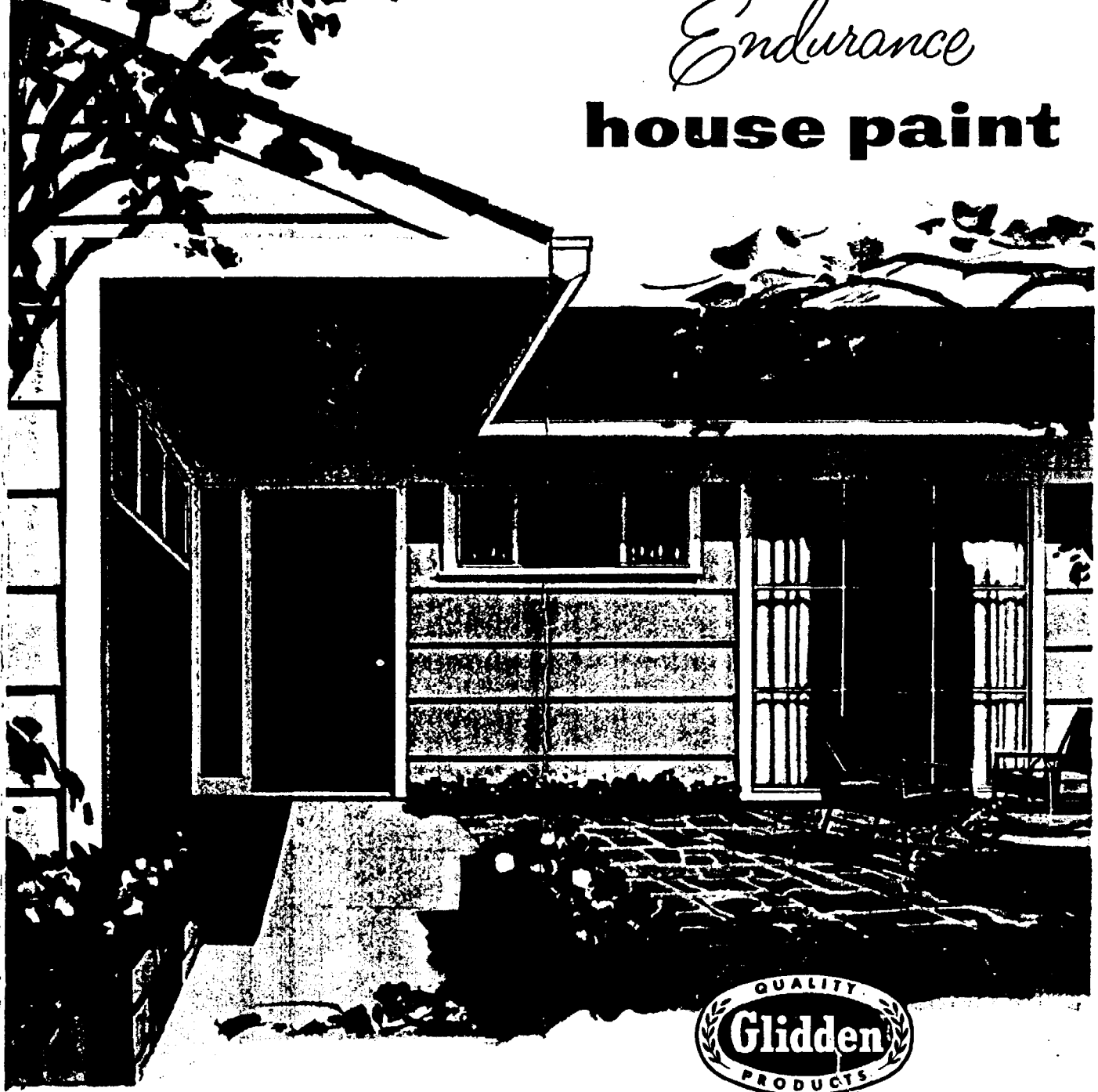


Endurance
house paint



GLD33039

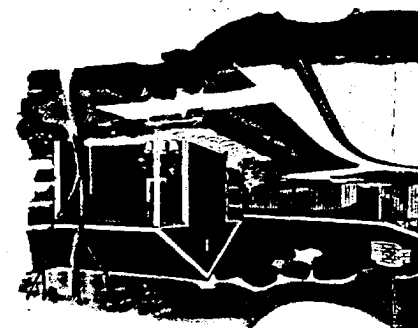


Combines superior quality
in color and beauty

Quiet elegance in the
city, suburban or country home

book" retain their beauty beyond expectation. The charm of your home, whether modern 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—Blenden.

