





PAINTS .. VARNISHES .. LACQUERS .. ENAMELS

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

ESTABLISHED IN 1851

NATIONAL HEADQUARTERS--CLEVELAND, OHIO

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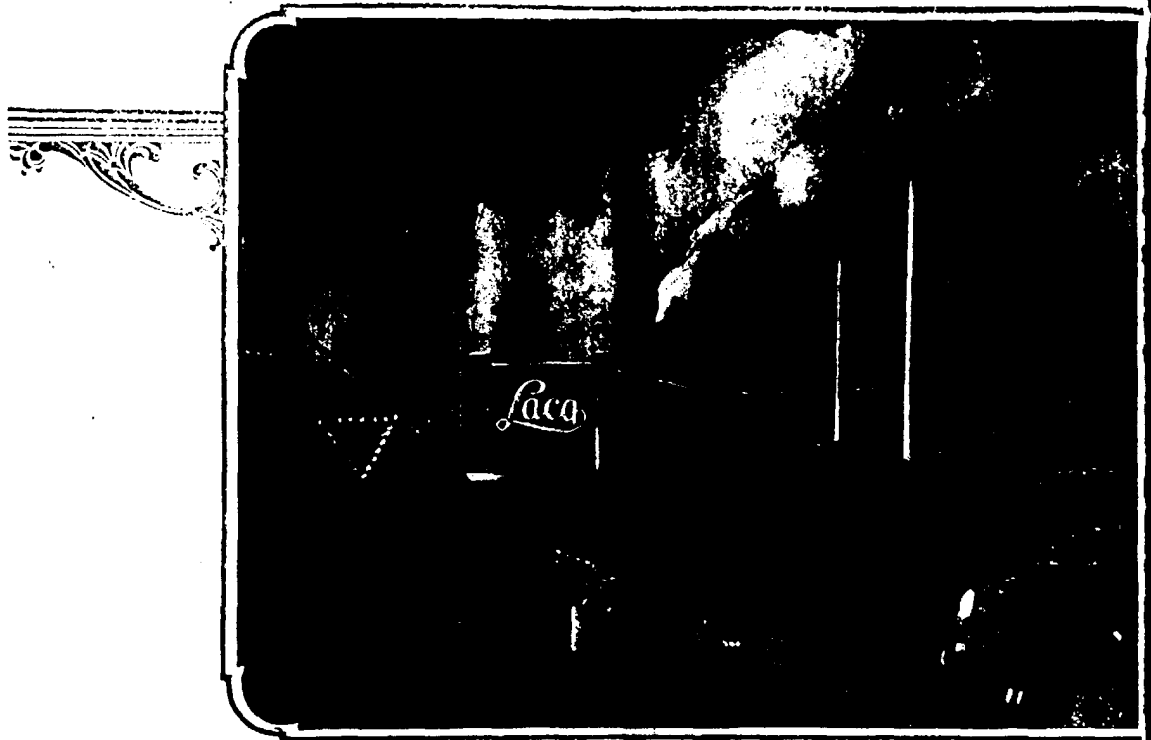
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PREFACE

This Glidden catalog or counter book has been created to assist the Glidden agent in the sale of Glidden products. It contains descriptive matter, directions, and color chips on various Glidden items and it also lists and describes every Glidden product.

For the convenience of the Glidden agent in selecting the correct product for the right surface, there is a Home Encyclopedia, a pictorial and verbal description. Many customers are not familiar with paint products and where they are best used. For this reason the Home Encyclopedia is very useful because it permits the Glidden agent to quickly point out the correct product to meet the conditions described by the customer.

Keep this counter book in a handy place in your Paint Department. Have it accessible for your selling staff when talking Glidden Paints, Varnishes, Lacquers and Enamels to your customers.

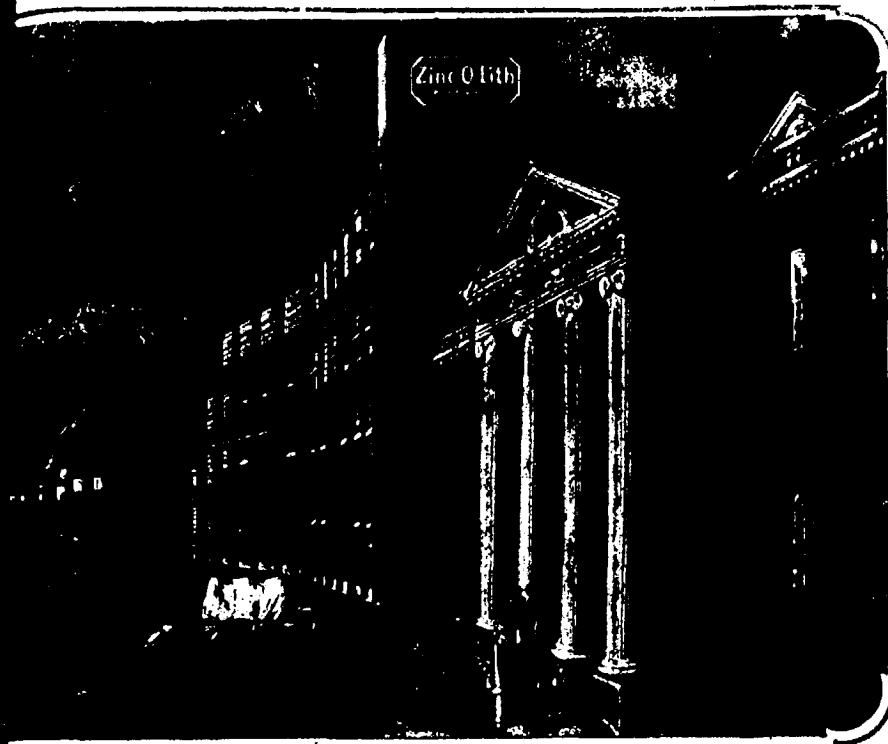


*A general view of the Cleveland Plant located at Madison Ave. and Berea Rd.,
Offices are located. To the casual visitor it looks like a busy young
which from the Main Office present a view of*

THE GLIDDE

EVERYWHERE ON EVERYTHING

The business of The Glidden Company is characterized by broad diversification. The many and varied types of finishes manufactured are in truth applicable to everything from lead pencils to locomotives, or from shoe buttons to steamships. Diversity of product and a wide extension of facilities for service make for strength and stability. "Everywhere on Everything" is more than a slogan. It is a literal statement of fact.



and covering some thirteen acres. It is here that the Executive and Headquarters city set aside by itself. The buildings open out on a central avenue, activity that is at once interesting and inspiring.

N COMPANY

Manufacturing Plants

Chicago, Ill.
Cleveland, Ohio
Collinsville, Ill.
Long Island City, N. Y.

Minneapolis, Minn.
New Orleans, La.
Oakland, Calif.
Reading, Pa.
San Francisco, Calif.

Scranton, Pa.
St. Helena, Baltimore, Md.
St. Louis, Mo.
Toronto, Ont.

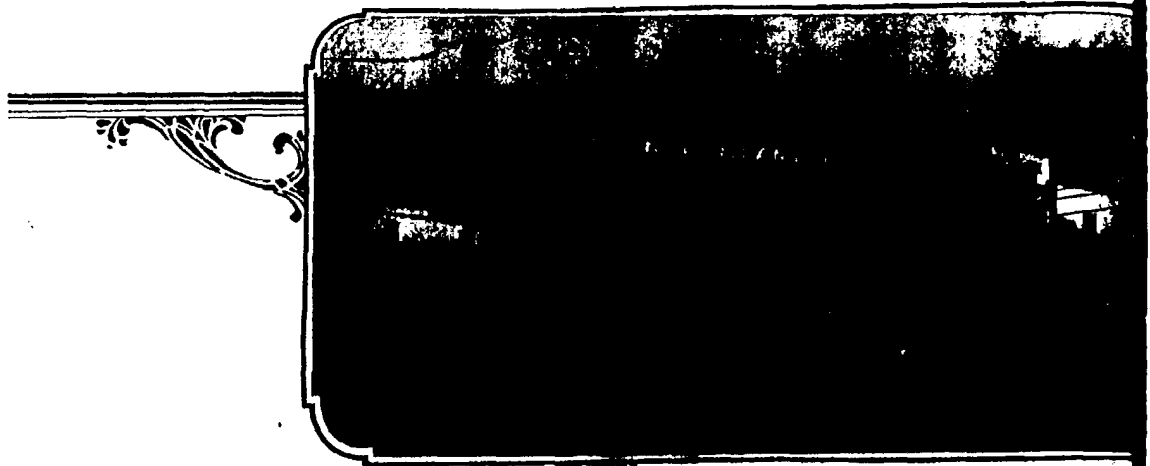
Branches and Warehouses

Atlanta
Baltimore
Beaumont
Binghampton
Birmingham
Boston

Dallas
El Paso
Evansville
Fort Worth
Honolulu
Houston

Knoxville
Los Angeles
Miami
Montreal
Portland
San Antonio

Scranton
Seattle
St. Louis
West Palm Beach
Wilkes-Barre
Winnipeg



A view of the Large Factory located in Toronto, Canada, to serve the entire Dominion of Canada. In this plant, paints, varnishes, lacquers and enamels are



The New Orleans Paint and Varnish Unit of The Glidden Company. In this plant both paints and varnishes are manufactured to serve the South and Southeast trade. "Dixie Made for Dixie Trade" is the slogan of this manufacturing unit.



Glidden Facilities for

One of the paint, dry color and manufacturing units located in Chicago. It is in this plant that the largest volume of dry colors for the company is manufactured, and also a large volume of finishes for the agricultural implement trade.

Ability to produce both in quality and in quantity is amply evidenced by the great chain of factories and warehouses illustrated in 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



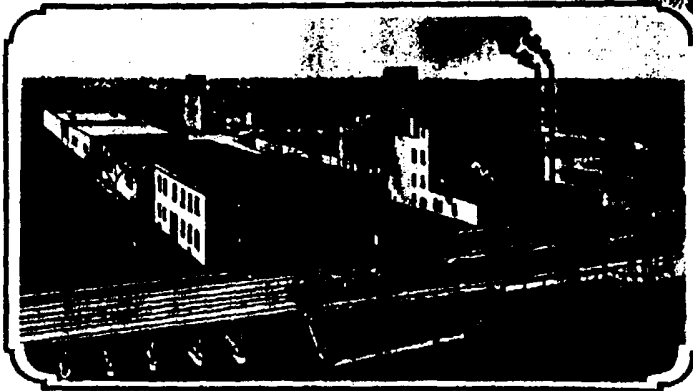
manufactured for the Canadian trade. Additional warehouses are located in Montreal and Winnipeg for delivery service.

Another manufacturing plant located in Chicago. This is the Chicago Lacquer Unit, and it is also in this plant that Kalsomines are made for the entire organization.



Plants and Manufacturing

A view of still another Chicago plant, devoted to the manufacture of industrial finishes, as well as varnishes for consumer use.



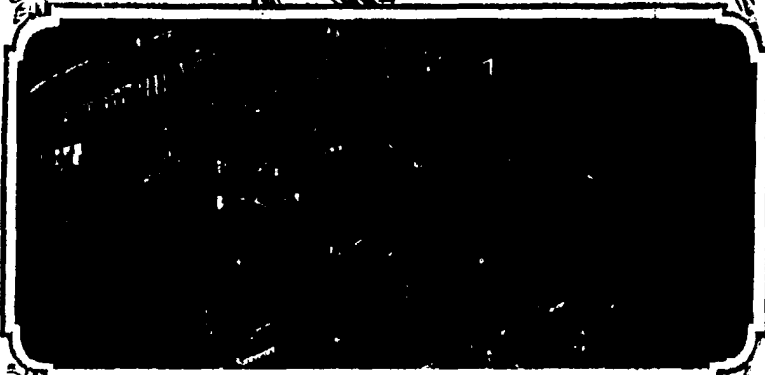
reputation through actual performance in the manufacture of thoroughly good products.

To insure ultimate satisfaction for the consumer—to bring repeat business to the dealer—to safeguard Glidden reputation and integrity—are the real objectives of this greater Glidden organization.

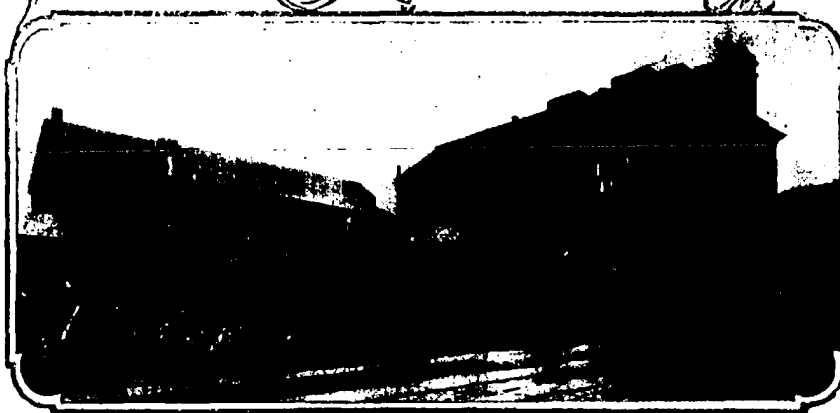
Seven



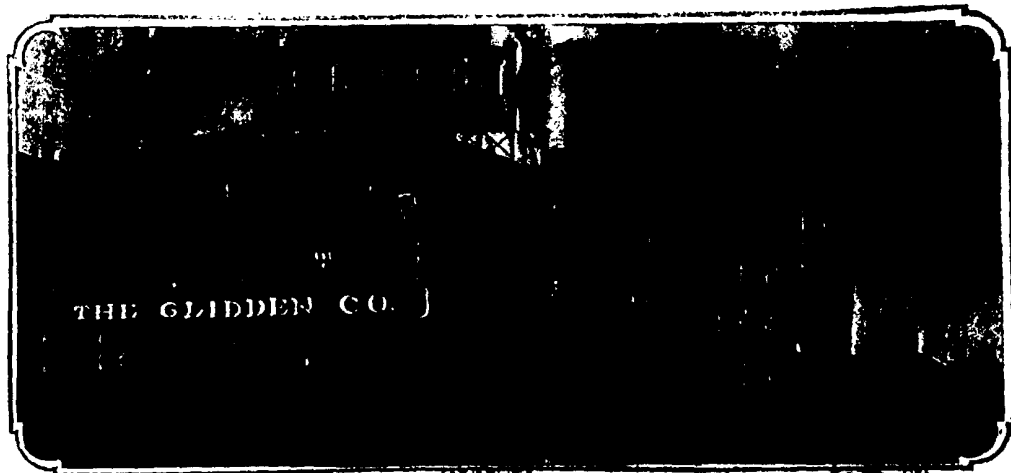
Above—A view of the new Paint and Varnish manufacturing plant located in Minneapolis. This plant is located to serve the great Northwest.



