



THE GLIDDEN COMPANY

Established in 1870

MANUFACTURERS OF ARCHITECTURAL FINISHES
PAINTS • VARNISHES • LACQUERS • ENAMELS

Factories from Coast to Coast • Branches in Principal Cities
National Headquarters, Cleveland, Ohio

THE COMPANY . . . Since 1870 the name Glidden has been synonymous with fine paint, varnish, and lacquer products. The scientific training and practical experience of many men, plus every mechanical improvement that modern engineering has developed, make every Glidden product representative of the most advanced achievement in paint manufacturing.

GLIDDEN

Everywhere on Everythin'

LABORATORIES . . . A corps of chemists and trained men are constantly at work devising and perfecting new products, and checking production all along the line to insure uniformity of standards and results. The Glidden laboratories are large and fully equipped with all the scientific instruments for formulating paints to the standards of Time-Tested Laboratories.

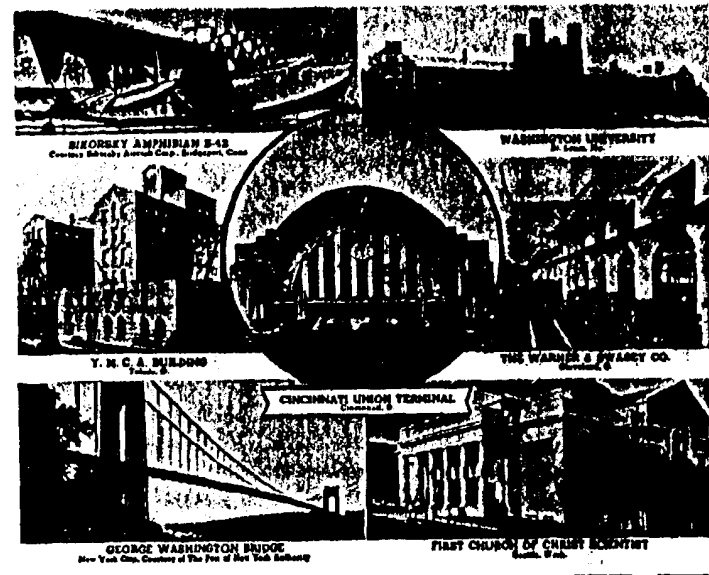
GUARANTEE . . .

The name Glidden on the label is a guarantee of quality. Years of manufacturing experience and the use of the highest grade raw materials insure satisfactory products. When the architect specifies Glidden Paints, Varnishes, Lacquers or Enamels he knows that he is insuring satisfaction to his client.

ARCHITECTURAL SERVICE DEPARTMENT

. . . The Glidden Company maintains an Architectural Service Department, where paint problems of the architect are handled by the Glidden Architectural Consultant, who has direct access to a modern finishing room where materials may be tested for practicality and quality. The Architectural Consultant welcomes, at any time, an opportunity to co-operate with the architect.

GLIDDEN PAINTS ARE USED ON FAMOUS BUILDINGS AND STRUCTURES THROUGHOUT AMERICA



Local Representative for Glidden Paints

MANUFACTURING

. . . Back of Glidden products are the great resources of an organization with nearly seventy years of manufacturing experience. Immense buying power and large scale production with modern machinery enable The Glidden Company to market paint that represents the maximum in quality at a minimum cost.

SERVICE . . .

Glidden factories and warehouses are

located strategically throughout the United States and Canada. Delivery to any point on the American continent means no more than a short, economic haul, saving both time and expense. Because of tremendous paint sales, these factories and warehouses maintain large complete stocks at all times. Glidden gives the architect the service he demands.

RECOMMENDED GENERAL INSTRUCTIONS

Suggestions to aid the architect in preparing complete painting specifications. If written into the specifications, they will help to insure that the painting work is done correctly.

1. GENERAL PAINTING CLAUSE . . . Be it understood that the Instructions to Bidders and the General Conditions applying on the General Contract apply also on the painting contract.

2. WORK TO BE DONE . . . The work required under a painting contract includes the furnishing of all materials, labor and equipment of every nature which may be required for the proper painting and finishing of the building, all as hereinafter specified, shown on the plans, or implied in either plans, or specifications; that the work be complete in every respect unless definitely excepted by the architect.

3. WORK NOT INCLUDED IN THE PAINTING CONTRACT. N. B. . . . At this point it is well to make a bill of exceptions showing exactly the surfaces which do not come under the painting contract; for example, the back of interior wood trim, which has been shop primed by others.

4. PREPARATORY WORK . . . All surfaces to be painted shall be in proper condition before the work is begun; that is, the surface shall be perfectly dry, clean and smooth. In case any work is defective, or unsuitable for finishing, the painting contractor shall notify the architect of the fact in writing. If the architect is not so notified, the painting contractor will be held solely responsible for the finished condition of the work.

5. SAMPLES. N. B. . . . In case it will be necessary for the proper completion of the work to match certain samples, the architect should at this point fill in his requirements as to samples which will serve as standards to be matched in finish, color, etc.

6. WORKMANSHIP . . . All work under this contract shall be executed only by concerns of standing approved by the architect. All work shall be made perfect in material, workmanship and finish. All work shall be done by skilled mechanics. No work shall be done under conditions of weather, or temperature, unsuited to good work.

7. MATERIALS . . . All materials coming under the painting contract shall be delivered to the building in unbroken packages, bearing the Glidden name and label. Such materials should be used without any adulteration, and only with such thinning as called for in the manufacturer's directions. In case of sealed packages, the seal should not be broken until the contents are to be used. Materials requiring mixing shall be mixed on the premises. All materials must at all times be subject to the inspection and approval of the architect.

8. PROTECTION AGAINST DAMAGE . . . The painting contractor shall be responsible for the condition of the building in his charge. Due care shall be taken while painting is in process to protect all portions of the building and also all materials belonging to, or installed by, other contractors.

9. PATCHING . . . Carefully patch and finish all work injured, or marred from whatsoever cause, to the satisfaction of the architect. Upon completion the entire job should be in perfect condition and free from defacements of any nature.

10. FIRE PREVENTION . . . *Keep all oily rags or waste in covered metal receptacles.*

11. CLEANING . . . At the completion of work, remove all surplus materials, staging, rubbish, etc.; clean off all paint, varnish, stains, etc., from floors, glass, walls, hardware, etc., and leave the premises in perfect condition, acceptable to the architect.

SUMMARY . . . No paint, varnish, or other finish should ever be applied to a surface containing moisture or bearing scale, rust, dirt, grease—or to any surface not clean and ready to paint.

Any possible alkalinity in plaster, cement, or concrete surfaces must be neutralized.

Neutralize the alkali by giving the wall a wash coat with a solution of two to three pounds of zinc sulphate to a gallon of water.

All nail holes, cracks, etc., must be properly filled with linseed oil putty.

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EXTERIOR FINISHES

WOOD SIDING . . .

GLIDDEN ENDURANCE PAINT (Prepared) is as nearly perfect a paint as it is possible to manufacture. It is a ready mixed, ready to use House Paint, which combines the long wearing qualities of lead with the film hardening qualities of zinc.

Glidden Endurance Paint (Prepared) works easily, covers well, resists wear and weather, has extreme durability, leaves a good uniform surface for repainting and costs less than other house paints when measured by years of service.

Glidden Endurance Paint covers approximately 400 to 425 square feet per gallon, 2 coats.

Base-Coat—New wood should be primed with Glidden Base-Coat. The use of this specially prepared first coater eliminates blistering and peeling, and insures longer wearing and better finished results on any kind of wood, particularly the porous, resinous and sappy types.

Base-Coat covers approximately 300 square feet per gallon, 2 coats.

New Work, Specification 1

1st Coat—Glidden Base-Coat applied as it comes in the container. (Under no condition should this material be reduced.) Allow 72 hours to dry.

NOTE: After the priming coat has dried thoroughly, putty all nail holes, cracks, etc. with a first quality linseed oil putty.

2nd Coat—Brush on coat of Glidden Endurance Paint (Prepared) thinned with a pint of turpentine to each gallon. Allow this coat to dry 72 hours or more.

3rd Coat—A well brushed out coat of Glidden Endurance Paint (Prepared) as it comes in the container.

Old Work

The surface to be repainted shall be dusted free from all foreign matter, loose paint removed by wire brushing and scraping, and rust removed from all eaves, downspouts, or flashings. Loose boards or siding shall be renailed and repairs made to siding over drip caps and window and door headers. The open spaces around door casings, windows and corner boards shall be puttied.

Specification 2

1st Coat—Apply Base-Coat over the entire surface, working it well into all spots that have become bare. (Alternate:—If Base-Coat is not available reduce Glidden Endurance Paint (Prepared) with one quart of linseed oil and one pint of turpentine to each gallon for application to the south and west sides of the house and with one quart of turpentine and one pint of linseed oil for the east and north sides.)

2nd Coat—This final finishing coat shall be Glidden Endurance Paint (Prepared) as it comes in the container.

