

THE MARTIN-SENDUR COMPANY - 2520 QUARRY STREET - CHICAGO, ILLINOIS



CATALOG OF PRODUCTS • COLOR SAMPLES • QUESTIONS AND ANSWERS • COLORS OF THE HOUR

MARTIN-SENOUR PAINT PRODUCTS



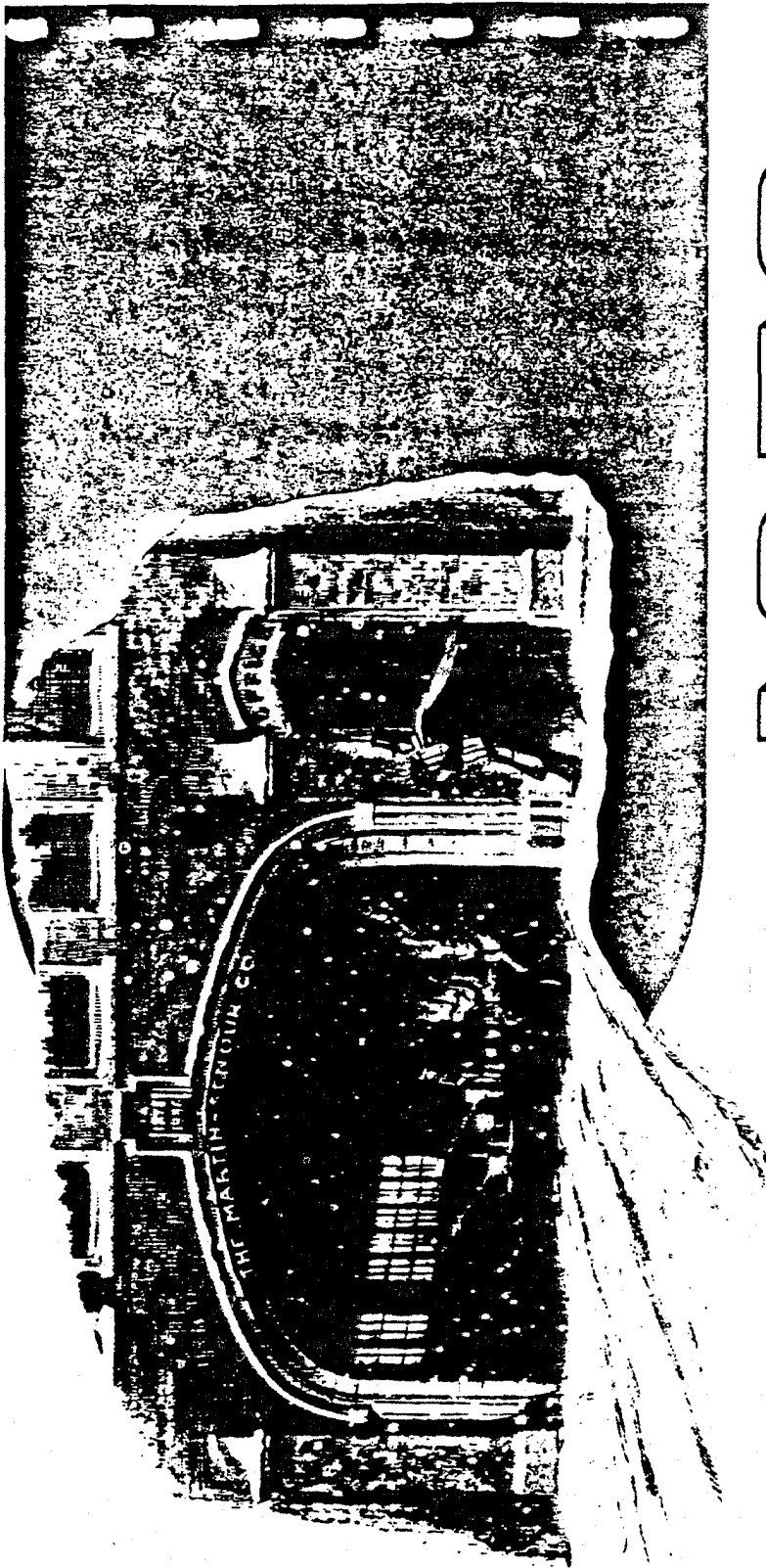
Section 1 ... PRODUCTS

Section 2 ... COLOR SAMPLES

Section 3 ... QUESTIONS and ANSWERS

Section 4 ... COLORS of the HOUR

Complete Index of Products on page



1878

SINCE

[2]

Since 1878 this company has held steadfast to the principle that its responsibility to dealers does not cease with the manufacture of products of unvarying high quality. We believe every effort should be made, consistent with sound judgment, to help merchandise paint products. That is why Martin-Senour is famous as "the House that helps the Dealer sell." Regularly, every Martin-Senour dealer is supplied with smart, helpful, modern selling ideas that, when used, bring the customers in the store and move paint off the shelves. Perhaps this accounts for the myriad of business friendships between the Martin-Senour Company and dealers—some begun more than half-a-century ago. In our business dealings you will find that our rule is simply the Golden Rule.

MARTIN-SENOUR COMPANY

The House of Quality

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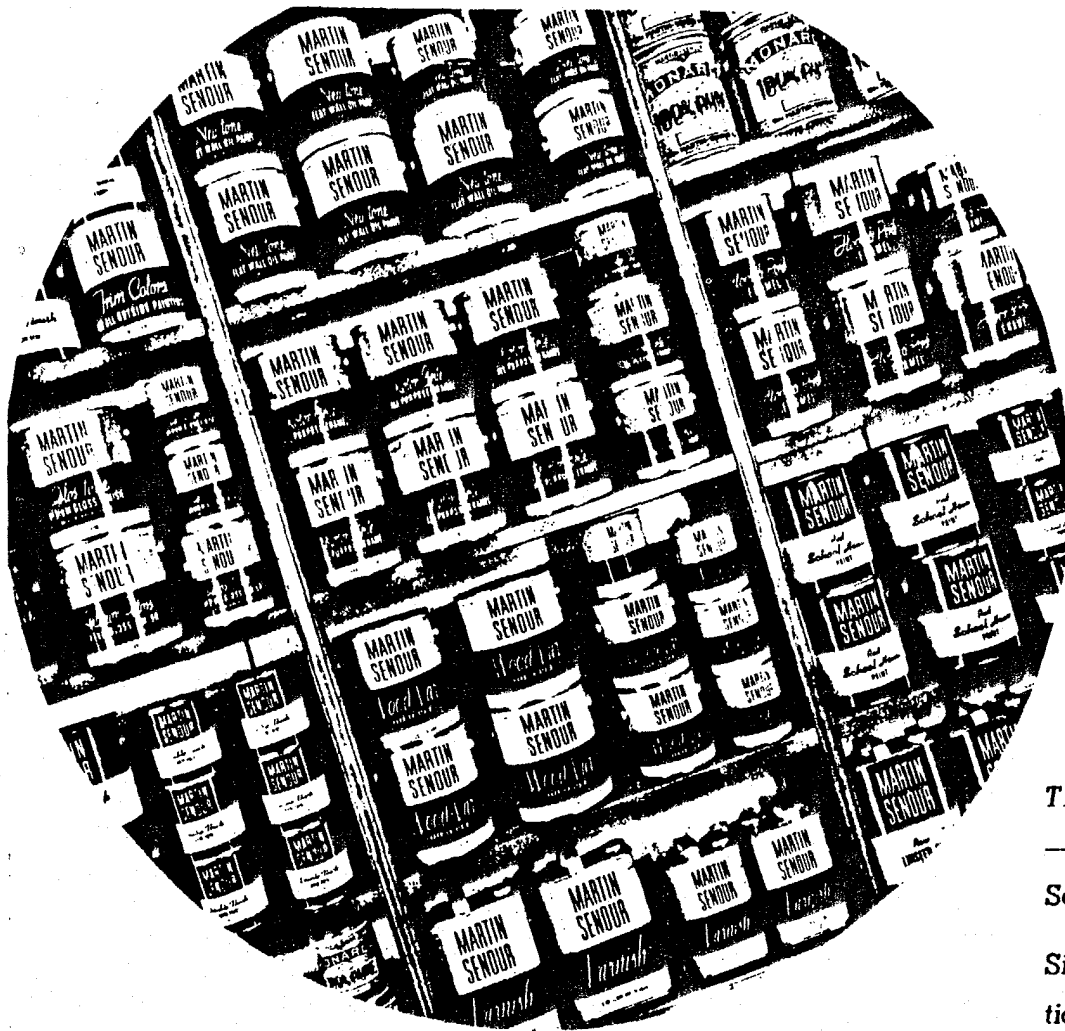
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White, Yacht
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Wood Preservative
Wood-Var Graining Compound
Wood-Var Varnish Stain

Y
Yacht White

Z
Zilo
Zinc Oxide in Oil
Zone Marking Paint

0007-SWP-000003846



The beautiful package in w
—reflects the inherent high
Senour Paints, Varnishes, o

Simple in design—harmon
tion—easy to read from de
rections for each particul
Martin-Senour packages a
any dealer's windows and

SHINGLE FINISHES

COLONIAL WHITE 211



TILE RED 203



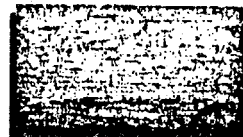
WOODLAWN GREEN 207



ROMANY RED 209



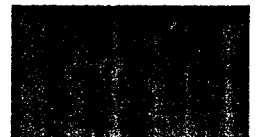
SHAMROCK GREEN 205



SILVERY ALUMINUM 213



OXFORD GRAY 208

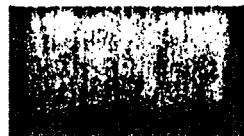


FRIAR'S BROWN 206



MANDALAY BLUE 212

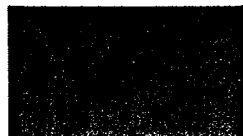
WAGON and TRACTOR PAINT



YELLOW

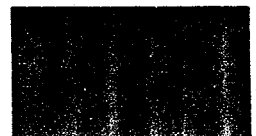


GRAY



BLUE

BLACK



PERMANENT RED

SCHOOL-HOUSE PAINT

DOUBLE-THICK PAINT



RED 467



GRAY 471

WHITE 479



YELLOW 413

Rich Red

CCCT-SMF-000003848

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THE PRODUCTS

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C007-SMF-006003849



MONARCH

100% PURE HOUSE PAINT

THE STANDARD OF COMPARISON FOR YEARS

This famous house paint, leader in the paint industry for many years, has earned its place as the best by delivering the most important thing—durability.

A range of beautiful colors, styled by the artist, gives the home-maker complete satisfaction in color. The confidence of generations in Monarch House Paint is proof that this paint guarantees satisfaction. Available in 30 colors and black.

MONARCH will cover approximately 450 sq. ft. per gallon, one coat, over a suitable primer.

Packed in barrels, fives, gallons, half-gallons.

THE MONARCH COLORS

Ivory	595	Spanish Blue	532
Cream	501	French Verde, Dark	506
Light Buff	511	Shamrock	505
Buff	518	Woodlawn Green	508
Colonial Yellow	576	Brazil Green	527
Milwaukee Brick	533	Cherry Red	578
Silver Gray	510	Indian Red	568
Steel Gray	584	Golden Brown	507
Pure Gray	562	Snuff Brown	519
Light Lead	522	Bungalow Brown	514
Medium Lead	579	Tobacco Brown	551
Sky Blue	539	Sienna Brown	516
Silk Green	581	Orange	536
French Verde, Light	502	Outside White	100
Green Tint	566	Inside White	104
Moss Green	592	Flat White	524
Blind Green	575	Interior Hi-Gloss White	588
		Black	569

MONARCH PRIMER

TRIPLE PURPOSE — FOR SUCCESSFUL 2-COAT

This product will prime, seal and produce a uniform foundation on highly porous, unseasoned and unprepared surfaces. It is applied by brush on easily without danger of clogging the brush. It fills rough, pitted surfaces. Used as a primer, it prevents paint failures such as blistering, peeling, premature chalking, and discoloration on wood, brick, cement, and metal surfaces. It covers 450 sq. ft. per gallon. Under normal conditions it can be applied in 48 hours. Ready-mixed, or mixed on the spot.

Packed in fives, gallons, half-gallons, and quart.

MONARCH TRIM COLORS

FOR ALL OUTSIDE PAINTING

These clear, durable colors are excellent for all exterior trim purposes—for sashes, shutters, trellises, screens, porches, cornices, or wherever a permanent, non-fading color is desired. Made of chemically pure pigments and especially treated oils to assure rich, long-wearing colors and fine protective qualities. Easy to work. Possesses greater covering power than ordinary colors, therefore more economical to use.

Packed in fives, gallons, half-gallons, quarts, and pints.

FUME-PROOF PAINT

WILL NOT BLACKEN IN INDUSTRIAL DISTRICTS

In many industrial areas around coal mines, steel mills, oil refineries and oil fields where the air is laden with chemical fumes such as sulphur gas — a blackening of the surface occurs with ordinary house paints. Several years ago, Martin-Senour formulated fume-resisting paints, which the experience of years has proved to be the ideal paint for such industrial districts. Excellent on both wood and metal. Will not turn color. Chalks slowly and always leaves the surface in good condition to repaint. Covers approximately 400 sq. ft. per gallon, two coats. Furnished in white. May be tinted with colors in oil. Ready-mixed colors available at the factory on special order.

Packed in 50 and 30 gallon drums, 5 gallon and gallon cans.

SASH BLACK

HIDES AND DRIES TO A HIGH GLOSS

This glossy, jet black paint is especially popular for window frames, sash, screen doors, etc., because of its density and hiding power. A fine quality product of beauty and unusual durability.

Packed in fives, gallons, half-gallons, quarts, and pints.

BRICK and STUCCO PAINT

KEEPS OUT DAMPNES — BRINGS BEAUTY

A special composition of kettle processed oils, and pigments formulated to resist the actions of alkalis such as is found in stucco construction. Penetrates rough and porous surfaces with a water-tight covering. Soot are easily washed away from its surface by the surface practically "self-cleaning". Due to the penetration in the roughness of the surfaces to which it is applied, coverage varies from 250 to 500 square feet per gallon.

Available in these colors:

White
Cream
Light Yellow
Light Green

Light Green
Dark Green
Tan
Tile

Packed in fives and gallons.

BRICK and STUCCO PRIMER

THE IDEAL BASE COATING

Brick, concrete and stucco surfaces, being alkaline, should have a first coat of Brick and Stucco Primer designed to meet this condition. Then apply Brick and Stucco Paint according to directions on the can.

Packed in fives and gallons.



WHITES, LEADS, ZINC

DUPLEX WHITE — Semi-Paste

A GOOD WHITE THAT WORKS JUST RIGHT

A combination containing leaded zinc and titanox, made to deliver unusual performance comparable with the moderate cost of this product. Mix 1½ gallons of linseed oil to 1 gallon of Duplex White for the priming coat. Add 1 gallon of linseed oil to each gallon of Duplex White for the finish coats.

Packed in fives and gallons.

MASTER WHITE — Semi-Paste

THE WHITE THEY ALL LIKE

A superior white combination of pure white lead, pure zinc oxide and pure Titanium pigment, so balanced as to provide a finished job of maximum durability and whiteness. One gallon of Master White is usually mixed with one and one-half gallons of linseed oil for the priming coat, and one gallon of Master White to one gallon of linseed oil for finish coats. The use of turpentine and drier is optional, depending on the judgment of the painter on the job.

Packed in fives and gallons.

North American PASTE WHITE STOCK

A USEFUL WHITE, PRICED RIGHT

A moderately priced white paste used for ordinary painting requirements, and by plumbers for pipe joints.

Packed in five pound and one pound cans.

100% PURE WHITE LEAD

THE WHITE LEAD THAT'S EASIER TO USE

Martin-Senour's 100% Pure White Lead is pure white lead carbonate, ground in strictly pure linseed oil, possessing all the best properties, covering power, whitening, and reducing qualities. Supplied in either paste or soft paste consistency.

Packed in 250 lb. casks, 100, 50, 25, and 1 lb. tin cans.

ZILO PASTE PAINT

PAINTERS SAY, "BETTER THAN WHITE LEAD"

Many painters prefer Zilo to plain white lead with zinc added, because it is more highly whiting, and is regarded as the best pigment to use for chalking. Zilo is ground exceptionally fine in more linseed oil per 100 lbs. than white lead, having a bright, lasting gloss, wears well under all conditions, withstands sulphur atmosphere, and comes in both paste and soft paste.

Packed in 100 lb., 50 lb., and 25 lb. st.

ZINC OXIDE — In Oil

For the painter who occasionally prefers a pure white, Martin-Senour offers the two top grades of strictly pure linseed oil, mixed with pure zinc oxide. GREEN SEAL ZINC — the whitest made. RED SEAL ZINC — next in whiteness.

Packed in 25 and 12½ lb. pails, 5 and 1 lb. tins.

FARM PAINTS



DOUBLE-THICK FARM PAINT

MADE FOR NEGLECTED FARM BUILDINGS

Especially formulated for use on grayed and weatherbeaten barns and buildings. Won't suck in — seals and covers old and porous wood perfectly. Gives maximum in protection and durability. Contains 50% more quality pigment than paints of comparable price. Provides both priming and finishing in a single coat. Mixed, its coverage is 350 to 400 sq. ft. of badly weathered surface per gallon, first coat. As much as 700 sq. ft. coverage per gallon on previously painted surfaces. One color only — the popular rich red. Comes only in semi-paste form. Reduce according to directions on the can.

Packed in drums, 5 gallon, gallon and quart cans.

No. 81 REDUCER

FOR THINNING FARM PAINT — PREVENTS "BLACKENING"

For thinning farm paint. Provides better sealing, adhesion, and coverage than linseed oil. Speeds drying. Normally permits a surface free from dust and insects. Prevents "blackening". No poison added — is perfectly safe to use with cattle in the barnyard.

Packed in 30 gallon drums, fives and gallons.

SCHOOL HOUSE PAINTS

FINE FOR FARM, FACTORY, AND INSTITUTION

Martin-Senour School Paints have a justly famous reputation as an all-around quality paint for farm buildings, sheds, fences, implements, roofs, gutters, dormitories, schools, and municipally-operated institutions. Outside and inside, School-House Paints answer the demand for an all-purpose maintenance paint for roofs, tanks, structural steel, fire escapes, catwalks, etc. Dries to a high gloss. Economical and long-lasting. Comes ready mixed. Dries to touch in normal drying conditions — it is possible to recoat in 24 hours.

Red 467
Gray 471

Yellow
White, 472

WAGON and TRACTOR PAINT

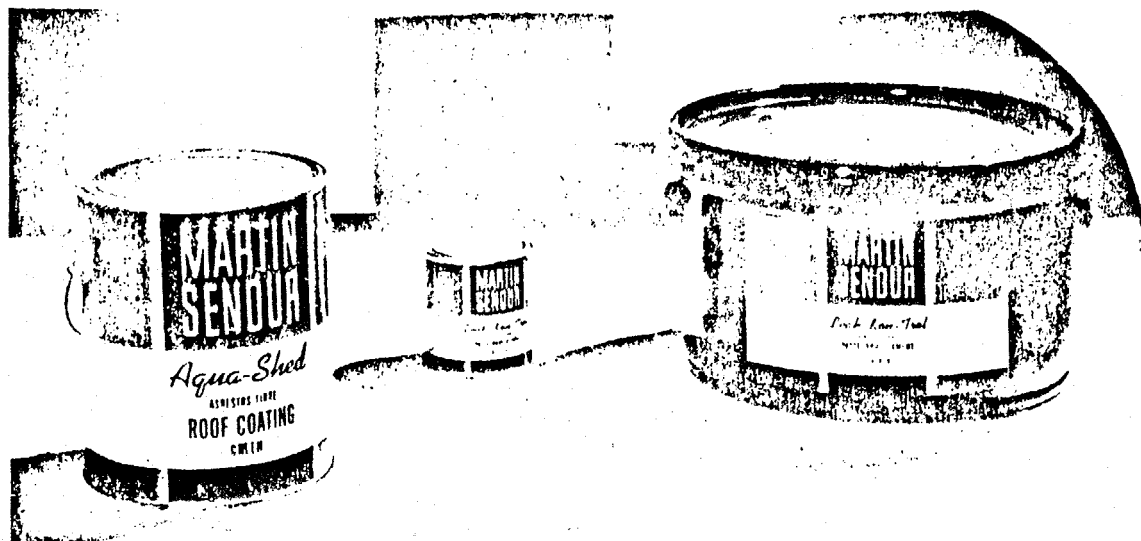
FIRE RESISTANT AGAINST WEATHERING

High-grade, varnish gloss paint for finishing trucks, sleds, farm and road implements. Favored by farmers because of its ability to stand up and last. Offers splendid protection against rust for all implements left outdoors the year around. Approximately 450 to 500 square feet per gallon. Colors are:

Yellow
Permanent Red
Gray

Green
Blue
Black

Packed in gallons, quarts, pints and half-pints.



ASBESTOS ROOF COAT

AQUA-SHED

WATERPROOFS ROOFS QUICKLY AND EASILY

A quality liquid roof coating for repairing all roofs — tar, gravel, concrete, slate, tile, tin, composition, felt, galvanized or corrugated iron. May be applied with a large paint brush or roofing brush. The refined asphalts used are the finest obtainable and are especially prepared and blended with high grade oils and long sturdy asbestos fibres. The fibres act as a binder—offering greater resistance to ravages of rain, hail, sleet and burning sun. Will fill up small holes and leaks, therefore, is an excellent waterproofer. Easy to use. Simply clean the roof of old loose particles and apply with large paint brush or roofing brush. Similar in character to LEAK-KON-TROL, except Aqua-Shed is in liquid form. Furnished in black, red, and green.

Packed in 50 and 30 gallon drums, fives and gallons.

(See also BLACKOTE — page 13)

LEAK-KON-TROL

A PASTE ROOF CEMENT WITH MANY USES

A soft, elastic roof cement in paste form, made of asphalt and long fibre asbestos. Ideal for filling cracked joints and defective places in roofs, as well as in composition roofing. Also used for repairing slate and tile roofs, painting around leaded glass panes, sky lights, and dormer windows, gutters, stone, woodworks, etc. Extremely elastic and readily to the expansion and contraction of the roof. It is applied thereby preventing cracks from running in warm weather. Ready to use. Applied with trowel. Available in black, red, and green.

Packed in barrels, half-barrels, 100 and 5 lb., and 1 lb. cans.