An airplane view of the Reading, Penna., unit where Points and Varnishes are manufactured to serve the Atlantic Seaboard and New England, through warehouses located in New York and Boston.

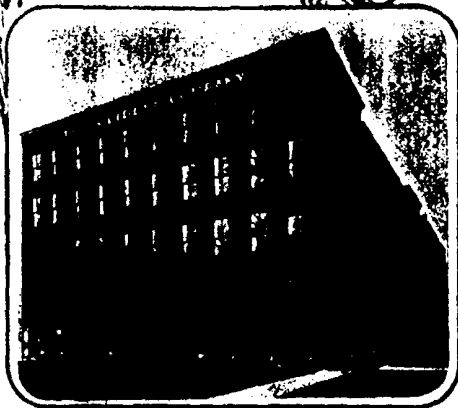


The Euston White Lead plant of the Glidden Company located at Scranton, Pa. It is here that Euston Improved White Lead is produced through the Euston patented process owned and operated by The Glidden Company.



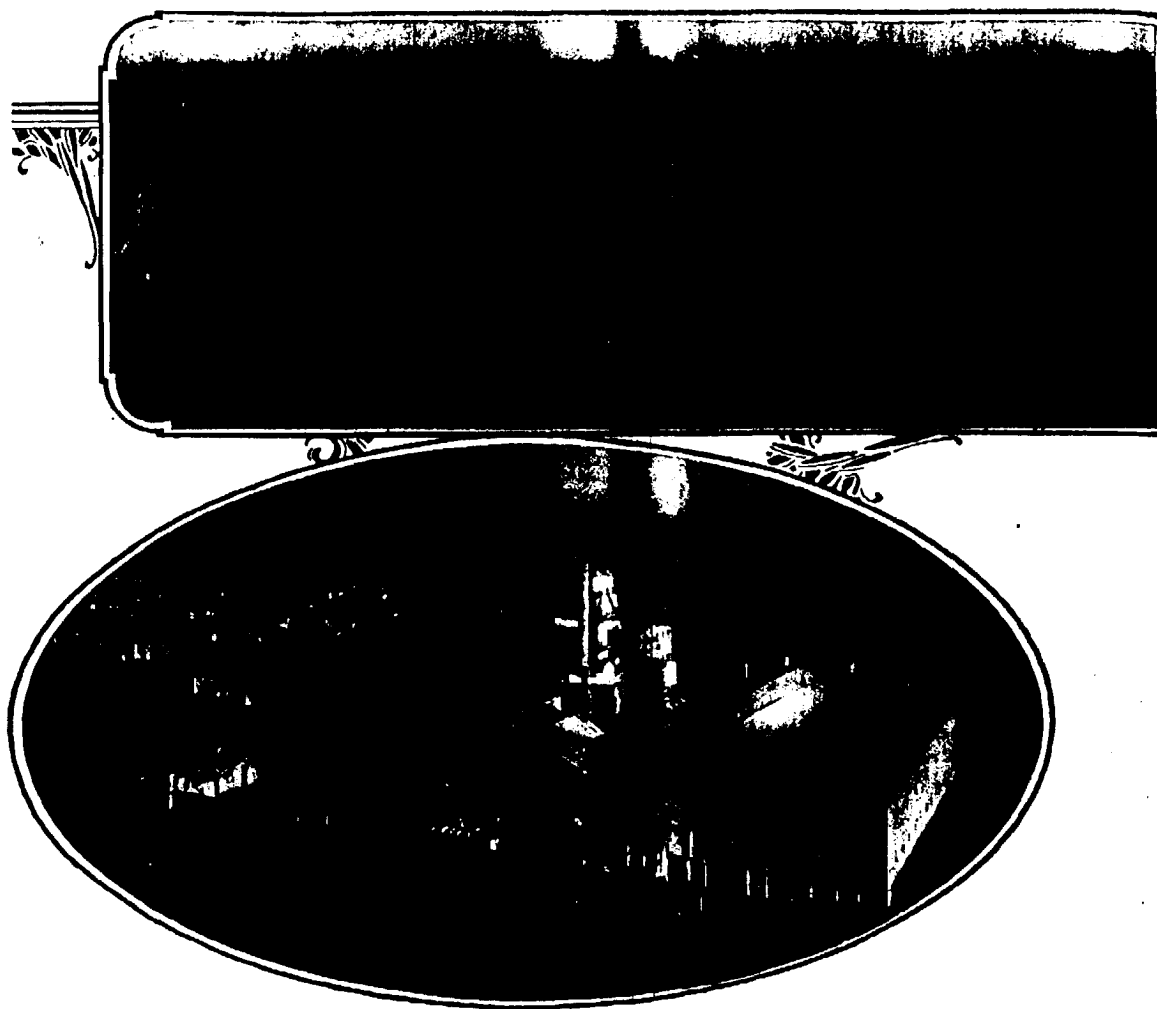
The Pacific Coast paint and varnish manufacturing plant located in San Francisco, Calif. This plant serves the entire Pacific Coast trade through retail outlets and warehouses located in Los Angeles, Seattle, Portland and Honolulu.

A Paint Grinding Unit located in St. Louis. This plant produces paints and enamels to serve the Southwest trade.



The New York Plant and Warehouse located in Long Island City.



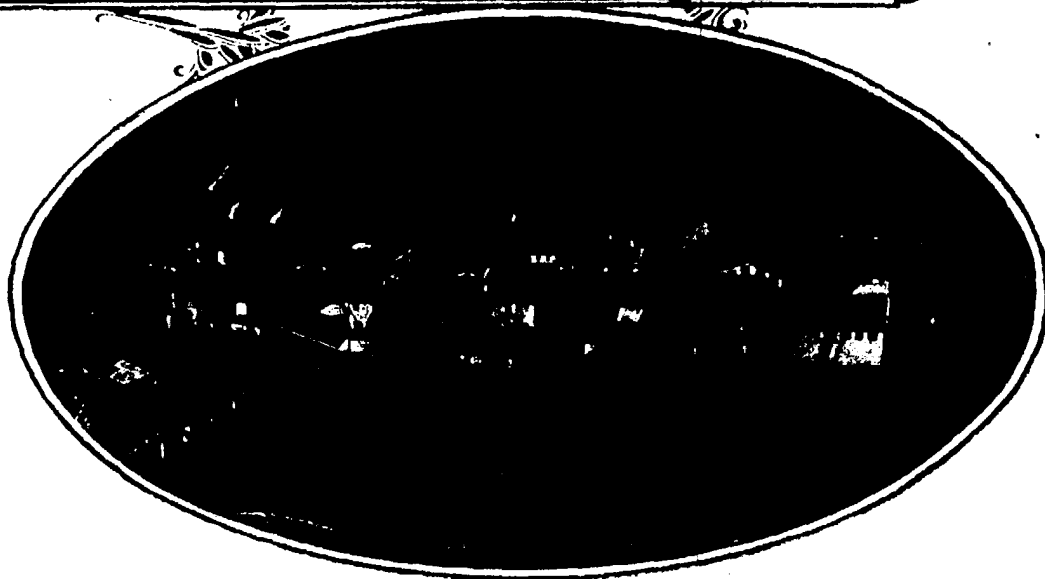


A view of the Oakland plant in which is manufactured Lithopone for the Pacific Coast trade and also bleached barytes, barium chemicals and whiting.

This large and well equipped plant, located at Collinsville, Ill., is devoted to the manu-

The Chemical and Pigment Div

In addition to this wonderful chain of factories the Glidden Company controls their own source of raw materials wherever practical. The Glidden Company controls their own oil refineries in Chicago; Lithopone plants in St. Helena, Md., Collinsville, Ill., and Oakland, Calif., lead corroding units in Scranton, Pa., and zinc mines and smelters in California.



facture of Lithopone, the principal brands being Astrolith and Sunolith.

A view of the St. Helena plant, located in St. Helena, Maryland, just outside of Baltimore. In this plant Lithopone and titanium pigments are manufactured, also cadmium yellow, cadmium oxide, and other important chemicals and pigments.

Division of The Glidden Company

With facilities such as these the Glidden Company gives the trade the best paints and varnishes and finest raw materials that modern equipment can produce.

Eleven

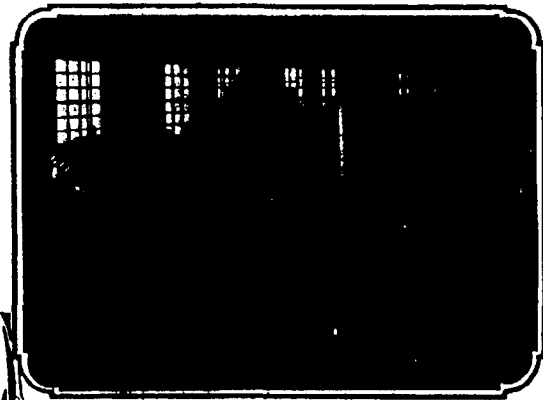
Facilities in Manufacturing

THE chain of Glidden factories represents a remarkable combination of man power and machine power. The combined experience of many men is pooled under a unified executive direction. Every mechanical facility that modern engineering has evolved makes possible quality production on a quantity basis.

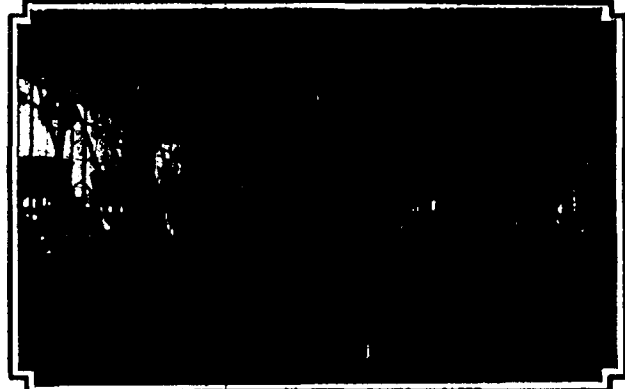
Glidden laboratories are constantly at work devising and perfecting new products and improved methods, and checking production all along the line in order to insure uniformity of standards and results.

The growth and prosperity of The Glidden Company is predicated on the intelligence of its personnel and the mechanical equipment for efficient continuous production.

A policy of continuous improvement animates the Glidden organization. There is no slavish adherence to old formulas or antiquated methods. The advancement of chemical science takes precedence over ancient shibboleths.



One of the large Chemical Laboratories devoted to the Formulation and Testing of Paint Products.



A Typical View of one of the Paint Grinding Rooms of The Glidden Company.



Another Interior View showing a Battery of the most Modern Type of Paint Grinding Machines.

The Glidden Quality Guarantee

Every product carrying the Glidden name is a Quality product. Satisfaction is guaranteed. If you purchase a can of Glidden Paint, Varnish or Lacquer and for any reason it is not satisfactory, bring it back and get your money. Glidden customers are satisfied customers.

THE GLIDDEN HOME ENCYCLOPEDIA

WHAT TO USE AND WHERE TO USE IT

AUTOMOBILE

For painting body, wheels and fenders use Speedenamel (Dries in 4 Hours) Auto Finish, two coats are usually preferable. For tops use Glidden's Black Leather Dressing or Flexible AutoTop Dressing. For engines use Glidden's Heat Proof Engine Enamel. For wire wheels and other trim use Metallite.



BARNs, SILOS, FENCES, ETC.

To paint use Glidden's Endurance Paint (Prepared), two or three coats as desired, Zinc-O-Lith House Paint, Titan-O-Zinc House Paint, Handy Home Paint or Glidden's Barn Paint. To stain shingles use Endurance Shingle Stain.



BRICK

For flat effect use Glidden's Liquid Cement Coating and Flat Brick Red (Paste Form); gloss finish use two coats Endurance Paint (Prepared) or Barn Paint. For finest enamel finish, Ripolin; one coat Ripolin Undercoat, a second coat one half undercoat and one half Ripolin Enamel and third coat Gloss Ripolin Enamel.



CEILINGS (Plaster or Wallboard)

For flat effect use Glidden's Flat Wall Finish, Zinc-O-Lith Flat, Titan-O-Zinc Flat or Hygienic Kalsomine. For gloss or semi-gloss finish in White or Tints use Ripolin Enamel, Zinc-O-Lith Enamel, Titan-O-Zinc Enamel, Jap-A-Lac Enamel, Vel-Vo-Glo, Kitchen Enamel or Speed-Wall. To paint use Glidden's Endurance Paint or Handy Home Paint. For Porch Ceilings (Wood) use Endurance Paint, or if varnish finish is desired use JapSpar or Rapid-Cote Varnish.



CONCRETE (Exterior)

For flat effect use Glidden's Liquid Cement Coating, two coats. For gloss effect use Ripolin or three coats Endurance Paint after Neutralizing Alkali with a wash coat of zinc sulphate solution.



DOORS (Interior)

To stain use Endurance Wood Stain and finish with two coats Wearette Varnish, Jap-A-Lac Clear, Rapid-Cote Varnish or use Jap-A-Lac Varnish Stain. To enamel use Ripolin, Jap-A-Lac, Zinc-O-Lith Enamel, Titan-O-Zinc Enamel or Kitchen Enamel. To lacquer use Lacq. To paint use Endurance Paint, Florenamel or Handy Home Paint.



DOORS (Exterior)

To stain use Endurance Wood Stain and finish with two coats of JapSpar Varnish or use Jap-A-Lac Varnish Stain. To enamel use Ripolin. To paint use Endurance Paint, Zinc-O-Lith House Paint or Titan-O-Zinc House Paint.



FLOORS (Wood Interior) (Exterior)

To varnish wood interior use Florette, Rapid-Cote Varnish or Jap-A-Lac Clear Varnish. To refinish discolored floors use Jap-A-Lac Varnish Stain, Jap-A-Lac Model Floor Process or Lacq Stain. To paint floors use Glidden Florenamel or Inside Floor Paint. To lacquer use Lacq in clear or colors. To varnish wood exterior use JapSpar Varnish. To paint use Endurance Porch and Deck Paint or Florenamel with at least a pint of linseed oil added to each gallon.



FLOORS (Concrete, Inter- ior or Exterior)

For floors in garages, automobile show-rooms, basements or large public buildings use Glidden's Concrete Floor Dressing or Glidden Florenamel.



