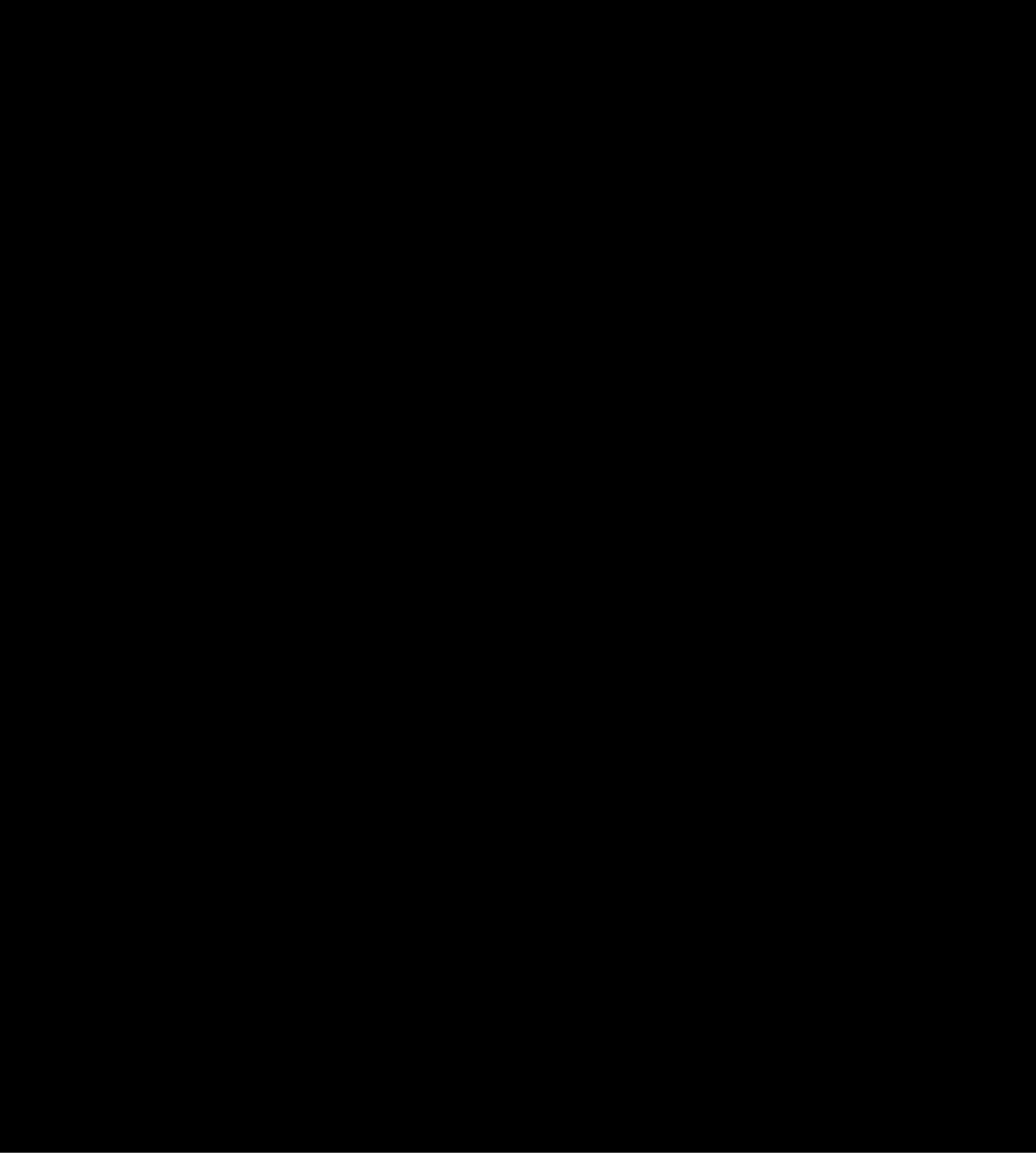




The Glidden Company

Established in 1870

The Glidden Company

Since 1870 the name Glidden has been synonymous with fine paint, varnish, and lacquer products. The scientific training and practical experience of many men, plus every modern mechanical improvement, make each Glidden Product representative of the most advanced achievement in paint manufacturing.

Service to Architects

The Glidden Company maintains an Architectural Service Department, where paint problems of the architect are handled by the Glidden Architectural Consultant, who has direct access to a modern finishing room where materials may be tested for practical use. This service is available to the Architect at all times in his painting problems.

INDEX AND SELECTION GUIDE OF GLIDDEN PRODUCTS AND SPECIFICATIONS FOR VARIOUS APPLICATIONS

Type of Surface	Material	Location	Finish	Condition of Material	PRODUCT NAME	Descrip. Page	Specification	
							No.	Page
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				New or Old	★ ENDURANCE HOUSE PAINT	3	1-2	10-11
				New or Old	★ IMPERIAL HOUSE PAINT	3	5	11
			Enamel	New	★ RIPOLIN	4	19	13
				New or Old	★ FLORENAMEL	4	4	11
				New	★ GLID-TONE WOOD STAIN	8	6	11
		Ext. or Int.	Varnish	New or Old	★ GLIDDENS PAR	4	7	11
				New or Old	★ EUSTON LEAD	3	—	—
				New or Old	★ SPRED SATIN	5-9	17	13
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					★ SPRAY-DAY-LITE	5-6	18	13
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			Enamel	New or Old	★ RIPOLIN BLT	7	21-22	14
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					LIQUID RED LEAD	4	—	—
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					SMOKE STACK BLACK	4	—	—
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Gutters Drains Flashings	Metal	Exterior	Paint	New or Old				

★SPECIAL NOTE TO ARCHITECTS: The starred products, because of their special applications, will be found of interest to the Architect.

*For Driwal Damp-resisting see Section 9 of this file.

PAINTS and STAINS

★**GLIDDEN ENDURANCE PAINT (Prepared)** is as nearly perfect a paint as it is possible to manufacture. It is a ready mixed, ready to use House Paint, which combines the long wearing qualities of lead with the film hardening qualities of zinc.

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

Recommended as the perfect finishing coat in two-coat painting systems, when used without thinning over Glidden Basecoat as a primer at a spreading rate of about 550 square feet per gallon so as to secure the proper film thickness on finished job. It is a good practice to tint the Basecoat with Glidden Pure Colors in Oil to approximate the color of the finishing coat if a color other than white is used for the last coat.

Coverage—Covers approximately 360 to 400 sq. ft. per gal., 2 coats.

Specification—Nos. 1 and 2, pages 10 and 11

★**BASECOAT**—A remarkable paint to be used as a first or priming coat on new or old work such as porch floors and the exteriors of residences, barns and other out-buildings. The long oil Spar Varnish used in the vehicle of Basecoat has the same elasticity as oil and seals the wood against moisture, forming an impervious film more durable than that of linseed oil. Basecoat dries hard and eliminates any possibility of blistering, peeling, and checking of succeeding coats. It is furnished in white only but can be tinted with Glidden Pure Colors in Oil to approximate the shade of the finishing coat.

Coverage—Covers approximately 600 sq. ft. per gal.

