

Endurance Paint (Prepared)

How to Paint

these precautions. Re-
is not properly applied
Not infrequently an
applied will give better
carelessly used.

over. See that your labor
of the paint will give you

it should be removed with
scraper, depending on its
should be washed off and
of shingles.

cold weather when it can
adhere well or dry thor-
oughly or when the weather
is also best to wait until
before painting.

then its foundation. Do
or cheap primers and do
it all for priming. Im-
me early deterioration in

to better than heavy coats.
d by crying to make two
conditions demand three
broken test and allowed
ly before reapplying.

years kneaded all and pure
ing.

int (Prepared), contains
conditions, and while we
tense of a good painter
that the best results are
we kneaded all instead of
what upon weather and
direction of the painter
me.

FOR USE

early all of the liquid;
it reach the corners of
and the remaining por-
the mixture is creamy,
quid a little at a time.
Then pour the paint
several times, until it is

aint (Prepared) as it
proper consistency for
amount of further thin-
pends on the judgment
following conditions in

NEW WORK—New wood should always be
primed with Endurance Base-Coat. This spe-
cially prepared first coat will insure perfect
results and is much safer to use on present day
lumber. Base-Coat is for use on all kinds of wood
and particularly the porous and absorbent types
such as cedar and redwood. The resinous and
sappy types such as yellow pine, spruce, gum and
fir will also give a longer wearing and better finished
result when primed with Base-Coat. Endurance
Base-Coat should be applied as it comes from the
container. Under no conditions should Endurance
Base-Coat be reduced.

Second Coat—It is well to 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. These three coats are always
recommended for new work. Each coat should be
brushed out well and allowed sufficient time to dry
thoroughly.

OLD WORK—The number of coats required de-
pends 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.

Whenever Glidden Endurance Paint (Prepared)
appears a trifle too heavy in body for easy working,
it may be thinned with a small amount of linseed
oil carefully stirred into the paint. Under ordinary
circumstances it is never necessary to add driers.

ESTIMATING QUANTITY

Glidden Endurance Paint (Prepared), as it comes
from the can, will cover 360 square feet of surface, per
gallon, two coats.

Multiply the number of feet around the house by
its average height, and divide by 360. To this figure
add one fourth to one fifth, for edges, architectural
decorations, etc. This will give you the number of
gallons required for two coat work. If a third coat
is to be used, add half again as much. The fraction
added will usually provide enough paint for the trim,
although these figures are subject to some variation
for the reason that conditions are not always the same.

Company, National Headquarters, Cleveland, Ohio

Glidden Products

For Buildings—Outside

Glidden Endurance Paint (Prepared)
All Regular Colors and Black and White
Glidden Endurance White Semi-Paste
Japanned (The All-Test Varnish)
Glidden Base
Baltimore Base Boar Varnish
Glidden Endurance Outside Stains
Zinc-O-Lik House Paint
Zinc-O-Zinc Outside White
Endurance Base-Coat
Turner Red

For Concrete and Stone Buildings

Glidden Liquid Cement Coating, White and Color
White Cement Exposed
Calcium Waterproofing

For Interior Decoration

Glidden Flat Wall Finish, White and Colors
Endurance Wood Stains, Many Colors
Moulds, The Original Holmden Enamel Paint
Veneer Interior Varnish
Japanned Varnish, For Rubbed Effects
Kitchen Enamel
Vitreous
Ad-Ek-Ho Kalamazoo
Jap. The Original Braking Lacquer
Zinc-O-Lik Enamel
Rapid-Cote Varnish—Dries in 4 Hours
Zinc-O-Zinc Highest Grade Flat Wall Finish
Endurance Speedwall, Semi-Gloss Finish

For Floors

Flooring Varnish
Concrete Floor Dressing, Colors and White
Glidden Parth and Deck Paint
Glidden Inside Floor Paint
Glidden Floorboard
Jap. The Original Braking Lacquer

