

Millions have learned how simple home-decorating can be with the magic of Spred SATIN...now...

INTRODUCING

New Decorator Colors— in the famous Wonder Paint...

New! Today's most beautiful, most wanted colors, an exclusive Glidden development that gives you—for the first time—deep colors that can be applied easily without complicated surface preparation or troublesome inter-mixing...rich hues you can use with complete assurance of gorgeous results.



Berkshire Green is the basic Spred SATIN Decorator Color in this delightful combination kitchen-dining area. Accenting hues include Spred SATIN Pinchfrost Green and colors of Japalac Enamel and Florenamel.*

*Color details furnished on request

Glidden
SPRED SATIN

The original synthetic rubber base paint that has changed the decorating habits of America

Goes on so fast that you can easily paint a room in half a day.

Dries in 20 minutes.

No laps, no brushmarks—even if you go back and touch up a spot you missed!

No offensive odor—paint comfortably with windows closed.

Washes perfectly clean over and over again—no tell-tale shine or streaks!

Guaranteed by
Good Housekeeping
as not an advertised product



Ready to use; Stir and apply



Wincherry...another new Spred SATIN Decorator Color...gives unusual depth to this charming room. Accents: Spred SATIN Moonmist, Japalac Enamel, Florenamel.*



Colonial Blue and Spred SATIN Confetti Yellow combine to give a third beautiful color scheme for this unusual room. Accents: Japalac Enamel, Florenamel.*



Monterey Brown...a Spred SATIN Decorator Color...on the dining area walls gives unique richness. Accents: Spred SATIN Confetti Yellow and Pacific Blue, Japalac, Florenamel.*

From the laboratories that created Spred SATIN come other new wonders that make all painting so easy

In enamels for woodwork, floors and furniture, in varnishes, house paints—all types of finishes—Glidden research has raised performance far beyond the levels of just a few years ago. Your Glidden dealer has Glidden paints for every household purpose—ready to use, easy to apply, assuring beautiful results that will last for years. See him today.

The Glidden Company, National Headquarters, Cleveland 2, Ohio

Symbol of The Pacemaker in Paints

SPRED-Flat, SPRED-Luster, Ripolin Enamel, Speed-Well, Pli-Namel, Spray-Day-Lite, House Paints: ENDURANCE, ENDURANCE IMPERIAL, Gliddenspar Varnish, Industrial Finishes, Sign and Graphic Arts Finishes, Glidair Aviation Finishes.



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For an ultra-white enamel that really looks, wears and washes like baked enamel, for luxurious colors that stay bright for years, for an enamel that dries quickly without brushmarks, ask for and insist on

JAPALAC

For scuff-proof beauty on your floors, for a true enamel that outwears old style floor paints 3 to 1, for a finish that washes over and over again, for concrete, wood, linoleum, use

FLORENAMEL

In Canada: The Glidden Company, Ltd., Toronto

The Mark of Leadership in all these fields:

Durkee Famous Foods: Margarine, Mayonnaise, Salad Dressing, Famous Dressing, Coconut, Spices, Shortening, Soybean Products, Vegetable Oils, Poultry and Livestock Feeds. Chemicals and Pigments. Powdered Metals and Type Metals. Naval Stores.

GLD33443



For Men of Distinction... LORD CALVERT

Why have so many found their favorite drink is a *better* drink when it's made with Lord Calvert? Simply because no other whiskey can match Lord Calvert's unique flavor and distinctive lightness. For, of all the millions of gallons we distill, only the choicest are set aside for Lord Calvert...custom blended for moderate men who appreciate the finest. Next time, serve Lord Calvert and your guests will compliment your choice.

BLENDING WHISKY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

MR. CARVETH WELLS, explorer, author and his way through the Carveth Wells world man, a shipyard engineer in the Malaya his first expedition Since then he has lead many expeditions most remote corner star in the map is visits. The Mynah souvenir of his late.

GLD33444