PAINTS FOR METAL SURFACES

GRAPHITE PAINT

A LONG-FAVORED METAL PROTECTOR

Especially prepared to give utmost satisfaction as a protective coating for metal surfaces, and suitable as a finish coat on structural iron work. Made of finely powdered top quality graphite, ground with high grade linseed oil. Dries to touch in 10 hours, to recoat in 3 to 4 days. Not recommended as a priming or first coat on any surface. One gallon covers approximately 450 square feet, two coats.

Packed in drums, fives, and gallons.

CHROMATE METAL PRIMER

A superior metal primer for use on all exterior metal surfaces—on bridges, tanks, general structural work, etc. Provides an excellent surface for recoating—is non-bleeding—and can be used under any color paint. A carefully balanced formula, containing a liberal amount of basic lead chromate, white lead, zinc oxide, red lead and a specially developed iron oxide pigment, combined with the finest refined linseed oil. Golden brown in color. Dries to touch in 4 hours—to re-coat in 24 hours. Covers approximately 500 to 600 square feet, per gallon, one coat on flat work. On structural steel easily covers two and one-third tons per gallon, one coat.

Packed in fives, gallons and quarts.

No. 1 ASPHALTUM

PROTECTS ALL METAL SURFACES

A quick drying tough, elastic black asphaltum of exceptional value for brushing and dipping sheet iron-work, rough castings, or any exterior metal surface that needs a protective coat. Can be brushed as it comes from the container. For spraying or dipping reduce one-third with mineral spirits or naphtha. Covers well and flows to a smooth coating of high lustre. Sets dust free in about one hour and hard in about five hours.

Packed in gallons, half-gallons, quarts, pints and half-pints.

BLACKOTE

A WATERPROOF PAINT FOR METAL AND CONCRETE

A jet black elastic paint for waterproofing an exterior or interior surfaces. Acid-free and ac to a good gloss. Unexcelled where a real pro required. Highly recommended for use on m roofs and other surfaces exposed to the weat proofing for concrete it has no equal. Excellen stand pipes, water troughs, gutters, casings, an very porous and rough surfaces, one gallon w mately 150 square feet; on metal work, 200 sq old woodwork, 160 square feet.

Packed in 50 and 30 gallon drums, fives and

(See also Aqua-Shed — page 1)

METAL COTE

FAMOUS FOR YEARS, THE IMPROVED "OLD IRON PAINT"

A combination graphite paint possessing eas cellent covering, and endurance. Fine for pr metal surfaces, pipe identification, smokestack bridges, grain elevators, exterior water tan cranes, metal silos, metal garages, stills, boiler iron and steel. Insures a fine, uniform paint fi protective qualities—prevents rust, pitting, by brush or spray. Comes in brushing consiste 12½ to 25% for spraying. Dries to touch in 8 t coat in 24 hours. Covers about 650 sq. ft. to t surfaces. On structural steel, about 3¼ tons t buildings, 3 tons to the gallon. Colors—

Brown
Green

Steel
Black

Packed in 50 and 30 gal. drums, 5 gals., gallons

SMOKE STACK BLACK

A HEAT-RESISTING ASPHALTUM BLACK

A high heat-resisting black with a high glo any structural or iron surface subject to exce to apply. Dries quickly.

Packed in 50 and 30 gal. drums, 5 gallons, and



INTERIOR WALL FIN

NEU-TONE

FLAT WALL OIL PAINT

NEU-TONE is a sanitary, washable flat oil finish. Ideal for flat, dull, glazed and blended effects in living rooms, bed rooms, dining rooms, as well as in offices, hospitals, schools, churches and other buildings.

Spreads easily, is smooth flowing. Dries in 8 hours. Saves muss and fuss. Applied in the morning, the room is ready for use again the same evening under average drying conditions.

One gallon covers approximately 600 square feet, finish coat.

Comes in 14 beautifully soft, pastel shades for stylish rooms. Also in black and white.

Eggshell	655
Rich Cream	696
Blossom Yellow	697
Light Orchid	689
Medium Blue	682
Pale Green	651
Russian Tan	678
Pure Ivory	692

Packed in barrels, fives, gallons, half

GLOS-TONE

A MEDIUM GLOSS WASHABLE FINISH

This superior, washable, semi-lustrous finish for interior use brings colorful beauty to walls and woodwork in bathrooms, kitchens, hallways, furniture, — to any paintable surface.

Wherever the finish must be beautiful and modern, yet resistant to wear and repeated cleanings, the use of Glos-Tone is clearly indicated. Ideal for homes, schools, hospitals, and public buildings. It is quickly and easily applied—by amateur or professional. Self-leveling. Brush marks disappear. Plain soap and water removes dirt, soot, grime, grease, finger marks—even such destructive stains as ink, bluing and mercurochrome. Covers approximately 600 square feet per gallon, finish coat. Comes in 14 styled colors and black and white.

Ivory	801	Radiant Yellow	821
Buff	803	Shell Gray	822
Silvery Gray	808	Seawood Green	825
Apple Green	809	Peach	811
Light Orchid	806	Classic Brown	824
Taupe	812	Soft Chamois	826
Riviera Blue	823	White	800
Cream	802	Black	813

Packed in barrels, fives, gallons, half-gallons, quarts, pints, half-pints.

NEU-TONE GLAZING and BLENDING LIQUID

NECESSARY FOR DISTINCTIVE EFFECTS

A favorite with painting and decorating contractors for assisting in the production of glazed and blended effects, tiffany tones, etc.

Packed in gallons, quarts, pints and half-pints.

INTERIOR GLOSS

A FULL GLOSS WASHABLE FINISH FOR WALLS AND

This full gloss finish for walls, ceilings and woodwork combines a bright, colorful beauty with an extraordinary finish of film. It may be applied over almost any surface.

Works exceptionally free and easy. Brush marks disappear during the process of drying. The film is resistant to grease, water and sunlight; will not crack, chip, or peel. Especially suited for use on large surfaces such as plaster, wood, metal, wallboard and cement.

Covers so solidly it hides any color old coat. Covers approximately 600 square feet per gallon, finish coat. Mixes with five clear, modern tints. Colors may be blended for unusual effects.

Light Ivory	92	Oyster Shell	
Rich Cream	93	Maize	
Lettuce Green	95	White	

Packed in fives, gallons, half-gallons, quarts and

PIGMENTED WALL PRIMER and

COVERS AND SEALS IN ONE COAT

The ideal first coater for all interior wall finishes on new plaster walls, wallboard, and other porous surfaces. In addition, when a change of color is desired, on previously painted walls, Pigmented Wall Primer and Sealer, followed by one coat of Interior Gloss, will produce a very fine job. Used in accordance with directions, it seals the surface perfectly and at the same time hides previous finishes. While it is not guaranteed to protect paint against extremely hot spots in plaster walls, it is found to be the safest paint material possible to use in extreme cases. Easy to apply. Dries quickly. Compatible with Oil Colors.

Packed in 50 and 30 gal. drums, fives, gallons, half-gallons, quarts.

0007-SWP-000003857

WATER PAINTS

BONDING CEMENT PAINT

ADDS BEAUTY . . . KEEPS OUT MOISTURE

A moisture-proof finish for all unpainted, porous, masonry surfaces — concrete, stucco, common brick or stone — such as homes, factories, office buildings, silos, barns, garages, and swimming pools. Comes in dry powder form. Contains white portland cement, plus other pigments, chemicals and hardening water-proofing agents. Martin-Senour Bonding Cement Paint adheres by the setting and hardening action of the cement and other ingredients during which process crystals are formed, which interlock with the minute pores of the surface. Forms a coating which seals up the pores of the cement, thus giving perfect protection against dampness. There is nothing to deteriorate or decay, and the life of the paint is almost unlimited. Covers approximately 20 to 30 square feet per pound, one coat, depending upon the roughness of the surface. Nine attractive colors—

White	5000	Ivory	5025	Cream	5029
Fawn	5028	Tan	5030	Blue	5027
Pink	5031	Green	5028	Gray	5032

Packed in 100 lb. and 25 lb. steel drums, and 5 lb. packages.

KALSO-TONE

A SUPERIOR COLD WATER KALSOMINE

A low cost wall finish far superior to kalsomine. Gives mixing, brushing and leveling formerly found only in strictly hot water KALSO-TONE breaks up readily. Strips easily. Brushes, levels, flows and hides perfectly. Has excellent re-coatability. Covers approximately 20 square feet per 5 lb. package, one coat. The colors are—

Cream	401	Light Cream	405
Pure Ivory	417	Rose Pink	424
Medium Blue	403	Sand	406
Light Green	420		

Packed in 100 lb. and 25 lb. barrels and 5 lb. packages.

CASEIN PAINT

FOR LOW COST, WASHABLE WALL SURFACES

A low cost wall finish that will give the utmost service in durability and harmony. It may be applied directly to a surface that is in reasonable condition. Supplied in dry form to preserve the efficiency of the paint until it is actually used. The possibility of spoilage and settling is easily avoided. The colors are—

Ivory	5001
Blue	5006
Green	5008
Cream	5002

Packed in barrels, 25 lb. and 5 lb. packages.

Casein Paint is also available in paste form in 5 lb. quarts. Same colors as the dry form.

CC07-S&P-C00C03658

WAXES

LIQUID WAX

A SUPERIOR WAX IN LIQUID FORM

This is a high-grade wax in liquid form for use on all surfaces — automobiles, floors, bowling alleys, furniture, etc. Easy to apply with either a brush or cloth.

Packed in gallons, half-gallons, quarts, pints and half-pints.

QUIK WAX

A SELF-POLISHING LIQUID WAX

A moderately priced, free flowing liquid wax that requires no polishing or rubbing. Produces a high sheen on furniture, woodwork, linoleum, and varnished or painted floors.

Packed in gallons, quarts and pints.

PASTE WAX

RECOMMENDED FOR THE FINEST FURNITURE

This high quality pure paste wax is the finest product that can be made for use on floors, interior woodwork, furniture, automobile and all lacquered, enameled or varnished surfaces. Easy to apply. Produces a brilliant, durable finish.

Packed in five pound, one pound, half-pound and quarter-pound cans.

POWDERED FLOOR WAX

MAKES FLOORS SLICK FOR DANCING

An exceptionally high quality floor wax made especially for ballrooms and other dance floors. Container has sifter top. Extremely easy to apply.

Packed in one pound and half-pound packages.

FILLER

CRACK and CREVICE FILLER

MAKES WOOD SURFACES SMOOTH

For filling cracks and crevices in floors, wood, etc. Does not shrink away from the wood. Give surface for the application of paint, stain or varnish. Apply with putty knife, forcing well into crack. Allow to dry thoroughly before recoating.

Packed in quarts, and half-pints.

PASTE WOOD FILLER

A NECESSITY FOR GLASS SMOOTH FINISHING

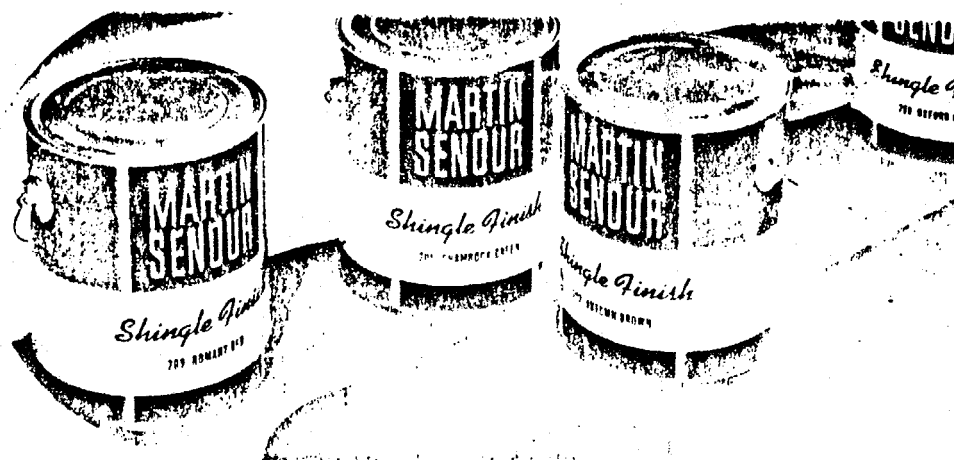
A fine product for filling all open grained wood, oak, nut, walnut. Produces a smooth surface and is suitable for all succeeding coats of varnish or enamel.

Natural Color
Walnut

Golden
Dark

Packed in two-gallon cans, gallons, quarts and pints.

Included in the book are answers to practical questions regarding the preparation of surfaces and the preparation of paints. Refer to this section for suitable answers to queries of customers.



SHINGLE FINISHES, STAINS

SHINGLE FINISHES

MORE THAN A PAINT, STAIN, OR DYE

Martin-Senour Shingle Finish is a triple-purpose product — it beautifies — it preserves — it protects. Gives colorful beauty plus real protection and preservative qualities. Can be used on either previously stained or new shingle surfaces. Penetrates, yet leaves a smooth, opaque finish that adds longer life to shingles. Will not rub or wash off. Waterproof — helps prevent absorption and fungus growths. Easy to apply — no dripping or sagging. May be brushed, dipped or sprayed. The ready-to-use styled colors are —

Colonial White	211	Oxford Gray	208
Tile Red	203	Friars Brown	206
Woodlawn Green	207	Mandalay Blue	212
Silvery Aluminum	213	Dovetone Gray	210
Romany Red	209	Ivy Green	204
Shamrock Green	205	Autumn Brown	202

Packed in drums, fives, and gallons.

SHINGLE STAIN

PRESERVES AND BEAUTIFIES SHINGLES

A superior product composed of refined oil in combination with strong pigments. Preserves shingles for their permanency and wear. Penetrates deeply into the wood and tends to preserve fence posts and all buildings on which used. May be brushed or sprayed on shingles, approximately 100 square feet per gallon, one coat. Approximately 200 square feet per gallon, two coats. In dipping, 2½ to 3½ gallons per thousand shingles, 3 to 4 gallons per thousand shingles, 3 to 4 gallons per thousand 24" shingles. Brushing on shingles, approximately 250 square feet per gallon. Colors are:

Light Brown	308
Dark Brown	314
Light Green	306
Medium Green	307

Packed in 50 and 30 gal. drums, fives, and gallons.

STAINS AND DYES

PENETRATING WOOD DYE

MAKE FINE FINISHES THE EASY WAY

A modern, oil type stain which has the penetration power of an acid stain, combined with the easy working and permanence of an oil stain. Streaking and lapping are reduced to a minimum. Can be wiped to produce highlights in the finish effect. For best results, use the special reducer that is designed to go with this product. Supplied in the following colors:

Dark Mahogany
Weathered Oak
Dark Oak
Maple

Moss Green
Adam Brown
Golden Oak
Walnut

Packed in gallons, quarts, pints and half-pints.

PENETRATING WOOD DYE REDUCER

FOR MATCHING AND PRODUCING LIGHT SHADES

When a variance of lighter colors is desired, it may be obtained by reducing the color strength of the basic shades of Penetrating Wood Dye. Shading in this manner does not detract from the original high quality of the dye. Also used for thinning in case of excessive evaporation of the dye.

Packed in gallons, quarts, pints, and half-pints.

OIL STAIN

Here are permanent, easily handled oil stains for architectural and furniture uses. Penetrate into the wood, thus assuring excellent color. Shades accurately imitate the natural colors of expensive woods. Suitable for all kinds of new and soft woods. One gallon will cover approximately 100 square feet of average surface, one coat. Supplied in the following colors:

Golden Oak
Cherry
Light Oak
Dark Oak

Weathered Oak
Walnut
Mahogany
Rosewood

Packed in gallons, quarts, pints, and half-pints.

Martin-Senour Products are fairly priced at the lowest possible, consistent with the use and manufacture of the highest grade of raw materials and the careful workmanship which enters into the making of the Martin-Senour line.



ENAMELS

KOLOR-BRITE

A QUICK-DRYING, ALL-PURPOSE ENAMEL

An extra fine enamel for beautifying and protecting all surfaces. Used on wood, plaster, metal or concrete. For walls, woodwork, furniture, floors, and all odds and ends. The variety of rich colors offers a vast number of distinctive decorating combinations. The colors are bright, clear, and uniform. Withstands bumps and knocks, scraping and marring. Impervious to most household chemicals, acid stains, grease, alcohol — even mercurochrome and iodine. Not affected by boiling water. Cleans easily with soap and water. No disagreeable odor. Flows on like magic, levels out and dries without a trace of brush marks. Most dark surfaces are hidden with a single coat.

Resists rapid temperature changes. Dries within an hour, dries hard in 4 hours, and is ready for use. Easy for anyone to apply. Noted for its permanence—these colors are brilliant and clear for all decorative effects.

Ivory	45	Ocean Blue	38
Suntone Cream	64	Royal Blue	55
Antique Ivory	74	Maroon	39
Jonquil Yellow	67		
Peachtone	65		
Pale Green	36		
Ming Jade	69		
Jade Green	48		
Wicker Green	54		

These Kolor-Brite Weatherproof colors are ideal for enameling automobiles, boats, toys, furniture, and other objects exposed to the elements frequently —

Ocean Blue	38		
Royal Blue	55		
Maroon	39		

Packed in gallons, half-gallons, quart, and quarter-pints.

SUPER-WHITE

AN ENAMEL THAT'S "WHITER THAN WHITE"!

Kolor-Brite Super-White is extra durable—porcelain-like. A non-yellowing, true white, washable enamel for the finest interior and exterior work. Unsurpassed for producing a brilliant, high gloss, and weather-resisting smooth surface.

Packed in gallons, half-gallons, quarts, pints, half-pints, and quarter-pints.

ENAMEL

FOUNDATION

NECESSARY FOR ALL FINE ENAMELING

A high grade long-oil type undercoater. Ground to extreme fineness, insuring splendid hiding and remarkable sealing. Levels out to a smooth, flat finish that imparts great depth to finish coats. Sands easily. Produces a perfect bonding surface for finish coats. Under ordinary conditions, dries perfectly in 14 to 24 hours.

Packed in gallons, half-gallons, quarts, pints, and half-pints.

WHITE ENAMEL

FULL-GLOSS WHITE ENAMEL

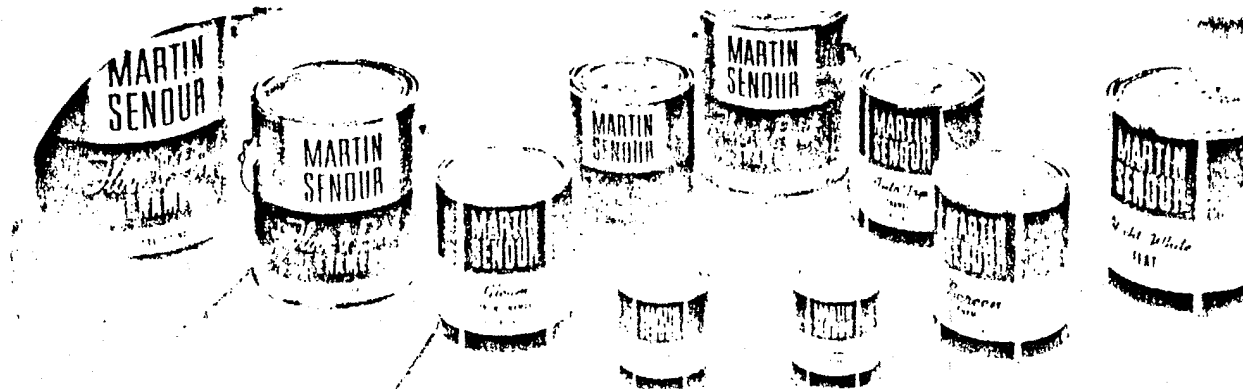
An outstanding enamel for all uses. Widely used for painting and maintenance work on homes, apartments, hotels, schools, institutions. Brushes easily, flows freely with excellent hiding power. Produces a high gloss that retains its luster for exceptionally long periods. May be tinted with colors to produce all smart, modern enamel shades. Sets in two or three hours and dries overnight.

Packed in gallons, half-gallons, quarts, pints, and half-pints.

SEMI-GLOSS WHITE ENAMEL

Gives the pleasing, ultra-modern finish which is popular in the finest homes and residential hotels. A long-lasting finish for use in colonial style homes in New England and elsewhere. Easy to brush. Excellent flowing, hiding and drying characteristics. Retains its whiteness indefinitely.

Packed in gallons, half-gallons, quarts, pints, and half-pints.



FLOOR & PORCH ENAMEL

Wears Like Iron — Inside or Outside

A heavy duty product especially formulated to use on all exposed wood, metal, brick and cement surfaces—outdoors or inside. Combines the richness and high gloss of a fine enamel, plus a toughness and hardness comparable to the best exterior finishing products.

Fine for porch floors, railings, exterior steps of wood or concrete, kitchen floors, baseboards, basement floors, etc. Easy to brush on just as it comes from the can. Covers approximately 350

square feet per gallon, two coats. Including white:

Pearl Gray	730
Stone	731
Lead	733
Light Drab	15
Light Oak	11
Green	31
Tile Red	748 717

Packed in gallons, half-gallons, quarts

YACHT WHITE

FOR ALL FRESH OR SALT WATER CRAFT

A durable white paint, ground in pure linseed oil for all inside and outside application on marine craft. Extremely white, has excellent body, excellent coverage, remarkably easy working and flowing qualities. Normally covers approximately 600 square feet per gallon, one coat.

Packed in gallons, half-gallons, quarts and pints.

AUTO TOP ENAMEL

PROTECTS FABRIC AUTO TOPS

A dense black enamel for renewing fabric auto tops, and side curtains. Dries to touch in one hour and hard in about five hours.

Also can be used as a touch-up black for fenders.

Packed in gallons, quarts, pints and half-pints.

SCREEN ENAMEL

DOES NOT CLOG THE MESH

A high-grade product for enameling both the wire mesh of door and window screens. Prevents deterioration from weather. Easily applied. Will not yellow. Dries quickly to a high gloss. Supplied in BLACK.

