Here it

The most exciting New 100% Latex Base,

SPRED



Dries in ½-hour . . . smooth as tile!



ENAMEL A DOOR IN 10 MINUTES! Never an enamel so easy to apply! Covers beautifully and dries to a perfectly smooth finish. Ready to use—just stir and apply.



NO WAIT FOR DRYING! It dries in minutes—not hours. You can use your rooms right after painting. No irritating odors, no fumes to affect the taste of foods.



NO LAPS! NO SAGGING! You'll have a new experience in enameling. No sticky drag... no brush pull! No tedious working over and smoothing out of painted areas.



WASHES LIKE TILE! It's so washable you can remove stains, spatters, lipstick or crayon marks—any dirt—with mildest soap and water. So durable it withstands the hardest wear.

Here is the first 100% latex base enamel...a *genuine enamel* with the same ease of application, the same wonderful convenience features of SPRED SATIN. For bathrooms, kitchens, woodwork—wherever you prefer a rich glowing sheen, use SPRED GLOSS and discover how easily and quickly you can enjoy beautiful enameling results . . . Not a high gloss finish but a subdued luster that keeps its color and beauty for years. The same paint research that gave you SPRED SATIN—The Wonder Paint—now brings you the Wonder Enamel...

SPRED GLOSS—another "first" for Glidden.

Glidden

Pacemaker in Paints

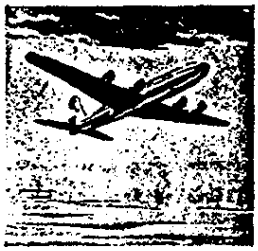
WIN LUXURY TRIP ABROAD FOR 2 PERSONS IN THE KENTUCKY CLUB "SEE THE CORONATION" CONTEST



SEE the sights of London, Amsterdam, Brussels, Paris.



SEE the pomp and pageantry of Britain's Coronation Parade.



FLY KLM Royal Dutch Airlines famous *Royal Route*.



SEE the Folies Bergère and Paris night life.

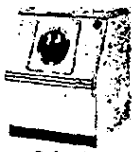
FIRST PRIZE—YOU WIN ALL THIS

- First class plane or rail transportation from your home to New York and return. Suite overnight at famous Waldorf-Astoria.
- First class plane transportation via KLM's luxurious *Cosmopolitan* to London, Amsterdam, Brussels, Paris and return.
- Choice seats to see the Coronation Parade.
- Total of 12 glamorous, exciting days in Britain, Holland, Belgium and France—including rooms and meals at finest hotels . . . sightseeing by private car in all four countries . . . an evening at the Folies Bergère . . . dinner at world-famous Maxime's, and at De Vyf Vlyghen . . . all arranged for you by The House of Travel, Inc.
- Famous Keystone Movie Camera and Projector, to film your trip.
- All this *plus* $400.00 to spend as you want.

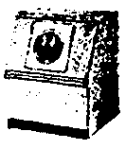
TOTAL OF 306 PRIZES



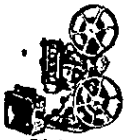
2nd PRIZE
WESTINGHOUSE
TV set. 21-inch Consolette with electronic clarifier. Single dial control.



3rd PRIZE
WESTINGHOUSE
Laundromat. Automatic laundry. Washes, rinses, shuts itself off.



4th PRIZE
WESTINGHOUSE
Clothes Dryer. Tumbles clothes through heated air. Exclusive Dry-Dial.



5th PRIZE
KEYSTONE
8mm. Movie Camera and Projector. The world's most wanted home movie equipment.

6th to 306th Prizes—Beautiful Pipemaker pipe.

OFFICIAL RULES

1. In 25 words or less write a headline for above cartoon. Two of the words must be "Kentucky Club." Use entry blank or ordinary paper. Print your name and address.

2. Send as many entries as you wish to "See the Coronation" Contest, P. O. Box 93, New York 46, N. Y. Each entry must be accompanied by the dividend coupon that is packed with each package of Kentucky Club. Entries must be postmarked no later than midnight, April 10, 1953 and received by April 15, 1953. No entries returned. All become the property of Mail Pouch Tobacco Co.

