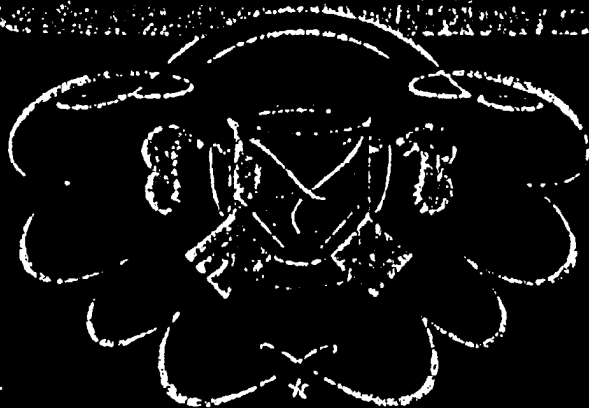


CAMPBELL PAINTS

Their Selling Points and Uses



THE TRUSTED
REGISTERED TRADE MARK
OF THE CAMPBELL PAINT COMPANY

TIME-TESTED PAINTS



Their Selling Points
and Uses

Form No. CF-138 BNSS 2421 E. P.

Printed in U. S. A.

WATER-TURNED
EXTENSION
PAINT PRODUCTS

METAL
PROTECTIVE PAINT

INTERIOR PAINT
PRODUCTS

FLOOR
FINISHES

EMULSIONS

GLD31501

INTRODUCTION

The Purpose of This Manual is to provide a source of authentic information on Time-Tested Paint Products for intelligent selling. Here you will find facts about application, coverage and the purpose of each product . . . facts you can easily find and assimilate . . . facts that will help to sell customers the right paint product for their needs.

What a Salesman Should Know to sell paint the *right* way is brought out in this manual. A salesman to be successful in selling paint must know the *right* answers for customer's painting questions. A salesman must speak with authority about the facts he is quoting . . . he must anticipate the needs of a customer and recommend additional preparation and products if they are necessary for the customer to get a good lasting job. A salesman must know something about color, surface treatments, preparatory work, etc., to build a background for himself so the jobs he sells stay sold and result in repeat business.

How to Use This Manual effectively is the secret of good paint selling. It is divided into sections under which will be found many products that do certain specific jobs of finishing. The products are related one to the other and where advisable, reference is made to similar or allied products in other sections. If an exterior finish is needed it will be found under the exterior finish section, etc. You can't go wrong or miss an opportunity to recommend the right finish for the job in question. Coverage charts for ready reference in figuring the amount of paint necessary to do different sizes and types of surfaces are in the back of the book. A guide to successful painting is contained in the last section.

WATER-THINNED
EXTERIOR
PAINT PRODUCTS

METAL
PROTECTIVE PAINT

INTERIOR PAINT
PRODUCTS

FLOOR
FINISHES

EMULSIONS



EXTERIOR PAINT PRODUCTS

● A home owner does many things when he paints his home. First, he beautifies the surface . . . adding color and cleanliness. Second, he gives his home a protective coating that defies wear and weather. Third, he builds home pride that reflects a better atmosphere for his whole family. And fourth, he protects his investment. These points are basically true for all types of exterior painting, such as public buildings, manufacturing plants, schools, store buildings, etc., as well as homes. Sell paint on this basis . . . the quality and quantity of the jobs you sell will be greatly increased!

EXTERIOR PRODUCTS

Prymlastic

A remarkable paint to be used as a priming coat on new work and on old work where the wood has become bare due to scraping or wire brushing in the removal of loose paint.

Part of the vehicle is a long oil Spar Varnish that has the same elasticity as oil. The Spar Varnish seals the wood surface completely against moisture and gives a better bond to the wood, particularly lumber that is hard and sappy.

This vehicle forms an impervious film that is more durable than that of linseed oil. It is unusually waterproof, dries hard and eliminates the possibility of blistering, peeling and checking of succeeding coats. Succeeding coats of paint will spread farther per gallon over this Time-Tested House Paint Primer than will other primers.

It is furnished in white only and is to be applied to new wood just as it comes from the can without any reduction. It covers approximately 600 square feet per gallon one coat.

CAMPBELL QUALITY — (Prepared) HOUSE PAINT

As nearly a perfect paint as it is possible to manufacture. When applied in accordance with directions it gives maximum protection, and long wear—a paint that is exceptionally economical when measured by years of service. Time-Tested House Paint is made in white and eighteen colors.

USE THE RIGHT PAINT

The greatest expense of any painting job is not the price of the paint, but the *cost of application*. It does not pay either to use cheap paint or to apply good paint carelessly. Such work must be repainted frequently, making additional labor and material cost. Good paint properly applied may have a greater first cost, but in the end it is the most economical.

ONLY FIRST GRADE

There is only one grade of Time-Tested House Paint—Prepared—the best. Broad experience in the manufacture of all kinds of finishes has convinced us that the proper results can never be obtained by the use of inferior paints or varnishes. We believe that the consuming trade prefers to buy quality products.

