

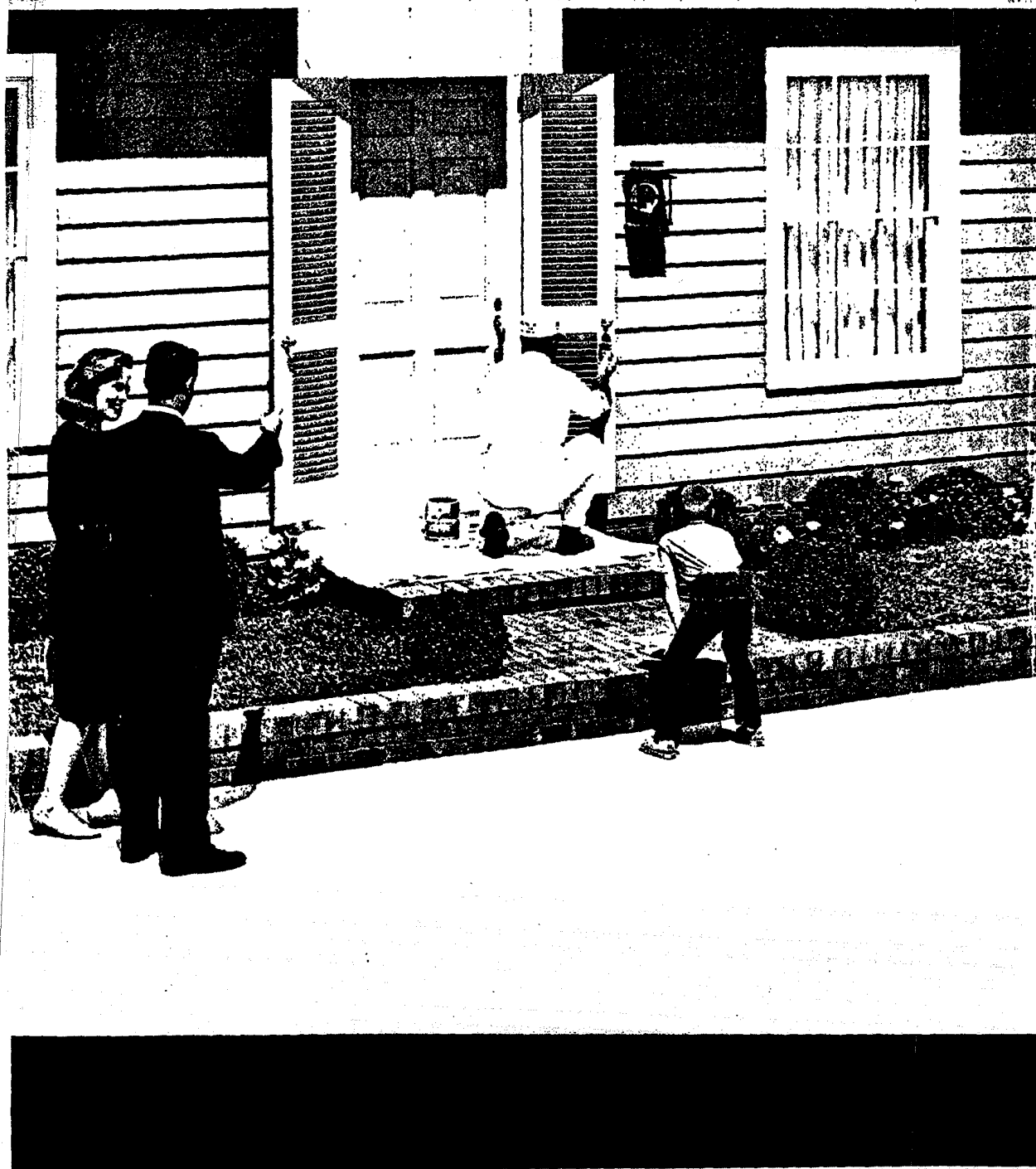
1963 Edition

SHERWIN-WILLIAMS



HOME DECORATOR

COLOR-STYLING AND PAINTING GUIDE





COLOR, CONFIDENCE, KNOW-HOW add up to new beauty in your home!

COLOR is the key to delightful interior decoration—and our Color Service Center is a treasure trove of color! Colors for the upstairs . . . colors for the downstairs . . . colors for walls and ceilings . . . for woodwork, floors and furniture . . . colors that are functional . . . colors that are fun. We have them *all* in ever-dependable Sherwin-Williams paints.

CONFIDENCE in using these myriad colors comes naturally when you team your own good taste with our practical color guides. They'll help you select colors and color combinations with complete assurance that your choices are right for you, your family and your home.

This "Home Decorator" is one such color selection aid. As you turn its pages, you'll see scores of stimulating color and decorating ideas—some of them made-to-order for you, others that can be imaginatively adapted to fit your fancy.

You are welcome to borrow our Sherwin-Williams "Color Harmony Guide", a fascinating book showing some 1500 inspired color combinations. Quickly and surely it shows you how to create completely new decorative schemes around the furnishings already in your home. Through an ingenious arrangement of full-page color swatches and "windows" that let you see six intriguing go-together colors at a glance, the Guide literally takes the guess-work out of color selection. Borrow it from us without charge or obligation.



KNOW-HOW is our stock in trade! Through years of experience we have learned what type of paint is best for any particular surface . . . what tools you'll need to get the perfect results you want, quickly and with least effort. We'll gladly share this know-how with you. If you wish, we'll recommend a professional painter to do the painting for you. In either case, all of our services and all of our experience are yours to command. We look forward to serving you soon.

STYLE NOTE: The dramatic Super Kona-Tone Tuna Pie and Papaya Red on the fireplace and accents in the Sheffield Gray walls in this contemporary living room. Added emphasis is achieved by repeating these striking colors in the sofa. Many variations on this lively color scheme appear in the Color Harmony Line Woodwork in Kona-Tone, Sheffield Gray.





0007-SWP-000102853

PAINT MAKES YOUR ROOMS NEW AGAIN

Quickly . . . Easily . . . Inexpensively

MIRACULOUS—that's the word for Sherwin-Williams paints. With them, the walls you've tired of take on new eye-appeal . . . familiar furnishings blossom with new glamour . . . worried woodwork regains new-home freshness. And all within a matter of a few hours! The secret is simple: merely choose the colors you want in the paint best suited to your purpose. (We'll help you do both!) Then start painting.

These modern paints are *easy* to apply. Roll them on or brush them on with never a worry about unsightly lap marks, dribbles or streaks. In most cases, a single coat will cover walls and woodwork, erasing forever the weary colors, the smudges, the stains and scuff marks you want to forget. What's more, today's paints dry almost as quickly as they apply. You can actually paint walls in the morning and hang pictures right after lunch!

The exciting transformation these paints make possible is as inexpensive as it is pleasing. For example, you can renew the walls and woodwork of an average room with *less* than \$15.00 worth of Super Kem-Tone and Kem-Glo! You'll not have to repeat your purchase soon, either, because these paints are rugged, durable, completely washable. They'll stay crisply bright until you want to change colors again.

◀ **TRADITIONAL** flavor with **CONTEMPORARY** overtones

strikes the keynote in the room at the left—and the sunny wall color enables the two "periods" to blend happily. Quietly, almost *unnoticeably*, the wall color emphasizes the richness of the furnishings, asking no attention for itself. It lives as compatibly with the airy sweep of the white window wall, framed by an interesting architectural valance. The single bright accent note in the red sofa pillow finds a subdued companion in the red tones in the picture. This refreshing interplay of old and new was inspired by color combinations shown in the Color Harmony Guide. Other colors that might have been used to achieve a similar but subtly different result can be found on other pages of the Guide. Walls, Super Kem-Tone Tawny Beige and Basswood, the ceiling in Ceiling Flat White and the woodwork in Kem-Glo Tawny Beige and Basswood.



Leading manufacturers of products ranging from garden tools to guided missiles look to Sherwin-Williams for the highest quality finishes. Their reliance on Sherwin-Williams' experience and skill is further assurance that you, too, can count on S-W paints to provide maximum beauty and protection for your home.





MERRILY YOU ROLL ALONG . . .

when you use paint to re-make your rooms! The combination of modern paints and a paint roller allows you to cover large wall areas in surprisingly little time . . . makes the task so easy the whole family will insist on helping. And just look what up-to-date paint colors mixed with a little imagination can do!

QUICK CHANGE in room decor is magically achieved in the living room at the right by opening or closing the folding door. Open, it bares a brilliant splash of red to match the chair—a trick that adds a new dimension of gaiety to a room essentially restful in decor. That quiet restfulness is immediately recaptured when the door is closed to provide a broad vista of calm, relaxing turquoise.

SUNLIT WARMTH of the walls is a highly successful foil for the handsome table-desk in the room pictured at middle right. Wood-toned provincial chintz at the window echoes the desk's burnished patina, while it gently softens what might otherwise be a harsh window line. Note the sparse accent of blue—in the chair, the small box and the picture mats. It provides just the touch of coolness needed to emphasize the room's basic warmth.





Living Room on Page 6:

WALLS: Super Kem-Tone Holiday Turquoise
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Holiday Turquoise and Medieval Rose

Living Room on left:

WALLS: Super Kem-Tone Sunbeam Yellow
 WOODWORK: Kem-Glo Sunbeam Yellow

STARS OF THE SHOW are the furnishings in the room below. But it's the soft, neutral finish of the wood paneling that makes them shine! Lively colors like those in the sofa, pillows and picture invariably appear at their outspoken best when they are played against a quiet background that encourages their boldness.

