

USE THIS STOCK FOR PROOFING COLOR INSERTS

for THE AMERICAN HOME

A supply of this paper and the standard 4 color process inks will be sent upon request.

ROTATION OF COLORS
USED IN PRINTING
Yellow First
Red Second
Black Third
Blue Fourth
Proof all colors wet for
McKee process.

Screen: not finer
than 120



A New Beauty Treatment for Your Home!

SPRED... a revolutionary paint... made from soy beans

There's nothing like SPRED—because it is the only water-mix paint made from soy beans. And you'll understand what a big difference that makes when you see how easily and quickly you can beautify the interior of your home with SPRED.

SPRED is the product of four years research in the famous Time-Tested Laboratories. It comes to you as a creamy Alpha-Protein* concentrate which mixes with water to produce an enduring, washable paint. Here are some of its advantages in the wartime home.

Easily Applied without Experience. Many housewives, whose painters have gone to war, have used SPRED with perfect results. It goes on fast—and leaves no brushmarks.

One Coat Covers. You can't beat SPRED's "hiding" qualities. One coat is usually enough for

wallpaper, plaster, woodwork, wallboards—brick, tile and concrete sometimes require two.

Dries in 1/4 Hour—An "All-Season" Paint. You can move into a SPRED-painted room thirty minutes after the last brush-stroke. No airing is needed... there is no "painty" odor... use it Summer or Winter.

Super-Washability. SPRED's durable finish is unsurpassed in ability to take repeated washing. And its smooth surface cleans easily with a damp cloth or soap and water.

And So Economical. A gallon of SPRED concentrate mixed with 1/2 gallon of water makes enough paint for an average-size room. Think of it—a room like new for only

\$2.98
A GALLON
(Slightly higher in
Rocky Mt. Area)

*Trade Mark Reg. U.S. Pat. Off.

SEE SPRED DEMONSTRATED in } Glidden • Heath & Milligan • Adams & Elting • Climatic
stores selling these Time-Tested paints } Campbell • T. L. Blood • Royal • Forest City • Billings-Chapin.
If your SPRED dealer is temporarily out of stock, it is due to SPRED's popularity and
the war's demand for some of the materials needed to produce and package it. But
SPRED is worth waiting for. Ask your dealer to call you when his new shipment arrives.



A New Unique Color Book for the Wartime Home! Do you know what colors are stimulating—what colors are soothing—and what colors fit your personality? The color scientists of Time-Tested Laboratories have prepared this book—packed with little-known facts on how color is helping beat the Axis—and how you can use color to improve health and morale on the home front. Get your copy of "Color Strategy" while the supply lasts. Send 10c in coin or

stamps to Roberta Ross, Time-Tested Laboratories, Cleveland, Ohio. Borrow "Color for America" from your Time-Tested dealer for help in planning home decorations. It contains pages of color treatments for both exteriors and interiors the harmonized under the authentic Munsell Color System. You borrow this remarkable guide FREE OF CHARGE.

This advertisement appears in *Better Homes & Gardens* and *American Home*—September 1943