



FROM H. H. Kister DATE October 8, 1965 FOR T.H. TURNEY
CITY Cleveland, Ohio CLEVELAND

ANSWERING LETTER OF

SUBJECT CORPORATE PRODUCTS CATALOG

T. H. T!
OCT 11 1965

Attached is your copy of the 1965 Corporate Products Catalog which replaces the 1963 edition. This catalog includes all of our products by trade name and very briefly explains something about the products.

We will probably not re-do this catalog for the next 2-3 years; so if you need more copies for your department, please let me know as soon as possible.

HHK/mw
Attachment

Distribution: Officers & Directors
Executive Department Heads
Regional Vice Presidents/Directors
Division Managers, Foods & Chemicals & C & R
Sales Managers, C & R, Foods & Chemicals
Branch Managers
Superintendents, C & R, Foods, Chemicals
Purchasing Agents, C & R, Foods, Chemicals
Inventory Control Managers
Office Managers, C & R, Foods, Chemicals, International
Personnel Managers, C & R, Foods, Chemicals

GLD32878

CORPORATE PRODUCTS CATALOG

SEPTEMBER 1965

THE GLIDDEN COMPANY

GL032879

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COATINGS AND RESINS GROUP

INDUSTRIAL PRODUCTS

The Industrial Sales Department markets a complete line of paints, enamels, lacquers, varnishes, coatings and resins for use as product finishes, protective coatings, in molding and structural applications, and in industrial maintenance.

Inquiries concerning the products or applications should be referred to:

General Manager, Industrial Sales
Coatings and Resins Group
The Glidden Company
900 Union Commerce Building
Cleveland, Ohio 44115

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<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>KNOWN AND POTENTIAL END USES</u>
ACRYLURE	Baking Synthetic Acrylic Enamel	Appliance industry
BREVON	Vinyl Resin Films	Cocoon-type storage coatings
	Butoxy - Petrochemical Resin.	Potting, casting, molding, binders, coatings
CTA	Hot Spray Lacquers	Wood furniture and other wood products
CELSYN	Lacquer Sealers & Clear Top Coats	Wood furniture and other wood products
DRAMA-COLOR	Fade Resistant Stains	Wood furniture and other wood products
DURANITE	Synthetic Resin Enamels	Household appliances and other metal and wood products
DURANITE "A"	Synthetic Enamels	Wood furniture and other wood products
DURANITE "H"	Synthetic Enamels	Metal appliances and other metal products
GEL-KOTE	Polyester Resin Coating	Coating for polyester products (Molded with product)
GLIDAIR	Aviation Products	Aircraft uses
GLIDFLAKE	Polyester Glass Coating	Marine and maintenance use
GLIDFOAM	Polyurethane Resins	Basic resins for producing polyurethane foams for structural work
GLID-KOTE	Wood Conversion Varnishes	Wood furniture and other wood products
GLID-N-DURE		Exterior wood finishes
GLID-PLATE	Catalyzed Epoxy Coatings	Aircraft finishes

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<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>KNOWN AND POTENTIAL END USES</u>
GLIDPOL	Polyester Resin	Basic material for molding, laminating, etc., of reinforced plastic products
GLID-SEAL	Wood Sealer	Sealer for use under conversion varnishes for wood furniture and other wood products
GLIDVAR	Wire Enamels	Coating electrical wire
GLID-ZINC	Inorganic Zinc Coating	Maintenance and marine use
HAMMERLOID	Hammered-effect Coatings	Decorative and protective coatings for various surfaces; metal, wood, Masonite, etc.
LIFEMASTER	Water-reducible Maintenance Finish	Tanks and structural steel/rust preventive/general purpose
METALESCENT	Pigmented Enamels containing metal paste or powder, such as aluminum	Decorative and protective finish (smooth)
NUBELAC	Lacquer Undercoats and Lacquer	General purpose industrial lacquers
NUBELITE	Modified Alkyd Primers and Enamels	Household appliances and metal products
NUBELOID	Acryloid Resin Enamels	Household appliances and metal products
NUBELON	Modified Silicone Resin Enamels; Nubelon-HR: Heat Resisting Type; Nubelon-S: Conventional Type	Household appliances and metal products
NUBELYN	Vinyl Resin Enamels	Household appliances and metal products
NU-FLEX	Paper Coatings	Coating paper
NU-PON COTE	Epoxy Resin Primers and Enamels	Industrial maintenance

