



*A general view of the Cleveland Plant located at Madison Ave. and Berea Rd., as
Offices are located. To the casual visitor it looks like a busy young
which from the Main Office present a view of*

THE GLIDDEN

Officers and Directors of The Glidden Company

ADRIAN D. JOYCE - President

R. W. LEVENHAGEN - Vice-President

R. H. HORSBURGH - Secretary-Treasurer

M. F. EMRICH - Vice-President, Industrial Sales H. K. WILLIAMS - Vice-President, Railway and Maintenance Sales

J. A. PETERS - Assistant Treasurer

C. M. KOLB - Assistant Secretary

C. L. COLE - General Auditor

Directors

ADRIAN D. JOYCE
M. F. EMRICH

H. R. HAMILTON
R. H. HORSBURGH

P. L. F. ELTING
DWIGHT P. JOYCE

R. W. LEVENHAGEN
W. J. O'BRIEN

E. R. TINKER
L. B. WILLIAMS

Transfer Agents

The Union Trust Company
The Seaboard National Bank

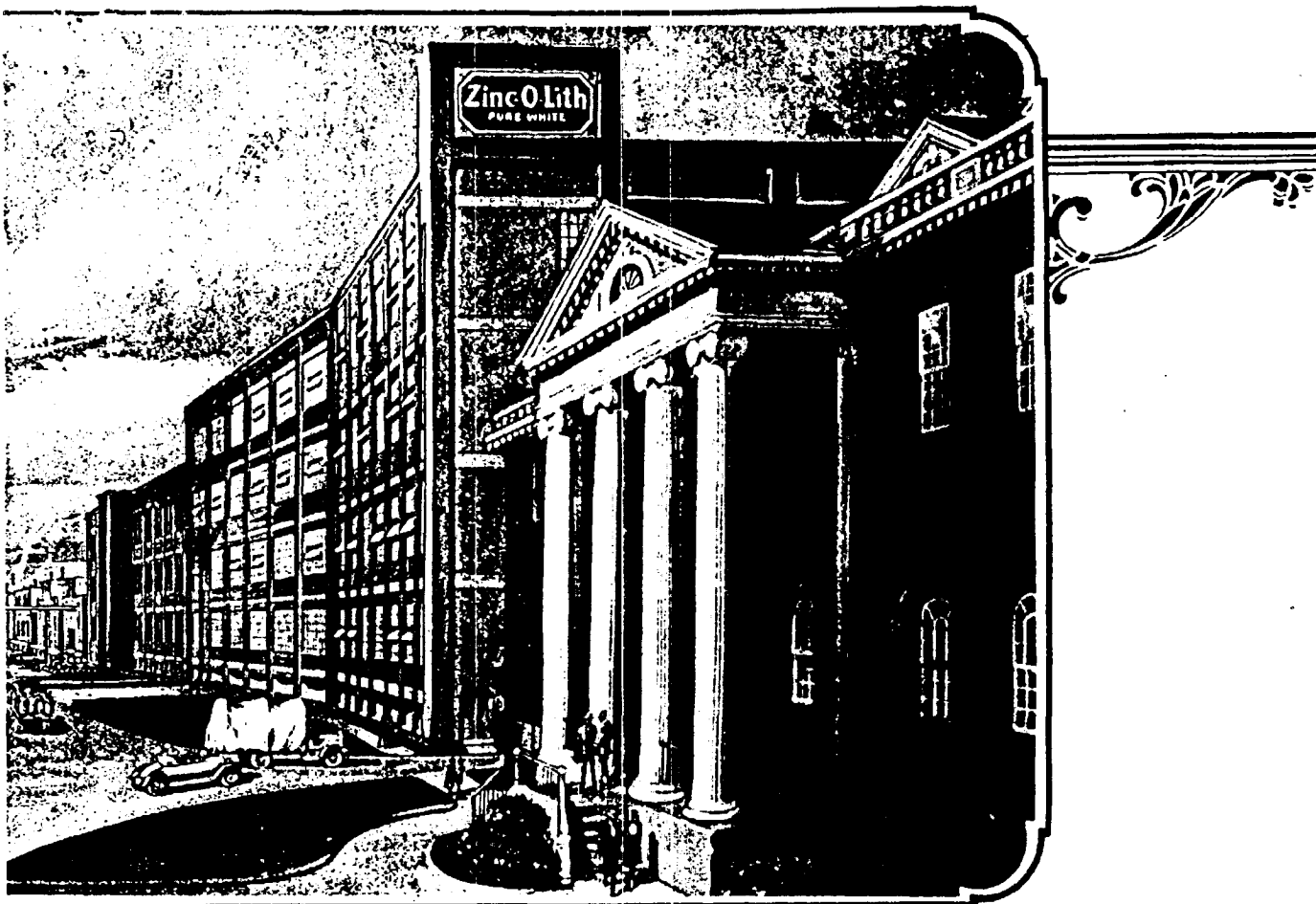
Cleveland, Ohio
New York City

Registrars

The Central National Bank
Chase National Bank

Cleveland, Ohio
New York City

ERNST & ERNST, Auditors



ring some thirteen acres. It is here that the Executive and Headquarters
 aside by itself. The buildings open out on a central avenue,
 that is at once interesting and inspiring.

COMPANY

Manufacturing Plants

Chicago, Ill.
 Cleveland, Ohio
 Collinsville, Ill.
 Long Island City, N. Y.

Minneapolis, Minn.
 New Orleans, La.
 Oakland, Calif.
 Reading, Pa.
 San Francisco, Calif.

Scranton, Pa.
 St. Helena, Baltimore, Md.
 St. Louis, Mo.
 Toronto, Ont.

