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Painting and Decorating CONTRACTORS HANDBOOK

GLIDDEN PAINTS

★ Everywhere on Everything ★

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Because Painting and Decorating Contractors do not often have the opportunity to get together and benefit by an interchange of ideas, The Glidden Company has compiled this Painting and Decorating Contractors' Handbook, based on suggestions and experiences supplied by successful painters and decorators.

It is offered purely in the hope that all or some of its suggestions may prove of practical value to the professional painter and decorator.

Every Contractor has his own particular local conditions to consider... each Contractor's methods and practices differ. However, as a large paint producing organization closely associated with a great many Painting and Decorating Contractors, The Glidden Company has the opportunity to observe and learn many practices, as presented in this manual.

President

THE GLIDDEN COMPANY

WALL FINISHES

There are many factors which have added to the popularity of paints for wall decoration. It has been learned that colors properly selected have the ability to increase or decrease the apparent size of a room in height, width or length.

Paint is more economical than wall paper and more easily cleaned; the modern pastel shades in which these products are supplied, or tinted from the white by the painter, lend a cheerfulness and warmth not found in the more somber tones used in the past.

Wall paints are produced in three distinct and washable finishes—Flat, Semi-Gloss and Gloss. Each of these finishes has a distinct place in the home where it is best adapted for use. The Gloss and Semi-Gloss finishes should be used in kitchens, bathrooms, and on any other surfaces subjected to moisture, steam and deposits of grease from cooking, which make frequent washing necessary.

Speed-Wall (Semi-Gloss) Quick-Drying

Speed-Wall Semi-Gloss is a recent development of our laboratories and has met with the immediate acceptance of the painter. Its film is as closely knit and impervious to moisture as high gloss enamels; yet it dries with a dull eggshell finish which makes it practical for use in living rooms because it does not produce strong light reflections or glare. Its ability to with-



Speed-Wall cleans as easily as tile.

stand repeated washings also makes it an ideal finish for the kitchen, bathroom or even the laundry.

Aside from use in the home, Speed-Wall has been adopted as a standard finish for use in hospitals, hotels, public buildings, schools, apartments houses and offices . . . in fact in every place where a wall finish of unusual durability is required.

Speed-Wall Flat

This is a product upon which the painter has definitely placed his stamp of approval. It is exceptional in its working properties. The ease with which it works under the brush is always favorably commented upon. Then, too, the length of time it stays open is a factor because every possibility of laps, due to quick setting, is eliminated.

In recommending this product for use in the hospital, sanitarium, hotel and school, you can unhesitatingly tell your client that it contains no harmful pigments; that it is germ-proof and can be easily washed.

Speed-Wall Flat Wall Finish dries with a slight sheen that indicates a solid, impervious film which can be washed easily. It is neither dull nor lifeless.

There is a wide variety of uses to which material of this type can be put . . . such as on plaster surfaces, rough, smooth or unfinished; composition wallboard; burlap; as well as on metal ceilings and wood surfaces. This product, in its various colors, is often used as an undercoat for colored enamels. In such instances it is well to reinforce each gallon with a quart of the finishing enamel.

Speed-Wall Flat Wall Finish is supplied in white and many very popular soft tints. However, the painter using white as a base can produce any desired tint by the use of Colors in Oil, or by inter-mixing any of the colors.

Speed-Wall Gloss (Interior Enamel)

Many times low cost is an important factor with the painter in obtaining a paint job. Material cost, although only a small percentage of the total cost of any paint job, frequently has a bearing on the placing of the contract. To meet the needs of an economical job, this line has been developed in white and a complete assortment of attractive shades.

Speed-Wall Gloss works easily, shows no laps, has sufficient flow to eliminate brush marks without sags, and dries with a high lasting gloss.

Speed-Wall Interior Base Coat

This product is also a recent development in our laboratories. It successfully seals the most porous surfaces and counteracts the action of alkali and hot lime present in such wall surfaces.

It is quick drying and should be reduced with one pint of mineral spirits to each gallon for best results. It penetrates deeply into the plaster, successfully seals it, and at the same time sets up and dries quickly enough so that it can be recoated the same day if drying conditions are favorable.

Speed-Wall Interior Base Coat is a pigmented size and because of its opacity, in many instances, will reduce the number of finishing coats ordinarily needed.

