Endurance Paint (*Prepared*)

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FOR USE

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NEW WORK—New wood should always be primed with **Endurance Base-Coat**. This specially prepared first coater will insure perfect results and is much safer to use on present day lumber. **Base-Coat** is for use on all kinds of wood and particularly the porous and absorbent types such as cedar and redwood. The resinous and sappy types such as yellow pine, spruce, gum and fir will also give a longer wearing and better finished result when primed with **Base-Coat**. **Endurance Base-Coat** should be applied as it comes from the container. Under no conditions should **Endurance Base-Coat** be reduced.

Second Coat—It is well to add a small amount of spirits of turpentine to **Glidden Endurance Paint** (*Prepared*). This reduces the gloss of the second coat and gives a better surface for the third coat.

Third Coat—**Endurance Paint** (*Prepared*) should be used just as it comes from the can for ordinary conditions. These three coats are always recommended for new work. Each coat should be brushed out well and allowed sufficient time to dry thoroughly.

OLD WORK—The number of coats required depends on the condition of the old paint. If the old paint is seriously cracked, blistered or checked it should be entirely removed and the surface treated as new work using **Base-Coat** as the first or priming coat. When the old paint is in good condition two coats of **Endurance Paint** (*Prepared*) are sufficient. To the first coat, add a pint of turpentine to the gallon to insure penetration and incorporation with the old paint. The second coat should be applied as it comes from the can.

Whenever **Glidden Endurance Paint** (*Prepared*) appears a trifle too heavy in body for easy working, it may be thinned with a small amount of linseed oil carefully stirred into the paint. Under ordinary circumstances it is never necessary to add driers.

ESTIMATING QUANTITY

Glidden Endurance Paint (*Prepared*), as it comes from the can, will cover 360 square feet of surface, per gallon, two coats.

Multiply the number of feet around the house by its average height, and divide by 360. To this figure add one tenth to one fifth, for edges, architectural decorations, etc. This will give you the number of gallons required for two coat work. If a third coat is to be used, add half again as much. The fraction added will usually provide enough paint for the trim, although these figures are subject to some variation for the reason that conditions are not always the same.

ompany, National Headquarters, Cleveland, Ohio

Glidden Products

For Buildings—Outside
- Glidden Endurance Paint Prepared
  All Regular Colors and Black and White
- Glidden Endurance White Semi-Paste
- JapSpar. (The All-Test Varnish)
- Glidden Spar
- Bakelite Base Spar Varnish
- Glidden Endurance Shingle Stains
- Zinc-O-Lith House Paint
- Titan-O-Zinc Outside White
- Endurance Base-Coat
- Tinners Red

For Concrete and Stucco Buildings
- Glidden Liquid Cement Coating. White and Colors
- White Cement Enamel
- Colorless Waterproofing

For Interior Decoration
- Glidden Flat Wall Finish. White and Colors
- Endurance Wood Stains. Many Colors
- Ripolin. The Original Holland Enamel Paint
- Wearette Interior Varnish
- Lit-a-Rub Varnish. For Rubbed Effects
- Kitchen Enamel
- Velvo-Glo
- Ad-El-Ite Kalsomine
- ...lite. The Original Brushing Lacquer
- Zinc-O-Lith Enamel
- Rapid-Cote Varnish—Dries in 4 Hours
- Titan-O-Zinc Highest Grade Flat Wall Finish
- Endurance Speedwall, Semi-Gloss Finish

For Floors
- Floorette Varnish
- Concrete Floor Dressing. Colors and White
- Glidden Porch and Deck Paint
- Glidden Inside Floor Paint
- Glidden Florenamel
- ...lite. The Original Brushing Lacquer

