

Advertising Information

FROM HEADQUARTERS



THE GLIDDEN COMPANY, CLEVELAND 2, OHIO

Bulletin 35-52

May 22, 1952

ENDURANCE HOUSE PAINT

Local Dealer Newspaper Ads

Attached are proofs of new ENDURANCE HOUSE PAINT ads which are ready for shipment in mat form.

These ads are well laid out, with a minimum of clean, open copy. They will do a good job of promoting and selling ENDURANCE HOUSE PAINT. The ads have been designed in several different sizes, including small spaces, anyone of which can be used by dealers, at local rates, for a minimum of advertising expense. In fact, the entire series can be used as a complete HOUSE PAINT campaign!

Be sure to remind your dealers that they are receiving the full benefit of the tremendous Glidden National Advertising Program in magazines and television — the impact of which is felt in every hamlet and city in the country. Glidden spends hundreds of thousands of dollars annually in national advertising and sales promotion ... all designed to help the local dealer SELL Glidden Paints. These ENDURANCE HOUSE PAINT ads are tied-in with Glidden National Advertising, and will help the dealer who uses them locally to increase his House Paint sales!

Encourage your dealers to use these forceful ads now and throughout the wonderful summer painting days that are just ahead.

dw

FRANK GERLAK

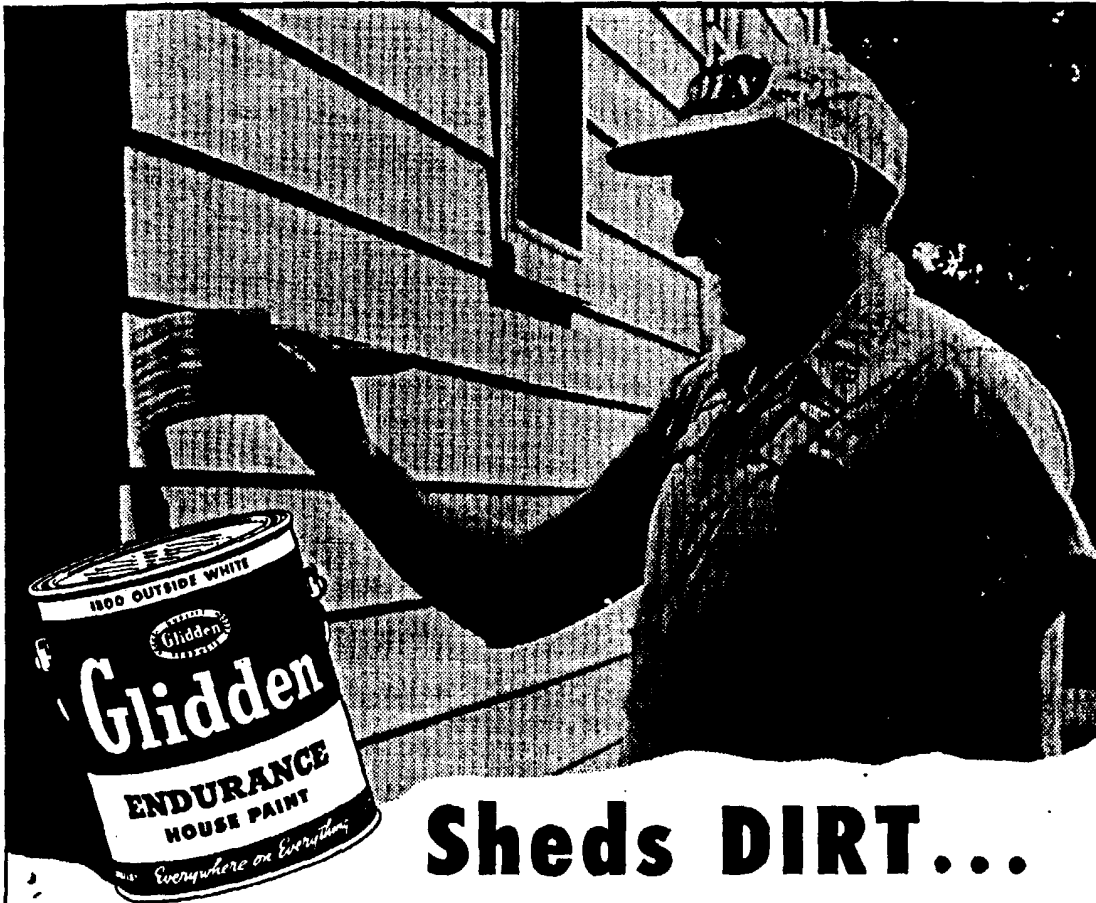
Attachments

TO: Regional Directors, Paint
Sales Managers, Paint
Metropolitan Branch Managers
Sales Representatives

P.S. Also in this group, we have included several ads for Endurance Imperial One-Coat House Paint for those dealers carrying this product.



