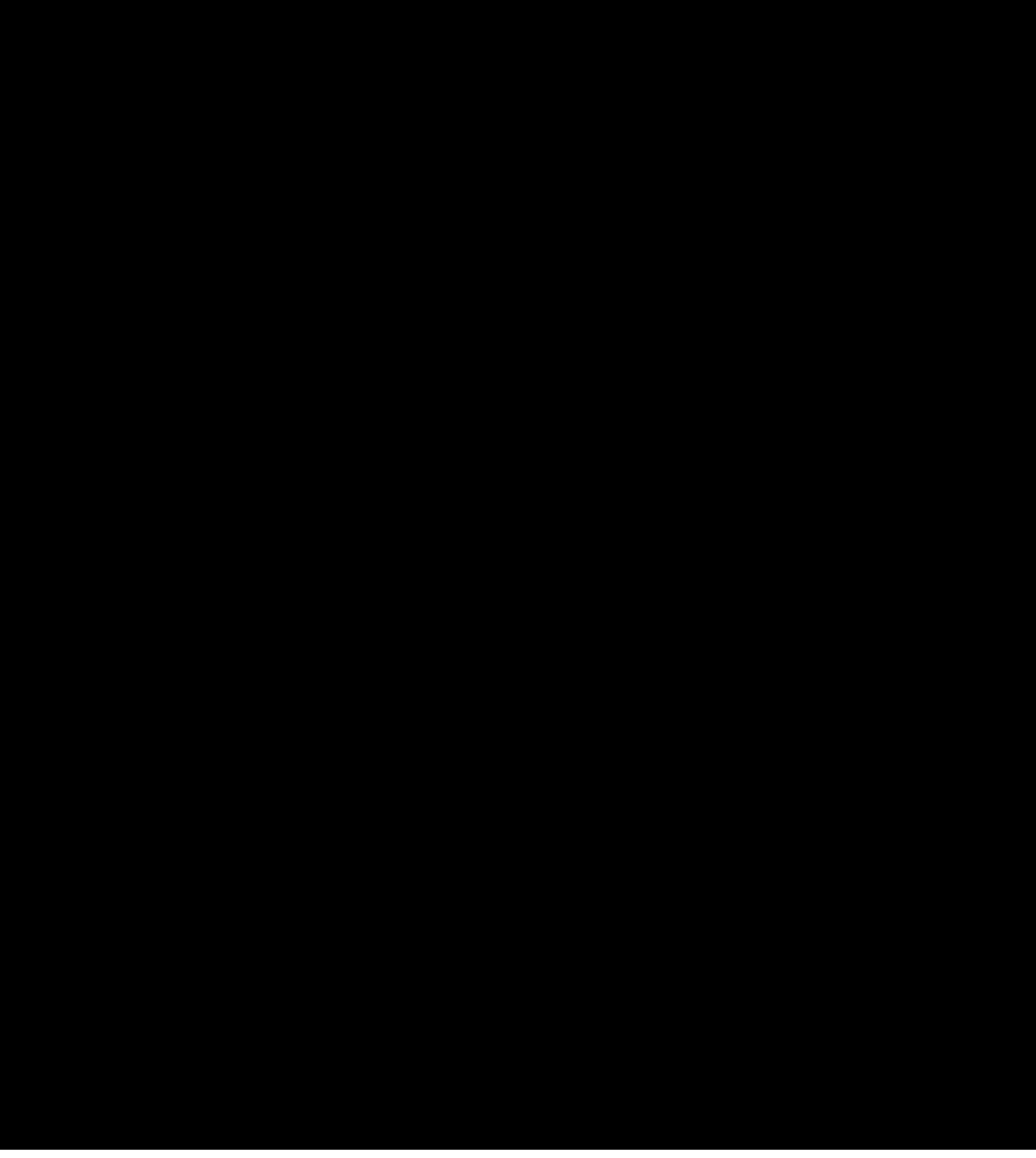




EXTERIOR Glidden PRODUCTS

ENDURANCE HOUSE PAINT*

Our finest House Paint is as nearly perfect a paint as it is possible to manufacture. It is a ready mixed, ready to use House Paint, which combines the long wearing qualities of lead with the film hardening qualities of zinc.

This durable paint works easily, covers well, resists wear and weather, has extreme durability, leaves a good uniform surface for repainting and costs less than other house paints when measured by years of service.

Recommended as the perfect finishing coat in two-coat painting systems, when used without thinning over our House Paint Primer as a primer at a spreading rate of about 550 square feet per gallon so as to secure the proper film thickness on finished job. It is a good practice to tint the base-coat with Pure Colors in Oil to approximate the color of the finishing coat if a color other than white is used for the last coat.

Coverage—Covers approximately 360 to 400 sq. ft. per gal., 2 coats.

Trim and Trellis Colors*

These colors have been subjected to rigorous tests over a long period of time and it has been conclusively proven that they are ideally suited for many uses such as: exterior trim on houses, exterior ornamental iron and grill work, iron fences, trellises, pergolas, lawn furniture and on store fronts.

Trim and Trellis colors are made with synthetic resins and varnishes as a base and should not be confused with products like our House Paint which are linseed oil base materials. They possess extreme weather resistance, will not crack or check, they dry quickly but work like an oil paint under the brush, cover solidly with one coat and are very permanent in color. Will cover approximately 720 sq. ft. per gallon, one coat.

ENDURANCE BASECOAT

A remarkable paint to be used as a first or priming coat on new or old work such as porch floors and the exteriors of residences, barns and other out-buildings. The long oil Spar Varnish used in the vehicle of this basecoat has the same elasticity as oil and seals the wood completely against moisture forming an impervious film more durable than that of linseed oil. It dries hard and eliminates any possibility of blistering, peeling, and checking of succeeding coats. It is furnished in white only but can be tinted with Pure Colors in Oil to approximate the shade of the finishing coat.

Coverage—Covers approximately 600 sq. ft. per gal.

EUSTON WHITE LEAD

EUSTON WHITE LEAD IN OIL is another achievement. Its chief characteristic is its unusual whiteness far excelling that of other white leads. In addition it produces at least 10 per cent more paint per 100 lbs. than other brands and covers more solidly because of its opaqueness and produces a more smooth and enamel-like film. All of these properties are attributable to its fineness of grind, except its whiteness which is the result of the patented process under which it is manufactured. Euston Lead is pure carbonate of lead.

Euston is furnished in three forms: Heavy Paste; Soft Paste; and All Purpose Soft Paste. (Specifications furnished on request.) The All Purpose Soft Paste is most popular being easy to break up, applicable to interior decoration as well as exterior and when used as a finishing coat of exterior house paint, requires very little turpentine to produce a smooth easy-working paint.

Approximate Coverage:

Priming coat.....	700 sq. ft. per gal.
Second coat.....	750 sq. ft. per gal.
Finishing coat.....	750 sq. ft. per gal.

Mixing Instructions—For thinning and mixing see instructions on the label.

