



REFLECT-O-LITE
with a stroke of

DRAB WALLPAPER DISAPPEARS
In 4 Easy Steps



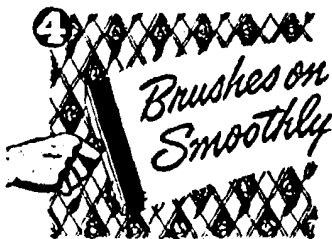
Thins With Water
FOLLOW DIRECTIONS



Mixes Quickly



1 Gal. Paste Makes 1 1/2 Gal. Paint!



**NO TURPENTINE
 NO OIL
 NO FIRST COAT
 NO MUSS**

*Unmistakably
 Wallpaper
 Vanishes!*



FORM F114-BSSM-145-WP

Printed in U.S.A.

THE GLIDDEN COMPANY

FACTORIES FROM COAST TO COAST • BRANCHES IN PRINCIPAL CITIES

National Headquarters: **CLEVELAND, OHIO**

GLD39742

Now YOU CAN PAINT RIGHT OVER
OLD WALLPAPER

GLIDDEN



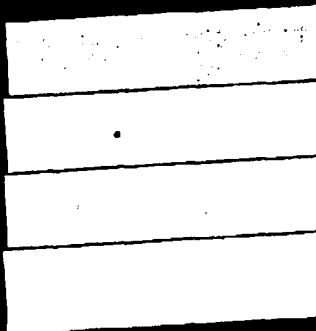
ONE GALLON ENOUGH
FOR AVERAGE ROOM!

with
REFLECT-O-LITE
Soya Protein Paste Paint

IT'S IDEAL FOR LIVING ROOMS • BED ROOMS
CLOTHES CLOSETS • DINING ROOMS • HALLS
BASEMENTS • ATTIC ROOMS

ONLY REFLECT-O-LITE GIVES YOU THESE AMAZING FEATURES

10 Smart Colors
LIKE THESE TO CHOOSE FROM



- ★ No after odor—even in damp rooms.
- ★ Usually covers in one coat—no brush marks.
- ★ Mixes quickly—ready to brush in a few minutes.
- ★ Goes on like "Goose Grease"—won't tire your arms.
- ★ Dries to touch in 30 minutes—try it!
- ★ Won't rub off—today, tomorrow or a year from now.
- ★ High light reflection—saves on light bills.
- ★ Cleans easily and quickly.

**REFLECT-O-LITE GIVES YOU REMARKABLE
RESULTS ON ALL TYPES OF INTERIOR WALLS**

- ★ Goes on new or old plaster without sizing or priming.

TIME-TESTED

REG. U. S. PAT. OFF.



SPRED ONE COAT OVER CONCRETE Stone or Stucco

You're going to spend a lot of time at home—make your surroundings pleasant the SPRED way. From basement to attic SPRED will make staying at home a pleasure.



SPRED ONE COAT OVER BRICK, TILE (Unglazed)

A little thought—a little planning and you can work wonders with SPRED, the Wonder Water-Mix Paint. For more color ideas for your home, ask to see the book—Color for America at your SPRED dealer's store.

HERE IT IS!

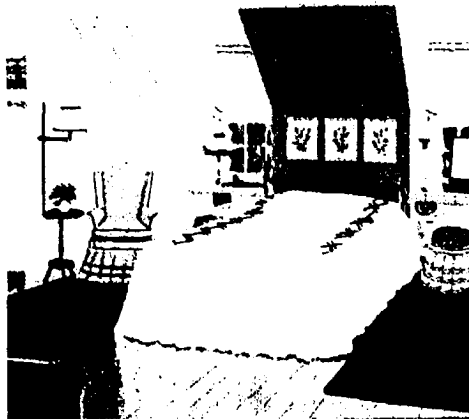




FOR A
COLORFUL
HOME
TRY
SPRED



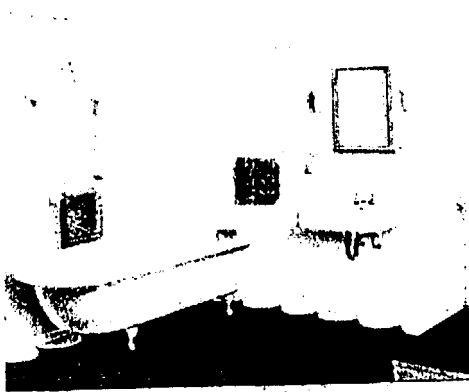
THE
AMAZINGLY
NEW and
REALLY
WASHABLE



PAINT
THAT
COVERS IN
**ONE
COAT**



IT IS A
WATER-
THINNED
PAINT



THAT
**MIXES
FAST**



AND
**DRIES
IN
30 MIN.**



YET
**COSTS
SO
LITTLE**

AVERAGE ROOMS LIKE THOSE PICTURED
ABOVE AND ON THE OTHER SIDE ONLY
REQUIRE ONE GALLON OF

SPRED

1 GAL. of SPRED plus 1/2 GAL. of WATER
MAKE 1 1/2 GALS. of SPRED PAINT

Enough for the Average Room!

**TO
PAINT
AN
ENTIRE
ROOM**

TIME-TESTED

(The following information was obtained from the records of the Department of Social Services, State of New York.)

**Pictorial
SPREAD**

IS SOLD BY DEALERS
HANDLING THESE
PAINTS.

Gladden
Hearn & Milligan
Adams & Elting
Climanic
Campbell
T. L. Blood
Royal
Billings-Chapin
Forest City

With one brush stroke of SPRED—you can make old soiled walls look like new... have really washable beauty for your home! (Caution: Do not use SPRED over calcimine or water-soluble paints.)

A black and white photograph of a cluttered interior room, likely a study or office. The room features a desk with a chair, a bookshelf filled with books, a lamp, and various other items scattered on surfaces and the floor. The lighting is dramatic, with strong shadows.

Turn unused space into extra living quarters. A quick coat of SPRED will make rooms bright and cheerful in the twinkling of an eye! It's fun to paint with SPRED.

**PAINT IT YOURSELF
WITH SPRED...IT'S EASY!!**

SEE IT DEMONSTRATED IN OUR STORE

SEND IN YOUR ORDER ON THIS CARD

DEALER'S NAME

AND ADDRESS IMPRINTED HERE

If these are to be used as business reply cards, it will be necessary for the dealer to supply us with his business reply postal permit number.

NOTICE TO OUR CUSTOMERS & FRIENDS

We announce a remarkable new product developed from war emergency efforts. This product is called SPRED! It is an *improved washable water-thinned* paint. Made from the soy bean, it contains wearing and washing qualities superior to ordinary water-thinned paints. Put it on over old wallpaper, new or old plastered walls, building boards, etc. Use it anywhere inside . . . It's fun to spread SPRED! It has been tested every way under the sun. Look at the colors below, and order what you want—this announcement is a preview to you of SPRED, the paint you can use in your home!

ONE GALLON OF
Washable
SPRED

Covers the average room

TIME-TESTED

INTRODUCTORY PRICE

\$2.98
GAL.

ONE GAL. OF PASTE
MAKES 2½ GAL. PAINT

★ ONE SPRED COVERS ★ ONE SPRED HIDES ★ ONE SPRED IS ENOUGH ★

A Galaxy of Colors

TO SPRED BEAUTY IN YOUR HOME



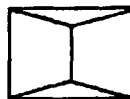
LIGHT IVORY



ROBINS EGG BLUE



PEACOCK BLUE



CREAM



HONEY BIEGE



FOAM GREEN



FLESH

Please send the following to me :

COLOR	GALS.	COLOR	GALS.
PEACOCK BLUE	_____	CREAM	_____
ROBINS EGG BLUE	_____	HONEY BIEGE	_____
LIGHT IVORY	_____	FOAM GREEN	_____
FLESH	_____	ANTIQUE GREEN	_____
DUSTY ROSE	_____	CANARY	_____
PEACH BLOOM	_____	WEDGWOOD BLUE LT.	_____

ALSO MADE IN WHITE & BONE WHITE

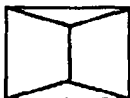
TOTAL GALS. ORD. **\$2.98** GAL. PAID ☐ C.O.D. ☐

Name Phone

Street City



DUSTY ROSE



PEACH BLOOM



ANTIQUE GREEN



CANARY



WEDGWOOD BLUE LT.

NOTICE

Due to difficulties in the production of Artwork, Plates and Printing, some of the samples of 1944 Advertising Features that go into the front and back pockets of this portfolio are not ready. These features will be ready shortly and will be sent to each Division Office for distribution to each Sales Representative. In the meantime, you have this new 1944 Proposition to use, and you can present it satisfactorily as it very clearly shows the extent and scope of the 1944 program even without the missing samples and proofs. The Features you will receive a little later that are to go into the front pocket are:

PROOFS OF NATIONAL MAGAZINE ADS

MORE PROOFS OF THE FARM PAPER ADS

PROOFS OF THE NATIONAL NEWSPAPER ADS

PROOFS OF THE NATIONAL PAINTERS MAGAZINE ADS

PROOFS OF THE DEALER COOPERATIVE SPRED ADS

PROOFS OF THE NEW SPRED HANDBILL

NOTICE

The **PUBLIC** **DEMANDS** *Water-Mixed* **PAIN**

ON THE FOLLOWING PAGES WE
SHOW YOU HOW TO MEET THIS
DEMAND WITH WATER-MIX PAINTS
THAT ARE SUPERIOR IN EVERY WAY
... PLUS IDEAS, ADVERTISING AND
FEATURES THAT WILL BRING BUYERS
INTO YOUR PLACE OF BUSINESS

*This Water-Mix Paint
This Product
This Label*



Will make you "tops" in the paint business
Will make sales for you
Will help to maintain your volume

in 1944

Because

YOU WILL SEE AS YOU TURN
THE PAGES THAT SPRED IS
OUTSTANDING AND HAS THE
RIGHT PROMOTION BEHIND IT

ALPHA PROTEIN

From the Soy Bean

Makes SPRED a Better Paint

Alpha Protein—the very newest discovery in a paint vehicle, is used in SPRED! Alpha Protein is so improved over old type vehicles that it imparts to Spred vastly superior properties of performance, wear and endurance not found in other water-mixed paints.



These are the Features of **SPRED Superiority**

1. REALLY WASHABLE

The plasticizing action of the Alpha Protein gives a binding and leveling quality to Spred, that makes fewer and less-uneven places on the surface for dirt and grime to collect, thus making it wash better.

2. BETTER HIDING

The specially treated finely ground white pigments used in Spred together with the dispersion properties of this newly discovered Alpha Protein vehicle makes it possible to brush the material in a more even film on the surface, thus giving better hiding.

3. EASIER APPLICATION

The vehicle in a paint makes it work easy or hard! The special Alpha Protein vehicle together with a combination of chemicals in Spred makes it work freer and easier without pull, thus requiring a minimum amount of brushing labor.

4. A WHITER WHITE

The special Alpha Protein vehicle has less staining and after-yellowing action on the white pigments used in Spred which actually makes it become whiter as it dries! All of these superior qualities claimed for Spred are better because of this new Alpha Protein vehicle.

PLUS

A HOST OF OTHER FEATURES CLAIMED BY OTHER WASHABLE WATER PAINTS THAT SPRED IN ITS STRIDE MEETS OR BEATS. THESE FEATURES ARE:

5. EASIER MIXING Breaks up quicker, less stirring!

6. QUICKER DRYING Actually dries in 30 minutes!

7. NO ODOR No unpleasant odor while painting or after!

8. NO PRIMING Covers most surfaces in one quick coat!

9. COVERS ANY SURFACE Wallpaper, plaster, wood, old paint, unglazed brick or tile!

Anyone can use it!



And this is your **SPRED Market**

Because of the ease and speed with which SPRED can be used—a wider field of users has been opened up in your market as follows:

1. **HOME OWNERS**

—will buy and use SPRED because it goes on easy and costs so little!



2. **RENTERS**

—will buy SPRED and do their own redecorating if the landlord will not!

3. **PAINTING CONTRACTORS**

—will buy SPRED because of its speed and ease of application, thus saving them time and labor! You can develop these users into large volume buyers!

4. **APARTMENT HOUSES**

—will buy SPRED because of its economy in redecorating suites.

5. **REAL ESTATE OPERATORS**

—will buy SPRED to economically improve old property and also because of its low-first-cost for new buildings.

6. **INSTITUTIONS**

—will buy SPRED because it can be applied by their own maintenance employees.

7. **FARMERS**

—will buy SPRED because it's a "farm product" and is economical to use.



8. **BUILDINGS • OFFICES**

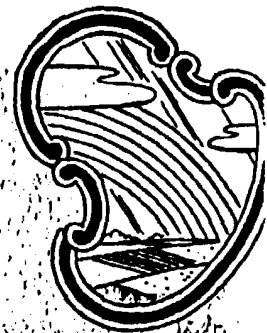
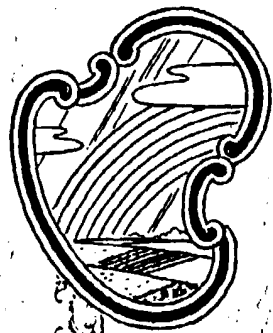
—will buy SPRED because it permits quick, low-cost decoration for new tenants.

9. **STORE INTERIORS**

—will buy SPRED because it can be used without interrupting business.

10. **GOV'T. PROJECTS**

—will buy SPRED because it meets Government Specifications and it can be sold for all projects.



**FROM THE RAINBOW
COME
SPRED
GOOD COLORS**

BE LIE V I E N
Glorious Hues

Carefully Selected and Com-
pounded to Give Consumers the
Best Selection of Colors in Keeping
with Today's Decorating Trends.



GOOD COLORS

Are Important

TO THE SUCCESSFUL SALE OF A PAINT PRODUCT

WOMEN AND DECORATORS WANT
MODERN COLORS TO SET OFF FURNISH-
INGS, TO INCREASE LIGHT REFLECTION
AND TO ADD A NOTE OF SMARTNESS
SPRED COLORS DO ALL THESE THINGS,
THUS BUILDING UP CONSUMER INTEREST

TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

SPRED has been tested and approved by "Time-Tested" Laboratories for dependable service, uniformity of color and consistently high quality.

HERE'S THE ANSWER TO YOUR
HOME DECORATING PROBLEMS

'COLOR FOR AMERICA'



The Book for
Brides, Mothers,
Wives, Sisters and
Homemakers

Shows You How To

- ★ Arrange furniture, draperies and decorative effects.
- ★ Convert old furniture into pieces of interest and charm.
- ★ Make every room more pleasing and attractive by the use of color.
- ★ Get the most out of the things you have.
- ★ Emphasize the good points of your home and minimize the bad.

122 PAGES FILLED WITH PICTURES

★
*Borrow
A Copy
To Take
Home!*

Form No. C88-249 NSM (D. CO.) RL

LITHO. IN U. S. A.

ADDITIONAL WATER THINNED PAINT PRODUCTS:

- Reflect-O-Lite Soybean Protein Paste Paint • Brilliant Colors
- Vel-Vo-Glo Casein Paint (Powder)
- Concrete and Stucco Paint (Powder)
- Texture Wall Finish (Powder) • Plastic Surfaces (Powder)
- Lime-Locking Hydraulic Primer (Powder)
- Ad-El-Itc Hygienic Kalsomine

TIME-TESTED

REG. U. S. PAT. OFF.

SPRED

Washable
**WATER-THINNED
PAINT**

A SOY BEAN - ALPHA PROTEIN PAINT

A Product of

**"TIME-TESTED"
PAINT LABORATORIES**

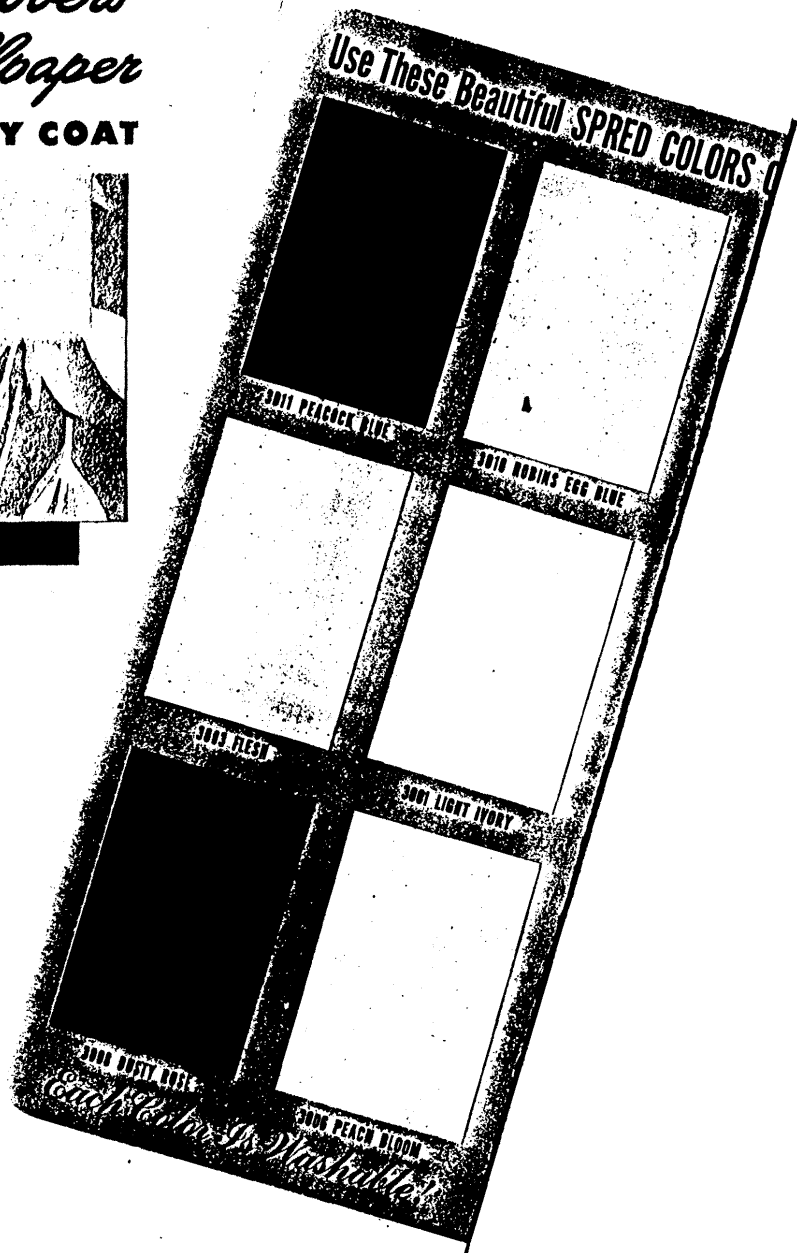
★ CLEVELAND, OHIO ★

THIS SHOWS HOW
SPRED *Covers*
Old Wallpaper
 IN ONE EASY COAT



FOR LIVING ROOMS • DINING ROOMS
 HALLS • BEDROOMS • BATHROOMS
 KITCHENS • BASEMENTS • PLAYROOMS

Fast acting SPRED is the ideal finish for home interiors. It's fun to select the colors, it's fun to mix and it's fun to use. SPRED goes on over most any wall surface — one coat covers. It dries fast, there are no unpleasant odors — you can use a room an hour after painting! A gallon of SPRED thinned with water makes 1 1/2 gallons of paint — enough for an average room! Best of all, you can wash off dirt with soap and water if your walls are painted with SPRED.



GLD39757

Over Wallpaper, New or Old Plaster, Wallboards, Brick, Tile and Other Surfaces

THIS IS THE SURE WAY TO GET *Attractive Rooms*



USE THIS CHART FOR SELECTING COLORS

Although SPRED colors are such that generally one may be used with another with resulting good color harmony, we show below on this copyrighted Color Harmony Chart the comparative color harmony rating of all possible two color SPRED combinations. The letters E, S and P denote whether the color combinations are Excellent, Satisfactory or Poor. The gray squares designate the better two-tone color combinations.

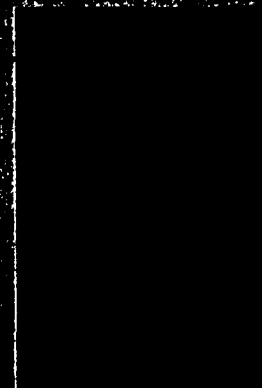
SPRED COLORS	Antique Green	Canary	Cream	Dusty Rose	Flesh	Foam Green	Honey Beige	Lt. Ivory	Peach Bloom	Peacock Blue	Robins Egg Blue	Wedgwood Blue Lt.
Antique Green		E	E	E	E	E	E	E	E	E	E	E
Canary	E		S	S	S	S	S	S	S	S	S	S
Cream	E	S		E	E	E	E	E	E	E	E	E
Dusty Rose	P	P	E		E	E	E	E	E	E	E	E
Flesh	E	E	E	E		E	E	E	E	E	E	E
Foam Green	E	E	E	E	E		E	E	E	E	E	E
Honey Beige	S	S	E	P	S	S		E	P	S	S	S
Lt. Ivory	E	E	E	E	E	E	E		E	E	E	E
Peach Bloom	E	P	S	S	E	P	E	E		E	E	E
Peacock Blue	P	E	E	S	E	P	S	E	E		E	P
Robins Egg Blue	P	E	E	E	E	P	S	E	E	E		P
Wedgwood Blue Lt.	P	E	E	S	E	P	S	E	E	P	P	

CODE: E-Excellent; S-Satisfactory; P-Poor

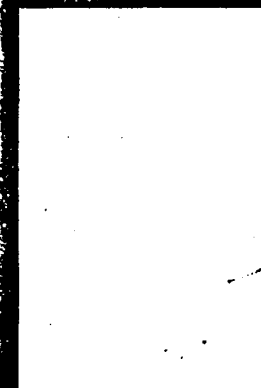
ALSO MADE IN WHITE AND BONE WHITE WHICH MAY BE TINTED WITH
"TIME-TESTED" BRILLIANT COLORS TO OBTAIN MANY OTHER PLEASING HUES



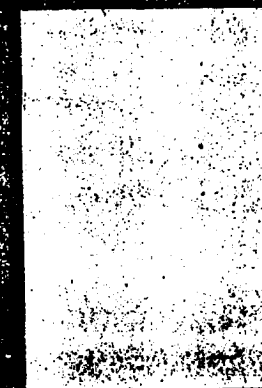
3007 FOAM GREEN



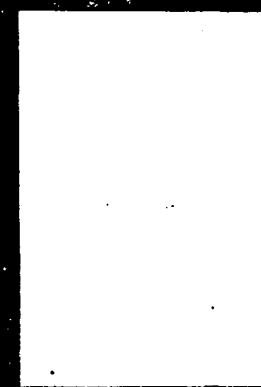
3009 ANTIQUE GREEN



3002 CREAM



3004 HONEY BEIGE



3005 CANARY



3012 WEDGWOOD BLUE LT.

Each Color Is Washable

SPRED *The Improved* Washable WALL FINISH

WATER-THINNED

For All Kinds of Walls!



COVERS
IN
ONE COAT

WALLPAPER



NO
PRIMING
NO SEALING

NEW OR OLD PLASTER



DRIES IN AN
HOUR—NO
OBJECTIONABLE
ODOR

WALL BOARD



BRICK OR TILE



Washable!
DIRT WASHES OFF
WITH SOAP
AND WATER

CONCRETE BLOCK



GOES ON FAST—
GALLON DOES
AVERAGE ROOM

OLD PAINTED



THIN ONLY
WITH
WATER

FABRIC



WOOD

One SPRED Covers • One SPRED Hides • One SPRED Brings New Beauty To Your Home

This Is The Way To Use SPRED

IT'S FUN
TO PAINT
DO IT
YOURSELF!

First mix SPRED as instructed on the label—doesn't take long! Second dust off the surface. Third start painting—doesn't take long either because brush marks won't show and one coat covers. Even inexperienced hands get professional results with SPRED.

NO HARD WORK
AFTERWARDS

Wipe up any splatters with a cloth dampened with water. Clean brushes and cans with water. That's all!

