

CAN CUTS

ILLUSTRATED HEADINGS AND

LOGOTYPES

PLUS TRADE-MARKS, BRUSHES, ETC.

Newspaper Cut Service for Paint Dealers



Ext
int
P. 34 W. 600
white lead
mulling

1949

Glidden Paints

Everywhere on Everything

GLD32114

THIS catalog shows illustrations of the new Glidden paint label – for all principal products. Mats or electros are available free to authorized Glidden dealers. Make use of them – frequently, as they are selling aids which promote you, as a Glidden dealer. They will familiarize your customers with Glidden paints. See instructions for ordering mats, electros or stereos, on page 2.

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GLIDDEN NEWSPAPER CUT SERVICE

ALL MATS ARE FREE TO DEALERS

sy to prepare effective advertisements for your 'ou don't have to be an advertising specialist to an interesting ad. The mats of all the modern ustrated on the following pages are available to iden dealers, free of charge. This cut book is d to assist you.

LOCAL NEWSPAPER WILL HELP YOU

t the products you want to show, order the mats leveland, and then ask your local newspaper to ou in preparing the ad. They will be glad to help ually you just turn over to the newspaper the e you wish to run with the cuts, and they will p a layout for your approval. On pages 5, 6, 7 ou will find suitable ad headings, as well as im- selling points to help you make up your own ads.

A LARGE VARIETY OF CUTS

riety in sizes of the cuts makes it easy to use 1 making up newspaper ads, handbills, folders, lets, etc. The many combinations of cuts and un be used to make attractive ads.

KEEP THIS CUT BOOK AT HAND

We suggest that you keep this cut book handy, as a quick reference-catalog for all major Glidden paint products. Although *every* Glidden product is not included, this cut book does cover selling points on most paint products. For obvious reasons this cut book is not designed as a price list or catalog, but may act as a *reminder file* for your monthly inventory, as well as a cut book. Keep it handy for ready reference.

MAKE TRACING OF CUTS YOU NEED

We suggest that when making up ads, you do not cut out the illustrations from this book. Instead, trace the illustrations you desire on tissue paper and paste these tracings on your layouts. By doing this, you preserve a complete catalog of all available cuts without destroying two illustrations . . . the one you cut out and the one on the reverse side.

HOW TO ORDER

Mats of all the cuts shown in this book must be *ordered by the numbers indicated below each cut*. Electros also are available with same number, but check with the printer or newspaper whether a mat or electro is required. Use regular Glidden Advertising Order Form No. 450, properly signed by your Glidden Sales Representative.

THE GLIDDEN COMPANY

11001 MADISON AVENUE

CLEVELAND 2, OHIO

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GLD32117

INDEX OF CUTS BY PRODUCTS

Below are listed leading Glidden Paint Products. The page numbers opposite each name indicates pages on which cuts may be found illustrating the use of these products, can cuts, logotypes, etc. The page numbers shown are not to be confused with the mat numbers, which appear under each illustration of cuts.

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GLD32120

USE THESE SALES-MAKING COPY SUGGESTIONS IN YOUR ADS.

2-LITE DADO ENAMEL

For exterior and interior woodwork or metal.
Resists oil, steam and acid fumes.
Scales and wall enamel.
Quick-drying high gloss synthetic enamel.

COAT

Weather-type film. Does not form hard coating. Allows moisture to pass through film.
No away with blistering.
Ideal paint for walls subjected to moisture and condensation.

ENAMEL

Impervious! Stainproof!
Shows natural beauty of limestone, sandstone, stone, marble, brick and other porous surfaces.
Does not change texture nor discolor surface.
Resists. Stands against dampness.

FRANCE BARN PAINT

Is the cheapest—but the best.
Specially durable for country service.
Wear weather and wear on wood or metal.
Stays longer—permanent in color.

FRANCE BASECOAT

Perfect home paint primer.
Is out moisture—prevents decay.
Is to prevent blistering, peeling.
The finishing coats spread farther.
It's unyielding—adheres to the surface.
Fast foundation for finishing coats.
It made economical 2-coat painting possible.