Warehouses and Retail Stores

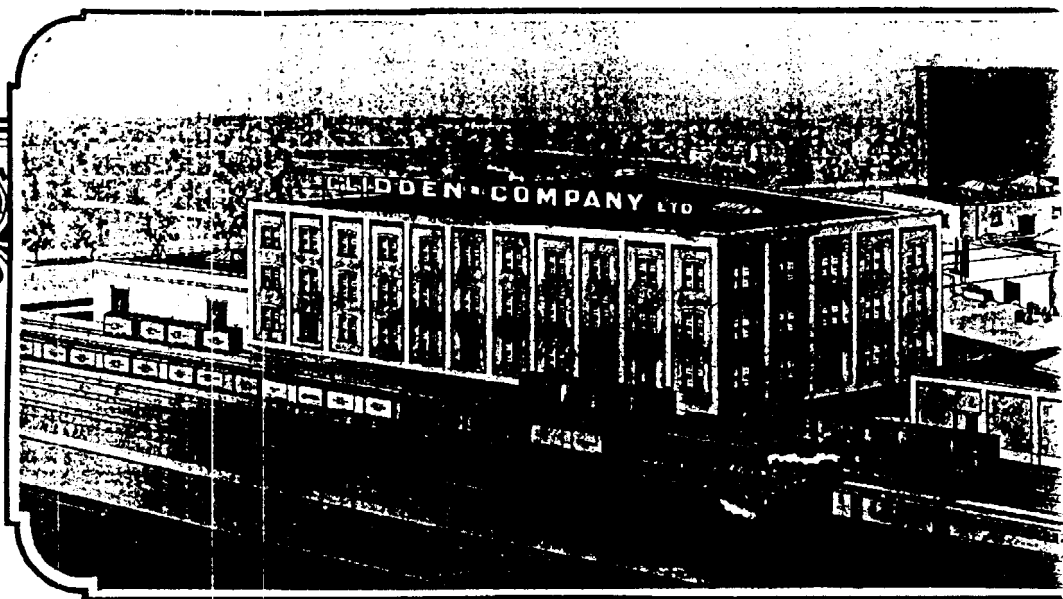
Atlanta
 Baltimore
 Beaumont
 Binghamton
 Birmingham
 Boston

Dallas
 El Paso
 Evansville
 Fort Worth
 Honolulu
 Houston

Knoxville
 Los Angeles
 Miami
 Montreal
 San Antonio
 Scranton

Seattle
 St. Louis
 West Palm Beach
 Wilkes-Barre
 Winnipeg

GLD002994



A view of the Large Factory located in Toronto, Canada, to serve the entire Dominion of Canada. In this plant, paints, varnishes, lacquers and enamels are



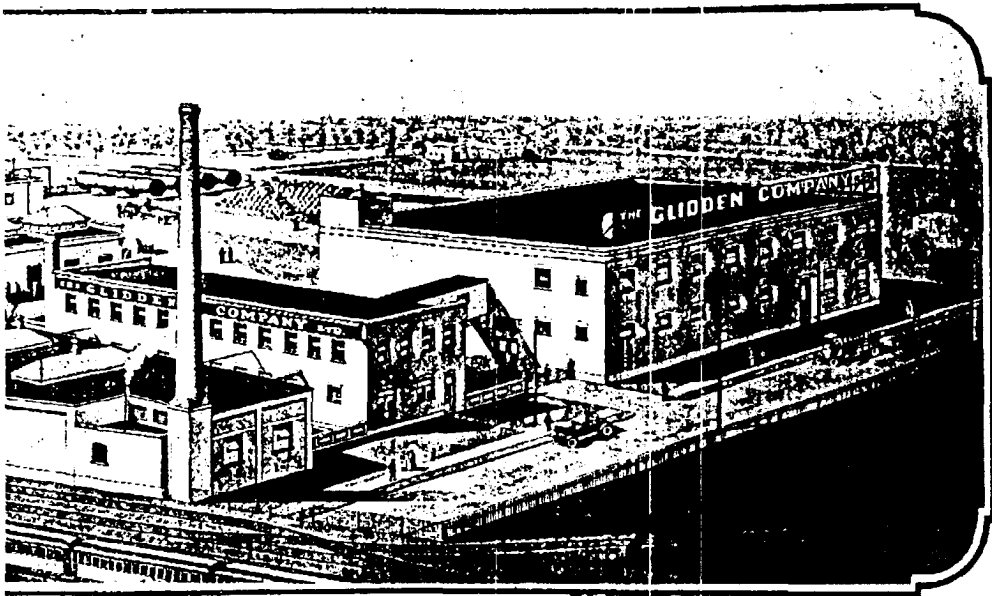
The New Orleans Paint and Varnish Unit of The Glidden Company. In this plant both paints and varnishes are manufactured to serve the South and Southeast trade. "Dixie Made for Dixie Trade" is the slogan of this manufacturing unit.



Glidden Facilities for

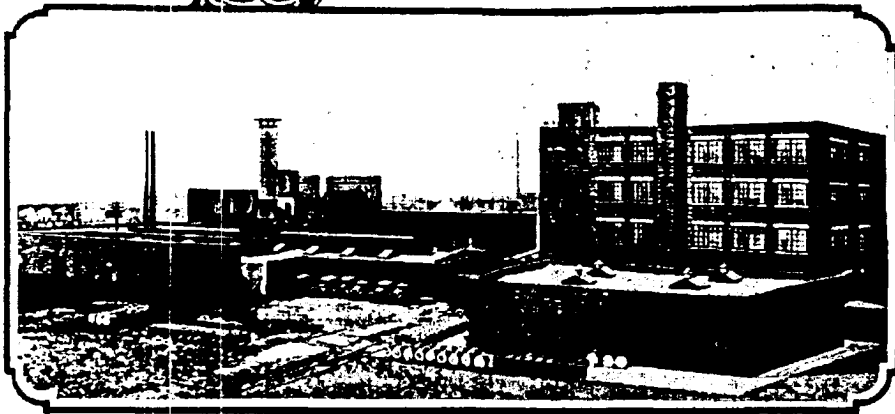
One of the paint, dry color and manufacturing units located in Chicago. It is in this plant that the largest volume of dry colors for the company is manufactured, and also a large volume of finishes for the agricultural implement trade.