TIME TESTED PAINT FORMULAE

Our formulae are not theoretical. Each formula has been put through the most rigorous tests and under adverse conditions has shown unexcelled permanence and durability. Aside



EXTERIOR PRODUCTS

from the lead and zinc pigments that have always been considered as the proper bases for outside paint, this product carries just the proper amount of titanated pigments to produce the utmost in opacity. It is so formulated that it eliminates staining and discoloration caused by copper screens and ornamental trimming on many homes.

Don't permit your customers to be misled by exaggerated claims made by some manufacturers as to the coverage that can be obtained from a gallon of their product. Many of these materials carry pigments that have unusual opacity and coverage but some are given to premature chalking, others produce a hard and brittle film. Other materials do not produce sufficient film thickness which are anything but the desired qualities looked for in high grade house paint.

PROPER APPLICATION OF TIME-TESTED HOUSE PAINT—PREPARED

House Paint, like other paint products, must be mixed thoroughly and uniformly. Pour from the can nearly all of the liquid and, with a flat paddle stir the pigments and the remaining portion of the liquid until thoroughly mixed. Add a small portion of the liquid that was poured off to the mixture already made, and thoroughly incorporate it, continuing this process until the entire gallon of paint has been thoroughly mixed. Have an empty container that will hold at least a gallon of paint or as much as has been mixed, and pour the mixed paint back and forth from one container into the other until it is of a smooth and even consistency with the pigments and oil thoroughly and evenly incorporated.

DIRECTIONS FOR USE NEW WORK

New work should always be primed with Time-Tested House Paint Primer. This specially prepared first coater will insure perfect results. The primer is for use on all kinds of wood and particularly the porous and absorbent type such as Cedar and Red Wood. The sappy types such as Yellow Pine, Spruce, Gum, and Fir, will also produce a better finish when properly primed. The primer should be applied as it comes from the container, and at no time should it be reduced.

Second Coat

At least one pint of turpentine to each gallon of paint should be added for this coat. This reduces the gloss of the second coat and produces a surface that will eliminate sagging and crawling of the finishing coat. When applying the second coat to more absorbent lumber such as Cedar and Red Wood, it is advisable to increase the quantity of turpentine, using 1½ pints of turpentine to each gallon of prepared paint.

EXTERIOR PRODUCTS

Third or Finishing Coat

Do not be afraid to use "Elbow Grease". A paint merely flowed on rather than brushed into the surface will not give satisfactory results.

This final coat should be Time-Tested House Paint applied as it comes from the can.

TIME-TESTED PAINT REDUCED FOR PRIMING

Where Time-Tested House Paint Primer is not available, Time-Tested House Paint can be used as a priming or first coat when reduced with raw linseed oil and turpentine, varying the quantity depending on the kind of wood to which it is applied. The purpose of the additional oil in the prime coat is not only to satisfy the wood with oil and properly seal it, but to prevent absorption of succeeding coat. Turpentine added to this coat is to assist penetration, and by absorption, to carry the oil and pigment into the wood, properly seal it, and produce a foundation for succeeding coats which will properly knit and bind together.

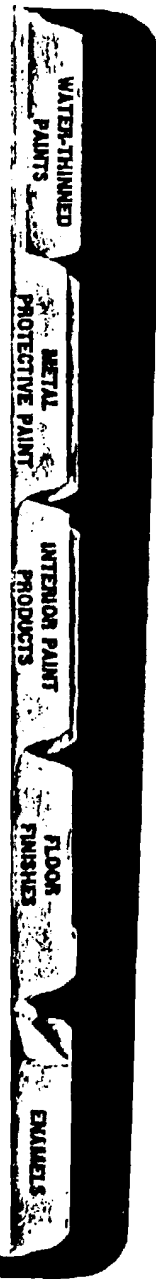
While we have recommended the addition of turpentine in order to assist in the absorption of linseed oil on soft wood, there are other woods such as Yellow Pine, which are full of Pitch. To produce the best results these woods should be primed with a paint only slightly reduced, because of their inability to absorb oil. In such instances, it is best to add no linseed oil but to use a pint of turpentine to each gallon of paint. In Cypress, Fir, Gum, and other woods, where the same condition exists, the elimination of linseed oil is suggested and the use of turpentine recommended as a thinner.

Another practice is to wash the sappy woods with Benzol. Solvent Naphtha or turpentine, before brushing on the paint. This wash dissolves the gum on the surface of the wood and produces a surface soft enough to let the paint, thinned with turpentine take hold. In some instances, a pint of Benzol or Solvent Naphtha is substituted for turpentine and added to each gallon of the paint to further increase penetration. Because of the quick evaporating properties of Benzol, only small quantities of prime coat embodying it can be mixed at one time. Never use Benzol in the second or intermediate coat.