THESE 3 Easy Steps MAKE SPRED



1 THINS WITH
WATER

2 MIXES
QUICKLY

3 1 GAL. PASTE MAKES
1 1/2 GAL. SPRED

No Paint has the Beauty and Color that is SPRED'S

**PEACOCK
BLUE**



**LIGHT
IVORY**



WHITE



**PEACH
BLOOM**



**DUSTY
ROSE**



**BONE
WHITE**

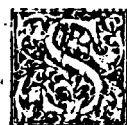
**ANTIQUE
GREEN**



**WEDGWOOD
BLUE, LT.**



CREAM



**FOAM
GREEN**



CANARY



**ROBINS
EGG
BLUE**



★ THE COLOR CARD ★

GLD39760

And

In Addition to Being a
Superior Product
with

COLOURS

of unrivaled beauty
for home decoration

SPREAD

is sold for the dealer
through strong and powerful
Consumer Promotion
consisting of

NATIONAL ADVERTISING
LOCAL DEALER ADVERTISING
and
POINT-OF-SALE HELPS

**EACH OF WHICH WILL BE EXPLAINED IN
DETAIL IN THE SECTIONS THAT FOLLOW**



National Advertising

THAT BUILDS CONSUMER ACCEPTANCE
FOR SPRED BY CATCHING THE INTEREST
OF MILLIONS OF POTENTIAL USERS



Schedule of Media Used on Next Page



Outstanding Ads

FEATURING

THE SUPERIOR POINTS OF SPRED

PLUS

**INSPIRING COPY AND APPEALING PICTURES
SHOWING CUSTOMERS WHAT SPRED CAN DO FOR THEM**

Will Be Presented

IN THE PAGES OF THESE NATIONALLY READ
AND FAMOUS PUBLICATIONS

DURING THE SPRING, SUMMER & FALL SEASON OF '44

GOOD
HOUSEKEEPING

AMERICAN
HOME

BETTER HOMES
AND GARDENS

HOUSE
BEAUTIFUL

HOUSE
AND GARDEN

HOLLAND'S
MAGAZINE

HOUSEHOLD
MAGAZINE

WOMAN'S
DAY

★ SAMPLE ADS IN FRONT POCKET ★



SPRED

Covers The Rich Farm Market

AND BUILDS SALES FOR YOU
with

A WIDE VARIETY OF INFORMATIVE ADS
INTRODUCING SPRED AND SHOWING HOW
IT IS JOB-FITTED FOR THE FARM HOME

These Ads Will Appear In

SUCCESSFUL FARMING	FARM JOURNAL & FARMER'S WIFE	THE FARMER	FARM & RANCH	SOUTHERN PLANTER
CALIFORNIA CULTIVATOR	MONTANA FARMER	PACIFIC RURAL PRESS & CALIFORNIA FARMER	IDAHO FARMER	
	OREGON FARMER	WASHINGTON FARMER		

In March, April, May, June, September and October Issues

★ SAMPLE ADS IN FRONT POCKET ★

NATIONAL ADVERTISING CONTINUED

But—the advertising of SPRED does not stop there—because AMERICA'S greatest newspapers will carry a complete and extensive program of SPRED ADS throughout the PAINT SEASONS OF 1944

Minneapolis Morning Tribune	TOLEDO BLADE	ST. LOUIS STAR-TIMES
San Francisco Chronicle	Chicago Daily Tribune	The Atlanta Journal
CLEVELAND PLAIN DEALER	MIAMI DAILY NEWS	Dallas Morning News
Los Angeles Examiner	THE COMMERCIAL APPEAL	Times Herald
PLANES BOMB 4 JAP SHIPS	'Big Four' Believed Meeting In Iran To Define Axis Surrender Terms; Montgomery Cuts Nazi Italian Line	MOUNTAIN DEFENSES

SPRED ADS

WILL REACH MILLIONS OF POTENTIAL USERS INCLUDING FAMILIES LIVING IN YOUR TRADING AREA

AND

Your Name and Address

WILL BE IN THESE ADS THUS MAKING YOU AN INTEGRAL PART OF THIS PROMOTION

PLUS

BUY-LINES • by Nancy Sasser

A Weekly Sponsored Column of Things Advertised and Interesting.



11,485,108 SPRED messages every other Sunday to the Housewives of America, through the pages of 44 Big City Newspapers. Results prove "BUY-LINES" are read by Women who buy—whether living in urban or rural areas.

A New Feature That Will Turn Women into Buyers of SPRED

Nancy Sasser's Women Readers Will Soon Know All About SPRED

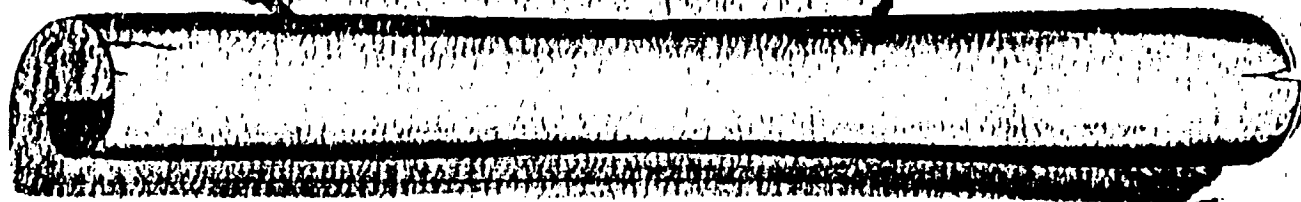
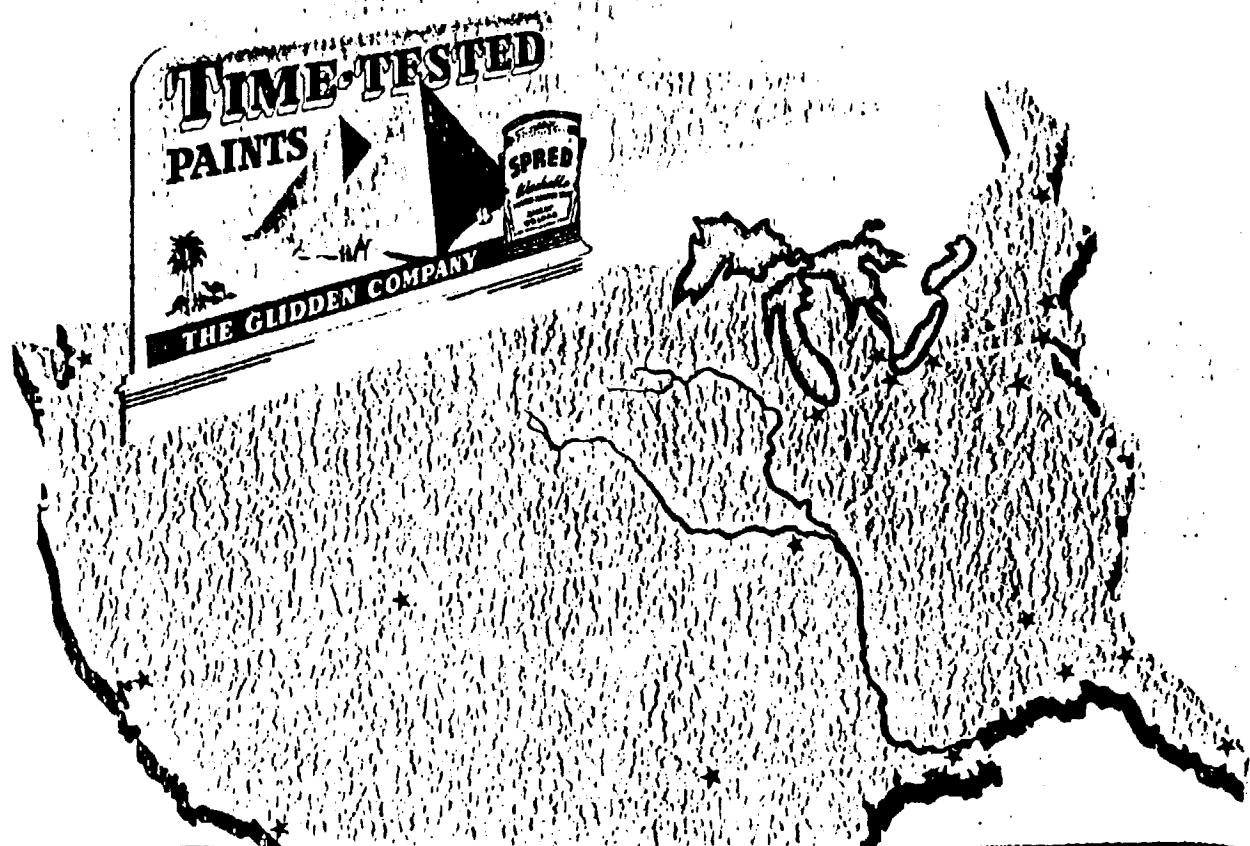
Then — to reach that vast army of
paint users who buy more paint than
any other group of buyers—

The PAINTING & DECORATING
CONTRACTORS
OF AMERICA



A SERIES OF ADVERTISEMENTS
WILL BE RUN IN
National
PAINTERS' MAGAZINE
featuring
SPRED
As A Painters' Product
THAT WILL MAKE PROFITS FOR
HIM BECAUSE OF THE MANY
ECONOMIES IT WILL EFFECT FOR HIM
THROUGH THE EASE OF HANDLING
AND THE SAVING OF LABOR
and
YOU BENEFIT BY THIS PROMOTION
because
SPRED IS SOLD ONLY TO THE
PAINTING CONTRACTOR THROUGH YOU

★ SAMPLE AD IN MIDDLE POCKET ★



HIGHWAY SIGNS

ON AMERICA'S LEADING TRAVEL & TRADE ROUTES

SPECTACULAR BULLETINS

47 FEET LONG X 27 FEET HIGH

in

Bright Colors and Attractive Design

That Tie-In SPRED With All the

TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

PROMOTION PAST AND PRESENT



THAT ENABLES SPRED DEALERS TO TIE-IN WITH
THE BIG NATIONAL ADVERTISING CAMPAIGN. AN
ELABORATE PROGRAM FROM WHICH THE DEALER
MAY SELECT THOSE THINGS THAT WILL REACH
HIS MARKET AND SERVE HIM IN THE BEST WAY.



Distinctive! Different!



NEWSPAPER ADS

DESCRIPTION:

A new pictorial style with minimum copy makes SPRED ads this year entirely different and distinctive. People can see at a glance how SPRED may be used — at a glance they can see what it will do for their homes! Space is provided for the dealer's business name and address.

COST TO GLIDDEN:

Glidden pays all costs for necessary mats, stereotypes and electrotypes. Glidden also pays 1/2 of the total newspaper space cost, when ads are placed at the dealer's local newspaper advertising rate. (The Total Proposed Cooperation for the year should be entered on the Tailor-Made Agreement Form.)

COST TO DEALER:

The Dealer pays for running each ad, and then sends the paid invoice with a copy of the ad to his Glidden Division Office for the 50-50 credit.

★ SAMPLES IN FRONT POCKET ★



HANDBILLS

DESCRIPTION:

Spred Handbills of tabloid size—printed 2 sides—will use the same pictorial style as the Newspaper Ads. This will make them an unusually attractive medium for getting the SPRED story into the home where it counts. Space is provided for imprinting dealer's business name and address.

COST TO GLIDDEN:

Glidden pays all preparation costs and also the actual printing cost of handbills (\$4.00 per M). The shipping charges are prepaid by Glidden. Show the proposed handbill expense for the year on the Tailor-Made Agreement Form, Glidden's share at \$4.00 per M and the Dealer's share at \$1.50 per M.

COST TO DEALER:

The dealer pays for imprinting his business name and address (\$1.50 per M) on the handbills. The dealer will also pay for any distribution costs incurred.

★ SAMPLES IN FRONT POCKET ★

RADIO TRANSCRIPTIONS

DESCRIPTION:

Snappy, spot dramatic skits in the modern technique that quickly tell radio audiences about SPRED. Each spot approximately one minute long with time enough for local dealer's tie-in announcement. Sixteen different SPRED programs on a record.

COST TO GLIDDEN:

Glidden supplies records (Cost \$3.00 each) free to dealers. Glidden will participate in time costs on a 50-50 basis up to a reasonable amount. Show entire cooperation cost on Tailor-Made Agreement form.

COST TO DEALER:

The Dealer pays for his share of the time costs and any other expenses.

Colorful MOVIE SLIDES

DESCRIPTION:

Now, SPRED movie slides are available in color! These slides tell a quick story to movie audiences about the superior qualities of "do-it-yourself" SPRED. Space is provided for dealer's imprint which local theatre will insert on slide.

COST TO GLIDDEN:

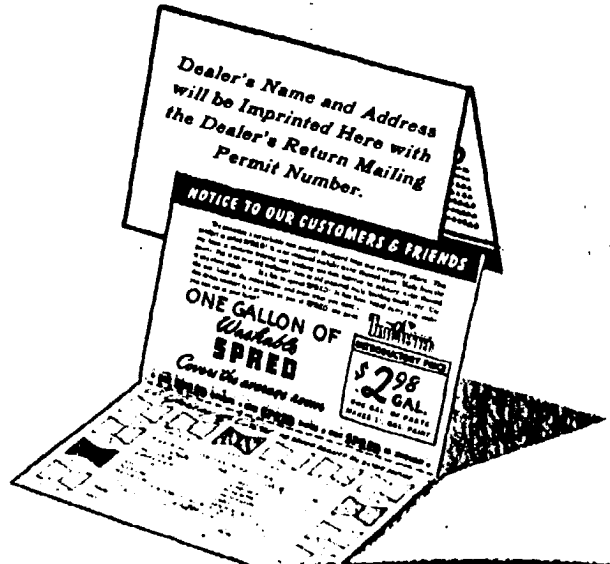
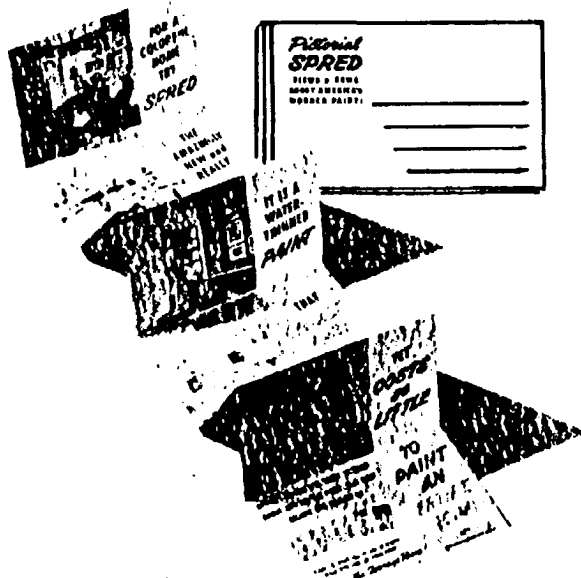
Glidden pays for the slides (\$2.00 each). Glidden will also participate in the expense of showing them, on a 50-50 basis up to a reasonable amount. Show entire cooperation cost on Tailor-Made Agreement.

COST TO DEALER:

The dealer pays for his share of the expense of showing the slides.

★ ORDER THESE FEATURES ON REGULAR ADVERTISING ORDER FORM ★

GLD39769



SPRED ALBUM FOLDER

DESCRIPTION:

A miniature "COLOR FOR AMERICA" book, showing many rooms in full color! Beautiful illustrations that appeal to the consumer and prompt the use of SPRED in the home. Use this folder for handing to interested prospects or wrapping in packages. May be imprinted with dealer's name and address.

COST TO GLIDDEN:

Glidden pays the entire cost of the Album Folder (\$9.50 per 1000 unimprinted or \$12.75 per 1000 imprinted with Dealer's name and address.) Show the Total Glidden cost, for the number of Album Folders wanted, on the Tailor-Made Agreement Form.

COST TO DEALER:

The dealer pays for all distribution charges including addressing and postage if Album Folders are to be distributed or mailed.

★ USE REG. ADV. ORDER FORM WHEN ORDERING ★

SPRED INVOICER

DESCRIPTION:

An interesting feature for enclosing in monthly mailings to customers and prospects. Shows SPRED colors and provides a reply card so customer may order SPRED from the dealer. Imprinted with dealer's name and address. NOTE: When ordering be sure to include dealer's mailing permit number.

COST TO GLIDDEN:

Glidden pays the entire cost of the "Invoicer" (\$7.50 per 1000 unimprinted or \$12.00 per 1000 imprinted with Dealer's name and address.) Show the Total Glidden cost, for the number of Invoicers wanted, on the Tailor-Made Agreement Form.

COST TO DEALER:

The Dealer pays for all distribution charges including addressing and postage.

★ USE REG. ADV. ORDER FORM WHEN ORDERING ★

DIRECT MAIL

For the dealer who desires to conduct a direct mail campaign, a series of letters are available to be used as copy by the dealer for reproducing on his own letterhead. Letters should be sent

to customers and prospects on a regular schedule to arouse and concentrate interest in SPRED. A direct mail campaign is much more effective if deliberately planned and executed!

Samples in Front Pocket

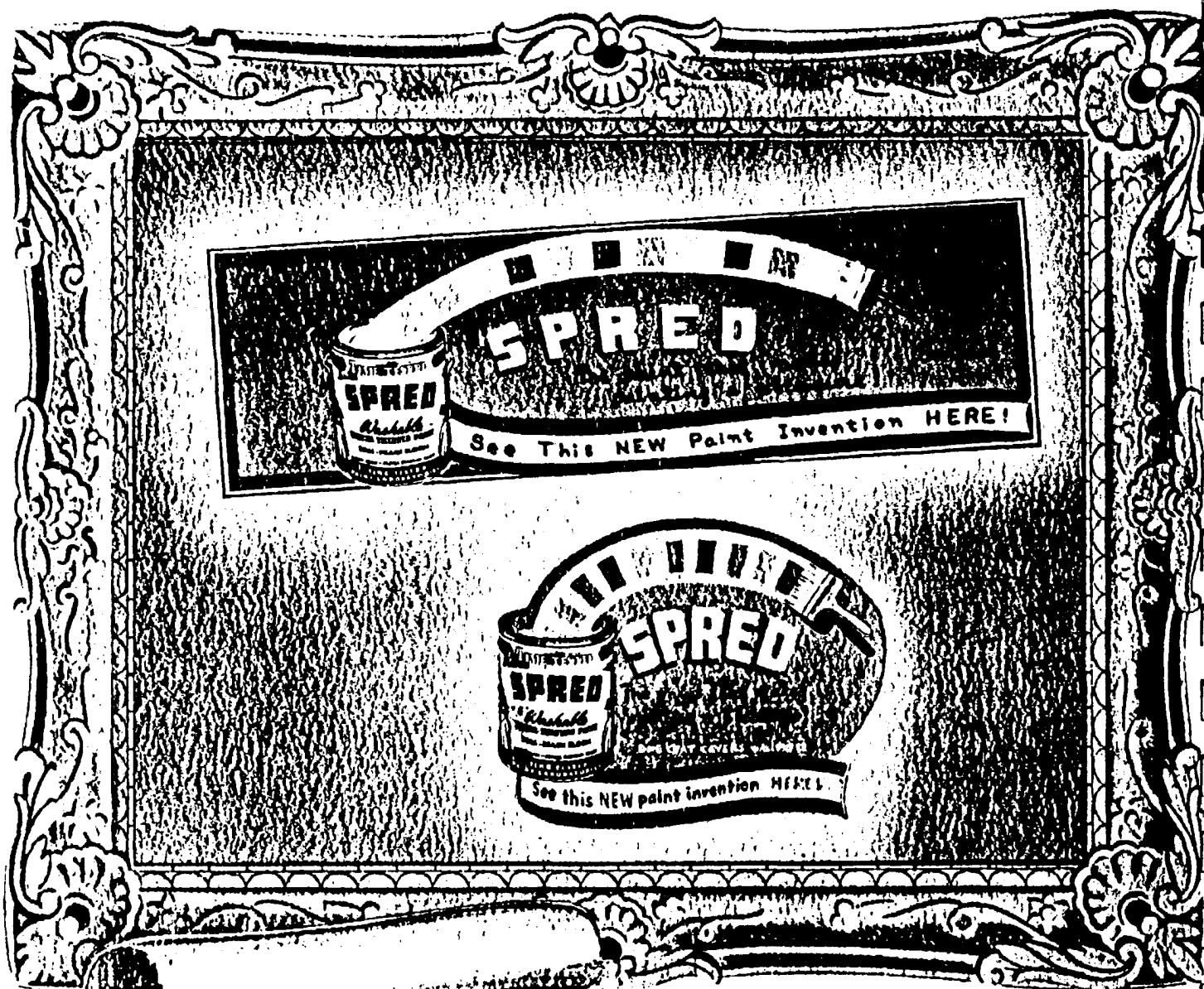
GLD39770

*Point-of-Sale
Signs*

IDENTIFICATION FOR YOUR STORE, SHOWING
THAT IT IS HEADQUARTERS FOR SPRED

PLUS

COLORFUL DISPLAY MATERIAL FOR USE IN
SHOW WINDOWS AND STORE INTERIORS TO
REMIND CUSTOMERS AT THE POINT-OF-SALE
THAT **SPRED** IS THE WATER-MIX PAINT TO
BUY BECAUSE OF ITS UNRIVALED SUPERIORITY.



**STORE
IDENTIFICATION
FEATURES
THAT
SPOTLIGHT YOUR STORE
AS
HEADQUARTERS
FOR
SPRED**

EXTERIOR BANNER:

Of tough Rhino-Fibre (2' x 8') ready for displaying on the store front. Bright colors and design ties-in with broad National Advertising Campaign.

Form No. D70

Glidden Cost .65

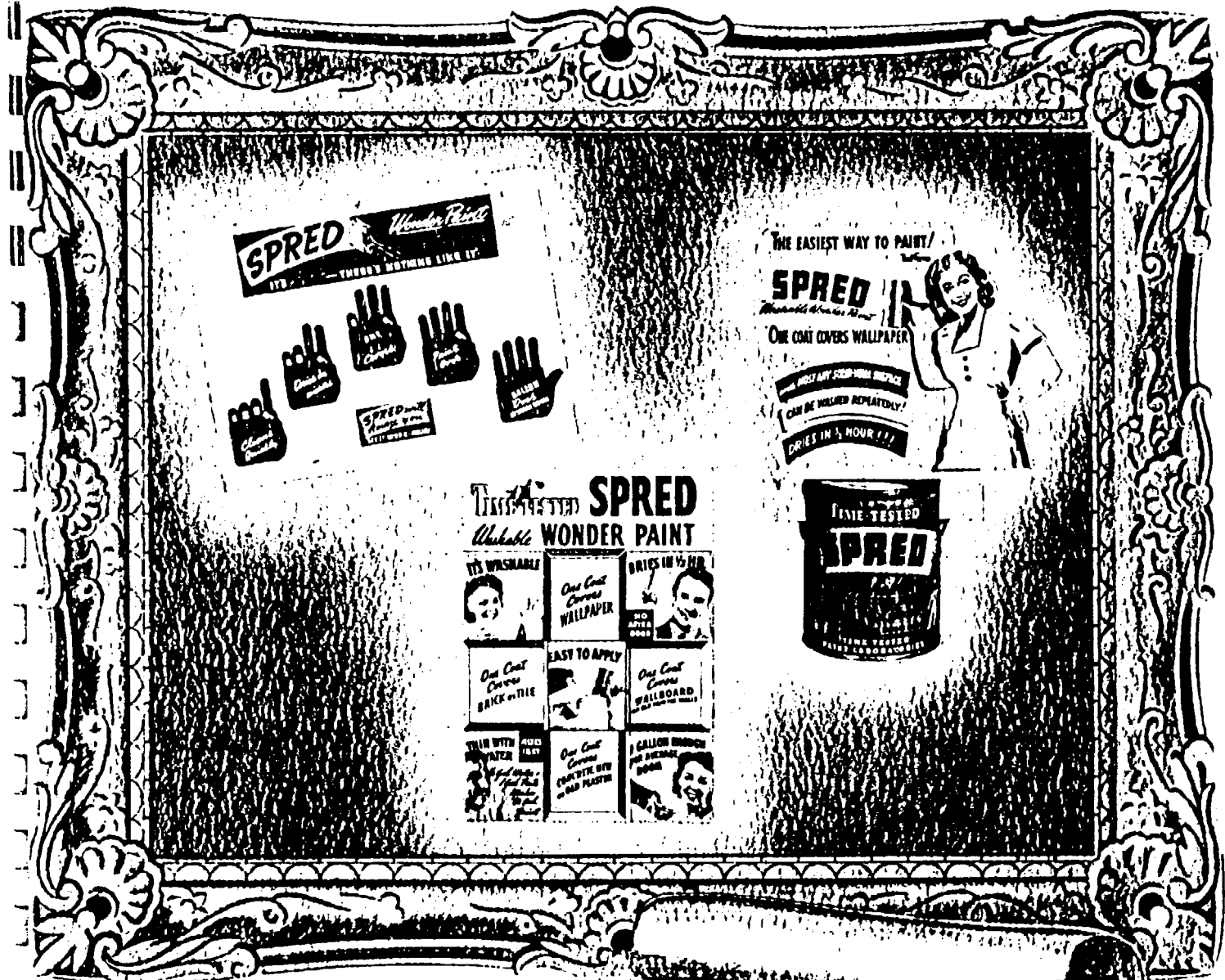
WINDOW DECAL:

A permanent sign for show window or store entrance — (9" x 12"). Easy to apply. Another feature that ties-in with the National Advertising for SPRED.

Form No. K44

Glidden Cost .55

ORDER ON REG. ADV. ORDER FORM



DESCRIPTION: Eye-catching display backgrounds, a colorful can-top cut-out and four sets of window banners to help you secure on-the-spot sales. Designed especially to fit any type of window or interior display, these selling aids offer an exceptional opportunity for variety in display selling.

Although we only show 1 set of Window Trim there are 3 other sets available as listed below for ordering.

As the need arises, new features will be produced and announced during the year, also.