3. Prizes as listed elsewhere on this page will be awarded by The Reuben H. Donnelley Corporation on the basis of originality, aptness of thought and sincerity. Judges' decisions final. Duplicate prizes in case of ties. All members of a family may compete but only one prize to a family.

4. Everyone in United States may enter the contest except employees of the manufacturers of Kentucky Club Tobacco, its advertising agencies and members of their families. Entries must be the original work of contestant.

5. Winners will be notified by mail approximately four weeks after close of contest. List of winners available to those requesting same and enclosing a self-addressed, stamped envelope.

HERE'S THE GLAMOUR TRIP of the year! You see the beautiful Coronation Parade . . . have a total of 12 exciting days abroad . . . are treated like royalty every step of the way. Hotels, sightseeing, entertainment arranged by travel experts, so that you can see most—do most.

It's easy to win! Awards will be made for best titles for the cartoon shown below. A good way to start is to fill your pipe with Kentucky Club—the thoroughbred of pipe tobaccos. It's so smooth and mild and satisfying it will help you think better.

WIVES! BRIDES! TRIP INCLUDES YOU

Help your husband or husband-to-be to win. Trip is for *two* people. Yes, women can enter this contest. First, buy a package of Kentucky Club. Then write a winning headline. For example, a headline might be, "Sic him, Butch, make him switch to mild Kentucky Club." Don't send in this headline. Think of better ones. Start NOW.



Just write headline for Kentucky Club cartoon in not over 25 words. Two of the words must be "Kentucky Club."

Headline.....

.....



Mail to—"SEE THE CORONATION" CONTEST, Dept. S
P. O. Box 93, New York 46, New York.

Send with your entry a Kentucky Club Dividend Coupon. You will find a Dividend Coupon in every package of Kentucky Club. Entries must be postmarked not later than midnight, April 10, 1953.

Print your name and address here:

Name.....

Street.....

City.....Zone.....State.....

GLD33554

"Here's how I Remember! Why don't YOU?"



BOB HOPE
in a scene from
"OFF LIMITS"
a Paramount Picture

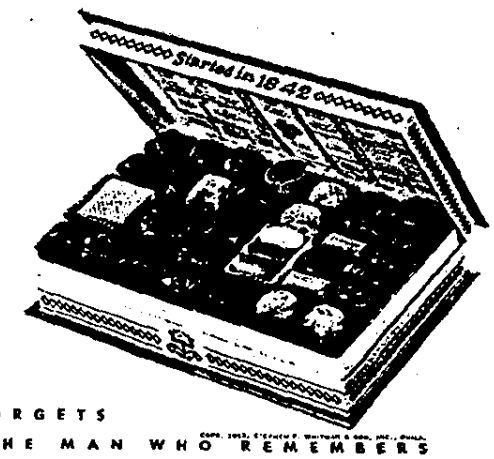
"It's So Easy to be thoughtful—*with the Sampler!*"



NEW!
Ask to see the ultra-smart new assortment of chocolates—
Whitman's GOLDEN FLAIR
Certain to be America's choice
at $1.60 lb. 2 lbs. $3.20

"Believe me, I'm always sure of a welcome home from Dolores and the four young Hope-fuls, whenever I'm carrying that well-known box. Needless to say, the two older kids, Linda and Tony [shown here with their Mother] are enthusiastic Sampler fans. The Whitman's Sampler, too, is the famous Hope all-occasion recipe for remembering. For saying 'Thanks,' 'Love,' 'Thinking of you,' it's tops. Try that Sampler routine. It'll work for *you*, too!"

In addition to the famous Sampler, there is a wide choice of Whitman's packages in a wide price range.



