

Home Decorator



*from your friendly
Paint and Color Service Center*

1954

Paul Jones

Look what you can do with *The right color*

THERE are thousands of colors in the world . . . and thousands of ways to combine them. Think what that means in decorating your home. You can create almost any effect you want . . . with the right color combinations to solve your particular problems.

Of course, decorating problems vary with every home . . . and every room in the home. It's up to you to decide what you like and don't like about yours. One home may seem too modest and retiring . . . but the right color combinations can *bring out its charms*. Another may have good features competing with bad. Again, the right color combinations *play up the good*, play down the bad. Colors combined and used correctly can do still more. They can give *sparkling individuality* to homes that seem "standardized." They can make old-fashioned rooms look *new*. Over and above the beauty . . . and the pride you take in it . . . good color styling is a big advantage you can't afford to ignore. The right color combinations in quality paints make your home *worth more*.

You can solve these and many more decorating problems with the right color combinations. The question is: — **HOW?** The answer is: — **EASY**, with the Sherwin-Williams Home Decorating Color-Harmony Service. It's available without charge, as explained on pages 14-19 of this *Home Decorator*. It's built around The Paint & Color Style Guide to present color harmonies approved by experts for you to use in your home.

Just what is The Style Guide? It's an arm-chair trip through hundreds of America's most beautiful homes . . . the kind of tour every homemaker would like to take before redecorating any room. We actually took such a trip for you . . . inspected thousands of rooms and selected over a hundred of the best. Then we assembled true-to-life, full-color photographs of these rooms, so that right in your own home, you can see the color schemes people enjoy from coast to coast in all styles of homes. All

types of rooms are shown . . . exteriors, too. Many illustrate solutions to the same problems you may face in redecorating your home. All give exact directions for duplicating the wall and woodwork colors pictured . . . in paints for every budget and in a variety of finishes for every taste. Moreover, in The Style Guide Companion, our Color Service offers 720 additional color schemes created by experts . . . so that you can choose authentic harmonies to express your individuality.

Best news of all . . . this service is yours for the asking. Thousands of men and women have used it with wonderful results . . . among them, the homemaker on this page. Her step-by-step progress is pictured, to show how easy Color-Styling Your Home can be . . . with our exclusive Home Decorating Color-Harmony Service.



Her first step (*above*) was to talk over her decorating problems with her Sherwin-Williams dealer. He showed her The Style Guide . . . over 100 big full-color photographs of actual rooms approved by color experts. Leafing through them, she saw various solutions to her problems.

© 1951, The Sherwin-Williams Co., Cleveland, Ohio

combinations

So (below) she borrowed *The Style Guide* to take home. She wanted to study the pictures right in the rooms she planned to redecorate . . . to get the effect of the colors shown with the furnishings she already had. Besides, she planned to get her family interested in the project. The dealer made out a form similar to a library card and off she walked with *The Style Guide*. No charge. Not even an "overdue fee." She just

told the dealer how long she'd like to use it and he agreed to pick it up.



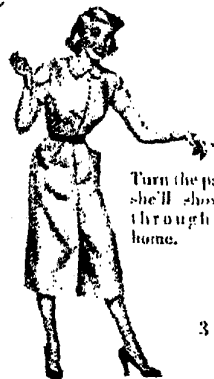
Her next step (right) was to get her family together to page through this big book of room scenes. They found many similar to theirs . . . in type of architecture and style of furnishings. They discovered good color schemes to go with the rugs and draperies they had . . . saw how to arrange the colors they liked for best effect in their rooms. Together they chose color schemes they agreed they'd "like to live with." Specifications under each picture told what paints to use to get the effect they wanted. Then the fun began of seeing their rooms transformed. Some of the work they did. For the rest,

they employed a painting contractor recommended by their Sherwin-Williams Dealer.

Briefly, that's how easy it is to see, borrow and use *The Style Guide*. It certainly simplifies decorating . . . for it shows you in advance how your rooms will look, done over in the colors of your choice. And—it gives you confidence in choosing color harmonies, for every scheme shown in *The Style Guide* is approved by color experts. At the center of this *Home Decorator*, you will find a sample *Style Guide* page, with full explanation. You're welcome to borrow a copy of this exclusive book from our store, without charge or obligation. Just call us to reserve a date. We'll be glad to bring it to you.



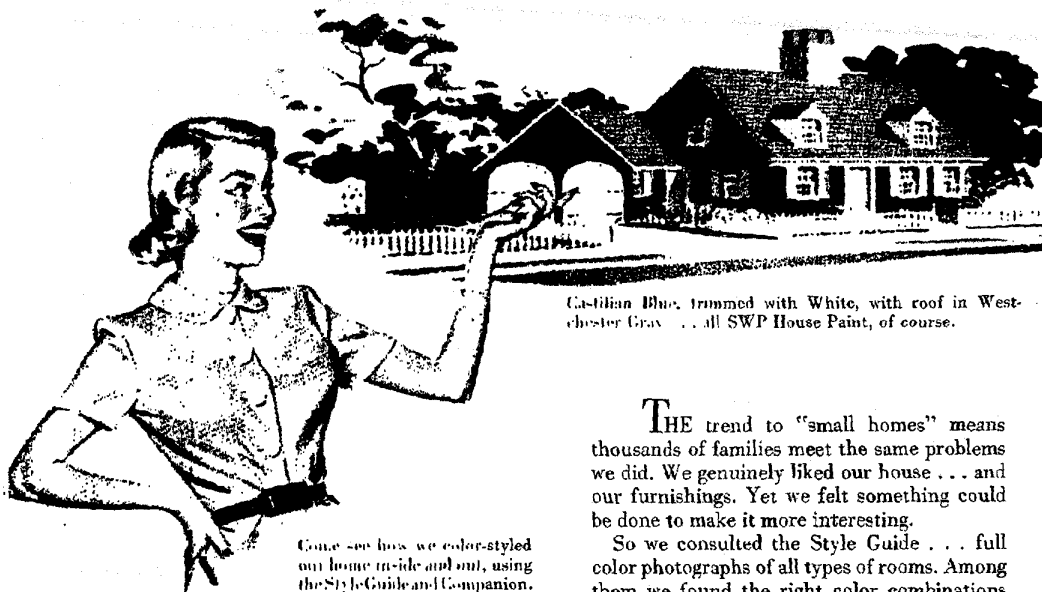
Now, let this young home-maker show you every room in her home, redecorated in color schemes chosen from *The Style Guide*. The following pages, 4-9, show how charming it is.



Turn the page . . . she'll show you through her home.

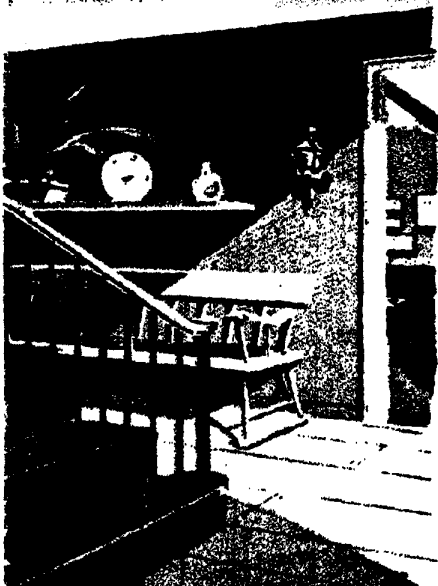
THE RIGHT PAINT AND COLOR COMBINATIONS

ADD TO THE CHARM OF



Castilian Blue, trimmed with White, with roof in Westchester Gray . . . all SWP House Paint, of course.

Come see how we color-styled our home inside and out, using the Style Guide and Companion.



Winslow Brown S-W Flat-Tone walls contrast warmly with Ivory ceiling . . . set off the quaint settee painted in Dawn Gray S-W Enameloid . . . and extend a friendly welcome. Both paints are practical . . . they're washable, and stay lovely.

THE trend to "small homes" means thousands of families meet the same problems we did. We genuinely liked our house . . . and our furnishings. Yet we felt something could be done to make it more interesting.

So we consulted the Style Guide . . . full color photographs of all types of rooms. Among them we found the right color combinations for every room. There were several that included the colors of the furnishings we had. All we needed was a new coat of color on walls and woodwork to bring out the charms of our house . . . as never before.

It was all so easy. The Style Guide told just what paints would give the colors we liked . . . in a choice of different finishes. And, these modern Sherwin-Williams paints go on so smoothly even amateurs can get "professional" results. Usually one coat was enough . . . that's a big saving. Actually, interesting colors cost no more than drab ones, and they're *much* more fun.

We've had lots of compliments on it. In fact, the Style Guide has become the fashion with our friends. Pages 10-13 show how it helped make an *old* home look *new*.