Dricoat

A white pigmented flat finish designed for application to wet or damp interior walls of plaster, concrete and brick, also to fresh plaster, cement, etc. A breather type of finish which permits the passage of moisture through its film. Supplied in White only and for best results two coats are recommended.

Reflect-O-Lite

This superior product is available either as Reflect-O-Lite Soya Protein Paste Wall Finish or Casein Dry Powder Wall Finish. It is washable and gives the painter a new talking point when going after business where this type of paint is desired. It is ideal for all wall and ceiling surfaces for homes, stores, garages and hotels.

It dries very quickly, covering most surfaces in one coat. Reflect-O-Lite possesses maximum light reflectivity without glare or eyestrain and is very economical since water is used for its reduction. The completed job is flat, shows no laps or brush marks and will not yellow with age. Unusual adhesion permits Reflect-O-Lite to be painted over, even with oil paints, without danger of peeling.

The use of casein paints for ceiling decoration, replacing wallpaper, is increasing every day. Living rooms, bedrooms and recreation rooms are more livable at a minimum of expense. Sizing is unnecessary on surfaces of uniform porosity.



The mere addition of water to Reflect-O-Lite makes it ready for use.

Ad-El-Ite Hygienic Kalsomine

Painters all over the country have used and recommended Ad-El-Ite Hygienic Kalsomine. The features that have made Hygienic Kalsomine pre-eminent in the minds of master painters are its economy . . . a 5-lb. package is usually sufficient for the average size room because of its one-coat solid covering quality. A kalsomine job is finished quickly; rooms are not upset for any length of time and no time is lost by the painter. Water easily removes any spots or splashes that might fall on floors, woodwork or furniture.



Ad-El-Ite Hygienic Kalsomine is an inexpensive, sanitary, light-reflecting finish for walls and ceilings. A germ-killing ingredient makes it actually hygienic.

Hygienic Kalsomine will not chip, peel or brush off.

In this line there is a tinting white which carries no blue, and the painter can develop true, clear and clean tints from the colors that he adopts when producing his own shades. Hygienic Kalsomine also carries a chemical ingredient, soluble in water, which neutralizes any free lime that may be present in the plaster surface.

Hygienic Kalsomine comes in two forms—one to be mixed with hot water and the other with cold.

To be sold in conjunction with this material, we also have Hygienic Kal-Size, a very efficient sealer and primer recommended especially for use under Hygienic Kalsomine.

Texture Paint

Used to produce the rough textured walls that have found so much popularity in the modern home, the lobbies of hotels and theaters, and reception rooms of offices. Casein bound, the product becomes tightly affixed to the surface, stone hard and impervious to moisture.

The dry powder should be mixed to desired consistency with water enabling it to be applied in either a heavy or light consistency, depending on the style of texture desired. Available in White and eight light tints.

Other Wall Finishes

SPEED-WALL MIXING SIZE—An efficient wall sealer which, when mixed with finishing coats, produces a thoroughly sealed wall surface for succeeding coats.

GLIDDEN FLATTING OIL—Made especially for reducing White Lead in Oil or Semi-Paste paints. Produces flat or eggshell effects for wall decoration.

GLIDDEN GLAZING LIQUID—Clear liquid used for producing tiffany wall effects, and for the antiquing of woodwork and furniture.

Ad-El-Itc Patching Plaster

A slow-setting, easy-working filler for all cracks and breaks in plastered surfaces. It sands easily without chipping and will not shrink or crack.

Ad-El-Itc Plastic Surfacer

This product is often referred to as spachtling compound. Its purpose is to level off cracks, splits and other irregularities in surfaces of wood, plaster, cement, brick, etc. It is used to fill cracks, checked and chipped spots in varnished, enameled or painted surfaces.

EXTERIOR PAINTS

The products that have been developed for exterior decoration are the results of the collaboration of our chemists and research engineers with the country's leading painters and decorators. Each of these products is as perfect in every quality as it is possible to make it, and has been developed to meet the rigid standards of quality established for exterior paint products. Each embodies the right working properties, covering and hiding capacity, the utmost in color retention, long life and protection to the surfaces to which it is to be applied.