TITAN-O-ZINC OUTSIDE WHITE

This Pure White Paste Paint provides an unusually white paint that retains its whiteness, covers further per gallon and more solidly in one coat than other paints and takes more reduction with linseed oil and turpentine than other pastes. The basic pigment is Tinanium Oxide combined with sun-proof Lithopone and just enough Zinc Oxide to give it necessary hardness of film which retards chalking and leaves the surface in perfect condition for repainting. It is particularly recommended in smoky districts where fumes are prevalent. It is supplied in white only but may be colored as desired by adding Pure Colors in Oil.

SHINGLE STAINS

Shingle Stains applied as they are to the most exposed portion of the house, the roof and upper sections, take a hard beating from the elements. It is important that such stains impart the utmost in protection and color retention. Our Shingle Stains penetrate deep into the wood, protecting it from decay and the attack of insects. They prevent warping, curling and splitting of shingles. Made in eight attractive, long-lived colors and White, as well as Clear Finish.

* For Actual Colors See Color-Chip Pages at Back of This Section.

GLD33414

EXTERIOR Glidden PRODUCTS

FLORENAMEL*

A sensational and new type of product not to be compared with any previous floor enamels. This floor enamel is not only a true enamel but one that has been greatly improved to withstand the hardest of exterior, as well as interior use, over long periods of time. It is the finest floor enamel we have ever made.

Outstanding Floor Enamel Features

- Excellent for exterior porches, decks and concrete floors.
- Outwears prewar porch enamels 3 to 1.
- Repeated washing with cleaning compounds will not harm its durability, luster or appearance.
- Has withstood rigid weathering tests for over a year with no color change and little loss in toughness and elasticity.
- Flows and brushes with unequaled ease and freedom.
- Dries hard and tough in eight hours.

DRIWAL

DRIWAL for dampproofing and waterproofing exterior stone, stucco, and brick surfaces. For complete description see Waterproofing Section of Sweet's Architectural file or the label on the Drival container.

LIQUID CEMENT COATING

For dampproofing and rendering uniform exterior surfaces of concrete, stucco, etc.

It is composed of pigments and specially prepared oils, selected because of their ability to produce an extremely durable and water resisting surface. In sixty days it weathers to a semi-gloss finish resembling concrete in texture and appearance.

LIQUID RED LEAD

LIQUID RED LEAD is recommended wherever a shop coat of red lead is specified. It comes ready to apply, is extremely elastic, and is an excellent rust preventative.

GRAPHITE LIQUID PAINT

GRAPHITE LIQUID PAINT is recommended for use on any metal surface. It is offered as an alternate to Nev-A-Rust for those who prefer a graphite base paint for this use. Its heat resisting qualities make it especially good for painting chimneys, boilers, etc.

TINNERS RED

TINNERS RED is a popular sheet metal paint, permanent in color and absolutely waterproof. It is quick-drying and elastic; withstands rigid metal bending tests.

PURE ASPHALT

COLD PROCESS ASPHALT

Made from PURE steam refined ASPHALT, containing no oils other than the natural oils of the original asphalt. It is Pure Unadulterated Asphalt combined with water—by a secret process—resulting in a solid coating of PURE ASPHALT on evaporation of the water. It is the ideal roof coating. It resists weathering. The film RETARDS FIRE and will not support combustion. It is suitable for application with brush, spray gun or trowel. If necessary, can be diluted with water. It makes an excellent protective coating for structural steel and other metals. It is recommended as a waterproofing for exterior surfaces of concrete, brick, stone, stucco or other masonry below grade, and for dampproofing similar interior surfaces above grade. It can be used as an adhesive for laying asphalt and composition floor tile and cork, bonding felt and composition insulating materials. Excellent as a protective coating for wood, it can be used extensively for banding and dressing tree wounds and cuts.

FIBRATED ASPHALT

This fibrated asphalt, similar to the above, contains approximately 5% long Canadian fibre. It is recommended for repairing, patching and pointing cracks, small holes, seams, laps, etc. It is most efficient when applied over a priming coat of pure asphalt. It contains none of the injurious oils or solvents commonly used in Black Roof Paint, which impair its life and long lasting quality. It protects corrugated or galvanized steel roofs and sidings. It makes an excellent undercoating for automobile fenders and framework. It produces a thoroughly protective coating,—resisting weather and water . . . summer heat and winter cold. It is used to resurface weathered asphalt coatings on roofs. It does not flow under high temperatures, and will not crack or alligator on exposure to the weather. It can be used on any roof or outside surface of METAL, FELT, ASPHALT, TAR, TILE, etc.

NEV-A-RUST

Embodies every requirement of a high-grade metal protective paint. It is the result of years of research, experiment, and observation and is a combination of pigments including graphite and red lead combined with linseed oil and China Wood Oil which impart the necessary resistance to weather and the action of acids and gases found in and around industrial centers. It is recommended as a protecting paint on all outdoor surfaces of metal including fences, ornamental iron, grille work, metal stanchions, flag poles, window frames and casings, conduit pipes, smoke stacks, metal roofs, etc. Furnished in shades of gray, red, green, brown, and black.

The combination of this product and Liquid Red Lead will adequately protect all the coated metal of any structure from the destructive elements.

NOTE: It is impossible to overestimate the need of an absolutely clean and rust-free steel which must be obtained by thorough sand papering or wire brushing to properly prepare surface for painting.

EXTERIOR Glidden PRODUCTS

JAPALAC ENAMEL*

A sparkling, quick-drying enamel that flows, spreads and brushes on quickly and easily. Its hard-wearing, brilliant colors are rich in high gloss. This enamel levels smoothly, leaving no brush marks. Elastic, non-chip film. Can be used on lawn furniture, bicycles and wherever a beautiful outside enamel is needed. The new, improved synthetic alkyd-resin formula which assures long life also gives it ability to take abuse yet retain its beauty.

GLIDDENS PAR VARNISH

Recommended as the finest varnish available today for either exterior or interior use. It is made from synthetic type resins assuring the maximum of water resistance, elasticity and adhesion. When used outside it retains its gloss and offers every protection against rain, wind, sun, water, and ice and it will not turn white from water. One coat gives the same appearance as a job finished in two or more coats of ordinary spar varnish.

Coverage—Covers 650 sq. ft. per gal., first coat and 750 to 850 sq. ft. per gal., second coat.

POST-AD BULLETIN COLORS

PostAd Bulletin Colors are becoming more popular each day with the bulletin board and sign painters because they represent such definite improvements over the previously used Colors Ground in Oil. Furnished ready mixed and matched positively to an established standard, uniformity of color is assured.

PostAd colors are a boon to the painter. They are easy to apply with no pull under the brush. They are quick setting, which does not affect the working properties, but promotes further advantage in that this eliminates the picking up of dust and dirt always present in the air.

PostAd colors cover solidly with one coat although some colors will be found to possess more opacity than others, which is characteristic of the pigments themselves.

PostAd colors are non-bleeding, another marked superiority over similar products.

SMOKE STACK BLACK

This product has been especially manufactured to withstand the extreme heat to which smoke stacks are subjected. It bakes hard to the metal, practically becoming a part of it, and forms a protective film over the surface that prevents the metal from corroding for a long period of time. Smoke Stack Black can be applied to all surfaces subject to heat, such as boiler fronts, steam and hot water pipes, and the fronts of engines.