For the Farm

Glidden Barn Paint
Glidden Implement and Tractor Paint

For the Vehicle

Auto and Carriage Varnishes and Japan
Colors in Japan
Nissin Motor Enamel
Speedwall—Dries in 4 Hours
Top-Cote (Auto Top Dressing)

For General Use

Glidden Endurance Tub and Cist Enamel
Glidden Endurance Colors in Oil

For Household Finishes

Jap-A-Lac Household Finishes
Glidden Handy Home Varnish
Glidden Groove Pipe Enamel
Glidden Groove Enamel
Jap. The Original Braking Lacquer
Zinc-O-Lik Enamel
Zinc-O-Lik Flat
Rapid-Cote Varnish—Dries in 4 Hours
Zinc-O-Zinc Interior Finishes, Rapid-Drying Enamel
Endurance Speedwall, Semi-Gloss Finish

For Factory Use

Daylight Mill White, For All Interior Surfaces
Bel-Fish Mill White, Rubber and Gas Resisting
Factory and Roof Paint
Vitreous
Inside Cold Water Paint
Zinc-O-Lik Enamel
Zinc-O-Lik Flat

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GLIDDEN

EVERYWHERE ON EVERYTHING



THE GLIDDEN COMPANY

Our Definition of Good Paint

Good paint means the best quality raw materials, ground together and thoroughly incorporated with each other, on properly designed modern paint grinding machinery, according to a scientifically correct formula.

The first essential is pure linseed oil, which forms the protecting and weather-resisting film that binds the pigments to the surface covered. No perfect substitute has ever been discovered for pure linseed oil. Every shipment of oil that comes into our plant is tested chemically and must conform to a scientific schedule of requirements before it is accepted for use in Glidden Products.

Then the pigments used in Glidden Endurance Paint (Prepared) are selected and bought with similar care. In this paint we use the same pigments that are used in the manufacture of the highest grade enamels and color varnishes which are made for and used by the largest industrial concerns in the country. So you know the quality must be right.

In manufacturing Glidden Endurance Paint (Prepared) we selected raw materials that would produce the greatest possible durability and permanence, with proper working qualities. To these, we added the scientifically correct percentage of inert pigments that serve to give "tooth" to the paint, to increase its durability and to neutralize any free fatty acids that may be present in the oil.

The formula are not theoretical, but conform with the best modern paint-making practice. Each formula has been put through the most rigorous tests, under adverse conditions, and has shown a permanence and durability which no other formula for the same use can produce.

Glidden Endurance Paint (Prepared) works easily, covers well, resists wear and weather, has extreme durability, leaves a good uniform surface for repainting and costs less than others when measured by the years of service that it gives.

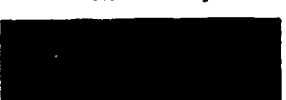
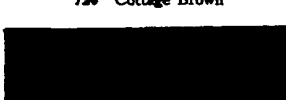
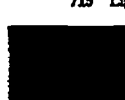
Endurance Base-Coat

ENDURANCE BASE-COAT (Foundation Coating) is a new and remarkable piece of goods to be used as a priming coat on new or old work. Its pigment is new and very sharp and will adhere tenaciously to the surface. It affords the proper tooth for the succeeding coat of paint. The vehicle of Endurance Base-Coat embodies an elasticity of film that is maintained just as long as one of linseed oil. It is unusually waterproof, dries hard, and will eliminate the possibility of blistering, peeling and checking of succeeding coats. Another distinct superiority of Base-Coat is in its sealing properties. Succeeding coats of paint will spread further per gallon over Base-Coat than over other primer and it will hold out these coats with more body and fullness to the film.

Endurance Base-Coat is made in white on a neutral shade of gray and is to be applied to new wood just as it comes from the can without any reduction. It is also satisfactory for old work and should be used without reduction after all blisters, scale and loose paint of the old film have been removed.