FRANCE HOUSE PAINT

Paint that lives up to its name.
Is in quality. Lasts to wear out.
Heavy-bodied linseed oil per gallon—better surface action under all weather conditions.
Heavy-bodied linseed oil per gallon—the oil that is the film better.
Is in linseed oil and pure white lead.
For white and 12 colors.

FRANCE SHINGLE STAINS

Color oil base—preserved wood preservative.
Is termite—prevents warping and cracking.
Is porous—makes shingles waterproof.
Permanent non-fading colors.

FRANCE TRIM & WALLS COLORS

Specially made for shutters, trim and trellis painting.
It modern colors for house trim, gates, fences.
It colors for house painting.

FRANCE WOOD STAIN

Runs color to unfinished interior wood.
Treats deeply into the wood.
Shows out natural beauty of the grain.
Does not raise the grain of the wood.
Runs no wiping—shows no logs.

EUSTON WHITE LEAD

- Produces 100% more paint per 100 lbs.
- Tough enamel-like film.
- Finer ground—spreads farther.
- Unusual whiteness—covers more solidly.
- Easy to mix—easy to use.
- Tints well—covers beautiful tones.
- Made by guarded secret process.
- The choice of Master Painters.

E-Z-C MACHINERY ENAMEL

- Machine Tool and Equipment enamel.
- Nine colors and White.
- Brilliant colors increase visibility, protect surface.
- A durable Safety Enamel for shop and home.

FABRICOTE

- Removes beautiful awnings, tarpaulins, auto tops, etc.
- Waterproofs canvas. Fadeproof colors.
- Gives brilliancy and life to old, shabby canvases.

FLATTING OIL

- Use with Euston White Lead in Oil to produce flat effects for interior walls and woodwork.

FLOORETTE VARNISH

- Resists extremely hard wear.
- Heavy traffic has little effect on its high gloss.
- Will not turn white under water.
- Dries in eight to twelve hours.
- Will not chip or break from hard pounding.

FLORENAMEL

- A true enamel for wood, cement or worn linoleum floors.
- Resists scuffing of feet, scraping of chairs.
- Covers wall in one coat—dries overnight.
- Tough, elastic film—won't waterlog.
- Can be used outside or inside—12 beautiful colors.
- A stipple sponge produces a gay pattern.
- Quart covers average floor.

FOUNDATION COATING

- Pure asphalt waterproofing.
- Contains no oils or solvents.
- May be applied with brush, spray gun or trowel.

GENERAL UTILITY VARNISH

- Economical, dependable varnish.
- For all-round use.
- For floors, woodwork and standing trim.

GLIDDENS PAR VARNISH

- Perfect, all-purpose interior and exterior varnish.
- Stands up under any conditions.
- Rain, snow, ice and sun have no effect upon it.
- Impervious to scuffing, hard wear.

GLID-SEAL

- Makes excellent primer and sealer when added to wall paints.
- Reduces number of finishing coats when added to house paints or wall paints.
- Makes ideal vehicle for aluminum paint.

GLIDTITE GALVANIZED IRON PRIMER

- Underwater for galvanized iron and all sheet metal.
- Reduces possibility of peeling.
- Prepares metal for future painting.

GYM FLOOR VARNISH

- Prepared varnish oil for floors.
- Recommended for schools and public buildings.
- Thoroughly seals surface. Easy to clean.

HANDY HOME PAINT

- For general exterior and interior use.
- A dependable, economical paint.
- Works easily—wears well—stands repeated washings.

HI-FASHION COLORS

- Ten basic colors which intermix in 100 shades.
- Intermixing is simple; anyone can do it.
- Deep tone colors for all interior tinting.
- Linenproof. Will not fade.
- Mix with enamel and interior paints.
- Mix with varnish to brighten gloss.
- Extremely durable and washable.

JAPALAC CRACK & CREVICE FILLER

- For filling cracks between boards, nail holes, etc.
- Will not shrink or break loose when dry.
- Easy to use.

