

STEROID HORMONES

New Happiness

WITHIN THE GRASP OF
MORE AND MORE FAMILIES!

IN TODAY'S MEDICAL NEWS, stories of achievements in the fascinating study of the endocrine glands and their production of hormones are bringing the hope of new health and happiness to more and more families all over the world.

Modern sex hormone therapy, in addition to correcting deficiencies in men and women to permit normal marriages and parenthood, is helping to regulate such things as personality and metabolism. And reports of its successful use in other fields hold forth bright promise of benefits yet to come!

Here is another dramatic story of achievement in which Glidden has again earned its right to the title of Pioneer in Soybean Research. Using methods developed in its own laboratories for obtaining sterols from soybeans and for synthesizing hormones from them, Glidden supplied the first experimental crystalline testosterone (male sex hormone) to the general

pharmaceutical trade. Prior to our furnishing crystalline testosterone, commercial quantities of bulk crystalline progesterone (female sex hormone) were made available by Glidden, which resulted in opening up the sex hormone field to the general pharmaceutical trade. Wherever, however used, Glidden hormones are respected for such qualities as their clear, clean white crystals, their sharp melting points and their freedom from moisture.

In addition to their work on hormones, Glidden's outstanding steroid chemists have been conducting research which will soon culminate in the announcement of sensational new products that should be a boon to all mankind.

This further evidence of leadership in soybean research may serve to remind you to consult Glidden first for information on the use of any soybean product in your business. Just write Soya Products Division, The Glidden Company, Chicago 39, Illinois.



Quality Pioneered by Research

In all of the following fields, Glidden leadership in research is proving invaluable to industry. Your inquiry is invited. The Glidden Company, Cleveland 14, Ohio. In Canada, The Glidden Company Ltd., Toronto.

Principal Glidden Products: **FOODS:** Durkee's Famous Dressing; Durkee's Margarine; Durkee's Mayonnaise; Durkee's Salad Dressing; Durkee's Shortening; Durkee's Shred Coconut; Durkee's Spices and Worcestershire Sauce; Durkee's Pull Pastry Margarine and Shortenings for the Bakery Trade; Special Ingredients for Confectioners • **SOYBEAN PRODUCTS:** Alpha* Protein; Proseim*; Fine Chemicals; Glidden Lecithin; Soya Flour and Grits; Albusoy*; Soybean Meal and Flakes • **FEEDS:** Poultry and Livestock • **PAINTS:** Spread-Flat; Spread-Luster; Spread SATIN; Japalac Enamel; Ripolin Enamel; Spray-Day-Lite; House Paints; Endurance, Endurance Imperial, Gliddenpear Varnish, Nubelite, Industrial Finishes; Glidair Aviation Finishes • **VEGETABLE OILS:** Soybean Oils; Coconut Oils; Cottonseed Oils; Peanut Oils; Corn Oils; Palm Oils; Linseed Oil • **CHEMICALS AND PIGMENTS:** Titanium Dioxide; Lithopone; Cadmium Colors; Litharge; Red Lead; Euxton White Lead; Cuorox Oxide; Zinc Sulphate Crystals • **METALS AND MINERALS:** Powdered Iron, Copper and Lead; Glidden Type Metal • **NAVAL STORES:** Tars and Resin; Turpentine; Solvents; Rubber Compounding Agents; Compounds for Plastics.

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