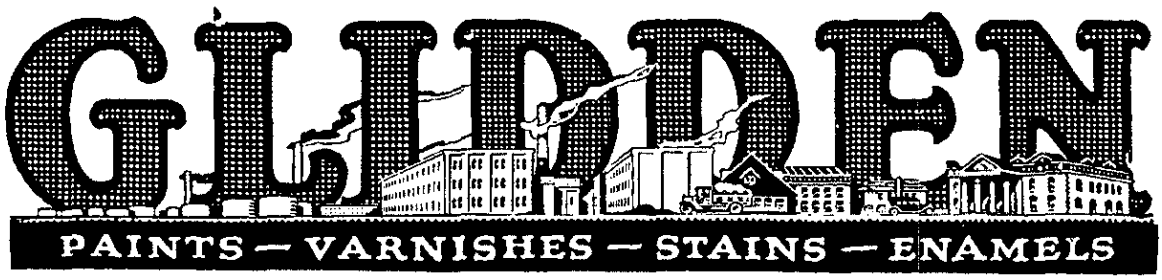


THE name Glidden on the label is a guarantee of quality. Over fifty years' experience in the manufacture of Paints, Varnishes and Specialties for all purposes, together with the most modern manufacturing facilities, insures uniform quality and products that can be depended upon to give perfect satisfaction.

Glidden products are manufactured from the highest grade selected materials, and anyone purchasing brands under the Glidden label can feel assured that he is receiving full value for the price paid and is obtaining the highest grade and standard quality of that particular brand.

THE GLIDDEN COMPANY

National Headquarters Cleveland, Ohio

FACTORIES: Cleveland, Chicago, San Francisco, Reading, Baltimore, New Orleans, St. Louis, St. Paul, Brooklyn.

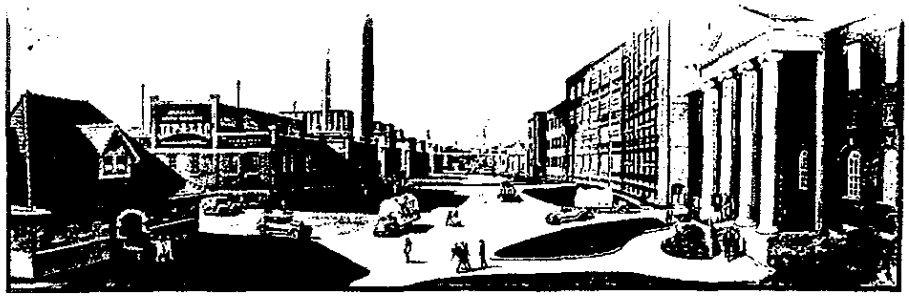
BRANCHES: Brooklyn, Chicago, Kansas City, Boston, Scranton, Evansville, Birmingham, Baltimore, Pittsburgh, Portland, Atlanta, Dallas, Houston, Beaumont, El Paso, Des Moines, Seattle.

IN CANADA

The Glidden Company, Limited, Toronto

BRANCHES: Winnipeg, Montreal

GLI 31626



The Main Plant at Cleveland, Ohio

Glidden Facilities—

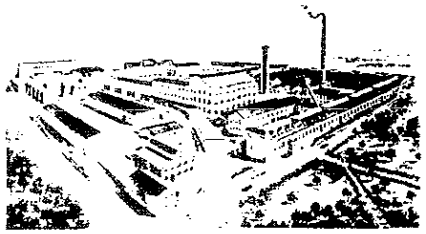
This is the New Orleans Plant

ABILITY to produce both in quality and in quantity is amply evidenced by the great chain of factories and warehouses illustrated on these pages.

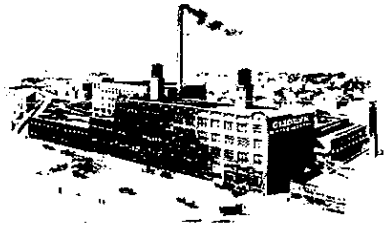
With such complete facilities, including the most modern of buildings and equipment of the latest design, it is no wonder that the Greater Glidden Organization has won its country-wide reputation through actual performance in the manufacture of thoroughly good products.

For the production of the complete line of Glidden Paints there is every type of modern paint making power machines — measuring, mixing, grinding and filling equipment — included in Glidden facilities. Paint mills of the latest design, complete piping and conveying equipment, weighing and measuring facilities all aid in the most economical production.

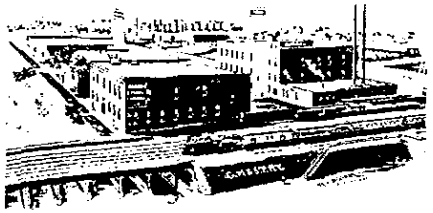
Complete Paint and Varnish Plant at Toronto, Ontario, Canada



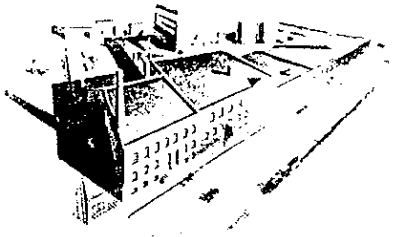
The Reading, Pa., Plant



One of the Paint and Varnish Plants at Chicago



A Large Plant at Chicago Devoted Exclusively to the Manufacture of High Grade Varnishes and Japans



A Complete Plant in St. Paul, Minn.

Eleven Great Factories

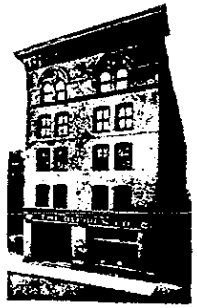
There are eleven Great Glidden Factories—one in Cleveland, two in St. Paul, three in Chicago and one each in San Francisco, Reading, New Orleans, St. Louis and Toronto, Canada.

139	Separate buildings
38	Warehouses
1,431,465	Square feet floor space
63,000	Square feet office space
1,858,800	Gallon storage capacity for raw materials
2,930,005	Gallon storage capacity for finished products
1,032	Paint mixing and grinding machines
143	Varnish fires
9	Power houses
7	Printing plants
7	Chemical laboratories
11	Testing departments
7,260	Feet railroad switch

In addition to the above The Glidden Company control their own oil refineries, their own lithopone plant, lead corroding unit and are operating their own zinc mines and smelters. It is facilities such as these that make it possible for The Glidden Company to control their own raw materials and, as a result, give the trade the best paints and varnishes that finest raw materials and modern equipment can produce.

The Southwestern Trade Is Served Through This Glidden Plant Located at St. Louis, Mo.

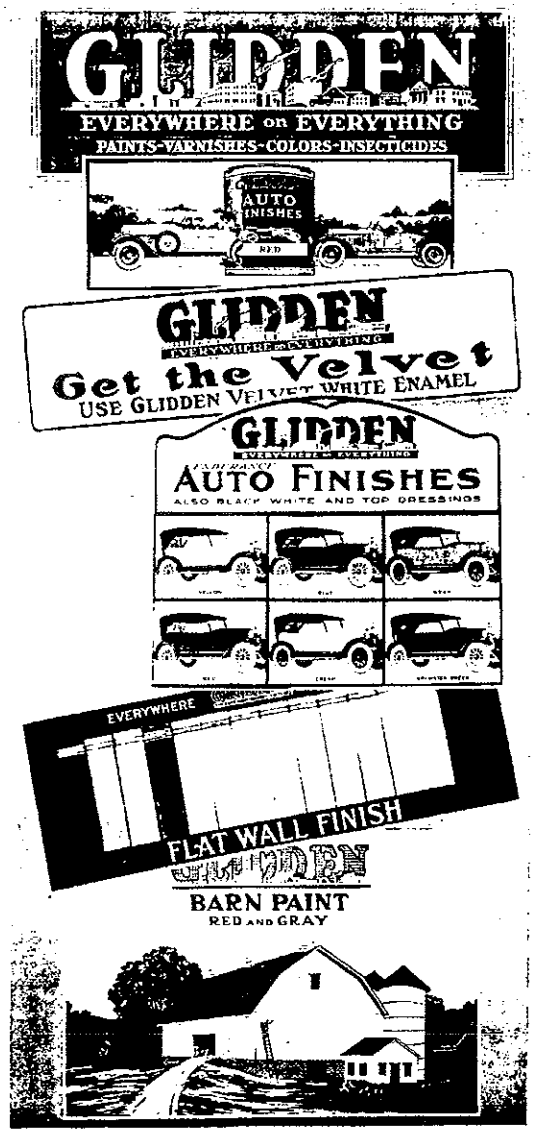
Another Paint and Varnish Plant in Chicago



Another Plant Located in St. Paul, Minn.

The Factory of the Glidden Company of California, San Francisco, Calif.

CLE 22627



Group of Glidden Advertising Display Features

Advertising

GOOD products, good selling, good advertising, are the three essentials of business. And no business can be successfully and permanently built up without all of them. Each one plays its part. Working together they form an unbeatable combination.

Glidden faith in advertising is a matter of merchandising history. Jap-a-lac was the first example of that faith. Largely through the power of advertising this Glidden product is known around the world. Jap-a-lac is today one of the best known trade names in American business.

Advertising applied to the Glidden proposition embraces every known form of the printed word—national publicity, bulletin boards, signs of every type, newspaper advertising, direct mail promotion, movie theatre advertising and a variety of store helps. The very nature of the paint and varnish business gives the manufacturer and the dealer unlimited opportunities for the use of advertising media. Colors lend themselves to advertising display. They provide the opportunity for beautiful panel displays, color displays and color cards as well as illustrations of beautiful home exteriors and interiors, offering the home owner many valuable suggestions.

Co-operation

GLIDDEN advertising includes just such practical helps for the dealer. But while the force of advertising is being utilized in a local way in newspapers, through the mail and in the dealers' stores, a big, broad reputation is continually being built up by the use of the strongest national magazines.

No one of these forces could ever build up such a reputation as Glidden products have attained. It takes the combined strength of them all to bring a steady stream of customers into the stores of Glidden Full Line dealers.

On these pages are grouped the various forms of Glidden advertising. It is aggressive merchandising help of this kind that is working day in and day out for the Glidden dealer. To get the full benefit of this publicity the full line of Glidden products should be in the dealer's stock. One good product sells another. Painters, architects, builders and home owners all have use for a variety of paints, varnishes, stains and enamels. Using one good Glidden product means the use of the others. The full line dealer is thus building up a permanent and highly profitable paint and varnish business. He is reaping the full benefit of Glidden advertising.

You will quickly see why Glidden is the best advertised line on the market.

Types of Glidden Signs, Cutouts, and Displays

GL 231629

Endurance Paint

(PREPARED)

GLIDDEN Endurance Paint is cheap at any price for in the long run a paint of inferior quality costs many times the price of Endurance Paint. It is a durable and economical linseed oil paint of lasting quality, because it has been so carefully made of selected raw materials scientifically combined. Glidden quality proves itself in service.

The Right Way to Paint

For best results observe these precautions. Remember that no paint that is not properly applied will give its greatest value. Not infrequently an inferior paint properly applied will give better service than a better paint carelessly used.

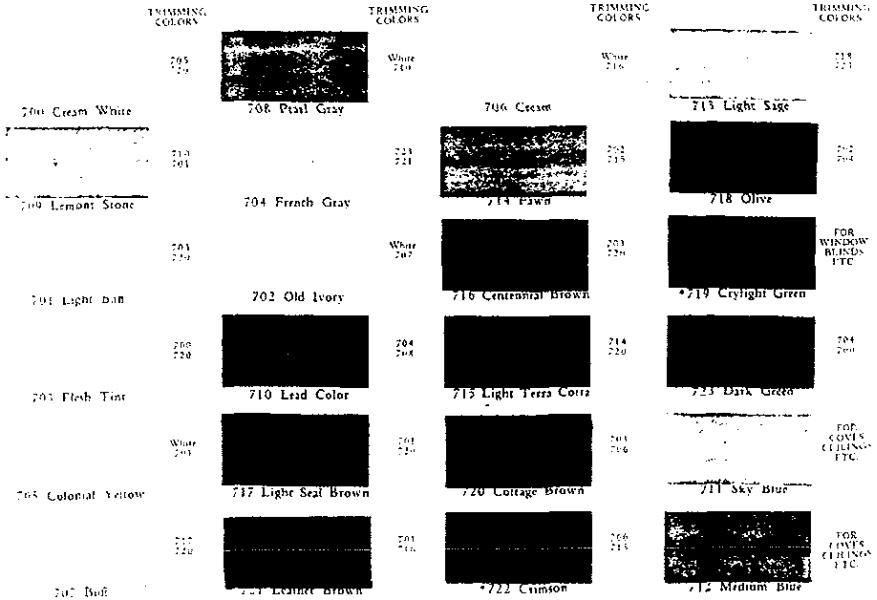
Employ a good reliable painter. Labor is the greatest cost in painting. See that your labor is efficient and thorough, and the paint will give you additional wear.

The surface to be painted should be clean and dry. Old paint if peeled or blistered should be removed with wire brush, sandpaper or burning, depending on its condition. Soot and grease should be washed off and sappy knots should have a coat of shellac.

Do not paint in damp or cold weather when it can be avoided. Paint does not adhere well or dry thoroughly when the surface is moist or when the weather is too cold. On new work it is also best to wait until plastering is thoroughly dry before painting.

No paint can be better than its foundation. Do not paint over Ochres or other cheap primers and do not use non-drying or mineral oils for priming. Improper priming is sure to cause early deterioration in the finishing coats.

Well brushed thin coats are better than heavy coats. Best results are never secured by trying to make two heavy coats do the work when conditions demand three coats. All coats should be well brushed out and allowed sufficient time to dry thoroughly before recoating.



Also Made in Black, Outside White, Inside Gloss White and Inside Flat White

COLORS MARKED (*) ARE HIGHER PRICED

Large Wing Cutout for Glidden Endurance Paint

Use good brushes and only pure linseed oil and pure spirits of turpentine for thinning.

Glidden Endurance Paint (Prepared) contains sufficient driers for average conditions and while we are content to trust the judgment of a good painter in such matters we believe that the best results are secured through the use of raw linseed oil instead of boiled oil. This depends somewhat upon weather and climatic conditions and the discretion of the painter will govern his recommendations.

Directions for Use

Pour off from the can nearly all of the liquid with a flat paddle that will reach the corners of the can, stir the pigment and the remaining portion of liquid together until the mixture is creamy; then add the rest of the liquid a little at a time, continuing the stirring. Then pour the paint from one can to another several times, until it is of smooth, even consistency.