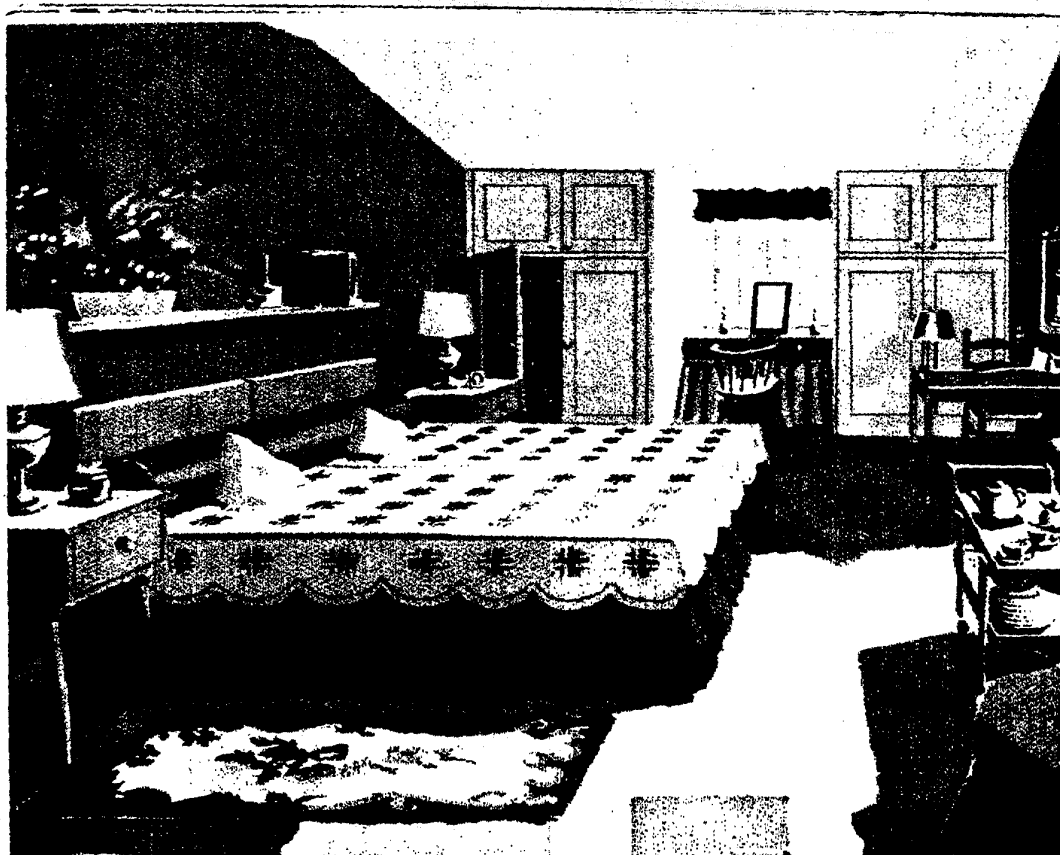
SMALL HOMES



Sherwin-Williams Super-Kem-Tone in Ringle Green was chosen for both walls and ceiling in the living room. This velvet-smooth, rubber-tough paint can be washed again and again without losing its beauty. And the rich color gives importance to the ceiling beams finished in S-W Oil Stain in Maple Color to match the floors.



A jewel of an ideal Bermuda Turquoise Sherwin-Williams Kem-Tone for the ceiling tops Sherida White walls to perfection, and matches the window-seat chest and woodwork done in Crystal Turquoise Sherwin-Williams Kenadolo. It makes such a carefree room. Both S-W Kem-Glo and Super-Kem-Tone are easy to keep immaculate . . . dirt and grease wash right off.



For a restful yet lighthearted effect, Wedgwood Blue Sherwin-Williams Super Kem-Tone was the smart choice for walls, to contrast richly with Shasta White ceiling. So easy, too! S-W Super Kem-Tone glides on with brush or Roller-Koater, dries in an hour to a velvet-smooth coat of color with no streaks. Sherwin-Williams Kem-Glo Stay-White on cabinets makes a sparkling contrast in finish . . . reflects ample light on dressing table. Rose chair injects a warm note.

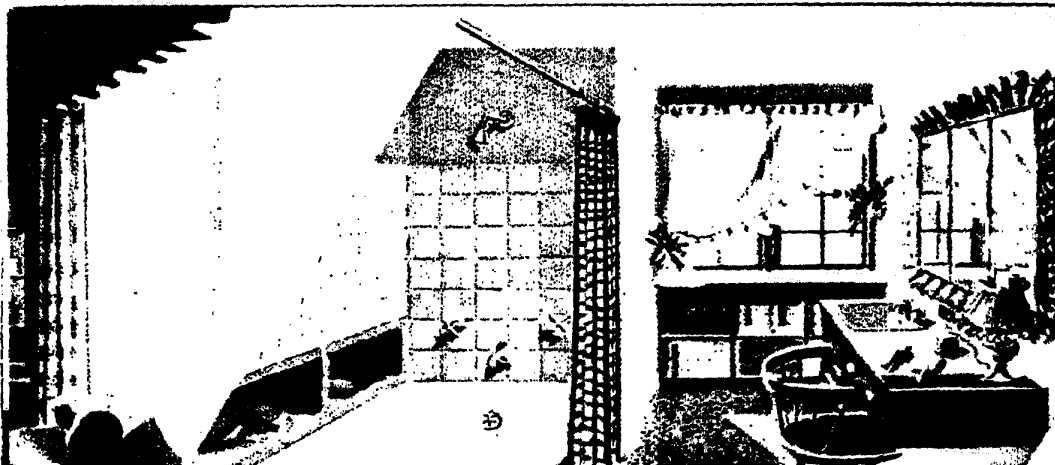


hint

... We used the Roller-Koater. It makes painting walls and ceiling twice as easy, twice as fast.

For quick-change of color to keep pace with a girl's changing tastes, what better paint than Kem-Tone! So fast, so easy, so thrifty . . . it fits a new coat of color into any budget any time. Here Berkeley Green walls with Yorktown White ceiling create a fresh, young outlook. Pampas Green Sherwin-Williams Kem-Glo on woodwork contrasts subtly in high-fashion monochromatic theme. S-W Mar-not Satin-Finish Varnish looks luxurious on floors . . . is hard to scuff, easy to clean.





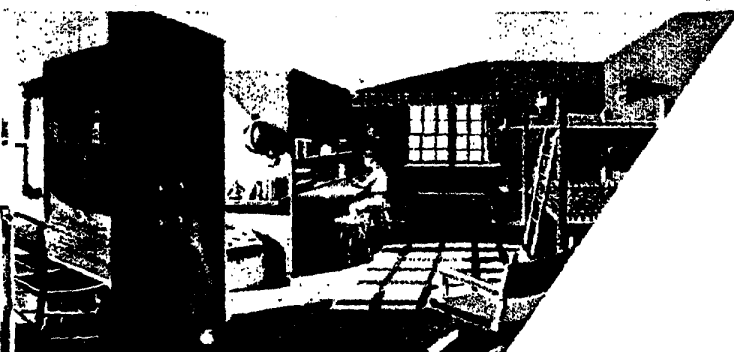
Chartreuse was a happy thought for this bath-dressing room. It harmonizes so beautifully with the tile, goes so well with any color accessories . . . and adds a spacious look. It's done in S-W Semi-Instre, an easy-to-apply finish with a rich semi-gloss . . . so durable that even

shower steam and spatters won't hurt it. Easy to clean, too. Lotions, creams and such wash right off its smooth surface. For contrast, the dressing table was painted with hard-to-mar S-W Enameloid in Kilarney Green. Touches of red, green's complement, add zest.



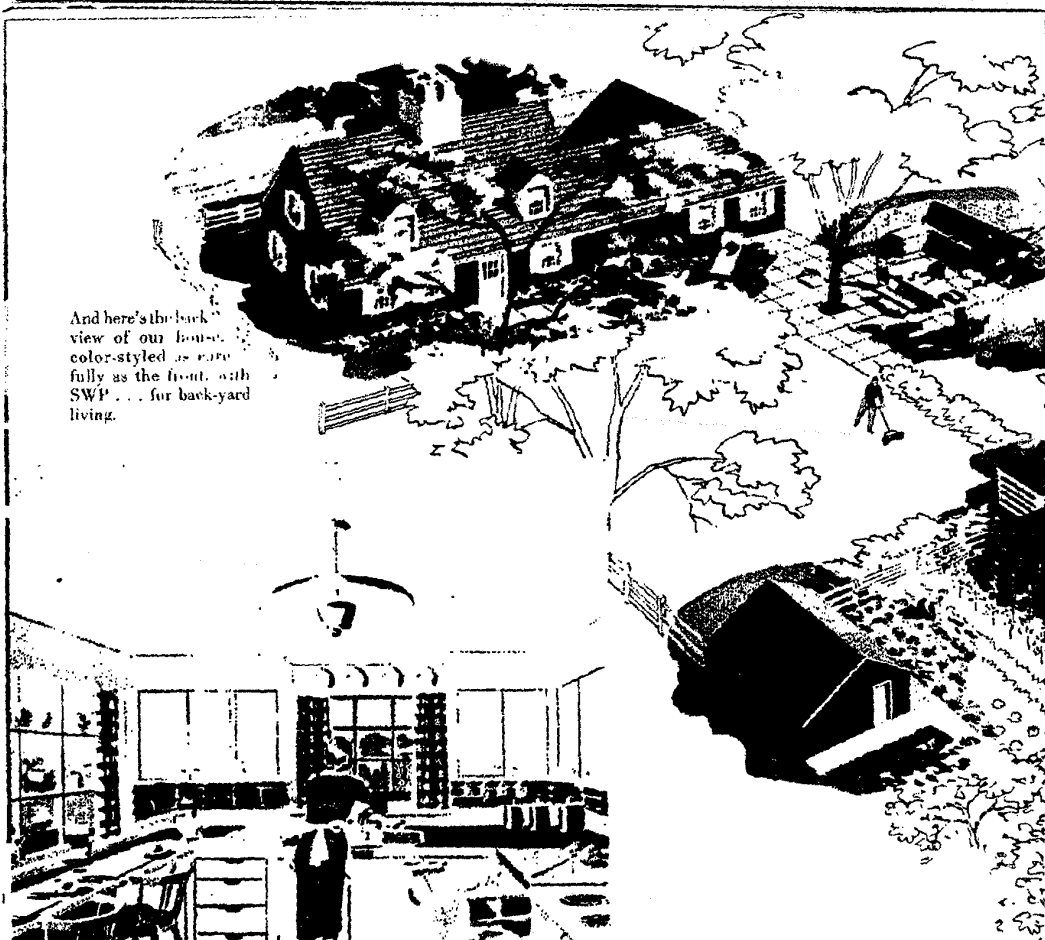
Willowick Blue gets a quick okay from the boys . . . it makes such a good background for fun and hobbies, especially with Yorktown White on the ceiling to reflect lots of light. It's Kem-Tone of course . . . the oil paint that mixes with water and gives a rich, flat-matte finish that belies

its thrifty price. S-W Oil Stain in Champagne color with a final coat of Mar-not Satin Finish Varnish is so practical for cabinets and bunk-bed. The floor carries out the masculine theme . . . rich Dark Gray Porch & Floor Enamel, a finish that will take the wear and tear of active boys.



