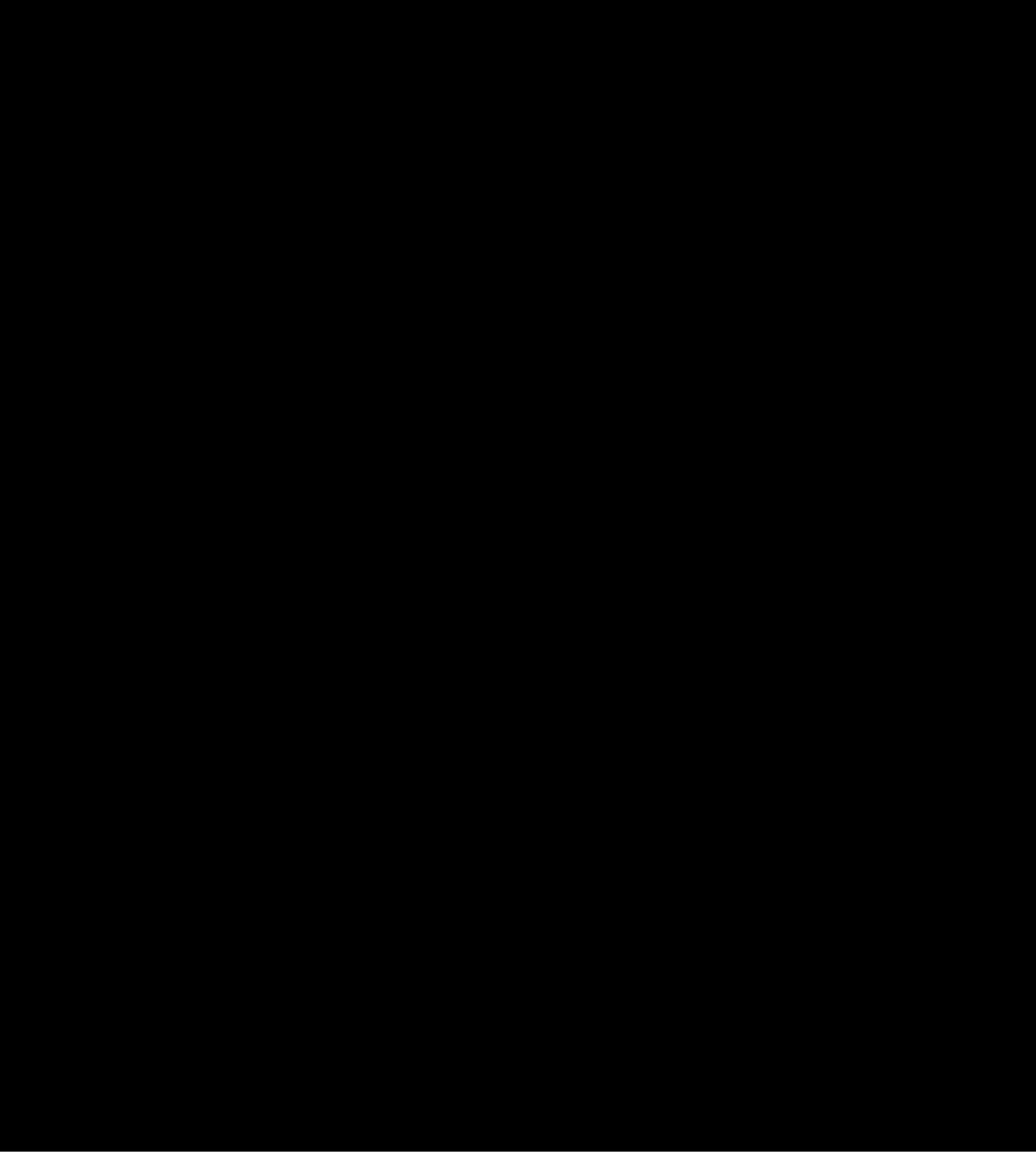




GLIDDEN

PAINTS — VARNISHES — STAINS — ENAMELS

THE name Glidden on the label is a guarantee of quality. Over fifty years' experience in the manufacture of Paints, Varnishes and Specialties for all purposes, together with the most modern manufacturing facilities, insures uniform quality and products that can be depended upon to give perfect satisfaction.

Glidden products are manufactured from the highest grade selected materials, and anyone purchasing brands under the Glidden label can feel assured that he is receiving full value for the price paid and is obtaining the highest grade and standard quality of that particular brand.

THE GLIDDEN COMPANY

National Headquarters

Cleveland, Ohio

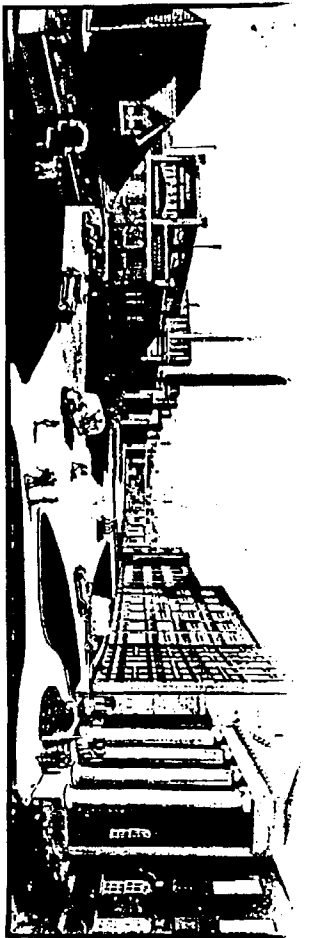
FACTORIES: Cleveland, Chicago, San Francisco, Reading, Baltimore, New Orleans, St. Louis, St. Paul, Brooklyn.

BRANCHES: Brooklyn, Chicago, Kansas City, Boston, Scranton, Evansville, Birmingham, Baltimore, Pittsburgh, Portland, Atlanta, Dallas, Houston, Beaumont, El Paso, Des Moines, Seattle.

IN CANADA

The Glidden Company, Limited, Toronto

BRANCHES: Winnipeg, Montreal

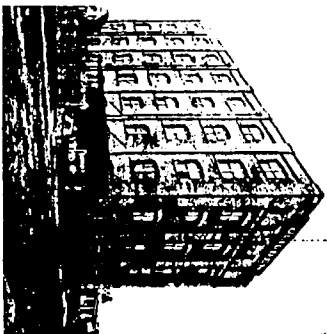


The Main Plant at Cleveland, Ohio

Glidden Facilities—

ABILITY to produce both in quality and in quantity is amply evidenced by the great chain of factories and warehouses illustrated on these pages.

With such complete facilities, including the most modern of buildings and equipment of the latest design, it is no wonder that the Greater Glidden Organization has won its country-wide reputation through actual performance in the manufacture of thoroughly good products.

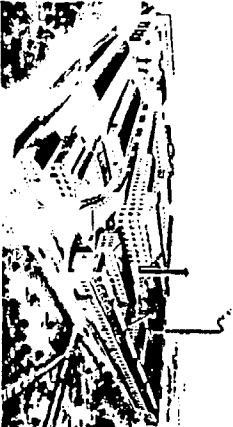


This is the New Orleans Plant

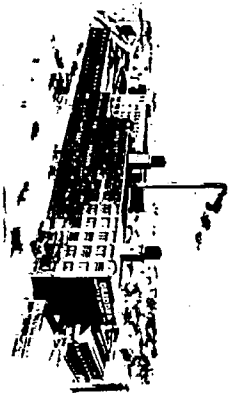


Complete Paint and Varnish Plant at Toronto, Ontario, Canada

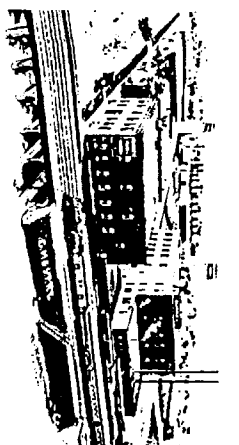
For the production of the complete line of Glidden Paints there is every type of modern paint making power machines—measuring, mixing, grinding and filling equipment—included in Glidden facilities. Paint mills of the latest design, complete piping and conveying equipment, weighing and measuring facilities all aid in the most economical production.



The Reading, Pa. Plant



One of the Paint and Varnish Plants at Chicago



A Large Plant at Chicago Devoted Exclusively to the Manufacture of High Grade Varnishes and Japans

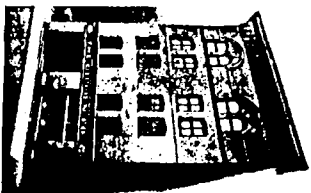
Eleven

Great Factories

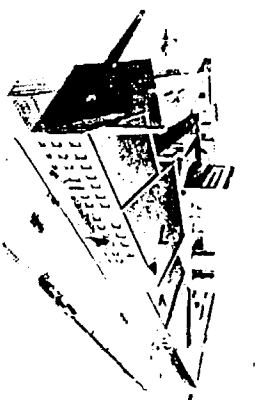
There are eleven Great Glidden Factories—one in Cleveland, two in St. Paul, three in Chicago and one each in San Francisco, Reading, New Orleans, St. Louis and Toronto, Canada.

- | | |
|---|--|
| 119 Warehouse | 1,012 Paint mixing and grinding machines |
| 1,471,465 Square feet floor space | 143 Varnish bins |
| 61,000 Square feet office space | 9 Power houses |
| 1,858,800 Gallon storage capacity for raw materials | 7 Printing plants |
| 2,920,005 Gallon storage capacity for finished products | 7 Chemical laboratories |
| | 11 Testing departments |
| | 7,260 Feet railroad switch |

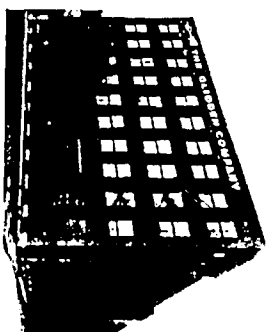
In addition to the above The Glidden Company control their own oil refineries, their own bitumens plant, lead corroding unit and are operating their own zinc mines and smelters. It is facilities such as these that make it possible for The Glidden Company to control their own raw materials and, as a result, give the trade the best paints and varnishes that finest raw materials and modern equipment can produce.



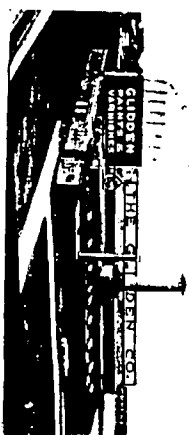
Another Plant Located in St. Paul, Minn.



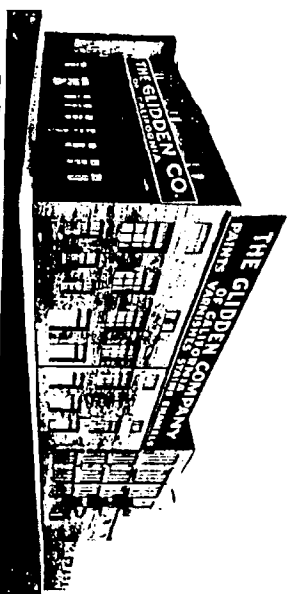
A Complete Plant in St. Paul, Minn.



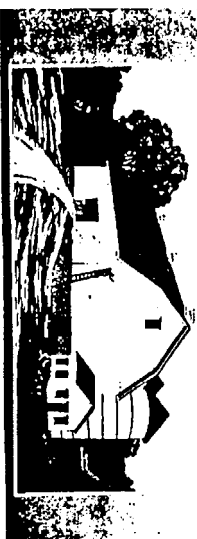
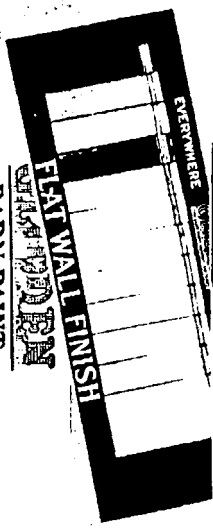
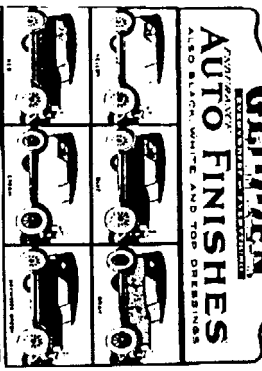
The Southwestern Trade Is Served Through This Glidden Plant located at St. Louis, Mo.



Another Paint and Varnish Plant in Chicago



The Factory of the Glidden Company of California, San Francisco, Calif.



Group of Glidden Advertising Display Features

Four



Advertising

GOOD products, good selling, good advertising, are the three essentials of business. And no business can be successfully and permanently built up without all of them. Each one plays its part. Working together they form an unbeatable combination.

Glidden faith in advertising is a matter of merchandising history. Jap-a-lac was the first example of that faith. Largely through the power of advertising this Glidden product is known around the world. Jap-a-lac is today one of the best known trade names in American business.

Advertising applied to the Glidden proposition embraces every known form of the printed word—national publicity, bulletin boards, signs of every type, newspaper advertising, direct mail promotion, movie theater advertising and a variety of store helps. The very nature of the paint and varnish business gives the manufacturer and the dealer unlimited opportunities for the use of advertising media. Colors lend themselves to advertising display. They provide the opportunity for beautiful panel displays, color displays and color cards as well as illustrations of beautiful home exteriors and interiors, offering the home owner many valuable suggestions.



