



NEW ONE-COAT WHITE HOUSE PAINT

Saves ½ the time...nearly ½ the cost...stays white longer!

It's the first house paint with double the hiding pigments! The whitest, most durable paint pigments yet developed are concentrated in Endurance Imperial...the new, ONE-COAT Glidden house paint.

Alkyd-fortified and precision-balanced to give you double the beauty and double economy! You save nearly one-half the total cost of painting your home by saving the costly, time-consuming second coat!



THIS BRUSH IS PAINTING 3 COATS IN ONE STROKE!
The section of house siding being painted here has more than 15 years accumulation of dirt and grime. Untouched photograph shows how easily and completely Glidden Endurance Imperial covers...with gleaming 2-coat whiteness, in ONE COAT!



IMPERIAL PANELS STAY WHITER LONGER! 10 years of outdoor testing prove Imperial's one coat keeps its glossy whiteness longer than other paints under the most extreme weathering conditions in every type of climate.



LOOK INSIDE THE "TORTURE CHAMBER"! One-Coat Imperial panels, exposed to continuous artificial sun and rain in this Glidden Weatherometer test...proving it outlasts other paints, regardless of the number of coats!



THE PAINT FILM THAT WON'T CRACK! Imperial's paint film is bent double on the testing machine without a sign of cracking or chipping...dramatic proof of Endurance Imperial's one-coat durability!

Glidden
Pacemaker in Paints



**ENDURANCE
IMPERIAL**



There's a Glidden finish for every painting need. Ask your friendly Glidden Dealer, **THE GLIDDEN COMPANY, Cleveland 2, Ohio.**
In Canada: The Glidden Company, Ltd., Toronto



FOR BEAUTIFUL PASTEL COLORS... ask for regular Glidden Endurance House Paint. Your choice of lovely pastels and rich, deep tones. **"BUILT-IN" SECOND COAT** means "built-in" painting economy. Once around your house with Endurance Imperial, over most previously painted surfaces, is all you need!

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