hint . . . Mixing colors is easy . . . when you combine cans of Super Kem-Tone according to formula. Stir each can separately with a paddle or flat stick. Then pour into a clean pail and stir together until colors are well blended, with no "streaks" in the entire batch. Stir paint up from the bottom, for easiest blending.

And here's the back view of our house, color-styled as carefully as the front, with SWP . . . for back-yard living.



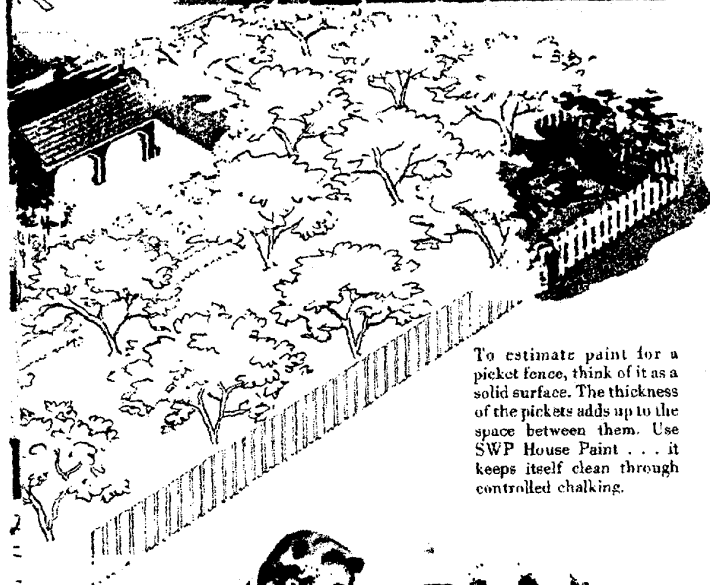
It's fun to show off the kitchen, it's as gay as a sunny day outdoors. Color does it . . . Sunbury Yellow on the cabinets, framed in white, with ceiling in Alpine Blue. It's all Sherwin-Williams Kem-Glo of course . . . so smooth and hard it cleans as easily as tile. Even grease washes off with ordinary cleansers. And doesn't it harmonize well with the floor and curtains!



Here's our extra room . . . we used the Style Guide Companion to select the color scheme. The storage wall is a Sherwin-Williams Super Kem-Tone intermixture No. 37 . . . 1 quart Monterey Red to 2 gallons Colony Blue. So easy to do, and it blends beautifully with the pattern in that wallpaper panel! The other walls and ceiling are Wedgwood Blue S.W. Super Kem-Tone and the accessories are Chartreuse.



This room gets a lot of use, from family and guests. So we chose a Companion Color Scheme that's easy to live with. Ceiling is Princess Ivory, walls Melodie Green... Sherwin-Williams Super Kem-Tone, naturally... we like that velvety finish. Woodwork is Sherwin-Williams Kem-Glo enamel in Maywood Green matching the green of the walls.



To estimate paint for a picket fence, think of it as a solid surface. The thickness of the pickets adds up to the space between them. Use SWP House Paint... it keeps itself clean through controlled chalking.

Here's a workable rule-of-thumb to estimate paint for a one-coat exterior job. Count on as many gallons of SWP House Paint as there are rooms in your home, plus a gallon for the average 2-car garage.

SWP House Paint will do a beautiful job of making your barbecue grill match your house.

S-W Commonwealth Red on Tool Shed makes a bright accent note in a back yard. Inexpensive, too, and wonderfully long-lasting.



hint... Paint is the easy and inexpensive way to renew metal or wood furniture, for porch or yard. Wash it before repainting. Brighten rusted areas with steel-wool, spot-paint and then apply all-over coat of S-W Enameloid. It comes in bright pastel and dark colors... from half-pints to gallon cans.

THE RIGHT PAINT AND COLOR COMBINATIONS

make *Old* homes look



There's nothing like old photograph albums to give you both a laugh and a lift. Outmoded hats and hair-do's call forth gasps and chuckles . . . and gratitude for the changes time has brought.

As in clothes, so in homes. Styles change. More slowly, to be sure. But new decorating ideas keep homes looking new. This house is a good example.

The family loved it . . . but wanted to bring it up to date. They felt that the easiest, thriftiest way was with the right color combinations. So, they borrowed The Style Guide.



High ceilings and heavy woodwork were the problem in this room. Color solved it. Heavy picture-moulding merges with ceiling, the room looks lower, the fireplace gains importance . . . all painted to match. Ceiling is Sherwin-Williams Super Kem-Tone intermixture No. 44 . . . equal parts Princess Ivory and Glenwood Gray. Woodwork is Sherwin-Williams Kem-Clo, a mixture of Canterbury Gray and Mandalay Ivory.—It makes a rich contrast with the deep-tone walls . . . S-W Super Kem-Tone Spanish Brown.



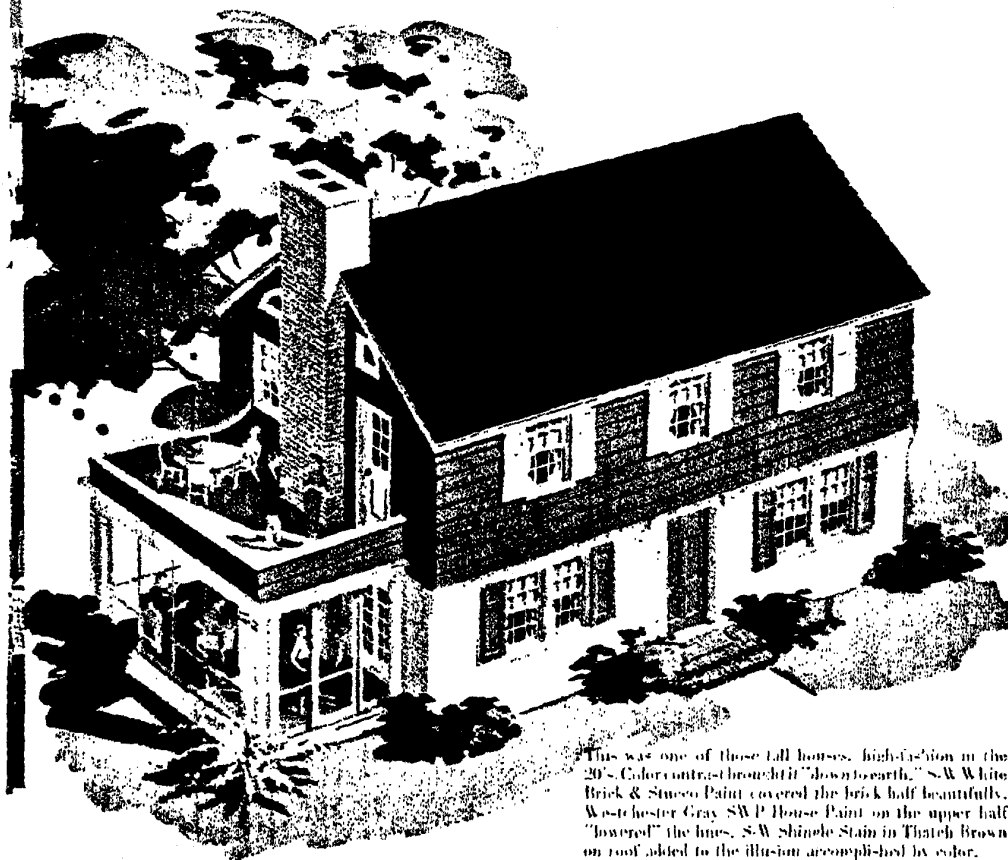
New

There they saw . . . in full-color, giant-size pictures . . . how to lower high ceilings, minimize heavy wood-work, correct a "cut-up" look, play up graceful lines both inside and out . . . all with the right color combinations. What's more, the Style Guide specified the right Sherwin-Williams paints for every surface . . . to assure maximum protection with minimum time, effort and expense.