WALLS: Super Kem-Tone Fawn
 WOODWORK: Kem-Glo Fawn





WALLS: Super Kem-Tone Bamboo CEILING: Super Kem-Tone Ceiling Flat White WOODWORK: Kem-Glo Gray White

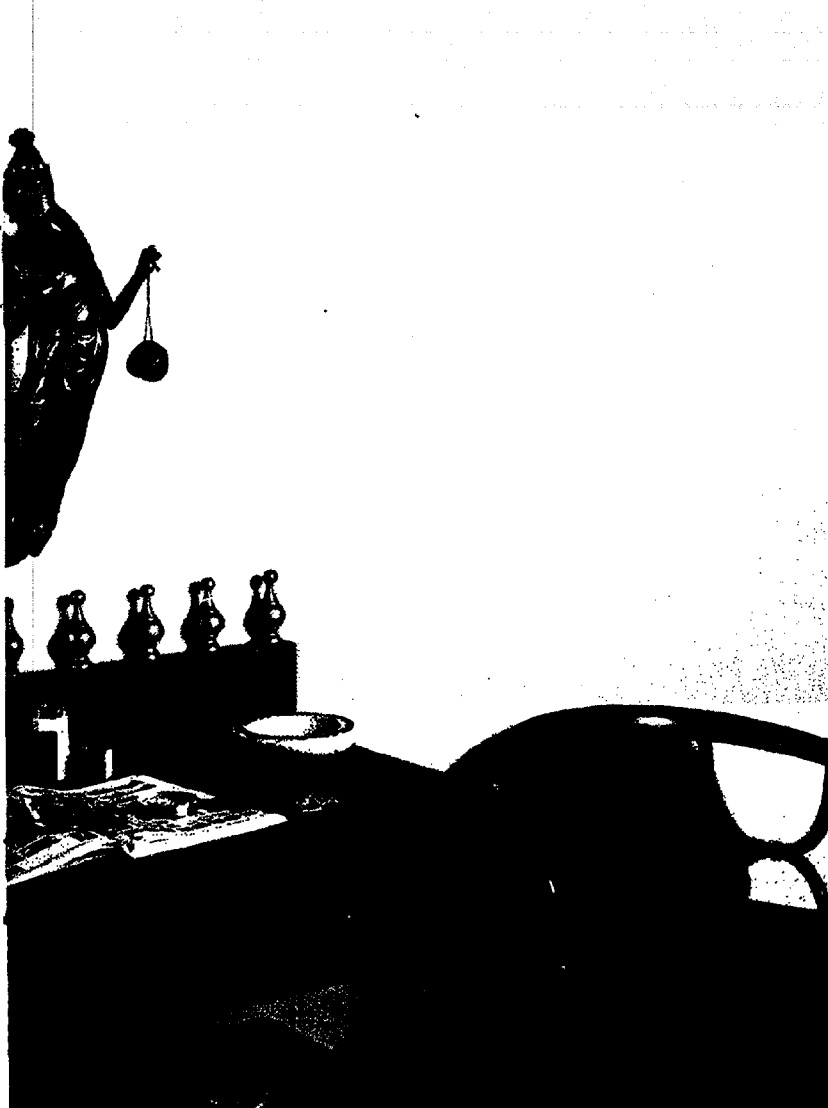
COLOR REFLECTS PERSONALITY

Here are two different rooms for two different families—and two different backgrounds for living. In the room above, familiar yellows and greens combine to create a relaxed atmosphere. The room at the right calls on vibrant blues and purples to suggest vigor and action.

In both, wall color plays a stellar role: the yellow dramatizing the brass accessories; the starkly neutral tint emphasizing the fanciful window screen and brilliant blue lamp.



WALLS: Super Kem-Tone Pussywillow WOODWORK: Kem-Glo Warbler Green



WALLS: Super Kern-Tone Melrose Gray DESK: Kern-Glo Persian Orange



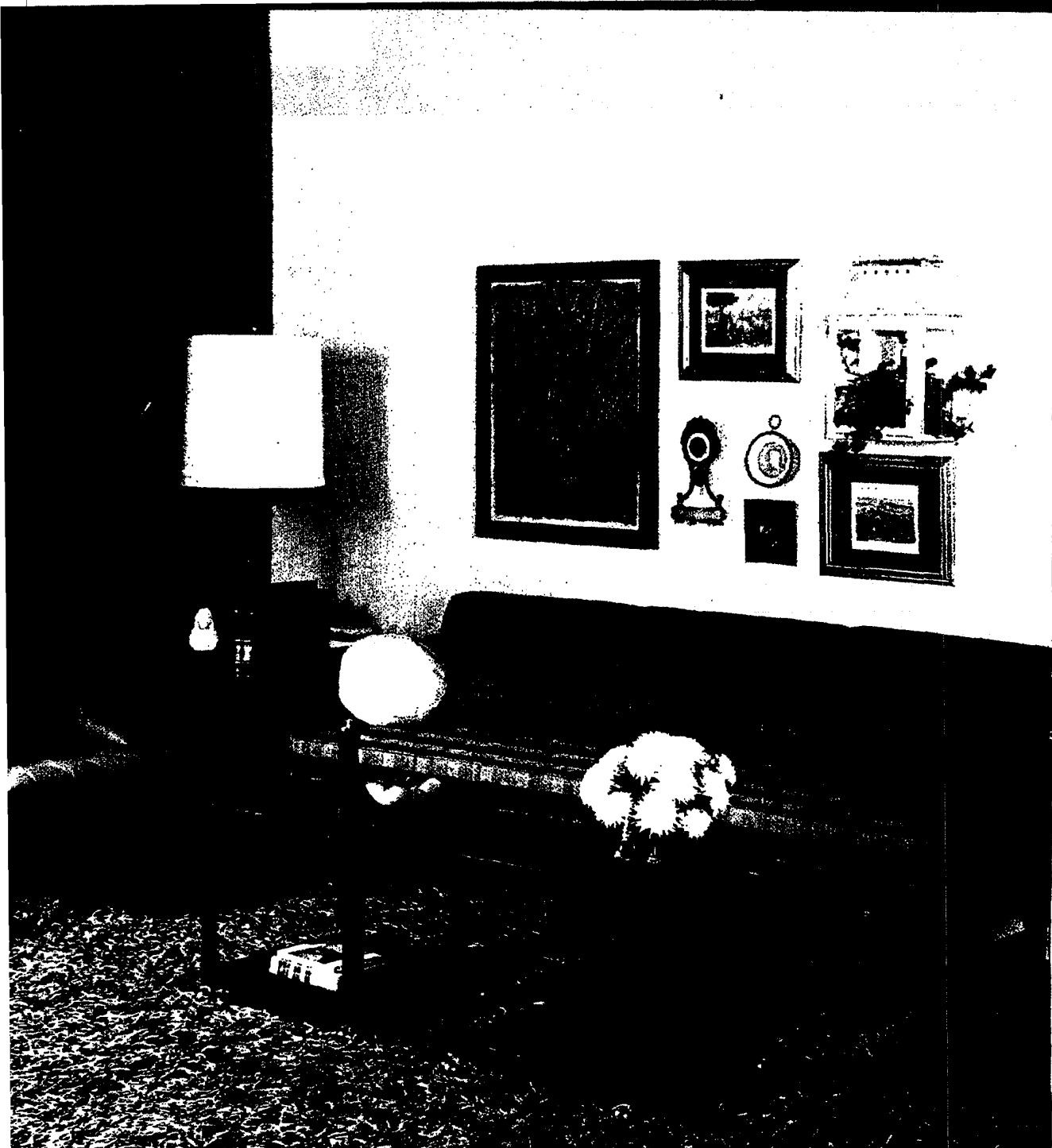
... AND COLOR CREATES PERSONALITY

Variations on a single color—in this case, orange—can create totally different room personalities.

For instance, color—and color alone—has changed the hobby desk at the left from a strictly utilitarian piece of furniture into an inescapable conversation piece. But it isn't only the brilliant orange of the desk itself that has turned the trick. What really helps to make the orange shout for attention is the muted wall color that recedes gracefully so the desk can stand squarely front and center.

Less flamboyant, but no less interesting, is the orange wall at the right. Pitted against the exciting yellow of the sofa, this sophisticated variation of orange takes on smoldering overtones to turn what might have been a brash color scheme into one with an abundance of warmth and intimacy.

Almost every color can be used to fulfill such strikingly different purposes. Hundreds of ready-to-use examples of this unique quality of color are at your fingertips in the Color Harmony Guide.



WALLS: Super Kern-Tone Hyacinth CEILING: Super Kern-Tone Ceiling Flat White WOODWORK: Kern-Glo Hyacinth

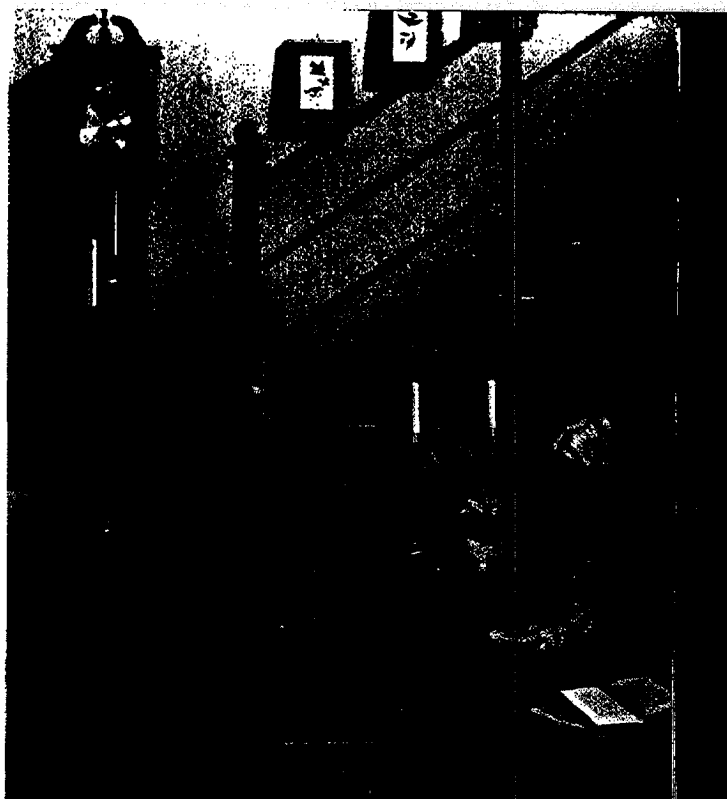
COLOR CAN BE SAUCY

... as it is in this plaid-inspired mixture of reds, blues and purples. It is only the hushed tone of purple on the walls that keeps the many different shades in furnishings and accessories from competing too vigorously with one another. Blending all the colors in the room into a single complacent focus, the wall color brings a peaceful balance to a setting alive with action.

WALLS: Super Kem-Tone Petal Pink
WOODWORK: Kem-Glo Persian Orange and Petal Pink

COLOR CAN BE STIMULATING

When used in hues and values of high contrast, color becomes a tonic whose sprightly "lift" never disappears. The stairway at the right is a good demonstration of this decorating axiom. The deep orange on the handrail and risers of the stairs, as well as the lighter pink on the walls, contrasts sharply with the bright blue in the carpeting. This striking contrast is theatrically underscored by the jet black stair treads. And the entire color scheme is repeated with willful abandon in the slipcover on the chair!



COLOR CAN BE SOOTHING

Traditionally, blue is the color of serenity—a gentle color that invites contemplation and repose. This inherent quality of blue (and of many other colors) is evident in the dining room at the right. Here, blue has been combined with its quiet companion, green, to provide welcome respite from activity and tension. White in the draperies and chair strikes a note of clarity that lends sparkle and light to the setting. Note the bright gold accents on the cabinet—an imaginative way to capitalize on the fact that blue and gold seem made for each other.

