

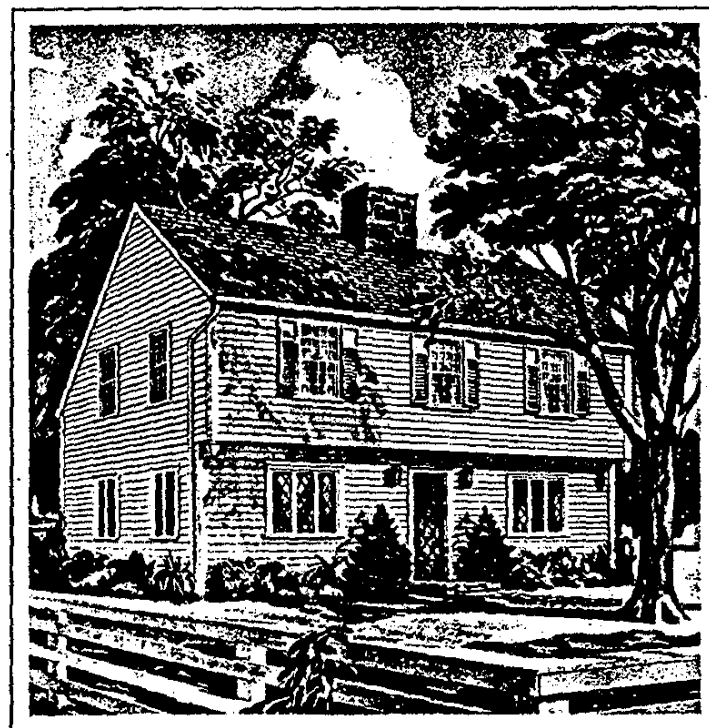
# The makers of SPRED SATIN bring you new



*Quality Paced by Research*

—THE REASON WHY THE NEW WONDERS  
IN PAINT COME FROM GLIDDEN

The vast Glidden research program—in soya products, foods, hormones, chemicals and other fields as well as in paints—has resulted in discoveries which have made possible such outstanding new products as Spred SATIN and Endurance Imperial House Paint. From Glidden's great investments of time, energy, brain power and resources will come other new paint developments that will mean even higher quality, easier application, longer-lasting beauty, lower costs.



**The Peer of First-Quality  
House Paints . . . Famous  
Glidden ENDURANCE!**

...the paint that lives up  
to its name

Glidden's exclusive ENDURANCE formula has more heavy-bodied linseed oil per gallon . . . gives extra years of all-weather wear and beauty. You paint less often, save repainting dollars. Self-washing surface means enduring brightness. See your Glidden Dealer for white and all popular colors.

**For Premium Quality, Premium  
Results . . . ENDURANCE IMPERIAL!**

...the only great post-war  
advance in house paints

Here is a new, extra-fine-quality white house paint . . . a paint that costs more in the beginning, less in the long run. ENDURANCE IMPERIAL offers you the most brilliant, whitest-white beauty you have ever seen, plus extra hiding, easier brushing, longer wear. Ask your Glidden Dealer about this amazing new paint—ideal for one-coat repainting where surface is in proper condition.



THE SATURDAY EVENING POST



Here's the most  
wanted gift in  
America today!

# It's Dayton Koolfoam *The Entirely Different pillow*

"You see it . . . you feel it . . . instantly you want it!"  
That's why Dayton Koolfoam has become the most wanted pillow in the world . . . the most eagerly bought gift in department stores today.

So, go to your favorite store . . . and see for yourself. Open the zippered cover of a Dayton Koolfoam Pillow. Trail your fingers

over the genuine Koolfoam, so different from anything you have known. It's so much softer . . . so much smoother . . . so much more resilient. See the pure, clear color.

This is the true Dayton Koolfoam, the new discovery . . . the only material of its kind in the world . . . the result of Dayton research and patented processes.

For your gift, don't accept a substitute.

There is nothing . . . absolutely nothing . . . like Dayton Koolfoam. Look for the name on the cover and the pillow . . . Dayton Koolfoam. The Dayton Rubber Company, Dayton 1, Ohio.

ONLY  
**\$8.95**

or \$9.95 with covering of genuine silk or nylon . . . And there's Koolfoam, Jr., a smaller pillow, at \$3.65, and the Baby Pillow at \$3.95.

## See it . . . Feel it . . . Test it!

Dayton Koolfoam is radically different from anything you have ever seen. And the pillow is about 1½ inches thicker than ordinary foam latex pillows . . . the zippered cover of Sanforized 80-square percale slips off easily . . . both cover and pillow are washable . . . and remarkably allergy-free. Your choice of white,



**Dayton Koolfoam** pillow

*Enjoy the Rest of Your Life!*

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