TITAN-O-ZINC is made with titanated pigments which give great hiding quality and a brilliant whiteness. It is offered as an alternate to Glidden Endurance Paint (Prepared) for those who prefer a paint with Titanium base instead of Lead. It is recommended in smoky districts where fumes are prevalent. It is regularly supplied only in white but may be colored as desired by adding Glidden Pure Colors in Oil.

Titan-O-Zinc covers approximately 400 to 425 square feet per gallon, 2 coats.

Specification 3

Same as Specification 1 substituting Glidden Titan-O-Zinc in place of Glidden Endurance Paint (Prepared) in second and third coats.

RIPOLIN ENAMEL . . . (See Ripolin Section—*Specification 13*)

EUSTON WHITE LEAD is a lead of unusual whiteness. It produces a smooth and enamel-like film. Euston White Lead is pure carbonate of lead made by a secret patented process that controls its whiteness and fineness, which in turn governs its unusual spreading capacity and ability to produce more paint per hundred pounds. Furnished in three forms: Heavy Paste; Soft Paste; and All-Purpose. (Specifications furnished on request.)

WOOD SHINGLE SIDING AND ROOFS

ENDURANCE SHINGLE STAINS are high grade creosote stains used to prevent warping, curling, splitting and general decay of the wood as well as supply permanent and decorative color.

Brushing: — *Endurance Shingle Stains cover approximately 150 square feet per gallon, 1st coat; 100 square feet per gallon, 2nd coat.*

Dipping:—*Two-thirds dip on 1000 shingles will require approximately 3 gallons of Stain.*

New Work, Specification 4

1st Coat—Dip two-thirds of the length of the shingle into Endurance Shingle Stain of consistency supplied by Glidden. Stack loosely to allow proper penetration and drying.

2nd Coat—After shingles are laid apply one full brushing coat of Endurance Shingle Stain as it comes in the container.

Old Work

On old work Endurance Shingle Stains can be applied by either brushing or spraying although the brushing application is recommended. Particular care shall be exercised to see that all portions, particularly the edges of the shingles, are well coated.

Two coats are recommended and in such instances the first coat shall be reduced 25% with raw linseed oil.

COMPOSITION ROOFS . . .

ENDURANCE ROOF COATING is a pure asphalt suitable for reconditioning and waterproofing all types of composition roofs. Insures protection against water, weather, alkali, common acids, gases, fumes, etc. Applied with regular roof brushes.

EXTERIOR WOOD SURFACES (Varnished)

Including Porch Collings, Doors, Trim, Etc.

GLIDDEN OIL STAINS are permanent, non-fading pigmented stains that require but little wiping and are recommended for all exterior work.

Glidden Oil Stains cover approximately 800 square feet per gallon, 1 coat.

GLIDDENS PAR is recommended as the finest varnish available today for either interior or exterior use. It is made from bakelite and synthetic type resins which are the latest developments in varnish research and manufacture.

EXTERIOR FINISHES (Cont'd)

Giddenspar is pale in color, will not turn white from water, and is impervious to alcohol.

Specification 5

1st Coat—After sanding wood to a smooth surface, brush on a coat of Glidden Oil Stain. Wipe off excess stain with a soft cloth. Allow 24 hours to dry.

2nd Coat—(Open grained wood only) Sand and fill with Glidden Paste Wood Filler reduced as needed with turpentine or naphtha. Wipe before Filler becomes hard, rubbing across grain and hard enough to force the Filler into the pores and remove excess.

3rd Coat—Brush on one coat of Gliddenspar Varnish in the consistency as supplied by the manufacturer and allow to dry.

4th Coat—(Same as 3rd Coat.)

NOTE: Don't use Shellac anywhere in a schedule embracing Synthetic Varnishes.

WOOD PORCH FLOORS . . .

PORCH AND DECK PAINT is a wear-resisting, protective and decorative coating for exterior porch floors.

Porch and Deck Paint covers 600 to 700 square feet per gallon, 1 coat.

Specification 6

1st Coat—One brush coat of Glidden Porch and Deck Paint thinned with one quart of pure linseed oil and one pint of pure turpentine to the gallon.

2nd Coat—After 72 hours, apply a full flowing coat of Glidden Porch and Deck Paint thinned with one pint of pure turpentine to the gallon.

3rd Coat—Allow 48 hours for drying and apply a full coat of Glidden Porch and Deck Paint as it comes in the container.

CONCRETE, STUCCO and BRICK . . .

LIQUID CEMENT COATING is for damp-proofing and rendering uniform exterior surfaces of concrete, stucco, etc. It is composed of carefully selected pigments and specially prepared oils which produce an extremely durable and water-resisting semi-gloss finish.

Liquid Cement Coating covers 300 to 500 square feet per gallon depending on the porosity and texture of the surface.

New Work, Specification 7

1st Coat—To each gallon of Glidden Liquid Cement Coating add one pint of Glidden Liquid Cement Mixing Liquid and brush well into the surface. Allow 36 to 48 hours to dry.

2nd Coat—Brush on a coat of Liquid Cement Coating as it comes in the container. Allow 72 hours for drying.

3rd Coat—One additional coat brushed on evenly (as supplied by the manufacturer.)

OLD WORK

Remove all loose paint from old surfaces. Touch up bare spots with Glidden's Liquid Cement Coating that has been thinned 25% with Liquid Cement Mixing Liquid.

Specification 7.1

1st Coat—Apply one coat of Liquid Cement Coating, of color selected, to the entire surface after having reduced it in the ratio of three to one with Liquid Cement Mixing Liquid.

2nd Coat—The second coat shall be Liquid Cement Coating applied full body and brushed well on to and into the surface.

STRUCTURAL STEEL AND METAL ORNAMENTS . . .

LIQUID RED LEAD is recommended wherever a shop

coat of red lead is specified. It comes ready to apply, is extremely elastic, and is an excellent rust preventative.

NEV-A-RUST embodies every requirement of a high grade metal protective paint. It is the result of years of research and observation of the product in actual use.

Nev-A-Rust covers 600 to 700 square feet per gallon, 1 coat.

The combination of these two materials, if applied as hereafter specified, will adequately protect all the coated metal of any structure from the destructive elements.

NOTE: It is impossible to overestimate the need of an absolutely clean and rust-free steel which must be obtained by thorough sand blasting or wire brushing.

Specification 8

Shop Coat—A priming coat of Glidden Liquid Red Lead as it comes in the container to be applied at the mill.

1st Field Coat—A brush coat of Glidden Nev-A-Rust, black or red, as it comes in the container.

2nd Field Coat—(Same as 1st Field Coat.)

NOTE: By alternating the colors of the material used in the Field Coats, the architect secures a color contrast between the coats which insures thorough workmanship on inspection.

GRAPHITE LIQUID PAINT is recommended for use on any metal surface. It is offered as an alternate to Nev-A-Rust for those who prefer a graphite base paint for this use. Its heat resisting qualities make it especially good for painting chimneys, boilers, etc.

Specification 9

Same as Specification 8 substituting Glidden Graphite Liquid Paint for Glidden Nev-A-Rust.

METALLITE (Aluminum Paint) is a product of unusual covering and hiding ability excellent for all exterior surfaces both hot and cold. It may be used as a priming coat to be covered with Glidden Endurance Paint (Prepared) or other exterior paint or it may be used as a finish coat over Glidden Nev-A-Rust or Base Coat where an Aluminum finish is desired.

GALVANIZED IRON . . . Specification 10

The galvanizing process leaves on the surface of the iron a film to which most paint will not adhere. It is therefore, necessary to prepare galvanized iron in a special way, no matter what the final coats may be.

The most satisfactory method of preparing the iron is to apply a brush coat of the following solution: dissolve 1 ounce each of Chloride of Copper, Sal Ammoniac and Nitrate of Copper in $\frac{1}{2}$ gallon of water in an earthenware vessel. When dissolved, add 1 ounce of Hydrochloric Acid. Allow 24 hours to dry and then use a stiff brush to remove the powder which has formed.

Best results are obtained by immediately following with one coat of Glidite Galvanized Iron Primer.

Follow with Glidden Endurance Paint (Prepared) Nev-A-Rust or other exterior paint.

EXTERIOR FINISHES (Cont'd)

SMOKE STACKS, PIPES and OTHER HOT SURFACES . . .

SMOKE STACK BLACK is so formulated that it will bake hard to the metal, practically becoming a part of it and forming an excellent protective film.

Specification 11

One Coat—Remove all grease spots and foreign matter from the surface and brush on one heavy coat of Glidden Smoke Stack Black of a consistency as supplied by the manufacturer.

METAL ROOFS . . .

TINNER'S RED is a popular sheet metal paint, per-

manent in color and absolutely waterproof. It is quick-drying and elastic; withstands rigid metal bending tests.

Covers approximately 700 square feet per gallon, 1 coat.

