BLIND AND TRELLIS
GREEN

700—Light Green

701—Medium Green

702—Dark Green

These paints have been created to meet the requirements for beautiful shades. These paints maintain their color and wear better than the usual run of materials.

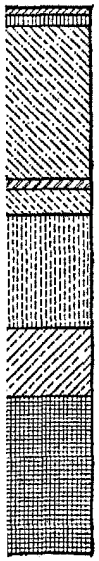
Some of the uses for Blind and Trellis Green, besides the finishing of blinds and trellises, are building trim, benches, flower pots, window boxes, lawn furniture, etc.

WHAT'S INSIDE THE PAINT CAN

Each can of No. 448 Certain-teed Outside White contains 18 pounds of the finest, purest ingredients, combined to form an extra-heavy, superior house paint. This scientific preparation and fine quality are characteristic of all Certain-teed Paints.

There is a reason—and a good one—for each ingredient used in a Certain-teed Paint. There is also a good reason for using an exact percentage of that ingredient.

HERE'S THE STORY . . .



(1) Dryer . . 1.1%	(REFER TO DIAGRAM)
(2) Turpentine . 1.5%	(1) Just enough to dry the paint, not enough to burn it up.
	(2) Pure distilled. Insures bonding between coats and prevents peeling.
(3) Pure Linseed Oil . 28.7%	(3) Aged and refined. Tested for absolute purity and freedom from the destructive "foots" found in cheaper linseed oils not aged. Enough used to thoroughly saturate and coat each particle of pigment. More oil would lower the cost, but sacrifice durability.
(4) Silica . . . 2.0%	(4-5) A great deal of the durability comes from this small 6.8 . . It adds "tooth" for bonding between coats, and helps prevent chalking and cracking because of the reinforcing action. Also prevents settling in the can.
(5) Magnesium Silicate . . 4.8%	
(6) Zinc Oxide . 20.6%	(6) Finest American Process for durability. Just enough used to harden the film and retard chalking. A greater percentage would cause objectionable cracking. Mainly responsible for the extreme whiteness of No. 448.
(7) Basic Lead Sulphate . . 12.4%	(7) Practically the same properties as Basic Lead Carbonate, except that it absorbs much more oil. If it were used altogether, there would be insufficient lead. The 12.4% brightens the color, increases the resistance to sulphur gases, and lessens settling.
(8) Basic Lead Carbonate . 28.9%	(8) The "backbone" of No. 448 is the best Old Dutch Process Corroded White Lead Carbonate. Because of the protective and easy-brushing properties of this pigment, as large a percentage as possible is used, consistent with durability and non-settling. All other ingredients are used to abet and protect it so that it will remain on the surface for the greatest length of time. That is one of the reasons why No. 448 is superior to a paint made entirely from keg white lead by the painter. An all-lead paint would cost less—but it would be inferior.



Certain-teed House Paint

When choosing a color scheme for painting a home exterior keep in mind three important factors:

1. The predominating colors of the houses adjoining it.
2. The colors best adapted to bring out the natural beauty of its architecture.
3. The amount of shrubbery surrounding the house.

Bright or very dark colors are unwise selections for use as body colors on very large areas. However, they are suitable as body colors for refreshment stands, store fronts, etc., where spirited colors are used to attract attention. Intense color combinations can be just as beautiful as assembled soft neutral hues if the colors employed do not clash. Recommended combinations will be found opposite each chip on the color card.

When a house is well hidden by shrubbery, trees, etc., use a very light color if a more active color scheme is desired, but if the house has little or no shrubbery about it, then any color scheme which will work in harmoniously with the first [illegible] portant factors named will be attractive.

Certain teed House Paint covers approximately 350 sq. f gallon, two coats.

CERTAIN-TEED PRODUCTS CORPORA
GENERAL OFFICES, NEW YORK, N. Y.

Form 8001—2-36-H15

CL023826

[redacted]

Certain-teed HOUSE PAINT MEANS HOME

Reduces Your Repair Bills . . . Makes the Home Stay Young

418—Colonial Ivory

SUITABLE TRIMMERS
434—Golden Brown
440—Apple Green
413—Misty Green

416—Cream

448—White
440—Apple Green
434—Golden Brown
413—Misty Green

419—Primrose Yellow

448—White
434—Golden Brown

424—Warm Buff

448—White
435—Russet Brown
418—Colonial Ivory

425—Rich Buff

435—Russet Brown
418—Colonial Ivory
416—Cream

434—Golden Brown

418—Colonial Ivory
416—Cream
438—Antique Brown

435—Russet Brown

440—Apple Green
418—Colonial Ivory
413—Misty Green

437—Chocolate Brown

SUITABLE TRIMMERS
424—Warm Buff
416—Cream
418—Colonial Ivory

438—Antique Brown

Store Fronts, Lattice Work, Blinds (body color for this as trim)
424—Warm Buff
440—Apple Green
406—Warm Gray

402—Gray Tint

416—Cream
418—Colonial Ivory
448—White

401—Silver Gray

448—White
418—Colonial Ivory
416—Cream

404—Steel Gray

448—White
408—Light Slate
418—Colonial Ivory

406—Warm Gray

448—White
418—Colonial Ivory
440—Apple Green

408—Light Slate

SUITABLE TRIMMERS
448—White
418—Colonial Ivory
409—Dark Slate

409—Dark Slate

Store Fronts, Sheds, Trimming
413—Misty Green
416—Cream
406—Warm Gray

412—Light Blue

Porch Ceilings, Window Blinds, Trimming

414—Blue

Trimming, Window Boxes, Lattice, Blinds, Store Fronts (body color with this trim)
416—Cream
406—Warm Gray
413—Misty Green

415—Royal Blue

Store Fronts, Tea Room Walls, Window Boxes, Blinds, etc.
413—Misty Green
416—Cream
406—Warm Gray

413—Misty Green

418—Colonial Ivory
440—Apple Green
448—White

Also 400 High Gloss White; 426 Black; 448 Outside White; 449 Inside White

[redacted]