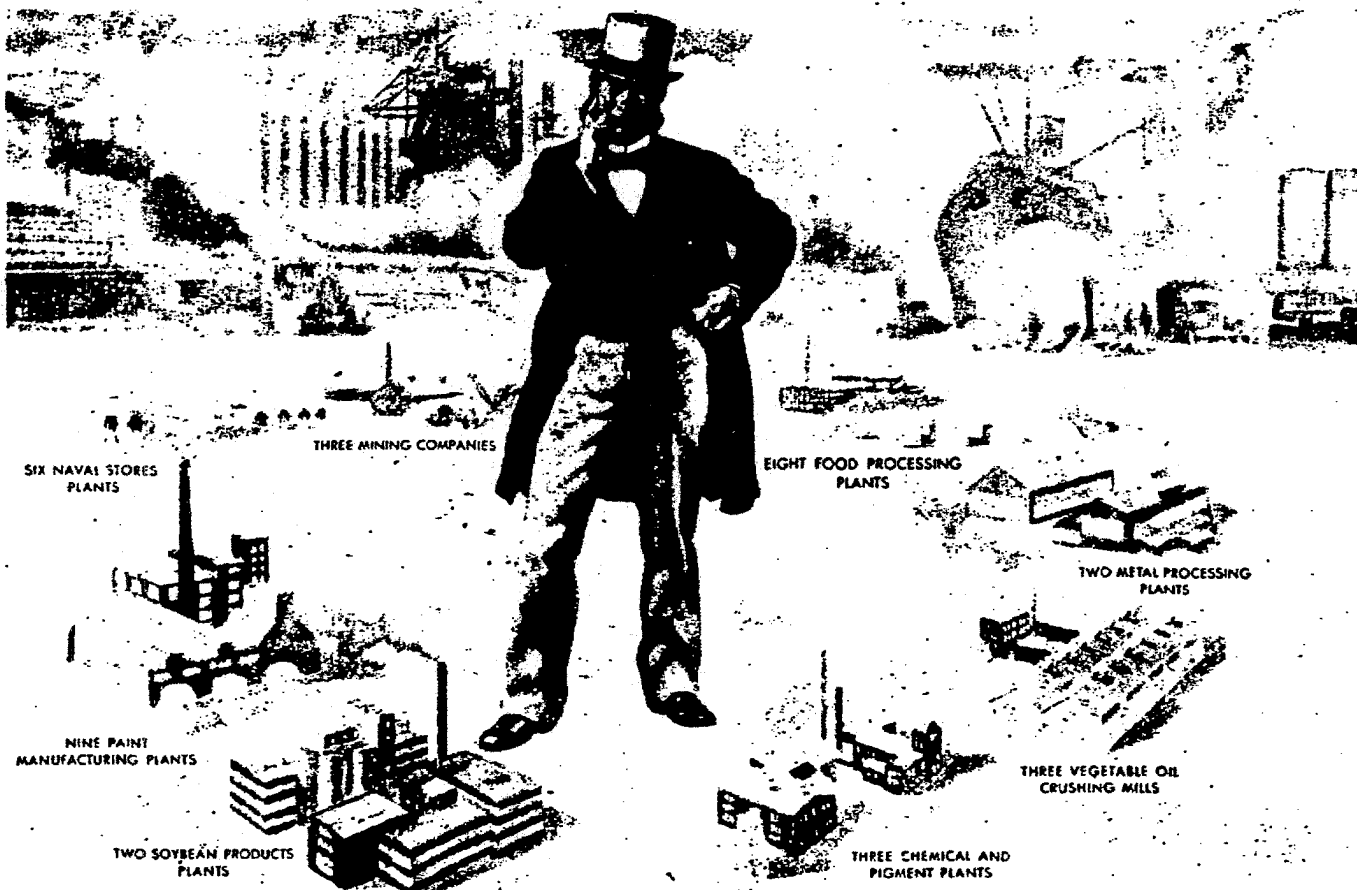




"...and to think it started from a single varnish plant!"\*

IN 1944 THE GLIDDEN COMPANY entered the exclusive circle of American organizations with annual net sales of more than one hundred ten million dollars.

This figure, indicating phenomenal growth from a single varnish plant in 1917 to a great diversified organization of 36 units today, represents sales of an unusual combination of seemingly unrelated products—listed in the panel at the right.

Glidden's growth and diversification have not been accidental—but the result of a logical principle and pattern. The evolution from paints to foods is a good illustration. Having learned that uniform quality can be assured only by control of raw materials, the company began to crush flaxseed to make linseed oil for its paints. But there were long periods when the crushing mill stood idle. It was found, however, that mills of this type could be used to crush and extract edible oils from a wide variety of other seeds and nuts. This led to the processing and refining of such edible oils as coconut, corn, peanut, soybean, cottonseed, sesame and others.

The next logical step was to completely utilize these edible oils by manufacturing them into finished food products such as shortening, margarine and salad dressings. To provide facilities for such manufacturing and for distribution, Glidden acquired the entire Durkee Famous Foods organization and thus became a major factor in the food field.

Ever since, a bold-spirited management has used this same principle of functional diversification to acquire other properties.

Because research has always been its guiding star, this unique Glidden team of industries has grown rapidly and soundly through wars and depressions. Glidden's 26 research laboratories have many trail-blazing achievements to their credit... their most recent contribution being in soybean research, and the new field of hormones.

The significance to you of Glidden's functional diversification and pioneering research is the peace-making quality of any product made by Glidden. You can depend on it.

THE GLIDDEN COMPANY • Cleveland 2, Ohio

\*Mr. Glidden who perfected his original varnish formula 67 years ago, would be astounded if he could see the tremendous organization that has been built upon that early foundation.

# GLIDDEN

A DIVERSIFIED INDUSTRIAL TEAM

## PRINCIPAL GLIDDEN PRODUCTS

### Foods

Durkee's Famous Dressing  
Durkee's Margarine  
Durkee's Shortening  
Durkee's Shred Coconut  
Durkee's Spices and Worcestershire Sauce  
Special Ingredients for Bakeries and Confectioners

### Soybean Products

"Alpha" Protein  
Gamma Protein  
Lecithin  
Soy Meal  
Soy Flour  
Soy Fakes  
Poultry and Live Stock Feeds

### Paints

SPRED  
Jap-A-Lac  
Elipatin Enamel  
Spray-Day-Lac  
Glidden Aviation Finishes

### Endurance House Paints

Glidden's Varnish  
Nuboline  
Industrial Paints  
Industrial Lacquers  
Enamels and Varnishes

\*Trademark Registered

### Vegetable Oils

Soybean Oil  
Coconut Oil  
Cottonseed Oil  
Peanut Oil  
Corn Oil  
Palm Oil  
Linseed Oil

### Chemicals and Pigments

Titanium Dioxide  
Lithopone  
Cadmium Colors  
Litharge  
Red Lead  
Zinc White Lead  
Caproic Oxide  
Methyl-G  
Dry Colors

### Metals and Minerals

Powdered Iron and Copper  
Powdered Lead and Tin  
Wilcox Type Metal  
Battery Gold Metal

### Naval Stores

Tar and Rosin  
Turpentine  
Solvents  
Synthetic Rubber  
Compounds  
Compounds for Plastics