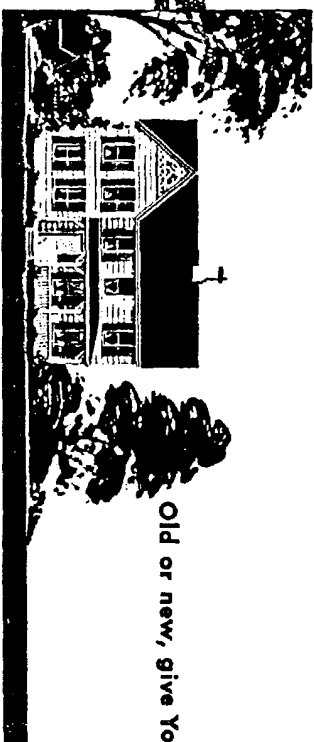




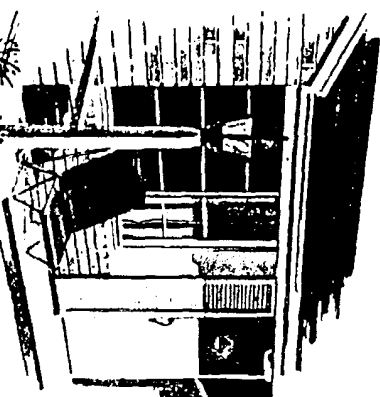
Any home responds to the magic of color styling

Even best-dilla houses take on individuality by the powerful influence of Endurance color. 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.



Old or new, give Yo

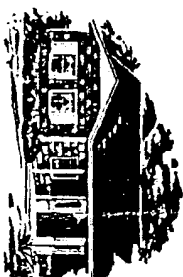


BE WHITE IS A MUST... For traditional white houses or if white is your choice, use the Endurance white especially made for your needs. Ask your Glidden dealer to recommend the correct Endurance Paint for your house.



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



FOR SHIMMER ON SHALERS. Use Endurance Vase... a special formula for wood shingles and shakes in modern colors and yet not too dark.

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.

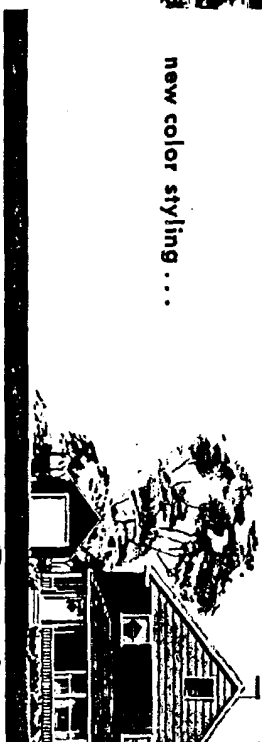
Endurance House Paints offer you the most protection for your paint dollar because there is a Glidden plant near you, producing Endurance House Paints specially formulated to combat the weather conditions that exist in your locality.

Form C34, 6/194 THE GLIDDEN CO.

THE GLIDDEN COMPANY
National Headquarters
Cleveland 14, Ohio

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

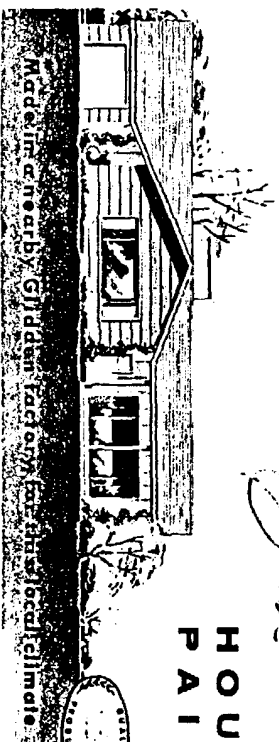
new color styling...



and localized protection with

Endurance

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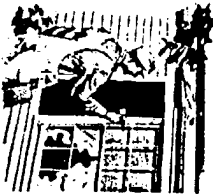
Made in America. Glidden factory produces localized climate

