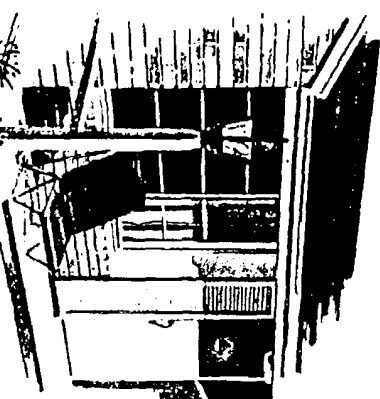




Any home responds to the magic of color styling

Even best-dilla 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.

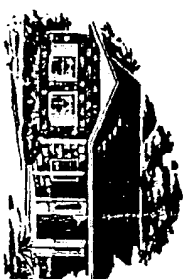


BE WHITE & A MAJESTY... For traditional white houses or if white is your choice, use the Endurance white especially made for your needs. Ask your Glidden dealer to recommend the correct Endurance Paint for your house.



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 as other broad areas of white or muted colors.



FOR MAJORITY... Use SPEED GLID-ON Vinyl Linen paint for all masonry surfaces. There's a complete selection of colors that harmonize with Endurance colors.

FOR SHIMMERS ON SHAKES... Use Endurance Varnish... a special formula for wood shingles and shakes in modern colors and yet not too thick.

Localized protection is your greatest buy in house paint

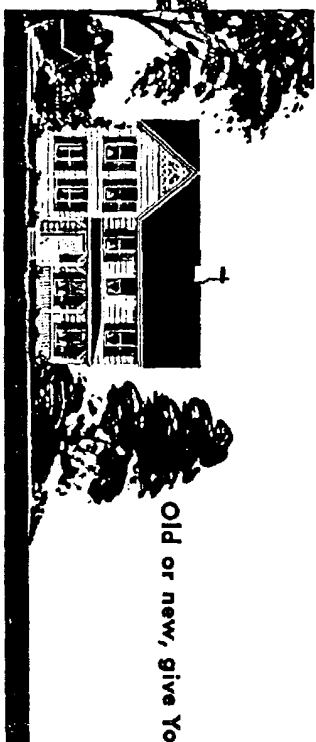
No one paint formula can provide maximum protection in every climate. Weather conditions vary from mild to extremes of heat, cold, humidity, moisture and dryness. In addition to weather conditions, certain areas are affected by smoke, fumes, chemicals, smog, etc. That's why it's important for you to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

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

Form C34, 1954 THE GLIDDEN CO.

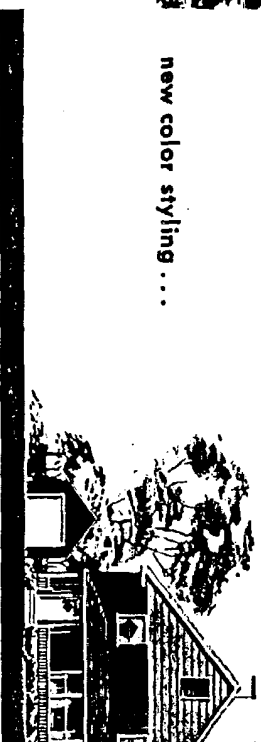
THE GLIDDEN COMPANY
National Headquarters
Cleveland 14, Ohio

Glidden (USA) Inc. Ltd. is U.S.A.



Old or new, give Yo

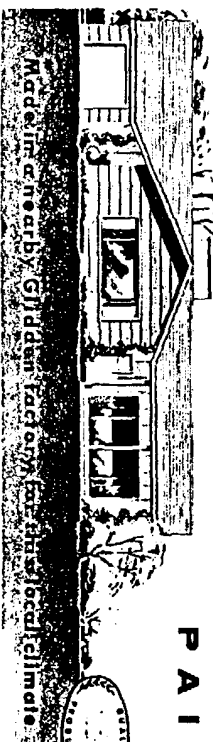
new color styling...



and localized protection with

Endurance

HO
PAI



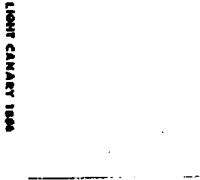
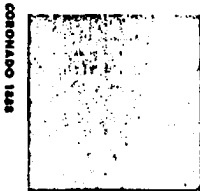
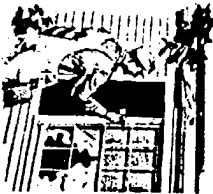
Made in America, Glidden factory, for this local climate

GLD3303

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 mixing formulae:

WATNICKS
1 Gal. Ivory + 1 cc. Green

DAFFODIL
1 Gal. Tinting White 1872 +
1 cc. Lt. Yellow

SALMON
1 Gal. Tinting White 1872 +
1 cc. Oxide Red

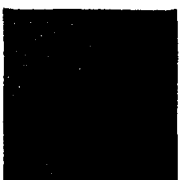
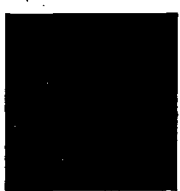
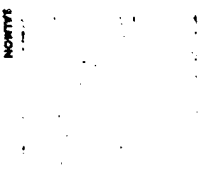
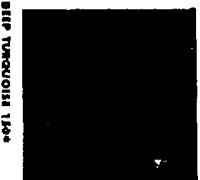
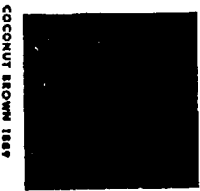
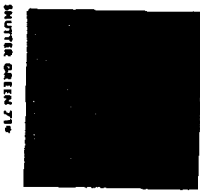
ASHFORD GRAY
1 Gal. Ivory + 1 cc. Black

PLACOCK
1 Gal. Ivory + 2 cc. Blue +
2 cc. Green

COAL GRAY
1 Gal. Tinting White 1872 +
4 cc. Oxide Red

SUNBURST
1 Gal. Lt. Cherry +
1 cc. Oxide Red

STAR BLUE
1 Gal. Tinting White 1872 +
1 cc. Blue



Endurance Whites... extra service from specialized formulation

BASCOAT PRIMER 1831
Highly reducing, water-resistant primer under
all types of paint. Gives perfect bond
for flat coat.

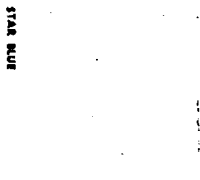
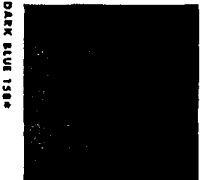
OUTSIDE WHITE 1880
Combines extra light-hiding ingredients, self-
cleaning, stays white and fresh-looking.

NON-CHALKING TRIM WHITE 1872
Especially designed for trim, shutters, win-
dows and doors. Will not wash down or
chalk. Also on Tinting Base for Brown,
Green, Yellow, Modern House paint,
eaten, peeling, etc.

ONE-COAT IMPERIAL 1847
Premium quality white. Gives extra hiding
and coverage with "built-in" second coat.
May be brown, red, blue, black.

MILK & PLUM RESISTANT WHITE 1890
Dishes, legends, super white. Resists stain-
ing, chemical fumes, heavy soaps and acids.
Combustion and oil.

Also made in BLACK 1892
High gloss, for black trim, shutters, and
surnames. Higher priced.



GLR33038