

HOUSE PAINT

For the man who buys on facts...



We use the finest ingredients known to paint chemistry



Every phase of manufacture is controlled by rigid tests



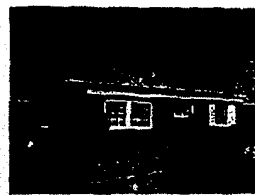
Durability is proved by nation-wide weather testing



SWP® can mean extra years of beauty for stucco...



...for shakes, shingles and asbestos siding...



...for brick, concrete, all types of masonry...

*or the man
with faith in
this single word...*



REPUTATION

More homes are painted with SWP House Paint than with any other brand. Why? Because of our determination that SWP will always contain the finest ingredients... be the most advanced in its formulation... and give outstanding performance on homes. If your home needs painting, don't delay... remember, decay is rapid once it starts. For the best in House Paint service, see your Sherwin-Williams Dealer. If you wish, he will give you names of reliable painting contractors.



...for every type and kind of exterior wood siding



SWP flows on easily... as if the brush were lubricated



FREE... 44 pages of painting facts in the 1936 edition of The Home Decorator. Write for it: The Sherwin-Williams Co., 1289 Midland Bldg., Cleveland 1, Ohio



1953

SHERWIN-WILLIAMS

SWP HOUSE PAINT
JULY-AM. HOME

0007-SWP-039619



**WHY are more homes
painted with Sherwin-Williams
SWP House Paint
than any other brand?**

because year after year Sherwin-Williams SWP® House Paint has given *lasting* satisfaction to ever-increasing numbers of homeowners—valuable *extra years* of beauty and protection that pay off in lower cost-per-year of house painting. Continuous Sherwin-Williams laboratory research and actual field testing of SWP have improved it year after year and maintained it as the standard of quality since 1880. See your dealer now for complete information about SWP House Paint and you'll see why it's best for your house, too!



... Go to the store
that displays
this famous
trade mark

FREE! A big, fact-filled book containing full information on SWP House Paint. Lots of interior decorating ideas, too. 44 colorful pages! Ask your Sherwin-Williams Dealer for the "Home Decorator" or write to The Sherwin-Williams Co., 1278 Midland Bldg., Cleveland 1, Ohio.



We will be glad to recommend a reliable painting contractor, if you wish.

SHERWIN-WILLIAMS HOUSE PAINT

0007-SWP-039620

0007-SWP-000123006

Sherwin-Williams House Paint...

NOW BETTER THAN EVER!

stretches the years between painting



right paint for every type of surface



endorsed by leading painters



Famous for its high quality for over 88 years...
Sherwin-Williams House Paint is now better than ever before. New discoveries by our research chemists and laboratory technicians have improved this wonderful paint to bring you the greatest value yet for your painting dollar.

Your enthusiasm over the years for the world's most popular house paint will be redoubled when you experience the lasting beauty and protection of this vastly improved SWP®. Choose from 52 brilliant Gloss Colors, or 39 in rich Velvet Flat!

FREE! The beautiful 44-page "Home Decorator" book filled with facts about painting. At your dealer, or write The Sherwin-Williams Co., 1280 Midland Bldg., Cleveland 1, Ohio.



SHERWIN-WILLIAMS

HOUSE PAINT



0007-SWP-039621

0007-SWP-000123007

(Continued from page 164)

You could feel the gathering of tension, the way watching horses at the start of a race or a man bent over to tighten his muscles for the hundred-yard dash gives you the sense of motion about to become real. Some place behind me there was a light, girlish giggle. I realized, astounded, that it was Ellamae.

Under my window the photographers and the people with the little notebooks went clattering past, ready to inform the world that Sonja Abbott and Tag Bailey had the ideal marriage, were really loony folks, liked to cook and walk in the rain. . . .

Grady said at my door, "We had a very fine time. Did you get a nap?" He had a polite, officiously foreboding air. I marched his time. "I didn't sleep. I've been thinking."