WALLS: Super Kem-Tone Cinderella Blue
WOODWORK: Kem-Glo Cinderella Blue
WINDOW SHUTTERS: Kem-Glo Olympic Laurel



LET COLOR HEIGHTEN YOUR DINING PLEASURE

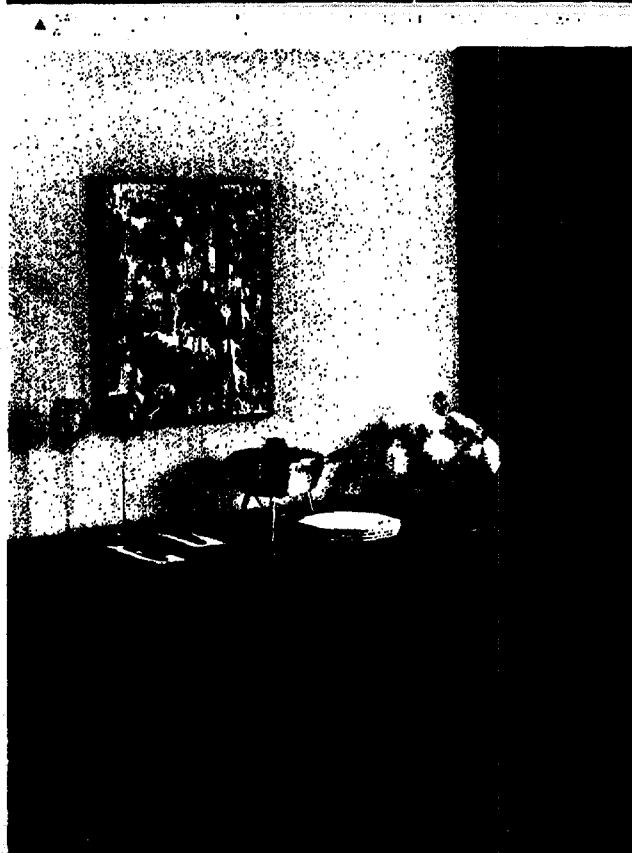
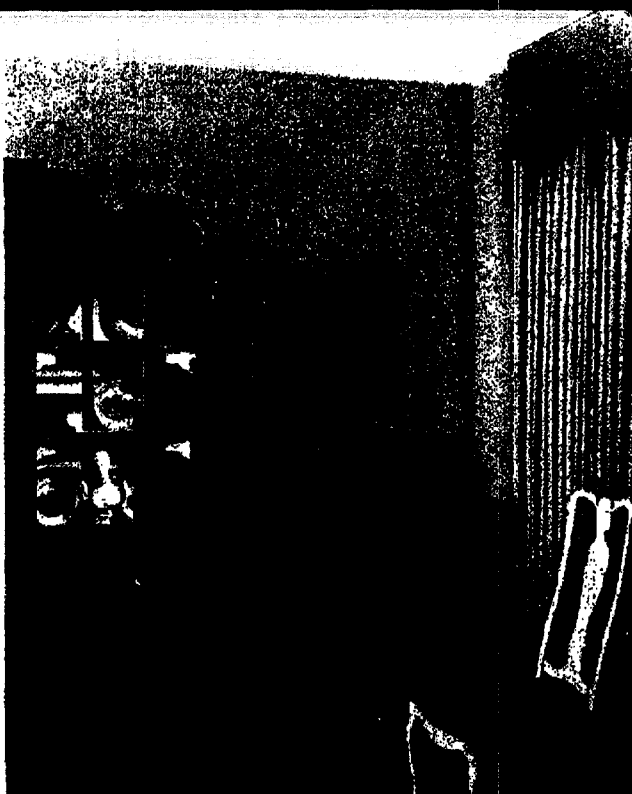
Good food, good company, good conversation—color makes them *all* more interesting!

In the room at the left, decorating inspiration was taken from the Van Gogh print, whose colors are grandly re-stated on the textured brick wall, the bulky window beams and in the nubby fabric curtains. The china, place mats—even the candles—echo the cheerful theme designed to foster light-hearted repartee.

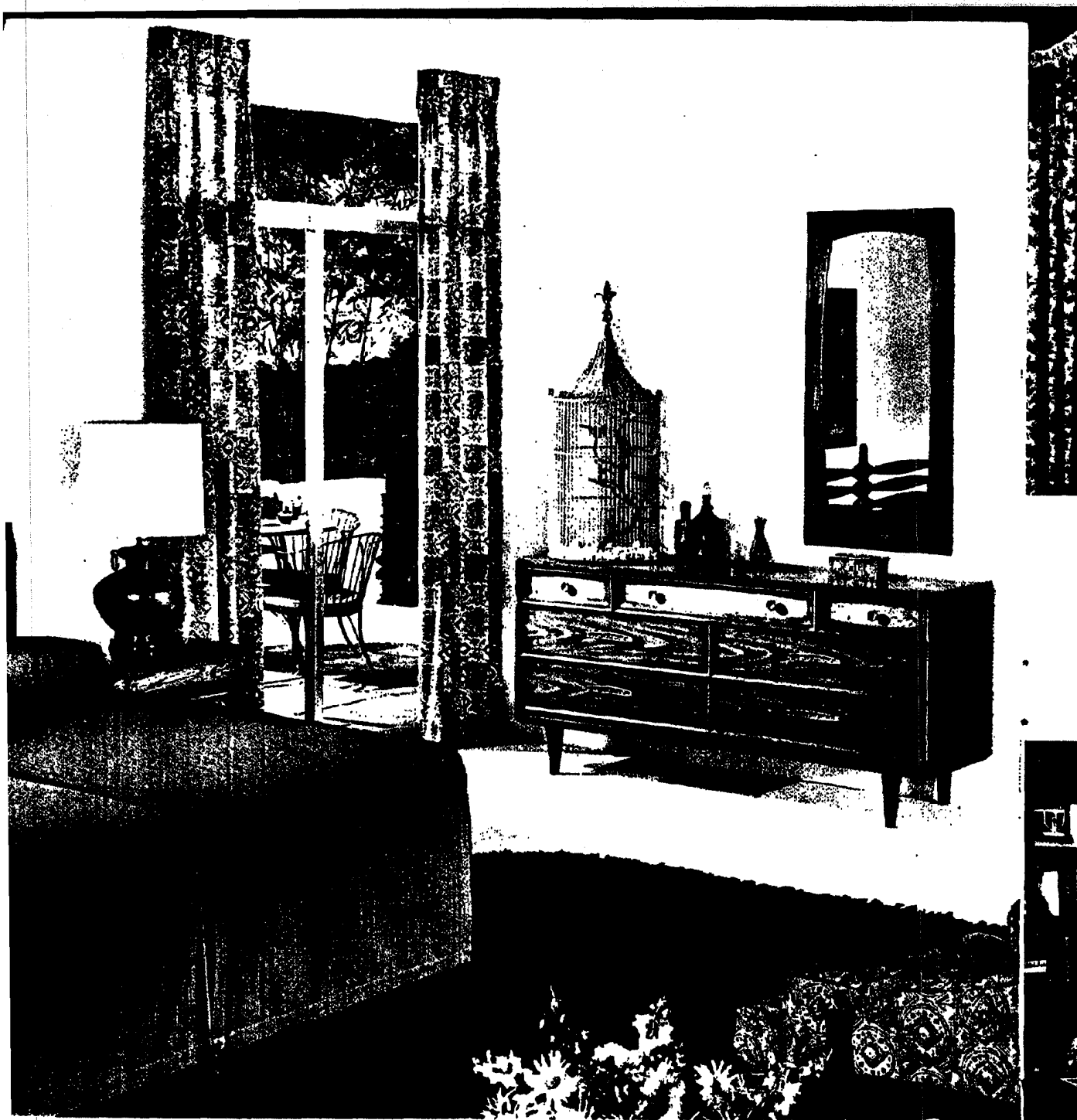
A quieter mood prevails in the Early American dining room at left below. Here, soft blue walls flatter the cherry furniture, while crisply contrasting white points up the interesting woodwork. A deft counterpoint is the red in the corner cabinet, proudly highlighting the china and glass.

Treasured Creill china and a superbly-crafted breakfront form the focal point in the room above right—and the wall color pays both the compliment of being silent in their presence. Use of a single color to blend dado and upper wall into a visual unit keeps the eye from being distracted from the breakfront's graceful lines. Note the soft gold in draperies and upholstery, selected to mirror the gold of the china.

Big color ideas compensate for small space in the buffet dining corner below. The screen, put up to hide the kitchen entrance, has become a decorative exclamation point through the use of vivid color. With wry humor, the abstract painting repeats the red in an eye-filling burst of tints and tones perfectly framed by the provocative wall color.



WALLS: Super Kerr-Tone Satinwood
WOODWORK: Kern-Glo Satinwood



ELOQUENT UNDERSTATEMENT

in wall color seems to set the furniture aglow in this expansive master bedroom. The illusion is heightened by the warm tones of the draperies, bedspreads and upholstery that faithfully repeat the color values found in the fine wood finish. This is a classic example of the ability of background color to enhance treasured possessions.



WALLS: Super Kem-Tone Cinderella Blue

WOODWORK: Kem-Glo Cinderella Blue



WALLS: Super Kem-Tone Peach Pink

WOODWORK: Kem-Glo Peach Pink

**Let COLOR
make your dreams
come true**

When you dream of a bedroom styled specially for you, dream in color—for color can magically make any room *personally yours*. For example, the bedroom at left above reflects the gay spirit of one who likes bright color contrast. A sentimentalist might prefer the thoroughly traditional room at the right above. Paced to the action young boys like, the room at left below gets its snap and dash from bright, bold colors played against neutral walls. Prettily dainty, the room at right below could belong only to a little girl whose femininity finds clear expression in the delicate green and pink color combination.

WALLS: Super Kem-Tone Satinwood WOODWORK: Kem-Glo Satinwood and Medieval Rose

WALLS: Super Kem-Tone Gretchen Green
CEILING: Super Kem-Tone Appleblossom WOODWORK: Kem-Glo Gretchen Green & Appleblossom



WHY THIS WALL PAINT GIVES YOU MORE FOR YOUR DOLLAR

More Coverage per Gallon . . .

More Durability . . .

Easier Than Ever to Use

Today's Sherwin-Williams Super Kem-Tone® gives you everything you want in a wall paint. No wonder it's America's most popular paint! Look what you get:

New Easy Painting—all the skill you need is in the paint.

New Economy—goes farther per gallon, gives better 1-coat coverage.

New Durability—you won't have to paint again until you want to change color.

New Washability—fingerprints and smudges wash away without a trace.

New Money-Back Guarantee—the purchase price of the paint refunded if you are not completely satisfied.

New Colors—1963 Super Kem-Tone Color Harmony Guide helps you select the colors that will bring the most beauty to your rooms.

No Other Wall Paint in the world offers all this. No other paint can give you such beautiful new rooms so easily and economically.

Come in and see all of the beautiful new Super Kem-Tone wall colors.





