

CLIMATIC

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PREPARED

house paint is better!



**TIME-TESTED MOUSE
PAINT after 3 years'
exposure shows perfect
paint surface—white,
smooth, properly weathered.**

There is a big difference in home paint. The perfectly balanced formula of THIX-TESTED HOUSE PAINT makes it better. It contains more heavy-bodied pigments than most other paints. It's the reason for whitening and hiding; loaded zinc oxide for mildew resistance and extra durability; magnesium silicate for protection against weathering and abrasion.

Rigid Tests Conducted on
TIME-TESTED PAINTS



a "Time-Tested"
Laboratory chemists,
operating latest
scientific equipment,
give rigid tests to all
soda products—for
consistently high
quality and perform-



• Viscosity feels controlled, uniform, even-bedded paint film, and ensures you good brushing on every paint job, whether it is an exterior or interior surface.



• Bonding leads to pointed metal surfaces, followed by microscopic examinations, determinations, and elasticity of the polymer film—an important factor in the life of



* Accelerated weather tests under extreme heat and artificial sunlight revealed the amount of wear during all seasons of the year.



• Brush-out tests over black and white pencils, show the wonderful hiding qualities of heavy-bodied TIME-TESTED Paints.



• These tests are only a few that are made daily in the "Time-Tested" Lab. Categories to bring you quality pain products that give better service.

TINT-TESTED HOUSE PAINT COLORS	BODY COLOR											
	TINT						TRIM					
Circle Red	Shiner Red	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper
Circle Yellow	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Green	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Brown	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Grey	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle White	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Black	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Gold	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Silver	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Bronze	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Copper	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel
Circle Steel	Shiner Green	Shiner Blue	Shiner Yellow	Shiner Grey	Shiner Brown	Shiner White	Shiner Black	Shiner Gold	Shiner Silver	Shiner Bronze	Shiner Copper	Shiner Steel

**SELECT YOUR COLOR SCHEME
FROM THIS CHART**

The chart above is a convenient reference guide for the selection of harmonious combinations of body, hair and shelter colors for your kitten. For example, to find whether a color combination of Calico/Tabby on the body and Shiner Green on the hair is harmonious, simply locate Calico on the left and Shiner Green on the right. The red dot in the first space indicates an unattractive combination of colors. Many other color combinations are shown. However, all colors, nearly, very good and good combinations are shown in the chart, than more across 15 squares, in the square directly below the Hair-color/ Shelter-color in the top left of each space. The red dot in the first space indicates an unattractive combination of colors. Many other color combinations are shown. However, all colors, nearly, very good and good combinations are shown in the chart.

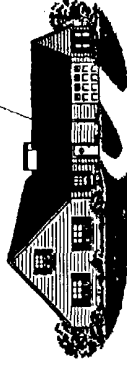
**FOR 2-COAT PAINTING START WITH
ELASTIC SEAL**

... on exterior base-coating—specifically made undercoater for longer-lasting two-coat paint jobs. This tough Time-Tested exterior first coater provides controlled penetration and sealing power against moisture, blistering, cracking and peeling.

More at least is the perfect first coat, primer and sealer, that gives the finish and more body-fitness and elasticity, and cures firm, solid adhesion of the coat then to the surface.

**THEN APPLY
CLIMATIC HOUSE PAINT**

... as a second or final coat, which broke over the specialty prepared base-coat, spreads further and gives better hiding and protection against extreme weather conditions. This two-coat system of base painting gives you the finest paint job possible... one that retains that shiny "just painted" look for years.



Presenting

**ANOTHER TIME-TESTED
PAINT ACHIEVEMENT**

CLIMATIC IMPERIAL HOUSE PAINT

...an entirely different, extra-fine quality white house paint—a paint that costs more in the beginning, but in the long run. This is a premium white house paint that produces premium results. Where the surface is in extreme condition, one coat sometimes is more desirable.