COSTS:

Form No.	Features	Our Share
D-61	Spreed Window Background	\$1.25
D-12	Spreed Can-top Cut-Out	.60
D-385	No. 1 Spreed Window Trim	.45
D-289	No. 2 Spreed Window Trim (Hand)	.45
D-285	No. 3 Spreed Window Trim (Scroll)	.45
D-388	No. 4 Spreed Window Trim (Arrow)	.45

★ ORDER BY FORM NO. ★
ON REGULAR ADV. ORDER FORM

POINT-OF-SALE DISPLAY MATERIAL

FOR

*Building Interesting
WINDOW DISPLAYS*

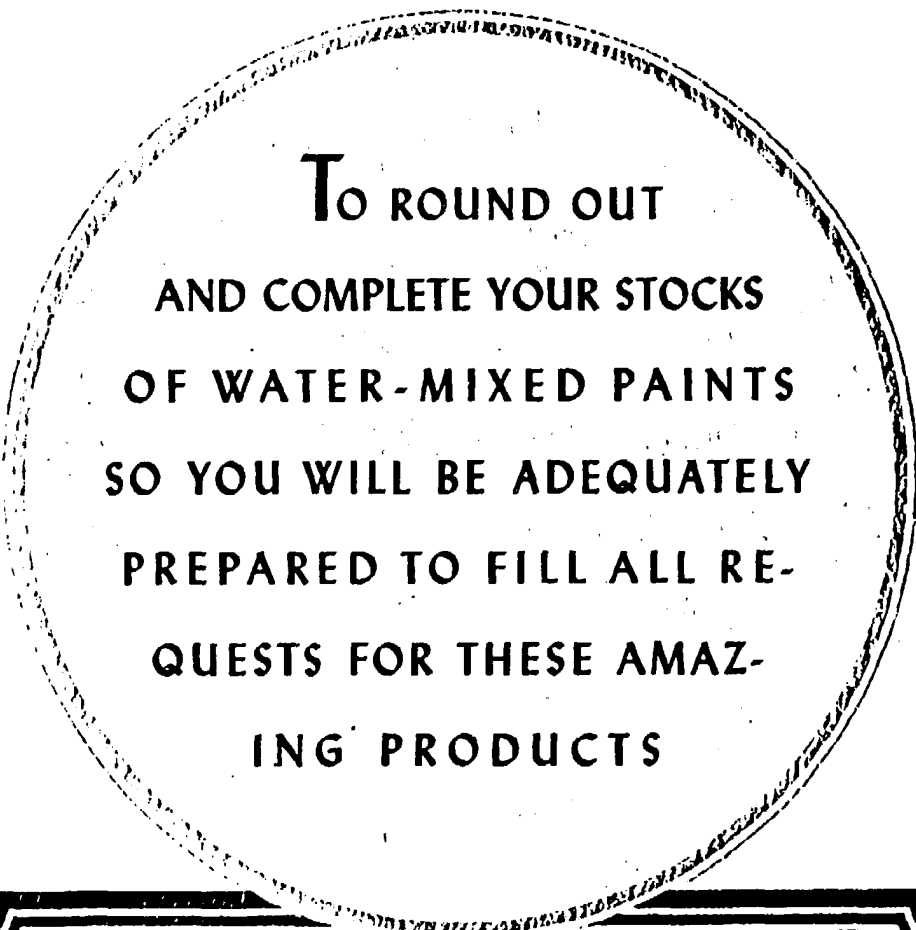
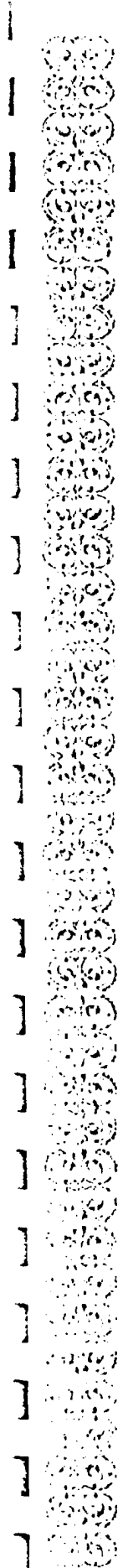
**SPOT DISPLAYS
IN THE STORE
AND FOR**

"Dressing-Up"
THE PAINT DEPARTMENT

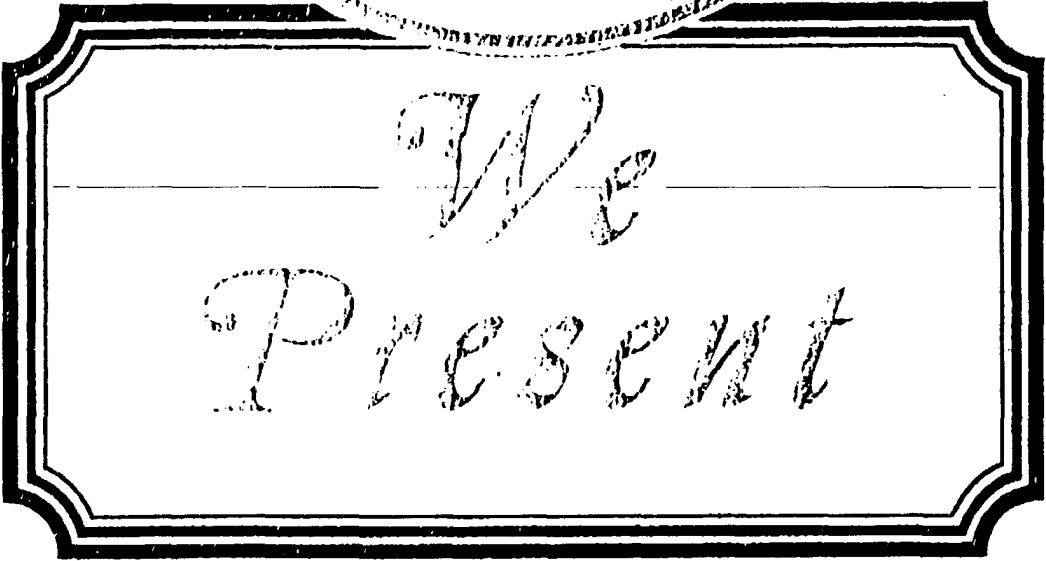


**STORE
DEMONSTRATIONS
IN
Traffic Aisles
Build SPRED Sales
During
SALES DAYS
SPECIAL EVENTS
AND
PAINTING SEASONS**

★ Set up demonstration tables in traffic aisles away from the paint department as well as in the department. Secure old wallpaper sample books or use rolls of wallpaper on racks as illustrated above for demonstrating SPRED over wallpaper. When the painted sheets dry, cut them into small pieces and hand them out to interested customers. Demonstrate several colors or all of them so people can see how the colors look when painted out. WE SUPPLY FREE UPON REQUEST, PANELS OF SHEETROCK PAINTED WITH SPRED SO YOU CAN DEMONSTRATE SPRED'S WASHABILITY.



TO ROUND OUT
AND COMPLETE YOUR STOCKS
OF WATER-MIXED PAINTS
SO YOU WILL BE ADEQUATELY
PREPARED TO FILL ALL RE-
QUESTS FOR THESE AMAZ-
ING PRODUCTS



*We
Present*





The Old "Stand-by"!
REFLECT-O-LITE
 ORIGINAL TYPE
 Water-Mix Paint

This Soya Protein Paste Paint (Non-Washable) has created a large market and will continue to be sold in great volume because of its attractive price and economy to the user.

ADVERTISING FEATURES TO HELP SELL!

HANDBILLS: Form No. H16—Printed both sides with space for Dealer's Name and Address. See sample in Front Pocket for size and costs.

NEWSPAPER ADS: See Proof Sheet in Front Pocket for available ads. Order by the number assigned to the ads and specify if you want mats, stereos or electros.

FOLDER: Form No. F114—Colorful Folders for stuffing in Packages, Invoices or to hand out. Sample in Front Pocket.

WINDOW DISPLAY: Form D-7—Third dimension view of a home freshly painted! Forty inches wide printed in full color. GLIDDEN share . . \$1.50 No Cost to Dealers.

USE REGULAR ADV. ORDER FORM
 ORDER BY FORM NO.—GIVE CORRECT IMPRINT INFORMATION

★ALSO AVAILABLE IN 3 OTHER GLIDDEN BRANDS

HEMILTONE:
 Manufactured by HEATH & MILLIGAN MFG. DIVISION

MEZZOTONE:
 Manufactured by ADAMS & ELTING CO. DIVISION

CLIMATIC SOYA PROTEIN PASTE PAINT:
 Manufactured by THE AMERICAN PAINT WORKS DIVISION

GLD39776

9 ALLIED *Water-Mixed* PAINT PRODUCTS



CASEIN DRY POWDER PAINT

All the usual economies of dry powder paints plus superior coverage, quick drying and ease of application.

HYDRAULIC PRIMER

A hard lime-locking prime coat over which may be applied oil paints, lacquer, kalsomine, and all water thinned paints.

TEXTURE WALL FINISH

Its heavy textured effect makes it the outstanding choice of decorators. Gives cold, bare walls a warm, modern appearance.

CEMENT AND STUCCO PAINT

Becomes part of any cement or stucco exterior surface and cannot chip or peel. Available in many modern colors.

AD-EL-ITE HYGENIC KALSOMINE

The economical finish, easily applied to give soft, velvety effects to all rooms.

EXTERIOR COLD WATER PAINT

In white only. An economical finish for dance pavilions, tourist cabins, gas stations, lofts and factory buildings.

KALSIZE

A superior size for walls to be kalsomined. Economical, easily and quickly applied.

PLASTIC SURFACER

For filling and smoothing uneven surfaces. Adheres perfectly to wood, metal or masonry without chipping.

PATCHING PLASTER

Fills cracks and openings perfectly! Will not crack . . . plaster-like when dry. Sets very slowly.

Presenting



**A Complete Line of Paint for every
Paint Marketing Need – available in
Nine of America's most famous
and best known brands. Each prod-
uct tested and approved by the
TIME-TESTED Paint Laboratories.**

Paint Buyers

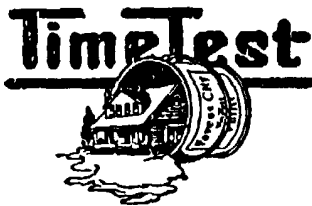
THROUGHOUT AMERICA

Recognize

THESE LONG-ESTABLISHED, FAMOUS
GLIDDEN BRANDS CARRYING THE
TIME-TESTED SEAL OF APPROVAL



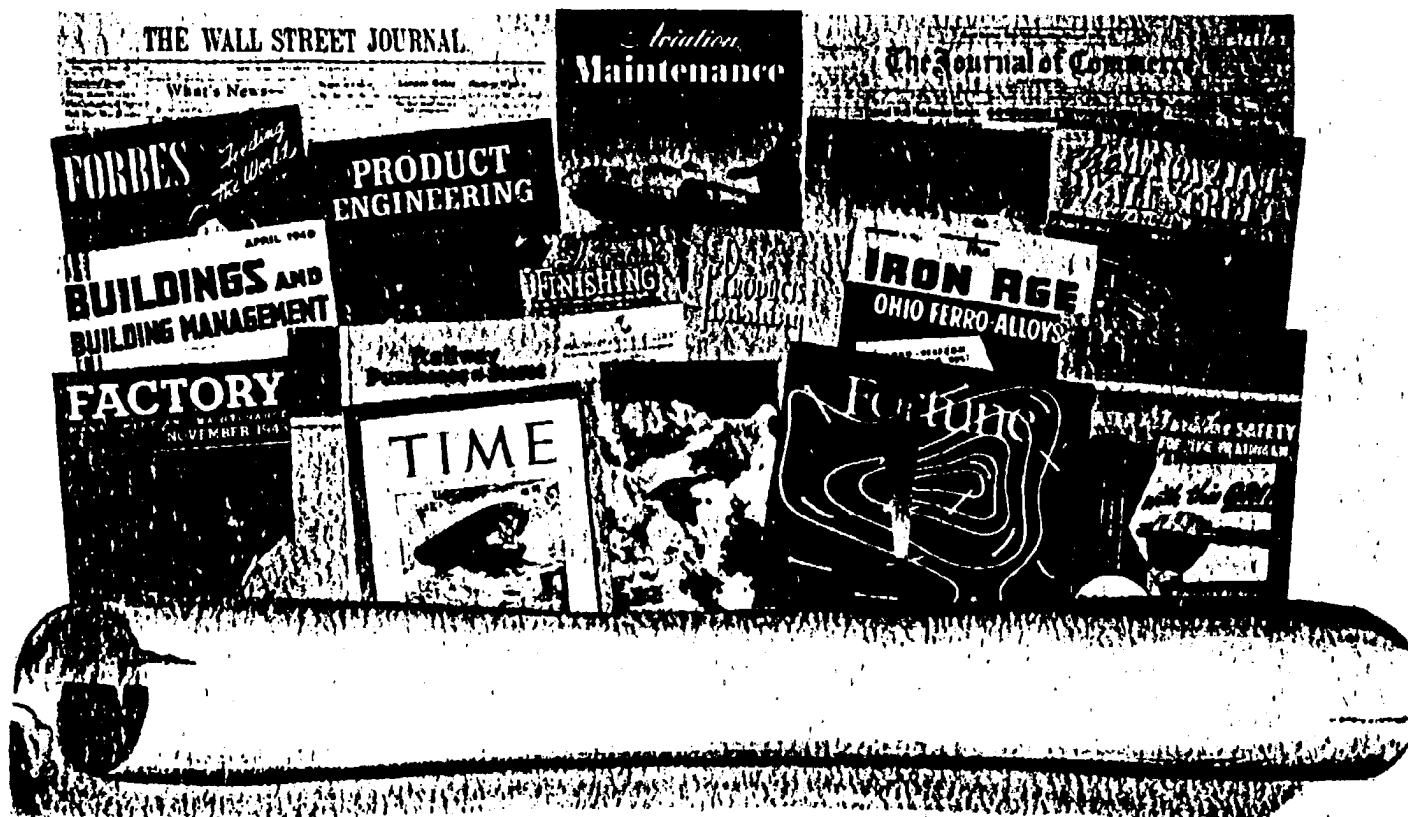
GLIDDEN
Everywhere on Everything



Climatic

THE BILLINGS-CHAPIN CO.





*In Addition to the Great Advertising
Program Behind the Promotion of SPRED*

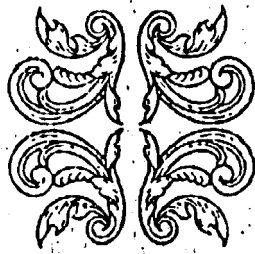
GLIDDEN

Also Advertises in

**AMERICA'S LEADING BUSINESS
AND NEWS MAGAZINES AND
TRADE PAPERS**

All of these messages reach out into all markets
and impress buyers with the quality and worth
behind all Glidden Products. All of this plus-advertising
benefits you because—

**A GLIDDEN DEALER IS RECOGNIZED AS ONE REPRESENTING
AND SELLING GOOD RELIABLE MERCHANDISE**

New!  *Different!*

**IMPORTANT
ANNOUNCEMENT**

of

**A NEW SERVICE
TO HELP PAINT DEALERS**

in

*The Display, Advertising,
Promotion and Sale of*

PAINT

**And other Merchandise
Generally Sold in Stores Where
Paint is Retailed**



Presenting



**A Monthly Magazine
Containing Digests of Articles
and Important Topics
of Interest to Retailers of
GLIDDEN PAINTS**

**GIVING THEM TIMELY TIPS ON NEW PRODUCTS,
POLICIES, TRENDS AND OTHER INFORMATION
PERTAINING TO THE OPERATION OF THEIR BUSINESS**

Issued Monthly During The Paint Seasons

SYNOPSIS

of

The Kind of Information and Helps To Be Contained In The Issues of **Timely Tips**

National Merchandising Events:

Important national events behind which there will be nation-wide advertising and promotion will be announced and a brief outline given. This will apply to paint and allied products.

Selling Ideas:

Will include successful ideas used by dealers in moving merchandise. Will also include proposals and suggestions based on analyses of selling problems.

Display:

Will discuss display problems and make suggestions for novel displays to be erected or built for store interiors, windows, shows, etc.

Post-War:

Will include digests of all types of Post-War articles of particular interest to paint retailers.

Related Product Merchandising:

Will include latest information about products and problems allied to paint. Most paint retailers sell other related items and this department will discuss not only related products but demonstrate how effectively paint may be tied in with them, thus building larger volume.

Color and Decorating:

Articles about trends and progress in the use of color by consumers in homes, offices, stores, factories and institutions. New developments will be presented as they come up.

News Items:

Interesting bits of news about people and business who are associated with the production, promotion and selling of paint products and allied products.

Direct Mail:

New stunts and ideas for creating consumer interest through Direct Mail channels will be presented. This is becoming more important as manpower-pinches deplete selling ranks.

CONTINUED ON NEXT PAGE

SYNOPSIS

(CONTINUED)

Safety and Hazard Information:

Articles of specific interest to those desirous of lessening occupational hazards and increasing safety measures.

Industry News:

Items about the paint industry of particular interest to retailers—some of which will reveal long time plans for the future as regards trends to new products and policies concerning the future.

Personnel Problems:

Digests of articles concerning the handling of employees, employee relations. A valuable contribution to retailers in smoothing out puzzling employee problems.

Stockkeeping and Stock Arrangement:

More efficient ways of keeping stock are always coming to the fore and this service will present the best of them. This will include topics on record keeping, store layout, departmentizing, etc.

Service:

Will show how retailers can render better worthwhile service to consumers, pointing out how to eliminate inefficient practices and time-taking, non-profit procedures of service, etc.

Advertising:

Demonstrating how to get more advertising for the money spent. How to reach consumers through the right mediums, and the kind of selling copy to use in making up newspaper ads, handbills, and other types of advertising a retailer might do.

Promotion:

Articles about planning consumer promotions for seasonal products and others. Examples of what was done to make successful promotions click in the past.

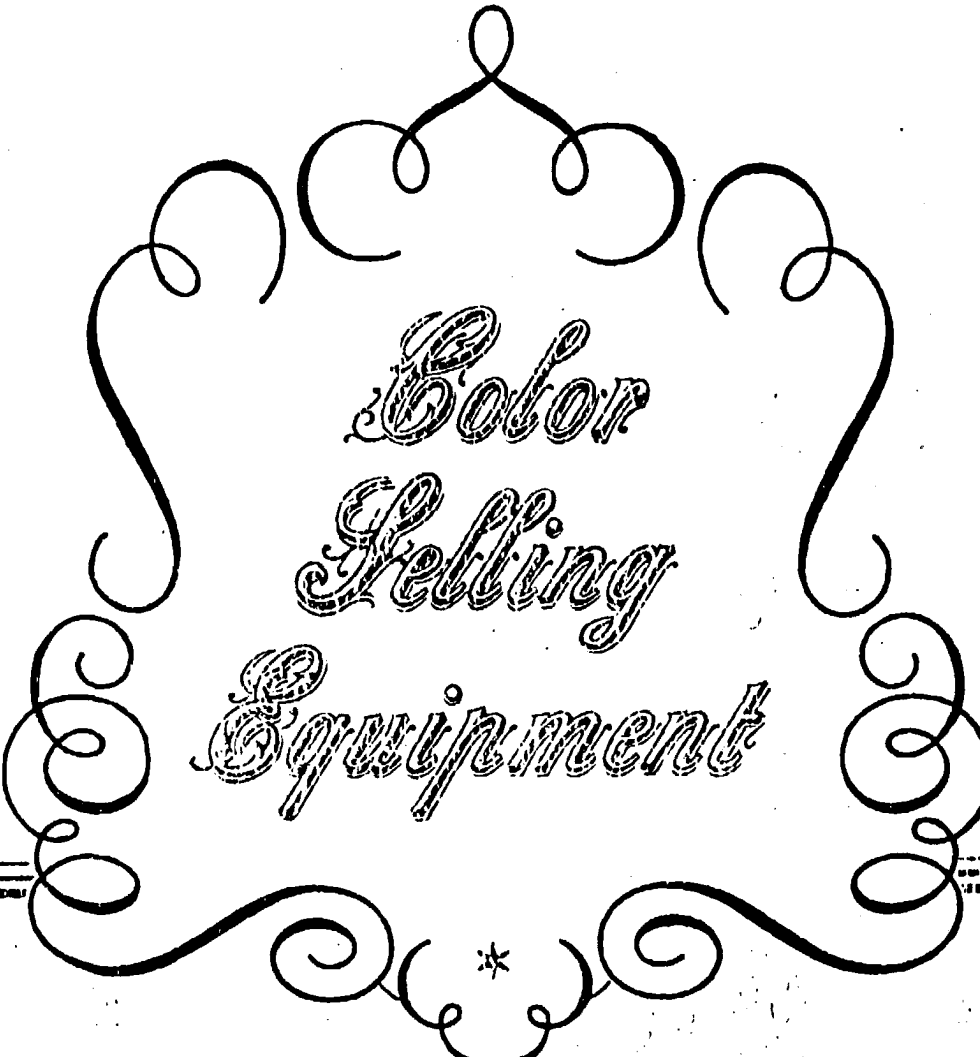
Group Plans:

Articles of interest where merchants have united behind a common cause for their own good. Outlines of things to be tried by groups interested in the promotion of specific programs of civic interest and welfare.

Markets:

Listing new outlets for making sales of paint and related products. As markets change and new ones open, because of improvements in products, new products and other reasons, this information will be gathered and presented.



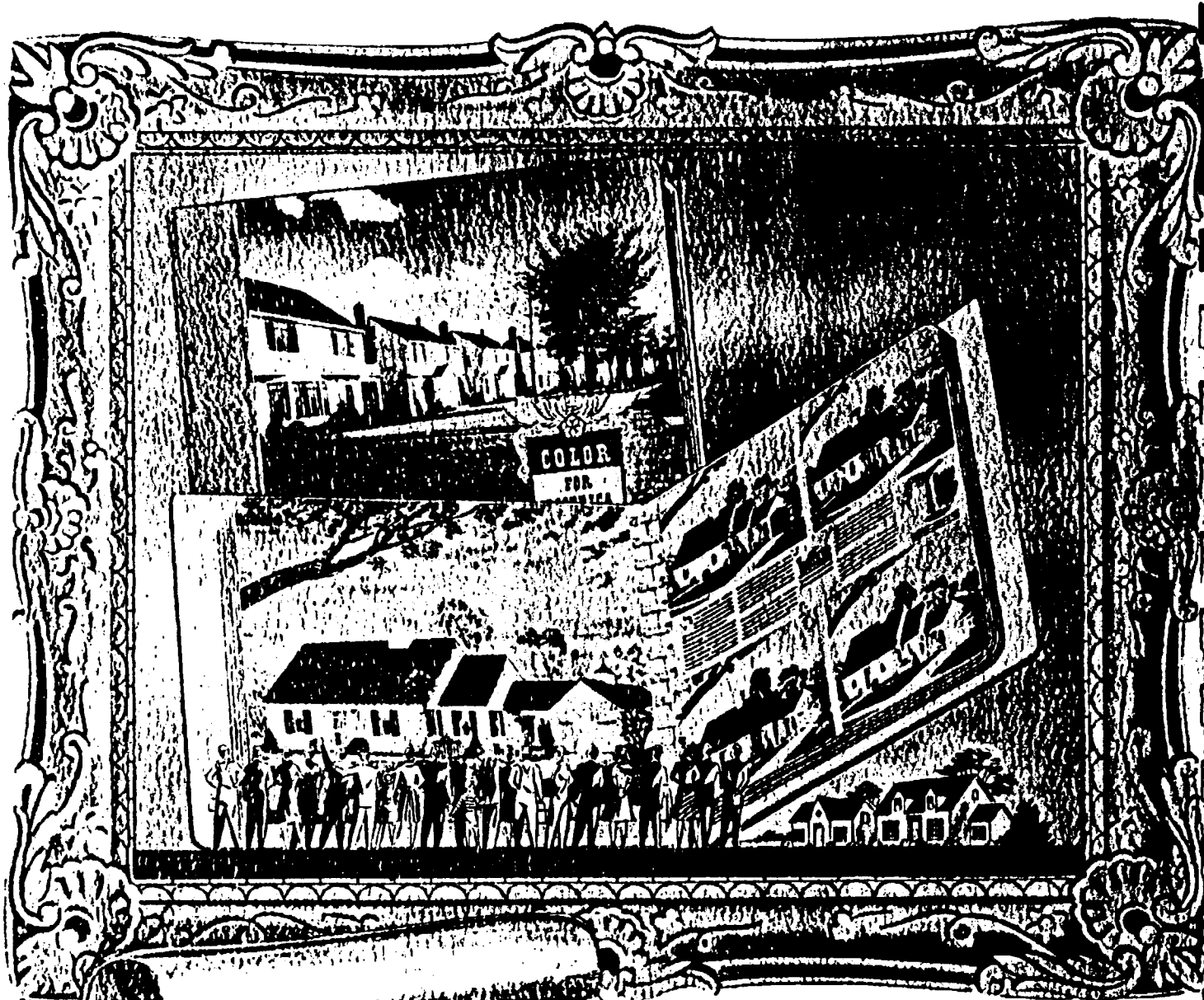
A large, ornate scrollwork frame with multiple loops and flourishes, enclosing the title text.

Color Selling Equipment

*

To help merchandise paint to the consumer, Glidden provides fine features in color showing how to use paint colors correctly in harmonizing effects. This is a real service to the dealer to help him make and keep satisfied customers.





**COLOR
FOR
AMERICA**
The Inspirational
But Practical Book
That Sells
PAINT
AND
PAINTING IDEAS
TO CONSUMERS
AND PROSPECTS

122 PAGES OF COLOR SUGGESTIONS

HOME EXTERIORS: 142 practical ideas on how a home should be painted . . . 46 home color schemes . . . each beautiful and distinctive! Trims for brick and stucco homes . . . ideas for painting entranceways, yard, etc.