Specification—Nos. 1 and 2, pages 10 and 11

★**TITAN-O-ZINC WHITE PASTE PAINT** provides an unusually white paint that retains its whiteness, covers further per gallon and more solidly in one coat than other paints and takes more reduction with linseed oil and turpentine than other pastes. The basic pigment is Titanium Oxide combined with sun-proof Lithopone and just enough Zinc Oxide to give it necessary hardness of film which retards chalking and leaves the surface in perfect condition for repainting. Titan-O-Zinc is particularly recommended in smoky districts where fumes are prevalent. It is supplied in white only but may be colored as desired by adding Glidden Pure Colors in Oil.

Coverage—After reduction as recommended, covers 360 to 400 sq. ft. per gal., 2 coats.

Specification—No. 3, page 11

★**EUSTON WHITE LEAD IN OIL** is another Glidden achievement. Its chief characteristic is its unusual whiteness, far excelling that of other white leads.

In addition it produces at least 10 per cent more paint per 100 lbs. than other brands and covers more solidly because of its opaqueness and produces a more smooth and enamel-like film. All of these properties are attributable to its fineness of grind, except its whiteness, which is the result of the patented process under which it is manufactured. Euston Lead is pure carbonate of lead.

Euston Lead is furnished in three forms: Heavy Paste, Soft Paste, and All Purpose Soft Paste (Specifications furnished on request). The All Purpose Soft Paste is most popular, being easy to break up, applicable to interior decoration as well as exterior and when used as a finishing coat of exterior house paint, requires very little turpentine to produce a smooth, easy-working paint.

Approximate Coverage:

Priming coat	- - - -	700 sq. ft. per gal.
Second coat	- - - -	750 sq. ft. per gal.
Finishing coat	- - - -	750 sq. ft. per gal.

Mixing Instructions—For thinning and mixing see instructions on the label.

FLORENAMEL is a wear-resisting, protective and decorative coating for exterior porch floors. It will successfully withstand the ravages of the elements, the snow and ice of winter, the hot sun and rain of summer plus the grinding action of dust and sand. It is quick drying and under normal conditions can be walked on in six to eight hours. It is furnished in a number of attractive colors.

Coverage—Covers 600 to 700 sq. ft. per gal., 1 coat.

Specification—No. 4, page 11

ENDURANCE IMPERIAL HOUSE PAINT is an exceptionally high grade finish for exterior surfaces. Formulated from the highest grade materials available to give one-coat coverage for repaint work when the surface to be recoated is in good condition for repainting.

Coverage—Covers 550 sq. ft. per gal., 1 coat.

Specification—No. 5, page 11



EXTERIOR FINISHES

STAINS, VARNISHES, PAINTS AND ENAMELS

★**GLID-TONE WOOD PIGMENTED WIPING STAINS** are a major improvement in the stain field. The ten colors are new and modern. They include the popular blond and maple shades. They may be intermixed to produce any number of desired colors.

Coverage—Covers 1000 sq. ft. per gal., 1 coat

Specification—No. 15, page 13

★**GLIDDENS PAR VARNISH** is recommended as the finest varnish available today for either exterior or interior use. It is made from synthetic type resins assuring the maximum of water resistance, elasticity and adhesion. When used outside it retains its gloss and offers every protection against rain, wind, sun, water, and ice and it will not turn white from water. One coat of Gliddenspar gives the same appearance as a job finished in two or more coats of ordinary spar varnish.

Coverage—Covers 650 sq. ft. per gal., first coat and 750 to 850 sq. ft. per gal., second coat.

Specification—No. 7, page 11

LIQUID CEMENT COATING is for damp-resisting and rendering uniform exterior surfaces of concrete, stucco, etc.

It is composed of pigments and specially prepared oils, selected because of their ability to produce an extremely durable and water resisting surface. In sixty days it weathers to a semi-gloss finish resembling concrete in texture and appearance.

Coverage—Covers 300 to 500 square feet per gallon depending on the porosity and texture of the surface.

Specifications—No. 9, page 12

★**NEV-A-RUST** embodies every requirement of a high-grade metal protective paint. It is the result of years of research, experiment, and observation and is a combination of pigments including graphite and red lead combined with linseed oil and China Wood Oil which impart the necessary resistance to weather and the action of acids and gases found in and around industrial centers. It is recommended as a protecting paint on all outdoor surfaces of metal including fences, ornamental iron, grille work, metal stanchions, flag poles, window frames and casings, conduit pipes, smoke stacks, metal roofs, etc. Furnished in shades of gray, red, green, brown and black.

The combination of **NEV-A-RUST** and Liquid Red Lead, if applied as hereafter specified, will adequately protect all the coated metal of any structure from the destructive elements.

NOTE: It is impossible to overestimate the need of an absolutely clean and rust-free steel which must be obtained by thorough sand papering or wire brushing to properly prepare surface for painting.

Coverage—Covers 600 to 700 square feet per gallon, 1 coat.

Specification—No. 8, page 11

GLIDTITE GALVANIZED IRON PRIMER is an ideal primer for galvanized iron and for all sheet metal surfaces including metal sash frames, store fronts, cornices, etc. It is only used as an undercoat and reduces to a minimum the possibility of peeling and scaling so common where ordinary paints are applied to galvanized surfaces.

Coverage—Covers 450 to 500 sq. ft. per gal.

Specification—No. 10, page 12

★**RIPOLIN BLT ENAMEL** is the finest enamel obtainable for exterior work. This enamel represents over 50 years of research and scientific developments which has resulted in world wide approval and acceptance. For complete description see page 7 of this catalog.

Coverage—Covers 750 to 800 sq. ft. per gal., 1 coat.

Specification—No. 19, page 13

OTHER GLIDDEN EXTERIOR FINISHES

★**DRIWAL** for damp-resisting and water-resisting exterior stone, stucco, and brick surfaces. For complete description see our catalog 9/G in Section 9 of Sweet's Architectural file.

WEATHERCOTE ROOF COATING is a pure asphalt suitable for reconditioning and waterproofing all types of composition roofs. Insures protection against water, weather, alkali, common acids, gases, fumes, etc. Applied with regular roof brushes.

LIQUID RED LEAD is recommended wherever a shop coat of red lead is specified. It comes ready to apply, is extremely elastic, and is an excellent rust preventative.

GRAPHITE LIQUID PAINT is recommended for use on any metal surface. It is offered as an alternate to Nev-A-Rust for those who prefer a graphite base paint for this use. Its heat resisting qualities make it especially good for painting chimneys, boilers, etc.

SMOKE STACK BLACK is so formulated that it will bake hard to the metal, practically becoming a part of it and forming an excellent protective film.

TINNERS RED is a popular sheet metal paint, permanent in color and absolutely waterproof. It is quick-drying and elastic; withstands rigid metal bending tests.

PAINTS and STAINS

INTERIOR BASECOAT is the most efficient wall primer that can be used. It seals the most porous surfaces and helps to counteract the alkali and action of hot lime present in many new wall surfaces, and is an excellent sealer for composition boards. All previously painted surfaces of Flat Wall Paint or Water Thinned Paint should receive an application of Basecoat to insure a properly sealed and uniform foundation for succeeding coats of paint. It is quick drying and will set up dry enough for succeeding coats of paint in four hours. In many instances its use will save the application of one coat of finishing material.

