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Old or new, give Your House

new color styling . . .



and localized protection with

Endurance

HOUSE
PAINT



U.S.A.

GL033318

N 3225

ALL COLORS SHOWN ARE
FORMULATED FOR ALL EXTERIOR PAINTING
INCLUDING TRIM AND SHUTTERS



Endurance ready-to-use colors

Endurance Dramatone Colors

Dramatone colors are
obtained by the follow-
ing firing formulae

WATERCRESS

1 Gal. Ivory • 1 qt. Green

DAFFODIL

1 Gal. Tinting White 1892 •
1 qt. U. Yellow

SALMON

1 Gal. Tinting White 1892 •
1 qt. Outside Red

ASHFORD GRAY

1 Gal. Ivory • 1 qt. Black

PEACOCK

1 Gal. Ivory • 2 qt. Blue •
2 qt. Green

CORAL GLOW

1 Gal. Tinting White 1892 •
4 qt. Outside Red

SUNBURST

1 Gal. U. Canary •
1 qt. Outside Red

STATE BLUE

1 Gal. Tinting White 1892 •
1 qt. Blue



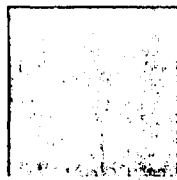
TOBACCO BROWN 1813



LIGHT CANARY 1846



PASTEL GREEN 1867



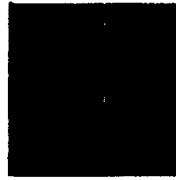
CORNADO 1888



LIGHT GRAY 1899



DEEP TURQUOISE 1890



COCONUT BROWN 1899



IVORY 1856



CHESTNUT BROWN 920



CREAM 1827



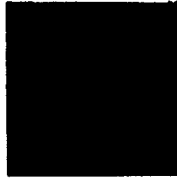
CASTLE RED 1895



FRESHWEST GREEN 1899



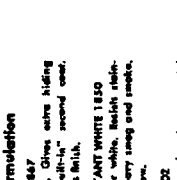
MEDIUM GRAY 1860



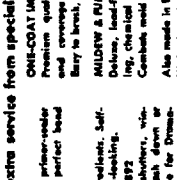
CEYLAN BLUE 1890



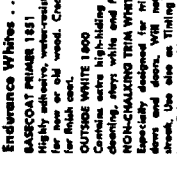
DARK BLUE 1890



STATE BLUE 1892



SUNBURST



STATE BLUE

Endurance Whites... extra service from specialized formulation

BASECOAT PRIMER 1881

Highly adhesive, water-resistant primer-color
for all exterior surfaces. Creates perfect bond
for finish coat.

OUTSIDE WHITE 1800

Contains extra high-hiding ingredients. Self-
cleaning, shiny white and frost-resistant.

NON-CHALKING TRIM WHITE 1892

Especially designed for trim, shutters, win-
dows and doors. Will not wash down or
chalk. Colors in exterior medium base paint
color, perils, etc.

ONE-COAT IMPERIAL 1867

Premium quality white. One extra hiding
power. Excellent for "built-in" second coat.
Easy to brush, rich, glass finish.

MILDEW & RUM RESISTANT WHITE 1850

Deluxe, lead-free, super white. Resists stain-
ing, chemical fumes, heavy soiling and smoke.
Combats mold and mildew.

Also made in BLACK 1802

High gloss, jet black for trim, shutters, metal
portals. "Higher priced"



Any home responds to the magic of color styling

Even look-alike houses take on individuality by the powerful influence of Endurance colors. Modern, bright Endurance colors, used in large areas, can change

the entire character of your home. Plan your color scheme carefully; and plan on Endurance House Paint for the ultimate in style, quality and protection.



IF WHITE IS A MUST... For traditional white houses or if white is your choice, use the Endurance white especially made for your needs. Ask your Glidden dealer to recommend the correct Endurance Paint for your home.

ACCENT IMPORTANT FEATURES. Make the most of the important features of your home with color accents. Architectural features, entrances, etc., make exciting focal points when treated with bright colors used against broad areas of white or subdued colors.

FOR MASONRY... Use SPRED Glide-On Vinyl Latex paint for all masonry surfaces. There's a complete selection of colors that harmonize with Endurance colors.



FOR SHINGLES OR SHAKES. Use Endurance Velvet... a special formula for wood shingles and shakes in modern colors and velvet flat finish.



Localized protection is your greatest buy in house paint

No one paint formula can provide maximum protection in every climate. Weather conditions vary from mild to extremities of heat, cold, humidity, moisture and dryness. In addition to weather conditions, certain areas are affected by smoke, fumes, chemicals, smog, etc. That's why it is important for you to get localized protection.

Endurance House Paints offer you the most protection your paint dollar because there is a Glidden plant near you, producing Endurance House Paints specially formulated to combat the weather conditions that exist your locality.

THE GLIDDEN COMPANY

National Headquarters

Cleveland 14, Ohio

GR-GCC (RNSM) 385 Prod.

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