HOME INTERIORS: Many beautiful full-color "glamour" pages of living, dining, and bedrooms, kitchens, baths, recreation, and many other rooms. Ideas on how to decorate hallways, how to treat fireplaces, bookshelves, cabinets, and pantries.

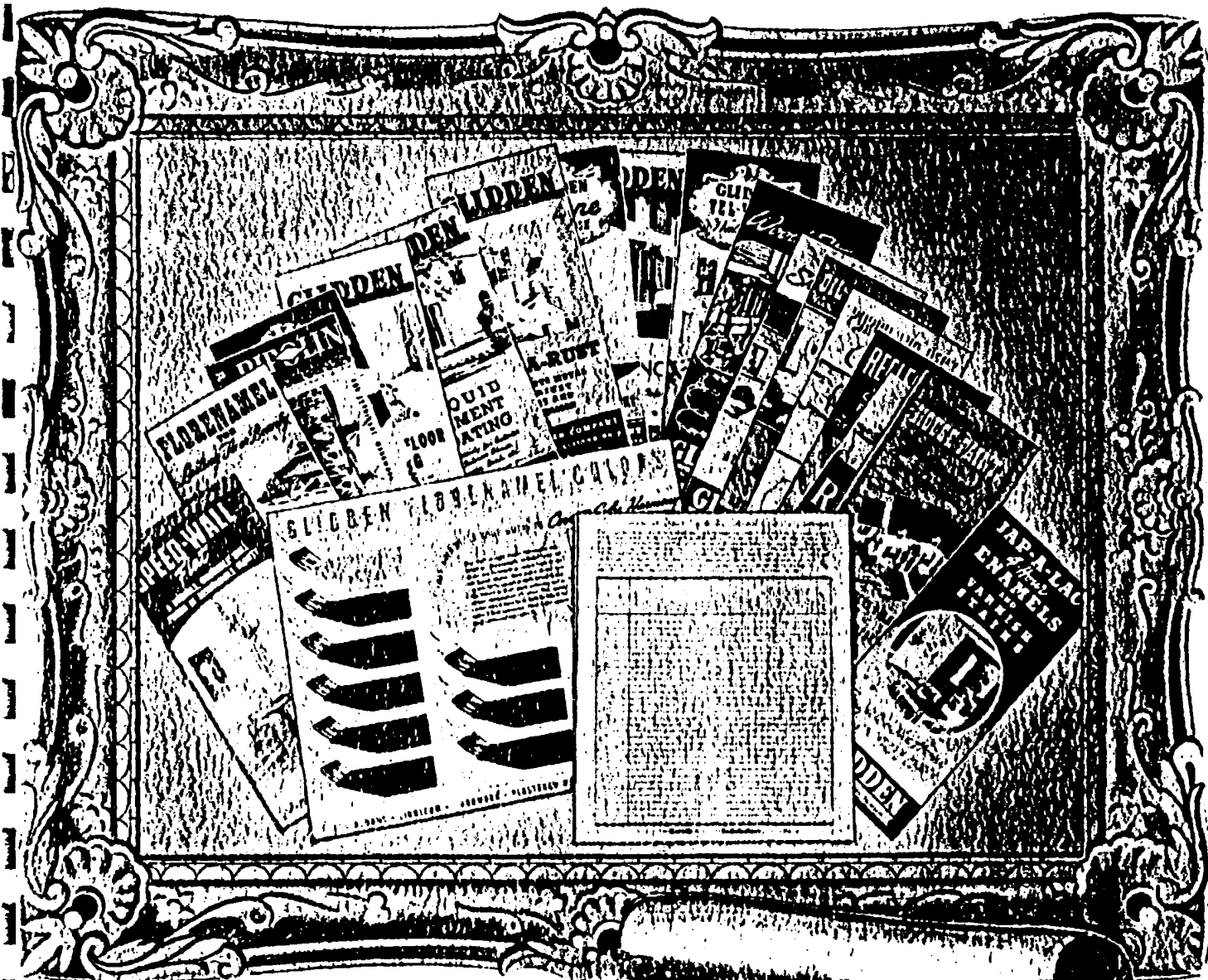
FARM BUILDINGS AND EQUIPMENT: Paint and color ideas for farm homes, barns, cribs, pens, fences, silos, windmills, and other farm buildings . . . the correct paint for dairy barn interiors and exteriors . . . distinctive color schemes for farm equipment.

SCHOOLS, CHURCHES, APARTMENTS, OFFICES, ETC.: Graphic illustrations and a check chart to help sell large-volume paint jobs. By using this section and chart when figuring jobs, every paintable surface will be called to attention.

COLOR HARMONY: 5 full pages devoted to a comprehensive yet easily understood outline of principles of the Munsell System for color selection.

COSTS:
GLIDDEN SHARE 5.00 per copy
AGENTS SHARE 5.00 per copy

*** ORDER ON REGULAR ADVERTISING ORDER FORM ***



Listed below are different groups showing the average color card cost for a year for agents whose annual paint volumes are as indicated. Sales representatives will fill in on each agent's Tailor-Made Agreement the proper color card expense.

COSTS:

Agents Making Annual
Purchases from Glidden of:

Average Cost to Glidden
for Furnishing Year's
Supply of Color Cards:

Group No. 1.....	\$ 500 to \$ 750...	\$14.00
Group No. 2.....	750 to 1,000...	18.00
Group No. 3.....	1,000 to 1,500...	22.00
Group No. 4.....	1,500 to 2,000...	26.00
Group No. 5.....	2,000 to 3,000...	33.00
Group No. 6.....	3,000 to 5,000...	42.00
Group No. 7.....	5,000 to 7,500...	54.00
Group No. 8.....	7,500 to 10,000...	66.00
Group No. 9.....	10,000 and up.....	85.00

ORDER COLOR CARDS WHEN NEEDED, ON REG. ADV. ORDER FORM

COLOR CARDS

with

Copyrighted Color Harmony Charts

Well Illustrated and filled
with real paint selling copy

★

The Color Harmony Chart provides
a source for selecting color schemes
that are authentic and in good taste.

GLD39787



NO U.S. PAT. ON
TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS
DECORATING
STUDIO
 OFFERING A
Free
Color Service
 To the Customers and Prospects
 of TIME-TESTED Paint Dealers.

This Decorating Service will permit dealers to offer authentic color recommendations for the big-volume high-profit jobs...thus helping to actually make sales. Each request is individually handled to fit the particular problem. Use this **FREE SERVICE** as often as you can.

HOW TO GET SERVICE

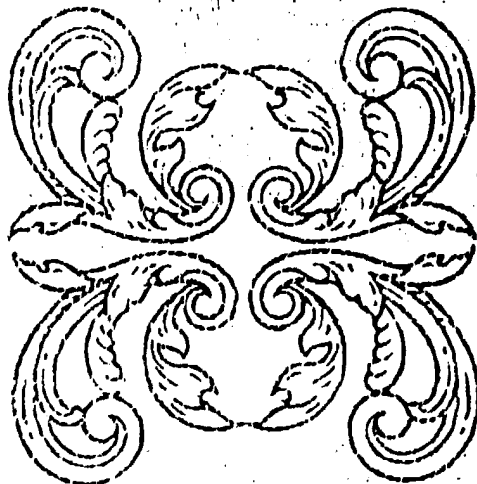
Make requests for Color and Decorating Service on the Special Decorating Studio Color Recommendation Questionnaire.

*Consumer
Advertising*

AND POINT-OF-SALE

*Display
Material*

*





COOPERATIVE NEWSPAPER ADS AND HANDBILLS

To Reach The Dealer's
Local Consumer Market

NEWSPAPER ADS:—

Available in the new pictorial style on major profit-making products. Glidden will furnish mats, stereotypes or electros at no cost to the dealer. See proof sheet in back pocket showing ads that are available. Order by number on regular advertising order form. Mats will be shipped on each order unless stereotypes or electros are requested.

GLIDDEN COSTS: Glidden will cooperate 50-50 on space cost as long as the ads are printed as is in the newspaper at the dealer's local advertising rate. Show the estimated total Glidden share of Newspaper Advertising for the year on the Tailor-Made Agreement Form.

DEALER COST: The dealer will pay for the ads and send a copy of the invoice with a tear sheet of the ad to his Glidden Division Office for 50% credit.

HANDBILLS:—

Handbills on major profit products will be available as announced in each issue of Timely-Tips. These handbills will be in the pictorial style and will be made up to fit the needs of various paint seasons and events.

GLIDDEN COSTS: Glidden pays for the cost of the handbills (\$4.00 per M) including shipping charges to the dealer's town.

DEALER COSTS: The dealer pays \$1.50 per M for the imprinting of his name and address on the handbill, and also for any local distribution charges.



COSTS:

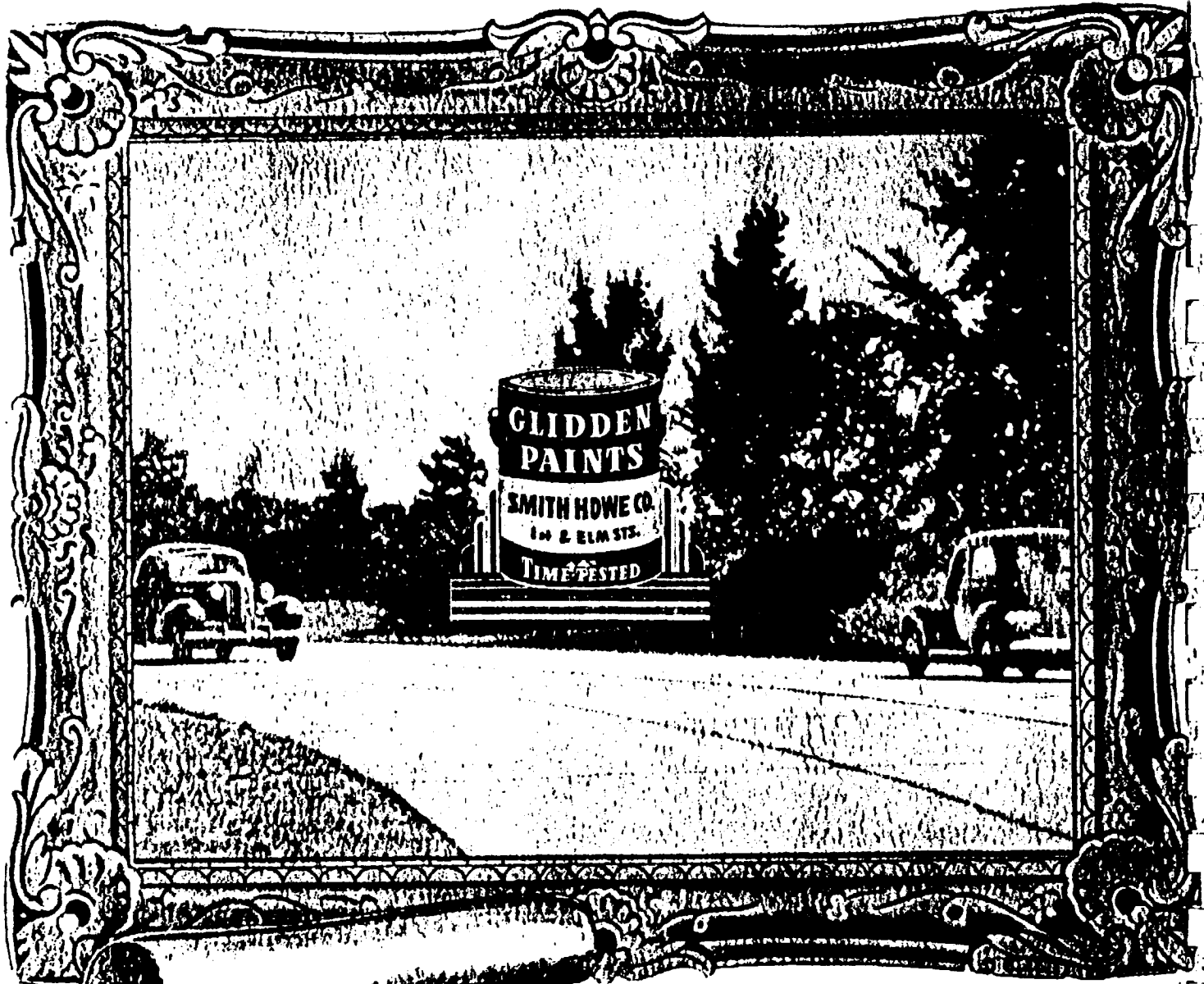
Form No.	Folder Description	GLIDDEN COSTS
F 10	Base Coat.....	60c
F 21	Time-Tested	55c
F 89	Slick Cleaner.....	25c
F114	Reflect-O-Lite.....	80c
F119	House Paint.....	65c
F118	Florenamel	65c
F125	Jap-A-Lac Enamel.....	75c
F126	Speed-Wall	75c
F127	Varnish.....	75c
F123	"Easy Ways To Paint".....	1.25
F130	Color For America.....	60c

USE REGULAR ADV. ORDER FORM

Attractive PRODUCT FOLDERS

for
DISTRIBUTION IN STORES
ENVELOPE ENCLOSURES
PACKAGE STUFFERS

Each folder carries a forceful story
about Glidden products — tells
how to use them and suggests
where to use them.



COOPERATIVE HIGHWAY SIGNS

(10' wide x 15' high)

Distinctive Design
That Gains
Motorists' Attention

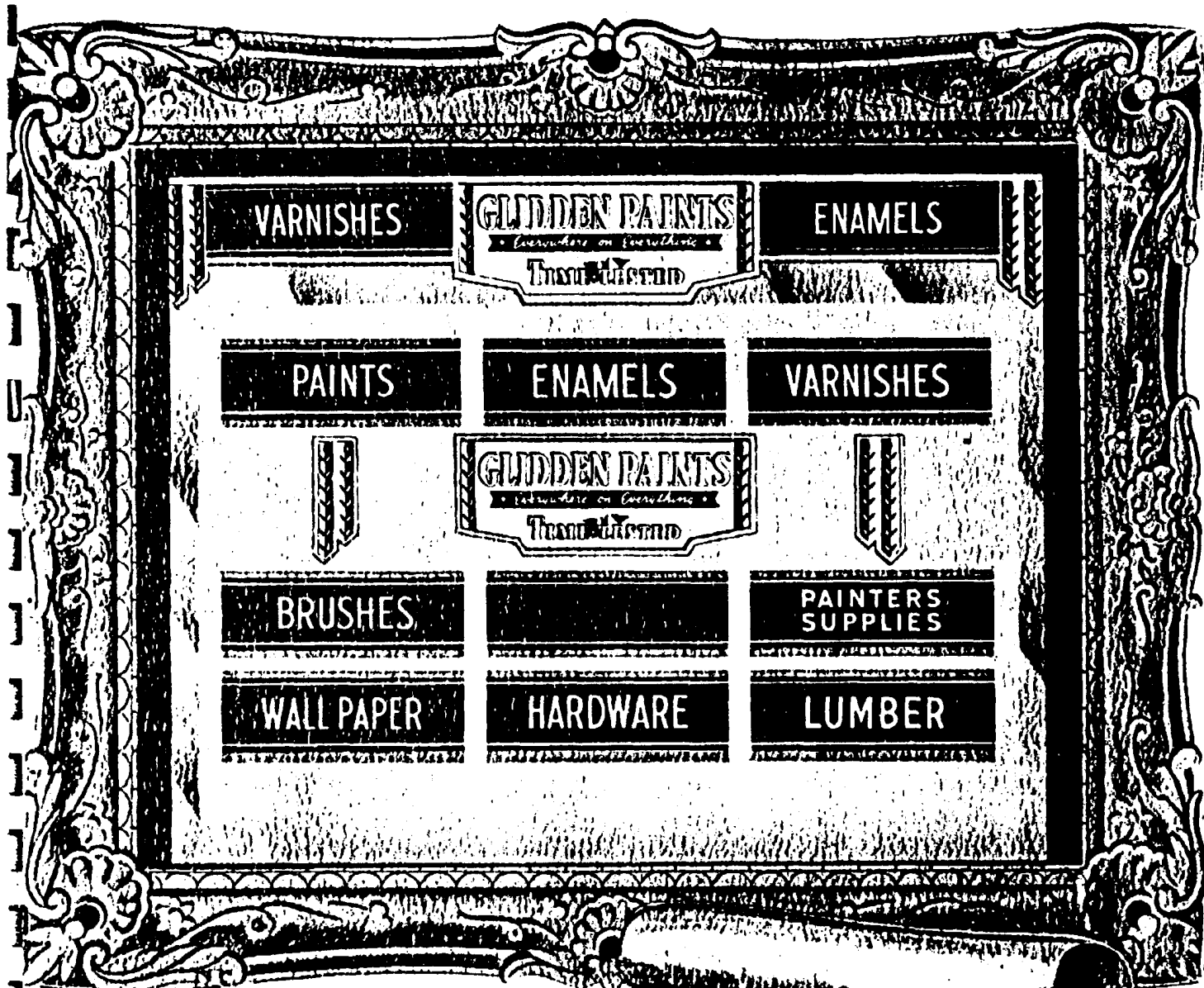
CARRIES DEALER'S NAME AS
PROMINENT PART OF SIGN

The Cooperative Plan: Each sign is erected on the basis of a 2-year contract, at a monthly rental rate. The sign company erecting the signs makes all the necessary contacts with the agent locally to determine the best spot where the signs may be placed. The sign company negotiates all contracts for space for the signs, erects the signs, covers them by insurance against liability and property damage, and maintains the signs during the entire duration of the 2-year contract. The sign company also agrees to make all necessary repairs to keep the signs in good condition. Immediate erection cannot always be made at the time agent desires but the sign company guarantees to call on an agent and erect a sign within four months or less after a decision is reached to use the sign. Agents wanting signs erected early in the spring should place orders prior to January first to insure erection. The 2-year contract does not start to take effect on any sign until the sign is actually erected, satisfactory to the agent. Agent and representative of the sign company decide on the location for leasing. Renewal of regular contracts, at the end of the 2-year period, can be made on a 1-year basis at the same cost per month as the 2-year contracts.

COST TO GLIDDEN \$3.00 per month
(\$36.00 per year)

COST TO DEALER \$1.50 per month
(\$18.00 per year)

Order on Special Highway Sign Agreement Form



COSTS:

Form No.	Size	Type of Valence	Glidden Cost
K1	15"x 40"	"Time-Tested" Center Panel	\$1.75 ea.
K10	15"x 40"	"Glidden Paints" Center Panel	1.25 ea.
K11	10"x 34"	"Paints" Copy Panel	.80 ea.
K12	10"x 34"	"Varnishes" Copy Panel	.95 ea.
K13	10"x 34"	"Brushes" Copy Panel	.95 ea.
K14	10"x 34"	"Hardware" Copy Panel	.80 ea.
K15	10"x 34"	Blank Filler Panel	.80 ea.
K19	10"x 34"	"Lumber" Copy Panel	.80 ea.
K20	10"x 34"	"Wallpaper" Copy Panel	.80 ea.
K21	10"x 34"	"Painter's Supplies" Copy Panel	.80 ea.
K22	10"x 34"	"Enamels" Copy Panel	.80 ea.
K23	16"x 6"	Right End Panel	.40 ea.
K24	16"x 6"	Left End Panel	.40 ea.

HOW TO ORDER: Use regular Advertising Order Form. Order all window valances by number.

WINDOW VALANCES

Identify your store as Paint Headquarters for the Famous Time-Tested Paints and other allied products you sell. Colorful and attractive panels to dress-up and modernize your store-front. Will fit any size window.



Colorful
**POINT-OF-SALE
 DISPLAY
 MATERIAL**

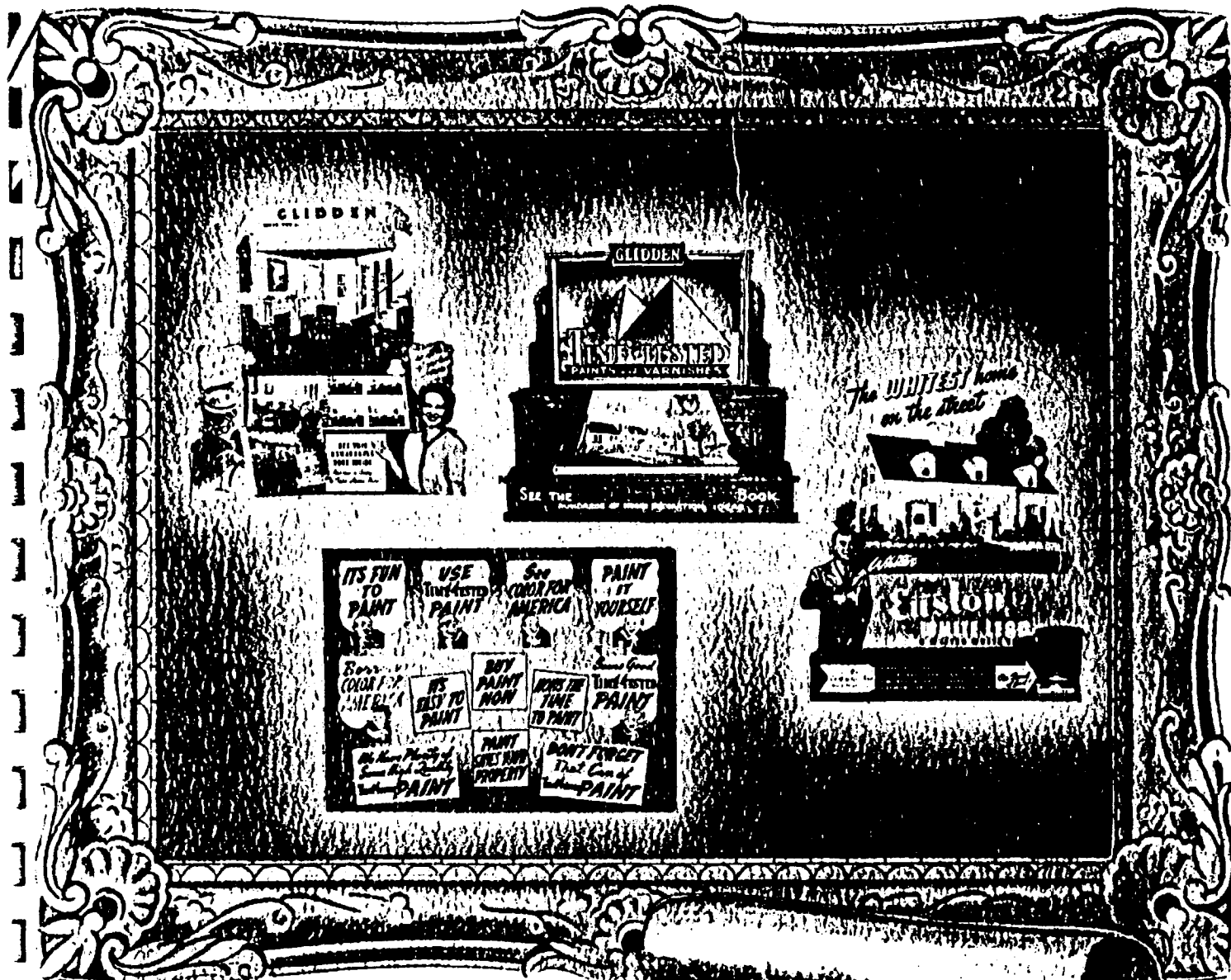
That Prompts Customers
 To Buy

**GLIDDEN
 PAINT
 PRODUCTS**

Form No.	Description	GLIDDEN COST
D-3	Color For America Exterior Banner.....	70c each
D-124	Varnish Can Top Cut-Out	50c each
D-25	Fabricote Counter Card	50c each
D-21	Auto Waxcoat Display.....	25c each
D-102	Slick Cleaner Counter Display.....	90c each

ORDER ON REG. ADV. ORDER FORM

GLD39794

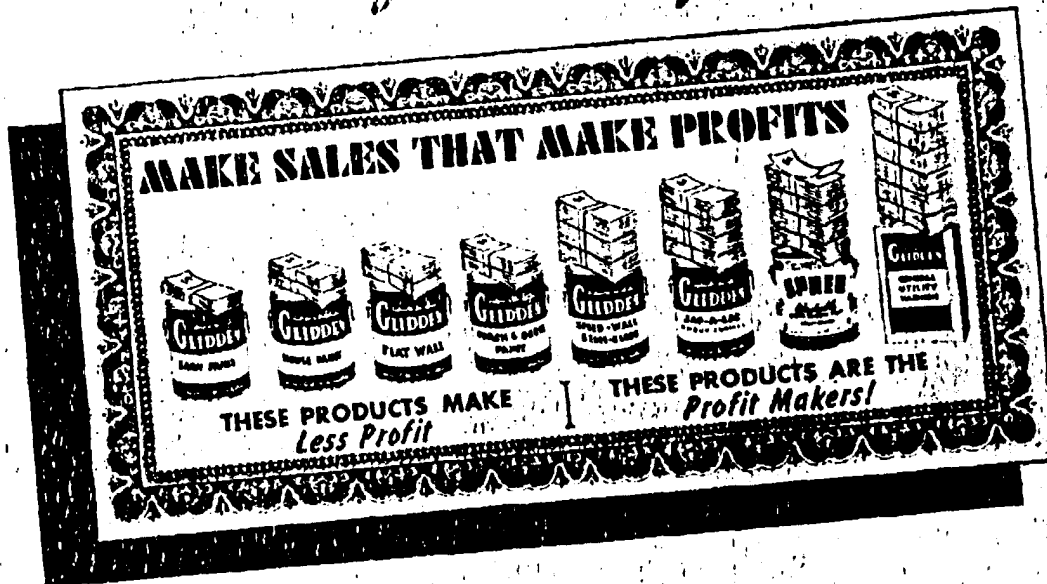


Form No.	Description	GLIDDEN COST
D-15	Color For America Display.....	\$1.50
D-101	Time-Tested Display.....	2.00 each
D-20	Euston Lead Display.....	.50c each
D-2	6 Sets of Pennants (Total 36 Pieces) ...	.85c set

★ ORDER BY FORM NO. ★
ON REGULAR ADVERTISING FORM



Here is Something to Think About!



