

CLIMATIC PREPARED HOUSE PAINT



Enduring Protection

The Symbol of  *Color Authority*

THE GLIDDEN COMPANY

THE AMERICAN PAINT WORKS DIVISION

• NEW ORLEANS, LOUISIANA •

GLD33371

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PAVIL BLUE
ROYAL REDE
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S*Pure White***CLIMATIC'S GREATEST TRIUMPH
IN MANY YEARS OF PAINT MAKING***The preferred white among painters,
contractors and decorators . . .**A white you can depend on for
satisfaction every time.***"WHITER"
WHITE**

American takes special pride in Prepared White House Paint. Rich in tone, this paint retains its natural white gloss for years. You can be justly proud of your home when it is painted with White Prepared House Paint. It will have a WHITENESS with a Sparkle . . . Its Brightness Lasts!

The thick glossy oil-resin-pigment film of Prepared Paint provides solid covering. It is non-transparent! Prepared Paint is famous for its hiding quality. It will not "spot" through. Prepared Paint seals and covers the surface completely!

**MORE
OPAQUE****CONTROLLED
CLEANING**

Houses painted with Prepared House Paint look brighter and stay whiter because Prepared is self-cleaning! The film wears evenly and naturally and retains its fresh appearance for a longer time, finally presenting after a period of several years, an ideally "chalked" surface ready for repainting.

RELATED BRUSHES

A quality brush is as important to a satisfactory job as a high-grade paint product. In the complete line of RELATED BRUSHES there are brushes ideally suited to the application of Prepared House Paint.

The Mark of Quality

Prepared Paint and Base-Coat bear the approval of "Time-Tested" Laboratories for dependable service, uniform color and consistently fine quality.

CLIMATIC
Prepared House Paints
HAVE MORE GLOSS

More gloss means richer beauty and greater permanency! Rain, sun, sleet, dust and intense cold do not affect the weather-resisting Gloss of Prepared Paint. The film adheres tightly to the surface and forms a tough elastic armor that withstands the constant attack of the elements. It wears equally as well on wood, metal, stucco, brick and concrete. A home protected by Prepared Paint retains its "just painted" look for years. Insist on Prepared Paint, and you are sure of the best!

GLD33372

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Here's How to Select Better Color Schemes

Use this Chart

● This ready reference chart is your guide to the selection of harmonious combinations of body and trim colors for your home. It is also ideal for selecting exterior color schemes suitable for painting schools, store fronts, and other buildings.

Directions: To find whether a color combination of Crylight Green and Cream White is harmonious, simply locate Crylight Green in the left-hand column of the chart, then move across 4 squares to the square directly below Cream White in the top list of color names. The letter "E" in the square indicates an excellent combination of colors. Wherever the letter "S" appears, a satisfactory combination is indicated. The letter "P" indicates a combination which should never be used.

**Extra Service in
2-COAT PAINTING**



FIRST COAT—A paint job is only as good as the primer! Prepared Base-Coat, the perfect primer, is made of especially formulated vehicles combined with other ingredients to provide deeper penetration and sealing properties against moisture. Base-Coat is the ideal bonding undercoat for Prepared House Paint.

SECOND COAT—Prepared Paint applied over Prepared Base-Coat spreads farther, giving the coating more body and fullness. A home painted with these two paints is a job well done . . . correctly sealed . . . perfectly painted!

		BODY COLOR										TRIM								
HOUSE PAINT COLORS		IVORY	BEIGE	COTTAGE BROWN	CREAM WHITE	COLONIAL YELLOW	CRYLIGHT GREEN	SHADOW WHITE	CREAM	TOBACCO BROWN	LIGHT GRAY	MEDIUM GRAY	THISTLE GREEN	SHUTTER GREEN	CHESTNUT BROWN	LIGHT YELLOW	COLONIAL BLUE	RADIO BLUE	ROYAL RED	
BODY COLOR	IVORY		E	E	P	E	E	S	E	E	E	E	E	E	E	E	E	E	E	
	BEIGE	E		E	E	P	E	P	E	E	S	S	E	E	E	P	E	E	E	
	COTTAGE BROWN	E	E		E	E	S	P	E	S	P	P	P	S	E	P	P	P	P	
	CREAM WHITE	P	E	E		E	E	S	P	E	E	E	E	E	E	E	E	E	E	
	COLONIAL YELLOW	E	P	E	E		E	E	P	E	E	E	S	E	E	E	E	E	E	
	CRYLIGHT GREEN	E	E	S	E	E		E	E	S	E	E	P	S	S	E	P	P	P	
	SHADOW WHITE	S	P	P	S	E	E		S	S	S	E	E	E	E	E	E	E	E	
	CREAM	E	E	E	P	P	E	S		E	E		E	E	E	S	E	E	E	
	TOBACCO BROWN	E	E	S	E	E	S	S	E		E	S	P	S	S	E	P	P	P	
	LIGHT GRAY	E	S	P	E	S	E	S	E	E		E	E	E	S	E	E	E	E	
TRIM	MEDIUM GRAY	E	S	P	E	S	E	E	E	S	E		S	E	S	E	E	E	E	
	THISTLE GREEN	E	E	P	E	S	P	E	E	P	E	S		P	S	S	P	P	P	
	SHUTTER GREEN	E	E	S	E	E	S	E	E	S	E	E	P		S	E	P	P	P	
	CHESTNUT BROWN	E	E	E	E	E	S	E	E	S	S	S	S	S		E	P	P	P	
	LIGHT YELLOW	E	P	P	E	S	E	E	S	E	E	E	S	E	E		E	S	S	
	COLONIAL BLUE	E	E	P	E	E	P	E	E	P	E	P	P	P	P	E		P	P	
	RADIO BLUE	E	E	P	E	E	P	E	E	P	E	P	P	P	P	S	P		S	
	ROYAL RED	E	E	P	E	E	P	E	E	P	E	P	P	P	P	S	P	S		
	CODE: E—Excellent, S—Satisfactory, P—Poor																			

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CLIMATIC PREPARED PAINTS

Are Elastic

ENDURE ALL WEATHER

Elasticity is maintained so that extreme heat of the sun, the frigid temperatures of winter will not affect the paint film. The tough elastic armor of the paint adheres to the surface firmly and is so made that the film yields to atmospheric changes without breaking.

NO CHECKING NO BLISTERING NO CRACKING NO PEELING



GLD 33373