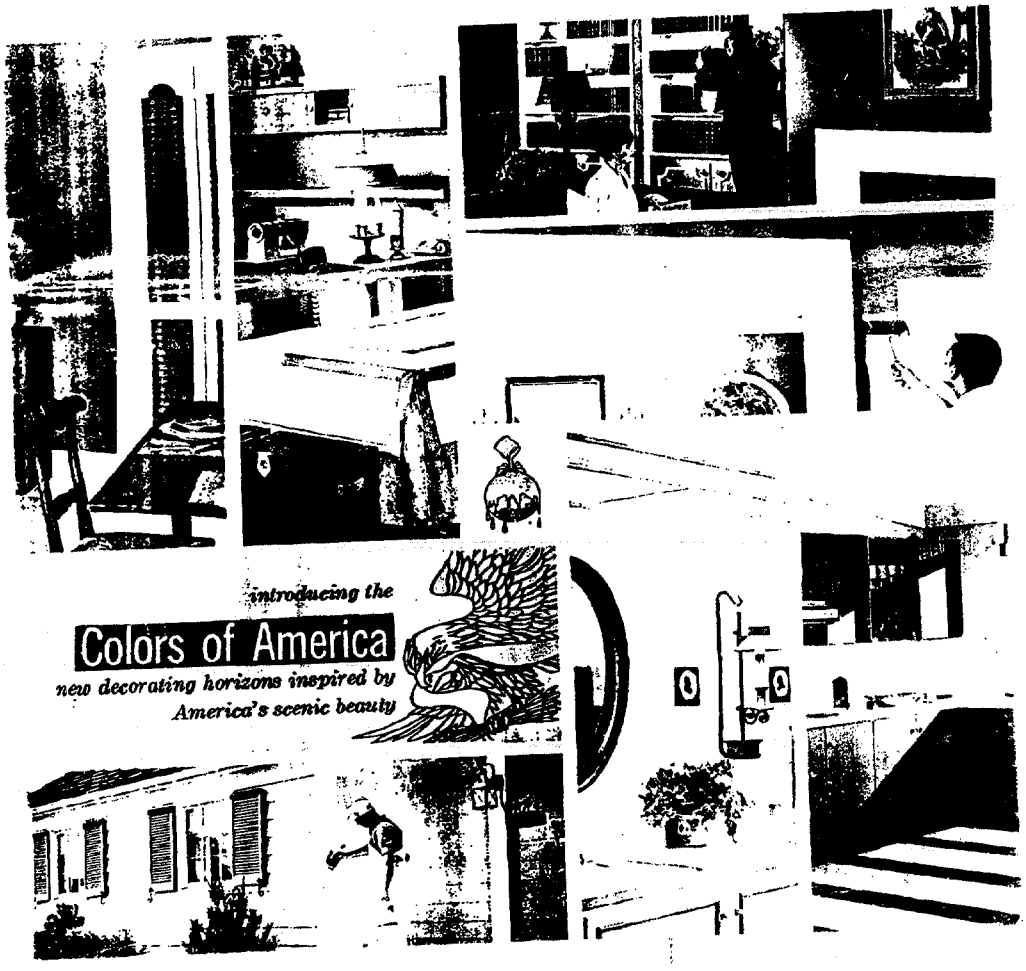
1964

THE SHERWIN-WILLIAMS **home decorator**



N16861

north, south, east, west:

COLORS OF AMERICA

bring new beauty to your home

America itself is the inspiration for today's decorating . . . for the Colors of America come from every corner of a land richly endowed with scenic beauty.

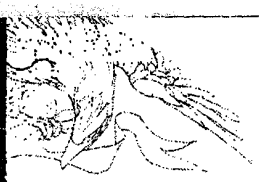
Here are colors that speak boldly or softly . . . in high key or low key . . . in muted tones, transparent tints or clear accents. Never before has your choice of decorating color been so extensive . . . never before has it been so easy to give your every whim colorful expression.

In the family room at the right, for example, the myriad reds of an evening sky are reflected in curtains, floor covering and upholstery . . . their brilliance emphasized by panelled walls painted a quiet, neutral tint. Earth tones in the rough brick of the hearth and fireplace are boldly repeated in the deep-toned timbers. Touches of cold blue deftly accent the room's cheerful warmth.

The bold colors of the "sun country" glow brightly in the living room below, where the Spanish influence is immediately apparent. Muted walls and woodwork heighten the drama of the colorful door and serve as an unobtrusive background for wall hangings and accessories. Stronger color, imaginatively used, converts the functional window blinds into decorative assets.

Copyright, 1954, The Sherwin-Williams Co., Cleveland 1, Ohio





Desert poppies and haze-shrouded mountains suggest a palette of paint colors reflecting the romantic Southwest



WALLS and CEILING: Super Kem-Tone Honeycomb WOODWORK: Beauty-Lok Walnut



WALLS and CEILING: Super Kem-Tone Beige WOODWORK: Kem-Glo Cafe Brown Accent DOORS: Kem-Glo Persian Orange Accent

0007-SWP-000103093



WALLS and CEILING: Super Kem-Tone Tropic Sand WOODWORK: Kem-Glo Tropic Sand



WALLS and CEILING: Super Kem-Tone Daffodil WOODWORK: Kem-Glo Daffodil

WALLS and CEILING: Super Kem-Tone Chianti Accent and Shasta White WOODWORK: Kem-Glo Stay White





Every room—no matter what its size or style—is made up of these ingredients: walls, ceiling, floor, furnishings and accessories. What gives any room its personality is the way the colors of these "basics" are blended or contrasted to create visual pleasure. Here, the ingredients of a typical room are shown against a colorless background. Now look at the photos at left to see how the furnishings and accessories respond to different colors on the walls and woodwork.

see the striking difference

NEW PAINT COLOR

can create in a room!

