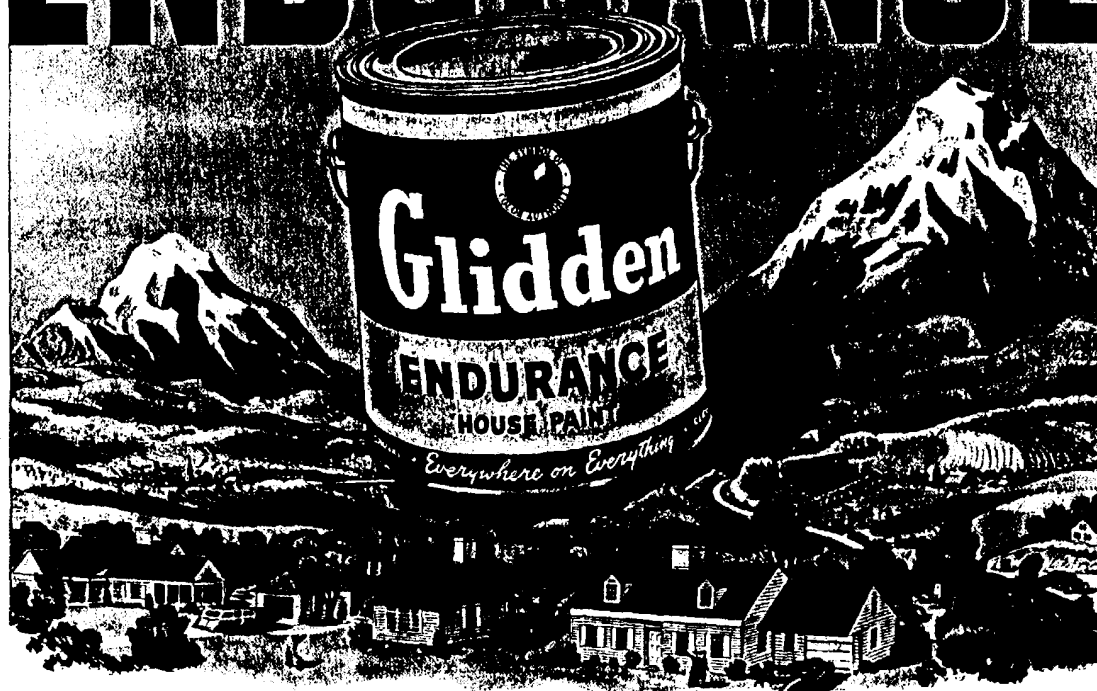


ENDURANCE



...the house paint that lives up to its name!

More heavy-bodied linseed oil per gallon—means more years of surface protection—when you use Glidden ENDURANCE House Paint. The factory-balanced, self-washing formula keeps every side of the house bright and clean, longer—resists all weather conditions. Greater coverage saves labor, saves money!

See Your Glidden Dealer for ENDURANCE House Paint
in white and all popular colors

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Quality Proved by Research

In all of the following fields, Glidden leadership in research is creating new products and processes which are proving invaluable to industry. If you have a specific problem in any of these fields, look to Glidden first. Your inquiry is invited. The Glidden Company, Cleveland 14, Ohio.



Principal Glidden Products—Foodstuffs: Borden's Famous Dressing; Borden's Margarine; Borden's Mayonnaise; Borden's Salad Dressing; Borden's Shortening; Borden's Shred Coconut; Borden's Spices and Worcestershire Sauce; Special Ingredients for Bakeries and Confectioners • Soybean Products: "Alpha" Protein; Protein; Fine Chemicals; Glidden Lactin; Soy Flour and Grits; Althoven; Soybean Meal and Flakes • Foodstuffs: Poultry and Livestock • Potatoes: SPRED-Vit; SPRED-Luster; Japaloc; Nipolin Easmo; Spray-Day-Lite; Endurance House Paint; Gliddenspar Varnish; Nuballite; Industrial Paints; Industrial Lacquers, Enamels and Varnishes; Glider Aviation Finishes • 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; Easton White Lead; Cuprous Oxide; Zinc Sulphate Crystals; Dry Colors • Metals and Minerals: Powdered Iron and Copper; Powdered Lead and Tin; Glidden Type Metal • Naval Stores: Tar and Rosin; Turpentine; Solvents; Synthetic Rubber Compounds; Compounds for Plastics. *Trademark Registered

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