It has the depth and richness of white enamel in appearance. The entirely new formulation establishes a superior, high standard of excellence for one-coat painting—formulated to withstand the constant effect of the elements. This latex paint has extremely easy brush-on, and when cured, is available in many White only.

THERE IS A TIME-TESTED PAINT FOR EVERY PAINTING PURPOSE

The authors of Time-Treated paint products also make the exciting, Wonders of Water Based Spalt®. In addition, they have developed hundreds of other specialty fine Spalt® products, including water-based primers, sealers, and stains. These products are available in 100% water-based formulas, and are available in a wide variety of colors. The authors of Time-Treated paint products also make the exciting, Wonders of Water Based Spalt®. In addition, they have developed hundreds of other specialty fine Spalt® products, including water-based primers, sealers, and stains. These products are available in 100% water-based formulas, and are available in a wide variety of colors.



Elimatic
COX-1 MADE FOR DIXIE TRADE



Glidden Quality Paint

Backed by Time-Tested Laboratories

**THE GLIDDEN COMPANY
THE AMERICAN PAINT WORKS DIVISION
NEW ORLEANS, LOUISIANA**

House Paint

**CONTAINS MORE HEAVY-BODIED
LINSEED OIL PER GALLON...**



Only the finest quality, heavy-bodied, pure Linseed Oil is used in the manufacture of TIME-TESTED HOUSE PAINT. Better, smoother, paintless leveling of the paint film is obtained—without ridges to catch dirt. More gloss, richer beauty and greater permanency is assured.

WHITER WHITE



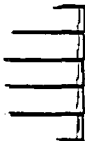
TIME-TESTED HOUSE PAINT contains a scientifically balanced, easy-brushing formulation of Lead, Zinc Oxide and Titanium Dioxide, to produce a brilliant Whiteness, hiding power and surface. TIME-TESTED HOUSE PAINT retains its natural whiteness for years on wood, metal, stucco, brick or concrete.

WEATHER-PROVED



The tough, extra-smooth film of TIME-TESTED HOUSE PAINT resists checking, cracking, and scaling. The elastic film adheres tightly and firmly to the surface, yet expands and contracts with the weather, counteracting the ravages of rain, sunbake, dust, dirt and cold.

CONTROLLED CLEANING



TIME-TESTED HOUSE PAINT is self-cleaning. A thin layer of the paint surface wears away slowly, uniformly, moderately—cleared by winds and rains—leaving a fresh, smooth, brighter appearance for a longer time. After several years of service, the paint film will be in proper condition for repainting.

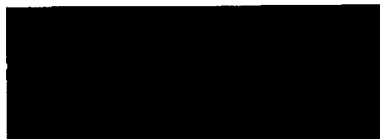
EASY BRUSHING



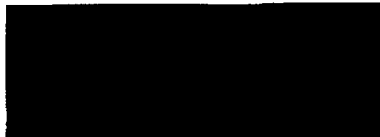
The blend of specially treated raw and heavy-bodied linseed oils in TIME-TESTED HOUSE PAINT makes it extremely easy to brush—an important factor for best results. Use a good brush; we recommend you ask your dealer for a Glidden RELATED paint brush.

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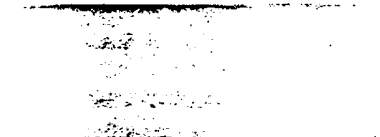
1831—COLONIAL YELLOW



1830—MEDIUM GRAY



1844—THRISTLE GREEN



1827—CREAM



1813—TOBACCO BROWN

ALSO MADE IN 1800 OUTSIDE WHITE, 1802 BLACK AND 1804 TINTING WHITE



1839—LIGHT GRAY



1838—CASTLE RED (Higher Priced)



1856—IVORY



1812—COTTAGE BROWN



1828—CITYLIGHT GREEN (Higher Priced)

FO
TRI



ADD S
These colors,
in perfect har-
monious pro-
portions, hold
their brillian-
cy and con-

NOTE:
on the other
color combina-