



**Certain-teed Formula on Outside White**

Pigment	65%
Vehicle	35%
100%	
<b>PIGMENT</b>	
Basic Lead Carbonate	49.81%
Basic Lead Sulphate	10.91%
Oxide of Zinc	29.12%
Magnesium Silicate	6.97%
Silica	3.19%
100.00%	
<b>VEHICLE</b>	
Refined Linseed Oil	86.24%
Turpentine	5.70%
Japan Drier	8.06%
100.00%	

**Government Specifications for White and Tinted Paints (From Ordnance Department)**

Pigment	64%
Vehicle	36%
100%	
<b>PIGMENT</b>	
Basic Lead Sulphate	48%
Basic Lead Carbonate or a mixture thereof	
Oxide of Zinc	35%
Combination of Magnesium or Aluminum Silica and Tinting Color	
100%	
<b>VEHICLE</b>	
Linseed Oil	85%
Drier and Thinner	15%
100%	



## It fulfills the Government's standard of Quality

Uncle Sam and the Certain-teed Products Corporation are in entire accord as to what constitutes high quality paint—for the Government's recent specifications almost exactly parallel, in both materials and percentages, the formula of *Certain-teed* Outside White, which is the standard base for paints.

Never before has actual merit been sought for as it is today. In every branch of the country's life, the line between service and waste is being more tightly drawn. In materials especially, for both peace and war purposes, Uncle Sam "buys hard".

# Certain-teed

## Paints and Varnishes

By all tests, public and private, *Certain-teed* Paints and Varnishes have been proved to be dependable products of the highest quality. In many parts of the country where extensive war work is going on, *Certain-teed* Paints are proving their superiority in economy and covering capacity.

*Certain-teed* Paints and Varnishes are of the highest quality, because they are made from the best materials, thoroughly ground and mixed by modern machinery to conform to the scientific formulas of our expert chemists. These formulas are the result of years of study of the paint needs of the American public.

As a result of this care in the selection, proportioning, and mixing of ingredients, *Certain-teed* is more economical, because it covers more surface per gallon, and gives far longer and better service than ordinary paint.

You cannot tell a paint of high quality from a poor one until you have tried them and noted the difference in covering capacity and length of surface wear. Get *Certain-teed* because the name on the label means certainty of quality and guaranteed satisfaction.

With so much emphasis being laid on efficiency, the merits of *Certain-teed* stand out conspicuously. With *Certain-teed* warehouses in the principal distributing centers of the United States, *Certain-teed* Paints and Varnishes can be promptly supplied anywhere.

### Certain-teed Products Corporation

Sole Offices: New York, Chicago, Philadelphia, St. Louis, Boston, Cleveland, Pittsburgh, Detroit, Seattle, San Francisco, Milwaukee, Cincinnati, New Orleans, Los Angeles, Minneapolis, Kansas City, Seattle, Indianapolis, Atlanta, Honolulu, Richmond, Grand Rapids, Newark, Albany, Salt Lake City, San Antonio, Houston, Duluth, London, Sydney, Havana.

**Factories:** St. Louis, Mo. East St. Louis, Ill. Marseilles, Ill. York, Pa. Niagara Falls, N. Y.

**Nearby Sales Offices:**

Washington  
404 Wilson Bldg.  
Tel. Main 6228

Philadelphia  
New Street Bldg. Bldg.  
Tel. Spruce 4281

New York  
3704 Woodward Bldg.  
Tel. Barclay 5887

Boston  
West End & Granite Sts.  
Tel. South Boston 309

Richmond, Calif.

Richmond  
602 N. 17th St.  
Tel. Randolph 156

Warehouses: Albany, Atlanta, Denver, Mo., Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Des Moines, Duluth, Grand Rapids, Houston, Indianapolis, Jersey City, Kansas City, Mo., Los Angeles, Memphis, Milwaukee, Minneapolis, Nashville, New Orleans, Norfolk, Va., Oklahoma City, Pittsburg, Portland, Ore., Richmond, Va., St. Louis, Salt Lake City, Seattle, St. Paul, Spokane, Springfield, Mass., Wichita, Havana, Cuba.