Glidden Endurance Paint (Prepared) as it comes from the can is the proper consistency for finishing coat work. The amount of further thinners that may be added depends on the judgment of the painter, bearing the following conditions in mind:

NEW WORK- For a priming coat add one to two quarts of pure linseed oil to the gallon, depending upon the kind and condition of the wood. For close grained woods, as much as a pint of turpentine to the gallon may also be added, to assist penetration. The closer grained woods, such as hard pine, cypress, spruce, gum and fir, and to a less degree, white pine, poplar, elm and basswood, require thin penetrating priming coats. The more porous woods, such as cedar and redwood are better absorbers and require primers that are longer in oil. This additional thinning may be varied at the discretion of the painter, but remember that Glidden Endurance Paint (Prepared) itself, when properly used, forms the best possible foundation for the succeeding coats.

For the second coat it is well to add a small amount of spirits of turpentine to Glidden Endurance Paint (Prepared). This reduces the gloss of the second coat and gives a better surface for the third coat.

The third coat should be used fairly as it comes from the can under ordinary conditions. Three thin coats are always recommended for new work. Each coat should be brushed out well and allowed sufficient time to dry thoroughly.

OLD WORK— The number of coats required depends on the condition of the old paint. If the old paint is seriously cracked, blistered or checked it should be entirely removed and the surface treated as new work. When the old paint is in good condition, two coats will be sufficient. To the first add a pint of turpentine to the gallon to insure thorough penetration and incorporation with the old paint. The second coat should be applied as it comes from the can.

Whenever Glidden Endurance Paint (Prepared) appears a little too heavy in body for easy working, it may be thinned with a small amount of pure linseed oil, carefully stirred into the paint. Under ordinary circumstances it is never necessary to add driers.

Estimating Quantity

Glidden Endurance Paint (Prepared) as it comes from the can will cover 400 square feet of surface, two coats.

Multiply the number of feet around the house by its average height, and divide by 360. To this figure add one-tenth to one-fifth for edges, architectural decorations, etc. This will give you the number of gallons required for two coat work. If a third coat is to be used, add half again as much. The fraction added will usually provide enough paint for the trim, although these figures are subject to some variation for the reason that conditions are not always the same.

Selection of the Color

This of course depends upon the taste of the purchaser, although we have attempted to indicate at the side of each color chip the color which best harmonize with it when used as a trim.

Endurance Paint (Prepared) is put up in Barrels, Half-barrels, 5 Gals., 1 Gal., ½ Gal.

Glidden Endurance Paint Paddle Rack

GLD21629

Zinc-O-Lith
PURE WHITE

Zinc-O-Lith is a pure White Paint that is white and stays white.

The formula itself is a perfect balance of pigments. Zinc-O-Lith has wonderful covering, hiding and wearing properties. It covers from 20 to 33-1/3 per cent more surface than hand mixed lead in oil paint and will wear at least four years when properly applied. It leaves a perfect surface for repainting and will not break, chip or crack.

Zinc-O-Lith can be tinted to any shade desired. Put up in barrels, ½ barrels, 5's, 1's, ½'s and ¼'s.

Endurance Auto Finishes

Glidden Endurance Auto Finishes are made lasting and durable; they withstand hard usage and repeated washings, for they are made in the same factory and by the same methods that make finishes for manufacturers of high grade motor cars.

CREAM

YELLOW

GRAY

RED

BREWSTER GREEN

BLUE

BLACK
ALSO WHITE

TO INSURE A GOOD JOB

The surface of the car must be absolutely clean and smooth before Glidden Auto Finishes are applied. To get the car ready, then, you should

—Wash the body, fenders and running gear thoroughly with soap and water, being careful to remove all dust, grease and grime. In drying, it is best to use a clean chamois, as a cloth generally leaves bits of lint sticking to the surface around the mouldings, etc.

—Rub down the body with fine sandpaper or pumice stone and water to remove any gloss that remains.

—Dust off the car in order to remove all traces of pumice stone especially in the corners and mouldings.

With the car ready for painting just take a soft, two-inch, badger-hair brush and apply Glidden Auto Finish. You will get the best results if you use even strokes, first horizontally and then up and down, being careful not to use too much enamel on the brush at one time.

When changing the color of your car, two coats should be used; when using yellow, cream or white as body colors over darker colors, a coat of flat ground color should be used.

"When your car needs Glidden Auto Finish don't put it off —PUT IT ON!"

Endurance Auto Finishes are put up in 1's, ½'s, ¼'s, ⅛'s, 1/16's, (Black), ½'s, ¼'s, 1/16's, (all other colors).

A QUICK-SELLING PLAN for a Quick-Selling Specialty

GLIDDEN offers a new plan for increasing Auto Finish sales. We use the mails in the dealers' interest. We provide a free coupon selling plan which will draw customers into the dealer's store to buy Glidden Auto Finishes.

We also mail letters out to a selected list of automobile owners sent in by the dealer. Each letter carries the coupon which entitles the holder to a 25c discount on a quart or more of Glidden Auto Finishes. These coupons are good only when presented at the dealer's store. He makes a sale every time he redeems a coupon; he gains many new customers and establishes better relations with the old trade.

In addition to this we supply a handsome line of interior store advertising features consisting of cut-outs, counter displays, color cards, etc. The beautiful window display shown at the top of this page is lithographed in seven colors. It can be electrically lighted to work day and night in the dealer's window to help him sell Glidden Auto Finishes. The die-cut metal sign shown here is beautifully lithographed, showing cars with cut-out bodies that have the actual colors of Glidden Auto Finishes on them. This display helps the customer select suitable color combinations.

The window display draws customers to your store while the Counter Display and color cards enable the dealer to sell his customers. It is a winning combination and all of these features working together will positively increase the dealer's sales on Glidden Auto Finishes. No plan could be more direct, simple and sure, no plan could be more effective.

Our Newest Window Display in Many Colors

Unusual Counter Display That Pulls Sales

Send for Special
"A QUICK SELLING PLAN"
Portfolio

GL 23 16 30

Glidden Barn Paint

GLIDDEN Barn Paint is a product specially designed to provide a permanent and economical coating for barns, wagon sheds, granaries, silos, windmills, water tanks, storehouses, fences, gates, tenement houses or for factory upkeep purposes, tin roofs, bridges, in fact for most any surface where a durable paint is desired.

Paint Protection is Profitable

In these days of conservation there is no question as to the advisability of painting farm buildings. Properly protected from wear and weather buildings last longer and look better. The prosperous looking farm is always the prosperous farm, and many times a coat of paint will add thousands of dollars to the resale value of your property. The cost of painting is very small compared to the increased value a coat of paint will give to your investment.

Write for Booklet
"BARN PAINT PROFITS"
GLIDDEN COMPANY - CLEVELAND

BARN GRAY

BARN RED

Directions

Glidden Barn Paint is ready to use as it comes from the can. Stir the paint thoroughly and brush out well on the work. Two coats should be used on new work; the first may be thinned by the addition of a small amount of linseed oil to assist penetration. Old work should have one or two coats, depending upon the condition of the surface to be painted.

Be sure that the surface is clean, dry and free from grease. If the old paint is scaled or cracked it should be wire brushed or burned off. Stir the paint thoroughly before using.

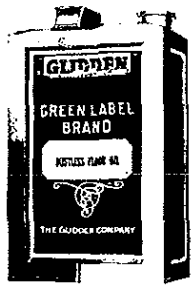
Glidden Barn Paint is put up in barrels, ½ barrels, 5's, 1's.

Black Board Slating

Glidden Blackboard Slating is a high grade product, especially designed for the purpose of surfacing new blackboards or resurfacing old ones. It has good working and covering properties and in a short time dries to a good flat writing surface without luster. It also has exceptional binding properties which eliminate cracking and checking of the finish and make frequent refinishing unnecessary.

For new work we recommend three or four coats to produce a good, lasting writing surface. For old work, one or two coats over the old finish will generally be sufficient.

This product is made in black only and is put up in one-gallon, half-gallon and quart cans.



Dustless Floor Oil

A dustless oil for unfinished floors, a polish for varnished floors, and an efficient ingredient of any sweeping compound. Glidden Floor Oil acts as a dust preventative for floors of stores, factories, public halls, etc. It contains no injurious ingredients. When properly applied it will be absorbed by the wood leaving no greasy and slippery oil film. Just enough oil remains on the surface to prevent dust from arising.

Fine sawdust, moistened with Glidden Floor Oil, makes an effective dustless Sweeping Compound. The oil may also be used as a floor and furniture polish.

Glidden Floor Oil is recommended for use as a thoroughly sanitary and hygienic product, and a valuable aid to cleanliness.

This product is put up in barrels, ½ barrels, 5's, 1's.

Concrete Floor Dressing

A PAINT especially prepared for use upon concrete floors. Dries with a hard, tough, wear resisting film; decorative, waterproof, oilproof and acid resistant. Repeated washings and scrubbings will not affect it. It eliminates dusting which is common to concrete floors and hides completely all blemishes and discolorations in the original surface. Especially recommended for use on concrete floors in hospitals, public buildings, hotel, schools, warehouses, garages, etc.

General Directions

The material should be applied at a temperature of about 70 degrees F., but never lower than 50 degrees and under favorable drying conditions and ventilation.

All floors must be thoroughly dry and seasoned before application of the first coat.

On opening the package, pour off about half the liquid and thoroughly mix up the pigment with a paddle. Slowly add, while constantly stirring, a little of the liquid from time to time, until all of the liquid has been returned and thoroughly mixed.

The first coat should be thoroughly worked into the floor by means of a stiff brush, so as not to leave too much of the dressing on the surface.

Allow 24 to 36 hours or until perfectly dry, then apply second coat after thoroughly mixing as directed above; without reducing or thinning.

Should sections of the floor show unusual absorption of first coat, due to variation in density of concrete, such sections shall receive an additional coat before applying second or finishing coat. These spots or sections should be thoroughly dry before application of finishing coat.

The second coat and third coat, if applied, are to be well brushed out, thus forcing the concrete floor dressing well in the pores of the concrete.

GRAY

LIGHT DRAB

DARK DRAB

TAN

TERRA COTTA

Also Made in White and Transparent. Special Colors Ground to Order

Covering Properties

On the average concrete floor, covering capacity per wine gallon (U. S. Standard Measure) is about 400 sq. ft. on first coat, and from 400 to 500 sq. ft. on second coat, varying according to surface and application.

In Canada, our products are sold by Imperial Measure 20 per cent. more than wine measure; and the covering capacity is therefore proportionately greater.

Caution

Observe Carefully — Where the weather has been rainy or damp for a continued period, unpainted concrete surfaces usually absorb a certain amount of moisture. Therefore, before applying Glidden Concrete Floor Dressing be sure that the concrete has had time to thoroughly dry out.

When concrete floors are laid on bare ground they are subject more or less to seepage and dampness; under such conditions the alkali in the concrete is generally active. On this account entirely satisfactory results cannot be assured unless suitable drainage facilities are provided. Floors must be dry.

In such cases, we recommend coating a small section of the floor and after 48 hours, note the results. If the Dressing remains soft or tacky, it will be useless to apply any paint or dressing to the floor.

Put up in barrels, ½ barrels, 5's, 1's, ¼'s, ⅛'s.

Concrete Patching Compound

Putty-like material for the filling of smaller cracks in concrete surfaces. Color of cement. Put up in barrels, ½ barrels, 100 lbs., 50 lbs., 10 lbs.

GL'23163?

Write for Booklet

RN PAINT PROFITS"

EN COMPANY - CLEVELAND

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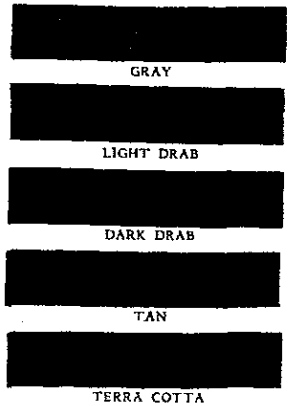

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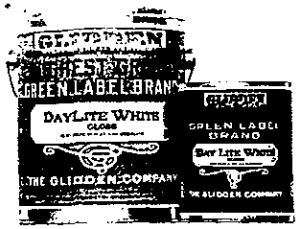


DayLite Mill White

DAYLITE Mill White is an enamel-like wall finish for factories, public buildings and office building. It gives dark walls bright light-reflecting and light-diffusing surfaces. It is durable and will stand the most severe abuse. Walls finished with DayLite can be washed with a hose and water or scrubbed with a brush, and the finish will not be impaired. It is easy to apply and can be brushed or sprayed.

DayLite Mill White is made in gloss, semi-gloss and flat finishes

Perfect results come from two coats, the first flat, the second gloss. A coat of wall primer may be advisable on fresh, green concrete walls. DayLite works equally well on wood, stone, brick, concrete or steel. It can be tinted to any shade with oil colors to harmonize with any scheme of decoration. It covers 500 to 5[illegible] square feet per gallon, depending upon the nature of the surface painted, and dries dust free in a few hours.

Put up in barrels, [illegible] barrels, 5's, 1's.

DayLite White (Paste Paint)

A heavy paste product designed to be reduced gallon for gallon with refined or raw linseed oil for exterior painting to produce soft velvety effects for interior walls and woodwork. Remarkable for its extreme whiteness, opacity and large spreading capacity. A long wearing and economical paint.

Put up in barrels, [illegible] barrels, 5's, 1's.

Sul-Fight Mill White Enamel

Glidden's Sul-Fight Mill White is used for interior decoration of manufacturing establishments where processes are such as to fill the air with sulphurous gases or other fumes. It is the only enamel that will stay white under these conditions.

Manufactured in Flat, Gloss and Semi-Gloss. Put up in barrels [illegible] barrels, 5's, 1's.

Bath Tub Enamel

This enamel dries with a pure white, high gloss finish. It is unexcelled for its whiteness and lasting quality. On account of its porcelain-like hardness it is easily kept clean and is not affected by repeated washing, alkali or atmospheric conditions. It is especially prepared for use on bath tubs, sinks and other similar surfaces.

Bath Tub Enamel Undercoat

This is a fine undercoating for white enamel work. It is especially prepared for use with Glidden's Bath Tub Enamel. The use of this material insures a very durable foundation for the finished coat. It dries hard, tough and nearly flat, and can be used as a finishing coat where a perfect flat finish is required.

These products are put up in [illegible]'s, 5's, 1's.

Enamels and Enamel Undercoats

Superior White Enamel

Superior White Enamel is a pure white gloss enamel of exceptional quality. Combined with all the beauties of the white enamel will be found excellent working qualities and splendid covering capacity. It does not drag under the brush but flows out smoothly and easily.

Velvet White Enamel

Velvet White Enamel is a perfect white enamel that dries with a velvet or rubbed effect. The finish so much desired for high class residences, hotels, institutions, etc. Four coats instead of seven are required when this enamel is employed, and the long time of rubbing is eliminated. It is practical for application on woodwork, plaster and metal surfaces.

Gloss White Enamel

Gloss White Enamel is a medium priced enamel for all classes of enamel work. It brushes easily, flows evenly and dries rapidly. It dries with a good surface that will stand the most severe wear.

These enamels are put up in 5's, 1's, [illegible]'s and [illegible]'s.