Quiet simplicity . . . subtle charm . . . dramatic overtones—whatever your preference in room decoration, new color on the walls, ceiling and woodwork will help you achieve it without need for changing a single piece of furniture nor replacing a single accessory.

The three rooms pictured at left illustrate the point. Actually, they are the same room. Furniture, draperies, floor covering and accessories are identical. Even the arrangement of these important elements is the same. The only difference is in the wall, ceiling and woodwork colors. And what a difference this easy change of color makes!

Against the quietly neutral walls in the room at top left, the furnishings dominate: their classic simplicity quietly emphasized by the monotone background that calls no attention to itself.

In the middle photo, yellow walls and ceiling fashion a mood of subtle charm. Here, background and furnishings blend happily, the balance between them underscored by the sofa-matching deep tone in the bookcases.

Dramatically different is the color mood in the photo at bottom left. Bold wall color, punctuated by white molding, woodwork and bookcases, steals the scene. Even the white ceiling is a foil, reflecting the wall color to reinforce its brilliance.

0007-SWP-000103094

living rooms come alive
with colors that speak

A CHEERFUL WELCOME

Living rooms come in a wide variety of shapes and sizes . . . but whether yours is large or small, long or narrow, you can count on color to help make it individually yours. Want a *cozy* room that fosters conversation? *Or a formal* room designed to impress your guests? *Or,* perhaps, a carefree room that invites family *fun*? Let color contribute its subtle influence to the setting of your choice!

Warm colors are a happy choice when you want to create an atmosphere of friendly informality. In the room at the right, the sparkling harmony of yellow walls with gold-toned carpeting and upholstery invites relaxation. Mellow wood tones and splashes of orange add interesting contrast—contrast engagingly heightened by the haphazard mixture of multicolored book bindings.

There's a much more formal air about the room shown below. Large wall areas of blue and light green provide a crisply cool background for furnishings . . . dramatize the brass accessories . . . and impart an aura of studied orderliness.



WALLS and CEILING: Super Kem Tone Rainbow Gold Accent and Ceiling Flat White

WALLS: Super Kem Tone Cob Green and Gentian Accent WOODWORK: Kem-Glo Cob Green and Gentian Accent





Colors of America

New England, where the forest meets the sea and tidy villages dot the quiet countryside, inspires a palette of soothing paint colors. Greens ranging from the chartreuse of spring to the almost-black of winter . . . blues as varied as the ocean—play them against crisp white for cool, refreshing decor.

0007-SWP-000103095

fun for your family,
fun for your guests . . .
rooms that
GLOW WITH COLOR

Entertaining in the home is one of almost everybody's favorite activities. And why not? Almost everybody loves a party at which family and friends gather in a gay mood just to have fun! You can help the fun along when you entertain by using interesting color to set the keynote of your hospitality.

Consider the room at top right. It looks bright and exciting even when there are no guests! Bold colors in furnishings and accessories are accentuated by the quick contrast between the walls in the room and the wall in the foyer, resulting in an air of high expectations for the festivities ahead.

Richly finished wood paneling gives the room in the middle a different, but no less festive appeal. It suggests warm camaraderie . . . good conversation . . . a wonderful time.

Fun spills over in the room at the bottom of the page. Its completely informal atmosphere is clearly reflected in the wall color that seems to stretch to the horizon . . . and furnishings that mix and match colors with abandon.



WALLS and CEILING: Super Kem-Tone Honey Beige and October Leaf Accent
WOODWORK: Kem-Glo Honey Beige, October Leaf and Ebony Black



WALLS: Beauty-Tok Walnut CEILING: Super Kem-Tone Ceiling Flat White WINDOW: Enamelon Flame Red

WALLS and CEILING: Super Kem-Tone Light Aqua WOODWORK: Kem-Glo Arabian Brown Accent

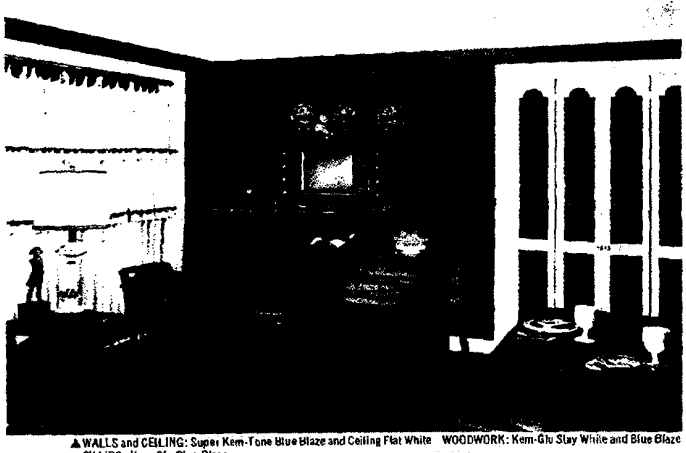




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WALLS and CEILING: Super Kem-Tone Shasta White and Goblet Gold Accent WOODWORK: Kem-Glo Goblet Gold Accent



▲ WALLS and CEILING: Super Kem-Tone Blue Blaze and Ceiling Flat White WOODWORK: Kem-Glo Stay White and Blue Blaze
CHAIRS: Kem-Glo Blue Blaze

▼ WALLS and CEILING: Super Kem-Tone Sassafras and Ceiling Flat White WOODWORK: Kem-Glo Sassafras



color weaves

A MAGIC SPELL

to heighten dining pleasure

Dining rooms respond with charming grace to the imaginative use of color. Yours may be a separate room, or a dining "el"; it may be elegant, or it may be simple but whatever you choose to make it, remember that color can weave a magic spell to heighten dining pleasure.