Specification 12

One Coat—Remove all rust, scale, grease, dirt, etc. from the surface. Apply one coat of Tinner's Red as it comes in the container.

NEV-A-RUST . . . (See Specification 8)

GUTTERS, DRAINS and FLASHINGS . . . (See Specification 8)

RIPOLIN ARCHITECTURAL ENAMELS

For Fine Exterior and Interior Enamel Finish

RIPOLIN is internationally known as a fine, durable enamel. The secret process by which it is manufactured, together with the aging of the essential oils, makes BLT Ripolin Enamel a super-product.

It actually improves with age; there are numerous public buildings and fine homes in the United States where 15 years of continuous service have not dimmed the lustre and beauty of Ripolin.

The ever increasing demand for a quicker-drying product resulted in Q.D. Ripolin which was developed after years of careful research. Q.D. Ripolin dries in a much shorter length of time than BLT Ripolin but still retains all of its outstanding qualities.

Q.D. Ripolin is manufactured in 18 washable, modern colors, carefully selected by authorities on architecture, and color harmony. This enamel smoothes away to a glossy, tile-like finish, free from brush marks and will give lasting beauty to all surfaces where a high grade enamel finish is desired. Ripolin is furnished in High Gloss, Semi-Gloss (Egg-shell) and Dead Flat White. Any finish desired between the High Gloss and Dead Flat can be obtained by intermixing in varying proportions. To obtain any of the lighter shades, White Ripolin may be tinted by the use of pure color ground in Japan, thinning down the color with a small quantity of turpentine and adding slowly to the enamel until the desired color is obtained. The addition of a large amount of coloring matter to obtain any of the darker shades is not recommended. We will supply darker shades on order.

Where Ripolin is to be used in colors, Ripolin Undercoat tinted the same shade as the finishing coat should be used.

Ripolin of itself will show a perfectly smooth, even surface without brush-marks, but will not cover irregularities in the under-coating. For this reason great care should be exercised to keep the working

pots, brushes and surface to be worked on free from dust, grit, or other foreign matter. For extremely fine work, where there are two coats of enamel to be applied, the first coat of enamel should be rubbed with pumice rather than with sandpaper or steel wool.

Do not thin the finishing coat of Ripolin.

NEW EXTERIOR WORK . . .

Exterior finishes on Ripolin-enameled homes are extremely durable with permanency of lustre and depth of beauty. A Ripolin surface because of its enamel-like finish does not hold the soot and grime. It cleans easily and always maintains extreme whiteness.

Ripolin First Coat covers approximately 300 square feet per gallon, 2 coats. Exterior Ripolin covers approximately 360 square feet, 2 coats.

Specification 13

1st Coat—A priming coat of Glidden Base-Coat applied without reduction as it comes from the container. Allow 72 hours for drying.

2nd Coat—A full coat of Exterior Ripolin First Coat. Allow 72 to 96 hours for drying.

3rd Coat—Exterior Ripolin First Coat reinforced with 1 quart Exterior Gloss Ripolin to the gallon. Allow 96 hours for drying.

4th Coat—A good full coat of Exterior Gloss Ripolin as it comes from the container.

NOTE: Third coat may be eliminated where cost is a vital factor.

NEW INTERIOR SOFT WOOD . . .

Specification 14

1st Coat—A priming coat of Ripolin Enamel Undercoat, thinned with 1 quart of raw linseed oil and ½ pint of pure turpentine to the gallon. Allow 48 to 72 hours for drying.

2nd Coat—Full coat of Ripolin Enamel Undercoat. Allow overnight to dry.

3rd Coat—Full coat of Ripolin Enamel Undercoat. Sandpaper this coat to a smooth surface.

4th Coat—Ripolin Enamel Undercoat reinforced with ½ gallon Gloss Ripolin added to the gallon. Sandpaper lightly after drying.

5th Coat—A good flowing coat of Ripolin Enamel. This coat may be thinned with ½ pint of pure turpentine to the gallon. Allow 96 hours for drying; rub smooth with pumice and water.

RIPOLIN ARCHITECTURAL ENAMELS (Cont'd)

6th Coat—A good flowing coat of Ripolin Enamel as it comes in the container. **DO NOT THIN FINISHING COAT OF RIPOLIN.**

NOTE: If expense is of prime importance, 2nd or 5th coats may be omitted, or, if desired, both.

NEW INTERIOR SAPPY WOODS . . .

Specification 15

1st Coat—A priming coat of Ripolin Enamel Undercoat, thinned with $1\frac{1}{2}$ pints of raw linseed oil and $1\frac{1}{2}$ pints pure turpentine to the gallon. Allow 48 to 72 hours for proper drying.

NOTE: After applying first coat, all woodwork should be thoroughly rubbed down with fine sandpaper or steel wool.

Give the whole surface a wash coat of thin white shellac which has been strained through cheese-cloth. Follow Specification 14 from this point.

NEW INTERIOR OPEN-GRAINED WOODS

Specification 16

1st Coat—A coat of Glidden Paste Wood Filler should be rubbed well into the surface. After this is dry and hard sandpaper the work thoroughly.

2nd Coat—A priming coat of Ripolin Enamel Undercoat, thinned with 1 pint of raw linseed oil and 1 pint of pure spirits of turpentine to the gallon; sandpaper to a smooth surface after thorough drying. Follow Specification 14 from this point.

INTERIOR WALL FINISHES

PLASTER WALLS (ROUGH and SMOOTH) and WALL BOARD . . . *General Instructions*

All wall surfaces should be carefully checked for "hot" spots caused by excessive lime in the body coat. A litmus paper or phenolphthalein applied to those spots that indicate an alkaline condition should be used to prove whether such a condition exists. All plaster on which "hot" spots appear should be washed previous to the painting with a neutralizing solution made of at least 3 pounds of zinc sulphate dissolved in a gallon of water. Allow this application to dry thoroughly and brush all zinc crystals from the surface.

New walls should be carefully pointed up before priming, cracks should be widened to at least $\frac{1}{4}$ ", and filled flush to the surface with a mixture made of $\frac{1}{4}$ part of plaster of Paris to $\frac{3}{4}$ parts of whiting by weight. This is mixed to an easy working consistency by the addition of a good grade of varnish. Quick setting of the mixture indicates too much plaster of Paris and the addition of more whiting and varnish will ease working conditions.

FLAT WALL FINISHES . . .

SPEED-WALL FLAT is manufactured in 14 modern pastel shades. It dries to a soft finish with a slight sheen that indicates its washability.

Speed-Wall Flat covers approximately 400 square feet per gallon on smooth plaster, 1st coat. 450 to 600 square feet per gallon on smooth plaster, 2nd coat.

New Work, Specification 17

1st Coat—Speed-Wall Mixing Size to which has been added an equal amount of Speed-Wall Flat in the color selected for finishing coats. Allow overnight to dry.

2nd Coat—Speed-Wall Flat as it comes in the container. Allow overnight to dry.

3rd Coat—(Same as 2nd Coat.)

CASEIN PAINT . . .

REFLECT-O-LITE is a paint furnished in semi-paste form that differs from other types of water paints in that casein is used in making the vehicle and has

the faculty of producing unusual adhesion. Its pigment is lithopone commonly used in practically all types of wall finishes.

Reflect-O-Lite covers solidly with one coat and has no lingering or strong penetrating odors. The instances where size is necessary are few. Reflect-O-Lite is quick drying. It is economical because it can be thinned with water but in this respect it is different from Kalsomine because it is washable.

New Work, Specification 18

Surface Preparation—Only in those instances where there are indications of uneven suction or porosity of the surface is a primer necessary. When priming is recommended use Speed-Wall Interior Base-Coat. After primer has dried apply one coat of Reflect-O-Lite after reducing each gallon of this material with one-half gallon of water.

2nd Coat—In extreme cases a second coat may be advisable.

Old Work

Surface Preparation—The surface to be painted shall be cleaned free from dirt and grease while loose paint, Kalsomine, and other foreign matter shall be entirely removed. Fill all cracks, nail holes and damaged spots with Patching Plaster. Prime all patches.

Add one part of water to two parts of Reflect-O-Lite slowly and stir continually until evenly mixed. Apply by brushing, flowing out evenly to avoid brush marks.

SEMI-GLOSS WALL FINISHES . . .

SPEED-WALL SEMI-GLOSS is a quick-drying, low-lustre finish, highly recommended for use in hospitals, hotels, public buildings, schools, apartment houses, offices and homes. It can be washed repeatedly and easily without harming the finish.

Speed-Wall Semi-Gloss covers approximately 400 square feet per gallon on smooth plaster, 1st coat. 500 to 525 square feet per gallon on smooth plaster, 2nd coat.

New Work, Specification 19

1st Coat—Apply Speed-Wall Interior Base-Coat reduced in the proportion of one quart of naphtha to the gallon. Four hours drying time is sufficient with good drying conditions.

2nd Coat—Speed-Wall Semi-Gloss as it comes in the container.

