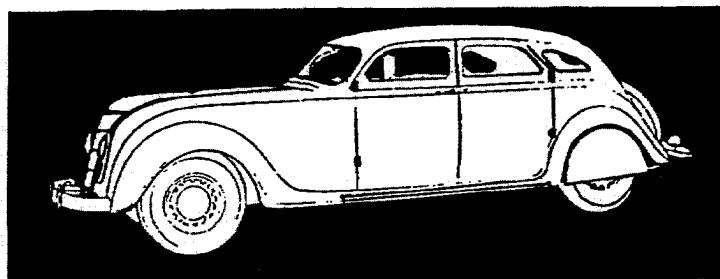


Certain-teed Auto Enamel



**FOR AUTOMOBILES
AND ALL OUTDOOR
OBJECTS OF METAL
AND WOOD**

This is the very latest development in enamel. It is used for refinishing automobiles, and may also be used to refinish other objects both in wood and metal that need high gloss, hard elastic finish that will stand outdoor exposure.

ONE COAT WILL COVER the old finish completely. The enamel is not too thick or too thin—it's *just right* for brushing or spraying. Just open the can and go to work. You don't have to have any experience to get perfect results.

IT DRIES FAST; becomes dust free in 45 minutes, dry in 4 hours under normal conditions.

FLOWS EVENLY. Brush marks disappear entirely by the time the enamel is dry.

IT IS EXCEPTIONALLY DURABLE.

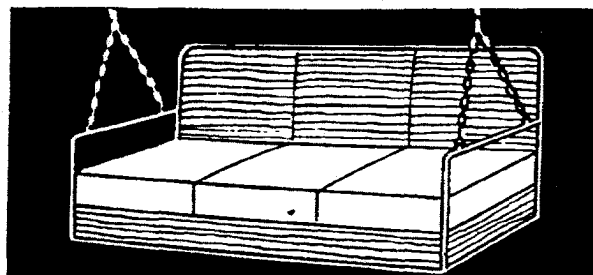
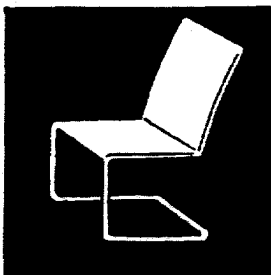
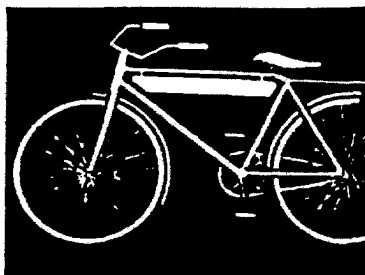
COLORS ARE MOST POPULAR. They are permanent and remain uniform throughout the life of the enamel film.

PRODUCES HIGH LONG-LIFE LUSTRE. In addition to automobile finishing, may be used for general purposes

wherever finish of best quality is desired. It may be applied over wood or metal.

You will find that Certain-teed Enamel covers quickly, flows out evenly, that the brush-marks disappear as you work, leaving an expert effect that any amateur can achieve. Five minutes work with this enamel will prove everything we say to your entire satisfaction. Exposure and service will tell you the rest of the story.

Remember this—
Certain-teed means "Quality Made *Certain-*
Satisfaction *Guaran-teed.*"



Certain-teed Mill White

Certain-teed Mill Whites easily meet the severe requirements demanded of this class of paints because of their whiteness, dense hiding, non-yellowing, easy brushing and flowing, and waterproofing qualities.

Certain-teed Gloss Mill White is a high gloss enamel having white seal zinc oxide and lithopone for a pigment, and selected non-yellowing bodied oils for a vehicle. It dries dust free in about eight hours but requires about thirty-six hours to become tack free.

Certain-teed Flat White is a flat enamel which dries overnight, the vehicle of which is similar to that of the Gloss White, but the pigment of which is lithopone and reinforcing inerts. It has even better hiding than the Gloss White because, being flat, it is more highly pigmented.

Any degree of eggshell gloss can be had by blending the two paints; a medium eggshell being obtained with a mixture of equal parts and a dull eggshell being obtained with a mixture of three parts Flat White and one part Gloss White.

The comparative merits of the three finishes, gloss, eggshell, and flat, should be understood.

In the eastern states, where the greatest use of mill whites occurs, the tendency is to use more eggshell finishes than the gloss or flat. This is because the former have less glare than the gloss but can be as easily washed while their hard smooth finish collects less dust and condensed grime than either the gloss or the flat. Furthermore, just as much light reflection is obtained as from either of the others.