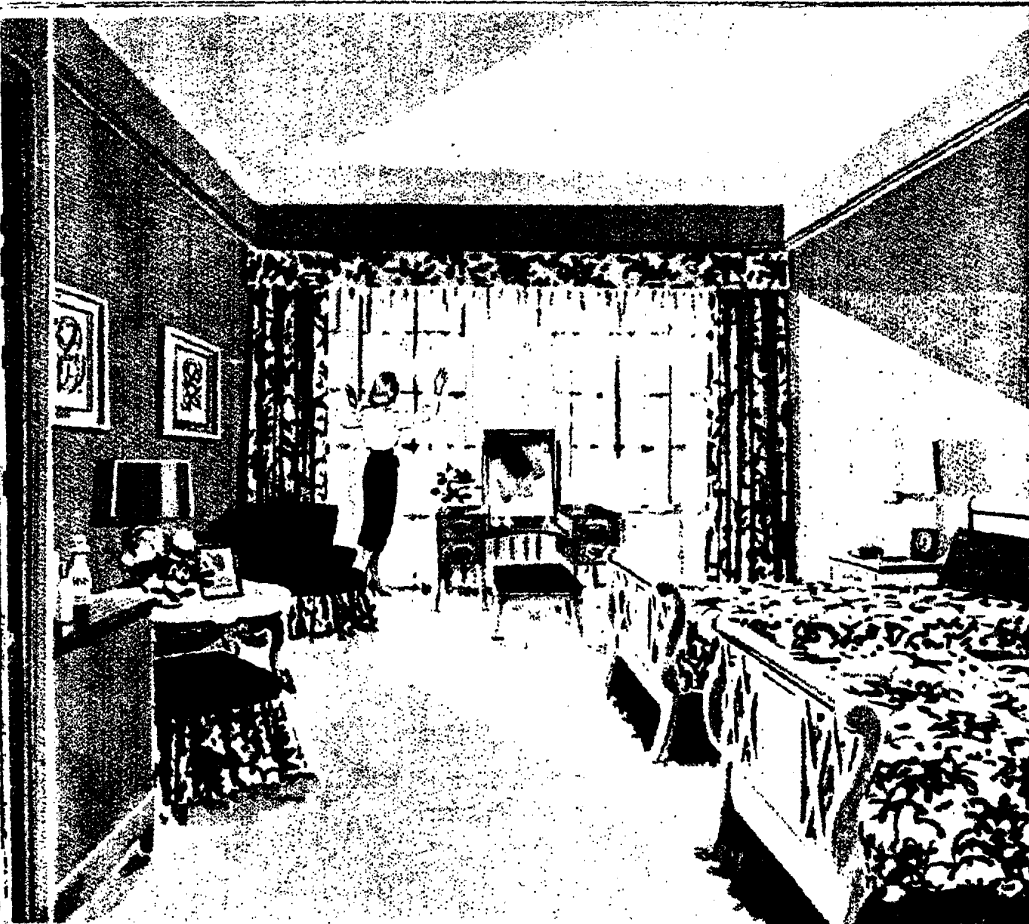
These pages picture their results . . . which inspired their friends to use the Color Service, too. A case in point is the farm on pages 22-24 of this *Home Decorator*. You'll find ideas there, too.



An awkward alcove was transformed into a cheery sewing-and-study room, inviting enough for guests . . . just with color. Walls were painted with Sherwin-Williams Super Kem-Tone in Chartreuse to blend with gaily papered ceiling. Sherwin-Williams Kem-Glo in Sunbury Yellow to harmonize was used on built-in cabinets . . . its smooth satiny surface resists scuffing and chipping.



This was one of those tall houses, high-fashion in the 20's. Color contrast brought it "down to earth." S.W. White Brick & Stucco Paint covered the brick half beautifully. Westchester Gray SWP House Paint on the upper half "lowered" the lines. S.W. Shingle Stain in Thatch Brown on roof added to the illusion accomplished by color.



Who'd ever dream this big room once looked almost barn-like? Color gave it friendly warmth. With those big windows, Sherwin-Williams Super Kem-Tone in deep Sunset Rose was the perfect choice to "bring in" the walls . . . it glows in sunlight or shadow and won't fade. Ceiling is off-white S-W Super Kem-Tone . . . a mixture of 1 Qt. Glenwood Gray to 1 Gallon Shasta White. It was extended a short way down the walls to lower the line in modern trend.

Here's the kitchen as it was, with dark cabinets, heavy mouldings, uninteresting walls, glass doors. The only structural change was to rip out the moulding and replace the old drainboard with linoleum. Opposite . . . p. 13 . . . you see how color alone changed this kitchen.



Color squared off this long narrow room making it cosier and more fun. End wall is Monterey Red; the other walls and ceiling are Glenwood Gray Sherwin-Williams Super Kem-Tone. Since Sherwin-Williams Kem-Glo colors match S-W Super Kem-Tone it was easy to match bookshelves and woodwork to the walls . . . they're Canterbury Gray with Canasta Red.



For dramatic proof of how *color alone* can make an old room look new, study the "before and after" pictures of the kitchen, shown at the bottom of these two pages. Other illustrations show still other rooms *after* their transformation . . . so easily accomplished through the power of color. They'll give you an idea of how you, too, can modernize without remodeling, simply by using the right color combinations for your home. And . . . *finding them* is easy, with our Color Harmony Service.



hint . . . To paint over glass, wash first with detergent (not a waxy cleaner), dry thoroughly, wipe with Ex-solvent. Then enamel with two coats of Sherwin-Williams Kem-Glo.



Now the kitchen has a modern look, achieved inexpensively just with paint. Upper cabinets . . . glass and all . . . as well as walls and ceiling were painted Rose Coral. Lower cabinets are Stay-White to match appliances, while Alpine Blue modernized the table and chairs. Sherwin-Williams Kem-Glo was used for all . . . it needs no undercoater, flows on freely, shows no brush marks and dries in 3 to 4 hours.



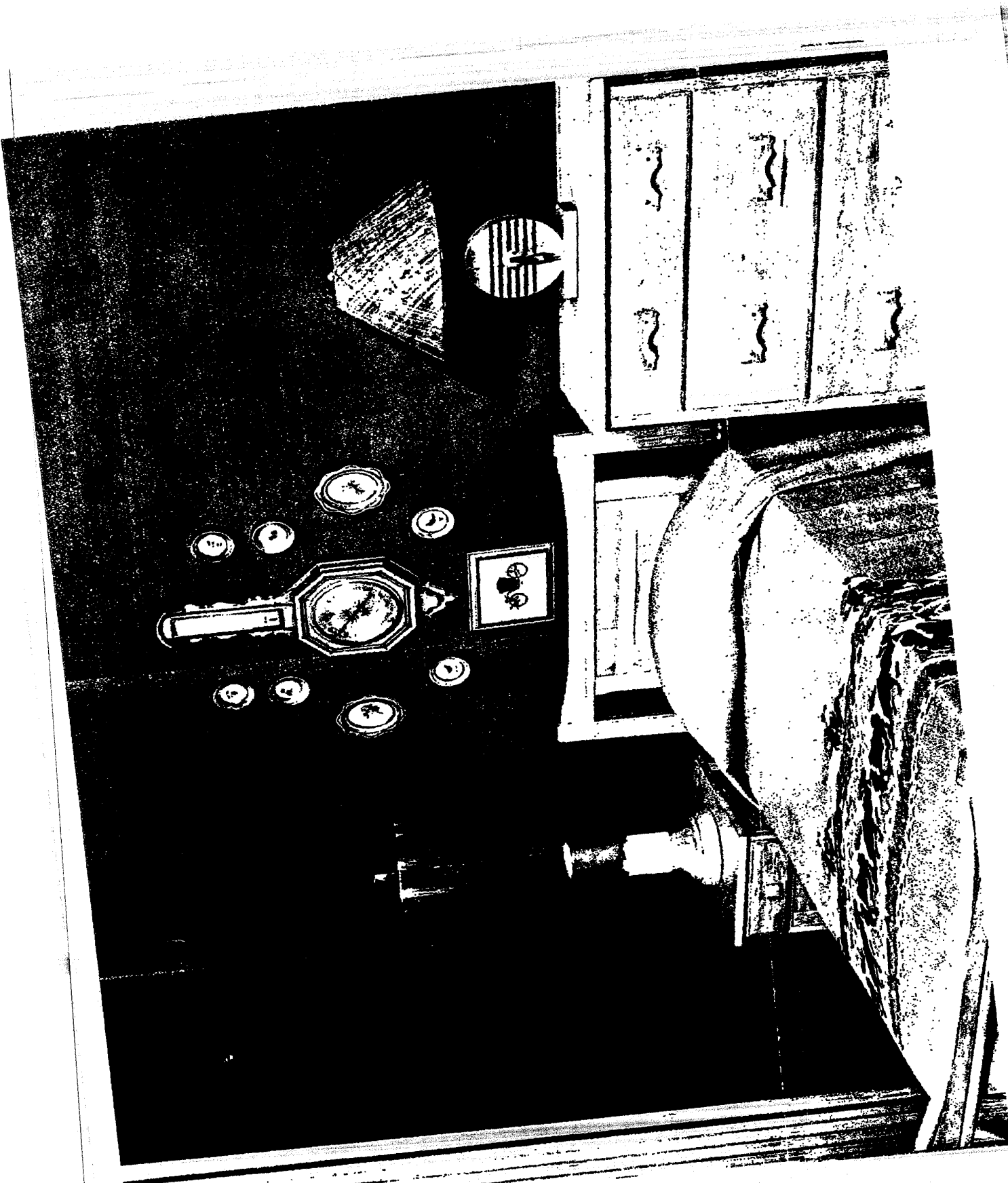
STYLE NOTE:—Walls painted dark green to blend with the rug and show off the ranch-type furniture to perfection . . . creating a striking color effect that is especially appropriate for the ranch-type home. Here's evidence of how smart dark walls can be in a small room! Alternate rug colors could be rust-red, beige, cucumber-brown or golden-tan.