FARM PAINTS

ENDURANCE BARN PAINT*

Material of this nature has a wide use, not only on barns but also on factory buildings, outbuildings and many other structures of rough lumber where decoration is secondary to protection from the elements. It is also used extensively on metal buildings, metal roofs, and in the tinshop where it is excellent for painting eaves and down-spouts. Painters also use it for this purpose in connection with house painting.

The pigment used in Red Barn Paint is iron oxide which gives it excellent wearing qualities. This, combined with the essential paint oils, produces a long wearing, elastic, weather-resisting paint.

Barn Paint, particularly the red, is recommended for painting brick buildings. Its waterproof qualities, ability to seal porous brick, and natural brick color together with its low cost make it a satisfactory finish for surfaces of this kind.

Two coats will be found sufficient for most surfaces. The first coat should be thinned with raw linseed oil. This is especially recommended at this time because, for the past several years, the majority of farm buildings have been neglected and the surface must be well satisfied with linseed oil when repainting.

A metal surface should be carefully gone over to remove all rust and scale, after which two coats of barn paint of the color selected can be applied.

For brick the first coat of barn paint should be reduced with Cement Mixing Liquid and any spots that show unusual absorption should be given a second application. Then, after the entire surface has been allowed to dry for at least three days, apply a coat of Barn Paint as it comes from the can.

On a wood surface it will cover approximately 275 square feet two coats to the gallon; on metal, 325; and on brick 200 to 225, two coats to the gallon, depending upon porosity of the surface.

TRUCK, TRACTOR AND MACHINERY PAINT*

A protective, as well as a decorative paint made especially for use on agricultural implements, tractors, farm and delivery wagons, and for outside use generally on either wood or metal. It is estimated that millions of dollars are wasted every year on the farms of the country through rust and deterioration of machinery which is left exposed to the weather without paint protection. Much of this loss may be avoided by giving such machinery occasional coats of this paint.

Furnished in six permanent colors and black, which cover solidly with one coat and maintain their gloss over a long period of time.

All surfaces to be repainted must be clean, dry, and free from grease or rust. Remove grease with gasoline and use sandpaper to remove all rust spots from metal. Use a good brush and spread the paint evenly as it comes from the can after a very thorough stirring. No thinning is required.

* For Actual Colors See Color-Chip Pages at Back of This Section.

EXTERIOR Glidden PRODUCTS

AUTO FINISHES

SPEEDENAMEL*

A quick drying, elastic oil enamel that gives a result similar to the most beautiful polished lacquer finish. While intended principally for refinishing automobiles and busses, it is equally satisfactory as a finish on tractors, wagons, implements, etc., and is also well suited for use on garden and lawn furniture, or any other surface subject to constant exposure outside.

It dries in four hours and you can refinish your automobile and drive it the same day. It sets in from one to two hours which eliminates picking up dust and dirt. Although it dries much faster than the ordinary auto enamels, its durability is in no way sacrificed. It stands up on exterior surfaces for a long period of time and can be washed and polished repeatedly. Although subjected constantly to rain, snow, ice, or the hot sun, it will neither chip nor crack and will retain its original lustre indefinitely.

Covers solid in one coat which, on the average job, will be found sufficient. However, when two coats are used, it is only natural to assume that the finish will last longer than with but one coat.

FINISHING THE AUTOMOBILE

In finishing an automobile, two steps in the operation carefully taken with a little extra time will pay in the satisfaction gained from a beautiful job.

First—See that the surface is perfectly clean. Do not be satisfied with one washing, but go over it two or three times if there is any possibility of wax or grease being left on the old finish.

Second—Seal all joints, cracks, or other out of the way places in which dust or dirt has lodged which could not be removed. This is done by brushing on shellac or varnish and allowing it to become perfectly dry.

After the old surface has been washed and dried, it should be sanded, precaution being taken to see that all dust from the sanding operation is cleaned from the surface. A tack rag is of advantage here. This is simply a wadded-up piece of cloth to which varnish has been applied and allowed to dry sufficiently so that it still has a tack but is not wet enough to streak the surface. The use of such a cloth will pick up all dust, lint, and dirt from the surface, and should be used freely on each panel just before painting is started.

If the old surface is checked or cracked, one coat of Ripolin Primer should be applied and then thoroughly sanded. From this point, one or two coats of enamel can be applied as desired.

TOUCH-UP BLACK

A quick-drying, weather resisting black enamel furnished in a convenient brush-in-the-top can. Produced principally to touch up and stop the rust spots on cars where the finish had become broken and chipped. Touch-Up Black will withstand heat and can, therefore, be safely used on the furnace, hot water pipes, the gas stove, and many other places in the home. On the exterior there are other surfaces that can be touched up with this product to prevent corrosion.

INTERIOR Glidden PRODUCTS

SPRED FLAT★ The Wonder Wall Finish

SPRED *Flat* is a soft matte, flat finish wall paint that comes in 11 modern colors and white . . . colors that were preferred 3 to 1 by America's leading decorators in a national opinion poll on paint colors.

SPRED *Flat* dries in 30 minutes. There is no disagreeable "after odor" when painting and dry. One coat covers most surfaces including WALLPAPER, PLASTER, WOOD, WALLBOARD, BRICK, CONCRETE, UNGLAZED TILE and METAL.

SPRED *Flat* is easy to prepare for using.—simply add 1/2 gallon of water to a gallon of SPRED *Flat* paste to get 1-1/2 gallons of paint.

Paint spatters wipe up easily with a damp cloth. Brushes are easily cleaned with water.

SPRED *Flat* retains its lovely flat finish for a longer time. It may be cleaned time and again with wallpaper cleaners, wall cleaners and mild soap and water.

SPRED *Flat* has earned the Good Housekeeping Magazine SEAL OF APPROVAL which is the "green light" to millions of home owners and decorators.

SPRED *Flat* covers 500 to 600 square feet per gallon depending on type and porosity of surface.

SPRED is modern! It is a new type of finish for every type of interior wall surface; new or old plaster, wallboard, wallpaper, brick, concrete, Keene Cement, canvas, and painted surfaces. It is economical because it reduces with water. Coupled with these unusual qualities, it is durable, long lasting, and washable.

SPRED is different because it is made from specially treated oils, the production of which is carefully guarded. Being oil, the elasticity of the paint film is maintained and there is less possibility of cracking, chipping, and flaking than when hard resins or rosins are used.

Purified Soya Protein binds together all of the other solids in SPRED with the result that the entire film is closely knit, solid, homogeneous and more adhesive. Purified Soya Protein has marked advantages over casein because there is no deterioration or rancidity possible. Consequently, objectionable odors are eliminated. SPRED can be easily washed with soap and water to remove dirt, grease, pencil marks, ink, etc. We emphasize the washability of SPRED as it is far superior to the ordinary casein paints.

Application is best with a brush 3 1/2" or over in width. The wider Flat Kalsomine Brushes also work nicely. "Time-Tested" has recently produced and marketed a new paint applicator, the "Roll-It-On." This tool is of the roller type and produces an excellent job with SPRED.

ODOR—Practically no odor when painting and dry.

HIDING—Hides most surfaces in one coat.