The greatest objection to the glaring gloss finish is met in the textile mills where workers' eyes are affected by the glare from gloss finishes. The flat and eggshell finishes do not have this objection because they reflect the light, but cause it to diffuse without glare.

Floor, porch, and deck enamels are excellent for use in mill interiors on windows, doors, and dados. (A dado is a painted strip of a darker color than the wall, extending from two to four feet from the floor.) Many severe exposure conditions are encountered on the interiors of some manufacturing plants. Spinning rooms of textile mills, for example, require an atmosphere of excessive humidity which they maintain with humidifiers. Water condenses on the walls and the latter are often continually wet. Again, "carbonizing rooms" and "dye houses" of these plants are full of alkali and dye fumes.

These are severe conditions and may require special paints, or the condition may be too severe for any paint. Therefore, if the salesman is not sure that our regular line paints will stand up, he should send to the laboratory a description of the condition as complete as possible, so that either special products can be formulated or the salesman advised that we cannot promise any successful treatment.

Certain-teed Paste Paint

It will be recalled that a consideration of pigment properties led us to select the combinations of lithopone, zinc oxide and reinforcing inerts as one which would give greater durability than any single pigment with the possible exception of titanox. Also that the combination of these in the proportion of 40% lithopone, 40% zinc oxide, and 20% reinforcing inerts had proved in practice to be the one which gave the best all around performance.

All of our paste paints with the exception of the brown and window blind green, consist of this pigment combination ground in linseed oil, the shades, of course, having a small amount of tinting pigments. The brown, and window blind green, are practically the same as corresponding shades in our first grade house paints, except that they are pastes and contain less linseed oil.

This paste paint line was developed especially for master painters to be used in place of keg white lead ground in oil. For this use, it is better both in durability and in economy than white lead. However, the latter has been used by painters for so many years with good results that it is extremely difficult to overcome their prejudice in its favor, particularly because the first lithopone pastes which were put on the market and tried by them, lacked durability.

Extended exposure tests in all climates have proved that our paste paints are superior in durability to white lead in oil. The painter, however, will think that enough is being claimed if equal durability to white lead is promised. The main point is that at least equal durability may be promised by the salesman, provided, of course, that the paste is thinned with clear linseed oil, free from foots, and with the proper amount of good dryer. Both of these affect the quality of white lead paint in the same manner as that of the paste paint.

The following comparison between white lead and White Paste Paint will show how much more economical the latter is. The quantities shown would make paints of equal hiding and brushing properties for finishing coats, either the third coat on new work or the second coat on old work. The figures shown here are the normal prices paid by small painting contractors in St. Louis.

	QUANTITY	COST
White Lead.	100 lbs.	\$11.93
Raw Linseed Oil . . .	4 gals.	3.60
Turpentine	1 pt.	.09
Japan Dryer.	1 pt.	.15
Total	7 gals.	\$15.77

Cost per gallon \$2.25
 Total Covering capacity . 4,200 sq. ft.
 Square feet per gallon . . 600
 Cost per square foot . . . \$0.00375

CERTAIN-TEED PRODUCTS CORPORATION

White Paste Paint . . .	5 gals.	\$15.75
Raw Linseed Oil . . .	4 $\frac{3}{4}$ gals.	4.28
Turpentine	1 pt.	.09
Japan Dryer	1 $\frac{1}{2}$ pt.	.23
Total	10 gals.	\$20.35

Cost per gallon \$2.04
 Total Covering capacity . 7,000 sq. ft.
 Square feet per gallon . . 700
 Cost per square foot . . . \$0.0029

It is to be remembered that this comparison is based on equal hiding, which is the only fair basis. If our White

Paste Paint were thinned according to the directions on the label, 5 gallons of paste would make only 9 gallons of paint, which would cost \$2.16 per gallon at these prices and which would cover a total of 5,850 sq. ft., but give much greater hiding than the white lead paint. Either method of thinning would give paints easily as durable as white lead paint.

The thinning directions on the label apply with excellent results to practically all types of lumber. Painters should be cautioned to use sufficient turpentine in the undercoats to prevent them from being so glossy as to cause crawling of the succeeding coat, especially if the weather is cold and damp.

Surface Paint Treatments

The following outline will assist in getting a general knowledge of which Certain-teed Paint and Varnish Products to use on various surfaces, to obtain various finishes.

I. NEW PLASTER

(A) Flat Finish

No. 938 Wall Scaler, No. 940 Wall Size, Certain-teed and Weather-Shield Flat Wall Paints, Certain-teed Plastic Paint.

(B) Semi-Gloss

No. 938, No. 940, 24 1st Coater, No. 491 Flat Mill White.