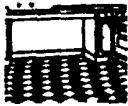
FURNITURE (Indoors)

To varnish use Wearette, Rapid-Cote, Lik-A-Rub Varnish or Jap-A-Lac Clear Varnish. To refinish old discolored furniture use Jap-A-Lac Varnish Stains or Lacq Stains. To enamel use Jap-A-Lac Enamels or Ripolin. To paint use Glidden's Florenamel. To lacquer use Lacq.



THE GLIDDEN HOME ENCYCLOPEDIA

WHAT TO USE AND WHERE TO USE IT

FURNITURE (Porch)	To varnish use JapSpar or Rapid-Cote. To refinish use Jap-A-Lac Varnish Stain or Lacq Stain. To enamel use Jap-A-Lac Enamel or Ripolin. To paint use Glidden's Endurance Paint, Zinc-O-Lith House Paint or Glidden's Florenamel. To lacquer use Lacq.	
HOUSE, GARAGE (Exterior)	To paint use Endurance Paint (Prepared) or Zinc-O-Lith House Paint, Titan-O-Zinc House Paint or Handy Home Paint, two or three coats as desired. On all varnished surfaces use JapSpar Varnish. To stain shingles use Glidden's Shingle Stain.	
LINOLEUM	To varnish use Floorette, Rapid-Cote or Glidden's Linoleum Varnish, two coats. To enamel use Glidden's Florenamel or Lacq Solid Colors. To lacquer use Linoleum Lacq clear.	
RADIATORS	For flat effect use Flat Wall Finish. For enamel finish use Jap-A-Lac or Ripolin Enamel. For bronze effect use Jap-A-Lac or Lacq Gold, Aluminum, Copper or Brass.	
ROOFS (Shingle)	To stain shingles use Glidden's Shingle Stain either dipped before shingles are applied or brushed after. To paint use Glidden's Endurance Paint (Prepared), Zinc-O-Lith or Titan-O-Zinc House Paint. Apply two coats.	
ROOFS (Metal)	Apply Nev-A-Rust, Endurance Paint Prepared, Barn Paint, or Black Roof Paint, Glidden's Factory and Roof Paint or Weathercote (Cold Process Asphalt).	
SCREENS	To enamel screens use Glidden's Screen Enamel, Jap-A-Lac or Speedenamel, two coats for new work, one coat for refinishing.	
TOYS	To lacquer use Lacq Clear or in colors. To enamel use Jap-A-Lac. To restain use Jap-A-Lac Varnish Stains or Lacq Stain. For tricycles, bicycles, etc., use Speedenamel Auto Finish or Jap-A-Lac Enamel Colors.	
WALLS (Interior, Plaster or Wall Board)	For flat effect use Glidden's Flat Wall Finish, Zinc-O-Lith Flat, Titan-O-Zinc Flat or Hygienic Kalsomine. For gloss or semi-gloss finish in White or Tints use Ripolin Enamel, Zinc-O-Lith Enamel, Jap-A-Lac Enamel, Titan-O-Zinc Enamel, Kitchen Enamel, Vel-Vo-Glo or Speed-Wall. To paint use Glidden's Endurance Paint or Handy Home Paint.	
WOODWORK	To stain use Endurance Wood Stains. To varnish use Wearette, Rapid-Cote, Jap-A-Lac Clear or Lik-A-Rub Varnish. For refinishing old and discolored wood work use Jap-A-Lac Varnish Stain or Lacq Stain. To enamel use Ripolin, Jap-A-Lac, Zinc-O-Lith Enamel or Titan-O-Zinc Enamel. To lacquer use Lacq. To paint use Endurance Paint, Handy Home Paint or Florenamel.	

Fifteen

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.

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.

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—New wood should always be primed with Endurance Base-Coat. This specially prepared foundation coating will insure perfect results and is much safer to use on present day lumber. Base-Coat is for use on all kinds of wood and particularly the porous and absorbent types such as cedar and redwood. The resinous and sappy types such as yellow pine, spruce, gum and fir will also give a longer wearing and better finished result when primed with Base-Coat. Endurance Base-Coat should be applied as it comes from the container. Under no conditions should Endurance Base-Coat be reduced.

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.

Third Coat—Endurance Paint (Prepared) should be used just as it comes from the can for ordinary conditions. These three 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 using Base-Coat as the first or priming coat. When the old paint is in good condition two coats of Endurance Paint (Prepared) are sufficient. To the first coat, add a pint of turpentine to the gallon to insure 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 trifle too heavy in body for easy working, it may be thinned with a small amount of 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 360 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.

Endurance Paint dries in 24 hours, but 48 hours should be allowed for drying between coats.

Put up in Barrels, $\frac{1}{4}$ Barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

ENDURANCE BASE-COAT

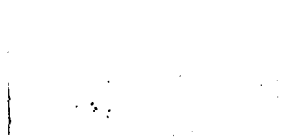
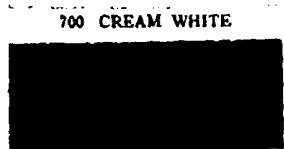
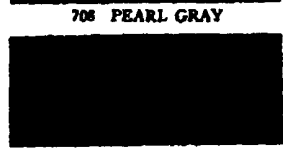
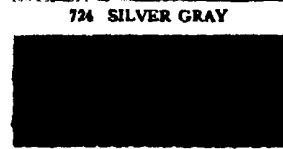
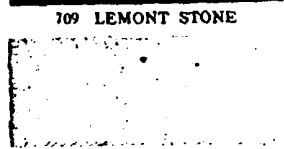
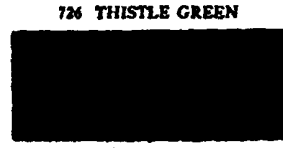
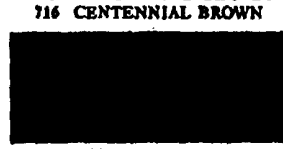
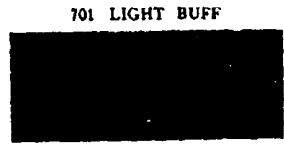
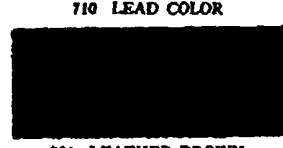
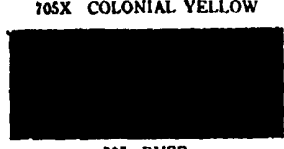
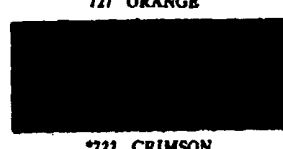
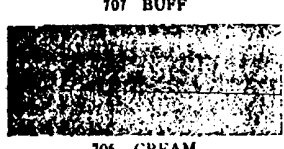
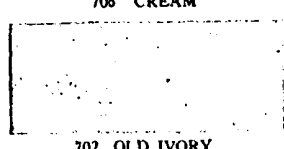
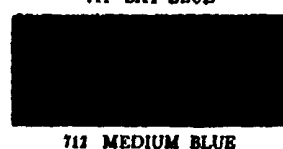
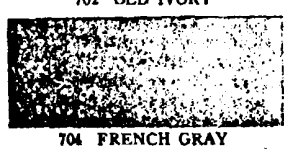
ENDURANCE BASE-COAT (Foundation Coating) is a new and remarkable piece of goods to be used as a priming coat on new or old work. Its pigment is new and very sharp and will adhere tenaciously to the surface. It affords the proper tooth for the succeeding coat of paint. The vehicle of Endurance Base-Coat embodies an elasticity of film that is maintained much longer than one of linseed oil. It is unusually waterproof, dries hard, and will eliminate the possibility of blistering, peeling and checking of succeeding coats. Another distinct superiority of Base-Coat is in its sealing properties. Succeeding coats of paint will spread further per gallon over Base-Coat than over other primer and it will hold out these coats with more body and fullness to the film.

Endurance Base-Coat is made in only the neutral shade of gray and is to be applied to new wood just as it comes from the can without any reduction. It is also satisfactory for old work and should be used without reduction after all blisters, scale and loose paint of the old film have been removed.

Endurance Base-Coat covers approximately 600 square feet per gallon.

ENDURANCE PAINT

PREPARED PAINT

	TRIMMING COLORS 705X 720		TRIMMING COLORS White 710		TRIMMING COLORS 708 710
	710 701		701 720		703 720
	703 720		704 708		726 723
	700 720		701 716		700 White
	White 701		White 705X		For Widow Blinds Etc.
	721 720		700 715		704 700
	White 716		720 701		For Cores Ceilings Etc.
	White 707		703 706		For Cores Ceilings Etc.
	723 721	ALSO MADE IN Outside White, Inside Gloss White and Inside Flat White Colors Marked (*) Are Higher Priced			

Seventeen

WHEN YOU PAINT WHITE USE ZINC-O-LITH



Advantages of Zinc-O-Lith Products

The name Zinc-O-Lith stands for higher quality at lower cost, better work at less expense, dependability and satisfaction at all times. Here are some of the many advantages to be found in all Zinc-O-Lith Products.

1. **Greater Whiteness**—Zinc-O-Lith is the white that is White and stays White.
2. **Exceptional Covering Capacity**—Not only do Zinc-O-Lith Products have greater covering capacity, but also more hiding properties.
3. **Ease of Application**—There is no danger of pulling or sagging where Zinc-O-Lith is being applied. The easy brushing qualities are beyond comparison.
4. **Non-poisonous**—Absolutely no white lead is used in the manufacture of any Zinc-O-Lith Products.
5. **Durability**—The high quality of the raw materials and the care taken in the manufacture of Zinc-O-Lith Products give them the ability to withstand wear and weather for years.
6. **Economy**—Not only do Zinc-O-Lith Products save with their greater covering capacity but also because the raw materials from which they are made are more economical, they actually cost less per gallon to the user.

Only Zinc-O-Lith can give you all these advantages.



THE PAINT THAT'S ALL PAINT

ZINC-O-LITH HOUSE PAINT



The White House is becoming the most popular institution in this country. Zinc-O-Lith House Paint has become a great contributing cause to this end. For economy, durability and genuine beauty, Zinc-O-Lith cannot be

equalled. It is a general outside white, ready for use—a White that is White and stays White. It is not affected by the actions of sulphuric gases present in coal smoke or by salt air. Zinc-O-Lith House Paint has exceptional hiding, covering and spreading qualities. Made in White only, which can be tinted to any shade desired.

Barrels, $\frac{1}{2}$ barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

FOR DIRECTIONS REFER TO PAGE 27

TITAN-O-ZINC OUTSIDE WHITE

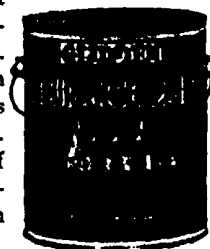
ENDURANCE PAINT (PREPARED)

Titan-O-Lith, highest quality Zinc, ground in specially treated linseed oil with just the right amount of dryer—this is Titan-O-Zinc Outside White—the finest quality exterior House Paint made to-day.

This product covers and hides better than high quality paints—one coat is equal to two coats of ordinary material.

Titanium oxide chemically combined with Sun-proof lithopone gives this paint its tremendous covering and hiding qualities and its brilliant whiteness. The fine quality zinc gives it hardness of film, durability and rich beauty. Specially treated oils add to its whiteness and its long life.

Titan-O-Zinc is the latest development in Outside Paint formulating and manufacturing and is supreme in its field. Ideally adapted for use in congested, smoky districts where fumes are prevalent. One coat will do the work of two coats for ordinary repainting where the surface is in good condition.



Made in White only, which can be tinted to any shade desired.

Put up in 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

FOR DIRECTIONS REFER TO "THE RIGHT WAY TO PAINT" PAGE 16

TITAN-O-ZINC WHITE PASTE PAINT

This piece of goods has been a revelation to painters when they first tried it. The economy of the product was quickly proven to them. The base of the product is a titanium oxide pigment that impacts the same opacity as is found in Titan-O-Zinc Outside White and Flat. Titan-O-Zinc

has been reduced with more than three gallons of raw Linseed Oil and still covered better than most primers and it is not unusual for painters to use two gallons of oil for the finishing coat. Furnished in white only which can be tinted as desired.

Put up in bbls., 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

Nineteen

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 the white lead qualities that are essential in the production of a durable and economical paint. White-

ness, 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, 12½ lb. kegs.



LEAD-O-ZIN



Lead-O-Zin is a combination of 66⅔% carbonate of lead and 33⅓% of zinc oxide ground in pure linseed oil. The carbonate of lead insures whiteness, evenness, fluffiness, uniformity and enduring gloss. The zinc oxide gives extra whiteness and long life and

lustre through extra oil absorption. Easy working, perfect spreading and covering qualities are also outstanding advantages in this product. Lead-O-Zin bulks about 10% more than white lead. 100 pounds produce ½ gallon more paint.

Put up in 100, 50, 25 lb. kegs.

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). Dries in 24 hours and covers 500-600 sq. ft. per gallon, one coat.

Put up in 5's 1's ½'s, ¼'s.

Twenty

DAYLITE WHITE (Paste Paint)

A heavy paste product designed to be reduced gallon for gallon with refined or raw linseed oil for exterior painting. When reduced with Flattening Oil and Turpentine it produces soft velvety effects for interior walls and woodwork. Remarkable for its extreme whiteness, opacity and large spreading capacity. Dries in 24 hours and covers approximately 700 sq. ft. per gallon of liquid paint, one coat.

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

ENDURANCE WHITE SEMI-PASTE



Glidden Endurance White (Semi-Paste) is made to fill the wide demand for a really durable, dependable paint at a reasonable cost. It is a white lead and zinc paint, with the proper percentage of inert pigment, oils and dryers. One gallon of Endurance White mixed with

one gallon of Linseed Oil makes two gallons of paint ready for use at a cost 25% less than the cost of high-grade prepared paint.

For tinted effects and trims, Glidden Endurance White may be readily tinted to any desired shade by adding the proper amount of oil color.

DIRECTIONS

To use Glidden Endurance White mix gallon for gallon with pure Linseed Oil. 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.

Covers when reduced, approximately 700 sq. ft. per gallon of liquid paint, one coat, and dries to a firm surface in 24 hours. Allow 48 hours for recoating.

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

GLIDDEN MASTER PAINTERS' SOLID COLORS

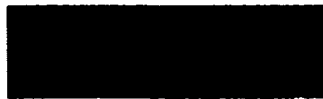
Reds, Greens, Browns

Master Painters will find these colors time savers on the job with a uniformity of color not present in hand mixed paints. Under the brush they work easily, not sagging or running and because of an unusual hiding and covering capacity are truly economical. It is no longer necessary to buy color in oils and then mix them to get reds, greens, or browns for in this product are choice shades

that will suit the most critical buyer. These colors are ready for the brush—and the time saved on the old hand mixing method means profit.

