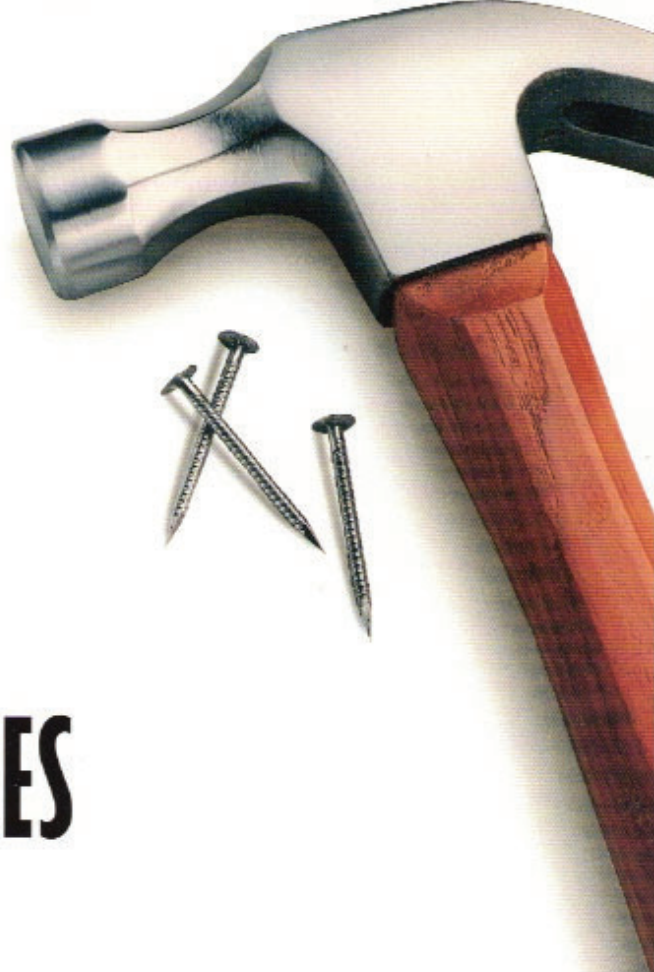




YOUR



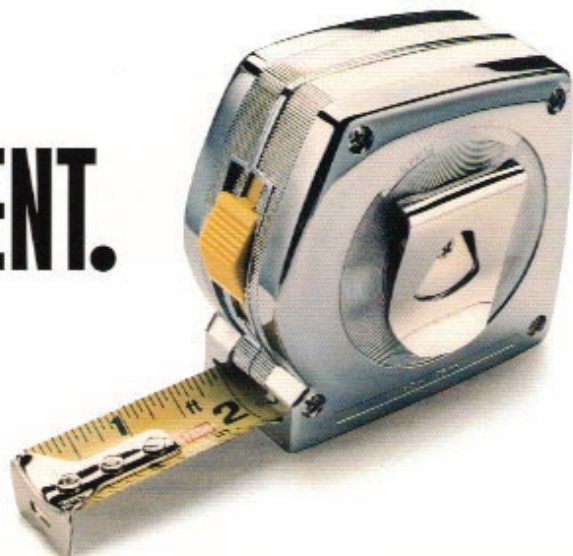
PAIN T AISLES

COULD STAND



SOME

IMPROVEMENT.



LET GLIDDEN HELP YOU BUILD MORE PAINT VOLUME DURING NATIONAL HOME IMPROVEMENT DAYS.



We've Teamed Up With Some Of The Industry's Top Brands To Bring In The Traffic And Blow Out The Goods From March To May. National

Home Improvement Days is picking up momentum. More retailers are joining forces with this nationally advertised and promoted event.

And more consumers are looking forward to the great values that come along with it.

Colorful Signage To Help You Nail Down Sales. Bold, bright strokes on banners, bail tags and can wrappers will bring your customers into the paint department looking for savings. The National Home Improvement Days identification will add to the total impact of this storewide event.



National Media That Cuts Through The Clutter. Glidden products and this high-profile paint sale will be promoted nationally, reaching



millions and millions of consumers. With a broad mix of popular national magazines and Sunday supplements. Plus a heavy schedule of network and cable TV. And every message drives home the point

that Glidden paints are formulated to cover the first time so your customers can finish in less time.

Everything You Need For Strong Local Support. Of course, Glidden will supply you with ad ideas, art elements and radio scripts so that you can create your own campaign to make our multi-million dollar national effort a super-effective traffic and sales generator for you.



A Handy Way To Hammer Home The Master Palette. As an added purchase incentive for your customers, we're incorporating P.O.S. messages that let them know how easily they can mix and match the exact shades they're looking for, thanks to the thousands of colors in the Master Palette Color System.



NEWSPAPER AND COLOR TAB INSERTS



Glidden

PAINT SALE

NATIONAL
HOME IMPROVEMENT - DAYS -
SPRING 1994

Make Your Home Look Like New For A Lot Less.

Spred Satin®
\$00.00 gal.



Spred House®
\$00.00 gal.

Glidden

A Better Way To Paint.™



Glidden

PAINT SALE

NATIONAL
HOME IMPROVEMENT - DAYS -
SPRING 1994

C 100 M 0 Y 10.3 B 10.5
C 0 M 15 Y 94 B 0
C 0 M 0 Y 0 B 100
C 0 M 91 Y 87 B 0
C 100 M 56 Y 0 B 0
C 0 M 15 Y 94 B 0
C 0 M 0 Y 0 B 100



Glidden

PAINT SALE

NATIONAL
HOME IMPROVEMENT - DAYS -
SPRING 1994



A Better Way To Paint.™



A Better Way To Paint.™

RADIO COMMERCIALS

:30 ANNCR: Are those painting projects you've been putting off starting to make you feel guilty? Stop right there. We're having a National Home Improvement Days Paint Sale on Glidden's most popular paints right now at _____. For inside the house, we've got famous Glidden Spred Satin latex. Now only \$____. You save over \$____. And for outside? You can't beat Glidden Spred House paints. You'll save up to \$____ a gallon on them now, too. During Glidden's National Home Improvement Days Paint Sale. On now at _____.

:60 ANNCR: If those painting projects you've been putting off are starting to make you feel guilty, now's a great time to clear your conscience. Because, right now at _____, we're having a terrific sale on Glidden's most popular paints during Glidden's National Home Improvement Days Paint Sale. Glidden paints are the ones formulated to cover the first time so you can finish in less time. Like famous easy-to-use-and-care-for Glidden Spred Satin latex interior paint. It's on sale now for only \$____ a gallon. That's a savings of over \$____. Spred Wall paint is now on sale, too. Only \$____ a gallon. And for outside the house? You can't beat Glidden Spred House paints. They're the consumer's choice and a Best Buy now at only \$____. So stop feeling guilty and start saving. During the Glidden National Home Improvement Days Paint Sale. Now, until _____ at _____.



A Better Way To Paint.™

 **Paints World Leader**