**WANT
NEW BEAUTY
IN A HURRY?**

Super Kem-Tone applies quickly . . . dries quickly to give you rooms that glisten with new glamour. The above living room, painted in the morning, is ready for use even before the hall painting is completed! The cool, inviting color scheme uses Mission Gray on living room walls and Antwerp Blue on the hall walls. Ceilings are Ceiling Flat White. Kem-Glo Stay White on the woodwork with Kem-Glo Antwerp Blue on the china niche.

AMERICA'S FAVORITE ENAMEL

Beautiful, Subdued Lustre . . .

Flows on Freely . . .

Covers in One Coat . . .

Only Sherwin-Williams Kem-Glo® with its gorgeous whites and glamorous colors gives your woodwork, cabinets and enameled walls that exquisite look. It is so easy to apply, with brush or roller, anyone can achieve excellent results. Look what you get:

Easy Application—flows on smoothly and easily with brush or roller, with almost no odor.

Lustre Rich Surface—no brush or lap marks. Gives professional looking results. Also available in a velvet flat lustre.

One Coat Covers—no under-coater or primer required. (Only new plaster or bare wood needs two coats.)

Dries in 4 Hours—apply Kem-Glo in the morning, use the room that evening.

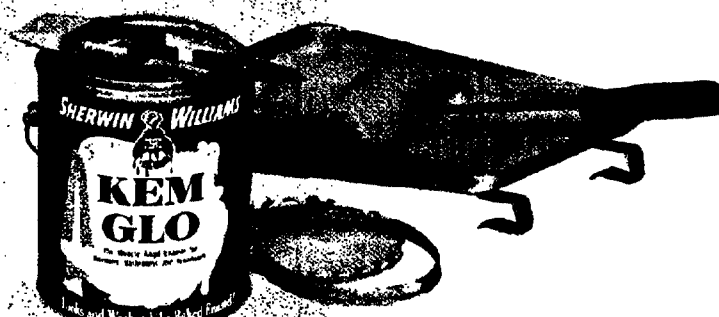
Washes Like Baked Enamel—its surface is as easy to clean as your kitchen appliances.

Ready-to-use—just stir and apply.

Long Lasting—you won't have to enamel again for years.

New Colors—available in matching colors to Super Kem-Tone. Over 180 colors shown in the Color Harmony Guide.

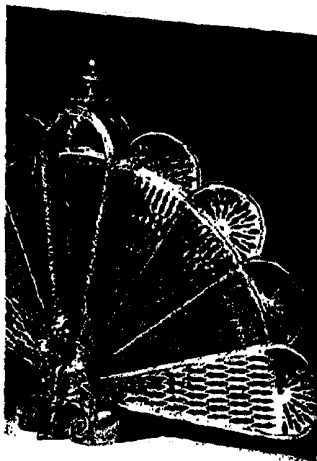
No Other Enamel offers you all this. No other enamel can give you such beautiful enameled surfaces so easily and economically.





**RICH
COLORFUL
FINISH**

So easy to apply with brush or roller. Washes like baked enamel and lasts for years.



**FOR YOUR
FINEST
WOODWORK**

Give your woodwork that rich exquisite look. In subdued lustre or velvet flat.



WALLS AND CEILING: Kem-Glo Pottery Blue WOODWORK: Kem-Glo Gentian



WALLS AND CEILING: Kem-Glo Stay White CABINETS: Kem-Glo Mission Gray and Phoenician Fl

CAPTIVATING COLORS in kitchen and bath

WALLS, CEILING & WOODWORK: Kem-Glo Verbena and Stay White



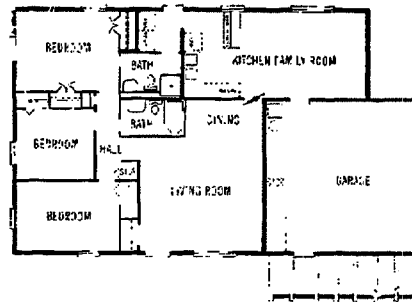
WALLS, CEILING & WOODWORK: Kem-Glo Coral Rose and Stay White

AN EXAMPLE OF ROOM-TO-ROOM COLOR HARMONY

America's smartest homemakers use color as a pretty ribbon to tie all the rooms in a home together—with beauty, grace and charm. Whether *you* re-new your rooms one at a time . . . or restyle all of them at once . . . do as they do and win extra paeans of praise for your sophisticated ingenuity!

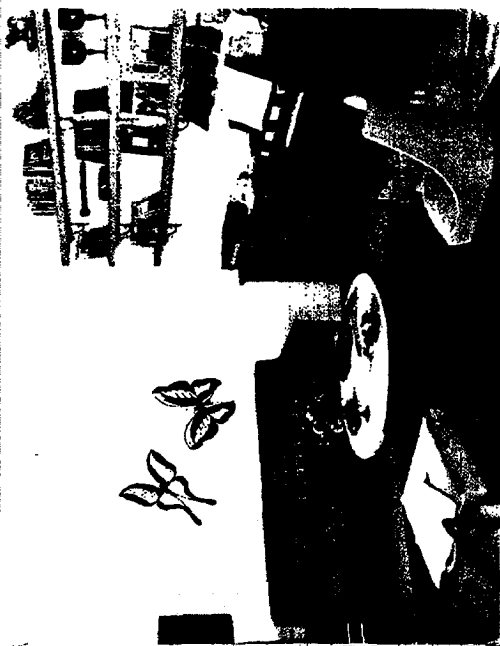
On this and the two pages following, you will see how home-wide color styling has been carried through in the rooms shown in the floor plan below.

The living room (below) sets the motif for the entire house. Green and blue form the decorative base. These recurring colors are highlighted here by touches of metallic gold and white that sound a note of restrained luxury.

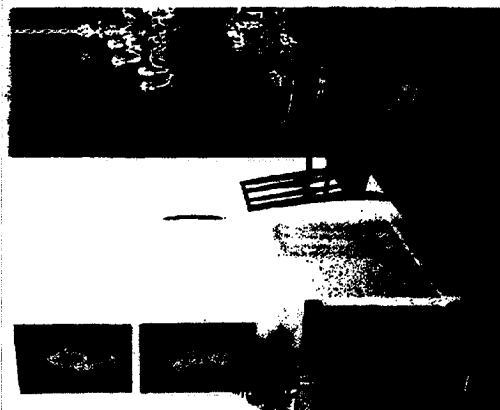
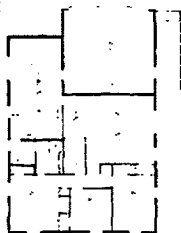


WALLS: Super Kerm-Tone Driftwood White CEILING: Super Kerm-Tone Ceiling Flat White WOODWORK: Kerm-Tone Driftwood White and Stay White

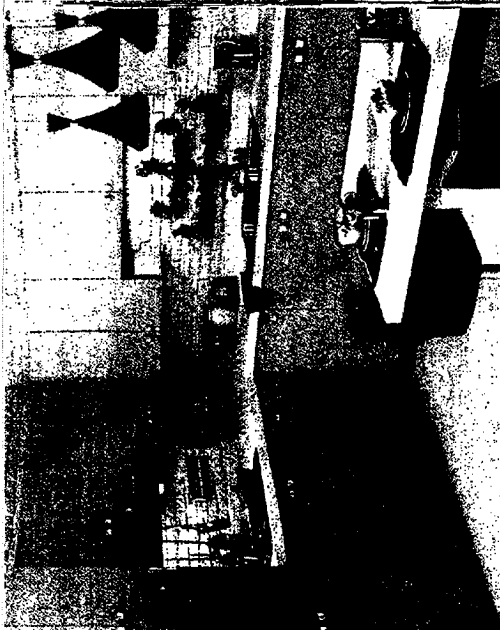




WALLS: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One



WALLS & CEILING: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One



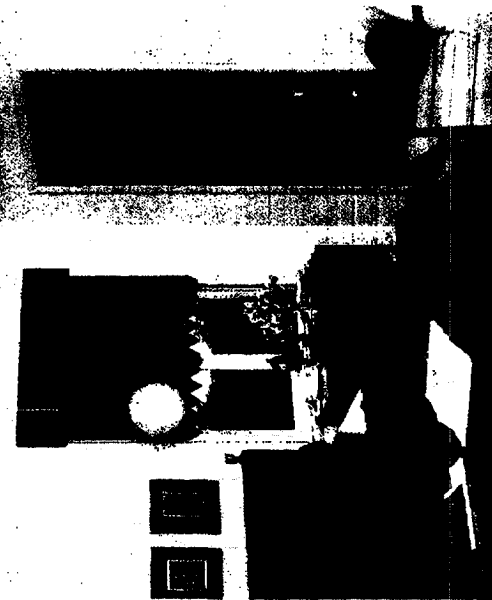
WALLS: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One

In the family room (above, left) only a very little dark green is seen. Blue is emphasized, with the pale wall color continuing its role as foil. Reversing the accent, a blunt statement of the blue-green combination gives the dining area (above, center) decorative importance. Like the family room it adjoins, the kitchen (right, above) displays

more blue than green, relies on a whimsical, make-believe orange tree for deep green accent. The walls provide color continuity in the boy's room (below, left), where a different shade of green has been introduced on shutters and shelves. Blue returns in force in the cool master bedroom (below, left center).

Deep green encloses triumphantly in the girl's room (below, right center) and is starred with blue against bright yellow walls. In the bath (below, right), pale and deep green dominate the color scheme and blue provides the accent. Metallic gold in the fixtures and on the shower curtain valance brings the overall color scheme full circle.