GLD32240



\$0.00
per
gallon

**Announcing!
New Selection
of Beautiful
Pastel Colors!**

Sheds DIRT... Stays WHITE

Endurance House Paint stays whiter because it is self-cleaning. Will save you money because it saves repainting for years. The tough, elastic film brushes on with less drag, less strain. Faster drying, thick film is uniform, without ridges to catch dirt. New, improved formula containing more heavy-bodied oil. Whiter white and a large number of non-fading bright colors. We have a fresh supply just in, from the great Glidden paint factory. Come in and talk over your painting problems.

DEALER'S NAME



ENDURANCE — The Weather-Proved HOUSE PAINT

GA-2052

(3 column x 9 inches — Total space 27 inches or 378 lines)

GLD32241

N 2487.01



America's Finest HOUSE PAINT

Contains More Heavy-Bodied Linseed Oil

Endurance House Paint is the "better" house paint! It contains more heavy-bodied, rich Linseed Oil per gallon, for Longer Life; pure White Lead for Water-Resistance and Extra Durability; Titanium for Whiteness and Hiding; Zinc Oxide to Combat Mildew and Discoloration; Magnesium Silicate for Protection Against Cracking and Checking! Endurance House Paint lives up to its name! Don't delay painting... come in and talk it over now!

\$0.00
GAL.



FOR TWO-COAT PAINTING there is no finer primer made than Endurance Basecoat as a first coat under Endurance House Paint. It produces a waterproof, highly adhesive film that provides the perfect base for the finished coat. Heavily pigmented! Recommended for new or old work.

• COMPLETE SELECTION OF MANY BEAUTIFUL COLORS INCLUDING PASTELS •

DEALER'S NAME

GA-2152

(3 columns x 9 inches — Total space 27 column inches or 378 lines)

GLD32242

N 2487.02

Self-Cleaning!



Glidden Endurance

BETTER
THAN
EVER

HOUSE PAINT

Controlled, self-cleaning! The Endurance paint film wears down slowly, naturally; retains fresh appearance a longer time. Chalking is regulated by a better blending of ingredients to permit self-cleaning. Endurance is easy brushing! Completely weather-proof . . . resists water, cold and extreme heat of the sun.

COMPLETE SELECTION
OF BEAUTIFUL PASTEL
COLORS

\$0.00
GAL.



BASECOAT — Endurance Basecoat used as a primer under Endurance House Paint gives you the finest 2-coat paint job!



DEALER'S NAME

GA-2252

(2 columns x 10" — Total space 20 col. inches or 280 lines)

GLD32243

N 2487.03

ENDURANCE HOUSE PAINT

*Weather-Proved
for Extra Wear*

Each gallon of Endurance House Paint contains more heavy-bodied Linseed Oil, which produces a tough, elastic paint film that contracts and expands with the weather! Endurance reduces cracking and checking...holds moisture away from the wood, prevents rotting, deterioration! Now is the time to paint — come in and talk it over.

- HIGH GLOSS SHEDS DIRT
- DENSE HIDING
- MILDEW-RESISTANT
- SELF-CLEANING . . .
STAYS BRIGHTER

\$0.00
GAL.

DEALER'S NAME



GA-2352

(3 column x 9 inches — Total space 27 column inches or 378 lines)

GLD32244

N 2487.04

**MAKES YOUR
HOME BEAUTIFUL
FOR YEARS**



Self-Cleaning

ENDURANCE HOUSE PAINT



\$0.00
GAL.



Pure white lead and rich linseed oil, ready-mixed paint in new sty-clean colors and a whiter white. Resists weathering! Self-Cleaning!

DEALER'S NAME

GA-2452

(1 column x 6" — Total space
6 column inches or 84 lines)

PAINT NOW WITH

3 years



ENDURANCE HOUSE PAINT

\$0.00
GAL.

DEALER'S NAME

GA-2552

(1 column x 5" — Total space
5 column inches or 70 lines)

JUST RECEIVED FRESH SUPPLY



Glidden

ENDURANCE HOUSE PAINT

Paint now—the weather is right! Your house is dry—the paint is fresh! For just a few dollars you can give your house the protection it needs for the next few years!

DEALER'S NAME



GA-2652

(1 column x 6" — Total space
6 column inches or 84 lines)

PAINT NOW



WITH GILDEEN ENDURANCE HOUSE PAINT



New improved formula. Dries quickly to a smooth gloss. Toughest outside paint made!

\$0.00
GAL.

DEALER'S NAME



GA-2752

(1 column x 5" — Total space
5 column inches or 70 lines)

N 2487.05



HE'S USING *DENSE-HIDING* **ENDURANCE** **HOUSE PAINT**



Repainting won't be necessary for years, once you've painted your house with Endurance House Paint! Endurance is the painters' choice! It gives better hiding, and is easier to use! You can get a good, all-round paint job with Endurance—the paint that lives up to its name!

\$0.00
GAL.



DEALER'S NAME

GA-2852

(1 column x 8" — Total space
8 column inches or 112 lines)

MILDEW- RESISTANT HOUSE PAINT



Glidden **ENDURANCE**

Glidden Endurance produces a paint film that counteracts mildew conditions. Endurance protects the high value of your home . . . wards off decay and preserves the wood siding! The weather is right for painting now — come in and talk it over.