JAPALAC FLAT WHITE

- Covers smoothly over any surface.
- The perfect paint for furniture background.
- Remarkable hiding power.
- Dries to a smooth finish.

JAPALAC FLOOR & INTERIOR VARNISH

- Dries in four hours.
- For floors, woodwork, furniture.
- Unusually waterproof.

JAPALAC 4-HOUR ENAMEL

- Dries in four hours to sparkling tile-like beauty.
- Covers in one coat—brush marks melt away.
- Extremely long-wearing—washes like a china plate.
- 12 smart colors for furniture, woodwork or walls.
- Resists heat, water, etc.—keeps its color.
- The enamel anyone can use with fine results.

JAPALAC GOLD PAINT

- Gives true gold appearing finish.
- Makes your picture frames glisten like gold.
- Ideal for radiators, bric-a-brac, etc.

JAPALAC GROUND COLOR

- Excellent basecoat for achieving grain finish on varnished floors.

JAPALAC SCREEN ENAMEL

- Black—covers easily and solidly.
- For screen wire and frames.
- Will not clog the finest mesh.
- Stops rust and corrosion.
- Quick-drying, weather resisting.

THESE COPY IDEAS WILL HELP SPARK UP YOUR ADS — USE THEM OFTEN

ALAC STOVE AND IRON ENAMEL

Glossy, jet black, heat-proof enamel.
For exterior and interior metal surfaces.

ALAC VARNISH STAIN

Stains and stains in one operation.
Keeps and preserves the natural beauty of the wood.
Dries in four hours to a durable highly varnished surface.
Ideal for refinishing old or new wood—4 wood colors.

AN DRIER

Overalls with house painters.
Master painters favorite drier.
Thoroughly reliable in every way.

SPAR VARNISH

For exterior use—absolutely waterproof.
Lasts like—pale in color—excellent body.
Will not mar or scratch white—sets dust free in four days.
For ships, yachts, outside doors, windows sills, casings, etc.

A-RUB

An excellent varnish for furniture and woodwork.
Runs with an eggshell and true rubbed effect.
Dust free in one hour.
Clear, transparent—free from cloudiness.

JID CEMENT COATING

For exterior or interior surfaces.
Semi-proof concrete, cement, stone, tile, brick, stone.
Keeps out moisture—keeps pores—prevents costly repairs.
Maintains uniform color.
Adheres to highly desirable soft, lustrous texture.

JID RED LEAD

Oil first-coat on structural steel and all metal surfaces.
Oil-made, rust-inhibitive, protective paint.

JID WOOD FILLER

For use on all close grained wood.
Does not discolor the natural wood.

TICRETE FLOOR PATCH

Stiches all holes, rough spots or breaks in concrete, wood, asphalt, tile, metal or composition surfaces.
Instant—requires no heating—sets quickly.
Becomes firm to surface.
Withstands heavy traffic.
Used extensively in garages, warehouses, basements, etc.
Proof, skidproof, non-slip, waterproof, sparkproof.

ALLITE

Enamel-like film closely resembling aluminum.
Sets like polished metal—retains its brilliancy.
Auto heat, can be used on pipes, stoves, etc.
Used extensively on metal furniture.
Tight, reflects light—not affected by acid fumes.

DEW-RESISTING PAINT

Retards mildew and other fungus growths.
Setts, durable, long-lasting paint.

NEVA-ROT

- Preserves wood, carves and rope.
- Protects against rot, decay, mildew, termites, ants, beetles, etc.
- Available in two types—Green and Clear.
- Oderless and non-toxic to humans.

NEV-A-RUST

- A metal-protective paint.
- Rests inhibitive pigments combined with linseed oil and China Wood Oil.
- For all outdoor surfaces of metal.
- Shades include gray, red, green, brown and black.

OIL WOOD STAIN

- For exterior or interior, new or old work.
- Deep penetrating oils—preserves and protects.
- Colors permanent and non-fading.
- Requires only light wiping.

PASTE WOOD FILLER

- Pure filler base. Sands easily.
- For all open grained wood.

