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Glidden

HOUSE PAINT

GLD33033

ENDURANCE HOUSE PAINTS



are manufactured
to combat local
climate conditions

Endurance House Paints are scientifically formulated with high quality ingredients to provide maximum protection against exterior elements. Actually formulated to combat weather conditions in your locality because Glidden research scientists recognized years ago that no single formulation could provide protection in every climate. ■ Practical experience has resulted in individual formulations designed to meet varying weather conditions of temperature, humidity, moisture, smoke, fumes and mildew. You'll discover that Endurance House Paints have superior moisture resistance, extra durability, greater hiding power, and longer life.



coordinate house
and roof colors

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 color.

BROWN ROOF	GREEN ROOF	SLATE OR GRAY ROOF	BLUE ROOF	RED ROOF
Ivory	Prawn	Pastel Green	Medium Gray	Paradise Green
Nutria	Light Gray	Light Green	Ivory	Light Gray
Myrtle	Cream	Light Canary	Llama	Green Marble
Cream	Black	Hibiscus	Limestone	Medium Gray
Hawthorn	White	See Shadow	Melon	Charcoal Gray
Melon	Green Marble	Copper	Olive Green	Limestone
Copper	Grapefruit	Reed Yellow	Lake Blue	See Shadow
Heritage	Saffron	Robert's Egg	Llama	Charcoal Gray
Saffron	Llama	Charcoal Gray	Caribbean	Lake Blue
Prairie	Prairie	Navy	Lake Blue	
		Pink Cloud		

which paint is right for your house?

There is a special Glidden house paint for every situation and specially made nearby to combat weather conditions that exist in your locality.

ENDURANCE HOUSE PAINT

Solves the problem of arm-churning brush work and gives all-weather protection. It's the best method of masonry painting. Endurance House Paints seal-deepening properties keep surfaces bright, clean, and long-lasting. Its bonding power, its paint film wears down slowly, naturally. Available in white and colors. Ideal for siding, trim, and shutters.

ENDURANCE NON-CHALKING HOUSE PAINT 1892 WHITE

Paint chalking down over masonry? Use the specially formulated Endurance Non-Chalking House Paint. It won't wash down on masonry—won't leave unsightly white paint streaks. Mildew resistant—keeps moisture away from wood. Roomy, ready for siding, trim, shutters and tinting.

MILDew AND FUME RESISTANT HOUSE PAINT 1800 WHITE

Are industrial fumes ruining your paint? Seal it with the house paint with built-in super resistance to smoke, milder and chemical fumes. Endurance 1800 White! Specialty for fumes and mildew. Ideal for high tinting.