Packed in gallons, half-gallons, quarts, pints and

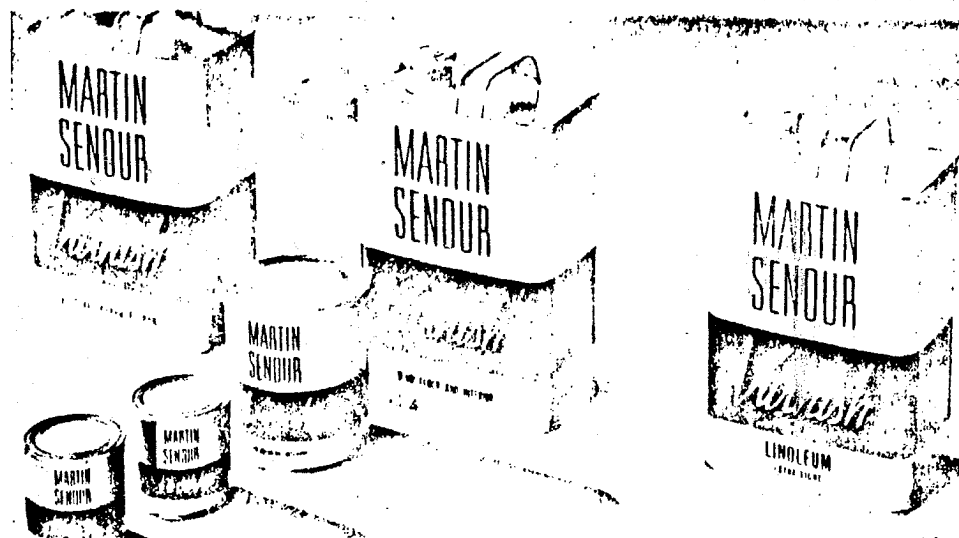
GLEAM IRON ENAMEL

WITHSTANDS HIGH HEAT

A brilliant, jet black, high gloss finish for stove pipes, pipes, grates, hot water tanks and other surfaces subjected to extreme heat. Easy to brush on. Will dry in about one hour and to handle in about five hours.

Packed in gallons, quarts, pints, half-pints and

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VARNISH

Martin-Senour Varnishes cover approximately 700 square feet per gallon, one coat.

Painting and decorating contractors who insist on only the highest quality of workmanship demand a line of products whose quality is unquestioned and of the highest calibre. Likewise, home-crafters who are interested in only the best varnishes, select with confidence the products of the Martin-Senour Company. Pre-eminent in the manufacture of paint and varnish for more than half a century, The Martin-Senour Company offers from the limits of its experience this line of products as the finest expressions of the varnish makers arts.

ALL-PURPOSE SPAR VARNISH

WITHSTANDS STORMS, SALT SPRAY, AND

An exterior clear finish that will out-persist any other on the market we have ever seen, regardless of the weather. Clear, pale, and full bodied. Dries rapidly. A long oil combination of the finest resins. Does not turn white in either boiling or freezing temperatures. Resists alkalis, alcohol. Weather-proof to the elements. For all exterior use—floors, ceilings, boats, etc. Use on interior surfaces subject to excessive moisture. Sills, kitchen drainboards, etc. Sets dust. Dries to handle in about eight hours and to the touch in four.

Packed in gallons, half-gallons, quarts

SATIN FINISH VARNISH

GIVES PERFECT HAND-RUBBED EFFECT

This is the easy way to produce a fine, durable finish approximating that of a hand-rubbed and polished surface. Excellent for all general interior wood and furniture finishing. Made durable enough to be used as a floor varnish! For best results, apply over Floor and Interior or All-Purpose Spar Varnish. See directions on can. *Satin Finish Varnish* sets dust free in one or two hours, and to handle or walk on in about twenty-four hours.

Packed in gallons, half-gallons, quarts, pints, half-pints.

LINOLEUM VARNISH

PROTECTS AND PRESERVES ALL LINOLEUM

A durable finish of high lustre for general application on all inlaid and printed linoleum. Pale in color—will not discolor soft tints. Makes linoleum easier to clean. Water and wear resisting. Brushes on easily. Protects, beautifies and materially lengthens the life of either printed or inlaid linoleum. Dries dust free in one hour and to walk on in 8 to 12 hours. Will not lift or raise any previous finish. Covers about 700 sq. ft. per gallon, one coat.

Packed in gallons, half-gallons, quarts, pints, half-pints.

FLOOR AND INTERIOR VARNISH

GIVES EXTRA MILES OF WALKING WEAR

This product will out-perform any other floor finish regardless of price. Water resisting. Produces a finish of unusual gloss and elasticity. Pale in color. Easy to brush. Dries rapidly. Produces a tough finish that will stand up under an unusual amount of scuffing. Withstands vigorous cleaning. Fine for work and furniture. Has a high natural gloss. Gives a satiny finish when rubbed and polished with putty or oil. Sets dust free in 1-2 hours, dries to handle in 2 hours; to walk on in about eighteen hours.

Packed in gallons, half-gallons, quarts, pints, half-pints.

CLEAR SIZING VARNISH

USED TWO WAYS — FOR SIZING AND REDUCING

This top quality sizing varnish is excellent for all purposes and is widely used as a reducing liquid for gloss paints and enamels. Pale in color. Requires no brush. Sets in one to two hours, and dries in 2 hours. It is not recommended as a size for wall paper.

Packed in gallons, half-gallons, and quarts.

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VARNISH

CONTINUED

MASTER PAINTER'S FLOOR and TRIM VARNISH

PERMITS LOW MAINTENANCE COSTS

A good product for use on all apartment houses, homes and buildings. Gives real value for the money. Will not scratch white. Not affected by moisture. Dries overnight. The greatest possible value has been built in this product, comparable with its cost.

Packed in fives, gallons, half-gallons, quarts, pints.

QUIK-VAR UTILITY SPAR

A REAL SPAR VARNISH THAT COSTS LESS

A free-flowing, quick-drying general purpose for all outside and inside varnishing. Water resistant, good durability, and high lustre. Dries and hard in six to eight hours. Extremely low priced contracting and apartment house.

Packed in gallons, half-gallons, quarts, pints.

Martin-Senour Varnishes cover approximately 700 square feet, one coat.

QUICK-VAR FLOOR and INTERIOR VARNISH

QUALITY VARNISH AT A LOW PRICE

A clear light colored varnish of high gloss and unusual elasticity, designed for use on floors and woodwork where a medium-priced varnish is desired. It has good body, works and flows easily, dries to touch in an hour — hard in from four to six hours.

Packed in gallons, half-gallons, quarts, pints, half-pints.

PAINTER'S GROUND COLOR

AN OLD TIME FAVORITE

A good, solid, buff color that dries flat. For use as a first coater under WOOD-VAR, graining compounds, distemper colors, etc., where the best results are desired. Supplied in brushing consistency. Covers approximately 500 square feet per gallon, one coat. The surface to be coated should be clean and free from grease or wax. One or two coats of Ground Color assures perfect coverage. May be thinned, if necessary, with turpentine, benzine or naphtha.

Packed in fives, gallons, half-gallons, quarts, pints and half-pints.

WOOD-VAR VARNISH STAIN

STAINS AND VARNISHES IN ONE OPERATION

Long hailed as "The Aristocrat of Varnish Stains," WOOD-VAR stains and varnishes at the same time. Imparts a rich and durable finish to new and old floors, furniture and woodwork of all kinds, toys, radio cabinets, etc. Inexpensive woods look like costly oak, mahogany, etc. WOOD-VAR brings out the beautiful grain of the wood and gives a remarkable richness of tone. Covers approximately 500 square feet per gallon, two coats. Available in the following colors:

Red Maple	2380	Light Oak
Walnut	755	Dark Oak
Dark Mahogany	784	Golden Oak

Packed in gallons, quarts, pints, half-pints and quarts.

WOOD-VAR GRAINING COMPOUND

PERFECTLY IMITATE WOOD GRAINS

For use in producing a natural wood grain effect on any surface. The most expensive woods may be imitated at a small cost using Wood-Var varnish stain as the finishing coat. For use on disfigured floors or interior woodwork, light and dark shades.

Packed in glass bottles — quarts, pints, and half-pints.

SEALERS & DRIERS

PENETRATING FLOOR SEALER

A REAL PROTECTOR OF WOOD

Widely used to seal floors and other wood surfaces subjected to severe wear—public buildings, in schools, stores, halls, etc. Far superior to the old method of impregnating the wood with linseed oil. *Penetrating Floor Sealer* becomes part of the surface of the wood in effect, tends to preserve the light color of the wood, and will not allow the grinding in of dust and dirt to the same extent as linseed oil.

Penetrating Floor Sealer is a combination of light-bodied varnish-type oils which fill the pores of the wood and usually sets up hard overnight. Pale in color.

Fine as a gymnasium finish, when several thin coats, each sanded between coats, are applied. Easy to apply with brush or cloth mop. Covers 500 sq. ft. of average surface, one coat.

Packed in gallons, half-gallons, quarts, pints.

SHELLAC

THE GENUINE IMPORTED PRODUCT — TOP QUALITY

The Martin-Senour Company supplies both pure white and pure orange 4 lb. cut shellac to the trade. Prices may be secured from our representative.

Packed in barrels, fives, gallons, half-gallons, quarts, pints, half-pints, and quarter-pints.

CRYSTAL WHITE DRIER

SPEEDS DRYING WITHOUT BURNING

A strong, pale drier in the cobalt. Has excellent drying and mixing properties. Added to 19 parts raw linseed oil, dries in about eight hours, and hard in a day. Recommended for use in white and light colors.

Packed in gallons, half-gallons, quarts, pints.

H. P. JAPAN DRIER

A FAST DRIER FOR HOUSE PAINTS

A high-grade Japan drier designed for maximum drying properties possible, compatible with all oil and varnish properties. It is usually mixed in ten parts of drier and nineteen parts of oil or oil and varnish. Dry dust-free in approximately eight hours. This is a lead-manganese compound. Dries more even, complete, thorough drying in linseed oil, mixed paints, etc.

Packed in gallons, half-gallons, quarts, pints.

LACQUERS

ROGERS BRUSHING LACQUER

THE FINISH THAT DRIES IMMEDIATELY!

When a quick-drying finish is desired on furniture, linoleum and surfaces given to reasonable outdoor use — we suggest Rogers Brushing Lacquer. Excellent for indoor and porch furniture, breakfast nooks, linoleum, bicycles, wallpaper, baby carriages, garden tools, etc. Can be used over any surface such as wood, metal, composition, cement, leather, cloth, etc. whether already painted, varnished, or unfinished. Can be brushed. Dries while you wait. Adaptable to industrial as well as domestic use. Comes in white and 17 colors —

Orange	Chinese Red	Lettuce Green
Carmine	French Gray	White
Cinnamon Brown	Forest Green	Jade Green
Ivory	Indian Yellow	Black
Rich Blue		

Packed in gallons, quarts, pints, half-pints, and quarter-pints.

CLEAR BRUSHING LACQUER

This clear, water-white finish is ideal for printed or inlaid linoleum — makes it more serviceable and easier to clean. Widely used on silver and other metals to prevent tarnishing. Excellent for floors, window sills, and furniture.

Packed in gallons, quarts, pints, and half-pints.

WALL PAPER LACQUER

COLORLESS — MAKES WALL PAPER WASHABLE

Apply over wall paper to make it washable. Finishes breakfast room, hallway, and nursery wall papers left by children's hands.

Packed in gallons and quarts.

LACQUER THINNER and BRUSH

THINS LACQUER — REMOVES UNWANTED SPOTS

The only liquid for thinning Rogers Brushing Lacquer, too, for cleaning brushes, for removing lacquer from face, and to take the spots off hands and clothing.

Packed in gallons, quarts, and half-pints.

These high quality lacquer products are offered to meet the demand for a finish that can be brushed and dried while you wait. Especially useful where speed of drying is of consideration.



ALUMINUM AND GOLD

SILVERY CHROME

NOW ANY ONE CAN CHROME FINISH WITH A BRUSH!

This is the remarkable gleaming finish of a thousand uses — for all surfaces, metal, wood, composition, rubber, paper. Perfectly simulates chromium plating. Heat resisting and weather-proof. Use inside and outdoors. Fine for radiators, pipes, fixtures, stoves, ranges, furniture, grill work, bumpers, ornamental

ironwork, toys, lamps, boats, Christmas fences, lawn mowers, garden tools, smokes. Apply directly from the can, brush or spray. Demand for inexpensive chrome finishing. High degree and heat deflecting. Easy to

Packed in gallons, quarts, pints, half-pints, quarter-pints, and eighth-pints.

ALUMINUM, No. 1632

A DURABLE, READY MIXED EXTERIOR FINISH

This bright all-purpose aluminum paint is ready-to-use as it comes from the can. Exceptionally durable. Widely used in industrial plants and oil refineries. Ideal for all iron work, bridges, tanks, roofs, fences, machinery, tools. Withstands expansion and contraction in hot or cold weather. Smooth-flowing. Easy to apply. Covers approximately 1000 square feet per gallon, one coat. Not recommended as a prime coat or undercoat.

Packed in fives, gallons, quarts, and pints.

BRILLIANT ALUMINUM

AN EXTRA LUSTRE FINISH FOR MOST USES

A special finely-milled aluminum powder in paste form and a perfect mixing liquid come in double compartment cans. Easy to mix. Exceedingly brilliant. Easy to use. Flows freely. For exterior and interior use. Gives a gleaming finish coat on either indoor or outdoor surfaces. Splendid for radiators, decorating furniture, and for all uses except as a prime coat or undercoat.

On most surfaces a gallon covers 1000 square feet, one coat.

Packed in fives, gallons, quarts, pints, half-pints, and quarter-pints.

GOLD PAINT, NO. 18

THE GLEAMING FINISH SIMULATES ACTUAL GOLD

A fine, beautiful gold paint suitable for iron, metal, earthen, and wooden. Excellent for picture frames, general household, and decorative purposes. Withstands cold, and moisture to a remarkable degree. Excellent for radiators and steam pipes. Comes in double compartment cans. Easy to mix and apply.

Packed in pints, half-pints, quarter-pints, and

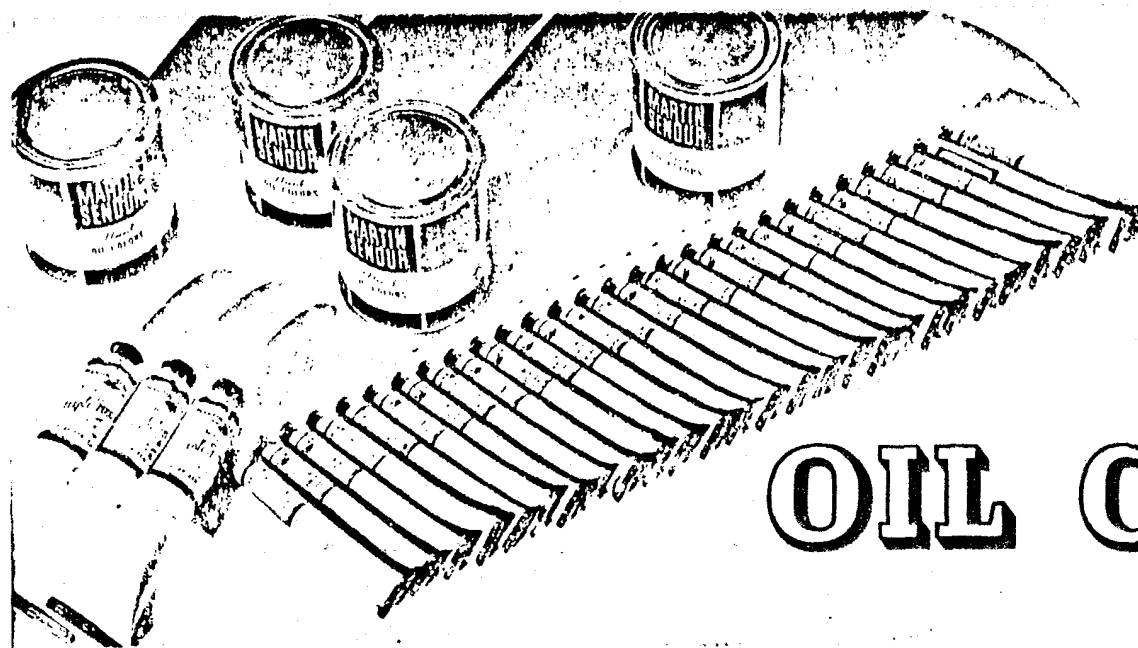
BRONZING LIQUID, No. 1

FOR THOSE WHO MIX THEIR OWN

For mixing aluminum, gold, or bronze powder with oil. Easy to brush, long lasting paint excellent for both exterior and interior use. Pale in color. Carefully formulated with ingredients. Long oil type makes it easy to apply. Free in thirty minutes and hard in 4 to 5 hours. Mix from one to two pounds of powder to each gallon of oil.

Packed in gallons, half-gallons, quarts, pints, and quarter-pints.

C007-SWP-0000C3673



OIL COLO

COLORS IN OIL—Fluid

MAKES TINTING EASIER

A combination of purest dry colors and refined linseed oil—both ground together to a fineness that permits intermixture with any quality paint or enamel. These fluid colors are not purposely made to provide the greatest tinting strength per can, but are supplied in standardized can sizes to afford the painter an easy practical, measuring guide. The fluid character of these colors makes for easier mixing and shading. Available in these colors:

Turkey Raw Umber	Chrome Green Medium
Turkey Burnt Umber	Chrome Green Dark
Raw Italian Sienna	Chrome Yellow Light, Medium & Orange
Burnt Italian Sienna	French Yellow Ochre
Van Dyke Brown	Turkey Red
No. 1 Refined Lamp Black	Indian Red
Ivory Drop Black	Venetian Red
No. 1 Prussian Blue	Tuscan Red
Ultramarine Blue	American Vermillion
Cobalt Blue	Rose Lake
Chrome Green Light	Brilliant Red

Packed in gallons, quarts, half-pints.

COLORS IN OIL—In Tubes

COLORS IN CONVENIENT TUBES

These highest quality oil colors are adaptable as well as by painting and decorating controls in purity, tinctorial strength and uniformity. L eliminated. No danger of streaks in the paint. are available—small and large. One dozen carton. Six large tubes to a carton. These co in both tube sizes.

Refined Lamp Black	Ultramarine Blue
Ivory Drop Black	Chrome Green Light
Italian Sienna Burnt	Chrome Green Medium
Italian Sienna Raw	Chrome Green Dark
Turkey Umber Burnt	Verdas Light Green
Turkey Umber Raw	Chrome Yellow Light
Van Dyke Brown	Chrome Yellow Medium
Japanese Brown	Chrome Yellow Orange
Prussian Blue	Chrome Yellow Dark Orange
Cobalt Blue	

CLEANERS • REMOVERS

PAINT and VARNISH REMOVER — Liquid

WORKS FAST, DOES NOT RUN

A powerful remover which works well on upright surfaces as well as on horizontal surfaces. Penetrates immediately and does not run off the work. Cuts into paint and varnish in the shortest possible time and will not burn or discolor the grain of the wood.

Packed in gallons, half-gallons, quarts, pints and half-pints.

PAINT and VARNISH REMOVER — Semi-Paste

REMOVES HEAVY COATS QUICKLY

Of a heavier consistency than the regular remover. Especially effective in removing heavy coats of material. Especially adapted for removing paint, varnish, lacquer and enamel of all types in addition to baked enamels and synthetic finishes.

Packed in gallons, half-gallons, quarts, pints, and half-pints.

METAL POLISH

RESTORES THE GLEAM ON MOST METALS

A highly satisfactory polish for chromium, nickel, copper and brass. Excellent for bright work, marine construction, such as hand rails, bar fixtures, etc. Does not cloud, scratch or injure the finest surface.

Packed in gallons, quarts, pints and half-pints.

SURFAS CLEANER

CLEANS WALLS AND WOODWORK WITHOUT S

An amazing modern surface cleaner—that cleans and painted, varnished and enameled work without labor—whether indoors or out. Simply brush or wipe off dirt. A favorite with thousands of painters all over the world. Fine for cleaning porch railings, window sills, floor and staircases. Does not use acids or caustics. Cannot harm the hands.

Packed in five pound and one pound packages.

LINSEED OIL SOAP

THE FINEST OF THEM ALL

An extra quality pure linseed oil soap free from alkali. Can be used without fear of injury on the finest surfaces. Recommended for cleaning automobiles, vehicles, rugs, carpets, and floors. Lathers freely in soft water. Widely used by housewives for cleaning carpets. A favorite with cleaning and maintenance men. Excellent for hospitals, state institutions and public buildings.

Packed in drums, half-drums, fifty, twenty and one pound cans.

0007-SMP-000003875

REDUCERS • THINNERS

MIX OIL

FINE FOR ALL PAINTS

For thinning, blending, glazing, and reducing. A high-grade reducer that will improve the working, durability and appearance of any product into which it is introduced. An outstanding development for all interior painting. Use with white lead, paste whites, and enamels and for all color blending and glazing. May be used liberally to thin high gloss finishes to improve flow and spread without noticeably reducing the gloss. When used to reduce flat paints, will not materially add any gloss. Practically odorless. Does not liver any good oil paint. Promotes suspension of pigments when used as a reducer. Reduces skinning over.

Packed in fives, gallons, and quarts.

SOLVE-X

A REDUCER FOR ALL USES

A practical reducer for paint, varnish and enamel. Excellent strength — excellent flow producing proper adhesion. Makes an ideal brush cleaner. Test for superiority to mineral spirits in every way, also to turpentine — especially where flow, odor, and cost are important considerations. Use Solve-X where turpentine or mineral spirits is indicated.

Packed in 50 and 30 gallon drums, fives, and quarts.

When you stock Martin-Senour Products you are buying merchandise of proved value, the result of more than half a century of paint making experience. The application of

the most modern and scientific methods of manufacture assures you of prices that meet and in many cases beat competition.

SPECIALTIES

WOOD PRESERVATIVE

PROTECTS AGAINST ROT AND DECAY

A creosote type of wood preservative. Penetrates deeply. Exceedingly effective in preserving wood against decay and the attacks of borer insects. May be applied by brushing, dipping or spraying. Should be used on all wooden surfaces in contact with or buried in the ground. Highly recommended for fence posts, telephone posts, floorings, sills, silo stays, wooden culverts, bridge flooring and supports.

Packed in 50 and 30 gallon drums, fives and gallons.

BLACKBOARD SLATING

PERFECTLY RESURFACES ANY BLACKBOARD

A product widely used by schools for painting blackboards. Makes old, worn blackboards new. Produces an excellent new writing surface which takes chalk readily and can be cleaned easily as it comes in the can. Dries hard in two weeks. Covers approximately 300 square feet per gallon.

Packed in gallons, quarts, pints and half-pints.

Interior WATER TANK COATING

STOPS LEAKS IN WATER TANKS

A black interior finish for all water tanks. Will not impart odor, color, or taste to drinking water, providing sufficient time is allowed for thorough drying — usually 24 hours with proper ventilation. May be applied with either brush or spray. For easier brushing reduce not over 20% with naphtha. Two coats are suggested so that any surface missed on the first application will be covered on the second.

Packed in 50 and 30 gallon drum, 5 gallon and gallon cans.