Perfect Enamel Undercoat

An exceptionally high grade undercoat that has wonderful spreading and leveling qualities. It dries with a flat white finish and gives a perfect surface for the succeeding enamel coats.

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 pigments and dryers. One gallon of Glidden Endurance White mixed with one gallon of Linseed Oil, makes two gallons of paint [illegible] less than the cost of high-grade prepared paint. The operation [illegible] considerable saving in the cost of any painting job and produces a finish that will stay on and stay white. Its [illegible] and covering properties are up to the highest established standards.

TINTED EFFECTS. For Tinted Effects and Trims Glidden Endurance White may be readily tinted to any desired shade by adding the proper [illegible] of oil colors. There is no waste; only the exact quantity necessary need be tinted.

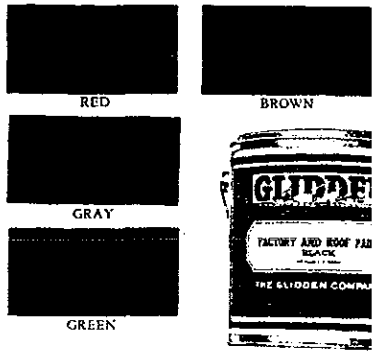
DIRECTIONS. To use Glidden Endurance White mix gallon for gallon with pure Linseed Oil. This makes a paint of the proper consistency for finishing coat work. For priming and first coat the paint may be further reduced with oil or with a small amount of turpentine, in accordance with the judgement of the painter. Under ordinary conditions it is not necessary to use additional drers. By observing the usual precautions and following the usual painting practice any painter can turn out a perfect and durable job with this material.

Put up in barrels, [illegible] barrels.

Factory and Roof Paint

This paint provides an economical, weather resisting coating for all rough wood and metal surfaces. It is extensively used on factory buildings, water tanks, warehouses as well as on barns, bridges, roofs and similar structures.

Put up in barrels, [illegible] barrels, 5's, 1's.



Also made in black

DayLite Mill White

DAYLITE Mill White is an enamel-like wall finish for factories, public buildings and office building. It gives dark walls bright light-reflecting and light-diffusing surfaces. It is durable and will stand the most severe abuse. Walls finished with DayLite can be washed with a hose and water or scrubbed with a brush, and the finish will not be impaired. It is easy to apply and can be brushed or sprayed.

Mill White is made in gloss, semi-gloss and flat finishes

from two coats, the first flat, the of wall primer may be advisable walls. DayLite works equally brick, concrete or steel. It can with oil colors to harmonize with any scheme of decoration. It covers square feet per gallon, depending upon the nature of the surface painted, and dries dust free in a few hours.

Put up in barrels, barrels, 5's, 1's.

DayLite White (Paste Paint)

duct designed to be reduced gallon ed or raw linseed oil for exterior oil velvety effects for interior walls markable for its extreme whiteness, opacity and large spreading capacity. A long wearing and economical paint.

Put up in barrels, barrels, 5's, 1's.

Sul-Fight Mill White Enamel

Glidden's Sul-Fight Mill White is used for interior decoration of manufacturing establishments where processes are such as to fill the air with sulphurous gases or other fumes. It is the only enamel that will stay white under these conditions.

Manufactured in Flat, Gloss and Semi-Gloss. Put up in barrels, barrels, 5's, 1's.

Bath Tub Enamel

with a pure white, high gloss finish. its whiteness and lasting quality. celain-like hardness it is easily kept ted by repeated washing alkali or ns. It is especially prepared for use nd other similar surfaces.

Enamel Undercoat

decoating for white enamel work. It is especially prepared for use with Glidden's Bath Tub Enamel. The use of this material insures a very durable foundation for the finished coat. It dries hard, tough and nearly flat, and can be used as a finishing coat where a perfect flat finish is required.

These products are put up in 's, 's, 's.

Enamels and Enamel Undercoats

Superior White Enamel

Superior White Enamel is a pure white gloss enamel of exceptional quality. Combined with all the beauties of the white enamel will be found excellent working qualities and splendid covering capacity. It does not drag under the brush but flows out smoothly and easily.

Velvet White Enamel

Velvet White Enamel is a perfect white enamel that dries with a velvet or rubbed effect. The finish so much desired for high class residences, hotels, institutions, etc. Four coats instead of seven are required when this enamel is employed, and the long time of rubbing is eliminated. It is practical for application on woodwork, plaster and metal surfaces.

Gloss White Enamel

Gloss White Enamel is a medium priced enamel for all classes of enamel work. It brushes easily, flows out evenly and dries rapidly. It dries with a good hard surface that will stand the most severe wear.

These enamels are put up in 5's, 1's, 's, 's and 's.

Perfect Enamel Undercoat

An exceptionally high grade undercoat that has wonderful spreading and leveling qualities. It dries quickly with a flat white finish and gives a perfect surface for the succeeding enamel coats.

Endurance White Semi-Paste

Glidden Endurance White Semi-Paste is made to fill the wide demand for a durable, dependable paint at a reasonable cost. It is a white lead paint, ground with the proper percentage of inert pigment and volatile. One gallon of *Glidden Endurance White* mixed with one gallon of Linseed Oil, makes two gallons of paint ready for the coat. Over the cost of high-grade prepared paint considerable saving in the cost of any portion of the surface a finish that will stay on and stay white. Its wearing properties are up to the highest established standard.

TINTS: Endurance White for Tinted Effects and Trims Glidden Endurance White is readily tinted to *any desired shade* by mixing the required amount of color. There is no waste; only the amount needed is tinted.

THIN Glidden Endurance White mix gallon for gallon with pure Linseed Oil. This makes a paint of the proper consistency for finishing coat work. For priming and first coat the paint may be further thinned with oil or with a small amount of turpentine in accordance with the judgment of the painter. Under ordinary conditions it is not necessary to use additional driers. By observing the precautions and following the usual painting practice any painter can turn out a perfect and durable job with this material.

Put up in barrels, barrels.

Factory and Roof Paint

This paint provides an economical, weather resisting coating for all rough wood and metal surfaces. It is extensively used on factory buildings, water tanks, and warehouses as well as on barns, bridges, roofs and similar structures.

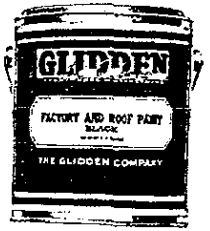
Put up in barrels, barrels, 5's, 1's.

RED

BROWN

GRAY

GREEN



Also made in black

Flat Wall Finish

FOR INTERIOR DECORATION

THIS material is made primarily for use on interior ceilings and for side walls. Because of the durability of its ingredients it can be washed repeatedly without losing its soft, velvety luster. For this reason it is used extensively in homes, office buildings, apartment houses, schools, etc.

Glidden Flat Wall Finish is suitable for any interior wall surface. It can be used upon all plaster surfaces, rough, smooth, sand finished or pebbled; also upon composition wall board, burlap and any other cloth wall coverings, as well as metal ceilings and wood trim.

IVORY

CREAM COLOR

LIGHT GREEN

LIGHT BLUE

PEARL GRAY

MEDIUM GREEN

LIGHT PINK

LIGHT TAN

GREEN TONER

MEDIUM BUFF

OLD ROSE

RED TONER

ALSO MADE IN WHITE, WHICH CAN BE TINTED AS DESIRED

GOLDEN YELLOW

DELFT BLUE

Mixing and Application

MIXING—The pigment and liquid must be thoroughly mixed. To do this, pour off the liquid, thoroughly stir the pigment, then add a small amount of the liquid from time to time, stirring constantly until thoroughly mixed.

NEW SURFACES — Either plaster, wall board, wood or cloth. First coat. One part of Glidden Flat Wall Finish, color selected, and three parts Glidden Flat Wall Primer, properly mixed. This mixture acts as a guide coat, and also prevents absorption of succeeding coats, and on smooth, dense surfaces, covers approximately 500 square feet, one coat, per gallon. The addition of the color to the priming coat gives a foundation color to work upon, and the color being absorbed, prevents to a great degree, any discoloration in case the succeeding coats are marred or scratched. For best results, allow 24 to 36 hours for priming coat to dry, and then apply a second coat Glidden Flat Wall Finish just as it comes from the can, without thinning or reducing. Three coats should be used for best results.

Mixing and Application (Continued)

OLD PLASTER SURFACES—Dust with a stiff brush. If surface is sooty or greasy wash off with good scouring soap and water, finishing with equal parts of clean water and vinegar, and allow to dry thoroughly. Fill the larger cracks, broken places and nail holes, with Plaster of Paris, mixing same with two parts of water to one part of vinegar, to prevent its setting too rapidly. When dry, sandpaper the Plaster of Paris patches and give same one coat of Glidden Flat Wall Primer. When dry, size the wall thoroughly and finish as per above directions for new plaster surfaces. Where the plaster shows hairline cracks, we recommend filling same by extra brushing with the priming coat as well as with second coat.

OLD PAINTED SURFACES—If paint is in good condition, wash clean as directed above and allow to dry. First coat: Equal parts of Glidden Flat Wall Finish, color selected, and Glidden Flat Wall Primer. Allow to dry 24 to 36 hours, and then apply second coat Glidden Flat Wall Finish, used full strength, apply freely.

COVERING CAPACITY—Properly applied, Glidden Flat Wall Finish will cover 400 to 500 square feet one coat, per gallon, U. S. measure; and from 480 to 600 square feet, Imperial measure.

Glidden Flat Wall Finish is put up in barrels, ½ barrels, 5's, 1's, ½'s, ¼'s. White is also put up in ⅛'s.

Attractive Flat Wall Color Combinations

CEILING IVORY

CEILING LIGHT GREEN

CEILING IVORY

CEILING LIGHT BLUE

CEILING LIGHT PINK

CEILING CREAM

WALL MEDIUM GREEN

WALL DELFT BLUE

WALL LIGHT TAN

Flat Wall Primer (Mixing Size)

A sealer for interior walls. Its function is to seal the pores or voids in plaster, and to prevent the sinking in of the finishing coats. Can be used as it comes from the package or mixed half and half with Glidden Flat Wall Finish.

Put up in barrels, ½ barrels, 5's, 1's, ½'s, ¼'s.

Flat Wall First Coater

Not a varnish size, but a prepared oil and pigment material with exceptional penetration and filling properties.

Stops suction in plaster walls and neutralizes to degree the free alkali in the plaster. Put up in barrels, ½ barrels, 5's, 1's, ½'s, ¼'s.

Foundation Coating

A paint specialty that is unexcelled in preventing seepage of water and for dampproofing of walls. Especially designed for application to walls below ground level. A perfect bond for plaster.

Flat Wall Finish

FOR INTERIOR DECORATION

THIS material is made primarily for use on interior ceilings and for side walls. Because of the durability of its ingredients it can be washed repeatedly without losing its soft, velvety luster. For this reason it is used extensively in homes, office buildings, apartment houses, schools, etc.

Flat Wall Finish is suitable for any interior wall surface. It can be used upon faces, rough, smooth, sand finished or pebbled; also upon composition wall and any other cloth wall coverings, as well as metal ceilings and wood trim.

RY	CREAM COLOR	LIGHT GREEN
BLUE	PEARL GRAY	MEDIUM GREEN
		GREEN TONER
PINK	LIGHT TAN	
		RED TONER
M BUFF	OLD ROSE	
	ALSO MADE IN WHITE WHICH CAN BE TINTED AS DESIRED	
YELLOW		DELFT BLUE

Mixing and Application

The pigment and liquid must be xed. To do this, pour off the hly stir the pigment, then add a of the liquid from time to time. tly until thoroughly mixed.

FACES — Either plaster, wall r cloth. First coat. One part of Wall Finish, color selected, and lden Flat Wall Primer, properly ixture acts as a guide coat, and sorption of succeeding coats, and on smooth, dense surfaces, covers approximately 500 square feet, one coat, per gallon. The addition of the color to the priming coat gives a foundation color to work upon, and the color being absorbed, prevents to a great degree, any discoloration in case the succeeding coats are marred or scratched. For best results, allow 24 to 36 hours for priming coat to dry, and then apply a second coat Glidden Flat Wall Finish just as it comes from the can, without thinning or reducing. Three coats should be used for best results.

[illegible] Application [illegible]

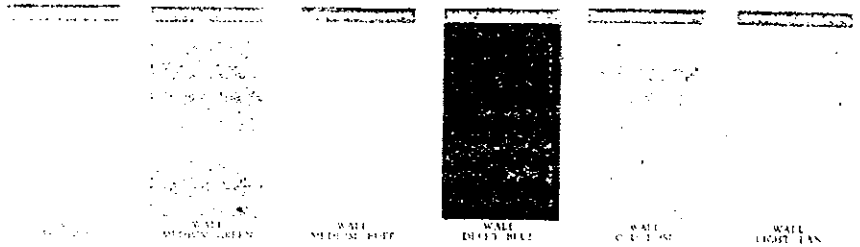
[illegible] SURFACES. Dust with a stiff brush. [illegible] wash off with good [illegible] with equal parts of clean water and vinegar, and allow to dry thoroughly. Fill the layers in the broken places and nail holes, with Plaster of Paris mixing same with two parts of water to one part of vinegar, to prevent its setting too rapidly. When dry, sandpaper the Plaster of Paris patches and give same one coat of Glidden Flat Wall Primer. When dry, size the walls thoroughly and finish as per above directions for new plaster surfaces. Where the plaster shows hairline cracks, we recommend filling same by extra rubbing with the priming coat as well as with second coat.

OLD PAINTED SURFACES. If paint is in good condition, wash clean as directed above and allow to dry. First coat. Equal parts of Glidden Flat Wall Finish, color selected, and Glidden Flat Wall Primer. Allow to dry 24 to 36 hours, and then apply second coat of Glidden Flat Wall Finish, used full strength, applying freely.

COVERING CAPACITY—Properly applied, Glidden Flat Wall Finish will cover 400 to 500 square feet, one coat, per gallon, U. S. measure; and from 480 to 600 square feet, Imperial measure.

Glidden Flat Wall Finish is put up in barrels, ½ barrels, 5's, 1's, [illegible]'s, [illegible]'s. White is also put up in [illegible]'s.

Attractive Flat Wall Color Combinations



Flat Wall Primer (Mixing Size)

A [illegible] walls. Its function is to seal the pores of [illegible] plaster, and to prevent the sinking in of the [illegible] coats. Can be used as it comes from the package or mixed half and half with Glidden Flat Wall Finish.

Put up in barrels, ½ barrels, 5's, 1's, [illegible]'s, [illegible]'s.

Flat Wall First Coater

Now [illegible] a prepared oil and pigment [illegible] foundation and filling properties.

Stops suction in plaster walls and neutralizes to a degree the free alkali in the plaster. Put up in barrels, ½ barrels, 5's, 1's, [illegible]'s, ½'s.