IMPERIAL ONE-COAT HOUSE PAINT 1867 WHITE

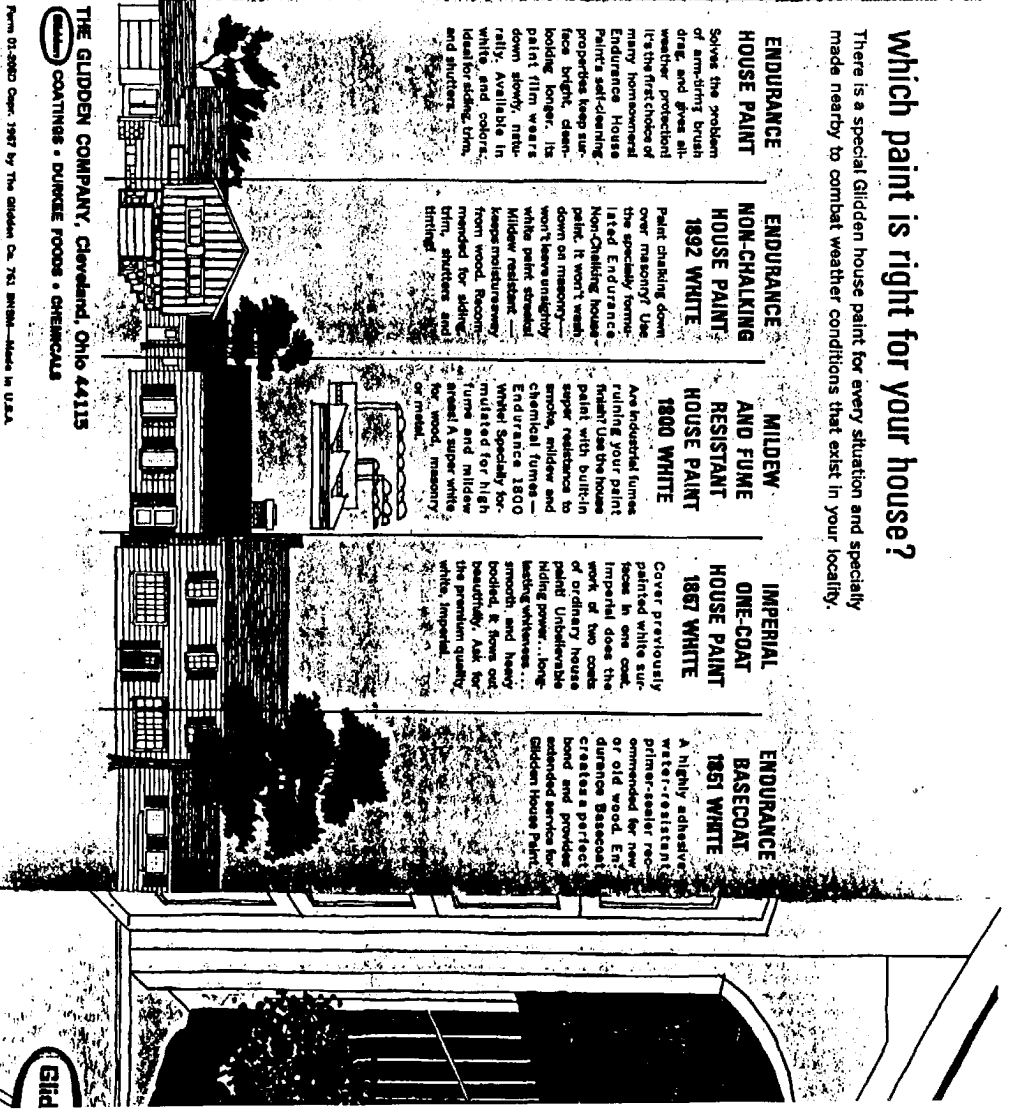
Cover previously painted white surfaces in one coat. Imperial does the work of two coats of ordinary house paint! Unbelievable hiding power... long-lasting whiteness... smooth and heavy bodied. It flows out beautifully. Ask for the premium quality white, Imperial.

ENDURANCE BASECOAT 1851 WHITE

A highly adhesive, water-resistant primer-sealer recommended for new or old wood. Endurance Basecoat creates a perfect bond and provides extended service for Glidden House Paints.

THE GLIDDEN COMPANY, Cleveland, Ohio 44115
COATINGS • DUNGE FOODS • CHEMICALS

Form 01-2850 Chap. 1967 by The Glidden Co. 751 BRUSH—Made in U.S.A.



GL 033034



READY-MIXED ENDURANCE TRIM & ACCENT COLORS



BARN RED — 500



DARK BLUE — 1871*



CRYLIGHT GREEN — 1828*



TOBACCO BROWN — 1813



DARK WALNUT — 1872*



SHUTTER GREEN — 1861*



TURQUOISE — 1891



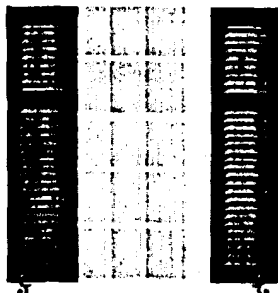
CASTLE RED — 1855

Above color to be discontinued when stocks are depleted.

1802 — BLACK

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

*Slightly higher priced



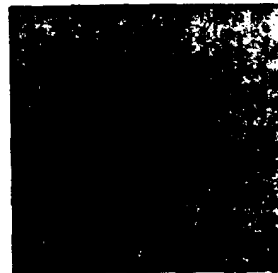
ALL COLORS SHOWN ARE FORMULATED FOR ALL EXTERIOR PAINTING INCLUDING TRIM AND SHUTTERS.

To determine how much paint you need estimate the square foot area of the exterior walls. A gallon of paint covers about 500 square feet per coat.