GLD3303

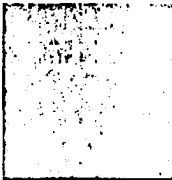
ALL COLORS SHOWN ARE
FORMULATED FOR ALL EXTERIOR PAINTING
INCLUDING TRIM AND SHUTTERS

Endurance ready-to-use colors

Endurance Dramatone Colors



CORONADO 1888



PASTIL GREEN 1887



LIGHT CANARY 1886



TOBACCO BROWN 1813



WATERGESS



DAFFODIL



DAFFODIL

Dramatone colors are
obtained by the follow-
ing mixing formulas

WATERGESS
1 Gal. Ivory + 1 cc. Green

DAFFODIL

DAFFODIL
1 Gal. Ivory + 1 cc. Yellow

SALMON

SALMON
1 Gal. Ivory + 1 cc. Orange Red

ASHFORD GRAY

ASHFORD GRAY
1 Gal. Ivory + 1 cc. Black

PLACOCK

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

COAL GRAY

COAL GRAY
1 Gal. Ivory + 1 cc. Black +
4 cc. Oxide Red

SUNBURST

SUNBURST
1 Gal. Ivory + 1 cc. Orange Red

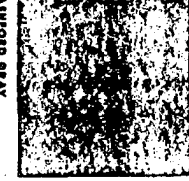
STAR BLUE

STAR BLUE
1 Gal. Ivory + 1 cc. Blue

SALMON



ASHFORD GRAY



PLACOCK

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

COAL GRAY

COAL GRAY
1 Gal. Ivory + 1 cc. Black +
4 cc. Oxide Red

SUNBURST

SUNBURST
1 Gal. Ivory + 1 cc. Orange Red

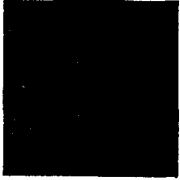
STAR BLUE

STAR BLUE
1 Gal. Ivory + 1 cc. Blue

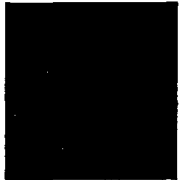
MEDIUM GRAY 1880



PHENIX GREEN 1890



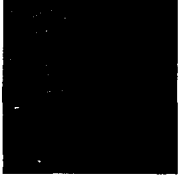
CASTLE RED 1885



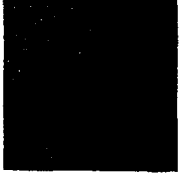
CREAM 1887



CHESNUT BROWN 918



PLACOCK



COAL GRAY



Endurance Whites... extra service from specialized formulation
BASCOAT PRIMER 1831
Highly reducing, water-resistant primer under
all types of paint. Gives perfect bond
for final coat.
OUTSIDE WHITE 1880
Combines extra light-hiding ingredients, self-
cleaning, stays white and fresh-looking.
NON-CHALKING TRIM WHITE 1892
Especially designed for trim, shutters, win-
dows and doors. Will not wash down or
chalk. Also an "Hiding Base" for Brown-
stone, castles, etc.
Also made in BLACK 1893
High gloss, for black trim, shutters, and
scaffolds.
Higher priced

One-Coat Imperial 1847
Premium quality white. Gives extra hiding
and coverage with "built-in" second coat.
May be brown, red, blue, black.
MIDWAY & PLANE RESISTANT WHITE 1890
Durable, long-lasting, super white. Resists stain-
ing, chemical fumes, heavy soiling and weather.
Combustion resistant and alkali.
Also made in BLACK 1893
High gloss, for black trim, shutters, and
scaffolds.
Higher priced

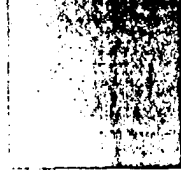
DARK BLUE 1888



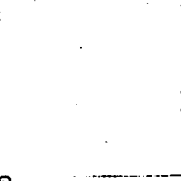
CYTLIGHT GREEN 1828



SUNBURST



STAR BLUE



GLR33038