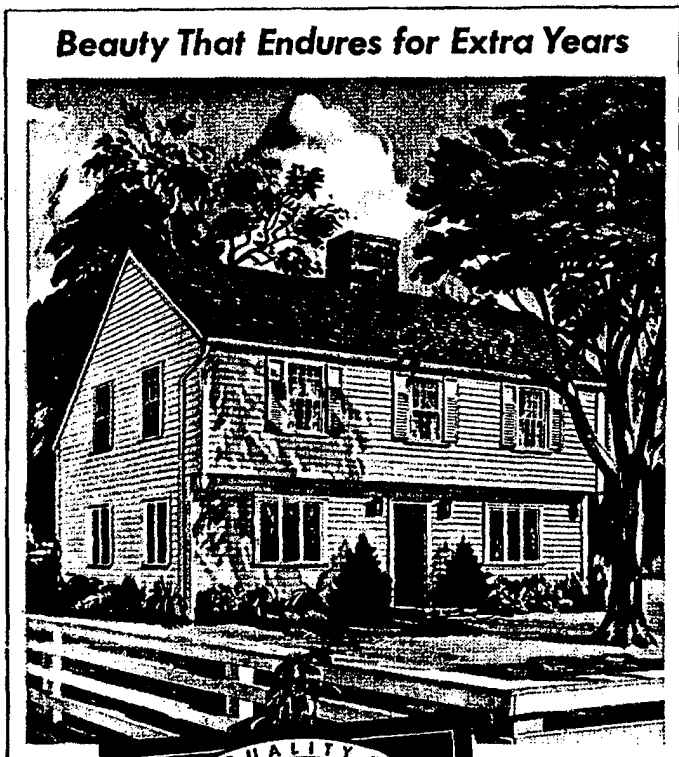


NEW 1-COAT HOUSE PAINT CUTS COSTS NEARLY HALF

Beauty That Endures for Extra Years



**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%.



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.

Pacemaker in Paints: SPRED-Flat; SPRED-Luster; Japalac, Ripolin Enamel; Spray-Day-Lite; Endurance House Paint; Gliddensol; Varnish, Nubelite; Industrial Paints, Industrial Lacquers, Enamels and Varnishes; Glidden Aeration Finishes • **And in all these other fields:** **FOODS:** Durkee's Famous Dressing; Durkee's Margarine; Durkee's Mayonnaise; Durkee's Salad Dressing; Durkee's Shortening; Durkee's Shred Coconut; Durkee's Spices and Worcestershire Sauce; Durkee's Puff Pastry Margerines and Shortenings for the Bakery Trade; Special Ingredients for Confectioners • **SOYBEAN PRODUCTS:** Alpha Protein; Prosoin; Fine Chemicals; Glidden Lecithin; Soya Flour and Grits; Albusoy; Soybean Meal and Flakes • **FEEDS:** 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; Euston 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

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