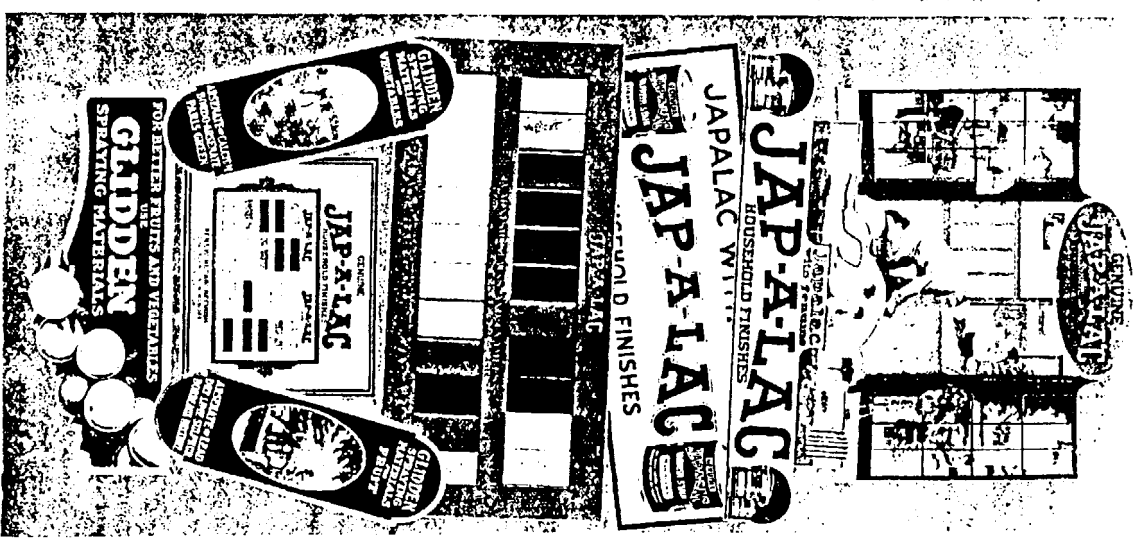
Co-operation

GLIDDEN advertising includes just such practical helps for the dealer. But while the force of advertising is being utilized in a local way in newspapers, through the mail and in the dealers stores a big, broad reputation is continually being built up by the use of the strongest national magazines.

No one of these forces could ever build up such a reputation as Glidden products have attained. It takes the combined strength of them all to bring a steady stream of customers into the stores of Glidden Full Line dealers.

On these pages are grouped the various forms of Glidden advertising. It is aggressive merchandising help of this kind that is working day in and day out for the Glidden dealer. To get the full benefit of this publicity the full line of Glidden products should be in the dealer's stock. One good product sells another. Painters, architects, builders and home owners all have use for a variety of paints, varnishes, stains and enamels. Using one good Glidden product means the use of the others. The full line dealer is thus building up a permanent and highly profitable paint and varnish business. He is reaping the full benefit of Glidden advertising.

You will quickly see why Glidden is the best advertised line on the market.



Typical of Glidden Signs, Displays, and Displays

CL 721629

Five



Endurance Paint

(PREPARED)

GLIDDEN Endurance Paint is cheap at any price for in the long run a paint of inferior quality costs many times the price of Endurance Paint. It is a durable and economical linseed oil paint of lasting quality, because it has been so carefully made of selected raw materials scientifically combined. Glidden quality proves itself in service.

The Right Way to Paint

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 old paint or other cheap primers and do not use non-drying or mineral oil for priming. Proper priming is sure to save early deterioration of the paint. When painting thin coats are better than heavy coats. But results are never secured by giving too many coats. All coats should be well brushed out and allowed sufficient time to dry thoroughly before creating the next coat.

TANNING COLORS

TRIMMING COLORS

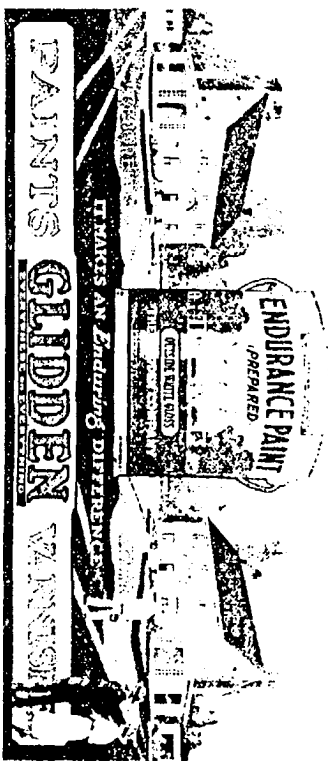
TANNING COLORS

TRIMMING COLORS

700 Cream White	708 Pearl Gray	706 Cream	713 Light Sage	718 Olive
701 Lemon Stone	704 French Gray	714 Tan	720 Cottage Brown	723 Dark Green
702 Light Blue	710 Old Ivory	715 Cerise Brown	719 Light Green	721 Sky Blue
703 Flax Tint	712 Lead Color	721 Light Terra Cotta	722 Crimson	724 Medium Blue
704 Colonial Yellow	717 Light Sail Brown	720 Cottage Brown	721 Sky Blue	724 Medium Blue
705 Buff	721 Light Sail Brown	720 Cottage Brown	721 Sky Blue	724 Medium Blue

Also Made in Black, Outside White, Inside Glass White and Inside Flat White

COLORS MARKED (*) ARE HIGHER PRICED



Large Wing Colour for Glidden Endurance Paint

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

Glidden Endurance Paint Prepared contains sufficient 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 driers somewhat upon weather and climatic conditions and the discretion of the painter will govern his recommendations.

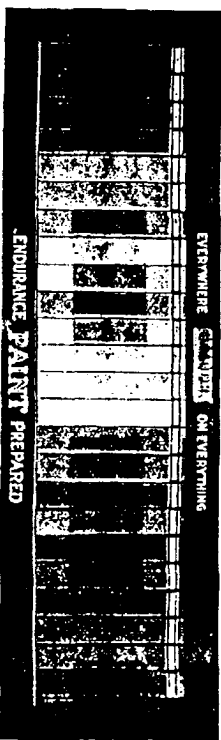
Directions for Use

Brush off from the surface all of the loose dirt, 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 turpentine thinner that may be added depends on the judgment of the painter bearing the following conditions in mind:

NEW WORK: For a priming coat add one to two quarts of pure linseed oil to the gallon, depending upon the kind and condition of the wood. For clear stained woods, as much as a pint of turpentine may be added to each quart of paint. For semi-protective and floor stained woods, such as hard woods, require less turpentine and for a fine degree, white pine, poplar, elm and basswood, require thin penetrating primer coats. The most porous woods, such as cedar and redwood, are better shrouded and require primers that are longer in oil. This additional thinning may be varied at the discretion of the painter, remembering that Glidden Endurance Paint Prepared, itself, when properly used, forms the best possible foundation for the succeeding coats.

For the second coat it is well to add a small amount of spirits of turpentine to the paint. Prepared, as it comes from the can is the proper consistency for finishing coat work. This reduces the viscosity of the second coat and gives a better surface for the third coat.



Glidden Endurance Paint Prepared Box

Estimating Quantity

Glidden Endurance Paint Prepared, as it comes from the can will cover 300 square feet of surface with two coats.

Multiply the number of feet around the house by its average height, and divide the result by 300. To the result add one-half for eaves, 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.

Selection of the Color

This of course depends upon the taste of the purchaser, although we have attempted to indicate at the side of each color chip the color which best harmonizes with it when used as a trim.

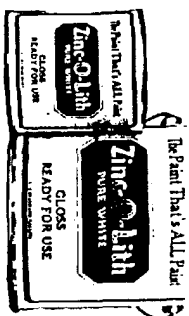
Endurance Paint Prepared is put up in barrels. Each barrel contains 300 square feet of surface with two coats.



Zinc-O-Lich is a pure White Paint that is white and stays white.

The formula itself is a perfect balance of pigments. Zinc-O-Lich has wonderful covering, hiding and wearing properties. It covers from 20 to 33-1/3 per cent more surface than hand mixed lead in oil paint and will wear at least four years when properly applied. It leaves a perfect surface for repainting and will not break, chip or crack.

Zinc-O-Lich can be tinted to any shade desired. Put up in barrels, 1/2 barrels, 5's, 1's, 1/2's, and 1/4's.



Endurance Auto Finishes

Glidden Endurance Auto Finishes are made lasting and durable: they withstand hard usage and repeated washings, for they are made in the same factory and by the same methods that make finishes for manufacturers of high grade motor cars.

TO INSURE A GOOD JOB

The surface of the car must be absolutely clean and smooth before Glidden Auto Finishes are applied. To get the car ready, then, you should

—Wash the body, fenders and running gear thoroughly with soap and water, being careful to remove all dirt, grease and grime. In drying, it is best to use a clean chamois, as a cloth generally leaves bits of lint sticking to the surface around the mouldings, etc.

—Rub down the body with fine sandpaper or pumice stone and water to remove any gloss that remains.

—Dust off the car in order to remove all traces of pumice stone especially in the corners and mouldings.

With the car ready for painting, just take a soft, two-inch, badger-hair brush and apply Glidden Auto Finish. You will get the best results if you use even strokes, first horizontally and then up and down, being careful not to use too much enamel on the brush at one time.

When changing the color of your car, two coats should be used: when using yellow, cream or white as body colors over darker colors, a coat of flat ground color should be used.

"When your car needs Glidden Auto Finish don't put it off —PUT IT ON!"

Endurance Auto Finishes are put up in 1's, 1/2's, 1/4's, 1's, 1/2's, 1/4's, 1/6's, 1/8's, 1/16's, 1/32's, 1/64's, 1/128's, 1/256's, 1/512's, 1/1024's, 1/2048's, 1/4096's, 1/8192's, 1/16384's, 1/32768's, 1/65536's, 1/131072's, 1/262144's, 1/524288's, 1/1048576's, 1/2097152's, 1/4194304's, 1/8388608's, 1/16777216's, 1/33554432's, 1/67108864's, 1/134217728's, 1/268435456's, 1/536870912's, 1/1073741824's, 1/2147483648's, 1/4294967296's, 1/8589934592's, 1/17179869184's, 1/34359738368's, 1/68719476736's, 1/137438953472's, 1/274877907344's, 1/549755814688's, 1/1099511629376's, 1/2199023258752's, 1/4398046517504's, 1/8796093035008's, 1/17592186070016's, 1/35184372140032's, 1/70368744280064's, 1/140737488560128's, 1/281474977120256's, 1/562949954240512's, 1/1125899908481024's, 1/2251799816962048's, 1/4503599633924096's, 1/9007199267848192's, 1/18014398535696384's, 1/36028797071392768's, 1/72057594142785536's, 1/144115188285571072's, 1/288230376571142144's, 1/576460753142284288's, 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Glidden Barn Paint

GLIDDEN Barn Paint is a product specially designed to provide a permanent and economical coating for barns, wagon sheds, granaries, silos, windmills, water tanks, storerooms, fences, gates, ices, and for factory upkeep purposes. In roofs, bridges, in fact for most any surface where a durable paint is desired.

Paint Protection is Profitable

In these days of conservation there is no question as to the advisability of painting farm buildings. Properly protected from wear and weather, buildings last longer and look better. The prosperous looking farm is always the prosperous farm, and many times a coat of paint will add thousands of dollars to the resale value of your property. The cost of painting is very small compared to the increased value a coat of paint will give to your investment.

Write for Booklet

"BARN PAINT PROFITS"
GLIDDEN COMPANY - CLEVELAND

BARN GRAY

BARN RED

Directions

Be sure that the surface is clean, dry and free from grease. If the old paint is scaled or cracked it should be wire brushed or burned off. Stir the paint thoroughly before using. Glidden Barn Paint is put up in barrels, 5 gal. and 1 gal. cans.

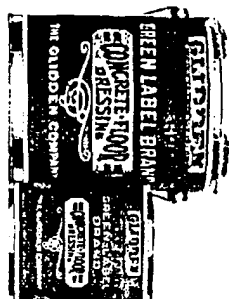
Black Board Slating

Glidden Blackboard Slating is a high grade product, especially designed for the purpose of surfacing new blackboards or resurfacing old ones. It has good working and covering properties and in a short time dries to a good flat writing surface without luster. It also has exceptional binding properties which eliminate cracking and checking of the finish and make frequent refinishing unnecessary.

For new work we recommend three or four coats to produce a good, lasting writing surface. For old work, one or two coats over the old finish will generally be sufficient. This product is made in black only and is put up in one-gallon, half-gallon and quart cans.

Dustless Floor Oil

A dustless oil for unfinished floors, a polish for varnished floors, and an efficient ingredient of any sweeping compound. Glidden Floor Oil acts as a dust preventative for floors of stores, factories, public halls, etc. It contains no injurious ingredients. When properly applied it will be absorbed by the wood leaving no greasy and slippery oil film. Just enough oil remains on the surface to prevent dust from arising. Fine sawdust, moistened with Glidden Floor Oil, makes an effective dustless Sweeping Compound. The oil may also be used as a floor and furniture polish. Glidden Floor Oil is recommended for use as a thoroughly sanitary and hygienic product, and a valuable aid to cleanliness. This product is put up in barrels, 1, 5, 10, 25, 50, 100 lbs.



Concrete Floor Dressing

PAINT especially prepared for use upon concrete floors. Dries with a hard, tough, wear-resisting film; decorates waterproof, oilproof and acid resistant. Repaired washings a scrubbing will not affect it. It eliminates dusting which is common to concrete floors and hides completely all blemishes and discolorations in the original surface. Especially recommended for use on concrete floors in hospitals, public buildings, hotels, schools, warehouses, garages, etc.

General Directions

The material should be applied at a temperature of about 70 degrees F., but never lower than 50 degrees and under favorable drying conditions and ventilation.

All floors must be thoroughly dry and seasoned before application of the first coat.

On opening the package, pour off about half the liquid and thoroughly mix up the pigment with a paddle. Slowly add, while constantly stirring, a little of the liquid from time to time, until all of the liquid has been returned and thoroughly mixed.

The first coat should be thoroughly worked into the floor by means of a stiff brush, so as not to leave too much of the dressing on the surface.

Allow 24 to 36 hours or until perfectly dry, then apply second coat after thoroughly mixing as directed above, without reducing or thinning.

Should sections of the floor show unusual absorption of first coat, due to variation in density of concrete, such sections shall receive an additional coat before applying second finishing coat. These spots or sections should be thoroughly dry before application of finishing coat.

The second coat and third coat, if applied, are to be well brushed out, thus forcing the concrete floor dressing well in the pores of the concrete.

Covering Properties

On the average concrete floor, covering capacity per wine gallon (U. S. Standard Measure) is about 400 sq. ft. on first coat, and from 400 to 500 sq. ft. on second coat, varying according to surface and application.

In Canada, our products are sold by Imperial Measure, 20 per cent. more than wine measure, and the covering capacity is therefore proportionately greater.

