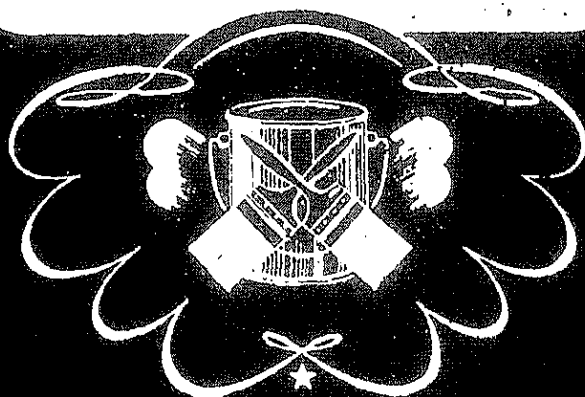


GLIDDEN PAINTS

Their Selling Points and Uses



GLIDDEN

Everywhere on Everything

Plastic Roof Cement

This is a pliable plastic cement to be applied with a trowel. It is indispensable for patching large leaks in roofs, valleys, and flashing.

Tinners' Red

Tinners' Red is for use on metal roofs, flashing, gutters, and downspouts, and for work inside tin shops.

This material is also very popular with sheet metal workers. *There is no finer product of its kind.* It differs from many of the paints commonly called Tinners' Red, which are sold on price alone, as it is a product permanent in color, and absolutely waterproof. A rainstorm coming up immediately after application will not harm it. Because it is quick drying, it does not hold up the finishing operations for which it is used in a tin shop. Being elastic, it will not chip on bending the tin or metal and it is tough enough to resist the scuffing and scraping to which metal is subjected.

All surfaces should be clean, free from shop grease or dirt, and thoroughly dry.

Tinners' Red is furnished only in semi-gloss in order not to intensify the irregularities found in most metal roof surfaces. It will cover 700 square feet per gallon, one coat.

ALSO SEE: *Liquid Red Lead.*

WALL PAINTS

Wall Paints are produced in three distinct washable finishes: Flat, Semi-Gloss, and Gloss. The latter is particularly adapted to kitchens and bathrooms where the surfaces are constantly subjected to moisture, steam, and deposits of grease from cooking.

DIRECTIONS FOR WALL PREPARATION

All wall surfaces, when new, should be given ample time to thoroughly season and dry out. When this time has elapsed, test the walls for hot lime or alkali, using Phenolphthalein, which can be purchased at any drug store. If a pink cast shows these elements to be present, apply a solution consisting of three pounds of Zinc Sulphate dissolved in a gallon of water. Mild cases can be remedied with an application of vinegar. Generally speaking, however, a priming coat of Glidden's Interior Base-Coat is all that is necessary.

In the Glidden system of wall finishing, there are two treatments that can be used in preparing a wall surface. The first is to apply a coat of Interior Base-Coat reduced with one pint of Naphtha or Mineral Spirits to each gallon. Apply this coat evenly and see that all of the wall surface is thoroughly covered. The second treatment is to mix Glidden's Speedwall Mixing Size with equal parts of the wall finish, white or colors and apply a full coat.

Allow either of these coats to dry for at least 24 hours. Where the extreme durability is desired, two coats over a primer are recommended and the intermediate coat of a flat or semi-gloss should be that product in the color selected, mixed with equal parts of Interior Base-Coat. For a gloss finish reduce the intermediate coat with one pint of turpentine. Final finishing coats should be Speed-Wall Flat, Gloss or Semi-Gloss as it comes from the can. If only one succeeding coat is considered necessary, apply the finish of the color selected as it comes from the can.

OLD WORK

All old surfaces should be carefully cleaned free from grease, smoke, and other foreign matter before repainting. One coat of Interior Base-Coat applied over this surface will properly seal all small checks and fine cracks that appear. Large cracks should be filled with Glidden Patching Plaster and then sized thoroughly, either with Interior Base-Coat or Shellac. Follow with one or two coats of Speed-Wall in gloss selected.

For the first coat on old wood surfaces, use wall finish that has been reduced with 10% of Turpentine. Metal surfaces require no priming. Use one or two coats of the finish selected, just as it comes from the can.

MISCELLANEOUS
PRODUCTS

VARNISHES
STAIN, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

Interior Base-Coat (Oil First Coater)

Interior Base-Coat is a comparatively new addition to the Glidden line and was introduced after long research and experimentation. It is without question the most efficient wall primer that can be used. It successfully seals the most porous surfaces, and, at the same time, helps to counteract the alkali and action of hot lime which is present in so many new wall surfaces.