Endurance Paint (Prepared)

We manufacture only one grade of Endurance Paint (Prepared) . . . the best. The experience of master painters has convinced us that proper results can never be obtained by the use of paints, varnishes or enamels which are manufactured to meet a price and sold on that basis alone, instead of on a quality basis.

Endurance Paint is an ideal finish for all outdoor surfaces, and many master painters are adopting this type of material for their exterior work rather than white lead, because it is made strictly according to formula . . . assuring uniform body, color and working properties in every can.

Just as it is a practice with the painter to add some zinc carbonate of white lead to reduce excessive chalking, so are the principal ingredients in Endurance Paint, carbonate of lead and zinc . . . to which have been added other inert pigments to produce the proper tooth and assure a bond to the surface as well as between coats. The liquid portion of this product is linseed oil, which has been treated to eliminate all moisture, fats and foreign matter and produce an oil that is virtually water-white in color and which has the necessary drier and turpentine.



Glidden Endurance Paint flows on easily, dries to a tough, washable finish that defies the elements.

Endurance Trim and Trellis Colors

(Permanent)

This line embodies the same durability, solid coverage, long life and weather resistance as our highest quality of Prepared Paints. The colors selected are those that have become so popular for all exterior trim on the house, for blinds, trellises, pergolas, etc.

Base-Coat

We are taking this opportunity to bring this product to your attention, feeling that it is a material with which the master painter should be acquainted. Base-Coat is a positive cure for those house jobs where blistering and peeling have caused unestimated expense and much concern.

The principal function of Base-Coat is to produce a water-proof and highly adhesive film to bare wood. Being manufactured from

a long oil, or spar varnish base, it will positively stop the absorption of moisture through the paint film into the lumber . . . which, of course, is the cause of ninety per cent of all blistering and peeling.

Aluminum paints, are, naturally recommended for this purpose. But an aluminum film is no stronger than the varnish that is used as a thinner to carry the aluminum powder itself. If aluminum products are made with high-grade spar varnishes, they have merit; when you buy Base-Coat you are assured of a high-grade, water-proof spar varnish which has the necessary water-resisting qualities . . . with this spar varnish we incorporate special pigments which are unusually sharp and go further than the varnish itself in developing the proper bond to the wood. Being pigmented as it is, Base-Coat itself serves as a first coat of paint under most

COMPARISON—PANEL 1

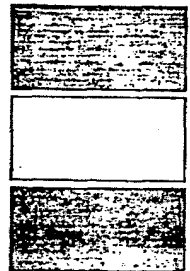
1st Coat—Regular Primer.
2nd Coat—High-grade House Paint
reduced with Turpentine.
Finishing—High-grade House Paint.

PANEL 2

1st Coat—Base-Coat.
2nd Coat—High-grade House Paint
reduced with Turpentine.
Finishing—High-grade House Paint.

PANEL 3

1st Coat—White Lead and Oil
Primer.
2nd Coat—White Lead and Oil.
Finishing—White Lead and Oil.



conditions, and while one additional application of House Paint may be all that is necessary, two, of course, are used in general practice, particularly on new work.

While Base-Coat will mean a real boon to you where you have problems involving blistering, peeling and checking, there may be instances where it is not available. In such cases, Endurance Paint reduced with turpentine and linseed oil makes a very satisfactory first or prime coat. The purpose of the additional oil is to satisfy the wood and properly seal it, while turpentine is added to assist in penetration and in carrying the oil and pigments into the wood itself.

We know that the Contractor thoroughly examines each surface which has to be painted, and we know, too, that the general practice is to reduce prime coats for the north and east side of a house differently from those for the south and west exposures. Those surfaces that do not show excessive chalking should be primed with a paint in which turpentine predominates, while the south and west sides that have been broken down by the sun's rays must have more oil than turpentine to satisfy the wood. Different woods should also be treated differently, and among many painters we have found it to be a practice to wash the more sappy woods with benzol or solvent naphtha, and even to go so far as to put some benzol itself into the paint so as to assist in penetration.

Titan-O-Zinc Outside White

In another chapter of this book we have told you about titanated pigments and how they are adopted by painters because of their unusual opacity. In Titan-O-Zinc we have incorporated such pigments because of the demand for a one-coat paint job. The solid covering of Titan-O-Zinc Paint makes a one-coat job possible. In this product we use the same bleached and treated linseed oils as

in our other high-grade exterior paint products, assuring long life and resultant economy.