OLD WORK

Any surface to be repainted should be carefully prepared. Foreign matter should be brushed off, all loose paint scraped off with a putty knife or wire brush, rust removed from eaves, downspouts, or flashings, and any loose boards or siding should be renailed. Extreme care should be exercised to see that the siding material is in good shape over drip caps, window and door headers, etc.

Buildings in every part of the country are thirsting for paint. If repainting is deferred too long, surfaces are



EXTERIOR PRODUCTS

extremely dry and porous, and for this reason must again be satisfied with oil. Those exposed to the sun for the longest part of the day will need the most linseed oil. One quart of oil and one pint of turpentine added to each gallon of Prepared House Paint is recommended on the first coat, while on the unexposed side, one pint of oil and one quart of turpentine is advisable for a first coat.

A repaint job requires two coats and in cases where the lumber has been exposed, Time-Tested House Paint Primer should be applied as a primer, or Prepared House Paint may be used, thinned as recommended under "New Work". The final, or finishing coat, on old work should be *Time-Tested House Paint Prepared* just as it comes from the can.

Titan-O-Zinc Outside White

This product can rightfully be termed the "ROLLS-ROYCE" of exterior paints. Here is a paint product that will spread farther per gallon, cover more solidly with one coat, and retain its pure whiteness under adverse conditions.

It is similar to a paint that has been made in Europe for many years. Lead Paints are banned in Europe because of the danger of Lead Poisoning. It is lead free, consequently, non-poisonous. Not only is it ideal for residence painting and every other exterior surface, but the attention of the farmer is especially called to this product as it eliminates all possibility of lead poisoning of live stock characteristically known as "cribbers".

This product is formulated so that it will not stain from copper screens and the brass and iron trim found on many residences, or from nail heads which become bare and produce rust stains.

Zolith House Paint

The result of years of research work and practical tests, it is a perfectly balanced formula, its pigments are ground in refined linseed oil, a pale liquid dryer, and nothing else. It will not break, chip, or crack, and leaves a perfect surface for repainting. It is white and stays white; and what is also important, costs less and is truly economical.

Made in White only but it can be tinted to any shade desired by using Colors in Oil. It covers 720 square feet one coat per gallon.

Super-Test Paint

This is a dependable, economical paint for exterior use. It is made of products selected for their quality and is an easy working, long wearing, and a solid covering paint.

In addition to its exterior application, it is well adapted to household use. It is satisfactory for painting interior wood

EXTERIOR PRODUCTS

Sell Two Coat Paint Jobs!

Time-Tested House Paint Primer

(For the First Coat)

With

**Time-Tested House Paint
(Prepared)**

(For the Second Coat)



Time-Tested House Paint Primer is the perfect primer for house painting. It is made of the same basic materials used in the finest exterior varnishes, together with cor-

rect, balanced pigments to make it waterproof. It prevents absorption of moisture and seals the surface perfectly on new wood and old. One coat of PRIMER and a second coat of Prepared Paint on new work produces a thickness of film that meets the most rigid specifications for two coat work.



How to Sell More

PORCH & DECK PAINT

Recommend that porch sills and joists be protected with Porch and Deck Paint to eliminate rot and decay. Suggest that the underneath parts of the steps and porch floor need protection and your Porch and Deck Paint volume will increase as will the appreciation of your customers.

WATER-THINNED
PAINTS

METAL
PROTECTIVE PAINT

INTERIOR PAINT
PRODUCTS

FLOOR
FINISHES

EXAMENTS

EXTERIOR PRODUCTS

work, cupboards, etc., and for other decorating and painting around the home. This line contains many colors that are well adapted for walls where a long-wearing washable paint is required.

Reduced 100% with equal quantities of turpentine or naphtha mineral spirits and linseed oil, Handy Home will make an exceptionally long-wearing shingle stain.

It is made in 16 different colors, Gloss and Flat, White and Black. It covers 600 square feet per gallon, one coat.

PASTE AND SEMI-PASTE PAINTS

Paste Paints, while not as common in their uses as prepared paints, have distinct advantages. The dealer is familiar with the economy of Paste Paints from an investment standpoint, and the consumer is also afforded an economy due to its lower cost when reduced for application. Care must be exercised, however, to see that only pure raw linseed oil and pure spirits of turpentine are used in the reduction of Paste Paints.

Titan-O-Zinc Paste Paint

This product embodies all of the outstanding qualities of Prepared Paint. It is unusually white and retains its whiteness; it covers farther per gallon and more solidly in one coat than other paint. This Paste Paint takes more reduction per gallon with linseed oil and turpentine than other pastes. As in our titanated Outside White, the basic pigment is Titanium Oxide combined with sunproof 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. This Time-Tested Paste Paint is an ideal product for use on residences, particularly in those neighborhoods where fumes are prevalent. It is lead free and doesn't discolor. It is also an ideal product for use by real estate operators because one coat covers as well as two coats of ordinary house paint. Painters prefer it as a Paste Paint because they can control its reduction and produce a paint that will meet the cost requirements of their customers.