PENETREX

- Penetrating floor finish.
- Gives enamel protection against staining.
- Superior to shellac as a sealer.

PERFECT ENAMEL UNDERCOAT

- Serves as foundation for finest enamel work.
- Covers solidly. Has good working qualities.
- Requires but little sanding.

PLI-NAMEL

- Synthetic resin base—moisture-proof—washable.
- Resists alkali, acids—ideal for concrete floors.
- Will long outwear oil base floor paints.
- For basements, laboratories, swimming pools, etc.
- Prevents dusting and powdering of concrete.
- Can be washed repeatedly.
- Waterproof—oilproof—acid resistant.
- Copolymer Plastic Enamel.

PostAd BULLETIN COLORS

- Provides utmost in long life, weather-resistant gloss.
- Requires no finishing coat of varnish.
- Non-blinding. Cuts cleaner, straighter lines.
- For signs, store fronts, building entrances, etc.
- A tough, durable, gloss exterior enamel.

PURE COLORS IN OIL

- Unexcelled for tinting white lead ground in oil.
- Tint enamels, prepared paints and wall finishes to any color you like with this outstanding product.
- Produces beautiful finish in your favorite color.

QUALITY OIL COLORS

- Maximum strength colors.
- Will tint paste paints, lead in oil, flat wall paint, enamel.

RAPID-COTE (All-Purpose) VARNISH

- A waterproof interior and exterior varnish.
- Dries in four hours to a rich, beautiful luster.
- Does not change color of wood, stain or finish.
- Levels perfectly to tough and durable finish.

REFLECT-O-LITE (Washable cold water Paint)

- Washable and sanitary—cures in one coat.
- Oderless—quick drying—easy working.
- For homes, hospitals, schools, public buildings, hotels, etc.
- Merely add water and Reflect-O-Lite is ready for use.
- High light-reflection properties—modern colors.

RIPOLIN BLT ENAMEL

- The original internationally famous Holland Enamel.
- Used on well-known buildings throughout the world.
- Keeps its tile-like gloss under extreme usage.
- Water and weather-proof—will not crack or chip.
- The best enamel made for inside or outside use on wood, metal, plaster, stone, motor cars, etc.

RIPOLIN Q. D. ENAMEL

- Is smart, quick-drying, washable, tile-like colors.
- A self-leveling, solid covering, one-coat finish.
- Ideal for woodwork, walls, furniture, motor cars, boats, etc.
- Washes like china—stands the toughest wear.

RIPOLIN WHITE ENAMEL UNDERCOAT

- Dunes, opaque, solid covering White.
- Flows free from brush marks.
- Requires but little sanding.
- Ideal undercoat for Ripolin Enamel.

ROCKSPAR VARNISH

- A heavy bodied varnish.
- No shrinking or drying.
- One coat equals 2 coats of ordinary varnish.
- Dries hard in 24 hours.

ROMARK No. 1 and No. 2

- For all stone-marking requirements.
- No. 1 dries in fifteen minutes.
- No. 1 prevents bleeding of asphalt.
- No. 2 excellent over brick, concrete, wood.

SAND FINISH

- Goes on easily over wallboard, new or old plaster, Plaster-board, Seams, Nailheads, Painted Surfaces, etc.
- Contains perfect silica sand.
- Washes easily—sand won't scrub off.

SEALLETTE FLAT WALL PAINT

- Seals, Primes, Finishes—one operation.
- Cleans with mild soap and water.
- Highly resistant to fading and lime burn.
- Use over wallpaper, plaster, wallboard, calcimine, or casing.

SLICK CLEANER

- A waterless type cleaner for any painted, enameled or varnished surface.
- Contains no abrasives or alkali—easy to use.
- Cleans rugs, carpets, too—also an excellent hand cleaner.
- Removes all grease and dirt quickly, efficiently.

SLICK LINOLEUM COATING

- Crystal clear Quick-drying lacquer finish.
- For linoleum floor coverings and around sinks.
- Will not discolor most delicate tints.
- May be applied with paint brush.