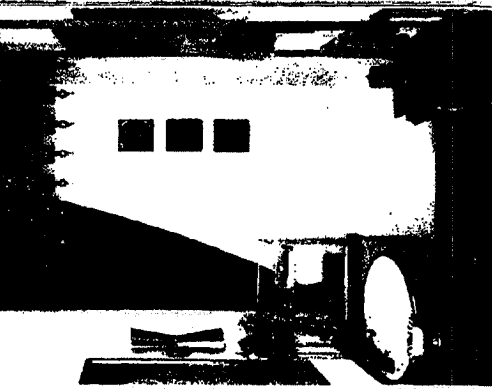
WALLS: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One



WALLS: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One



WALLS: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One



WALLS & CEILING: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One

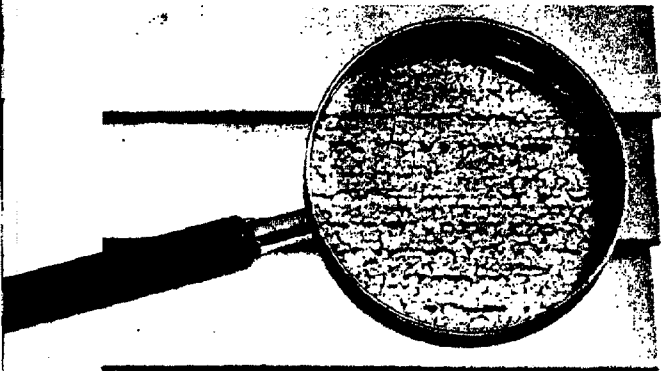


WALLS & CEILING: Super-Kin-Tone Mahogany WOODWORK: Kim-Ga Artwork One

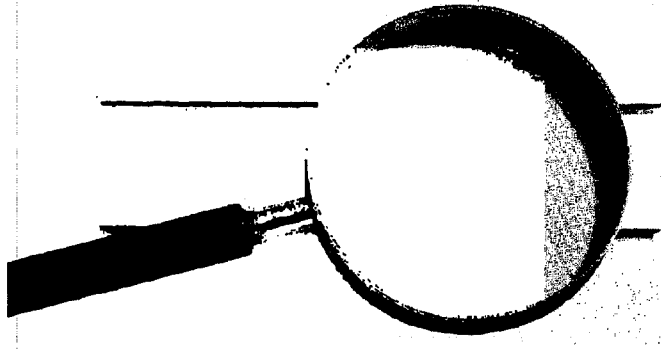
THE EXTERIOR OF YOUR HOME

IS IMPORTANT, TOO!

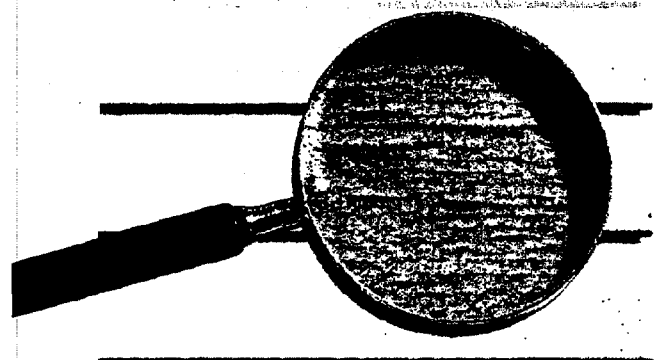
*Protect it best
with quality house paints
by SHERWIN-WILLIAMS*



ACTUAL TEST: Magnified photo of two coats, competitive house paint, shows how paint film has broken. Both beauty and protection gone, long before the conclusion of the 5 years' exposure!



TOP QUALITY: Magnified photo of two coats, Sherwin-Williams SWP after same 5 years' exposure. Still looks white; smooth, unbroken paint film provides full protection.



ANOTHER LOSS: Magnified view of two coats, competitive house paint after 5 years' exposure. Very little surface protection remaining and film is covered with dirt.

Are you planning to paint the outside of your home this year? If so, where can you get expert painting advice? What are the latest house-painting facts?

These are important questions for any homeowner because of the phenomenal progress made in house paints in recent years . . . significant improvements that make today's house paints far superior to paint formulations of only a few years ago.

YOU SAVE MONEY

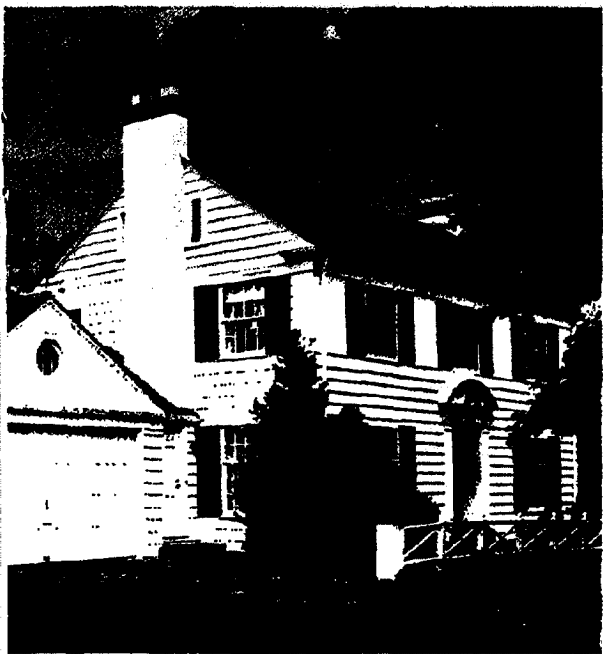
Modern paints last longer; they retain their original beauty and color over a longer period of time and they are easier to apply. Even more important, they save you money because you don't paint as often.

These advantages are yours, however, only when you buy from a reputable manufacturer who has the technical know-how and the research and testing facilities to make a proven, quality product.

Sherwin-Williams, with the most extensive research facilities in the paint industry, manufactures several kinds of house paint. They have one common ingredient—QUALITY—and they are backed by nearly one hundred years of scientific, paint-making leadership.

INSIST ON QUALITY

In house paint, perhaps more than in anything else, you save the most when you buy the finest quality product available. It costs just as much in time or labor, for example, to apply a lower grade, "bargain" paint, as it does to use the best. (It may take more paint, too, because inferior paints do not cover as well.) Unfortunately, all paints may look pretty much alike in the container or even after being applied. But the homeowner who "gambles" on "bargain" paint is soon dis-



BODY: SWP Gloss White. SHUTTERS: SWP Ardmore Green

appointed. The surface fails, both beauty and protection are gone, and, before he—or his budget—is ready, it's time to paint again.

Remember, the average thickness of one coat of house paint is only 2/1,000ths of an inch. You are depending upon this thin film to protect your home from the extreme conditions of sun, heat, driving rain, sleet and snow.

Certainly your home deserves the finest protection that modern chemical science can provide. Let us tell you about the quality Sherwin-Williams finish that is best for your home.

FREE HOME INSPECTION

Is the paint on your house blistering or peeling?

If you have this problem, Sherwin-Williams House Paint can be the answer, if proper attention is given to surface preparation. **LET US INSPECT YOUR HOUSE.** We will give you the right kind of advice on how to get the best house paint protection and beauty for your home.



MORE TESTS! This high-shear viscometer provides scientific measurement of the brushing qualities of house paint. This is only one of many such tests Sherwin-Williams makes with every product to assure you of easy application and the maximum paint coverage.

HOW TO MEASURE HOUSE PAINT QUALITY

For the homeowner, the only true measure of house paint quality is in the number of years it provides adequate beauty and protection for your home. When you buy from a manufacturer whose products have been proved through years of use, you buy with confidence.





BODY: A-100 Festive Yellow TRIM: A-100 Super White

A-100 Latex House Paint*

NEW HIGH IN PAINTING CONVENIENCE —AND IN LASTING SATISFACTION!

Sherwin-Williams A-100 Latex House Paint is more than just an improved paint formulation. It is an entirely new kind of house paint which uses latex as a basic ingredient in place of linseed oil. The greatest advance in house paint in fifty years, A-100 is a typically superior product of Sherwin-Williams research, thoroughly developed and proven by extensive laboratory tests and years of actual use on homes in every kind of climate.

For the first time 13 outstanding house paint features have been incorporated into a single product. A-100 Latex House Paint is equally effective on all the exterior surfaces normally used in modern home construction—wood clapboard and shakes, stucco, concrete, brick or asbestos siding. In addition, it has superior resistance to blistering and peeling.

NEW PAINTING CONVENIENCE

A-100 is easy to apply. It seems to slip on to the surface, with brush-pull that is noticeably less than with other

house paint formulations. It dries in 30 minutes, before bugs or dirt can harm its surface, and painting tools wash up in soap and water. There is real convenience, too, because A-100 can be applied even when the surface is damp—after a morning dew or following a rain.

NEW KIND OF PROTECTION

When applied on a good, paintable surface on homes that have been properly ventilated, A-100 virtually eliminates blistering and peeling. That's because its latex film lets moisture vapors escape without harming the surface. Fumes will not discolor even the lightest colors and dirt does not cling to its smooth finish.

NEW BRAND OF BEAUTY

Because of its excellent color retention, A-100 comes in new colors—many of them pastels—never before possible in house paints. Colors keep their clean, new-like loveliness years longer because dirt doesn't cling to the surface and there is a minimum of chalking.

*Trade Mark

Advantages never before possible in one house paint

TOUGH, FLEXIBLE—stands up under punishment that breaks down other paints.

BRUSHES, ROLLS OR SPRAYS—gives best-looking results quickly, easily.

UNAFFECTED BY ALKALI—stays on chemically "hot" masonry surfaces.

STAYS BRIGHT, CLEAN—slick film sheds dirt; no chalking surface.

COLORS STAY BRIGHT—even delicate pastels stay lovely for years.

WHITE THAT'S REALLY WHITE—keeps its "freshly painted" look years longer.

LET US HELP YOU

If you have been dissatisfied with past house paint jobs, Sherwin-Williams A-100 Latex House Paint may be the solution to your problems. Ask about our free home inspection. Let us show you how to get the maximum protection and beauty for your home.



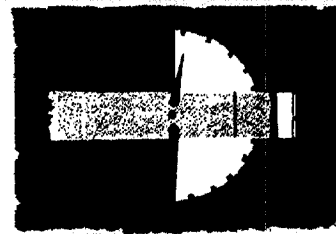
BLISTER RESISTANT
lasts longer because it lets water vapor escape



OUTSTANDING DURABILITY
already tested for years in all sections of the country



MAY PAINT WHEN DAMP
no more waiting for "perfect" painting weather



DRIES LIGHTNING FAST
dries before bugs, leaves, rain can mar its beauty



FUME AND MILDEW RESISTANT
ideal under humid conditions or in industrial areas



GOES ON EASILY
paint seems to glide on to surface with little effort

OUTSTANDING RESULTS ON WOOD OR MASONRY

The versatility of A-100 Latex House Paint is another outstanding advantage of this new product. Many home exteriors include various types of surfaces and A-100 works equally well on all of them—another big painting convenience.



CLEANS UP WITH WATER
brushes, rollers, tools clean up easily in soap and water

SWP® house paint

THE STANDARD OF QUALITY IN OIL-BASE HOUSE PAINT THROUGHOUT THE WORLD

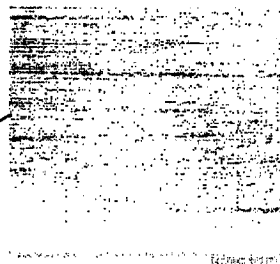
Year after year, more frame homes are painted with Sherwin-Williams SWP House Paint than with any other brand. That's because no other oil-base house paint delivers the same consistent year-after-year protection as does SWP. You paint less often because SWP lasts years longer, a fact that has been proven by millions of homeowners in all parts of the country. SWP is another product of the Sherwin-Williams research and testing laboratories where its exclusive formulation is constantly improved by the most experienced chemical scientists in the paint industry.