DIRECTIONS FOR USE

NEW WORK—Surface Preparation

The surface must be dry, free from dirt and all other foreign matter. Knots and sappy places should be given a coat of Aluminum if available, or Shellac.

Priming Coat

We recommend Time-Tested House Paint Primer or this same Paste Paint reduced in the proportion of 6 quarts of linseed oil and 1 quart of turpentine to each gallon of paste. This coat should be well brushed into the wood and allowed to dry thoroughly before applying succeeding coats.

EXTERIOR PRODUCTS

Second Coat

Ordinarily, two coats will produce a satisfactory job and in such instances use the product as directed in the next paragraph under caption, "Finishing Coat". If three coats are to be used, reduce the Paste Paint with 3 to 4 quarts of linseed oil and 1 quart of turpentine to each gallon of paste.

Finishing Coat

After the previous coats have thoroughly dried, apply paint using one gallon of Paste Paint reduced with 5 quarts of raw linseed oil.

OLD WORK—First Coat

Clean the surface carefully, removing all loose paint, blisters, or paint scale with a scraper, wire brush, or by burning. On this work only two coats are necessary. For the first, or priming coat, use this Time-Tested Paste Paint reduced with 5 quarts of linseed oil and 1 quart of turpentine, brushing it well over and into the surface.

Second Coat

Allow the first coat to dry thoroughly before applying the finishing coat, which should be thinned in the proportion of 4 to 5 quarts of linseed oil to each gallon of Paste Paint.

Zinco White Semi-Paste

This Semi-Paste White is a high grade semi-paste paint for exterior and interior use. It is made in semi-paste form to save cost of containers, transportation and handling. The dealer and consumer benefit greatly by this saving.

Semi-Paste White contains every necessary ingredient of a perfect House Paint.

CAUTION: To insure best results, observe the following: Employ a good painter, stir paint thoroughly, have surface to be painted clean and dry, brush each coat well into the wood and sappy knots a coat of aluminum before priming. Do your painting in warm, dry weather if possible.

DIRECTIONS FOR USE

Tinting

If paint is to be tinted, the necessary amount of oil colors should be thoroughly mixed into the paint before adding the oil. Use only high grade oil colors for tinting such as Pure Colors in Oil.

New Work

The best priming coat for new work is Time-tested House Paint Primer, or Semi-Paste reduced in the proportion of 5 quarts of linseed oil and 1 quart of turpentine to a gallon of paste. This should be brushed in thoroughly and allowed sufficient time to become perfectly dry.



EXTERIOR PRODUCTS

For Second Coat Work

Reduce Semi-Paste White in the proportion of 3 to 4 quarts of linseed oil and 1 quart of turpentine to a gallon of paste. Allow sufficient time to become perfectly dry.

For Third and Finishing Coat

Reduce Semi-Paste White in the proportion of one gallon of linseed oil to a gallon of paste.

Old Work

Clean the surface carefully. Remove paint scale or blisters with scraper, wire brush, or by burning. If old paint is chalky, for the first coat add to each gallon of paint one extra pint of pure linseed oil and one-half pint of turpentine, to assist penetration. Finish with Semi-Paste White thinned gallon for gallon with linseed oil.

MISCELLANEOUS HOUSE PAINT PRODUCTS

Cement and Concrete Finish

This product is used to make damp-proof and uniform in color, exterior and interior surfaces of concrete, cement, stucco, unglazed tile, brick and stone, without changing the surface texture. It produces a pleasing decorative effect which, in 90 days' time, dulls down and takes on the true appearance of cement or stucco surfaces.

The pigments are those commonly used in all exterior paints. The vehicle, instead of being Raw Linseed Oil, is a treated oil and is not subject to the same saponification as Linseed Oil when in contact with alkalis. Being more water-proof, it prevents the absorption of moisture that creates active alkali always found in concrete, stucco and brick, and it is quicker drying.

Instructions for Application

Concrete, stucco, brick and stone absorb water rapidly and extreme caution must be used to see that the surface is thoroughly dried out before painting.

NEW WORK

To each gallon of the coating add one quart of Mixing Liquid. This coat should be applied liberally and brushed well into the pores so that it penetrates the surface.

Second Coat

Allow at least 48 hours for the first coat to thoroughly dry. Any spots on the surface that show flat, should receive a second application reduced in the same way as the prime coat. These spots should also be allowed at least 48 hours for drying.

Due to the unusual opacity of this produce, only two coats are necessary for a finished job. The final, or finishing coat, applied just as it comes from the can, and brushed out evenly and uniformly.

EXTERIOR PRODUCTS

OLD WORK

Remove all loose paint from old surfaces, touch up the bare spots, as recommended for the prime coat on new work.

Made in six colors and white. The white can be tinted, as desired, with any of the other shades in the line or with colors in oil.

On concrete, cement, stucco, brick or stone, the first coat will cover from 150 to 240 square feet of surface per gallon, depending on the porosity. The second coat will cover from 350 to 400 square feet per gallon, depending upon the texture of the surface.