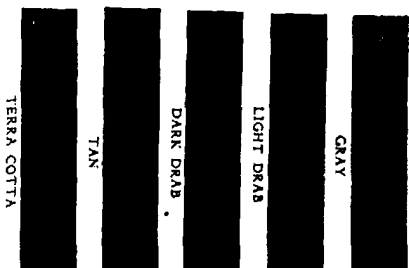
Caution

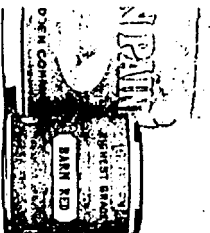
Observe Carefully — Where the weather has been rainy or damp for a continued period, unpainted concrete surfaces usually absorb a certain amount of moisture.

Concrete Patching Compound

Putty-like material for the filling of smaller cracks in concrete surfaces. Color of cement. Put up in barrels, 100 lbs., 50 lbs., 10 lbs.

Also Made in White and Transparent.
Special Colors Ground to Order





Glidden Barn Paint

GLIDDEN Barn Paint is a product specially designed to provide a permanent and economical coating for barns, wagon sheds, garages, stock sheds, water tanks, storerooms, kennels, and other buildings or for factory upkeep purposes. The product is a fact for most any surface where a durable paint is desired.

Paint Protection is Profitable

In these days of conservation there is no question as to the advisability of painting farm buildings. Properly protected from wear and weather, buildings last longer and look better. The prosperous looking farm is always the prosperous farm, and many times a coat of paint will be thousands of dollars to the resale value of your property. The cost of painting is very small compared to the increased value a coat of paint will give to your investment.

Write for Booklet

"KN PAINT PROFITS"
GLIDDEN COMPANY - CLEVELAND

BARN GRAY

BARN RED

Directions

Barn Paint is ready to use as it comes from the can. It should be applied with a brush or roller. If the paint is to be used on new work, it should be thinned by the addition of a small amount of turpentine. Old work should be sanded and primed before painting. One or two coats depending upon the condition of the surface to be painted.

rel. 5x. 1's.

Black Board Slatting

Glidden Blackboard Slatting is a high grade product, especially designed for the purpose of surfacing new blackboards or resurfacing old ones. It has good working and covering properties and in a short time dries to a good flat writing surface without luster. It also has exceptional time saving properties which eliminate cracking and checking of the finish and make frequent refinishing unnecessary.

For new work we recommend three or four coats to produce a good lasting writing surface. For old work, one or two coats over the old finish will generally be sufficient.

This product is made in black only and is put up in one-gallon, half-gallon and quart cans.

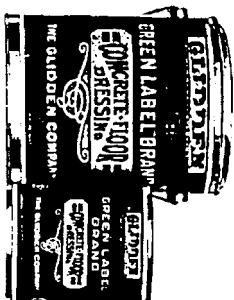
Dustless Floor Oil

A dustless oil for unfinished floors, a polish for varnished floors, an efficient ingredient of any sweeping compound. Glidden Floor Oil acts as a dust preventative for floors of stores, factories, public buildings, etc. It contains no injurious ingredients. When properly applied, it will be absorbed by the wood leaving no greasy and slippery oil. It just enough oil remains on the surface to prevent dust from arising.

Fine sawdust, moistened with Glidden Floor Oil, makes an efficient dustless Sweeping Compound. The oil may also be used as a floor furniture polish.

Glidden Floor Oil is recommended for use as a thoroughly cleaning and hygienic product, and a valuable aid to cleanliness.

This product is put up in barrels, 5x. 1's.



Concrete Floor Dressing

A PAINT, especially prepared for use upon concrete floors. Dries with a hard, tough, wear-resisting film; decorative, waterproof, oilproof and acid resistant. Repeated washings and scrubbing will not affect it. It eliminates dusting, which is so common to concrete floors and hides completely all blemishes and discolorations in the original surface. Especially recommended for use on concrete floors in hospitals, public buildings, hotels, schools, warehouses, garages, etc.

General Directions

The material should be applied at a temperature of about 70 degrees F., but never lower than 50 degrees and under favorable drying conditions and ventilation.

All floors must be thoroughly dry and seasoned before application of the first coat.

On opening the package, pour off about half the liquid and thoroughly mix up the pigment with a paddle. Slowly add, while constantly stirring, a little of the liquid from time to time, until all of the liquid has been returned and thoroughly mixed.

The first coat should be thoroughly worked into the floor by means of a stiff brush, so as not to leave too much of the dressing on the surface.

Allow 24 to 36 hours or until perfectly dry, then apply second coat after thoroughly mixing as directed above, without reducing or thinning.

Should sections of the floor show unusual absorption of first coat, due to variation in density of concrete, or unevenness of surface, apply additional coat before applying second or finishing coat. Thin spots or sections should be thoroughly dry before application of finishing coat.

The second coat and third coat, if applied, are to be well brushed over, thus forcing the concrete floor dressing well in the pores of the concrete.

Covering Properties

On the average concrete floor, covering capacity per wine gallon (U. S. Standard Measure) is about 400 sq. ft., on first coat, and from 400 to 500 sq. ft. on second coat, varying according to surface and application.

In Canada, our products are sold by Imperial Measure, 120 per cent. more than wine measure, and the covering capacity is therefore proportionately greater.

Caution

Observe Carefully — Where the weather has been rainy or damp for a continued period, unpainted concrete surfaces usually absorb a certain amount of moisture.

Concrete Patching Compound

Putty-like material for the filling of smaller cracks in concrete surfaces. Color of cement. Put up in barrels, 100 lbs., 50 lbs., 10 lbs.

GL 1217 32

TERRA COTTA

Also Made in White and Transparent.
Special Colors Ground to Order.

TAN

DARK DRAB

LIGHT DRAB

GRAY

DayLite Mill White

DAYLITE Mill White is an enamel-like wall finish for factories, public buildings and office buildings. It gives dark walls bright light-reflecting and light-diffusing surfaces. It is durable and will stand the most severe abuse. Walls finished with DayLite can be washed with a hose and water or scrubbed with a brush, and the finish will not be impaired. It is easy to apply and can be brushed or sprayed.

Mill White is made in gloss, semi-gloss and flat finishes

From two coats the first flat, the second coat may be advisable on all walls. DayLite works equally well on brick, concrete or steel. It can be used with oil colors to harmonize with the color of the building.

Put up in barrels, 1/2 barrels, 5's, 1's.

DayLite White (Paste Paint)

Paint designed to be reduced gallon and or raw limited oil for exterior use. It gives effects for interior walls. It is available for its extreme whiteness.

Put up in barrels, 1/2 barrels, 5's, 1's.

Sul-Fight Mill White Enamel

Glidden's Sul-Fight Mill White is used for interior decoration of manufacturing establishments where processes are such as to fill the air with sulphurous gases or other fumes. It is the only enamel that will stay white under these conditions.

Manufactured in Flat, Gloss and Semi-Gloss. Put up in barrels, 1/2 barrels, 5's, 1's.

Bath Tub Enamel

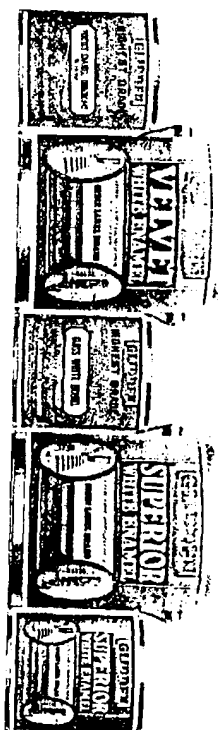
with a pure white, high gloss finish. Its whiteness and lasting qualities retain the hardness it is easily kept and by repeated washing, alkali or acids. It is especially prepared for use on other similar surfaces.

Enamel Undercoat

Prepares for white enamel work.

It is especially prepared for use with Glidden's Bath Tub Enamel. The use of this material insures a very durable foundation for the finished coat. It dries hard, tough and neatly flat, and can be used as a finishing coat where a perfect flat finish is required.

These products are put up in 1/2 barrels, 5's, 1's.



Enamels and Enamel Undercoats

Superior White Enamel

Superior White Enamel is a pure white gloss enamel of exceptional quality. Combined with all the beauties of the white enamel will be found excellent working qualities and splendid covering capacity. It does not drag under the brush but flows out smoothly and easily.

Velvet White Enamel

Velvet White Enamel is a perfect white enamel that dries with a velvet or rubbed effect. The finish so much desired for high class residences, hotels, institutions, etc. Four coats instead of seven are required when this enamel is employed, and the long time of rubbing is eliminated. It is practical for application on woodwork, plaster and metal surfaces.

Endurance White Semi-Paste

Glidden's Endurance White Semi-Paste is made to fill the wide demand for a durable, durable, durable paint at a reasonable cost. It is a white paint that, when properly mixed, gives a finish that is as good as any other. One gallon of Glidden's Endurance White will cover more than two gallons of other white paints. It is a paint that will stand the test of time and weather. It is a paint that will give you a finish that will last for years.

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Gloss White Enamel

Gloss White Enamel is a medium priced enamel for all classes of enamel work. It brushes easily, flows out evenly and dries rapidly. It dries with a good hard surface that will stand the most severe wear.

These enamels are put up in 5's, 1's, 1/2's, 1/4's, 1/8's and 1/16's.

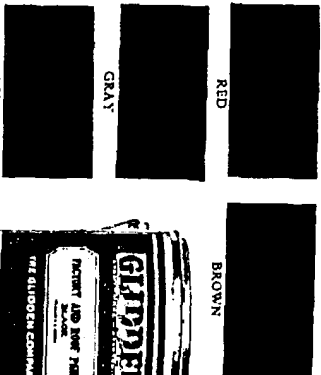
Perfect Enamel Undercoat

An exceptionally high grade undercoat that has wonderful spreading and leveling qualities. It dries quickly with a flat white finish and gives a perfect surface for the succeeding enamel coats.

Factory and Roof Paint

This paint provides an economical, weather resisting coating for all rough wood and metal surfaces. It is extensively used on factory buildings, water tanks and warehouses as well as on barns, bridges, roofs and similar structures.

Put up in barrels, 1/2 barrels, 5's, 1's.



Also made in black

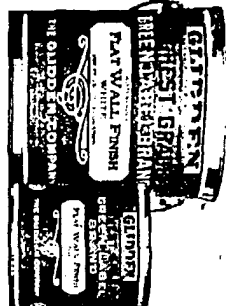
GLD 21674

2000
bitten

Flat Wall Finish

FOR INTERIOR DECORATION

THIS material is made primarily for use on interior ceilings and for side walls. Because of the durability of its ingredients it can be washed repeatedly without losing its soft, velvety luster. For this reason it is used extensively in homes, office buildings, apartment houses, schools, etc.



Glidden Flat Wall Finish is suitable for any interior wall surface. It can be used upon all plaster surfaces, rough, smooth, sand finished or pebbled; also upon composition wall board, burlap and any other cloth wall coverings, as well as metal ceilings and wood trim.

IVORY	CREAM COLOR	LIGHT GREEN
LIGHT BLUE	PEARL GRAY	MEDIUM GREEN
LIGHT PINK	LIGHT TAN	GREEN TONER
MEDIUM BUFF	OLD ROSE	RED TONER
GOLDEN YELLOW		DELT BLUE

ALSO MADE IN WHITE, WHICH CAN BE TINTED AS DESIRED

Mixing and Application

MIXING—The pigment and liquid must be thoroughly mixed. To do this, pour off the liquid, thoroughly stir the pigment, then add a small amount of the liquid from time to time, stirring constantly until thoroughly mixed.

NEW SURFACES—Either plaster, wall board, wood or cloth. First coat. One part of Glidden Flat Wall Finish, color selected, and three parts Glidden Flat Wall Primer, properly mixed. This mixture acts as a guide coat, and also prevents absorption of succeeding coats, and

on smooth, dense surfaces, covers approximately 500 square feet, one coat per gallon. The addition of the color to the priming coat gives a foundation color to work upon, and the color being absorbed, prevents to a great degree any discoloration in case the succeeding coats are marred or scratched. For best results, allow 24 to 36 hours for priming coat to dry, and then apply a second coat Glidden Flat Wall Finish just as it comes from the can, without thinning or reducing. Three coats should be used for best results.

Mixing and Application (Continued)

OLD PAINTED SURFACES—Due with a stiff brush. It surface is sooty or greasy wash off with good scouring soap and water, finishing with equal parts of clean water and vinegar, and allow to dry thoroughly. Fill the larger cracks, broken places and nail holes, with Plaster of Paris, mixing same with two parts of water in one part of vinegar, to prevent its setting too rapidly. When dry, sandpaper the Plaster of Paris patches and give same one coat of Glidden Flat Wall Primer. When dry, size the wall thoroughly and finish as per above directions for new plaster surfaces. Where the plaster shows hairline cracks, we recommend filling same by extra brushing with the priming coat as well as with second coat.

COVERING CAPACITY—Properly applied, Glidden Flat Wall Finish will cover 400 to 500 square feet one coat, per gallon. U. S. measure and from 480 to 600 square feet Imperial measure.

Glidden Flat Wall Finish is put up in barrels, 5's, 1's, 1/2's, 1/4's. White is also put up in 1's.

Attractive Flat Wall Color Combinations

CEILING WHITE	CEILING LIGHT GRAY	CEILING GREEN	CEILING LIGHT PINK	CEILING GRAY
WALL WHITE	WALL LIGHT GRAY	WALL GREEN	WALL LIGHT PINK	WALL GRAY
WALL WHITE	WALL LIGHT GRAY	WALL GREEN	WALL LIGHT PINK	WALL GRAY
WALL WHITE	WALL LIGHT GRAY	WALL GREEN	WALL LIGHT PINK	WALL GRAY

Flat Wall Primer (Mixing Size)

A water for interior walls. Its function is to seal the pores of wood, on plaster, and to prevent the sinking in of the finishing coats. Can be used as it comes.

from the package or mixed half and half with Glidden Flat Wall Finish. Put up in barrels, 1/2 barrels, 5's, 1's, 1/2's, 1/4's.

Flat Wall First Coater

Not a smooth size, but a prepared oil and pigment material with exceptional penetration and filling properties.

