



A full-color reproduction of above painting, for framing, FREE on request to Dept. F.

THAT THEY SHALL APPEAR MORE BEAUTIFUL

• There's a charm about cleanliness itself—the beauty of healthy, radiant skins—dainty, delicate fabrics—immaculate apparel. To attain this beauty we all place an immeasurable responsibility upon soap. • And the soap industry looks to Glidden for many of its raw materials, such as fine palm, cocoanut, and cottonseed oils, neliio-resins and rosins . . . recognized by science as essential in creating rich, creamy suds, and to assure the safe, effective purifying action of soap products. • In addition to supplying huge quantities of materials for soap manufac-

ture, the Neliio-Resin Division of The Glidden Company supplies many ingredients used in the paint industry; for paper manufacture; in tanning, water-proofing and stiffening leather; and as emulsifying agents for asphalt paving compositions, roofing materials, felt-base linoleums, and many other products. • Long known for quality paint products, the Glidden name now is linked with an impressive group of diversified industries, engaged in large-scale production of commercial necessities for the whole world.

GLIDDEN

Everywhere on Everything

Look for the "TIME-TESTED" Mark of Quality When Buying PAINTS

THE GLIDDEN COMPANY • Cleveland, Ohio

The Glidden Company, manufacturing Jap-A-Lac, Speed-Wall, Ripolin, Florenamel, Endurance House Paint, Glidden Spar Varnish, and a complete line of home and industrial paints, varnishes, lacquers, enamels. • Also owning and operating the following: Euston Lead Division, manufacturing Euston White Lead. • Durkee Famous Foods Division, manufacturing Durkee's Famous Dressing, Dunham's



In the past ten years General Motors has shipped to overseas markets one car out of every ten built in its American factories. This has meant more men on the payrolls—more jobs for American workmen.

SEARCHING THE WORLD FOR MARKETS

It marked a turning point in the history of early Virginia when the struggling colonists found a market for their tobacco beyond the seas. And today the bid for foreign trade is still carried on by American industry. Even though wage levels in this country are the highest in the world, the constant search for better methods, and the development of superior machines have enabled the products of American factories to win vast markets abroad.

number of people employed in manufacturing and mechanical trades has made a greater gain than in any other type of employment. In the past fifty years the number of persons gainfully employed in the United States has grown at a faster rate than the population. This is evidence of the increased opportunities for employment which have been created by

our industrial progress during this period. At the same time, the workers' share of industry's income has materially risen. Today, forward-looking manufacturers see the opportunity to make millions of new jobs, by rebuilding the vast production plant of our country to give still better values and lower prices with better wages. This is how progress can best be served — and he who serves progress serves America.

A GENERAL

MOTORS CAR

BUICK LA SALLE CADILLAC

GLD33462