Porch and Deck Paint

This product is made especially for use on outside floors of wood or concrete and steps but because of its extreme toughness, weather-resisting, and waterproof qualities, it is equally as well fitted for use on decks of boats, yachts and motor-craft. This product will successfully withstand walking, scraping of chairs, and the action of rain, snow, ice or the hot sun. Even when subjected to water for long periods of time, it will not spot white.

Porch and Deck Paint is manufactured in five popular colors, which cover from 600 to 700 square feet per gallon per coat.

Driwal

Driwal is a product known for years for its excellence and dependability on many of the world's finest and most famous buildings. It is recognized by leading architects, contractors and building managers as the finest water-proofing, stain-proofing and damp-proofing medium available.

Driwal is a colorless protective preparation scientifically designed for the proper treatment of natural and artificial stone, cement, concrete, brick, unglazed tile, Italian marble, mortar, adobe, etc. It is sold in foreign markets and used on many of Europe's finest buildings, among the many being the famous Parthenon at Athens, Greece.

While damp-proofing is the primary purpose of clear Driwal, stain-proofing is a field of almost equal importance, particularly on buildings of natural and artificial stone and of concrete. Clear Driwal is widely recognized for its outstanding value in preventing stain, spotting and discoloration and the general dinginess which commonly results from smoke, soot and grime. It also prevents the formation of salts, alkalies, and sulphides which may be present in the same surface or in the mortar and materials that are used as back-ups. It will check and in many instances entirely prevent effervescence.

Clear Driwal is of special merit for preserving the beauty of Indiana limestone. On structures where precast concrete is used, Driwal may, in a year, save many times its



EXTERIOR PRODUCTS

cost. The breaking and crumbling of concrete and of mortar frequently due to winter freezing of water which has penetrated the surface may often be eliminated.

Clear Driwal contains no wax, no paraffin, no water and is not an emulsion that will be subject to saponification.

An excellent method of application is by a liberal spray coat followed immediately by a brush coat. By this method any runs or accumulation of surplus material on sills or other projections will be picked up. The results of brush applications are equally as satisfactory and for stain or soot prevention one thorough saturating application of clear Driwal is usually sufficient although two applications give more permanent results. For damp-proofing, two applications are always recommended and it will be found more efficient and more economical in the long run. Allow at least 24 hours between coats and where convenient, a lapse of several days between applications is preferable. On stone, Driwal will cover from 175 to 225 square feet per gallon for the first coat and for the second application from 225 to 275 square feet. On more porous surfaces such as cement, stucco or brick, the average coverage is 50 square feet per gallon.

Trim and Trellis Colors

These colors have been subjected to rigorous tests over a long period of time and it has been conclusively proven that they are ideally suited for many uses such as: exterior trim on houses, exterior ornamental iron and grill work, iron fences, trellises, pergolas, lawn furniture and on store fronts.

Trim and Trellis colors are made with synthetic resins and varnishes as a base and should not be confused with products like Prepared House Paint which are linseed oil base materials. They possess extreme weather resistance, will not crack or check, they dry quickly but work like an oil paint under the brush, cover solidly with one coat and are very permanent in color. Will cover approximately 720 sq. ft. per gallon one coat.

Euston Liquid White Lead

Euston Liquid White Lead is manufactured especially for those who desire a ready mixed pure white lead paint. It is particularly for home owners and others who are still firm believers in the supremacy of straight white lead for exterior decoration and who are not in a position to break up paste lead as does the master painter. Euston Liquid White Lead is composed of pure carbonate of lead and linseed oil with just the necessary amount of turpentine dryer. This product has the same extreme whiteness as Euston White Lead, works just as easily under the brush, covers as solidly and, because of its extreme fineness of grind, dries with a smooth, glossy finish closely resembling enamel.

Euston White Lead

Euston White Lead is another Glidden achievement, embodying the same outstanding superior qualities found in their other products. Its chief characteristic is its unusual whiteness which excels that of any other white lead manufactured. Euston White Lead produces at least 10% more paint per 100 pounds than competitive brands and covers more solidly because of its opaqueness. It produces a more smooth and enamel-like film than other leads. All of these properties, with the exception of the whiteness, can be attributed to its fineness of grind. The whiteness of Euston Lead is the result of the secret process under which it is manufactured. Euston Lead is pure carbonate of lead.

There is one quick and effective way to demonstrate the superiority of Euston Lead. Take a piece of glass, spread upon it a small amount of this lead, and place along side another piece of glass with a similar quantity of any competitive lead. The difference in color is surprising, and any prospective purchaser of lead will inevitably select Euston. Our representative will prepare a panel of this kind for you, which can be kept on your paint counter for comparative purposes.

Euston is furnished in three forms—the Heavy Paste, the Soft Paste, and the All-Purpose Soft Paste. Euston All-Purpose Soft Paste is the most popular, because it is easy to break up, and the fact that it can be used for interior decoration as well as exterior, and that, when used as a finishing coat of exterior house paint, it requires very little turpentine to produce a smooth, easy-working paint.