ADVERTISING COPY SUGGESTIONS FOR YOUR ADVERTISEMENTS.

STACK BLACK

• Black finish.
• Stings.
• Rusting.

IA MEL

• Cobble, tracks, tractors, implements, porch and
• Ironing, boats, bicycles, etc. — good for use
• ing, elastic, long-wearing, weatherproof enamel
• easily—levels out perfectly.
• One coat—amateurs get fine results.

LEUM (Linoleum Finish)

• s of life to linoleum.
• Alcohol and ammonia—waterproof.
• It not discolor linoleum patterns.
• even in worn or new linoleum.
• dried—dries quickly—cleans readily.

ALL FLAT

• ven with the richness of velvet.
• light reflection—sanitary, because truly wash-
• evenly over any kind of surface.
• for living rooms, dining rooms, bedrooms.
• t background for room furnishings.

ALL SEMI-GLOSS

• tly to a soft eggshell finish.
• sly washable colors that clean as easily as
• a, grime, etc. wash off like magic.
• clearful light-reflecting backgrounds for
• rooms.
• furniture or woodwork throughout the home.
• ideal for hospitals, hotels, public buildings, etc.

ALL GLOSS

• is tile-like colors for walls, woodwork and
• washings and hard wear will not harm its
• able film—always looks fresh and sparkling.
• sanitary—cannot harbor germs.
• suited for bathrooms and kitchens where
• is important.

ALL GLAZING LIQUID

• ing stippled, mottled, or Tiffany effects.
• antiquing furniture and interior woodwork.

ALL INTERIOR BASECOAT

• rfect job for two-coat painting.
• plaster, wallboard, woodwork.
• ng coat on new or old surfaces.
• mented primer.

SPEDENE FINISHING ENAMEL

- Distinct type synthetic enamel for automobile and bus
bodies, trucks, rams and rolling equipment of railways.
- One coat usually produces fine paint job.

SPRAY-DAY-LITE

- A one-coat eggshell interior finish.
- Covers solidly over grimy, dirty surfaces—without laps
or sags.
- Pays for itself in savings made through better light
reflection.
- Stands repeated washings—given longer service.
- Unsusceptible for factories, hotels, apartments, offices, etc.

SPRED CONCRETE & STUCCO PAINT

- Becomes part of surface; will not chip or peel.
- Waterproofing cement paint.
- On all types of porous exterior surfaces.

SPRED PATCHING PLASTER

- Patches all interior surfaces of plaster, smooth or sand
finished, stucco, brick, or cement.
- Will not shrink or crack.

SPRED SPACHTLING COMPOUND

- Patches fine hair-line cracks in plaster.
- Won't shrink, crack, or fall out.
- Sandpapers easily to smooth finish.
- Hardens quickly to permanent patch.

SPRED TEXTURE WALL FINISH

- Produces rough textured walls in modern manner.
- Adheses tightly to surface. Impervious to moisture.
- Available in White and eight light tints.

SUPERIOR BRONZING LIQUID

- For aluminum and bronze powders.
- Heat resistant. Dries quickly.

SUPERIOR SPEDENE ENAMEL

- High gloss enamel.
- Durable. Washable. Excellent for woodwork.
- Quick drying. Will not sag.

TINNERS' PAINT

- For metal roofs, gutters, downspouts, etc.
- Dries quickly, will not wash off—waterproof.
- Will not break or chip when tin or metal is bent.
- Resists scaling and scraping.

TITAN-O-ZINC

- The superior outside white paint.
- Unusual covering and hiding power.
- Permanently brilliant white.
- One coat hides as well as two of cheaper paints.
- Not affected by sulphur-bearing gases.
- Can be tinted to produce beautiful tans.
- Perfectly balanced formula.

TIRE PAINT

- Rubber base paint for tire sidewalls.
- Will not crack, peel or chip.

TOP-COTE

- Water-proof, weather-resisting auto toe dressing.
- Dries in four hours to a high gloss.
- Also gives fine protection to curtains and cushions of
leather, leather substitutes, etc.

