

Jack and his fabulous Bean Stalk *were Pikers!*

● Once upon a time Jack and the Beanstalk was the world's greatest bean story. But today, Jack himself would be pop-eyed with amazement if he could hear the *true* story of soybeans.

Some of the most exciting chapters in this soybean story have been written by The Glidden Company. Beginning with oils for paints and foods and feeds for cattle and poultry, Glidden scientists went on to make the soybean yield "Alpha" Protein.* Among its de-

rivatives, this exclusive Glidden development furnishes a new fire-fighting foam and a revolutionary type of oil-emulsion paint that mixes with water. It also plays an important part in the coating of paper.

The most recent discoveries resulting from Glidden soybean research are in the new and promising field of hormones.

But soybean development is only one of many avenues which Glidden has followed in building a diversified industrial team which stands today among the few American business organizations with net sales of over one hundred ten million dollars a year.

This functional diversification has come about as a result of Glidden's policy of maintaining highest quality through control of raw materials. Pursuit of this policy led Glidden from paints to processed vegetable oils, to foods, to chemicals and pigments, to metals, to tars, resins and other pine products.

As a result, you will find the name Glidden on a wide variety of products. It is your assurance of pace-making quality and dependability.

THE GLIDDEN COMPANY • Cleveland, Ohio

If you still have a warm spot in your heart for Jack and the Beanstalk, or know a child who has, we'll be glad to send you, without charge, a full color reproduction of this superb painting, suitable for framing. Just write The Glidden Company, Dept. E-6, Cleveland 2, Ohio.

Diversified Products by GLIDDEN

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 Process
Lecithin
Soy Meal
Soy Flour
Soy Flakes
Poultry and Live Stock
Feeds

Paints

SPRED
Jid-A-Lac
Ripolin Enamel
Spray-Dur-Lite
Glidden Aviation Finishes
Endurance House Paint
Gliddenbar Varnish
Nubelite
Industrial Paints
Enamels and Varnishes

Vegetable Oils

Soybean Oil
Coconut Oil
Compressed Oil
Peanut Oil
Corn Oil
Palm Oil
Lard Oil

Chemicals and

Pigments
Titanium Dioxide
Lithopone
Cadmium Colors
Litharge
Red Lead
Euxton White Lead
Cuprous Oxide
Micaith-G
Dry Colors

Metals and Minerals

Powdered Iron and Copper
Powdered Lead and Tin
Wilker Type Metal
Barnet Grid Metal

Naval Stores

Tar and Resins
Turpentine
Solvents
Synthetic Rubber
Compounds
Compounds for Plastics

*Trademark Registered

GLIDDEN