Stops suction in plaster walls and neutralizes to degree the free alkali in the plaster. Put up in barrel 1/2 barrels, 5's, 1's, 1/2's, 1/4's.

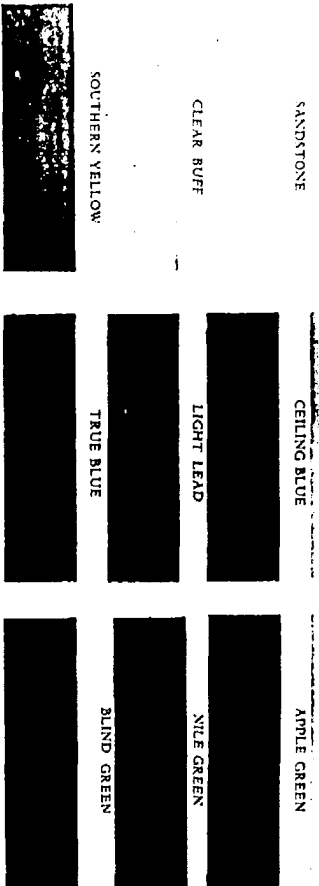
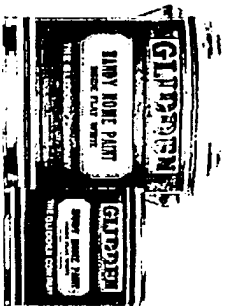
Foundation Coating

A paint material that is unexcelled in preventing seepage of water and in dampproofing of walls. Especially designed for application to walls below ground level. A perfect bond for plaster.

Handy Home Paint

THERE are a thousand and one uses around the home for a good quality prepared paint that is easy to apply and dries quickly. Glidden Handy Home Paint is made especially for household use and may be used for exterior purposes where a medium-priced paint is desired. It will be found satisfactory in every way for painting interior woodwork, cupboards, kitchen furniture and for doing dozens of odd jobs of decorating and painting around the home.

Glidden Handy Home Paint is made of superior quality raw materials throughout. It works easily, dries thoroughly in twenty-four hours, maintains a good gloss, wears well, and will stand repeated washings with soap and water.



ALSO MADE IN BLACK AND INSIDE WHITE, FLAT AND GLOSS.

Directions

Stir the paint thoroughly before using. The surface to be coated should be free from dirt and grease and thoroughly dry. Apply the paint as it comes from the can with a good bristle brush and brush out thoroughly in smooth even coats: at least twenty-four hours should be allowed for drying of each coat. Two coats will be found sufficient for ordinary work. Keep the can tightly closed when not using paint. If the paint shows a

tendency to become too thick for easy working, after standing for some time, it may be thinned by the addition of a small quantity of pure linseed oil or pure spirits of turpentine. Use boiled linseed oil for inside painting and raw linseed oil for exterior use.

Handy Home Paint is put up in 1's, 1/2's, 1/4's, 1/8's, 1/16's.

Gray Galvanized Iron Primer

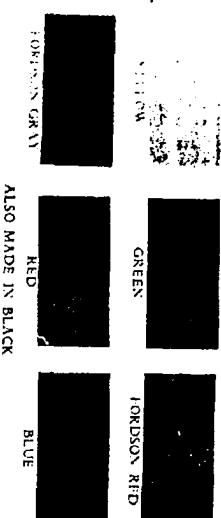
This material is designed for priming or first coat work on galvanized iron to prevent scaling or peeling of the subsequent coats of paint. It dries rapidly and leaves a perfect binding surface for the coat to follow.

Put up in barrels, 1/2 barrels, 5's, 1's.

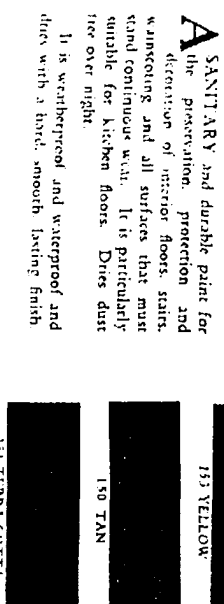
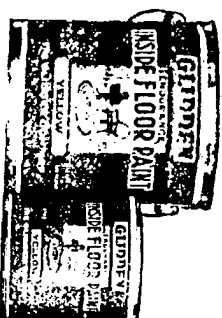


Inside Floor Paint

Effective preservative and decorative paint for use on interior floors, stairs, and walls. It is made on a special formula that gives it a very reasonable price. Its additional economy lies in the fact that it is a very durable paint, and it is also a very easy to apply and weather-resisting properties, as well as unusual



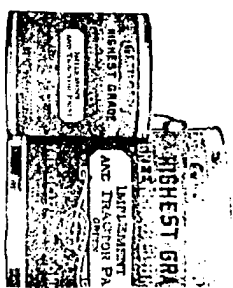
ALSO MADE IN BLACK



Inside Floor Paint

Directions

See that the surface to be coated is clean and free from dirt and grease. Remove all loose material with a good brush and spread paint evenly. The paint is ready to use as it comes from the can. It should not be thinned. One coat will produce a good finish for ordinary work. Two coats for best results. Allow the work to dry thoroughly.



Sanitary and Durable Paint for the Preservation, Protection and Wearing of Interior Floors, Stairs, and All Surfaces that must stand continuous wear. It is particularly suitable for kitchen floors. Dries dust free over night.

It is waterproof and waterproof and dries with a hard, smooth lasting finish.

Directions

First make sure that the surface to be painted is thoroughly dry and free from dirt oil or grease. On new work three coats should be applied. For the first coat the paint should be thinned or reduced with pure turpentine in the proportion of one pint of turpentine to a gallon of paint. For the following coats apply as it comes from the can after stirring thoroughly. On old work two coats are usually sufficient. Apply each coat just as it comes from the can after stirring thoroughly. Allow sufficient time—24 to 36 hours—for each coat to thoroughly dry and harden before applying the next.

Caution

For outside floors, or porches, steps, etc., use Glidden Endurance Porch and Deck Paint for best results. Put up in 1's, 1/2's, 1/4's, 1/8's, and 1/16's.



Handy Home Paint

THERE are a thousand and one uses around the home for a good quality prepared paint that is easy to apply and dries quickly. Glidden Handy Home Paint is made especially for household use and may be used for exterior purposes where a medium-priced paint is desired. It will be found satisfactory in every way for painting interior woodwork, cupboards, kitchen furniture and for doing dozens of odd jobs of decorating and painting around the home.

Handy Home Paint is made of superior quality raw materials throughout. It works thoroughly in twenty-four hours, maintains a good gloss, wears well, and will stand things with soap and water.

NON-TONE		CEILING BLUE		APPLE GREEN
EAR BUFF		LIGHT LEAD		NILE GREEN
BURN YELLOW		TRUE BLUE		BLIND GREEN
SEA COTTON		SEAL BROWN		VERMILION

ALSO MADE IN BLACK AND INSIDE WHITE (FLAT AND GLOSS)

thoroughly before using. The surface should be free from dirt and grease and be brushed and brushed out thoroughly. Apply the paint as it comes from the can; at least twenty-four hours should elapse between coats. Two coats will be required for ordinary work. Keep the can tightly closed when not in use. If the paint shows a tendency to become too thick for easy working, after standing for some time, it may be thinned by the addition of a small quantity of pure linseed oil or pure spirits of turpentine. Use boiled linseed oil for inside painting and raw linseed oil for exterior use.

Handy Home Paint is put up in 1's, 2's, 3's, 5's, 10's.

Gray Galvanized Iron Primer

This material is designed for priming or first coat work on galvanized iron to prevent scaling or peeling of the subsequent coats of paint. It dries rapidly and leaves a perfect binding surface for the coat to follow.

Put up in barrels, 1's, 5's, 10's.

Tractor and Tractor Paint

Tractor and Tractor Paint represents a double economy. First, it is a protective preservative and decorative paint for use on tractors, implements, traction, farm and delivery wagons, and other outdoor equipment. It is made on a special formula that makes it a very durable and weather-resisting product, as well as unusual in appearance. Second, it is a very economical paint. Its additional economy lies in the fact that it is a very durable and weather-resisting product, as well as unusual in appearance. It is a very economical paint. Its additional economy lies in the fact that it is a very durable and weather-resisting product, as well as unusual in appearance.

YELLOW		GREEN		FORDSON RED
FORBES GREEN		RED		BLUE

ALSO MADE IN BLACK



Inside Floor Paint

A SANS-ARV and durable paint for the protection and decoration of interior floors, stairs, wainscoting and all surfaces that must stand continuous wear. It is particularly suitable for kitchen floors. Dries dust free overnight.

It is waterproof and waterproof and dries with a hard, smooth lasting finish.

133 DUST COLOR		136 LIGHT GRAY
135 YELLOW		132 DARK GRAY
130 TAN		134 SLATE
131 TERRA COTTA		137 DARK BROWN

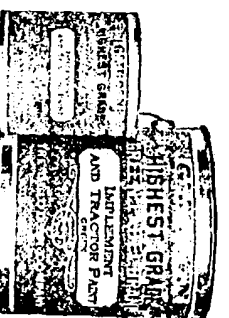
Directions

First make sure that the surface to be painted is thoroughly dry and free from dirt and grease. On new work, the paint should be applied. For the first coat, the paint should be thinned or reduced with pure turpentine in the proportion of 1 part of turpentine to 2 parts of paint. For the following coats, apply as it comes from the can after stirring thoroughly. On old work, two coats are usually sufficient. Apply each coat

just as it comes from the can after stirring thoroughly. Allow sufficient time—24 to 36 hours—for each coat to thoroughly dry and harden before applying the next.

Caution

For outside floors, on porches, steps, etc., use Glidden Endurance Floor and Deck Paint for best results.



Directions

See that the surface to be coated is clean, dry and free from grease and dirt. Remove grease with kerosene, sandpaper will take rest off of metal. Use a good brush and spread paint evenly. The paint is ready to use as it comes from the can; it should not be thinned.

One coat will produce a good finish for ordinary work; two coats for best results. Allow the paint to dry thoroughly.



FLORENAMEL
FOR WOOD
ON CEMENT FLOORS

GLIDDEN Florenamel is an evolution in the line of floor covering. It can be applied over wood or cement floors or linoleum. Florenamel is distinctly different from ordinary floor paint. The highest grade of oils and gums obtainable are combined in such a way that the enamel dries quickly with a brilliant lustre that will withstand the most severe wear.

Florenamel is equally good for plastered walls or any interior wood-work, sun-room or breakfast room furniture, using practically any combination of the attractive colors in which it is made.

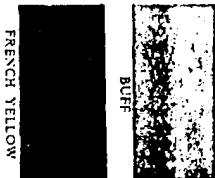
Put up in 1's, 1/2's, 1/4's and 1/8's.

Directions

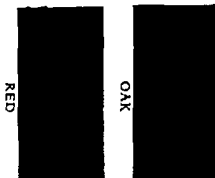
First make sure that the surface to be enameled is free from all grease or oil. First coat should be thinned with pure turpentine in the proportion of one pint of turpentine to a gallon of paint. Apply thin coat of paint, brushing out well. Allow twelve hours to harden.

Second coat should be applied just as it comes from can and flowed on freely.

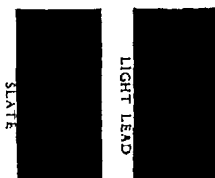
Care should be taken to see that the enamel is flowed on freely and evenly. The surface will dry out without brush marks in about ten to twelve hours in favorable drying weather. A clean bristle brush should be used



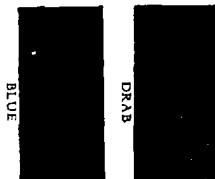
BUFF



OAK



LIGHT LEAD



DRAB

FRENCH YELLOW

RED

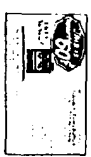
SLATE

BLUE

ALSO MADE IN IVORY, WHITE AND CLEAR

FLORENAMEL
IN NEW AND IMPROVED FORM
FOR WOOD AND CEMENT FLOORS

Valuable Coupon
To receive a free trial of Florenamel paint, fill out and mail this coupon to the nearest dealer or to the manufacturer, The Glidden Company, Cleveland, Ohio.

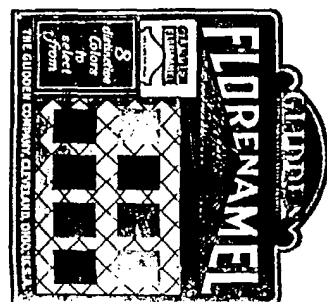


Special Retail and Handbill to Insulator Florenamel

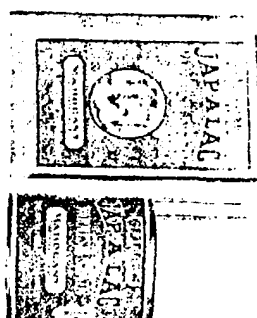
We offer you a practical selling plan to introduce Florenamel to the housewives in your locality. A special coupon offer, together with a prize drawing contest will create an interest in Florenamel among the housewives and permit them to test it out at our expense.

The handbill shown here is furnished to you in suitable quantities imprinted with your name. They can be distributed by house to house canvass or mailed direct to a list of prospects to arouse interest in your campaign. The coupon when properly filled out and returned entitles the sender to a chance on a prize offer of enough Florenamel to paint a kitchen floor.

With a stock order of Florenamel we will furnish you with a limited quantity of mailing cards which you in turn can send to your preferred list of customers. This card properly filled out entitles the bearer to a 60c can of Florenamel, any color. With an offer like this you will be able to get new customers and increased sales.



An Attractive Canister Dispenser and Color Card Holder That Helps You Sell Florenamel



JAP-A-LAC
HOUSEHOLD FINISHES

THERE are many kinds of Jap-A-Lac to produce a variety of colors and effects. Jap-A-Lac is easy to use and provides beauty, protection and wear to new surfaces or to worn, discolored surfaces about the home, whether furniture, floor, woodwork, metal or other surfaces.

Jap-A-Lac Varnish Stains color and display the beauty of wood grain. Varnish and stain combined, they produce desirable results with one application.

Jap-A-Lac Enamels give a solid covering to the surface. They hide the surface entirely, giving a smooth, like coating.