These colors are made by the most modern methods of paint manufacturing and are permanent.

Put up in barrels, 5's, 1's, 3's, 3's.



LIGHT SEAL BROWN



VERT



THISTLE GREEN



LEATHER BROWN



PEA GREEN



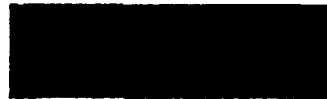
DARK GREEN



RED



APPLE GREEN



BOTTLE GREEN



MAROON



CRYLIGHT GREEN

HANDY HOME PAINT



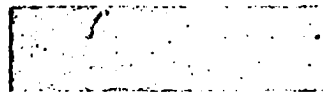
There are a thousand and one uses around the home for a good quality prepared paint that is easy to apply and dries quickly. Glidden Handy Home Paint is made especially for household use and may be used for exterior purposes where a medium-priced paint is desired. It will be found satisfactory in every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

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.

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 covers from 600-700 sq. ft. per gallon one coat.

Put up in 1's, 3's, 3's, 3's, 3's.



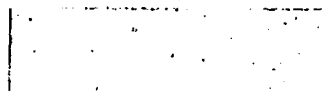
SANDSTONE



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)

Twenty-one

LIQUID CEMENT COATING

Liquid Cement Coating is used for decorating, damp-proofing and giving uniform color to 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.

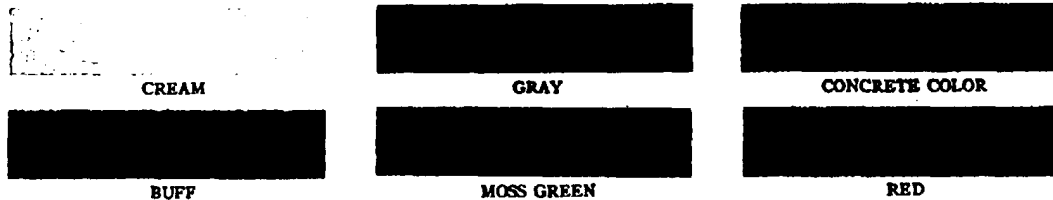
Covers 350—500 square feet one coat per gallon, depending on the porosity of the surface, and dries over night.

Put up in barrels, $\frac{1}{2}$ barrels, 5's, 1's.

DIRECTIONS

Where the weather has been rainy or damp for a continued period the surface usually absorbs a certain amount of moisture; therefore, before commencing work be sure that the surface has had plenty of time to thoroughly dry out. To insure best results do not apply Liquid Cement Coating over a surface containing moisture or frost. Never apply at a lower temperature than 50°F. Using Mixing Liquid as primer and for reducing first coat.

For further directions see color card or label on can.



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

GLIDDEN BARN PAINT

Glidden Barn Paint is a product specially designed to provide a permanent and economical coating for barns, wagon sheds, granaries, silos, wind-mills, 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.

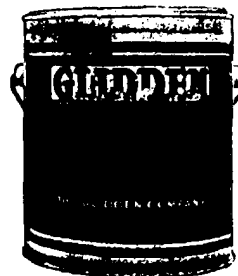


FACTORY AND ROOF PAINT

Glidden Factory and Roof Paint is an economical, weather resisting coating for all rough wood and metal surfaces. It is extensively used on factory buildings, water tanks, warehouses and all temporary construction such as bridging over sidewalks, etc. Covers approximately 600

square feet per gallon and dries in 24 hours to a firm surface.

Put up in barrels, $\frac{1}{2}$ barrels, 5's, 1'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 was developed 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 resistant 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.

Dries in 24 hours, but should be allowed to dry 48 hours or longer before second coating. It covers approximately 600 sq. ft. per gallon, one coat.

Put up in barrels, $\frac{1}{2}$ barrels, 5's, 1's.



Twenty-two

PORCH AND DECK PAINT

For use on outside floors and on the decks of yachts and motor boats. These paints 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 scraping of chairs—they will stand hard scrubbing and resist the action of rain, snow and ice.

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

We recommend these finishes which are especially designed for all outside surfaces which may be subjected to these extreme conditions.

Covers 600—700 sq. ft. per gallon, one coat.

Put up in 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.



306 LIGHT GRAY



301 MEDIUM GRAY



303 DARK GRAY



300 STONE



304 TAN



302 LIGHT BROWN

FLORENAMEL

Glidden Florenamel is an evolution in the line of floor coating for either interior or exterior use. It can be applied over wood or cement floors. Florenamel is distinctly different from ordinary floor paint, because it is especially adapted for use on linoleum.

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.

* Covers approximately 500 sq. ft. per gallon, one coat.

Put up in 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, and $\frac{1}{8}$'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. For outside use reduce in proportion of one pint raw linseed oil to each gallon.



BUFF



WARM GRAY



DRAB



FRENCH YELLOW



SLATE



OAK



LEAD COLOR



BLUE



RED

ALSO MADE IN WHITE, IVORY AND CLEAR

Twenty-three

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.

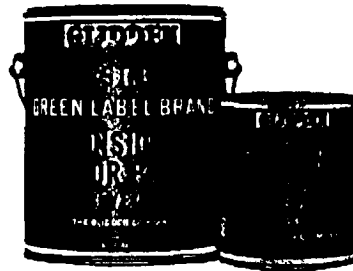
DIRECTIONS

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 and many times one is 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.

One gallon covers approximately 500 sq. ft., one coat.



155 DUST COLOR



153 YELLOW



151 TERRA COTTA



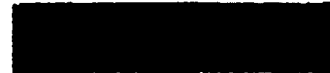
156 LIGHT GRAY



150 TAN



152 DARK GRAY



157 OAK BROWN



A paint especially prepared for use upon concrete floors. Dries with a hard, tough, wear-resisting film; decorative, waterproof, oil-proof and acid resistant. Repeated washings and scrubbing will not affect it. It eliminates dusting which is so 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, hotels, 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.

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 reduced 10% with turpentine and 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.

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.

CAUTION

Before applying Glidden's Concrete Floor Dressing be sure that the concrete has had time to thoroughly dry out. Floors must be dry and if they show any trace of alkali, wash thoroughly with Zinc Sulphate.

CONCRETE FLOOR DRESSING



GRAY



LIGHT DRAB



DARK DRAB



TAN



TERRA COTTA

Also Made in White and Transparent
Special Colors Ground to Order

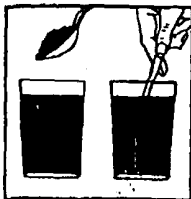
Put up in barrels, $\frac{1}{2}$ barrels, 5's, 1's, $\frac{1}{4}$'s, $\frac{1}{8}$'s.

CONCRETE PATCHING COMPOUND

Putty-like material for the filling of smaller cracks in concrete surfaces. Color of cement. Put up in barrels, $\frac{1}{2}$ barrels, 100 lbs., 50 lbs., 10 lbs.

WEATHERCOTE

Did you ever hear of Asphalt Mixed with Water?



The above test proves that our product is asphalt and water. Simply stir a spoonful of Cold Process Asphalt into a tumbler of water. Watch it mix.



That the drying oils dry out the asphalt in a paint is proved by their strong asphalt odor, proving that the natural asphaltic oils are carried off. These points smell like asphalt, not like the solvent oil.

Here it is, pure asphalt mixed with water. This product is manufactured by a *special process* which actually produces such a mixture. Being applied cold this product is properly called Cold Process Asphalt.

WHY MIX WATER WITH ASPHALT?

This puts *pure asphalt* into a form so it can be applied without heating. Pure asphalt is generally recognized for its outstanding water-proof and weather-resisting qualities. Heretofore hot application has been the only known method of applying *pure asphalt*. That is why this method is used throughout the roofing industry—particularly on the kind of roofs which are guaranteed for twenty years.

Water cannot dry out asphalt. For after application the water quickly evaporates, leaving a solid layer of pure asphalt bonded firmly to the roof just like asphalt applied hot. There are no drying oils in this product to harden the asphalt and so it has the long life of pure asphalt. Then, too, after it has set, water has no more effect on this Cold Process Asphalt than on pure asphalt—which it is.



*Hot application is the only method known heretofore of applying pure asphalt. It requires experienced operators, special equipment and special weather conditions. Our product can be applied at any temperature above freezing, on wet or dry surfaces, with equally good results. It is *no asphalt*, just *how* a hot application.*



Cold Process Asphalt Coating is easily applied with a brush on any type of roof.

WHAT THIS MEANS TO YOU

- (1) It is much easier to apply than any coating or paint.
- (2) It actually fills all cracks. It will flow anywhere that water will. It does not become sticky until the water has evaporated and therefore does not bridge over cracks and breaks in the roof, but actually fills them with pure asphalt.
- (3) It does not become stiff at low temperatures but is as easily applied when the temperature is 35 degrees as on the hottest summer day.
- (4) It can be applied to a damp or wet roof. Hot or cold, wet or dry, this product bonds firmly and actually impregnates the surface.
- (5) It has many other uses for which ordinary coatings are unsuitable because it has no odor and contains no offensive oils.
- (a) For lining cisterns, troughs, and silos. It will not foul the contents.
- (b) For laying floor tile in the home.
- (c) The perfect metal coating. Heavy layer of asphalt seals in rust and scale. Permanently pliable, best on light metal gutters and down spouting.
- (d) Mixed with Portland cement mortar, it produces a mastic for patching and resurfacing concrete or other floors. This mastic is firm and pliable, yet will outwear concrete. Ideal for cattle stanchions and recommended as superior to hard concrete.
- (e) For wound dressing of trees after pruning or accidents. Also for tree banding.

THREE FORMS FOR EVERY USE

COLD PROCESS ASPHALT COATING—for brush application on roofs as well as all types of surfaces, metal, concrete, brick and stone.

COLD PROCESS ASPHALT CEMENT—is slightly more concentrated for trowel application on roofs and for patching.

COLD PROCESS ASPHALT PLASTIC—contains a high grade asbestos fibre and is especially adapted to repairing flashings and all patch work on vertical surfaces.

These products are in steel containers (with convenient removable head) as follows:

Coating	55 gal. Steel drums	30 gal. Steel drums	5 gal. cans	1 gal. cans	1 qt. cans
Cement	55 gal. Steel drums	30 gal. Steel drums	5 gal. cans	1 gal. cans	1 qt. cans
Plastic	55 gal. Steel drums	30 gal. Steel drums	5 gal. cans	1 gal. cans	1 qt. cans
	(Approx.) (500 lbs.)	(Approx.) (275 lbs.)	(Approx.) (50 lbs.)	(Approx.) (10 lbs.)	(Approx.) (2½ lbs.)

WEATHERCOTE IS NOT A PAINT—but PURE ASPHALT PLUS WATER!

Twenty-five

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 unequalled 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.

GREENS

Chrome Green (Light)
*Chrome Green (Medium)
Chrome Green (Dark)

Put up in 25 lb., 12½ lb., 5 lb.

Graining Color

Light Oak

Dark Oak

Put up in 12½ lb., 5 lb., 1 lb.

BLACKS

*Ivory Drop Black
*Lamp Black

YELLOWS

Chrome Yellow (Light)
*Chrome Yellow (Medium)
Chrome Yellow (Dark)
*Yellow Ochre
Golden Ochre
*Euclid Tinting Ochre

Euclid Venetian Red

(Ground in Oil)

Put up in 25 lb., 12½ lb. pails

BLUES

*Prussian Blue
*Ultramarine Blue
Put up in ¼ lb., ⅓ lb.

REDS

*Venetian Red
Tuscan Red
Indian Red
Rose Lake
Am. Vermilion
Rose Pink
Put up in 5 lb., 1 lb.

Euclid Yellow Ochre

(Ground in Oil)

Put up in 25 lb., 12½ lb. pails

Colors indicated by (*) are made in both liquid and paste

BULLETIN COLORS

RED — BLUE — YELLOW — GREEN

GLIDDEN TUBE COLORS---10c SIZE

The material in these tubes is of first quality, embodying a clearness of tone and exceptional tinting strength. Especially ground to a new fineness and always uniform. For painters use in tinting, for the home-owner who is

interested in stencil decoration, for artists, students, and all persons who want oil colors in an economical size tube. Tube measures 4" x ¼" in size.

COLORS

Zinc White
Flake White
Chrome Yellow Light
Chrome Yellow Medium
French Yellow Ochre
Italian Raw Sienna
Chrome Yellow Orange
Venetian Red
Geranium Lake
American Vermilion
Italian Burnt Sienna
Turkey Raw Umber
Emerald Green

Chrome Green Light
Permanent Green Deep
Prussian Blue
Van Dyke Brown
Turkey Burnt Umber
Ultramarine Blue
Lamp Black
*Alizarin Crimson
*Indian Red
*Mauve
*Cobalt Blue
*Chrome Green Dark
*Ivory Black

(*Additional Colors)

GLIDDEN EMERALITE GREENS (Ground in Oil)

LIGHT, MEDIUM, DEEP

Glidden Emeraldite Greens are permanent colors and are specially adapted to make the various greens so stylish for trim, also as a tinting color for all white bases.

They are finely and evenly ground in paste form. Glidden Emeraldite Greens are made in three shades only.

Put up in 25 lb. and 12½ lb. pails.

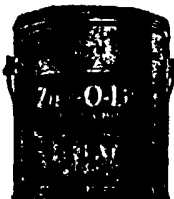
ZINC-O-LITH



Zinc-O-Lith House Paint

The white House is becoming the most popular institution in this country. Zinc-O-Lith House Paint has become a great contributing cause to this end. For economy, durability and genuine beauty, Zinc-O-Lith cannot be equalled. It is a general outside white, ready for use—a White that is White and stays White. It is not affected by the actions of sulphuric gases present in coal smoke or by salt air. Zinc-O-Lith House Paint has exceptional hiding, covering and spreading qualities. Made in White only, which can be tinted to any shade desired.

Barrels, $\frac{1}{2}$ barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.



Zinc-O-Lith Flat

Zinc-O-Lith Flat combines high quality with noticeable economy. It gives most satisfactory results at evident low cost. Combining durability, exceptional covering and spreading qualities, it fully satisfies the most exacting demands. Zinc-O-Lith Flat is not only a wonderful wall finish for all cement or plaster walls, but also it can be used as an enamel undercoat. It gives a beautiful soft finish that can easily be washed without harm to the finish. Made in White only, which can be tinted to any shade.

Barrels, $\frac{1}{2}$ Barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s.

