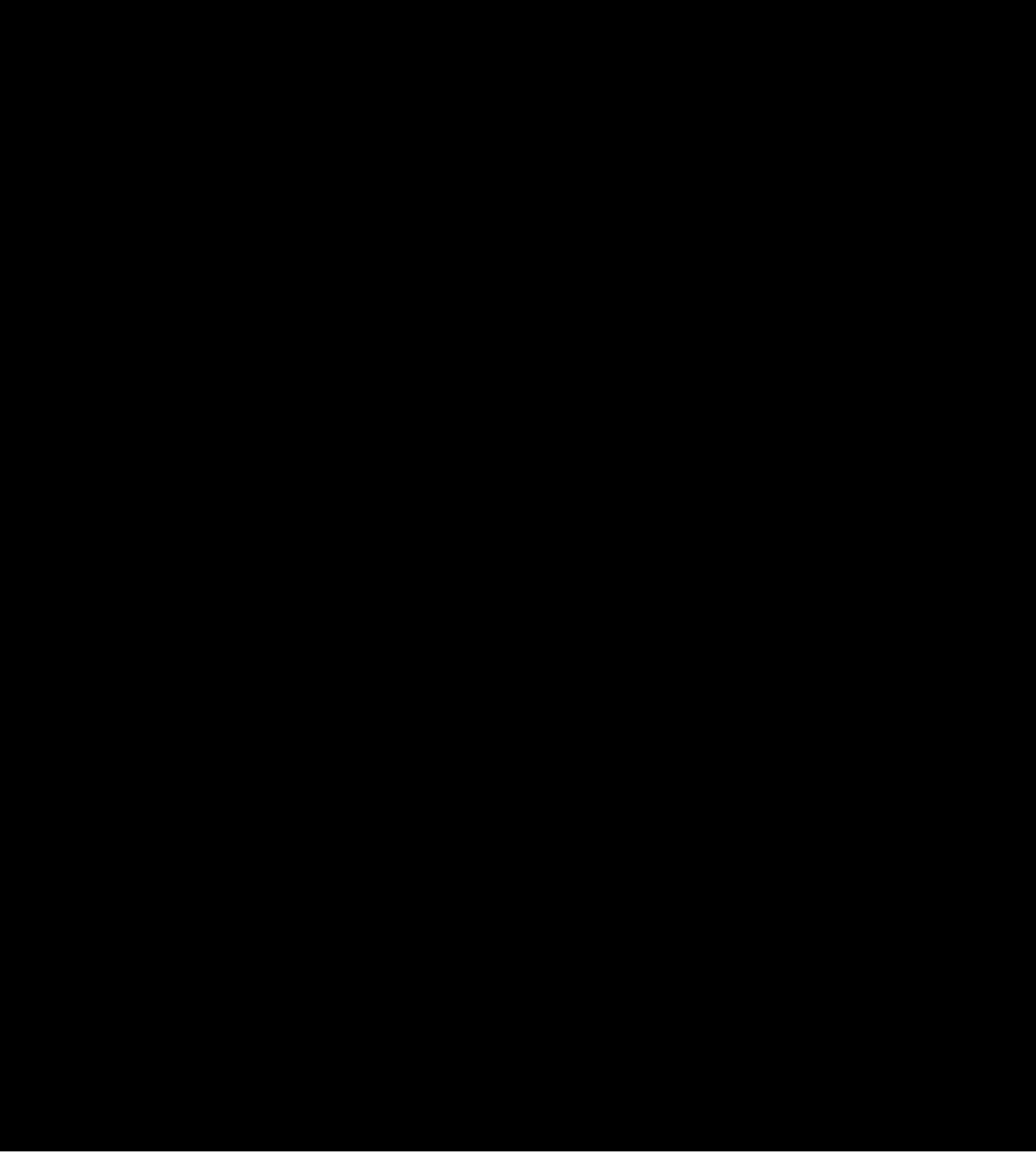




Walls—White Endurance Paint (Prepared). Trim—Vert Green Endurance Paint (Prepared).