SELL
Profit-Making
PAINT PRODUCTS

- You make more money
- You help us in paint production
- You definitely contribute to the war effort

KEEP YOUR STOCKS LOW • ORDER MORE OFTEN
YOU'LL BE IN A BETTER POSITION IN THE POST-WAR PERIOD

**It Will Help Still More If You Will Return To
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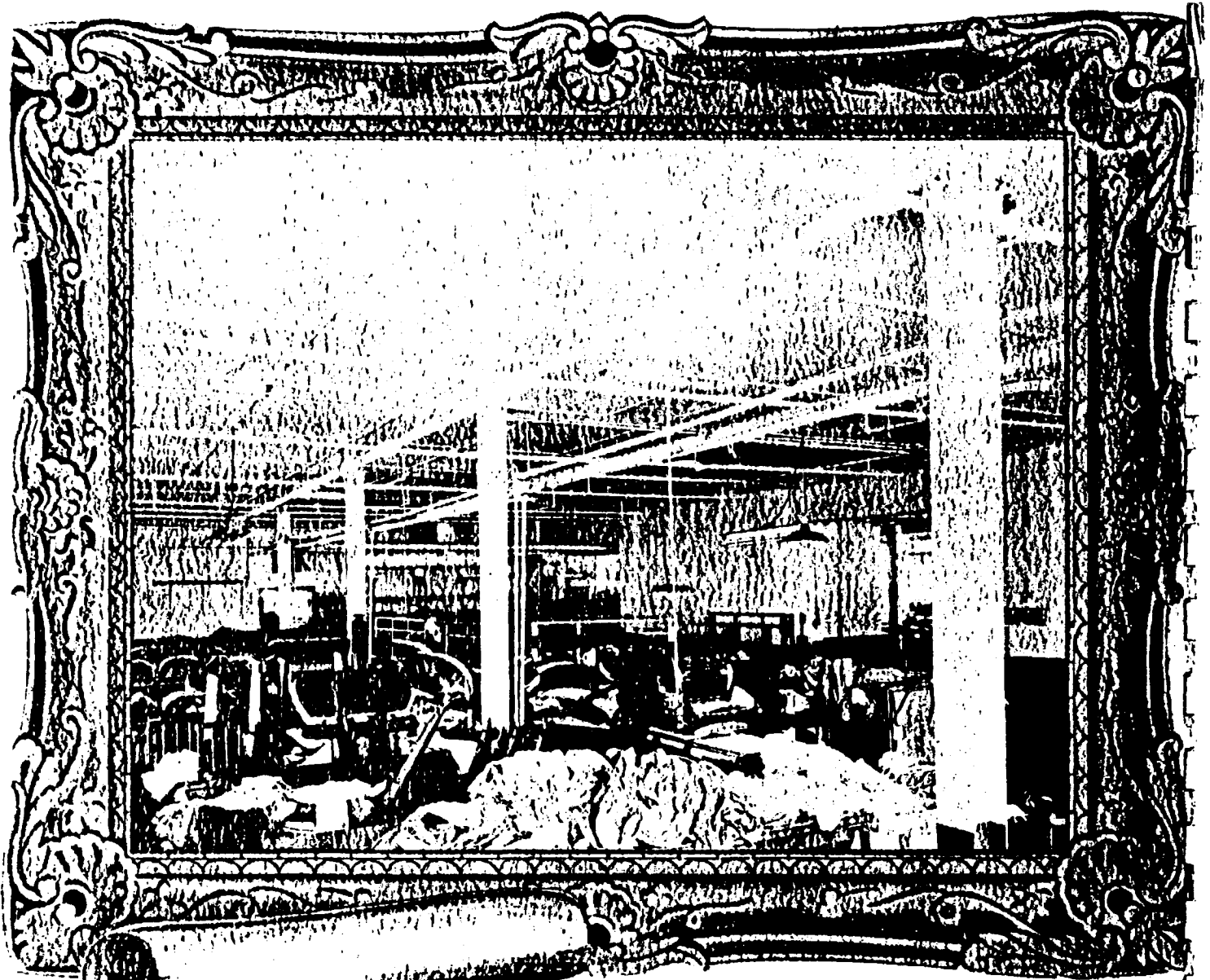
Let's All Conserve and Cooperate!

*Profit
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A decorative scrollwork frame surrounds the text, with a small star at the bottom center.

**FOR SELLING
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One-Coat
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FOR BRUSH OR SPRAY

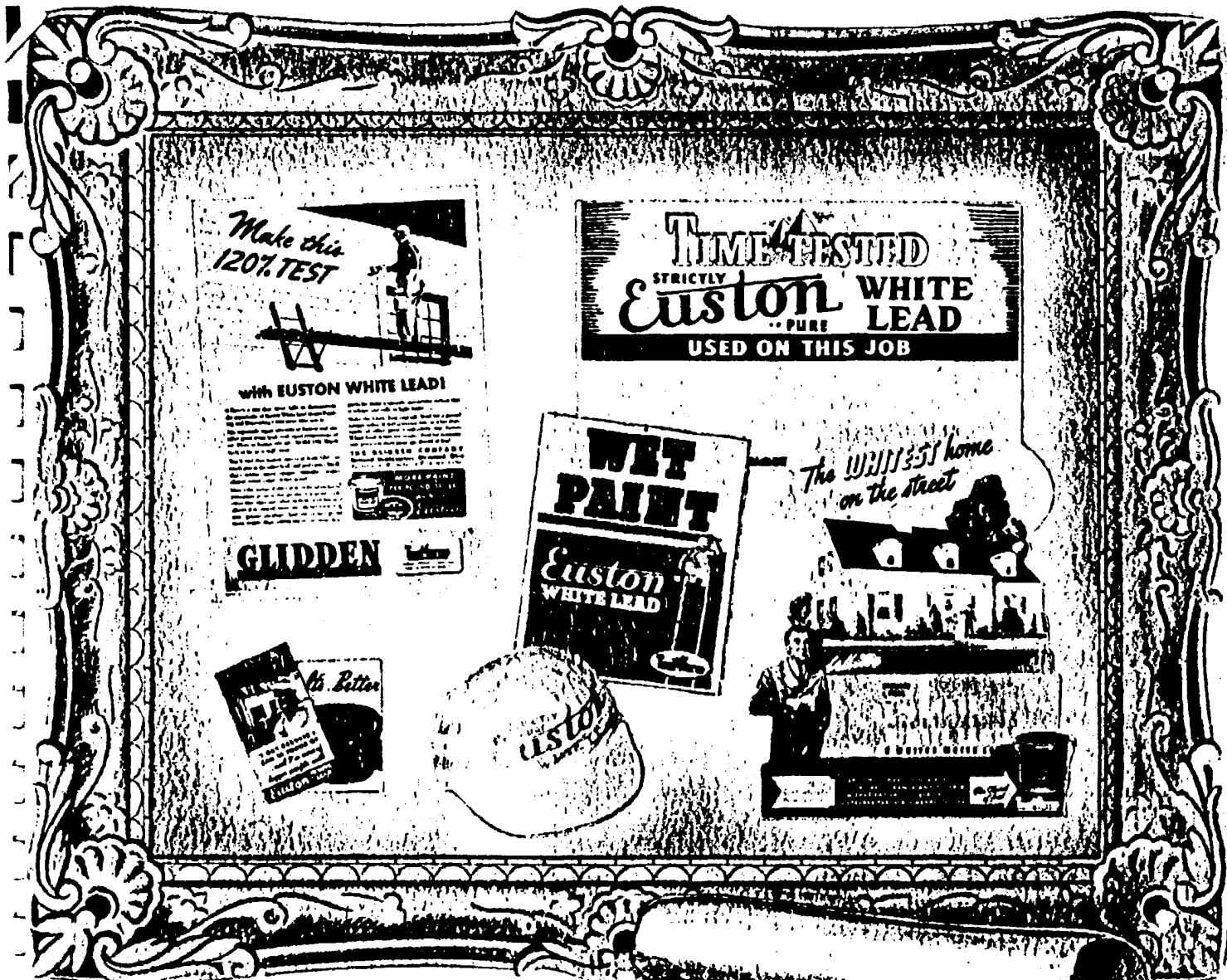
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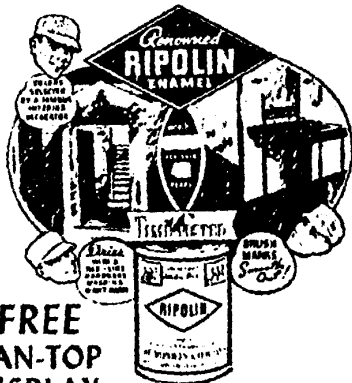


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- ★ Dirt washes off easily
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A Colorless Preparation
for

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COMMUNITY — Architects Specify It!

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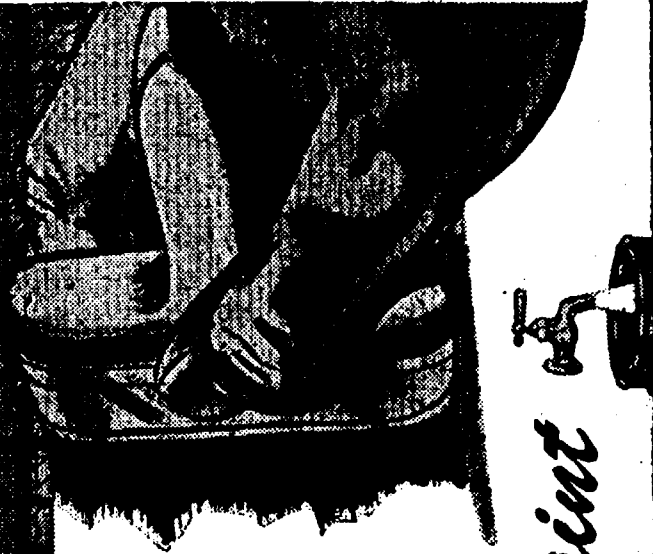
*Unwishtly Wallpaper
Varishes with*

ONE COAT of

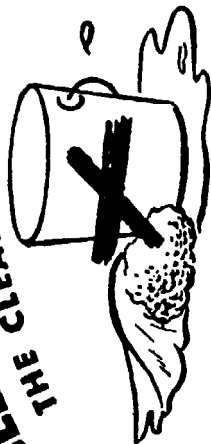
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Water Thinned Paste Paint



**CLEANS EASILY
THE CLEAN WAY**



Cleans like magic with wallpaper cleaner. No messy soap and water scrubbing needed.

**ONE COAT
ALSO COVERS**

BRICK



PLASTER



WALLBO



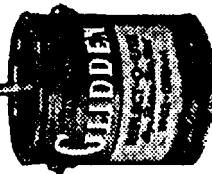
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The Original and Best Wallpaper Paint

This remarkable paint has been used and approved by thousands of American homemakers. It is so quick and easy to apply—mixes fast—dries in ½ hour—leaves no offensive odor. The ideal paint for Do-It-Yourself Painting—a perfect job every time. Buy enough Reflect-O-Lite for average room today for only \$2.29. Compare at any price.



Thins With Water



Mixes Quickly



1 Gal. Paste
Makes 1½
Gal. Paint
Ready to
Use

SPECIAL SALE PRICE

SPECIAL
GOOD FOR 10 DAYS ONLY

*Enough for
Average
Room*

\$2.29
Gal. Paste
GALLON PASTE MAKES
1½ GALLON PAINT

TIME-TESTED
GLIDDEN

REFLECT-O-LITE

Super Reflective Paste Paint

IMPROVED FORMULA REFLECTS 95% OF LIGHT

1912-PALE AZURE

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Glidden cost per thousand \$3.75 — Dealer cost for name and address imprinted \$1.25 per thousand

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- * Practical ideas for the interior that require no extensive or expensive preparation!
- * Schemes that may be built around your present furnishings!
- * Fresh, new color combinations that will add new interest to your present home!



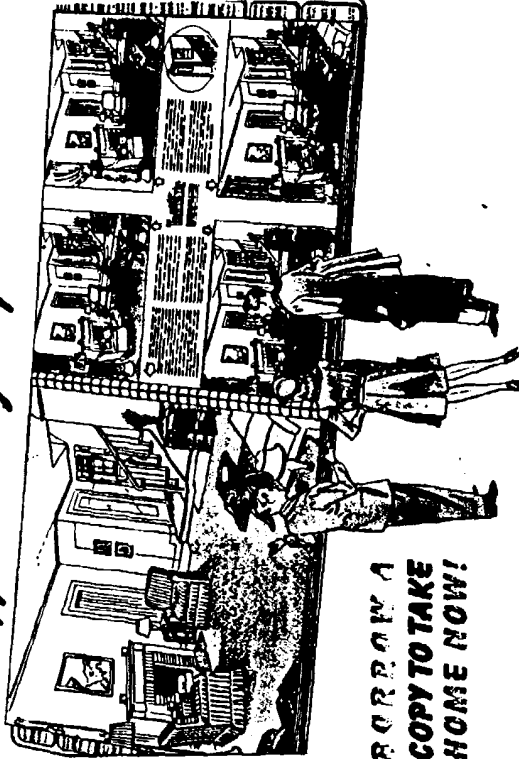
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HANDY REFERENCE PAINT BOOK

SIMPLE RULES FOR PAINTING

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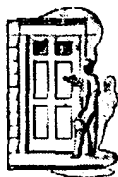
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YOUR PAINTING AND DECORATING CONTRACTOR

For the finest painting results, employ a good, experienced, reliable Painting and Decorating Contractor. Painting is his business; he is a skilled mechanic that knows how to prepare the surface and how to properly apply the paint. If you don't know a dependable Painting and Decorating Contractor, consult your local "Time-Tested" dealer. He will be glad to help you select the best painter for your job.

EXTERIOR PAINTING

WOOD Before painting, the wood should be thoroughly dry. Moisture sealed in by paint will be drawn out by the sun through the paint, causing it to blister and peel. Don't paint immediately after a rain storm or too early in the spring. Wood that is densely shaded with trees and vines should be allowed a longer time to dry than surfaces exposed to the sun.



To avoid swelling, sticking, shrinking, etc., paint the top and bottom edges of doors.

A new house should never be painted on the outside until the plaster on the inside is thoroughly dry. The sun draws the moisture from the plaster through the wood.

Painting houses, barns and other exterior wood surfaces should be done in the shade wherever possible. Follow the shade by painting west and north side in the morning and south and east side in the afternoon, during the hot summer months. When painting in the early spring or late fall, follow the sun so that it will

have a chance to dry out any moisture that has developed during the night.

Properly prepare the surface by scraping off all scaly paint with a putty knife or wire brush. All loose boards should be nailed tight and siding that has split should be puttied, also putty openings around window and door casings.

Knots should be sealed with Shellac. Don't use ocre, non-drying mineral oils, or other cheap primers; they cause early deterioration of the finishing coat.

In painting remember that well brushed thin coats are better than heavy ones. Allow each coat to dry thoroughly before applying succeeding coat.

Begin painting at either the upper right or left hand side of the building and paint down;



THIS IS CHECKING



THIS IS BLISTERING



THIS IS PEELING

try to end your day's work at a corner or a window. By doing this, you will not show where you left off should you for some reason be unable to continue painting for three or four days.



METAL Remove all rust and scales with a wire brush and prime with "Time-Tested" Metal Primer.

Galvanized surfaces should be given a period to weather before painting. When this is not possible they should be washed with a diluted portion of acetic acid to

remove grease and oil.

STUCCO, BRICK & CONCRETE Before painting go over the surface with a tough broom or fibre brush and remove loose scales of paint. Patch large cracks. Prime all barren spots on old work and all new or unpainted surfaces with "Time-Tested" Primer.

Brush "Time-Tested" Liquid Cement Coating well into cracks and crevices to produce a weather-tight surface.

ROOFS Wood Shingles are rough and porous, making them difficult to paint. The best treatment for wood shingles is a stain made from oils prepared to produce weather protection and deep penetration and also provides a decorative finish.

Two coats of Shingle Stain, whether dipped or brushed, are recommended. On new work, wherever possible, shingles should be dipped about $\frac{3}{4}$ of their length and allowed to soak 30 seconds. Then place in another container and allow excess stain to drain off. After the shingles are laid, it is advisable to recoat the entire surface. All shingles are not of the same



Paint will prevent bricks from absorbing moisture. Two bricks, one unpainted, the other painted, when submerged in water prove this. The unpainted bricks will weigh more when taken out of water.



Upper - Unstained shingles.
Lower - Smooth, stained shingles.

degree of hardness, sometimes making it necessary to re-touch some of them with the stain to get a uniform over-all color.

Composition. Paper and Felt should be repaired before painting.

Patch all leaks, flashings, joints and seams. To patch large holes, coat the underside of a piece of canvas with Plastic Roof Cement, placing it over the hole and adding a light coat of Roof Cement on the top.

If Felt of the old roof has become dry and asphalt content lost, apply a resaturating coat, using three parts of Liquid Asphalt Roof Coating that has been reduced with two parts of Naphtha.

Apply a full coat of Liquid Roof Coating generously with long handled brush.

SCREENS Remove all dust and rust with a cloth or stiff bristle brush. Mending and repairing should be done before painting.

Apply Screen Enamel to both mesh and frames, both sides.

A special Screen Enamel Applicator can be quickly made by fastening a piece of carpet to a block of wood. This is an excellent tool for applying the enamel on a screen mesh.

Copper Screens should be coated with Spar Varnish to prevent staining of adjacent painted surfaces.

INTERIOR PAINTING

WALLS AND CEILINGS New walls should be given ample time to thoroughly season and dry out before painting.

Complete, detailed directions on preparing wall surfaces will be found on the back label of every can of "Time-Tested" Wall Paint.

Old walls should be carefully cleaned free from grease, smoke and other foreign matter.

All new walls, unpainted wall boards and walls from which wallpaper has been removed, are very porous and should be given a sealing coat.

Fill all cracks and crevices with patching plaster and sand smooth when dry. Large cracks should be cut out

3

with a putty knife and all loose plaster removed. Undercut the edges of the crack so that new filling will be securely held in the opening.

Kalsomine should always be washed off before applying any other kind of finishing material.

You can paint over wallpaper with "Time-Tested" Soya Protein Paste Paint, providing the old wallpaper is tight to the wall. Never try to apply any other type of paint over wallpaper without first removing the old paper. To remove wallpaper, first saturate the old wallpaper with hot water, allow it to penetrate and scrape the paper off with a wall scraper, being careful not to nick or damage the plaster. Allow surface to dry sufficiently to eliminate all water absorbed by the plaster.

Common water stains in standing plaster should be scrubbed with Benzine and then sealed with "Time-Tested" Wall Primer. Deep water stains can only be removed by cutting out the plaster and repatching with new plaster.

Always start with the ceiling and apply the paint freely, brushing it on evenly with a horizontal stroke for three or four feet, then brush over the same surface in opposite direction.

Where a high gloss finish is desired, first be sure surface is evenly primed and do not skimp on the number of finishing coats because porosity causes absorption which in turn results in some flat spots.

Have a cloth handy when you are painting so that paint that drops on the floor and other surrounding surfaces can be wiped off immediately.

When painting keep the windows open to permit free circulation of air.



A stippled wall is one of the most beautiful in all the decorating category. It is very easy to produce. Simply strike a freshly painted wall with the dry bristle ends of a wall stippling brush. The dry brush "picks up" the paint which gives the wall an all over "pebble" surface. You "Time-Tested" Dealer can show you many ways to get unusual wall effects.

4

WOODWORK AND FURNITURE Before painting or enameling woodwork, hammer down all protruding nails, remove all knobs, handles and hooks.

If old paint, enamel or varnish is chipped or cracking badly, it should be removed from the surface with Paint and Varnish Remover and the surface, in turn, washed off with Turpentine.

Spots that are chipped and worn should be sanded to a smooth edge before applying paint.

Before applying the last coat, sand lightly with the grain, using a wood block covered with sandpaper. This assures adhesion and a smooth job.

Apply enough coats of undercoat to properly cover the old surface; if the finishing coat is not to be white, tint the last coat with a little of the finishing material.

When painting chairs, tables or other light articles of furniture, turn them upside down and paint the under parts first. Then set them upright on a paper (to eliminate trouble of cleaning up dripped or spattered paint) in a place where they can remain while drying and proceed with painting of upper parts.

Drawers from tables, dressers, etc., should be taken out and painted separately.

See STAINING and VARNISHING section for information on Staining and Varnishing WOODWORK and FURNITURE.

Wicker Furniture should be thoroughly cleaned before painting. Use a bellows or an auto tire pump to blow out the dust, lint, etc. Scrub vigorously with soap and water and rinse with hose.

A spray gun is the ideal way to paint wicker furniture but you can get good results with a brush if you flow the



By placing a strip of metal up against the edge of the woodwork you can work quickly without fear of getting paint over on the wall.



You can also stripe effectively with a piece of thin metal by making a straight line, then placing the metal guard on the line and painting along the edge with brush.

paint on with a full brush rather than stroking it back and forth.

FLOORS Old floors should be perfectly clean and dry before attempting to repaint. Scrub the surface, if necessary, to remove deposits of dust, dirt or grease that have accumulated. Be sure to rinse the floor thoroughly with clear water to remove all traces of soap or washing powders.

Grease spots can be removed by scraping with a putty knife and washing with Turpentine.

On old floors where the wood has shrunk and caused cracks to appear between the boards, fill cracks with "Time-Tested" Crack and Crevice Filler before painting. Prime the cracks before applying the Crack and Crevice Filler.

If old finish is cracked or chipped, it must be removed in order to get a satisfactory new paint job.

When painting a floor thoroughly brush the first coat into worn and bare spots where wood is exposed.

See STAINING and VARNISHING Section for how to Stain and Varnish Floors.

New Concrete Floors should age two to six months before painting. Cement floors will show better results if etched before painting by applying a 10% solution of muriatic acid which must be removed with several rinsings of clear water after the acid stops effervescing.

Linoleum should be free from all wax and grease before painting. This can be removed with Turpentine.

On worn felt base linoleum, any black spots should be coated with Shellac before painting so that the asphalt will not bleed through.

See STAINING and VARNISHING section for how to Varnish or Lacquer Linoleum.



Stippled Floor. First give the floor a coat of "Time-Tested" Floor enamel. Then brush the stippled color out on a smooth board and while still wet, place the sponge gently to the board several times to pickup the paint; then transfer it to the floor through a series of patting motions.

RADIATORS Allow surface to completely cool; remove all rust with steel wool. If possible, use a special long handled brush which will enable you to reach all parts of the radiator.

Do not allow radiator to get hot until paint is thoroughly dry.

BATHTUBS Be sure the surface is clean and dry; chipped spots should be sanded, working over and feathering off edge of good enamel and then touch up the spots before applying the finishing coats.

STAINING and VARNISHING

All wood surfaces should be thoroughly cleaned of dirt or grease of any kind in order to secure an even distribution of the stain when applied. Soft woods, being absorbent, take up more of the stain than do hard woods and the finished result is much darker. To get lighter effects, "Time-Tested" Stain should be reduced with Turpentine or Naphtha.

Open grained woods such as oak, chestnut, walnut and mahogany should be filled before staining or varnishing with "Time-Tested" Paste Wood Filler. Follow directions on back label of "Time-Tested" Paste Wood Filler can. Seal the stain and filler coats with a coat of Shellac made thin by reducing two parts of Shellac to one of denatured alcohol.

When applying varnish, your first stroke is made with a well filled brush with the grain. The second stroke is made across the grain. After this cross brushing, if the varnish is not well flowed out, scrape the brush lightly again with the grain.

Varnish should be flowed and not brushed. (Keep brush well filled with varnish). After the Shellac has dried, apply a full coat of varnish first across the grain and then without filling the brush again, brush out lightly with the grain.

If second coat of varnish is necessary, sand lightly with the grain between coats.

When revarnishing a previously varnished surface that is in poor condition, remove the old varnish with Paint and Varnish Remover and wash down with Turpentine. Allow

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to dry and apply one coat of Shellac and two coats of varnish, and sand lightly between coats.

Do not apply varnish in any room where there is an open gas fire as it will cause a dulling of the varnish and sometimes a "crazing" or a "checking" on the surface.

Floors should never be finished with Shellac. The first coat should be the same varnish thinned 10% with Turpentine.



After painting or varnishing a floor, two coats of "Time-Tested" Floor Wax will make it look better and wear longer.

Revarnish floors before "worn through" spots appear as these spots cannot be patched without refinishing the whole floor.

Do not apply the wax directly to unfinished wood floors. If the floor has been waxed and you desire to varnish it, the wax should first be removed with Turpentine, and the floor washed with hot water.

All new Linoleum should not be varnished until it has been laid long enough to cure and become hard.