His lips turned up a very little. "It seems to be a thing you do consistently, maybe even well." He walked away.

So. All right, Grady. You're rude because you like me and I've hurt your sanity. All right, Grady.

We began to move.

Plagus came bustling down the aisle, a fresh white coat on. There was a second-wind feeling about the whole train. The New York Central was in charge now, and its business was quite different from that of the Santa Fe. It had no concern with the danger of mountains and tracks twisting between highglided rocks. No concern with plates and great speed. The New York Central was in a sophisticated business. That of tracking its way from city to city, leading a hundred other trains going about their own affairs, blowing arrogance at small, by-passed towns and slowing properly at Cleveland, Buffalo, Rochester, to admit their size.

I watched for a while, then I turned to the little box. Inside lay a pair of earrings. Opals, filled with a hundred fires and set in exquisitely filigreed gold. I tried them on. I had no right to keep them. But opals are my birthstone—so I quieted my conscience.

I took care with my appearance, living up to the earrings, and was ready to follow Plagus down the aisle when he came by with his little chimera.

There was something interesting in having a fresh set of strangers there in the strange diner. I slid into a banquetette affair and ordered the most expensive meal I could find, to go with the opals.

They came in. All of them. Tag and Sonja were first. The pass that went through the place was audible. They nudged in me. The residue of glances hit against me, one of the honored.

Grady held the door for Ellamae. Four then, too. I received nods, curt from him, beaming from her. This kept me, I thought, I'm going to have to rub out Ellamae. Unless Grady does her dirt. Then she's a power sure.

The Mitchells were last. Sandra had combed her hair carefully and put some make-up on her eyelashes, as if she had read my thoughts about their length and luxuriance. She stopped by my table.

With great effort, painful to watch, she pulled the unused corners of her mouth up into a rusty smile. "Thank you," she said. It took a minute. The two words seemed to scratch all the way up her throat. But she said them.

I knew what she meant. Not for the perfume bottles, that refusal with which she was most familiar, but for the story of Jake and his affection for Donna.



YESTERDAY a bright idea...TODAY a bright new room!

It's this easy with speedy Super-Kem-Tone

THE DE LUXE LATEX WALL PAINT

It's a wonderful feeling! Your bright idea becomes a brand-new room in just one day with quick, ready-to-use Super Kem-Tone! Velvet-rich, rubber-tough, it goes on easily over plaster, wallpaper, paint, wood, brick or wallboard without brush marks. Dries within an hour, too. Yet Super Kem-Tone costs so little to use . . . one gallon will do the walls of an average room.

Give your own bright idea a try with Super Kem-Tone . . . then you'll know why it's the world's most widely used wall paint.

Kem-Glo® alkylid enamel matches Super Kem-Tone color for color. It's the favorite enamel for kitchens, bathrooms and all woodwork in the home. Kem-Glo flows on smoothly . . . no undercoater needed . . . looks and washes like baked enamel.



SUPER KEM-TONE \$5.20 a gallon (Deep tones \$6.19 a gallon). KEM-GLO \$2.69 a quart.



Wide range of lovely new colors to choose from!



Easy to apply with Roller-Koaster® or brush!



Guaranteed washable, or your money back!

THE SHERWIN-WILLIAMS CO.

In Preferred Cities from Coast to Coast Super Kem-Tone and Kem-Glo are also made and distributed by: Acme Quality Paints, Inc., Detroit W. W. Lawrence & Co., Pittsburgh The Lowe Brothers Co., Dayton John Lucas & Co., Inc., Phila. The Martin-Sponer Co., Chicago Rogers Paint Products, Inc., Detroit.

FREE! "The Home Decorator" 64 colorful pages full of wonderful decorating ideas. Write Sherwin-Williams 1174 Midland Bldg., Cleveland 1, Ohio.

Holmes Mitchell didn't smile or speak. He just looked at my earrings and nodded, as if I had done the second favor for him by letting him pay for the first.