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<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>KNOWN AND POTENTIAL END USES</u>
POLYWOOD	Polyester Coatings	Wood furniture and other wood products
RUSMASTER	Primers	Tanks & structural steel to take conventional top coats
SPATTERLOID	Textured Finish	Decorative finish (web type)
SPEEDENAMEL	Alkyd Primers and Enamels	All-purpose, high-gloss enamels for industrial product finishing and industrial maintenance painting.
SUPER NUBELLITE	Thermosetting Acrylic Copolymer Compositions and Modifications	One-coat prestige coatings for the appliance and metal fabricating industries.
VACRALIN	Thermosetting Vinyl	Metal Decorating
VCM	Synthetic Resin Enamels	One-coat hammerblends and enamels for use on metal, wood and other surfaces
VINYL-COTE	Vinyl Chloride Resin Coatings	Corrosion resistant industrial maintenance, marine and railroad finishes
VYN-AL	Vinyl Alkyd	Marine and Maintenance finish

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COATINGS AND RESINS GROUP

TRADE SALES PRODUCTS

The Trade Sales Department includes standard paint products sold to consumers, painting contractors, the graphic arts industry or for commercial maintenance, and architectural products.

Inquiries concerning any of the products or applications should be referred to the branch or regional office closest to you, or:

General Manager - Trade Sales
Coatings and Resins Group
The Glidden Company
900 Union Commerce Building
Cleveland, Ohio 44115

<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
AD-EL-ITE	Paint & Varnish Remover	Economic remover	Interior-Exterior surfaces
	Alkali-Resisting Primer		Interior newly plastered walls, exterior masonry, brick, stucco, concrete
	Aluminum Asphalt Roof Paint		Tar paper, composition, and asphalt roofs
CRAFTSMAN	Interior Gloss-Semi-gloss		For interior walls & ceilings
CRAFTSMAN	Latex Flat		Interior walls-ceilings
CRAFTSMAN	House Paint	Oil type	Tinting all kinds oil base type paints
	Colors in Oil (assorted colors)		Porches, floors, and decks
CRAFTSMAN	Floor enamel	Alkyd	Prevents water penetrating exterior walls of brick, stone, masonry
DRYWALL	Transparent Coating		Exterior surfaces of barns, sheds, graneries, silos, fences of wood or metal
ENDURANCE	Barn Paint	Red in color; high quality, high hiding, long-lasting utility paint	Exterior primer for new wood or painted wood in bad condition
ENDURANCE	Exterior Basecoat	Made from specially prepared oils to produce the elasticity, adhesion and control penetration for exterior paint jobs	

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<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
ENDURANCE	House Paint Mildew & Fume Resistant	A lead free non-staining house paint that stays white. Added preservative prevents growth of mildew spores	Top quality, all-climate, self-cleaning super white house paint
ENDURANCE	Trim & Shutter Colors	Trim & shutter paint	Exterior
ENDURANCE IMPERIAL	House Paint	Alkyd fortified premium quality white house paint--one coat	Exterior
ENDURANCE VELVET	Flat House Paint	House paint	Wood shingles, wood siding, shakes, & trim
EVERON	House Paint	Economical house paint	Exterior
FLORENAMEL	Floor Paint	An alkyd enamel	Floors, porches, decks
FLORENAMEL	Floor Paint	A polyurethane	Floors, porches, decks
GLIDDENCOAT	Primer	White enamel undercoat	Undercoat
GLID-STRIP	Paint Remover	Wash-away paint & varnish remover	All painted surfaces
GLID-TONE	Gloss Varnish		General purpose interior
GLID-TONE	Satin-Sheen Varnish		Interior
GLID-TONE	Spar Varnish	Extra durable spar varnish	Exterior
GLID-TONE	Wood Stain	Wiping stain	All purpose
GLID-TONE	Redwood Stain	Stain	A flat stain for redwood surfaces inside and out