Euston White Lead All-Purpose Soft Paste, reduced with $1\frac{3}{4}$ to 2 gallons of Flatting Oil, produces a solid covering, easy-working flat finish for interior wall decoration. This reduction, based on 100 pounds of Euston Lead, will produce from 5 to $5\frac{1}{4}$ gallons of paint.

This same quantity of flatting oil added to 100 pounds of Euston Lead with additional quantities of boiled linseed oil, or varnish, will produce varying egg-shell effects, depending upon the amount of oil or varnish used.

Following are recommendations for the reduction of Euston White Lead to the proper consistency for the prime coat, intermediate coat, and finishing coat on new work, and for the first and second coat on repaint jobs:

Reduced in keeping with our recommendations, each gallon of Euston White Lead will cover approximately 700 square feet per gallon one coat, which is 10% more surface than is covered by ordinary white lead.



EXTERIOR PRODUCTS

Instructions for Thinning Euston Lead in Oil

REGULAR PASTE (9% OIL)

Repainting Outside Wood—

First Coat

Euston Lead in Oil	100 Lbs.	Pure Turps	2 Gals.
Raw Linseed Oil	2 Gals.	Drier	1 Pt.
		Gallons of Paint	About 7 Gals.

Second Coat

Euston Lead in Oil	100 Lbs.	Pure Turps	1 Pt.
Raw Linseed Oil	3¼-4 Gals.	Drier	1 Pt.
		Gallons of Paint	6¼-7 Gals.

Painting New Outside Wood—

Priming Coat

Euston Lead in Oil	100 Lbs.	Pure Turps	2 Gals.
Raw Linseed Oil	4 Gals.	Drier	1 Pt.
		Gallons of Paint	9 Gals.

Second Coat

Euston Lead in Oil	100 Lbs.	Pure Turps	1½ Gals.
Raw Linseed Oil	1½ Gals.	Drier	1 Pt.
		Gallons of Paint	About 6 Gals.

Third Coat

Euston Lead in Oil	100 Lbs.	Pure Turps	1 Pt.
Raw Linseed Oil	3¼-4 Gals.	Drier	1 Pt.
		Gallons of Paint	6¼-7 Gals.

EUSTON Lead will cover 10% more surface than other Leads.

The preceding tables are not extravagant claims but conservative estimates based on actual experience.

Some Lead literature makes no allowance for windows, doors, or other openings, as we do in this schedule.

APPROXIMATE COVERAGES

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

EXTERIOR PRODUCTS

Instructions for Thinning Euston Lead in Oil and All-Purpose Soft Paste

(9% OIL—2% TURPENTINE)

Repainting Outside Wood—

First Coat

Euston Turpentine Soft Paste	100 Lbs.	Turpentine	1 1/4 Gals.
Linseed Oil	2 Gals.	Drier	1 Pt.
		Gallons of Paint	7 Gals.

Second Coat

Euston Turpentine Soft Paste	100 Lbs.	Turpentine	None
Linseed Oil	3 1/4-4 Gals.	Drier	1 Pt.
		Gallons of Paint	6 1/2-7 Gals.

Painting New Wood—

Priming Coat

Euston All-Purpose Soft Paste	100 Lbs.	Turpentine	1 1/4 Gals.
Linseed Oil	4 Gals.	Drier	1 Pt.
		Gallons of Paint	9 Gals.

Second Coat

Euston All-Purpose Soft Paste	100 Lbs.	Turpentine	1 1/4 Gals.
Linseed Oil	1 1/2 Gals.	Drier	1 Pt.
		Gallons of Paint	6 Gals.

Third Coat

Euston All-Purpose Soft Paste	100 Lbs.	Turpentine	None
Linseed Oil	3 1/4-4 Gals.	Drier	1 Pt.
		Gallons of Paint	6 1/2-7 Gals.

Painting New Outside Wood—

Instructions for Thinning Euston Lead in Oil

SOFT PASTE (12% OIL)

Repainting Outside Wood—

First Coat

Euston Soft Paste Lead	100 Lbs.	Pure Turps	2 Gals.
Raw Linseed Oil	3-3 1/4 Gals.	Drier	1 Pt.
		Gallons of Paint	About 7 Gals.

Second Coat

Euston Soft Paste Lead	100 Lbs.	Drier	1 Pt.
Raw Linseed Oil	3-3 1/4 Gals.	Approximate Gallons of Paint	6 1/2-7 Gals.
Pure Turps	1 Pt.		

Painting New Outside Wood—

Priming Coat

Euston Soft Paste Lead	100 Lbs.	Pure Turps	2 Gals.
Raw Linseed Oil	3 1/4 Gals.	Drier	1 Pt.
		Gallons of Paint	9 Gals.

Second Coat

Euston Soft Paste Lead	100 Lbs.	Pure Turps	1 1/4 Gals.
Raw Linseed Oil	1 1/2 Gals.	Drier	1 Pt.
		Gallons of Paint	6 Gals.