ALSO MADE IN 1800 OUTSIDE WHITE; 1818 Pastel Tint Base; 1877 Intermediate Tint Base; 1880 Deep Tint Base

See back cover for other Endurance House Paint Whites formulated to solve special problem areas where white surfaces are desired.

READY-MIXED ENDURANCE HOUSE PAINT COLORS



LIGHT GRAY — 1859

IVORY — 1856



PASTEL GREEN — 1887

LIGHT CANARY — 1886



MEDIUM GRAY — 1860

CREAM — 1857

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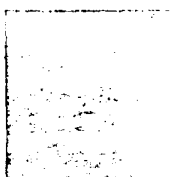


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DRAMATONE TINTED ENDURANCE HOUSE PAINT COLORS

859

PINK CLOUD
Pastel Tint Base 1818
½ Oz. Oxide Red



HERITAGE
Pastel Tint Base 1818
¼ Oz. Thalo Blue
¼ Oz. Neutral Toner

GRAPEFRUIT
Pastel Tint Base 1818
¼ Oz. Yellow Oxide
2 Oz. Lemon Yellow



CERULEAN
Pastel Tint Base 1818
2½ Oz. Thalo Green
1½ Oz. Neutral Toner



NUTRIA
Intermediate Tint Base 1877
2¼ Oz. Rich Orange
3½ Oz. Neutral Toner



BLADE
Pastel Tint Base 1818
½ Oz. Yellow Oxide
½ Oz. Thalo Green



LLAMA
Intermediate Tint Base 1877
3 Oz. Neutral Toner

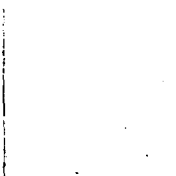
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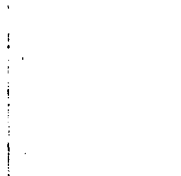
HAWTHORN
Intermediate Tint Base 1877
2¼ Oz. Yellow Green
¼ Oz. Thalo Green
3 Oz. Neutral Toner



LIMESTONE
Pastel Tint Base 1818
½ Oz. Black
1½ Oz. Neutral Toner



GREEN MARBLE
Pastel Tint Base 1818
1¼ Oz. Yellow Green
½ Oz. Neutral Toner



MELON
Pastel Tint Base 1818
1¼ Oz. Rich Orange
¼ Oz. Neutral Toner



LAKE BLUE
Pastel Tint Base 1818
1½ Oz. Thalo Blue
1½ Oz. Neutral Toner



HIBISCUS
Pastel Tint Base 1818
4 Oz. Oxide Red



MYRTLE
Intermediate Tint Base 1877
2 Oz. Yellow Green
2 Oz. Thalo Green
4 Oz. Neutral Toner

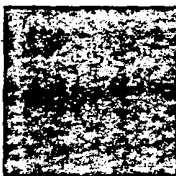
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NAVAJO
Intermediate Tint Base 1877
4 Oz. Oxide Red
4 Oz. Yellow Oxide



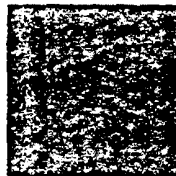
SEA SHADOW
Intermediate Tint Base 1877
1½ Oz. Thalo Green
½ Oz. Thalo Blue
2 Oz. Neutral Toner



COPPER
Intermediate Tint Base 1877
3½ Oz. Rich Orange
½ Oz. Neutral Toner



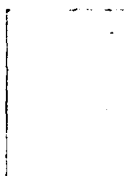
OLIVE GREEN
Deep Tint Base 1880
3 Oz. Yellow Green
5 Oz. Neutral Toner



REED YELLOW
Intermediate Tint Base 1877
¾ Oz. Yellow Oxide
2¼ Oz. Lemon Yellow
1 Oz. Neutral Toner



CHARCOAL GRAY
Medium Gray 1860
4 Oz. Black



PRAWN
Pastel Tint Base 1818
1 Oz. Oxide Red
1 Oz. Yellow Oxide

NOTE: The formulas given here are for tinting gallon size containers.

Follow formulas carefully! Always use the Tint Base or Base Colors in the amounts specified. The Tint Bases are packed in short-filled to allow for the addition of colorants.