COLOR SPECIFICATIONS: *Coffing*, Super Kem-Tone Ripple Green . . . *It adds*, Super Kem-Tone mixture of 1 quart Colony Blue to 1 gallon Pinchurst Green. *If available*, would be natural oak finished with S.W. Mar-Nat Satin-Finish Varnish or enameled with Kem-Glo Mandalay Ivory.

For the beautiful results of this color scheme, Sherwin-Williams Paints must be used.

LIFT THIS FLAP AND SEE A SAMPLE STYLE GUIDE
PICTURE AS LARGE AS WE CAN MAKE IT HERE

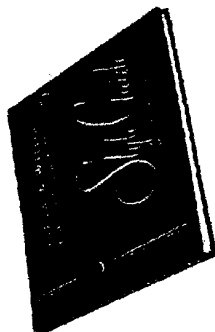
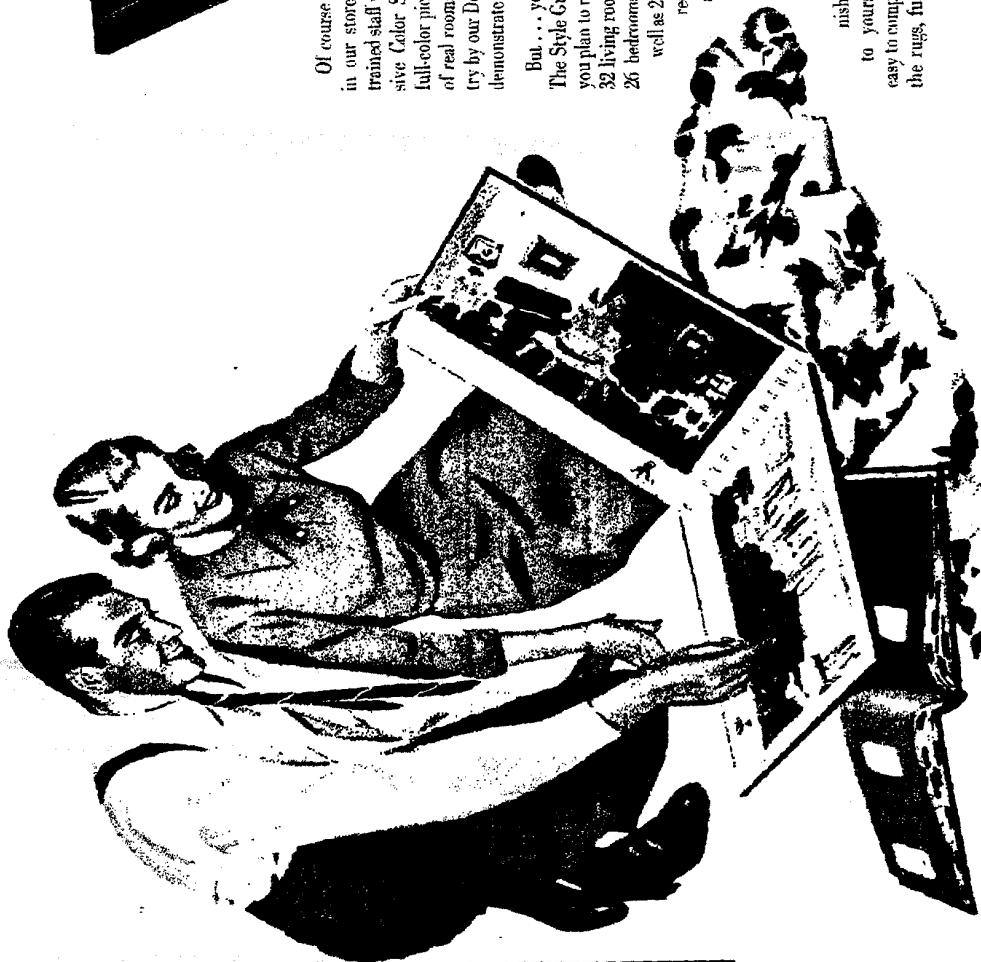
(ACTUAL STYLE PAGES ARE 18½" WIDE AND 16" HIGH)



0007-SWP-0001035

Take this wonderful *Style Guide home on loan*

it's our **FREE** and **EASY** color service



Of course you may look at The Style Guide in our store. Any member of our specially-trained staff will be glad to show you this exclusive Color Service, with its 143 poster-size, full-color pictures. They're actual photographs of real rooms, selected from all over the country by our Decorating Studios... because they demonstrate smart use of good color schemes.

But... you'll get more out of it if you take The Style Guide home, to look at in the rooms you plan to redecorate. You'll see, for example, 32 living rooms, 26 dining rooms, 13 kitchens, 26 bedrooms, 10 bathrooms, 24 exteriors as well as 2 hallways, 3 children's rooms and 5 recreation rooms. It's like taking a tour of beautifully-decorated homes... in the comfort of your favorite chair.

Among these varied photographs, you'll find styles of furnishings and types of rooms similar to yours. The pages are so large, it's easy to compare the color schemes you like with the rugs, furniture, draperies you have. The

whole family can look at it together... get a true perspective of good color schemes in actual rooms. It takes the guesswork out of combining colors, makes it easy to decide what colors you'd like to live with, and how to arrange them in your room.

The *Style Guide Companion*. Big as it is, The Style Guide can't show all the good color harmonies there are in the world. So, our color experts compiled The Style Guide Companion containing 720 additional color schemes. These are made up from 144 colors, sampled in actual paint on large pages. Each is the same color on both sides. Each has two cut-out "windows" which reveal two harmonious colors on one side, two more on the reverse. Thus, at a glance, you see main and accent colors in combinations approved by decorating authorities. Since all harmonize with the most popular home-furnishings colors, The Companion is a valuable source of color ideas for walls, woodwork, rugs, draperies.

Free Lending Service. You may borrow them from us. Call us; we'll bring The Style Guide to you.

Things you should know when PAINTING YOUR HOME Inside and Out

INTERIOR SURFACES

1. Make sure previously painted walls, especially in kitchen and bath, are free of dirt, grease, wax and grime . . . wash with a paint cleaner.

2. Wallpaper should be wiped with a dry cloth to remove dust and loose dirt before painting. Check label on can to see if paint chosen is recommended for use over wallpaper.

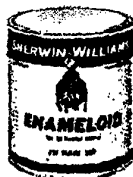
3. Some wall finishes require a priming and sealing coat first. Check label to see if the paint you choose requires it.

4. When painting *new wood*, check label on can to see if an undercoater or primer is recommended.

5. Order of painting . . . ceilings first, walls next, woodwork last, cleaning up spatters after each operation. Start painting walls in left-hand corner, working from ceiling to floor, and progress to right. Brush or roll new paint from dry surface to the wet edge of the newly-painted strip.

6. Most Sherwin-Williams wall paints can be applied with a Kem-Decorator Roller-Koater. Ask us about this easy, speedy way to get "professional" results. If you prefer brushing paint on walls and ceiling, we recommend a soft-bristle, 4-inch brush.

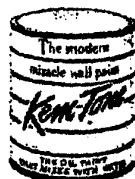
7. For "cutting in" around windows, door casings, corners, baseboards, we recommend a 2-1/4 Kem-Decorator brush. Masking tape helps assure clean, professional-looking results.



S-W Enameloid, a Full-Gloss, Tile-Hard Enamel in 14 colors.



SWP House Paint, Weathered for More Years of Service.



Kem-Tone, Oil Paint that mixes with water. Flat-Matte Finish!



S-W Mar-not Varnish in Choice of Gloss or Rich Satin-Finish.





S-W Porch & Floor Enamel. Resists scuffs, sand, weather, wear.



Sherwin-Williams Kem-Glo. Looks and Washes Like Baked Enamel.



Sherwin-Williams Flat-Tone, a Washable Oil Paint for Walls.

8. Hairline cracks can usually be sealed with a spot prime coat of S-W Primer or of finish coat. Wider cracks should be opened up, all loose plaster cleaned out, and the crack filled with S-W Plastic Patch. Allow a few minutes to dry, then sand with No. 00 Sandpaper and spot-prime so that finish coat is uniform in color and gloss.

9. Best room temperature for inside painting is between 70° and 80° F. Never apply enamels when temperature is below 60°.

10. Before applying varnish to previously finished floors, be sure all wax is removed. Ask us about commercial preparations to make this job easy.

11. Different grain woods require different preparation and sealing before new stain or varnish is applied. Consult us for specific information on finishing new floors or furniture.

EXTERIOR SURFACES

12. Check the condition of the present paint film. Clean away loose paint with a scraper or wire brush. Wash more noticeable areas, like front door and shutters, with a nonlathering cleanser.

13. Before you start your exterior painting, check your tools. You'll need: 4-inch-long bristle, full-stock brush for siding; 1½-inch brush for sash and small trim areas; and putty, knife, scraper, wire brush, sandpaper, caulking compound, and Exsolvent or Turpentine.