ZONE-MARKING PAINT

FOR ALL STREETS AND HIGHWAYS

A line of durable waterproof paints for marking off safety zones and parking spaces on cement, asphalt, concrete and wood block pavements. Dries quickly and satisfactorily. Withstands wear and weather. We also prepare Zone Paints to meet State and national highway specifications, and quantity prices. Standard colors are:

White Yellow Orange Red

Packed in 50 gallon drums, fives and gallons.

PUTTY

NINE KINDS — FOR EVERY NEED

The Martin-Senour Company is in a position to supply a complete line of all the types of putty used in the building industry. Detailed information concerning the individual types of putty in this line is available from our representative, who will gladly quote prices.

The following nine types are available:

Absolutely Pure	Steel Sash
No. 1 Quality	Black Putty
Commercial Putty	Mahogany
Special Primeless	Red Metal
White Lead Putty	

Packed in 900, 500 and 350 lb. steel drums; 300 lb. bladders; and in 100, 50, 25, and 10 lb. cans.

0007-SMP-000003877

FARM SPECIALTIES

ARSENICAL DIP

EFFECTIVE AGAINST ANIMAL PARASITES

A highly concentrated arsenical dip, formulated especially to destroy the Cattle Tick. Approved by the Bureau of Animal Industry of the United State Department of Agriculture, for official dipping purposes in infected regions. Must be diluted with water.

Packed in 50 and 30 gallon drums, fives, and gallons.

COW SPRAY—Improved

KEEPS CATTLE CONTENTED

This cow spray is an improvement over contains Pyethrum which kills flies and has ents. Keeps stable and horn flies off horse flies. Will not taint milk or burn the skin.

Packed in 50 and 30 gallon drums, fives, g

COW SPRAY

KEEPS THE FLIES AWAY

Exceptionally popular for cows and horses because it's an effective fly repellent that keeps off stable and horn flies, without gumming the hair. Perfectly harmless. Will not taint milk. For best results apply in the form of a fine mist in the morning and evening when the flies are especially numerous; otherwise once in the morning. Should be applied lightly to all parts of cattle, horses and hogs. Also spray interiors of poultry houses and stalls.

Packed in 50 and 30 gallon drums, fives, gallons and quarts.

SHEEP and CATTLE DIP

ACCLAIMED AS "THE BEST YET"

A standard type Phenol Stock Dip and D carbolic acid co-efficient ranging from fi gienic Laboratory Method. A very powe exterminating various parasites that infe other live stock. This concentrated disinfect with water. Forms a white emulsion. Will wool. See directions for various uses on

Packed in 50 and 30 gallon drums, fives, g

Non-Injurious SHEEP MARKING PAINT

STAYS ON UNTIL SCOURED

A paint which absolutely adheres to the wool — regardless of weather conditions. The particular sheep raiser approves this product — because it holds its color on the wool yet will wash out in the scouring process. Regarded by many as the finest sheep marking liquid produced. Colors: black, red, green.

Packed in 50 and 30 gallon drums, fives, and gallons.

Permanent SHEEP MARKING PAINT

WON'T EVEN SCRUB OFF

This is a permanent dye which remains on the wool through the scouring process. This product is widely used and is highly recommended for all where permanency of the marking is desired. A

Packed in 50 gallon drums, fives and gallons.

DISINFECTANTS

DISINFECTO

FINE FOR ALL SANITARY PURPOSES

A powerful disinfectant manufactured from distilled coal tar having a carbolic acid content ranging from five to six by the Hygienic Laboratory Method. Very effective for use on the farm as well as in factories, railway stations and public buildings. Makes a milky emulsion when diluted with water. Invaluable for the prevention of disease among live stock. Used for disinfecting floors, drains, lavatories in homes, schools, churches, offices. Widely used in stock barns and chicken houses.

Packed in 50 and 30 gallon drums, fives, gallons and quarts.

M-S DISINFECTANT

HANDY FOR ALL SANITARY USES

A carbolic acid type disinfectant, similar to Disinfecto, but much so strong. Widely used in railway stations, factories and for disinfecting stock barns.

Packed in 50 and 30 gallon drums.

CLOSET CHEMICAL

FOR FACTORY, CAMP, OR HOME

A strong coal tar disinfectant for use in stock barns. Forms a perfect mild emulsion possessing powerful disinfecting and disinfecting properties when diluted.

Packed in 50 and 30 gallon drums, fives and gallons.

0007-SHP-CC0003879

GENERAL INFORMATION

TERMS

Our terms to legitimate jobber and dealer trade, on paints, varnishes, white lead and brushes carry a 2% cash discount in 10 days, or 60 days net, whereas industrial trade buying for manufacturing or maintenance purposes receives 1% for cash in 10 days or 30 days net. Purchases of dry colors, oil and turpentine also are on 30-day net terms or 1% for cash 10 days from date of invoice.

CREDIT POLICY

We endeavor to maintain a credit and collection policy consistent with the above terms, applied in the spirit of friendly cooperation. In instances where the granting of initial credit is involved, the voluntary offering of business references and financial data is most commendable.

COLLECTIONS

Our representatives can at all times furnish credentials entitling them to accept payments on customers' accounts for mutual convenience.

CONDITIONS GOVERNING ORDERS

Shortages or errors in billing must be reported within ten days from receipt of shipment to secure proper adjustment. In making

shipments our responsibility ceases when we have delivered the goods to the transportation company and received the same in good order. Claims for losses and damages should be filed with the transportation company. It is not advisable to accept any broken or damaged shipment from a carrier make full notation of the condition of the goods on the paid expense bill. This also applies to any shortages. We will assist you in collecting for such shortages or

GOODS RETURNED

No merchandise can be returned to the company without obtaining permission from headquarters. In any case a charge will necessarily be made on all merchandise returned. The charge to be determined by amount of processing of merchandise in salable condition. Freight must be paid on return goods; and in addition, where freight has been paid on outbound freight from any branch of the Martin Company, the same will be deducted from the credit issued to the customer on the return of the goods.

The preceding clauses do not necessarily apply to merchandise which is acknowledged as such by the company's representative, but in all cases a return must be made with the knowledge and consent of the company or its representative.

GENERAL INFORMATION

ORDER BY MAIL

Do not permit stocks to run dangerously low. Hand to mouth buying is admittedly poor business practice.

It is better to say we have it, than to say we will get it.

Lack of stock invariably results in both the loss of sale as well as of the customer.

Therefore, when in need always **ORDER BY MAIL**.

Territorial salesmen receive full credit for all mail, telephone and telegraphic orders received from their territories and all such orders receive our prompt and efficient attention. Do not hold orders awaiting salesmen's call, but send them direct.

Special, self-addressed envelopes and order blanks for mail order purposes will gladly be furnished upon request.

PACKING INFORMATION

For the convenience and information of our trade, here are the number of cans contained in standard cartons:

PAINT, ENAMEL, STAIN

4.....	One Gallons
6.....	Half Gallons
12.....	Quarts
24.....	Pints
48.....	Half Pints
48.....	Quarter Pints

VARNISH

6.....	One Gallons
12.....	Half Gallons
24.....	Quarts
24.....	Pints
48.....	Half Pints
Quarts, Pints, and Half-Pints	
Cans of Varnish are Round	

Whenever possible in order to facilitate service, order paints and varnishes in full case lots.

SHIPPING WEIGHTS

Blackote	Shipping per
Aluminum	
Aqua Shed	
Double-Thick Farm Paint.....	
Floor and Porch Enamel.....	
Glostone	
Interior Gloss	
Kolor-Brite	
Master White	
Monarch	
Neutone	
Pigmented Primer & Sealer	
School House Paint	
Shingle Stain	
Wagon & Tractor Paint	

Paint and Varnish Remover.....
Varnish

An empty carton, size to hold 4 gallon cans, w

0007-SHP-000003881

SECTION 2

COLOR SAMPLES

- I..... Monarch House Paint
- II..... Kolor Brite Enamel
- III..... Neu-Tone
Glos-Tone
Interior Gloss
- IV..... Floor and Porch Enamel
Brick and Stucco Paint
Metal-Cote
- V..... Kalso-Tone
Casein Paint
Bonding Cement Paint
- VI..... Oil Stain
Wood-Var
Wood Dyes
Aluminum and Gold
- VII..... School-House Paint
Double-Thick Farm Paint
Wagon and Tractor Paint
Shingle Finishes

MONARCH HOUSE PAINT



IVORY 595



SILVER GRAY 510



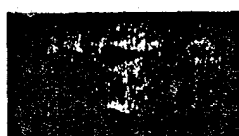
SILK GREEN 581



*FRENCH VERDE, Dark 506



CREAM 501



STEEL GRAY 584



*FRENCH VERDE, Light 502



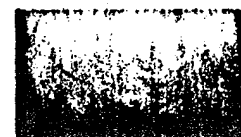
*SHAMROCK 505



LIGHT BUFF 511



PURE GRAY 562



GREEN TINT 566



*WOODLAWN GREEN 508



BUFF 518



LIGHT LEAD 522



MOSS GREEN 592



*BRAZIL GREEN 527



COLONIAL YELLOW 576



MEDIUM LEAD 579



BLIND GREEN 575



*CHERRY RED 578



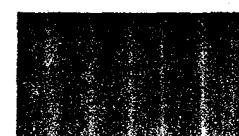
MILWAUKEE BRICK 533



SKY BLUE 539



*SPANISH BLUE 532



INDIAN RED 568

OUTSIDE WHITE 100

INSIDE WHITE 104

FLAT WHITE 524

INT. HI-GLOSS WHITE 588

MONARCH PRIMER

*Priced Slightly Higher

0007-SMP-000003883

KOLOR-BRITE DECORATIVE ENAMEL

IVORY

45

PEACHTONE

65

PALE GREEN

36

FROSTY BLUE

61

SUNTONE CREAM

64

BRIGHT ORANGE

52

MING JADE

69

MILITARY BLUE

50

ANTIQUÉ IVORY

74

CHINESE RED

53

JADE GREEN

48

TAHOE BLUE

63

JONQUIL YELLOW

67

REED BROWN

76

WICKER GREEN

54

GLOSS BLACK 65

KOLOR-BRITE OUTDOOR COLORS

OCEAN BLUE

38

MAROON

39

TALLY-HO RED

78

ROYAL BLUE

55

COACH GREEN

46

CARMINE

79

SUPER-WHITE

SUPER-WHITE 818 J

This is a non-yellowing, true white for the finest exterior and interior use. Durable. Washable. Unsurpassed in luster, high gloss, and wear resistance. Gives a porcelain-like finish.

0007-SMF-000003884

NEU-TONE

EGGSHELL 655	PURE IVORY 692
RICH CREAM 696	INDIA IVORY 674
BLOSSOM YELLOW 697	PASTEL PEACH 698
LIGHT ORCHID 689	ROSE PINK 693
MEDIUM BLUE 682	TIBET GRAY 677
PALE GREEN 651	CIRCASSIAN BUFF 670
RUSSIAN TAN 678	RUSTIC BROWN 658
BLACK 873	WHITE 675

INTERIOR GLOSS

LIGHT IVORY 92	IVORY 801
RICH CREAM 93	BUFF 803
OYSTER SHELL 94	SILVER GRAY 808
LETTUCE GREEN 95	APPLE GREEN 809
MAIZE 96	LIGHT ORCHID 806
WHITE 99	TAUPE 812
	RIVIERA BLUE 823
	WHITE 800

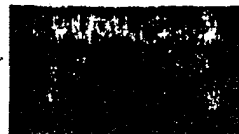
GLOS-TONE

0007-SWP-000003885

FLOOR and PORCH ENAMEL



PEARL GRAY 730



STONE 731



LEAD 733



LIGHT DRAB 15



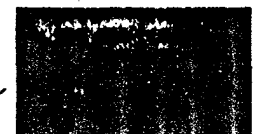
GREEN 31



TILE RED 717



MAROON 28



LIGHT OAK
(Formerly Fawn) 11



DARK OAK 23

BRICK and STUCCO PAINT



CREAM



LIGHT YELLOW



LIGHT GREEN



PINK



LIGHT GRAY



DARK GRAY



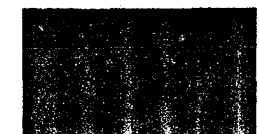
TAN



TILE



RED OXIDE 2431



BROWN OXIDE 2430



BRIGHT GREEN 2434

METAL-CO



DARK BLUE



LIGHT BLUE



STEEL

BLACK 2436

0007-SWP-000003886

CASEIN PAINT

IVORY	5001	GRAY	5005
CREAM	5002	BLUE	5006
BUFF	5003	PINK	5007
TAUPE	5004	GREEN	5008
WHITE 5000			

BONDING CEMENT

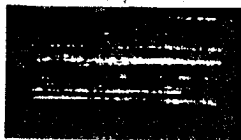
IVORY	5025	BLUE
CREAM	5029	PINK
FAWN	5026	GREEN
TAN	5030	GRAY
WHITE		

KALSO-TONE

CREAM	401					IVO		
LIGHT CREAM	405	ROSE PINK	424	SAND	406	LIGHT BLUE	425	SILV
PURE IVORY	417	MEDIUM BLUE	403	LIGHT GREEN	420	PALE GREEN	404	BUFF
				WHITE 400				

0007-SWP-000003887

OIL STAIN



GOLDEN OAK



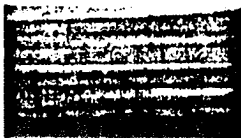
WEATHERED OAK



CHERRY



WALNUT



LIGHT OAK



MAHOGANY

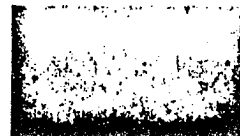


DARK OAK



ROSEWOOD

ALUMINUM and GOLD PAINT



ALUMINUM NO. 1632



BRILLIANT ALUMINUM



SILVERY CHROME



GOLD PAINT

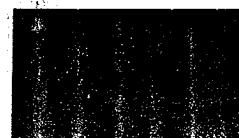
WOOD



DARK MAHOGANY



WEATHERED OAK

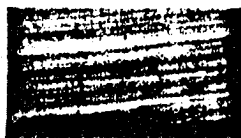


ADAM BROWN



DARK OAK

WOOD-VAR



LIGHT OAK

772



DARK OAK

774



GOLDEN OAK

773



DARK MAHOGANY

784

CCC7-SMP-000003888

SECTION 3

QUESTIONS and ANSWERS

This section is devoted to a list of questions frequently asked by paint customers. In order to assist Martin-Senour dealers in replying to such queries, suitable answers will be found under each question. A good general rule to observe is to follow exactly the directions printed on the labels of each product. The directions have been carefully prepared and are the result of comprehensive tests not only in the laboratory but in actual use.

EXTERIOR QUESTIONS and ANSWERS

Why should I buy ready-mixed paint instead of letting my painter mix up his own?

In good paint the ingredients must be made and mixed by heavy machinery in a factory experienced and equipped for perfect mixing and grinding. The proportions are exact and manufacture is under strict laboratory control, thus wasteful guess work is eliminated. Ready-mixed paint saves in both money and labor.

How often should buildings be repainted?

When previous coats are peeling off or wearing through and exposing the wood or other building material surface.

How many coats of paint should be used in painting buildings or houses?

Two coats are sufficient to give an excellent job if Monarch is used over a coat of Monarch Primer.

When is the best time to paint?

Paint in dry weather when there is little dust, winds or insects to interfere. On new buildings the general practice is to hold up paint work until early fall, or until the summer's sun has dried the new lumber thoroughly. Whatever season, be sure of warm weather. The wood itself should be dry through and not merely on the surface. No paint job will give satisfactory results unless the wood is free from dampness.

What is the best way to remove old paint?

The best way to remove paint from the exterior of a building is to burn it off with a painter's blow-torch. Care must be taken to prevent setting fire to the building.

At what outside temperature should paint be applied to the exterior of a building?

Apply paint at 50 degrees or above, but never on the sunny side of building in extremely hot weather. Do not attempt to paint on cold, damp days when

the temperature is below 50 degrees or if there is danger of a frost at night. Frost means dampness. Do not paint over frosted surfaces until the sun has dried them out again.

What happens when paint is applied in freezing weather?

The paint would be so thick to spread in freezing weather that it would have to be thinned with turpentine to such an extent that the paint would be injured before it could be applied. Even if the paint could be applied properly in such weather, the cold would cause the linseed oil to wrinkle. This gives the appearance of a paint that has dried perfectly flat. Also the paint will have a frosted appearance. Dark colored paint will look whitish in places. Consequently, never paint the exterior of a building in freezing weather.

Where putty has fallen out of a window sash, when should the putty be replaced?

The painter should go over the house the first thing, patching up and reputtying the window sashes so that the putty will be dry enough to be painted at the same time the house is painted. However, if the window sashes were not previously painted, then they should be primed before any putty is applied.

When should nail holes and cracks on a new house be puttied?

After the priming coat.

How should knots and pitchy places be treated before painting?

With a coat of orange shellac. Allow the shellac to dry at least four hours before applying paint.

What is the best way to paint an old weather-beaten surface?

A coat of Monarch Primer and a coat of Monarch. In extreme cases apply an additional coat of Monarch paint. On grayed, weathered barns, a single coat of Double-Thick Farm Paint will do the trick.

In painting the exterior of a building, if the surface is checked and cracked, should it be primed?

No. All that is necessary is to apply Monarch Primer according to directions on the can. Do not mix with low with Monarch House Paint.

Why is it advisable to start early in the morning when painting the east side of the house in the spring?

During these seasons of the year, the morning is likely to be foggy and sometimes rainy. The fog or dew leaves the surface damp. When the sun comes up it dries the side of the house and causes the paint to dry first; therefore, it is advisable to start on the east side of the house in the morning.

For exterior surfaces, is Monarch Primer for wood better than Aluminum Primer?

Yes. Monarch Primer is far superior to Aluminum Primer. We have tested for years and do not recommend Aluminum Primer for exterior surfaces.

I have heard that adding varnish to exterior paint gives the paint more durability. Is it true?

Never add varnish to exterior paint. If it has been properly applied it will be durable. Adding varnish will reduce the gloss. Adding varnish will reduce the paint, may cause the paint to warp, and also may cause the paint to be tacky. When varnish is added it reduces the durability of the paint.

For exterior painting how many coats should be applied to new wood?

For the very finest results on new wood, two coats of Monarch Primer and a single coat of Monarch Paint. Excellent results can be obtained by applying a coat of Monarch over a coat of Monarch Primer.

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When a house needs repainting, can a good job be secured with one coat of paint?

No. If the house needs painting, the first coat must be a Primer which seals and prepares the wood for the second or long-lasting protective coat.

When may a single coat of paint be used on a house?

Some persons have a coat of paint put on their homes every year or two. In cases like this when the surface is perfect the single coat may be applied.

How much time should be allowed for drying between coats of exterior paint?

For best results we recommend not less than three days and not more than two weeks.

It is good practice to give a house a priming coat in the spring and the finishing coat in the fall?

No. The priming coat will properly seal the surface, but it cannot be expected to protect the surface through six months of summer exposure unless another coat of paint is put over it. This finishing coat should be applied three or four days after the application of the priming coat.

What is the best way to paint yellow pine siding?

There is no method that we know of that will make sure of a lasting job on yellow pine the first time it is painted. This is not because there is any fault with the paint, but the dark colored grain of yellow pine is full of pitch or rosin. This rosin soon commences to deteriorate and crumble under the paint and the paint must come off when the surface to which it is holding breaks up. If hard pine must be used, then, for best painting results, the building should stand for one year before being painted. The weather will destroy some of the rosin in the lumber and paint will hold fairly well after the lumber has had such exposure.

Can a house that has been stained with shingle stain be satisfactorily painted with paint?

House Paint should not be used. However, Martin-Senour Shingle Finishes are especially designed for this purpose. Any one of the colors will give a beautiful, protective finish.

Is it safe to paint over exterior whitewash?

No. Remove the whitewash by washing with clear water. Allow the surface to dry out, then paint.

Can a brick building or wall be painted in a satisfactory manner?

Yes. Use either Monarch or Brick and Stucco Paint, according to directions on the can.

Can a damp brick exterior wall be painted?

Never paint a damp wall of any kind. Allow the wall to thoroughly dry out before painting.

What kind of paint should be used to paint mortar joints between the bricks?

Any good Brick and Stucco or Monarch paint may be used. The paint should be applied with a brush known as a brick liner.

How soon after a rain is it safe to paint the exterior of a cement building?

It generally requires as long as a week of warm, dry weather for all of the water to evaporate so that the surface is dry enough for painting.

How can cracks in a porch floor be filled so that the filler will not come out?

A porch floor should first be primed. Then fill the cracks with Crack Filler and finish with Floor and Porch Enamel.

What is the best way to prepare the surface and paint a cement porch floor, to insure a uniform finish?

Be sure that the surface is entirely clean and that all trace of soap used in cleaning is removed by rising. Allow the surface to dry thoroughly then follow the directions on the Floor & Porch Enamel can label.

What is the correct way to paint a new wood porch floor?

At the time the floor is being laid, each board in a new porch floor should be given a coat of paint on the edges where the tongue and groove come to-

gether. This is a messy job, but while, because it assists in keeping boards from rotting out, due to the cracks between the boards. When it is laid, the excess paint on the cracks should be wiped off with a floor allowed to dry out thoroughly is applied. Then paint with Floor Enamel according to directions on the can.

Should a new porch ceiling be painted?

A new porch ceiling may be painted according to preference. If the ceiling is painted, apply the paint as directed for painting wood houses. If it is clean carefully and apply a coat thinned about ten per cent with turpentine. Then apply a second coat of Alkyd Enamel comes in the can, without thinning.

What is the correct way to paint a porch that has been painted previously?

Clean the surface thoroughly, remove all grease, wax, or oil from the surface, and all dirt with a stiff putty knife. Rough places smooth. Two coats of Enamel should be given the floor for satisfactory results.

Is house paint satisfactory for porches?

No. House paint is made to withstand wear but not the constant foot friction of a porch floor is subjected. Floor and Porch Enamel to withstand both destructive wear and tear.

What kind of paint should be used on a porch?

Use Metal Cote, Blackcote, No. 1, or Minimum Paint.

Can old shingle roofs, not previously painted or stained satisfactorily?

Yes. Such roofs can be finished with colors in the line of Martin-Senour Shingle Finishes to give a beautiful appearance and protection against all weather conditions.

How can leaky metal roofs be repaired?

By applying Leak-Kon-Trol or Aqua-Shed according to directions. See also Blackote.

Is it necessary to remove rust before painting metal surfaces?

What is the best way to remove rust?