Coverage—Covers 300 to 350 sq. ft. per gal., 1 coat over rough surfaces and 400 to 450 sq. ft. per gal., 1 coat over smooth surfaces.

Specification—No. 11, page 12

SPEED-WALL FLAT is an ideal sanitary wall finish recommended for walls, ceilings and other surfaces in residences, theatres, churches, schools, hotels, public buildings and wherever a non-absorbent, washable finish is necessary. Its soft velvety lustre makes it an ideal interior finish and it can be applied over all plaster surfaces, composition wall board, burlap, or any soft wall material and on metal ceilings and wood surfaces. Made in white and many charming soft warm tints.

Coverage—Covers approximately 400 sq. ft. per gal., properly primed, first coat and 450 to 500 sq. ft. per gal., second coat on smooth plaster.

Specification—No. 12, page 12

SPEED-WALL SEMI-GLOSS is a quick-drying, low-lustre finish, highly recommended for use in hospitals, hotels, public buildings, schools, apartment houses, offices and homes. It can be washed repeatedly and easily without harming the finish. Furnished in 12 modern colors.

Coverage—Covers approximately 400 sq. ft. per gal., properly primed, first coat and 500 to 550 sq. ft. per gal., second coat, on smooth plaster.

Specification—No. 13, page 12

No. 70 STIPPLING FLAT WHITE is a high grade finish with easy working properties and is well adapted to dry wall construction, or other surfaces where a stipple effect is desired.

Coverage—Covers approximately 350 to 400 sq. ft. per gal., 1 coat.

Specification—No. 14, page 13

SPRED SATIN, the original synthetic rubber emulsion base wall finish, is the fastest, easiest-to-apply paint made for interior use. For complete description, see Page 9 of this catalog, Specification No. 17.

SPRAY-DAY-LITE is the original one-coat eggshell mill white for spraying or brushing, in white and 10 beautiful colors. For complete description see page 6 of this catalog and Specification No. 18 on page 13.

FOR CONCRETE FLOORS

SYNTHETIC RUBBER BASE

PLI-Namel

PLI-NAMEL is the perfect enamel coating for concrete floors and interior masonry surfaces. It is made with a *synthetic rubber base*, and is highly resistant to water, acids, grease and chemicals. Dries to touch in less than one hour; permits light foot traffic within six hours; dries hard overnight. **PLI-NAMEL** may be scrubbed repeatedly with strong cleaning agents. Gives outstanding performance on masonry walls where severe fume conditions exist. It is very effective against heavy foot and vehicular traffic in manufacturing plants, offices, schools, commercial buildings, etc. **PLI-NAMEL** brings new and better protection to basement floors. Available in six popular colors, plus White and Black. Send for descriptive **PLI-NAMEL** color card.

See **Specification**—No. 34, page 15

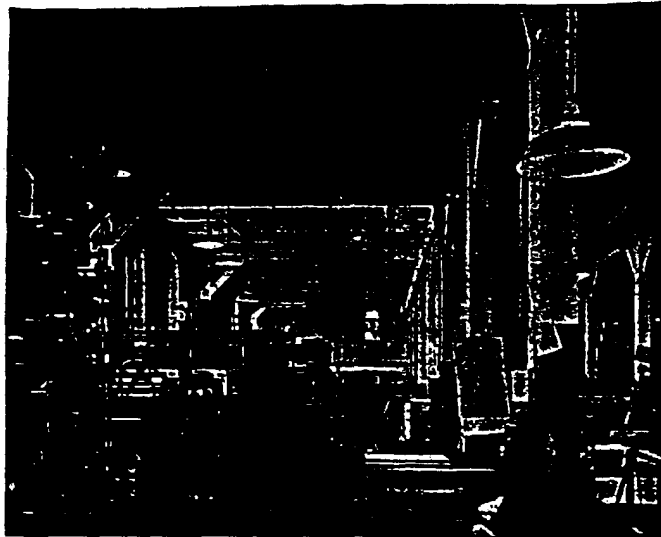


★ SPRAY-DAY-LITE

AND

Testimonials Prove It! ★ BRUSH-DAY-LITE

Thousands Use It!



An Actual Unretouched SPRAY-DAY-LITE Job
INCREASES PRODUCTION THROUGH MORE LIGHT REFLECTION

Spray-Day-Lite reflects maximum amount of light without glare. Less artificial illumination is required. Working conditions are more cheerful. No matter how dark, soiled and dirty a room may be—one coat of Spray-Day-Lite will make it like new! It is durable and economical—lasting from 3 to 8 years. Write for a free copy of the new color chart, an ingenious device that shows many harmonious sight perfecting combinations of the ten standard Spray-Day-Lite colors. See Specification No. 18, page 13.

COVERS ANY SURFACE
NO MATTER HOW
SMOKY OR BLACK
IN ONE COAT

PRODUCES 2-COAT RESULTS WITH MATERIAL AND LABOR COSTS OF ONE COAT

- Washes like tile — may be scrubbed repeatedly.
- Eggshell finish eliminates eye-straining glare.
- One coat equals conventional two coat results.
- Easy to apply by either brush or spray.
- Minimum fog when sprayed — no sags or runs.
- Use on wood, metal, brick, plaster, concrete, or wall board.

The Finest in
Maintenance Finishes
For All Types of
Building Interiors

BAKERIES
APARTMENT BLD'GS
BREWERIES
CANNERIES
DAIRIES
DISTILLERIES
FACORIES
MACHINE SHOPS
FOUNDRIES
PRINTING PLANTS
HOTELS
HOSPITALS
CHURCHES
SCHOOLS
OFFICE BLD'GS
TEXTILES
INSTITUTIONS
HOUSING PROJECTS
RETAIL STORES
LAUNDRIES
RAILROADS and
PUBLIC UTILITIES

ASSOCIATED SPRAY-DAY-LITE PRODUCTS

★ Synthetic Day-Lite WHITE ENAMELS

No. 176 Natural High Gloss
for Tinting
No. 155 High Gloss
No. 61 Gloss
No. 60 Semi-Gloss

Quick Drying—Long Wearing—Non-Yellowing
Brilliant Lustrous Whites
That Stay White

★ Fume Resisting Day-Lite WHITE ENAMELS

No. 25 Eggshell
No. 117 Gloss

Especially Formulated to resist discoloration when subjected to various industrial fume conditions in paper, rubber, rayon, dye, tobacco, chemical, metal plating and food products plants.

★ A Fungicidal Enamel SANI-GIENE

Controls mold and mildew growths during its entire service life. Contains a water insoluble fungicide that does not evaporate or leach out.

Dries to a hard firm surface overnight under normal drying conditions. Maintains its extreme whiteness and withstands repeated washings.

★ Wet Wall Spray-Day-Lite WHITE ENAMELS

No. 32 Primer and Sealer
No. 110 Eggshell
No. 165 Semi-Gloss

For damp surfaces found in breweries, dairies, packing houses and bottling plants. A breather type coating that permits moisture to escape.