BODY: SWP Gloss White SHUTTERS: SWP Chardon Blue

TWO HOUSES PAINTED AT THE SAME TIME

These homes were given two coats of paint. The one on the left was painted with SWP, the one on the right with a competitive paint. This picture was taken after 5 years' exposure.



This photo shows how other paint surface shows wear and heavy dirt collection. Surface needs repainting.

This close-up shows longer wearing qualities of SWP. Surface is clean and still in good condition.

Beautiful, enduring house paint colors

More homes are painted in colors today because of improved pigments in quality house paints. Although white continues to be the perennial favorite, colors can add to the architectural beauty of your home. With SWP, you have a choice of 73 sparkling, clean colors—colors that hold their beauty for years.

COLOR TEST: Top panel was painted with SWP; lower two panels with competitive paints. Left portion was covered to retain original color. Photo shows results after 5 years' exposure.

EXPOSURE TEST FARM: Sherwin-Williams paints are thoroughly tested and proved in all kinds of climates. The company maintains extensive, large-acreage test "farms" such as this, at right, throughout the U.S.



You get these outstanding features with SWP house paint

LONG LASTING—finest oil base formulation in the paint industry; provides extra years of beauty and protection.

ECONOMICAL—durable film resists wear; saves repainting costs in the long run.

SMOOTH, TOUGH FILM—elements won't penetrate its enamel-like surface; controlled chalking keeps it clean.

UNIFORM COLOR RETENTION—SWP keeps its true color longer on all sections of the house.

EASY TO APPLY—side-by-side painter tests show SWP brushes on with less effort than many oil base paints.

CHOICE OF FINISH—SWP comes in Gloss finish, Velvet Flat, One-Coat White, non-chalking Trim and Tinting White; also, for homes in industrial or humid areas, there is Fume and Mildew Resistant SWP. Ask us about the appropriate finish for your home.

MORE PROOF OF QUALITY: Test panels show how SWP stands up after 6 years' exposure. Both panels were given 2 coats. Right side panel needs repainting badly. SWP, on left portion, shows no break in the paint film.



BODY: Loxon Masonry Paint White SHUTTERS: SWP Redaway Blue

SHERWIN-WILLIAMS LOXON[®] EXTERIOR MASONRY PAINT

LOXON is a high-quality exterior house paint specially formulated for use on masonry surfaces. Thoroughly tested and proved over years of actual use, it is the finest paint for many types of homes. LOXON is designed to be used on such surfaces as stucco, asbestos siding, concrete block, poured concrete and brick.

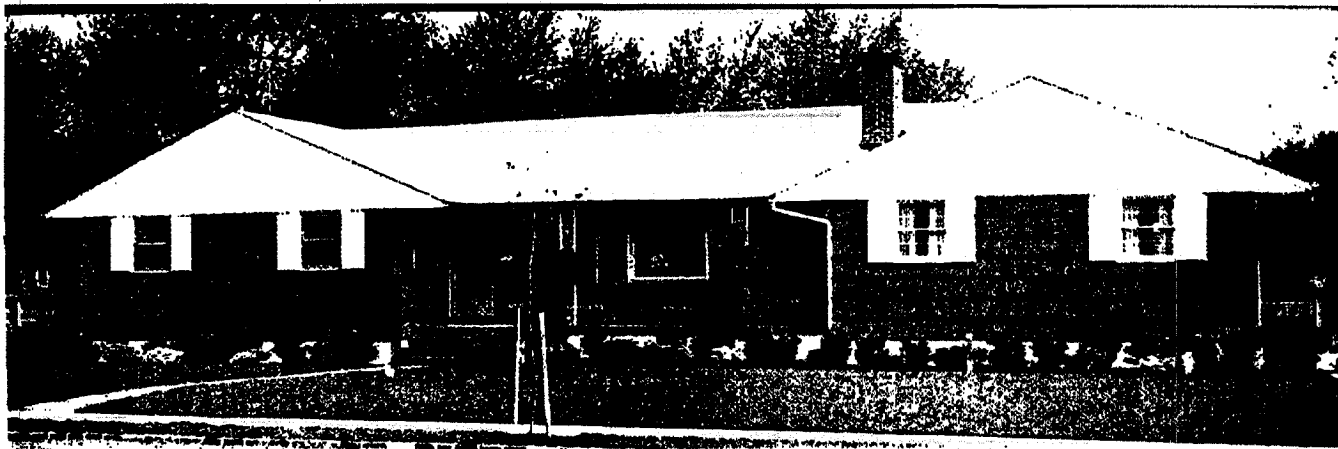
This is a "premium quality" product made to compensate for the extra porosity of masonry and to counteract the alkali often contained in such surfaces. LOXON goes on easily, stays on long and keeps its first-brushing beauty.



BODY: Loxon Green Bay & SWP Redaway Blue TRIM: SWP Java Blue

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BODY: Beauty Last, Fairway Green TRIM: SWP Trim and Tinting White

SHERWIN-WILLIAMS BEAUTY LAST® EXTERIOR WOOD STAIN

You can preserve the beautiful texture of many woods, wood shakes or shingles with Sherwin-Williams Beauty Last. If you have a home, porch, or summer place where you want to keep that "natural" look, Beauty Last is the finish to use—a wood stain that also acts as a wood preservative.

Available in a number of "nature" colors, Beauty Last is a high quality pigmented stain that is as easy to

apply as paint. There is no need for brushing or rubbing after application and no varnish topcoat is required. Beauty Last penetrates deeply into the pores of the wood. At the same time it builds a good surface coat that acts as a sealer and protects the wood from the hazards of weather.



BODY: Beauty Last Honey Brown TRIM: SWP Trim and Tinting White



SHERWIN-WILLIAMS

PORCH AND FLOOR ENAMEL

You'll like the warm, friendly note it adds to the appearance of your home. Use a cozy deep red, for instance, that immediately says: "Come on in!"

Maybe you prefer a cheerful, deep green or light gray. All these colors, plus a variety of congenial grays and oak tones, are fade-resistant—come in exceptionally fine Sherwin-Williams Porch and Floor Enamel.

This quality product not only throws a warm glow of welcome on your porch; it pampers it. You'll find S-W Porch and Floor Enamel helps preserve the wood and save it from rotting and splitting.

It's easy to put on with brush or roller. One coat usually covers. It dries overnight to a water-tight, mar-resisting finish.

SHERWIN-WILLIAMS

REXPARTM EXTERIOR VARNISH

What could be nicer looking than a touch of natural wood—such as this handsome picnic table and benches?

The trick, of course, is to keep them looking nice in spite of sun, weather and water. But it's really no trick at all when you apply a quality varnish that has been durability-proved in rugged marine service. Sherwin-Williams Rexpartm Varnish has proved out—even in salt-water areas.

Applies easily by brush. Two coats recommended. Allow 48 hours for drying between coats.

So use it on your outdoor wood furniture—or on any exposed wood surface. You'll find Sherwin-Williams Rexpartm Varnish is a real seal against the weather.



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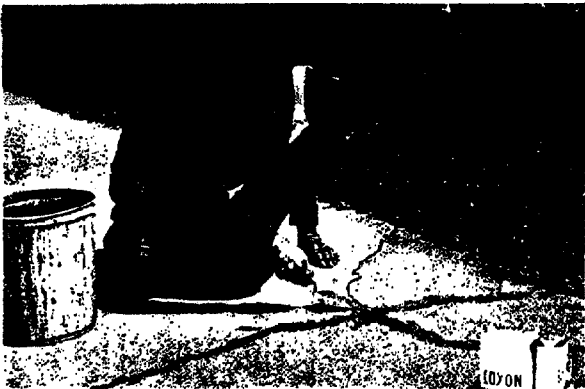
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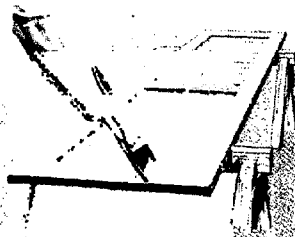
EASY DOES IT: Removing old paint or varnish is easy with Sherwin-Williams Wash Away Paint Remover. Simply brush it on; wait ten minutes, then wash off old finish with water and cloth. Nonflammable.



QUICK CLEAN-UP: Cleaning of brushes used with varnish and oil base paints is simplified, thanks to Kem Brush and Roller Cleaner. Just saturate tools in small amount of cleaner and rinse in stream of water.



MASONRY REPAIRS: Sherwin-Williams Loxon Latex Concrete mends cracks, breaks in interior or exterior masonry. Use on sidewalks, driveways, steps. Self-curing; no roughing or etching of surface required.



HOUSE PAINTING TIPS

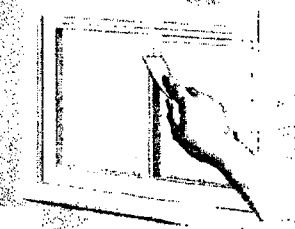
Remove shutters, screens or storm windows. Cover shrubbery in area you are painting with an old sheet or inexpensive dropcloth. Make sure your brushes are clean and in good condition. Read label on paint can carefully.



Remove loose paint with scraper or power sander. Remove rust from metal surfaces. Dust thoroughly and prime these areas.



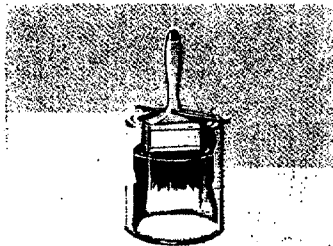
Remove loose caulking from joints and cracks, and prime these areas. When primer is dry, re-caulk with Dexall Caulking Compound, using pressure gun or knife. Force the caulking thoroughly into all joints and cracks.



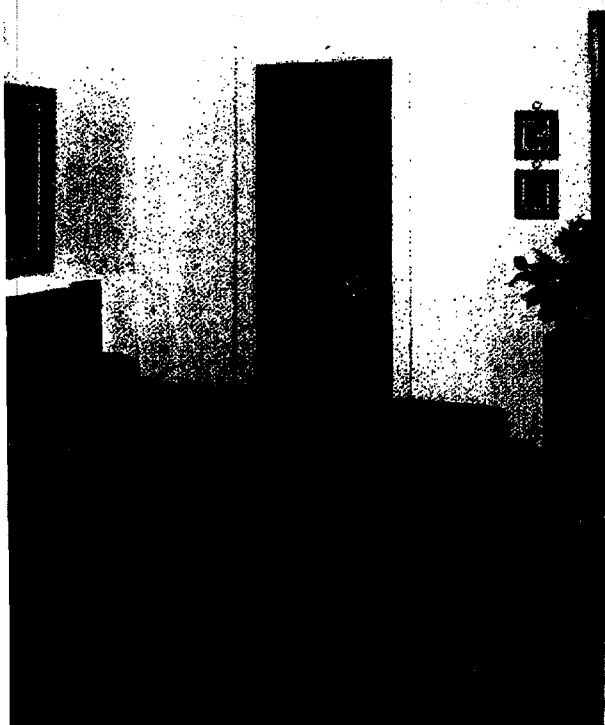
Remove loose, cracked putty from windows. Prime the bare areas. When primer is dry, re-putty with Dexall Glazing Compound.