Interior Base-Coat also is an excellent sealer for the many types of composition boards that are on the market today.

Interior Base-Coat, properly used, is quick drying, and one gallon should be reduced with one pint of turpentine or Naphtha. Applied in this manner, it will set up dry enough for succeeding coats of paint in four hours, thus eliminating much of the inconvenience of repainting in the home, and the time lost in waiting for coats to dry.

Interior Base-Coat is pigmented and should be completely mixed before using. The pigment gives it the outstanding advantage of covering discolorations in the original wall surface and provides an excellent foundation for succeeding coats of wall paint. In many instances, its use will save the application of one coat of finishing material. Brick, cement, and stone surfaces should be given one or more coats of wall finish.

On rough sanded surfaces, Interior Base-Coat will cover from 300 to 350 square feet per gallon, depending upon the wall structure, while on smooth finishes of plaster, the coverage will run from 400 to 450 square feet per gallon per coat.

Speed-Wall Flat Finish

Durable—Sanitary—Washable

This is an ideal sanitary wall finish. Glidden Flat Wall contains no poisonous pigments and is particularly recommended for walls, ceilings, and other surfaces in the decoration of residences, theatres, churches, schools, hotels, hospitals, sanitariums, public buildings, and other places where a non-absorbent washable finish is necessary.

Flat Wall Paint dries with a slight sheen that is washable. Its soft velvety lustre makes it an ideal interior finish.

Flat Wall Finish can be used on all plaster surfaces—rough, smooth, or unfinished, and composition wall board, burlap, or any other soft wall material, as well as on metal ceilings and wood surfaces.

Flat Wall Finish is produced in White and 14 charming soft warm tints. A further variety of delicate tints can be developed by mixing any of these shades with white or with another color.

The covering properties of Flat Wall Finish depends upon the surface. On a rough sand finish plaster, the average coverage is 300 square feet per gallon; on smooth plaster,

INTERIOR PRODUCTS

450 square feet per gallon. The finishing coat will cover from 500 to 550 square feet per gallon.

ALSO SEE: *Interior Base-Coat for priming. Pure Colors in Oil for tinting.*

Speed-Wall Semi-Gloss Finish

Speed-Wall Semi-Gloss is highly recommended for use in hospitals, hotels, public buildings, schools, apartment houses, and offices; in fact, every place where a wall finish of unusual durability is required.

Speed-Wall Semi-Gloss can be used by anyone with ordinary care and will dry without laps, sags, or brush marks. Another outstanding quality of this product is its ability to cover solidly in one coat over surfaces that have become soiled or discolored.

Where a finish of extreme cleanliness is required use Speed-Wall Semi-Gloss, as its hard enamel-like surface permits it to be washed as easily as porcelain.

Speed-Wall is recommended for walls in kitchens, breakfast nooks, bedrooms, or any other room in the home. It is an ideal finish for woodwork because of its washability, solid covering, and easy working properties.

Speed-Wall Semi-Gloss dries with a soft, restful sheen that reflects the maximum amount of light without glare. Speed-Wall Semi-Gloss is produced in 12 modern colors.

The first coat of Speed-Wall Semi-Gloss will cover from 400 to 450 square feet per gallon, depending upon the smoothness of the surface, while the second coat will cover from 500 to 550 square feet per gallon.

ALSO SEE: *Interior Base-Coat for priming. Pure Colors in Oil for tinting.*

Speed-Wall Gloss Interior Finish

Speed-Wall Gloss Interior is specially prepared for use on the walls of kitchens, bathrooms, and other wall surfaces that must be washed or cleaned frequently.

Speed-Wall Gloss Interior dries with a high gloss. The film is hard, tough, and adhesive, and can be washed frequently without impairing its brilliancy. It is an ideal finish for walls, and can be used with satisfaction on woodwork where a high gloss, wear-resisting finish is desired. Aside from the home, Gloss Interior is adaptable for use in hospitals, bakeries, dairies, hotels, and office buildings, where a finish embodying the qualities of this product is desired.

Speed-Wall Gloss Interior works easily under the brush, shows no laps, brush marks or sags.

It is furnished in white, and eight popular tints. It is applied in the same manner as all other wall finishes, and two coats over a properly primed new wall surface, will produce a very satisfactory finish.

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINS, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

INTERIOR PRODUCTS

On smooth plastered, well-primed walls, a first coat will cover from 450 to 500 square feet per gallon, while the second coat will cover from 550 to 600 square feet, one coat to the gallon.

ALSO SEE: Interior Base-Coat for priming. Pure Colors in Oil for tinting.