★ Cold Spot Spray-Day-Lite Non-Bleeding WHITE

No. 5 Eggshell

For interior surfaces of asphalt, cork, brick, plaster, cement or wood found on the interior of cold storage departments for fruits, vegetables, meat, butter, eggs, fish, etc. No residual odor to contaminate food.

★ Day-Lite DADO ENAMELS

For Lower Walls, Woodwork and Floors

Formulated with a synthetic varnish vehicle to insure proper leveling and flow. Resists dilute acids and alkalis commonly used in cleaning preparations. Dries hard overnight. Made in a wide range of colors to harmonize with all Glidden interior wall finishes.

ENAMELS

★ **RIPOLIN**—Originally made in Europe, later distributed in United States by Glidden. It is internationally known. The secret processes under which the oils composing the vehicle are treated, together with the aging of essential oils, makes Ripolin Enamel a super-product.

It actually improves with age; there are numerous public buildings and fine homes in the United States where 15 years of continuous service have not dimmed the lustre and beauty of Ripolin. Where Ripolin is to be used in colors, Ripolin Undercoat tinted the same shade as the finishing coat should be used.

Ripolin of itself will show a perfectly smooth, even surface without brush-marks, but will not cover irregularities in the under-coating. For this reason great care should be exercised to keep the working pots, brushes and surface to be worked on free from dust, grit, or other foreign matter. For extremely fine work, where there are two coats of enamel to be applied, the first coat of enamel should be rubbed with pumice rather than with sandpaper or steel wool.

★ **RIPOLIN BLT** is furnished in High Gloss, Semi-Gloss (Egg-shell) and Dead Flat White, Gloss and Semi-Gloss Ivory. Any finish desired between the High Gloss and Dead Flat can be obtained by intermixing in varying proportions. To obtain any of the lighter shades, White Ripolin may be tinted by the use of pure color ground in Japan, thinning down the color with a small quantity of turpentine and adding slowly to the enamel until the desired color is obtained. The addition of a large amount of coloring matter to obtain any of the darker shades is not recommended. We will supply darker shades on order.

★ **RIPOLIN Q.D.** The ever increasing demand for a quicker-drying product resulted in Q.D. Ripolin which was developed after years of careful research. Q.D. Ripolin dries in a much shorter length of time than BLT Ripolin but still retains all of its outstanding qualities.

Q.D. Ripolin is manufactured in washable, modern colors, carefully selected by authorities on architecture, and color harmony. This enamel smooths away to a glossy, tile-like finish, free from brush marks and will give lasting beauty to all surfaces where a high grade enamel finish is desired.

Coverage—First coat covers approximately 300 square feet per gallon, 2 coats. Exterior Ripolin covers approximately 360 square feet, 2 coats.

Specification—Nos. 19, 20, 21 and 22 on pages 13 and 14

SUPERIOR SPEDENE ENAMEL—A high gloss enamel that retains its original whiteness and gloss throughout its entire life. Intended primarily for woodwork, it cannot be surpassed as an enamel for wall work in the home, public buildings and hotels where a durable and washable finish is desired. This product is quick-drying and is not blued, so that in the hands of the painter true ivories and creams can be developed through the use of colors-in-oil for tinting.

This material will not sag and its exceptional flowing qualities eliminate all possibilities of brush marks.

Coverage—550 sq. ft. per gal., 1 coat.

Specification—No. 23, page 14

VELVET SPEDENE ENAMEL—A companion product to Superior Spedene Enamel, possessing all of its qualities but drying with an even egg-shell gloss free from flashings and high lights. It works easy under the brush and finishes free from all sags and brush marks.

Coverage—550 sq. ft. per gal., 1 coat.

Specification—No. 24, page 14

No. 45 PROFESSIONAL ENAMEL-WHITE works with exceptional ease—holds a wet edge 20 to 30 minutes. Has better hold-out on porous surface than conventional enamels. One and two coats may be applied to raw wood, plaster, or wallboard and the hold-out is amazing. Has extreme high hiding. Flows out to a beautiful tile-like finish.

Coverage—550 sq. ft. per gal., 1 coat.

Specification—No. 25, page 14

GLIDDENCOAT is a new type of enamel undercoater recently perfected by the Glidden Company. Its outstanding advantage is its quick-drying properties enabling it to be sanded or recoated more quickly than ordinary undercoats, without impairing its leveling or flowing qualities. It levels free from brush marks like the finest grade long oil enamels. It sands easily, but its unusual flow makes only light sanding necessary.

Gliddencoat's sealing qualities hold out the succeeding coats of enamel showing their richness, fullness, and depth of gloss. It is not porous and hence does not absorb any of the liquids that impart these qualities to the enamel coat. Made in white only. On new work, particularly, the first coat should be reduced 10 per cent with turpentine; the second applied as it comes from the can.

Coverage—Covers 450 sq. ft. per gal., first coat and 500 sq. ft. per gal., second coat.

Specification—No. 26, page 14



INTERIOR FINISHES

VARNISHES and FLOOR FINISHES

GLIDDENS PAR VARNISH is recommended for interior work exposed to moisture conditions. For description see page 4.

Coverage—Covers 650 sq. ft. per gal., first coat and 750 to 850 sq. ft. per gal., second coat.

Specification—No. 27, page 14

ROCK-SPAR VARNISH is a heavy bodied varnish. One coat is equivalent to two of an ordinary varnish, for there is no shrinkage on drying. Dries with a deep high gloss. Takes a high reduction. Rock-Spar, being water and wear resisting, is an excellent floor varnish, and is also suitable for woodwork and standing trim—in fact for all interior surfaces.

Coverage—Covers approximately 600 to 700 sq. ft. per gal.

Specification—No. 30, page 15

RAPID-COTE VARNISH is a new synthetic, four hour varnish that dries rapidly, staying wet just long enough to permit free brushing and that does not show brush marks or laps. It is absolutely water-proof, pale in color, elastic and very durable. It was primarily developed for floors and is capable of resisting the wear and abuse to which floors are subjected, consequently, it qualifies as a fine finish for any interior work where a quick-drying varnish is required.

Coverage—Approximately 600 to 700 sq. ft. per gal.

Specification—No. 28, page 14

LIK-A-RUB. A flat finish that dries with a rubbed or egg-shell effect without the expense of the very costly rubbing operation. Follow Specification No. 30 (New Work) up to the last two coats then apply 1 coat of Wearette and a final coat of Lik-A-Rub.

Coverage—Covers approximately 600 sq. ft. per gal., 2 coats.

Specification—See description above

FLOORETTE VARNISH is the highest grade of floor varnish manufactured; heavy body; extreme fullness; high gloss; waterproof; scuffproof, and extremely elastic. Formulated with latest types of synthetic resins.

Coverage—Covers approximately 600 to 700 sq. ft. per gal., 2 coats.

Specification—No. 32, page 15

PENETREX—A penetrating type of finish for floors. It affords unusual protection against staining and discoloration as well as imparting wearing qualities. This product penetrates deeply and seals the pores of the wood. It is best applied by brushing on to the surface liberally and then removing by

wiping off any excess that stays on the surface for more than 15 minutes. A wood surface should be carefully sanded and made smooth before applying the varnish and a light mossaing with steel wool is advisable between coats.

Coverage—Covers 400 to 600 sq. ft. per gal., 1 coat.