(C) Eggshell

No. 938, No. 940, 24 1st Coater, No. 491 Flat Mill White.

(D) High Gloss

No. 938, No. 940, No. 24, No. 491, Decorative Enamels, Interior Gloss Finish, Quick Drying Enamels, No. 492.

II. INTERIOR WOODWORK OR STANDING TRIM

(A) New Open Grain Woods, varnish finish

Paste Wood Fillers, No. 916, No. 900, No. 901, No. 915, No. 190, No. 189.

(B) New Close Grain Woods, natural finish and stain finish

No. 935, No. 938, No. 916, No. 900, No. 901, No. 915, No. 190, No. 189, Penetrating Stains, Shellacs.

(C) Old Varnish Finish, to be varnished or stained and varnished

No. 916, No. 900, No. 901, No. 915, No. 190, No. 189, Certain-teed or Weather-Shield Varnish Stains.

NEVER USE PENETRATING STAINS

CERTAIN-TEED PRODUCTS CORPORATION

ANALYSES

Certain-teed House Paint No. 401 Silver Gray

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		
Silica.....	3.10%		100.00%
	100.00%		

Tinted with Lampblack, C. P. Chrome Yellow and Prussian Blue.

Certain-teed House Paint No. 406 Warm Gray

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		
Silica.....	3.10%		100.00%
	100.00%		

Tinted with Lampblack, Bone Black, Burnt Umber and C. P. Chrome Yellow.

Certain-teed House Paint No. 402 Gray Tint

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
*White Base.....	99.85%	Linseed Oil.....	91.50%
**Color.....	.15%	Turpentine.....	5.70%
	100.00%	Japan Dryer.....	2.80%
			100.00%
*WHITE BASE		**COLOR	
Basic Lead Carbonate....	40.00%	Lampblack—	
Basic Lead Sulphate....	17.00%	Carbon.....	100.00%
Zinc Oxide.....	28.00%	Chrome Yellow Medium—	
Magnesium Silicate.....	12.00%	Lead Chromate.....	100.00%
Silica.....	3.00%		
	100.00%		

Certain-teed House Paint No. 408 Light Slate

ANALYSIS

Pigment.....	68.40%
Vehicle.....	31.60%
	100.00%

Pigment		Vehicle	
*White Base.....	99.10%	Linseed Oil.....	91.50%
**Color.....	.90%	Turpentine.....	5.70%
	100.00%	Japan Dryer.....	2.80%
			100.00%
*WHITE BASE		**COLOR	
Basic Lead Carbonate....	40.00%	Lampblack—	
Basic Lead Sulphate....	17.00%	Carbon.....	100.00%
Zinc Oxide.....	28.00%	Chrome Yellow Medium—	
Magnesium Silicate.....	12.00%	Lead Chromate.....	100.00%
Silica.....	3.00%	Bone Black—	
	100.00%	Calcium Phosphate...	69.70%
		Calcium Carbonate....	13.00%
		Carbon.....	16.30%
		Magnesium Phosphate	1.00%
			100.00%

Certain-teed House Paint No. 404 Steel Gray

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
*White Base.....	99.75%	Linseed Oil.....	91.50%
**Color.....	.25%	Turpentine.....	5.70%
	100.00%	Japan Dryer.....	2.80%
			100.00%
*WHITE BASE		**COLOR	
Basic Lead Carbonate....	40.00%	Lampblack—	
Basic Lead Sulphate....	17.00%	Carbon.....	100.00%
Zinc Oxide.....	28.00%	Chrome Yellow Light—	
Magnesium Silicate.....	12.00%	Lead Chromate.....	70.00%
Silica.....	3.00%	Lead Sulphate.....	30.00%
	100.00%		100.00%

Certain-teed House Paint No. 409 Dark Slate

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		
Silica.....	3.10%		100.00%
	100.00%		

Tinted with Bone Black, Lampblack and C. P. Chrome Yellow.

CERTAIN-TEED PRODUCTS CORPORATION

ANALYSES—(Continued)

Certain-teed House Paint No. 412 Light Blue

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		100.00%
Silica.....	3.10%		
	100.00%		

Tinted with Prussian Blue and French Ochre.

Certain-teed House Paint No. 415 Royal Blue

ANALYSIS

Pigment.....	60.20%
Vehicle.....	39.80%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	32.20%	Raw Linseed Oil.....	78.40%
Basic Lead Sulphate....	16.80%	Processed Linseed Oil....	9.40%
Zinc Oxide.....	27.60%	Drier.....	7.20%
Prussian Blue.....	7.10%	Turpentine.....	5.00%
Magnesium Silicate.....	9.50%		100.00%
Silica.....	6.80%		
	100.00%		

Certain-teed House Paint No. 413 Misty Green

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		100.00%
Silica.....	3.10%		
	100.00%		

Tinted with Lampblack, C. P. Chrome Yellow and C. P. Chrome Green.