Titan-O-Zinc is a pure white of long life and should have consideration on all jobs where one-coat work is called for, such as is desirable for real estate property where the main object is quick turnover or sale.

Titan-O-Zinc White Paste Paint

This product embodies all of the characteristics of Titan-O-Zinc House Paint described in the preceding paragraphs. Due to the unusual opacity of Titan-O-Zinc Paste Paint, it can be reduced with as much as one and one-half gallons of oil and one quart of turpentine for the prime coat, and a gallon and a quarter of linseed oil for the finishing coats. These suggested quantities, however, are left to the judgment of the painter and depend upon the manner in which he likes best to apply his paints.



Liquid Cement Coating

A decorative coating for surfaces of stucco, cement, stone and brick. China Wood Oil is substituted for linseed oil to impart the damp-proofing and waterproofing qualities looked for in a product of this kind.

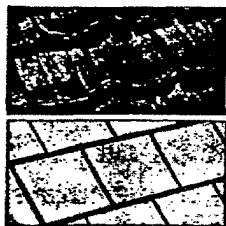
If two bricks, one unpainted, the other painted, were placed in water, the unpainted brick would be found to far outweigh the other.

Cement Water Paint

This material is the hydraulic type of exterior dry powdered paint that conforms with the specifications of Government Agen-

cies. It is made for application on all types of porous exterior surfaces, such as stucco, rough concrete, stone, and even sand-finished plaster surfaces. It requires a porous surface for good adhesion and it should not be recommended for use over sealed or painted surfaces. The material, when applied properly, does not merely adhere to the wall as a surface coating, but actually binds with the surface as part of the wall. It is best to remove all loose particles first, and then dampen the surface before applying the cement water paint. This will add penetration and adhesion.

When painting stucco or stone surfaces, two coats will not only render a very pleasing, decorative effect, but will insure a complete waterproof job. The material is alkali-proof and the colors incorporated are lime-proof. One pound of this material will cover from 45 to 50 sq. ft., two coats, on a fairly smooth surface.



UPPER — Unstained shingles become dry and porous; warp; need replacement.

LOWER — Smooth, stained shingles hold their shape and color, making a tight, weatherproof roof.

Endurance Shingle Stains

A protective and decorative coating for shingled surfaces, Endurance Shingle Stains, formulated on a basis of quality rather than price, will retain their original color and life-giving properties over a period of years.

Endurance Shingle Stains are made with specially treated and prepared oils as a base, which is recognized as the best preservative for shingles.

EUSTON WHITE LEAD

We unhesitatingly say that the development in the manufacture of White Lead by our organization during recent years is an outstanding achievement in the industry. It is our feeling that every painter in the United States has heard of Euston Lead through the means of the demonstrations that have been carried on in all principal cities. The outstanding quality of this product is its unusual whiteness . . . which is so pronounced that many experienced painters have marveled at it. Yet we emphatically make the statement that Euston Lead contains nothing but pure carbonate of lead.

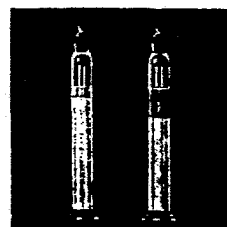
Euston Lead produces 10% more paint per hundred pounds than competitive brands. It covers more solidly with one coat; it has a more enamel-like film and flows out free from the brush marks characteristic of other white leads. All of this is attributed to its fineness of grind.

Euston Lead is furnished in three forms: Heavy Paste, Soft Paste and All-Purpose Paste.

Its fineness of grind assures more tinting strength, while its unusual whiteness results in cleaner and truer colors when tinted with Colors in Oil.

Euston Lead reduced with Euston Lead Thinning Oil, flattening oil, boiled linseed oil or varnish, will produce the varied egg-shell or semi-gloss effects for interior decoration.

In the following pages we incorporate our recommendations for the reduction of Euston White Lead, Heavy Paste, Soft Paste and All-Purpose, for exterior decoration.



The finer grind of Euston White Lead makes it stay in suspension longer. The above illustration shows a comparative test between Euston White Lead on the left and another nationally known brand. The same quantities of each lead were mixed with the same quantities of oil. After a number of days observers found that the nationally known brand had settled 20%, while Euston White Lead had settled only 7%.