MIXING—Add 1/2 gallon of water to a gallon of SPRED *Flat* Paste, makes 1 1/2 gallons of paint.

CLEANING & DURABILITY—May be cleaned time and again with wallpaper cleaners, wall cleaners and mild soap and water.

★ For Actual Colors See Color-Chip Pages at Back of This Section.

SPRED LUSTER★ Amazing Semi-Gloss Finish

SPRED *Luster* is an amazing resin emulsion oil-enamel . . . the first in the Paint Industry . . . a Glidden scientific masterpiece that is revolutionizing the painting trade through its unusual advantages as a combined primer-and-finish coat.

Very bad water-stained and "hot-spot" conditions, uncontrolled by other paint products, are successfully sealed with SPRED *Luster*. Used as a sealer, SPRED *Luster* may be painted over with conventional oil paints. The finish coat has a deep Enamel luster, that only a truly fine Enamel can give.

SPRED *Luster* has a marvelous speed of application. It works twice as fast as conventional wall enamels. There is much less fatigue because there's practically no "brush-pull." Makes SPRED *Luster* the easiest-to-use enamel in the world.

The lustrous, semi-gloss finish of SPRED *Luster* dries dust free in 1 hour, ready for recoat in 8 hours.

SPRED *Luster* covers plaster, wood, wallboard, brick, wallpaper, concrete, unglazed tile and metal. SPRED *Luster* colors are preferred 3 to 1 by leading American decorators. The Good Housekeeping Seal of Approval has been earned by SPRED *Luster*.

One coat of SPRED *Luster* covers 500 to 700 sq. ft. per gallon, depending on type and porosity of surface.

ODOR—Practically no odor when painting and dry.

HIDING—Hides most surfaces in one or two coats depending on porosity of surface and the change in color of surface to be painted.

MIXING—Add 1 quart of water to a gallon of SPRED *Luster* Paste, makes 5 quarts of paint.

CLEANING & DURABILITY—May be cleaned time and again with wall cleaners and mild soap and water.

BRILLIANT COLORS

Water is all that is required to prepare Brilliant Colors for use. These twelve strong, intense, clean colors provide unusual brilliant effects for decorative or display work, art work, sign work, window displays, show cards, etc.

Brilliant Colors are also suitable for tinting white SPRED *Flat* and other Water Thinned Paints to secure unusual and distinctive tints. Can be intermixed to produce any color or shade desired.

If Brilliant Color is to be used full strength, reduce with water equal to one-half of the paste material. Mix paste and water completely and strain through fine cheesecloth.

INTERIOR Glidden PRODUCTS

SPRAY-DAY-LITE* AND BRUSH-DAY-LITE

America's largest selling maintenance finish. A great interior finish in two qualities: one for rapid spraying and an alternate for use where it is necessary to brush. Made in white and ten beautiful colors that will not fade.

One coat Eggshell Oil Enamels for all interior wall and ceiling surfaces, in industrial plants, offices, schools, hotels and public buildings. Provides smooth, solid covering over grimy, dirty and badly discolored surfaces of almost any type.

Gives conventional two coat results in only one coat. Increases lighting efficiency by giving maximum light reflection and diffusion, eliminating eye-straining glare. Will not sag or run. Produces little fog or mist when sprayed. Brushes easily. The intense white for factory and mill will not yellow with age.

Day-Lite White Synthetic Enamels are Spray-Day-Lite and Brush-Day-Lite associated products. Made in High Gloss, Gloss and Semi-Gloss finishes; quick-drying — long-wearing — non-yellowing — brilliant lustrous whites that stay white. Also made in Fume Resisting, Fungi Preventive, Wet Wall and Non-Bleeding Cold Spot formulations.

Day-Lite Dado Enamels for lower walls, woodwork and floors are formulated with a synthetic vehicle to insure proper leveling and flow. Resists dilute acids and alkalis commonly used in cleaning preparations. Made in a wide range of colors to harmonize with all interior wall finishes.

Spray-Day-Lite Features

- Washes like tile — may be scrubbed repeatedly.
- Eggshell finish eliminates eye-straining glare.
- One coat equals conventional two coat results.
- Easy to apply by either brush or spray.
- Minimum fog when sprayed — no sags or run.
- Use on wood, metal, brick, plaster, concrete, or wall board.

INTERIOR BASE-COAT

This basecoat is the most efficient wall primer that can be used. It seals the most porous surfaces and helps to counteract the alkali and action of hot lime present in many new wall surfaces, and is an excellent sealer for composition boards. All previously painted surfaces of Flat Wall Paint or Water Thinned Paint should receive an application of this first coater to insure a properly sealed and uniform foundation for succeeding coats of paint. It is quick-drying and will set up dry enough for repainting in four hours. Being heavily pigmented it has sufficient opacity so that one coat of finishing material only is required. Covers 450 sq. ft. per gal.

SPEED-WALL FLAT*

An ideal sanitary wall finish recommended for walls, ceilings and other surfaces in residences, theatres, churches, schools, hotels, public buildings and wherever a non-absorbent, washable finish is necessary. Its soft velvety lustre makes it an ideal interior finish and it can be applied over all plaster surfaces, composition wall board, burlap, or any soft wall material and on metal ceilings and wood surfaces. Made in white and many charming soft warm tints.

Coverage—Covers approximately 400 sq. ft. per gal., properly primed, first coat and 450 to 500 sq. ft. per gal., second coat on smooth plaster.

SPEED-WALL SEMI-GLOSS*

A quick-drying, low-lustre finish, highly recommended for use in hospitals, hotels, public buildings, schools, apartment houses, offices and homes. It can be washed repeatedly and easily without harming the finish. Furnished in 12 modern colors.

Coverage—Covers approximately 400 sq. ft. per gal., properly primed, first coat and 500 to 550 sq. ft. per gal., second coat, on smooth plaster.

SPEED-WALL GLOSS*

Especially prepared for use on the walls of kitchens, bathrooms, and other wall surfaces that must be washed or cleaned frequently.

This interior wall finish dries with a high gloss. The film is hard, tough, and adhesive, and can be washed frequently without impairing its brilliancy. It is an ideal finish for walls, and can be used with satisfaction on woodwork where a high gloss, wear-resisting finish is desired. Aside from the home, it is adaptable for use in hospitals, bakeries, dairies, hotels, and office buildings, where a finish embodying the qualities of this product is desired. It works easily under the brush, shows no laps, brush marks or sags.

Furnished in white, and eight popular tints. It is applied in the same manner as all other wall finishes, and two coats over a properly primed new wall surface, will produce a very satisfactory finish.

On smooth plastered, well-primed walls, a first coat will cover from 450 to 500 square feet per gallon, while the second coat will cover from 550 to 600 square feet, one coat to the gallon.

ENDURANCE WOOD STAINS*

These are penetrating stains which greatly enhance the natural beauty of all woods—they require no wiping. They are specially recommended for application to unfinished wood surfaces such as the inside trim in houses and other buildings. Available in all popular colors.

Coverage—Covers approximately 1000 sq. ft. per gal., 1 coat.