Certain-teed House Paint No. 416 Cream

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		100.00%
Silica.....	3.10%		
	100.00%		

Tinted with C. P. Chrome Yellow and Raw Umber.

Certain-teed House Paint No. 414 Blue

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		100.00%
Silica.....	3.10%		
	100.00%		

Tinted with Prussian Blue and French Ochre.

Certain-teed House Paint No. 418 Colonial Ivory

ANALYSIS

Pigment.....	68.50%
Vehicle.....	31.50%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	39.70%	Raw Linseed Oil.....	93.90%
Basic Lead Sulphate....	14.60%	Turpentine.....	3.70%
Zinc Oxide.....	30.40%	Drier.....	2.40%
Magnesium Silicate.....	12.20%		100.00%
Silica.....	3.10%		
	100.00%		

Tinted with French Ochre and C. P. Chrome Yellow.

ANALYSES—(Continued)

Certain-teed House Paint No. 419 Primrose Yellow

ANALYSIS

Pigment.....	69.50%
Vehicle.....	30.50%
	100.00%

Pigment		Vehicle	
C. P. Chrome Yellow.....	4.60%	Linseed Oil.....	94.50%
French Ochre.....	6.60%	Drier.....	2.00%
Lead Carbonate.....	35.20%	Turpentine.....	3.50%
Lead Sulphate.....	12.90%		
Zinc Oxide.....	27.20%		100.00%
Magnesium Silicate.....	10.90%		
Silica.....	2.60%		
	100.00%		

*WHITE BASE

Basic Lead Carbonate.....	40.00%
Basic Lead Sulphate.....	17.00%
Zinc Oxide.....	28.00%
Magnesium Silicate.....	12.00%
Silica.....	3.00%
	100.00%

**COLOR

Chrome Yellow Double Deep—	
Basic Lead Chromate.....	100.00%
Indian Red—	
Sesquioxide of Iron.....	90.00%
Silica.....	10.00%
	100.00%
French Ochre—	
Sesquioxide of Iron.....	20.00%
Silica.....	80.00%
	100.00%

Certain-teed House Paint No. 426 Black

ANALYSIS

Pigment.....	30.10%
Vehicle.....	69.90%
	100.00%

Certain-teed House Paint No. 424 Warm Buff

ANALYSIS

Pigment.....	68.60%
Vehicle.....	31.40%
	100.00%

Pigment		Vehicle	
*White Base.....	93.10%	Linseed Oil.....	91.50%
**Color.....	6.90%	Turpentine.....	5.70%
	100.00%	Japan Dryer.....	2.80%
			100.00%

Pigment

Vehicle

Carbon.....	33.20%	Raw Linseed Oil.....	49.30%
Silica.....	54.20%	Varnish.....	47.20%
Magnesium and Calcium		Drier.....	1.20%
Phosphate.....	10.70%	Turpentine.....	2.30%
Calcium Carbonate.....	1.90%		100.00%
	100.00%		

Certain-teed House Paint No. 434 Golden Brown

ANALYSIS

Pigment.....	56.70%
Vehicle.....	43.30%
	100.00%

*WHITE BASE		**COLOR	
Basic Lead Carbonate.....	40.00%	Chrome Yellow Medium—	
Basic Lead Sulphate.....	17.00%	Lead Chromate.....	100.00%
Zinc Oxide.....	28.00%	French Ochre—	
Magnesium Silicate.....	12.00%	Sesquioxide of Iron.....	20.00%
Silica.....	3.00%	Silica.....	80.00%
	100.00%		100.00%

Pigment

Vehicle

Lead Carbonate.....	28.60%	Pure Linseed Oil.....	79.20%
Zinc Oxide.....	38.40%	Processed Linseed Oil....	8.60%
C. P. Chrome Yellow.....	7.60%	Varnish.....	1.30%
Burnt Sienna.....	5.20%	Drier.....	4.80%
Burnt Umber.....	1.00%	Turpentine.....	6.10%
Magnesium Silicate.....	11.50%		100.00%
Silica.....	7.70%		
	100.00%		

Certain-teed House Paint No. 425 Rich Buff

ANALYSIS

Pigment.....	68.60%
Vehicle.....	31.40%
	100.00%

Pigment		Vehicle	
*White Base.....	88.00%	Linseed Oil.....	91.50%
**Color.....	12.00%	Turpentine.....	5.70%
	100.00%	Japan Dryer.....	2.80%
			100.00%