Specification—No. 29, page 14

FLORENAMEL FOR WOOD FLOORS is a sanitary, extremely tough synthetic coating for interior wood floors. It will withstand hard wear and repeated washings. Its high gloss and easy working properties also make it ideal for plastered walls where a glossy washable surface is desired. It is quick-drying and under normal conditions can be walked on in from six to eight hours. Made in a wide range of popular colors.

Coverage—Covers approximately 500 sq. ft. per gal., 1 coat.

Specification—No. 33, page 15

FLORENAMEL FOR CONCRETE FLOORS is recognized as a long-wearing finish for concrete floors, because of its resistance to moisture, alkali and acid. It is very tough and will withstand hard wear.

Coverage—Covers 400 sq. ft. per gal., first coat and 500 to 550 sq. ft. per gal., second coat.

Specification—No. 33, page 15

MASTICRETE is a permanent and efficient material for patching or resurfacing all types of traffic-bearing surfaces of concrete, wood, metal, tile, asphalt and composition. It is particularly good for patching floors in factories, warehouses and basements and on sidewalks, loading platforms, runways, etc. It can be applied in any thickness—works down to a feather edge—and will bond securely to any clean, firm surface. Descriptive literature and complete directions available on request.

GYM FLOOR VARNISH is a product for use as its name implies. It is not film forming but penetrates deeply into the wood, making the surface easy to clean and eliminating the unsightly blemishes caused by scratching, scuffing, stain and the burns of gymnasium shoes. In addition to gymnasiums it is recommended for use in schools, public buildings, stores and warehouses as a dependable and economical varnish. It can be mopped onto the floor instead of brushed. Its use instead of shellac is recommended on all floor finishing schedules because there is an affinity between varnish products while varnish will peel and chip from a heavy coat of shellac.

Coverage—Covers approximately 400 sq. ft. per gal., 1 coat.

Specification—No. 31, page 15

SPRED SATIN

THE WONDER WALL FINISH WITH EMULSIFIED SYNTHETIC RUBBER FORMULA—Job Fitted for Architects and Contractors



Spred SATIN was used to decorate the Baroness Erlanger Hospital, Chattanooga, Tenn. Spred SATIN is the ideal finish for new construction as well as extensive alterations in small homes, large office structures, institutions and public buildings.

Glidden Spred SATIN is the original synthetic rubber emulsion base finish that can be applied with amazing high speed to plaster, wallboards, wood, concrete, brick, unglazed tile and wallpaper. Spred SATIN is a fast working paint. *It dries to touch in twenty minutes!* Rooms can be occupied immediately after painting is completed. Small crews can decorate as many as five rooms completely in a single day! Lapmarks blend away, missed spots can be touched up without showing! The unusual rubber-like film enables this material to be used as an undercoater, where the finish coat is also Spred SATIN—no other primer is required. Spred SATIN comes, ready mixed, in fourteen distinctive, satiny colors of popular beauty. The public acceptance of Spred SATIN is your assurance of achieving finest decorating results, when you specify this sensational, revolutionary finish. Spred SATIN meets the high standards of excellence required by the architectural profession, and the construction industry, from the standpoints of decorating beauty, practical durability, and economical speed of application.

A Most Beautiful, Most Washable, Most Colorfast Paint for Diversified Applications

Spred SATIN wall Finish has a strong appeal to hotel, apartment house, institutional and residential managers because of the extreme ease of washability. Spred SATIN can be washed and scrubbed for years with soap and water, yet the rubber-like, colorful film remains unblemished!

Also Available in Deep Colors

Spred SATIN is available in dramatic *deep colors*, which may be used full strength or intermixed for any decorating theme.

Spred SATIN For Schools

...glareless, satiny finish gives maximum eye comfort through "Sight Perfection." Taft Elementary School, Lakewood, Ohio, classrooms are decorated with Spred SATIN.



SPRED Flat

A Soft, Matte, Flat Finish

An economical finish that dries in thirty minutes. Hides most surfaces in one coat. May be cleaned with ordinary wallpaper cleaners. Practically no odor when painting or dry. Comes in fourteen decorator-preferred colors.

SPRED Primer-Sealer

First Coater and Vapor Barrier

A revolutionary, new, ready-mixed primer that seals unusually porous walls and high-suction plaster. Painters can prime walls in one room with extraordinary ease, prime another room, then return and apply finish coats on same day! Also provides a positive, quick, economical vapor barrier on plaster.

SPRED Luster

A Rich, Lustrous Finish

An economical, washable enamel, ideally suited for fast work and gorgeous, decorating beauty. Dries dust free in one hour. Covers plaster, wood, wallboard, brick, wallpaper and concrete. Makes an excellent primer for "hot spots."

PRODUCT SPECIFICATIONS FURNISHED ON REQUEST



GLD32169

SPECIFICATIONS

GENERAL INSTRUCTIONS

Suggestions to aid the architect in preparing complete painting specifications.

1. GENERAL PAINTING CLAUSE. . . . Be it understood that the Instructions to Bidders and the General Conditions applying on the General Contract apply also on the painting contract.

2. WORK TO BE DONE. . . . The work required under a painting contract includes the furnishing of all materials, labor and equipment of every nature which may be required for the proper painting and finishing of the building, all as hereinafter specified, shown on the plans, or implied in either plans, or specifications; that the work be complete in every respect unless definitely excepted by the architect.

3. WORK NOT INCLUDED IN THE PAINTING CONTRACT. N. B. . . . At this point it is well to make a bill of exceptions showing exactly the surfaces which do not come under the painting contract; for example, the back of interior wood trim, which has been shop primed by others.

4. PREPARATORY WORK. . . . All surfaces to be painted shall be in proper condition before the work is begun; that is, the surface shall be perfectly dry, clean and smooth. In case any work is defective, or unsuitable for finishing, the painting contractor shall notify the architect of the fact in writing. If the architect is not so notified, the painting contractor will be held solely responsible for the finished condition of the work.

5. SAMPLES. N. B. . . . In case it will be necessary for the proper completion of the work to match certain samples, the architect should at this point fill in his requirements as to samples which will serve as standards to be matched in finish, color, etc.

6. WORKMANSHIP. . . . All work under this contract shall be executed only by concerns of standing approved by the architect. All work shall be made perfect in material, workmanship and finish. All work shall be done by skilled mechanics. No work shall be done under conditions of weather, or temperature, unsuited to good work.

7. MATERIALS. . . . All materials coming under the painting contract shall be delivered to the building in unbroken packages, bearing the Glidden name and label. Such materials should be used without any adulteration, and only with such thinning as called for in the manufacturers' directions. In case of sealed packages, the seal should not be broken until the contents are to be used. Materials requiring mixing shall be mixed on the premises. All materials must at all times be subject to the inspection and approval of the architect.

8. PROTECTION AGAINST DAMAGE. . . . The painting contractor shall be responsible for the condition of the building in his charge. Due care shall be taken while painting is in process to protect all portions of the building and also all materials belonging to, or installed by, other contractors.

9. PATCHING. . . . Carefully patch and finish all work injured, or marred from whatsoever cause, to the satisfaction of the architect. Upon completion the entire job should be in perfect condition and free from defacements of any nature.

