, Plaster or Wall Board)

For flat effect use Glidden's Flat Wall Finish or Hygienic Kalsomine. For gloss or semi-gloss finish in White or Tints use Ripolin Enamel, Zinc-O-Lith Enamel, Jap-A-Lac Enamel, Vel-Vo-Glo or Speed-Wall. To paint use Endurance Paint, Florenamel or Handy Home Paint.

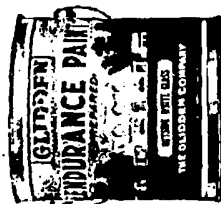
WOODWORK

To stain use Endurance Wood Stain and finish with two coats Wearette Varnish, Jap-A-Lac Clear or Lik-A-Rub Varnish. To refinish old discolored wood work use Jap-A-Lac Varnish Stains or Lacq Stains. To enamel use Jap-A-Lac Enamels or Ripolin. To paint use Endurance Paint, Florenamel or Handy Home Paint.

PREPARED PAINT

	TRIMMING COLORS 705X 720		TRIMMING COLORS White 710		TRIMMING COLORS 708 710
700 CREAM WHITE		708 PEARL GRAY		724 SILVER GRAY	
	710 701		701 720		703 720
709 LEMONT STONE		726 THISTLE GREEN		716 CENTENNIAL BROWN	
	703 720		704 708		726 723
701 LIGHT BUFF		710 LEAD COLOR		713X LIGHT SAGE	
	700 720		701 716		700 White
703 FLESH TINT		721 LEATHER BROWN		*725 VERT GREEN	
	White 701		White 705X		For Window Blinds Etc.
705X COLONIAL YELLOW		*727 ORANGE		*719 CRYLIGHT GREEN	
	721 720		700 715		704 700
721 BUFF		*722 CRIMSON		723 DARK GREEN	
	White 716		720 701		For Coves Ceilings Etc.
705 CREAM		715 LIGHT TERRA COTTA		711 SKY BLUE	
	White 707		703 706		For Coves Ceilings Etc.
702 OLD IVORY		720 GOTTAGE BROWN		712 MEDIUM BLUE	
	723 721	ALSO MADE IN Outside White, Inside Gloss White and Inside Flat White Colors Marked (*) Are Higher Priced			
704 FRENCH GRAY					
				BLACK	

PREPARED



Glidden Endurance Paint is a cheap, easy-to-use, long-lasting paint that gives your interior a quality finish. It is a durable and economical finish that will last for years. It is a quality paint that has been carefully made of selected raw materials, scientifically compounded. Glidden quality proves itself in service.

THE RIGHT WAY TO PAINT

For best results observe these precautions. Remember that no paint that is not properly applied will give its greatest value.

Employ a good reliable painter. Labor is the greatest cost in painting. See that your labor is efficient and thorough, and the paint will give you additional wear.

The surface to be painted should be clean and dry. Old paint if peeling or blistered should be removed with wire brush, sandpaper, or burning, depending on its condition. Soot and grease should be washed off and spalls should have a coat of shellac.

Do not paint in damp or cold weather when it can be avoided. Paint does not adhere well or dry thoroughly when the surface is moist or when the weather is too cold. In new work it is also best to wait until plastering is thoroughly dry before painting.

No paint can be better than its foundation. Do not start over Ochres or other cheap primers and do not use oil-drying or mineral oils for priming. Improper priming is sure to cause early deterioration in the finishing coats.

Well brushed thin coats are better than heavy coats. Test results are never secured by trying to make two heavy coats do the work when conditions demand three coats. All coats should be well brushed out and allowed sufficient time to dry thoroughly before recoating.

Use good brushes and only pure linseed oil and pure turpentine for thinning.

Glidden Endurance Paint (Prepared) contains sufficientriers for average conditions, and while we are content to trust the judgment of a good painter in such matters we believe that the best results are secured through the use of raw linseed oil instead of boiled oil. This depends somewhat upon weather and climatic conditions and the discretion of the painter will govern his recommendations.

DIRECTIONS FOR USE

Pour oil from the can nearly all of the liquid, with a paddle that will reach the corners of the can, stir the paint and the remaining portion of liquid together until the mixture is creamy; then add the rest of the liquid a little at a time, continuing the stirring. Then pour the paint on one can to another several times, until it is of smooth, consistent consistency.

