

OUTSIDE WHITE



WARNING FLAMMABLE
Keep Away From Heat,
Sparks, and Open Flame.
CONTAINS LEAD OR
OTHER COMPOUNDS
HARMFUL IF EATEN.
Do not apply to toys,
furniture or interior
surfaces which might be
chewed by children. Use
with adequate ventila-
tion. Avoid breathing
vapor or spray mist.
Use with adequate ven-
tilation. Avoid breathing
vapor or spray mist.
Avoid prolonged or re-
peated contact with skin.
Wash thoroughly after
handling and before eat-
ing or smoking. Keep
container closed when
not in use.

Endurance
IMPERIAL One-Coat

HOUSE PAINT

Made in U. S. A.



ENDURANCE IMPERIAL HOUSE PAINT

This remarkable Alkyd-fortified White House Paint gives you a precision balanced formula that makes one-coat painting practical! It contains the most durable white pigments yet developed combined with purified glossy oils to provide extra high-hiding properties and long life. Through controlled chalking, Endurance Imperial maintains its whiteness and clean appearance for years. One coat applied to siding in good repaint condition is all that is needed to make the average home "new" again. Cuts painting costs nearly in half.

DIRECTIONS

Surface Preparation

New wood surfaces must be primed with Glidden 1851 Exterior Base Coat as directed for usage. Allow to dry and petty all cracks, nail holes and open joints. Caulk casings and chimneys where necessary. Previously painted wood surfaces in good repaint condition need only be clean. Painted surfaces that are badly worn, heavily chalked, cracked, blistered, flaking or peeling should be wire brushed, scraped or burned off to the bare wood. Prime these areas with Glidden 1851 Exterior Base Coat.

Material Preparation

Stir thoroughly and then pour from one container to another several times ("Boiling"). Imperial House Paint should be applied without thinning, although thinning with one-half pint of turpentine or mineral spirits per gallon is permissible when using over extremely hot or very cool surfaces. Always box after thinning. Do not add linseed oil or driers. **CAUTION:** Imperial House Paint is a self-cleaning white, and if tinted may streak or fade after aging. Do not tint or mix with colored house paints.

Material Application

Brush Imperial House Paint uniformly and evenly, working paint well into surface of one board at a time. After spreading make light finishing strokes. For best performance, do not cover more than 550 square feet of surface with each gallon of paint. To spray, reduce 10% - 15% with turpentine or mineral spirits and use 30 - 40 pounds air pressure.

General

Paint only when weather conditions are favorable and temperature is above 50° F. Allow priming coats to dry at least 48 hours, or longer if atmospheric conditions are not ideal. L.C.-45715

Pigment	80.3 %
Vehicle	19.7 %
Pigments	100.0 %
55 % Linseed	0.6 %
Diatomaceous Earth	0.6 %
Blanc	94.4 %
Magnesium Silicate	99.7 %
Vehicle	100.0 %
Linseed	90.4 %
Oil	90.4 %
Alkyd	18.4 %
Solvents	81.5 %
Paints and	100.0 %
Details	951
T-1897	

**ONE QUART
U. S. MEASURE**

THE GLIDDEN COMPANY, CLEVELAND 14, OHIO

GLD37913