Endurance Base-Coat covers approximately 600 square feet per gallon.

GLIDDEN ENDURANCE

Trimming Colors		Trimming Colors		Trimming Colors	
	700X 720		704 728 721		701
700 Cream White		704 French Gray		701	
	716 720		707 White		709
707 Buff		702 Old Ivory		709	
	700 White		710 White		712X
725 Vert Green		706 Pearl Gray		712X	
	703 706		701 700		715 Li
720 Cottage Brown		726 Thistle Green		715 Li	
	704 700		708 720		721
723 Dark Green		716 Centennial Brown		721	

NATIONAL HEADQUARTERS
CLEVELAND, OHIO

ALSO MADE IN OUTSIDE GLOSS, INSIDE WHITE
COLORS MARKED (*)

GLIDDEN ENDURANCE PAINT [*Prepared*]

Trimming Colors		Trimming Colors		Trimming Colors		Trimming Colors
705X 720	704 French Gray	723 721	701 Light Buff	705 720	724 Silver Gray	708 710
716 720		707 White		710 701		700 720
702 White	702 Old Ivory	710 White	709 Lemont Stone	726 723	703 Flesh Tint	For Covers Ceilings Etc.
						
	706 Pearl Gray		715X Light Sage		711 Sky Blue	
703 706		701 700		721 720		705X White
	726 Thistle Green		715 Light Terra Cotta		727 Orange	
704 700		703 720		701 716		For Covers Ceilings Etc.
	716 Centennial Brown		721 Leather Brown		712 Medium Blue	

ALSO MADE IN OUTSIDE GLOSS, INSIDE WHITE GLOSS, INSIDE FLAT WHITE AND BLACK
COLORS MARKED (*) ARE HIGHER IN PRICE

Glidden Endurance Paint (Prepared)

Use the right paint

Always remember the greatest cost of any painting job is not the price you pay for the paint, but the price you pay for the labor of putting it on. Needless to say it does not pay to use cheap and inferior paint, or to apply good paint carelessly. Such work has to be repainted more frequently, making additional labor and material cost. Good paint properly applied may have a greater first cost but in the end it is the only economical paint.

Paint Makers for Fifty Years

The Glidden Company has made finishes of all kinds for more than fifty years. The paints, varnishes and enamels used by thousands of progressive manufacturers on their numerous products come from the Glidden Plants. Among these industrial users are included the makers of fine automobiles, pianos, high grade furniture, machinery, steamships and motor boats, air craft and kindred products. These manufacturers are exacting and discriminating and they use Glidden Finishes because they want *assured results*. You cannot mistake by following their experienced judgment.

Only First Grade

We manufacture only one grade of Glidden Endurance Paint (Prepared)—the best. Our broad experience in the manufacture of all kinds of finishes has convinced us that proper results can never follow the use of inferior paints and varnishes. We believe that our customers will, without exception, prefer to buy only first quality finishes which are invariably most economical in the end.

Our superior facilities

Great manufacturing resources go into every gallon of Glidden Endurance Paint (Prepared); an organization with fifty years of conscientious manufacturing experience; modern plants equipped with the best obtainable machinery; a great established business with immense buying power; and a corps of chemists and trained experts to whom the science of paint-making is an open book.

Glidden Endurance Paint (Prepared)

The result is a paint as nearly perfect as it is possible to make; a paint that has the virtues of other makes without their faults; a paint that when properly applied according to directions gives maximum protecting, decorating and wearing value; a paint that is most economical when measured by years of service.

Related Brushes

In the Related Line of brushes there are several that are particularly adapted to the application of Endurance Paint (Prepared) for both the Master Painter and the householder. A good brush is just as important to a good job as quality materials.