Glidden Endurance Paint (Prepared) as it comes from the can is the proper consistency for finishing coat work. A amount of further thinners that may be added depends on the judgment of the painter, bearing the following additions in mind:

NEW WORK—New wood should always be primed with Endurance Base-Coat. This specially prepared formulation coating will insure perfect results and is much better to use on present day lumber. Base-Coat is for use on all kinds of wood and particularly the porous and absorbent types such as cedar and redwood. The resins and sap in types such as yellow pine, spruce, gum and fir will also give a longer wearing and better finished result when primed with Base-Coat. Endurance Base-Coat should be applied as it comes from the container. Under no conditions should Endurance Base-Coat be reduced. **Second Coat**—It is well to add a small amount of spirits of turpentine to Glidden Endurance Paint (Prepared). This reduces the gloss of the second coat and gives a better surface for the third coat.

Third Coat—Endurance Paint (Prepared) should be used just as it comes from the can for ordinary conditions. These three coats are always recommended for new work. Each coat should be brushed out well and allowed sufficient time to dry thoroughly.

OLD WORK—The number of coats required depends on the condition of the old paint. If the old paint is seriously cracked, blistered, or checked it should be entirely removed and the surface treated as new work using Base-Coat as the first or priming coat. When the old paint is in good condition two coats of Endurance Paint (Prepared) are sufficient. To the first coat, add a pint of turpentine to the gallon to insure penetration and incorporation with the old paint. The second coat should be applied as it comes from the can.

Whenever Glidden Endurance Paint (Prepared) appears a trifle too heavy in body for easy working, it may be thinned with a small amount of linseed oil carefully stirred into the paint. Under ordinary circumstances it is never necessary to add driers.

ESTIMATING QUANTITY

Glidden Endurance Paint (Prepared) as it comes from the can will cover 360 square feet of surface, two coats.

Multiply the number of feet around the house by its average height, and divide by 360. To this figure add one-fourth to one-fifth for edges, architectural decorations, etc. This will give you the number of gallons required for two coat work. If a third coat is to be used, add half again as much. The fraction added will usually provide enough paint for the trim, although these figures are subject to some variation for the reason that conditions are not always the same.

Endurance Paint dries in 24 hours, but 48 hours should be allowed for drying between coats.

Put up in Barrels, $\frac{1}{2}$ Barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

ENDURANCE BASE-COAT

Endurance Base-Coat (Prepared) is a new and remarkable piece of goods to be used as a priming coat on new work. Its pigment is new and very sharp and will adhere tenaciously to the surface. It affords the proper tooth for the succeeding coat of paint. The vehicle of Endurance Base-Coat embodies an elasticity of film that is maintained much longer than that of linseed oil. It is a durable, lasting and chalking of succeeding coats. Another distinct superiority of Base-Coat is in its sealing properties. Succeeding coats of paint will spread further per gallon over Base-Coat than over other primers and it will hold out three coats with more body and fullness to the film.

Endurance Base-Coat is made in only the purest shade of gray and is intended to new wood just as it comes from the mill with any reduction. It is also satisfactory for old work and should be used without reduction after all blisters, scale and loose paint of the old film have been removed.

Endurance Base-Coat covers approximately 600 square feet per gallon.

PREPARED PAINT

TRIMMING COLORS



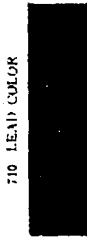
708 PEARL GRAY



726 THISTLE GREEN



710 LEAD COLOR



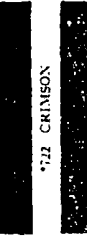
721 LEATHER BROWN



727 ORANGE



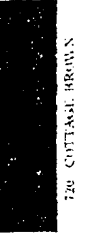
722 CRIMSON



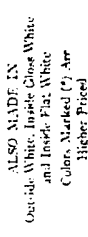
715 LIGHT TERRA COTTA



729 COTTAGE BROWN



711 SKY BLUE



722 MEDIUM BLUE

ALSO MADE IN Outside White, Inside Gloss White and Inside Flat White Colors, Marked (7) Arr Higher Prices