The three dining rooms shown here illustrate some of the wide variations in styling possible in this functional area of the home. Cloaked in colors that range across the spectrum, they are convincing evidence that color choice for dining rooms knows no limits.

The room at top left, with its polished wood floor and chair-height dado, has a basically traditional character. It is the type of room that invites formal dining and hushed table talk. Yet, thanks to the contemporary color on the walls and woodwork and the sprightly plaid of the upholstery and draperies, it is a room that can serve with equal aplomb as the setting for the most informal meals.

Room Serves Double Purpose

Comfortably casual, the room in the middle is designed to serve a double purpose. When the table is not needed for dining, its leaves can be folded and the entire area immediately becomes a family room. The colorfully upholstered chairs serve a double purpose, too. They are comfortable for lounging, and are just the right height for use as extra dining chairs. Use of a cool color on walls and in carpeting creates an illusion of added space to hold the many activities to which the room so clearly lends itself.

Proof that small dining "els" can be interesting is seen in the photo at bottom left. What might have been an awkward corner has become an inviting rendezvous through careful planning. The lacey room divider, painted to match the walls, clearly separates the dining area from the living room. But continuity of wall color and studied repetition of upholstery colors make the alcove an integral part of the adjoining space.

0007-SWP-000103097

bright note for homemakers . . . KITCHENS with a COLOR FLAIR

No longer just a "place to prepare meals," the kitchen has evolved into a center for family activities. Freed from its strictly functional role, it has become a room where you can use unbounded daring to surround yourself with the colors of your choice.

And what a delightful choice you have! Whether you prefer the soft lustre of varnished wood or the bright beauty of paint, your kitchen colors can be as bold as you like. There are no rules . . . there is only the need to please yourself.

Where wood cabinets dominate the room, as in the kitchen at left below, you can give them added glamour with intense color that accents their mellow glow. Here, that idea has been carried a step farther—the green around the cabinets is repeated in the curtains to provide pleasing color interplay with the blue of the window frame.

Lilac tones in a kitchen? Why not? The photo at the bottom of the page shows how exciting this color can be when varying shades are used to spin sprightly contrast. The excitement is heightened by the wonderful color surprise of deep turquoise on the chairs and inside the wall cupboards.



WALLS: Kem-Glo Juniper, Budapest Blue and Carriage Green Accent CABINETS: Beauty-Lok Birch



Colors of America

Never twice the same, the ever-changing sea that rings the land prompts a palette of varied hues. *Here are the colors of distance* . . . blues with undertones of green . . . grays with the gleam of silver . . . brilliant, frothy white. *Blend them in decoration to achieve rooms* with quiet dignity.



WALLS and CEILING: Kem-Glo Ash Pink and Stay White CABINETS: Kem-Glo Tiara Purple Accent CHAIRS and CABINET INTERIORS: Kem-Glo Emerald Green

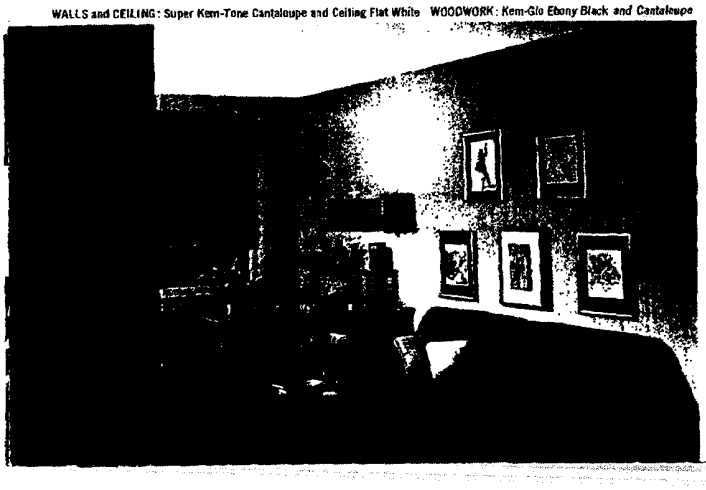


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WALLS and CEILING: Super Kem-Tone Party Pink and Ceiling Flat White DOORS: Kem-Glo Paprika Accent

WALLS and CEILING: Super Kem-Tone Cantaloupe and Ceiling Flat White WOODWORK: Kem-Glo Ebony Black and Cantaloupe



dream a

DREAM IN COLOR . . .

picture a bedroom that serves waking and sleeping hours

Of all the rooms in a home, the bedrooms are the ones that most obviously lend themselves to reflecting the very personal colors and decorating preferences of their *occupants. For these are frankly personal* domains . . . rooms that are out of the main stream of family activities . . . rooms that provide the precious moments of privacy most people cherish in today's busy-ness.

When you think of bedrooms from that point of view, a question suggests itself: Why not style bedrooms to serve both waking and sleeping hours?