All rust should be removed from metal surfaces before finishing with any paint. If it is not removed the metal will continue to rust, causing the paint to come off and make an unsightly spot. The best method is to sandpaper the spot until all trace of rust has been removed and the spot is bright. It should be painted at once to prevent rust forming again.

What is the correct way to paint an iron fence?

Remove all of the rust by scraping and sandpapering. Apply any exterior paint such as Metal-Cote, Blackcote, Aluminum #1632, Brilliant Aluminum, or Silvery Chrome.

When is the best time of the year to paint screens?

We recommend the fall. They should be cleaned and given at least one coat of Screen Enamel. The wood or metal frames, as well as the mesh, should be painted.

How can screen wire be painted so as not to fill up the mesh?

Martin-Senour Screen Enamel is prepared so it will not clog the screen mesh.

Should screens be painted on one or both sides?

Both sides should be kept well painted. However, occasionally the inside of the frames will be in good condition and only the outside need be painted.

Can regular exterior house paint be used on screens when a certain color is desired?

Yes, but it should be thinned with turpentine for painting screen wire to prevent the paint from clogging the mesh.

What paint should be used on the inside of a wood silo?

Do not paint the inside of a wood silo. They are very much like barrels—they must be kept wet or the hoops will fall off and the barrels or silos will leak. Painting the inside of a silo will seal the surface and prevent the moisture from properly swelling the wood.

What paint should I use on Farm Buildings and Barns?

For grayed, weather-beaten surfaces use Double-Thick Rich Red Barn Paint because it covers in one coat and won't suck in. For surfaces in ordinary condition use School House Paints—allows variety in colors.

How can I prevent the paint on my barn from turning black in spots?

Blackening can be prevented by using our No. 81 Reducer with Double-Thick Farm Paint. This is a superior product to use in sections of the country where blackening is present. It is non-poisonous and can be safely used in the barnyard when cattle are around.

What causes paint to adhere to some boards on a side of a house, while it will blister and peel on other boards?

The boards on which the paint has blistered and peel were probably damp at the time the paint was applied. The reason they were damp than the other boards is because they were softer or perhaps full of sap. Then, too, moisture may be getting in at certain places on the siding of the house; in this way certain boards would be wet, while others would be dry. There is no paint that will stick to damp surfaces. It is sure to blister and peel.

Why does paint peel?

Peeling is always caused by some condition of the surface which prevents the paint from getting a secure hold. On exterior work moisture causes practically all of the peeling. On interior work peeling may be caused by wax, oil or grease on the surface at the time the paint was applied.

What should be done before painting a surface from which paint has peeled?

If the old paint is peeling moisture has caused or is causing it. A careful investigation should be made to find the cause of peeling before new paint is applied. results the old paint should be removed.

Why does paint peel around the corner boards, where the siding boards join the window or door?

When it rains, water gets in along the corner boards, where the siding boards join the window or door. It soaks into the corner boards and also wets the building paper a distance of several feet. When the paint peels. In such cases the putty composed of white lead and oil should be mixed to a thick consistency and used to fill the cracks until they are entirely good just to stop up the surface. The putty must be filled to the bottom of the crack. After this is done and the surface is dried out (a week or ten days is sufficient), sandpaper the loose paint off.

What causes paint to blister?

Blistering may be due to water on the surface or to sap in the wood. Such moisture or sap produces blisters.

Will aluminum paint, applied to exterior surfaces prevent peeling?

No. Blistering and peeling. The remedy is to stop moisture from hind the surface to be painted and the surface is perfectly dry and free from recurrence of blistering or peeling.

What causes paint to crawl?

When exterior paint crawls the paint is too glossy. A good paint is not glossy and will not crawl when applied.

Why does exterior paint scale in streaks on the siding boards?

Scaling is almost always caused by pitch or resin in the wood. In pine, fir, cypress, etc., the pitch runs in streaks. And since paint scales on the resinous or pitchy portion, it naturally scales in streaks.

What causes paint to sag?

It is caused by applying the paint unevenly, or by applying too thick a coat.

What causes dark paints on interior or exterior surfaces to dry spotted?

When the oil that is in the paint is absorbed by the surface over which the paint is applied, the paint will be lighter in color. This is because the coloring in the paint is much darker when wet with oil, than

it is when dry or free from oil. The remedy is to be sure the surface to be painted is uniformly and thoroughly sealed or primed before applying the finishing coat.

How may paint spatters be removed from glass?

They should be removed before they become dry by wiping with a clean cloth. However, if the spattering is dry they may be removed with a safety razor blade.

What is the correct way to paint a wood boat?

Make sure the boat is perfectly dry and clean before attempting to paint. Apply Yacht White or Kolor-Brite Enamel as directed on the can label.

What is the correct way to paint a wood fence?

Be sure the wood is dry and clean, then paint with

two or more coats of Monarch or the paint as directed on the can for houses.

Why will one can of paint hide more than another can of the same color and number?

The hiding qualities of the paint are the same. The apparent difference is due to the pigment in the bottom of one of the cans being thoroughly stirred into the liquid. The liquid found in the top of a can of paint is to stir paint is to pour off part of the remaining portion thoroughly. The liquid that was poured off, a little each time any of the liquids are used, has been returned. Then pour the paint from one can to another several times to insure thorough mixing.

INTERIOR PAINTING and DECORATING

Is it advisable to have the room well ventilated while the interior paint is drying?

Yes. Paint dries more rapidly in a room that is well ventilated.

Can Neu-Tone, Gloss-Tone, or Interior Gloss be applied directly to plastered walls not previously painted?

First apply Pigmented Wall Primer and Sealer according to directions on the can, then follow with either Neu-Tone, Gloss-Tone, or Interior Gloss.

What is the best way to paint a wall board that has a texture similar to Celotex?

Apply Pigmented Wall Primer and Sealer according to directions, then apply the finish desired.

Why does paint peel?

Peeling is caused by some surface condition which prevents the paint from getting a secure hold. On interior work peeling is usually caused by wax or grease on the surface at the time the paint was applied.

What should be done before repainting a surface from which the paint has peeled?

If the old paint is peeling it indicates that moisture has caused or is causing the trouble. A careful investigation should be made to eliminate the cause of peeling before repainting. For best results the old paint should be removed before the new paint is applied.

What causes paint to sag?

It is caused by applying the paint unevenly or by applying too thick a coat.

What causes dark paints on interior surfaces to dry spotted?

When the oil in the paint is absorbed by the surface over which the paint is applied, the paint will be lighter in color. This is because the coloring in the paint is much darker when wet with oil, than it is when dry or free from oil. The remedy is to be sure the surface is uniformly sealed or primed before applying the paint.

Should painted walls be cleaned before repainting?

If the old painted walls are fairly clean, it is not necessary to clean them before repainting. However, clean the walls before applying the new paint. Such walls become coated with a film which comes from gas fumes or

Is sizing necessary on a plastered wall previously been painted?

If the old finish has a gloss and the new finish is a flat, sizing will probably not be necessary.

How should cracks in a plastered wall that has previously been painted be treated before applying finishing coats of paint?

Cut out the cracks by scraping with a tool such as a screw-driver until the cracks are about one-half inch wide. Make the cracks wider at the bottom than at the surface. Fill with plaster of Paris or plaster. Be careful to fill just level with the surrounding surface. Allow to dry. Then apply a coat of Pigmented Wall Primer and Sealer over the newly filled portions to seal the surface. Then apply the desired finish.

Can ordinary plastered walls that are papered be decorated in a rough, painted finish?

No. It is not recommended to paint over wall paper in most instances. The old wall paper should be removed and the walls may then be finished, scumbled and glazed, or stippled, as may be desired.

Can an oil paint be applied over kalsomine?

It is always best and safest to remove the kalsomine before attempting to paint the walls. However, good results are often secured, providing the kalsomine surface is firm, without removing the kalsomine, by giving the kalsomine a coat of raw linseed oil to which a small amount of drier has been added. The linseed oil should be allowed to dry a week or ten days. Then apply the finishing coats of paint as directed on the can labels.

Can an oil paint be applied over wall paper?

All wall paper should be removed before attempting to apply any paint. However, if the wall paper is all solid and in good condition, it may sometimes be painted with fair success, but the wall paper is very liable to commence to peel off at any time.

What is the best material to use for painting basement walls?

It depends on the finish desired. See Brick and Stucco Paint, Casein, Kalsomine, Bonding Cement Paint.

What causes paint to peel on some basement walls?

Practically all basement walls are below the surface of the ground. When it rains the ground becomes wet and the moisture from the ground comes through the wall, causing the paint to peel.

Will Bonding Cement Paint applied to the inside of a basement wall tend to stop moisture from coming through the wall?

This paint according to reports has been used successfully for this purpose.

What makes some of the quick-drying interior paints wrinkle?

Applying the paint in too heavy a coat will cause it to wrinkle when dry.

How may a glazed finish be produced?

Tint Neu-Tone Glazing and Blending Liquid with the desired Oil Color and brush it over the dry painted surface. Allow to remain until partially set before wiping. On textured walls wipe off the hills, leaving the color in the hollows. On smooth walls, pat or mop the glaze coat with waste or cheesecloth, to give a soft, mottled effect, or simply press the wiping rags against the glaze coat. Glazed woodwork or furniture should be given a coat of flat varnish, or waxed.

How is a Scumbled finish produced?

The background may be a flat, semi-gloss, high gloss wall finish or enamel, and must be absolutely dry. The Scumble coat may be Glazing Liquid tinted with Oil Color or Neu-Tone may be used for the Scumble coat mixed with Glazing and Blending Liquid to retard its setting. For the coarsest design, press loosely crumpled paper or rags against the wet Scumble coat. For a somewhat smaller pattern, roll crumpled paper or rags over the Scumble coat. For a fine pattern, pat the Scumble coat over and over with a wad of crumpled paper, using a stippling motion.

How is a sponge imprint finish produced?

Cut an ordinary sponge to give flat surfaces. Use a board, sheet of tin, or plate to serve as a palette. Wet the sponge in water and squeeze it out as dry as possible. Brush some paint on the palette, touch the flat of the sponge to it, press it lightly but firmly against the wall to make an imprint. Several imprints may be made without renewing the paint on the sponge. Apply imprints in a hit-or-miss fashion, turning the hand at the wrist to make the impressions in different directions, but do not turn the sponge in the hand, because the formation of the sponge regulates

the pattern on the wall. When the wall is clogged with paint, wash it in turpentine, then with water, and proceed as before. A color may be applied without disturbing the imprints to dry.

How is a Tiffany finish produced?

Neu-Tone Glazing and Blending Liquid and Oil Colors are required. Thin each color with turpentine, using a separate vessel for each color. On the wall that is to be done at one time, apply a coat of Glazing Liquid, either untinted or tinted with the oil colors to appear in the background. Then daub the other colors in with a brush. With a handful of cheesecloth, brush, commence working around the color splotches, gradually blending them. Much or little blending may be done to get the effect desired. Highlights are produced by a little extra pressure in places.

When using enamel, what causes crawling and leave bare spots?

This condition is called crawling and is caused by oil or grease on the surface. Remove the old finish with a very high gloss on the old finish. Clean and sandpaper the surface before applying the enamel.

How can raising or blistering of lacquer or enamel be prevented?

The best method is to remove the old finish before applying the lacquer. Applying lacquer before using the lacquer will cause trouble.

Can lacquer be thinned with linseed oil or benzine?

No. Use lacquer thinner only. A mixture of turpentine, linseed oil, or benzine will not thin lacquer.

What causes paint to blister?

Blistering may be due to water on the surface or sap in the wood. The moisture or sap causes blistering.

Why do paints and varnishes sometimes fail to dry?

It is almost always caused by some condition of the surface over which the paint is applied. Paint will not dry over waxed, oily or grease surfaces, or surfaces that have been washed with soap and the soap not thoroughly removed, or over surfaces that have been cleaned with a dustless mop. Have the surface free from oil and grease before applying the paint.

Can paint or varnish be applied over lacquer?

Yes. Sandpaper the lacquer thoroughly with fine sandpaper. This will produce what is known as "tooth", assisting the paint to hold to the surface.

What causes varnish to creep or crawl?

Varnish will crawl if applied to the inside of an exterior door in very cold weather. Varnish will sometimes crawl when the second coat is applied over a first coat that has not been sandpapered. Varnish is sure to crawl when applied over a surface that is greasy or that has been repeatedly wiped with a dust cloth that is saturated with paraffin oil or other oil, waxed, or that has been cleaned with furniture polish.

What causes the specks in varnish?

The specks are not in the varnish. They are small particles of dirt or dust that are either on the surface at the time the varnish is applied, are in the brush, or fall on the surface before the varnish becomes perfectly dry and hard.

How soon after cleaning varnish off with Paint and Varnish Remover can a new coat of varnish be applied?

All traces of the Paint and Varnish Remover must be gone before finishing with other paint materials. To remove Paint and Varnish Remover, wash the surface repeatedly with turpentine, using a clean cloth as soon as the previous one becomes soiled. Repeat until surface is clean. Allow to dry, then sandpaper thoroughly with the grain of the wood. We then recommend that the first coat be a very thin coat of orange shellac. Then apply the finishing coats of varnish.

When washing walls should one start at the top, or at the bottom and work upward?

The best procedure is to start at the bottom, washing the walls carefully, wiping fairly dry and working upward. If the washing is started at the top, water from the wet sponge or cloth may run down over the uncleared surface, "setting" the dirt and making it very hard to remove.

How can paint spatters be cleaned from a painted or varnish surface?

Such spatters should be wiped up immediately while wet, with a clean, soft cloth. It is impossible to remove dried spatters without marring the finish.

What is the best way to remove kalsomine?

It can easily be removed by taking a large bucket of water and a sponge and moistening the sponge until it is fairly wet, but not so wet that the water will drip. Wipe the kalsomine with the sponge and it will come off immediately. This procedure should be continued until all traces of kalsomine are removed. If the kalsomine cannot be removed so easily, take a kalsomine brush and wet the walls and ceilings sev-

eral times with clear water. Wet the brush and wet all of the way through, then use the brush and scraper's knife and scrape the surface.

What is the correct method of painting?

Clean thoroughly and apply Silver or Aluminum Paint according to directions. For decorative colors use Kolor-Brite decorative paint.

What is the best way to remove varnish?
With denatured alcohol.

What is the correct way to paint a stove?

Be sure the stove pipe is perfectly clean. Remove from grease and stove polish by using soap and water and rinsing with benzine, gasoline or other inflammable liquid. In cleaning, be sure that there is no fire in the room. Open doors and windows to get rid of fumes.

Apply a coat of Gleam Iron Enamel to dry thoroughly before painting the stove.

Can the inside of the oven of a stove be painted successfully?

Yes. Use Aluminum Paint, or Silver or Aluminum Paint, applying any paint to a gas stove must be removed by washing with soap and water. Benzine or gasoline can be used to make sure there is no fire or fumes while cleaning. Open doors and windows to get rid of fumes. The outside of the oven may be painted with Kolor-Brite Enamel. The burners must be painted.

FLOORS, FURNITURE and WOODWORK

When both stain and filler are used on new, open-grained woods, which is used first?

Use the stain first. When perfectly dry it should be given a very thin coat of shellac. The wood should then be filled with Paste Wood Filler, colored to match the stain.

Is shellac a good foundation for varnished floors?

We do not recommend shellac on new floors or on any other floors except when the old finish has been removed with Paint and Varnish Remover. In such cases it is a good practice to apply a thin coat of shellac before applying the first coat of varnish to prevent damage to the varnish from any Remover that may have been left on the floor.

Which shellac should be used, white or orange, on a new oak floor?

We do not recommend using any shellac on an oak floor. Use Floor and Interior Varnish for all coats.

How should a new floor be finished in a natural varnish finish?

Be sure the floor is clean and smooth. If the wood is oak, fill with Paste Wood Filler. When dry, apply two coats of Floor and Interior Varnish. If the wood is pine, fir, or other close-grained woods, apply three coats of Floor Varnish. Follow the directions on the can label.

What is the proper way to paint a new interior wood floor?

The floor must be clean, dry and free from grease. Apply two coats of Floor Enamel according to directions on the can label.

How should an old varnished floor be prepared for painting or varnishing?

Wash the floor with soap and water to remove all traces of grease or floor oil. If the floor has been waxed then the wax must be entirely removed before

any paint or varnish is used. Sandpaper with the grain of the wood and remove the dust caused by sandpapering. Then apply Floor and Porch Enamel or Floor and Interior Varnish according to directions on the can.

Can a varnished floor that has been waxed be re-varnished without removing the wax?

No. All traces of wax must be removed before the varnish can be applied. There is no quick or easy way to remove wax. Wash the surface with turpentine, changing the cloth frequently and continuing to wash with turpentine until the floor is as clean as possible. During this washing procedure, the cracks in the floor will become filled with wax. For this reason a thin coat of shellac should be applied to the floor before applying varnish. If floors that have been waxed must be refinished, we strongly recommend that they be redressed. This will produce a new surface -- then varnish the same as new floors.

What is the best way to refinish an old painted floor in a natural finish?

Have the floor redressed by scraping, planing or sanding. Then finish the same as for a new floor.

How can a natural wood effect be secured over an old painted surface?

The method used is called graining. One method is to coat the surface with Painter's Ground Color, allow to dry, then grain with Wood-Var Graining Compound and a graining tool. A little experimenting on the part of the user will produce satisfactory results. Directions for use will be found on the label of the Graining Compound. When dry, finish with Wood-Var Varnish Stain, Light Oak, Dark Oak or any other color desired.

Can Wood-Var Varnish Stain be applied to a floor so that laps will not show?

Yes. Paint only five or six boards at a time, their full length. Apply the stain freely. In this way the varnish stain works very easily and there will be no laps.

What is the proper way to prepare a cement floor?

Clean the floor thoroughly with a wire brush, scraping, then washing with soap and water to clean a cement floor. If the floor has been painted previously, in some cases it may be necessary to remove the paint with benzine because the benzine will remove the grease over a larger area. After scraping then burn the remainder with a blow-torch, sandpaper, and finish with Floor and Porch Enamel.

There is a great difference in the hardness of floors. Some are very soft and some are very hard. Care must be taken in the first coat. The paint must be allowed to absorb the cement. The cement floor must be damp on the can label. A cement floor that is too damp cannot and should not be painted.

What is the proper way to prepare a concrete or cement floor?

Clean the floor thoroughly with a wire brush, water. Rinse carefully with water to remove all traces of soap. Allow the floor to dry. For best results two coats of Floor and Interior Varnish should be given. The enamel should be applied according to the directions on the can label.

What system should be followed in finishing a new woodwork?

If the woodwork is oak, walnut, or other open-grained wood, it should be filled with Paste Wood Filler, used according to the can label. Allow to dry and then apply more coats of Floor and Interior Varnish.

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What system should be used in finishing new wood work with enamel?

The woodwork should be of close-grained wood. However, open grained woods may be enameled. For professional results, fill with Paste Wood Filler before applying finishing coats. In any event apply a coat of Enamel Foundation. When dry, sand with the grain of the wood with fine sandpaper and apply finishing coat of Kolor-Brite Enamel.

Why use Enamel Foundation under enamel?

Enamels cannot be sanded easily to a level finish. Enamel Foundation hides well, is easy to brush out and a slight sanding makes the surface perfectly smooth and level which permits a beautiful, smooth coat of enamel.

Is it necessary to give woodwork and furniture a coat of flat paint before finishing with Kolor-Brite Enamel?

No. Clean the old surface, removing all grease, oil or furniture polish. Sandpaper with the grain of the wood, then apply Kolor-Brite.

Should wood surfaces upon which furniture polish has been used be cleaned before varnishing, painting or enameling? Why?

Yes, all surfaces should be thoroughly cleaned with benzine before varnishing, painting or enameling. If all trace of furniture polish is not removed, paint or varnish will not dry properly and later may chip off.

What is the best way to varnish a chair so that the varnish on the seat and arms will be sure to dry hard and not remain sticky?

Always wash furniture with turpentine, then sandpaper with fine sandpaper with the grain of the wood before revarnishing. If the surface is not entirely clean the varnish will not dry.

Can a surface previously finished in varnish be enameled?

Yes. Wash the surface with benzine, wipe dry, then sandpaper with fine sandpaper and apply Kolor-Brite.

Can lacquer be applied over a painted, varnished or enameled surface?

If the old paint, varnish or enamel is hard, lacquer may be applied over it in some cases without any difficulty. However, we strongly recommend removing the old finish before applying lacquer, in accordance with the directions on the can label.

How should lawn and porch furniture be painted?

Be sure to have the furniture clean by washing with benzine or gasoline, then remove all loose paint by sandpapering and apply Kolor-Brite or Floor and Porch Enamel.

How can interior window sills be refinished when the varnish is cracked and worn off in spots?

Remove all of the old varnish by scraping. Then refinish the same as for new wood.

How should linoleum or oil cloth be cleaned before varnishing or lacquering?

Linoleum or oil cloth should be washed with soap and water to remove all of the grease that may be on the surface. The soap and water should be rinsed off several times with clear water to remove all traces of soap. Allow the linoleum or oil cloth to dry thoroughly before applying Linoleum Varnish or Lacquer.

Will paint give satisfactory service on old linoleum?

Yes. Clean the linoleum thoroughly with benzine or wash with soap and water. Be sure to remove the soap by washing several times in cold water. Allow to dry thoroughly and apply Kolor-Brite or Floor and Porch Enamel, following the directions on the can label.

Which is the best finish for inlaid linoleum?

We do not recommend that a new linoleum be given a coat of varnish until after it has been used some time. It should then be cleaned thoroughly by washing with soap and water. Allow to dry, then apply Linoleum Varnish.

What should be used to thin paint for use?

Different types of paint require different thinners. Follow carefully the directions on the label of the paint you are going to use.

What is the best way to paint or blackboard?

Sandpaper the surface smooth with fine sandpaper. Apply Martin-Senour Blackboard Enamel according to directions on the can.

What is the correct method to use on cycles and motorcycles?

Remove all oil and grease by washing with benzine or gasoline. Then use fine sandpaper to smooth the surface to be painted. Remove all dust, caused by the sandpapering, with a clean duster, then apply two coats of Kolor-Brite Enamel following the directions on the can label.

What is the correct method of painting automobiles and trucks?

Remove all grease, dirt, and loose paint by washing with gasoline, then sandpaper the surfaces to be painted. When the surfaces are dry, remove the dust with a clean duster, then apply two coats of Kolor-Brite Enamel following the directions on the can label.

What is the proper paint to use on tools?

We recommend Kolor-Brite Enamel.

How should brushes be cleaned after use?