"Two by two," I muttered after they had passed me. "Into the ark, two by two."

After dinner I went to the forward club car. I went because I knew that before nine o'clock the next morning, Eastern Standard Time, I had to answer the note. I was duty- and honor- and conscience-bound to find out which

one of them wanted to die enough to kill himself. I needed this time away from them to gird myself, to prepare for the last final effort. To get ready to impose myself, to hold and capture, beg and cajole and argue. To change a mind.

Always assuming that I could find the one mind that must be changed.

The Twentieth-Century Limited club car seemed different too. It was older, more worn of plush. The conversations were all forward-looking. Plays. Concerts. Books. Good climate

sometimes pushes us outdoors and away from good culture, I thought. In one corner of the car, set apart in a small square, there was a telephone.

"I may be naive," I said to a woman next to me, "but that looks like a telephone. What is it doing here?"

"To talk on, of course. They can get you anybody, anywhere."

"No."

"Yes. Once I forgot something and remembered it at Ashtabula . . . She went on about it."

(Continued at bottom of page 168)



YESTERDAY a dream...TODAY a dream room!

It's this easy with speedy *Super Kem-Tone* THE DELUXE LATEX WALL PAINT

It's a wonderful feeling! Your dream becomes a brand-new room in just one day with quick, ready-to-use Super Kem-Tone! Velvet-rich, rubber-tough, it goes on easily over plaster, wallpaper, paint, wood, brick or wallboard without brush marks. Dries within an hour, too. Yet Super Kem-Tone costs so little to use . . . one gallon will do the walls of an average room.

Give your own dream a try with Super Kem-Tone . . . then you'll know why it's the world's most widely used wall paint.

Kem-Glo® alkyd enamel matches Super Kem-Tone color for color. It's the favorite enamel for kitchens, bathrooms and all woodwork in the home. Kem-Glo flows on smoothly . . . no undercoater needed . . . looks and washes like baked enamel.



SUPER KEM-TONE \$5.89
a gallon (Deep tones
\$6.19 a gallon). KEM-GLO
\$2.69 a quart.



Wide range of lovely new
colors to choose from!



Easy to apply with
Roller-Koater® or brush!



Guaranteed washable,
or your money back!

THE SHERWIN-WILLIAMS CO.

In Principal Cities from Coast to Coast
Super Kem-Tone and Kem-Glo are
also made and distributed by:
Acme Quality Paints, Inc., Detroit
W. W. Lawrence & Co., Pittsburgh
The Lowe Brothers Co., Dayton
John Lucas & Co., Inc., Phila.
The Martin-Senour Co., Chicago
Rogers Paint Products, Inc., Detroit.



FREE! "The Home Decorator"
44 colorful pages full of won-
derful decorating ideas. Write
Sherwin-Williams, 1260 Mid-
land Bldg., Cleveland 1, Ohio.

0007-SWP-039623



YESTERDAY a dream...**TODAY** a dream

It's this easy with speedy



Wide range of lovely new
colors to choose from!



Easy to apply with
Roller-Koater® or brush!



Guaranteed washable,
or your money back!

0007-SWP-039624

0007-SWP-000123010

April 14, 1956



room!

Super[®] Kem-Tone

THE DELUXE LATEX
WALL PAINT

It's a wonderful feeling! Your dream becomes a brand-new room in just one day with quick, ready-to-use Super Kem-Tone! Velvet-rich, rubber-tough, it goes on easily over plaster, wallpaper, paint, wood, brick or wallboard without brush marks. Dries within an hour, too. Yet Super Kem-Tone costs so little to use . . . one gallon will do the walls of an average room. Give your own dream a try with Super Kem-Tone . . . then you'll know why it's the world's most widely used wall paint.

Kem-Glo[®] alkyd enamel matches Super Kem-Tone color-for color. It's the favorite enamel for kitchens, bathrooms and all woodwork in the home. Kem-Glo flows on smoothly . . . no undercoater needed . . . looks and washes like baked enamel.