The bedrooms pictured on this and the opposite page are designed to do just that.

In the room at top left, a gracious, old-fashioned idea has been given a modern twist. A generous portion of extra space has been converted into a comfortable *sitting room to provide time-for-oneself.* Here's a quiet corner in which to curl up with a book . . . enjoy a cup of tea . . . or telephone a friend. And the gay color on the walls, creating a rosy glow of contentment, encourages all such activities.

Design An Upstairs Den

There is no bonus space in the room at left below . . . but the room is still a hide-away as well as a bedroom! It serves as a den for the man of the house . . . and, thanks to the sofa that converts to a bed, can on a moment's notice become an extra bedroom. Because it is basically a man's room, wall colors and accessories with a masculine air have been used.

A single lounge chair, flanked by a straw-based table, turns one corner of the room shown at the top of the opposite page into a get-away-from-it-all retreat. And how relaxing a retreat it is! Soft

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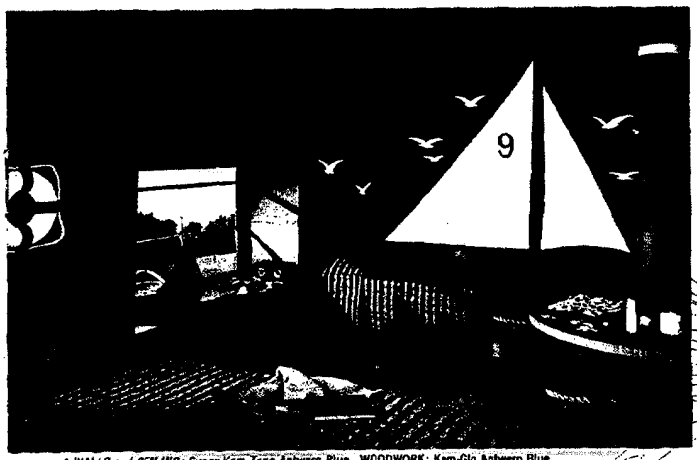
WALLS: Super Kem-Tone Peruvian Palm Accent
WOODWORK: Kem-Glo Peruvian Palm Accent, Bone White and Beauty-Lok Gray Oak

. . . dream a dream in color . . .

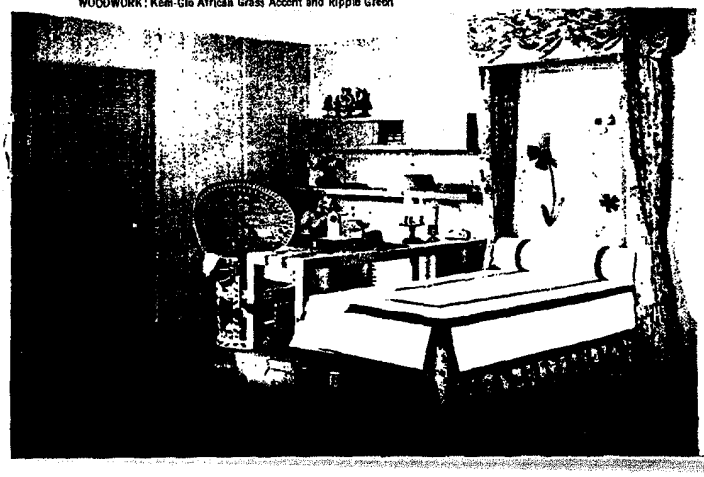
green walls, highlighted by the light woodwork that conceals a linen closet, provide a restful background. Touches of gold in the dressing table, reflecting the gold of the chair, strike a note of luxury in a definitely feminine room.

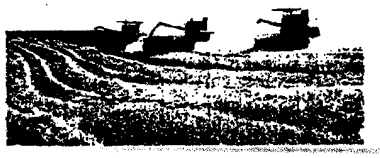
For boys who love the water, the sea-going room at left would be almost as exciting as a yacht. Yet, this is a very simple room, depending almost entirely on paint color for its gone-to-sea motif. The pillar is a heavy cardboard roll. The seats? Painted nail kegs topped with foam cushions.

Prettily practical is the girl's room at left below. The built-in table serves equally well for sewing . . . and studying. Gentle colors on walls and woodwork emphasize the turquoise accents . . . call delighted attention to the fanciful decorative daisies . . . inspire pride in a room that provides privacy whenever it's wanted.



▲ WALLS and CEILING: Super Kem-Tone Antwerp Blue WOODWORK: Kem-Glo Antwerp Blue
▼ WALLS and CEILING: Super Kem-Tone Ripple Green and Ceiling Flat White
WOODWORK: Kem-Glo African Grass Accent and Ripple Green