ADEQUATE and extensive manufacturing facilities, represented by ten paint and varnish plants, tell only part of the story of Glidden expansion and Glidden's opportunities for constantly increasing success. The distribution of these plants in strategic geographical locations throughout the United States, together with a



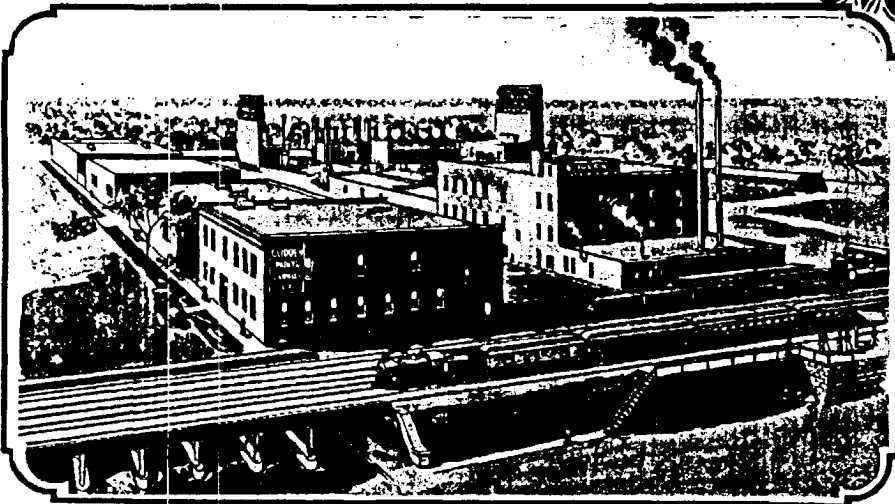
manufactured for the Canadian side. Additional facilities for livery service have been added through the maintenance of warehouses in Montreal and Winnipeg.

Another manufacturing plant located in Chicago. This is the Chicago Lacquer Unit, and it is also in this plant that Kalsomines are made for the entire organization.

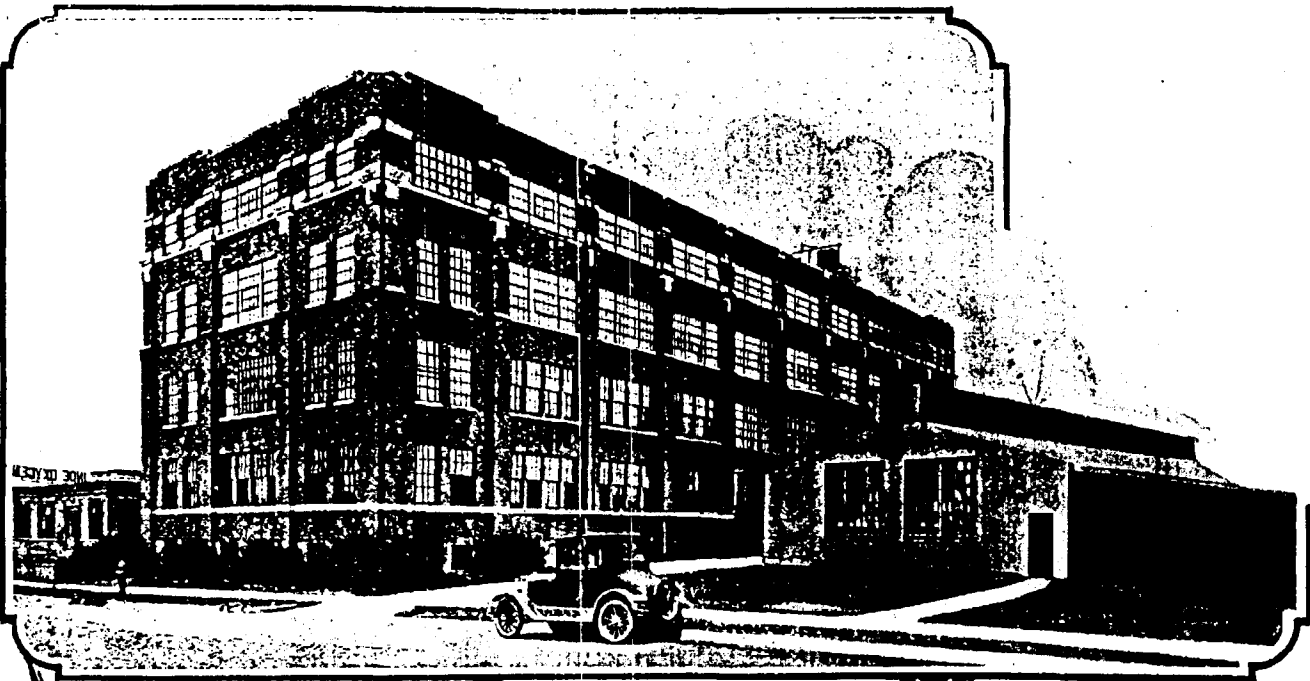


Plants and Manufacturing

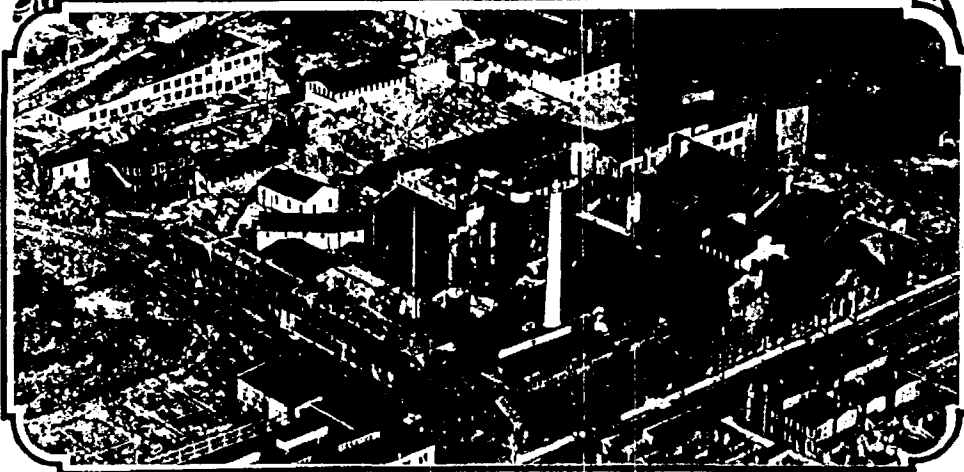
A view of still another Chicago plant, devoted to the manufacture of industrial finishes, as well as varnishes for consumer use.



