



THE FIRST CHOICE OF
MILLIONS OF HOME OWNERS

NEW!

ENDURANCE HOUSE PAINT

... the paint that lives up to its name!

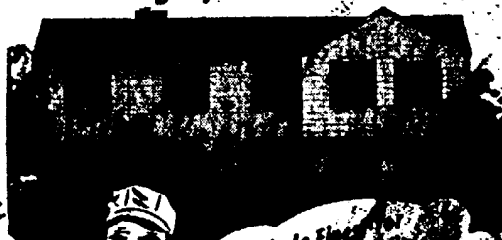
1950 ENDURANCE IS 6 WAYS BETTER...

1. More heavy-bodied linseed oil per gallon.
2. Glass is retained longer.
3. Controlled slumping removes surface dirt.
4. Titanium makes it whiter.
5. Elastic film prevents chalking and cracking.
6. Pure Eucalypti white lead and pure linseed oil gives it longer life.

USE BASECOAT AS THE IDEAL PRIMER FOR
NEW WORK OR EXTREMELY POROUS SURFACES!

Ad No. FL-5030—Newspapers

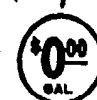
An Amazing new house paint



America's Finest
Premium Quality
Premium Products!

... THE ONLY GREAT POST-WAR
ADVANCE IN HOUSE PAINT

● ENDURANCE IMPERIAL
offers you the most brilliant,
whitest, white beauty you have
ever seen - plus extra hiding,
easier brushing, longer wear.
Ideal for one-coat repainting
where the surface is in proper
condition.



Use Basecoat as the Ideal Primer for New Work or Extremely Porous Surfaces!

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VARNISH HALF YOUR FLOORS

for only **1¢** with

GLIDDEN'S FAMOUS
ROCK-SPAR
QUICK-DRYING
VARNISH

Buy one can at the regular price

... another same
size for only **1¢**

000
qt. 000
pt.

GOOD FOR LIMITED TIME ONLY—SEE YOUR GLIDDEN DEALER TODAY!

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Glidden
SPRED SATIN

THE NEW

Wonder Paint

You've Read About it in LIFE.
Synthetic Rubber Emulsion Base—
No Other Wall Paint Like It!



Ready to
Use;
Stir and
Apply
1 39
qt.
4 49
gal.

Washes perfectly with soap and water

- Dries in 30 Minutes! No Odor!
- Won't show brushmarks or laps!
- Will Not Chip or Crack!
- Covers Most Surfaces—No Priming Required!
- 14 Beautiful pastel and deep-rust tones!

MADE ONLY BY GLIDDEN • ACCEPT NO SUBSTITUTE

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