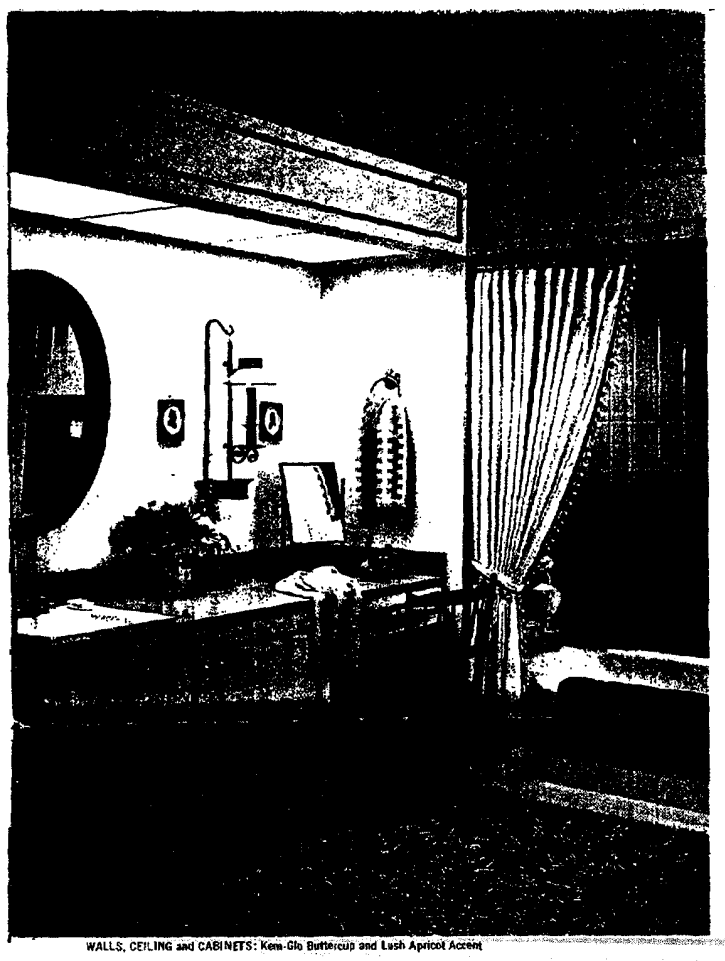




Colors of America

The bountiful Middle West, with its vital cycle of planting and harvest, suggests a palette of homespun paint colors. Yellows that repeat the bleading tints of wind-tossed waves of wheat . . . mellow olive tones that predict the harvest — use them in subtle nuances to create a close-to-nature atmosphere.

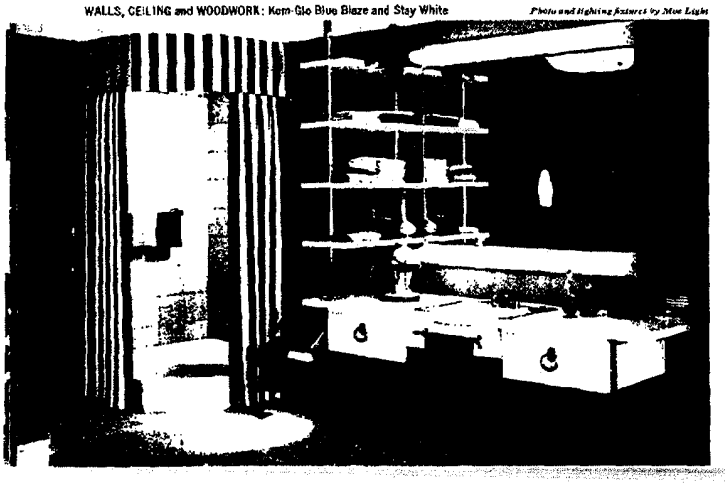
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WALLS, CEILING and CABINETS: Kem-Glo Buttercup and Lush Apricot Accent

WALLS, CEILING and WOODWORK: Kem-Glo Blue Blaze and Stay White

Photo and lighting fixtures by Moe Light



for a modern touch!

a bathroom

DRESSED IN COLOR

Convenience and cleanliness . . . these, of course, are the first requirements for bathrooms. But a truly modern bathroom also includes color. For color . . . carefully chosen and imaginatively used . . . adds satisfying eye-appeal to a room that is basically functional.

Thanks to today's enamel paints, it is completely practical to lavish color on your bathrooms. They are easy to apply . . . even easier to keep spotlessly clean. They have another advantage, too: you can change your color scheme quickly and inexpensively as often as you wish.

You have a number of sources of color inspiration for bathroom decorating in your home right now. Just look in the linen closet and see how skillfully colors have been combined in your towels, wash cloths and bath mats. Follow this lead.

That is exactly what has been done in the bathroom shown at top left. The colors of the towels are repeated faithfully on the walls, cabinets and counter top. Intriguing touches of whimsy are the wood-framed oval mirror and the cane seat chair.

Cool colors predominate in the other bathroom, emphasizing the crisp lines of the fixtures. Here the towels play a classical accent role . . . they add a dash of contrast to highlight the over-all color plan.

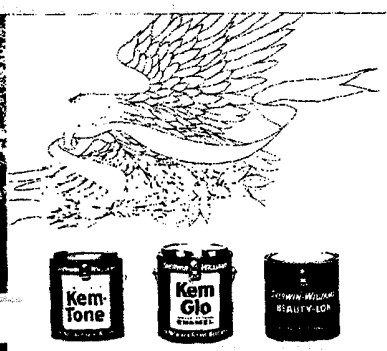
We gratefully acknowledge the cooperation of manufacturers of furniture and other home furnishings whose products appear in the photographs. Names are available on request. Interiors designed and photographed by Alderman Studios, Inc., High Point, N.C.

0007-SWP-000103101

"Colors of America" finishes

Translate the Colors of America into traditional or contemporary interior decoration with the three Sherwin-Williams products described here. They are by all odds the favorite interior finishes of all America — because they give exactly the results you want . . . quickly . . . easily . . . inexpensively. Other famous Sherwin-Williams finishes, for a variety of uses, are listed on the following pages.







