

NEW 1-COAT PAINT

Cuts Painting Costs nearly in half!



Highest Quality
Protection
at Lowest Cost

ENDURANCE Imperial Stays white for years!

This exclusive new formula will give your buildings safe and sure protection against wear and weather—plus glistening white beauty for years—with just *one coat*. Years of testing prove that when the surface is in proper condition ENDURANCE IMPERIAL will deliver amazing results at a saving of nearly half. See your Glidden dealer about using this sensational new development on your buildings. You can rely on his advice.

FOR LONG-LASTING BEAUTY, USE FAMOUS ENDURANCE 2-COAT SYSTEM

You are certain of the best in paint protection and durability when you use world-famous ENDURANCE House Paint and ENDURANCE Basecoat. More heavy-bodied linseed oil per gallon lets you paint less often, save repainting dollars. Self-washing surface stays uniformly bright. Available in white and all popular colors.

The Glidden Company, Dept. C99, Cleveland 2, Ohio



Glidden

*Pacemaker
in Paints*

LEADING PROCESSOR OF SOY BEANS—THE ALL-AMERICAN CROP

This advertisement appears in *Country Gentleman* (Circulation 2,348,213) and *Successful Farming* (Circulation 1,252,644), September; *Arizona Farmer* (Circulation 12,606), September 17, 1949.

ENDURANCE

Paint Protection that lasts for EXTRA Years



the Paint
that lives up
to its name

You save money when you use Top Quality ENDURANCE

America's finest house paint! Glidden's exclusive formula makes the ENDURANCE paint film *thicker*—gives extra years of all-weather wear and beauty. More heavy-bodied linseed oil per gallon lets you paint less often, save repainting dollars. Self-washing surface means enduring brightness. See your Glidden dealer for white and all popular colors. Ask him about *extra savings* when you use ENDURANCE BASECOAT.

New ENDURANCE Imperial ...Lasting Beauty with 1 coat!

Now! Beautiful one-coat coverage—when surface is in proper condition. IMPERIAL—latest Glidden ENDURANCE House Paint—cuts painting costs almost one-half—protects completely for years. Available only in white.

The Glidden Company, Dept. C-4, Cleveland 2, Ohio



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