Foundation Coating

GL 22 16 36

A [illegible] specified in preventing [illegible] of walls. Especially designed for application to walls below ground level. A perfect bond for plaster.

Handy Home Paint

THERE *are a thousand and one uses around the home for* a good quality prepared paint that is easy to apply and dries quickly. Glidden Handy Home Paint is made especially for household use and may be used for exterior purposes where a medium-priced paint is desired. It will be found satisfactory in every way for painting interior woodwork, cupboards, kitchen furniture and for doing dozens of odd jobs of decorating and painting around the home.

Glidden Handy Home Paint is made of superior quality raw materials throughout. It works easily, dries thoroughly in twenty-four hours, maintains a good gloss, wears well, and will stand repeated washings with soap and water.

SANDSTONE

CEILING BLUE

APPLE GREEN

CLEAR BUFF

LIGHT LEAD

NILE GREEN

SOUTHERN YELLOW

TRUE BLUE

BLIND GREEN

TERRA COTTA

SEAL BROWN

VERMILION

ALSO MADE IN BLACK AND INSIDE WHITE (FLAT AND GLOSS)

Directions

Stir the paint thoroughly before using. The surface to be coated should be free from dirt and grease and thoroughly dry. Apply the paint as it comes from the can with a good bristle brush and brush out thoroughly in smooth even coats: at least twenty-four hours should be allowed for drying of each coat. Two coats will be found sufficient for ordinary work. Keep the can tightly closed when not using paint. If the paint shows a tendency to become too thick for easy working, after standing for some time, it may be thinned by the addition of a small quantity of pure linseed oil or pure spirits of turpentine. Use boiled linseed oil for inside painting and raw linseed oil for exterior use.

Handy Home Paint is put up in 1's, [illegible]'s, [illegible]'s, [illegible]'s.

Gray Galvanized Iron Primer

This material is designed for priming or first coat work on galvanized iron to prevent scaling or peeling of the subsequent coats of paint. It dries rapidly and leaves a perfect binding surface for the coat to follow.

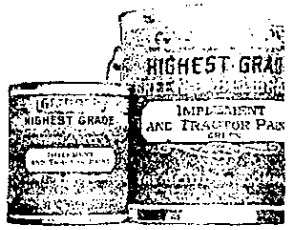
Put up in barrels, [illegible] barrels, 5's, 1's.

[illegible] Tractor Paint

T[illegible] preservative and decorative paint for use [illegible] Implements, Tractors, Farm and Delivery wagons, [illegible] use. It is made on a special formula that [illegible] weather-resisting properties, as well as unusual [illegible]

[illegible] Tractor Paint represents a double economy. First, it is a [illegible] at a very reasonable price. Its additional economy lies in the [illegible] Agricultural Implements and Vehicles.

[illegible] and Tractor Paint offers the farm owner a profitable and [illegible] and conserving his resources.



[illegible]

GREEN

FORDSON RED

FORDSON GRAY

RED

BLUE

ALSO MADE IN BLACK

Directions

[illegible] See that the surface to be coated is clean, and free from grease and rust. Remove grease with gasoline; sandpaper will take rust off metal. Use a good brush and spread paint evenly. The paint is ready to use as it comes from the can; it should not be thinned.

One coat will produce a good finish for ordinary work; two coats for best results. Allow the paint to dry thoroughly.

Inside Floor Paint

A SANITARY and durable paint for the preservation, protection and decoration of interior floors, stairs, wainscoting and all surfaces that must stand continuous wear. It is particularly suitable for kitchen floors. Dries dust free over night.

It is weatherproof and waterproof and dries with a hard, smooth, lasting finish.

156 DUST COLOR

156 LIGHT GRAY

155 YELLOW

152 DARK GRAY

150 TAN

154 SLATE

151 TERRA COTTA

153 OAK BROWN

Directions

First make sure that the surface to be painted is thoroughly dry and free from dirt, oil or grease. On new work three coats should be applied. For the first coat the paint should be thinned or reduced with pure turpentine in the proportion of one pint of turpentine to a gallon of paint. For the following coats apply as it comes from the can after stirring thoroughly. On old work two coats are usually sufficient. *Apply each coat just as it comes from the can after stirring thoroughly.* Allow sufficient time—24 to 36 hours—for each coat to thoroughly dry and harden before applying the next.

Caution

For outside floors or porches, steps, etc., use Glidden Endurance Porch and Deck Paint for best results.

Put up in 1's [illegible]'s and [illegible]'s

Handy Home Paint

THERE are a thousand and one uses around the home for a good quality prepared paint that is easy to apply and dries quickly. Glidden Handy Home Paint is made especially for household use and may be used for exterior purposes where a medium-priced paint is desired. It will be found satisfactory in every way for painting interior woodwork, cupboards, kitchen furniture and for doing dozens of odd jobs of decorating and painting around the home.

Handy Home Paint is made of superior quality raw materials throughout. It works thoroughly in twenty-four hours, maintains a good gloss, wears well, and will stand tubbings with soap and water.

NDSTONE
CEILING BLUE
APPLE GREEN
LIGHT LEAD
NILE GREEN
AR BUFF
TRUE BLUE
BLIND GREEN
RN YELLOW
A COTTA
SEAL BROWN
VERMILION

ALSO MADE IN BLACK AND INSIDE WHITE (FLAT AND GLOSS)

Directions

thoroughly before using. The surface should be free from dirt and grease and Apply the paint as it comes from the bristle brush and brush out thoroughly coats; at least twenty-four hours should lrying of each coat. Two coats will be for ordinary work. Keep the can tightly using paint. If the paint shows a tendency to become too thick for easy working, after standing for some time, it may be thinned by the addition of a small quantity of pure linseed oil or pure spirits of turpentine. Use boiled linseed oil for inside painting and raw linseed oil for exterior use.

Handy Home Paint is put up in ½'s, 1's, 5's, 10's, 25's.

Gray Galvanized Iron Primer

This material is designed for priming or first coat work on galvanized iron to prevent scaling or peeling of the subsequent coats of paint. It dries rapidly and leaves a perfect binding surface for the coat to follow.

Put up in barrels, ½ barrels, 5's, 1's.

Implement and Tractor Paint

THIS ... preservative and decorative paint for use ... implements, Tractors, Farm and Delivery wagons, ... outside use. It is made on a special formula that ... and weather-resisting properties, as well as unusual ...

... and Tractor Paint represents a double economy. First ... at a very reasonable price. Its additional economy lies in the ... of Agricultural Implements and Vehicles.

... and Tractor Paint offers the farm owner a profitable and ... scene and conserving his resources.

YELLOW
GREEN
FORDSON RED
RED
BLUE

ALSO MADE IN BLACK

Directions

... Be sure that the surface to be coated is clean, dry and free from grease and rust. Remove grease with gasoline, sandpaper will take rust off of metal. Use a good brush and spread paint evenly. The paint is ready to use as it comes from the can; it should not be thinned.

One coat will produce a good finish for ordinary work, two coats for best results. Allow the paint to dry thoroughly.

Inside Floor Paint

A SANITARY and durable paint for the preservation, protection and decoration of interior floors, stairs, wainscoting and all surfaces that must stand continuous wear. It is particularly suitable for kitchen floors. Dries dust free over night.

It is weatherproof and waterproof and dries with a hard smooth lasting finish.

155 DUST COLOR
156 LIGHT GRAY
151 YELLOW
152 DARK GRAY
150 TAN
154 SLATE
153 TERRA COTTA
157 OAK BROWN

Directions

First make sure that the surface to be painted is thoroughly dry and free from dirt, oil or grease. On new work three coats should be applied. For the first coat the paint should be thinned or reduced with pure turpentine in the proportion of one pint of turpentine to a gallon of paint. For the following coats apply as it comes from the can after stirring thoroughly. On old work two coats are usually sufficient. Apply each coat just as it comes from the can after stirring thoroughly. Allow sufficient time—24 to 36 hours—for each coat to thoroughly dry and harden before applying the next.

Caution GLD216-38

For outside floors or porches, steps, etc., use Glidden Endurance Porch and Deck Paint for best results.

Put up in ½'s, 1's and 5's.

FLORENAMEL
FOR LINOLEUM, WOOD AND CEMENT FLOORS

GLIDDEN Florenamel is an evolution in the line of floor covering. It can be applied over wood or cement floors or linoleum. Florenamel is distinctly different from ordinary floor paint. The highest *grade of oils and gums obtainable are combined* in such a way that the enamel dries quickly with a brilliant lustre that will withstand the most severe wear.

Florenamel is equally good for plastered walls or any interior woodwork, sun-room or breakfast room furniture, using practically any combination of the attractive colors in which it is made.

Put up in 1's, ½'s, ¼'s and ⅛'s.

Directions

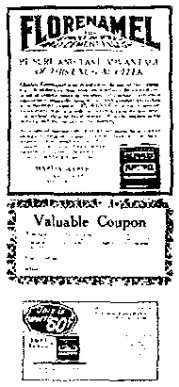
First make sure that the surface to be enameled is free from all grease or oil. First coat should be thinned with pure turpentine in the proportion of one pint of turpentine to a gallon of paint. Apply thin coat of paint, brushing out well. Allow twelve hours to harden. Second coat should be applied just as it comes from can and flowed on freely.

Care should be taken to see that the enamel is flowed *on freely and evenly. The surface will dry out without* brush marks in about ten to twelve hours in favorable drying weather. A clean bristle brush should be used.

BUFF · OAK · LIGHT LEAD · DRAB

FRENCH YELLOW · RED · SLATE · BLUE

ALSO MADE IN IVORY WHITE AND CLEAR



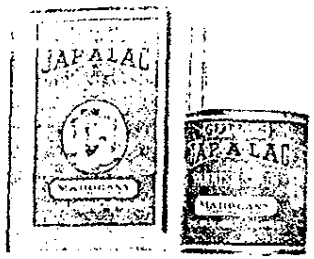
Special Postcard and Handbill to Introduce Florenamel

We offer you a practical selling plan to introduce Florenamel to the housewives in your locality. A special coupon offer together with a prize *drawing contest will* create an interest in Florenamel among the housewives and permit them to test it out at our expense.

The handbill shown here is furnished to you in suitable quantities imprinted with your name. They can be distributed by house to house canvas or *mailed direct* to a list of prospects to arouse interest in your campaign. The coupon when prop*erly filled out and returned entitles* the sender to a chance on a prize offer of enough Florenamel to paint a kitchen floor.

With a stock order of Florenamel we will furnish you with a limited quantity of *mailing cards which you in turn can* send to your preferred list of customers. This card properly filled out entitles the *bearer* to a 60c can of Florenamel, any color. With an offer like this you will be able to get new customers and increased sales.

An Attractive Counter Display and Color Card Holder That Helps You Sell Florenamel



JAP-A-LAC
HOUSEHOLD FINISHES

THERE are many kinds of Jap-a-lac to produce a variety of colors and effects. *Jap-a-lac is easy to use and provides* beauty, protection and wear to new surfaces or to worn, dull colored surfaces about the home, whether furniture, floor woodwork, metal or other surfaces.

Jap-a-lac Varnish Stains color and display the beauty of the wood grain. Varnish and stain combined, they produce double results with one application.

Jap-a-lac Enamels give a solid covering to the surface. They hide the surface entirely, giving a smooth, tile-like coating.

Important Information

[illegible] Household Finisher covers [illegible] in the proportion.

On each can are given detailed instructions for use. When in doubt [illegible] ask the Jap-a-lac dealer or write us.

Remember, it requires as much time to apply a poor finish as it does to get the good Jap-a-lac results. Make sure the can is labeled Jap-a-lac.

Any surface to be enamel must be clean, dry and free from oil or grease. Dust will ruin the smoothness of the finish. Moisture, oil or grease will prevent finish adhering to the surface.

Use a bristle brush for applying Jap-a-lac Household Finish. A two-inch brush is handy for the little things, a three-inch brush for floors, etc.

On opening a can, stir the contents thoroughly from the bottom up to insure uniformity.

JAP-A-LAC
Model Floor Process

The Jap-a-lac Model Floor Process gives a softwood floor the attractiveness of a hardwood floor. Use these Graining Specialties:

Jap-a-lac Crack and Crevice Filler, in 1-lb. and 2½-lb. packages. One pound is sufficient for about 400 square feet of surface.

Jap-a-lac [illegible] Color, pint jars only. One jar is sufficient [illegible]

[illegible] Mahogany Stain effect.

Jap-a-lac [illegible] contains one quart Ground Color, one quart Jap-a-lac Floor and Interior Varnish [illegible] and three brushes.

JAP-A-LAC
Gold and Aluminum

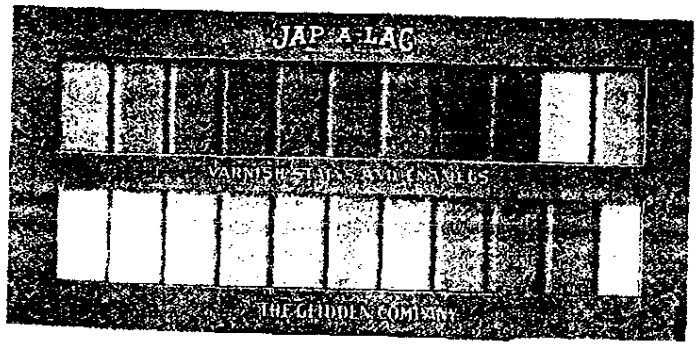
Jap-a-lac Gold Paint—a brilliant gold finish for wood or metal. Does not tarnish or rub off. Easily applied; dries quickly. Resists heat. Use it to brighten chandeliers, picture frames, gas and water pipes, radiators, furniture, and wood or metal surfaces needing durable gold finish.

Jap-a-lac Aluminum Paint—a lasting silver finish for wood or metal [illegible] of the most [illegible] of silver finish.

Use it on [illegible] stoves, furnace fronts, outdoor metal surfaces, engines, mufflers and pipes, all household articles needing a silver finish.

Jap-a-lac Varnish Stains and Jap-a-lac Enamels are put up in 1's, ½'s, ¼'s, ⅛'s, 1/16's.

JAP-A-LAC DRAINBOARD ENAMEL (White) is a specially prepared white enamel for use on sinks and drainboards. [illegible] applied dries quickly and will withstand severe usage. Put up in pints only.



Jap-a-lac Paddle Rack

GLD31639

FLORENAMEL

FOR LINOLEUM, WOOD AND CEMENT FLOORS

GLIDDEN Florenamel is an evolution in the line of floor covering. It can be applied over wood or cement floors or linoleum. Florenamel is distinctly different from ordinary floor paint. The highest grade of oils and gums obtainable are combined in such a way that the enamel dries quickly with a brilliant lustre that will withstand the most severe wear.