SUPER KEM-TONE® latex wall paint

is the easiest way to lovelier rooms. Just one coat of this world-renowned *paint* — brushed or rolled on — covers most wall surfaces. It dries to a velvety sheen in less than an hour. *Painting tools clean up* quickly with soap and water. You'll marvel at the ease with which you can wash off smudges and fingerprints . . . and no matter how often you wash walls painted with Super Kem-Tone, they keep their lively beauty and depth of color for years. Super Kem-Tone is *guaranteed* to please you!



KEM-GLO® odorless alkyd enamel

This enamel is as foolproof as paint can be! *Whether you use subdued lustre or velvet flat* Kem-Glo, you'll get a finish free of brush and lap marks every time. Applied with brush or roller, it dries in only four hours . . . and is as easy to keep clean as the baked enamel on your kitchen appliances. Its tough, impervious film makes it ideal for woodwork and for kitchen and bathroom walls. The lovely colors match those available in *Super* Kem-Tone wall paint.



BEAUTY-LOK® *natural wood finishes*

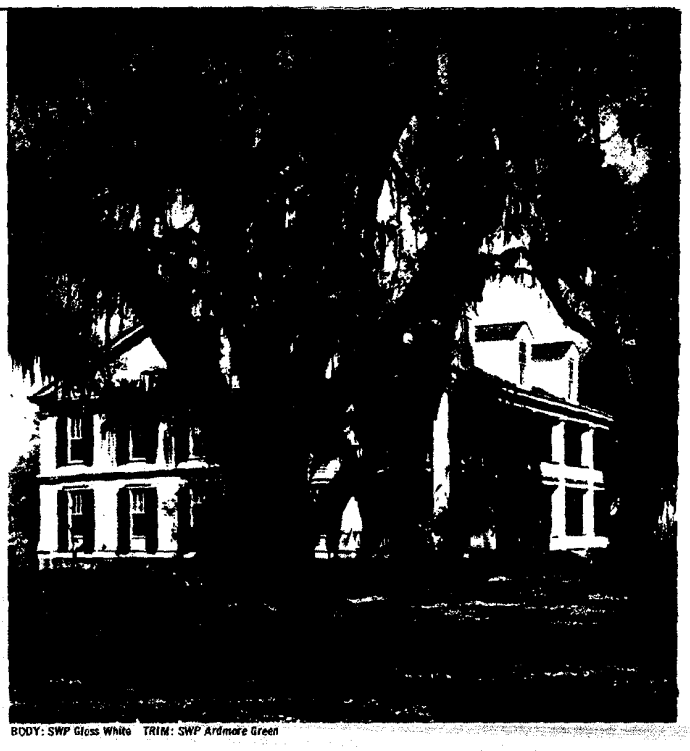
give interior woodwork, cabinets, furniture and paneling brilliant depth of beauty. It is beauty that is more than skin deep, for Beauty-Lok penetrates deeply into wood to preserve and protect it. Use Beauty-Lok Clear — in satin or gloss — for a shimmering, close-to-the-grain effect; use Beauty-Lok Stain — tinted to the color of your choice — to put *rich, glowing color into the wood*. In either case, you'll give the wood a striking new dimension.

0007-SWP-000103102

untouched by time . . .
an historic southern mansion
wears its years gracefully

More than a century has passed since Albania Mansion (right) was built. Begun in 1837, it was completed in 1840. Today this magnificent structure is as handsome as ever, its exterior kept ever new-looking by protective coats of Sherwin-Williams paints.

The mansion, located near Jeancrette, Louisiana, is one of the few ante-bellum plantation homes that have remained unaltered since being built. Among its many interesting architectural features is an unsupported spiral stairway that curves upward through three stories. Visitors may tour its superbly decorated rooms and spacious grounds.



BODY: SWP Gloss White TRIM: SWP Ardmore Green

BEAUTY LAST® exterior wood stain
enhances the texture of many woods, wood shakes and shingles . . . penetrates deeply into the pores of the wood to provide *color-in-depth*. This wood stain, that also acts as a wood preservative, applies as easily as paint. There is no need for wiping after application . . . no need, either, for a varnish topcoat. Choose from a wide array of "nature" colors that dramatize the natural look of wood.

BODY: Beauty Last Green Drift TRIM: A-100 Super White



PORCH and FLOOR ENAMEL . . .
in gay colors that belie its prosaic purpose . . . gives long-lasting protection to areas subjected to heavy foot traffic. Its exceptional mar-resistance makes it the ideal choice for porches, for patios and for play-room and entry-way floors. Apply Sherwin-Williams Porch and Floor Enamel with a brush or *long-handle roller* . . . overnight it dries to an easy-to-clean, *water-tight finish*.

BODY: A 100 Stratford Blue
TRIM: A-100 Super White SHUTTERS: A-100 Mindoro Aqua





BEAUTY LAST STAIN *seals and protects wood against the hazards of weathering . . . provides color without concealing wood texture . . . stays new looking for years.*

PORCH AND FLOOR ENAMEL can be used indoors and out . . . covers most surfaces with one coat . . . is easy to keep clean . . . and gives years of service under severe exposure.





0007-SWP-000103103



▲BODY: SWP Solfast Red
TRIM: SWP Trim and Tinting White

▲BODY and TRIM: SWP Colony Yellow

▲BODY: A-100 Super White TRIM: A-100 Stratford Blue

outside, too, your home can reflect a COLORFUL WAY OF LIVING!

There was a time when "decorating" was thought of as applying only to the interior of a home. That is not true today. Style-conscious homeowners now give quite as much decorating attention to the outside of their houses as they usually do to the inside!

