

COLOR COORDINATES HOUSE and ROOF!!!!

From the guide below, select the general color category for your roof. Then choose one of the house colors listed in that group. Check the color with the Endurance ready-mixed and Dramatone colors shown inside.

NOTE: With a white roof, any Endurance color will harmonize effectively. White House Paint is correct with any roof color.

BROWN ROOF

Ivory	Putty
Hemp	Peach Sherbet
English Ivy	Sunburst
Cream	Vermont Blue
Jade Green	Sunny Yellow

GREEN ROOF

Conch Shell	Willow
Light Gray	Tawny Yellow
Cream	Hemp
Watercress	Sunny Yellow
Peach Sherbet	Putty

SLATE OR GRAY ROOF

Pastel Green	Salmon
Light Canary	Bluewood
Conch Shell	Sunburst
Nassau Blue	Olive Tone
Thistle Green	Persian Gold

BLUE ROOF

Light Canary	Peach Sherbet
Ivory	Tawny Yellow
Putty	Hemp
Salmon	Nassau Blue
Ashford Gray	Coral Glow

RED ROOF

Pastel Green	Charcoal Gray
Ivory	Bluewood
Light Gray	Vermont Blue
Watercress	Putty
Ashford Gray	Peacock

A smartly decorated, well-painted exterior is indicative of good color planning. The selection of Endurance quality paints to protect your greatest single investment, your house, is the wisest, best choice you can make.

THE GLIDDEN COMPANY National Headquarters: Cleveland Ohio, U. S. A.

Form 01-205B © 1953 by The Glidden Co. Litho in U. S. A.

349-888A-CH-52

Problem Solvers FOR PAINTERS!

THERE'S A SPECIAL GLIDDEN HOUSE PAINT FOR EVERY

ENDURANCE HOUSE PAINT

Solves the problem of arm-tiring brush drag — gives all-weather protection. Endurance is the first choice of many homeowners! Surface stays bright, clean-looking longer. Available in white and colors. For siding, trim, and shutters.

ENDURANCE NON-CHALKING HOUSE PAINT

1892 WHITE
A special white house paint that won't wash down on masonry — won't leave unsightly white paint streaks. For siding, trim, shutters, and tinting.

IMPERIAL ONE-COAT HOUSE PAINT

1867 WHITE
Cover previously painted white surfaces in one coat. Imperial does the work of two coats of ordinary house paint! Unbelievable hiding power... long lasting whiteness... smooth heavy-bodied. It flows out beautifully.

MILDEW & F RESISTANT HOUSE PAINT

1850 WHITE
Specially formulated high fume and m... areas! Super resists smoke, mildew and cal fumes! A super for wood, masonry metal.



READY-MIXED ENDURANCE

READY-MIXED ENDURANCE

COLORS

BARN RED-500

TURQUOISE-1871

CRYLIGHT GREEN-1828*

TOBACCO BROWN-1813

DARK WALNUT-1872*

SHUTTER GREEN-1861*

DARK BLUE-1871*

CASTLE RED-1855

DEEP TURQUOISE-1870*
This color to be discontinued when present stocks are depleted.

1802-BLACK
A high gloss jet black for trim, shutters, metal surfaces.

ALL COLORS SHOWN ARE FORMULATED FOR ALL EXTERIOR PAINTING INCLUDING TRIM AND SHUTTERS.
To determine how much paint you need estimate the square feet area of the exterior walls. A gallon of paint covers about 500 square feet per coat.
*slightly higher prices

