

YES PAINT



ENDURANCE

The Paint that lives up to its Name

LASTS LONGER—new factory-balanced formula insures long life and saves repainting dollars.

SELF-WASHING—controlled-cleaning gives uniform brightness.

MORE heavy-bodied linseed oil per gallon—better surface protection under all weather conditions.

GREATER COVERAGE on wood, metal or masonry means maximum economy.

SEE YOUR GLIDDEN DEALER for white and all popular colors.

Glidden Endurance Basecoat

MAKES 2 COATS DO THE JOB OF 3

For the finest in lasting protection for your buildings, apply Glidden's Time-Tested Basecoat . . . then finish with Endurance House Paint. The rich oils of the Basecoat penetrate and seal the wood making a perfect bond to hold the full gloss and uniform film thickness of the finish coat of Endurance House Paint. Better results . . . greater savings over the years!



How to Paint and Save

Here are two new, illustrated books with full information to help you paint your buildings and redecorate your home. "How to Use Paint on a Farm" and "The Key to Color Harmony in Your Home." Send 25¢ (coin) to The Glidden Company, Dept. C-4, Cleveland 2, Ohio.

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Glidden

*Pacemaker
in Paints*

LEADING PROCESSOR OF SOY BEANS—THE ALL-AMERICAN CROP

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