large plant to serve the Dominion of Canada, greatly facilitates quick and satisfactory deliveries, insures prompt service and serves to reduce the cost of distribution. These plants, operating under a centralized management, permit of efficiencies and economies not possible were they operating independently. Expensive duplica-



Above — A view of the newly acquired paint and varnish manufacturing plant located in Minneapolis. This beautiful plant now houses, under one roof, facilities formerly located in two separate units in St. Paul. The plant is located to serve the industrial and retail trade in the great Northwest.

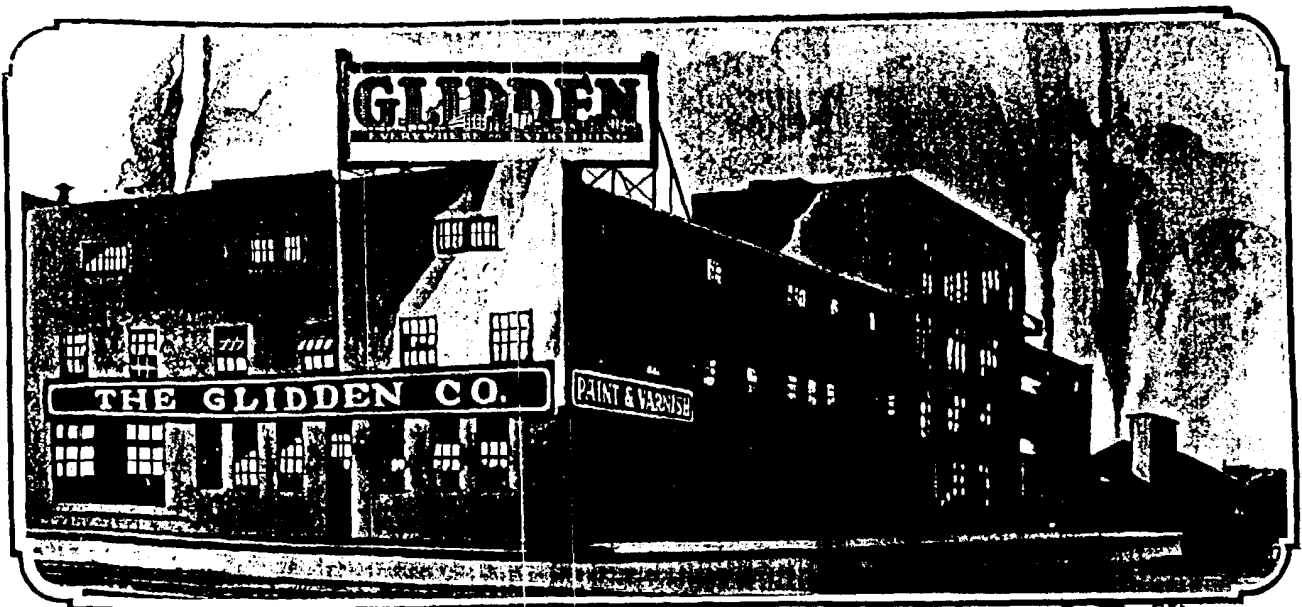


An airplane view of the Reading, Pa., unit where paints and varnishes are manufactured to serve the Atlantic seaboard and New England through warehouses located in New York and Boston. This plant also manufactures dry colors and a tremendous volume of small can paints and varnishes for the chain store trade.

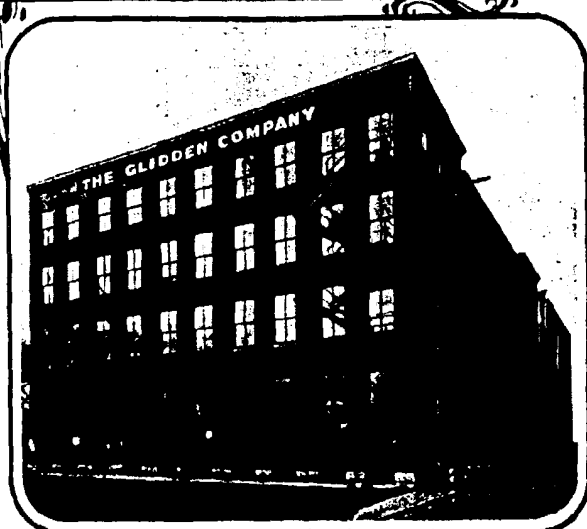
tions have been eliminated and uniformity of quality in products has been accomplished. The regional system of sales management and control makes possible the more intensive cultivation of business and preserves personal contacts vital to successful selling.

The assimilation of these formerly independent companies into the Glidden organization has brought with it a variety and breadth of experience which a single organization is apt to lack, and it has made economies impossible otherwise.