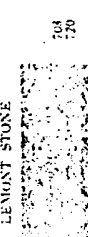
TRIMMING COLORS



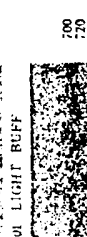
700 CREAM WHITE



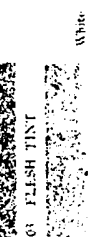
701 LEMONT STONE



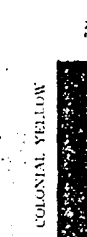
701 LIGHT BUFF



701 FLESH TINT



705 COLONIAL YELLOW



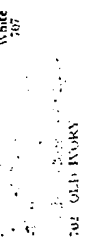
706 BUFF



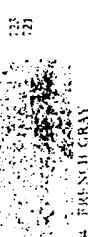
709 CREAM



701 IVORY



714 FAINT BLUE GRAY



711 SILVER GRAY



716 CENTENNIAL BROWN



718X LIGHT SAGE



723 VERT GREEN



719 CRYLIGHT GREEN

BLACK
GUD31622A



The White House is becoming the most popular institution in this country. Zinc-O-Lith House Paint has become a great contributing cause to this end. For economy, durability and genuine beauty, Zinc-O-Lith cannot be

equalled. It is a general outside white, ready for use—a White that **is** White and **stays** White. It is not affected by the actions of sulphuric gases present in coal smoke or by salt air. Zinc-O-Lith House Paint has exceptional hiding, covering and spreading qualities. Made in White only, which can be tinted to any shade desired.

Barrels, $\frac{1}{2}$ barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

FOR DIRECTIONS REFER TO PAGE 27

TITAN-O-ZINC OUTSIDE WHITE

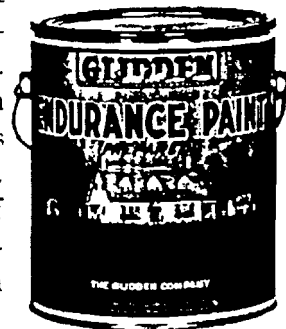
ENDURANCE PAINT (PREPARED)

Titan-O-Lith, highest quality Zinc, ground in specially treated linseed oil with just the right amount of dryer—this is Titan-O-Zinc Outside White—the finest quality exterior House Paint made to-day.

This product covers and hides better than high quality paints—one coat is equal to two coats of ordinary material.

Titanium oxide chemically combined with Sun-proof lithopone gives this paint its tremendous covering and hiding qualities and its brilliant whiteness. The fine quality zinc gives it hardness of film, durability and rich beauty. Specially treated oils add to its whiteness and its long life.

Titan-O-Zinc is the latest development in Outside Paint formulating and manufacturing and is supreme in its field. Ideally adapted for use in congested, smoky districts where fumes are prevalent. One coat will do the work of two coats for ordinary repainting where the surface is in good condition.



Made in White only, which can be tinted to any shade desired.

Put up in 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

FOR DIRECTIONS REFER TO "THE RIGHT WAY TO PAINT" PAGE 16

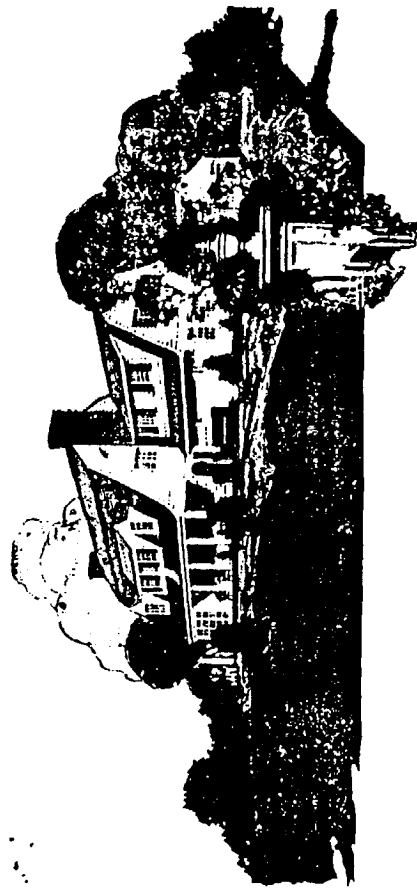
TITAN-O-ZINC WHITE PASTE PAINT

This piece of goods has been a revelation to painters when they first tried it. The economy of the product was quickly proven to them. The base of the product is a titanium oxide pigment that impacts the same opacity as is found in Titan-O-Zinc Outside White and Flat. Titan-O-Zinc

has been reduced with more than three gallons of raw Linseed Oil and still covered better than most primers and it is not unusual for painters to use two gallons of oil for the finishing coat. Furnished in white only which can be tinted as desired.

