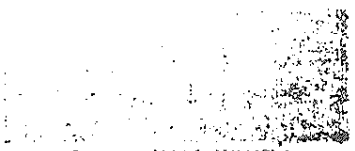
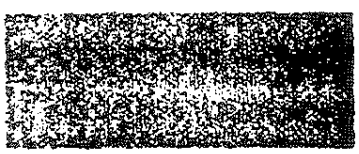
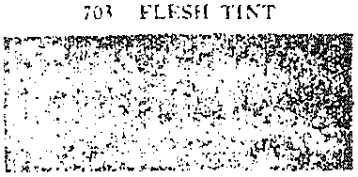
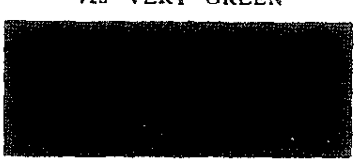
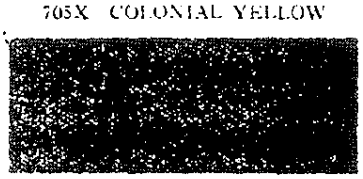
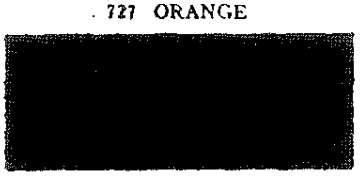
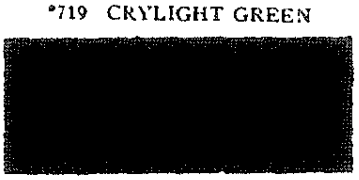
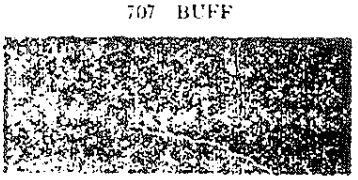
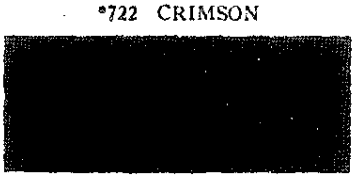
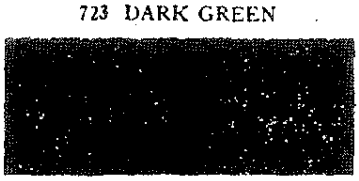
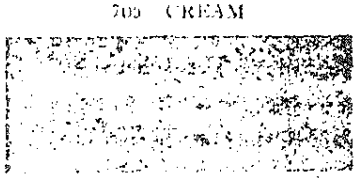
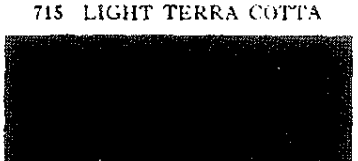
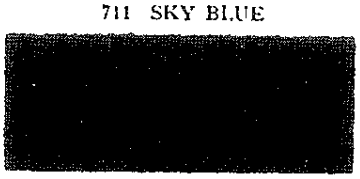
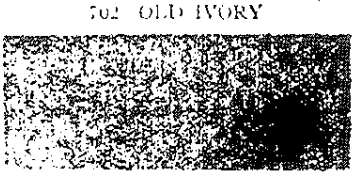
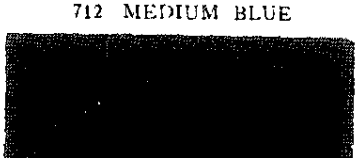
PREPARED PAINT

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

CLP31622



Glidden Endurance Paint is cheap at any price, for in the long run a paint of inferior quality costs many times the price of Endurance Paint. It is a durable and economical linseed oil paint of lasting quality because it has been so carefully made of selected raw materials scientifically combined. 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 pecked or blistered should be removed with wire brush, sandpaper, or burning, depending on its condition. Soot and grease should be washed off and sappy knots 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 paint over Ochres or other cheap primers and do not use non-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. Best 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 grits of turpentine for thinning.

Glidden Endurance Paint (Prepared) contains sufficient dryers 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 off from the can nearly all of the liquid; with a paddle that will reach the corners of the can, stir the pigment and the remaining portion of liquid together until a mixture is creamy, then add the rest of the liquid a little at a time, continuing the stirring. Then pour the paint from one can to another several times, until it is of smooth, even consistency.