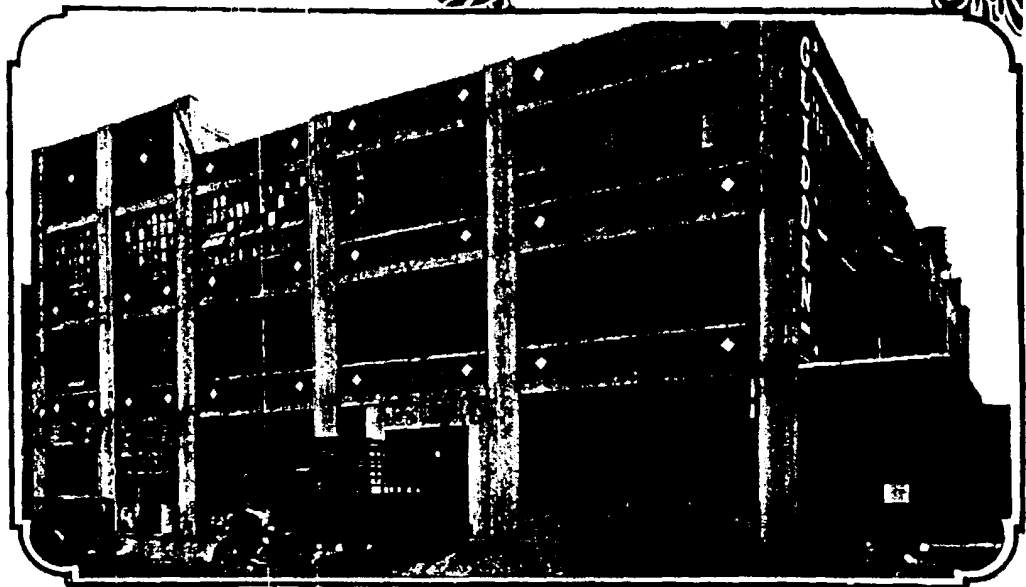
Every painting need in industry or home is served by a Glidden product. For every surface that needs protection and decoration there is a Glidden paint, varnish, lacquer or enamel. The good will represented in Glidden products, designs, and trade names constitutes a value upon which it would be difficult to place an adequate monetary valuation.



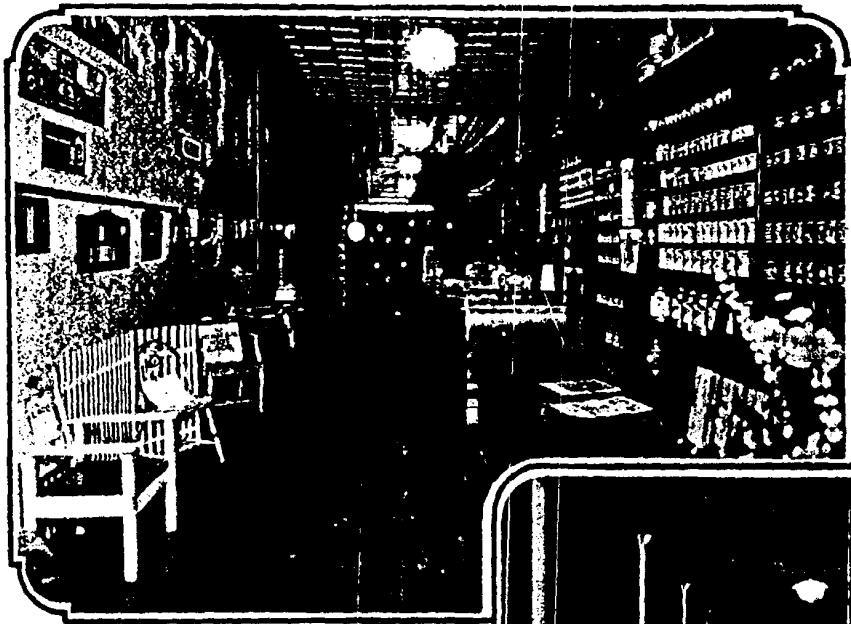
The Pacific Coast paint and varnish manufacturing plant located in San Francisco, Calif. This plant serves the entire Pacific Coast trade through retail outlets and warehouses located in Los Angeles, Seattle, and Honolulu.



A Paint Grinding Unit located in St. Louis. This plant produces paints and enamels to serve the Southwest trade.



The New York Plant and Warehouse located in Long Island City.