Put up in bbls., 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

GLD31623



Advantages of Zinc-O-Lith Products

The name Zinc-O-Lith stands for higher quality at lower cost, better work at less expense, dependability and satisfaction at all times. Here are some of the many advantages to be found in all Zinc-O-Lith Products.

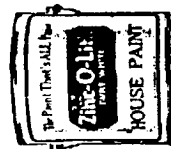
1. **Greater Whiteness**—Zinc-O-Lith is the white that is White and stays White.
2. **Exceptional Covering Capacity**—Not only do Zinc-O-Lith Products have greater covering capacity, but also more hiding properties.
3. **Ease of Application**—There is no danger of pulling or sagging where Zinc-O-Lith is being applied. The easy brushing qualities are beyond comparison.
4. **Non-poisonous**—Absolutely no white lead is used in the manufacture of any Zinc-O-Lith Products.
5. **Durability**—The high quality of the raw materials and the care taken in the manufacture of Zinc-O-Lith Products give them the ability to withstand wear and weather for years.
6. **Economy**—Not only do Zinc-O-Lith Products save with their greater covering capacity but also because the raw materials from which they are made are more economical, they actually cost less per gallon to the user.

Only Zinc-O-Lith can give you all these advantages.



THE PAINT THAT'S ALL PAINT

The White House is becoming the most popular institution in this country. Zinc-O-Lith House Paint has become a great contributing cause to this end. For economy, durability and genuine beauty, Zinc-O-Lith cannot be



equalled. It is a general outside white, raw use—a White that is White and stays White is not affected by the actions of sulphuric present in coal smoke or by salt air. Zinc-O-Lith House Paint has exceptional hiding, covering spreading qualities. Made in White only, it can be tinted to any shade desired.

Barrels, ½ barrels, 5's, 1's, ½'s, ¼'s.

FOR DIRECTIONS REFER TO PAGE 27

TITAN-O-ZINC OUTSIDE WHITE

ENDURANCE PAINT (PREPARED)

Titan-O-Lith, highest quality Zinc, ground in specially treated linseed oil with just the right amount of dryer—this is Titan-O-Zinc Outside White—the finest quality exterior House Paint made to-day.

This product covers and hides better than high quality paints—one coat is equal to two coats of ordinary material.

Titanium oxide chemically combined with Sun-proof lithopone gives this paint its tremendous covering and hiding qualities and its brilliant whiteness. The fine quality zinc gives it hardness of film, durability and rich beauty. Specially treated oils add to its whiteness and its long life.

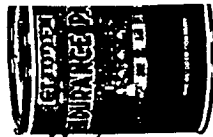
Titan-O-Zinc is the latest development in Outside Paint formulating and manufacturing and is supreme in its field. Ideally adapted for use in congested, smoky districts where fumes are prevalent. One coat will do the work of two coats for ordinary repainting where the surface is in good condition.

Made in White only,

which can be tinted to any shade desired.

Put up in 1's, ½'s, ¼'s.

FOR DIRECTIONS REFER TO "THE RIGHT WAY TO PAINT" PAGE 16



TITAN-O-ZINC WHITE PASTE PAINT

This piece of goods has been a revelation to painters when they first tried it. The economy of the product was quickly proven to them. The base of the product is a titanium oxide pigment that impacts the same opacity as is found in Titan-O-Zinc Outside White and Flat. Titan-O-Zinc

has been reduced with more than three gallons raw Linseed Oil and still covered better than primers and it is not unusual for painters to use two gallons of oil for the finishing coat. Furnish in white only which can be tinted as desired. Put up in bbls., 5's, 1's, ½'s, ¼'s.

031623A



EUSTON

IMPROVED PROCESS

STRICTLY PURE WHITE LEAD

An absolutely pure carbonate of lead corroded by the Euston Improved Process. This new process produces first a pure product, but of equal importance, it produces a product having all the white lead qualities that are essential in the production of a durable and economical paint. White-

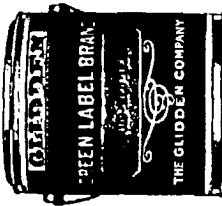
LEAD-O-ZIN

Lead-O-Zin is a combination of 66 2/3% carbonate of lead and 33 1/3% of zinc oxide ground in pure linseed oil. The carbonate of lead insures whiteness, evenness, stiffness, uniformity and enduring gloss. The zinc oxide gives extra whiteness and long life and lustre through extra oil absorption. Easy working, perfect spreading and covering qualities are also outstanding advantages in this product. Lead-O-Zin bulks about 10% more than white lead. 100 pounds produce 1 1/2 gallon more paint.



