

**GLIDDEN**  
**ENDURANCE**  
**WHITE**

Semi-Paste

Stock White

**THE GLIDDEN COMPANY**

Factories:

Cleveland, O.      San Francisco, Cal.  
Toronto, Can.

Auto Finishes

Green La  
Varnish

Can. & 3/4  
Coatings

## Glidden Endurance White

### *The Right Paint Formula.*

The first good paint made was probably white lead and linseed oil. This makes a good paint, but paint chemists have come to learn that it does not make the best paint. White Lead has many virtues, but it also has many faults.

Basic carbonate of lead, as it is known chemically, has great capacity, or "covering capacity," and remarkable ease of working, but it also has a tendency to "chalk" and it will react chemically with certain atmospheric gases, causing the paint to darken in color. Basic sulphate of lead, on the other hand, will not turn dark in the presence of certain gases, but it will also chalk; it spreads further than the carbonate, but it will not cover quite so well. These faults, with the exception of the tendency to "chalk," are corrected by using the proper mixture of the carbonate and the sulphate.

To correct the "chalking," a certain percentage of zinc oxide is added. This pigment gives additional whiteness and durability. By itself, zinc oxide forms a very hard, brittle paint that lacks elasticity and "crazes" under expansion due to changes in temperature. When used with the carbonate and sulphate of lead, the faults are corrected, and if proper proportions of the various pigments are used, the resulting paint film has maximum durability and opacity, spreads well and works easily and is very elastic and wear-resisting.

To this base are added a certain percentage of silica and silicates and a small amount of calcium carbonate. The silica serves to give "tooth" and added body to the paint, and the calcium carbonate neutralizes any free fatty acids which may be present in the oils and driers. Both of these chemicals give the paint increased wear-resisting properties.

These pigments are ground in linseed oil and varnish grinding liquids which serve as a vehicle for holding the pigments in suspension, and when oxidized in the air, form the film which holds the paint to the surface covered and resist wear and weather.

This formula is not theoretical, although it conforms with the best modern paint making ideas. It has been tested out in years of actual service, and under the most adverse and varying conditions, has shown a permanence and durability with which no other formula can compare.

### *Why a Semi-Paste Paint.*

The biggest problem before the paint merchant today is that of investment in stocks, and while every merchant desires to continue in the paint and varnish business and must of necessity sell these staple products, yet the very high prices of prepared house paints and the necessity of carrying large stocks of assorted colors has made him hesitate to invest the capital necessary to conduct his paint and varnish business under present conditions. Our new management recognized this situation and drawing upon their experience in the paint business have perfected Endurance White, which we honestly believe means a wonderful step forward in the paint business.

Linseed Oil, tin packages, labor, and in fact everything entering into the production of paint or varnish is at an exceedingly high point in cost. Linseed oil, being the chief ingredient in a high-grade paint, has the most important bearing on the cost of a prepared paint. The manufacturer when he puts out a ready-for-use prepared house paint must necessarily put his usual labor cost and his usual overhead expense into the cost of the goods and at the present high markets this cost becomes exceedingly high. Why not let the painter or the house owner who uses the paint add the oil, thereby saving all of the expense incidental to the handling on the part of the manufacturer, the additional packages required, the additional freight charges and various other expense items too numerous to mention.

Endurance White is so prepared that one gallon of the Semi-Paste White as it is shipped from our factory, weighing approximately 22 pounds to the gallon, when reduced with one gallon of pure Linseed Oil produces two gallons of ready-mixed paint equal or superior to the best prepared house paints on the market, in the form in which they come from the package, in spreading and wearing qualities, thus enabling the painter or house owner to produce a paint at a very much lower cost than is possible with the regular prepared house paints or with lead and oil under present conditions.

### *The Market Possibilities.*

Endurance White opens up an avenue of trade which makes its sale unlimited. Factories, mills, industrial plants of every description will use it and department stores, apartment houses, hotels, banks and office buildings will find it a most satisfactory and economical paint. It is the master painter's stock white—just what every good painter is looking for and your merchants will be glad to see it.

Auto Finishes

1919.



Without a doubt the largest single use for Endurance White will lie in its ability to replace lead and oil and ready-mixed paints when used for outside house painting. It will be found that Endurance White is superior to either in that it produces a harder and longer wearing paint film.

Endurance White can be sold in every town, city and hamlet in your territory. Every village, no matter its size, has prospects for big business on this business builder. Dealers we talked to placed orders six weeks ago for Endurance White. One dealer bought two hundred one-gallon cans. After a few minutes explanation said it was the finest paint proposition he ever had for the dealer. There is no limit to its sales, especially among the consumers and painters, but we want you to use discretion in securing dealer and jobber distribution. Train this long range gun on the big dealer—the broad minded preferred merchant. Aim to secure selective distribution—not exclusive but selective—so that you can build a permanent enviable business in your territory and gradually work in the complete Glidden Line with the better class of trade.

Endurance White is sold to the dealer at \$3.50 per gallon in one gallon cans. This price is the same as that now being paid by the dealer for a gallon of white prepared house paint. Let us assume that the dealer sells the Semi-Paste White at \$4.50 per gallon. The consumer adds a gallon of oil to a gallon of Semi-Paste Paint, paying at the extreme \$1.80 per gallon for oil. He will therefore with an outlay of \$6.30 have two gallons of the finest prepared house paint at a cost to the consumer of not to exceed \$3.15 per gallon.

Compare this to the cost of a gallon of prepared house paint, which the painter or consumer purchases from the dealer and for which he pays \$4.50 to \$5.50 per gallon, or compare it with the recognized formula of lead manufacturers in the production of a lead and oil paint, and you will see the wonderful economy to the consumer as well as to the dealer in our Endurance Semi-Paste White. All the necessary dryers are incorporated in Endurance White so that the addition of raw Linseed Oil only is necessary to produce a finished paint. Any further reductions such are recommended for priming, etc., can be made after the reduction indicated in the foregoing, and **ENDURANCE WHITE CAN BE USED FOR ALL PURPOSES FOR WHICH PREPARED PAINT HAS BEEN USED IN THE PAST.**