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

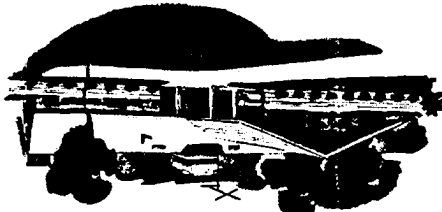
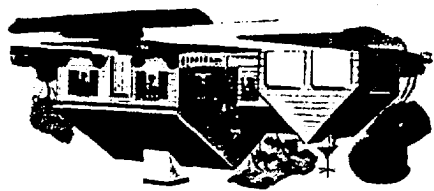
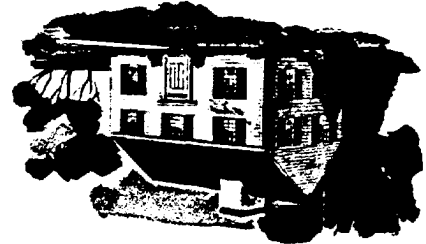


...s, smoke, soot, smog... Use
SO FUME-RESISTANT White House Paint

One-Coat Beauty for White Homes
If your house is White and you want to make it look like new again, use Blenden's 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! Alkyd fortified and precision balanced for years of service.

New Life for Shingles and Shakes
The rich, deep-penetrating colors of Endurance Shingle and Shake Stain not only preserve and protect 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 colors.

7 to 10 Years of Beauty
If your home is stucco, masonry or covered with asbestos-shingle siding, you can get added years of beauty with Spazo-Glaze-On—the new vinyl-lake paint. It ends problems of staining, fading, blistering and flaking. Over 35 colors in California and Caribbean hues—ask to see them!

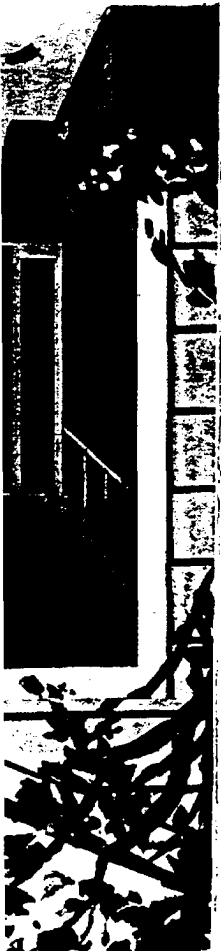


EXHAUSTIVE TESTING ASSURES CONSISTENT QUALITY

The life of a film of paint on your home depends much on its sturdiness and ability to stand up to the elements. The leading test method or ability to stand up to the elements is the uniformity of the paint to the weather conditions that test the paint's ability to stand up under adverse exposure to moisture, heat and sunlight. Leaves you a quality of a masterpiece. Continuous, steady tests check the uniformity of the paint to the weather conditions that test the paint's ability to stand up under adverse exposure to moisture, heat and sunlight. Leaves you a quality of a masterpiece.

FROM C-12 (NOM) 6-11 S.L. LITHO IN U.S.A. (M.S.)
© 1955 THE ALBION COMPANY, CLEVELAND 2, OHIO

CLD33040



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

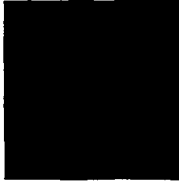


12 SALMON

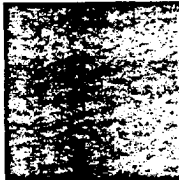


17 GREENWATER

3 BLUE SMOKE



8 HICKORY



13 ISLE GREEN

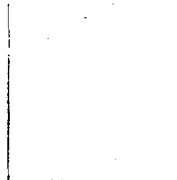


18 CHARCOAL GRAY

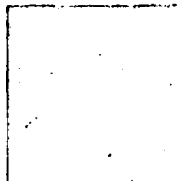
4 MOUNTAIN GREEN



9 BLUETTE

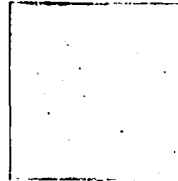


14 LIGHT APRICOT



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 +