OTHER FLAT WALL FINISHES

Master Painter's Flat White

This is a product that is intended particularly for use by the Master Painter in the home, especially for basement and attic work where an economical and thoroughly dependable, easy-working wall finish is desired. It will cover well in one coat, although two coats are generally recommended for new work over properly primed surfaces.

Master Painter's Flat White is furnished in one gallon cans only, and will cover approximately the same amount of surface per gallon as Speed-Wall Flat Wall Finish.

ALSO SEE: Interior Base-Coat for priming. Pure Colors in Oil for tinting.

Glidden Speedwall Mixing Size

General directions for the use of this material will be found under the caption "Flat Wall Finishes." Speedwall Mixing Size has excellent sealing properties, is alkali resistant, and can be applied to a wall just as it comes from the can. Under normal conditions, this material mixed with equal quantities of the Wall Finish selected, will produce a satisfactory sealed surface.

This Wall Primer is an economical product as the addition of Flat Wall Finish imparts a color to the first or priming coat, and, in most instances, saves the use of one coat of finishing material. Under no circumstances are more than two finishing coats necessary and in most cases, one will be sufficient.

Glidden Flatting Oil

Flatting Oil is designed especially for reducing White Lead in Oil or Semi-Paste Paint to produce Flat or Eggshell effects for wall decorations. This product increases the binding properties of the other liquids in the base material, thereby eliminating all possibilities of powdering and chipping.

While Linseed Oil can be used with White Lead to produce an enamel undercoat, Flatting Oil is superior for this purpose. From one and three-quarter gallons to two gallons of Flatting Oil added to 100 pounds of White Lead with one pint of dryer will produce an excellent flat finish for walls. If an eggshell finish is desired, five to eight gallons of Interior Base-Coat should be added to the above mixture for the final wall coat.

INTERIOR PRODUCTS

The sheen of any wall finish is governed by the amount of Oil First Coater that is added to the mixture.

One gallon of Flatting Oil added to a gallon of Glidden's Endurance White Semi-Paste, or one and one-half gallons added to a gallon of Titan-O-Zinc Semi-Paste will also produce a pleasing Eggshell finish.

Glidden Glazing Liquid

Glidden's Glazing Liquid is a clear, well-drying liquid made primarily to be used in producing a tiffany finish effect in wall decoration. This product sets up slowly enough to permit the painter to apply it and then stipple it slowly in order to secure the effect he desires.

This product is often mixed with Colors in Oil to produce an antique and polychrome effect on furniture, woodwork, and moulding.

A tiffany effect is the result of blending contrasting colors for walls through the medium of Glidden's Glazing Liquid. It is used most frequently in public buildings and restaurants, although it has also become quite popular for the dining or living room of the home.

This effect is obtained by first building up a wall surface with the necessary coats of wall paint. Because of its lack of high gloss, and its non-porous surface, Speed-Wall Semi-Gloss is the ideal product to use for this purpose. After the surface has dried, Glazing Liquid should be applied to as much of the wall surface as can be worked conveniently at one time. Immediately following this application, reduce one or more shades of Color in Oil to a creamy consistency by the addition of Glazing Liquid, and spot the wall surface, applying the color heavily at the bottom. Then, use a cloth to blend one spot into the other. The heavier application of color at the base of the wall will give a darker effect than at the top. After this blending is accomplished, crumple a cloth or rag, and use to stipple the entire wall surface to give an irregular and mottled effect.

Many other novel wall effects can be obtained by the application of Flat Wall Paint, the most popular being Opaltone and Sponge effect, or the effect obtained with crumpled paper.

Driccoat

Driccoat is a most unusual product and offers unlimited sales possibilities to the home owner as well as the hotel, public building and the industrial plant. As paint manufacturers we receive more inquiries for a product that will successfully combat conditions of moisture without peeling and scaling than we do on any other product in our entire line.

The seepage of water through foundations is a condition with which the home owner is confronted. In the hotel there is also this same seepage in basements and sub-basements. Industrial plants have departments that are con-

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINS, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

INTERIOR PRODUCTS

tinually subjected to moisture and condensation in various processes of their manufacture and then, too, every community has its local laundries and creameries where these same conditions exist.

Driccoat is a breather type of paint in that it does not form a hard, impervious film on the wall surface but instead the special pigments from which it is manufactured permit the moisture that is in the wall surface to pass through the film.

Ninety per cent of blistering and peeling can be attributed to moisture and the fact that this moisture back of a paint film sets up pressure either from the water itself or its vapors. When moisture cannot pass through the paint film blistering takes place and eventually scaling. The ability of Driccoat to permit moisture to pass through it without any lifting of the film or causing discoloration, makes it the ideal paint for surfaces such as are described.

