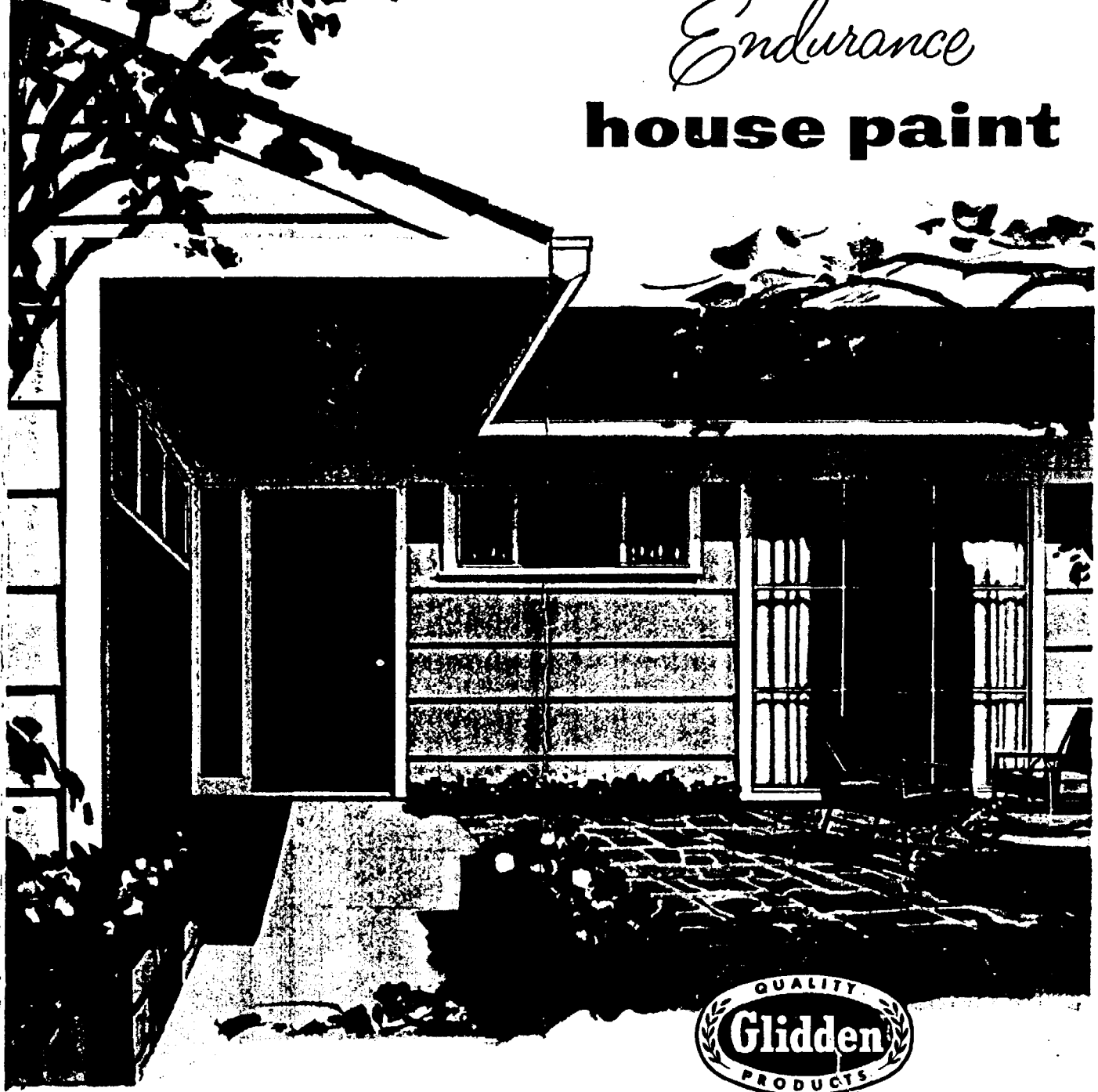


Endurance
house paint



GLD33039

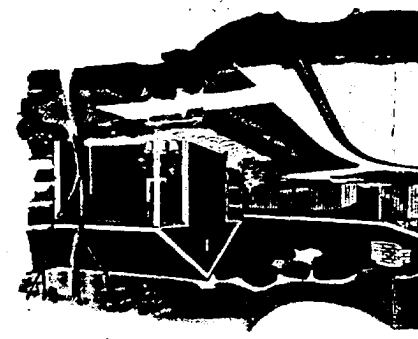
combines superior quality
in color and beauty

...in the quiet elegance in the city, suburban or country home

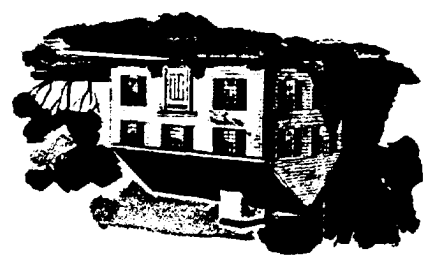
retain their beauty beyond expectation. The charm of your home, whether modest or traditional, may be expressed to the fullest through the proper use of paint and colors. Protect your investment and enhance the value of your home with colors selected from the paint that lives up to its name—DURACOLOR.

When You Need a Primer... Use ENDURANCE BASCOAT!
It produces a highly adhesive, water-resistant film, the perfect bond for ENDURANCE HOUSE PAINT.