\$0.00
GAL.



DEALER'S NAME



GA-2952

(1 column x 6 1/2" — Total space
6 1/2 column inches or 91 lines)

GLD32246

N 2487.06

**PAINT YOUR HOME NOW
IN 1/2 THE TIME
and save nearly
1/2 the cost!**



with
Glidden Endurance IMPERIAL

**THE PREMIUM QUALITY ONE-COAT PAINT THAT
IS DOUBLE PIGMENTED TO GIVE YOU
PROTECTION AND BEAUTY OF 2-COAT PAINTING**

Old, dirty siding disappears under one coat of its glistening white film! You'll be delighted with its smooth, easy brushing! It cuts painting time almost in half — cuts painting costs nearly half! ENDURANCE IMPERIAL is the House Paint you've been waiting for! New pigments, new specially treated oils and new synthetic resins, perfected by Glidden paint research laboratories, produce this outstanding ONE COAT IMPERIAL House Paint that gives premium results for a few cents more!



**TEST PANELS PROVE THE
SUPERIORITY OF IMPERIAL**

Weather-exposure field tests prove conclusively that ordinary house paints do not match the supreme durability and bright, clean appearance of Endurance Imperial House Paint!



DEALER'S NAME

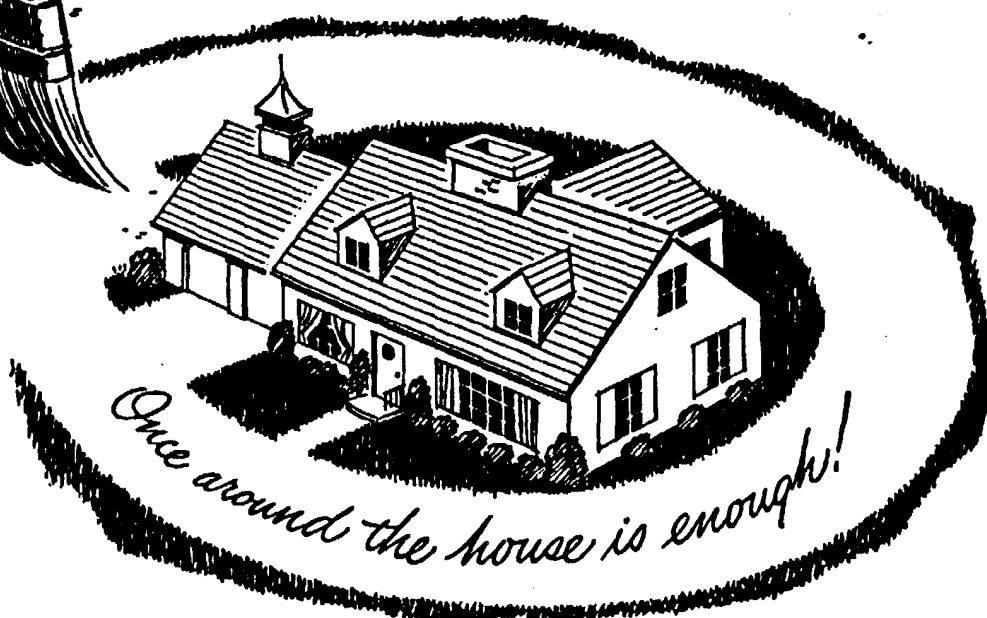
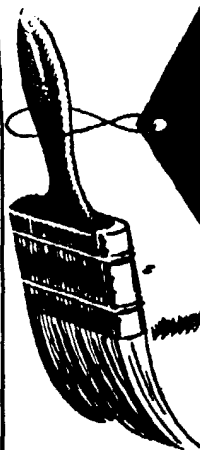
GA-3052

4 columns x 10 inches. Total space: 40 column inches or 460 lines

GLD32247

N 2487.07

1 • COAT IS ALL YOU NEED

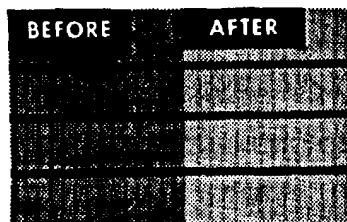


when you repaint with
Glidden ENDURANCE **IMPERIAL**



**THE PREMIUM QUALITY HOUSE PAINT
 THAT CUTS PAINTING COSTS NEARLY IN HALF**

Glidden Endurance IMPERIAL is a premium-quality One-Coat House Paint, with greater built-in durability and toughness. Its glistening white film covers old siding in One Coat! Heavily pigmented, IMPERIAL contains new specially treated oils and new synthetic resins! It's made to last longer! Try IMPERIAL One-Coat House Paint for the finest painting results!



HERE'S PROOF

Weather - exposure tests prove the superiority of IMPERIAL. Badly soiled grayed siding becomes gleaming white with only ONE COAT!



DEALER'S NAME

GA-3152

3 columns x 10 inches. Total space: 30 column inches or 420 lines

GLD32248

N 2487.08