INSTRUCTIONS FOR THINNING EUSTON LEAD IN OIL

All-Purpose Soft Paste (9% Oil—2% Turpentine)

Repainting Outside Wood

<i>First Coat</i>		<i>Second Coat</i>	
EUSTON Turpentine Soft		EUSTON Turpentine Soft	
Paste	100 Lbs.	Paste	100 Lbs.
Linseed Oil	2 Gals.	Linseed Oil	3½-4 Gals.
Turpentine	1¼ Gals.	Turpentine	0 Gals.
Drier	1 Pt.	Drier	1 Pt.
Gallons of Paint	7 Gals.	Gallons of Paint	6½-7 Gals.

Painting New Wood

<i>Priming Coat</i>			
EUSTON Turpentine Soft		Turpentine	1¼ Gals.
Paste	100 Lbs.	Drier	1 Pt.
Linseed Oil	4 Gals.	Gallons of Paint	6 Gals.
Turpentine	1¼ Gals.	<i>Third Coat</i>	
Drier	1 Pt.	EUSTON Turpentine Soft	
Gallons of Paint	9 Gals.	Paste	100 Lbs.
		Linseed Oil	3½-4 Gals.
		Turpentine	0 Gals.
		Drier	1 Pt.
		Gallons of Paint	6½-7 Gals.
<i>Second Coat</i>			
EUSTON Turpentine Soft			
Paste	100 Lbs.		
Linseed Oil	1½ Gals.		

Soft Paste (12% Oil)

Repainting Outside Wood

<i>First Coat</i>		<i>Second Coat</i>	
EUSTON Soft Paste Lead ..	100 Lbs.	EUSTON Soft Paste Lead ..	100 Lbs.
Raw Linseed Oil	1¼ Gals.	Raw Linseed Oil	3-3½ Gals.
Turpentine	2 Gals.	Turpentine	1 Pt.
Pure Drier	1 Pt.	Pure Drier	1 Pt.
Gallons of Paint	About 7 Gals.	Approximate Gallons of	
		Paint	6½-7 Gals.

Painting New Outside Wood

<i>Priming Coat</i>		Turpentine	1½ Gals.
EUSTON Soft Paste Lead..	100 Lbs.	Pure Drier	1 Pt.
Raw Linseed Oil	3¼ Gals.	Gallons of Paint	6 Gals.
Turpentine	2 Gals.	<i>Third Coat</i>	
Pure Drier	1 Pt.	EUSTON Soft Paste Lead..	100 Lbs.
Gallons of Paint	9 Gals.	Raw Linseed Oil	3-3¼ Gals.
<i>Second Coat</i>		Turpentine	1 Pt.
EUSTON Soft Paste Lead	100 Lbs.	Pure Drier	1 Pt.
Raw Linseed Oil	1½ Gals.	Gallons of Paint	6½-7 Gals.

Regular Paste (9% Oil)

Repainting Outside Wood

<i>First Coat</i>		<i>Second Coat</i>	
EUSTON Lead in Oil....	100 Lbs.	EUSTON Lead in Oil....	100 Lbs.
Raw Linseed Oil	2 Gals.	Raw Linseed Oil	3½-4 Gals.
Turpentine	2 Gals.	Turpentine	1 Pt.
Pure Drier	1 Pt.	Pure Drier	1 Pt.
Gallons of Paint	About 7 Gals.	Gallons of Paint	6½-7 Gals.

Painting New Outside Wood

<i>Priming Coat</i>		Turpentine	1½ Gals.
EUSTON Lead in Oil....	100 Lbs.	Pure Drier	1 Pt.
Raw Linseed Oil	4 Gals.	Gallons of Paint	About 6 Gals.
Turpentine	2 Gals.	<i>Third Coat</i>	
Pure Drier	1 Pt.	EUSTON Lead in Oil....	100 Lbs.
Gallons of Paint	9 Gals.	Raw Linseed Oil	3½-4 Gals.
<i>Second Coat</i>		Turpentine	1 Pt.
EUSTON Lead in Oil....	100 Lbs.	Pure Drier	1 Pt.
Raw Linseed Oil	1½ Gals.	Gallons of Paint	6½-7 Gals.