Allow overnight to dry.

3rd Coat—(Same as 2nd Coat.)

GLOSS WALL FINISHES . . .

SPEED-WALL GLOSS is a high grade wall finish with easy working properties and is very well

INTERIOR WALL FINISHES (Cont'd)

adapted to kitchen and bathroom walls and other surfaces that must be washed or cleaned frequently.

Speed-Wall Gloss covers approximately 400 square feet per gallon on smooth plaster, 1st coat. 500 to 550 square feet per gallon on smooth plaster, 2nd coat.

New Work, Specification 20

1st Coat—Apply Speed-Wall Interior Base-Coat, reduced in the proportion of one quart of naphtha to the gallon.

2nd Coat—Speed-Wall Gloss as it comes in the container. Allow overnight to dry.

3rd Coat—(Same as 2nd Coat.)

Old Work, Flat, Semi-Gloss or Gloss

All old surfaces shall be carefully cleaned free from grease, smoke and other foreign matter.

Surface Preparation—Large cracks shall be filled with plaster of Paris and then sized with either Speed-Wall Interior Base-Coat or Shellac.

Specification 21

1st Coat—Reduce Speed-Wall Interior Base-Coat 25% with naphtha for a primer sealer coat.

2nd Coat—Apply Speed-Wall, Flat Semi-Gloss or Gloss, in the consistency found in the package.

3rd Coat—If a third coat is necessary this too shall be Speed-Wall in the sheen selected, applied full body.

RIPOLIN ENAMEL . . . (See Ripolin Section—Specification 14)

CANVAS COVERED WALLS . . .

Follow same specifications as for New Plaster No. 17.

WOOD PANEL WALLS . . .

ENDURANCE WOOD STAINS are penetrating stains which greatly enhance the natural beauty of all woods. They require no wiping.

Endurance Wood Stains cover approximately 1000 square feet per gallon, 1 coat.

Specification 22

1st Coat—A full coat of Endurance Wood Stain of the color selected.

NOTE: On open-grained woods apply a wash coat of shellac after stain is dry. Fill with Glidden Paste Wood Filler reduced, as needed, with turpentine. Wipe, rubbing across grain, as filler sets. Sandpaper to a smooth surface.

Succeeding Coats—Two or more coats of Wearette Varnish, of a consistency as supplied by Glidden, until desired finish is obtained.

NOTE: Flat Finish . . . LIK-A-RUB dries with a rubbed or egg-shell effect without the expense of the very costly rubbing operation. Apply as a final finish coat after application of Wearette Varnish.

Lik-A-Rub covers approximately 400 square feet per gallon, 2 coats.

Metal Surfaces

Metal surfaces require no priming. Use one or two coats of Speed-Wall in the desired sheen just as it comes from the can.

FACTORY INTERIOR WALLS . . .

SPRAY-DAY-LITE—An unusual mill white which will cover any surface no matter how smoky or black, in one coat; be free from sags, runs, chipping or peeling of solid surfaces; wash like tile; give three to eight years service. Suitable for use on wood, concrete or steel.

Spray-Day-Lite is made in three forms: (1) Regular for all surfaces under ordinary conditions; (2) Fume-proof for use where chemical or other fumes which tend to discolor the painted surfaces are present; (3) Fungi-proof for use where dampness or other conditions create mold, etc.

ADDITIONAL INFORMATION ON REQUEST

Specification 23

One Coat—Spray or brush will cover any surface and will give a high percentage of light reflection.

—Where fumes prevail specify Pli-enamel.

NOTE: For dado trim Florenamel is ideal. It has excellent coverage and adhesion to the surface and will stand constant washing. One full brush coat is sufficient on a properly sized and sealed surface.

INSULITE WHITE—a sanitary, water-proof, pure-white paint for industrial interiors.

PLI-ENAMEL . . . (See Specification 30)

INTERIOR FLOOR FINISHES

OPEN-GRAINED WOOD . . .

FLOORETTE VARNISH is the highest grade of floor varnish manufactured: heavy body; extreme fullness; high gloss; waterproof; scuffproof, and extremely elastic. Formulated with latest types of synthetic resins.

Floorette Varnish covers approximately 400 square feet per gallon, 2 coats.

New Work, Specification 24

1st Coat—A full coat of Endurance Wood Stain of color selected.

2nd Coat—(Open grained woods only) A brush coat of Glidden Endurance Paste Wood Filler, thinned with turpentine or naphtha to the proper consistency. Remove all excess filler by rubbing across the grain.

3rd Coat—Floorette Varnish 10% reduction with turpentine.

Succeeding Coats—To be Floorette Varnish, applying necessary number to get desired results. Allow 24 hours between each coat.

Waxing—Apply a thin coat of Jap-A-Lac Wax with a soft cloth. Allow 20 minutes to dry and polish.

Old Work

The surface shall be cleaned free from dust, dirt, wax and all other foreign matter, as well as being perfectly dry. Portions of floor surfaces that have become worn, such as at door entrances, shall be carefully washed and bleached to remove stains.

Surface Preparation—Make as many applications of diluted stain as may be necessary to match the color of the floor surface. Open grained woods shall be filled. All stained and filled spots shall receive an application of Glidden's Floorette reduced 10% with turpentine.

INTERIOR FLOOR FINISHES (Cont'd)

Specification 25

1st Coat—The entire floor surface shall receive one coat of Glidden's Floorette reduced 10% with turpentine.

2nd Coat—After the first coat has dried 24 hours apply one full flowing coat of Glidden Floorette without reduction.

RAPID-COTE is a quick-drying All-Purpose Varnish that can be substituted for Floorette in any of the floor finishing specifications.

SOFT WOOD (Stain) . . .

(Same as Specification 24 omitting the 2nd Coat of Paste Wood Filler)

NATURAL WOOD FINISH . . .

Specification 26

1st Coat—Brush on full coat of Glidden Paste Wood Filler reduced as desired with turpentine or naphtha. (Omit Wood Filler coat on close-grained woods.) Allow to set 15 to 20 minutes and rub off excess Filler remaining on surface, wiping across the grain.

2nd Coat—After Filler is dry, apply a coat of Floorette Varnish reduced 10% with turpentine.

Succeeding Coats—Full coats of Floorette Varnish until desired effect is obtained. Allow 24 hours drying time between coats.

PAINTED WOOD FLOORS . . .

FLORENAMEL is a sanitary, extremely tough coating for interior floors; will withstand hard wear and repeated washings; made in a wide range of popular colors.

Florenamel covers approximately 500 square feet per gallon, 1 coat.

New Work, Specification 27

1st Coat—Glidden Florenamel, of color selected by the architect, reduced with one pint of turpentine to the gallon. Allow overnight to dry.

2nd Coat—Glidden Florenamel as it comes in the container. If additional coats are desirable, allow overnight to dry between coats.

INTERIOR PAINTED FLOORS . . .

Old Work

Specification 28

The surface shall be cleaned free from dust, dirt, wax and all other foreign matter, as well as being perfectly dry.

Portions of floor surface that have become worn shall receive a coat of Florenamel in the color selected, which has been reduced 10% with turpentine.

Finishing Coat—The entire floor surface shall receive one coat of Florenamel applied in the consistency found in the can.

GYMNASIUM FLOORS . . .

New Work, Specification 29

1st Coat—Apply Glidden Gym Floor Varnish liberally to impregnate entire surface.

2nd Coat—After first coat has dried for 24 hours apply a second coat.

Old Work

Surface Preparation—Clean floor of all stains, rubber burns and foreign matter.

—Apply one coat of Glidden Gym Floor Varnish.

FLORENAMEL OR CONCRETE FLOOR DRESSING may be used on concrete floors where cost is a vital factor. Use Specification No. 27.

CONCRETE FLOORS . . .

PLI-NAMEL has Pliolite as its basic ingredient. It is recognized as a long wearing finishing material for cement floors, for resistance to moisture, alkali and acid. It is very tough and will withstand hard wear.

Before applying Pli-namel, floors should be etched with a 10% dilute muriatic acid. This should be removed from the surface with water after 15 minutes.

Specification 30

1st Coat—Pli-namel requires no primer. Brush on one coat of Pli-namel, reduced 25% with mineral spirits, into the surface and allow to dry from 24 to 48 hours.

2nd Coat—Brush on a coat of Pli-namel, as supplied by the manufacturer.

NOTE: Two coats complete the average job; however, an additional coat, same as 2nd coat, may be added if required, after 24 hours of drying.

MASTICRETE is an excellent, economical product for patching or resurfacing floors, and is particularly good for repairing concrete floors in factories, warehouses and basements, and on sidewalks, loading platforms, runways, etc. It can be applied in any thickness—works down to a feather edge—and will bond securely to any clean, firm surface.

ADDITIONAL INFORMATION ON REQUEST

INTERIOR WOOD TRIM FINISHES

WOODWORK AND TRIM

HARDWOOD (Stain) . . .