<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
GLID-TONE	Wood Filler		All open-grained wood
GLID-TONE	Clear, Non-varnish Oil Type Finish: Redwood		Redwood, Cedar, Cypress, Mahogany, Fir, Pine and other exterior wood sidings
JAPALAC	Screen and Iron Enamel	Solid-covering enamel	Interior - exterior
JAPALAC	Enamel	Extra durable alkyd enamel	Interior - exterior
JAPALAC	Spray Enamel	Ready-to-spray cans	All purpose, interior-exterior
	Liquid Red Lead		Whenever shop-coat of red lead is specified
MACCO	All purpose glues, sealers, caulking materials	All purpose glues, sealers, caulking materials	Concrete patching & sealer, tub caulk, tile
METALLITE	Aluminum	Ready-mixed aluminum	Interior-exterior surfaces
	Plastic Roof Cement		Roofs
LIFEMASTER		Chemical resistant/water reducible	Tanks & Structural Steel/Rust Preventive
PLI-NAMEL		Synthetic rubber-base paint	Concrete floors, masonry walls, and metal surfaces
RIPOLIN	Enamel	Quick-drying white enamel	Interior - exterior
RIPOLIN	Undercoat	First coater	New wood or previously painted surfaces
ROCKSPAR	Varnish	Heavy bodied varnish	Interior surfaces

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<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
RUSTMASTER	Paints	Metal protective enamels	Protects clean or rusted metal surfaces inside or out
RUSTMASTER	Primer	Metal protective enamel	Protects clean or rusted metal surfaces inside or out
RUSTMASTER	Primer (Spray Can)	Metal protective enamel	Protects clean or rusted metal surfaces inside or out
SLICK SPRAY	Silicone Lubricant	Aerosol lubricant	For 1001 uses around the home
SPEEDENAMEL	Alkyd Enamels	All purpose	Interior or exterior, brush, dip or spray
	Tinners' Paint (Red)		Metal, wood and brick surfaces
	Truck, tractor and machinery enamel		Metal and wood surfaces
SPRED	Flat	Oil emulsion paint	Interior
SPRED HOUSE PAINT		Latex house paint	Wood, masonry, stucco, concrete block, asbestos shingles
SPRED	Patch	100% latex spackling compound	Interior
SPRED	Primecoat	Primer	For new or unpainted wood surfaces
SPRED	Primer-Sealer	A latex vapor barrier	Primer for porous surfaces of dry-wall construction, plaster, masonry and asbestos covered pipes.

GLD32894

<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
SPRED	Stipple Texture	Silicated latex paint	Interior
SPRED	Surface Bond	Sealer for powder masonry surfaces	Masonry surfaces
SPRED BRUSH & ROLLER CLEANER		Brush and roller cleaner	Cleans varnish, enamels, lacquers from brushes and rollers
SPRED GLIDE-ON		Vinyl latex paint	Exterior masonry
SPRED LUSTRE		Semi-gloss enamel	Interior - exterior
SPRED SATIN		Synthetic latex emulsion paint	Interior surfaces
DRAMATONE	Multi-Purpose Tinting Colors		Tinting latex, alkyd & other paints
SPRED SURFACENE		Liquid surface conditioner and brush cleaner	Interior-exterior and brush cleaner
SUD-N-KLEEN	Soapless Cleaner		Walls, woodwork, floors, linoleum, tile, windows, dishes, mirrors, automobiles, etc.
SUPER SPRED LUSTRE		Water-reducible semi-gloss enamel	Interior
XPERT	Lacquer	Clear wood finish	For interior wood floors, paneling, trim, cabinets and fine furniture
XPERT	Polyurethane	Clear satin sheen	For interior wood floors, paneling, trim, cabinets and fine furniture