Walls—Cream White Endurance Paint (Prepared). Trim—Cottage Brown Endurance Paint (Prepared).



GLIDDEN ENDURANCE PAINT (PREPARED)

Walls—Old Ivory Endurance Paint (Prepared). Trim—White Endurance Paint (Prepared).

THIS is a very durable house paint, ready-to-use, ready mixed. The pigments or coloring in this paint are carefully selected for permanency, and their manufacture is under our control from raw material to finished product. The linseed oil in which these pigments are ground is the finest obtainable.

The white lead or basic lead carbonate used is the whitest and finest ground possible to obtain. The patented process under which this white lead is manufactured, is owned by The Glidden Company. This process produces a white lead unusually white and free from grit or metallic residue.

In manufacturing white and tints of this house paint, this unusually white lead, with its long wearing qualities, is combined with carefully selected zinc oxide which has film hardening properties. This union, made on proportions established through years of experience and tests, produces a long wearing house paint of extreme durability and excellent covering.

Easy brushing is another quality of this house paint which you will notice when you first apply it. Then you will also note that it covers the old surface quickly and easily. Because of its excellent pigment content, and the purity of the linseed oil used you will note, after years of service, a smooth "weathering" resulting in an even foundation for re-

painting. Inferior or untrustworthy paints often leave cracked or broken film surfaces which require scraping or burning before re-painting.

Just as you insure your property against fire, insure it against decay by using paint. Fire may never come to your property, but decay is always present. Use Glidden Endurance Paint.

PRIMER

The primer is the most important paint coat to be applied to any surface—new or old. It must leave a foundation upon which the future paint coat can be built.

Glidden's Base-Coat is the ideal primer. Ninety-five per cent of all paint trouble comes from moisture. Base-Coat is exceptionally water-proof. It will prevent the absorption of moisture into the lumber. Due to its pigment content, Base-Coat takes tighter hold of a new wood surface than any other primer. With it on old work, one additional coat of Endurance Paint (Prepared) is all that is necessary.

ON NEW WORK

If Base-Coat is not available an excellent primer can be made by reducing Endurance Paint (Prepared) with raw linseed oil and turpentine, using approximately three pints of oil and one pint of turpentine to each gallon of Endurance Paint (Prepared).

Second Coat—Add a small amount of

spirits of turpentine to Glidden Endurance Paint (Prepared). This reduces the gloss of the second coat and gives a better surface for the third coat.

Third Coat—Endurance Paint (Prepared) should be used just as it comes from the can for ordinary conditions.

ON OLD WORK

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

SEE YOUR DEALER

Again we recommend that you see your Glidden Dealer for pleasing house paint color combinations. At his store you will have the opportunity of selecting quickly and easily the colors that will best suit your house, and cause it to conform pleasantly with its neighbors and surroundings.

Make it a point to see your Glidden Dealer for helpful information.

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GLD31443

Color Suggestions for your Rooms

LIVING ROOM

Ceiling—Ivory Speed-Wall
Walls—Sky Blue Speed-Wall
Woodwork—White Ripolin Q.D. Enamel
Floor—Oak Floor-enamel

Ceiling—Caen Stone Speed-Wall
Walls—Buff Speed-Wall
Woodwork—White Ripolin Q.D. Enamel
Floor—Blue Floor-enamel