WEARETTE VARNISH is a high grade varnish for the finest interior use. It is light in color, extremely elastic, and durable.

Wearette Varnish covers approximately 400 square feet per gallon, 2 coats.

New Work, Specification 31

1st Coat—One coat of Endurance Wood Stain, of color selected.

2nd Coat—After Stain is thoroughly dry, apply a coat of pure Shellac, that has been thinned 50% with alcohol.

3rd Coat—(Open grained wood only) Brush a coat of Glidden Endurance Paste Wood Filler thinned with turpentine or naphtha to the proper consistency. Rub off excess Filler, wiping across the grain. Allow 18 to 24 hours for drying, and then sandpaper thoroughly to a smooth surface.

Succeeding Coats—To be Wearette Varnish. Apply two or more coats to get desired results allowing 24 to 36 hours drying time between coats.

NOTE: Wearette Varnish may be rubbed down to a dull finish after drying 72 hours.

INTERIOR WOOD TRIM FINISHES (Cont'd)

NOTE: Flat Finish . . . Lik-A-Rub dries with a rubbed or egg-shell effect without the expense of the very costly rubbing operation. Apply as a final finish coat after application of Wearettte Varnish.

Lik-A-Rub covers approximately 400 square feet per gallon, 2 coats.

GLIDDENS PAR is recommended for interior work exposed to severe conditions, such as window sills, bars and furnishings of hotels, clubs, restaurants, etc. and wherever a long oil varnish which will not turn white from water is required.

Use Specification 5—page 6.

RAPID-COTE VARNISH is a new synthetic, four hour varnish that dries rapidly, staying wet just long enough to permit free brushing, and that does not show brush marks or laps. It is absolutely water-proof, pale in color, elastic and very durable. It was primarily developed for floors and is capable of resisting the wear and abuse to which floors are subjected, consequently, it qualifies as a fine finish for any interior work where a quick-drying varnish is required.

Old Work, Specification 32

After thoroughly cleaning the surface and allowing it to dry, all chipped, scratched, stained or bare spots shall be

touched up with a stain matching the color of the original finish. After such patches have been dried they shall receive a coat of shellac.

Finishing Coat—The entire surface shall receive two coats of Gliddenspar or Wearettte, allowing 24 hours between coats for thorough drying.

Flat Effects—If a flat or rubbed finish is desired, the first coat shall be Glidden's Wearettte followed with a final or finishing coat of Lik-A-Rub.

SOFT WOOD (Close-Grained) (STAIN)

Specification 33

(Same as Specification 31 Omitting 3rd Coat of Paste Wood Filler)

HARDWOOD (Open-Grained) Natural Wood . . .

Specification 34

1st Coat—Brush on full coat of Glidden Paste Wood Filler reduced as needed with turpentine or naphtha. Remove all excess filler by rubbing across the grain. Allow overnight to dry.

2nd Coat—Apply a wash coat of shellac.

3rd Coat—Sand with fine sandpaper and apply a full coat of Wearettte Varnish reduced 10% with turpentine. Allow 24 to 36 hours for drying.

Succeeding Coats—Full coats of Wearettte Varnish until desired effect is obtained, allowing 24 to 36 hours between coats for proper drying.

MISCELLANEOUS FINISHES

RADIATORS . . .

METALLITE dries with a film that closely resembles aluminum metal. It is heat-resisting and specially adaptable to radiators. Covers in one coat and dries to a smooth surface and will not collect dust or dirt.

CHROMATIZED PRIMER, as a radiator primer, has good adhesion for the metal and unusual rust-inhibiting qualities.

Specification 35

1st Coat—Brush on a coat of Chromatized Primer in the consistency supplied by Glidden. Allow overnight to dry.

2nd Coat—One coat of Metallite.

NOTE: Metallite is supplied in a compartment can and it is important that the powder be well dispersed in the vehicle before application of the material.

JAP-A-LAC GOLD AND ALUMINUM give a metallic finish and are suitable for use on hot surfaces.

SPEED-WALL FLAT is so formulated that it retains its color even after being subjected to a high temperature for a long period of time. Speed-Wall Flat is made in 14 attractive colors.

SWIMMING POOLS . . . Past experiences in the finishing of swimming pools have demonstrated the necessity of treating each pool as an individual case. If the architect will supply all the facts that the painter has to consider, the Glidden Company Architectural Service will recommend a specification that will cover the finishing of any type of swimming pool.

BARNS AND FARM BUILDINGS . . .

(See Specification 1)

ADDITIONAL ARCHITECTURAL FINISHES

Ad-El-Itte Hygienic Kalsomine
Ad-El-Itte Paint and Varnish Remover

Architectural Enamels

Bar and Table-Top Varnish

Barn and Roof Paint

Euston Liquid White Lead

Endurance White—Semi-Paste

Flat Brick Red

Flattening Oil

Gloss Interior Enamel

Jap-A-Lac Enamel

Japan and Liquid Driers

Liquid Roof Cement

Metal Protective Paint

Paste and Semi-Paste Paints

Polishes and Waxes

Pure Colors in Oil

Reflect-O-Lite Washable Cold Water Paint

Ren-O-Wax

Shellac

Speedoleum Varnish

Titan-O-Zinc Enamel

Titan-O-Zinc White Paste Paint

Wallpaper Elixir

Zinc-O-Lith Enamel

Zinc-O-Lith House Paint

Zone Marking Paint—Romark

FOR FURTHER INFORMATION WRITE THE GLIDDEN COMPANY, CLEVELAND, O.

GLIDDEN QUALITY

Since 1870, GLIDDEN Paints, Varnishes, Lacquers and Enamels have been known for their fine quality. NOW—that quality is doubly assured to paint buyers by the fact that all outstanding GLIDDEN Products carry the famous "TIME-TESTED" trademark, which is recognized everywhere as absolute proof of dependable quality in Paints.



THE GLIDDEN COMPANY

National Headquarters
CLEVELAND, OHIO

Factories and Branches in Principal Cities Throughout America

Reprinted by
SWEET'S CATALOG SERVICE
1938

Printed in U. S. A

GLD 040134

ENDURANCE PAINT

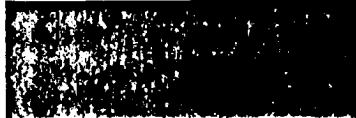
SUGGESTED
TRIM
COLORS

SUGGESTED
TRIM
COLORS

SUGGESTED
TRIM
COLORS

700 CREAM WHITE

705X 720



709 LEMONT STONE

710 701



701 LIGHT BUFF

703 720



703 FLESH TINT

700 720



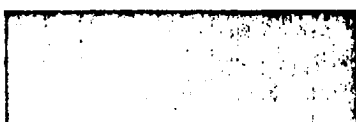
705X COLONIAL YELLOW

White 701



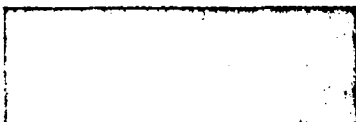
707 BUFF

721 720



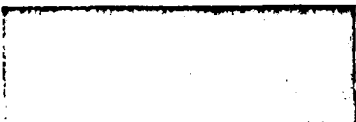
706 CREAM

White 716



702 OLD IVORY

White 707



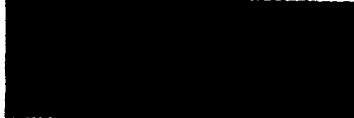
704 FRENCH GRAY

723 721



708 PEARL GRAY

White 710



726 THISTLE GREEN

701 720



710 LEAD COLOR

704 708



721 LEATHER BROWN

701 716



727 ORANGE



722 CRIMSON

700 715



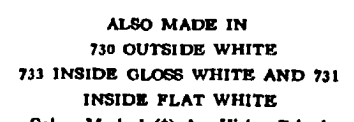
715 LIGHT TERRA COTTA

720 701

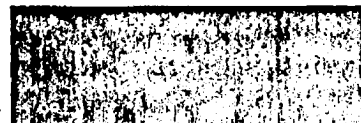


720 COTTAGE BROWN

703 706



These colors available only in the 25 Spot Line



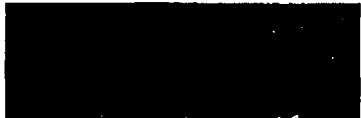
724 SILVER GRAY

708 710



716 CENTENNIAL BROWN

703 720



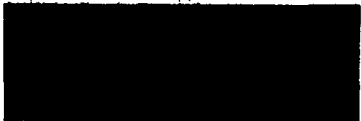
713X LIGHT SAGE

726 723



725 VERT GREEN

700 White



719 CRYLIGHT GREEN

For Blinds



723 DARK GREEN

704 700



711 SKY BLUE

For Ceilings, Etc.



712 MEDIUM BLUE

For Ceilings, Etc.



732 BLACK

ALSO MADE IN
730 OUTSIDE WHITE
733 INSIDE GLOSS WHITE AND 731
INSIDE FLAT WHITE
Colors Marked (*) Are Higher Priced.