Brushes used in paint, varnish or enamel should be cleaned thoroughly with turpentine. Brushes used in lacquer must be cleaned with soap and water and rinsed thoroughly with clear water. Brushes used in lacquer must be cleaned with Lacquer Thinner, then washed with soap and water and rinsed thoroughly with clear water.

How can hardened brushes be cleaned?

Use Lacquer Thinner or a liquid solvent for the purpose.

SECTION 4

COLORS OF THE HOUR

0007-SWP-000003898

MARTIN
SENOUR

Colors of the Hour

THAT'S WHAT *Color* IS FOR

The American woman now points triumphantly to the brilliant color rejuvenation of her home and says, "This job is my idea. I dreamed it and planned it." Paint Styling has helped to gratify her true love of color expression. Paint Styling proclaims a new liberty of conscience regarding color treatments. It promotes the new and popular colors and lays down a new principle for their use—on exteriors concentrated color interest—accented notes and architectural lines—features forming color groups—areas combining with features to create units. Spots that animate the whole color scheme are now approved. Home interiors may be treated as a world of changing atmospheres. Each room may be lighted and cheered by color emphasis. Ceilings and walls may be individualized by color values selected to balance light and shade. Paint Styling creates new color interest, new atmospheres of beauty, new happiness.

Livable

AS



PAINT STYLING . . . as interpreted by Martin-Senouf
contemplates a new smartness and intensity of color
decoration and a new relation of color fields to color
departure from old conventions, paint styling in all co
beauty and vitality of color treatments with bright new
won popular acceptance. In exteriors, large expanses
color predominate with a decidedly new feeling expre
Interior ceilings and walls may be individualized by col
temper light and shade. To the woman, paint styling m
ing of her natural color artistry to create new atmos

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endowed with taste - Enriched by

PHOTOGRAPHED BY THE MARTIN-SENOUR COLOR

A PORTFOLIO OF COLOR PHOTOGRAPHS DEMONSTRATING A BROADER INDIVIDUAL ARTISTRY OF COLOR USES. The honesty of color photography truthfully portrays for you, the part Martin-Senour "Colors of the Hour" play in beautifying the homes of today and in gratifying the desire for color expression.

The photographs shown in this book, reproduced by courtesy of the owners, picture actual homes that strikingly indicate today's trend in color uses, for both interior and exterior decorating.

Each reflects the individual taste of the home owner—many boldly demonstrate new decorative opportunities—all skillfully apply the stimulating appeal of color styling to promote home happiness and contentment. We hope, from some of these pictured "color recipes," you may gain inspiration for your own idea.

Every home is an exhibit of our best decorative talent. Keep your home always on its best behavior. Make it a color masterpiece of

individual creative effort—the lodestone to dear friends. Best of all, your own family will enjoy contentment. You will be surprised how easy it is to "stir up" a suitable color recipe. So paint and let your imagination set the standard to change your house into today's new home.

Paint is the tonic by which tired homes gain new feeling. Painted effects are the final unveiling of the home's potential. This is why Martin-Senour and home decorators maintain their standards—why our paint laboratory and color stylists invest their talents and energies to the development of protective color beauty.

Call on your paint dealer whose name appears on the cover of this book. He too is eager to cooperate with you in selecting from style-tested and job-tested "Colors of the Hour" for a given surface to make your decorating

FINE PRODUCTS FROM "THE HOUSE OF QUALITY"

NEU-TONE—A lovely, washable, velvety finish for all wall surfaces where smart flat or dull effects are desired. Efficient in light diffusing and reflecting values. Easy spreading and brushing. Dries overnight. Available in many soft, beautifully styled colors for added beauty in home decoration.

GLOS-TONE—Gives walls, woodwork and furniture a beautiful semi-gloss lustre without glare. Quickly and easily applied. Self-leveling to eliminate tell-tale brush marks. Dries in 8 hours. All the delightful styled colors withstand repeated washing. Very durable, excellent for kitchens and bathrooms. For a full gloss, tile-like surface, specify **INTERIOR GLOSS WALL FINISH**.

KOLOR BRITE—This sensational fast-drying quality all-purpose enamel gives a brilliant finish with a single coat. Sets in an hour. Dries hard without leaving brush marks. Unharmful by most chemicals, acids, alcohol, or grease. Quickly and easily washed with soap and water. For use on any interior and exterior surface—furniture, woodwork, ceilings, walls, automobiles, boats, children's toys, odds and ends.

M-S VARNISHES—Martin-Senour produces a superior varnish for every purpose—for linoleum, floors, woodwork, furniture, marine uses. Free-flowing, fast drying varnishes that protect and beautify with a glossy or satin-like surface. Exceptionally durable and waterproof. Ask for the varnish best suited for your particular needs.

MONARCH 100% PURE HOUSE PAINT

—Since 1878, has set the standard of quality for all house paints. This superior product, used with Monarch Primer, is the perfect combination for successful two-coat painting. An economical and durable surface—protecting paint available in white and thirty colors to fill every home owner's decorative need. Along with Trim Colors, Shingle Stain or Shingle Finish, a complete exterior finishing combination is provided for the ultimate in exterior beauty and protection.

FLOOR—old floors, exceptional without painting on wood.

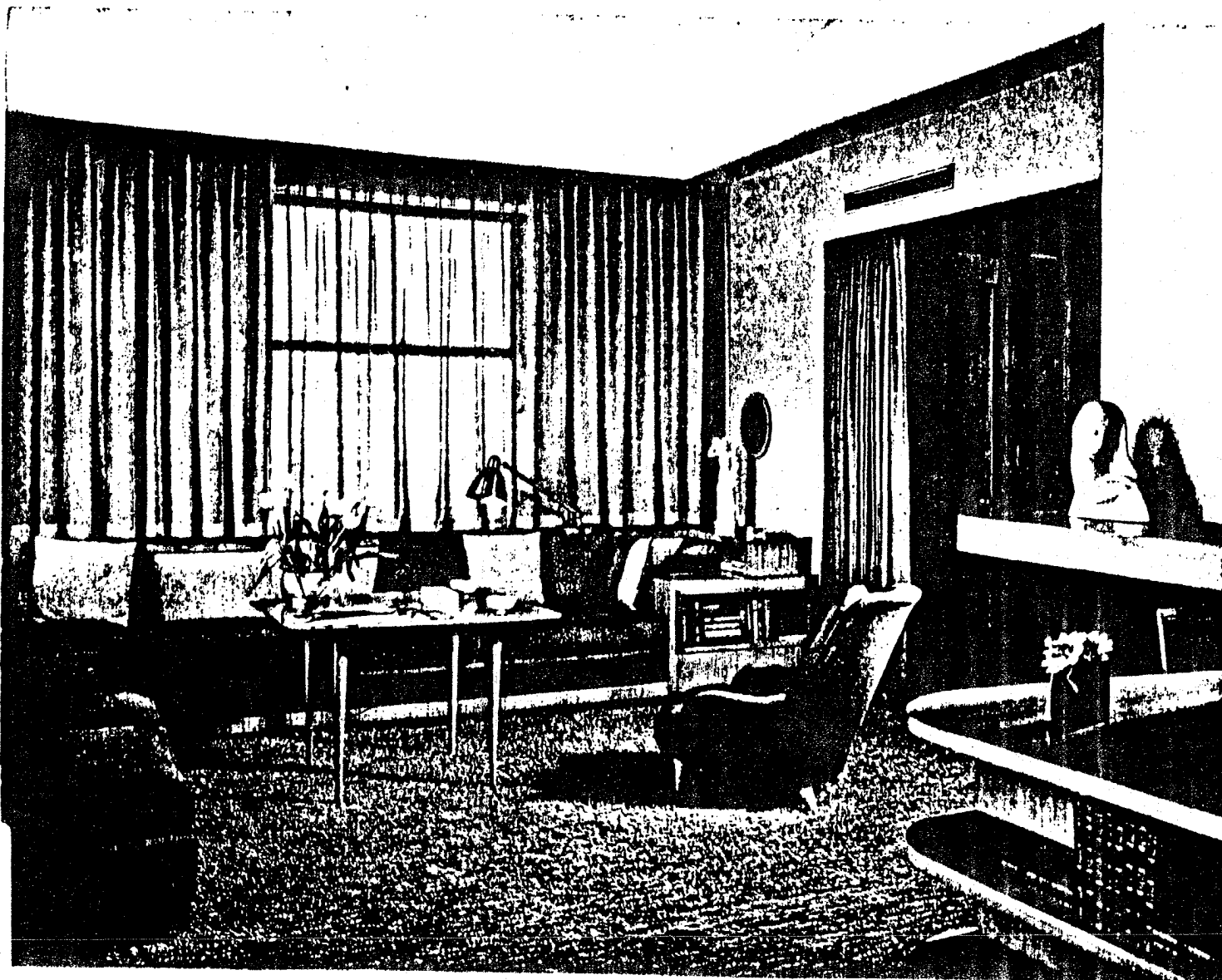
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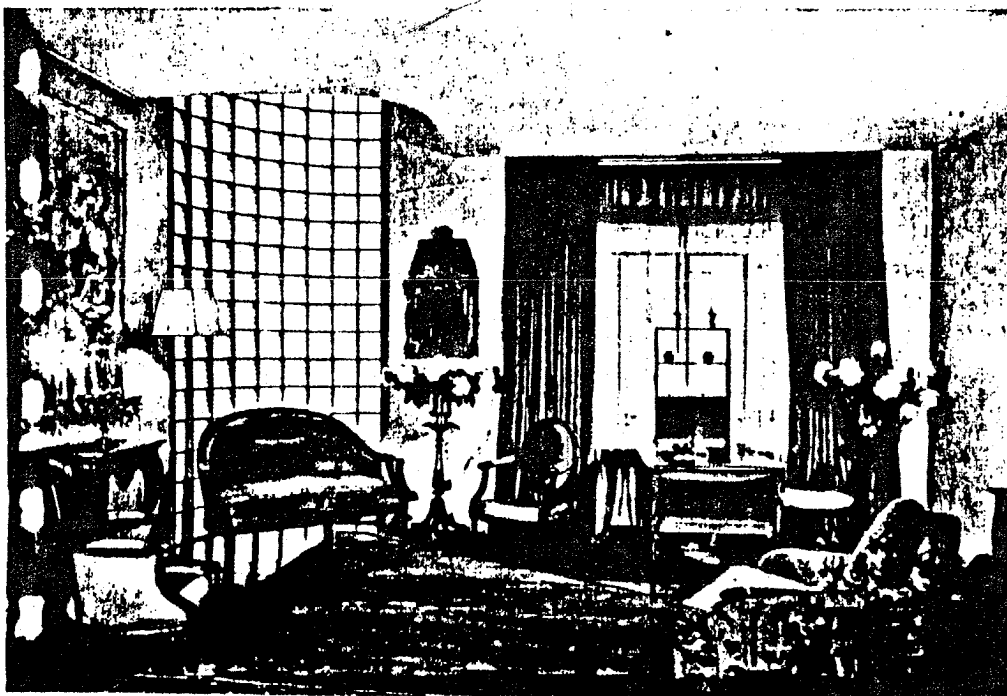
THE BEAUTY OF COLOR STYLING SPEAKS FOR ITSELF

Contemporary modern satisfies a woman's love for luxury and a man's desire for comfort. In such an arrangement as this, we have a chance to set a neutral base and then concentrate color dramatically on the chairs, walls and hangings. The cool

Glos-Tone 809 Apple Green subdues strong sunlight, while I Cream on the back wall reflects the charm of the hangings. Soft, Cream for the ceiling smartly harmonizing with the styled en Floor and Interior Varnish adds sparkle to the rich, beautiful

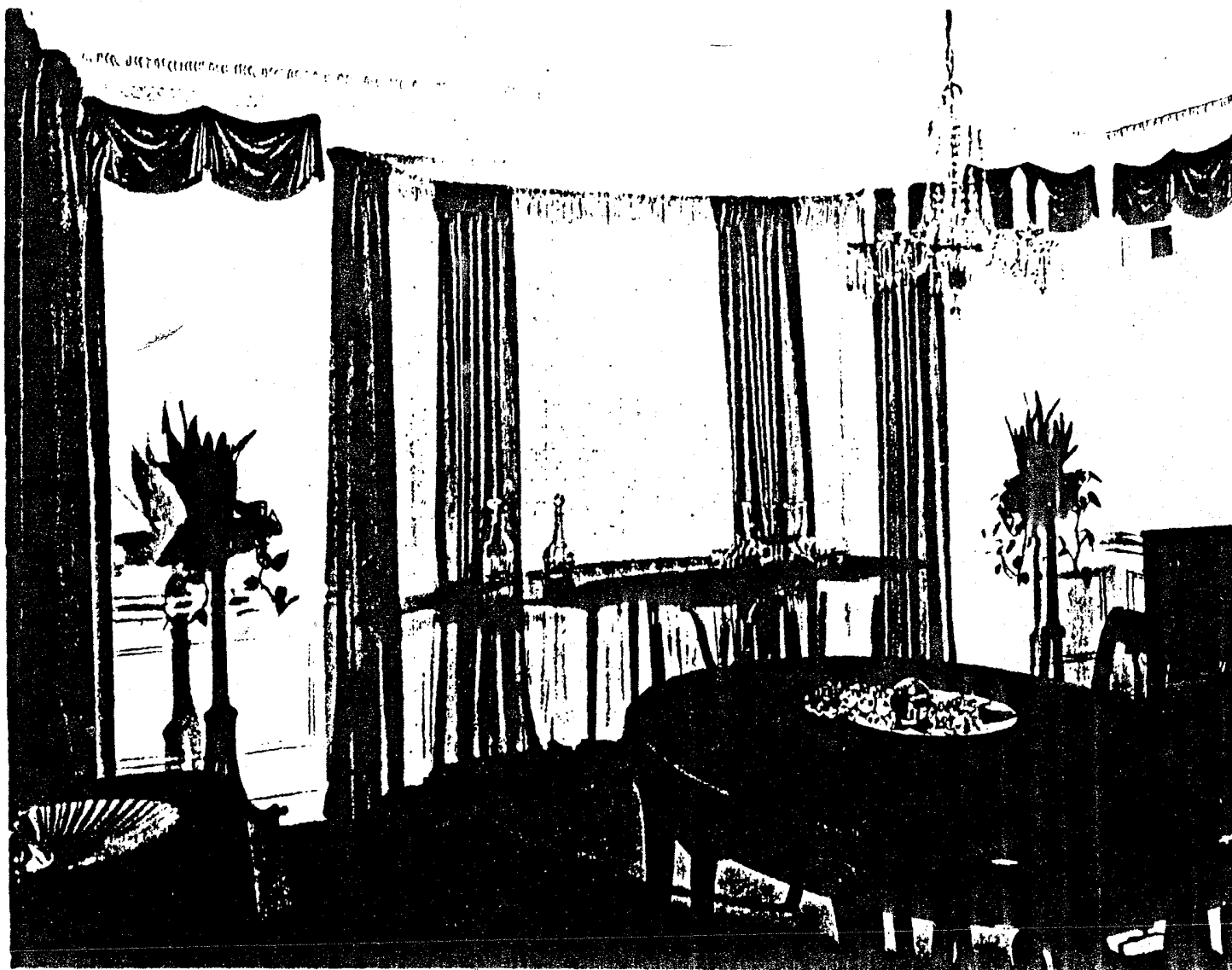
**FROM ORIENTAL CHARM
—MODERN BEAUTY GREW**

Here we combine the severity of form in the furniture with the oriental decor, by use of a color scheme which has delicate warmth in every tone. Neu-Tone 674 India Ivory walls take their color from the blonde wood highlighted by the lustrous finish of M-S Varnish. The furniture, upholstered in cocoa bisque color, is a suitable combination with the brown carpeting and along with a blonde wood setting, makes a handsome room.



**YESTERDAY'S ELEGANCE
AS WELCOME AS A FRIEND**

The rich, tan gold rug—the walls and a Neu-Tone 651 Pale Green provide a delightful background for a mixture of period French pieces. A modern design on the upholstered chair suggests a new approach for the color scheme. Modern simplicity and architectural treatment presents the old for modern backgrounds stripped of detail, as being appropriate for traditional.



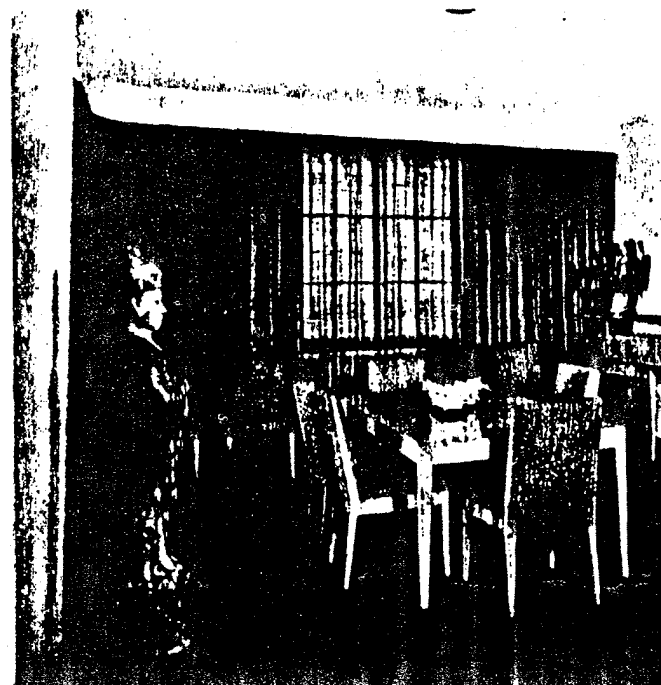
OUT OF A PAINT CAN FLOWS YOUR COLOR PERSONALITY

A painted swag motif appears as a modern interpretation of an old fabric idea and inspires the color scheme for this traditional mahogany dining room. An interesting stripe in the drapery material further accents the unusual color of the swags and both

are dramatized against a soft Neu-Tone 675 White wall delicately accented with Neu-Tone 689 Light Orchid. Ceiling is also Neu-Tone 675 White. The graceful sheen of silver, the glitter of fine crystal point up the room and add sparkle to the time hours. This room has smart color, confidence, taste, and

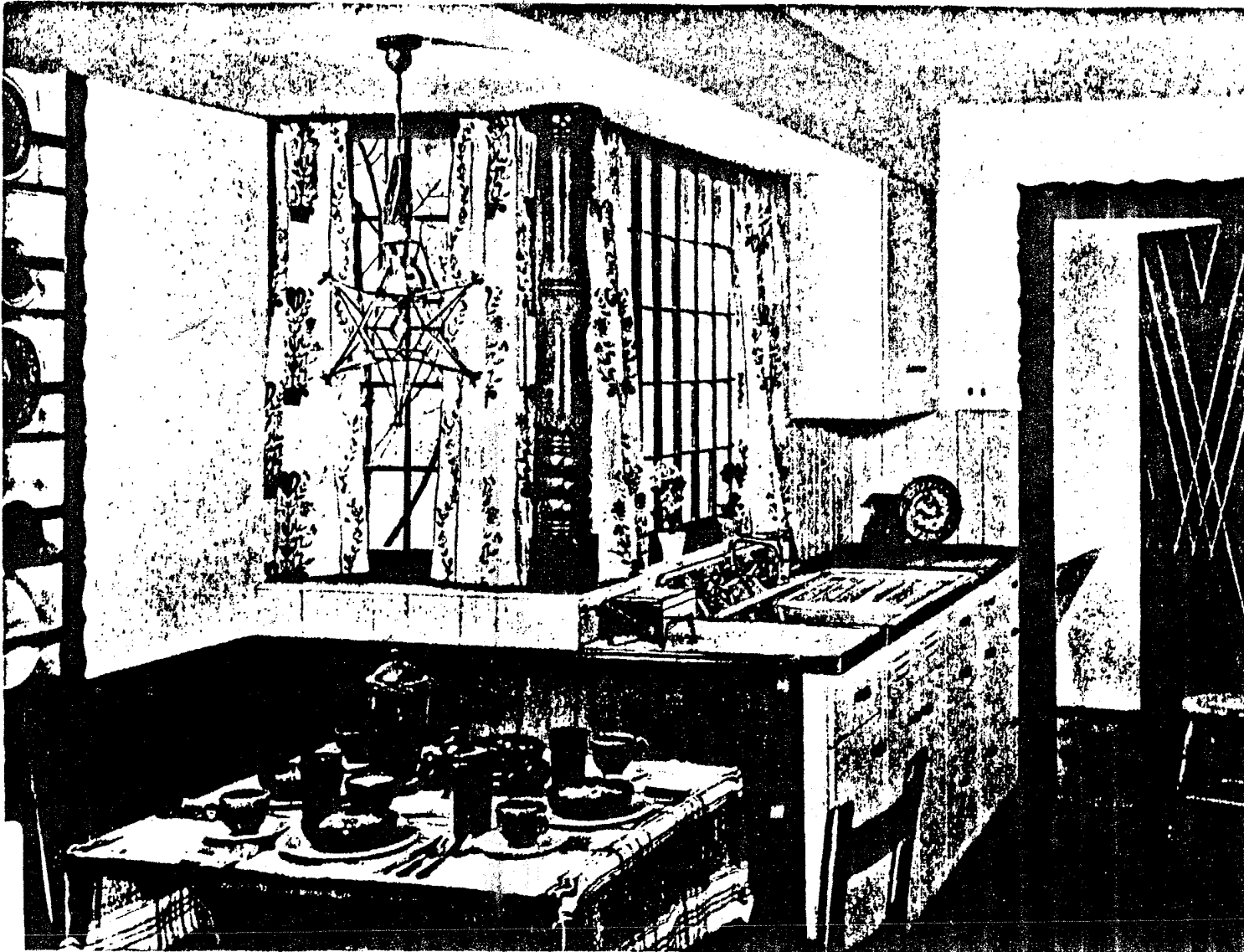
**RELATED BY A
KINSHIP OF COLOR CHARM**

This modern room speaks with a Chinese accent. Balance is achieved with Neu-Tone 677 Tibet Gray walls and ceiling. The rug, a rich brown, is one of the unifying agents for it appears as a cocoa bisque color for the upholstery on the chairs and for the voluminous drapery fabric at the window. The blonde wood furniture in turn echoes the natural wood architectural trim and detail brushed with smooth flowing M-S varnish.