Made and distributed by the ALLIED PAINT LEADERS OF THE WORLD

The Sherwin-Williams Co., Cleveland

Acme Quality Paints, Inc., Detroit • John Lucas & Co., Inc., Philadelphia • W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago • The Lowe Brothers Co., Dayton • Rogers Paint Products, Detroit
Sold by leading Paint, Hardware, Lumber and Department Stores everywhere!



SUPER KEM-TONE \$5.89 a gallon (Deep tones \$6.19 a gallon). KEM-GLO \$2.69 a quart.

0007-SWP-039625

0007-SWP-000123011

July Flower Tips

By Henry J. Smith

TOO close mowing and lack of moisture for the roots are two major causes of poor summer lawns. Set mower blade at 1½ inches from the surface

for proper height. To measure, place mower on level floor and measure distance from floor to the flat knife on which reel cuts. Frequent sprinkling of lawn causes roots to come to surface where they're damaged by sun. Don't water until grass needs it, then soak

well. Don't soak often enough to prevent air from reaching soil. Water can be applied during hot sunshine without injuring grass. If fungus disease is present, this is the best time. It takes more water, due to evaporation, but reduces fungi.

Mondo grass: This is an Oriental member of the lily family. It's been used in Southern California as a grass

substitute or ground cover. Mondo is not good in a lawn where much walking is done, as it grows about 6 inches tall. This plant withstands deep shade and drought.

Multiply by dividing: Several plants can be dug and divided in order to increase your stock at this time.

Bearded iris, ideal to cover steep slopes and prevent erosion, should be lifted, divided, and transplanted. Cut leaves back to 6 inches. Plant rhizomes in rows flush with surface of soil. Divide bearded iris at least once every three years.

Narcissus, tulips, daffodils, and other early-flowering bulbs which have matured their foliage may be dug and either replanted or held in storage for later planting.

Day lily plants are among the best of summer perennials. Separate old clumps and reset among shrubbery borders. They'll give good color next year, require less care than other perennials.

Rose care: Remove only rose sprouts which come up from below the place where rose bushes were budded. These usually look like blackberry sprouts and are from the rootstock. They are of no value, and produce inferior blooms.

Use an all-purpose rose dust or spray from your seed or agricultural supply house.

Blackspot and mildew can be controlled by dusting or spraying every 10 days during dry weather, and more often during rainy periods.

Questions and answers:

"Will pecan leaves make a good mulch for my camellias?"

Camellias require acid soil, pecan leaves have alkaline reaction. Add 2 tablespoons of sulphur to a wheelbarrowful of leaves to make them suitable for a mulch.

"How can I root cuttings of our old-fashioned gardenia bush?"

Make 5- to 8-inch cuttings of mature wood this month. Remove lower leaves. Place cuttings in jar of water until roots form, or put in soil in boxes and keep moist.

"We want the evergreens at the front corners of our house to grow tall, but they're spreading out and need pruning. What should I do?"

During July remove about one-third of the new growth at tips of branches. Drastic pruning into old wood is not recommended for evergreens. Don't cut main central stem or leader until plant is as tall as desired.



YESTERDAY a wish...TODAY a wish come true!

It's this easy with speedy Super Kem-Tone THE DELUXE LATEX WALL PAINT

It's a wonderful feeling! Your wish becomes a brand-new room in just one day with quick, ready-to-use Super Kem-Tone! Velvet-rich, rubber-tough, it goes on easily over plaster, wallpaper, paint, wood, brick or wallboard without brush marks. Dries within an hour, too. Yet Super Kem-Tone costs so little to use...one gallon will do the walls of an average room.

Give your own wish a try with Super Kem-Tone...then you'll know why it's the world's most widely used wall paint.

Kem-Glo® alkylid enamel matches Super Kem-Tone color for color. It's the favorite enamel for kitchens, bathrooms and all woodwork in the home. Kem-Glo flows on smoothly...no undercoater needed...looks and washes like baked enamel.