Put up in 100, 50, 25 lb. kegs.

LIQUID RED LEAD



A well made protective, rust-inhibitive paint for use as a first coat on structural steel, iron and all metal surfaces (excepting galvanized iron). Dries in 24 hours and covers 500-600 sq. ft. per gallon, one coat.

Put up in 5's 1's 1 1/2's, 1 1/4's.

Twenty

ness, fineness and fluffy texture are white lead qualities that will be found 100% in Euston White Lead. With all these marked advantages Euston is the white lead that produces the most durable and lasting paint film.

Put up in 100, 50, 25, 12 1/2 lb. kegs.

DAYLITE WHITE (Paste Paint)

A heavy paste product designed to be reduced for gallon with refined or raw linseed oil for exterior painting. When reduced with Flattening Oil and Turpentine it produces soft velvety effects for interior walls and woodwork. Remarkable for its extreme whiteness, opacity and large spreading capacity. Dries in 24 hours and covers approximately 700 sq. ft. per gallon of liquid paint, one coat.

Put up in barrels, 1/2 barrels, 5's, 1's.

ENDURANCE WHITE SEMI-PASTE

Glidden Endurance White (Semi-Paste) is made to fill the wide demand for a really durable, dependable paint at a reasonable cost. It is a white lead and zinc paint, with the proper percentage of inert pigment, oils and dryers. One gallon of Endurance White mixed with one gallon of Linseed Oil makes two gallons of paint ready for use at a cost 25% less than the cost of high-grade prepared paint.

For tinted effects and trims, Glidden Endurance White may be readily tinted to any desired shade by adding the proper amount of oil color.

DIRECTIONS

To use Glidden Endurance White mix gallon for gallon with pure Linseed Oil. For priming and first coat the paint may be further thinned with oil or with a small amount of turpentine, in accordance with the judgment of the painter. Covers when reduced, approximately 700 sq. ft. per gallon of liquid paint, one coat, and dries to a firm surface in 24 hours. Allow 48 hours for recoating.

Put up in barrels, 1/2 barrels, 5's, 1's, 1 1/2's, 1 1/4's.



HANDY HOME PAINT

There are a thousand and one uses around the home for a good quality paint that is easy to apply and dries quickly. Glidden Handy Home Paint is made in such a way that it may be used for exterior purposes where a medium-priced paint will be found satisfactory. It is also suitable for interior painting of woodwork, furniture and for doing dozens of odd jobs of decorating and painting around the house. Glidden Handy Home Paint is made of superior quality raw materials that work easily, dries thoroughly in twenty-four hours, maintains a good gloss, will stand repeated washings with soap and water.

DIRECTIONS
Stir the paint thoroughly before use. Apply the paint as it comes from the can with a brush and brush out thoroughly in smooth even coats; at least ten coats should be allowed for driving of each coat. Two coats will be found sufficient work. Keep the can tightly closed when not using paint. If the paint shows a skin on top, stir it out and use. For each working, stir and use for some time. In addition of a small quantity of linseed oil, it may be used for interior painting. Seed Oil for inside painting and raw linseed oil for exterior use. Handy Home from 600-700 sq. ft. per gallon one coat.
Put up in 1's, 1 1/2's, 5's, 10's.

SANDSTONE	CEILING BLUE	APPLE GREEN	VERMILION
CLEAR RUFF	LIGHT LEAD	NILE GREEN	ALSO MADE IN BLACK AND INSIDE WHITE (FLAT AND GLOSS) 6-1931624
SOUTHERN YELLOW	TRUE BLUE	BLIND GREEN	
TERRA COTTA	SEAL BROWN		

THISTLE GREEN	VERT	LEATHER BROWN	RED	MAROON
DARK GREEN	PEA GREEN	APPLE GREEN		
BOTTLE GREEN				
CRYLIGHT GREEN				

LIGHT SEAL BROWN	LEATHER BROWN	RED	MAROON
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THISTLE GREEN	VERT	LEATHER BROWN	RED	MAROON
DARK GREEN	PEA GREEN	APPLE GREEN		
BOTTLE GREEN				
CRYLIGHT GREEN				

These paints are made by the most modern method of manufacturing and are permanent. Put up in barrels, 1/2 barrels, 5's, 1's, 1 1/2's, 1 1/4's.