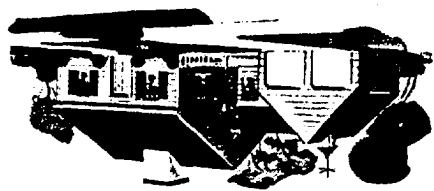
... Use
150 FUME-RESISTANT White House Paint



One-Coat Beauty for White Homes
If your house is **White** and you want to make it look like new again, use **BURDANCE IMPERIAL**. This enamel-like, premium-quality white paint will cover most white homes in one, easy coat! You save half the time and nearly half the expense! Abundant and precision balanced for years of service.

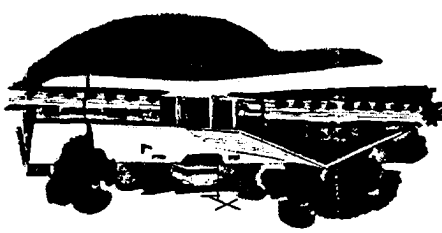


New Life for Shingles and Shakes
The rich, deep-penetrating color of Endurance Shingle and Shake Stain not only preserves and protects shingles, shakes and rough-surfaced lumber, but give them a depth of vibrant beauty that lasts for years. The ideal finish where a shingle stain is required. Ask to see color.



7 to 10 Years of Beauty

If your home is stucco, masonry or covered with asbestos-containing siding, you can get added years of beauty with Sherwin-Williams® On—The new vinyl-latex paint. It ends problems of staining, fading, blistering and flaking. Over 35 colors in California and Caribbean hues—ask to see them!



EXHAUSTIVE TESTING ASSURES CONSISTENT QUALITY



The life of a man of
 your kind depends much on the
 quantity of ability he possesses.
 Greatness is not measured
 by the high intellect alone.
 It is the quality of the
 intellect that counts. A
 man may be a great
 thinker, but if he is
 not a great doer, he
 is not a great man.
 The world is not
 made of thinkers,
 but of doers. The
 man who thinks
 only, and does
 nothing, is a
 failure. The man
 who thinks and
 does, is a success.
 The man who
 thinks and does
 well, is a great
 man. The man
 who thinks and
 does badly, is a
 failure. The man
 who thinks and
 does nothing, is
 a failure. The man
 who thinks and
 does well, is a
 great man. The
 man who thinks
 and does badly,
 is a failure. The
 man who thinks
 and does nothing,
 is a failure. The
 man who thinks
 and does well,
 is a great man.

FORM C-212 (RNGM) 9-11-53, PRINTED IN U. S. A. (M. E.)

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04033040

colors

Endurance

Dramatone Colors and their Tinting Formulas

LIGHT CANARY 1886



THISTLE GREEN 1844

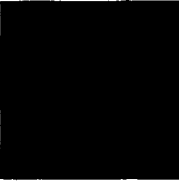


TOBACCO BROWN 1813



LIGHT GRAY 1859

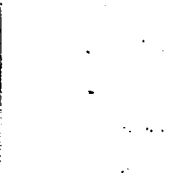
1 BLUEWOOD



6 CORAL GLOW



11 PEACOCK

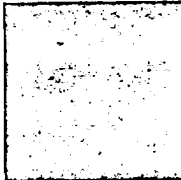


16 GOLD TONE

2 DAISY YELLOW



7 TURF GREEN



12 SALMON

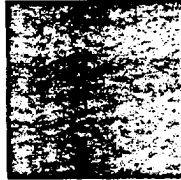


17 GREENWATER

3 BLUE SMOKE



8 HICKORY



13 ISLE GREEN

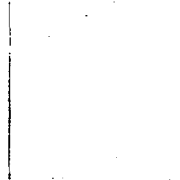


18 CHARCOAL GRAY

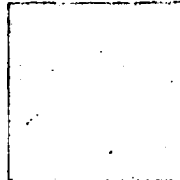
4 MOUNTAIN GREEN



9 BLUETTE

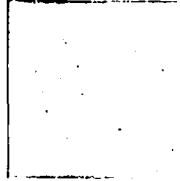


14 LIGHT APRICOT



19 STAR BLUE

5 AUTUMN HAZE



10 WATERCRESS



15 YELLOW BIRCH



20 BLUEBELL

- 1 BLUEWOOD
1 Gal. Lt. Gray +
- 2 DAISY YELLOW
1 Gal. Ivory + 4
- 3 BLUE SMOKE
1 Gal. Lt. Gray +
- 4 MOUNTAIN GREEN
1 Gal. Ivory + 1
- 5 AUTUMN HAZE
1 Gal. Lt. Gray +
- 6 CORAL GLOW
1 Gal. Tinting W.
- 7 TURF GREEN
1 Gal. Lt. Gray +
- 8 HICKORY
1 Gal. Lt. Gray +
- 9 BLUETTE
1 Gal. Ivory + 4
- 10 WATERCRESS
1 Gal. Ivory + 1
- 11 PEACOCK
1 Gal. Ivory + 2
- 12 SALMON
1 Gal. Tinting W.
- 13 ISLE GREEN
1 Gal. Tinting W.
- 14 LIGHT APRICOT
1 Gal. Ivory + 1
- 15 YELLOW BIRCH
1 Gal. Tinting W.
- 16 GOLD TONE
1 Gal. Ivory + 1
- 17 GREENWATER
1 Gal. Ivory + 2
- 18 CHARCOAL GRAY
1 Gal. Med. Gray
- 19 STAR BLUE
1 Gal. Tinting W.
- 20 BLUEBELL
1 Gal. Lt. Gray +