Do not try to lacquer over a previously varnished surface or varnish over a lacquered surface unless the old finish has been completely removed.

Use and Care of Your Brushes

To insure that no dust particles get into the varnish or enamel from your brush, dust it out and wash with turpentine before starting the job. If the brush is one that has been used, be sure there is no old, dried varnish on the bristles or you will have trouble with specks in the finished work.

Do not place a brush in water at any time, or draw it across the top of the can—sidewise—while in use. Either of these abuses may cause a brush to finger. Water will destroy elasticity of bristles.

Do not allow any brush to rest on the bristles in a container or paint pot.

Do not allow paint to work up into the heel of the brush. This will cause bristles to flare and eventually ruin the brush.

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Do not put a brush away for any length of time if it is loaded with paint. Remove paint first and soak in oil.

Do not place a bristle brush in newly slaked lime or acid. Either will burn and destroy the bristles.

Do not start a kalsomine job with a "damp" brush.

After using a new brush, clean it out, wrap in oil paper and lay it flat or suspend it in oil or turpentine with the bristles completely submerged.

Clean brushes used in paint or varnish with turpentine.

Clean brushes used in lacquer with lacquer thinner.

Clean brushes used in shellac with alcohol.

Clean brushes used in water colors, whitewash or kalsomine with cold water.

DICTIONARY of Common Paint Terms

Alligatoring or Checking: The condition of paint after drying, in which the surface breaks up into large, irregular areas through cracking of the top film. When areas are smaller, condition is called checking.

Bleeding: The condition when a color, stain, etc., comes through the paint film and discolors it.

Blistering: Raising of the paint film from the painted surface.

Boxing: Pouring paint back and forth from one container to another in order to mix it.

Chalking: A condition when paint after drying comes off of a surface in the form of a powder.

Cracking: A break in the paint film extending down to the wood. Caused by painting in foul atmosphere.

Creeping or Crawling: When a new coat of paint won't adhere to the dry surface of a previous coat.

Dust-Free: The point at which the paint dries hard enough to resist dust, lint, etc.

Flow: Applying the paint with a very full brush and not brushing the paint out to a thin coat.

Light Reflection: The degree of light that is thrown back by the surface.

Colors and the Percentage of Light They Reflect

White 89%	Ivory 67.5%	Cameo 58.9%
Caen Stone 71.2%	Tusk Ivory 63.7%	Blue Mist 57.3%
Bone White 69.7%	Spring Green 59.3%	Beige 51.5%
Canary Yellow 68.8%	Wisteria 59.1%	Elf Green 48.5%
Silver 46.5%	Black 2%	

Open Grained Wood: Hard wood such as Oak, Chestnut, Mahogany etc. that has open spaces between the grains. Wood of this type must be filled in order to get a smooth surface when painting or varnishing.

Orange Peel: The surface takes on the appearance of an orange peeling, small concave rings appearing uniformly over the whole area.

Peeling: A later stage of blistering in which the blister has broken and the film begins to peel off.

Sagging or Running: The condition when a heavy coat of paint drops and runs on the surface when drying, causing long, irregular wrinkles.

Scaling or Flaking: A later stage of cracking in which the film loosens and scales off.

Sealer Coat: A liquid applied to keep finishing coats from being absorbed in the grain of the wood.

Water Mixed Paint: Any paint that is thinned with water, most common being Kalsomine, Casein Paint and Soya Protein. The difference in these three is in the binder.

Wrinkling: The raising and pulling together of the paint film into irregular ridges.



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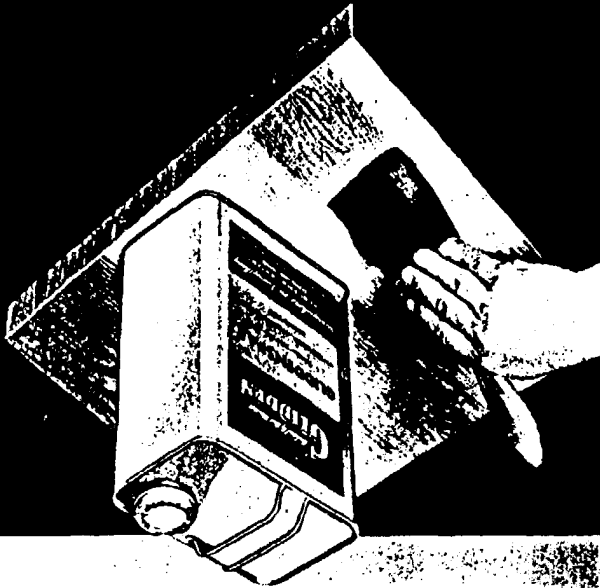
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THE BEAUTY OF WOOD



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HAS WITHSTOOD EVERY KNOWN TEST

Gliddenspar has outstood every known test against rain, wind, sun, water and ice. Gliddenspar has been submerged in water for weeks without showing any deterioration!

THE FINEST VARNISH AVAILABLE FOR INTERIOR OR EXTERIOR USE

Gliddenspar incorporates the latest developments of varnish research and manufacture. This varnish is made from synthetic type resins which, because of their unusual qualities and characteristics, such as water resistance, elasticity and adhesion, are the finest in the varnish industry! Gliddenspar is recommended as the best varnish available today for either interior or exterior use. It is a pale color, will not scratch white and is alcohol-proof. One coat gives the same appearance as a job finished with 2 or 3 coats of ordinary spar!

★ *Rapid-Cote*

A dependable varnish which dries in 4 hours and eliminates many inconveniences. Unusually pale in color and does not change the character or color of the wood, stain or finish over which it is applied.

★ *Floorette*

A varnish especially designed for floors, heavy furniture will not harm it; heel prints will not mark it, and water will not turn Floorette white. It dries to walk on in from 8 to 12 hours. Also recommended for standing trim.

★ *Wearette*

This varnish is highly recommended for finishing interior woodwork, trim, casings and doors. Wearette can also be used on furniture for it is pale in color and works very easily under the brush. Dries dust free within three hours.

★ *Speedoleum*

Revive the beauty and usefulness of all old linoleum. . . . It will not discolor the finest tints found in linoleum patterns. . . . It is durable and resists wear, even when constantly rubbed.

Select THE VARNISH YOU NEED FROM THE GLIDDEN LINE

The Glidden "Time-Tested" Line of varnishes is modern and up-to-date, embodying all advance methods of manufacturing, as well as raw materials of proven merit. A varnish for every varnishable surface is in the "Time-Tested" Line. See your Glidden "Time-Tested" dealer . . . today!

THE RIGHT VARNISH TO USE FOR

Varnish	Exterior	Interior	Water Proofing	Quick Drying	Mar Proof	Scuff Proof
GLIDDENS PAR	✓	✓	✓	✓	✓	✓
RAPID-COTE		✓	✓	✓	✓	✓
FLOORETTE		✓	✓	✓	✓	✓
WEARETTE		✓	✓	✓	✓	
SPEEDOLEUM		✓	✓	✓	✓	✓

There is a GLIDDEN VARNISH for every purpose.

(PAINT PROTECTS AMERICA)

HOUSE PAINT

*Things you should know
about Color and*



MADE IN U.S.A.

FROM FINEST MATERIALS

Twenty-six paint laboratories, with extensive resources, knowledge and experience, modern methods, secrets, and technical personnel sponsor "TIME-TESTED", a symbol of the highest paint quality. And when you buy paints, varnishes, lacquers, or enamels identified by the "TIME-TESTED" label, you know that they are of only the highest possible standard. They are laboratory-tested service tested. . . . "TIME-TESTED!"



PAINTS • VARNISHES • LACQUERS • ENAMELS

TIME-TESTED

REG. U. S. PAT. OFF.

Color

AFFECTS THE ARCHITECTURAL BEAUTY OF YOUR HOME



**ALL OF THESE HOUSES ARE EXACTLY THE SAME SIZE
but notice how COLOR ALONE influences the apparent size of each.**

Colors can solve architectural problems, and bring every home new beauty. Light colors make a small house look larger, dark colors make a large house look smaller and the appearance of each is greatly enhanced. When light colors are used on large homes, a dark trim brings out the true beauty of the home.

TIME-TESTED HOUSE PAINT COLORS

*will look good
for a long time*

The colors of Time-Tested House Paint are developed through years of scientific research and experience. They are as permanent as modern processes can produce. We can assure you that, under normal conditions, the paint will retain its depth of lustre and true color for a long time.



Brilliant, decorative treatments with Trim and Trellis colors on lawns, furniture, trellises, fences, birdhouses, etc. here and there on the lawn and in the garden provide a delightful accent for the color scheme of the home.

Trim colors on tall houses should run horizontally, on houses too low, vertically. Buildings too tall for their width may be made to look much more attractive by using a dark color on the upper body and a light color on the lower body. Avoid dark colored roofs on houses too wide and too low.

On large homes brightly colored shutters take up some of the wall space and windows look wider. Homes surrounded by trees and shrubbery look more lovely in white or lighter colors.

Consider the Surroundings of Your Home

In small towns, suburbs, rural communities and on farms, homes are often surrounded by trees and shrubbery. To offset the abundance of the green of these surroundings, they require distinctive decorative treatments. White with colors contrasting with green for trim: homes such as at the right, are two solutions to the problem.



GLD39816

WHAT MAKES HOUSE PAINT GOOD



Good house paint combines the long wearing qualities of white lead, the film hardening qualities of zinc and a balanced formula of other necessary ingredients. Experience and tests have proven that lead and zinc, plus the proper formula, make the finest, highest quality house paint . . . durable and lasting!

THE PAINT AND THE PAINTING CONTRACTOR

Paint, regardless of quality or price, is only as good as the man who applies it! Cracking, checking and blistering, can usually be traced to improper preparation and application. When painting be sure to hire a skilled painting contractor . . . so that every precaution is taken to insure that your paint job gets the experienced attention it deserves!



Here's how you can avoid Checking-Blistering-Peeling



THIS IS CHECKING



THIS IS BLISTERING

Properly primed with Time-Tested House Paint Primer, and applied according to directions, Time-Tested House Paint will not crack, even after years of service. The Time-Tested Paint film is extremely elastic—it expands and contracts as the weather changes, without cracking. Time-Tested House Primer is not affected by moisture and bonds so firmly with the surface that blistering and peeling are eliminated.



THIS IS PEELING

Time-Tested HOUSE PAINT is SELF CLEANING

Time-Tested Paint is formulated so that as the paint wears and as the weather reacts against it—the film slowly but imperceptibly "chalks" off. Any dirt that might stick on the film is held on the surface and over the years, rain washes away the dirt and a small portion of the paint film and your home is always clean looking!

Made of the Finest, Whitest White Lead

In making white and tints in Time-Tested House Paint, the basic lead carbonate (white lead) used is the whitest and finest ground obtainable. This white lead is manufactured by a patented process and is without equal today for whiteness, fineness of grind and durability.

Brushes Easily, Covers Completely

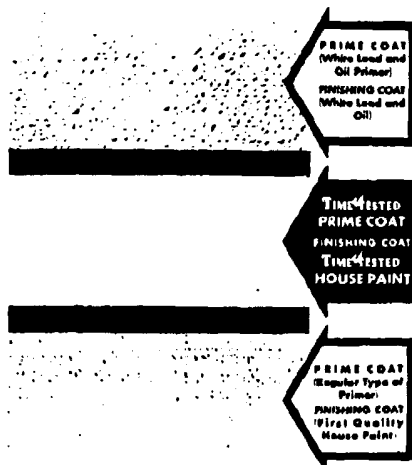
Because of the formula of Time-Tested House Paints—and the high quality of materials used in them, you will find that it is easy to brush on and that it covers the old surface quickly and completely. After it has been in service for years there will still be a smooth film that can be quickly and easily repainted.

Paint is used for two purposes—protection and decoration. Failure to protect your property with paint is the most expensive kind of neglect. Time-Tested House Paint is the most certain insurance against decay!

2 COAT PAINTING • 2 COAT PAINTING

COAT PAINTING

The development of Time-Tested House Paint Primer now makes possible successful two coat painting! One coat of primer and a second coat of Time-Tested House Paint produce a thickness of film, complete hiding and a depth of lustre that meets the most rigid specifications. This Primer retains its elasticity, seals the surface perfectly, has complete adhesion and expands and contracts with the surface to which it is applied. Use this outstanding Primer . . . the second coat of Time-Tested House Paint looks better and lasts longer than when ordinary primers are used on the job.



2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING

2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING

USE **Time-Tested** PAINT—for complete protection of your property

GLD39817

AMERICA'S NEWEST BOOK FOR THE HOME



BEAUTIFUL! PRACTICAL! ORIGINAL! DIFFERENT!

- Hundreds of illustrations in full color for decorating your home!
- Color plans for the exterior of the average home!
- Practical ideas for the interior that require no extensive or expensive preparation!
- Schemes that may be built around your present furnishings!
- Fresh, new color combinations that will add new interest to your present home!



REG. U. S. PAT. OFF.
TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS



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Speedwall

SEMI-GLOSS AND GLOSS

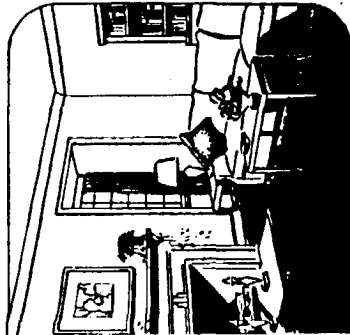
WASHABLE WALL FINISH



What is Speedwall SEMI-GLOSS & GLOSS

SPEED-WALL SEMI-GLOSS is a fine interior paint that will dry without lumps, sags or brush marks. It covers solidly over surfaces that have become soiled and discolored. Semi-Gloss has a soft restful sheen that reflects the maximum amount of light without glare.

SPEED-WALL GLOSS is the ideal paint for all surfaces constantly subjected to deposits of moisture and grime. Its tile-like, modern colors wash like a china plate. Speed-Wall Gloss dries with a very high gloss, its film is hard, tough, and adhesive!



**FINGER MARKS
INK STAINS**



**DIRT SPOTS
GREASE
SMUDGES**

Wash Off Like Magic!

How to USE Speedwall

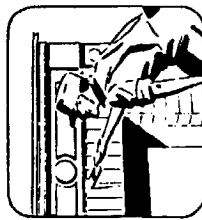
Both Speed-Wall Semi-Gloss and Gloss are ideal for all rooms, the difference between the two is in the sheen or lustre. Semi-Gloss dries with a soft restful sheen, Gloss dries with a finish that is tile-like.



Bedrooms are particularly suited to Semi-Gloss whose colors are restful and reflect light without glare. Speed-Wall Gloss may be used in nurseries and children's rooms where finger prints and dirty smudges make frequent cleaning necessary.



Both Semi-Gloss and Gloss are ideal for woodwork. Semi-Gloss is more popular for living rooms, dining rooms and halls. Gloss is more frequently used in kitchens, pantries and baths.



In kitchens - walls and ceilings are more commonly painted with Speed-Wall Semi-Gloss. Cupboards, shelves, tables and woodwork are painted with Speed-Wall Gloss. Speed-Wall is ideal for painting fireplaces.

How TO USE Speedwall

Both Semi-Gloss and Gloss require the same careful preparation for application for a satisfactory and serviceable paint job.

Old walls should be carefully cleaned free from grease, smoke and other foreign matter.

All new walls, unpainted wall boards and walls from which wallpaper has been removed, are very porous and should be given a sealing coat.

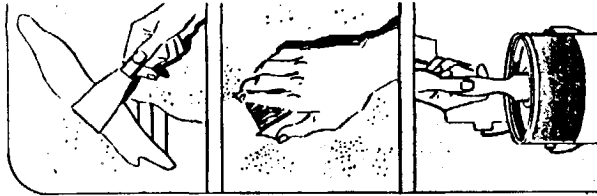
Fill all cracks and crevices with patching plaster and sand smooth when dry. Large cracks should be cut out with a putty knife and all loose plaster removed.

Common water stains in standing plaster should be scrubbed with Benzine and then sealed with Speed-Wall Primer. Deep water stains can only be removed by cutting out the plaster and repatching with new plaster.

Always start with the ceiling and apply the paint freely brushing it on evenly with a horizontal stroke for three or four feet, then brush over the same surface in opposite direction.

Where a Speed-Wall Gloss finish is used, first be sure surface is evenly primed and do not skimp on the number of finishing coats because porosity causes absorption which in turn results in some flat spots.

Stir the material thoroughly - making sure all pigment is completely dispersed through the vehicle.



INTRODUCING
T H E N E W

Slick

CLEANER

A USEFUL PRODUCT WITH A SMART LABEL

CLEANS—

Painted Surfaces	Woodwork
Varnished Surfaces	Marble
Enameled Surfaces	Carpets
Tile Floors	Pans
Nickel Plate	
Rugs	Enameled Stoves
Walls	Sinks and Toilet Bowls
Bath Tubs	Automobiles
Oil Cloths	Linoleum
Excellent Hand Cleaner	

ADAMS & ELTING CO.
1833 SEWARD ST. CHICAGO, ILL.

TIME-TESTED

FLOOR ENAMEL

For a well Finished Floor Use a Quality Enamel and Properly Prepare the Surface



THE ENAMEL

Formulated after years of testing under every conceivable home condition... this enamel keeps all floors reflecting fresh beauty for years! Florenamel flows on freely and dries to a smooth mirror-like surface free from brush marks. Its tough, elastic film won't water spot nor crack.

SURFACE PREPARATION

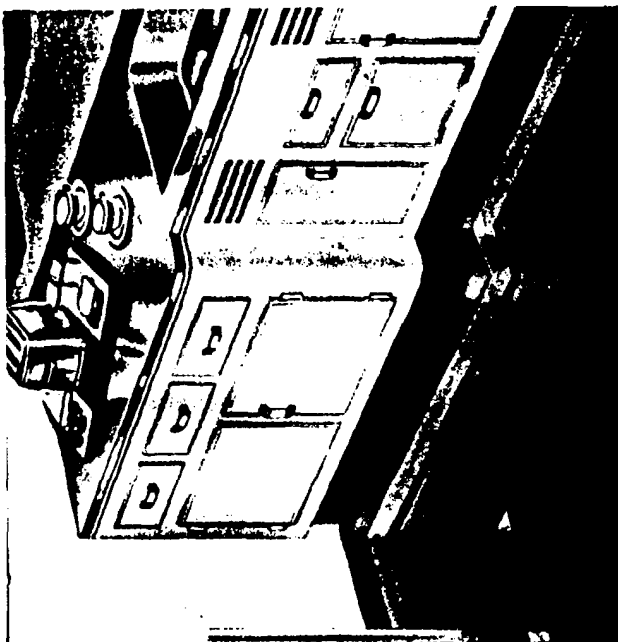
The surface must be clean and smooth before painting. Fill and plug all nail holes, gaps, cracks and crevices with putty or filler. Unfinished open grain floors should be filled with filler, but filling is unnecessary for close grained work. Never use shellac in a floor finishing schedule.



TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

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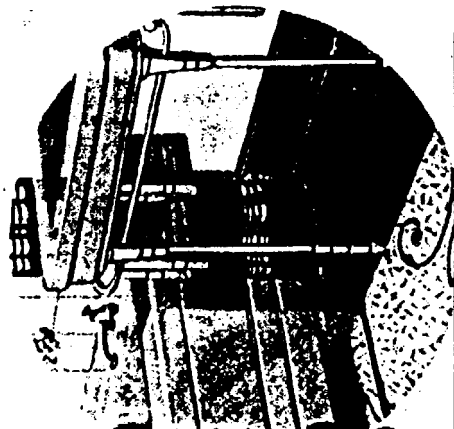
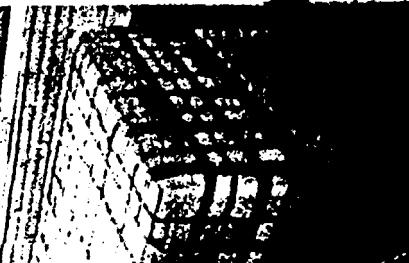
And when you buy paints, varnishes, lacquers, or enamels identified by the "TIME-TESTED" label, you know that they are of only the highest possible standard. They are laboratory-tested... service tested... "TIME-TESTED"!



Ideas for
FINISHING FLOORS

Colorful FLOORS ADD TO THE BEAUTY OF A CHARMING ROOM

Beautiful walls and woodwork become more lovely when the floor is painted in a lustrous, harmonizing color. Dull, drab and uninteresting looking floors will spoil any effect you may attempt to achieve in refinishing your walls and woodwork. To neglect your floors when redecorating is to invite failure for any harmonious color scheme you may seek to attain!



THE
FLOORS

GAY & UNUSUAL Enameled FLOORS



SPONGE STIPLING

This is one of the newest and most effective ways to rejuvenate old floors. First, a background coat of paint is brushed on and left to dry. A half sponge is used to apply a contrasting or stipple color. The sponge should be soaked in water to soften its edges, for a more delicate pattern.

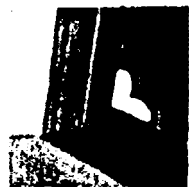


CHECKERED BORDERS

First, the ground color is allowed to dry. Then, the squares are laid out and every other one is neatly painted with the second color. Painting in the squares may be done more neatly if a stencil is cut and the second color stenciled on through it.

STENCIL BORDERS

To get a neat job with sharp clean edges, fasten the stencil patterns to the floor as firmly as possible and apply the color through the opening with an up and down poking motion of the brush instead of a back and forth brushing motion.



SPATTER EFFECTS

The border is given a coat of ground color, and when dry, dots of contrasting colors are spattered over the surface with a whisk broom. Dip the whisk broom in one spatter color at a time and allow the paint to drip off the ends onto the floor.



TWO-TONE BORDERS

Beautiful simplicity may be obtained in the handling of a border by the use of two or three parallel stripes of solid color in varying widths. This effect is good in formal hallways and in rooms of ultramodern trend where the center of the floor has an elaborate design.



SWIRL EFFECTS

Swirl effects are obtained in the following manner: in the first coat is brushed on and allowed to dry; the second color or second coat is heavily applied here and there with a swirling motion of an oval brush.



AMERICA'S NEWEST BOOK FOR THE HOME

Color FOR AMERICA

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- Color plans for the exterior of the average home!
- Practical ideas for the interior that require no extensive or expensive preparation!
- Schemes that may be built around your present furnishings!
- Fresh, new color combinations that will add new interest to your present home!



BORROW A COPY TO TAKE HOME



See it at Your Time-Tested Dealers

TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS



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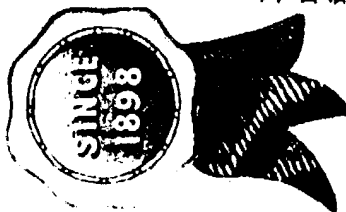
FORM F125 BSM 243 (REV)

PRINTED IN U. S. A.



FOR FINE ENAMELING

GL039823



JAP-A-LAC

Quality

Jap-A-Lac is the outstanding product of its kind in the paint industry! Introduced shortly before the turn of the century, Jap-A-Lac quickly became a household word throughout America. It was first in its field then... It is first in quality in the minds of value-wise paint buyers now!

Jap-A-Lac incorporates new methods in manufacture, dries in 4 hours, is more durable than similar enamels and possesses water and weather resisting properties which make it adaptable for use on exterior surfaces.

Use Jap-A-Lac on any wood or metal surface requiring an enamel finish. Its serviceability and beauty will amaze you!

ENAMELING FURNITURE



When painting chairs, tables or other light articles of furniture, turn them upside down and paint the under parts first. Then set them upright on a paper in a place where they can remain while drying and proceed with painting of upper parts. Drawers from tables, dressers, etc., should be taken out and painted separately.

Wicker Furniture should be thoroughly cleaned before painting. Use a bellows or an auto tire pump to blow out the dust, lint, etc.

A spray gun is the ideal way to paint wicker furniture but you can get good results with a brush if you flow the paint on with a full brush.

ENAMELING WOODWORK



Before painting or enameling woodwork, hammer down all protruding nails, remove all knobs, handles and books.

If old paint, enamel or varnish is chipped or cracking badly, it should be removed and the surface washed off with Turpentine.

Spots that are chipped and worn should be sanded to a smooth edge before painting.

Before applying the last coat, sand lightly with the grain. This assures adhesion and a smooth job. By placing a strip of metal against the edge of the woodwork you can work quickly without fear of getting paint on the wall.

USE UP THOSE ODDS AND ENDS OF PAINT WITH THESE COLOR IDEAS

If you have any paint left over from your original job... don't throw it away or put it on a shelf where it soon is covered with a thick "skin"... use it to brighten odds and ends around your home!

WINDOW BOXES make bright spots of color for every home. Paint the side panels, ends and edge in vivid colors.

BOOKCASES are easy to paint. Use a shade that is in harmony with the room's color scheme and you'll be pleased at the effect.