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



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



WALLS & CEILING: Flat-Tone Light Ivory
WOODWORK: Semi-Lustre Light Ivory



WALLS & WOODWORK: Semi-Lustre Blossom # 11

One-coat, odorless alkyd flat wall paint

SHERWIN-WILLIAMS FLAT-TONE™

For those who want velvety flat walls in lovely colors, S-W Flat-Tone is the product to use. The colors retain their delicate appearance, even after repeated washings. Flat-Tone is easy to apply—requires no wall primer, and one coat covers. Flat-Tone requires four hours for drying; can be used on interior plaster, masonry, brick, wallboard, wood and metal walls and ceilings. Available in beautiful colors that match S-W Semi-Lustre Enamel.



Odorless, one-coat coverage
Velvety flat colors
Requires no wall sealer
Apply with brush or roller
Can be washed repeatedly
Dries in four hours

One-coat, odorless alkyd semi-gloss enamel

SHERWIN-WILLIAMS SEMI-LUSTRE™

Semi-Lustre provides a subdued or satin gloss for interior woodwork, cabinets and wall enameling. Comes in a complete range of colors that match Sherwin-Williams Flat-Tone colors. S-W Semi-Lustre is a durable alkyd enamel that covers in one coat—requires no undercoater except on new plaster. It is ideal for kitchen or bathroom walls because it can be washed time and again without affecting its beautiful color. Apply by brush or roller on interior woodwork, cabinets, plaster, masonry, brick, wallboard or metal.



Odorless, one-coat coverage
Subdued, rich gloss
Colors match those of S-W Flat-Tone Wall Paint
Requires no undercoater
Can be washed repeatedly
Apply by brush or roller



FLOOR: Loxon Concrete Floor Enamel Brewster Green
WALLS: Loxon Interior Wall Paint Ripple Green



WALLS: Loxon Interior Wall Paint: Haze
FLOOR: Loxon Concrete Floor Enamel Aspen Green

Latex concrete floor enamel

SHERWIN-WILLIAMS LOXON[®] CONCRETE FLOOR ENAMEL

Wherever you have concrete underfoot—recreation room, utility room, basement washroom, breezeway or porches—protect and beautify the surface with Sherwin-Williams Loxon Concrete Floor Enamel.

It's tough; has a special latex base, stands up under the moisture, alkali, and wear that destroy ordinary concrete paints.

It's easy to apply with brush or roller. Comes ready to use; dries fast.

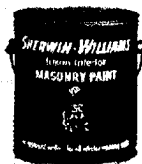


Alkali resistant
Dries fast
Attractive colors
Easy to apply with brush or roller
Long lasting
Painting tools wash up in soap and water

One-coat latex interior masonry paint

SHERWIN-WILLIAMS LOXON[®] INTERIOR MASONRY PAINT

Loxon Interior Masonry Paint adds long-lasting beauty and color to interior masonry walls—brick, tile, concrete or concrete block—in basements, garages, breezeways or utility rooms. Its exclusive formula resists the effects of moisture, alkali and lime. Loxon will not rub off on hands or clothing; will not flake, chip or peel. Loxon can be applied with brush or roller. And its colors are beautiful.



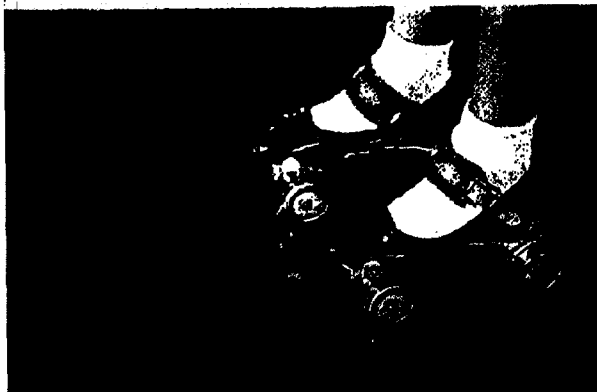
Alkali and lime resistant
One coat covers
Easy to apply with brush or roller
Non-flammable
Dries in thirty minutes
Painting tools wash up in soap and water

NOW—A NEW, DURABLE VARNISH FOR INTERIOR AND EXTERIOR USE

SHERWIN-WILLIAMS

MARVETHANE[®]

New Polyurethane Varnish



Withstands hardest household traffic.



Water resistance makes it ideal for floors.

Protection for exterior wood surfaces.



The marvels of modern chemistry have produced another new Sherwin-Williams quality product for home use—Marvethane, a tough, flexible polyurethane finish for all wood surfaces, indoors or out.

Marvethane Varnish possesses incredible toughness and an exceptional ability to withstand all types of wear—far beyond that available in any previous conventional varnishes. Its highly successful commercial use to date on skating rinks, school gymnasium floors and on heavily used factory floors is proof that it can withstand the hardest household traffic.

Marvethane is available in Clear Gloss or Satin Finish. It produces an amazingly clear, non-yellowing finish. Its resistance to abrasion, water, acid, grease, detergent and other household stains makes it ideal for floors, stairways, doors, woodwork, playrooms, paneling, cabinets, lawn furniture and for exposed exterior siding.

Marvethane is best for new unfinished wood, or where the old finish—shellac, lacquer or varnish—has been completely removed. (Use Sherwin-Williams Wash Away Paint Remover for taking off old finish.)

This new varnish may be applied with brush, roller or spray. It is fast drying, becoming dust-free in one hour, tack-free in two hours and, at normal room temperatures, can be walked on just three hours after application.

All these advantages are yours with Marvethane:

- Incredible toughness
- Outstanding durability
- Resists wear, abrasions
- Resists alcohol, acids
- Easy to apply
- Dries quickly
- Needs no waxing
- Amazing clarity
- Water resistant



Highest Quality Clear Interior Varnish

SHERWIN-WILLIAMS MAR-NOT®

Sparkling, clear, heavy-body varnish for interior use. Lets the natural grain of the wood show through beautifully. Builds a solid surface film that resists marring, scratching, scuffing. Gives years of protection and charm to the finest furniture, woodwork and floors. Ideal for applying over a previously finished surface.

Easy to Apply

Flows on with brush, roller or spray

Dries Dust-Free in 2½ Hours

Needs overnight drying for recoating

One Coat Covers

Previously varnished surfaces in firm condition

Two Coats Recommended for New Wood

Or wood from which the finish has been removed

Resists Staining

Fruit juices, alcoholic beverages, boiling water won't penetrate Mar-Not surface

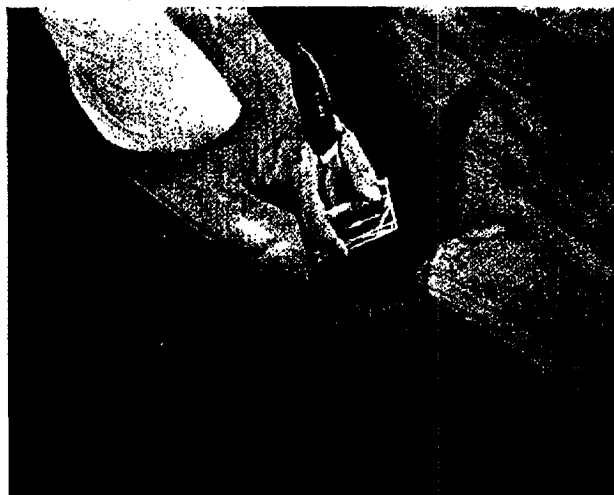


Choice of Finish

Available in sparkling high gloss finish or a satin finish



Years of protection for finest furniture.

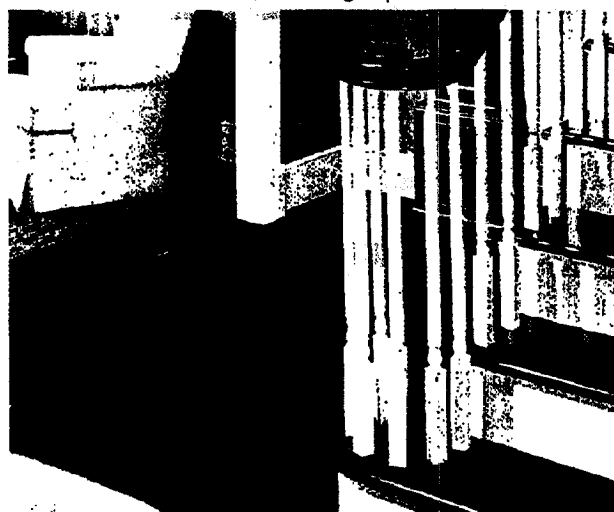
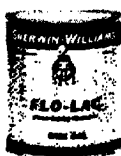


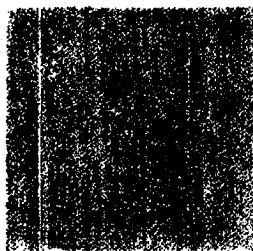
Builds a solid surface that resists marring.

Flo-Lac Stains and Varnishes in a single operation

SHERWIN-WILLIAMS FLO-LAC®

Flo-Lac Varnish Stain—Excellent for bringing back the beautiful appearance of a favorite item of furniture. Where the old surface is in good condition, you can freshen it up—make it look new again with Flo-Lac. Stains and varnishes in a single operation. Flo-Lac conceals scratches; is hard-wearing; good for woodwork, floors, stairs and furniture. Available in mahogany, light and dark oak, walnut and maple.

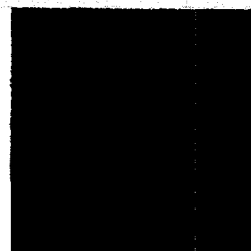




EFFECT NO. 100 ON MAHOGANY



EFFECT NO. 101 ON OAK



EFFECT NO. 102 ON WALNUT



EFFECT NO. 103 ON BIRCH



EFFECT NO. 104 ON OAK



EFFECT NO. 105 ON WALNUT

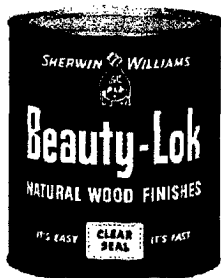
ENHANCE THE NATURAL BEAUTY OF WOOD

Sherwin-Williams Beauty-Lok Natural Wood Finishes are formulated to enhance the natural beauty of wood in interior decorating. Depending upon the type of wood and its final finish, wood paneling can bring warmth to a room, give it a distinctive, executive air or a sporting, outdoor feeling.