14. Check all siding, window and door frames for cracks and nail holes. Fill nail holes with putty, seal open joints with caulking compound. Prime with S-W #450 Undercoater.

15. Smooth all rough spots with No. 000 Sandpaper; give sanded areas a priming coat of S-W #450 Undercoater.

16. Remove all loose putty in window sashes. Prime bare sash with S-W #450 Undercoater before filling in new putty.

17. Clean out all gutters and downspouts. Rusted spots must be sanded clean. Paint inside of gutters with S-W Tinnex Red... one quart will take care of the average house.

18. Spring and Fall are best times for exterior painting. Don't paint when outside temperature is below 40° F., nor in full heat of summer sun. When painting during summer, start on shady side of house, progress to next shady side, letting the sun "follow you around."

19. Don't paint wet siding. Allow a week of dry weather after a heavy rain before any exterior painting.

20. House Paint should be brushed out in relatively thin coats... "work it in." A thick coat tends to dry on the surface and remain wet underneath, eventually causing the paint to check.

21. If left overnight, be sure all cans of paint and other materials are tightly closed. Suspend brushes in turpentine or linseed oil overnight. Work it out of the brush before starting to paint again next morning.



Sherwin-Williams Super Kem-Tone. Ready-to-Use. Guaranteed Washable.



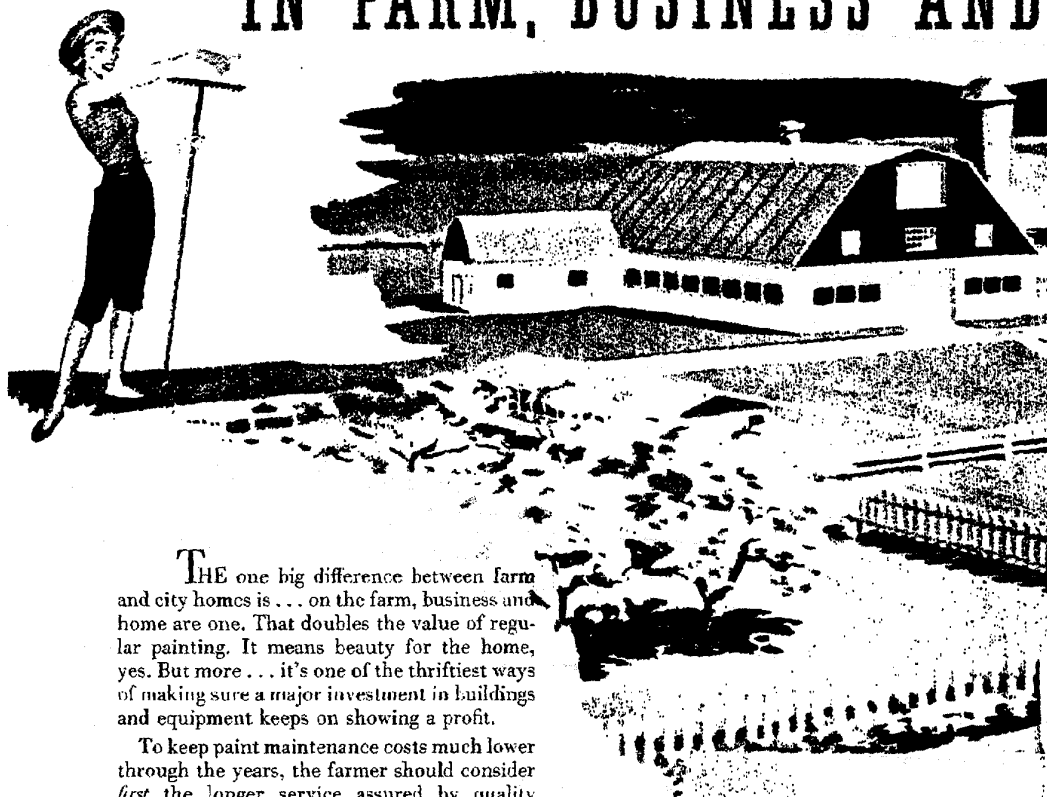
S-W Semi-Lustre, a Hard Finish in Semi-Gloss for Kitchens, Bathrooms.



THE RIGHT PAINT AND COLOR COMBINATIONS

make a wise investment

IN FARM, BUSINESS AND



THE one big difference between farm and city homes is . . . on the farm, business and home are one. That doubles the value of regular painting. It means beauty for the home, yes. But more . . . it's one of the thriftiest ways of making sure a major investment in buildings and equipment keeps on showing a profit.

To keep paint maintenance costs much lower through the years, the farmer should consider first the longer service assured by quality paints . . . rather than the low original cost of ordinary paints. With SWP Weathered House Paint, 5, even 6, years of service are not unusual. Built right into this quality outside paint are special abilities to withstand checking, cracking, rapid erosion, color-fading, excessive loss of gloss and uncontrolled chalking.

The farmer knows too that paints specially formulated for specific jobs give best results. The Sherwin-Williams line includes types for every farm need . . . like Commonwealth Red, Blue Grass Stock Farm White, Tractor & Implement Enamel, Tinner's Red.

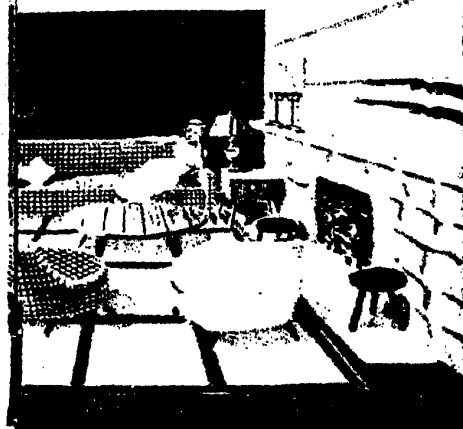
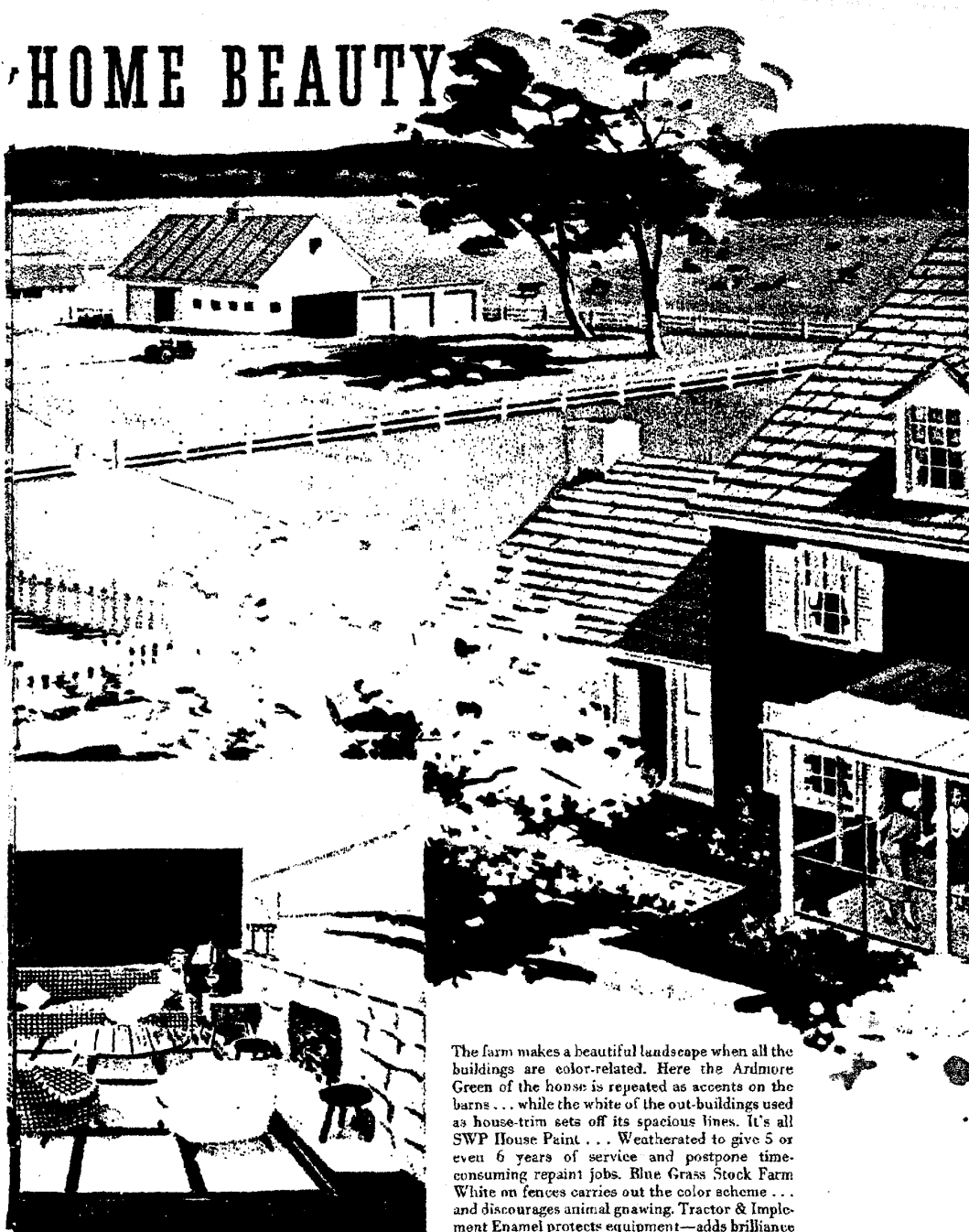
Interior decoration too must be dovetailed with seasonal demands. Easy-to-apply, fast-drying, without bothersome odors, the modern paints mean indoor painting can be a winter project.