Important Information

Any surface to be finished must be clean, dry and free from grease, dirt, oil, or other substances. The surface should be sanded or scraped well, then finish with sandpaper to the surface.

Use a bristle brush for applying Jap-A-Lac Household Finish. A brush should be used for the interior doors, a finer brush for the doors, etc.

On opening a can, stir the contents thoroughly from the bottom up to insure uniformity.

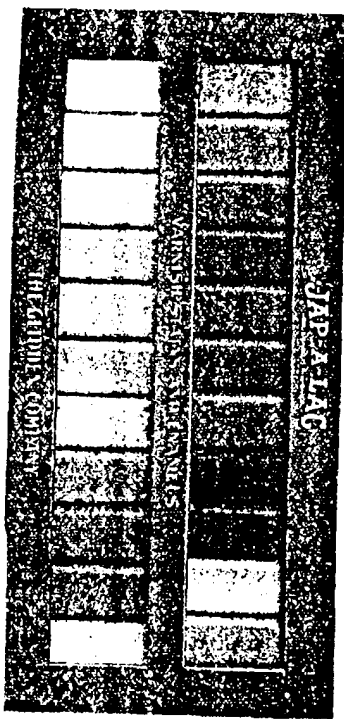
JAP-A-LAC Model Floor Process

The Jap-A-Lac Model Floor Finish gives a soft, wood floor the appearance of a hardwood floor. Use three Gaining Specialists: Jap-A-Lac Crack and Grout Filler, in 1-lb. and 2-lb. packages; Jap-A-Lac Primer, in 1-lb. and 2-lb. packages; Jap-A-Lac Varnish, in 1-lb. and 2-lb. packages. One jar is sufficient for 100 sq. ft. of surface.

Jap-A-Lac Varnish gives a smooth, glossy finish. Use one jar for 100 sq. ft. of surface. Jap-A-Lac Primer and Jap-A-Lac Crack and Grout Filler are used in the same proportion.

Jap-A-Lac Varnish Stains and Jap-A-Lac Enamels are put up in 1-lb., 1/2-lb., 1/4-lb., 1/8-lb., and 1/16-lb. cans. Jap-A-Lac Varnish Stains and Jap-A-Lac Enamels are put up in 1-lb., 1/2-lb., 1/4-lb., 1/8-lb., and 1/16-lb. cans. Jap-A-Lac Varnish Stains and Jap-A-Lac Enamels are put up in 1-lb., 1/2-lb., 1/4-lb., 1/8-lb., and 1/16-lb. cans.

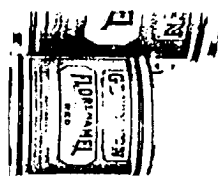
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Jap-A-Lac Paint, Enamel, and Varnish

GL2316349

FLORENAMEL



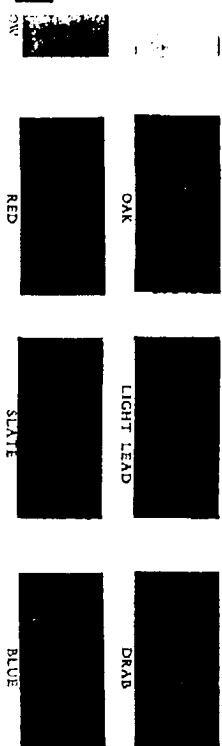
GLIDDEN Florenamel is an evolution in the line of floor covering. It can be applied over wood or cement floors or linoleum. Florenamel is distinctly different from ordinary floor paint. The highest grade of oils and gums obtainable are combined in such a way that the enamel dries quickly with a brilliant luster that will withstand the most severe wear.

Florenamel is equally good for plastered walls or any interior wood-work, sun-room or breakfast room furniture, using particularly any combination of the attractive colors in which it is made.

Put up in 1 1/2, 2 1/2, 3 1/2 and 5 1/2.

Directions

that the surface to be enameled is free from oil. First coat should be thinned in the proportion of one pint of oil to four pints of paint. The second coat should be applied just as it comes from the can and flowed over freely. Care should be taken to see that the enamel is flowed on freely and evenly. The surface will dry out without brush marks in about ten to twelve hours in favorable drying weather. A clean bristle brush should be used.

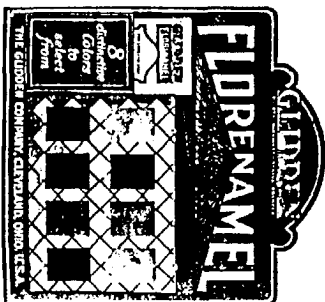


ALSO MADE IN IVORY, WHITE AND CLEAR

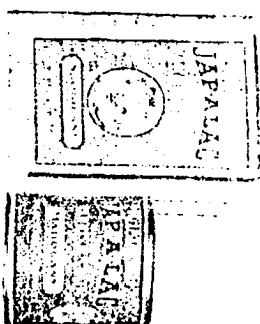
We offer you a practical selling plan to introduce Florenamel to the housewives in your locality. A special coupon offer together with a prize drawing contest will create an interest in Florenamel among the housewives and permit them to test it out at our expense.

The handbill shown here is furnished to you in suitable quantities impprinted with your name. They can be distributed by house to house canvass or mailed direct to a list of prospects to arouse interest in your campaign. The coupon when properly filled out and returned entitles the sender to a chance on a prize offer of enough Florenamel to paint a kitchen floor.

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An Attractive Counter Display and Color Card Holder That Helps You Sell Florenamel



JAP-A-LAC

HOUSEHOLD FINISHES

THERE are many kinds of Jap-A-Lac to produce a variety of colors and effects. Jap-A-Lac is easy to use and provides beauty, protection and wear to new surfaces or to worn, discolored surfaces about the home, whether furniture, floors, woodwork, metal or other surfaces.

Important Information

Jap-A-Lac is a solvent, therefore, it is important to know the proper way to use it. Jap-A-Lac is a solvent, therefore, it is important to know the proper way to use it. Jap-A-Lac is a solvent, therefore, it is important to know the proper way to use it.

JAP-A-LAC

Model Floor Process

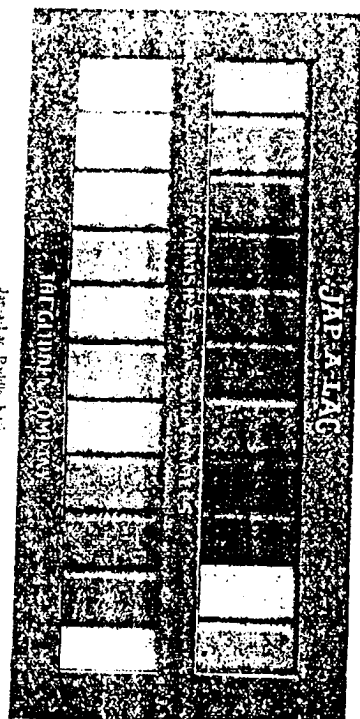
The Jap-A-Lac Model Floor Process gives a waterproof floor the appearance of a hardwood floor. Use three Gaining Specialists: Jap-A-Lac Gold and Copper Finish in 1 lb. and 2 1/2 lb. packages. The gold finish is for the floor, the copper finish is for the walls.

JAP-A-LAC

Gold and Aluminum

Jap-A-Lac Gold and Aluminum finishes are put up in 1 lb. and 2 1/2 lb. packages. The gold finish is for the floor, the aluminum finish is for the walls.

JAP-A-LAC HOUSEHOLD ENAMEL (White) is a specially prepared white enamel for use on sinks and drain boards. Enamel applied three quickly and will withstand severe usage. Put up in pints only.



Jap-A-Lac Drain Board



Beautifully Lithographed Window Banner

JAP-A-LAC
Varnish Stain

JAP-A-LAC
Enamel



OAK



DARK OAK



CHERRY



MAHOGANY



DARK MAHOGANY



WALNUT



MALACHITE GREEN



Ground Color (2) Grain No Color (3) Jap-A-Lac Floor and Interior Varnish (Natural)

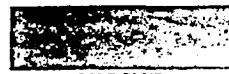
Jap-A-Lac Model Floor Process



OLD IVORY
(Egg Shell or Gloss)



INDIA BUFF



PALE BLUE



SHANTUNG BLUE



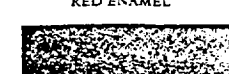
RICH BLUE



MANDARIN RED



RED ENAMEL



GOLD



FRENCH GRAY
(Egg Shell or Gloss)



SEA GREEN



JADE GREEN



APPLE GREEN



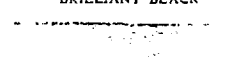
DARK GREEN



GOLDEN BROWN



BRILLIANT BLACK



ALUMINUM

ALSO MADE IN FLAT AND GLOSS WHITE AND DEAD BLACK

THE JAP-A-LAC

ON THIS page we present the greatest offer is a special merchandising plan which will trade and to make worth-while increases in your

Here we show samples of the special hand posters that we prepare to put the Jap-a-lac 6c S Jap-a-lac dealers in whatever quantity is desired house to house canvass. They can also be mailed enclosure.

6¢ Sale



We offer today a can of Jap-a-lac for six cents. We redeem coupons worth 24 cents on the a can of Jap-a-lac any

Jap-a-lac with
JAP-A-LAC
HOUSEHOLD FIN

Ask for Special Co

6¢

You can make your house with Japalac. It costs less than other finishes. It's made to last many years.

When you receive a can of Japalac, use it on your floors, furniture, woodwork, etc. It's made to last many years.

Japalac with Get

JAP-A-LAC

HOUSEHOLD FIN

Window Poster

Dealers Get

Day a

6 Cent Sale



Ask Us About Our Special Offer

Dealer's Name Here

6¢ Sale Movie Slide



Beautifully Lithographed Window Banner

JAP-A-LAC Enamel



MADE IN FLAT AND GLOSS WHITE AND DEAD BLACK

The JAP-A-LAC 6c SALE

ON THIS page we present the greatest offer we have ever made to the paint and trade is a special merchandising plan which will enable you to make a most startling increase in your sales while you are gaining new customers.

Here we show samples of the special handbills, newspaper electros, movie posters that we prepare to put the Jap-a-lac 6c Sale over in your locality. The handbills, Jap-a-lac dealers in whatever quantity is desired and are distributed the day before the house to house canvass. They can also be mailed to list of prospective customers in enclosure.

6¢ Sale



We offer today a can of Jap-a-lac for six cents. We redeem coupons worth 24 cents on the purchase of a can of Jap-a-lac any day.

Jap-a-lac with
JAP-A-LAC
HOUSEHOLD FINISHES
Ask for Special Coupon

6¢ Sale

You can make your home the most beautiful in the neighborhood. It costs so little to make it so. It is a matter of saving money the easy way.

When you receive or purchase Jap-a-lac, ask for the Special Coupon. It will give you a can of Jap-a-lac.

Think of it! For only six cents you will give your home a new look.

GENUINE JAP-A-LAC

Bring this Coupon with you to the World's Best Paint Store.



Window Poster and Handbill to Help Dealers Get Profits Every Day on Jap-a-lac

6 Cent Sale

A Can of Genuine
JAP-A-LAC
for 6 Cents

Ask Us About Our Special Offer
Dealer's Name Here

6 Cent Sale

CL 1214 47

6¢ Sale

Tear out a coupon below and it entitles you to a can of Jap-a-lac for the 6 cents.



But You Can

Better come tomorrow, limited time.

A Coupon

This coupon entitles you to a can of Jap-a-lac when you present it to any dealer.

Name _____
Address _____
Town _____
Dealer _____

Universal Kalsomine

THIS Kalsomine is the ideal Wall Coating for the decoration of all interiors. It gives that soft, velvety, water-color effect so essential to refined surroundings and can be applied on plaster walls, wood, or any of the various wall boards.

This Kalsomine is made under the famous formula that has set the standard in the manufacture of Wall Coatings for over a quarter of a century.

It is manufactured from selected materials, scientifically compounded in dry powder form, so that it can be mixed with ordinary cold water to prepare it for immediate use. This Kalsomine is milled in white, attractive tints and rich deep colors, all of which are irremovable and do not fade. It meets the most exacting requirements of any class of building and harmonizes perfectly with any style of furnishing.

Directions for Mixing
 One quart may be used in the dry from lamps and then thin down with cold water to the consistency of oil paint or cream.

DIRECTIONS FOR APPLYING

To be sure of good results, the air in the room should be dry and of moderate temperature. Close the windows and doors, and if possible, cover the floor with a good Kalsomine brush, but must not be rubbed out like oil paint.

After application open all windows and doors to dry the surface and make a fire if necessary, so quick drying is essential to good work.

Universal Kalsomine, Positive Colors put up in 100 and 50-lb. Kegs. 5-lb. Tins. 1-lb. Kegs. 5-lb. Pails.

Hygienic Kalsomine

A variety wall finish with distinctive characteristics which cannot be found in similar materials. Prepared dry and in rich and perfectly dissolved with boiling water. No stirring is required after it is once mixed. The material is ground fine and will remain in good condition indefinitely without settling. One pound covers approximately 150 square feet.

Hygienic Kalsomine has no objectionable odor and is perfectly safe, nothing entering into its composition that is harmful to health. It is applied without laps or imperfections. Put up in Barrels, 100-lb. Drums, Cans.

50-21 Light Cream	5518 Tan	118 Rose Pink	40-42 Deep Green
151 Deep Cream	5519 Light Brown	153 Deep Pink	200 Light Blue
51 Light Tan	2 Deep Tan	501 Light Gray	120 Blue
140 Yellow	5520 Soft Brown	5521 Yellow Green	5522 Dark Reddish Blue

Inside Cold Water Paint

WHITE ONLY

GLIDDEN's Inside Cold Water Paint is in dry powdered form. Five pounds mixed with water makes a gallon of paint.

This paint is not an ordinary Kalsomine, but a practical cold water paint, economical, durable and easy to use. For mills, factories, warehouses, stables, cellars and outhouses it affords a highly satisfactory covering at low cost. This paint resists fire and does not rub off or crack.

Inside Cold Water Paint is put up in 480 and 280 pound barrels and in 100 pound kegs.