10. FIRE PREVENTION. . . . *Keep all oily rags or waste in covered metal receptacles.*

11. CLEANING. . . . At the completion of work remove all surplus materials, staging, rubbish, etc.; clean off all paint, varnish, stains, etc., from floors, glass, walls, hardware, etc., and leave the premises in perfect condition, acceptable to the architect.

SUMMARY. . . . No paint, varnish, or other finish should ever be applied to a surface containing moisture or bearing scale, rust, dirt, grease—or to any surface not clean and ready to paint.

Any possible alkalinity in plaster, cement, or concrete surfaces must be neutralized.

Neutralize the alkali by giving the wall a wash coat with a solution of two or three pounds of zinc sulphate to a gallon of water.

All nail holes, cracks, etc., must be properly filled with linseed oil putty.

EXTERIOR PAINTS and STAINS

1 ENDURANCE PAINT and BASECOAT NEW WORK

1st Coat—Glidden Basecoat applied as it comes in the container. (Under no condition should this material be reduced.) Allow 72 hours to dry.

NOTE: After the priming coat has dried thoroughly, putty all nail holes, cracks, etc. with a first quality linseed oil putty.

2nd Coat—Brush on coat of Glidden Endurance Paint (Prepared) thinned with a pint of turpentine to each gallon. Allow this coat to dry 72 hours or more.

3rd Coat—A well brushed out coat of Glidden Endurance Paint (Prepared) as it comes in the container.

EXTERIOR PAINTS and STAINS (Continued)

2 ENDURANCE PAINT and BASECOAT OLD WORK

The surface to be repainted shall be dusted free from all foreign matter, loose paint removed by wire brushing and scraping, and rust removed from all eaves, downspouts, or flashings. Loose boards or siding shall be renailed and repairs made to siding over drip caps and window and door headers. The open spaces around door casings, windows and corner boards shall be puttied.

1st Coat—Apply Basecoat over the entire surface, working it well into all spots that have become bare. (Alternate:—If Basecoat is not available reduce Glidden Endurance Paint (Prepared) with one quart of linseed oil and one pint of turpentine to each gallon for application to south and west sides of house and with one quart of turpentine and one pint of linseed oil for east and north sides.)

2nd Coat—This final finishing coat shall be Glidden Endurance Paint (Prepared) as it comes in the container.

3 TITAN-O-ZINC WHITE PASTE PAINT NEW WORK

Same as Specification 1 substituting Glidden Titan-O-Zinc White Paste Paint reduced gal. for gal. with raw linseed oil in place of Glidden Endurance Paint (Prepared) in second and third coats.

4 FLORENAMEL NEW or OLD WORK

1st Coat—Brush on one coat of Basecoat (without reduction) or one coat Glidden Florenamel thinned with one pint of boiled linseed oil and one pint of turpentine to the gallon.

2nd Coat—Allow first coat to dry 24 hours, then apply a full flowing coat of Glidden Florenamel thinned with one pint of boiled linseed oil to the gallon.

3rd Coat—After second coat has dried 24 hours, apply a coat of Glidden Florenamel of color selected that has been thinned with one pint of boiled linseed oil to the gallon.

5 ENDURANCE IMPERIAL HOUSE PAINT NEW or OLD WORK

Recommended as a one-coat finish over old painted surface in good condition for repainting.

If surface is in poor condition, remove all loose paint, scales, blisters and dirt. Make sure the surface is dry. Spot coat bare places with Glidden Exterior Basecoat No. 1851. If surface is porous or weathered, apply a coat of Glidden Exterior Basecoat No. 1851 over the entire surface. Allow to dry at least 48 hours under good drying conditions, then apply Endurance Imperial House Paint full body.

Two-coat System for New Unpainted Surfaces
Prime Coat—Use Glidden Exterior Basecoat No. 1851 at a spreading rate of 450 sq. ft. per gal.

2nd Coat—Use Glidden Imperial House Paint full body. Do not add thinning oils, or oil colors. Use as white only.

6 GLID-TONE WOOD STAINS WOOD

1st Coat—A full coat of Endurance Wood Stain of the color selected.

NOTE: On open-grained woods apply a wash coat of shellac after stain is dry. Fill with Glidden Paste Wood Filler reduced, as needed, with turpentine. Wipe, rubbing across grain, as filler sets. Sandpaper to a smooth surface.

Succeeding Coats—Two or more coats of Wearett Varnish, of a consistency as supplied by Glidden, until desired finish is obtained.

NOTE: Flat Finish . . . LIK-A-RUB dries with a rubbed or egg-shell effect without the expense of the very costly rubbing operation. Apply as a final finish coat after application of Wearett Varnish.

7 GLIDDENS PAR VARNISH NEW or OLD WORK

1st Coat—After sanding wood to a smooth surface, brush on a coat of Glid-Tone Wood Stain. Wipe off excess stain with a soft cloth. Allow 24 hours to dry.

2nd Coat—(Open grained wood only) Sand and fill with Glidden Paste Wood Filler reduced as needed with turpentine or naphtha. Wipe before Filler becomes hard, rubbing across grain hard enough to force the Filler into the pores and remove excess.

3rd Coat—Brush on one coat of Gliddens Par Varnish reduced with one pint of turpentine to each gallon of varnish.

4th Coat—Brush on one coat of Gliddens Par Varnish in the consistency as supplied by the manufacturer and allow to dry.

NOTE: Don't use Shellac anywhere in a schedule embracing Synthetic Varnishes.

8 NEV-A-RUST STRUCTURAL STEEL-METAL

Shop Coat—A priming coat of Glidden Liquid Red Lead as it comes in the container to be applied at the mill.

1st Field Coat—A brush coat of Glidden Nev-A-Rust, of color selected, as it comes in the container.

2nd Field Coat—(Same as 1st Field Coat.)

NOTE: By alternating the colors of the material used in the Field Coats, the architect secures a color contrast between the coats which insures thorough workmanship on inspection.



SPECIFICATIONS

EXTERIOR FINISHES

9 LIQUID CEMENT COATING CONCRETE — STUCCO — BRICK

NEW WORK

1st Coat—To each gallon of Glidden Liquid Cement Coating add one pint of Glidden Liquid Cement Mixing Liquid and brush well into the surface. Allow 36 to 48 hours to dry.

2nd Coat—Brush on a coat of Liquid Cement Coating as it comes in the container. Allow 72 hours for drying.

3rd Coat—One additional coat brushed on evenly.

OLD WORK

Remove all loose paint from old surfaces. Touch up bare spots with Glidden's Liquid Cement Coating that has been thinned 25% with Liquid Cement Mixing Liquid.

1st Coat—Apply one coat of Liquid Cement Coat-

ing, to the entire surface after having reduced it in the ratio of four to one with Liquid Cement Mixing Liquid.

2nd Coat—The second coat shall be Liquid Cement Coating applied full body and brushed well onto and into the surface.

10 GLIDTITE GALVANIZED IRON PRIMER NEW or OLD WORK

Apply a brush coat of the following solution: Dissolve 1 ounce each of Chloride of Copper, Sal Ammoniac and Nitrate of Copper in $\frac{1}{2}$ gallon of water in an earthenware vessel. When dissolved add 1 ounce of Hydrochloric Acid. Allow 24 hours to dry and then use a stiff brush to remove the powder which has formed.