GLD 040135

HANDY HOME PAINT



2219 CLEAR BUFF



2210 SANDSTONE



2206 SEAL BROWN



2225 CEILING BLUE



2218 SILVER GRAY



2204 IVORY



2212 LIGHT LEAD



2214 TRUE BLUE



2207 CREAM



2224 BRIGHT GREEN



2227 VERMILION



2209 APPLE GREEN



2220 TERRA COTTA



2221 SOUTHERN YELLOW



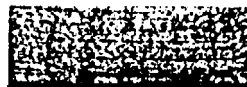
2216 BLIND GREEN



2223 LEATHER BROWN

ALSO MADE IN 2203 BLACK, 2200 OUTSIDE WHITE, 2202 FLAT WHITE AND 2201 INSIDE GLOSS WHITE

ENDURANCE SHINGLE STAINS



2704 WEATHERED GRAY



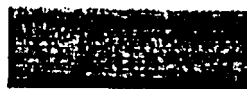
2707 YELLOW



2709 MAROON



2702 MEDIUM GREEN



2703 FRENCH GRAY



2706 RED



2701 LIGHT GREEN



2705 DARK GREEN



2708 LIGHT BROWN



2710 DARK BROWN

OIL WOOD STAINS



203 LIGHT OAK



231 DARK OAK



233 CHERRY



235 MAHOGANY



232 GOLDEN OAK



234 WALNUT

TINNERS' PAINT



LIGHT RED



DARK RED



GREEN

METALLITE



METALLITE

LIQUID CEMENT COATING



A1016 CREAM



A1017 BUFF



A1019 GRAY



A1021 CONCRETE COLOR



A1022 MOSS GREEN

ALSO MADE IN 1000 WHITE WHICH CAN
BE TINTED TO ANY SHADE DESIRED.



A1020 RED

NEV-A-RUST



509 GRAY



511 RED



514 BRONZE GREEN



513 BROWN



510 DARK GREEN



512 BLACK

FACTORY AND ROOF PAINT



604 GRAY



602 GREEN



601 RED



603 BROWN

ALSO MADE IN 600 BLACK

FARM PAINTS

IMPLEMENT AND TRACTOR PAINT



104 BLUE



103 RED



102 YELLOW



106 FORDSON RED



107 FORDSON GRAY



101 GREEN

ALSO MADE IN
100 BLACK

BARN PAINT



500 BARN RED



501 BARN GRAY

AIRPORT SIGNAL PAINT



34 AIRPORT YELLOW

GLD 040137

FLORENAMEL



859 BUFF



861 SLATE



866 GREEN



853 FRENCH YELLOW



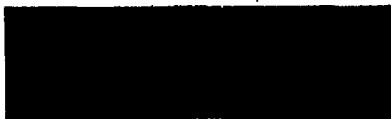
857 BLUE



864 PEARL GRAY



858 LEAD COLOR



856 IRIDIAN



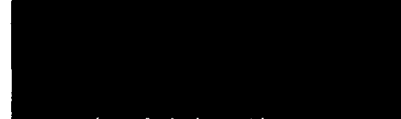
854 RED



863 WARM GRAY



855 OAK



865 MAHOQANY

ALSO MADE IN 855 WHITE, 851 IVORY and BLACK

PLI-NAMEL



815 BATTLESHIP GRAY



812 OLIVE GRAY



813 TILE RED



817 BROWN



816 SILVER GRAY



814 TILE GREEN

ALSO MADE IN 818 WHITE AND 811 BLACK

INSIDE FLOOR PAINT



153 YELLOW



151 TERRA COTTA



156 LIGHT GRAY



157 OAK BROWN



150 TAN



155 DUST COLOR



152 DARK GRAY

PORCH AND DECK PAINT

CONCRETE FLOOR DRESSING



306 LIGHT GRAY



300 STONE



832 LIGHT DRAB



834 DARK GRAY



301 MEDIUM GRAY



302 LIGHT BROWN



836 RED TERRA COTTA



835 TAN



305 DARK GRAY



304 TAN



833 GRAY



837 TILE GREEN

ALSO MADE IN 838 WHITE

AD-EL-ITE HYGIENIC KALSOMINE

C.W.

H.W.

C.W.

H.W.

C.W.

H.W.

C.W.

H.W.

201 CREAM 101

206 BUFF 106

220 PALE AZURE 120

219 PALE GREEN 119

202 IVORY 102

207 PINK 107

210 LIGHT BLUE 110

214 DELICATE GREEN 114

203 DEEP CREAM 103

208 LIGHT GRAY 108

212 HOLLAND BLUE 112

215 PEA GREEN 115

204 YELLOW 104

209 SILVER GRAY 109

213 ORCHID 113

216 AUTUMN BROWN 116

ALSO MADE IN C.W. 200—WHITE—H.W. 100

205 LIGHT TAN 105

217 DEEP TAN 117

A Washable
Cold Water Paint

REFLECT-O-LITE

Available in Paste
or Powder Form

1901 IVORY

1908 BUFF

1904 GRAY

1906 PINK

1902 CREAM

1903 PALE BLUE

1905 SEA GREEN

1907 TAN

ALSO MADE IN 1900 WHITE

GLD 040139

SPEED-WALL

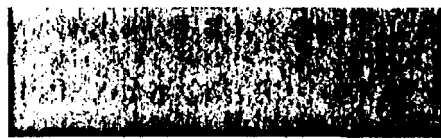
SEMI-GLOSS WALL FINISH



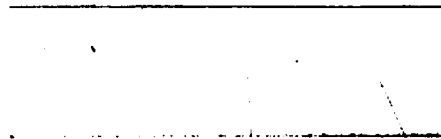
949 SKY BLUE



953 IVORY



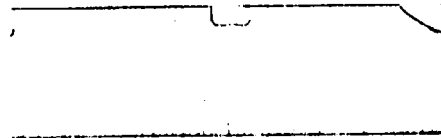
948 STEEL GRAY



960 BLUE MIST



958 CAEN STONE



952 BUFF



954 ORCHID



955 BRIGE



961 ELF GREEN



962 SILVER



956 FLORIDA GREEN



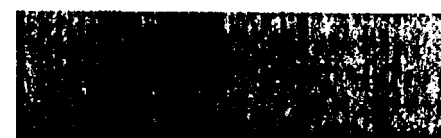
959 LIGHT ORCHID



951 FAWN



947 PEARL GRAY



957 SEA GREEN



956 DELICATE GREEN



946 LEMONT STONE

ALSO
MADE IN 945 WHITE

GLD 040140

SPEED-WALL

FLAT WALL FINISH

1114 IVORY

1122 DELICATE GREEN

1123 LIGHT IVORY

1102 LIGHT BLUE

1111 LIGHT TAN

1121 ORCHID

1104 CREAM

1120 LIGHT GRAY

1108 MEDIUM GREEN

1105 MEDIUM BUFF

1103 PEARL GRAY

1112 OLD ROSE

ALSO
MADE IN 1100 WHITE

1101 LIGHT PINK

1124 PEA GREEN

SPEED-WALL

GLOSS INTERIOR FINISH

933 IVORY

931 PAWN

929 DELICATE BLUE

932 BUFF

936 LEMONT STONE

930 FLORIDA GREEN

927 PEARL GRAY

928 SILVER GRAY

939 ORCHID

ALSO MADE IN 925 WHITE

941 ELF GREEN

GLD 040141

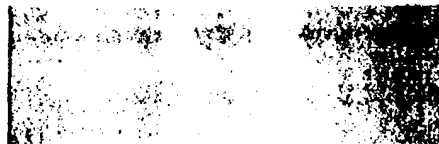
RIPOLIN Q. D. ENAMEL

2901 COLONIAL IVORY

2903 TEA ROSE

2905 AQUA BLUE

2902 MAIZE



2904 LIME GREEN

2906 MIST GRAY

ALSO MADE IN 2900 WHITE

RIPOLIN . . . QUALITY BLT

53 IVORY

65 PINK

2 CREAM

18 LIGHT BLUE



10 PEARL GRAY

47 LIGHT GRAY

ALSO

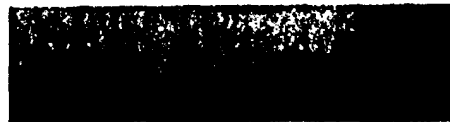
1 Gloss White
101 Semi-Gloss White
501 Flat White
5 Gloss Black
147 Semi-Gloss Light Gray
153 Semi-Gloss Ivory