The result of this new thinking about exterior decorating is becoming everywhere apparent. Entire neighborhoods are taking on a festive air, their colorfully painted houses vying in beauty with the flowers that surround them. You can see an example of what color can do for a group of homes in the photograph above.

Keeping pace with the quickened interest in exterior color, Sherwin-Williams has greatly expanded the number of hues, tints and shades suitable for exterior use. New pigments . . . new ways of making paint . . . now provide a wide selection of durable, long-lived colors ranging from pale pastels to vivid deep tones. They are all colors that keep their fresh appearance through years of exposure to weather.

It does not matter whether your house is finished with clapboard siding, shingles, shakes, stucco or other masonry—you are certain to find the color you want in the Sherwin-Williams house paint exactly suited to your requirements. And when you choose Sherwin-Williams paint, you can be certain you are choosing wisely and well, for the products of Sherwin-Williams have won the approval of generations of homeowners. You can depend on them to give you the greatest value in house paints.

High quality house paints—the *only* kind Sherwin-Williams produces—are your best buy. In the long run, they actually cost less than "bargain" paints because they give added years of protection . . . and added years of colorful beauty . . . to the part of your home *everybody* sees!

SWP HOUSE PAINT dries to a smooth, tough film that resists weathering . . . saves you money because it provides extra years of beauty and protection.





BODY: SWP Gloss White SHUTTERS: SWP Chardon Blue

A-100 LATEX HOUSE PAINT is exceptionally easy to apply . . . may be brushed or rolled on . . . is unaffected by the alkali in masonry . . . is fume and mildew resistant.

BODY: A-100 Oxford Gray and Super White
DOOR: A-100 Festive Yellow



Photo courtesy Thomas Industries, Inc. (Moe Light Division)

SWP® oil-base HOUSE PAINT . . .

the world's most widely-used house paint . . . keeps more wood homes attractive than any other brand. The *reason* is simple: SWP lasts years longer. SWP comes in 73 clean, enduring colors, and in a number of different finishes: Gloss, Velvet Flat, One-Coat White, non-chalking Trim and Tinting White. For homes in industrial and *humid* areas, there is a special finish: Fume and Mildew Resistant SWP. We'll be happy to recommend the finish that is right for your home.

A-100* latex HOUSE PAINT

can be applied to almost any type of surface — clapboard, wood shakes, stucco, concrete, brick, asbestos siding — and it does a superb job of protecting and beautifying all of them! It's a new kind of paint based on latex, with remarkable resistance to blistering and peeling. What's *more*, it dries in *just 30 minutes* . . . and painting tools can be cleaned with soap and water. The wonderful colors — pastels, medium shades, deep tones — keep their beauty for years.

*Trade Mark

0007-SWP-000103104

Colors of America are available in a wide selection of Sherwin-Williams quality finishes —a selection that assures you of getting exactly *the paint you need to achieve the results* you want. Described here are a few of the many Sherwin-Williams products. We have many, many more in our store. Come in . . . we'll be happy to discuss your painting projects and give you our best recommendations as to the type of paint—and the painting tools —you should use.



painting tips for interior surfaces

Remove as much furniture as possible. Take down curtains, draperies, shades. Remove picture hangers, light switchplates, door hardware. Loosen ceiling fixture plate. Cover floor and furniture with dropcloths or newspapers. Reduce shadows from room lighting by using several floor lamps without shades. Provide proper ventilation by opening windows.



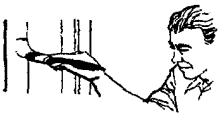
Make sure surface is clean and dry. Fill cracks in plaster and woodwork with Dexall Patching Compound. Lightly sand glossy enameled surfaces and remove dust. Get together everything you are going to need—paint, brushes, rollers, ladder, etc.



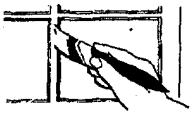
Paint the ceiling first, working across the narrow width of the room. With a 2½" brush, paint a narrow strip where ceiling meets wall. With a roller, paint a strip three rollers wide as far as you can comfortably reach; then cross-roll the painted area. Move ladder as necessary, always rolling the paint from an unpainted area into the painted area.



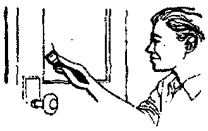
Paint woodwork next, using a good 2½" brush for doors, mouldings and baseboards. Brush paint or varnish on surface, then level off working lengthwise of the surface. Check every *few minutes for runs* and level them at once.



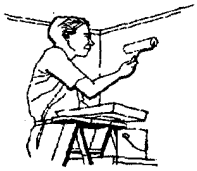
To paint windows, use a 1½" sash brush. Paint the narrow pane dividers first, then the cross-rails, then the vertical stiles. Paint casing, sash and trim last. Move sash before paint is *completely dry to prevent sticking.*



To paint doors, use a 2½" brush. *Apply* enamel to moulding of panels first, then paint each panel. Next paint the horizontal rails, starting at the top. Then enamel the vertical rails. Paint door edges *last. Use* a flour wedge to hold door half open while drying.