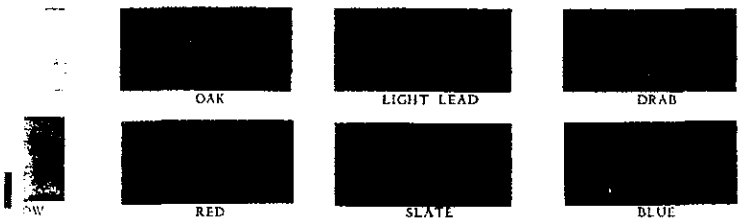
Florenamel is equally good for plastered walls or any interior woodwork, sun-room or breakfast room furniture, using practically any combination of the attractive colors in which it is made.

Put up in ½'s, ¾'s, 1's and 2½'s.

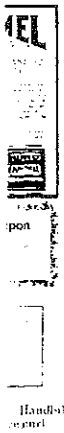
Directions

...that the surface to be enameled is free ... oil. First coat should be thinned ...ne in the proportion of one pint of ...llon of paint. Apply thin coat of ... well. Allow twelve hours to harden. Second coat should be applied just as it comes from can and flowed on freely.

Care should be taken to see that the enamel is flowed on freely and evenly. The surface will dry out without brush marks in about ten to twelve hours in favorable drying weather. A clean bristle brush should be used.



ALSO MADE IN IVORY, WHITE AND CLEAR



...pon

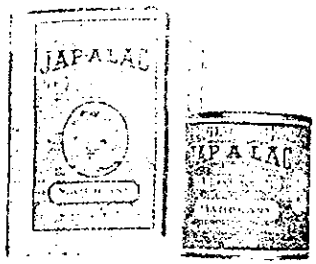
Handbill ...ginal

We offer you a practical selling plan to introduce Florenamel to the housewives in your locality. A special coupon offer together with a prize drawing contest will create an interest in Florenamel among the housewives and permit them to test it out at our expense.

The handbill shown here is furnished to you in suitable quantities imprinted with your name. They can be distributed by house to house canvas or mailed direct to a list of prospects to arouse interest in your campaign. The coupon when properly filled out and returned entitles the sender to a chance on a prize offer of enough Florenamel to paint a kitchen floor.

With a stock order of Florenamel we will furnish you with a limited quantity of mailing cards which you in turn can send to your preferred list of customers. This card properly filled out entitles the bearer to a 60c can of Florenamel, any color. With an offer like this you will be able to get new customers and increased sales.

An Attractive Counter Display and Color Card Holder That Helps You Sell Florenamel



JAP-A-LAC

HOUSEHOLD FINISHES

THERE are many kinds of Jap-a-lac to produce a variety of colors and effects. Jap-a-lac is easy to use and provides beauty, protection and wear to new surfaces or to worn, discolored surfaces about the home, whether furniture, floors, woodwork, metal or other surfaces.

Jap-a-lac Varnish Stains color and display the beauty of the wood grain. Varnish and stain combined, they produce double results with one application.

Jap-a-lac Enamels give a solid covering to the surface. They hide the surface entirely, giving a smooth, tile-like coating.

Important Information

...Jap-a-lac Finishes covers 100 square feet, ... proportion.

...detailed instructions for use. When in ... with the Jap-a-lac dealer or write us.

Remember it requires as much time to apply a poor finish as it does to get the good Jap-a-lac results. Make sure the can is labeled Jap-a-lac.

Any surface to be enamel must be clean, dry and free from oil or grease. Dust will ruin the smoothness of the finish. Moisture, oil or grease will prevent finish adhering to the surface.

Use a bristle brush for applying Jap-a-lac Household Finishes. A two inch brush is best for the finer things; a three inch brush for floors, etc.

On opening a can, stir the contents thoroughly from the bottom up to insure uniformity.

JAP-A-LAC
Model Floor Process

The Jap-a-lac Model Floor Process gives a softwood floor the appearance of hardwood floor. Use these Graining Specialties:

Jap-a-lac Oak Graining Filler, in 1-lb. and 2½-lb. packages, one pound ... about 50 square feet of surface.)

...

...

Jap-a-lac ... produces splendid grain effects.

Jap-a-lac ... contains one quart Ground Color, one ... Jap-a-lac Floor and Interior Varnish ... and three brushes.

JAP-A-LAC
Gold and Aluminum

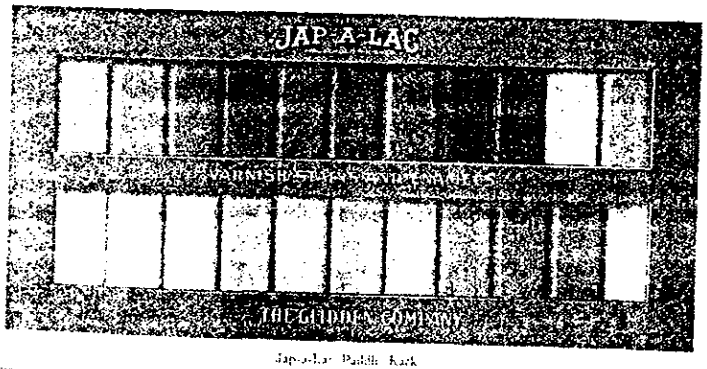
Jap-a-lac Gold Paint—a brilliant gold finish for wood or metal. Does not tarnish or rub off. Easily applied; dries quickly. Resists heat. Use it to brighten chandeliers, picture frames, gas and water pipes, radiators, furniture, and wood or metal surfaces needing a durable gold finish.

Jap-a-lac Aluminum Paint—a brilliant silver finish for wood or metal. Gives a smooth, lustrous, durable finish. Has all the merits of Gold Jap-a-lac.

Use ... on stove furnace fronts, outdoor metal surfaces, engines, ... and pipes, all household articles needing a silvered finish.

... Stains and Jap-a-lac Enamels are put up in ½'s, ¾'s, 1's, 2½'s, 5's.

JAP-A-LAC ... ENAMEL (White) is a specially prepared white enamel for use on sinks and drain boards. ... applied dries quickly and will withstand severe usage. Put up in pints only.



Jap-a-lac Public Rack

GL-22146

Beautifully Lithographed Window Banner

JAP-A-LAC
Varnish Stain

OAK

DARK OAK

CHERRY

MAHOGANY

DARK MAHOGANY

WALNUT

MALACHITE GREEN

JAP-A-LAC
Enamel

OLD IVORY
(Egg Shell or Gloss)

INDIA BUFF

PALE BLUE

SHANTUNG BLUE

RICH BLUE

MANDARIN RED

RED ENAMEL

GOLD

FRENCH GRAY
(Egg Shell or Gloss)

SEA GREEN

JADE GREEN

APPLE GREEN

DARK GREEN

GOLDEN BROWN

BRILLIANT BLACK

ALUMINUM

Jap-a-lac Model Floor Process

ALSO MADE IN FLAT AND GLOSS WHITE AND DEAD BLACK

THE JAP-A-LAC 6¢ SALE

ON THIS page we present the greatest offer we have ever made to the paint and varnish trade. It is a special merchandising plan which will enable you to make a most startling offer to you trade and to make worth-while increases in your sales while you are gaining new customers.

Here we show samples of the special handbills, newspaper electros, movie slides and window posters that we prepare to put the Jap-a-lac 6c Sale over in your locality. The handbills are sent to Jap-a-lac dealers in whatever quantity is desired and are distributed the day before the sale starts, by house to house canvass. They can also be mailed to list of prospective customers or used as a mail enclosure.

Window Poster and Handbill to Help Dealers Get Profits Every Day on Jap-a-lac

6¢ Sale Movie Slide

Electros for your local newspaper campaign

Beautifully Lithographed Window Banner

JAP-A-LAC
Enamel

OLD IVORY (Egg Shell or Gloss)
INDIA BUFF
PALE BLUE
SHANTUNG BLUE
RICH BLUE
MANDARIN RED
RED ENAMEL
GOLD

FRENCH GRAY (Egg Shell or Gloss)
SEA GREEN
JADE GREEN
APPLE GREEN
DARK GREEN
GOLDEN BROWN
BRILLIANT BLACK
ALUMINUM

MADE IN FLAT AND GLOSS WHITE AND DEAD BLACK

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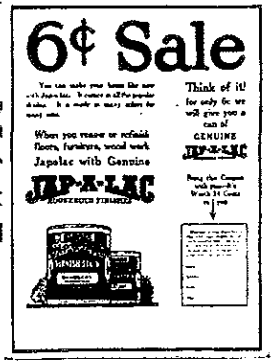


Window Poster and Handbill to Help Dealers Get Profits Every Day on Jap-a-lac

Sale Novelty Slide

Electros for your local newspaper campaign

Universal Kalsomine

THIS kalsomine is the ideal Wall Coating for the decoration of all interiors. It gives that soft, velvety, water-color effect so essential to refined surroundings and can be applied on plaster walls, wood, or any of the various wall boards.

This kalsomine is made under the famous formula that has set the standard in the manufacture of Wall Coatings for over a quarter of a century.

It is manufactured from selected materials, scientifically compounded in dry powder form, so that it only requires mixing with ordinary cold water to prepare it for immediate use.

This kalsomine is milled in white, attractive tints and rich *deep* colors, all of which are intermixable, so that any desired shade may be produced.

It is adaptable to the individual decorative requirements of any class of building and harmonizes perfectly with any style of furnishings.

Directions for Mixing

Add sufficient water (hot water may be used if desired) to the dry powder to make an ordinary thick paste. Stir thoroughly until free from lumps and then thin down with cold water to the consistency of oil paint or cream.

DIRECTIONS FOR APPLYING

To be sure of good results, the air in the room should be dry and of moderate temperature. Close the windows and doors to avoid draughts.

The kalsomine should be flowed on freely with a good kalsomine brush, but must not be rubbed out like oil paint.

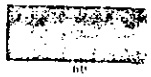
After application open all windows and doors to allow free circulation of air and make a fire if necessary, as quick drying is essential to good work.

Universal Kalsomine, Positive Colors, put up in 100 and 50-lb. Kegs. 2½-lb. Pkgs.

Universal Kalsomine, White and Tints, put up in Barrels, ½ Barrels, 100-lb. Kegs, 5-lb. Pkgs.

10 30 50 70

15 35 55 75



20 40 60 80

25 45 65 85

Hygienic Kalsomine

A sanitary wall finish with distinctive characteristics which cannot be found in similar materials. It is prepared dry and is easily and perfectly dissolved with boiling water. No stirring is required after it is once mixed.

The material is ground fine and will remain in good condition indefinitely without settling.

One pound covers approximately 150 square feet.

Hygienic Kalsomine has no objectionable odor and is perfectly sanitary, nothing entering into its composition that is not pure and healthful.

It is easily applied, covers perfectly and dries without laps or imperfections.

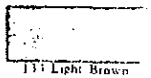
Put up in Barrels, 100-lb. Drums, Cartons.

Hygienic Kalsize

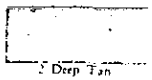
Hygienic Kalsize is an excellent [illegible] It works easily [illegible] and walls [illegible] Hygienic Kalsomine. Hygienic Kalsize should be allowed [illegible] Powders. Put up in Barrels, ½ Barrels, 5-lb. Cartons, 1-lb. Cartons.

155 Cream — 150 Pea Green

5021 Light Cream — 5518 Tan — 138 Rose Pink — 4x Delicate Green



151 Deep Cream — 131 Light Brown — 155 Deep Pink — 2xx Light Blue



53 Light Tan — 5 Deep Tan — 503 Light Gray — 126 Blue

140 Yellow — 5520 Sole Brown — 5511 Silver Gray — 125 Light Holland Blu

WHITE [illegible]

Glidden Inside Cold Water Paint is in dry powdered form. Four pounds mixed with water [illegible] one gallon of paint.

This product is not an ordinary Kalsomine but a practical cold water paint, economical, durable and easy to use. For mills, factories, warehouses, stables, cellars and outhouses it affords a highly satisfactory [illegible] covering at low cost. *This paint resists fire and does not rub off or crack.*

Glidden Inside Cold Water Paint is put up in 480 and 280 pound barrels and in 100 pound kegs.

Endurance Q. D. Colors

GROUND IN JAPAN

GLIDDEN Endurance Colors in Japan are made from the best pigments obtainable and are selected with a view to maintaining our established standards of quality and permanence of colors. These colors are ground in our own factories which are specially made for the purpose, and they are produced on grades made to assure the proper degree of fineness and uniformity. For use as tinting colors and in making color varnishes and ground colors, Glidden Endurance Colors in Japan will be found to be without an equal.

Glidden Endurance Q. D. Colors are put up in the following colors:

BLUES
- Coach
- Holland
- Azure
- Inch

GRAYS
- Light Gun Metal
- Blue Gray
- Armour Gray
- Medium French

BLACKS
- Ivory Drop X
- Ivory Drop XX
- Instance Lamp Black
- Special Lamp Black

REDS
- Medium Vermilion
- Medium Derby
- Deep Derby
- Light Derby
- Runabout

BROWNS
- Autumn
- Light Golden
- Raw Umber
- Burnt Umber
- Raw Sienna
- Burnt Sienna

WHITES
- Flake White
- Ivory White
- Silver White

GREENS
- Emerald
- Coach Painters
- Moss
- Bronze
- Napier

YELLOWS
- Medium Chrome
- Cream
- Permanent

Put up in 1 and 5 pounds cans

GLID31642

Universal Kalsomine

THIS kalsomine is the ideal Wall Coating for the decoration of all interiors. It gives that soft, velvety, water-color effect so essential to refined surroundings and can be applied on plaster walls, wood, or any of the various wall boards.

This kalsomine is made under the famous formula that has set the standard in the manufacture of Wall Coatings for over a quarter of a century.

It is manufactured from selected materials, scientifically compounded in dry powder form so that it only requires mixing with ordinary cold water to prepare it for immediate use.

This kalsomine is milled in white, attractive tints and rich deep colors, all of which are intermixable, so that any desired shade may be produced.

It is adaptable to the individual decorative requirements of any class of building and harmonizes perfectly with any style of furnishings.

Directions for Mixing

Hot water may be used if desired to the dry [illegible] from lumps and then thin down with cold water to the consistency of oil paint or cream.

DIRECTIONS FOR APPLYING

To be sure of good results, the air in the room should be dry and of moderate temperature. Close the windows and doors to avoid draughts.

The kalsomine should be flowed on freely with a good kalsomine brush, but must not be rubbed out like oil paint.

After application open all windows and doors to allow free circulation of air and make a fire if necessary, as quick drying is essential to good work.

Universal Kalsomine, Positive Colors, put up in 100 and 50-lb. Kegs. 2½-lb. Pkgs.

Universal Kalsomine, White and Tints, put up in Barrels, ½ Barrels, Five-lb. Kegs, 5-lb. Pkgs.

Hygienic Kalsomine

A sanitary wall finish with distinctive characteristics which cannot be found in similar materials. It is prepared dry and is easily and perfectly dissolved with boiling water. No stirring is required after it is once mixed.

The material is ground fine and will remain in good condition indefinitely without soaking. One pound covers approximately 150 square feet.

