

NEW FLUAT HOUSE PAINT CUTS COSTS NEARLY HALF

Beauty That Endures for Extra Years



Quality Paint by Research

That's the kind of paint Glidden has been making for over 50 years. It's the kind of paint that's been making a name for itself in the paint industry. Your inquiry is invited. The Glidden Company, Cleveland 14, Ohio. In Canada, The Glidden Company Ltd., Toronto.

**Glidden
ENDURANCE Imperial
...High-Quality Protection
at Lowest Cost**

**SELF-WASHING SURFACE
STAYS WHITE FOR YEARS**

Just imagine painting your home the *whitest* white you've ever seen—with only *one* coat! Think of enjoying the pride of glistening "newly-painted" white beauty for years—plus the assurance of complete protection—with only *one* coat!

For years Glidden has been testing and perfecting the exclusive ENDURANCE IMPERIAL formula. Now it is ready to give your home safe and sure protection against wear and weather. And remember, ENDURANCE IMPERIAL cuts painting costs *nearly half*—an economy that thrifty homeowners should not overlook.

Before you paint, get all the facts about this sensational Glidden development. See your Glidden dealer. Let him show you the economy of using ENDURANCE IMPERIAL when the surface is in proper condition. You can rely on his expert advice.

**For Maximum Economy, Protection and Beauty—
Depend on the ENDURANCE Label**

ENDURANCE IMPERIAL is a companion product to world-famous Glidden ENDURANCE House Paint and ENDURANCE Basecoat—long recognized as America's finest two-coat house paint combination and growing in popularity every day.

DID YOU KNOW: A good paint job increases the value of a house at least 12%.



Pacemaker in Paints: SPRED-Flat; SPRED-Luster; Japalac; Broom Enamel; Spray-Day-Like; Endurance House Paint; Gliddenmar Varnish; Mubellite; Industrial Paints; Industrial Lacquers; Enamels and Varnishes; Glidden Aviation Finishes • **And in all these other fields:** TOOLS: Durkee's Famous Dressing; Durkee's Margarine; Durkee's Mayonnaise; Durkee's Salad Dressing; Durkee's Shortening; Durkee's Shred Coconut; Durkee's Spiced and Worcestershire Sauce; Durkee's Puff Pastry Margarine and Shortenings for the Bakery Trade; Special Ingredients for Confectioners • **SOYBEAN PRODUCTS:** Alpha® Protein; Protein®; Fine Chemicals; Glidden Lecithin; Soy Flour and Grits; Alluray®; Soybean Meal and Flakes • **FEDS:** Poultry and Livestock • **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; Euxton White Lead; Cuprous Oxide; Zinc Sulphate Crystals • **METALS AND MINERALS:** Powdered Iron, Copper and Lead; Glidden Type Metal • **NAVAL STORES:** Tars and Resins; Turpentine; Solvents; Synthetic Rubber Compounds; Compounds for Plastics

*Trade Mark Registered

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