Paint the walls last, using a 2½" brush and a 7" or 9" roller. Brush a narrow strip of paint at ceiling line, in all corners and around woodwork. Roll paint from top to bottom, painting an area as far as you can comfortably reach. Then cross-roll painted area. Finish each area to baseboard, then move ladder and start another section, always painting from the unpainted area into the painted area.



high gloss alkyd enamel

ENAMELOID®—Tough, elastic enamel that resists chipping and staining. Available in a wide range of clean, bright colors plus black and white. Easily applied to wood, metal, plaster. Use it on:

BATHROOM WALLS	LAWN FURNITURE
KITCHEN WALLS	GARDEN TOOLS
WOODWORK	TOYS

flat alkyd wall paint

FLAT-TONE®—Odorless interior paint that requires no primer. One coat covers most surfaces. Repeated washing will not dull the lovely colors. Easy to apply by brush or roller. *Use it on:*

PLASTER	WALLBOARD
MASONRY	WOOD
BRICK	METAL

satin gloss alkyd enamel

SEMI-LUSTRE®—Odorless interior enamel in colors to match Flat-Tone wall paint. One coat covers most surfaces; requires undercoater only on new plaster. Dries in four hours. Use it on:

WOODWORK	MASONRY
CABINETS	PLASTER
WALLS	METAL

gloss or satin interior varnish

MAR-NOT®—Clear, heavy-bodied varnish unaffected by fruit juices, alcohol or boiling water. Resists scuffing and scratching. Apply with 100% Nylon or natural bristle brush for years of beautiful protection. Use it on:

FURNITURE	FLOORS
WOODWORK	PANELLING

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high gloss aerosol enamel

SPRAY ENAMEL—Push-button painting makes finishing hard-to-reach surfaces *quick and easy*. 14 brilliant colors and a non-yellowing clear. Highly durable finish; excellent hiding on wood and metal. Use it on:

FURNITURE	TOYS
BRIC-A-BRAC	GARDEN TOOLS
SHUTTERS	OUTDOOR FURNITURE

exterior masonry paint

LOXON®—Ideal finish for all types of exterior masonry. Delightful colors that keep their fresh look for years. Formulated to counteract the alkali often present in masonry. Use it on:

STUCCO	ASBESTOS SHINGLES
CONCRETE BLOCK	CINDER BLOCK
BRICK	POURED CONCRETE

interior masonry paint

LOXON®—Long-lived beauty for interior masonry walls. Wide range of striking colors. Will not rub off on hands or clothing. Easily applied with brush or roller. Use it on:

BRICK	TILE
CONCRETE	CONCRETE BLOCK

water soluble paint remover

WASH AWAY*—Brush this efficient paint remover on a painted or varnished surface, wait ten minutes, then wash off the old finish with water. Nonflammable. Use it to remove:

LATEX PAINT	ALKYD PAINT
VARNISH	ENAMEL
SHELLAC	LACQUER

self polishing floor finish

DEXALL* WAX—Hard drying finish with a clear, non-yellowing gloss that is slip-resistant. Will not streak. One of a group of quality home maintenance and repair products carrying the DEXALL label. Use it on:

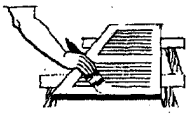
ASPHALT TILE	LINOLEUM
RUBBER TILE	VARNISHED WOOD
VINYL TILE	TERRAZZO

quality painting tools

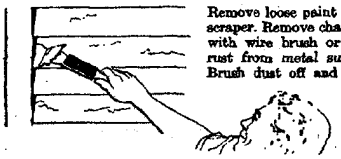
MAKE QUICK WORK of any painting project by using the right brush or roller. See our selection of: 100% Nylon brushes in a wide range of sizes for interior and exterior painting and varnishing; short and long handled rollers in a variety of fabrics for all types of painting; sturdy, reusable roller trays.

*Trade Mark

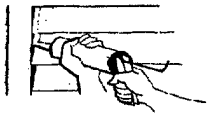
painting tips for exterior surfaces



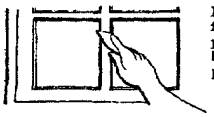
Remove shutters, screens or storm windows. Cover shrubbery in area you are painting with an old sheet or inexpensive dropcloth. Make sure your brushes are clean and in good condition. Read label on paint can.



Remove loose paint from wood surfaces with scraper. Remove chalk from masonry surfaces with wire brush or power sander. Remove rust from metal surfaces with wire brush. Brush dust off and prime these areas.



Remove loose caulking from joints and cracks, and prime these areas. When primer is dry, re-caulk with Dexall Caulking Compound, using pressure gun or knife. Force the caulking thoroughly into all joints and cracks.



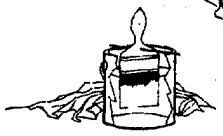
Remove loose, cracked putty where required from window sash. Replace missing glazier points. Spot-prime bare wood. Let dry 24 hours. Re-putty with Dexall Glazing Compound which keeps its elasticity.



Always start at the top part of the house you are painting. Work your way completely across that area in even, horizontal strips, painting the eaves as you go.



To paint windows, start with the narrow pane dividers, then paint the sash and trim. Move sash slightly before it is completely dry to prevent sticking.



In case of lengthy interruptions, or for overnight, clean out brushes and hang them in mineral spirits (if using oil paints) or in water (if using latex paints).

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ANOTHER HELPFUL SERVICE: The New Color Harmony Guide



YOU'LL FIND THE ANSWERS TO QUESTIONS LIKE THESE:

What wall colors will make my present furnishings look their best?

What accent colors should I use for my bookcases, shelves, or a single wall?

What new colors can I pick to go with my bathroom tile?

What wall and cabinet colors will flatter my colored kitchen appliances?

What colors should I use in adjoining rooms so they will complement each other in perfect harmony?

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