Endurance Q. D. Colors

GROUND IN JAPAN

GLIDDEN's Endurance Colors in Japan are made from the best pigments obtainable and are selected with a view to maintaining our established reputation for quality and permanence of colors. These colors are ground in our own mills which are specially made for the purpose, and they are produced on a scale that insures the proper degree of fineness and uniformity. For use as a base color, and in making color varnishes and ground colors, Glidden Endurance Colors are found to be without an equal.



Glidden Endurance Q. D. Colors are put up in the following colors:

BLUES	REDS	WHITES
French Blue Prussian Blue Royal Blue Ultramarine Blue	Medium Vermilion Medium Derby Deep Derby Light Derby Rumpour	Flake White Ivory White Silver White
GRAYS	BROWNS	GREENS
Light Gun Metal Blue Gray American Gray Gunmetal Gray	Autumn Light Golden Raw Umber Burnt Umber Raw Sienna Burnt Sienna	Emerald Coach Painters Moss Bronze Napier
BLACKS	YELLOWS	
Deep Black Lamp Black Bone Black	Medium Chrome Cadmium Yellow	

Put up in 1 and 5 pound cans

GL 0216 44

Glidden Pure Colors in Oil

GLIDDEN Pure Colors in Oil are finely and evenly ground in strictly pure linseed oil. The pigments are chemically pure and of the finest quality obtainable. These colors are unequalled for brilliancy and permanency of color.

Glidden Pure Colors in Oil are put up in the following shades:—



BROWNS

Rose, Umber
Burnt Umber
Raw Sienna
Burnt Sienna
Van Dyke Brown

Put up in 2 1/2 lb. 12 lb. 5 lb. 1 lb.

BLACKS

Ivory Black
Special Lamp Black

BLUES

Prussian Blue
Ultra-Marine Blue

GREENS

Chrome Green, Light
Chrome Green, Medium
Chrome Green, Dark

YELLOWS

Chrome Yellow
Light Yellow
Medium Yellow
Chrome Yellow, Dark
Yellow Ochre
Golden Ochre

REDS

Vermilion Red
Tuscan Red
Indian Red
Rose Lake
Am. Vermilion
Rose Pink

Graining Color

Light Oak
Dark Oak
Put up in 12 1/2 lb. 5 lb. 1 lb.

Put up in 2 1/2 lb. 12 1/2 lb. 5 lb. 1 lb.

Eucild Venetian Red
Ground in Oil

Put up in 2 1/2 lb. 12 1/2 lb. 5 lb. 1 lb.

Glidden Emeraldite Greens (Ground in Oil)

LIGHT, MEDIUM, DEEP

Glidden Emeraldite Greens are high-grade weather-resisting and decorative finishes for use on either wood or metal surfaces. They are permanent colors and are specially adapted for use as tinting colors for tinting Glidden Endurane White and all other white paints.

They are finely and evenly ground in paste form and have unusual covering capacity.

Glidden Emeraldite Greens are made in three shades only.

Paint and Varnish Remover



This material instantly removes paint, varnish, shellac and similar coatings from all surfaces, leaving them clean and ready for refashioning. It does not contain alkali, acid, oil or water. It will not injure or raise the grain of the finest veneer. It will not injure the hair of the finest brush.

It is free from objectionable odor and will not injure the skin.

Paint and Varnish Remover—24 Hours

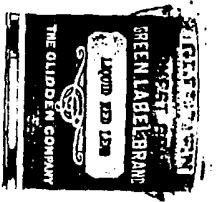
as it will not run. It remains soft and can be removed 24 hours after application.

Glidden Baked Finish Remover

A product that will remove finishes baked at high temperatures in an hour's time. Especially adapted for use on the body and other parts of automobiles carrying a baked enamel finish. Put up in 5 lb. 1 lb.

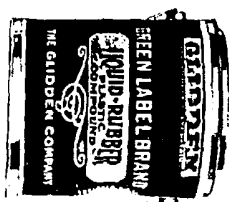
Liquid Red Lead

A well made protective, rust-inhibitive paint for use as a primer coat on structural steel, iron and all metal surfaces (except galvanized iron).



Liquid Rubber Plastic Compound

Liquid Rubber Plastic Compound is a putty-like material for expansion joints and for repairing large cracks in concrete surfaces. It remains plastic and is not affected by the expansion and contraction of the structure, thus effectually keeping water from entering. It contains about 23 cubic inches to the pound.



Metal Polish

For Automobiles, Metal Signs, Railings, Metal Store Fronts, Soda Fountains, Plumbing Fixtures, Lighting Fixtures and all polished or burnished metal.

Glidden Metal Polish is made on a scientific formula which contains every ingredient necessary to produce a lasting polish on all metal. It dissolves grease, removes dirt, destroys the effects of oxidation and corrosion, and produces a lasting polish of high brilliancy. It does its work with a small amount of manual labor and will not injure the surface of the metal or the hands of the user.

Glidden Metal Polish contains no acids destructive to metal and it does not leave a polished surface which is subject to ready oxidation or rust. The polished ingredient used will not harden in the scratch or mar the finest metal surface.

Glidden Metal Polish is put up in 5 lb. 1 lb. 1/2 lb. 1/4 lb. 1/8 lb. 1/16 lb.

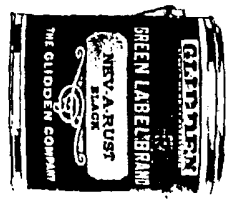
Nev-A-Rust

Nev-A-Rust is a protective paint for metal surfaces. It forms a tough elastic and durable coating, which has remarkable weather resisting properties and will withstand the action of fresh or salt water.

A Perfected Product

Nev-A-Rust is the perfected result of years of scientific research, experiment and practice. Each requirement of a real protective coating has been worked at and worked out and then combined into one scientifically prepared paint that does everything which a metal preservative should do.

The surface texture of Nev-A-Rust is uniformly fine; it is tough and therefore resistant to physical damage; it is elastic and therefore impervious to temperature changes; it has strong binding properties and is exceedingly durable in the face of any atmospheric conditions. Put up in barrels, 5 lb. 1 lb.



Twenty feet

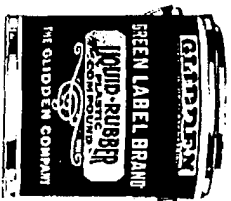
Liquid Red Lead

A WELL made protective, rust-inhibitive paint for use as a first coat on structural steel, iron and all metal surfaces (excepting galvanized iron).



Rubber Plastic Compound

Plastic Compound is a putty-like material for expanding or repairing large cracks in concrete surfaces. It remains unaffected by the expansion and contraction of the structure, keeping water from entering. It contains about 25 lbs. per pound.



Metal Polish

bikes, Metal Signs, Railings, Metal Store Fronts, Soda Fountains, Plumbing Fixtures, and all polished or burnished metal.

al Polish is made on a scientific formula which contains every ingredient necessary to polish on all metal. It dissolves grease, removes dirt, destroys the effects of oxidation and produces a lasting polish of high brilliancy. It does its work with a small amount and will not injure the surface of the metal or the hands of the user.

al Polish contains no acids destructive to metal and it does not leave a polished surface in a ready oxidation or rust. The polished ingredient used will not harden in the can or the finest metal surface.

al Polish is put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.

Nev-A-Rust

s a protective paint for metal surfaces. It forms a tough, elastic coating, which has remarkable weather resisting ability and withstands the action of fresh or salt water.

A Perfected Product

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RED

BROWN

GREEN

BLACK



GLIDDEN Pure Colors in Oil are heavy and evenly ground in strictly pure linseed oil. The pigments are chemically pure and of the finest quality obtainable. These colors are unequalled for brilliancy and permanence of color.

Glidden Pure Colors in Oil are put up in the following shades:—

BLACKS

Ivory Drop Black
Special Lamp Black

BLUES

Prussian Blue
Ultra-Marine Blue

BROWNS

Rare Umber
Burnt Umber
Raw Sienna
Burnt Sienna
Van Dyke Brown
Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

GREENS

Chrome Green - Light
Chrome Green
Sodium
Chrome Green - Dark
Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

YELLOWS

Chrome Yellow
Light
Chrome Yellow
Medium
Chrome Yellow
Dark
Yellow Ochre
Golden Ochre
Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

REDS

Venetian Red
Tuscan Red
Indian Red
Rose Lake
Am. Vermilion
Rose Pink
Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

Graining Color

Light Oak
Dark Oak
Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

Euclid Venetian Red

Ground in Oil
Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

Euclid Yellow Ochre

Ground in Oil
Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

Glidden Emeraldite Greens (Ground in Oil)

LIGHT, MEDIUM, DEEP

Glidden Emeraldite Greens are high-grade weather-resisting and decorative finishes for use on either wood or metal surfaces. They are permanent colors and are specially adapted for use as tinting colors for tinting Glidden Endurance White and all other white paints. They are finely and evenly ground in paste form and have unusual covering capacity.

Glidden Emeraldite Greens are made in three shades only. Put up in 25 lb., 12 1/2 lb., 5 lb., 1 lb.

Paint and Varnish Remover



This material instantly removes paint, varnish, shellac and similar coatings from all surfaces, leaving them clean and ready for refinishing. It does not contain alkali, acid, oil, or water. It will not injure or raise the grain of the finest veneer. It will not injure the hair of the finest brush. It is free from objectionable odor and will not injure the skin.

Paint and Varnish Remover—24 Hours

Remove is in semi-paste form and is particularly adapted for removing paint and varnish from upright and overhead surfaces, panel work, store fronts, etc., etc. Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.

Glidden Baked Finish Remover

A product that will remove finishes baked at high temperatures in an hour's time. Especially adapted for use on wheels and other parts of automobiles carrying a baked enamel finish. Put up in 5's, 1's.

hours for drying before applying the succeeding coats of varnish.

These fillers are made in transparent (natural) light, dark and golden oak and mahogany and are put up in 25 lb., 12½ lb., 5 lb. pails, 1 lb. cans.

M. P. SURFACENE

A surfacing or first coat varnish to be used in place of shellac. It contains a transparent mineral pigment, which, in combination with hard gum varnish, seals up the pores of the wood, thus making it possible to obtain a better surface and consequently more fullness.



GREEN LABEL BRAND

MADE IN U.S.A.

SELECTED MALT BARLEY

THE GUINNESS COMPANY

DUBLIN, IRELAND

A high grade first coater which effectively seals up the pores of the wood and produces an excellent foundation for succeeding coats of varnish.

It makes an excellent drier for all soft close grain wood. It is transparent and will not discolor the finest wood or raise the grain.

[illegible]

Glidden Floor Wax

GLIDDEN Floor Wax is a paste preparation, composed of the finest materials, for finishing hardwood floors.

It is a natural finish, and accentuates the grain beauty. Dries hard and does not become sticky in warm weather.

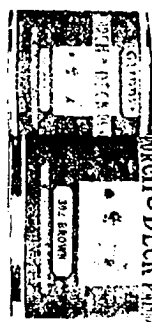
Does not show scratches or heel marks and dust will not adhere to it.



Feb 1901

FOR the most accurate figures and on the decks of Varadero and western boats, the most durable surfaces are, particularly designed as protective and decorative, the hard wearing surfaces which are subject to hard usage and severe wear and tear. These resist the hard wear of walking, the scuffing of the sole of the shoe, the use of the hand and the action of the sea and the sun. The most durable hard scruffing and resist the action of the sea and the sun. The most durable hard scruffing and resist the action of the sea and the sun.

Exterior Porch and Deck Paint dries firm and hard over night and provides a paint film which is so tough that it does not mar, scratch or show heel prints. It is formulated to last for years and years, these finishes are being especially designed for all outside surfaces which may be subjected to foot traffic.



Renovite

Stains and polishes in one operation. Varnished and Enameled Surfaces also metal
 etc. etc.

Gradyl's Removite is made from a secret formula and none of the ingredients used in ordinary household furniture polishes are used in its manufacture.

Gradyl's Removite cleans and brightens not only varnished surfaces, but also enamel and painted surfaces, and as a metal cleaner and brightener it has no equal.

When directions are closely followed. Giddens, Renette have a beautiful luster and a deep smooth surface that reflects like a mirror.

For use on Furniture, Woodwork, Floors, Glass, Porcelain, Brass, Nickel, Copper, etc.
Put up in 6 oz., 1 gal., 1 gal., 1 gal., 1 gal. bottles.

2997675

700-514-4600

RIPOLIN

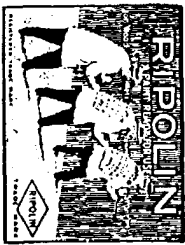
THE ORIGINAL HOLLAND ENAMEL PAINT

RIPOLIN was invented more than thirty years ago by a noted paint chemist, Dr. Riep of Amsterdam, Holland. It has had the distinction ever since of being the best known, most favored enamel in the world. The secret process by which Ripolin is made have produced the world's longest wearing, most beautiful enamel. Ripolin has often been imitated, but has never been equaled.

For Exterior Use. For Interior Use. For Severe Conditions. For the Finest Decoration

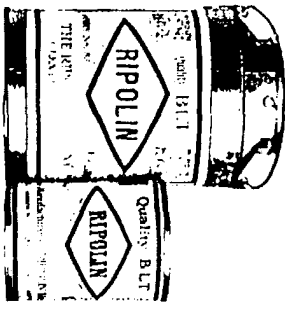
The distinctive can with the "Three Men" label, as shown below, are a guarantee that the purchaser is obtaining genuine Ripolin. Ripolin is put up in all sizes from gallons to quart-pints. Ripolin is manufactured regularly in High Gloss, Semi-Gloss and Flat White. High Gloss and Semi-Gloss Ivory and Light Gray; Black, Pearl Gray, Pink, Cream, Sea Green and Light Blue in the Gloss only.

Ripolin UNDERCOAT is carried only in the White. Ripolin itself is so opaque that it is



The International Identification Mark of Genuine Ripolin

Ripolin has been specified by architects the world over for many years. Ripolin is the standard enamel of many high-grade painters and decorators. For the convenience of all users, a Specification Book, giving the best undercoat for all sorts of surfaces has been prepared and will be supplied upon request.



Ever Ready Sold

It is impossible to over emphasize the importance of undercoats for any fine enamel work. Unevenness in the undercoats, such as brush marks, dust, pores, etc., is always accentuated by a high gloss finish and must be avoided. Ripolin is superior to all other enamels because of its opacity or great hiding qualities, its elasticity and the perfectly non-porous film. It is noted for its great spreading capacity and the ease with which it works.