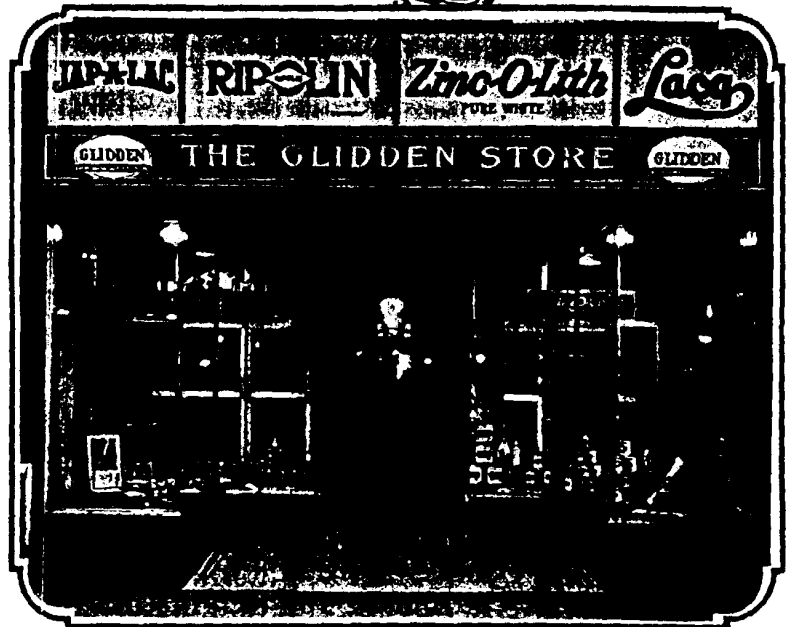


Glidden Retail Stores

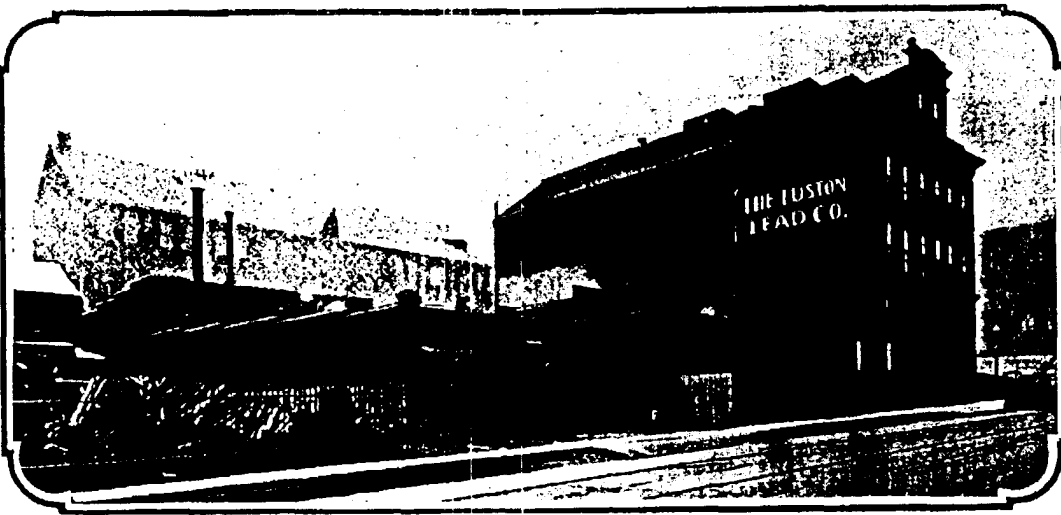
GLIDDEN Retail Stores are now established and operated in twenty growing cities of the country where satisfactory distribution through regular retail channels was not available. In addition to serving as retail outlets, these stores also serve as centers of distribution to other retail stores handling Glidden Products in the neighboring towns and cities. These stores also are used as experimental laboratories for new merchandising and advertising plans.

This combination of retail and wholesale function in one institution is obviously advantageous. The primary purpose is to afford a permanent outlet where Glidden products shall be sold exclusively and where the control is centered in the Glidden executive organization.

Glidden retail stores are locally managed by competent paint men. Attractive interiors and exteriors are recognized as important factors in developing business and holding confidence. The gradual expansion of this type of retail and wholesale store is logically indicated.



GLD002999



The Euston Lead Division of The Glidden Company

IN addition to being one of the most important basic materials in the manufacture of paints, White Lead is one of the important necessities in the ceramic industry, and it is also extensively employed by the rubber industry in the manufacture of high grade mechanical rubber goods.

The Euston White Lead Plant of The Glidden Company not only serves The Glidden Company and subsidiaries with respect to this important raw material, but it enjoys a very satisfying volume of business from manufacturers in other lines where White Lead is essential.

The Euston patented process, owned and operated exclusively by the Euston Lead Company, represents the most modern and efficient development of White Lead production. Electrolytically refined metallic lead is converted by a process of chemical solution and precipitation into the basic carbonate of lead or White Lead of highest quality.

Speed of conversion and very economical manufacturing costs are outstanding advantages of the Euston process. Metallic lead is converted into Dry White Lead in barrels at the Euston plant in a period of from twenty-four to forty-eight hours, while the old dutch process requires from three to four months to produce the same results. The Euston process is also flexible, permitting the making of White Lead of various differing characteristics to meet the individual requirements of the consuming trade.

In the ceramic industry Euston Dry White Lead is used in the making of dishes, tile, and art ware; and in the ferro-enamel trade, for the enameling of sheet metals. Color manufacturers use Euston White Lead for the manufacture of chrome yellows and chrome greens.

Euston White Lead, ground in pure linseed oil, is extensively employed for general painting purposes. "Lead-O-zin," a specialty product, consisting of Euston White Lead and zinc oxide, ground in linseed oil, is manufactured and sold by the various Glidden divisions.