IVORY-1856

LIGHT GRAY-1859

PASTEL GREEN-1867

LIGHT CANARY-1865

CREAM-1857

MEDIUM GRAY-1860

DRAMATONE TINED ENDURANCE

SALMON
1 Gal. Trim White 1882
1 oz. Oxide Red

VERMONT BLUE
1 Gal. Trim White 1882
1 oz. Blue

SUNNY YELLOW
1 Gal. Trim White 1882
2 oz. Hansa Yellow

PEACOCK
1 Gal. Ivory
2 oz. Blue
2 oz. Green

HEMP
1 Gal. Lt. Gray
3 oz. Vermil Yellow
1 oz. Oxide Red

JADE GREEN
1 Gal. Paste Green
4 oz. Green

ASHFORD GRAY
1 Gal. Ivory
1 oz. Black

WILLOW
1 Gal. Ivory
1 oz. Green
1 oz. Hansa Yellow

PEACH SHERBET
1 Gal. Ivory
1/4 oz. Oxide Red
1/4 oz. Green

MASSAU BLUE
1 Gal. Trim White 1882
1 oz. Blue
1 oz. Black
1 oz. Green

CORALBELL
1 Gal. Lt. Gray
4 oz. Oxide Red

BLUEWOOD
1 Gal. Lt. Gray
4 oz. Green

SUNBURST
1 Gal. Lt. Gray
1 oz. Oxide Red

OLIVE TONE
1 Gal. Med. Gray
4 oz. Hansa Yellow
1/4 oz. Green

PERSIAN GOLD
1 Gal. Lt. Gray
2 oz. Umber Brown
2 oz. Vermil Yellow

NOTE: When mixing tinted colors, use Dramatone Multi-Purpose tinting color and do not exceed 4 oz. of tinting color per gallon.

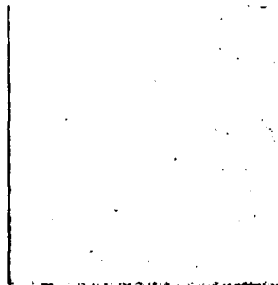
GLD33043

RANCE

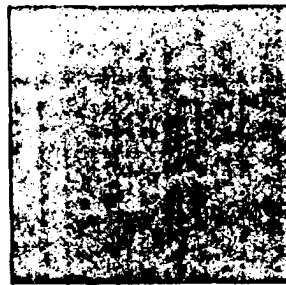
PAINT COLOR



HEMP
1 Gal. Lt. Gray
3 oz. Ferrite Yellow
1 oz. Oxide Red



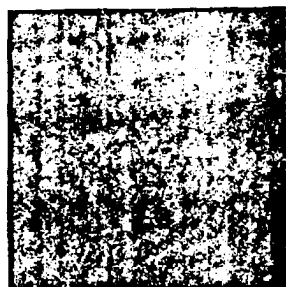
WATERCRESS
1 Gal. Ivory
1 oz. Green



PUTTY
1 Gal. Trim White 1892
4 oz. Umber Brown



THISTLE GREEN
1 Gal. Pastel Green
½ oz. Oxide Red
1 oz. Ferrite Yellow



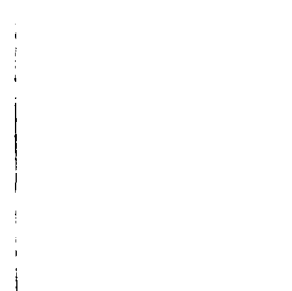
NASSAU BLUE
1 Gal. Trim White 1892
1 oz. Blue
1 oz. Black
1 oz. Green



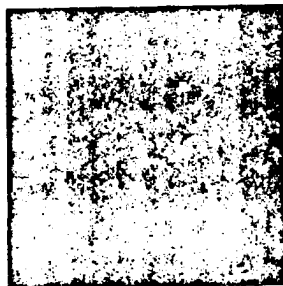
CORAL GLOW
1 Gal. Trim White 1892
4 oz. Oxide Red



ENGLISH IVY
1 Gal. Pastel Green
2 oz. Ferrite Yellow
2 oz. Green



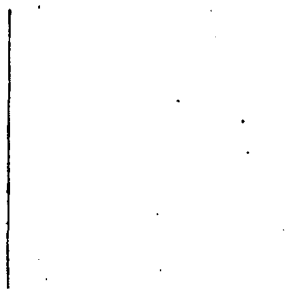
TAWNY YELLOW
1 Gal. Ivory
1 oz. Hansa Yellow



PERSIAN GOLD
1 Gal. Lt. Canary
2 oz. Umber Brown
2 oz. Ferrite Yellow



CHARCOAL GRAY
1 Gal. Med. Gray
4 oz. Black



CONCH SHELL
1 Gal. Ivory
½ oz. Oxide Red

**ALSO MADE IN
1800
OUTSIDE WHITE**

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

For other whites formulated to solve special problem areas where white surfaces are desired, see back cover.

GLD33044