INTERIOR Glidden PRODUCTS

PLI-NAMEL*

The Perfect Enamel Coating for Concrete Floors; Interior Masonry Surfaces

IN THE HOME: Pli-Namel is a new, absolutely moisture-proof enamel for Basement, Garage, Porch, Recreation, Laundry, Bath and Shower Rooms. Scrubbing tests in "TIME-TESTED" laboratories prove that Pli-Namel outwears ordinary floor enamels. Repeated washings of Pli-Namel do not affect its film or color. Scuffing foot traffic, abusive furniture moving, spilled alcohol or chemicals will not mar its finish.

IN INDUSTRY: Pli-Namel is effective against heavy foot and vehicular traffic in Manufacturing Plants, Filling Stations, Garages, Dairies, Bakeries, Offices, Schools, Hotels, Commercial Buildings, Laboratories, etc. Pli-Namel insures long-time economy in industrial maintenance painting costs.

PLI-NAMEL IS MADE OF COSTLY MATERIALS— THAT'S WHY IT GIVES BETTER RESULTS

The basic ingredient of Pli-Namel is a thermo-plastic, non-oxidizing synthetic copolymer resin having outstanding properties, superior to natural rubber resins. Pli-Namel is highly resistant to moisture, moisture-vapor, acids, alkalies, and other corrosive chemicals, which cause rapid deterioration of metal, concrete, plaster and other masonry surfaces.

For Heavy Duty Industrial Maintenance, Moisture and Severe Fume Conditions, Acids, Alkalies, Etc.

Interior metal surfaces, structural steel, machinery and plant equipment subjected to moisture, moisture-vapor and fumes from the action of acids which destroy ordinary paint films are successfully protected with Pli-Namel. Pli-Namel is especially effective **FOR METAL AND CONCRETE** in heavy Industrial Mills and Shops, Bakeries and Food Processing Plants, Breweries, Bottling Plants and Distilleries; Citrus Juicing and Packing Industries, Dairies and Dairy Product Industries, Fruit and Vegetable Canneries; Fertilizer, Chemical and Soap Plants; Laundries; Mines; Pulp and Paper Mills, Rayon Textile, Bleaching and Dye Mills; Steel, Rubber and Glass Industries; Water and Sewage Disposal Plants and many others.

- Copolymer plastic base assures durability and long life on surfaces subjected to hard wear.
- It's waterproof. Will not loosen, blister or soften.
- Alkali-resistant. Corrosive action of alkali, free lime and acids will not injure the Pli-Namel film.
- Resists acids, acid fumes, moisture, and moisture-vapor. Anti-corrosive.

FLORENAMEL*

A true enamel for wood, concrete or old linoleum floors. A fine, durable finish for floors because of its resistance to moisture, acids and alkalies. Its high gloss and easy working properties also make it ideal for plastered walls where a glossy washable surface is desired. This floor enamel is quick-drying and under normal conditions can be walked on in from six to eight hours. Extremely tough, it will withstand hard wear and repeated washings.

Coverage—For Wood floors and old Linoleum, covers approximately 500 sq. ft. per gal., 1 coat. For Concrete floors, covers approximately 400 sq. ft. per gal., first coat and 500 to 550 sq. ft. per gal., second coat.

RIPOLIN Q.D. ENAMEL

The original Holland enamel RIPOLIN has been used in the finest homes, buildings and famous structures that are the pride of the greatest European and American decorating craftsmen. Glidden now makes this superb, ultra enamel available to discriminating homemakers who require the *best*.

Outstanding Features

- Produces a hard lustrous surface like fine porcelain.
- Excellent for doors, trim, wooden and metal furniture, refrigerators, wood and metal cabinets, bicycles, automobiles, canoes, yachts (Ripolin is used almost universally on the world's finest racing yachts). In fact RIPOLIN can even be used outside for porches and home exteriors.
- One stroke covers. A little RIPOLIN goes a long way—so that, while it costs somewhat more than ordinary enamels, RIPOLIN is actually more economical because it goes farther.
- Flows beautifully from the brush.
- Extremely durable. Wears for years and years.
- Contains specially selected pigments and the finest synthetic resins available.

JAPALAC ENAMEL*

This fine enamel will capture that "new look" for your kitchen in a matter of hours. This one-coat enamel in 16 bright colors dries quickly to a tile-like gloss. It is easy to keep clean. Chip-proof, wear-proof and fade-proof. Brushes easily leaving no brush marks. Extremely durable. Resists heat and water. Use it on kitchen and bathroom walls, trim and woodwork; on interior furniture, fixtures, woodwork. Add sparkle to your next paint job with this gay, long-lasting enamel. Also for use on exterior surfaces—see Exterior Products.

Stove Pipe Or Iron Enamel

This heat resisting Black Enamel is intended for use on all parts of the stove except that surface subjected directly to the flame. It does not have the disagreeable odor, characteristic of most enamels of this type, and will retain its gloss for some time. This Iron Enamel is equally satisfactory for use on all surfaces around the home where a Black Enamel finish is desired, and particularly those subjected to heat—such as furnace doors, hot water pipes, andirons, radiators, etc.

* For Actual Colors See Color-Chip Pages at Back of This Section.

GLD33420

INTERIOR Glidden PRODUCTS

VARNISHES and FLOOR FINISHES

GLIDDENS PAR VARNISH

This varnish is recommended as the finest varnish available today for either exterior or interior use. Assures maximum water resistance, elasticity and adhesion.

Coverage—Covers 650 sq. ft. per gal., first coat and 750 to 850 sq. ft. per gal., second coat.

WEARETTE VARNISH

Here is a high-grade varnish for the finest interior use for finishing woodwork, trim, casings and doors. It is pale in color, works easily and is extremely elastic and durable. It dries dust free within three hours and is dry enough to handle in from 12 to 18 hours, depending upon drying conditions.

Coverage—Covers approximately 800 sq. ft. per gal.

RAPIDCOTE VARNISH

A new synthetic, four hour varnish that dries rapidly, staying wet just long enough to permit free brushing and that does not show brush marks or laps. It is absolutely water-proof, pale in color, elastic and very durable. It was primarily developed for floors and is capable of resisting the wear and abuse to which floors are subjected, consequently, it qualifies as a fine finish for any interior work where a quick-drying varnish is required.

Coverage—Approximately 800 sq. ft. per gal.

LIKARUB VARNISH

A flat finish that dries with a rubbed or egg-shell effect without the expense of the very costly rubbing operation. Recommended for radio cabinets, furniture and other woodwork in the home.

Coverage—Covers approximately 400 square feet per gallon, 2 coats.

FLOORETTE VARNISH

This is the highest grade of floor varnish manufactured: heavy body; extreme fullness; high gloss; waterproof; scuffproof, and extremely elastic. Formulated with latest types of synthetic resins.

Coverage—Covers approximately 400 square feet per gallon, 2 coats.

PENETREX FLOOR FINISH

PENETREX—A penetrating type of finish for floors. It affords unusual protection against staining and discoloration as well as imparting wearing qualities. This product penetrates deeply and seals the pores of the wood. It is best applied by brushing on to the

surface liberally and then removing by wiping off any excess that stays on the surface for more than 15 minutes. A wood surface should be carefully sanded and made smooth before applying the varnish and a light mossing with steel wool is advisable between coats.