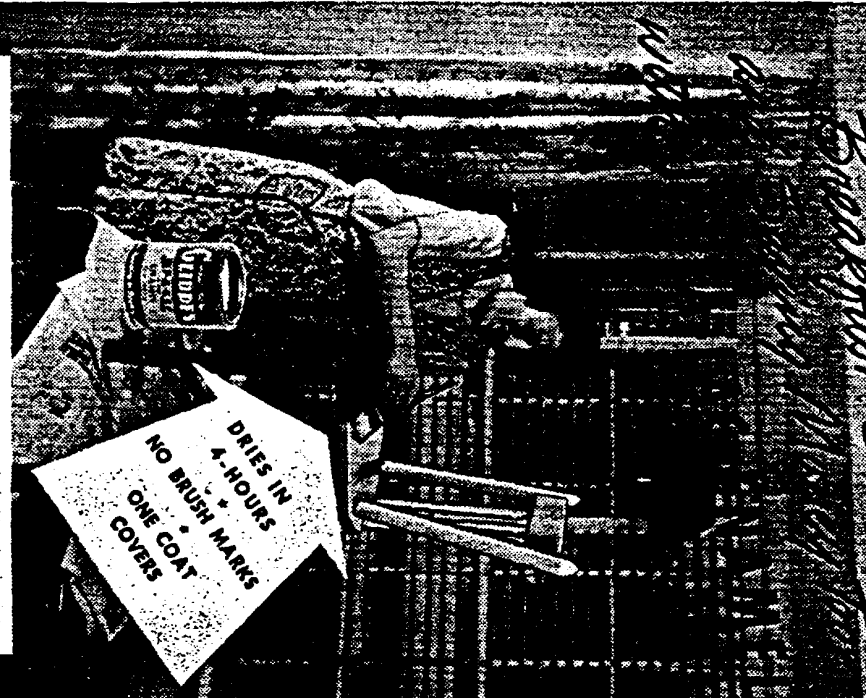
ODD CHAIRS and **SMALL TABLES** are revived to new usefulness and beauty with Jap-A-Lac.

REFUSE CANS not only look much better when painted but are more sanitary and give longer service. Paint the inside... it is just as important as the outside.

TOYS and **CHILDREN'S FURNITURE** are restored to original beauty and utility with Jap-A-Lac. Toys that have been discarded regain favor and attractiveness in the child's mind if brightly painted.



*Don't forget to
breakfast on
Jap-A-Lac!*



**DRIES IN
4-HOURS
NO BRUSH MARKS
ONE COAT
COVERS**

Doesn't take much time to put rich Jap-A-Lac colors on old furniture or woodwork or walls. They brush on smoothly and retain their lustre for years. Dirt washes off quickly! Have new color beauty in your home, the easy, economical way with Jap-A-Lac. It's **THE ECONOMY** paint!

DEALER NAME
ADDRESS HERE

GA 446

GA 4416 (2 col. x 8 1/4")

JAP-A-LAC

*The Economical Way to
Make Your Walls
and Furniture
Look Like New*



**DRIES IN 4-HOURS
NO BRUSH MARKS**

*There is Rich Beauty
in One Coat of*
JAP-A-LAC ENAMEL

**DRIES IN
FOUR HOURS
•
BRUSH MARKS
MELT AWAY**

**COLORS RETAIN
THEIR BRILLIANCE
•
TILE-LIKE FINISH
THAT CLEANS WITH
SOAP AND WATER**

You'll like to use Jap-A-Lac 4-Hour Enamel!
It's the hurry-up beauty coat for woodwork,
furniture and walls. Try this old reliable
TIME-TESTED finish once and you'll be
a Jap-A-Lac fan forever

0⁰⁰
Quart

DEALER IMPRINT
AND ADDRESS GOES HERE
GA 445



GA 445 (2 col. x 8½")

JAP-A-LAC ENAMEL



GA 447 (1 col. x 6¾")

Jap-A-Lac colors work fast to
create new beauty on walls,
woodwork or furniture—won't
water-spot. Dirt washes off with
soap and water. Rich deep
colors and soft
pastels for every
enameling need.

0⁰⁰
Quart

**DEALER NAME
AND ADDRESS GOES HERE**

**JAP-A-LAC
ENAMEL**
*Does Refreshing
Tricks with Color
To "Tired Out"
Furniture*



You can make old furniture sparkle like new in a jiffy with Jap-A-Lac! Its tough film won't mark up — will stand lots of washing with soap and water. It's **TIME-TESTED**

0⁰⁰
Quart

DEALER NAME

*Stain it and Varnish
it yourself in one easy
application with —*

JAP-A-LAC Varnish Stain

Ideal for refinishing old or new wood. Dries in four hours to a durable, highly varnished surface. Just one operation! Easy for you to do it yourself. Beautiful, natural wood colors to choose from.



\$ 0⁰⁰
QT.

Reg. **\$ 0⁰⁰**

FREE! Ask for your copy of the "Handy Reference Paint Book." It tells you how to paint all kinds of surfaces easier, quicker, and better!

TIME-TESTED
REG. U.S. PAT. OFF.

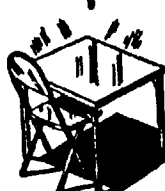
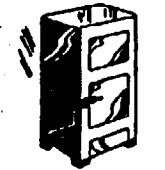
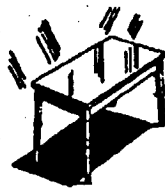
DEALER IMPRINT



M 4543 (2 col. x 6")

DEALER NAME
AND ADDRESS GOES HERE
GA 4415

GA 4415 (1 col. x 8½")

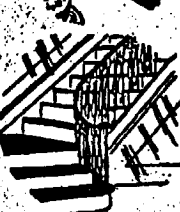
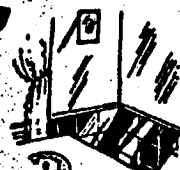
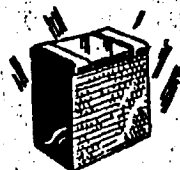


*Paint
it with*

GLIDDEN
JAP-A-LAC
4-HR. ENAMEL

Dries in four hours to sparkling,
tile-like beauty. Covers in one coat
and brush marks melt away. Ex-
tremely long-wearing and washes
like a china plate. Anyone can
use it with excellent results. This
is a special low price...
Come in now!

\$0.00
Qt.



TIME-TESTED

DEALER'S IMPRINT

See the "Color for America" Book

M 1943 (2 col. x 5")

ENAMEL Sale!

GLIDDEN
JAP-A-LAC
4 HOUR ENAMEL



The EASY way to refinish
furniture, woodwork, and
walls. Covers in one coat.
Dries in 4 hours.

Reg. **\$0.00**
Qt.

**DEALER
IMPRINT**

M 6243 (1 col. x 5¼")

JAP-A-LAC ENAMEL & VARNISH STAIN

SAVE!
Big Varnish Sale!



**FOR FLOORS
FURNITURE
WOODWORK**

**GLIDDEN
RAPID-COTE
VARNISH**

A waterproof interior and exterior varnish that dries in 4 hours to a rich, beautiful lustre. Tough and durable!



\$0.00
Gal.
Reg. \$0.00

**DEALER
IMPRINT**

↑ M 7043 (1 col. x 5½")



**"BELIEVE ME...IT'S
HARD TO MAKE
GOOD VARNISH"**

-and good varnish is the only kind to use! Your home deserves the best to give it the protection and beauty you want it to have!

Here's the finest
**GLIDDENS PAR
VARNISH**

\$0.00
Gal.

TIME-TESTED DEALER'S IMPRINT

See the "Color for America" Book

↑ M 7143 (2 col. x 5")

GLIDDENS PAR
Parose

See Varnish

GLIDDENSPAR
*The Perfect All Purpose
 Varnish for Interior*



**It's
 WATERPROOF**
*Use it on
 Anything!*

You use the best varnish when you use
GLIDDENSPAR! It stands up under
 any condition — is ideal for furni-
 ture, floors, woodwork, boats, etc.
 Impervious to scuffing, rain, snow,
 sleet and sunlight. It's ~~That's Gliddenspar~~

\$ 0⁰⁰_—Qt.

DEALER NAME
AND ADDRESS GOES HERE

GA 4419

↑ GA 4419 (2 col. x 8 1/8")

*The Perfect All Purpose
 Varnish for Interior*
GLIDDENSPAR



WATERPROOF!
Use it Anywhere

● GLIDDENSPAR is the all-purpose
 varnish for interior or exterior use . . .
 Its tough, waterproof film brings out
 the natural beauty of the
 wood. Also for furniture,
 floors, woodwork, boats,
 etc. Stands up under any
 condition.

0⁰⁰_—Qt.

DEALER IMPRINT
AND ADDRESS GOES HERE

↑ GA 4421 (1 col. x 6")

VARNISHES

GLD39830



GLIDDEN BAR & TABLE TOP VARNISH

Resistant to alcohol—water-
proof—elastic. Retains its
high gloss after many wash-
ings. Can be rubbed and
polished easily.



\$0.00
Gal.
Reg. \$0.00

DEALER
IMPRINT

↑ M 2843 (1 col. x 5½")

**GLIDDEN
FLOORETTE**

The Floor Finish That Will

**DRIES
QUICKLY**
★
**WATER WON'T
SPOT IT!**

Resists extreme hard use—heavy traffic has
little effect on its tough gloss film.
Will not break or chip from hard
pounding! This ~~new~~ varnish
flows on easily and gives you
sparkling new floors overnight!

0.00
QT.

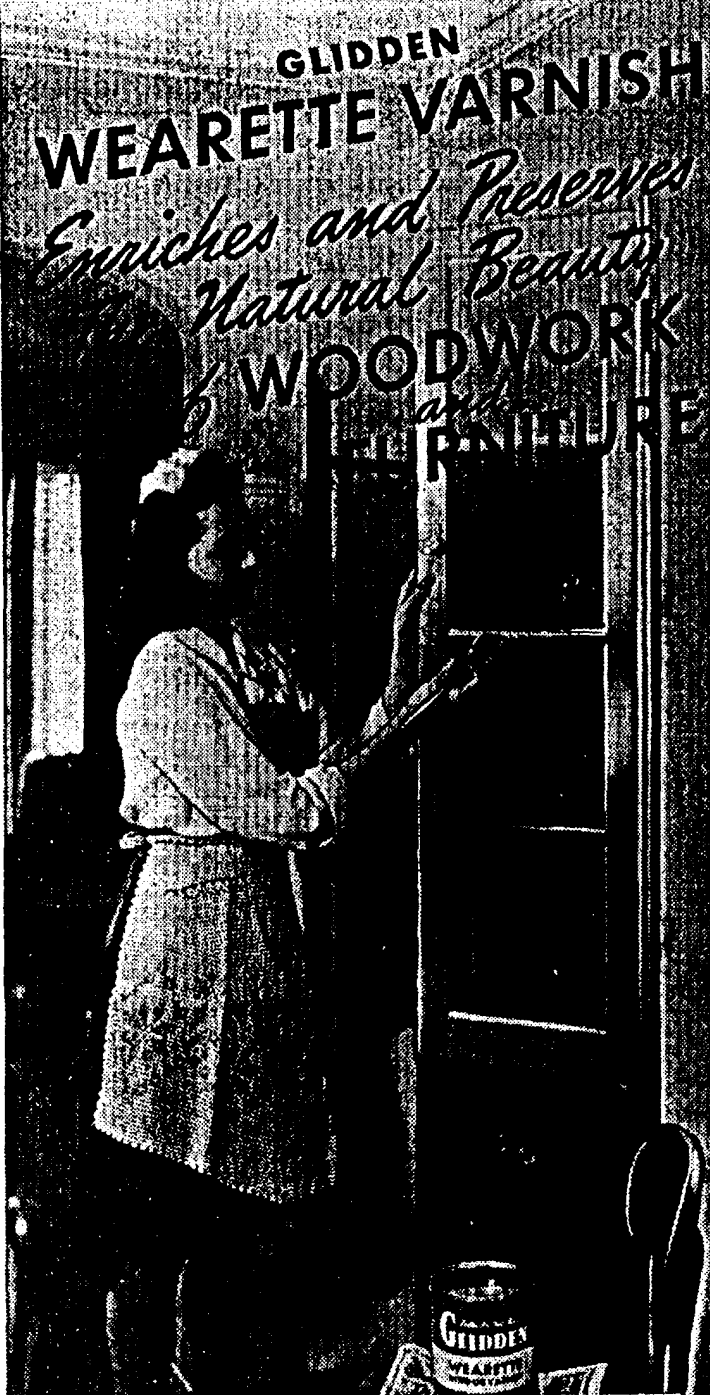
DEALER'S NAME
AND ADDRESS GOES HERE

GA 4420

**GLIDDEN
FLOORETTE VARNISH**

↑ GA 4420 (2 col. x 8⅝")

GLIDDEN
WEARETTE VARNISH
Enriches and Preserves
Natural Beauty
WOODWORK
FURNITURE



WEARETTE varnish flows on easily and dries quickly without brushmarks! Its heavy body imparts a depth and lustre that accents natural wood finishes. It's **TIME-TESTED**

0⁰⁰
 Quart

DEALER NAME
 AND ADDRESS GOES HERE

GA 4418

GA 4420 (2 col. x 8⁵/₈")

GLIDDEN
FLOORETTE
Enriches and Preserves
Natural Beauty
FLOORING



WATER WON'T SPOT IT!

The tough film of **FLOORETTE** won't chip or crack under hard pounding—resists scuffing and will not turn white under water. Flows on easily and dries quickly!

It's **TIME-TESTED**

0⁰⁰
 Quart

DEALER'S NAME
 AND ADDRESS GOES HERE

GA 4420

GA 4422 (1 col. x 7¹/₈")

GA 4418 (2 col. x 10")

VARNISHES

GLD39832



PAINT

IS PAINT *but*

RIPOLIN

IS THE ENAMEL

RIPOLIN has been America's finest enamel for years—and when measured in terms of service, durability and beauty—the most economical! It can be washed many times!

The gay, sparkling or more subtle colors of Q.D. Ripolin offer all home owners almost unlimited opportunities for bright, cool kitchens; accenting colors on woodwork of entrance halls and bedrooms; clean, cheerful baths. See Q.D. Ripolin colors *today!*

\$0.00
Quart



DEALER'S IMPRINT

See the "Color for America" Book

↑ M 4943 (2 col. x 4 7/8")

"Don't Miss"
"COLOR FOR AMERICA"
IF YOU ARE LOOKING FOR
HOME DECORATING AND
COLOR IDEAS



Take Home a Copy
Borrow a book today and
avoid waiting! We have
only a few to lend and
those will go fast!

DEALER IMPRINT
ADDRESS • PHONE

It's Here
"COLOR FOR AMERICA"
THE AMAZING NEW
COLOR BOOK



A practical, modern book of ideas
on home decoration! See it today
and get suggestions for *Your* home!

Borrow a Copy
Take home a copy and select the
ideas you want. Number of copies
is limited . . . Come in NOW!

DEALER IMPRINT
ADDRESS • PHONE

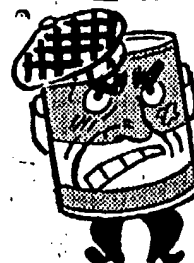
Your Guide to Paint Satisfaction **Time-Tested**

↑ M 3743 (1 col. x 4 1/2")



FLOOR PAINT

HAS TO BE TOUGH
GLIDDEN
FLORENAMEL



**I'M THE
TOUGHEST
OF THEM
ALL**

Tough, but oh so beautiful! Flor-
enamel withstands the hardest abuse.
It is made in carefully selected colors
to harmonize with your room color
scheme! The price
makes floor enameling
one of the least ex-
pensive decorating jobs.

\$0.00
Qt.

DEALER'S IMPRINT **Time-Tested**

DEALER IMPRINT
ADDRESS • PHONE



pensive decorating jobs.

Q1.

DEALER'S IMPRINT **TIME-TESTED**

Your Guide to Paint Satisfaction **TIME-TESTED**

↑ M 3843 (1 col. x 4½")

See the "Color for America" Book

GLIDDEN
FLORENAMEL
*The Ideal Finish for
Bed Room, Spare Room
and Play Room Floors*

DRIES OVERNIGHT
ONE COAT COVERS
A REAL ENAMEL



Why tolerate old worn floors when FLOR-ENAMEL will make them like new. Resists scuffing and scarring. Waterproof! Use over wood, concrete or worn linoleum. Quart does the average room. It's **TIME-TESTED**

00¢

**DEALER NAME
AND ADDRESS GOES HERE**

GA 4412

↑ M 4343 (2 col. x 4½")



• Top Quality
STOVE and IRON ENAMEL

A glossy, jet black, heat-proof enamel for exterior and interior metal surfaces. Easy to apply. You can **DO IT YOURSELF**.



00¢
Pt.
Reg. 00¢

**DEALER
IMPRINT**

↑ M 2543 (1 col. x 5½")

← GA 4412 (2 col. x 8¼")

FLORENAMEL, RIPOLIN & MISCL.

GLD39834

Inspiration for Finer Living
GLIDDEN SPEED-WALL

DRIES QUICKLY
 *
EASY TO USE
 *
DIRT WASHES OFF

We recommend this tried and true paint for your home. Walls, woodwork and furniture will look better, longer with **SPEED-WALL'S** soft colors. Anyone can use it.

0⁰⁰
 Gal.

DEALER NAME
 AND ADDRESS GO HERE

GA 448

↑ GA 448 (2 col. x 8")

**WALL
FINISHING
Sale!**



GLIDDEN SPEED-WALL

GLOSS OR SEMI-GLOSS

Forms a tough durable film—makes your kitchen or bathroom look fresh and sparkling.

For walls, furniture, or woodwork throughout the home. Dirt and grime wash off like magic.



\$0.00
GAL.
Reg. \$0.00

**DEALER
IMPRINT**

↑ M 443 (1 col. x 5½")

The Washable Finish for Modern Bathrooms

SPEED-WALL

DRIES QUICKLY
★
EASY TO USE
★
DIRT WASHES OFF

● Water, Steam and Soap can't hurt SPEED-WALL. Once on it lasts for years! Rich colors reflect maximum light. Use on walls, woodwork or furniture with expert results. It's **TRULY FAST**

0.00 Gal.

DEALER'S NAME
AND ADDRESS GO HERE

GA 449

↑ GA 449 (2 col. x 8")

SPEED-WALL FINISHES

KITCHEN Colors

**GLIDDEN
SPEED-WALL**

**GLOSS AND
SEMI-GLOSS**



● Gleaming, sanitary Wall Finishes to make your kitchen cool and inviting! 18 Smart colors await your choice and we can show you many harmonious color schemes suitable for *your* kitchen! Come in today for a low price! . . .

\$0.00
1/2 Gal.

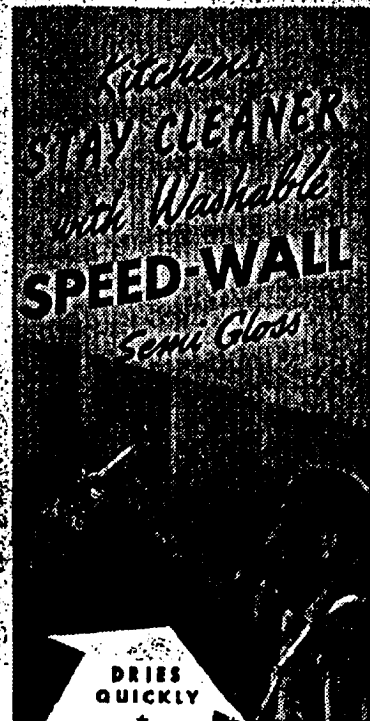
TIME-TESTED

DEALER'S IMPRINT

See the "Color for America" Book



M 5043 (2 col. x 5")



GLD39837

for Dishes
GLIDDEN SPEED-WALL
Semi-Gloss

DRIES QUICKLY
 •
**BEAUTIFUL, SOFT
 COLORS THAT
 REFLECT LIGHT**

**DIRT, GRIME &
 GREASE WASH
 OFF WITH SOAP
 AND WATER**
 •
EASY TO USE

GLIDDEN
SPEED-WALL
 SEMI-GLOSS
 WHITE

If you want a gleaming kitchen in a hurry without a lot of muss and bother, use Glidden Speed-Wall. It will stay like new for years! Good for Walls, Woodwork and Furniture. A **PERMANENT** Paint! . . .

0⁰⁰ Quart

DEALER IMPRINT
 AND ADDRESS GOES HERE
 GA 447

↑ GA 447 (2 col. x 10³/₈")

DRIES QUICKLY
 •
EASY TO USE
 •
**DIRT
 WASHES OFF**

GLIDDEN
SPEED-WALL
 SEMI-GLOSS
 WHITE

Deposits from cooking, steam and water won't hurt **GLIDDEN SPEED-WALL**. Its tough color film stays good for years! Try it and you'll see how quickly it makes old rooms sparkle with new life.

0⁰⁰ Quart

DEALER NAME
 AND ADDRESS GOES HERE
 GA 440

↑ GA 440 (1 col. x 7⁷/₈")

SPEED-WALL FINISHES

GL D3 9838



YOU
CAN PAINT
IT YOURSELF

SPECIALS
Good For
10 Days Only

We can help make your painting jobs easy. We can show you short cuts—the correct products to use—and how to use them. We will lend you the finest, inspirational color book you have ever seen.

SAVE ON FLOOR ENAMEL

GLIDDEN FLORENAMEL



A true enamel for wood, concrete, or worn linoleum floors. Tough and durable. Brushes on easily. Dries overnight. Smart colors to choose from. Come in today!

ENOUGH FOR
AVERAGE FLOOR

\$1.03
Quart

Reg. \$1.25 Value

SAVE ON 4 HR. ENAMEL

GLIDDEN JAP-A-LAC 4 HR. ENAMEL



Covers in one coat. Dries in four hours to a hard, serviceable finish. Washes like a china plate. Anyone can do a perfect job with the many smart colors.

ENOUGH FOR TWO
CHAIRS, TABLE, ETC.

79¢
Pt.

Reg. 90c Value

SEE "COLOR FOR AMERICA"



FREE!

Ask for your copy of the "Handy Reference Paint Book". It tells you how to paint easier, quicker and better.

The book that will answer all of your interior decorating problems. See hundreds of new, practical decorating ideas that you can economically fit into your own home. Gorgeous, full color illustrations in this book will help you visualize just what color can do for your home. Come in today and borrow a copy of COLOR FOR AMERICA.



FABRICOTE
Canvas and Duck
Coating

● Has been formulated to give new life, beauty and strength to all canvas and duck surfaces. Water-proof... will not crack or chip... does not soften cloth... easy to apply... ideal for awnings, tents, auto tops, etc.

COMES IN 8 BRIGHT AWM-
ING COLORS **\$0.00**
QUART

DEALER NAME

ADDRESS

PHONE

TIME-TESTED

This mark of quality is your assurance of outstanding paint quality.



PM 202 (2 col. x 8 1/2")

... easy to apply... ideal for awnings, tents, auto tops, etc.

COMES IN 8
BRIGHT Awn-
ING COLORS

\$0.00
QUART



PM 202 (2 col. x 8½")

DEALER NAME

ADDRESS

PHONE

TIME-TESTED



FAB 243 (1 col. x 7½")

Preserve Your Shingles

PAINT THEM YOURSELF

GLIDDEN (ENDURANCE)

SHINGLE STAIN



UPPER—Unstained shingles become dry and porous; warp; need replacement.
LOWER—Smooth, stained shingles hold their shape and color, making a tight, weatherproof roof.

A recognized wood preservative that prevents warping and cracking — Seals pores and makes shingles waterproof—Permanent colors that won't fade. Paint your shingles yourself—make them last longer and add new beauty to your home.

TIME-TESTED
REG. U.S. PAT. OFF.

FREE! Ask for your copy of the "Handy Reference Paint Book." It tells you how to paint all kinds of surfaces easier, quicker, and better!

\$0.00
GAL.

Reg. \$0.00

DEALER IMPRINT



M 6643 (2 col. x 5¾")

MISCELLANEOUS

GLD39840

Special!
**GLIDDEN
FLORENAMEL**

A true enamel for wood, concrete, and worn linoleum. Tough and waterproof!



Scuffing feet can't mar it. Withstands extreme abuse. Easy to apply. Dries overnight.

Reg. \$0.00
\$0.00 Gal.

**DEALER
IMPRINT**

↑ M 8543 (1 col. x 5½")



No need to have old, dingy floors. Florenamel transforms them quickly and easily into new, interesting beauty. Smart decorative effects easy to do.

TAKE ADVANTAGE OF THIS SPECIAL

SALE PRICE
GLIDDEN FLORENAMEL



\$0.00
Quart

REG. \$1.25 VALUE

A true enamel that's tough and durable. Covers well in one coat. Dries overnight. Beautifies old linoleum. Can be used on wood and concrete. Remarkably resistant to scuffing feet and scraping furniture.

TIME-TESTED

Color for America

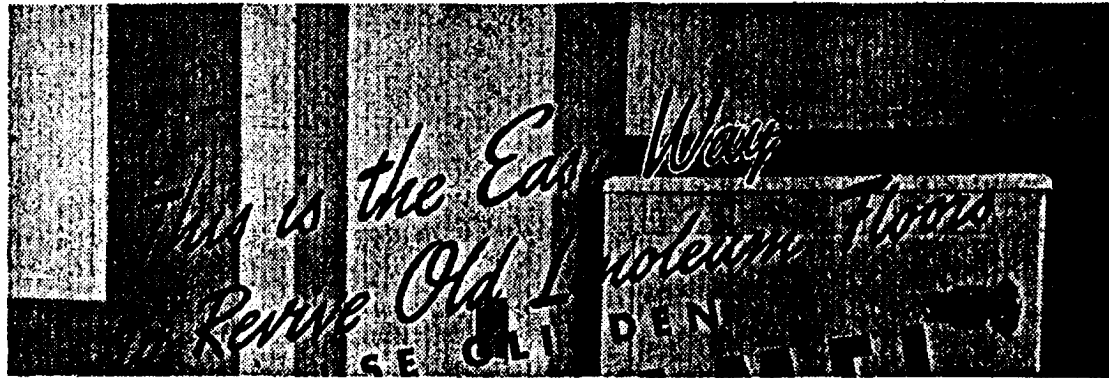
A book on home decoration head-and-shoulder over anything you have ever seen! Page after page of color ideas that will fit into your home.