More important is the durability of the Ripolin film. Many rooms painted ten, fifteen, or even more years ago, are still in first-class condition. A Ripolin painted surface can be washed repeatedly. It is easily kept clean and is always attractive.

No. 51 IVORY
No. 2 CREAM

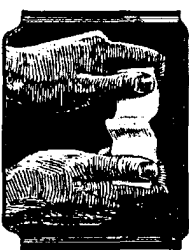
No. 47 LIGHT GRAY

No. 10 PEARL GRAY

No. 65 PINK

No. 18 LIGHT BLUE

No. 44 SEA GREEN



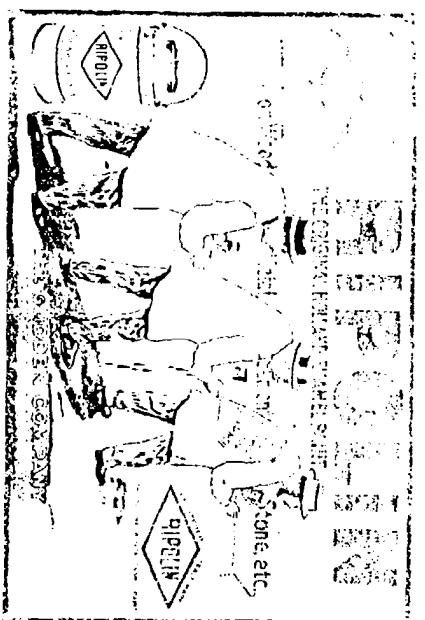
The Supreme Test of Ripolin's Elasticity

The various lustres in which Ripolin is manufactured makes the expense of rubbing unnecessary. Beautiful semi-gloss or rubbed effects can be obtained by the use of Ripolin as it comes from the can.

The per year cost of a Ripolin finished room is easily the cheapest of any on the market. By using Ripolin it is possible to reduce up-keep cost, the inconvenience of repainting and to insure positive knowledge that the walls will always be attractive.

No. 1 Gloss White
No. 2 Gloss Ivory
No. 3 Gloss Cream
No. 4 Gloss Light Gray
No. 5 Gloss Pearl Gray
No. 6 Gloss Pink
No. 7 Gloss Sea Green
No. 8 Gloss Light Blue
No. 9 Gloss Dark Blue
No. 10 Gloss Dark Green
No. 11 Gloss Dark Pink
No. 12 Gloss Dark Sea Green
No. 13 Gloss Dark Light Blue
No. 14 Gloss Dark Light Green
No. 15 Gloss Dark Light Pink
No. 16 Gloss Dark Light Sea Green
No. 17 Gloss Dark Light Blue
No. 18 Gloss Dark Light Green
No. 19 Gloss Dark Light Pink
No. 20 Gloss Dark Light Sea Green
No. 21 Gloss Dark Light Blue
No. 22 Gloss Dark Light Green
No. 23 Gloss Dark Light Pink
No. 24 Gloss Dark Light Sea Green
No. 25 Gloss Dark Light Blue
No. 26 Gloss Dark Light Green
No. 27 Gloss Dark Light Pink
No. 28 Gloss Dark Light Sea Green
No. 29 Gloss Dark Light Blue
No. 30 Gloss Dark Light Green
No. 31 Gloss Dark Light Pink
No. 32 Gloss Dark Light Sea Green
No. 33 Gloss Dark Light Blue
No. 34 Gloss Dark Light Green
No. 35 Gloss Dark Light Pink
No. 36 Gloss Dark Light Sea Green
No. 37 Gloss Dark Light Blue
No. 38 Gloss Dark Light Green
No. 39 Gloss Dark Light Pink
No. 40 Gloss Dark Light Sea Green
No. 41 Gloss Dark Light Blue
No. 42 Gloss Dark Light Green
No. 43 Gloss Dark Light Pink
No. 44 Gloss Dark Light Sea Green
No. 45 Gloss Dark Light Blue
No. 46 Gloss Dark Light Green
No. 47 Gloss Dark Light Pink
No. 48 Gloss Dark Light Sea Green
No. 49 Gloss Dark Light Blue
No. 50 Gloss Dark Light Green
No. 51 Gloss Dark Light Pink
No. 52 Gloss Dark Light Sea Green
No. 53 Gloss Dark Light Blue
No. 54 Gloss Dark Light Green
No. 55 Gloss Dark Light Pink
No. 56 Gloss Dark Light Sea Green
No. 57 Gloss Dark Light Blue
No. 58 Gloss Dark Light Green
No. 59 Gloss Dark Light Pink
No. 60 Gloss Dark Light Sea Green
No. 61 Gloss Dark Light Blue
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No. 63 Gloss Dark Light Pink
No. 64 Gloss Dark Light Sea Green
No. 65 Gloss Dark Light Blue
No. 66 Gloss Dark Light Green
No. 67 Gloss Dark Light Pink
No. 68 Gloss Dark Light Sea Green
No. 69 Gloss Dark Light Blue
No. 70 Gloss Dark Light Green
No. 71 Gloss Dark Light Pink
No. 72 Gloss Dark Light Sea Green
No. 73 Gloss Dark Light Blue
No. 74 Gloss Dark Light Green
No. 75 Gloss Dark Light Pink
No. 76 Gloss Dark Light Sea Green
No. 77 Gloss Dark Light Blue
No. 78 Gloss Dark Light Green
No. 79 Gloss Dark Light Pink
No. 80 Gloss Dark Light Sea Green
No. 81 Gloss Dark Light Blue
No. 82 Gloss Dark Light Green
No. 83 Gloss Dark Light Pink
No. 84 Gloss Dark Light Sea Green
No. 85 Gloss Dark Light Blue
No. 86 Gloss Dark Light Green
No. 87 Gloss Dark Light Pink
No. 88 Gloss Dark Light Sea Green
No. 89 Gloss Dark Light Blue
No. 90 Gloss Dark Light Green
No. 91 Gloss Dark Light Pink
No. 92 Gloss Dark Light Sea Green
No. 93 Gloss Dark Light Blue
No. 94 Gloss Dark Light Green
No. 95 Gloss Dark Light Pink
No. 96 Gloss Dark Light Sea Green
No. 97 Gloss Dark Light Blue
No. 98 Gloss Dark Light Green
No. 99 Gloss Dark Light Pink
No. 100 Gloss Dark Light Sea Green

Machine Finishing



The Ripolin Undercoat is the best and can be used in a window or door frame.

Ripolin Undercoat

A UNDERCOAT worthy of Ripolin Enamel having unusual filling and leveling properties. It is made specially for use with Ripolin and will give a binding result so that most perfect results are possible. It is easily sanded and presents an almost suctionless surface on which to lay the enamel.

Ripolin itself is so opaque that it is rarely necessary to tint the undercoat but the undercoat can be tinted in the usual method.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's.

Ripolin Gloss Thinnings

A clear thinning liquid for use with Gloss Ripolin only. Since it is made on the same basis as Ripolin itself, it will not reduce the lustre. Ripolin should practically never need to be thinned, but if it is necessary

use Ripolin Thinnings.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's.

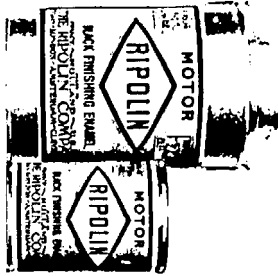


The Ripolin Enamel is the best and can be used in a window or door frame.

Machine Finishing

Ripolin holds the decorative and illustrates the many splendid uses to which Ripolin can be put. Thousands of Ripolin finished homes, hospitals, hotels and public buildings are evidence of Glidden economy.

Motor Ripolin



THE most wonderful motor car finish which has yet been produced. It combines the gloss of the very finest enamel with the opacity of a color coat.

Finishing Ripolin should be used only for patching and for the final coat. Black Rubbing Coater should be used to build up work where several coats will be required.

A Ripolin Finish job will outwear any varnish job because of its superior elasticity and its wonderful resistance to weather and road conditions.

Put up in 1's, 1/2's, 3/4's, 1's, 1 1/2's.

CREAM	GOLDEN BROWN	GRAY
YELLOW	DARK BLUE	MEDIUM GREEN
RED		BREWSTER GREEN

Also made in Black and White
Ripolin Black Rubbing Coater
Ripolin Light Motor Primer
Ripolin Dark Motor Primer

Screen Enamel

This Enamel is made for the preservation of the wooden frames as well as the screen mesh of doors, window screens, etc. It is made so as not to clog the mesh of the finest screens and embodies good gloss and weather resistance.

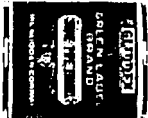
Made in Black only. Put up in 5's, 1's, 1/2's, 3/4's, 1's, 1 1/2's.



Stove Pipe Enamel

A black enamel for all metal surfaces subjected to heat. Retains its gloss, is very elastic and will not give off disagreeable odors.

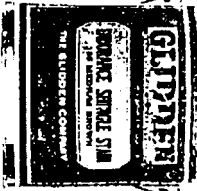
Put up in 1's, 1/2's, 3/4's, 1's, 1 1/2's.



GLIDDEN Shingle Stains

GLIDDEN Endurance Shingle Stains are especially designed to provide both decorative and protective finishes for roofs and shingled houses. The popularity of the shingled house is constantly growing, due to its moderate cost, extreme durability and ready adaptability to pleasing and unusual decorative effects.

Glidden Endurance Shingle Stains are made on a base of Cresote Oil, which is recommended by prominent authorities as the best and most economical wood preservative on the market. It protects wood from decay and rot and prevents warping, curling and splitting of shingles.



2704	2707	2708	2701	2702
2703	2706	2709	2710	2705

Directions

To permit proper penetration of the stain into the pores of the shingles, they should be perfectly dry. Permanent colors are thus assured.

Satisfactory results may be obtained by covering two-thirds of the shingle. Covering the entire shingle, however, greatly increases its durability.

Keep containers thoroughly stirred from the bottom. If thinning is necessary, Linseed Oil and Drier may be used sparingly.

Covering Capacity

Covering capacity varies according to the absorption qualities of the wood.

For dipping, two gallons of stain for 1,000 superficial sq. shingles that require one coat will stain 1,500 sq. ft. of shingles. Rough sawed shingles require forty per cent more stain than smooth finished.

Put up in Barrels 1, Barrels 5's, 1's.

Stucolor Liquid Cement Coating



Glidden Stucolor Liquid Cement Coating is used for damp-proofing and making uniform the color of interior and exterior surfaces of concrete, cement, stucco, brick or stone. Produces a pleasing and decorative effect. It is composed of carefully selected pigments and specially prepared oils which produce an extremely durable and water-resisting finish.

Put up in Barrels, Barrels, 5's, 1's.

CREAM	PUFF
GRAY	BROWN
BLACK	

Also Made in WHITE Which Can Be Tinted as Desired

GL 171249

GLIDDEN GREEN LABEL VARNISHES

Jap-Spar (*The All-Test Varnish*)

THE most durable varnish for exterior use on the market. Absolutely waterproof. It has extreme elasticity, excellent body and flowing properties. Sets dust free in four to five hours, and dries in 24 to 48 hours, according to conditions. Can be rubbed to a dull finish in about four or five days. For use upon ships, yachts, outside doors, window sills, casings, vestibules and all work, whether wood or metal, that is exposed to the elements.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.



Floorette (*Floor Varnish*)

FOR finishing natural, painted or grained floors. It combines hard and quick-drying properties without sacrificing the elasticity so essential to a floor varnish. It is waterproof, and withstands the hardest usage to which floors are subjected. Does not mar or scratch white. Sets dust free in two or three hours, and hard in 15 to 24 hours, according to conditions. Can be rubbed and polished, or left in the gloss.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.

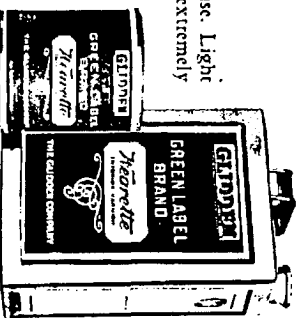


Wearette (*Interior Varnish*)

The highest grade varnish manufactured for general interior use. Light in color, has wonderful flowing and brushing properties, is extremely elastic and durable. It sets dust free in three or four hours and dries in 24 to 36 hours, according to conditions. Can be rubbed to a dull finish, polished, or left in the gloss, as preferred.

A perfect varnish for finishing the very finest interior trim.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.



Glidden Green Label Varnishes



Varnish Mailing Folder Brochure

Counter Top Finish

This varnish is manufactured especially to resist the constant washing to which such surfaces are subjected. It is light in color and very elastic. Sets dust free in one to two hours and hard for following coat in 24 hours, although surface can be used in 12 or 15 hours.

Cyeto Batavia Damar

This varnish is manufactured from the best selected Damar gum, cut in pure spirits of turpentine; it has good body, is very pale in color, flows freely under the brush, and is not tacky, like most Damars.

We recommend this varnish for making white or colored enamels, or for use over white paint, white enamels and glazed wall paper.

White Batavia Damar

This is an excellent and reliable Damar Varnish at a moderate price. It is a clear, transparent varnish, has good body, and mixes perfectly with white lead or zinc.

Cabinet Polishing (Seat Finish)

A high grade varnish for use on fine interior work, and particularly adapted for use on school desks, seats, etc., where a finish is required that will not tack or become sticky. It is pale in color, elastic and has a good body. Can be rubbed or polished. Dries dust free in 2 to 3 hours and hard in 48 hours. When once thoroughly dry this varnish will not soften from any cause.

Lib-A-Rub
Lib-A-Rub, similar to Glidden Wearette, is intended for interior trim and dries with a rubbed or velvet finish. We recommend a finishing coat of Lib-A-Rub, the preceding coats to be Wearette.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.

Skin-Cote (Quick Repair)

Skin-Cote is known throughout the piano manufacturing industry as the finest Varnish which is manufactured for their instruments. Naturally, it is in the same way the very best Varnish obtainable for standing trim and other interior decoration. It is exceptionally pale in color, rubs and polishes beautifully.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.



