

Glidden Paints

J. G.
APR 8 1948

Because... we believe we can better serve our customers through association with The Glidden Company,—one of the world's largest manufacturers of paint.

Because... we believe The Glidden Company and their 64 years of paint-making will help us to give you the finest paints, enamels and varnishes that it is possible to make.

Because... Glidden Paints carry the famous Time-Tested trademark, which is your assurance of getting consistently uniform quality in every can of paint today,—next month, next year.

Because... through Glidden leadership in paint color research, we can bring you the most beautiful colors in the world.



STOP IN AT OUR *Big* PAINT *Opening*

ANDERSON-SCHUELER CO.

DEALER & PAINTING CONTRACTORS

6409 HARFORD ROAD

BALTIMORE 14, MARYLAND PHONE HAMILTON 3373

In addition to giving you better paints, we are now in a better position to help you with all of your painting and decorating problems. Whether you want to do fine enamelling, paint your walls, refinish a chest, varnish a boat, paint water tanks, weather-coat roofs . . . you'll find a Glidden product to do the job. And, if you want to know what colors to use for a new room color scheme, the free services of the famous *Glidden Color Studios*, with their experienced color technicians, are at your service. Paint is our business—**COLOR** is our specialty. Come in and get acquainted with our complete, helpful painting service to you!





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SPRED *Flat*



SPRED *Flat* will bring the rich warmth of soft beauty to your walls literally over night. A gallon of SPRED *Flat* makes 1½ gallons of paint ready-to-use. One coat covers most surfaces, including wallpaper, and leaves no brush marks. There is no disagreeable "after odor." Dries in thirty minutes to a lovely flat finish. Paint spatters wipe up easily with a damp cloth. It's easy to use, and retains its beautiful colors indefinitely because it cleans nicely with standard wallpaper cleaner. A truly wonderful interior paint!



115
at.



143
at.

SPRED *Luster*

An oil-enamel that mixes with water! This you must see — the easiest-applying enamel ever made! Ideal for kitchen and bathroom walls, including the woodwork, yes, even over wallpaper. SPRED *Luster* enamel dries while you watch, and leaves a durable surface from which dirt washes off like a china plate. You get real economy, too, — a gallon mixed with water makes 5 to 6 quarts of enamel. Twelve beautiful, non-fading colors. America's leading decorators selected SPRED *Luster* colors 3 to 1 in a national opinion poll. You will want to try this new experience in enamelling. There's never been anything like it before.

ASK TO SEE SPRED PAINTS DEMONSTRATED, ANY TIME

COME INTO OUR STORE FOR HELPFUL PAINT ADVICE

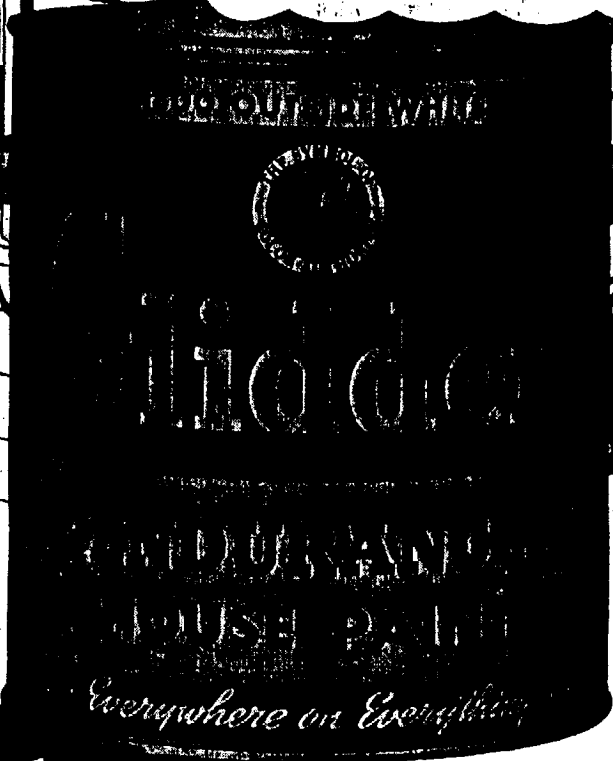
We will be glad to show color samples of all paint products advertised in this handbill, and to talk over your personal painting problems. We can give you expert advice on how to do the job right, and show you that painting is a pleasant

hobby. Won't you come in and see the gorgeous colors of SPRED *Flat* and SPRED *Luster* and other paints, now on display? There's no obligation, of course.

