GLIDDEN

ENDURANCE WHITE

SEMI-PASTE

GLIDDEN Endurance White Semi-Paste is a durable, dependable, first-quality paint and very economical for the user. It is a notable addition to a long list of famous Glidden quality products.



THE GLIDDEN COMPANY

CLEVELAND TORONTO

Auto Finishes

GLD31493



Glidden Endurance White

SEMI-PASTE

GLIDDEN Endurance White, Semi-Paste, is made to fill the wide demand for a really durable, dependable paint at a reasonable cost. It is a white lead and zinc paint, with the proper percentage of inert pigment, oils and dryers. One gallon of Glidden Endurance White mixed with one gallon of Linseed Oil, makes two gallons of paint ready for use—at a cost 25% less than the cost of high grade prepared paint. This represents a very considerable saving in the cost of any painting job and produces a finish that will stay on and stay white. Its working and covering properties are up to the highest established standards.

PAINT YOUR HOUSE WHITE

A white house is the cleanest, brightest house. The old Colonial style houses, so highly prized as examples of distinctive American home architecture, are always painted white.

TINTED EFFECTS

For tinted effects and trims, Glidden Endurance White may be readily tinted to any desired shade by adding the proper amount of oil color. There is no waste; only the exact quantity necessary need be tinted.

EASY TO APPLY

There are no complications involved in the use of Glidden Endurance White. The *arduous* "breaking up" necessary with lead and oil is eliminated. Glidden Endurance White has all the advantages of a highly quality prepared paint, without its greatest disadvantage—high cost.

PAINT ECONOMY

The best paint economy is to use paint as *often as necessary.* Buildings depreciate rapidly in value when not properly protected from the weather. To postpone painting means greater loss with every day.

Paint now and help conserve the nation's resources. Glidden Endurance White is the paint of economy and conservation. It is not the cheapest paint, but the least *expensive paint when its reasonable cost and* extreme durability are considered.

GLIDDEN QUALITY

The Glidden trademark is the symbol of quality. Glidden has made paints, varnishes and finishes for fifty years and the knowledge and experience acquired during these years goes into every can.

This is your guarantee that Glidden Endurance White will prove to be a lasting investment.



FOR TINTED EFFECTS

FOR the convenience of those who prefer tinted effects to white, we have worked *out formulas for the most popular* tints. The figures given below specify the correct amount of color to tint one gallon of paste to the required shade. For larger quantities multiply these figures by the number of gallons of paste to be tinted.

BLUE (Gray)	2 oz. Cobalt Blue 2½ oz. Lamp Black
BLUE	3 oz. Cobalt Blue 1 oz. Lamp Black
LIGHT BROWN	2 lb. French Ochre 4 oz. Venetian Red Trace Lamp Black
DARK BROWN	2 lbs. French Ochre 2 oz. Lamp Black 4 oz. Venetian Red



GLIDDEN PRODUCTS

JAPSPAR (The all-test varnish)
For exterior and interior surfaces.

M. P. DURABLE INTERIOR VARNISH
For the finest interior wood trim.

M. P. DURABLE FLOOR VARNISH
For floors and stair-treads.

VELVET WHITE ENAMEL
A perfect durable egg-shell finish without rubbing.

SUPERIOR WHITE ENAMEL
For interior use; dries with a high gloss finish.

ENDURANCE WOOD STAINS
A deeply penetrating stain producing richest wood effects. Many beautiful colors.

ENDURANCE COLORSPAR
A durable, colored spar varnish, for outside and inside use; also White.

FLAT WALL FINISH
A velvety finish for wall and ceiling decoration. Many attractive colors and White.

CONCRETE FLOOR DRESSING
A wear resisting paint for concrete floors. A dust preventative. Made in colors and White.

STUCOLOR LIQUID CEMENT COATING
For dampproofing and uniforming exterior surfaces of concrete, stucco, brick, etc. Made in White and colors.

ENDURANCE AUTO FINISHES AND SPECIALTIES
For automobiles, carriages, etc.

JAP-A-LAC HOUSEHOLD FINISHES
For general household use. Many kinds—many colors—many uses.

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Flat Wall Finish. A velvety finish for wall and ceiling decoration. Washable and sanitary. Many attractive colors and White.

French Caen Stone Finish. For reproducing the color and texture of imported block French Caen Stone. For interior or exterior use.

White Cement Enamel. Dries with a porcelain-like tile finish, which is extremely durable. For exterior or interior use.

Concrete Floor Dressing. A wear-resisting paint for concrete floors. A dust preventative. Retards abrasion and prevents absorption of moisture, etc. Made in colors and White.

Stucolor Liquid Cement Coating. For dampproofing, uniforming and decorating exterior and interior surfaces of concrete, stucco, brick, etc. Made in White and many attractive shades.

Stucolor Mixing Liquid. A light colored, transparent drying liquid, especially adapted as a paint mixing vehicle for surfaces of concrete, stucco, brick, etc.

DayLite Mill White. A white enamel paint for concrete, brick, plaster or wood surfaces.

Acidproof Coating. A protective coating for retarding the corrosion of iron and steel, for both shop and field coats. Made in Transparent and colors.

Glidden Barn Red and Barn Gray. A durable paint for barns, roofs, etc. Made with China wood oil and will outwear any linseed oil paint made.

Colorless Waterproofing. A water white liquid, for waterproofing brick, stone, unpolished marble, etc. Does not change the color or texture of the surface. Paint will not adhere to it.

GLIDDEN

GLD31495