Follow immediately with one coat of Gliddite Galvanized Iron Primer. Finishing coats should be of Glidden Endurance Paint (Prepared), Nev-A-Rust or other exterior paint.

INTERIOR FINISHES

GENERAL INSTRUCTIONS

All wall surfaces should be carefully checked for "hot" spots caused by excessive lime in the body coat. A litmus paper or phenolphthalein applied to those spots that indicate an alkaline condition should be used to prove whether such a condition exists. All Plaster on which "hot" spots appear should be washed previous to the painting with a neutralizing solution made of at least 2 pounds of zinc sulphate dissolved in a gallon of water. Allow this application to dry thoroughly and brush all zinc crystals from the surface.

New walls should be carefully pointed up before priming, cracks should be widened to at least $\frac{1}{4}$ ", and filled flush to the surface with Glidden Patching Plaster.

11 INTERIOR BASECOAT PRIMER

All surfaces, plaster, concrete, brick, stone or surfaces previously painted must be dry and free from all grease, dust and other foreign matter. Reduce Interior Basecoat with 10% of turpentine or mineral spirits. Brush on and allow this coat to dry overnight. Any spots that indicate unusual porosity by dullness should receive a second coat.

12 SPEED-WALL FLAT PLASTER • WALLBOARD NEW WORK

1st Coat—Interior Basecoat reduced 10% with turpentine, mineral spirits or Speed-Wall Mixing Size to which has been added an equal amount of Speed-Wall Flat in the color selected for finishing coats. Allow overnight to dry.

2nd Coat—Speed-Wall Flat to which $\frac{1}{4}$ of the same primer is added per gallon of Flat. Allow overnight to dry.

3rd Coat—Speed-Wall Flat as supplied by Glidden.

13 SPEED-WALL SEMI-GLOSS PLASTER • WALLBOARD NEW WORK

1st Coat—Apply Speed-Wall Interior Basecoat reduced in the proportion of one pint of turpentine or mineral spirits to the gallon. Allow to dry thoroughly overnight.

2nd Coat—Speed-Wall Semi-Gloss as it comes in the container. Allow to dry overnight.

3rd Coat—(Same as 2nd Coat.)

14 No. 70 STIPPLING FLAT WHITE PLASTER • WALLBOARD

NEW WORK

1st Coat—Apply Speed-Wall Interior Basecoat, reduced in proportion of one pint of turpentine or mineral spirits to the gallon.

2nd Coat—Glidden's No. 70 Stippling Flat White.

OLD WORK

All old surfaces shall be carefully cleaned free from grease, smoke and other foreign matter.

Surface Preparation—Large cracks shall be filled with Glidden Patching Plaster, then sized with Speed-Wall Interior Basecoat.

Finish Coat—Glidden No. 70 Stippling Flat White as it comes from the container.

15 GLID-TONE WOOD STAIN (Pigmented Wiping)

Reduce equal parts with Glid-Tone Reducer. Brush a good wet coat on the surface and allow to dry 5 or 6 minutes before wiping off excess stain with a lint-free cloth cross the grain of the wood to partially fill the pores, until a uniform color prevails. Allow to dry overnight before applying finish coats. On open grained woods that have been coated with Glid-Tone and allowed to dry overnight, apply a coat of paste wood filler per directions on can, then apply a coat of Glid-Tone Sealer and when thoroughly dry, apply the finish coat.

16 SPRED-Flat NEW or OLD WORK

Surface Preparation—All surfaces must be perfectly dry. Remove all grease, calcimine, loose dirt or loose paint. An oil base paint as a primer should be applied to nail heads and exposed metal.

Mixing—Stir Spred in its paste form, then add water slowly in an amount not to exceed $\frac{1}{2}$ gal. to the gallon of paste.

1st Coat—All surfaces that indicate uneven porosity, sand finished plaster, cemented wall board seams and patched areas shall receive one coat of Glidden's Hydraulic Primer.

Finishing Coats—Apply each coat generously and evenly without excessive brushing. Level off lightly with tip of brush.

17 Spred SATIN NEW or OLD WORK

Mixing—Stir paint thoroughly with a lifting motion to raise the paint from the bottom. Avoid whipping or shaking. Use Spred SATIN *Deep Colors*, or Glidden *Brilliant Colors* only for tinting. Oil Colors must not be used.

Application—Brushing—Apply generously and evenly with a large flexible brush in relatively short strokes in a limited area; level off lightly with the tip of the brush.

Spraying: Use full body.

May also be applied with a roller.

Dries to touch in 20 minutes.

18 SPRAY-DAY-LITE and BRUSH-DAY-LITE

For walls and ceilings of plaster, brick, tile, concrete, composition board and wood. All surfaces to be cleaned free from carbon deposits, grease, dirt, oil spots, loose paint, kalsomine and whitewash. Clean oil spots thoroughly and apply a coat of aluminum, shellac or other suitable sealers. If the surfaces have never been painted, prime with Spray-Day-Lite No. 142 sealer. Prime water paint surfaces with one coat of Spray-Day-Lite No. 382 Clear. For spongy type wallboard or extra porous surfaces use either of these primers and allow to dry 24 hours before finishing. More detailed specifications for Eggshell, Semi-Gloss, Gloss, Wet Wall, Fume Resistant and Fungi Preventive will be furnished on request.

ENAMELS EXTERIOR

19 RIPOLIN BLT NEW YORK—Exterior

1st Coat—A priming coat of Glidden Basecoat applied without reduction as it comes from the container. Allow 72 hours for drying.

2nd Coat—A full coat of Exterior Ripolin First Coat. Allow 72 to 96 hours for drying.

3rd Coat—Exterior Ripolin First Coat reinforced with 1 quart Exterior Gloss Ripolin to the gallon. Allow 96 hours for drying.

4th Coat—A good full coat of Exterior Gloss Ripolin as it comes from the container.

NOTE: Third coat may be eliminated where cost is a vital factor.



SPECIFICATIONS

INTERIOR FINISHES

ENAMELS INTERIOR

20 RIPOLIN Q.D. NEW WOOD

1st Coat—A priming coat of Ripolin Enamel Undercoat, thinned with 1 quart of raw linseed oil and $\frac{1}{2}$ pint of pure turpentine to the gallon. Allow 48 to 72 hours for drying.

2nd Coat—Full coat of Ripolin Enamel Undercoat. Allow overnight to dry.

3rd Coat—Full coat of Ripolin Enamel Undercoat. Sandpaper this coat to a smooth surface.

4th Coat—Ripolin Enamel Undercoat reinforced with $\frac{1}{2}$ gallon Gloss Ripolin added to the gallon. Sandpaper lightly after drying.

5th Coat—A good flowing coat of Ripolin Enamel. This coat may be thinned with $\frac{1}{2}$ pint of pure turpentine to the gallon. Allow 96 hours for drying; rub smooth with pumice and water.

6th Coat—A good flowing coat of Ripolin Enamel as it comes in the container. DO NOT THIN FINISHING COAT OF RIPOLIN.