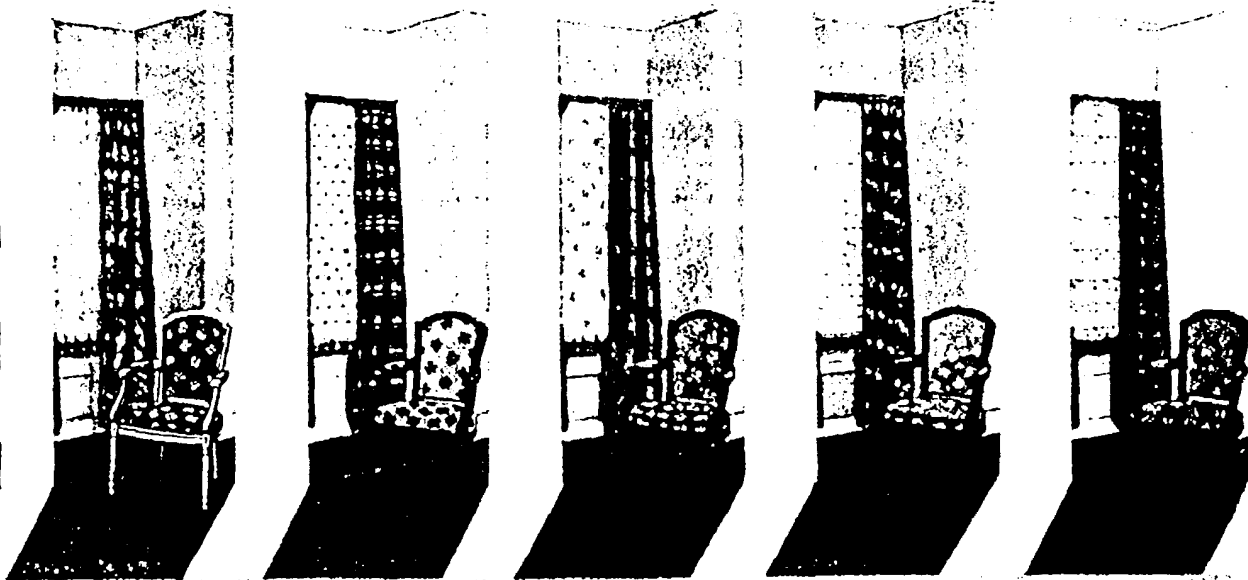
DINING ROOM

Ceiling—Ivory Speed-Wall
Walls—Orchid Speed-Wall
Woodwork—Ivory Ripolin Q.D. Enamel
Floor—Warm Gray Florenamel

Ceiling—Cream Flat Wall
Walls—Delicate Green Flat Wall
Woodwork—White Ripolin Q.D. Enamel
Floor—Red Floor-enamel

HALL

Ceiling—Ivory Speed-Wall
Walls—Cream Speed-Wall
Woodwork—White Ripolin Q.D. Enamel
Floor—French Yellow Florenamel



Additional products are:

TITAN-O-ZINC ENAMEL—white only. A high gloss, solid covering, one coat enamel. Dries in four hours. For walls, woodwork, furniture.

STOVE PIPE ENAMEL—Black. Dries with a high gloss. Heat proof. No disagreeable odors.

GLOSS INTERIOR ENAMEL—A high gloss washable and economical enamel for all wall surfaces, furniture, or woodwork.

WEATHERCOTE COLD PROCESS ASPHALT—Best material for the painting of garage roofs, eaves, repairing breaks in downspouting and flashings. A water-proof asphalt coating.

NEV-A-RUST—A superior, protective paint for metal surfaces.

AD-EL-ITE HYGIENIC KALSOMINE—A sanitary water paint made to be mixed with hot or cold water.

ALWAYS ASK FOR GLIDDEN PRODUCTS!

There is a
**Glidden Paint, Varnish,
Enamel, Stain, or Lacquer
for every household need.**

GLIDDEN
EVERYWHERE ON EVERYTHING
PAINTS • VARNISHES • LACQUERS • ENAMELS

SPEEDENAMEL—For the automobile. Dries in four hours with a beautiful finish. Used also on porch furniture, or any exterior surface.

TAR REMOVER—The only satisfactory Tar Remover for your automobile offered today.

REN-O-VITE POLISH—An easy working, quickly effective polish for automobiles.

METAL POLISH—Glidden's Metal Polish will not scratch or injure the very finest metal or plated surfaces.

AD-EL-ITE PREPARED WAX—For use on floors, woodwork, and furniture.

METALLITE ALUMINUM PAINT—An Aluminum paint that more closely resembles metal leaf or plating than any other paint product manufactured.

REN-O-WAX—A liquid wax that is quick-drying and requires no polishing.

TOXOL—An improved household insecticide for killing flies, in fact, all insects that may infest the home.

"Everywhere on Everything" truthfully describes the wide and complete list of Glidden products at your service—at your dealer's store.

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