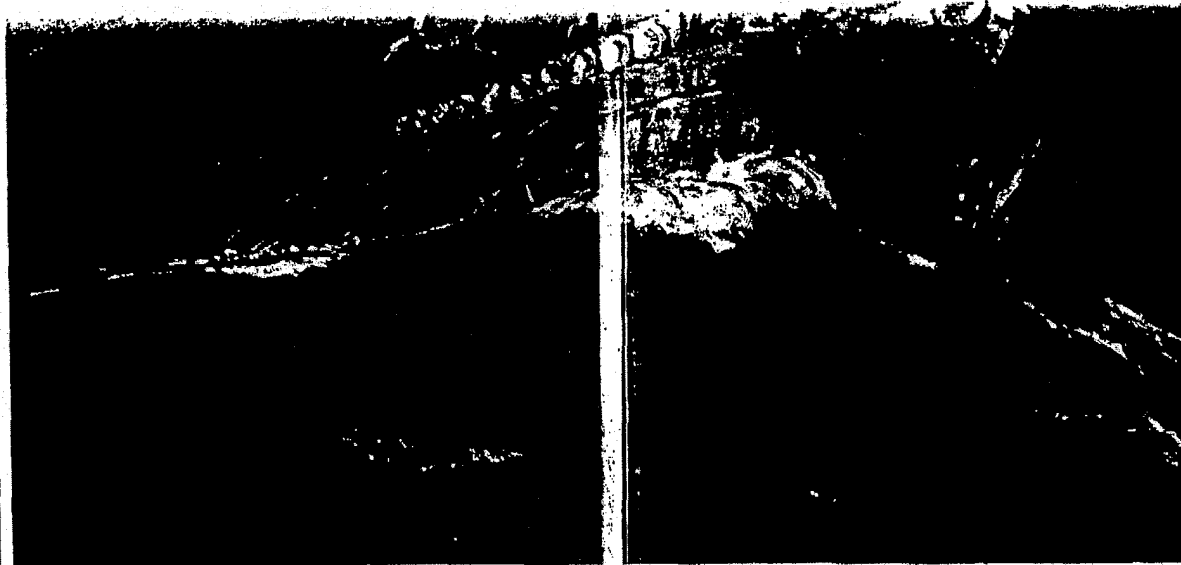




WHITE LEAD SAILED THE SEAS 2,000 YEARS AGO

- When magnificent galleys proudly swept the seas in the golden age of Rome, they were protected against the elements by white lead. And two thousand years of steadily increasing use have proved the unique preserving qualities of this remarkable pigment.
- Today, white lead still protects the ships that sail the seas. And all about us . . . in our homes and offices . . . on farms . . . in the shops . . . wherever surfaces need protection—it spreads its guardian mantle against the destructive forces of nature.
- Euston White Lead . . . produced by Glidden . . . represents the most advanced

step achieved in white lead chemistry. It is made by an exclusive patented chemical process that makes it more intensely white, purer and more concentrated . . . than is possible by other methods.

• To the use of Euston White Lead . . . only one of innumerable Glidden-manufactured products . . . Glidden paints owe much of their famous quality. Long renowned for fine paints, varnishes and lacquers, The Glidden Company today embraces an impressive group of successful American industries, supplying an increasing variety of commodities to the markets of the world.

GLIDDEN
Everywhere on Everything

The Glidden Company, manufacturing Jap-A-Lac, Speed-Wall, Ripolin, Flare enamel, Endurance House Paint, Oil Euston Lead Division, manufacturing Euston White Lead, Durkee Famous Food Division, manufacturing Du Chemical & Pigment Division, manufacturing Lithopones, Cadmium Reds and Yellows, Thionolite, Titanium Di-

oxide, and a complete line of home and industrial paints, varnishes, lacquers, enamels. Also owning and operating the famous Durkee Dressing, Durkee's Carpetol, Durkee's Margarine, Durkee's Spices, Durkee's Shortening, Durkee's White Wash, etc. Metals Refining Division, manufacturing Grid Metal, Mixed Metal, Type Metal, Red Lead, Cinnabar Oxide, Copper Powder, etc.

THE GLIDDEN COMPANY • Cleveland

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