NOTE: If expense is of prime importance, 2nd or 5th coats may be omitted, or, if desired, both.

21 RIPOLIN NEW SAPPY WOODS

1st Coat—A priming coat of Ripolin Enamel Undercoat, thinned with $1\frac{1}{2}$ pints of raw linseed oil and $1\frac{1}{2}$ pints pure turpentine to the gallon. Allow 48 to 72 hours for proper drying. Follow Specification 20 from this point.

NOTE: After applying first coat, all woodwork should be thoroughly rubbed down with fine sandpaper or steel wool.

22 RIPOLIN NEW OPEN GRAINED WOODS

1st Coat—A coat of Glidden Paste Wood Filler should be rubbed well into the surface. After this is dry and hard sandpaper the work thoroughly.

2nd Coat—A priming coat of Ripolin Enamel Undercoat, thinned with 1 pint of raw linseed oil and 1 pint of pure spirits of turpentine to the gallon; sandpaper to a smooth surface after thorough drying. Follow Specification 20 from this point.

23 SUPERIOR SPEDENE ENAMEL NEW WORK

1st Coat—A priming coat of Gliddencoat reduced with one pint of turpentine. Dry overnight and sand lightly to remove grain fibres.

2nd Coat—Apply one coat mixed one-half Gliddencoat and one-half Glidden Superior Spedene Enamel.

3rd Coat—Apply one full flowing coat of Superior Spedene Enamel as it comes from the container.

4th Coat—Sand succeeding coat lightly and apply a finishing coat of Superior Spedene Enamel as it comes from the container.

24 VELVET SPEDENE ENAMEL NEW WORK

Follow Specification No. 23 only substituting the name "Velvet Spedene Enamel" for that of Superior Spedene Enamel.

25 No. 45 PROFESSIONAL ENAMEL-WHITE NEW WORK

1st Coat—Apply full body. Allow overnight drying then sand lightly and apply second coat full body.

OLD WORK

Be sure surface is clean. Apply full body. If two coats are needed reduce first coat 10% with mineral spirits.

26 GLIDDENCOAT ENAMEL UNDERCOAT

See Specification No. 23 (Superior Spedene Enamel).

27 GLIDDENS PAR VARNISH NEW WORK

Follow Specification No. 7 on page No. 11.

28 RAPID-COTE VARNISH NEW or OLD WORK

Follow Specification No. 30 for both new and old work substituting "Rapid-Cote Varnish" for Rock-Spar Varnish.

29 PENETREX NEW WORK

Same as Specification No. 31 only substituting "Penetrex" for Gym-Floor Varnish.

30 ROCK-SPAR VARNISH NEW WORK

1st Coat—Open grained wood—should be stained with Glid-Tone Wood Stain, when dry apply a wash coat of Shellac. Then fill surface with Paste Wood Filler as directed on package. When dry, sand smooth. Follow with two coats of Rock-Spar Varnish, reducing first coat 10% with turpentine. Close grained woods will not need the paste Wood Filler.

OLD WORK

Surface should be clean and dry and sanded to a smooth surface. One coat is usually sufficient. Where two coats are needed, reduce first coat 10% with turpentine.

31 GYM FLOOR VARNISH NEW WORK

1st Coat—Apply Glidden Gym Floor Varnish liberally to impregnate entire surface. After first coat has dried for 20 minutes remove any excess material remaining on the surface by wiping. Allow to dry overnight and buff lightly with steel wool.

2nd Coat—Glidden Gym Floor Varnish similarly applied.

32 FLOORETTE VARNISH NEW WORK

1st Coat—A full coat of Endurance Wood Stain of color selected.

2nd Coat—(Open grained woods only.) A brush coat of Glidden Endurance Paste Wood Filler, thinned with turpentine or naphtha to the proper consistency. Remove all excess filler by rubbing across the grain.

3rd Coat—Floorette Varnish reduced 10% with turpentine.

Succeeding Coats—To be Floorette Varnish, applying necessary number to get desired results. Allow 24 hours between each coat.

OLD WORK

Surface Preparation—Make as many applications of diluted stain as may be necessary to match the color of the floor surface. Open grained woods shall be filled. All stained and filled spots shall receive an application of Glidden's Floorette reduced 10% with turpentine.

1st Coat—The entire floor surface shall receive one coat of Glidden's Floorette reduced 10% with turpentine.

2nd Coat—After the first coat has dried 24 hours apply one full flowing coat of Glidden Floorette without reduction.

33 FLORENAMEL NEW or OLD WORK

1st Coat—For first or prime coat on new work, apply one coat of Florenamel reduced 25% with turpentine or mineral spirits. Allow this coat to dry 24 hours.

2nd Coat—Brush on a coat of Florenamel of color selected as it comes from the can.

3rd Coat—Two coats will complete the average job; however, if an additional coat is desirable, apply full body after previous coat has dried 24 hours.

OLD WORK

Omit 1st coat as specified above.

CEMENT FLOORS

Before applying Florenamel to surfaces of concrete or cement, an etching with a 10% muriatic acid wash is suggested to counteract alkali and provide proper tooth. After effervescence has ceased, rinse with clear water until all traces of acid are removed. From this point on follow above specifications for first and second and third coat, if necessary.

34 PLI-NAMEL

For concrete floors. Remove oil and grease with alkaline cleaners, or steam. Then etch with Sani-Flush, applying powder to wet floor by shaking it directly from can; or, a solution of one quart muriatic acid and three quarts of water. Flush with clear water to remove any excess Sani-Flush, or acid.

1st Coat—Thin first coat of Pli-Namel 10% with pure turpentine to increase penetration.

2nd Coat—Apply second coat full body after first coat is thoroughly dried.

Under good drying conditions, allow second coat to dry 48 hours before the floor is subjected to severe wear.

COMPLETE FREE COLOR STUDIO SERVICE FOR ARCHITECTS, BUILDERS, CONTRACTORS

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Serve The Building Industry

With Complete Color Service

Through "Sight Perfection"

Glidden has been recognized in the paint industry as the leading authority on color research and theory for many years. Glidden maintains modern, fully-equipped Color Studios, which devote their entire research to *Sight Perfection* through the use of proper colors—in industrial plants, institutions, schools, office buildings, residences, housing projects, and wherever color is applied. The Glidden Color Studios assemble and distribute individual color prescriptions for architectural painting specifications. This *free* service to architects, builders and painters is the most complete and accurate color service obtainable. The Glidden *Sight Perfection* Color Studios system takes guesswork out of color selection; lets you see the actual paint colors that will go on the job . . . based on the



Above photo shows easy-to-follow Glidden Color Studios presentation of individualized, fully-detailed, on-the-job color styling for decorating interiors.

very latest, scientific color adaptations of correct color harmony.

Requests for Glidden Color Studios' color plans are thoroughly and quickly processed. Miniature room elevations that visualize ceiling, wall and dado in actual paint colors are submitted, with recommendations of the paints to be used.

We invite you to write us today, on any color or decorating problem that you may have, or are planning—on the selection of colors for any building, room or rooms. Address the *Glidden Color Studios, 11001 Madison Avenue, Cleveland 2, Ohio.*

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National Headquarters

Cleveland 2, Ohio

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