Hygienic Kalsomine has no objectionable odor and is perfectly sanitary, nothing entering into its composition that is not pure and healthful.

It is easily applied, covers perfectly and dries without laps or imperfections.

Put up in Barrels, 100-lb. Drums, Cartons.

133 Cream			150 Pea Green
5021 Light Cream	5518 Tan	138 Rose Pink	46 Delicate Green
131 Deep Cream	133 Light Brown	155 Deep Pink	206 Light Blue
[illegible] Light Tan	2 Deep Tan	503 Light Gray	126 Blue
140 Yellow	5520 Soft Brown	5533 Silver Gray	135 Light Holland Blue

Inside Cold Water Paint

WHITE ONLY

GLIDDEN Inside Cold Water Paint is in dry powdered form. Five pounds mixed with water [illegible] gallon of paint.

This paint is not an ordinary Kalsomine, but a practical cold water paint, economical, durable and [illegible] for mills, factories, warehouses, stables, cellars and outhouses, it affords a highly satisfactory [illegible] covering at low cost. *This paint resists fire and does not rub off or crack.*

Glidden Cold Water Paint is put up in 480 and 280 pound barrels and in 100 pound kegs.

Endurance Q. D. Colors

GROUND IN JAPAN

GLIDDEN Endurance Colors in Japan are made from the best pigments [illegible] and are selected with a view to maintaining our established standard of quality and permanence of colors. These colors are ground in our own [illegible] which are specially made for the purpose, and they are produced on [illegible] to assure the proper degree of fineness and uniformity. For use as [illegible] and in making color varnishes and ground colors, Glidden Endurance [illegible] Japan will be found to be without an equal.

Glidden Endurance Q. D. Colors are put up in the following colors:

BLUES
- [illegible]
- Turkey Red
- [illegible]
- [illegible]

GRAYS
- Light Gun Metal
- Blue [illegible]
- Ashes Gray
- [illegible]

BLACKS
- [illegible] Lamp X
- [illegible] Lamp XX
- [illegible] Lamp Black
- [illegible] Lamp Black

REDS
- Medium Vermilion
- Medium Derby
- Deep Derby
- Light Derby
- Runabout

BROWNS
- Autumn
- Light Golden
- Raw Umber
- Burnt Umber
- Raw Sienna
- Burnt Sienna

WHITES
- Flake White
- Ivory White
- Silver White

GREENS
- Emerald
- Coach Painters
- Moss
- Bronze
- Napier

YELLOWS
- Medium Chrome
- Cream
- [illegible]

Put up in 1 and 5 pounds cans

GL 931644

Liquid Red Lead

A WELL made protective, rust-inhibitive paint for use as a primer coater on structural steel, iron and all metal surfaces (except galvanized iron).

Liquid Rubber Plastic Compound

Liquid Rubber Plastic Compound is a putty-like material for expansion joints and for repairing large cracks in concrete surfaces. It remains plastic and is not affected by the expansion and contraction of the structure, thus effectually keeping water from entering. It contains about 23 cubic inches to the pound.

Metal Polish

For Automobiles, Metal Signs, Railings, Metal Store Fronts, Soda Fountains, Plumbing Fixtures, Lighting Fixtures and all polished or burnished metal.

Glidden Metal Polish is made on a scientific formula which contains every ingredient necessary to produce a lasting polish on all metal. It dissolves grease, removes dirt, destroys the effects of oxidation and corrosion, and produces a lasting polish of high brilliancy. It does its work with a small amount of manual labor and will not injure the surface of the metal or the hands of the user.

Glidden Metal Polish contains no acids destructive to metal and it does not leave a polished surface which is subject to ready oxidation or rust. The polished ingredient used will not harden in the can or scratch or mar the finest metal surface.

Glidden Metal Polish is put up in 5's, 1's, ½'s, ¼'s, ⅛'s, and ⅙'s.

Nev-A-Rust

Nev-A-Rust is a protective paint for metal surfaces. It forms a tough elastic and durable coating, which has remarkable weather resisting properties and will withstand the action of fresh or salt water.

A Perfected Product

Nev-A-Rust is the perfected result of years of scientific research, experiment and practice. Each requirement of a real protective coating has been worked at and worked out and then combined into one scientifically prepared paint that does everything which a metal preservative should do.

The surface texture of Nev-A-Rust is uniformly fine; it is tough and therefore resistent to physical factors; it is elastic and therefore impervious to temperature changes; it has strong binding properties and is exceedingly durable in the face of any atmospheric conditions. Put up in barrels, ½ barrels, 5's, 1's.

Glidden Pure Colors in Oil

GLIDDEN Pure Colors in Oil are finely and evenly ground in strictly pure linseed oil. The pigments are chemically pure and of the finest quality obtainable. These colors are unequaled for brilliancy and permanency of color.

Glidden Pure Colors in Oil are put up in the following shades:—

BROWNS
Raw Umber
Burnt Umber
Raw Sienna
Burnt Sienna
Van Dyke Brown
Put up in 25 lb., 12½ lb., 5 lb., 1 lb.

BLACKS
Ivory Drop Black
Special Lamp Black

BLUES
Prussian Blue
Ultra-Marine Blue
Put up in 1 lb., ½ lb., ¼ lb.

GREENS
Chrome Green (Light)
Chrome Green (Medium)
Chrome Green (Dark)

YELLOWS
Chrome Yellow (Light)
Chrome Yellow (Medium)
Chrome Yellow (Dark)
Yellow Ochre
Golden Ochre
Euclid Tinting Ochre
Put up in 25 lb., 12½ lb., 5 lb., 1 lb. *Put up in 5 lb., 1 lb.

REDS
Venetian Red
Tuscan Red
Indian Red
Rose Lake*
Am. Vermilion*
Rose Pink

Graining Color
Light Oak
Dark Oak
Put up in 12½ lb., 5 lb., 1 lb.

Euclid Venetian Red
(Ground in Oil)
Put up in 25 lb., 12½ lb. pails

Euclid Yellow Ochre
(Ground in Oil)
Put up in 25 lb., 12½ lb. pails

Glidden Emeralite Greens (Ground in Oil)

LIGHT. MEDIUM. DEEP

Glidden Emeralite Greens are high-grade weather-resisting and decorative finishes for use on either wood or metal surfaces. They are permanent colors and are specially adapted for use as tinting colors for tinting Glidden Endurance White and all other white paints.

They are finely and evenly ground in paste form and have unusual covering capacity.

Glidden Emeralite Greens are made in three shades only.

Put up in 25 lb., 12½ lb. pails.

Paint and Varnish Remover

This material instantly removes paint, varnish, shellac and similar coatings from all surfaces, leaving them clean and ready for refinishing. It does not contain alkali, acids, oil, or water. It will not injure or raise the grain of the finest veneer. It will not injure the hair of the finest brush.

It is free from objectionable odor and will not injure the skin.

Paint and Varnish Remover—24 Hours

This remover is in semi-paste form and is particularly adapted for removing paint and varnish from upright surfaces, panel work, store fronts, etc., etc., as it will not run. It remains soft and can be removed 24 hours after application.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s.

Glidden Baked Finish Remover

A product that will remove finishes baked at high temperatures in an hour's time. Especially adapted for use on "Fenders" and other parts of automobiles carrying a baked enamel finish. Put up in 5's, 1's.

Liquid Red Lead

A WELL made protective, rust-inhibitive paint for use as a first coater on structural steel, iron and all metal surfaces (excepting galvanized iron).

Rubber Plastic Compound

...r Plastic Compound is a putty-like material for expanding or repairing large cracks in concrete surfaces. It remains unaffected by the expansion and contraction of the structure, usually keeping water from entering. It contains about 23 cents per pound.

Metal Polish

...obiles, Metal Signs, Railings, Metal Store Fronts, Soda Fountains, Plumbing Fixtures, Pipes and all polished or burnished metal.

...al Polish is made on a scientific formula which contains every ingredient necessary to polish on all metal. It dissolves grease, removes dirt, destroys the effects of oxidation and produces a lasting polish of high brilliancy. It does its work with a small amount and will not injure the surface of the metal or the hands of the user.

...al Polish contains no acids destructive to metal and it does not leave a polished surface to ready oxidation or rust. The polished ingredient used will not harden in the can or the finest metal surface.

...al Polish is put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Nev-A-Rust

...s a protective paint for metal surfaces. It forms a tough ...ble coating, which has remarkable weather resisting ...ill withstand the action of fresh or salt water.

A Perfected Product

...The perfected result of years of scientific research, experiment ...requirement of a real protective coating has been worked at ...d then combined into one scientifically prepared paint that does ...metal preservative should do.

...sture of Nev-A-Rust is uniformly fine; it is tough and therefore resistent to physical factors ...efore impervious to temperature changes; it has strong binding properties and is exceedingly ...of any atmospheric conditions. Put up in barrels, ½ barrels, 5's, 1's.

GLIDDEN Pure Colors in Oil are finely and evenly ground in strictly pure linseed oil. The pigments are chemically pure and of the finest quality obtainable. These colors are unequaled for brilliancy and permanency of color.

Glidden Pure Colors in Oil are put up in the following shades:—

BROWNS
Raw Umber
Burnt Umber
Raw Sienna
Burnt Sienna
Van Dyke Brown
*Put up in 25 lb., 12½ lb., 5 lb., 1 lb.

BLACKS
Ivory Drop Black
Special Lamp Black

BLUES
Prussian Blue
Ultra-Marine Blue
Put up in lb., ½ lb., lb.

GREENS
Chrome Green (Light)
Chrome Green (Medium)
Chrome Green (Dark)

YELLOWS
Chrome Yellow (Light)
Chrome Yellow (Medium)
Chrome Yellow (Dark)
Yellow Ochre
Golden Ochre
Euclid Tinting Ochre
Put up in 25 lb., 12½ lb., 5 lb., 1 lb. *Put up in 5 lb., 1 lb.

REDS
Venetian Red
Tuscan Red
Indian Red
Rose Lake*
Am. Vermilion*
Rose Pink

Graining Color
Light Oak
Dark Oak
Put up in 25 lb., 5 lb., 1 lb.

Euclid Venetian Red
(Ground in Oil)
Put up in 25 lb., 12½ lb. pails

Euclid Yellow Ochre
(Ground in Oil)
Put up in 25 lb., 12½ lb. pails

Glidden Emeralite Greens (Ground in Oil)

LIGHT, MEDIUM, DEEP

Glidden Emeralite Greens are high-grade weather-resisting and decorative finishes for use on either wood or metal surfaces. They are permanent colors and are specially adapted for use as tinting colors for tinting Glidden Endurance White and all other white paints.

They are finely and evenly ground in paste form and have unusual covering capacity.

Glidden Emeralite Greens are made in three shades only.

Put up in 25 lb., 12½ lb. pails.

Paint and Varnish Remover

This material instantly removes paint, varnish, shellac and similar coatings from all surfaces, leaving them clean and ready for refinishing. It does not contain alkali, acids, oil, or water. It will not injure or raise the grain of the finest veneer. It will not injure the hair of the finest brush.

It is free from objectionable odor and will not injure the skin.

Paint and Varnish Remover—24 Hours

...Remover is in semi-paste form and is particularly ...ed for removing paint and varnish from upright ...ed surfaces, panel work, store fronts, etc., etc.. as it will not run. It remains soft and can be removed 24 hours after application.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Glidden Baked Finish Remover

GL 231646

A product that will remove finishes baked at high temperatures in an hour's time. Especially adapted for use ...Fenders and other parts of automobiles carrying a baked enamel finish. Put up in 5's, 1's.

Paste Wood Fillers

GLIDDEN Paste Wood Fillers are for use on all open grained woods. They do not shrink, crack or become porous.

Rub across the grain with cotton rags or burlap and allow about twenty-four hours for drying before applying the succeeding coats of varnish.

These fillers are made in transparent (natural) light, dark and golden oak and mahogany and are put up in 25 lb., 12½ lb., 5 lb. pails, 1 lb. cans.

Pigment First Coaters

M. P. SURFACENE

A surfacing or first coat varnish to be used in place of shellac. It contains a transparent mineral pigment, which, in combination with hard gum varnish, seals up the pores of the wood thus making it possible to obtain a better surface and consequently more fullness.

Puritan Liquid Wood Filler

A high grade first coater which effectively seals up the pores of the wood and produces an excellent foundation for succeeding coats of varnish.

It makes an excellent drier for all soft close grain wood. It is transparent and will not discolor the finest wood or raise the grain.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Glidden Floor Wax

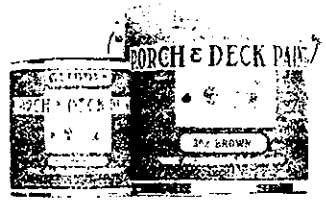
GLIDDEN Floor Wax is a paste preparation, composed of the finest materials, for finishing hardwood floors.

It is a natural finish, and accentuates the grain beauty. Dries hard and does not become sticky in warm weather.

Does not show scratches or heel marks and dust and dirt will not adhere to it.

Put up in Nos. 1, 2 and 4 size packages.

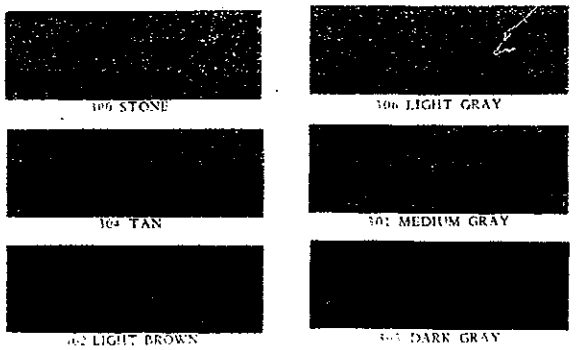
Porch and Deck Paint



FOR [illegible] floors and on the decks of yachts and motor boats [illegible] are particularly designed as protective and decorative coatings for surfaces which are subject to hard usage and severe weather conditions. They resist the hard wear of walking, the scrapping of feet, will stand hard scrubbing and resist the action of water and hard usage.

Glidden's Porch and Deck Paint dries firm and hard over night and provides a paint film which is tough so that it does not mar, scratch or show heel prints.

We recommend these finishes as being especially designed for all outside surfaces which may be subjected to severe conditions.



Directions

[illegible] must be clean, dry and free from grease, [illegible] to point nail holes and cracks with a [illegible]. For ordinary work, two coats thoroughly [illegible] to produce a satisfactory job although a third coat may be desirable to produce a more lasting finish. Allow [illegible] hours for drying before recoating or putting into service.

Renovite

Cleans and polishes in one operation Varnished, Japanned and Enameled Surfaces, also metal, glass, etc.

Glidden's Renovite is made from a secret formula and none of the ingredients used in ordinary [illegible] furniture polishes are used in its manufacture.