44 SEA GREEN

JAP-A-LAC ENAMELS



1234 JADE GREEN



1243 CORAL ROSE



1236 INDIA BUFF



1241 ORCHID



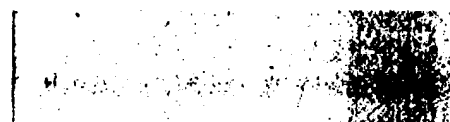
1211 DARK GREEN*



1232 MANDARIN RED



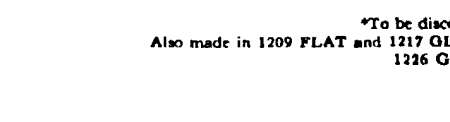
1229 GOLDEN BROWN



1235 SHANTUNG BLUE*



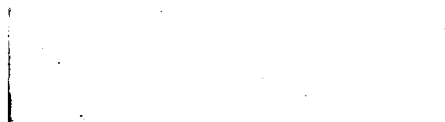
1240 PEARL GRAY



1223 RICH BLUE



1238 IVORY (Gloss or Eggshell)



1239 GOLDEN YELLOW



1215 PALE BLUE



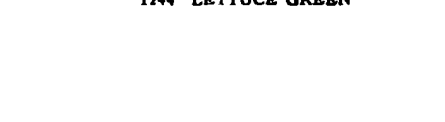
1219 FRENCH GRAY (Gloss or Eggshell)



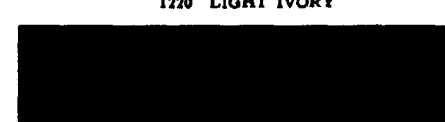
1242 ORANGE



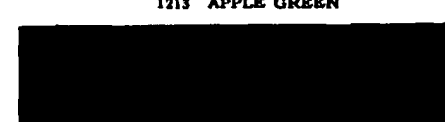
1245 SEA GREEN



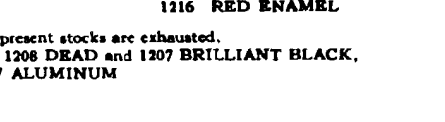
1244 LETTUCE GREEN



1220 LIGHT IVORY



1213 APPLE GREEN



1216 RED ENAMEL

*To be discontinued when present stocks are exhausted.
Also made in 1209 FLAT and 1217 GLOSS WHITE, 1208 DEAD and 1207 BRILLIANT BLACK,
1226 GOLD and 1227 ALUMINUM

GLD 040143

SPEEDENAMEL

442 DEAUVILLE CREAM



433 POLO BEIGE



445 APPLE GREEN



437 FAYETTE GREEN

443 LIGHT ORANGE



435 SANDUSKY GREEN



444 FIRE CHIEF RED

446 LIGHT BLUE



439 CLOUD GRAY



436 COLONIAL GREEN

441 MONROE MAROON



434 ASHLAND BROWN



440 ORRIFORD RED



432 CUYAHOGA BLUE

ALSO MADE IN 430 BLACK AND CLEAR

LACQ

2839 IVORY



2835 ORCHID



2811 LETTUCE GREEN



2837 LIGHT ORANGE



2819 MIST BLUE

2816 FRENCH GRAY

2812 JADE GREEN

2808 MANDARIN RED

Also available in the following colors: 2800 White, 2802 Old Ivory, 2806 Oak, 2807 Golden Brown, 2809 Bright Red, 2810 Black, 2813 Apple Green, 2814 Dark Green, 2815 Golden Yellow, 2817 Light Gray, 2820 Shantung Blue, 2821 Rich Blue, 2834 Pearl Gray, 2836 Coral Rose, 2823 Clear. **TRANS-PARENT STAINS** - 2824 Light Oak, 2825 Dark Oak, 2826 Walnut, 2827 Dark Mahogany. **BRONZES** - 2822 Gold, 2830 Aluminum, 2832 Brass, 2833 Copper.

ENDURANCE WOOD STAINS

201 LIGHT GOLDEN OAK



202 DARK GOLDEN OAK

200 MAPLE



215 WALNUT

218 LIGHT MAHOGANY



219 DARK MAHOGANY

206 MISSION OAK



217 BROWN MAHOGANY

JAP-A-LAC VARNISH STAINS

1203 MAHOGANY



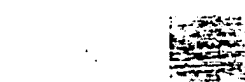
1247 MAPLE

1201 DARK OAK



1231 DARK MAHOGANY

1202 WALNUT



1200 LIGHT OAK



1 Ground Color.
2 Graining Color.
Floor and Interior Varnish
(Natural)

MODEL FLOOR PROCESS

Smart, New Colors Developed By THE GLIDDEN COMPANY

With constantly changing modes in decoration, the Color laboratories of the Glidden Company have selected these new colors for popular Glidden Paint

Products. These colors represent the newer shades used in modern color harmony schemes and have been selected for their decorative appeal.

SPEED-WALL SEMI-GLOSS

964 CAMEO

This soft color in the red hue will find instant popularity among home decorators. Cameo is rich in warmth and depth of tone.

965 WISTARIA

Filling the need for a pale violet, Wistaria gives a soft, color base for room decorations. It replaces the former Orchid.

963 TUSK IVORY

This color captures all of the depth and beauty of polished ivory. It replaces Steel Gray in the Speed-Wall Semi-Gloss line.

966 CANARY YELLOW

At the left is the new Canary Yellow which has been developed. It is used extensively to brighten rooms with Northern exposures.

The new Spring Green at the right replaces Sea Green. It is suggestive of new shrubs and water lilies in their clean, fresh verdance.

967 SPRING GREEN

SPEED-WALL FLAT

1125 PARCHMENT

This color catches the soft, velvety texture and tone of old parchment. It will be used extensively on ceilings and sidewalls.

1127 JONQUIL

Suggesting the sweet, early blush of spring, Jonquil will add charm and gaiety to breakfast rooms, sun porches and bedrooms.

1126 MAUVETTE

A new pale orchid that replaces the former Orchid. It will be pleasing in bedrooms and entrances.

SPEED-WALL GLOSS



934 LARKSPUR BLUE

Taken directly from the flower, nodding in stately gardens, Larkspur adds the decorative touch so much in demand in modern color treatment.

943 PLAQUE IVORY

Reminiscent of ancient tablets and decorative Plaque Ivory affords the perfect off-white for kitchen and bathroom decoration. This color replaces the former Fawn.

944 PEACH

— Answering the demand for a shade on the red side that is neither garish nor insipid, Peach replacing Lemon Stone will find many uses in homes, offices, hotels and apartments.

The new yellow with the breath of spring. This color has the light effervescence of early morning.

This delicate green will find many uses in kitchens, corridors, baths and other rooms where a light washable color is needed.

936 DAFFODIL

935 OPAL GREEN

ENDURANCE PAINT (PREPARED)

729 SAGE TINT

This replaces the former Light Sage and gives a lighter green than the old color and one that will be suitable for body color on exteriors.

728 SOUTHERN COLONIAL

Lighter and more cheerful than the Colonial Yellow which it replaces, this color can be used either as a body color or as a trim.

734 BLUEBELL BLUE

A new rich blue which can be used as trim with almost any color. Particularly effective on shutters; this color replaces Sky Blue.

JAP-A-LAC 4 HOUR ENAMEL

GLD 040145

1249 LIGHT ORCHID

A new light orchid to replace the present Orchid. It fills the demand for a soft, light color for enameling occasional pieces of furniture, woodwork, etc.

1250 DELPHINIUM BLUE

Richness of the garden flower and its depth of color has been caught in this new shade. This replaces the former Shantung Blue.

1248 GOLDEN ROD

This new color replaces the former Golden Yellow. Other colors discontinued from the Jap-A-Lac line are French Gray and Dark Green.

COLOR CHIPS and COLOR HARMONY CHARTS

Make Color Selections Easy . . . and Authentic

Color has captured the fancy of the American public, and rightfully so, for we are a beauty-loving nation, and what could be beautiful without being colorful? But, color alone is not necessarily beauty. Color is beauty only when color is properly used . . . when the right individual shades are selected . . . when these shades are properly employed in pleasing combinations that delight the eye.

In our everyday life there is probably nothing that we appreciate more, and understand less, than color. Just as a good ear for music must be developed, so must a true sense of color be developed, through years of study. Understanding, talent and experience are essential to the proper selection of artistic and harmonious color combinations particularly when brilliant and unusual hues are used.

On the next few pages are color chips showing the true colors of our leading paint products. Along with these color chips are shown Color Harmony Charts, a brand new copyrighted idea. These charts, a sample of which is shown on this page, enable anyone to check quickly his personal selections of colors to determine whether or not they are authentic.

Combinations of colors in these charts are given a rating of "E"—Excellent; "S"—Satisfactory; or "P"—Poor. There is no guesswork concerning the ratings made on the "Color Harmony Charts". Each color combination was checked with scientific equipment in our extensive Color Laboratories. The ratings were based on the Munsell System of Color

Selection, mentioned in the early part of this book, and are authentic in every way.

By making your selections from the color chips shown on the following pages, and then checking these combinations for correct harmony on the Color Harmony Charts, you practically become your own interior decorator.

The Color Harmony Charts are easy to use. The Color Harmony Chart for Ripolin Q. D. Enamel, shown on this page, will serve to illustrate the use of all charts.