(Follow directions on label of container.)



Zinc-O-Lith Enamel

Zinc-O-Lith Enamel is a fine type of enamel for general interior finishing. It "spreads daylight everywhere" and can be used on all woodwork or walls in the home, in large buildings or in large industrial plants, where better lighting is so essential. It flows on easily and levels out to a smooth even finish. It is durable, easily washed and gives a clean, glistening white finish. Zinc-O-Lith Enamel is made in White only, which can be tinted with oil colors to any shade. It is made in Gloss or Semi-Gloss effects.

Barrels, $\frac{1}{2}$ barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s.

(Follow directions on label of container.)

DIRECTIONS FOR APPLYING HOUSE PAINT

Reduce the paint according to the absorbing properties of the surface. Do not be afraid of getting the primer too thin. It must be thin enough both to satisfy and fill the surface and not leave an excess of pigment on it.

The priming coat, of course, varies with each condition. Never use Yellow Ochre as a priming coat.

The best priming coat for practically all woods is one quart of raw linseed oil and one and a half pints of turpentine to one gallon of Zinc-O-Lith.

For all woods that carry an over-abundance of resin, such as hard Yellow Pine, reduce Zinc-O-Lith in the proportion of one and one-half pints of benzol or solvent naphtha and one quart of linseed oil to one gallon of Zinc-O-Lith. Then apply primer, allowing plenty of time for thorough hardening.

Second Coat—New Work—Be sure the priming coat is thoroughly dry. Then reduce Zinc-O-Lith with one quart of turpentine to one gallon of Zinc-O-Lith and apply second coat, allowing plenty of time for surface to dry.

Do not paint over dirt, grease or mud which has been splashed on the building. Do not paint over frosts, dews or wet places.

See that the basement windows or ventilators are open, and allow the basement to dry out thoroughly before applying a second coat of paint.

Finishing Coat—New Work—Use Zinc-O-Lith as received in the package, thoroughly mixing the paint before applying and brushing the paint thoroughly over the surface.

After the paint has set, do not attempt to touch up the spots that have been missed. This will cause such places to peel. Wait until the paint is dry, then repaint the parts on which such spots may show. The paint should be well brushed. Paint flowed on to cover or hide the surface will soon crumble or break away in scales.

Exterior Painting—Old Work—No definite rule can be given as to the reduction necessary. For parts which are old and weather beaten, Zinc-O-Lith must be reduced with more oil, while for protected or non-absorbent surfaces more turpentine must be used to form proper binding and penetration.

Two-Coat Work under Normal Conditions—First Coat. To one gallon of Zinc-O-Lith add one pint of raw linseed oil and one pint of turpentine. Putty after this coat.

Finishing Coat—Use Zinc-O-Lith paint as received in the package. Thoroughly mix the Zinc-O-Lith and apply according to directions given under the head of "Finishing Coat."

Ask for a copy of our booklet "White House Painting."

ZINC-O-LITH--THE PAINT THAT'S ALL PAINT

Twenty-seven

GLD 040003

TITAN-O-ZINC FLAT

HIGHEST QUALITY FLAT WALL FINISH

A new Titanium oxide flat for interior use. Made from Titan-O-Lith Titanium oxide and lithopone chemically combined under our own patent Nos. 1600772-3

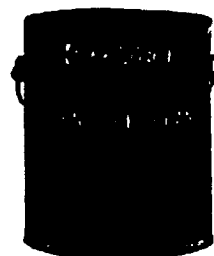
Titan-O-Zinc Flat covers better than ordinary Flat Paint. Because of its extreme opacity it will give solid hiding in one coat over all surfaces in fair condition for repainting. This extreme opacity gives a film which will remain whiter for a greater length of time than other material and also gives a foundation for enamels with fewer coats than the average enamel undercoat. It carries a higher percentage of oil and gum than other high quality Flat Wall Finishes, and consequently will withstand

washings to a much greater extent.

Ideally adapted for recoat work with one coat where two coats ordinarily would be needed. Its greater hiding and covering saves one-half on labor expense.

Made in White only, which can be tinted to any shade desired.

Put up in 1's, 1/2's, 1/4's.



TITAN-O-ZINC OUTSIDE WHITE

ENDURANCE PAINT (PREPARED)

Titan-O-Lith, highest quality Zinc, ground in specially treated linseed oil with just the right amount of dryer—this is Titan-O-Zinc Outside White—the finest quality exterior House Paint made to-day.

This product covers and hides better than high quality paints—one coat is equal to two coats of ordinary material.

Titanium oxide chemically combined with Sun-proof lithopone gives this paint its tre-

FOR DIRECTIONS REFER TO "THE RIGHT WAY TO PAINT" PAGE 16

mendous covering and hiding qualities and its brilliant whiteness. The fine quality zinc gives it hardness of film, durability and rich beauty. Specially treated oils add to its whiteness and its long life.

Titan-O-Zinc is the latest development in Outside Paint formulating and manufacturing and is supreme in its field. Ideally adapted for use in congested, smoky districts where fumes are prevalent. One coat will do the work of two coats for ordinary repainting where the surface is in good condition.

Made in White only, which can be tinted to any shade desired.

Put up in 1's, 1/2's, 1/4's.



TITAN-O-ZINC WHITE PASTE PAINT

This piece of goods has been a revelation to painters when they first tried it. The economy of the product was quickly proven to them. The base of the product is a titanium oxide pigment that imparts the same opacity as is found in Titan-O-Zinc Outside White and Flat. Titan-O-Zinc has been reduced with more than three gallons of

raw Linseed Oil and still covered better than most primers and it is not unusual for painters to use two gallons of oil for the finishing coat. Furnished in white only which can be tinted as desired.

Put up in bbls., 5's, 1's, 1/2's, 1/4's.

TITAN-O-ZINC WHITE

MASTER PAINTERS' RAPID-DRYING ENAMEL

Containing the covering and hiding properties of Titanium oxide and lithopone, together with the quick drying advantages of 4-hour enamel, Titan-O-Zinc White is the ideal enamel for Master Painters' use.

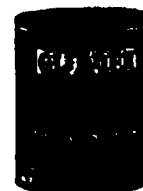
Easy brushing properties, greater covering and hiding properties, beauty of film and extreme durability together with quick drying—these are the unusual advantages

found in Titan-O-Zinc.

Made in White only which can be tinted to any shade desired.

Specially adapted for Master Painters' use.

Put up in 1's, 1/2's, 1/4's and 1/8's.



Twenty-eight

ENDURANCE SPEED-WALL

SEMI-GLOSS FINISH

DRIES IN FOUR HOURS

A New Quick Drying Finish for Walls, Woodwork, Furniture



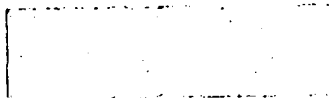
SKY BLUE



BUFF



FLORIDA GREEN



IVORY



ORCHID



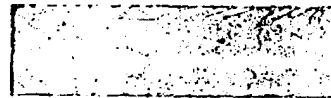
FAWN



STEEL GRAY



LEMONT STONE



PEARL GRAY



BEIGE

Speed-Wall is a new development in the paint field for the home-owner, the painter, hospital, hotel, public building, school, apartment house and office—in fact, every place where a wall finish of unusual durability is required.

Speed-Wall is different than other finishes because of its quick drying properties. Where drying conditions are good, two or three coats can be applied in one day. Application, even with these quick drying properties, is simple. Speed-Wall can be applied by anyone using only ordinary care and will dry without laps, sags or brush marks.

Another outstanding quality of Speed-Wall is its ability to cover solidly with one coat, surfaces that have become soiled, discolored and even blackened.

Where sanitation is of importance, Speed-Wall is the proper finish as its hard enamel-like surface permits it to be washed as easily as porcelain. There is no soft or porous surface to hold germs, its quick drying does not tie up the room except for a few hours instead of several days.

Speed-Wall is further desirable for use in the hospital as it does not dry with a dull lifeless flat finish nor a light reflecting glare, but instead with a soft and restful sheen.

For the kitchen, breakfast nook, bedroom, Speed-Wall is in a class by itself. The shades in which it is manufactured are the warm tints that are popular and in great demand in these days of color. Its quick drying properties make it further desirable and the ease with which it can be washed without resulting cloudiness and streaks, mean a great deal to the housewife. Speed-Wall is equally satisfactory for use on furniture and woodwork.

In public buildings, school rooms, offices and hotels, Speed-Wall's pleasing gloss and beauty of finish are important. There is economy in its use due to the fact that one coat, under ordinary conditions, will produce an acceptable job; or two or three coats can be applied the same day because of its quick drying qualities.

OIL FIRST COATER

Glidden Oil First Coater is recommended for use as a priming coat on new plastered work and will best take care of the present day conditions that demand perfect jobs with a two coat application. Oil First Coater seals new plaster perfectly against the suction of succeeding coats and will seal fire cracks. Its pigment content imparts an opacity that serves as the intermediate coat when following ordinary finishing schedules.

Twenty-nine

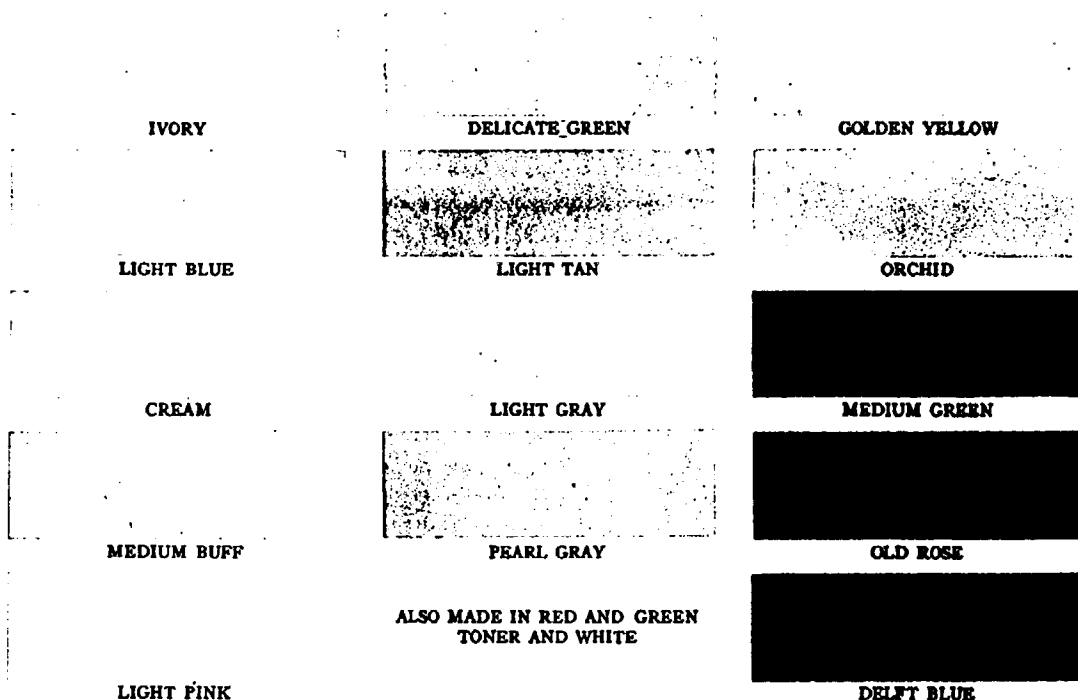
FLAT WALL FINISH

(DURABLE - WASHABLE - SANITARY)



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 lustre. 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.



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 sq. ft., 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, 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.

Thirty

GLD 040006

MIXING AND APPLICATION (Continued)

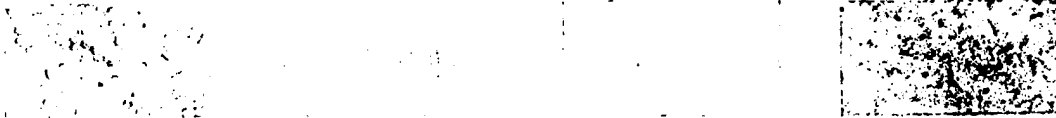
OLD PLASTER SURFACES--Dust with a stiff brush. If surface is sooty or greasy, wash off with a good scouring soap and water, finishing with equal parts of clean water and vinegar, and allow to dry thoroughly. Fill the larger cracks, broken places and nail holes, with Plaster of Paris, mixing same with 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 hair-line 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 of Glidden Flat Wall Finish, used full strength, applying freely.

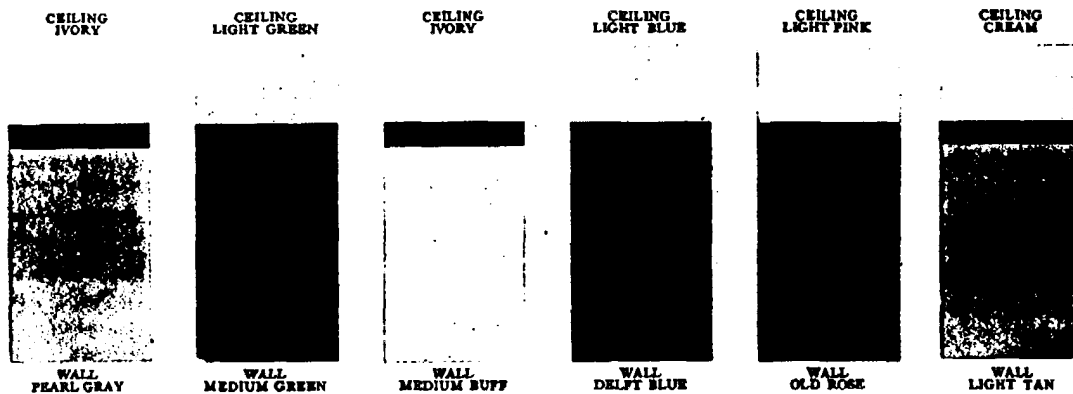
COVERING CAPACITY--Properly applied, Glidden Flat Wall Finish will cover 400 to 500 square feet, one coat, per gallon, U. S. Measure.

Glidden Flat Wall Finish is put up in barrels, $\frac{1}{4}$ barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{3}{4}$'s. White is also put up in $\frac{1}{4}$'s.

STIPPLED EFFECTS



ATTRACTIVE FLAT WALL COLOR COMBINATIONS



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, $\frac{1}{4}$ barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{3}{4}$'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 a degree the free alkali in the plaster.

Put up in barrels, $\frac{1}{4}$ barrels, 5's, 1's, $\frac{1}{2}$'s, $\frac{3}{4}$'s.