**COLORS—LOVELY TO LOOK AT
—PRACTICAL TO USE**

The drapery in this dining room is a particularly choice against the Neu-Tone 659 Rustic. The dark ground of the richly patterned fabric adds additional distinction to the rich oriental depth of color in the oil painting. The Neu-Tone 670 Circassian Buff for the ceiling provides a glance of the 18th Century England for a quiet, dignified contrast in this related



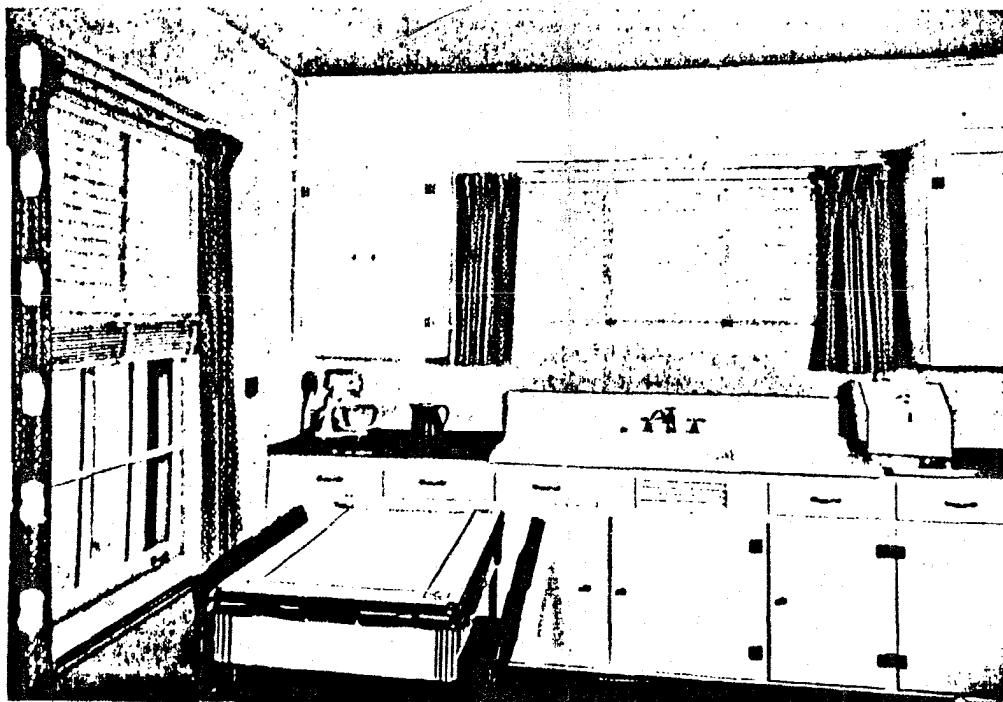
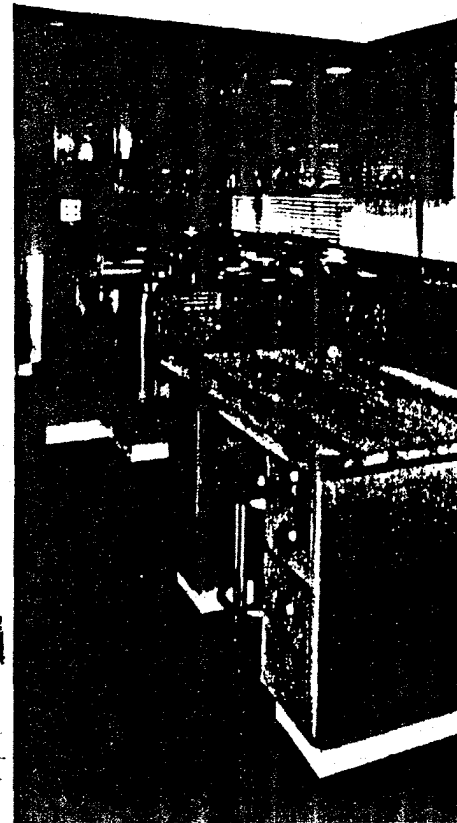
A COLOR STYLED DIET THAT RENEWS VITALITY

When the lady of the house is also the cook, as is often the case nowadays, she may choose ingredients of a frivolous nature and make her's a pleasant, practical kitchen. So she mixes a "color recipe" and combines beauty with efficiency with most satisfying

and pleasant results. Washable Kolor Brite 50 Military Blue trim easily cleaned wall areas of Interior Gloss 91 White and Interior C along with the tones in the Crane sink and cabinets all form a v With added color in the pottery accessories her kitchen becom

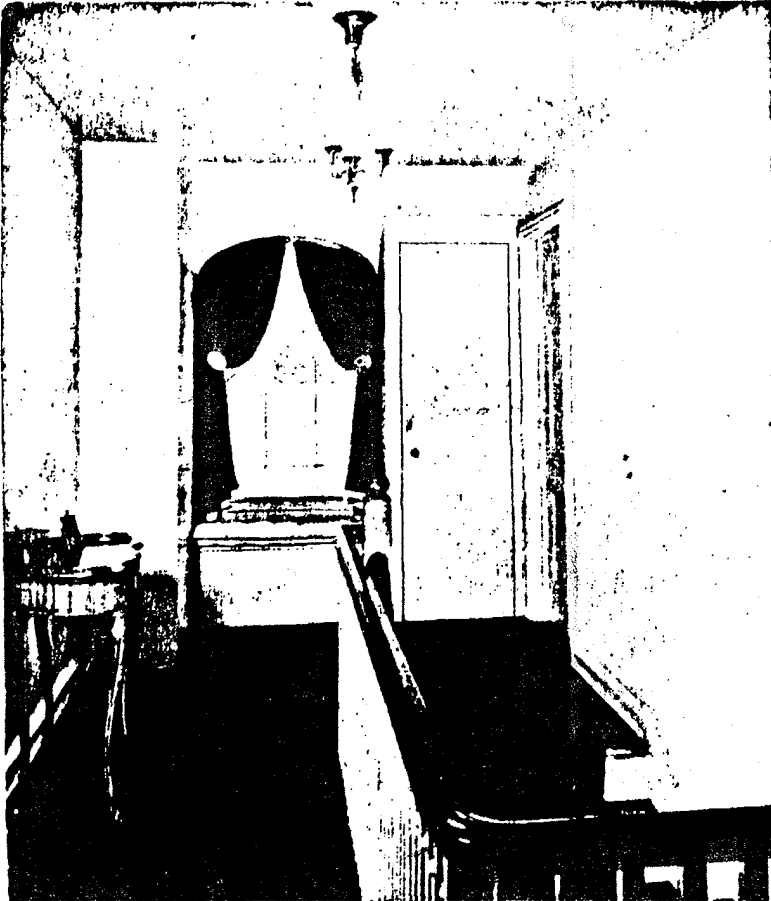
COLOR IS HOME APPAREL
—GIVE YOUR KITCHEN A NEW DRESS

The ensemble idea has spread even to the kitchen. Blithely colored units, linoleum, walls and venetian blinds all seem to match or harmonize. This scheme of Glos-Tone 825 Seaweed Green and Glos-Tone 801 Ivory suggests cool sleekness and is worthy of study as to the way the color carries back and forth in cabinet and wall spaces. The brown linoleum of the floor is finished with M-S Linoleum Varnish. Note the soft lighting over the sink.



IN GOOD TASTE AND
WITHIN A MODERATE IN

The ideal kitchen must be serviceable yet pleasing to the eye. As a color setting for activities, Glos-Tone 821 Radiant Yellow, bittersweet and Glos-Tone 800 White to shine" kitchen that is cheerful "all the



ENTER COLOR BEAUTY—EXIT TRITENESS

For the dramatic small hall—for the woman who likes sophisticated
The rich burgundy carpeting, covering the floor area from wall to wall, provides a feeling of spaciousness. The draperies, in the same color, provide a color pick-up against the creamy Neu-Tone 655 Eggshell wall and add importance by the graceful way they are held back with mirror ornaments. The manner of this treatment gives emphasis to the inviting window.

SING, YOU COLORS, SING

The interest in this masculine room with a "brown" color atmosphere centers about a recessed niche in Neu-Tone 675 White, tinted with Neu-Tone 693 Rose Pink. Walls and ceiling are Neu-Tone 692 Pure Ivory. The cleverly concealed bar is wisely finished in durable 83 Super White and 66 Black Kolor Brite enamel.

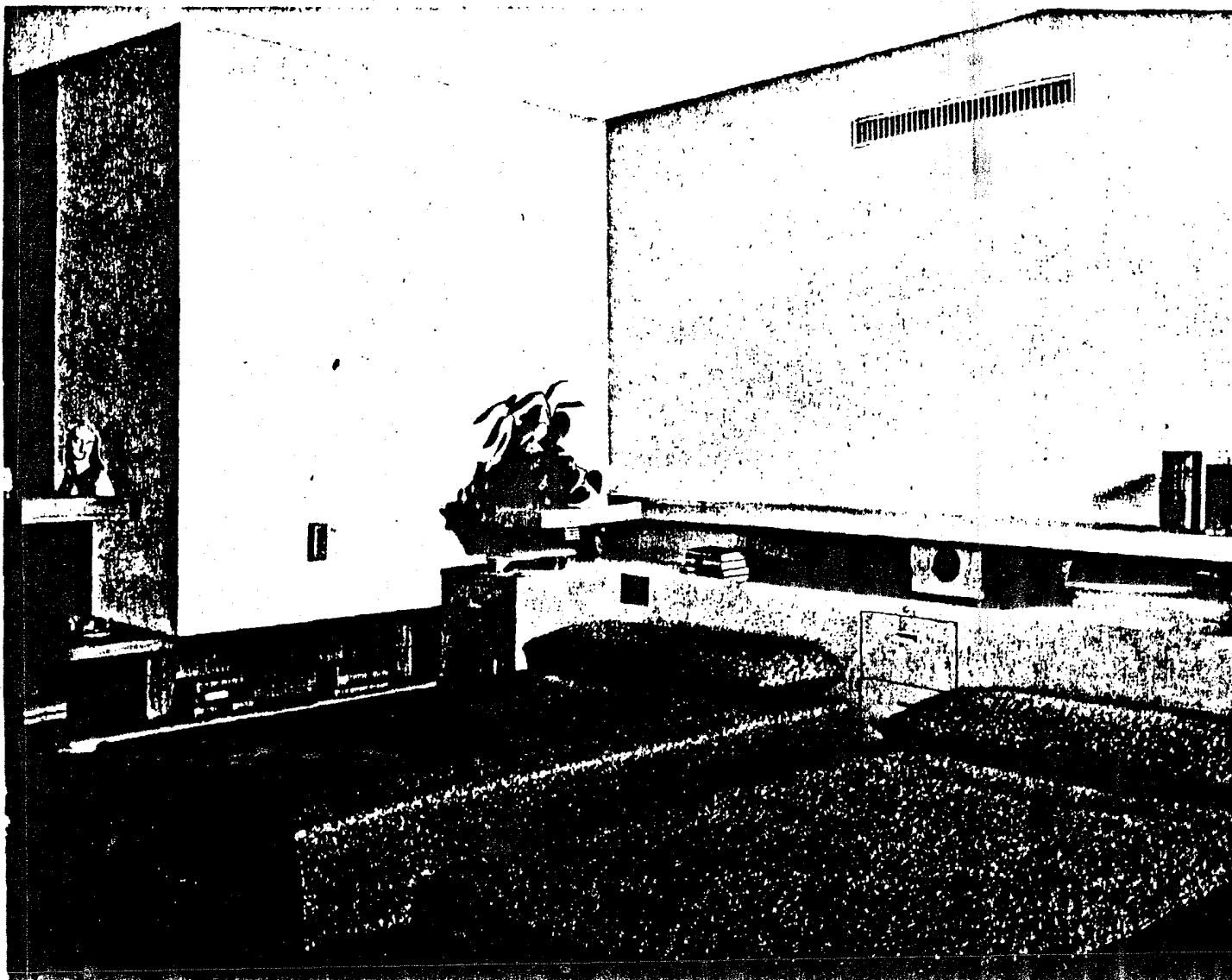




WHERE GAIETY CAN LIVE WITH CLOISTERED SECLUSION

Swedish peasant art, by nature of its quaint design and charm, has the freshness of youth and a fine decorating flavor well suited for the recreation room. The Swedish influence, modernized and modified for the furniture, fabrics and table setting,

pervades this room. The chimney paneling and ceiling timbers Stain and Varnish provides a color theme for the room and combines 808 Silver Gray walls, the moss green of chairs and the staccato blue. The linoleum is made water-resistant with wear-resisting



COLOR STYLING MAKES DREAMS COME TRUE

A departure from the regular—a bed unit especially designed for the setting. The beds, covered with a green textural fabric, a green more intense than the Glos-Tone 823 Riviera Blue walls links the beds to the built-in unit giving them emphasis yet making

them recede visually. The greens are made rich by the carpeting and the freshness of Glos-Tone 801 Ivory for example of the color styling principle which decrees it is no match the wall color. The light ceiling seemingly increases the

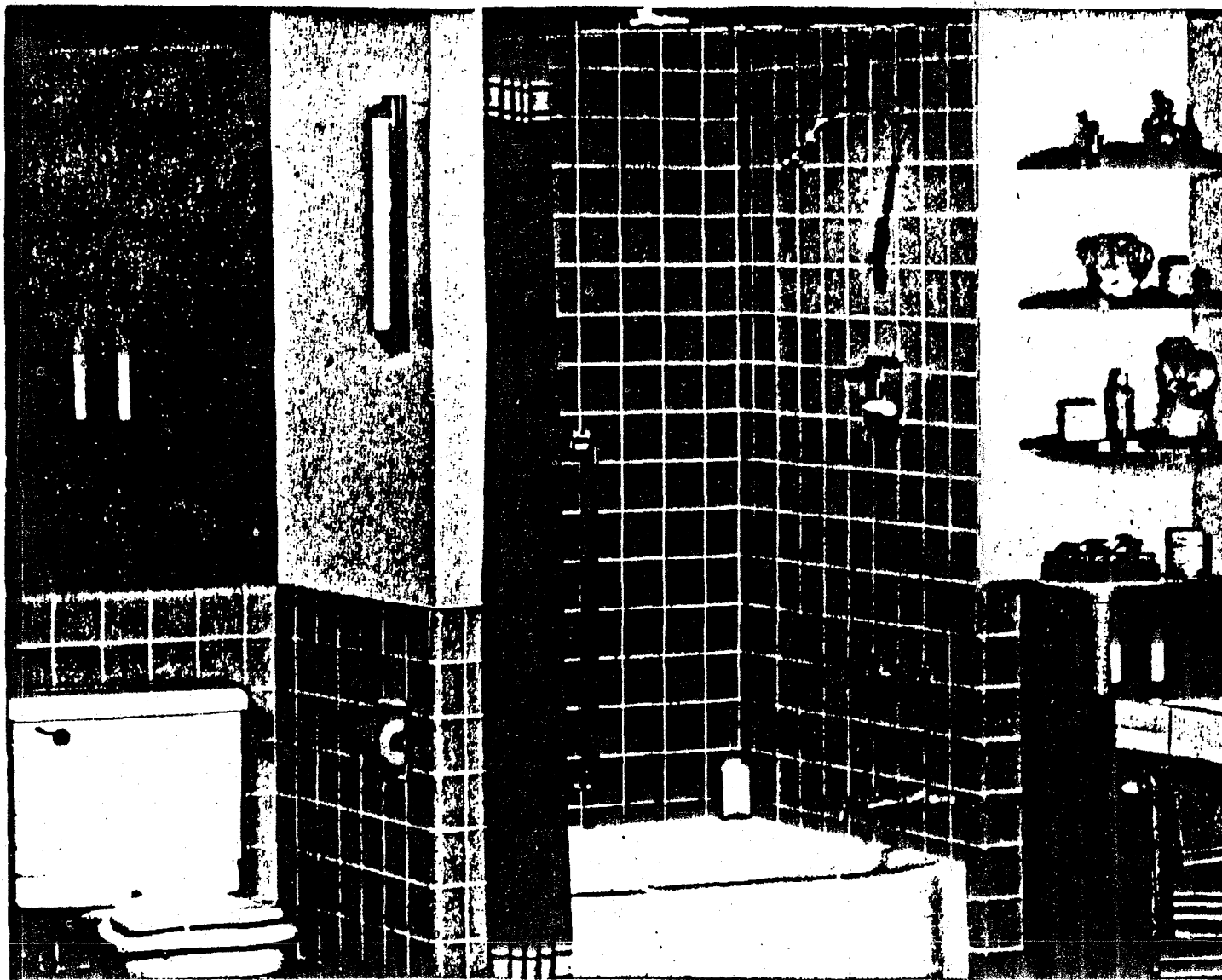
**COLOR AS SOFT AND SWEET
AS YOUR FAVORITE TUNE**

Here is a room in which the figured rug has been selected as the color basis for a decorating treatment that is neither too daintily feminine nor too severely masculine. Spread and wall colors are inspired from the tones of the interesting pattern. The lighting fixture repeats the light feeling of the Neu-Tone 698 Pastel Peach walls and ceiling and the same light note is expressed in the soft ruffled curtains at the windows.



**RESTFUL COLORS THAT WOULD
PLEASED RIP VAN WINSTON**

Walls and ceiling of Glos-Tone 826 S... the key to the design scheme and against the neutral background, fabric colors of emerald green and tomato red gain importance. The Kolor-Kraft furniture accentuates the general air of restfulness, contributing any false note of color. The rug is also in tune, for it too has been finished in a color so as not to disturb this restful



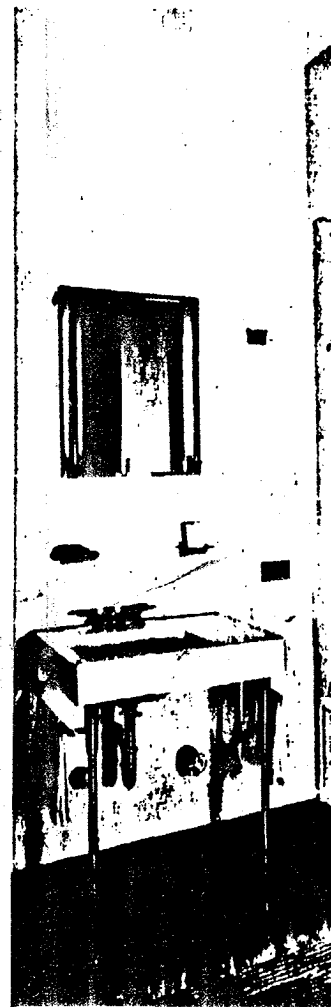
MAKE YOUR BATHROOM SING WITH COLOR MUSIC

Vivid contrast is the keynote of this colorful bath. What a far cry from the old drab colorings. Excellently appointed and colorfully planned, the bathroom is an integral part of every well built home today. The blue tile is a perfect foil for the white

fixtures and contrasts with cupboards and corner shelves and cleaned Kolor Brite 53 Chinese Red. All make a colorful part washable walls of Glos-Tone 812 Taupe. Truly a practical and color styling to give the bathroom vocalists something

**A COLOR MONOTONE
SURPRISINGLY NOT MONOTONOUS**

This nice integration is skillfully yet simply achieved by tones of a single, easily cleaned color—Glos-Tone 824 Classic Brown—used in a restrained manner. The glistening white of the fixtures and towels really delights the eye with its appearance of crisp cleanliness.



**A WASHABLE SHINY S
AND DURABLE, CLEAN**

Color plays the leading role in any r
choose deep vibrant tones or elusive
Tone 822 Shell Gray walls combine
leum floor, water proofed with Lin
fulfill a decorative prophecy o



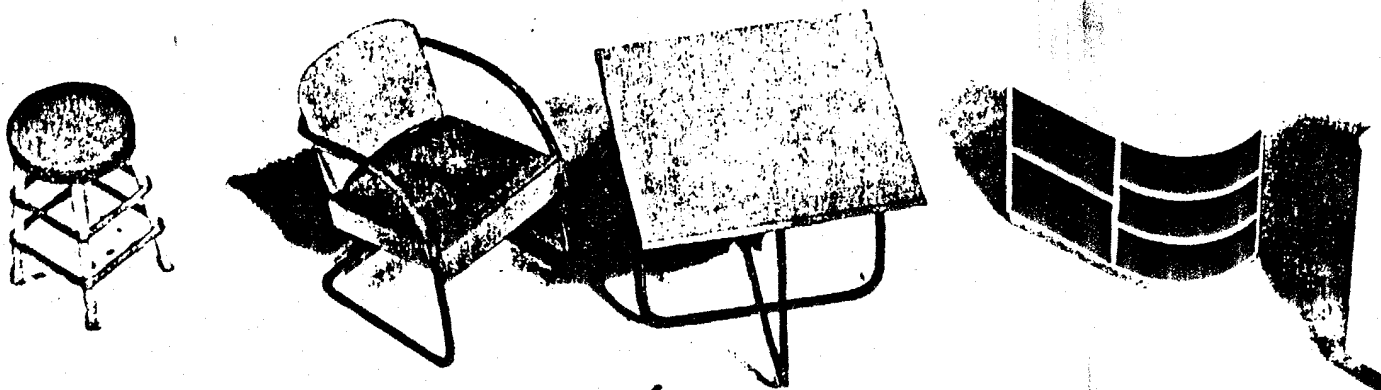
COLOR—EAGER HEARTED AS A BOY

This room could be any youthful room with a place for rest and a place for play. The washable walls and ceiling of Glos-Tone 803 Buff provide a happy background for the sturdy maple furniture and the natural aspects of the room. M.S. Varnish on the floor provides care-free insurance for active feet. Red, white and blue again appears as a favorite juvenile color scheme.

