

Glidden Pure Colors-In-Oil



Glidden Pure Colors-In-Oil are now made in a new heavy liquid form, which gives you free-flowing, super-ease 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-Tested" 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! Possessing maximum tinting strength, these colors will tint lead in oil, paste paints, flat wall paint, enamel and glazing liquids for blending and mottling 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, imparting a fineness that adds to their outstanding quality. Each step in production is watched carefully to assure the user a color that will work in his paint bases easily, uniformly and free from lumps and granular particles which ordinarily result in streaking.

Each Glidden Pure Colors in Oil pigment is furnished in paste form, which disperses quickly in paints and enamels. It is simple to use; however, a little caution is required so that too much color will not be added. It is advisable to first tint a small quantity of Glidden Pure Colors in Oil 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 tubs.

Form C-15 © 1925 The Glidden Company RYM 33117 DCO (RCD) Litho. in U. S. A.

THE GLIDDEN COMPANY

National Headquarters: CLEVELAND 2, OHIO

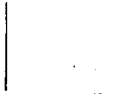
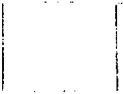
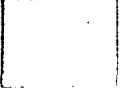
FACTORIES FROM COAST TO COAST • BRANCHES IN PRINCIPAL CITIES

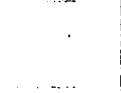
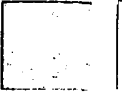
PURE



Every

GLIDDEN PURE COLORS-IN-OIL

BASIC COLORS	REDUCED TINTS	
FULL STRENGTH	1/4 PNT TO 1 GALLON	1 LARGE TUB TO 1 GALLON
		
CHROME YELLOW LIGHT		
		
CHROME YELLOW MEDIUM		
		
CHROME YELLOW DARK		
		
SPARTAN GREEN		
		
AMERICAN VERMILION		
		
VIETNAM RED		
		
BORDEAUX		

BASIC COLORS	REDUCED TINTS	
FULL STRENGTH	1/4 PNT TO 1 GALLON	1 LARGE TUB TO 1 GALLON
		
CHROME GREEN LIGHT		
		
CHROME GREEN MEDIUM		
		
FEMINA GREEN		
		
FEMINA BLUE		
		
ULTRAMARINE BLUE		
		
FEMINA BLUE		
		
LAMP BLACK		

BASIC COLORS	REDUCED TINTS	
FULL STRENGTH	1/4 PNT TO 1 GALLON	1 LARGE TUB TO 1 GALLON
		
YELLOW OCHRE		
		
RAW SIENNA		
		
BURNT SIENNA		
		
RAW UMBER		
		
IVORY BLACK		

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 enamels, 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.