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GL032095

**More heavy-bodied
LINSEED OIL PER GALLON**
...the oil that makes the film better



**IMPROVED TIME-TESTED
FORMULA ASSURES BETTER
HIDING AND STRONGER
PROTECTION AGAINST
RAIN, SUN, SLEET, DUST,
AND COLD.**

NOW BETTER THAN EVER

Glidden ENDURANCE HOUSE PAINT

- 1 ➔ Self-cleaning — stays white
- 2 ➔ Ground in Pure Linseed Oil, White Lead and Titanium
- 3 ➔ Tough, elastic film — Weather Resisting
- 4 ➔ Its brightness lasts for years

We have a fresh supply of Endurance House Paint just in, from the great Glidden paint factory. Use it on any wood, metal or masonry surface. Famous for its easy-brushing, greater-coverage and superior hiding qualities, Endurance House Paint chalking gradually and uniformly to provide lasting brightness and an ideal surface for repainting years later.



GLIDDEN LEADS IN COLOR

This is the seal of quality and excellence in paint products . . . your guide to better, non-fade colors, scientifically correct colors and better paints. Look for it on the paints you buy.

**For the finest two-coat paint job
Use**

ENDURANCE BASECOAT

Glidden Basecoat is a remarkable weather-tested house paint primer, and used with Endurance House Paint gives you the finest possible paint protection. It seals the surface completely against moisture; makes a perfect bond to hold the full gloss and uniform film-thickness of finish coats. Glidden Basecoat forms a tough, elastic film that is waterproof; and helps to combat blistering, peeling and checking. Saves you money in the long run.



SAVE YOUR PORCH FLOORS WITH FLORENAMEL

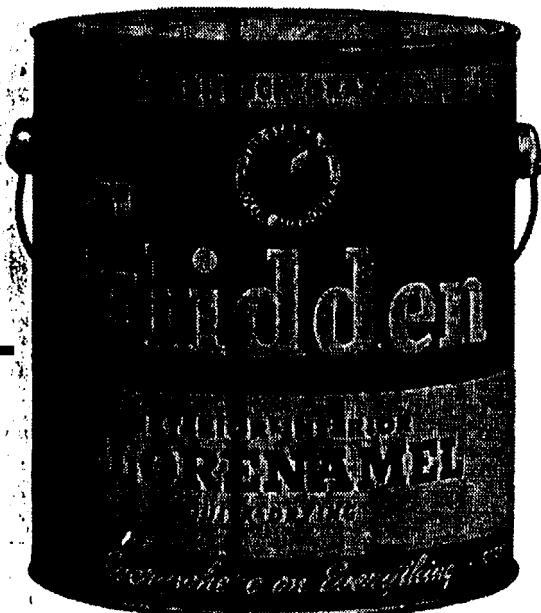
Outlasts Ordinary Paint 3 to 1

Glidden Florenamel is the toughest floor coating made. It will add years to the life of your porch floors. For wood floors, old linoleum, concrete, canvas decks. Florenamel seals small cracks. Dries to a high luster that stays bright. Withstands constant scuffing and tramping of rough shoes, heel grinding and moving furniture. Florenamel can take a terrific beating. We carry a full stock. Ask for FLORENAMEL and you get the best floor enamel in America.



SPARKLING ENAMEL FOR WOOD OR METAL

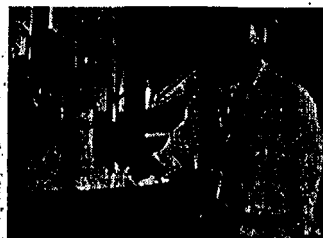
Japalac is a sparkling, quick-drying enamel for INTERIOR and EXTERIOR use, on wood or metal. Sixteen hard-wearing brilliant colors in rich, high-gloss finish. Flows, spreads and brushes out quickly and easily. Levels smoothly, leaving no brush marks. Elastic non-chip film.



RESISTS MOISTURE • EASY TO APPLY
EXTERIOR OR INTERIOR • TEN COLORS

TIME-TESTED means Factory-Fresh Paint with Assured Quality

Always look for the Time-Tested trademark
— it's your protection.



New - Free!

PRACTICAL HOME DECORATING GUIDE

This fully illustrated book on COLOR HARMONY makes it easy to achieve beautiful decorating effects. It shows you *new ideas* for attractive room color schemes . . . How to remodel rooms with paint to subdue unsightly structural appearances . . . What colors will harmonize throughout your rooms . . . How to use pictures, patterns, decorative touches, etc., to achieve the effect you want in any room. For your copy of this beautiful 48-page book, clip the coupon below and bring it to our paint department. See our address on the front of this handbill.

BRING
THIS COUPON
TO OUR STORE

A practical idea book for the home beautiful. Illustrated in full sparkling colors. Refreshing new color combinations designed by Roberta Ross, Director of famous Glidden Color Studios.

COUPON

I would like to get a copy FREE of "The Key to Color Harmony in Your Home."

Name

Address

City Zone State

GLD32097