Third Coat

Euston Soft Paste Lead	100 Lbs.	Pure Turps	1 Pt.
Raw Linseed Oil	3-3 1/4 Gals.	Drier	1 Pt.
		Gallons of Paint	6 1/2-7 Gals.

Repainting Outside Wood—(Old Work)—

WATER-THINNED
PAINTS

METAL
PROTECTIVE PAINT

INTERIOR PAINT
PRODUCTS

FLOOR
FINISHES

EXAMINERS



FARM PAINTS

Campbell Quality Barn and Roof Paint

Material of this nature has a wide use, not only on barns but also on factory buildings, outbuildings and many other structures of rough lumber where decoration is secondary to protection from the elements. It is also used extensively on metal buildings, metal roofs, and in the tinshop where it is excellent for painting eaves and down-spouts. Painters also use it for this purpose in connection with house painting.

The pigment used in Red Barn Paint is iron oxide which gives it excellent wearing qualities. This, combined with the essential paint oils, produces a long wearing, elastic, weather-resisting paint.

Barn Paint, particularly the red, is recommended for painting brick buildings. Its waterproof qualities, ability to seal porous brick, and natural brick color together with its low cost make it a satisfactory finish for surfaces of this kind.

Directions for application of Barn Paint are the same as those covered in previous paragraphs on Exterior Painting. Two coats will be found sufficient for most surfaces. The first coat should be thinned with raw linseed oil. This is especially recommended at this time because, for the past several years, the majority of farm buildings have been neglected and the surface must be well satisfied with linseed oil when repainting.

A metal surface should be carefully gone over to remove all rust and scale, after which two coats of barn paint of the color selected can be applied.

For brick the first coat of barn paint should be reduced with Cement Mixing Liquid and any spots that show unusual absorption should be given a second application. Then, after the entire surface has been allowed to dry for at least three days, apply a coat of Barn Paint as it comes from the can.

On a wood surface it will cover approximately 275 square feet two coats to the gallon; on metal, 325; and on brick 200

EXTERIOR PRODUCTS

to 225, two coats to the gallon, depending upon porosity of the surface.

Wagon, Truck, Tractor or Machinery Paint

Wagon, Truck, Tractor or Machinery Paint is a protective, as well as a decorative paint made especially for use on agricultural implements, tractors, farm and delivery wagons, and for outside use generally on either wood or metal. It is estimated that millions of dollars are wasted every year on the farms of the country through rust and deterioration of machinery which is left exposed to the weather without paint protection. Much of this loss may be avoided by giving such machinery occasional coats of Wagon, Truck, Tractor or Machinery Paint.

Wagon, Truck, Tractor or Machinery Paint is furnished in six permanent colors and black, which cover solidly with one coat and maintain their gloss over a long period of time.

All surfaces to be repainted must be clean, dry, and free from grease or rust. Remove grease with gasoline and use sandpaper to remove all rust spots from metal. Use a good brush and spread the paint evenly as it comes from the can after a very thorough stirring. No thinning is required.

*Don't Miss
a Farm Paint Sale!*

There's A
**TIME-TESTED
PAINT PRODUCT**

For Every Farm Paint Need



ROOF PAINTS

Shingle Stain

Shingle Stains embody the same quality material as all other Time-tested products. The base of Shingle Stain is a refined and treated oil which is recognized as the best wood preservative available. Our product is permanent in color and will give long life and protection to the shingles.

NEW WORK

The most practical way to stain shingles is to dip them into a container which will accommodate at least a dozen or more shingles at one time. Then remove them to another receptacle or trough and allow to properly drain. This process will afford protection to all exposed parts of the shingle.

OLD WORK

On all old work the shingles must be brushed and particular care should be used to see that all portions, particularly the edges, are well coated. Two coats are recommended.

COVERING CAPACITY

For dipping, two gallons of stain will cover 1,000 regulation size shingles with a $\frac{3}{4}$ dip. For brushing, 150 square feet is a conservative estimate for one coat. For two coats one gallon will cover 100 square feet.

Rough sawed shingles require 40% more stain than those smoothly finished.

Factory and Roof Paint

When economy is a consideration, this material can be recommended as a very satisfactory paint for general use on interior or exterior surfaces. It is made of high grade materials, covers solidly, and can be used on all buildings, wood or metal. It is also suitable for use on fences, bridges, structural iron work, and other outdoor surfaces. This product finds a large field of use on temporary structures built over sidewalks and around large buildings to protect pedestrians during construction.

Manufactured in dark shades of green, gray, red, brown and black, it covers 600 feet to the gallon one coat on wood and 700 feet on metal.

Cold Process Asphalt (Emulsified)

Asphalt has long been recognized as the most efficient waterproofing medium available. It is asphalt in its purest form carried in suspension by water. After the water has evaporated from the coat applied, there is nothing left on the surface but a protecting film of pure asphalt that will with-

EXTERIOR PRODUCTS

stand the elements for years without becoming brittle. It retains all of the essential life-giving oils found in pure asphalt.