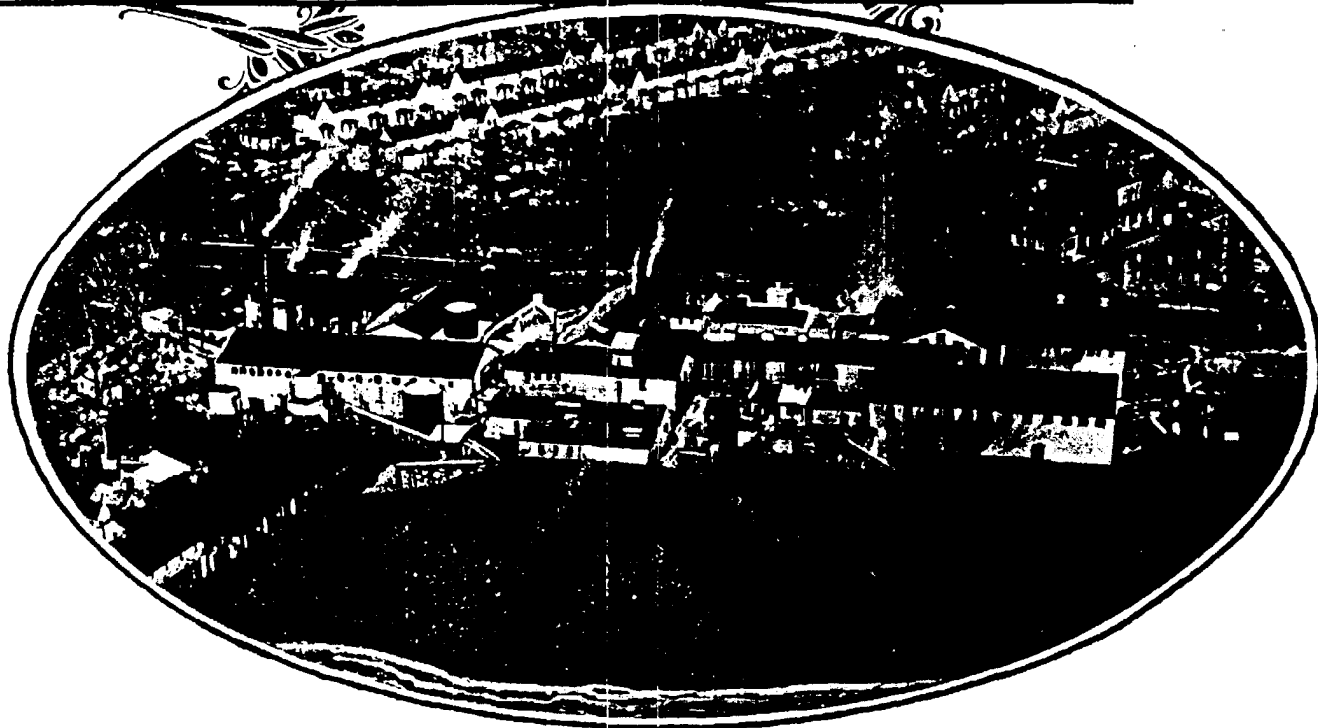
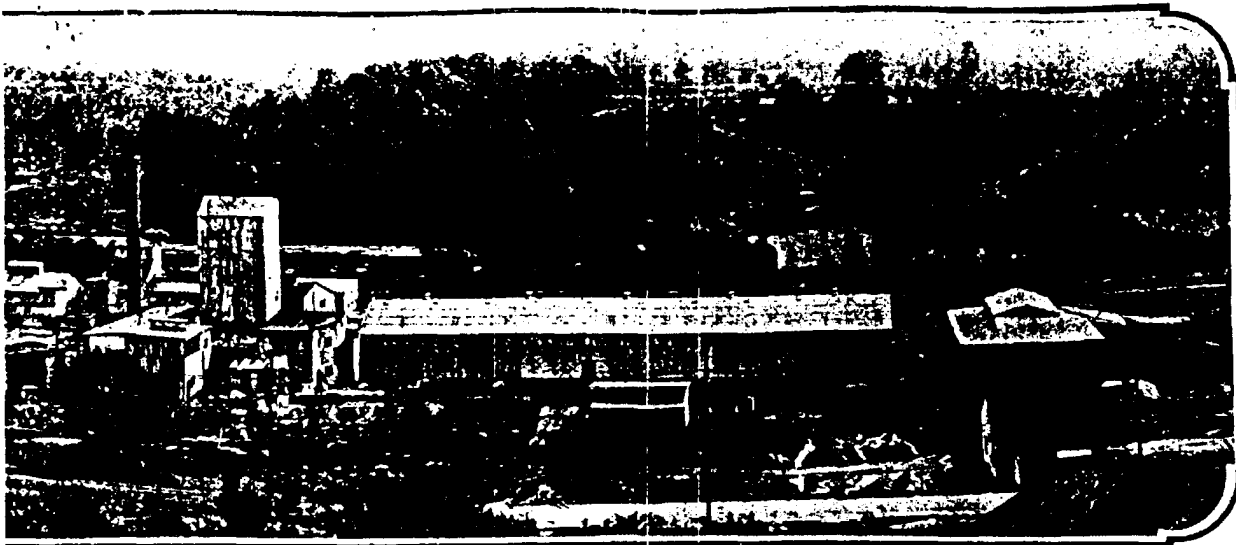


A view of the Oakland plant in which is manufactured lithopone for the Pacific Coast trade and also bleached barytes, barium chemicals and whiting. Because of the ideal geographical location of this plant, greatly increased sales and production are anticipated.

This large and well equipped plant, located at Collinsville, Ill., is devoted to the manufacture of lithopone, the principal brands being

The Chemical and Pigment Division of The Glidden Company

In keeping with the Glidden policy of owning or controlling the source of its raw materials, wherever practical or profitable, The Glidden Company owns and operates the Chemical & Pigment Company with large and modern plants at Saint Helena (Baltimore), Maryland; Collinsville, Illinois; and Oakland, California. These



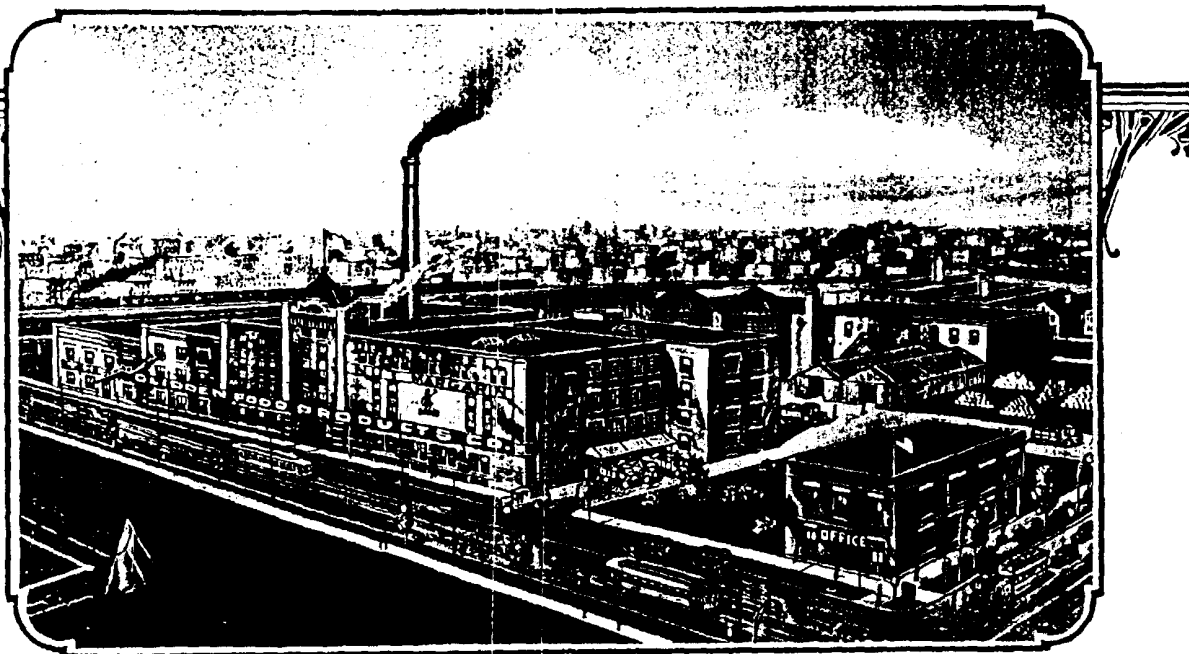
Astrolith and Sunolith. The products of this plant are sold to paint, rubber, shade cloth, linoleum and roofing manufacturers.