SUPER KEM-TONE \$5.49 a gallon (Deep tones \$4.59 a gallon). KEM-GLO \$2.99 a quart.



Wide range of lovely new colors to choose from!



Easy to apply with Roller-Koaster® or brush!

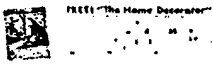


Guaranteed washable, or your money back!



THE SHERWIN-WILLIAMS CO.

In Principal Cities from Coast to Coast Super Kem-Tone and Kem-Glo are also made and distributed by: Acme Quality Paints, Inc., Detroit; W. W. Lawrence & Co., Pittsburgh; The Lowe Brothers Co., Dayton; John Lucas & Co., Inc., Phila.; The Martin-Senour Co., Chicago; Rogers Paint Products, Inc., Detroit.



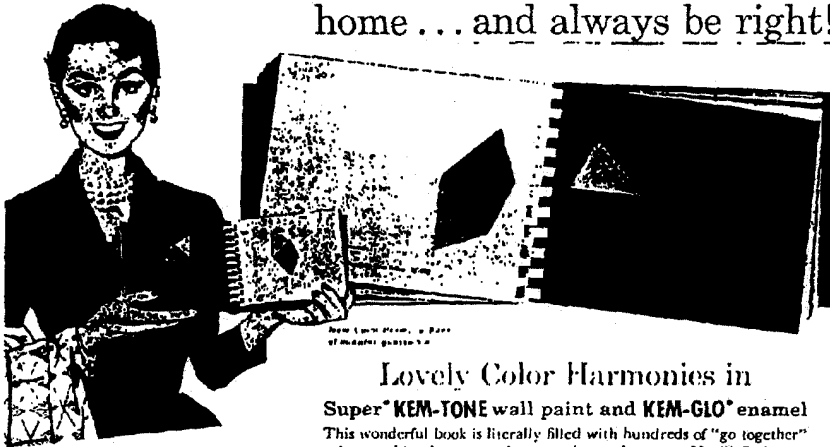
The Progressive Farmer

July 1950

0007-SWP-039626

0007-SWP-000123012

How to select Color Harmonies for your home ... and always be right!



You'll find answers
to color questions like these—
all shown in big "easy-to-see"
color swatches

- Which new wall colors will harmonize best with my present furnishings?
- I plan to redecorate and buy some new furnishings. How can I be sure to have everything in correct color harmony?
- What accent colors should I use for my bookshelves, alcoves, etc.?
- What new colors can I pick to go with my bathroom tile?
- ... colors should I choose for in perfect harmony.
- What wall and cabinet colors will go best with my colored kitchen appliances?

Lovely Color Harmonies in

Super* KEM-TONE wall paint and KEM-GLO* enamel

This wonderful book is literally filled with hundreds of "go together" color combinations to make your decorating easy. You'll find page after page of new color harmonies to set your imagination soaring ... colors that will bring new life to your present furnishings. Your Super Kem-Tone Dealer has this amazing book. Use it in his store, or borrow it ... take it home with you for "on-the-spot" color matching right in your own home ... there's no charge!

Over 1400 Different Color Harmonies!



STEP 1. Turn to the color index. You will find scores of colors arranged by "families." All the blues are together, the greens are together, etc. Select either your favorite color or one which matches your carpet, tile or drapery.



STEP 2. Turn to the page indicated. This color combines with the three showing through the fan-shaped window to give you a perfect color harmony. Turn the pages for more lovely harmonies that go with your color.

Borrow the Color Harmony Book from
your nearby Super Kem-Tone Dealer for
use in your home ... at no cost to you!



Painting is easy with Super Kem-Tone

the deluxe latex wall paint that goes on easily over any wall surface, without brush marks. This amazing rubber-tough paint dries to a velvet-rich finish in less than an hour. It's guaranteed washable, too, or your money back! And it's so thrifty ... one gallon does the walls of an average room.