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

NEW WORK—New wood should always be primed with **Endurance Base-Coat**. This specially prepared foundation coating will insure perfect results and is much safer 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 resinous and sappy 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-tenth 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.

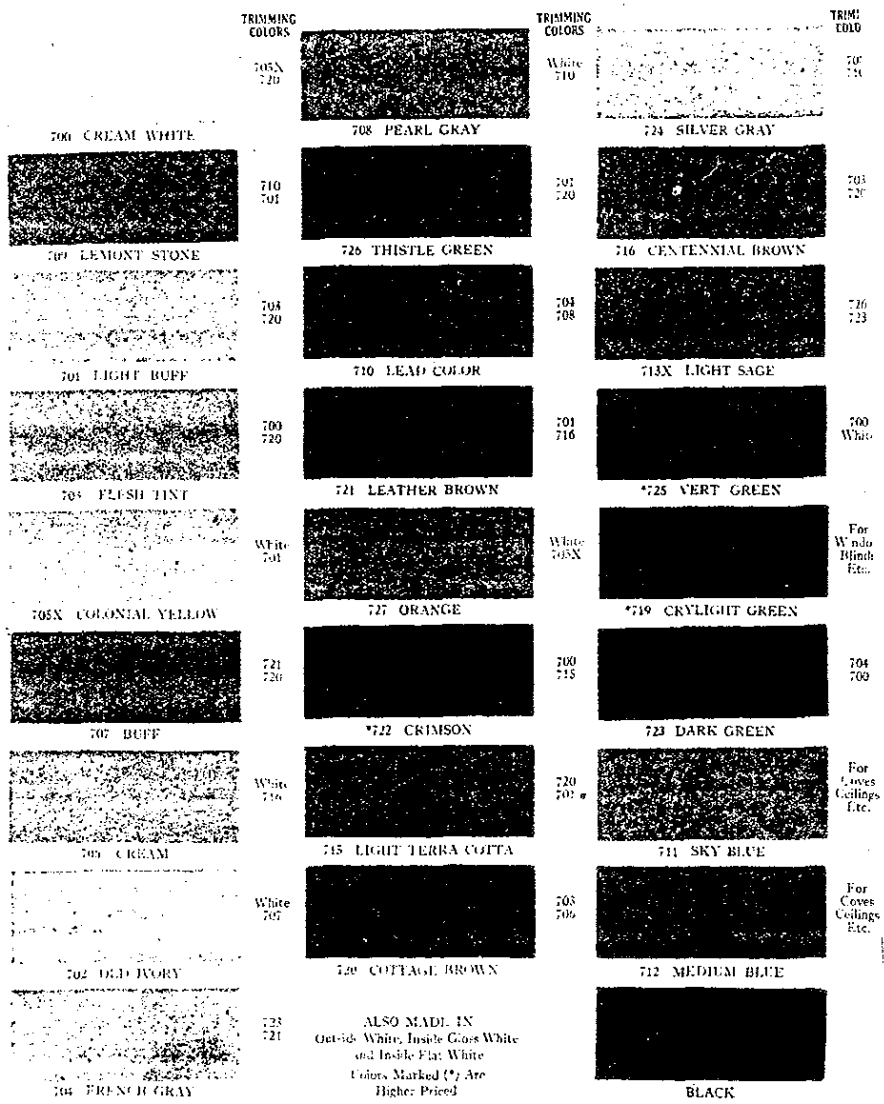
Put up in Barrels, ½ Barrels, 5's, 1's, ½'s, ¼'s.

ENDURANCE BASE-COAT

ENDURANCE BASE-COAT (*Foundation Coating*) is a new and remarkable paint of goods to be used as a priming coat on new or old 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 one of linseed oil. It is unusually waterproof, dries hard, and will eliminate the possibility of blistering, peeling and checking 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 primer and it will hold out these coats with more body and fullness to the film.

Endurance Base-Coat is made in only the neutral shade of gray and is to be applied to new wood just as it comes from the can without 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.



GLD31622A



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, 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 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, ½'s, ¼'s.

GLID31623



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, ready use-- a White that **is** White and **stays** White is not affected by the actions of sulphuric g present in coal smoke or by salt air. Zinc-O-House Paint has exceptional hiding, covering spreading qualities. Made in White only, w can be tinted to any shade desired.

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