Coverage—400 to 600 sq. ft. per gal., 1 coat.

JAPALAC VARNISH STAINS*

These beautiful stains serve a double purpose. They provide a rich color and also a durable varnish finish. With Sunshine Finish Stain it takes but one easy operation to preserve and bring out the beauty of any wood. Dries in four hours, leaving a surface of high luster and great durability. Available in four colors.

SPEEDOLEUM

For use on linoleum or oil cloth. Pale in color, it is elastic, quick drying and very durable. It successfully withstands the hard usage to which linoleum or varnish is subjected. One coat of this varnish over an old worn surface of linoleum will restore the brightness of the original finish and prolong the life of the linoleum. Dries to walk on over night.

MASTICRETE

MASTICRETE is a permanent and efficient material for patching or resurfacing all types of traffic-bearing surfaces of concrete, wood, metal, tile, asphalt and composition. It is particularly good for patching floors in factories, warehouses and basements and on sidewalks, loading platforms, runways, etc. It can be applied in any thickness—works down to a feather edge—and will bond securely to any clean, firm surface. Descriptive literature and complete directions available on request.

GYM-FLOOR VARNISH

GYM-FLOOR VARNISH is a product for use as its name implies. It is not film forming but penetrates deeply into the wood, making the surface easy to clean and eliminating the unsightly blemishes caused by scratching, scuffing, stain and the burns of gymnasium shoes. In addition to gymnasiums it is recommended for use in schools, public buildings, stores and warehouses as a dependable and economical varnish. It can be mopped onto the floor instead of brushed. Its use instead of shellac is recommended on all floor finishing schedules because there is an affinity between varnish products while varnish will peel and chip from a heavy coat of shellac.

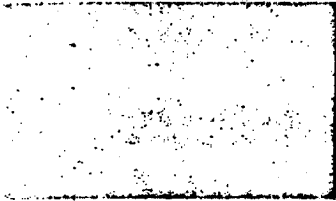
Coverage—Covers approximately 300 sq. ft. per gal., 1 coat.

Glidden

ENDURANCE HOUSE PAINT



1856 IVORY



1859 LIGHT GRAY

1806 CREAM WHITE



1809 BEIGE

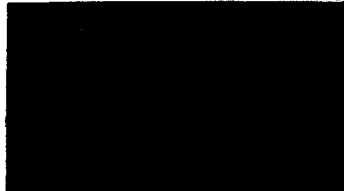


1860 MEDIUM GRAY

1831 COLONIAL YELLOW



1812 COTTAGE BROWN



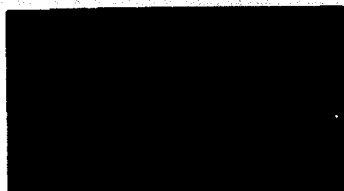
1844 THISTLE GREEN



1828 CRYLIGHT GREEN



1858 SHADOW WHITE



1813 TOBACCO BROWN

1857 CREAM

ALSO MADE IN 1800 OUTSIDE WHITE AND 1802 BLACK

COLORS FOR SHUTTERS, TRIM & TRELLIS



25 RADIO BLUE



20 COLONIAL BLUE

37 LIGHT YELLOW



3 ROYAL RED



92 CHESTNUT BROWN



71 SHUTTER GREEN

GLD33422

Glidden

Glidden

FLOOR FINISHES

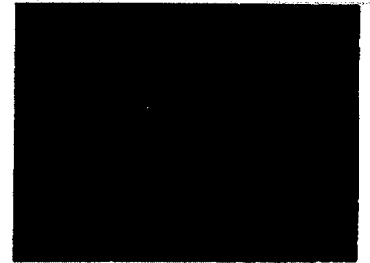
FLORENAMEL & PLI-NAMEL
(For Interior & Exterior Use) (For Interior Use)



863 WARM GRAY



861 DECK GRAY
★815 CONCRETE GRAY



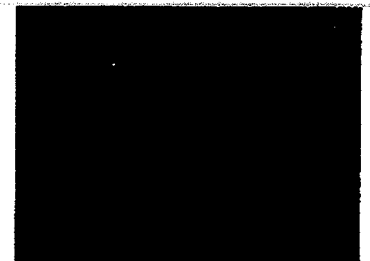
853 LIGHT OAK



854 TILE RED
★820 NAVAJO RED



856 DARK OAK
★818 LEATHER TAN



873 SAND GRAY
★822 STONE GRAY



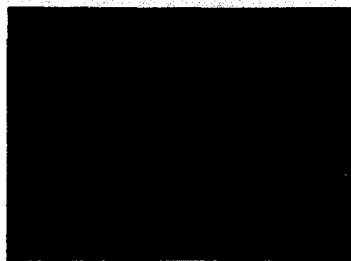
857 BLUE
★819 DELFT BLUE



871 TILE GREEN
★821 TURF GREEN



872 WALNUT



865 MAHOGANY

LONG-LASTING COLORS

Pli-Namel retains its color throughout its long life, withstanding water and alkali. May be scrubbed repeatedly with strong cleaning agents. Our floor finishes are tough . . . suited for exterior floor porches, canvas decks, etc., interior floors, wood, linoleum, concrete, baseboards, etc. . . in pleasant, permanent, high-gloss colors.

★Pli-Namel Colors and Numbers.