TRUCK, TRACTOR & MACHINERY ENAMEL

- Covers solidly in one coat—prevents rust.
- Protects all tools and machinery.
- Withstands extreme exposure to rain, sun, ice and snow.
- Keeps farm machinery bright, new looking.

VELVET SPEDENE ENAMEL

- Eggshell gloss free from highlights.
- Works easily under the brush.
- Free from sags and brush marks.

WEARETTE VARNISH

- Imparts depth and lustre to fine furniture.
- High gloss brings out beauty of furniture and woodwork.
- Heavy bodied, can be rubbed to dull finish, or polished.
- Works easily, leaves no brushmarks.

WEATHERCOTE COATINGS

- Finest asphalt base—compounded in water.
- For metal, felt, tar, concrete, tile and composition roofs.
- No odor—requires no heating—non-inflammable.
- Damp-stands basement walls—waterproofs cisterns, etc.
- Stops corrosion on metal—thins with water only.
- Comes in two forms: brushable coating or cement.

WHITE SHELLAC

- A strictly pure gum shellac.
- Perfect first coat on new work.
- Quick drying.

WOOD BLEACH

- Bleaches practically any type wood to natural white.
- For bleed effect on wood.

ZINC DUST PAINT

- Serves as primer and finishing material.
- Sheet metal, galvanized and zinc coated sheeting.

ZINC-O-LITH HOUSE PAINT

- Lead free—non-poisonous.
- Excellent for general farm painting.
- For any exterior surface.
- Extremely white and stays white.
- Easily tinted—produces rich tones.
- A dependable paint—attractively priced.

BUILD MORE PROFITS WITH THE POWER OF LOCAL ADVERTISING IN YOUR OWN COMMUNITY

ARE YOU MAKING FULL USE OF THESE SPRED FEATURES?

- ☐ Color Cards
- ☐ Neon Signs for Store Fronts
- ☐ Highway Signs
- ☐ Window Streamers
- ☐ Counter Displays
- ☐ Timely Tips Window Display Ideas
- ☐ Decals
- ☐ Demonstration Handbills
- ☐ Floor Displays
- ☐ Free Newspaper Mats already set up in a large variety
- ☐ Mailing Pieces
- ☐ Counter Literature
- ☐ Color Books
- ☐ Folders
- ☐ Direct Mail
- ☐ Live Radio Scripts
- ☐ Radio Recordings for Spot Announcements
- ☐ Store Layouts and Remodeling
- ☐ Practical Sales Training Course for your Store
- ☐ "Timely Tips" Magazine loaded with ideas
- ☐ Special Folders designed for Schools, Contractors, Industries, etc.
- ☐ Reprints of National Ads
- ☐ Co-operative Advertising
- ☐ Color Studio help on decorating.
- ☐ Painting Specifications already prepared at headquarters

ASK YOUR GLIDDEN SALES REPRESENTATIVE HOW YOU CAN UTILIZE THESE ITEMS FOR YOUR PROFIT.

GLIDDEN PAINT-SELLING PROMOTION CAMPAIGNS HELP THE INDEPENDENT DEALER YEAR-ROUND

Glidden LOCAL COOPERATIVE NEWSPAPER PROGRAMS are born anew every season of the year. There are special campaigns for SPRED products, and different, equally effective, campaigns for other major Glidden products.

A continuous barrage of powerful merchandising, promotion, and advertising support goes out from the Advertising Headquarters of The Glidden Company to help the Independent Paint Dealer. These features are aimed to make the Independent Paint Dealer's cash register ring regularly. Glidden Advertisements are featured in a thousand markets, big and small, in every trading area in the United States and Canada.



In addition to making your own ads from the cuts in this book, you can use ready-made, complete advertisements, which are available to you. The above sample reproductions show complete newspaper mats of SPRED advertisements. Ask your Glidden sales representative to show you proofs of these, and many other ready-made, complete advertisements, which cover major Glidden products, such as ENDURANCE HOUSE PAINT; JAPALAC; FLORENAMEL; PLI-NAMEL; DRIWAL, etc. All mats are free to Glidden dealers.