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Old or new, give Your House

new color styling . . .



*
and localized protection with

Endurance

HOUSE
PAINT



U.S.A.

GL033318

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

Endurance ready-to-use colors

Endurance Dran



CORONADO 1888



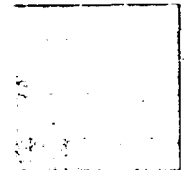
PASTEL GREEN 1867



LIGHT CANARY 1844



TOBACCO BROWN 1813



WATERCRESS



DAFFODK



SHUTTER GREEN 710



IVORY 1856



COCONUT BROWN 1849



DEEP TURQUOISE 1800



LIGHT GRAY 1889



SALMON



ASHFORD



MEDIUM GRAY 1860



PINEHURST GREEN 1890



CASTLE RED 1855



CREAM 1887



CHESTNUT BROWN 920



PEACOCK



CORAL GLOW

Endurance Whites . . . extra service from specialized formulation

BASECOAT PRIMER 1851

Highly adhesive, water-resistant primer-solvent for new or old wood. Creates perfect bond for finish coat.

OUTSIDE WHITE 1800

Contains extra high-hiding ingredients. Self-cleaning, stays white and fresh-looking.

NON-CHALKING TRIM WHITE 1892

Especially designed for trim, shutters, windows and doors. Will not wash down or streak. Use also as Tinting Base for Dramatic Colors to achieve modern house paint colors, pastels, etc.

ONE-COAT IMPERIAL 1847

Premium quality white. Gives extra hiding and coverage with "built-in" second coat. Easy to brush, rich, gloss finish.

MILDEW & FUME RESISTANT WHITE 1850

Deluxe, lead-free, super white. Resists staining, chemical fumes, heavy smog and smoke. Combats mold and mildew.

Also made in BLACK 1802

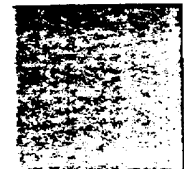
High gloss, jet black for trim, shutters, metal surfaces.



DARK BLUE 1880



CEYLONT GREEN 1828



SUNBURST



STAR BLUE



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

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GR-GCC (RNSM) 385 Prod.

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