

Glidden

Pure Colors-In-Oil



Glidden Pure Colors-In-Oil are now made in a new heavy liquid form, which gives you free-flowing, superior blending. Each color is ground exceedingly fine to give it quick and positive dispersion—a smooth, even color that blends into the body of the material and becomes a part of it.

Glidden Pure Colors-In-Oil may be used to tint white and colored paints and enamels of all kinds except latex, emulsion paints and lacquer. You can use Glidden Pure Colors-In-Oil with confidence in white leads, paste-whites, flat wall paints, semi-gloss and gloss oil-type enamels and glazing liquids. Use Pure Colors-In-Oil to strengthen and deepen any shade to achieve the exact color effect desired.

Glidden Pure Colors-In-Oil are rich, clean, pure colors that are ideal to use with Glidden Endurance House Paint Tinting Base White (No. 1804) to create Outside Pastel Colors or can be added to the standard shades in this line.

Another product of Glidden paint research

TIME-TESTED
PAINTS • VARNISHES • LACQUERS • ENAMELS

Glidden Pure Colors in Oil have been tested and approved by the "Time-Tester" Laboratories for dependable service, uniformity of color and consistently high quality.

GLIDDEN PURE COLORS-IN-OIL

Pure, always ready for use, uniform in color and consistency, Glidden Pure Colors in Oil tint oil, paste paints, flat wall paints, enamels and glazing liquids for blending and mortising effects.

Pure Colors in Oil are manufactured from dry colors after they have had exhaustive laboratory tests to prove uniformity of color tinting strength and tone. The pigments are double ground on special equipment in pure linseed oil, and the mixture is then passed through a fine strainer to remove any lumps. Each portion of the material is then carefully sealed in airtight containers to insure its purity.

Each Glidden Pure Colors in Oil pigment is furnished in paste form, which dispenses quickly in paint and enamel. It is simple to use; however, a little care is required. First, the color is added to the paint or enamel in a little portion of the material to be tinted in a separate container; then add this mixture to the bulk until desired color is obtained.

Available in gallon, quart, half-pint cans and tubes.

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THE GLIDDEN COMPANY

National Headquarters: CLEVELAND 2, OHIO
FACTORIES FROM COAST TO COAST - BRANCHES IN PRINCIPAL CITIES

PURE COLORS-IN-OIL



For Blending and Tinting



Everywhere on Everything

GLD33307

N 3207

GLIDDEN PURE COLORS-IN-OIL

BASIC COLORS FULL STRENGTH	REDUCED TINTS 1/4 PNT TO 1 GALLON	REDUCED TINTS 1/4 PNT TO 1 GALLON	BASIC COLORS FULL STRENGTH	REDUCED TINTS 1/4 PNT TO 1 GALLON	BASIC COLORS FULL STRENGTH	REDUCED TINTS 1/4 PNT TO 1 GALLON	BASIC COLORS FULL STRENGTH	REDUCED TINTS 1/4 PNT TO 1 GALLON
CHROME YELLOW LIGHT			CHROME GREEN LIGHT				YELLOW GREEN	
CHROME YELLOW MEDIUM			CHROME GREEN MEDIUM				DAVE GREEN	
CHROME YELLOW DARK			CHROME GREEN DARK				SPRINT GREEN	
SPRINT GREEN			PERMANENT BLUE				NAVY BLUE	
AMERICAN PRIMAVER			ULTRAMARINE BLUE				PRISTINE BLUE	
SPRINT RED			PRIMAVER BLUE					
DAVE BLUE			LAMP BLUE					

NOTE: The reduced tints shown here were made with Glidden Speed-Wall Flat White Wall Paint. Pure Colors-In-Oil may also be used for tinting Lead-In-Oil, quick-drying enamel, glazing liquids and only those house paint whites that are formulated for tinting. These Pure Colors-In-Oil may also be added to light-colored house paint tints to obtain stronger shades. CAUTION: Avoid adding these tinting colors to Glidden Endurance White House Paint No. 1800, use them with Glidden Endurance Tinting Case White No. 1804 instead, to achieve the finest results in house paint colors.