Floorette and Wearette Lithographed Window Banner

Velvet Floor Varnish

Glidden Velvet Floor Varnish embodies the same excellent characteristics as does Floorette. It dries, however, with a rubbed or velvet effect which is so popular at the present time. The best results are obtained by building up the floor with Floorette, using Velvet Floor Varnish for the last coat only.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.

Lib-A-Rub

Lib-A-Rub, similar to Glidden Wearette, is intended for interior trim and dries with a rubbed or velvet finish. We recommend a finishing coat of Lib-A-Rub, the preceding coats to be Wearette.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.

Skin-Cote (Quick Repair)

Skin-Cote is known throughout the piano manufacturing industry as the finest Varnish which is manufactured for their instruments. Naturally, it is in the same way the very best Varnish obtainable for standing trim and other interior decoration. It is exceptionally pale in color, rubs and polishes beautifully.

Put up in 5's, 1's, 1/2's, 1/4's, 1/8's, 1/16's.

CL 02165C



GLIDDEN GREEN LABEL VARNISHES—Continued

General Purpose Varnish

An exceptional varnish for use on exterior or interior surfaces of wood or metal. It gives an exceptionally tough finish and will withstand the most severe exposure. This is a medium priced varnish that will give exceptional wear.

Linoleum Varnish

For use on linoleum or oil cloth. It is elastic, quick drying and very durable. It successfully withstands the hard usage to which a linoleum or oil cloth varnish is subjected. One coat of this varnish over an old worn surface of linoleum will restore the original pattern and prolong the life of the linoleum. Dries to walk on over night.

Marine Spar

This is a high grade varnish for use on all exterior surfaces and general marine work. Particularly adapted for use on cabins, spars and other important parts of ships and yachts, also front doors, window sills, etc. Can be rubbed and polished or left bright.

Put up in 5 s. 1 1/2 s. 1 1/4 s. 1 3/8 s. 1 1/2 s.

M. P. Cabinet Finish (Rubbing)

An excellent and reliable varnish for finishing interior woodwork. Has full body, is elastic and easy flowing. Sets dust free in about two hours, and hardens in 24 hours. Can be rubbed or polished.

M. P. Elastic Interior

A good grade of varnish made for general interior use. Light in color. Has wonderful flowing and brushing properties and is extremely elastic and durable. It sets dust free in three to four hours and dries hard in about 36 hours.

Hard Drying Floor

An excellent hard drying varnish for floors, stair treads and general interior trim. It dries quickly and is sufficiently elastic to resist the severe wear to which floors are subjected. Dries hard over night.

Extra No. 1 Coach (Exterior Coach)

A durable varnish for exterior use. It is light in color, full bodied and elastic. Can also be used

on fine interior trim where a good full finish varnish is required.

Inside Spar

A tough elastic interior varnish for use on moderate priced dwellings, where a less expensive varnish is required. It is easy flowing and sets dust free in two to three hours. Can be rubbed and polished.

M. P. Special Coach

For use on all kinds of interior trim. A very dependable varnish, light in color, easy flowing, elastic and durable. Has excellent body. Can be rubbed. A very practical varnish for painters' use.

Light Hard Oil Finish

A thoroughly satisfactory finish for general interior trim. Pale in color, has good body and elasticity, and possesses excellent flowing and brushing properties.

Hard Oil Finish

Similar to our Light Hard Oil Finish, but not quite so light in color. Works freely under the brush, and dries with a deep fullness and brilliancy. Can be rubbed.

Hard Oil Shellac (Clear First Coat)

A priming coat for close grain woods that have been filled with paste filler. It is not a pigment stock, and is therefore transparent, preserving the natural beauty of the grain. It sands papers well, not showing laps, and is a perfect foundation for succeeding coats of varnish.

Furniture Coach

A light colored heavy bodied varnish to be used as a varnish coat where a one-coat high-gloss finish is desired. It dries dust free in about one hour and hard in 24 hours.

No. 1 Furniture

This varnish is adapted for touching up and refinishing moderate priced furniture. It is pale in color, has good body, and works well. Put up in 5 s. 1 1/2 s. 1 1/4 s. 1 3/8 s. 1 1/2 s.

Black Varnishes and Asphaliums

Dead Black Wrought Iron Finish

This is an air drying material suitable for either brushing or dipping and dries with a jet black finish. Recommended for use on elevators, pipes and all metal construction work where dead black wrought iron finish is desired.

Extra Black Asphaltum

This asphaltum is made from the best Gilsonite gum in combination with turpentine, producing a material which is heavy in body, and dries quickly with a brilliant jet black lustre. Recommended particularly for japanning metals and woods. It is air drying, and produces a smooth, hard and durable surface. It is especially fine for painting use in making stains.

Black Asphaltum

Made from a good quality of gum, using naphtha and turpentine as a reducer. Dries with a smooth jet black surface. Recommended for use where a medium priced asphaltum is required. Put up in 5 s. 1 1/2 s. 1 1/4 s. 1 3/8 s. 1 1/2 s.

Bronzing Liquids

Superior Bronzing Liquid

The very highest quality bronzing liquid manufactured, and is made especially to resist the action of heat. It is light in color, carries the bronze powder evenly and produces a smooth surface. Does not set, and is particularly recommended for delicate shades.

Mixed with benzine it is adapted for use on radiators, steam and hot water pipes, and on all wood or metal surfaces where a bronzing liquid is required.

Bronzing Liquid

This liquid is light in color, flows the bronze powder uniformly and produces a smooth surface. It is best for testing, and adapted for use on radiators, steam and hot water pipes, and on all wood or metal surfaces where bronzing is required. Put up in 5 s. 1 1/2 s. 1 1/4 s. 1 3/8 s. 1 1/2 s.

Japan and Liquid Dryers

Electric Dryer

An excellent and reliable dryer in every way. It is made from hard gums and possesses strong drying properties. Two and one-half gallons of dryer is sufficient for a barrel of oil. It is intended especially for drying linseed oil paints.

Magic White Dryer

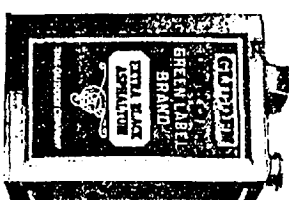
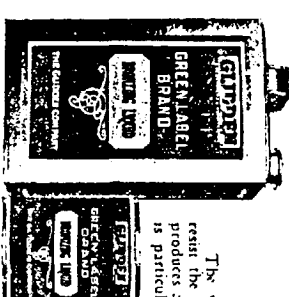
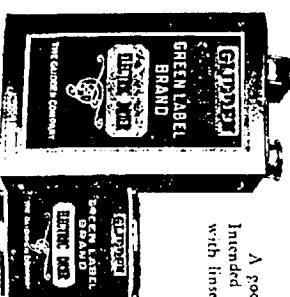
A good moderate-priced dryer, manufactured from very carefully selected materials. Intended chiefly for drying white enamels and paints and mixes perfectly with linseed oil. It is used chiefly as a dryer for the lighter shades of paints.

H. P. Japan Dryer

This is a dryer of quality and is intended especially for house painters' use in drying oil and linseed oil paints. It is made from hard gums and is thoroughly reliable and satisfactory in every way. Two and one-half gallons of dryer is enough for 50 gallons of oil.

Japan Dryer

This dryer is recommended wherever a low priced dryer is required. It is especially adapted for the drying of cheap paints and enamels.



We manufacture a complete line of Automobile and Carriage Van
 nishes and Japans to completely cover the needs of this class of trade.
 We will be very glad to advise any shop on its peculiar problems. Re-
 gardless what process is used we recommend the use of the following
 nishes for the production of the best results.

Rubbing Varnishes

Wearing Body Varnishes

Our Hard Drying Body Varnish is slightly less expensive but has all the essential qualities of producing the high grade commercial job.

Pale Coach Japan

of the particular automobile, carriage and wagon painter.

Japan Gold Size

Metal Primer and Sealer

Put up in 1's, 2's, 3's, 4's, 5's, 6's, 7's, 8's, 9's, 10's.

EUSTON
Improved Process
Strictly Pure White Lead

AN ABSOLUTELY pure carbonate of lead corroded by the Euston Improved Process. This new process produces first a pure product, but of equal importance, it produces a product having all of the white lead qualities that are essential in the production of a durable and economical paint. Whiteness, fineness and fluffy texture are white lead qualities that will be found 100% in Euston White Lead. With all these marked advantages Euston is the white lead that produces the most durable and lasting paint film. Put up in 100, 50, 25 and 12½ pound kegs.

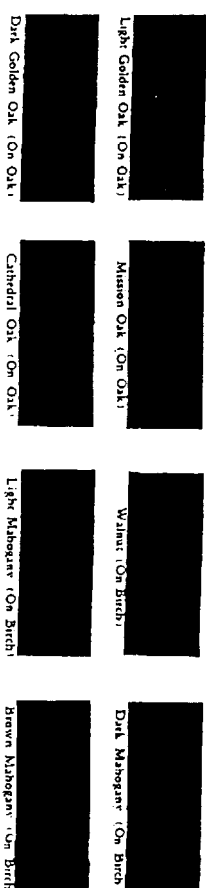
Endurance Wood Stains

GLIDDEN Endurance Wood Stairs are for use on new wood that has not been previously finished in any way. Should you desire to use them on wood that has been finished, it is necessary first to remove the old finish with Glidden Paint and Varnish Remover. The wood will then show best results from the stain.

They cover approximately 1,000 square feet to the gallon, varying according to the nature of the wood.

A wide range of effects may be secured by reducing the amount of color by intermixing two or more colors in varying proportions.

Before applying Endurance Wood Stains, sandpaper the wood to a smooth even surface, then apply the stain with a soft brush: let stand for 24 hours. On open-pored woods apply a very thin coat of shellac directly over the stain and when dry, sandpaper lightly and fill with paste wood filler. On close grained wood, apply shellac heavier after staining (unnecessary to use paste filler on close grains); sandpaper lightly; color putty to match stain, when the work will be ready for finishing with varnish or wax. Put up in 5 s., 1 s., 1/2 s., 1/4 s., 1/8 s., 1/16 s.



Insecticides and Fungicides

Arsenate of Lead

Glidden Dry Powdered Arsenate of Lead is without question the highest grade Arsenate of Lead yet developed. Being air-floated, it is very flocculent and has greater bulk per given weight than any other Arsenate of Lead on the market. This accounts for the wonderful suspension and adhesive qualities found only in Glidden Dry Powdered Arsenate of Lead.

Arsenate of Calcium

Like our Dry Powdered Arsenate of Lead, Glidden Dry Powdered Arsenate of Calcium is air-floated and has the same splendid suspension and adhesive qualities. It has many distinct advantages over other Insecticides and we believe within a short time it will be more extensively used than any other material for the control of leaf-eating insects.

Bordeaux Mixture

Glidden Dry Powdered Bordeaux Mixture is used as a preventive and control for certain fungus diseases such as Blight, Rot, Rust, Mildew, Leaf-Spot, etc. It is a product that has all the advantages and none of the

disadvantages of the homemade or old style paste material. Our Bordeaux Mixture is so compounded that we can equal any of the above formulae in Bordeaux strength by using a certain number of pounds of our product.

Bordo-Arsenate

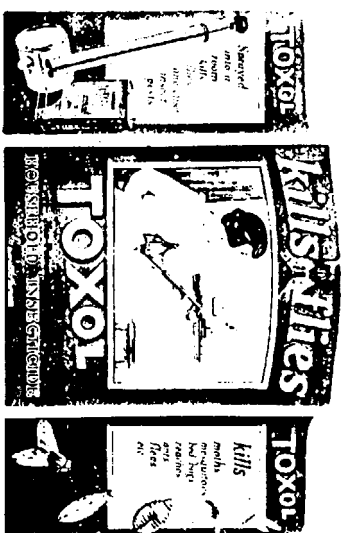
Glidden Dry Powdered Bordo-Arsenate is a combination of Arsenate of Lead and Bordeaux Mixture combining the insect destroying properties of Arsenate of Lead and the fungus preventive qualities of Bordeaux Mixture. It is an excellent product for controlling insect pests and fungus diseases on all kinds of truck crops and is superior in every way to all similar products found on the market today.

Paris Green

Of the many spray poisons on the market, Paris Green is the oldest, and is still used in large quantities by the potato growers for the control of the Potato Beetle. Glidden Paris Green is guaranteed to be strictly pure and to meet all Government requirements governing its sale.



Display Material Supplied to Glidden Insecticide Dealers



TOXOL

TOXOL is a clear amber liquid perfected by The Glidden Company to take the place of sticky T and poison fly paper, roach paste, bed bug powder and other concoctions that are ineffective and obnoxious to the average person. Toxol is absolutely nonpoisonous to human and animal life: is guaranteed not to contain the slightest trace of Carbolic Acid (Phenol), Oil of Mithane (Nitro-Benzol), Cresylic Acid or other poisons used by our competitors endeavoring to duplicate Toxol. It has a pleasant aromatic odor that disappears quickly and will not permanently stain the most delicate fabrics, draperies, carpets or wall paper, etc.

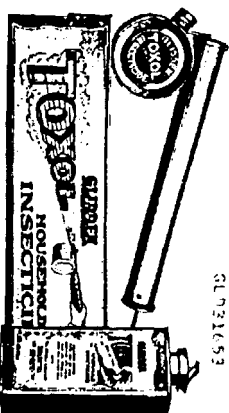
What Toxol Will Do

Toxol, when sprayed with a small hand or garden sprayer, kills Flies, Mosquitoes, Roaches, Water Bugs, Bed Bugs, Ants, Spiders and other household insects. It seeps out the pests, wherever they happen to be hiding: in cracks, crevices, behind loose wall paper, mouldings, etc., and brings them out to die.

Put up in 50-gal. drums, 1, 2, 5, 10, 25, 50, 100 gal. cans.

Introductory Package

Our introductory package contains a sprayer and a pint can of Toxol. It has already proven to be a winner. The carton, in which this outfit is packed, is printed in three colors and can be used effectively in preparing a window or counter display. After the consumer purchases one of these outfits, he invariably comes back with a repeat order for a pint or quart can of Toxol.



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