



A full-color reproduction of above painting, for framing. FREE on request to Dept. 1.

TO THE BOTTOM OF THE WORLD

● Intrepid Roald Amundsen... first to reach the South Pole! In his historic expedition, 1910-1912, he sailed the tiny FRAM a distance equal to two and one-half times around the world. And he wrote: "Of all paints used on the FRAM, Ripolin was best. It successfully withstood temperature changes from 100 degrees above zero to 70 below." ● For many years The Glidden Company has manufactured Ripolin for North American trade. It is the original Holland enamel for interior and exterior use... accepted everywhere as the finest that money can buy. The Peace

Palace at the Hague; Notre Dame Cathedral, Paris; Trinity College, Cambridge, England; and innumerable fine homes and buildings throughout the world are beautified and protected by Ripolin.

● Ripolin is another of the outstanding successes in the famous line of Glidden paint products. But remember that Glidden is

far more than a maker of quality paints, varnishes, and lacquers. A glance at the list below indicates the extent of Glidden activity in supplying raw materials and commodities to world markets.

THE GLIDDEN COMPANY • Cleveland, Ohio

GLIDDEN

Everywhere on Everything

Look for the "TIME-TESTED" Mark of Quality When Buying PAINTS

The Glidden Company, manufacturing Jap-A-Lac, Speed-Wall, Ripolin, Florenamel, Endurance House Paint, Glidden Spar Varnish, and a complete line of home and industrial paints, varnishes, lacquers, enamels. ● Also owning and operating the following: Euston Lead Division, manufacturing Euston White Lead. ● Durkee Famous Foods Division, manufacturing Durkee's Famous Dressing, Durkee's

GLD33451



Among the slogans and trade characters of the day before yesteryear...few have worn as well as the Bon Ami chick. Behind this engaging little animal lies a success story that is out of the ordinary...a sales curve that has traveled the uproad through more than 30 years...not by means of tricks and devices, but rather by sincere work behind the scenes and an advertising policy based on that jewel, consistency... Our client since 1904.



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