Flatting Oil Manufactured to be used with White Lead in Oil to produce flat effects for interior walls and woodwork. The resulting finish is beautiful, long wearing and can be washed easily and repeatedly.

GLAZING LIQUID

A clear liquid that dries with an egg shell finish. This material is recommended for use over Glidden Flat Wall Finish for producing stippled, mottled or tiffany effects.

Ideal as well for the antiquing and polychroming of furniture and interior woodwork.

Thirty-one

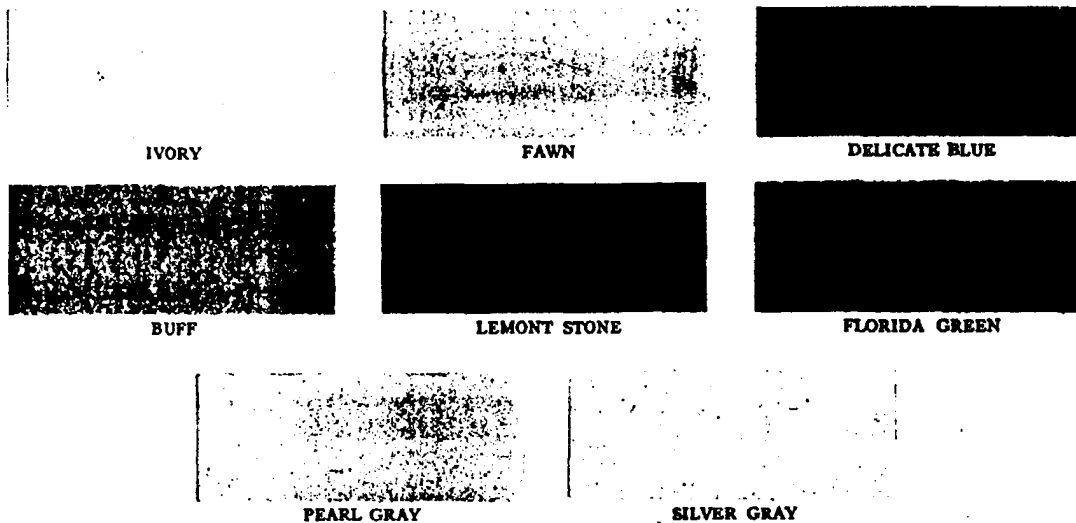
KITCHEN ENAMEL

This material is the most practical finish for surfaces that require frequent cleaning. The hard, high glossy surface makes washing an easy task. An excellent finish for walls of office buildings, hotels, schools, bakeries, etc.

Also a satisfactory finish for furniture and woodwork.

Made in beautiful colors of the most modern trend.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.



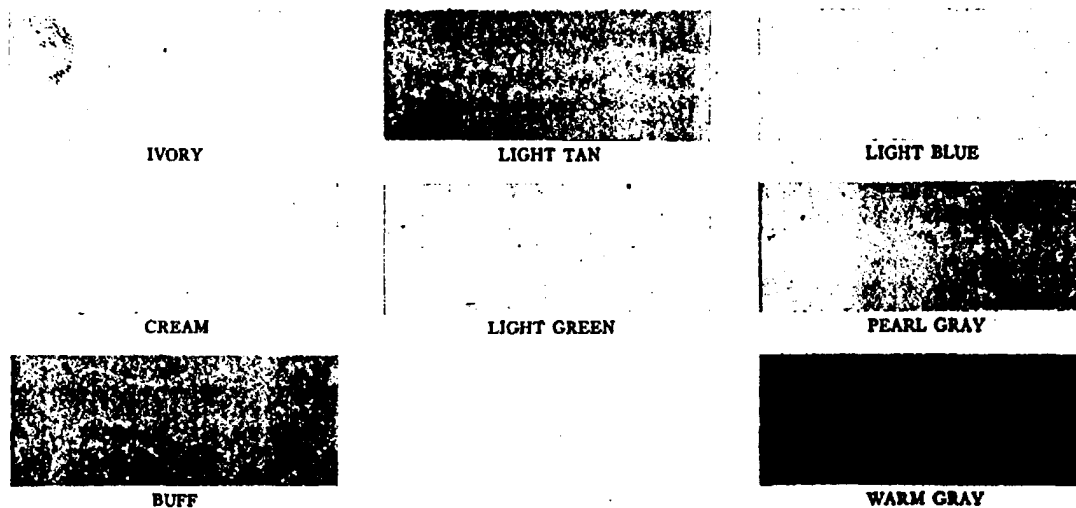
ALSO MADE IN WHITE

VEL-VO-GLO

Particularly suited for the decoration of walls in kitchens, bathrooms and bedrooms, where a semi-gloss finish is desired. Equally well suited for furniture and woodwork. The delicate colors and the satin-like finish

are pleasing and restful and doubly appreciated because of the ease with which they can be washed and cleaned.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.



Thirty-two

GLD 040008

AD-EL-ITE HYGIENIC KALSOMINE

HOT WATER—COLD WATER

Our colors have been selected after years of research and practical experience. They combine the soft, restful tones in both light and dark colors which are artistic in effect with the lasting and durable qualities of a sanitary wall finish.

Many beautiful tints may be produced by combining two or more different colors.

Ad-El-Itc Hygienic Kalsomine contains an odorless disinfectant which effectively destroys all infectious germ life.

Ad-El-Itc Hygienic Kalsomine has been on the market for over fifty years and is recognized as the leading sanitary Kalsomine wall finish.

Put up in 5 lb. cartons, 100 lb. drums and barrels.

DIRECTIONS FOR SIZING, MIXING AND APPLYING

Hot Water Kalsomine—Cold Water Kalsomine

For Sizing—After the walls are thoroughly dry, apply a thin coat of Hygienic Kalsize which, when evenly applied, makes an ideal foundation. Flat Wall Primer Mixing Size or Oil First Coater may also be used. Where quick work is desired, shellac may be employed with good results. In all cases care should be taken to have the size sufficiently light in body to spread evenly without laps. After applying, allow the Kalsize to stand for about 24 hours until thoroughly dry.

C. W.—COLD WATER

For Mixing (Hot Water)—Gradually stir into the contents of a carton package of Hygienic Kalsomine, two quarts to five pints of **BOILING WATER**—it must be **BOILING**. This should make a mix of about the consistency of a rich cream or house paint and before using should be allowed to stand from 20 to 30 minutes or until thoroughly cool.

For Mixing (Cold Water)—Gradually stir into the contents of a carton package of Hygienic Kalsomine, two quarts to five pints of cold water (if desired hot water may be used.) This should make a mix of about the consistency of a rich cream or house paint. If hot water is used allow to stand for 20 to 30 minutes or until thoroughly cool.

Caution—If necessary to reduce further add a very little cold water slowly and cautiously, as after being prepared as above directed, the mixture thins very rapidly and entirely out of proportion to its bulk. Don't flood the Kalsomine with too much water.

For Applying—Use a good Kalsomine brush and apply evenly as you would any ordinary paint.

Our tinting white contains no blue and should always be used when tinting colors are added.

Put up in barrels, half-barrels, 100 lb. kegs and 5 lb.

H. W.—HOT WATER

HW 101—CW 201 CREAM

HW 107—CW 207 PINK

HW 113—CW 213 LAVENDER

HW 102—CW 202 IVORY

HW 108—CW 208 LIGHT GRAY

HW 114—CW 214 DELICATE GREEN

HW 103—CW 203 DEEP CREAM

HW 109—CW 209 SILVER GRAY

HW 115—CW 215 PEA GREEN

HW 104—CW 204 YELLOW

HW 110—CW 210 LIGHT BLUE

HW 116—CW 216 AUTUMN BROWN

HW 105—CW 205 LIGHT TAN

HW 111—CW 211 BLUE

HW 117—CW 217 DEEP TAN

HW 106—CW 206 BUFF

HW 112—CW 212 HOLLAND BLUE

HW 118—CW 218 SOFT BROWN

ALSO MADE IN WHITE. Does not show laps or brush marks. Will not crack, peel or rub off.

HYGIENIC KALSIZE

Hygienic Kalsize is especially prepared as a sizing coat. It soaks into the surface and seals it perfectly for subsequent coats of kalsomine. Hygienic Kalsize should be allowed

twenty-four hours for thorough drying.

Put up in barrels, $\frac{1}{2}$ barrels, 4 lb. cartons, 1 lb. cartons, $\frac{1}{4}$ lb. cartons.

Thirty-three

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, 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.



The International Identification Mark of Genuine Ripolin

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 specifications 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 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.

Thirty-four

No. 53 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.

By using Ripolin, it is possible to reduce the upkeep cost, the inconvenience of repainting, and to insure yourself positive knowledge that whatever surface painted will always be durable, sanitary, and very attractive.

No. 1 Gloss White	No. 53 Gloss Ivory
No. 101 Semi-Gloss White	No. 1 Gloss Cream
No. 501 Flat White	No. 11 Gloss Blue
No. 5 Gloss Black	No. 44 Gloss Green
No. 10 Gloss Pearl Gray	No. 65 Gloss Pink
No. 47 Gloss Light Gray	No. 147 S-Gloss Lt. Gray

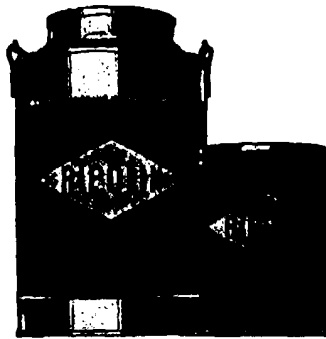
No. 153 Semi-Gloss Ivory
Ripolin Gloss Thinnings

GLD 040010

RIPOLIN

THE ORIGINAL HOLLAND ENAMEL PAINT

MOTOR RIPOLIN

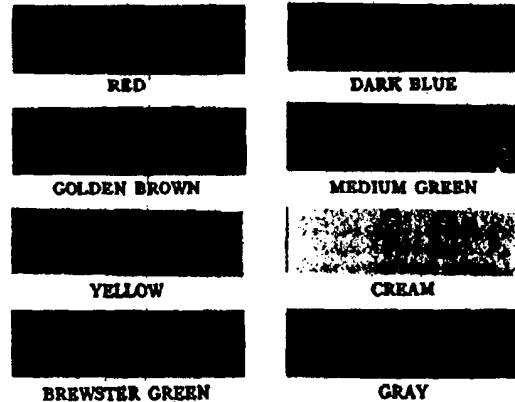


The most wonderful motor car finish which has yet been produced. It combines the gloss of the very finest enamel with the opacity of a color coat.

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 or lacquer job because of its superior elasticity and its wonderful resistance to weather and road conditions.

Put up in 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'s.



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

RIPOLIN UNDERCOAT An Undercoat worthy of Ripolin Enamel having unusual filling and leveling properties. It is made specially for use with Ripolin and bonds so well with it 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, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'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 thin, use Ripolin Thinnings.

Put up in $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'s.

RIPOL STIPPLE Ripol Stipple is the ideal wall coating for the finest residences, hotels, churches, public buildings, theatres or offices. It gives the finished surface a mellow, flat texture suggestive of tapestry paper. When tints are blended into a Tiffany effect the results are unusual in the richness and beauty of the finish.

Due to the composition of Ripol Stipple it allows much more time for application, so that the larger surfaces can be stippled by the same painters, or a man comparatively inexperienced in stippling can secure excellent results.

Ripol Stipple is put up in barrels, $\frac{1}{2}$ barrels, 5's, 1's.

Thirty-five

JAP-A-LAC

HOUSEHOLD FINISHES

"THE QUICK DRYING 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 wood grain.

IMPORTANT INFORMATION

One quart of Jap-A-Lac Household Finishes covers 100 square feet, two coats; other sizes in like proportion.

Any surface to be finished must be clean, dry and free from oil or grease. Moisture, oil or grease will prevent finish adhering to the surface.

Use a bristle brush for applying Jap-A-Lac Household Finishes.

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

JAP-A-LAC Varnish Stain "THE QUICK DRYING FINISH"



MAHOGANY



DARK OAK



WALNUT



LIGHT OAK



DARK MAHOGANY



1 Ground Color 2 Graining Color 3 Jap-A-Lac
Floor and Interior
Varnish, Natural

JAP-A-LAC MODEL FLOOR PROCESS

Thirty-six

6



JADE GREEN



CORAL ROSE



INDIA BUFF



ORCHID



DARK GREEN



MANDARIN RED



GOLD



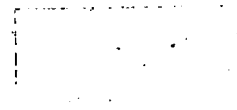
GOLDEN BROWN



SHANTUNG BLUE



PEARL GRAY



IVORY (Gloss or Egg Shell)



RICH BLUE



GOLDEN YELLOW



PALE BLUE



FRENCH GRAY
(Gloss or Egg Shell)



ORANGE



SEA GREEN



LETTUCE GREEN



APPLE GREEN



RED ENAMEL



ALUMINUM

ALSO MADE IN FLAT AND GLOSS WHITE, DEAD AND BRILLIANT BLACK

GLD 040012

OTHER JAP-A-LAC PRODUCTS

JAP-A-LAC MODEL FLOOR PROCESS

THE JAP-A-LAC MODEL FLOOR PROCESS gives a soft-wood 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 40 square feet of surface.)

JAP-A-LAC GRAINING COLOR, pint jars only. (One jar is sufficient to grain about 100 square feet.)

JAP-A-LAC MODEL FLOOR SET contains one quart Ground Color, one jar Graining Color, one quart Jap-A-Lac Floor and Interior Varnish (Natural), one Graining Tool 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.

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—lasting silvery finish for wood or metal. Gives a smooth, lustrous, durable 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.

SPEEDENAMEL AUTO FINISHES

(Dry in Four Hours)

DEAUVILLE CREAM



POLO BEIGE



APPLE GREEN



MONROE MAROON



FAYETTE GREEN

LIGHT ORANGE



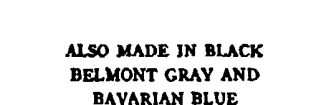
SANDUSKY GREEN



FIRE CHIEF RED



ASHLAND BROWN



ALSO MADE IN BLACK
BELMONT GRAY AND
BAVARIAN BLUE

LIGHT BLUE



CLOUD GRAY



COLONIAL GREEN



ORRIFORD RED



CUYAHOGA BLUE

A quick drying elastic oil enamel that gives a result similar to the most beautiful polished lacquer finish. It is for refinishing automobiles, busses, trucks, tractors, implements, etc., also may be used on furniture or woodwork—interior or exterior.

Although Speedenamel dries much faster than ordinary Auto Finish, durability is in no way sacrificed. Speedenamel through its heavy pigment content, has wonderful filling properties,—its liquid being especially treated oils

make it very elastic. These two properties combined make it one of the most durable finishing materials yet manufactured, withstanding the vibrations and weaving, that cause so many finishes to chip and flake off.

