

"Paint Pastel"

FOR OUTDOOR USE
IN ALL WEATHERS

One

SELECT YOUR COLOR

These new, modern Endurance House Paint Pastels are the latest in exterior home decorating beauty. Choose the color you like best to enhance the beauty of your home. . . . Pick a color sample shown in this color card. Pick a harmonizing trim and shutter color also!

Two

MIX THEM TOGETHER

Then follow the simple mixing directions, which appear beneath the color sample. For best results, pour the mixed paint back and forth two or three times another until thoroughly mixed. To ensure a uniform color, the paint after mixing should be completely mixed. Always use the exact quantities of Two Colors in Off specified in each formula.

Three

MAKE FULL QUANTITY

Measure the surface area that is to be painted, so you may determine the amount of paint needed. Endurance House Paint Pastel Colors cover approximately 500 sq. ft. per gallon, one coat. By mixing enough paint the first time you will avoid the problem of retouching. If more paint should be required.

Four

APPLY OVER DRY SURFACE

In order to achieve the finest results, the surface to be painted should be in proper condition for painting. Loose scale should be removed, and bare places repainted with Endurance Exterior Base. The wet paint should be applied evenly, or when the temperature is below 50°F. Apply Endurance House Paint Pastel Colors with a full brush.

Endurance House Paint



ENDURANCE HOUSE PAINT is the "better" house paint! It contains more heavy-bodied, pure linseed oil per gallon, for longer life; pure lead for added strength, water-resistance and extra durability; titanium for whiteness and hiding; zinc oxide to combat mildew; magnesium silicate for protection against cracking and chalking. The exclusive Glidden formula makes ENDURANCE HOUSE PAINT the finest, longest-lasting, self-cleaning house paint you can use.

Made by the makers of the Wonder Paint

SPRED
SATIN



The Glidden Company has put into Endurance House Paint the same qualities of product research and development that went into SPRED SATIN, America's first 100% Linseed Base Paint. Endurance House Paint is an outstanding in its field for performance and durability as is SPRED SATIN. Truly, you can't buy better House Paint than Glidden Endurance—the paint that lives up to its name.

THE GLIDDEN COMPANY
National Headquarters: CLEVELAND 2, OHIO

Modern Pastel Hues MADE FROM ENDURANCE



HAWTHORNE

1 Gallon Endurance Light Gray (1859)
2 Large Tubes Light Chrome Green



PINECREST

1 Gallon Endurance Ivory (1856)
1/2 Large Tube Medium Chrome Green



ADIRONDACK*

1 Gallon Endurance Light Gray (1859)
1/2 Pint Postad Bulletin Color
Blue Green (150)



ACACIA

1 Gallon Endurance Tinting Base
White (1804)
1 Large Tube Light Chrome Yellow



CORONADO

1 Gallon Endurance
1 Large Tube Yellow



DESERT SAND

1 Gallon Endurance Ivory (1856)
1 Large Tube Burnt Sienna



WILLOW GREEN

1 Gallon Endurance Light Gray (1859)
4 Large Tubes Light Chrome Green



SARATOGA

1 Gallon Endurance Ivory (1856)
2 Large Tubes Light Chrome Green



FIESTA

1 Gallon Endurance Tinting Base
White (1804)
1/2 Large Tube Medium Chrome Yellow



SHENANDOAH

1 Gallon Endurance
2 Large Tubes Medium



CATALINA

1 Gallon Endurance Light Gray (1859)
3 Large Tubes Light Chrome Yellow
2 Large Tubes Light Chrome Green



EVERGLADE

1 Gallon Endurance Medium
Gray (1860)
4 Large Tubes Light Chrome Green

NOTE: TUBE COLORS USED IN MAKING THE ABOVE PASTEL COLORS ARE GLIDDEN PURE COLORS-IN-OIL; DO NOT USE SUBSTITUTES. *IN GLIDDEN POSTAD BULLETIN COLOR AS DESIGNATED. ALL MIXES MAKE APPROXIMATELY ONE GALLON—ENOUGH TO COVER 500 S

These 15 colors

are Suggested Pastel Tones You Can Easily Make

The above colors represent the most popular pastel colored house paints in America today! These beautiful colors were

developed after a national survey, made by the famous Glidden Color Studies and the selection above represents the preferred, pastel hues in house paint colors. The colors are truly modern! They are easy to make. You can create your own favorite hue with these tinted Endurance Pastel Colors, and be assured that your home will look beautiful

—like a sport You can easily make a national color attract attention stay bright for years Colors are so