A view of the St. Helena plant, located in St. Helena, Maryland, just outside of Baltimore. In this plant lithopone and titanium pigments are manufactured, also cadmium yellow, cadmium oxide, and other important chemicals and pigments.

plants not only serve The Glidden Company with its own requirements of Lithopone and allied products, but they also sell paint manufacturers, tire and rubber manufacturers, the shade cloth, linoleum, and roofing industries.

The operation of the three lithopone plants, one located in the east, one in the middle west, and one in the far west, gives The Glidden Company unusual distributing facilities for serving the manufacturing trade.

From a production of 350 tons a month, the lithopone business of the Chemical & Pigment Company has grown to in excess of 3,000 tons a month, making The Glidden Company the second largest lithopone manufacturer in the world.



The Food Products Division of The Glidden Company

THE Glidden Food Products Company, operating a large modern plant and refinery in Chicago, serves the baking and confectionery industries, as well as manufacturing and marketing Dinner Bell Nut Margarine to the retail trade.

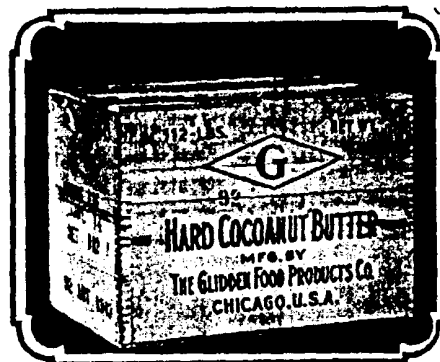
The refining of edible oils for use in food products is a business of growing importance and many of the most important makers of food products are numbered among the customers of this division.

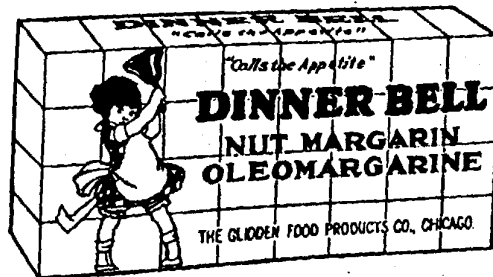
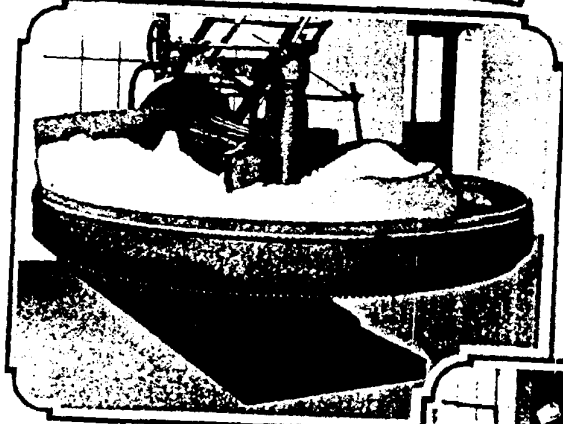
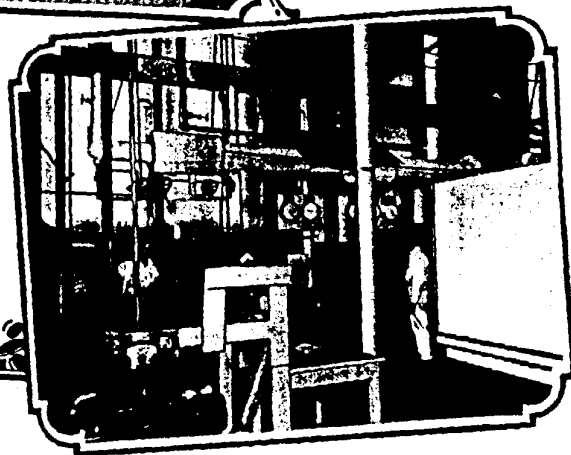
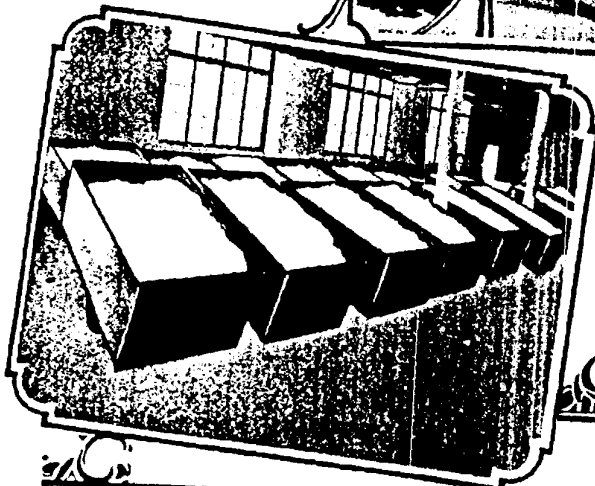
The products manufactured in this plant include refined cocoanut oil, plastic butters, hard butters and nut margarines.

Manufacturers of all pure food products are keenly receptive to new products and new applications which will strengthen their position in the competitive market or give them new efficiencies in the manufacturing processes. The laboratories of the Glidden Food Products Company have been particularly successful in meeting these conditions and a large and constantly growing volume of sales is the direct result of this enterprise and close co-operation.



*Glidden Food
Products in the
forms in which
they are known
to the trade*





A group of interiors showing ideal and modern facilities of the Glidden Food Products Company plant.



The "Dinner Bell" Carton, Familiar to Thousands of Buyers.