For the Farm
- Glidden Barn Paint
- Glidden Implement and Tractor Paint

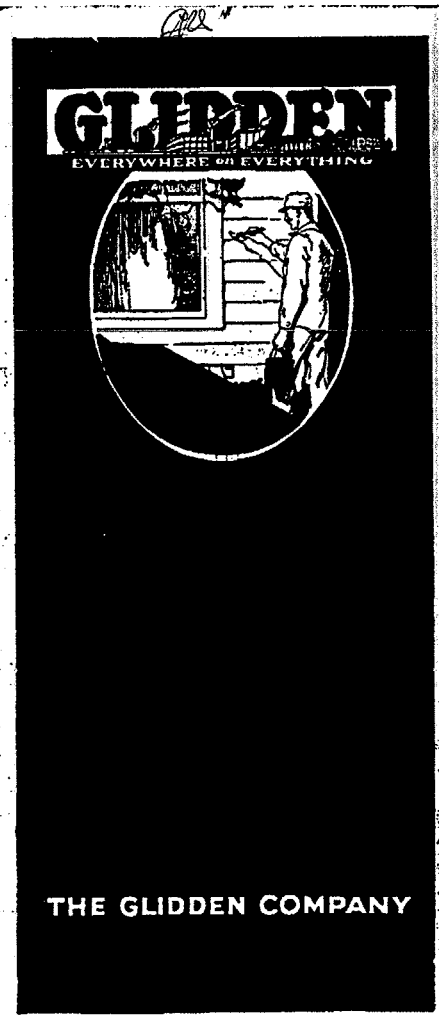
For the Vehicle
- Auto and Carriage Varnishes and Japans
  Colors in Japan
- Ripolin Motor Enamel
- Speedenamel—Dries in 4 Hours
- Top-Cote (Auto Top Dressing)

For General Use
- Glidden Endurance Tub and Can Enamel
- Glidden Endurance Colors in Oil

For Household Finishes
- Jap-A-Lac Household Finishes
- Glidden Handy Home Paint
- Glidden Stove Pipe Enamel
- Glidden Screen Enamel
- ...lite. The Original Brushing Lacquer
- Zinc-O-Lith Enamel
- Zinc-O-Lith Flat
- Rapid-Cote Varnish—Dries in 4 Hours
- Titan-O-Zinc Master Painters' Rapid-Drying Enamel
- Endurance Speedwall, Semi-Gloss Finish

For Factory Upkeep
- Daylight Mill White. For All Interior Surfaces
- Sul-Fight Mill White. Sulphur and Gas Resisting
- Factory and Roof Paint
- Nev-a-Rust
- Inside Cold Water Paint
- Zinc-O-Lith Enamel
- Zinc-O-Lith Flat

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Our Definition of Good Paint

Good paint means the best quality raw materials, ground together and thoroughly incorporated with each other, on properly designed modern paint grinding machinery, *accordingly to a scientifically correct formula.*

The first essential is pure linseed oil, which *forms* the protecting and weather-resisting film that binds the pigments to the surface covered. No perfect substitute has ever been discovered for pure linseed oil. Every shipment of oil that comes into our plant is tested chemically and must conform to a scientific schedule of requirements before it is accepted for use in Glidden Products.

Then the pigments used in **Glidden Endurance Paint** (*Prepared*) are selected and bought with similar care. In this paint we use the same pigments that are used in the manufacture of the highest grade enamels and color varnishes which are made for and used by the largest industrial concerns in the country. So you know the quality must be right.

In manufacturing **Glidden Endurance Paint** (*Prepared*) we selected raw materials that would produce the greatest possible durability and permanence, with proper working qualities. To these we added the scientifically correct percentage of inert pigments that serve to give "tooth" to the paint, to increase its durability and to neutralize any free fatty acids that may be present in the oil.

The formula *are not theoretical*, but conform with the best modern paint-making practice. Each formula has been put through the most rigorous tests, under adverse conditions, and has shown a permanence and durability which no other formula for the same use can produce.

Glidden Endurance Paint (*Prepared*) works easily, covers well, resists wear and weather, has extreme durability, leaves a good uniform surface for repainting and costs less than others when measured by the years of service that it gives.

Endurance Base-Coat

ENDURANCE BASE-COAT (*Foundation Coating*) is a new and remarkable piece of goods to be used as a priming coat on new or old work. Its pigment is new and very sharp and will adhere tenaciously to the surface. It affords the proper tooth for the succeeding coat of paint. The vehicle of **Endurance Base-Coat** embodies an elasticity of film that is maintained just as long as one of linseed oil. It is unusually waterproof, dries hard, and will eliminate the possibility of blistering, peeling and checking of succeeding coats. *Another distinct superiority of* **Base-Coat** is in its sealing properties. Succeeding coats of paint will spread further per gallon over **Base-Coat** than over other primer and it will hold out these coats with more body and fullness to the film.