Speedenamel may be applied with ease by the most inexperienced person. It brushes easily, levels out perfectly and by following directions any amateur can produce a remarkable finish. (See directions on label or color card).

Put up in ¼'s, ½'s, 1's.

TOUCH-UP BLACK

Made of the same ingredients as Speedenamel Auto Finish. Dries fast to a lasting finish in four hours. For

use in touching up automobiles, screens, pipes, fences and other metal or wood surfaces.

Put up in half-pint brush-top cans only.

FLEXIBLE AUTO TOP DRESSING

Flexible Auto Top Dressing is a special prepared finish for leather, pantasote, etc. It dries rapidly with a rich black finish and is weatherproof, waterproof and acts as a

preservative to the top and all other leather or imitation leather parts of the automobile. Furnished in black only.

Put up in ¼'s, ½'s, 1's.

Thirty-seven



"THE ORIGINAL BRUSHING LACQUER"

FOR FLOORS, FURNITURE AND WOODWORK

Dries Ready For Use in Thirty Minutes

Lacquer is a beautiful, durable finish that gives a solid color coating, transparent finish or transparent stained effect to furniture, woodwork or floors. It is not a paint—it is not a varnish. It is a finish that dries in less than one-half hour. Almost any surface about the home may be finished with **Lacquer** and ready for use again almost immediately.

It is made in twenty beautiful colors, also in four attractive Transparent Stains, which give a rich stained finish to old varnished surfaces; also made in Clear, Gold, Copper, Brass and Aluminium.

Lacquer is not affected by hot water or strong soaps and it will even withstand alkali and many acids. A surface finished with **Lacquer** is practically impervious to scrubbing and continuous use. It will wear like iron.

Lacquer is put up in 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{3}{8}$'s, $\frac{1}{8}$'s, $\frac{1}{32}$'s.

Transparent Stains are put up in $\frac{1}{4}$'s, $\frac{1}{2}$'s, $\frac{3}{8}$'s,

Gold, Copper, Brass and Aluminium are put up in No. 5, No. 4, No. 3, No. 2 and No. 1 size cans.

DIRECTIONS

Wash Well—A previously painted or varnished surface should be thoroughly cleaned with gasoline, naphtha or strong soap and water, so that all wax, grease or dust be removed. No enamel or lacquer will adhere to wax or grease. After washing allow to dry before application of **Lacquer**.

Stir Well—The contents of the can must be stirred thoroughly before using. In the event there is a layer of sediment on the bottom of the can, it must be entirely loosened by stirring until all hard particles have been dissolved in the liquid.

Sanding—If the wood is new or not previously finished, it should be sandpapered smooth and a first coat of **Lacquer** applied as a filler.

Applying—After the **Lacquer** has been thoroughly stirred dip the brush into the can perpendicularly almost to the full length of the bristles. Flow **Lacquer** on with brush well soaked.

Ventilation—It is always best to keep at least one window open in the room in which **Lacquer** is being applied. The odor, though not objectionable, is pronounced, and as with the use of paints and varnishes, it is advisable to keep the room well ventilated.

CAUTION—**Lacquer** must not be used near open flame or fire. In interior work be sure that there is no open flame in the room when the application is being made.

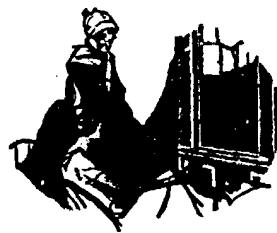
THINNER

Thinner is the clear liquid used in the manufacture of **Lacquer**—solid and transparent colors and can most successfully be used in thinning all **Lacquer** colors, particularly where the can of **Lacquer** has been opened and evaporation has taken place. Here the use of **Thinner** will bring **Lacquer** back to an easy brushing consistency. While practically any lacquer thinner can be used for these same purposes, **Thinner** contains just the right proportions of liquids, and therefore should always be recommended in preference to any other thinner in reducing or thinning any **Lacquer** colors.

Thinner is put up in $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{3}{8}$'s, $\frac{1}{8}$'s, $\frac{1}{32}$'s.

LINOLEUM LACQ

This transparent linoleum lacq is specially made for use on linoleum. It is elastic and durable. May be used as a protective coating over new linoleum and will preserve the pattern. Can easily be applied by brush and dries in less than thirty minutes.



Thirty-eight



"THE ORIGINAL BRUSHING LACQUER"

TRANSPARENT STAIN COLORS FOR USE ON FURNITURE, WOODWORK AND FLOORS



LIGHT OAK

DARK OAK

WALNUT

MAHOGANY

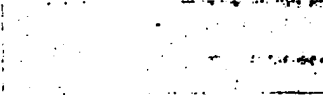
COLORS ESPECIALLY ADAPTABLE FOR FURNITURE AND WOODWORK, CAN ALSO BE USED ON FLOORS



CORAL ROSE



PEARL GRAY



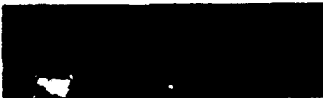
IVORY



LETTUCE GREEN



MIST BLUE



FRENCH GRAY



GOLDEN BROWN



LIGHT ORANGE



INDIA BUFF



SHANTUNG BLUE



JADE GREEN



ORCHID



APPLE GREEN



GOLDEN YELLOW



DARK GREEN



BRIGHT RED



RICH BLUE



MANDARIN RED

Also made in White, Black and Clear.

COLORS ESPECIALLY ADAPTABLE FOR FLOORS



SLATE



LIGHT GRAY

COLORS OF THE METALS



GOLD



BRASS



COPPER



ALUMINUM

Thirty-nine

ENDURANCE WOOD STAINS

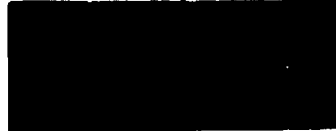
Glidden Endurance Wood Stains are for use on new wood that has not been previously finished in any way. Should you desire to use them on wood that has been finished it is necessary first to remove the old finish with Glidden Paint and Varnish Remover.

They cover approximately 1,000 sq. ft. 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 inter-mixing 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, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s.



Light Golden Oak (On Oak)



Cathedral Oak (On Oak)



Light Mahogany (On Birch)



Dark Golden Oak (On Oak)



Walnut (On Birch)



Dark Mahogany (On Birch)



Mission Oak (On Oak)



Brown Mahogany (On Birch)

GLIDDEN OIL STAINS

Glidden Oil Stains come ready for use, and best results are obtained by applying with a soft brush.

Glidden Oil Stains are very clear and rich in tone. They are made from the most transparent colors, dissolved in special penetrating oil which insures a stain of the greatest

dyeing power, and under ordinary conditions, they will not fade.

Complete information with regard to colors and application can be obtained.



LIGHT OAK



DARK OAK



MAHOGANY



GOLDEN OAK

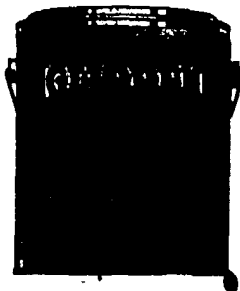


CHERRY



WALNUT

Forty

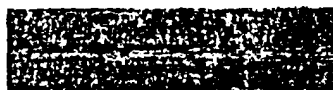


ENDURANCE SHINGLE STAINS

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. (See color card or label for directions).



2704



2705



2701



2703



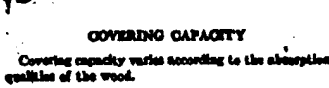
2709



2710



2707



2706



2702



2708

COVERING CAPACITY

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

For dipping, two gallons of stain for 1,000 regulation shingles three-quarter dip; 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, 1/2 barrels, 5's, 1's.

MISCELLANEOUS 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. 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 dries with a good hard surface that will stand the most severe wear. It brushes easily, flows out evenly and dries rapidly.

These enamels are put up in 5's, 1's, 1/2's, 1/4's, 1/8's and 1/16's.

DAYLITE MILL WHITE

Daylite Mill White is an enamel-like wall finish for factories, public buildings and office buildings. It gives dark walls bright light-reflecting and light-diffusing surfaces.

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. It can be tinted to any shade with oil colors to harmonize with any scheme of decoration. It covers 300 to 500 square feet per gallon, depending upon the nature of the surface painted and dries to a firm surface in 24 hours.

Put up in barrels, 1/2 barrels, 5's, 1's.

BATH TUB ENAMEL

This enamel dries with a pure white, high gloss finish. 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 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 1/4's, 1/2's, 1/8's.

PERFECT ENAMEL UNDERCOAT

An exceptionally high grade undercoat that has wonderful spreading and leveling qualities. It dries quickly with a flat white finish.

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. Covers approximately 500 sq. ft. per gallon, one coat.

Manufactured in Flat, Gloss and Semi-Gloss. Put up in barrels, 1/2 barrels, 5's, 1'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 1/4's, 1/2's, 1/8's, 1/16's.

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 up 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, 1/2's, 1/4's, 1/8's, 1/16's.

FOUNDATION COATING

A paint product that is unexcelled in preventing seepage of water and for dampproofing of walls. Especially de-

signed for application to walls below ground level. A perfect bond for plaster.

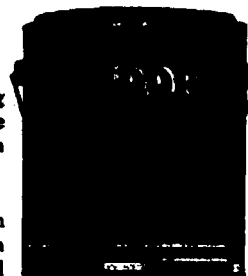
BLACK BOARD SLATING

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 lustre. 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.



METAL POLISH

For Automobiles, Metal Signs, Railing, 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 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 polish 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, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'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.

Gray Galvanized Iron Primer covers 500-600 sq. ft.

per gallon, one coat, and dries overnight.

Put up in barrels, $\frac{1}{2}$ barrels, 5's, 1's.



DUSTLESS FLOOR OIL

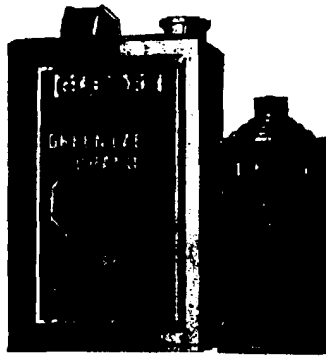
An oil for unfinished floors, a polish for varnished floors, and an efficient ingredient of any sweeping compound. Glidden Floor Oil acts as a dust preventative for floors of stores, factories, public halls, etc. It contains no injurious ingredients. When properly applied it will be absorbed by the wood 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, $\frac{1}{2}$ barrels, 5's, 1's.



PAINT AND VARNISH REMOVER

This Material instantly removes paint, shellac and similar coatings from all surfaces, leaving them clean and ready for refinishing. It does not contain alkali, acid, 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. After the old finish has been removed, wash the surface thoroughly with naphtha, benzine or turpentine.

PAINT AND VARNISH REMOVER--24 Hours

This remover is in semi-paste form and is particularly adapted for removing paint and varnish from upright and overhead surfaces, panel work, store fronts, etc., etc., as it will not run. It remains soft and can be removed 24 hours after application. After using, wash the surface thoroughly with naphtha, benzine or turpentine.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{3}{8}$'s, $\frac{1}{8}$'s.

TAR REMOVER

A new and the only satisfactory Tar Remover offered today. Will remove all types of tar whether asphalt or coal tar base and will in no way affect the finish of the car whether it be Lacquer, Varnish, Enamel or Japan. Put up in gallon and quart sizes only.

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, mahogany and walnut, and put up in 25 lb., 12 $\frac{1}{2}$ lb., 5 lb. pails, 1 lb. cans.



M. P. SURFACENE

(Liquid Wood Filler)

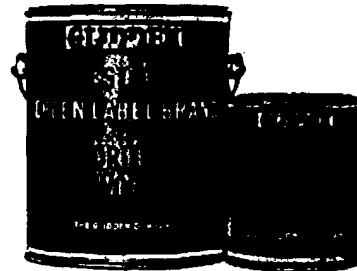
A surfacing or first coat varnish to be used in place of shellac. It contains a transparent mineral pigment, which, in combination with hard gum varnish, fills and seals up the pores of the wood, thus making it possible to obtain a better surface and consequently more fullness.

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, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{3}{8}$'s, $\frac{1}{8}$'s.



GLIDDEN FLOOR WAX

Glidden Floor Wax is a paste preparation, composed of the finest materials, for finishing floors, woodwork or furniture.

It is the 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.

Forty-three

GLD 040019

GLIDDEN GREEN LABEL VARNISHES

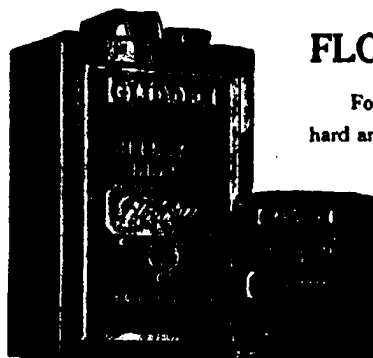
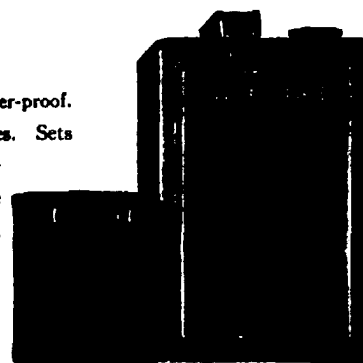
JAP-SPAR (The All-Test Varnish)

Complies with Government Specifications

The most durable varnish for exterior use on the market. Absolutely water-proof. It has extreme elasticity, pale in color, excellent body and flowing properties. Sets dust free in four to five hours, and dries hard in 16-24 hours, according to conditions. Can be rubbed to a dull finish in about two to three 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.

Covering capacity per gallon about 400 sq. ft., 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'s.



FLOORETTE (Floor Varnish)

For finishing natural, painted or grained floors. It is light in color and combines hard and quick-drying properties without sacrificing the elasticity so essential to a floor varnish. It is water-proof, 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 dries hard in 12-15 hours, according to conditions. Can be rubbed and polished, or left in the gloss. Do not use shellac for floor finishing.

Covering capacity per gallon about 400 sq. ft., 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'s.

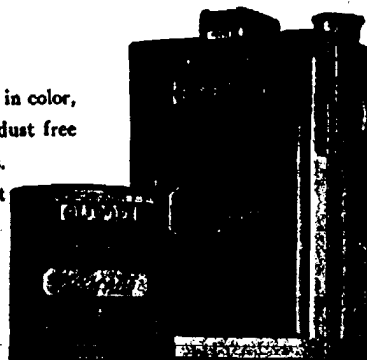
WEARETTE (Interior Varnish)

The highest grade varnish manufactured for general interior use. Light in color, has wonderful flowing and brushing properties, is elastic and durable. It sets dust free in three or four hours and dries hard in 16-24 hours according to conditions. Can be rubbed to a dull finish, polished, or left in the gloss, as preferred. It will not take on a smoky appearance with age.