This product has outstanding advantages over the ordinary roof paint in that it actually impregnates the surface. Cold Process Asphalt has no odor, is non-inflammable, and is easy to apply even on damp surfaces. If thinning is necessary, only water need be used.

Brush it on roofs of metal, composition, paper or felt. In industrial plants this product affords unusual protection, not only because of its waterproofing qualities but also because it is resistant to acid. It is a superior coating for water storage tank interiors and, being free from odors, it can be used safely on tanks for the storage of drinking water. Applied to the exterior of foundations below ground level it will waterproof basements holding back all water seepage because of its ability to resist unusual water pressure.

Cold Process Asphalt is also supplied in a cement form which is used to patch holes in roofs, flashing, and gutters. It carries an asbestos fibre that eliminates the possibility of cracking after years of long exposure. This product is best applied by troweling. It covers approximately 80 square feet to the gallon.

Black Roof Paint

This is an acid-free, heavy body paint recommended especially for metal and composition roofs and surfaces subject to exposure. The base of this material is asphalt reduced by the addition of oil to add further life and elasticity. The liquids that it carries retard corrosion and make it an excellent protective coating for all roof surfaces of metal, composition, paper and felt.

Black roof paint will cover 150 square feet per gallon.

Liquid Roof Cement

Liquid Roof Cement is a heavy asphalt paint material combined with asbestos fibre and is used as a protective coating for roofing of any nature and for repairing leaks in gutters, valleys, flashing, etc. It can be applied with a brush and will not sag, creep, blister, crack or peel. Its heavy body permits a heavier application than does Black Roof Paint. It will satisfactorily remedy roof surfaces that are leaking because of small cracks, breaks, or nail holes.

Plastic Roof Cement

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

WATER-THINNED
PAINTS

METAL
PROTECTIVE PAINT

INTERIOR PAINT
PRODUCTS

FLOOR
FINISHES

EMULSIONS

Whole
document

EXTERIOR PRODUCTS

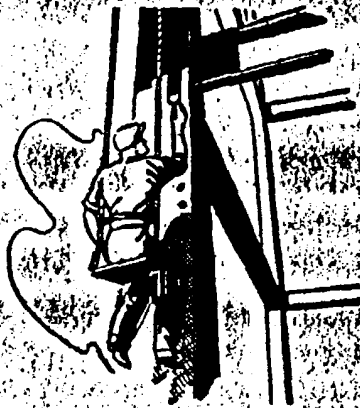
Tinners' Red

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

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

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

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



METAL PROTECTIVE PAINTS

No surface needs the protection of paint so much as metal. Used on the interior or exterior, metal is under constant attack from rust and corrosion. In this section are paints for every paintable metal surface. Apply base coats of one color and finishing coats of another to be sure of complete, lasting protection against all destructive elements.

WATER-THINNED
PAINTS

METAL
PROTECTIVE PAINT

INTERIOR PAINT
PRODUCTS

FLOOR
FINISHES

EXAMITS

GLIDDEN PAINTS

Their Selling Points and Uses



GLIDDEN

Everywhere on Everything

Plastic Roof Cement

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

Tinners' Red

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

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

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

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

ALSO SEE: *Liquid Red Lead.*

INTERIOR PRODUCTS

WALL PAINTS

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

DIRECTIONS FOR WALL PREPARATION

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

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

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

OLD WORK

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

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

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINS, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

Interior Base-Coat (Oil First Coater)

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

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

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

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

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

Speed-Wall Flat Finish

Durable—Sanitary—Washable

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

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

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

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

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

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

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

Speed-Wall-Semi-Gloss Finish

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

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

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

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

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

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

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

Speed-Wall Gloss Interior Finish

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

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

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

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

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINS, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

INTERIOR PRODUCTS

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

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

OTHER FLAT WALL FINISHES

Master Painter's Flat White

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

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

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

Glidden Speedwall Mixing Size

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

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

Glidden Flatting Oil

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

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

INTERIOR PRODUCTS

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

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

Glidden Glazing Liquid

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

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

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

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

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

Dricoat

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

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

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINS, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

INTERIOR PRODUCTS

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

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

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

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

Spray-Day-Lite

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

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

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

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



Recommend



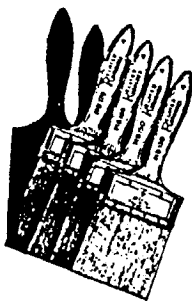
RELATED BRUSHES



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

★ ★ ★ ★ ★

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



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

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINS, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS



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

These DON'TS Make Satisfied Customers

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

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



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



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

MISCELLANEOUS
PRODUCTS

VARNISHES
STAINING, FILLERS

MARINE
FINISHES

FLOOR
FINISHES

ENAMELS

GLIDDEN
Everywhere on Everything

GLD31534