A WOMAN NEVER FORGETS
THE MAN WHO REMEMBERS

GLD33555

is !

news since SPRED SATIN

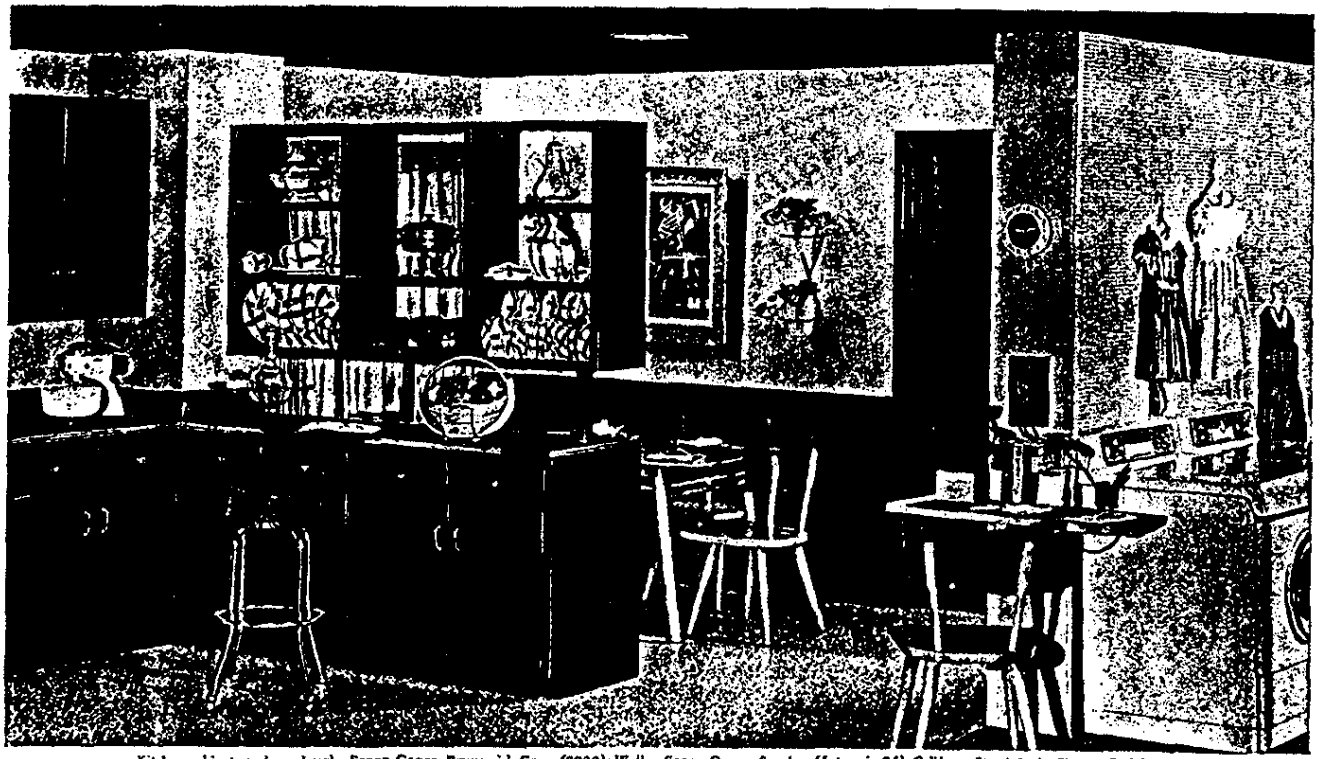
Rich Luster Enamel

GLOSS



The Matched-Color Companion to SPRED SATIN

They go together—new SPRED GLOSS and famous SPRED SATIN—color-matched to help you achieve the latest in decorating styles. And they give you your choice of two finishes for any room in the house—a soft satin finish or a rich luster enamel surface in a complete range of colors.



*Kitchen cabinets and woodwork—*SPRED GLOSS, *Brunswick Green (3228); Walls—*SPRED GLOSS, *Seaglow (Intermix 94); Ceiling—Spred Satin, Tomato Red (Intermix 55).*



SPRED products are also sold by dealers for the following paints:
HEATH & MILLIGAN • CLIMATIC • ROYAL • T. L. BLOOD

Send for your copy of this **NEW, EXCITING COLOR BOOK!**
This booklet shows you how to create new and different room color schemes around your present floor coverings. You'll get hundreds of helpful ideas from the 24 pages of full-color illustrations. Get it at your SPRED dealer's store today or send 20¢ in coin to The Glidden Co., Dept. SEP-353, Cleveland 2, Ohio. In Canada: THE GLIDDEN COMPANY, LTD., Toronto.



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