Assuming that you have carefully selected Lime Green and Light Orchid in the Ripolin Q. D. Enamel colors for a two-tone effect in the bathroom of your home, you next turn to the chart to check your selection. After locating Light Orchid in the left-hand column of the chart, move to the right

RIPOLIN Q. D. ENAMEL	Aqua Blue	Colonial Ivory	Erin Green	Jersey Cream	Lettuce Green	Light Orchid	Lime Green	Malze	Mist Gray	Orange	Primrose Yellow	Silver Gray	Tea Rose	Vermilion	Walnut Brown
Aqua Blue		E	P	E	P	P	P	E	S	S	S	P	E	S	S
Colonial Ivory	E		E	E	E	E	E	S	E	E	S	E	E	E	E
Erin Green	P	E		E	S	S	S	E	S	E	E	S	E	P	S
Jersey Cream	E	E			E	E	P	S	E	P	E	P	E	E	
Lettuce Green	P	E	E			S	P	E	S	S	E	E	E	S	S
Light Orchid	P	E	E	S			E	E	P	P	P	S	P	P	E
Lime Green	P	E	E	P	E			E	E	E	E	S	E	S	P
Malze	E	E	P	E	E	E			S	E	S	E	S	E	E
Mist Gray	S	E	S	S	S	P	E	S		E	P	P	S	E	S
Orange	S	E	E	E	S	P	E	E			S	E	E	P	E
Primrose Yellow	S	S	E	P	E	P	E	S	P	S		S	P	E	E
Silver Gray	P	E	S	E	E	S	S	E	P	E	S		S	E	S
Tea Rose	E	E	E	P	E	P	E	S	S	E	P	S		E	E
Vermilion	S	E	P	E	S	P	S	E	E	P	E	E	E		P
Walnut Brown	S	E	S	E	S	E	P	E	S	E	E	S	E	P	

CODE:— E—Excellent; S—Satisfactory; P—Poor

on that line seven squares to the square directly below Lime Green in the top list of color names. The "E" in that square indicates that your choice of colors was Excellent and in perfect harmony.

On the other hand, if the combination had rated "S" it would be considered one that is satisfactory for use and not inharmonious, and yet not as pleasing in harmony as an "E" combination. However, if the combination you chose rated "P" it should by all means be discarded and a new combination selected in its place.

Since paint is one of the best means of renewing a home on the inside or outside and, happily, the most economical, this last step in making homes "color correct" affords everyone an opportunity to redecorate in the latest mode, certain that their selections are correct in harmony and in balance.

ENDURANCE PAINT (Prepared)

ENDURANCE PAINT (PREPARED)	Bluebell Blue	Buff	Centennial Brown	Cottage Brown	Cream	Cream White	Crimson	Crylight Green	Dark Green	Flesh Tint	French Gray	Lead Color	Leather Brown	Lemon Stone	Light Buff	Light Terra Cotta	Medium Blue	Old Ivory	Orange	Pearl Gray	Sage Tint	Silver Gray	Southern Colonial	Thistle Green	Veri Green
Bluebell Blue																									
Buff	S		S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
Centennial Brown	P	S																							
Cottage Brown	P	S	P																						
Cream	P	S	P	P																					
Cream White	P	S	P	P	P																				
Crimson	P	S	P	P	P	P																			
Crylight Green	P	S	P	P	P	P	P																		
Dark Green	P	S	P	P	P	P	P	P																	
Flesh Tint	S	P	S	P	S	S	S	S	S																
French Gray	P	S	P	S	P	S	P	P	P	P															
Lead Color	S	P	P	S	S	S	S	S	S	P	P														
Leather Brown	P	S	P	S	P	S	S	S	S	P	P	S													
Lemon Stone	S	P	P	S	S	S	S	S	S	P	P	S													
Light Buff	P	S	P	S	P	S	P	P	P	P	P	S													
Light Terra Cotta	S	P	P	S	S	S	S	S	S	P	P	S													
Medium Blue	S	P	P	S	P	S	P	P	P	P	P	S													
Old Ivory	P	S	P	S	P	S	P	P	P	P	P	S													
Orange	P	S	P	S	P	S	P	P	P	P	P	S													
Pearl Gray	P	S	P	S	P	S	P	P	P	P	P	S													
Sage Tint	P	S	P	S	P	S	P	P	P	P	P	S													
Silver Gray	P	S	P	S	P	S	P	P	P	P	P	S													
Southern Colonial	P	S	P	S	P	S	P	P	P	P	P	S													
Thistle Green	P	S	P	S	P	S	P	P	P	P	P	S													
Veri Green	P	S	P	S	P	S	P	P	P	P	P	S													

CODE: E -Excellent; S -Satisfactory; P -Poor

See Page I-A for Instructions on use of this Chart.

Glidden Endurance Paint (Prepared) comes in twenty-five attractive colors that satisfy the most discriminating tastes in colors and color harmonies. New, modern colors have been added to make the line as complete and varied as possible. Any type of home can be beautiful with the correct colors of Endurance Paint. Many attractive color schemes in Endurance Paint can be found by studying the color chips and checking your selection with the chart at the left.

LIQUID CEMENT COATING

LIQUID CEMENT COATING	Buff	Concrete Color	Cream	Gray	Moss Green	Red
Buff						
Concrete Color	S		P	P	P	P
Cream	P	P		P	P	P
Gray	P	S	P		P	P
Moss Green	S	P	P	P		S
Red	P	P	P	P	S	

CODE: E -Excellent;

S -Satisfactory; P -Poor

See Page I-A for Instructions on the use of this Chart.

ENDURANCE SHINGLE STAIN

ENDURANCE SHINGLE STAIN	Dark Brown	Dark Green	French Gray	Light Brown	Light Green	Maroon	Medium Green	Red	Weathered Gray	Yellow
Dark Brown		P	S	E	S	P	S	P	E	S
Dark Green	P		E	S	E	P	S	S	E	S
French Gray	S	E		S	E	E	E	E	P	S
Light Brown	E	S	S		S	S	E	S	E	P
Light Green	S	E	E	S		S	E	P	E	S
Maroon	P	P	E	S	S		P	P	E	P
Medium Green	S	S	E	E	E	P		P	E	E
Red	P	S	E	S	P	P	P		E	P
Weathered Gray	E	E	P	E	E	E	E	E		P
Yellow	S	S	S	P	S	P	E	P	P	

CODE: E -Excellent; S -Satisfactory; P -Poor

See Page I-A for Instructions on use of this Chart.

FLORENAMEL

Glidden Florenamel	Blue	Buff	Drab	French Yellow	Green	Ivory	Lead Color	Mahogany	Oak	Pearl Gray	Red	Slate	Warm Gray
Blue		S	S	S	S	E	S	S	S	P	P	P	P
Buff	S		P	P	S	P	P	P	P	P	P	P	P
Drab	S	P		P	S	S	P	S	P	P	P	P	P
French Yellow	S	P	P		S	S	P	S	P	P	P	P	P
Green	S	S	S	S		E	S	P	S	E	S	S	S
Ivory	P	P	P	S	E		S	E	P	S	E	S	S
Lead Color	S	P	P	P	S	S		S	P	E	P	P	S
Mahogany	S	S	S	S	P	E	S		E	E	E	S	S
Oak	S	P	P	P	S	E	P	E		S	P	P	S
Pearl Gray	E	P	S	S	E	S	S	E	S		E	S	S
Red	S	P	P	P	S	E	S	E	P	E		S	E
Slate	S	P	P	P	S	S	P	S	P	S	S		P
Warm Gray	S	P	P	P	S	S	S	S	S	S	E	P	

CODE: E -Excellent; S -Satisfactory; P -Poor

See Page I-A for instructions on the use of this chart.

GLD 040147

RIPOLIN Q. D. ENAMEL

Modern decorating demands these attractive new colors that have been added to the already world-famous Ripolin Q. D. Enamel. Consider these colors and the other Ripolin Q. D. Enamel colors shown earlier in the book when making your selections.

2907 LETTUCE GREEN

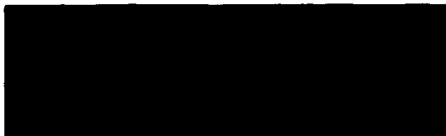
2917 JERSEY CREAM



2913 ORANGE



2914 ERIN GREEN



2908 VERMILION

2911 LIGHT ORCHID



2916 SILVER GRAY

2912 PRIMROSE YELLOW

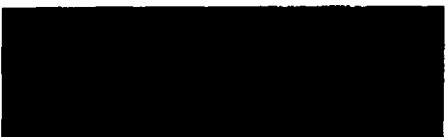


2919 WALNUT BROWN

Colors that are Popular for Motor Cars

These deep, rich colors have been added to Ripolin Q. D. Enamel to make Ripolin quality available for motor car finishing. Ripolin's resistance to extreme wear makes it ideal for automobile surfaces.

2915 RICH MAROON



2909 VINEYARD GREEN



2920 LIMOUSINE BLUE