ALSO MADE IN 850 BLACK

GLD33423

Glidden

Glidden

INTERIOR WALL FINISHES

SPEED-WALL FLAT; SPEED-WALL SEMI-GLOSS; SPEED-WALL GLOSS



Flat 4702 DUTCH IVORY
Semi-Gloss 4602 IVORY
Gloss 4502 WARM IVORY



Flat 4701 BUHRSTONE
Semi-Gloss 4601 BONE WHITE
Gloss 4501 OYSTER WHITE



Flat 4703 DEVONSHIRE CREAM
Semi-Gloss 4603 RICH CREAM
Gloss 4503 CASHEW CREAM



Flat 4706 BLUE PASTEL
Semi-Gloss 4606 POWDER BLUE
Gloss 4506 DRESDEN BLUE



Flat 4704 PALE YELLOW
Semi-Gloss 4604 JONQUIL
Gloss 4504 SUN GLOW



Flat 4709 CHELSEA BLUE
Semi-Gloss 4609 BLUE CHINA
Gloss Not available in Gloss



Flat 4710 DUSTY BLUE
Semi-Gloss 4610 CLOUD BLUE
Gloss Not available in Gloss



Flat 4712 AQUA TINT
Semi-Gloss 4612 OCEAN SPRAY
Gloss 4512 POOL GREEN



Flat 4711 MIST GREEN
Semi-Gloss 4611 MINT GREEN
Gloss 4511 ONYX GREEN



Flat 4706 ROSE DUST
Semi-Gloss 4606 SHADOW ROSE
Gloss Not available in Gloss



Flat 4705 TEA ROSE
Semi-Gloss 4605 PEACH GLOW
Gloss 4505 CORAL PINK



Flat 4713 SEACREST GREEN
Semi-Gloss 4613 LEAF GREEN
Gloss Not available in Gloss

ALSO MADE IN FLAT WHITE,
SEMI-GLOSS WHITE and
GLOSS WHITE



Flat 4707 BEACH GRAY
Semi-Gloss 4607 SMOKE TONE
Gloss Not available in Gloss

GLD33424

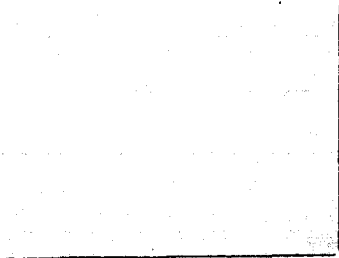
SEE COLOR CARD FOR ADDITIONAL COLORS THAT CAN BE OBTAINED BY INTERMIXING

Glidden

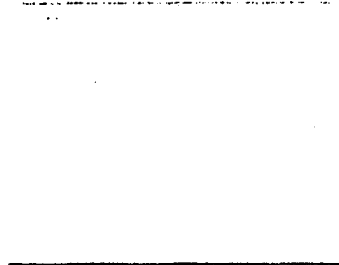
Glidden

SPRED *Luster*

WATER-MIX ENAMEL



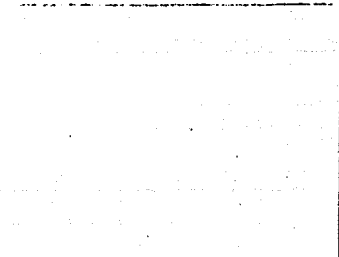
3306 SOFT PEACH



3310 LIGHT AQUA



3313 DUSTY WHITE



3308 ROSEWOOD



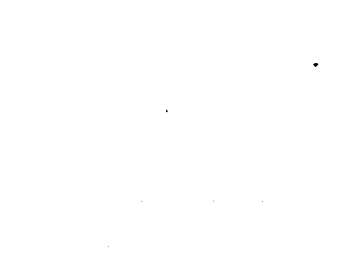
3311 BLUE JADE



3314 EMBER GRAY



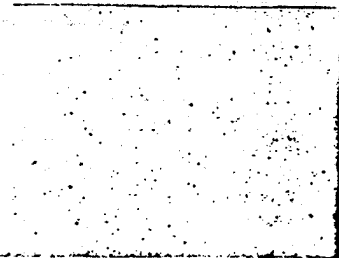
3307 SEAFOAM



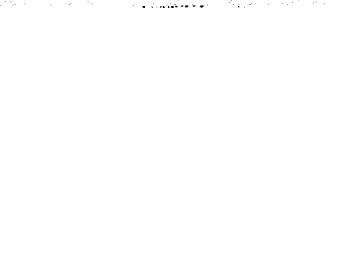
3301 IVORY SATIN



3305 SUNLIGHT



3309 FOREST GREEN



3302 RICH CREAM



3312 BLUE HAZE

ALSO MADE IN 3300 WHITE

SEE COLOR CARD FOR ADDITIONAL COLORS THAT CAN BE OBTAINED BY INTERMIXING

GL033425

Glidden

Glidden

SPRED *Flat*

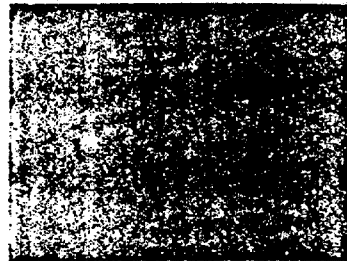
WALL FINISH

3006 PEACH BLOOM

3010 ROBINS EGG BLUE

3013 BONE WHITE

3008 DUSTY ROSE



3011 PEACOCK BLUE

3014 HEARTHSTONE

3007 FOAM GREEN

3001 LIGHT IVORY

3005 CANARY

3009 ANTIQUE GREEN

3002 CREAM

3012 LT. WEDGEWOOD BLUE

ALSO MADE IN 3000 WHITE

SEE COLOR CARD FOR ADDITIONAL COLORS THAT CAN BE OBTAINED BY INTERMIXING

GLD33426

Glidden

Glidden

**SPRAY-DAY-LITE
AND
BRUSH-DAY-LITE
WALL FINISHES**

For Spray

For Brush

For Spray

For Brush

For Spray

For Brush

For Spray

For Brush

1160

AQUA

1190

1166 SUNLIGHT YELLOW 1186

1169 FOREST GREEN 1189

1168 SANDSTONE 1188

1170

TURQUOISE

1197

1162

SILVER

1182

1141 PEACH BLOSSOM 1151

1164 FERN GREEN 1184

ALSO MADE IN
1143 LIGHT BONE WHITE
for SPRAY
1153 for BRUSH

ALSO MADE IN
1160 WHITE for SPRAY
1191 for BRUSH

1183

IVORY

1183

1142 LT. WEDGEWOOD BLUE 1182

DAY-LITE DAY ENAMELS



3136 LT. OCEAN GREEN



3118 LT. SUNTAN



3133 LT. MOSS GREEN



863 MEDIUM GRAY



3135 OCEAN GREEN



3117 SUNTAN



3134 MOSS GREEN



857 GULF BLUE

ALSO MADE IN
853 LIGHT OAK
856 DARK OAK
871 TILE GREEN
861 SLATE GRAY
873 SAND GRAY



870 CHOCOLATE BROWN



854 BRICK RED

ALSO MADE IN
865 MAHOGANY
872 WALNUT
885 WHITE

GLD33427

Glidden

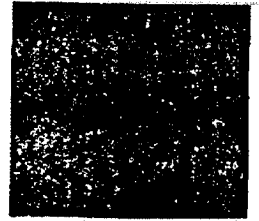
JAPALAC ^{FOUR HOUR} ENAMEL AND JAPALAC VARNISH STAINS