Kem-Glo

is the miracle alkylid enamel for all your woodwork, and kitchen and bathroom walls and cabinets. It flows on so smoothly, dries in 4 hours to a finish that looks and washes like baked enamel; no undercoater is required. The beautiful Super Kem-Tone colors are matched with Kem-Glo, color for color.



Super Kem-Tone and Kem-Glo are made and distributed by:
The Sherwin-Williams Co., Cleveland • Acme Quality Paints, Inc., Detroit • W. W. Lawrence & Co.,
Pittsburgh • The Love Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-
Senour Co., Chicago • Rogers Paint Products, Inc., Detroit

0007-SWP-039627

0007-SWP-000123013

September 1957
September 8,
How to select

**New Color Harmony
 Book eliminates
 guesswork!**



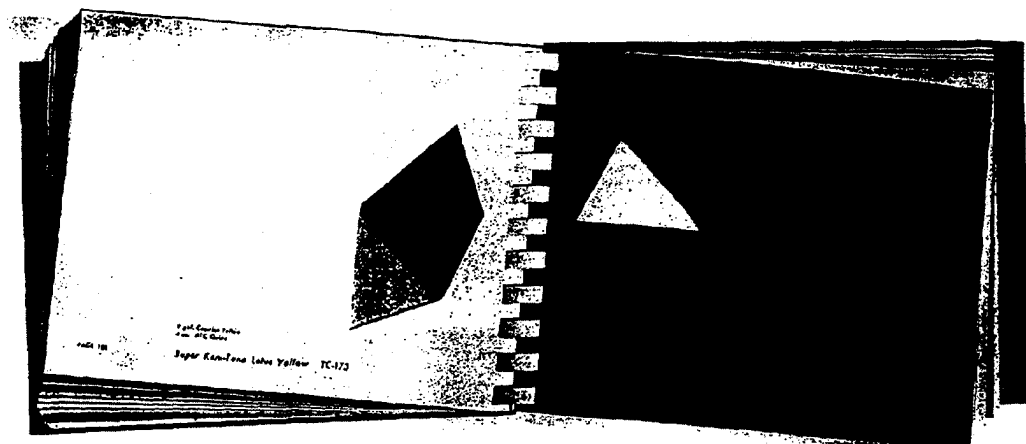
*You'll find answers
 to color questions like these—
 all shown in big "easy-to-see"
 color swatches*

- Which new wall colors will harmonize best with my present furnishings?
- I plan to redecorate and buy some new furnishings. How can I be sure to have everything in correct color harmony?
- What accent colors should I use for my bookshelves, alcoves, etc.?
- What new colors can I pick to go with my present tile?
- Which new colors will complement each other in perfect harmony?
- What wall and cabinet colors will go best with my colored kitchen appliances?

0007-SWP-039628

0007-SWP-000123014

Color Harmonies for your home ...and always be right!



Lovely Color Harmonies in Super® KEM-TONE wall paint and KEM-GLO® enamel

This wonderful new COLOR HARMONY BOOK is literally filled with hundreds of "go together" color combinations to make your decorating easy. You'll find page after page of new color harmonies to set your imagination soaring... colors that will bring new life to your present furnishings. Your Super Kem-Tone Dealer has this amazing book. Use it in his store, or borrow it... take it home with you for "on-the-spot" color matching right in your own home. There's no charge for using the COLOR HARMONY BOOK!



Painting is so easy with Super Kem-Tone

With ready-to-use Super Kem-Tone, you're sure of success. It's the deluxe latex wall paint that goes on easily over any wall surface—without brush marks. This amazing rubber-tough paint dries to a velvet-rich finish in less than an hour. It's guaranteed washable, too, or your money back! And it's so durable... one gallon covers the walls of an average room.

Kem-Glo is the miracle alkyd enamel

It's America's favorite enamel for all woodwork, and kitchen and bathroom walls and cabinets. Like Super Kem-Tone it flows on smoothly with brush or Roller-Koat®... dries in 4 hours to a finish that looks and washes like baked enamel... no undercoats required. The beautiful Super Kem-Tone colors are matched with Kem-Glo color for color, in a rich, satiny lustre.