NOVEL COLOR TUNES—WITH

The effectiveness of traditional decoration can be enhanced by the addition of modern simplicity and color. Treatment of the walls in Medium Blue, contrasting in color to the adjacent Neutral room is a striking illustration. This color is not isolated but is adroitly carried into the dining room as the color for the ceiling color, Glos-Tone 802 Cream, is the harmonizing





Martin-Senour Kolor Brite enamels

LET NOTHING OF VALUE GROW OLD

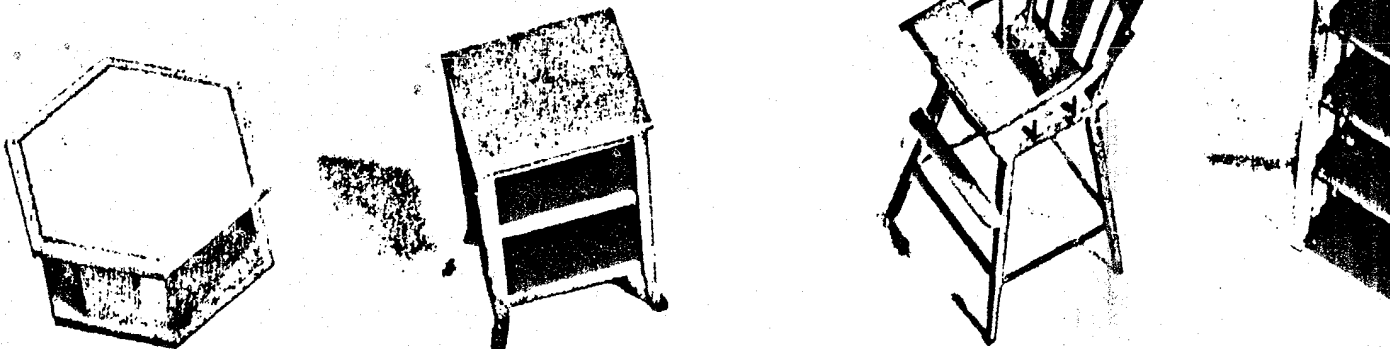


The scintillating "satiny" finish of Kolor Brite Enamel's new styled colors will add a new note of smartness to your "keep-sakes." A perfect finish to modernize furniture, luggage, lamps, children's toys and other bric-a-brac. It is correctly styled to enhance the gaiety and chic of your kitchen, bathrooms, radiators and other surfaces that need freshening. Produces a gleaming, glass-like finish with no brush marks. Kolor Brite is washable, non-fading,

acid and weather resistant. Martin-Senour style colorists have created a veritable galaxy of gay, thrilling new colors—made them inexpensive, quick drying and easy to use. Your dealer has the complete line.

Colors shown on this page are: Stool—61 Frosty Blue and 67 Jonquil Yellow; Lawn Chair & Table—75 Pure Gray and 52 Bright Orange; Book Case—84 Suntone Cream and 76 Reed Brown; Cabinet—74 Antique Ivory and 53 Chinese Red; Chair—62 Moderne Gray and 50 Military Blue; Magazine Rack—63 Tahoe Blue and 45 Ivory; High Chair—36 Pale Green; Telephone Stand—69 Ming Jade and 54 Wicker Green; Coffee Table—59 Orchid and 65 Peachtone.

A QUICK DRYING ALL-PURPOSE ENAMEL





AFTER TWENTY YEARS WILL IT LOOK ITS AGE OR ITS VALUE

This traditional method of segregating structural features by the use of color is in good taste and still finds favor among home owners today. Each unit is decoratively treated in its own individual color—the upper body of siding with Monarch 511 Light Buff, the lower body Cream Brick and Stucco paint, shutters and flower box 502 French

Verde-Light, sash Monarch 100 Outside White and the roof Shingle Finish—the whole unified by color harmony. Time effectiveness of such a color treatment and the owner of a home repaid by preserving its beauty through the years by the application of Monarch House Paints. You can select from thirty durable, sty-



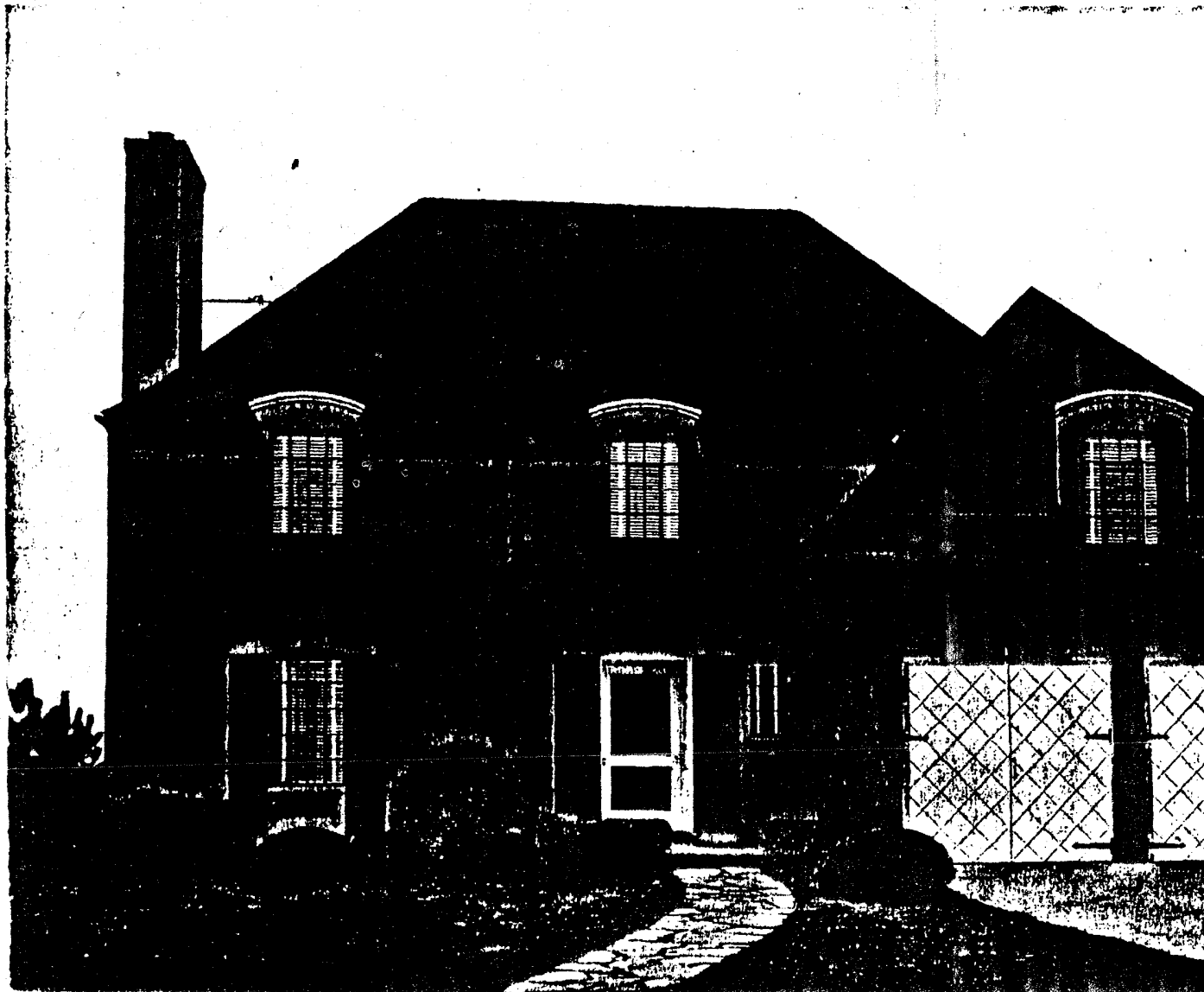
IMAGINATION — COLOR STYLING AND SOMETHING MORE
 Reflecting the trend of today—a simple, straight forward, well balanced treatment of the home opposite. Here the principles of color styling create an entirely new and modern atmosphere. Body, sash, trim, chimney and lower shutters are not treated as separate features, but are combined into one uninterrupted unit with Monarch 100

Outside White over 350 Primer. Color interest is concentrated in the shutters and the unusual chimney band by the daring use of Monarch. The roof in neutral 206 Friars Brown Shingle Finish causes no distraction. It is something more to think about from the economy angle—a clean, simple, because of simplicity in paint application reduces painting

COLOR EFFECTS THAT MATURE INTO RICH LASTING BEAUTY

Whatever your exterior painting needs may be, you will find uniform quality, wide color selection, and maximum long-wearing service in Monarch House Paint. Home beauty begins with the exterior and nothing can do more to create the right "first impression" than an attractive color scheme. Here is a suggestion—safe and sane,

cheerful and livable—for an unrestricted taste that need not be limited by a restricted budget. Paint your shutters, sash and trim in a rich, warm Brown, the doorway and garage doors Monarch 100 Outside White with 206 Friars Brown Shingle Finish to create genial color contrast. The result is a beauty spot on the landscape that will always be on its best



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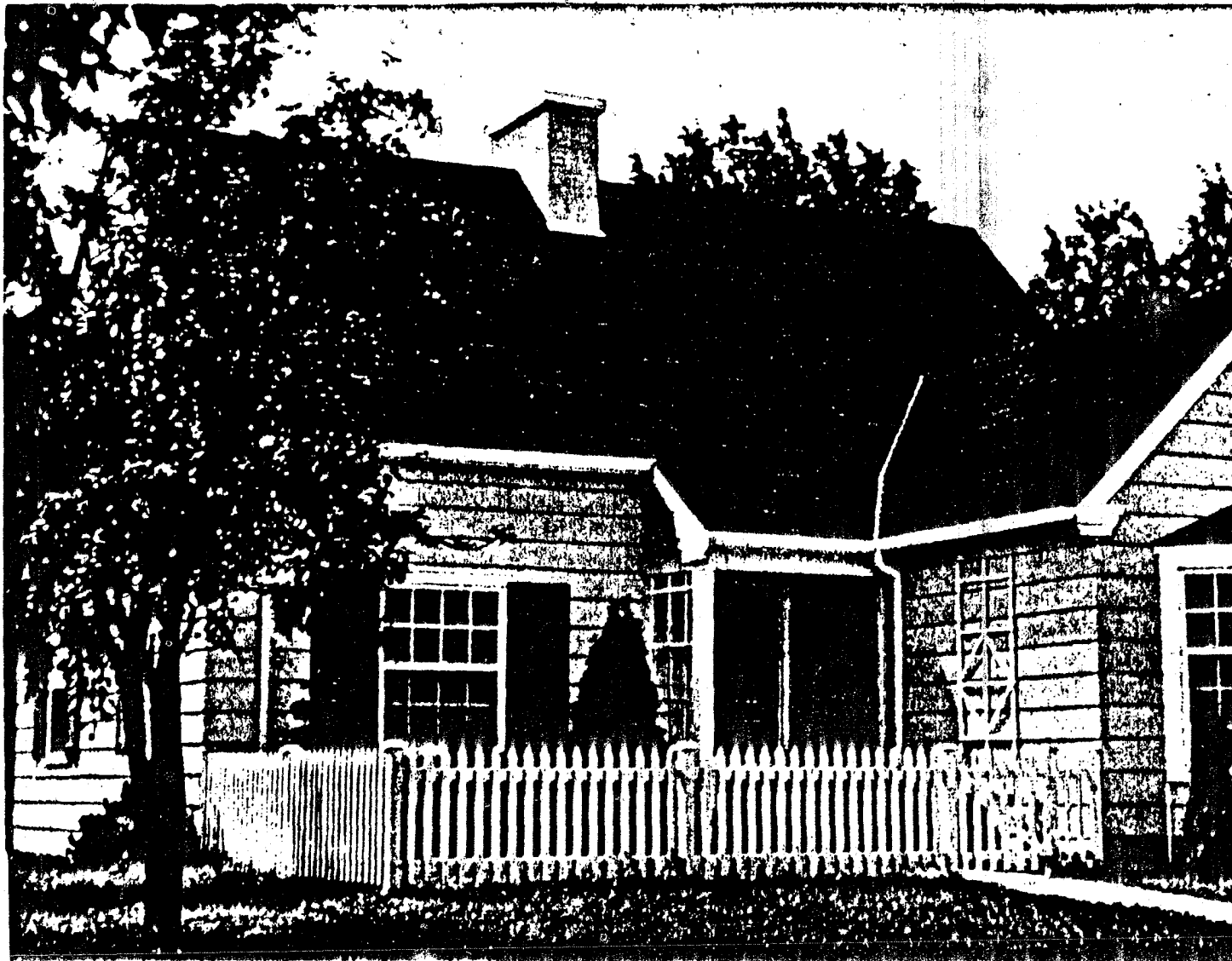
COLOR STYLING IN IT—AN IDEA BEHIND IT

Modern color styling does more than just personalize a home—it emphasizes handsome architectural lines by the intelligent use of color. Brick homes can be economically painted and need not concede full color expression to houses of wood. M.S. White Brick and Stucco Paint enriches the modern adaptation of this French style home and seals

the brick surface against moisture and the onslaught of the elements. The shutters and window blinds are unified with Monarch 516 Sienna Brown to establish a color scheme with the sweeping and substantial lines of the roof brightly finished with Shingle Finish. Note the chimney is painted white and topped with the color of the blinds. For an added accent, a stencil on the



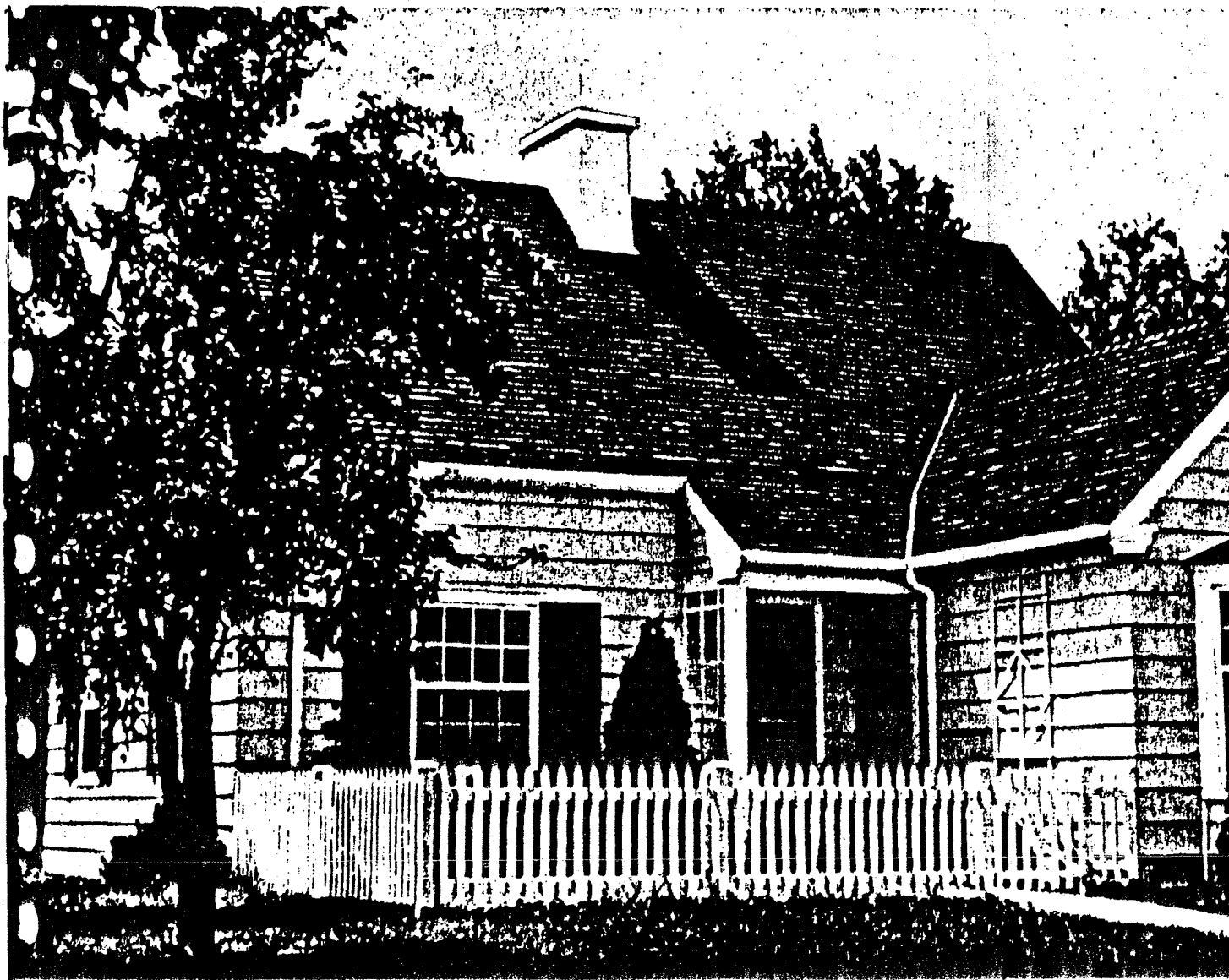
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HOME BEAUTY BEGINS WITH THE EXTERIOR

Old friends are best and here is one of the "old friends"—a cozy, homey type cottage—that will always be in good taste. As with any other home, good paint and appropriate colors play a leading part in accenting beauty points. Here a sturdy, compact atmosphere is created by accentuating the earth hugging lines with deep yet clean shades

of Monarch House Paint. Monarch 518 Buff for the body is outlined with White used on sash, trim and the picket fence. Shutters and lawn Green harmonizes with and seemingly lowers the roof of 3 Stain. Many other harmonious variations can be carried out with Monarch colors and M.S. Shingle Finishes available, that w



A DEMONSTRATION OF INDIVIDUALITY, TASTE AND COLOR MAGIC

Although this home is the twin of the cottage opposite, the color styled treatment belies this fact. Color has worked magic to transform its appearance into a larger, more rambling structure. Retaining all the advantages and comfortable interior proportions of a small cottage, the impression of exterior size has been created by skillful

use of light, sunny Monarch colors. The artistic balance of 100 Outside White for sash, trim and fence, with a roof of Finish, is the secret. All are gay colors yet softly blending, the brilliant shutters and door of 532 Spanish Blue cleverly painted chimney. This is an example of purposeful color use

YOU LIVE WITH THE OUTSIDE OF YOUR HOME, TOO
Personality manifests itself clearly and unmistakably in this charming color styled variation of the home on the opposite page. Here we see simple color handled in broad masses. The shutters and door of 539 Sky Blue related to the roof of 212 Mandalay Blue Shingle Finish, appear positively brilliant set off by the body, sash, trim and

chimney unified with Monarch 100 Outside White. The sweeping individualize and make the structure appear larger and more roomy. Neither flamboyant nor too modest, this color scheme is adaptable exterior. Select your color preference from the thirty Monarch well as 100% Pure White to give your home an individual, color

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BEAUTIFY YOUR HOME WITH SUITABLE COLOR TREATMENT

Whatever its size or style, the right touch to body, roof and trim means beauty—the selection of Monarch house paint means permanence and economy. Here is a home that makes good use of the outstanding Monarch qualities. The body is treated in two colors as dictated by structural material—siding in 566 Green Tint and shingling in

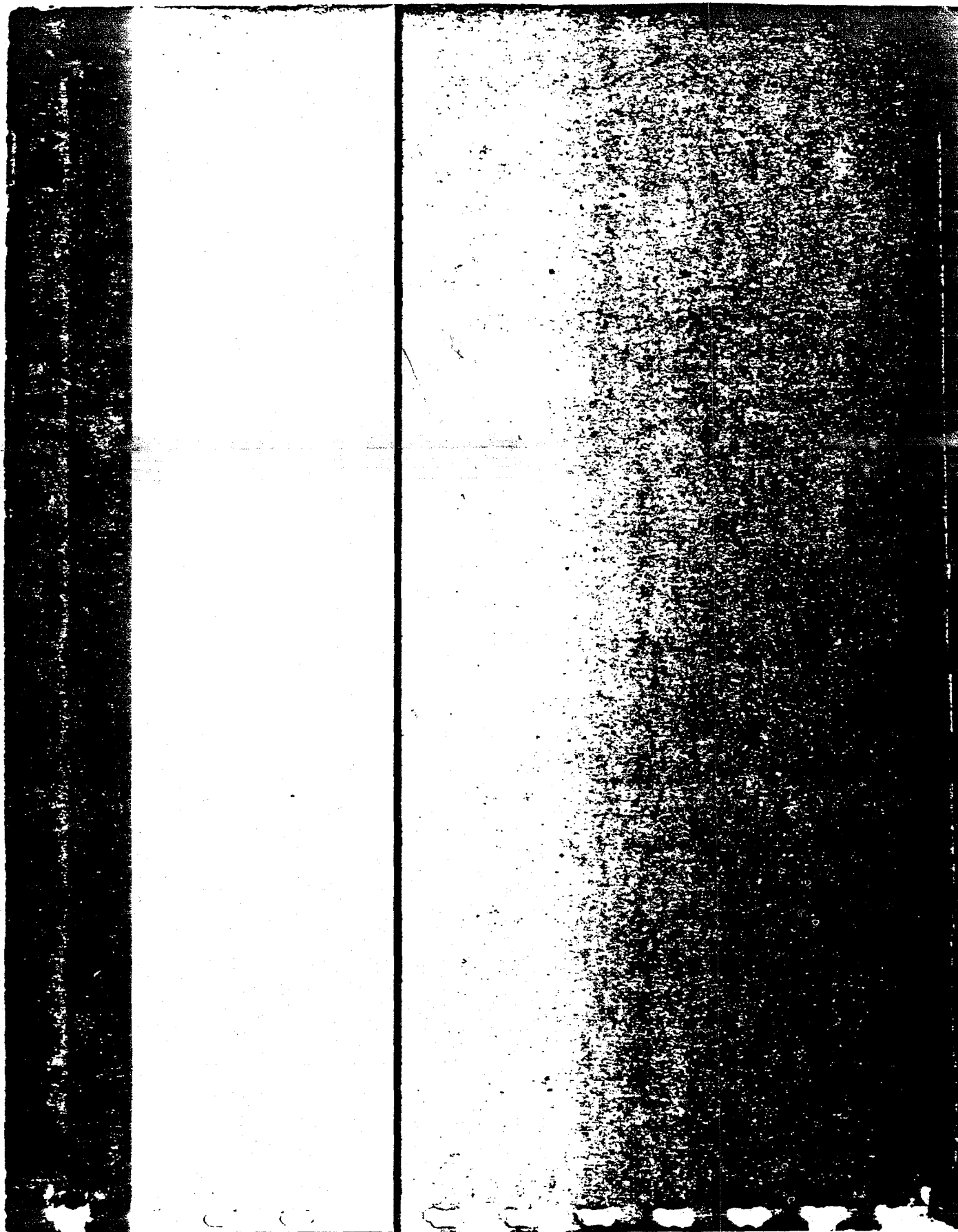
527 Brazil Green. Monarch 100 Outside White for the trim. Shingle finish completes the scheme that harmonizes with the color styled treatment of the home to the left on the opposite page. Since 1878 homes of outstanding beauty have been painted. Now as in years gone by, Monarch sets the standard.



A QUALITY MIXTURE OF UPKEEP ECONOMY AND MODERN PAINT STYLING

A mixture of several architectural styles calls for careful color placement to prevent a confusing result. Color styling is the agent used here to combine features. The entire body, whether siding or shingles, is treated as a single unit in one color—Monarch 501 Cream. All sash and trim, as is the chimney, are painted in a lighter

tone of the same color—Monarch 595 Ivory. This related scheme places no emphasis on the abundant trim and results in a pleasing scheme. The roof in 209 Roman Red Shingle Finish remains in the identical home across the page. Color styling is economical. A coat of Monarch over Monarch Primer gives a long-lasting



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