1251 CERAMIC BLUE

1218 CREAM

1255 LIGHT IVORY



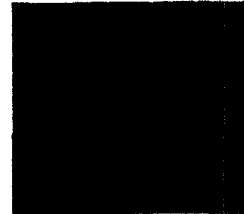
1212 BUD GREEN



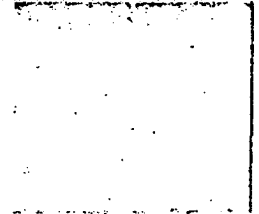
1256 VERMILION



1259 WALNUT BROWN



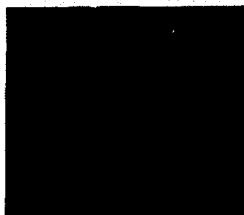
1234 JADE GREEN



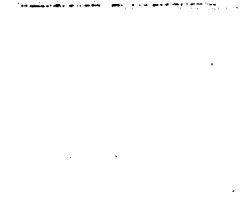
1252 ORANGE



1219 DAWN GRAY



1250 DELPHINIUM



1214 PEACH



1258 BEIGE



1246 RICH BLUE



1253 DUSTY ROSE



1254 EMPIRE GREEN



1230 GOLDEN YELLOW

ALSO MADE IN 1217—GLOSS WHITE and 1207—BRILLIANT BLACK;
1209—FLAT WHITE and 1208—DEAD BLACK

JAPALAC VARNISH STAINS



MAHOGANY



WALNUT



LIGHT OAK



GLD33428

Glidden

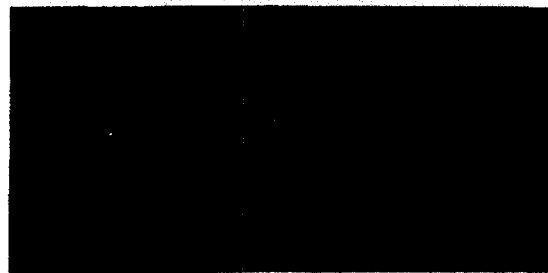
Glidden

FARM PAINTS

ENDURANCE BARN PAINT



500 BARN RED



501 BARN GRAY

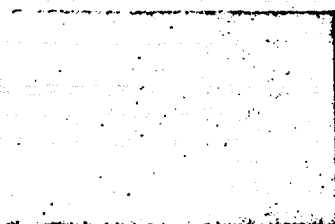
TRUCK, TRACTOR AND MACHINERY ENAMEL

108 J.D. YELLOW

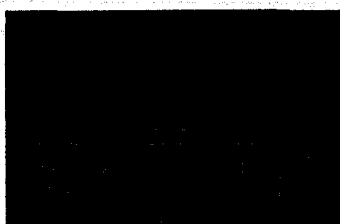


113 I.H.C. RED

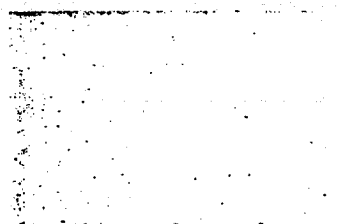
112 HI-WAY YELLOW



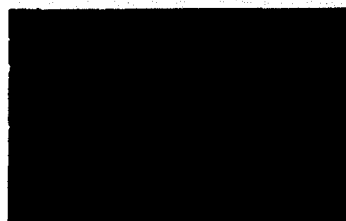
109 NEW FORDSON GRAY



114 I.H.C. BLUE



110 CLETRAC ORANGE



111 J.D. GREEN



115 A.C. ORANGE

ALSO MADE IN 100 BLACK

GLD33429

Glidden

OIL WOOD STAINS



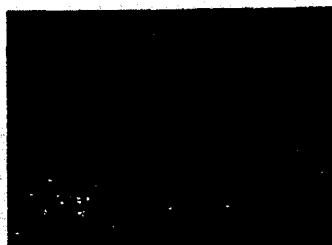
230 LIGHT OAK



232 GOLDEN OAK



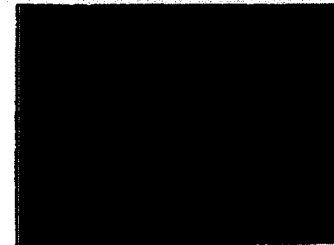
231 DARK OAK



233 CHERRY



235 MAHOGANY



234 WALNUT



238 MAPLE

FOR STAINING ALL WOOD

Oil Wood Stains preserve the beauty of natural wood. Excellent for both interior and exterior use. Rich-toned, clear and permanent in color. Easy to use. Require only light wiping, depending, of course, on the depth of stain desired. Oil Wood Stains are primarily designed for use on new, unfinished wood. If application is desired over wood already finished, old finish must first be removed with Ad-El-Ite Paint and Varnish Remover.

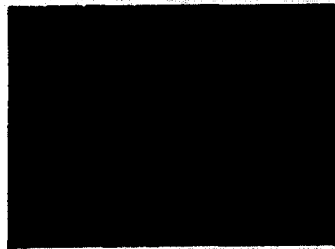
Oil Wood Stains are ideal for use on: **EXTERIOR . . . Outside Doors . . . Window Sills. Porch Floors . . . Woodwork under Eaves . . . Porch Ceilings and Vestibules. INTERIOR Furniture . . . Inside Woodwork . . . Inside Floors . . . All Wood Paneling . . . Etc.**

Glidden

ENDURANCE WOOD STAINS



218 LIGHT MAHOGANY



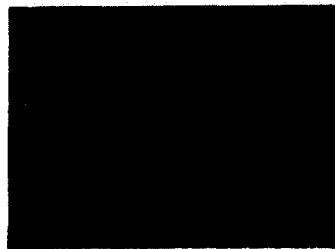
219 DARK MAHOGANY



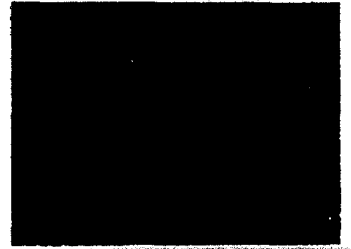
217 BROWN MAHOGANY



215 WALNUT



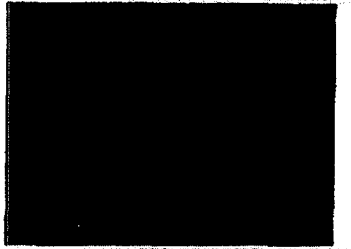
206 MISSION OAK



220 MAPLE



201 LIGHT GOLDEN OAK



202 DARK GOLDEN OAK

FOR NEW WOOD AND PROPERLY
PREPARED OLD WOOD

GLD33431

Glidden

Glidden

SPEEDENAMEL

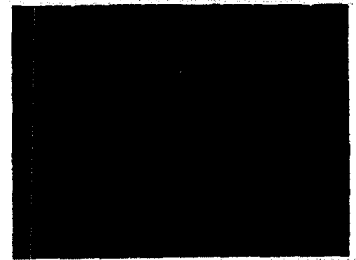
AUTOMOTIVE FINISH



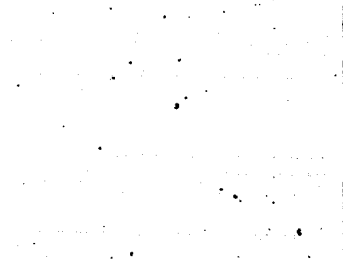
454 ROYAL BLUE



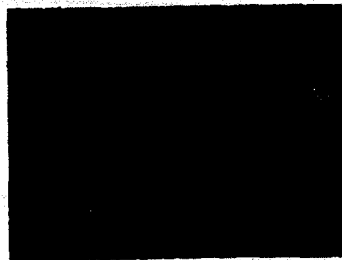
450 FIRE RED



448 DOVER GRAY



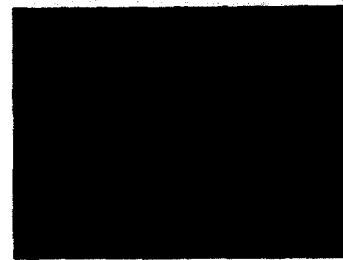
447 JERSEY CREAM



451 DESERT SAND



449 SAGE GREEN



452 WINDSOR BLUE



453 AUTUMN BROWN



437 FAYETTE GREEN

- Easy to Apply
- Non-fade Colors
- Withstands severe weather
- For Exterior and Interior use



441 MONROE MAROON

**ALSO MADE IN 430 BLACK
AND GRAY PRIMER AND FILLER**

- Quick Drying
- Elastic Oil Enamel
- Automobiles, Motorcycles
- Wood or Metal Furniture

GLD33432