Over 1400 Different Color Harmonies!



STEP 1. Turn to the color index. You will find scores of colors arranged by "families." All the blues are together, the greens are together, etc. Select either your favorite color or one which matches your carpet, linoleum, tile or drapery.



STEP 2. Turn to the page indicated. This color combines with the three showing through the fan-shaped window to give you a perfect color harmony. Turn the pages for more lovely harmonies to go with the color of your choice.

Borrow the Color Harmony Book from your nearby Super Kem-Tone Dealer for use in your home... at no cost to you!

Super Kem-Tone and Kem-Glo are made and distributed by:
The Sherwin-Williams Co., Cleveland • Home Quality Paints, Inc., Detroit • W. W. Lawrence & Co., Pittsburgh • The Lowe Brothers Co., Dayton
John Lucas & Co., Inc., Philadelphia • The Martin Senour Co., Chicago • Rogers Paint Products, Inc., Detroit

0007-SWP-039629

0007-SWP-000123015



Borrow it free from your
Super Ken-Tone
dealer



New Color Harmony Book

You'll find answers to questions
like these . . .

- Which new wall colors will harmonize best with my present furnishings?
- How can I use my favorite colors in a harmony and feel confident of success?
- I plan to redecorate and buy some new furnishings. How can I be sure that all the colors will go together?
- Can I use many different colors throughout my new house and know that each room will complement the others?
- I'm fond of bright recent colors. How can I use them effectively?
- Would my home still be in good taste if I combined a modern color scheme with my colonial furniture?

1500 NEW 1957 COLOR SCHEMES IN THIS BIG VALUABLE BOOK



SO QUICK . . . The index pages of this wonderful Color Harmony Book show you all the beautiful colors arranged in "families." The blues are together, the greens are together, etc. Use this index to match a color or to select a color you'd like to feature.

SO EASY TO USE . . . Turn to the page indicated. You'll see a large swatch of your color with three others in a perfect harmony . . . displayed through a "window." For other lovely harmonies arranged around your color, simply turn adjacent pages.

. . . a **FREE** service of 30,000 Super Ken-Tone dealers

USE THIS TEN-DOLLAR BOOK FREE . . . IN YOUR DEALER'S STORE OR TAKE IT HOME FOR SEVERAL DAYS

0007-SWP-039630

0007-SWP-000123016



. takes the guesswork out of decorating !

You're sure of success with lovely Super® Kem-Tone and Kem-Glo® colors . . .

SUPER KEM-TONE WALL PAINT is the deluxe latex wall paint that goes on like magic over any interior wall surface, including wallpaper. It dries in less than an hour to a velvet finish. It's guaranteed washable. No "painty" odor. A gallon does the walls of an average room.

KEM-GLO is the miracle alkyd enamel for finest woodwork and cabinets . . . also kitchen and bathroom walls. Kem-Glo dries to a rich, subdued lustre that looks and washes like baked enamel. Like Super Kem-Tone, it is ready to apply with brush or Roller-Knater® in all the gorgeous colors shown in the Color Harmony Book. Kem-Glo matches Super Kem-Tone color for color.

KEM-GLO VELVET ENAMEL is the newest finish for those who desire velvet-flat beauty on woodwork and cabinets. Kem-Glo Velvet has all the durable qualities found in regular Kem-Glo.



Address Inquiries To: Super Kem-Tone, 1208 Holland Bldg., Cleveland 1, Ohio

Super Kem-Tone and Kem-Glo are made and distributed by: The Sherwin-Williams Co., Cleveland • Rose Quality Paints, Inc., Detroit • W. W. Lawrence & Co., Pittsburgh
The Lavoie Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-Schwarz Co., Chicago • Rogers Paint Products, Inc., Detroit

0007-SWP-039631

0007-SWP-000123017