

First in Quality Last to Wear Out



ENDURANCE

FOR EVERY FARM BUILDING

- **LASTS LONGER**—saves repainting dollars
- **SELF WASHING**—uniform brightness
- **MORE** heavy-bodied linseed oil per gallon
- **GREATER COVERAGE**—maximum economy

For extra years of beauty and protection... use Glidden **ENDURANCE**... the paint with the new factory-balanced formula that does a better job on all surfaces—wood, metal or masonry—under all weather conditions. See your Glidden dealer for white and all popular colors.

FOR FINEST RESULTS... FIRST USE GLIDDEN ENDURANCE BASECOAT

To get 3-coat results with 2 coats—apply Glidden's Time-Tested Basecoat, then finish with Endurance House Paint. The rich waterproof oils of the Basecoat penetrate and seal the wood, making a perfect bond to hold the full gloss and uniform film thickness of the finish coat of Endurance House Paint.



How to Paint and Save

Here are two new, illustrated books with full information to help you paint your buildings and redecorate your home. "How to Use Paint on a Farm" and "The Key to Color Harmony in Your Home." Send 25¢ (coin) to The Glidden Company, Department C-5, Cleveland 2, Ohio.



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★ PACEMAKER IN PAINTS ★

LEADING PROCESSORS OF SOY BEANS—THE ALL-AMERICAN CROP

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