GLD32895

<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
XPRT	Polyurethane	Clear gloss finish	For interior wood floors, paneling, trim, cabinets and fine furniture
<u>GRAPHIC ARTS - PAINTS</u>			
POSTAD	Bulletin Colors	Superior colors	Outdoor signs and bulletins
	Acrylic Sign Finishes	Acrylic	Signs
<u>MAINTENANCE FINISHES</u>			
ATHLETIC FIELD MARKING PAINT	Striping Paint for Grass	Contains no harmful lime	For football, baseball fields, etc.
BRUSH-DAY-LITE	Enamel	Alkyd enamels - flat, eggshell, gloss and semi-gloss	Interior walls, ceilings, wood-work
BRUSH-DAY-LITE	Masonry Block Filler	Synthetic latex paint	For filling pores in masonry blocks to give smooth finish
BRUSH-DAY-LITE	P.V.A. Primer	P.V.A.	For priming walls, plaster or drywall construction
DUO-TEX	Fire Retardant Paint	Intermescent oil-type paint	For interior combustible or non-combustible walls, ceilings and trim surfaces
DRYWALL	Silicone	Clear water-repellent finish	Brick, stone and masonry
GLID-CRETE	Epoxy	Concrete surfacing and patching compound	For up-grading interior and exterior concrete surfaces

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<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
GLID-COOL	Enamel	Damar gum	For use in low-temperature areas; walls and ceilings
GLID-TILE NO. 200	Enamel	Polyester plastic coating	A tile-like finish for interior walls
GLID-TILE NO. 100	Enamel	Epoxy coating	Interior walls
INSULCAP	Sealer	Thermal insulation sealer and finish coat	For pipe and boiler coverings
LIFEMASTER		Chemical resistant/water reducible	Tanks & structural steel/rust preventive
NU-PON COTE	High Build Enamel	Epoxy coating - combats corrosion, chemicals, etc.	For interior walls, equipment, machinery, tanks, etc.
PAINTER LATEX	Latex Paint	Synthetic latex paint	Interior of project homes (one-coat finish)
PLI-NAMEL	Floor and Dado Finish	Synthetic rubber	For floors & walls where moisture is a problem
POLYURETHANE	Floor Finish	Clear coating	For use on gym floors
ROMARK	White Marking Paint	Striping paint	For marking asphalt and concrete
RUSTMASTER	Paint	Metal protective enamel	Protects clean or rusted metal surfaces inside or out
RUSTMASTER	Primer	Metal primer	Penetrates rust and forces out hidden pockets of moisture and air
SANI-GIENE	Gloss White Enamel	Alkyd mold & fungi resisting	Interior surfaces

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<u>TRADE NAME</u>	<u>PRODUCT</u>	<u>GENERIC DESCRIPTION</u>	<u>KNOWN AND POTENTIAL END USES</u>
NO. 18	White House Paint	Oil type - chalking type	Exterior wood
NO. 51	Exterior House Paint Primer	Oil type	Exterior wood
NO. 22	Trim & Tinting White	Oil type - non-chalking	Exterior wood
SPEEDENAMEL	Alkyd Enamel	All purpose	Interior or exterior, structural steel machinery and equipment
SPRAY-DAY-LITE NO. 1180	One-Coat Finish	Oil type	Interior surfaces
SPRAY-DAY-LITE NO. 5067	Alkyd Flat	Alkyd - self-sealing	Interior surfaces
STADIUM SEAT ENAMEL	Non-chalking Gloss Enamel		For stadium seats
ULTRA FLAT	Latex Paint	Synthetic latex emulsion paint	Interior surfaces
VINYL COTE	Vinyl Coat Finishes	Vinyls	Various systems for use to protect steel from corrosion-- oil refineries, chemical plants, etc.
<u>ARCHITECTURAL PRODUCTS DIVISION</u>			
PANELUX	Sandwich Panels	Translucent plastic facings fused to cellular cores in grid modules	Curtain walls, partitions, sky- lights, doors

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