IMPROVED PROCESS

PURE WHITE LEAD

pure carbonate of lead corroded improved Process. This new product is a pure product, but of equal produces a product having all the qualities that are essential in the probable and economical paint. White-

ness, fineness and fluffy texture are white lead qualities that will be found 100% in Euston White Lead. With all these marked advantages Euston is the white lead that produces the most durable and lasting paint film.

Put up in 100, 50, 25, 12½ lb. kegs.

LEAD-O-ZIN

Lead-O-Zin is a combination of 66⅔% carbonate of lead and 33⅓% of zinc oxide ground in pure linseed oil. The carbonate of lead insures whiteness, evenness, fluffiness, uniformity and enduring gloss. The zinc oxide gives extra whiteness and long life and extra oil absorption. Easy working and covering qualities are advantages in this product. It is about 10% more than white is produce ½ gallon more paint.

0, 50, 25 lb. kegs.

ID RED LEAD

A well made protective, rust-inhibitive paint for use as a first coat on structural steel, iron and all metal surfaces (excepting galvanized iron). Dries in 24 hours and covers 500-600 sq. ft. per gallon, one coat.

1's 1's, 1's.



DAYLITE WHITE (Paste Paint)

A heavy paste product designed to be reduced for gallon with refined or raw linseed oil for exterior painting. When reduced with Flattening Oil and Turpentine it produces soft velvety effects for interior walls and woodwork. Remarkable for its extreme whiteness, opacity and large spreading capacity. Dries in 24 hours and covers approximately 700 sq. ft. per gallon of liquid paint, one coat.

Put up in barrels, ½ barrels, 5's, 1's.

ENDURANCE WHITE SEMI-PASTE

Glidden Endurance White (Semi-Paste) is made to fill the wide demand for a really durable, dependable paint at a reasonable cost. It is a white lead and zinc paint, with the proper percentage of inert pigment oils and dryers. One gallon of Endurance White mixed with one gallon of Linseed Oil makes two gallons of paint ready for use at a cost 25% less than the cost of high-grade prepared paint.

For tinted effects and trims, Glidden Endurance White may be readily tinted to any desired shade by adding the proper amount of oil color.

DIRECTIONS

To use Glidden Endurance White mix gallon for gallon with pure Linseed Oil. For priming and first coat the paint may be further thinned with oil or with a small amount of turpentine, in accordance with the judgment of the painter. Covers when reduced, approximately 700 sq. ft. per gallon of liquid paint, one coat, and dries to a firm surface in 24 hours. Allow 48 hours for recoating.

Put up in barrels, ½ barrels, 5's, 1's, ½'s, ¼'s.



HANDY HOME PAINT

There are a thousand and one uses around the home for a good quality prepared paint that is easy to apply and dries quickly. Glidden Handy Home Paint is made especially for household use and may be used for exterior purposes where a medium-priced paint is desired. It is suitable for painting woodwork, iron, steel, copper, brass, and for doing dozens of odd jobs of decorating and household painting. Also satisfactory for interior painting when an economical and dependable job is wanted.

Glidden Handy Home Paint is made of superior quality raw materials throughout. It works easily, dries thoroughly in twenty-four hours, maintains a good gloss, wears well and will stand repeated washings with soap and water.

DIRECTIONS

Stir the paint thoroughly before using. The surface to be coated should be free from dirt and grease and thoroughly dry. Apply the paint as it comes from the can with a good bristle brush and brush out thoroughly in smooth even coats; at least twenty-four hours should be allowed for drying of each coat. Two coats will be found sufficient for ordinary work. Keep the can tightly closed when not using paint. If the paint shows a tendency to thicken, it may be thinned with a small quantity of linseed oil. For outside painting, add a small quantity of linseed oil to the paint. For inside painting and raw linseed oil for exterior use. Handy Home Paint covers from 600-700 sq. ft. per gallon one coat.

Put up in 1's, ½'s, ¼'s, ⅛'s.



VERT	THISTLE GREEN
PEA GREEN	DARK GREEN
APPLE GREEN	BOTTLE GREEN
CYRLIGHT GREEN	
CEILING BLUE	APPLE GREEN
LIGHT LEAD	NILE GREEN
TRUE BLUE	BLIND GREEN
SANDSTONE	
CLEAR BUFF	
SOUTHERN YELLOW	
TERRA COTTA	

SEAL BROWN

ALSO MADE IN BLACK AND INSIDE WHITE (FLAT AND GLOSS)

VERMILION

610 31624A