

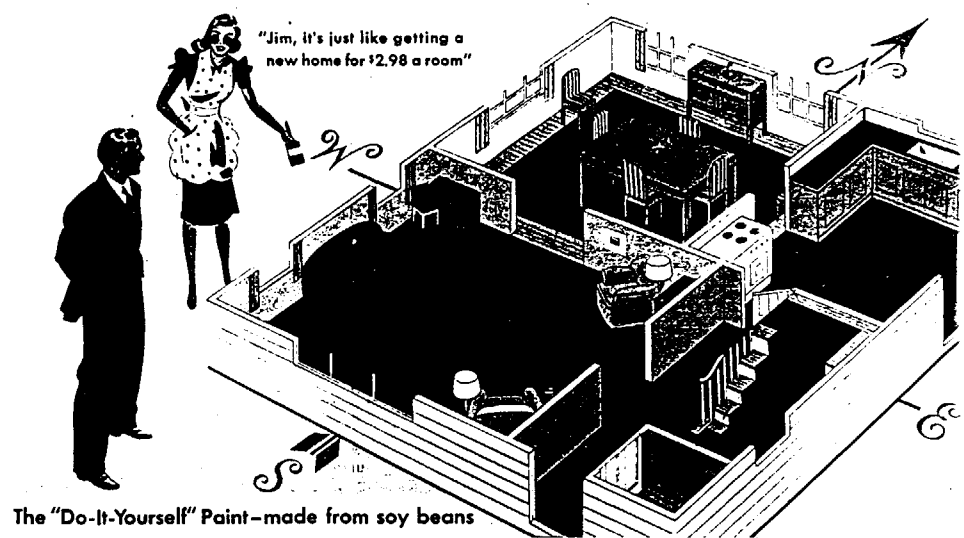
USE THIS STOCK FOR PROOFING COLOR INSERTS

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



The "Do-It-Yourself" Paint—made from soy beans



One Coat Covers Wallpaper
A single brushstroke of SPRED covers old, faded or spotted walls over evenly and completely. One coat is enough for plaster, and wallboard, too.



Dries in 1/2 Hour
There's no faster-drying paint than SPRED. Rooms can be redecorated in minutes after the last brushstroke—and without airing, for SPRED has no painty "after" odor.



One Gallon makes 1 1/2 Gallons of Paint
You just add water—not critical, costly oils. One gallon of SPRED mixed with a half gallon of water makes enough paint for an average room.



Washable
Just wipe a SPRED finish with a damp cloth and it's clean. SPRED can do what many so-called "washable" paints can't do—take repeated washings.

In all the world, NO PAINT LIKE THIS!

Brighten Wartime Winter with SPRED

Brush the war clouds out of your home and give the family's morale a lift with SPRED—the revolutionary new All-Season paint made from soy beans. SPRED contains the new ALPHA PROTEIN* that works wonders in paint—a development of four years of research by the Time-Tested Laboratories. And it's an inside paint that can be used both winter and summer. You'll have fun redecorating with SPRED. It's so easy to use. You simply mix it with water and get a durable, washable paint. You can produce beautiful results without experience—and without the bother and mess of ordinary painting. The super "hiding" qualities of SPRED give better coverage. Yet, it dries in just 30 minutes—with no painty "after" odor—no airing. And unlike many "water-mix" paints, you can wash it over and over again and it will still look like new.

SPRED is easy on the pocketbook, too. One gallon of SPRED mixed with a half gallon of water makes enough paint for an average-size room.

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



SEE SPRED demonstrated in stores: Glidden • Heath & Milligan • Adams & Elting • Climatic selling these Time-Tested Paints: Campbell • T. L. Blood • Royal • Forest City • Billings • Chapin



A New Unique Color Book for the Wartime Home
Do you know how to choose the right color for your home? The new "Color Strategy" book is the answer. It's a guide to the best colors for your home, packed with illustrations and practical advice. It's the only book of its kind. Get your copy of "Color Strategy" today. It's the only book of its kind. Get your copy of "Color Strategy" today. It's the only book of its kind. Get your copy of "Color Strategy" today.

Borrow "Color for America" from your Time-Tested paint dealer for help in planning home decorations. It contains 122 pages of color suggestions for both exteriors and interiors that are harmonized under the authentic Munsell Color System. You may borrow this remarkable guide FREE OF CHARGE!

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