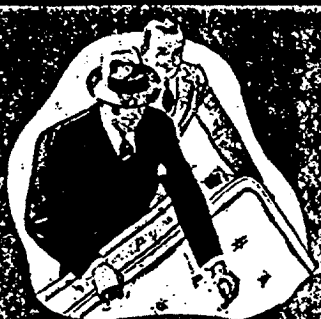


THINGS TO LOOK FOR WHEN YOU'RE BUYING



Mailbox

Look for the "bead" on the top of the bottle. It's the only way to tell if the bottle is real or fake.



Luggage

To tell what kind of foundation a right-type suitcase has, rap it sharply with the knuckle. A clear sound shows the foundation is wood or fiber. A dull sound means it's cardboard.



Office Mail

Look for the "bead" on the top of the bottle. It's the only way to tell if the bottle is real or fake.



Trunk

To tell what kind of foundation a right-type suitcase has, rap it sharply with the knuckle. A clear sound shows the foundation is wood or fiber. A dull sound means it's cardboard.

AND WHEN BUYING WHISKEY
GIVE IT THE . . .

BEAD TEST

How did your parents and their parents make their money go so far? They didn't take anybody's word for the goods they bought. They used their eyes, their ears and their heads. They tested before they spent. Old-timers bought whiskey that way, too. They had a perfectly natural test . . . the "bead" or bubbles that form at the top when the bottle is shaken . . . a natural characteristic of all whiskeys. Get wise to whiskey. Don't buy blindly. See what you're getting. Shake the bottle. Watch the head. See how long it lasts.

WHAT IS BEAD? First of all, it's the head of bubbles that forms on the surface of whiskey when the bottle is shaken. The amount of "bead" and the time it lasts constitute the "bead test."

OLD MR. BOSTON BRAND STRAIGHT WHISKEY

Rye & Bourbon
100 PROOF

BEN BURN, INC. BOSTON, MASS.



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

IN COMMODORE PERRY'S STRANGE CARGO

• When Commodore Matthew Perry sailed from China with the American fleet in 1853, his sea chest was laden with gifts of jade, gems, sacred buddhas, silks . . . *and a bag of soy beans!*

• For ages, the Orient has treasured this bean as a food. But not until 60 years after Commodore Perry officially introduced it to the western world, was its extraordinary character fully realized.

Aided by intensive Glidden research and experiment, the soy bean rapidly began to change the nation's agricultural and industrial habits!

• Today, the products of The Glidden Soy Bean Division are utilized in the

manufacture of bakery shortenings, bake goods, confectionery, cereal beverages, paper, animal foods, cosmetics, automobile parts and accessories, dietetic and packed foods, plastics, and many other products. To soy bean oil, Glidden Soyalastic Farm Paints owe much of their long-wearing, protective qualities.

• Long renowned for fine paints, varnishes and lacquers, The Glidden Company today embraces an impressive group of successful industries, utilizing great varieties of raw materials, to supply many different commodities for world markets.

GLIDDEN

Everywhere on Everything

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, Dunham's Coconut, Durkee's Margarine, Durkee's Spices, Durkee's Shortening, Durkee's Worcestershire Sauce, etc. • Chemical & Pigment Division, manufacturing Astrolith and Sunalith Lithopones, Cadmium Reds and Yellows, Titanolith, Titanium Dioxide. • Metals Refining Division, manufacturing MRCO Grid Metal, Mixed Metal, Wilkes Type Metal, Metrax Red Lead, Cuprous Oxide, Copper Powder, Litharge. • Soy Bean Division, manufacturing Lecithin, Soy Bean Meal, Oil, Flour and Proteins. • Nello-Resin Division, manufacturing Nello-Resin, Turpentine, Rosin.

THE GLIDDEN COMPANY • Cleveland, Ohio

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