



THE FIRST CHOICE OF  
MILLIONS OF HOME OWNERS

# NEW!

## ENDURANCE HOUSE PAINT

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

1950 ENDURANCE IS 6 WAYS BETTER...

1. More heavy-bodied linseed oil per gallon.
2. Glass is retained longer.
3. Controlled cleaning removes surface dirt.
4. Titanium makes it whiter.
5. Plastic film prevents chalking and cracking.
6. Pure Extol white lead and pure linseed oil gives it longer life.

USE BASECOAT AS THE IDEAL PRIMER FOR  
NEW WORK OR EXTREMELY POROUS SURFACES!

Ad No. FL-5030—Newspapers

An Amazing new house paint



America's Finest for  
Premium Quality  
Premium Features!

\$0.00  
GAL.



... THE ONLY GREAT POST-WAR  
ADVANCE IN HOUSE PAINT  
● ENDURANCE IMPERIAL  
offers you the most brilliant,  
whitest, white beauty you have  
ever seen - plus extra hiding,  
easier brushing, longer wear.  
Ideal for one-coat repainting  
where the surface is in proper  
condition.

Use Basecoat as the Ideal Primer for New Work or Extremely Porous Surfaces!

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## VARNISH HALF YOUR FLOORS

for only



with

## GLIDDEN'S FAMOUS ROCK-SPAR QUICK-DRYING VARNISH

Buy one can at the regular price

... another same  
size for only



\$0.00  
QT.    \$0.00  
PT.

GOOD FOR LIMITED TIME ONLY—SEE YOUR GLIDDEN DEALER TODAY!

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## SPRED SATIN

THE NEW

## Wonder Paint

You've Read About it in LIFE.  
Synthetic Rubber Emulsion Base—  
No Other Wall Paint Like It!



Ready to  
Use  
Stir and  
Apply  
1 qt.  
4 qt.



Washes perfectly with soap and water

- Dries in 30 Minutes! No Odor!
- Won't show brushmarks or laps!
- Will Not Chip or Crack!
- Covers Most Surfaces—No Priming Required!
- 14 Beautiful pastel and deep-toned hues!

MADE ONLY BY GLIDDEN • ACCEPT NO SUBSTITUTE

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