Driccoat, to produce the desired results, should be applied to new surfaces that are free from dirt and grease although it is not necessary that they be absolutely dry. All old paint should be removed. Two coats are recommended and will produce a solid covering, flat finish of high light reflecting value. If desired, Driccoat can be tinted to light shades with Pure Color in Oil reduced with turpentine.

Spray-Day-Lite

In every community there is a demand for Spray-Day-Lite (more commonly referred to as mill white), the available volume exceeding by many times the purchases of wall finishes ordinarily sold by the local dealers.

A field for solicitation of Spray-Day-Lite business lies in every school, college, office building, apartment building, hotel, hospital, laundry, dairy, brewery, and industrial building in every city and town in this country.

Spray-Day-Lite is a product made for spraying though it can be satisfactorily brushed. Properly applied it will produce better and whiter results than two coats of ordinary paint. The big advantage lies in the fact that with but little experimentation the applicator can handle the spray gun and produce a solid covering, smooth coating that can be washed like tile over grimy and badly discolored and dirty surfaces. It will not flake, crack, chip or peel when applied on a solid surface and can be as successfully applied to cement, plate, tile, plaster, steel and stucco as to wood.

One of the big outstanding qualities in Spray-Day-Lite is that this material produces but little fog (over spray) that has dried by the time it reaches the floor surface and consequently there is not the expensive cleaning up cost that follows when ordinary paints are used through spraying equipment. It comes ready to apply. The material after being thoroughly mixed need only be poured into the cup of the spray gun, and applied by the regular method of Spray application.

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINS, FILLETS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS



Recommend



RELATED BRUSHES



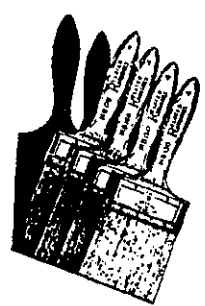
One of the most important factors on a good paint job is the brush used. A good brush makes good paint look better—it makes painting easier and quicker. When you sell paint, be sure your customer knows the importance of a good brush and has one suitable for his use. Recommend Related Brushes . . . there is a size and type for every paint job!



★ ★ ★ ★ ★



Related Brushes are made of the finest raw materials obtainable. The bristles in each brush are firmly and permanently gripped in vulcanized rubber. Bristles are of properly blended hard and soft stocks that give the brush long life and trouble-free service. Every brush in this line is here because years of experience have proved it to be the size and type painting contractors and amateur painters want to use.



Sell Related Brushes for every paint job, large or small . . . they give you profitable business and your customer profitable service.





Sell the EFFECT of Paint...the Paint Will Sell Itself!

These DON'TS Make Satisfied Customers

- DON'T paint immediately after a rain storm, fog or heavy dew.
- DON'T paint too early in the spring—give the sun an opportunity to drive the moisture out of the wood.
- DON'T paint in freezing weather as low temperature makes it impossible to apply a thin coat, and a heavy coat is liable to crack when the weather becomes warm.
- DON'T paint a new house until the plaster on the inside is thoroughly dry. The sun draws the moisture from the plaster through the wood siding, and blistering results.
- DON'T paint over a surface that is not thoroughly dry. Sealed-in moisture will cause blistering, peeling, and sometimes scaling.
- DON'T paint over undercoats not thoroughly dry.
- DON'T paint a house densely shaded with trees and vines until the sun has had an opportunity to penetrate them and dry up the moisture gathered during the winter and spring months.
- DON'T use House Paint on floors inside or outside.
- DON'T shellac knots—use Aluminum Paint for this purpose.
- DON'T paint over Ochres or other cheap primers, and do not use non-drying or mineral oils for priming. An improper priming coat is sure to cause early deterioration of the finishing coat.

Tell Your Customers How to Improve Architectural Design... How to Choose Color for Their Type of Home!

★

When a home owner paints his property he beautifies, protects and builds home pride that reflects a better atmosphere for his whole family. If you are prepared to give assistance in choosing color schemes and making recommendations for better protection, your chances of clinching sales is much greater and you'll sell more paint per job.

★

Remember: Proper color treatment helps even the best of architecture to look better. Color can solve architectural problems. Light colors make small houses look larger—dark colors make large ones smaller. Trim colors on small homes should be horizontal, on large houses, vertical. Buildings too tall for their width look lower with dark colors on the upper body. Too wide and too low houses should not have dark roofs.

MISCELLANEOUS
PRODUCTS

VARNISHES
STAIN, FILLS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

GLIDDEN
Everywhere on Everything

GLD31534