Glidden's Renovite cleans and brightens not only varnished surfaces, but also enameled and [illegible] surfaces, and as a metal cleaner and brightener it has no equal.

When directions are closely followed, Glidden's Renovite leaves a beautiful lustre and a dry, smooth surface that reflects like a mirror.

For use on Furniture, Woodwork, Floors, Glass, Porcelain, Brass, Nickel, Copper, etc.

Put up in 6 oz., [illegible] gal., [illegible] gal., ½ gal., 1 gal. bottles.

GL221647

RIPOLIN

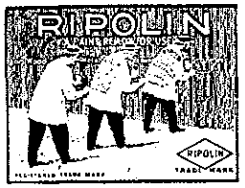
THE ORIGINAL HOLLAND ENAMEL PAINT

RIPOLIN was invented more than thirty years ago by a noted paint chemist, Dr. Riep of Amsterdam, Holland. It has had the distinction ever since of being the best known, most favored enamel in the world. The secret processes by which Ripolin is made have produced the world's longest wearing, most beautiful enamel. Ripolin has often been imitated, but has never been equaled.

For Exterior Use. For Interior Use. For Severe Conditions. For the Finest Decoration

The distinctive cans with the "Three Men" label, as shown below, are a guarantee that the purchaser is obtaining genuine Ripolin. Ripolin is put up in all sizes from gallons to quarter-pints. Ripolin is manufactured regularly in High Gloss, Semi-Gloss and Flat White; High Gloss and Semi-Gloss Ivory and Light Gray; Black, Pearl Gray, Pink, Cream, Sea Green and Light Blue in the Gloss only.

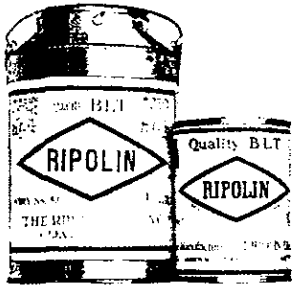
RIPOLIN UNDERCOATER is carried only in the White. Ripolin itself is so opaque that it is hardly necessary to tint the undercoats more than would be done by the usual addition of one quart of Ripolin to the gallon to the last undercoat.



The International Identification Mark of Genuine Ripolin

We recommend the use of Ripolin Undercoater, made on the same basis as Ripolin, hence, doing away with the danger of cracking in the undercoats. Ripolin should be used under normal conditions as it comes from the can. In the event that thinning is absolutely necessary, use Ripolin Thinnings.

Ripolin has been specified by architects the world over for many years. Ripolin is the standard enamel of many high-grade painters and decorators. For the convenience of all users, a Specification Book giving the best undercoats for all sorts of surfaces has been prepared and will be supplied upon request.



Every Package Sealed

It is impossible to over emphasize the importance of undercoats for any fine enamel work. Unevenness in the undercoats, such as brush marks, dust motes, etc., is always accentuated by a high gloss finish and must be avoided.

Ripolin is superior to all other enamels because of its opacity or great hiding qualities, its elasticity and the perfectly non-porous film. It is noted for its great spreading capacity and the ease with which it works.

More important is the durability of the Ripolin film. Many rooms painted ten, fifteen, or even more years ago, are still in first-class condition. A Ripolin painted surface can be washed repeatedly. It is easily kept clean and is always attractive.

No. 33 IVORY

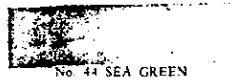
No. 2 CREAM

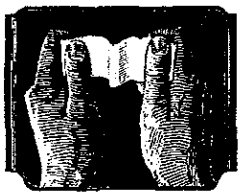
No. 47 LIGHT GRAY

No. 10 PEARL GRAY

No. 65 PINK

No. 18 LIGHT BLUE

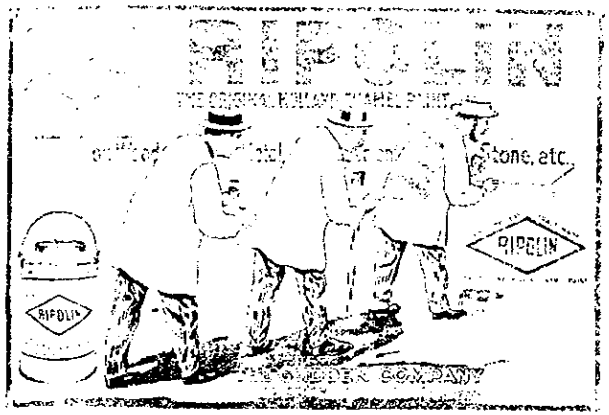

No. 44 SEA GREEN


The Supreme Test of Ripolin's Elasticity

The various lustres in which Ripolin is manufactured makes the expense of rubbing unnecessary. Beautiful semi-gloss or rubbed effects can be obtained by the use of Ripolin as it comes from the can.

The per year cost of a Ripolin finished room is easily the cheapest of any on the market. By using Ripolin it is possible to reduce up-keep cost, the inconvenience of repainting and to insure positive knowledge that the walls will always be attractive.

No. 1 Gloss White — No. 34 Gloss Ivory
No. 1-1 Semi-Gloss White — No. 2 Gloss Cream
No. 1-2 Flat White — No. 10 Gloss Pearl
No. 3 Gloss Black — No. 44 Gloss Green
No. 7 Gloss Pearl Gray — No. 65 Gloss Pink
No. 47 Gloss Light Gray — No. 147 Gloss Blue
No. 33 Semi-Gloss Ivory
Ripolin Thinnings



This [illegible] cloth sign is 46"x34" and can be used as a window or store display.

Ripolin folders describe and illustrate the many splendid uses to which Ripolin can be put. Thousands of Ripolin-finished homes, hospitals, hotels and public buildings are evidence of Glidden economy.

Ripolin Undercoat

AN UNDERCOAT worthy of Ripolin Enamel having unusual filling and leveling properties. It is made specially for use with Ripolin and will give a binding result so that most perfect results are possible. It is easily sanded and presents an almost suctionless surface on which to lay the enamel.

Ripolin itself is so opaque that it is rarely necessary to tint the undercoat, but the undercoat can be tinted in the usual method.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s.

Ripolin Gloss Thinnings

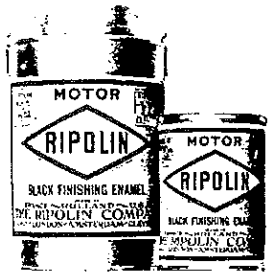
A clear thinning liquid for use with Gloss Ripolin only. Since it is made on the same basis as Ripolin itself, it will not reduce the lustre. Ripolin should practically never need to be thinned, but if it is necessary to, use Ripolin Thinnings.

Put up in ½'s, ¼'s, ⅛'s.

This Ripolin painted [illegible] is [illegible] and shows [illegible]

GL0316-48

Motor Ripolin



THE most wonderful motor car finish which has yet been produced. It combines the gloss of the very finest enamel with the opacity of a color coat.

Finishing Ripolin should be used only for patching and for the final coat. Black Rubbing Coater should be used to build up work where several coats will be required.

A Ripolin Finish job will outwear any varnish job because of its superior elasticity and its wonderful resistance to weather and road conditions.

Put up in 1's, ½'s, ¼'s, ⅛'s, 1/16's.

CREAM

GOLDEN BROWN

GRAY

YELLOW

DARK BLUE

MEDIUM GREEN

RED

BREWSTER GREEN

Also made in Black and White
Ripolin Black Rubbing Coat
Ripolin Light Motor Primer
Ripolin Dark Motor Primer

Screen Enamel

This Enamel is made for the preservation of the wooden frames as well as the screen mesh of doors, window screens, etc. It is made so as not to clog the mesh of the finest screens and embodies good gloss and weather resistance.

Made in Black only. Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Stove Pipe Enamel

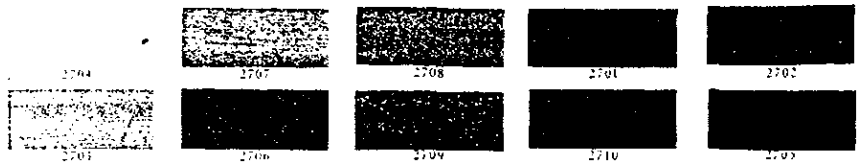
A black enamel for all metal surfaces subjected to heat. Retains its gloss, is very elastic and will not give off disagreeable odors.

Put up in ¼'s, ⅛'s, 1/16's, 1/32's.

Endurance Shingle Stain

GLIDDEN Endurance Shingle Stains are especially designed to provide both decorative and protective finishes for roofs and shingled houses. The popularity of the shingled house is constantly growing, due to its moderate cost, extreme durability and ready adaptability to pleasing and unusual decorative effects.

Glidden Endurance Shingle Stains are made on a base of Creosote Oil, which is recommended by prominent authorities as the best and most economical wood preservative on the market. It protects wood from decay and rot and prevents warping, curling and splitting of shingles.



Directions

To permit proper penetration of the Stain into the pores of the shingles they should be perfectly dry. Permanent colors are thus assured.

Satisfactory results may be obtained by covering two-thirds of the shingle. Covering the entire shingle however, greatly increases its durability.

Keep contents thoroughly stirred from the bottom. If thinning is necessary Linseed Oil and Dryer may be used satisfactorily.

Covering Capacity

Covering capacity varies according to the absorption qualities of the wood.

For dipping, two gallons of stain for 1,000 regulation size shingles three-quarter dips; brush work, one gallon to 150 square feet, one coat, one gallon to 100 square feet, two coats. Rough sawed shingles require forty per cent more stain than smooth finished

Put up in Barrels, ½ Barrels, 5's, 1's.

Stucolor Liquid Cement Coating

Glidden Stucolor Liquid Cement Coating is used for damp-proofing and making uniform the color of interior and exterior surfaces of concrete, cement, stucco, brick or stone. Produces a pleasing and decorative effect. It is composed of carefully selected pigments and specially prepared oils which produce an extremely durable and water-resisting finish.

Put up in Barrels, ½ Barrels, 5's, 1's.

CREAM

BUFF

GRAY

BROWN

BRICK

Also Made in WHITE Which Can Be Tinted as Desired

GL 1216.49

GLIDDEN
GREEN LABEL VARNISHES

Jap-Spar (*The All-Test Varnish*)

THE most durable varnish for exterior use on the market. Absolutely waterproof. It has extreme elasticity, excellent body and flowing properties. Sets dust free in four to five hours, and dries in 24 to 48 hours, according to conditions. Can be rubbed to a dull finish in about four or five days. For use upon ships, yachts, outside doors, window sills, casings, vestibules and all work, whether wood or metal, that is exposed to the elements.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Floorette (*Floor Varnish*)

FOR finishing natural, painted or grained floors. It combines hard and quick-drying properties without sacrificing the elasticity so essential to a floor varnish. It is waterproof, and withstands the hardest usage to which floors are subjected. Does not mar or scratch white. Sets dust free in two or three hours, and hard in 15 to 24 hours, according to conditions. Can be rubbed and polished, or left in the gloss.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Wearette (*Interior Varnish*)

The highest grade varnish manufactured for general interior use. Light in color, has wonderful flowing and brushing properties, is extremely elastic and durable. It sets dust free in three or four hours and dries in 24 to 36 hours, according to conditions. Can be rubbed to a dull finish, polished, or left in the gloss, as preferred.

A perfect varnish for finishing the very finest interior trim.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Glidden Green Label Varnishes

Varnish Mailing Insert Blotters

Floorette and Wearette Lithographed Window Banner

Velvet Floor Varnish

Glidden Velvet Floor Varnish embodies the same excellent characteristics as does Floorette. It dries, however, with a rubbed or velvet effect which is so popular at the present time. The best results are obtained by building up the floor with Floorette, using Velvet Floor Varnish for the last coat only.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Lik-A-Rub

Lik-a-Rub, similar to Glidden Wearette, is intended for interior trim and dries with a rubbed or velvet finish. We recommend a finishing coat of Lik-a-Rub, the preceding coats to be Wearette.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Skin-Cote (Quick Repair)

Skin-Cote is known throughout the piano manufacturing industry as the finest Varnish which is manufactured for their instruments. Naturally, it is in the same way the very best Varnish obtainable for standing trim and other interior decoration. It is exceptionally pale in color, rubs and polishes beautifully.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Counter Top Finish

This varnish is manufactured especially to resist the constant washing to which such surfaces are subjected. It is light in color and very elastic. Sets dust free in one to two hours and hard for following coat in 24 hours, although surface can be used in 12 or 15 hours.

Crysto Batavia Damar

This varnish is manufactured from the best selected Damar gum, cut in pure spirits of turpentine; it has good body, is very pale in color, flows freely under the brush, and is not tacky, like most Damars.

We recommend this varnish for making white or colored enamels, or for use over white paint, white enamels and glazed wall paper.

White Batavia Damar

This is an excellent and reliable Damar Varnish at a moderate price. It is a clear, transparent varnish, has good body, and mixes perfectly with white lead or zinc.

Cabinet Polishing (Seat Finish)

Glidden Varnish Parts (Cut out)

A high grade varnish for use on fine interior work, and particularly adapted for use on school desks, seats, etc., where a finish is required that will not tack or become sticky. It is pale in color, elastic and has good body. Can be rubbed or polished. Dries dust free in 2 to 3 hours and hard in 48 hours. When once thoroughly dry this varnish will not soften from any cause.

SL 9216 5C

General Purpose Varnish

An exceptional varnish for use on exterior or interior surfaces of wood or metal. It gives an exceptionally tough finish and will withstand the most severe exposure. This is a medium priced varnish that will give exceptional wear.

Linoleum Varnish

For use on linoleum or oil cloth. It is elastic, quick drying and very durable. It successfully withstands the hard usage to which a linoleum or oil cloth varnish is subjected. One coat of this varnish over an old worn surface of linoleum will restore the original pattern and prolong the life of the linoleum. Dries to walk on over night.

Marine Spar

This is a high grade varnish for use on all exterior surfaces and general marine work. Particularly adapted for use on cabins, spars and other important parts of ships and yachts, also front doors, window sills, etc. Can be rubbed and polished or left bright.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

M. P. Cabinet Finish (Rubbing)

An excellent and reliable varnish for finishing interior woodwork. Has full body, is elastic and easy flowing. Sets dust free in about two hours, and hardens in 24 hours. Can be rubbed or polished.

M. P. Elastic Interior

A good grade of varnish made for general interior use. Light in color. Has wonderful flowing and brushing properties and is extremely elastic and durable. It sets dust free in three to four hours and dries hard in about 36 hours.

Hard Drying Floor

An excellent hard drying varnish for floors, stair treads and general interior trim. It dries quickly and is sufficiently elastic to resist the severe wear to which floors are subjected. Dries hard over night.

Extra No. 1 Coach (Exterior Coach)

A durable varnish for exterior use. It is light in color, full bodied and elastic. Can also be used on fine interior trim where a good full lustre varnish is required.