Euston Lead will cover 10% more surface than other Leads.

The tables are not extravagant claims but conservative estimates

based on actual surfaces to be covered. Some lead literature makes no allowance for windows, doors, or other openings, as we do in this schedule.

Coverage for Euston White Lead

Repainting Outside Wood (Old Work)

1st Coat.....700 sq. ft. per gal. 2nd Coat.....750 sq. ft per gal.

Painting New Outside Wood

Priming Coat700 sq. ft. per gal. Second Coat750 sq. ft. per gal.
Finishing Coat....750 sq. ft. per gal.

EUSTON RELATED PRODUCTS

Euston Lead Thinning Oil

Provides an extra gallon paint with every 100 lbs. Euston White Lead. Seals, protects and beautifies both exterior and interior surfaces. Requires little brushing and levels out to a smooth washable, low gloss surface. Particularly adapted to surfaces of plaster, composition board, brick, and stucco.

Euston Flatting Oil

For flat and semi-gloss effects in interior wall decoration. Produces a close-adhering, durable, sealed surface that withstands repeated washings.

Euston Dryer

A uniformly strong, dependable dryer for use in mixtures of Euston White Lead. One pint is sufficient for 100 pounds when mixed with Raw Linseed Oil and half that when mixed with Boiled.

Euston Glazing Liquid

Used in wall decoration for producing the popular tiffany finish. Sets up slowly and dries to a hard uniform dull finish which is extremely water proof, washable and durable.

Euston House Paint Primer

Unusual waterproofing and adhesive qualities plus remarkable hiding provide in this product the ideal primer for all new work and for those jobs where blistering and peeling have been a constant source of trouble and expense.

Euston Wall Primer

Heavily pigmented for quality two coat work. Possesses exceptional hiding, filling, and alkali resisting properties that allow the user to eliminate one coat from the ordinary painting schedule.

FLOOR PAINTS

INTERIOR AND EXTERIOR

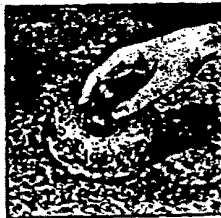
There is no surface subjected to harder wear and more severe abuse than floors, both inside the home and on the porch. Porch floors are not only subjected to the wear of walking and dragging of furniture, but to the ravages of the elements as well. A paint for this purpose must incorporate toughness and elasticity, as well as weather-resisting properties, to prove satisfactory.

Glidden Florenamel

Glidden Florenamel is an innovation in the line of floor coatings for either interior or exterior use. Florenamel can be applied on wood or cement floors, and has a durability on either of these surfaces that is uncommon to floor paints or enamels.

The painting of concrete has always been troublesome, and we will not make unusual claims for Florenamel and say that it will

stand up on concrete floors where other paints have failed. We will say, however, that we have seen many instances where Florenamel has served better in such cases than other products. However, a concrete floor, where there are traces of moisture during the spring or wet seasons, is better off left unpainted with oil or varnish base materials. There are many instances where the proper treatment of a floor will eliminate future difficulties, and frequently an application of zinc sulphate made by mixing 3 lbs. of zinc sulphate to the gallon of water and applying this liberally to the floor surface, allowing it to dry before applying finishing material, will take care of the situation.



Through the use of the stipple sponge old worn floors may be given a smart, decorative pattern.

Florenamel is excellent for linoleum where an opaque finish is desired. Years of added life can be given to a piece of linoleum that otherwise would have to be discarded. Often one coat, and never more than two, will restore usefulness and newness to old linoleum. A linoleum rug finished in this manner can be made more attractive by stippling contrasting colors of Florenamel on the base shade; it can be made even more attractive by stenciling designs into the corners.

Not only is Florenamel particularly well suited for floors, but its high gloss and easy working properties make it an ideal finish for plastered walls where a serviceable, washable finish is desired. It can be used on entrance-ways and hall passages in public buildings and schools. It is outstanding as a finish for dadoes and those wall surfaces below the chair rails, where darker finishes and colors that contrast well with the upper wall surfaces are desirable.



**GLIDDEN PAINT PRODUCTS Now Carry the
Famous "TIME-TESTED" Mark of Quality**

GLP31953