For the Master Painter, the Related Line carries both Stucco Brushes with open and solid centers, and Metal Bound Walls, all of which have a perfect balance and are uniting to the user. We recommend Stuccos LB-290 or LB-280 and Metal Bound Walls MB-170 and MB-160. For the householder shorter bristle brushes MB-130 or MB-110 in 4 or 3 1/4" widths are recommended. Sash Tools, either flat or oval, FS-10 and OS-10 will give perfect results.

Glidden Endurance Paint (Prepared)

The Right Way to Paint

For best results observe these precautions. Remember that no paint that is not properly applied will give its greatest value. Not infrequently an inferior paint properly applied will give better service than a better paint carelessly used.

Employ a good reliable painter. See that your labor is efficient and thorough, and the paint will give you additional wear.

The surface to be painted should be removed with wire brush, sandpaper, or hand-scraper, depending on its condition. Rust and grease should be washed off and sappy areas should have a coat of shellac.

Do not paint in damp or cold weather when it can be avoided. Paint does not adhere well or dry thoroughly when the surface is moist or when the weather is too cold. On new work it is also best to wait until plastering is thoroughly dry before painting.

No paint can be better than its foundation. Do not paint over oil or other cheap primers and do not use non-drying or mineral oils for priming. Improper priming is sure to cause early deterioration in the finishing coats.

Well brushed, thin coats are better than heavy coats. Best results are never secured by trying to make one heavy coat do the work when conditions demand three coats. All coats should be well brushed out and allowed sufficient time to dry thoroughly before resurfacing.

Use good brushes and only pure linseed oil and pure spirits of turpentine for thinning.

Glidden Endurance Paint (Prepared), contains no solvent driers for average conditions, and while we are content to trust the judgment of a good painter in such matters, we believe that the best results are secured through the use of raw linseed oil instead of boiled oil. This depends somewhat upon weather and climatic conditions and the discretion of the painter will govern his recommendations.

DIRECTIONS FOR USE

Pour off from the can nearly all of the liquid; with a flat paddle that will reach the corners of the can, stir the pigment and the remaining portion of liquid together until the mixture is creamy, then add the rest of the liquid a little at a time, continuing the stirring. Then pour the paint from one can to another several times, until it is of smooth, even consistency.

Glidden Endurance Paint (Prepared) as it comes from the can is the proper consistency for finishing coat work. The amount of further thinners that may be added depends on the judgment of the painter, bearing the following conditions in mind.

NEW WORK—New wood should always be primed with Endurance Base-Coat. This specially prepared first coat will insure perfect results and is much safer to use on greenest day lumber. Base-Coat is for use on all kinds of wood and particularly the porous and absorbent types such as cedar and redwood. The resinous and sappy types such as yellow pine, spruce, gum and fir will also give a longer wearing and better finished result when primed with Base-Coat. Endurance Base-Coat should be applied as it comes from the container. Under no conditions should Endurance Base-Coat be reduced.

Second Coat—It is well to add a small amount of spirits of turpentine to Glidden Endurance Paint (Prepared). This reduces the gips of the second coat and gives a better surface in the third coat.

Third Coat—Endurance Paint (Prepared) should be used just as it comes from the can for ordinary conditions. These three coats are always recommended for new work. Each coat should be brushed out well and allowed sufficient time to dry thoroughly.

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.

Whenever Glidden Endurance Paint (Prepared) appears a trifle too heavy in body for easy working, it may be thinned with a small amount of linseed oil carefully stirred into the paint. Under ordinary circumstances it is never necessary to add driers.

ESTIMATING QUANTITY

Glidden Endurance Paint (Prepared), as it comes from the can, will cover 30 square feet of surface, per gallon, two coats.

Multiply the number of feet around the house by its average height, and divide by 60. To this figure add one fourth to one fifth, for angles, architectural decorations, etc. This will give you the number of gallons required for two coats work. If a third coat is to be used, add half again as much. The fraction added will usually provide enough paint for the trim, although these figures are subject to some variation for the reason that conditions are not always the same.

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