Let's look at how one family color-styled their farm inside and out . . . using the Sherwin-Williams Color Service as a guide.



Colony Blue Sherwin-Williams Super Kem-Ton with other walls and ceiling in Shasta White

HOME BEAUTY



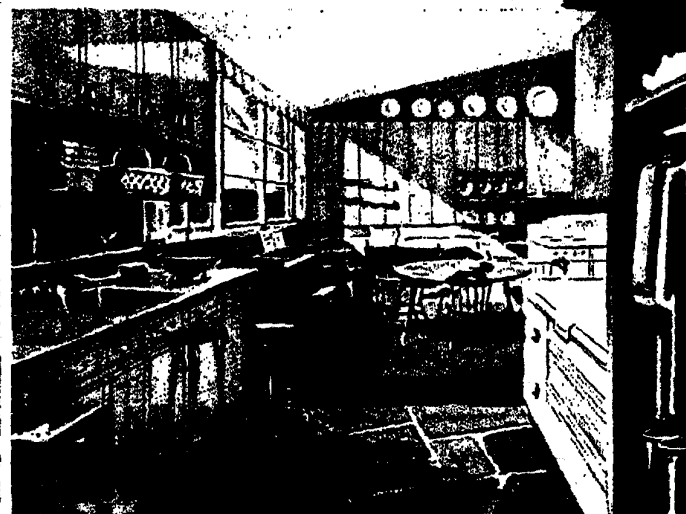
on the end wall "shortens" a long room . . . contrasts Biscay Blue S-W Kem-Glo on cabinets matches end wall.

The farm makes a beautiful landscape when all the buildings are color-related. Here the Ardmore Green of the house is repeated as accents on the barns . . . while the white of the out-buildings used as house-trim sets off its spacious lines. It's all SWP House Paint . . . Weathered to give 5 or even 6 years of service and postpone time-consuming repaint jobs. Blue Grass Stock Farm White on fences carries out the color scheme . . . and discourages animal gnawing. Tractor & Implement Enamel protects equipment—adds brilliance to the scene. For sanitary milkhouse, easy-to-wash Semi-Lustre White was used on the interior.



The porch color plan was built around the Ardmore Green of the house . . . with white SWP Paint on ceiling and pillars. The floor which must stand up to hard wear is S-W Porch & Floor Enamel in Graystone for rich contrast. White S-W Enameloid on the chest matches the big table. For a brilliant touch, chair was painted Fiesta Orange S-W Enameloid.

A delightful bedroom so easy to have with Sherwin-Williams Super Kem-Tone . . . the ready-to-use wall paint that dries in an hour. Shasta White for the ceiling, Bermuda Turquoise for walls sets a carefree mood. S-W Enameloid in White and Fiesta Orange on the chests adds to its charm. And it's all so long-lasting, so easy to clean!



Natural wood cabinets were given new beauty with S-W Marmot Varnish . . . a hard finish that steam won't hurt and that can be easily washed. To carry out the gloss effect, S-W Enameloid was chosen for walls, ceiling, furniture . . . white for the slanted ceiling, pastel blue for walls, and Flame Red for spinet piano and the chairs. It makes a kitchen that's gay to look at, fun to live in, easy to keep spotlessly clean.

Painting Tips

**tricks of the trade
to help you in your
painting project**



High gloss surfaces (varnish or enamel) must be sanded or wiped with S-W Prep-rite to dull the finish and provide better adhesion for new paint. Surfaces must be clean, free of wax, grease, dust. If necessary, wash with detergent. Must be thoroughly dry before painting.

Read the label, follow directions exactly. Paint is a precise chemical formula; each kind is different. Yours may need special thinning or mixing. The label on the can tells you.

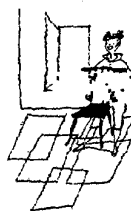


Good brushes put on a smoother coat of paint . . . and last longer. You need 3 sizes—4-inch for large areas; 2-inch for furniture; 1 or ½-inch for small work.

Use a clean brush and load it properly. Dip about ⅓ the bristle-length into the paint, tap lightly on inside of can. Don't overload; don't paint with a "dry" brush.



Take time to smooth the surface. Fill cracks and holes in wood with putty or S-W Plastic Wood; in plaster with S-W Sprackle Compound or Plastic Patch. Scrape off blisters and loose, scaly paint, then sand lightly.



Give yourself plenty of room. Clear out all the furniture you can; spread plenty of newspapers or drop cloths; remove hardware. Make sure of good light and ventilation.

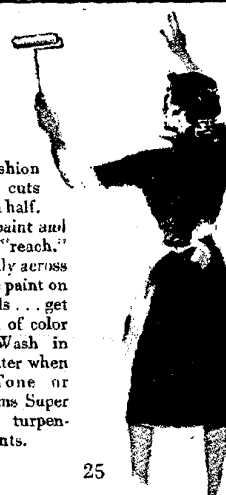
For overnight waits between jobs, suspend brushes, with bristles free from bottom, in can of water for Sherwin-Williams Super Kem-Tone or Kem-Tone . . . in turpentine or Exsolvent for oil-paint brushes.

At job's end, clean brushes well. Use soap and water for Kem-Tone or S-W Super Kem-Tone; turpentine for others, followed by warm soapy water. Rinse in clear water; wrap in paper to store dust-free.

Clean up at once after painting. Spatters must be removed within a few hours. Use soap and water for Kem-Tone and S-W Super Kem-Tone; turpentine or Exsolvent for oil paints.

Paint rags left around can be a fire hazard. Store in tightly-closed metal container or submerge in water when not in use. Destroy immediately when paint job is completed.

The Super-Cushion Roller-Koater cuts painting time in half. It holds more paint and gives you more "reach." Up, down, lightly across . . . just roll the paint on ceiling and walls . . . get a uniform coat of color every time. Wash in warm soapy water when using Kem-Tone or Sherwin-Williams Super Kem-Tone; in turpentine for oil paints.



THE RIGHT PAINT AND COLOR COMBINATIONS

MAKE YOUR HOME

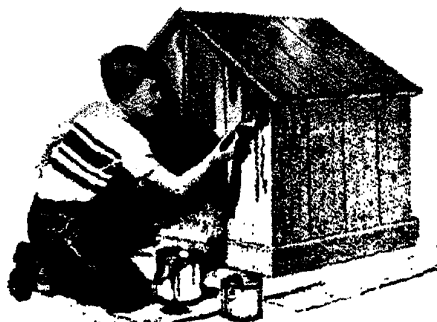
WORTH MORE



Continued as one-story house is smaller than ever, painted SWP Woodland Brown with Ivory trim to blend with the terrain. And it will defy sun, rain, snow, wind. SWP House Paint is Weatherated to fight off depreciation through rugged weather changes. S-W Silver Gray Shingle Stain on the roof sets off the lovely, rambling lines.



THE pleasantest place in the world to live in . . . the soundest investment you can make! These are the returns you should rightfully expect from your home. One of the easiest ways to gain these returns is with the right



hint . . . S-W Enameloid comes in small cans . . . from 1/4 pt. up . . . just right for young owners to paint doghouse or birdfeeder.

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paint and color combinations. They keep your home looking its best, protect all its surfaces so that it stays new-looking longer.

You know how it is from your own experience in buying a home. The type and condition of the decoration makes the biggest first impression . . . for or against. Moreover, you cast a canny eye on nearby houses to evaluate the neighborhood . . . for even one unkempt house can lessen its value. Other people do the same thing . . . judge your home and community by the way it's kept up.

Good color schemes get a favorable reaction every time . . . from family, guests, neighbors and potential buyers. Achieved through quality paints, the right color combinations do even more. They protect both interior and exterior surfaces . . . actually add to the dollar value of your home. One good example is SWP House Paint, Weatherated to withstand the elements and fight off depreciation in all climates. Then there's a variety of interior



The study alcove of this open-design room was set apart with contrasting color. The quiet effect can be achieved with Highland Green S-W Flat-Tone or Sierra Green S-W Super Kem-Tone intermixture No. 90... equal parts Sunbeam Yellow and Pinehurst Green. Woodwork is S-W Kem-Glo Stay White.

The luxury-look of the pine-paneling was easy to achieve... with S-W Oil Stain in Champagne plus a final coat of S-W Maronot Satin-Finish Varnish. It makes a rich contrast with walls and ceiling in S-W Flat-Tone Soft Gray or Sherwin-Williams Super Kem-Tone Glenwood Gray. Sofa and fire-side seats add bright notes.

paints to assure beauty and provide a tight, tough film that protects walls and woodwork... they can be kept new-looking for years through quick and easy cleaning with mild detergents.

Naturally, each paint is different, made by a precise chemical formula to do a specific job. But that needn't worry you. Sherwin-Williams Style Guide specified paints include the right types for every surface, every budget. In fact, that's how the paints as well as colors were selected for the home pictured on these pages. And we'll be glad to help you determine the right finishes for your decorating needs both interior and exterior.