Inside Spar

A tough elastic interior varnish for use on moderate priced dwellings, where a less expensive varnish is required. It is easy flowing and sets dust free in two to three hours. Can be rubbed and polished.

M. P. Special Coach

For use on all kinds of interior trim. A very dependable varnish, light in color, easy flowing, elastic and durable. Has excellent body. Can be rubbed. A very practical varnish for painters' use.

Light Hard Oil Finish

A thoroughly satisfactory finish for general interior trim. Pale in color, has good body and elasticity, and possesses excellent flowing and brushing properties.

Hard Oil Finish

Similar to our Light Hard Oil Finish, but not quite so light in color. Works freely under the brush, and dries with a deep fullness and brilliancy. Can be rubbed.

Hard Oil Shellac (Clear First Coater)

A priming coat for close grain woods that have been filled with paste filler. It is not a pigment stock, and is therefore transparent, preserving the natural beauty of the grain. It sandpapers well, not showing laps, and is a perfect foundation for succeeding coats of varnish.

Furniture Coach

A light colored heavy bodied varnish to be used as a varnish coat where a one-coat high-gloss finish is desired. It dries dust free in about one hour and hard in 24 hours.

No. 1 Furniture

This varnish is adapted for touching up and refinishing moderate priced furniture. It is pale in color, has good body, and works well.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Black Varnishes and Asphaltums

Dead Black Wrought Iron Finish

This is an air drying material suitable for either brushing or dipping and dries with a dull jet black finish.

Recommended for use on elevators, pipes and all metal construction work where a dead black wrought iron finish is desired.

Extra Black Asphaltum

This asphaltum is made from the best Gilsonite gum in combination with turpentine, producing a material which is heavy in body, and dries quickly with a brilliant jet black lustre. Recommended particularly for japanning metals and woods. It is air drying, and produces a smooth, hard and durable surface. It is especially fine for painters' use in making stains.

Black Asphaltum

Made from a good quality of gum, using naphtha and turpentine as a reducer. Dries with a smooth jet black surface. Recommended for use where a medium priced asphaltum is required.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, 1/16's.

Bronzing Liquids

Superior Bronzing Liquid

The very highest quality bronzing liquid manufactured, and is made especially to resist the action of heat. It is light in color, carries the bronze powder evenly and produces a smooth surface. Does not in any way impair the color of the bronze and is particularly recommended for delicate shades.

Mixed with bronze it is adapted for use on radiators, steam and hot water pipes, and on all wood or metal surfaces where a bronzing liquid is required.

Bronzing Liquid

This liquid is light in color, floats the bronze powder uniformly and produces a smooth surface. It is heat resisting and adapted for use on radiators, steam and hot water pipes, and on all wood or metal surfaces where bronzing is required.

Put up in 5's, 1's, ½'s, ¼'s, ⅛'s.

Japan and Liquid Dryers

Electric Dryer

An excellent and reliable dryer in every way. It is made from hard gums and possesses strong drying properties. Two and one-half gallons of dryer is sufficient for a barrel of oil. It is intended especially for drying linseed oil paints.

Magic White Dryer

A good moderate-priced dryer, manufactured from very carefully selected materials. Intended chiefly for drying the cheaper white enamels and paints and mixes perfectly with linseed oil. It is used chiefly as a dryer for the lighter shades of paints.

H. P. Japan Dryer

This is a dryer of quality and is intended especially for house painters' use in drying oil and linseed oil paints. It is made from hard gums and is thoroughly reliable and satisfactory in every way. Two and one-half gallons of dryer is enough for 50 gallons of oil.

Japan Dryer

This dryer is recommended wherever a low-priced dryer is required. It is especially adapted for the drying of cheap paints and enamels.

Automobile and Carriage Varnishes and Japans

THE GLIDDEN COMPANY has found that in automobile and carriage finishing there is a considerable variance in the methods used in many successful finishing shops. We cannot attempt, therefore, to explain in detail all of the particular products which we manufacture to fill the needs of the various finishing processes used. Whatever process is decided upon depends largely on the nature of the work, the kind of results desired and the conditions under which the finish is to be produced.

We manufacture a complete line of Automobile and Carriage Varnishes and Japans to completely cover the needs of this class of trade. We will be very glad to advise any shop on its peculiar problems. Regardless what process is used we recommend the use of the following finishes for the production of the best results.

Rubbing Varnishes

As no high-grade varnish will successfully withstand wear and weather without a proper foundation from primer to finishing coat, we manufacture Rubbing Varnishes that have body and give the necessary foundation for the entire finish. Our leaders in this line are Glidden Durable Body Rubbing Varnish and Glidden Quick Durable Rubbing Varnish.

The first is a tough, pale and freely working varnish that can be rubbed without sweating in about 96 hours; the latter can be rubbed successfully in 48 hours. It is recommended where quick work is essential.

Wearing Body Varnishes

Glidden Pale Body Finishing Varnish is an extremely *high-grade, light varnish which dries to a durable lustre* and brings out to best advantage the colors of the preceding coats.

Our Hard Drying Body Varnish is slightly less expensive but has all the essential qualities of producing the high grade commercial job.

Glidden One-Coat Finishing Varnish is still lower in cost and is designed for the use its name describes.

Glidden Pale Gear Finishing Varnish is for use over light-colored gears and running parts. It possesses the desired durability.

We also manufacture a variety of other products including Primers, Fillers and Rough Stuffs, White Flowing Rubbing Varnish, Ivory Black Rubbing Varnish and Colored Varnishes in various shades.

Pale Coach Japan

A light colored strong drying japan which assures a uniform hardening of colors. Meets the requirements of the particular automobile, carriage and wagon painter.

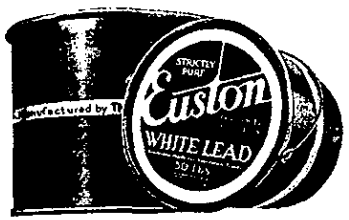
Japan Gold Size

A high-grade japan dryer of unusual elasticity, especially adapted for laying gold leaf. It is also an excellent binder for colors and rough stuffs.

Metal Primer and Sealer

The fact that this material oxidizes quickly and seals the pores of the surface to which it is applied prevents the cracking in and sinking away of succeeding coats of lead and tough stuffs. Metal Primer and Sealer penetrates deeply, produces a very durable surface and is impervious to moisture. It will not crack or peel and produces the most elastic and durable undercoating for the succeeding coats of finish that is possible to obtain.

Put up in 1's, [illegible]'s, [illegible]'s, [illegible]'s, [illegible]'s.



EUSTON

Improved Process Strictly Pure White Lead

AN ABSOLUTELY pure carbonate of lead corroded by the Euston Improved Process. This new process produces first a pure product, but of equal importance, it produces a product having all of the white lead qualities that are essential in the production of a durable and economical paint. Whiteness, fineness and fluffy texture are white lead qualities that will be found 100% in Euston White Lead. With all these marked advantages Euston is the white lead that produces the most durable and lasting paint film. Put up in 100, 50, 25 and 12½ pound kegs.

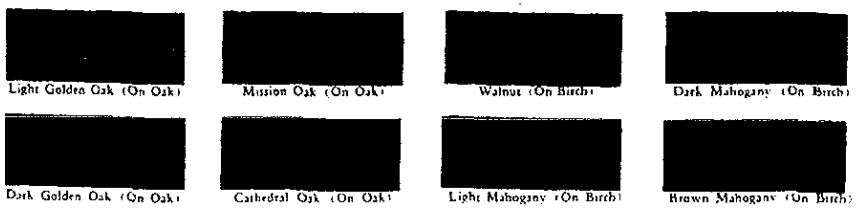
Endurance Wood Stains

GLIDDEN Endurance Wood Stains are for use on new wood that has not been previously finished in any way. Should you desire to use them on wood that has been finished, it is necessary first to remove the old finish with Glidden Paint and Varnish Remover. The wood will then show best results from the stain.

They cover approximately 1,000 square feet to the gallon, varying according to the nature of the wood.

A wide range of effects may be secured by reducing the Stains with pure spirits of turpentine and by intermixing two or more colors in varying proportions.

Before applying Endurance Wood Stains, sandpaper the wood to a smooth even surface, then apply the stain with a soft brush; let stand for 24 hours. On open-pored woods apply a very thin coat of shellac directly over the stain and when dry, sandpaper lightly and fill with paste wood filler. On close grained wood, apply shellac heavier after staining (unnecessary to use paste filler on close grains); sandpaper lightly, color putty to match stain, when the work will be ready for finishing with varnish or wax. Put up in 5's, 1's, ½'s, ¼'s, ⅛'s, [illegible]'s.



GL 0216-52

Insecticides and Fungicides

Arsenate of Lead

Glidden Dry Powdered Arsenate of Lead is without question the highest grade Arsenate of Lead yet developed. Being air-floated, it is very flocculent and has greater bulk per given weight than any other Arsenate of Lead on the market. This accounts for the wonderful suspension and adhesive qualities found only in Glidden Dry Powdered Arsenate of Lead.

Arsenate of Calcium

Like our Dry Powdered Arsenate of Lead, Glidden Dry Powdered Arsenate of Calcium is air-floated and has the same splendid suspension and adhesive qualities. It has many distinct advantages over other Insecticides and we believe within a short time it will be more extensively used than any other material for the control of leaf-eating insects.

Bordeaux Mixture

Glidden Dry Powdered Bordeaux Mixture is used as a preventive and control for certain fungus diseases such as Blight, Rot, Rust, Mildew, Leaf-Spot, etc. It is a product that has all the advantages and none of the disadvantages of the homemade or old style paste material. Our Bordeaux Mixture is so compounded that we can equal any of the above formulæ in Bordeaux strength by using a certain number of pounds of our product.

Bordo-Arsenate

Glidden Dry Powdered Bordo-Arsenate is a combination of Arsenate of Lead and Bordeaux Mixture combining the insect destroying properties of Arsenate of Lead and the fungus preventive qualities of Bordeaux Mixture. It is an excellent product for controlling insect pests and fungus diseases on all kinds of truck crops and is superior in every way to all similar products found on the market today.

Paris Green

Of the many spray poisons on the market, Paris Green is the oldest, and is still used in large quantities by the potato growers for the control of the Potato Beetle. Glidden Paris Green is guaranteed to be strictly pure and to meet all Government requirements governing its sale.

Display Material Supplied to Glidden Insecticide Dealers

TOX

TOXOL is a clear amber liquid perfected by The
and poison fly paper, roach paste, bed bug powd
obnoxious to the average person. Toxol is absolutel
guaranteed not to contain the slightest trace of Ca
Benzol), Cresylic Acid or other poisons used by our
has a pleasant aromatic odor that disappears quic
delicate fabrics, draperies, carpets or wall paper, etc.

Wha

Toxol, when sprav
Mosquitoes, Roaches, V
hold insects. It seeks
cracks, crevices, behind
out to die.

Put up in 50-gal. dr

Introductory Package

Our introductory package contains a sprayer and a pint can of Toxol. It has already proven to be a winner. The carton, in which this outfit is packed, is printed in three colors and can be used effectively in *preparing a window or counter display. After the* consumer purchases one of these outfits, he invariably comes back with a repeat order for a pint or quart can of Toxol.

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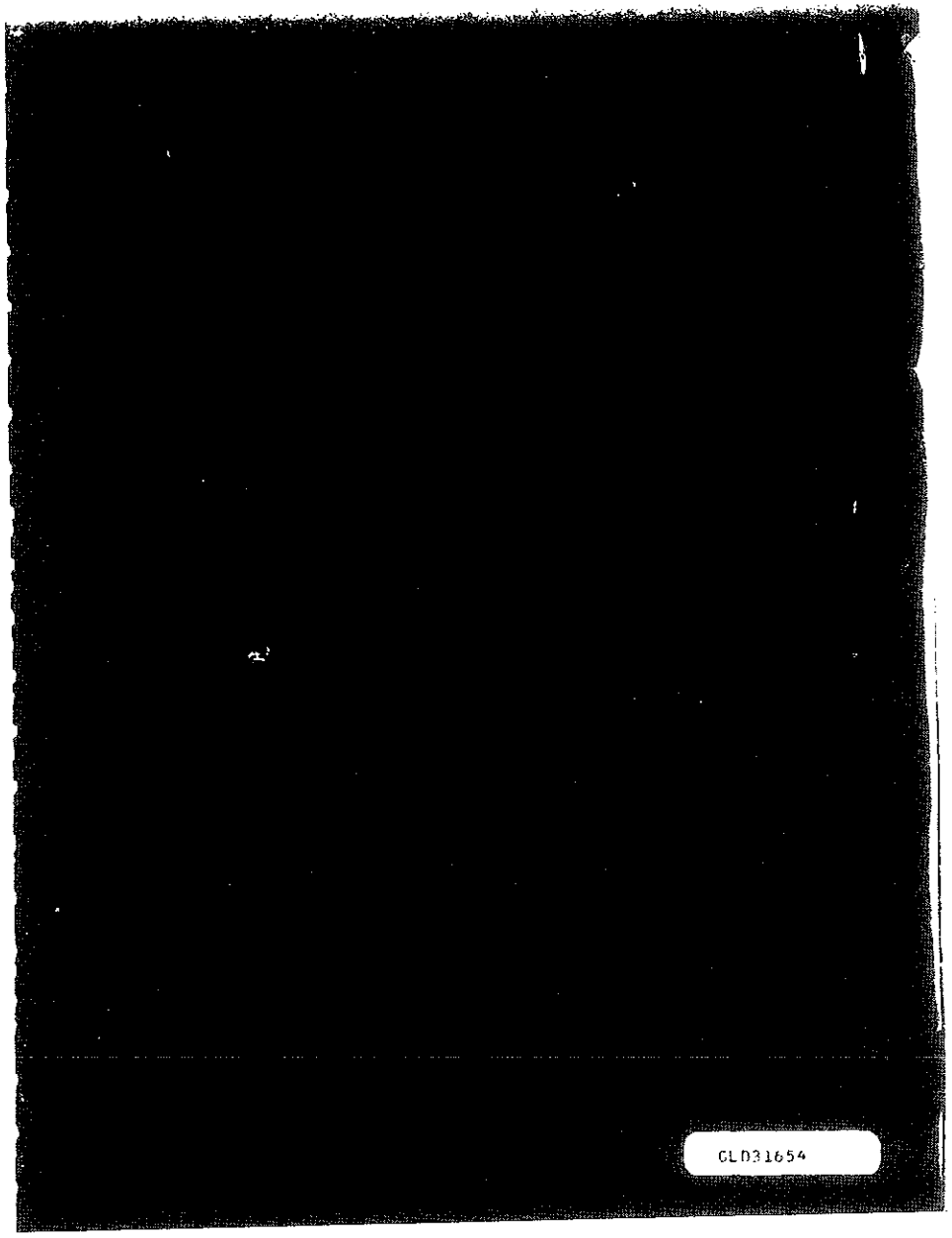
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