Endurance Base-Coat is made in white on a neutral shade of gray and *is to be applied to new wood just as it* comes from the can without any reduction. It is also satisfactory for old work and should be used without reduction after all blisters, scale and loose paint of the old film have been removed.

Endurance Base-Coat covers approximately 600 square feet per gallon.

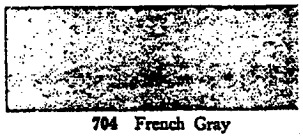
GLIDDEN ENDURAN

	Trimming Colors		Trimming Colors	
700 Cream White	705X 720	704 French Gray	723 721	701 Light
707 Buff	716 720	702 Old Ivory	707 White	709 Lemon
*725 Vert Green	700 White	708 Pearl Gray	710 White	713X Ligh
720 Cottage Brown	703 706	726 Thistle Green	701 700	715 Light Te
723 Dark Green	704 700	716 Centennial Brown	703 720	721 Leathe

NATIONAL HEADQUARTERS
CLEVELAND, OHIO

ALSO MADE IN OUTSIDE GLOSS, INSIDE WHITE G
COLORS MARKED (*) ARE HI

GLIDDEN ENDURANCE PAINT [*Prepared*]

Trimming Colors		Trimming Colors		Trimming Colors		Trimming Colors	
705X 720	 **704** French Gray	723 721	 **701** Light Buff	703] 720	 **724** Silver Gray	708 710	
716 720	 **702** Old Ivory	707 White	 **709** Lemont Stone	710 701	 **703** Flesh Tint	700 720	
700 White	 **708** Pearl Gray	710 White	 **713X** Light Sage	726 723	 **711** Sky Blue	For Coves Ceilings Etc.	
703 706	 **726** Thistle Green	701 700	 **715** Light Terra Cotta	721 720	 **727** Orange	705X White	
704 700	 **716** Centennial Brown	703 720	 **721** Leather Brown	701 716	 **712** Medium Blue	For Coves Ceilings Etc.	

ALSO MADE IN OUTSIDE GLOSS, INSIDE WHITE GLOSS, INSIDE FLAT WHITE AND BLACK
COLORS MARKED (*) ARE HIGHER IN PRICE

Glidden Endurance Paint (*Prepared*)

The Right Way to Paint

For best results observe these precautions. Remember that no paint that is not properly applied will give its greatest value. Not infrequently an inferior paint properly applied will give better service than a better paint carelessly used.

Employ a good reliable painter. See that your labor is efficient and thorough, and the paint will give you additional wear.

The surface to be painted should be removed with wire brush, sandpaper, or burning, depending on its condition. Soot and grease should be washed off and sappy knots should have a coat of shellac.

Do not paint in damp or cold weather when it can be avoided. Paint does not adhere well or dry thoroughly when the surface is moist or when the weather is too cold. On new work it is also best to wait until plastering is thoroughly dry before painting.

No paint can be better than its foundation. Do not paint over Ochres or other cheap primers and do not use non-drying or mineral oils for priming. Improper priming is sure to cause early deterioration in the finishing coats.

Well brushed, thin coats are better than heavy coats. Best results are never secured by trying to make two heavy coats do the work when conditions demand three coats. All coats should be well brushed out and allowed sufficient time to dry thoroughly before recoating.

Use good brushes and only pure linseed oil and pure spirits of turpentine for thinning.

Glidden Endurance Paint (*Prepared*), contains sufficient driers for average conditions, and while we are content to trust the judgment of a good painter in such matters, we believe that the best results are secured through the use of raw linseed oil instead of boiled oil. This depends somewhat upon weather and climatic conditions and the discretion of the painter will govern his recommendations.

DIRECTIONS FOR USE

Pour off from the can nearly all of the liquid; with a flat paddle that will reach the corners of the can, stir the pigment and the remaining portion of liquid together until the mixture is creamy, then add the rest of the liquid a little at a time, continuing the stirring. Then pour the paint from one can to another several times, until it is of smooth, even consistency.

Glidden Endurance Paint (*Prepared*) as it comes from the can is the proper consistency for finishing coat work. The amount of further thinners that may be added depends on the judgment of the painter, bearing the following conditions in mind.

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