Beauty-Lok finishes are available in a clear coat that lets the natural tone of the wood show through. It is also available as a stain, producing unlimited coloring possibilities. Both are easy to use on all types of wood surfaces—wall paneling, woodwork, cabinets, furniture. And, in addition to all the beauty they provide, Beauty-Lok finishes preserve and protect these important wood surfaces for years.

BEAUTY-LOK CLEAR—in gloss or satin. Penetrates the wood to produce a satiny, close-to-the-grain effect. Gives professional-looking results.

BEAUTY-LOK STAIN—natural, rich blond, or tones of green, tan, gray, blue, rose or brown. Simply add Kem Tinting Color of your choice to Beauty-Lok Clear Seal or Blond Seal. Dries dust-free in 20 minutes.



EFFECT NO. 100

1 gal. Beauty-Lok Blond Seal
2 oz. Kem Tinting Brown
1 oz. Kem Tinting Yellow

EFFECT NO. 101

1 gal. Beauty-Lok Blond Seal
2 oz. Kem Tinting Orange
1 oz. Kem Tinting Brown

EFFECT NO. 102

Fine Wood Slaters
Beauty-Lok Satin

EFFECT NO. 103

1 gal. Beauty-Lok Clear Seal
4 oz. Kem Tinting Brown
2 oz. Kem Tinting Ochre

EFFECT NO. 104

1 gal. Beauty-Lok Blond Seal
2 oz. Kem Tinting Turquoise
1 oz. Kem Tinting Ochre

EFFECT NO. 105

1 gal. Beauty-Lok Blond Seal
2 oz. Kem Tinting Ochre

SHERWIN-WILLIAMS PAINTS PROVIDE PROTECTION FROM RUST AND CORROSION



Relentless rusting or corroding of exposed metal surfaces causes unsightliness and needless damage around your home. Prevention is a simple matter of protecting these metal surfaces with the proper paint.

There really are no "short-cuts" or "miracle" products for ending this natural oxidation of exposed metal. The only answer is proper preparation of the surface, use of the right primer to assure good adhesion to the metal, and covering with any appropriate finish coat.

A number of time-tested, thoroughly proved Sherwin-Williams products provide this kind of protection when used according to directions. They are identified by the "RUST CONTROL" insignia. You can use them on the metal surfaces of your home with complete assurance that they are the finest quality products. As a leading supplier of finishes for industry, Sherwin-Williams chemists co-operate constantly with corrosion engineers to perfect rust control products.

RUST CONTROL PRIMER FOR MOST METAL



For all metal surfaces except those that are zinc-coated, use Sherwin-Williams Rust Control Primer No. 49. This is a highly effective primer that provides excellent undercoat protection. It has a tough, flexible film that assures good adhesion for the finish coat.

GALVITE PRIMER FOR OTHER AREAS



For all metal surfaces except those that are zinc-coated, use Sherwin-Williams Galvite Primer No. 50. This is a highly effective primer that provides excellent undercoat protection. It has a tough, flexible film that assures good adhesion for the finish coat.

ENAMELOID®

Brilliant High Gloss Enamel

Look around you and see how many places you could use this sparkling, high-gloss enamel. It's ideal for kitchens and bathroom walls, but it's also the perfect finish for a thousand and one items around your home: woodwork, cabinets, radiators, toys, lawn furniture, garden tools—wherever you would like to add a bright touch of color.

Comes in a wide range of beautiful colors

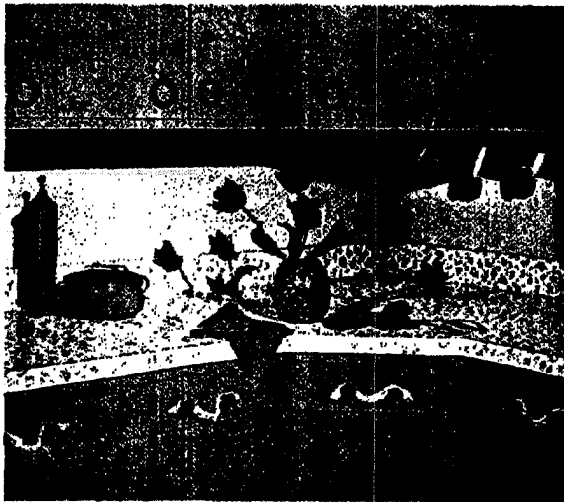
Enameloid has been famous for years as the finest high-gloss enamel featuring a long-wearing, smooth surface. It is easy to apply on wood or metal and easy to keep clean. It is highly resistant to heat and all kinds of stains. Enameloid comes in a wide range of clear, beautiful colors and in practical black and white.

Ideal for furniture and woodwork

Enameling of furniture is a popular pastime adding to the usefulness of many household pieces of furniture. Use Enameloid to bring new life to some of your furnishings. Enameloid is a RUST CONTROL product when used with the proper primer.



Brilliant colors
Dries quickly
Easy to apply
Amazingly durable



SPRAY ENAMEL

Quick and Easy

Just a push of the button—that's all there is to using this popular Sherwin-Williams Spray Enamel. Quick afternoon projects become fun with the handy spray container. Spray Enamel comes in 14 sparkling, bright colors; delivers a uniform spray of high-gloss, durable enamel. Can be used on wood or metal; a RUST CONTROL product when used with the proper primer.



DURABLE ATTRACTIVE FINISHES FOR THE FARM



BARN SPARKLE with color when you use S-W Commonwealth® Paint—high quality exterior finish for all types of farm buildings. One coat lasts for years! Your choice of red or green—attractive, practical and—above all—durable!



DOUBLE PROTECTION FOR ROOFS. S-W Asphalt Aluminum fills in cracks and crevices with a waterproof, durable elastic coating. Comes ready-mixed for one coat application. The aluminum floats to the surface to reflect heat; the asphalt base seals the surface.



FARM EQUIPMENT stays in good condition under protective S-W Tractor and Implement Enamel. Easy to apply, covers in one coat, dries quickly, can be used on both wood and metal. Colors closely match those originally used by leading implement manufacturer.



REFLECTIVE BRILLIANCE that insulates and protects . . . S-W Aluminum Spar Enamel No. 29. Excellent hiding power, long-lasting protection from weather. For metal buildings, metal roofs, tanks, pipes, and concrete or brick surfaces. Brushes or rolls on quickly and easily . . . inside or out. Economical too.



FOR BEST RESULTS USE THESE QUALITY PAINTING AIDS

Dexall products are a complete line of painting aids that enable you to achieve a better, easier painting job. Check your needs against the complete line of helpful Dexall items in our store.



FILLING WALL CRACKS
A ready-mixed, smooth-finish speckling compound. Will not shrink or crack. Easy working, dries fast, bonds tight.



BLEACHING WOOD
Takes out the color without harming the wood. Apply . . . let dry . . . sponge it off . . . color's gone. Fast-acting.

EXTERIOR BRUSHES 100% NYLON

QUALITY TOOLS TO DO THE JOB RIGHT

Sherwin-Williams quality in both paints and painting tools assures you of excellent results. Save time by using the widest brush practical for the job. The best costs little at our store.

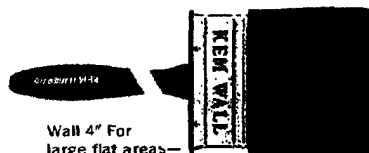


House Painting
3' to 6" For
Wood Siding,
masonry surfaces and other large areas.



Angular 1", 1½",
or 2" For window sash,
narrow edge and corner painting.

INTERIOR BRUSHES 100% NYLON



Wall 4" For
large flat areas—
walls and ceilings.



Touch Up 1½" For
small shapes and
special types of decorating.



Trim 2½" For
woodwork, paneling, trim and
other flat surfaces.



Panel 3" For
varnishing,
painting and
shellacking floors.

WE GRATEFULLY ACKNOWLEDGE

the co-operation of the following manufacturers of furniture and other home furnishings whose products appear in the room photographs in this book.

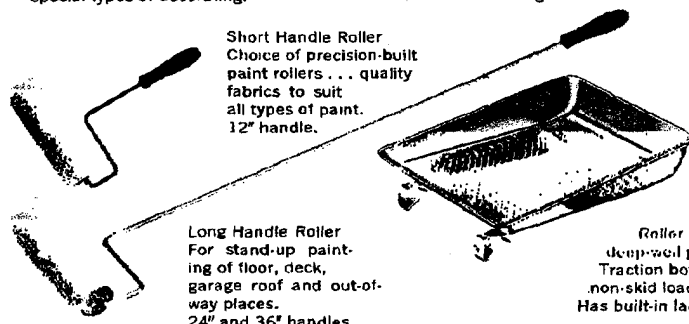
Century Furniture Co., Hickory, N.C.
Drexel Furniture Co., Drexel, N.C.
Globe Furniture Co., High Point, N.C.
Heritage Furniture Co., High Point, N.C.
B. P. John Furniture Co., High Point, N.C.
Pulaski Veneer & Furn. Co., Pulaski, Va.
Ramsey Furniture Co., Ramsey, N.C.
Rheem Mfg. Co. (Bathroom Fixtures), New York City
Thayer-Coggin, Inc., High Point, N.C.
Thomasville Chair Co., Thomasville, N.C.
Tomlinson of High Point, Inc., High Point, N.C.

Color photographs by Alderman Studios, Inc., High Point, N.C.

FURNITURE FINISHING FACTS

... You'll want this handy book!

This guidebook can save you hours in finishing furniture, paneling or woodwork. 32 pages cover staining, bleaching, varnishing, antiquing, etc. Step-by-step illustrations. 25c a copy.



Short Handle Roller
Choice of precision-built
paint rollers ... quality
fabrics to suit
all types of paint.
12" handle.

Long Handle Roller
For stand-up painting of floor, deck,
garage roof and out-of-
way places.
24" and 36" handles.

Roller Tray: Sturdy,
deep-well painting tray.
Traction bottom assures
non-skid loading of roller.
Has built-in ladder clamps.



GLAZING WINDOWS

An easy to use glazing putty for wood and metal sash. Remains elastic, will not crack.



CLEANING HARD BRUSHES

Renews any brush, no matter how hardened and caked with paint. Doesn't harm bristles. Non-flammable ... reusable.



ACTUAL WOOD PASTE

This easy-to-use, non-shrinking paste hardens quickly; may be sanded or planed. Six colors.



SEALS OUT WEATHER

Tough, elastic, long-lasting seal. can be used inside or out, on wood, masonry or metal. In tubes for gun or in can for knitting.



The sign of finest quality in paints

Come in and visit our store

Make our store headquarters for your home maintenance needs. We carry the complete line of Sherwin-Williams Paints. For any painting you plan to do, interior or exterior, we know that these proven paints will give your home the best in beauty and protection.

The famous "Cover the Earth" trademark is your assurance of getting the finest quality paints and the best "how-to-do-it" painting advice.

So come in and see us, whether you're refinishing furniture, decorating a room or painting the entire house. We're here to help you!