Certain-teed House Paint No. 435 Russet Brown

ANALYSIS

Pigment.....	49.60%
Vehicle.....	50.40%
	100.00%

CERTAIN-TEED PRODUCTS CORPORATION

ANALYSES—(Continued)

Pigment		Vehicle	
Zinc Oxide.....	17.50%	Linseed Oil.....	79.70%
Lead Carbonate.....	17.50%	Varnish.....	11.40%
Burnt Sienna.....	23.40%	Drier.....	3.90%
C. P. Chrome Yellow.....	8.60%	Turpentine.....	5.00%
Burnt Umber.....	11.30%		100.00%
Silica.....	11.20%		
Magnesium Silicate.....	10.50%		
	100.00%		

Certain-teed House Paint No. 437 Chocolate Brown

ANALYSIS

Pigment.....	45.60%
Vehicle.....	54.40%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	16.90%	Pure Linseed Oil.....	72.30%
Zinc Oxide.....	16.90%	Processed Linseed Oil....	5.90%
Burnt Sienna.....	35.10%	Drier.....	3.50%
Burnt Umber.....	16.90%	Varnish.....	13.70%
Barium Sulphate.....	8.60%	Turpentine.....	4.60%
Magnesium Silicate.....	5.60%		100.00%
	100.00%		

Certain-teed House Paint No. 438 Antique Brown

ANALYSIS

Pigment.....	46.30%
Vehicle.....	53.70%
	100.00%

Pigment		Vehicle	
Burnt Umber.....	33.00%	Linseed Oil.....	88.50%
Burnt Sienna.....	29.20%	Drier.....	6.00%
C. P. Chrome Yellow.....	3.60%	Turpentine.....	5.50%
Graphite.....	12.60%		100.00%
Magnesium Silicate.....	5.50%		
Barium Sulphate.....	16.10%		
	100.00%		

Certain-teed House Paint No. 439 Maroon

ANALYSIS

Pigment.....	51.40%
Vehicle.....	48.60%
	100.00%

Pigment		Vehicle	
Zinc Oxide.....	7.20%	Linseed Oil.....	89.70%
Iron Oxide.....	46.90%	Drier.....	3.70%
Magnesium Silicate.....	21.30%	Turpentine.....	3.40%
Silica and Silicate.....	24.60%	Mineral Spirits.....	3.20%
	100.00%		100.00%

Certain-teed House Paint No. 440 Apple Green

ANALYSIS

Pigment.....	68.75%
Vehicle.....	31.25%
	100.00%

Pigment		**Color	
*White Base.....	91.50%	Chrome Green Medium—	
**Color.....	8.50%	Lead Chromate.....	65.00%
	100.00%	Ferric Ferrocyanide....	35.00%
			100.00%
*WHITE BASE			
Basic Lead Carbonate....	40.00%	French Ochre—	
Basic Lead Sulphate.....	17.00%	Sesquioxide of Iron....	20.00%
Zinc Oxide.....	28.00%	Silica.....	80.00%
Magnesium Silicate.....	12.00%		100.00%
Silica.....	3.00%		
	100.00%		
Vehicle		Chrome Yellow Light—	
Linseed Oil.....	91.50%	Lead Chromate.....	70.00%
Turpentine.....	5.70%	Lead Sulphate.....	30.00%
Japan Dryer.....	2.80%		100.00%
	100.00%		

Certain-teed House Paint No. 441 Nile Green

ANALYSIS

Pigment.....	61.00%
Vehicle.....	39.00%
	100.00%

Pigment		Vehicle	
Basic Lead Carbonate....	12.60%	Raw Linseed Oil.....	72.70%
Zinc Oxide.....	3.00%	Processed Linseed Oil....	12.60%
C. P. Chrome Green.....	15.10%	Drier.....	5.20%
C. P. Chrome Yellow.....	21.90%	Turpentine.....	9.50%
Magnesium Silicate.....	18.90%		100.00%
Barium Sulphate.....	28.50%		
	100.00%		

Certain-teed House Paint No. 443 Window Blind Green

ANALYSIS

Pigment.....	54.40%
Vehicle.....	45.60%
	100.00%

Pigment		Vehicle	
C. P. Chrome Green.....	19.70%	Linseed Oil.....	79.00%
C. P. Chrome Yellow.....	4.80%	Varnish.....	12.50%
Basic Lead Carbonate....	5.90%	Drier.....	2.50%
Barium Sulphate.....	28.40%	Turpentine.....	6.00%
Calcium Carbonate.....	28.40%		100.00%
Magnesium Silicate.....	12.80%		
	100.00%		