The four houses shown in this *Home Decorator* are examples of many color problems solved by our Color Harmony Service. You're welcome to use it any time... in our store or your home. Better make a date in advance to be sure copies will be available at your convenience. A telephone call to us is all it takes.

hint

... "We're sure glad we took our painter's advice and specified SWP House Paint. It went on so fast. And the painter says it will withstand fading, checking, rapid erosion and such hazards... it will stay new-looking for a long time."

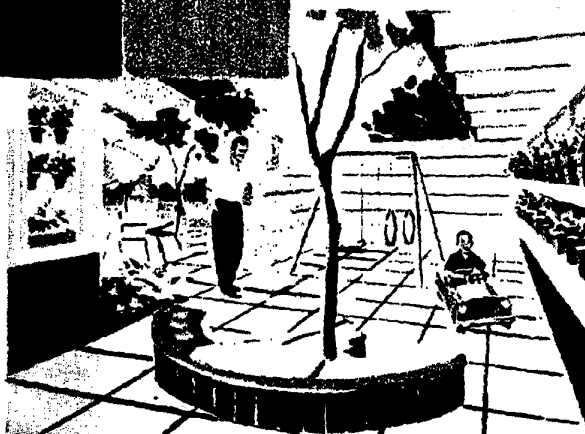


This bathroom is really flatter. That Madera blue combined with white compliments everything. Looks so gay and cheerful, too, and goes well with towels and accessories in almost any color. All the painted surfaces are S-W Semi-Lustre. It's not expensive, but the subdued, sunny gloss gives a rich effect. And it's easy to clean!



On the opposite page you see what a gay effect these colors make in the "utility" half of the kitchen. The same paints were used, of course... S-W Enameloid and Semi-Lustre. They're both so hard and smooth they seem to shed dirt. Even grease won't soak in... it washes right off. Steam won't spoil the finish. Neither will boiling water. It resists heat and stains... cleans easily.

Hours in this kitchen seem to speed by. It's so gay. Flame Red S-W Enameloid on the cabinets sets the mood... and makes an interesting contrast in both color and gloss with the S-W Semi-Lustre ceiling... white with soft light green for the beams. It looks lovely seen from the dining-ell across the counter, too. (above)



With the Woodland Brown of the house as a backdrop, the "backyard living room" can be color-styled for fun. The tree-seat strikes a sunny note... painted Woodland Brown with bright

yellow cushions. Flower pots stand out proudly on white shelves, protected by SWP Weathered qualities. Children's toys are easy to keep new-looking, with S-W Enameloid in any of its 14 glossy colors.



S-W Semi-Lustre is a thrifty way to protect garage interior and make it easy to clean. Yellow for walls and ceiling reflects light freely. Contrasts smartly with gray cabinets.



hint ... A small can of S-W Enameloid is all you need for painting a lawnmower to keep it looking its best. Choose from 14 bright, light and dark colors.

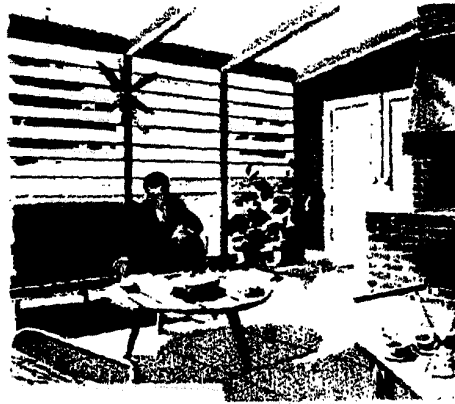
This family loves modern . . . and chose colors to set off the clean-cut lines of their furnishings. Yet this scheme would be just as good with period pieces. The ceiling is Skyline Blue; the walls, Camellia Pink . . . both Sherwin-Williams Super Kem-Tone, the velvet-rich finish that brings out the beauty of all furnishings. The right wall is wall-board in popular "textured" effect that adds interest to modern decoration. For a luxurious contrast, Sherwin-Williams Kem-Glo in Canterbury Gray was used on all interior woodwork.

Obviously, they chose the last word in modern paints. Both S.W. Kem-Glo and Super Kem-Tone are unbelievably easy to apply. Durable, too. Both resist dirt, grease, scuffs and can be washed countless times with usual household cleaners, without losing their beauty. They help keep up the value of any home.

hint . . . You can modernize many an old piece of furniture and add years to its life, simply by painting it. S-W Enameloid is wonderful for this. It comes in 14 colors to fit any decorative scheme, and its full gloss provides a sparkling note that brings a room to life.

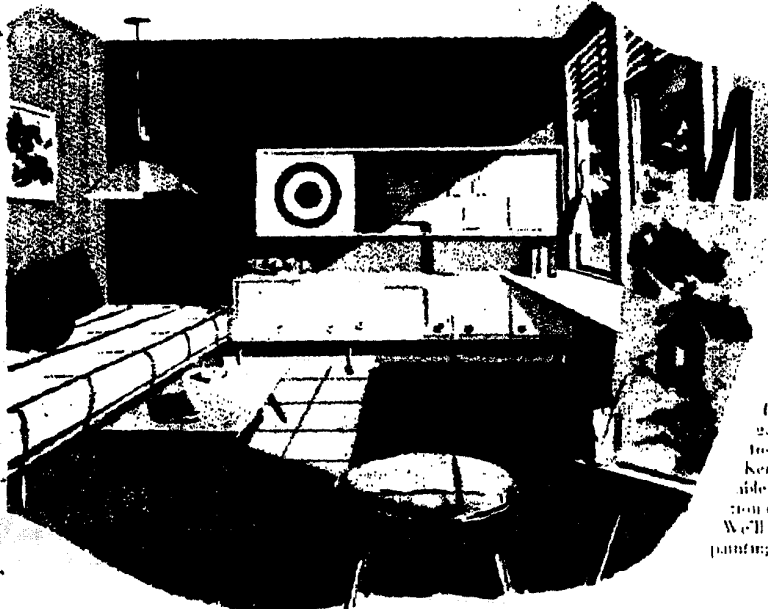
Another hint . . . you can modernize stained bookcases with Sherwin-Williams Kem-Glo to match woodwork. It needs no undercoat. Seal in the dark stain first. We'll be glad to tell you how.





Berkeley Yellow SWP House Paint brings sunshine to the ceiling of this breezeway, in perfect harmony with Woodland Brown walls and White Louvres. Orange covering on sofa is in key with the care-free atmosphere.

One quart Spanish Brown in two gallons Glenwood Gray make this interesting intermixture... S-W Super Kem-Tone color No. 92. Ceiling is Princess Ivory. Because S-W Super Kem-Tone is so durable and cleanable, it's perfect for any child's room.



Color-styled for fun and relaxation! Paint-planned for constant use! Parklane Green end wall makes a gorgeous contrast with Chartreuse side wall. Shasta White ceiling reflects maximum light for hobbies, games or art work. All are ready-to-use Sherwin-Williams Super Kem-Tone, the velvet-smooth washable paint that makes smart decoration easy. Come in to ask us about it. We'll be glad to help with any of your painting problems.

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A GUIDE TO THE RIGHT COLOR COMBINATIONS

RUG or CARPET COLOR	WALL COLOR	ACCENT COLOR
Deep Wine or Rose	Medium or Light Grayed Green Chartreuse Turquoise Beige Gray Medium Gray-Blue Light Grayed Rose	Bright Yellow or Gold Turquoise or Blue-Green Bright Yellow or Chartreuse Deep Turquoise or Blue-Green Turquoise, Blue or Yellow Yellow or Gold Yellow-Chartreuse, Yellow or Gold
Bright Red	Light Gray Pale Yellow-Green Pale Turquoise Medium-Deep Green-Blue Pale Yellow	Light Green-Blue, Yellow or Gold Yellow or Deep Green Yellow or Deep Turquoise Yellow or Chartreuse Blue, Blue-Green
Deep Green	Medium or Light Green Grayed Blue-Green Medium-Grayed Rose Peach Light Warm Gray Pale Yellow or Cream	Red, Yellow Red or Yellow Yellow or Chartreuse Light Green or Purple-Red Rose-Red Wine-Red
Medium Yellow-Green	Deep Brown Medium Deep Rose Deep Yellow-Green Pale Yellow-Green Green to match the rug Burgundy	Bright Yellow or Orange-Red Bright Yellow or Gold Red or Orange-Yellow Red or Deep Orange Red Yellow or Gold
Blue	Medium or Light Blue Pale Warm Yellow Light Warm Gray Peach or Pale Rose Deep Warm Brown	Yellow, Gold or Wine-Red Red Red Yellow or Deep Rose Yellow or Gold
Gray	Any color can be used with Gray but the following are especially effective: Deep Rose or Burgundy Medium Rose Light Rose or Pink Peach Medium-Deep Gray-Green Turquoise Clear, Light Blue Gray to match the rug	Yellow or Chartreuse Yellow or Chartreuse Turquoise or Emerald Green Blue Bright Red Red or Bright Yellow Light Rose or Bright Yellow Rose, Blue & Yellow
Turquoise	Yellow Peach Rose Light Turquoise Burgundy Warm Gray Turquoise to match the rug	Wine-Red Wine-Red Yellow or Gold Yellow & Wine-Red Yellow or Gold Rose Yellow & Wine-Red
Rust or Warm Brown	Yellow Peach Medium-Deep Green Light-Grayed Green Chartreuse or Citrus Yellow Turquoise Light Green-Blue	Green or Green-Blue Orange-Red, Green-Blue Orange-Red, Yellow Orange-Red Orange-Red Yellow or Gold Yellow or Gold

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