DEALER'S NAME

Address

Phone

↑ M 5743 (2 col. x 6")



Revive Old Linoleum
 SE CLIDEN

FLORENAMEL

ONE COAT
 COVERS
 *
 DRIES
 OVERNIGHT
 *
 A REAL
 ENAMEL



GLIDDEY
 FLORENAMEL

You can have new floor beauty overnight with FLORENAMEL. Resists scuffing and scarring and won't waterspot. Put on a solid color and sponge-stipple contrasting colors over it for linoleum effect. Quart does an average floor.

0⁰⁰
 Gal.

DEALER NAME

AND ADDRESS GOES HERE

GA 4411

↑ GA 4411 (2 col. x 10½")

↑

FLORENAMEL

GLD39842

GLIDDEN FLORENAMEL

*Change Old
Floors
Into New Ones
In a Hurry!*



A quart of FLORENAMEL will cover the average floor in one color refreshing coat. It dries overnight—won't waterspot and resists scuffing and



GLIDDEN
FLORENAMEL
*Keeps Basement Floors
Cleaner and Brighter*
DRIES OVERNIGHT
COAT COVERS

A quart of FLORENAMEL will cover the average floor in one color refreshing coat. It dries overnight—won't waterspot and resists scuffing and scarring. Use it on worn linoleum, wood or concrete floors—you'll like it!

00¢

DEALER NAME

AND ADDRESS GOES HERE

GA 4414

↑ GA 4414 (2 col. x 11")

He's Putting on a NEW FLOOR with FLORENAMEL



DRIES OVERNIGHT **ONE COAT COVERS**

You can have a new floor too with a little FLORENAMEL and a little time. It covers old linoleum, makes kitchens and baths look better... Resists scuffing and scuffing, won't water spot. Qt. does average room.

0.00 Gal.

DEALER'S NAME
AND ADDRESS GO HERE

GA 4413

↑ GA 4413 (1 col. x 6")

*Keeps Floors
Cleaner and Brighter*

DRIES OVERNIGHT
ONE COAT COVERS



● Florenamel, the true enamel for concrete, wood or linoleum floors! Resists scuffing and scarring... won't water-spot. Quart covers average room.

0.00 QT.

DEALER IMPRINT

AND ADDRESS HERE

GA 446

↑ GA 446 (1 col. x 8 1/4")

FLORENAMEL

GLD39844

★
GLIDDEN

(DEALER COOPERATIVE)

Newspaper Ads

FOR 1944

★
A COMPLETE ASSORTMENT OF
ALL AVAILABLE ADS FOR
Profit Making Paint Products

★

ORDER ALL ADS BY NUMBER

GLD39845

ORDER ALL ADS BY NUMBER

NOTICE

Nearly all the newspapers can use mats. But when stereotypes are required, check with newspapers to determine whether mounted or unmounted stereotypes are needed.

Mats or stereotypes of these complete ads are supplied to you Free.

IMPORTANT

Where \$0.00 or 00c appear in the ads, the dealer should have the local newspaper insert his correct selling price.

How to Show Cooperation on TAILOR-MADE AGREEMENT

Glidden will cooperate to the extent of 50% of the space cost for a reasonable Newspaper Program in keeping with the paint purchases of a Dealer or Agent.

The Glidden Sales Representative should determine (with the Dealer or Agent) the number of Newspaper Ads to be run. The total amount of the space should be figured at the Dealer's or Agent's LOCAL NEWSPAPER RATE. 50% of the total cost should be shown in each of the columns on the Tailor-Made Agreement headed "Your Share Total Cost" and "Our Total Cost" under Consumer Advertising.

As the ads are run, the Dealer or Agent will pay for them and send a copy of the paid invoice along with a tear sheet of the ad to the Division Office of The Glidden Company that services him in order to receive credit for 50% of the cost.

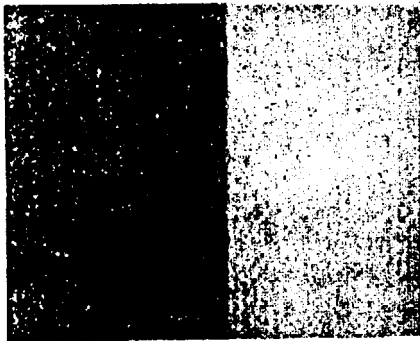
Montgomery County Court House, Conroe, Texas.
Joseph Finger, Inc., Architects; Nathan Wohlfield
of Dallas, Contractor. Protected by Clear Driwal.

History

Clear Driwal has been on the market for over a quarter century. It has an established record of achievement. It is specified by many leading architects throughout the country. It has successfully treated many of our finest buildings. Among various interesting references abroad is its use in connection with the restoration of the famous Parthenon at Athens.

Specifications on Clear Driwal will be found in Sweet's Catalog. More detailed specifications will gladly be furnished on request.

00



The above photograph shows what six months' exposure to smoke and soot will do to the appearance of stone, and the effect Clear Driwal has in retarding the discoloration ordinarily produced through these causes.

Gray, uncolored limestone was used in making this test. The left-hand side of the stone face was untreated; Clear Driwal was applied to the other half.

At the end of six months there was a marked contrast between the two sections.

Clear Driwal has protected the one side so effectively that there was no noticeable change in the stone's appearance. This, despite the fact that the test was conducted in a neighborhood where smoke and soot are prevalent.

Form XF1-BSM-943 (BCo.)

Printed in U. S. A.

Driwal

THE 25-YEAR OLD PROVEN METHOD
FOR STAINPROOFING AND DAMPPROOFING
STONE, BRICK, CONCRETE AND STUCCO

Driwal insures that
its beauty will endure



A COLORLESS DAMPPROOFING,
STAINPROOFING AND PROTEC-
TIVE PREPARATION FOR STONE
AND MASONRY CONSTRUCTION



A BILLINGS-CHAPIN PRODUCT

THE GLIDDEN COMPANY

National Headquarters: **CLEVELAND, OHIO**

FACTORIES FROM COAST TO COAST • BRANCHES IN PRINCIPAL CITIES

Driwal *preserves natural beauty*



The beautiful Chapel at Girard College, Philadelphia. Thomas and Martin, Architects. Damp-proofed and stain-proofed with Clear Driwal.

Clear Driwal

A colorless damp-proofing, stain-proofing, and protective preparation, scientifically designed for the proper treatment of natural and artificial stone, cement, concrete, stucco, brick, unglazed tile, Italian marble, mortar, adobe, etc.

Purposes of Clear Driwal

While damp-proofing is a primary purpose of Clear Driwal, stain-proofing is a field of almost equal importance particularly on buildings of natural and artificial stone and of concrete. Clear Driwal is widely recognized for its outstanding value in preventing stains, spotting, discoloration and general dinginess which commonly result from smoke, soot and grime — also from salts, alkalies, or sulphides which may be present in stone, brick, masonry, mortar, or back-up materials. Buildings properly stain-proofed with Clear Driwal grow old gracefully and retain their

natural attractive appearance over a long period of time. Clear Driwal also materially helps to check if not entirely prevent efflorescence. Clear Driwal prolongs the life as well as the usefulness and charm of all buildings, bridges, and monuments of stone or masonry.

Clear Driwal is of special merit for preserving the beauty of Indiana limestone. On various types of concrete, particularly pre-cast concrete, Clear Driwal may save many times its cost in but a single season. The breaking and crumbling of concrete, and of mortar frequently due to the winter freezing of water which has penetrated the surface, may often be eliminated by proper treatment with Clear Driwal.

How Clear Driwal Acts

Clear Driwal does not form a surface film that darkens the building material; that may crack or scale, or that may streak and run under hot sunlight as do so many paraffin preparations. Instead it impregnates the pores of stone or masonry surfaces with a transparent insoluble material which damp-proofs, stain-proofs, dirt-proofs and preserves — which does not in any way alter or conceal the natural beauty of fine texture and color.

Clear Driwal contains no wax, no paraffin, no water, is not an emulsion, will not saponify.

How Clear Driwal is Applied

The surface must be clean, dry, and free from dirt, stone dust, scale or loose particles.

Clear Driwal should be agitated by shaking or light stirring before and occasionally during use. Clear Driwal may be applied either with a stiff

One of the many historic buildings of the Williams-town restoration where Clear Driwal has been extensively used for beauty and protection.

bristle or short, stubby brush and well worked into the pores of the surface — or by a spray gun preferably with a pressure from 60 to 80 pounds at the nozzle. The nozzle should be held at a right angle to the surface and close enough, usually not more than three or four inches away, to force Clear Driwal well into all pores and crevices. Adequate spray gun pressure is particularly important to secure thorough penetration of rough textures, of miscellaneous crevices and of hair line cracks as to the vertical mortar joints on brick work.

Where feasible, an excellent method of application — insuring both thoroughness and penetration — is by spray followed immediately by brushing. Where suitable equipment and labor are available this method, which will be found both rapid and economical, is always desirable though by no means essential. Careful workmanship with either brush or spray can produce entirely satisfactory results.

The Parthenon in Athens, architectural masterpiece of the ancient world, where the restoration work has been damp-proofed and preserved with Clear Driwal.

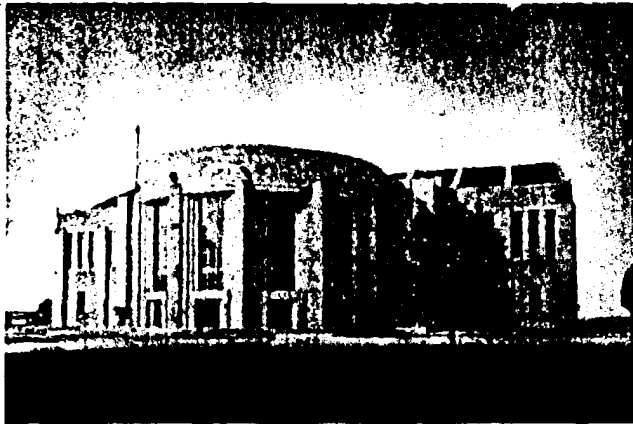


Surplus material, which, particularly with spray application, may run or accumulate as on sills or other horizontal projections, should be brushed up.

Clear Driwal cannot secure proper penetration into previously painted or wax treated surfaces unless any such previous treatments have been thoroughly removed. Neither can Clear Driwal penetrate nor dry properly on damp or frosty surfaces. Nor can suitable penetration with Clear Driwal ordinarily be secured with a soft brush, a weak spray, or by spray application during high wind. It should preferably be applied in clear, dry weather with a temperature not lower than 60 degrees Fahrenheit.

Number of Applications

As Clear Driwal is a penetrating preparation rather than a surface coating, treatment with it is referred to as an "application" rather than as a "coat". For stain or soot prevention, one thorough saturating application of Clear Driwal is usually sufficient, though two applications always give



U. S. Naval Reserve Armory, Toledo, Ohio.
P. S. Robinette, Architect. Damp-proofed and
stain-proofed with Clear Driwal.

more permanent results. For damp-proofing, two applications are always recommended and will be found both more efficient and more economical in the long run. Allow ample drying time, at least 24 hours, between applications. Wherever convenient, an interval of several days between applications is preferable.

Thinners

No thinners or reducers of any kind should ever be added to Clear Driwal.

Covering Capacity

While much depends upon the character and the porosity of the surface, Clear Driwal will ordinarily cover on cement, concrete, stucco, or brick, at least 125 to 175 square feet to the gallon on the first application, at least 175 to 225 square feet to the gallon on the second application. On stone, Clear Driwal will ordinarily cover from 175 to 225 square feet to the gallon on the first application, from 225 to 275 square feet to the gallon on the second application.

Precautions

Remarkable results may be achieved with Clear Driwal. It is not a cure-all, however, and should

be specified and used with care and understanding. Clear Driwal will check the normal seepage of dampness through stone and masonry surfaces of average porosity. It will not remedy faulty construction however, nor can it be expected to damp-proof sizable cracks or voids which, by reason of its light body and highly penetrating character, it cannot properly seal. Neither will it remedy weak or crumbling mortar joints which should be re-pointed prior to the application of Clear Driwal.

Excessive application of Clear Driwal may occasionally result in a whitish deposit of excess material on the surface. This will ordinarily wear or wash off with rainfall in the course of a few weeks.

Heavy Bodied Clear Driwal

For masonry surfaces of greater than average porosity, Heavy Bodied Clear Driwal may be found more suitable than Clear Driwal. This material, as its name implies, is merely a heavier bodied form of Clear Driwal. It serves a similar purpose and should be similarly applied.



CINCINNATI TIMES-STAR
BUILDING, CINCINNATI,
OHIO

Samuel Hannaford & Sons, Archi-
tects, Damp-proofed with Clear
Driwal.



• This unusual primer has all the essential qualifications that make successful two coat painting possible! One coat of BASE-COAT and a second coat of first quality house paint produce a thickness of film that meets the rigid specifications for two coat work! It possesses exceptional adhesive qualities, penetrating deeply into the wood and produces a perfect surface, completely hiding the wood and making it possible to complete the job with one coat of first quality house paint.

This primer retains its elasticity and expands and contracts with the surface to which it is applied. Its tight adhesion to the surface prevents the blistering and peeling caused by moisture and vapors that occur through temperature changes. The finished prime coat is exceptional in its coverage and its ability to withstand the ravages of time and elements. Use this outstanding primer...the second coat of first quality house paint looks better and lasts longer than when ordinary paints are used on the job!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



Prime all Exterior Surfaces with **BASE-COAT**

While especially prepared for priming new wood, it is excellent for stucco or cement and is an unusual inhibitor of rust when applied to metal. It is also just as satisfactory for old work and should be used without reduction after all blisters, scale, and loose paint of the old film have been removed. It has an estimated average coverage of 600 square feet per gallon. It is made only in white and is to be applied to new wood just as it comes from the can.

THE GLIDDEN COMPANY
NATIONAL HEADQUARTERS • CLEVELAND, OHIO
FACTORIES OR BRANCHES IN PRINCIPAL CITIES



FROM T



TODAY'S

BAS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WHAT A PRIMER! BASE-COAT

Look at the picture! Notice the blisters on the panels at either end. All three panels were subjected to the same test the same length of time... and look at the difference!

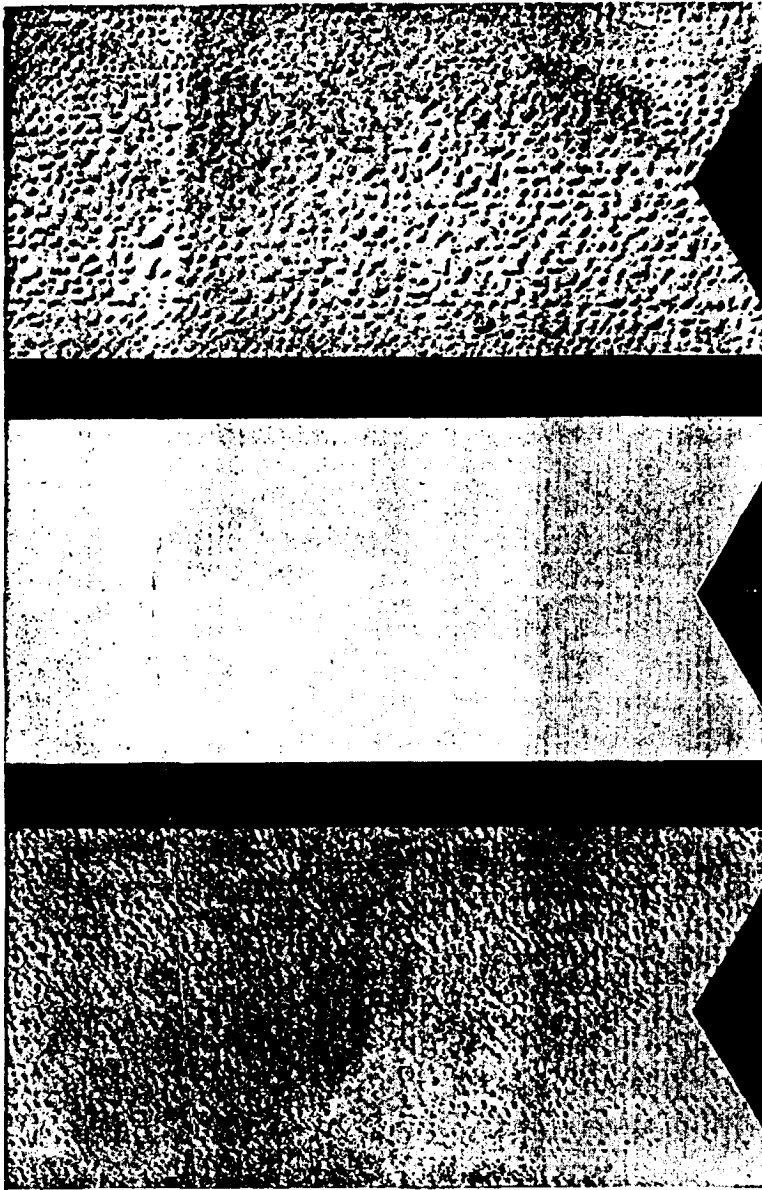
The tests of these panels consisted of constructing a special moisture cabinet, sections of which consisted of these panels. On the inside a moisture condition was created and with heat the vapors were forced into and through the panels simulating the very same conditions that exist in every home today.

This, of course, was a very severe test and it shows how well this primer resists moisture and prevents the blistering and peeling as compared to priming methods shown in the pictures.

Base-Coat is not an ordinary primer but one formulated with special pigments scientifically mixed with varnish and oil vehicles to provide the sealing, waterproofing and bonding qualities necessary in the perfect primer — one that will give the necessary opacity to make two-coat painting possible!

*It Pays to use
a Primer*

When a primer can do as good a job as that shown on the center panel... painting costs are much less and you have to repair and repaint less often. Insist on Base-Coat as a prime coat for your next paint job — the difference is immediately apparent!!



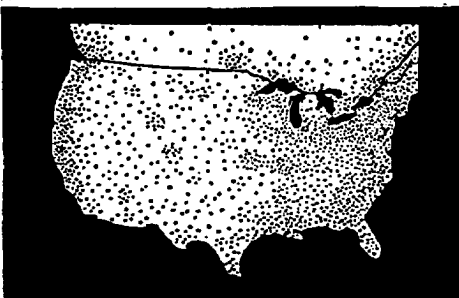
BASE-COAT
for the prime coat
FINISHING COAT
Endurance House
Paint

Reg. U. S. Pat. Off.

TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

DEALERS EVERYWHERE



ENDORSED BY DEALERS EVERYWHERE

● Thousands of dealers are now selling "TIME-TESTED" paint products. These dealers approve and endorse the added protection and property-enhancement assured you by the "TIME-TESTED" Mark of Quality. Look for it on each can of paint you buy. It assures you of unfailing value and dependability.

F 21-RNM-347 (B. Co.)

Printed in U. S. A.



laboratories
now sponsor

GLD39853



26 paint laboratories

A NEW MARK OF QUALITY
for your protection in paint products



TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

Twenty-six paint laboratories, with their extensive resources, their knowledge and experience, their modern methods, secrets, and technical personnel now sponsor "TIME-TESTED" . . . a new symbol of the highest paint quality . . . a reliable new measuring stick of value and dependability in paints!

Chemists, color specialists, technicians, paint experts—backed by tremendous resources—are working under the direction of a master "TIME-TESTED" laboratory. They are engaged in constant paint research, testing, experimenting . . . achieving new standards of perfection.

And when you buy paints, varnishes, lacquers, or enamels identified by the new "TIME-TESTED" label, you know that they are of only the highest possible standard. They are laboratory-tested . . . service tested . . . "TIME-TESTED"—the greatest combination of paint quality proof you can possibly secure!



Direct access to world markets for choice of the finest paint raw materials.



Laboratory technicians engaged in constant research and development.



New and exclusive mechanical equipment for exceptional processing.



Complete natural and man-made testing equipment to PROVE all paints.

Better



It's Better

EUSTON WHITE LEAD



Famous Since 1862
Euston White Lead is different. It is made by a special process of refining, precipitation that gives it extreme whiteness, purity and freedom from metallic inclusions. It is ground to a fine, uniform texture, and its pigment and oil. Euston White Lead covers better and goes further... you get more paint per hundred pounds.

EUSTON Related PRODUCTS

Euston Related Products were developed especially for use with Euston White Lead to further insure good results and lasting satisfaction. Each represents the highest quality obtainable.

EUSTON HOUSE PAINT PRIMER
EUSTON GLAZING LIQUID
EUSTON PLASTERING OIL
EUSTON TRIMMING OIL
EUSTON WALL PRIMER
EUSTON FINE COLORED OIL

EUSTON LEAD COMPANY
SCANTON, PA.

BECAUSE...

It's a Whiter White...
It's Ground Finer...
It Tints Clearer...
It Makes More Paint
Per Pound of Lead

BEST IN THE TESTS THAT MEAN THE MOST



SUSPENSION TEST

At the right on the glass panel is a relatively known white lead. At the left is Euston White Lead. Both samples were suspended equally in the same glass panel, but note how much whiter and more opaque Euston White Lead appears. It is made, refined, and hidden from the eye.

WEATHERING TEST

The second panel of the right was the same as the first, with a relatively known competing white lead. Both were exposed to weather and sunlight at 45 degree angle, for the same length of time. Note the worn condition of the lead exposed on the known white lead panel.

OPACITY TEST

At the right is a relatively known white lead. At the left is Euston White Lead. Equal quantities of both leads were thoroughly mixed in the same amount of oil. After the competing lead had settled 20%, while the Euston White Lead had settled 75%. This is absolute proof of Euston White Lead's better covering power.

Instructions for Thinning Euston Lead in Oil

EUSTON ALL-PURPOSE PASTE — Working Thinning Formulae

PAINTING FOR OUTSIDE NEW WOOD

First Coat		Second Coat	
Euston White Lead	100 lbs.	Euston White Lead	100 lbs.
Linseed-Boleplacement Oil	4 gals.	Linseed-Boleplacement Oil	3-3 1/2 gals.
Turpentine	2 gals.	Turpentine	3 gals.
Oiliness of Paint	9 gals.	Oiliness of Paint	6 1/2-6 3/4 gals.

No Drier Needed When Using Linseed-Boleplacement Oil

REPAINTING OUTSIDE WOOD (Old Work)

First Coat		Second Coat	
Euston White Lead	100 lbs.	Euston White Lead	100 lbs.
Linseed-Boleplacement Oil	2-2 1/2 gals.	Linseed-Boleplacement Oil	3-3 1/2 gals.
Turpentine	2 gals.	Turpentine	3 gals.
Oiliness of Paint	7 1/2 gals.	Oiliness of Paint	6 1/2-6 3/4 gals.

SOFT PASTE — 12% OIL

PAINTING OUTSIDE NEW WOOD		Third Coat	
Euston White Lead	100 lbs.	Euston White Lead	100 lbs.
Linseed-Boleplacement Oil	1 1/2 gals.	Linseed-Boleplacement Oil	2 gals.
Turpentine	1 1/2 gals.	Turpentine	1 1/2 gals.
Oiliness of Paint	6 gals.	Oiliness of Paint	6 1/2 gals.

REPAINTING OUTSIDE WOOD

First Coat		Second Coat	
Euston White Lead	100 lbs.	Euston White Lead	100 lbs.
Linseed-Boleplacement Oil	1 1/2 gals.	Linseed-Boleplacement Oil	2 gals.
Turpentine	1 1/2 gals.	Turpentine	1 1/2 gals.
Oiliness of Paint	6 1/2 gals.	Oiliness of Paint	6 1/2 gals.

APPROXIMATE COVERAGE

Painting Outside New Wood	70 sq. ft. per gal.
Second Coat	70 sq. ft. per gal.
Finishing Coat	70 sq. ft. per gal.

HEAVY PASTE — 5% OIL

REPAINTING OUTSIDE WOOD	
Euston White Lead	100 lbs.
Linseed-Boleplacement Oil	3-2 1/2 gals.
Turpentine	2 1/2 gals.
Oiliness of Paint	7 1/2 gals.

Third Coat

Euston White Lead	100 lbs.
Linseed-Boleplacement Oil	3-3 1/2 gals.
Turpentine	3 gals.
Oiliness of Paint	6 1/2-6 3/4 gals.



STRICTLY PURE Euston WHITE LEAD



PAINT YOUR HOME WITH

Euston

Its Beauty Will Last For Years

Euston White Lead is an outstanding achievement in the white lead field! It embodies qualities of pigment and manufacture not found in other nationally known white leads. Euston Lead is pure carbonate of lead! Experience shows that those who have used this product find they get at least 10% more paint per 100 pounds than with other white leads—making painting more economical! It is finer ground, mixes quicker with the oil and does not pull under the brush—making jobs much easier!

Euston Lead stands cleaner and the finished job is comparably satisfactory. Use this superior white lead when you paint—get on the road to economical painting NOW!

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