A perfect varnish for finishing the very finest interior trim.

Covering capacity per gallon about 400 sq. ft., 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'s.



RAPID-COTE VARNISH (Dries in Four Hours)

For richness and beauty, for the lustre and sense of depth it imparts, Rapid-Cote Varnish is the aristocrat of finishes. Other products may serve as well from a strictly utilitarian standpoint, but for the qualities indicated above Rapid-Cote Varnish may be approached but never equalled.

Rapid-Cote is pale in color. Does not change the character or color of the wood, stain or finish on which it is used. It is heavy in body and gives a durable elastic finish, minimizing the number of coats required. Rapid-Cote brushes easily. It is the toughness and durability of Rapid-Cote that makes it applicable for floors, while its lustre and smooth flowing qualities make it equally satisfactory for all general interior purposes.

Covering capacity per gallon about 400 sq. ft., 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'s.

Forty-four

GLIDDEN GREEN LABEL VARNISHES

PAINTERS' FLOOR VARNISH

A dependable varnish for floors and all interior trim. Ideal for hotel; apartment house and painter use where a durable, high gloss finish is desired. In many instances this varnish will do the work of two coats of ordinary varnish. Dries dust free in two to three hours and hard enough to walk upon overnight.

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. Shake or stir well before using. Covering capacity 400 sq. ft. per gallon, 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{3}{8}$'s, $\frac{1}{8}$'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. Covering capacity per gallon 400 sq. ft., 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{3}{8}$'s, $\frac{1}{8}$'s.

CABINET POLISHING (Seat Finish)

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 and has good body. Can be rubbed or polished after 48 hours. Dries dust free in 2 to 3 hours and hard in 24 hours. When once thoroughly dry this varnish will not soften.

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 24 to 36 hours. Rubs and polishes beautifully.

CRYSTO BATAVIA DAMAR

This varnish is manufactured from the best selected Damar Gum. 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.

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. Shake or stir well before using. Covering capacity 400 sq. ft. per gallon, 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{3}{8}$'s, $\frac{1}{8}$'s.

LINOLEUM VARNISH

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

M. P. CABINET FINISH (Rubbing)

An excellent and reliable varnish for finishing interior trim, store fixtures, partitions, furniture, etc. Has full body, pale in color, exceedingly elastic and easy flowing. Sets dust free in about 2 hrs. and dries hard in 16 hrs. Can be rubbed or polished after drying 36-48 hours. Covering capacity per gallon 400 sq. ft., 2 coats.

Forty-five

GLIDDEN GREEN LABEL VARNISHES

(Continued)

GENERAL PURPOSE VARNISH

An all gum varnish. Medium pale in color for use on interior or exterior wooden surfaces. It gives an exceptionally tough finish, will withstand the most severe usage, and does not take on a smoky appearance after the finish is 30-60 days old, but retains its original brilliancy. Brushes easy and has wonderful flowing properties.

Covering capacity per gallon, 400 sq. ft., 2 coats.

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.

Covering capacity per gallon, 400 sq. ft., 2 coats.

EXTRA No. 1 COACH

(Exterior Coach)

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

GENERAL UTILITY VARNISH

A varnish for use as the name implies. Recommended for all around use where an economical, dependable varnish is called for. Can be used on floors as it is waterproof and will not scratch white. Good for standing trim and dries dust free in two to three hours and hard in twelve to fifteen.

PAINTERS' INTERIOR VARNISH

A companion piece of goods to Painters' Floor Varnish. It is unusually heavy in body and in most instances one coat does the work of two. It is a reasonably quick drying varnish setting dust free in from two to three hours and hard enough for use in twelve. Can be rubbed and polished in thirty-six hours.

GLIDDEN ENDURANCE PREPARED VARNISH OIL

Glidden Endurance Prepared Varnish Oil is not a substitute for linseed oil. It is an excellent product to loosen up hard working paints, varnishes and enamels.

Glidden Endurance Prepared Varnish Oil is recommended as a wall size, especially in new buildings where the plaster is not entirely dried out and is excellent when used about half and half to Flat Wall Paint for the first coat. It is also excellent as a floor dressing for concrete

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 or polished or left bright.

Covering capacity per gallon, 400 sq. ft., 2 coats.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s.

INSIDE SPAR

A pale 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. Dries hard in 12-16 hours. Can be rubbed and polished after 48 hours drying.

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 painter's use.

One gallon will cover 400 sq. ft., 2 coats.

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.

One gallon will cover 400 sq. ft., 2 coats.

No. 1 FURNITURE

A light colored heavy bodied varnish to be used as a varnish coat where a one coat high gloss is desired. It dries dust free in about one hour and hard in 18 hours.

One gallon will cover 400 sq. ft., 2 coats.

floors and can be used as an undercoating for any brick or cement surfaces to be painted. On floors in school buildings, gymnasiums, public buildings, etc., it is an exceptional finish for floors. Its deep penetration, waterproof and wear resisting qualities resists the abuse to which these surfaces are subjected.

Glidden Endurance Prepared Varnish Oil is also highly recommended as a thinner for enamels and varnishes.

Put up in 5's, 1's, $\frac{1}{2}$'s, $\frac{1}{4}$'s.

BLACK VARNISHES AND ASPHALTUMS

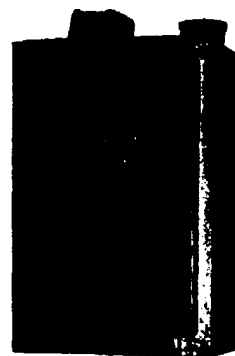
EXTRA BLACK ASPHALTUM

The 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 surface. It is especially fine for painter's 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, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'s.



BRONZING LIQUIDS

SUPERIOR BRONZING LIQUID

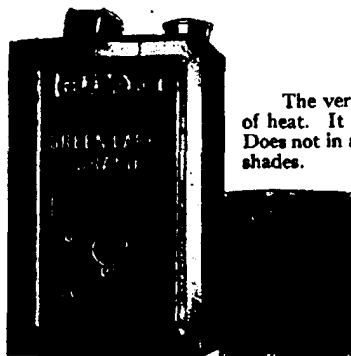
The very highest bronzing liquid manufactured, and is made especially to resist the action of heat. It is light in color, carries the bronze powder evenly and produces a smooth surface. Does not in any way impair the color of the bronze, and is particularly recommended for delicate shades.

Mixed with bronze it is adapted for use on radiators, steam, 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, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s, $\frac{1}{16}$'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 dryer, pale in color, manufactured from very carefully selected materials. Intended chiefly for drying white enamels and paints and mixes perfectly with linseed oil. It is used chiefly as a dryer for the lighter shades of paints. Four to five gallons is sufficient to dry a barrel of raw linseed oil.

H. P. JAPAN DRYER

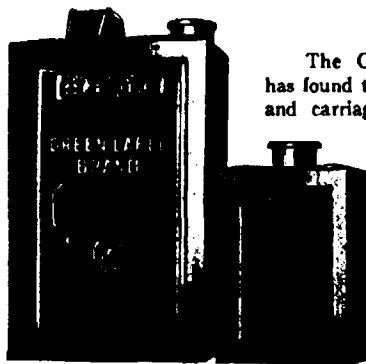
This is a dryer of Quality and is intended especially for house painter's use in drying oil and linseed oil paints. It is made from hard gums and is thoroughly reliable and satisfactory in every way. Two and one-half gallons of dryer is enough for 50 gallons of oil.

JAPAN DRYER

This dependable dryer is recommended wherever an economical dryer is required. It is especially adapted for the drying of 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 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 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 24 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 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 rough 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, $\frac{3}{4}$'s, $\frac{1}{2}$'s, $\frac{1}{4}$'s, $\frac{1}{8}$'s.

Forty-eight

MISCELLANEOUS PRODUCTS

METALLITE

AN ALUMINUM PAINT THAT RESISTS HEAT, ACIDS AND ALL DESTRUCTIVE ELEMENTS

There is not another product on the market today which can compare with Metallite in any way.

Metallite is made of an extremely fine grade aluminum bronze powder combined with remarkable mixing varnish vehicle. It is a ready-mixed aluminum enamel so fine that it is impossible to see individual flakes of bronze with the naked eye. The vehicle of Metallite is very tough, adhesive, and very durable. It is strongly resistant to heat, acids and alkali. Flows and levels out perfectly, is easily applied, and will not cause discoloration or deterioration of the aluminum powder even to the slightest degree. The fineness of the powder used further results in a very smooth surface and a dense and solid covering coat with one application which closely resembles metal itself.

Metallite is the perfect finish for painting wire or wooden wheels, striping of automobile bodies, headlights, tire carriers, bumpers and radiators. It is also recommended for use on cooking stoves, metal furniture, bric-a-brac, furnaces, pipes and can be used as a novel finish for a kitchen by using Metallite on the walls or woodwork with a black enamel trim. In fact, it can be used with equally good results for completely refinishing or finishing any article.

Metallite more closely resembles a polished metal or nicked surface than any other paint manufactured today.

Metallite covers 600 square feet per gallon, one coat.

Put up in gallons, quarts, pints, $\frac{1}{2}$ pints and $\frac{1}{4}$ pints.



READY MIXED ALUMINUM PAINT

A ready mixed aluminum for interior and exterior use. The powder does not discolor with age but maintains its brilliancy, and the liquid enables the aluminum flakes to leaf perfectly.

ZONE MARKING PAINT (Street Marking)

A paint especially adapted for use as its name implies. Combines necessary quick drying properties with extreme durability and weather resistance. Made especially for marking pavements but adapted equally as well for use upon factory interiors.

SMOKE STACK BLACK

A high gloss black for smoke stacks and all other surfaces that require a heat-resisting finish. Not only will Glidden's Smoke Stack Black withstand high degrees of heat but it is unusually weather-resistant as well. This material is made upon a varnish and carbon black base and should not be confused with the many asphalt products being offered.

BLACK ROOF PAINT

An acid-free, heavy body paint, especially recommended for metal or composition roofs and all other metal parts of the house, subject to exposure. Its extreme elasticity results in its wearing for years under the most severe weather conditions.

BLACK GRAPHITE PAINT

A positive preservative and anti-corrosive paint for metal work of all kinds. Durable, economical and weatherproof.

SWIMMING POOL FINISH

Glidden's system of finishing for swimming pools or outdoor aquariums will give longer wearing and better results than any known method. We recommend first a coat of White Swimming Pool Primer, and second coat of White Swimming Pool Undercoat. Follow this with a coat mixed one half Swimming Pool Undercoat and one half Ripolin Enamel of the color selected. The final or finishing coat should be Ripolin Enamel as found in the can. Allow forty-eight hours between coats for drying. On new construction it is well to first give the cement a zinc sulphate wash to counteract any live alkali that may be present.

Forty-nine

MISCELLANEOUS PRODUCTS

(Continued)

FLAT BRICK RED

Color ground in oil which when reduced makes an excellent coating for walls of brick, stone or cement. A perfect imitation of brick in color and sheen.

AIRPORT SIGNAL PAINT

Airport Signal Paint is a new material which has been produced to help the development of aviation and is universally welcomed by the aviator, the airplane manufacturers, the airport operators and the public at large.

While it is true that yellow has a greater visibility than any other color, it is also true that it is one of the most fugitive of colors and fades rapidly.

With a desire to co-operate with the Government we have produced the only fade-proof yellow on the market today which has been approved by the Government.



The pigment and vehicle used in this product are the most expensive materials on the market and are scientifically combined to produce a product which is not only fade-proof but has been approved by the Government.

Put up in 5's and 1's only.

Fifty

BEST LIQUID COLORS IN OIL

Ready for use, uniform in color and consistency, eliminating a great waste of time in breaking up paste oil colors. A most satisfactory and economical product.

Approx. weight
of color to the gal.

6 lbs.	Lamp Black
12½ "	Yellow Ochre
7½ "	Drop Black
7½ "	Raw Umber
12½ "	Venetian Red
7½ "	Burnt Umber
9½ "	Raw Sienna
8½ "	Van Dyke Brown
9 "	Burnt Sienna
14 "	Medium Chrome Yellow
14 "	Medium Chrome Green
7½ "	Cobalt Blue
7½ "	Ultramarine Blue
10 "	Prussian Blue

Put up in 1's, ½'s, ¼'s, ⅛'s, 1/16's.

WALL PAPER ELIXIR

A preservative for wall paper and all wall surfaces in hotels, public buildings and the home. The material is water white and will not dissolve the most delicate tints of wall paper or paint. It is waterproof and any surface finished with it can be washed repeatedly with soap and water to remove ink, pencil and finger marks and other stains found so often upon wall surfaces in hotel rooms. Can be brushed or sprayed when thinned with Wall Paper Elixir Mixing Liquid.

TOXOL

Toxol is a clear amber liquid perfected by The Glidden Company to take the place of sticky and poison fly paper, roach paste, bed bug powder and other concoctions that are ineffective and obnoxious to the average person. Toxol is absolutely non-poisonous to human and animal life; is guaranteed not to contain the slightest trace of Carbohc Acid (Phenol), Oil of Mirbane (Nitro Benzol), Cresylic Acid or other poisons used by our competitors endeavoring to duplicate Toxol. It has a pleasant aromatic odor that disappears quickly and will not permanently stain the most delicate fabrics, draperies, carpets or wall paper, etc.

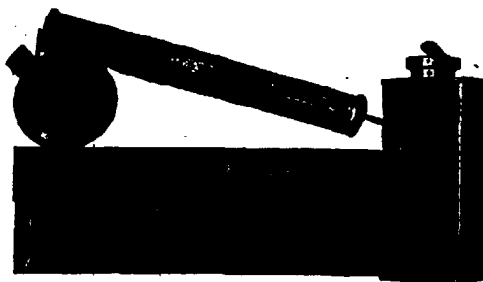
What Toxol Will Do

Toxol, when sprayed with a small hand or garden sprayer kills flies, mosquitoes, roaches, water bugs, bed bugs, ants, spiders and other household insects. It seeks out the pests wherever they happen to be hiding; in cracks, crevices, behind loose wall paper, mouldings, etc., and brings them out to die.

Put up in 50-gal. Drums, 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$ gal. cans.

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.



Fifty-one

MEMORANDUM

Fifty-two

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