

American Builders Pubs

Spring Planting Number—Dwarf Fruits

AMERICAN HOMES AND GARDENS



The finish de luxe for walls and ceilings

If you want a rich interior finish that is un-ordinary and of rare beauty, you'll find it in *Lowe Brothers Mellotone* — "soft as the rainbow tints."

It is as serviceable as it is artistic. Not easily marred or scratched, but durable, fadeless and washable. Mellotone lends itself ideally to stenciling, and makes an unequalled background for pictures.

Send for "Harmony in Color," and see the beautiful effects of the soft, dull-finish Mellotone tints. Also

Get our Free Book,
"About Interiors"

Tells all about Mellotone and our beautiful finishes for woodwork, floors and other surfaces. Ask for the name of your local "High Standard" dealer if you don't know him.



The Lowe Brothers Company

469 E. Third St., Dayton, Ohio

Boston, Jersey City, Chicago, Kansas City, Minneapolis

Lowe Brothers, Ltd., Toronto, Canada



When Prospects see this Sign



House and Garden's "Ideal House," Fox Meadows, Scarsdale, N. Y., painted with Sherwin-Williams Stucco and Concrete paint, S-W Semi-Lustre and S-W Flur-Tone Wall Finishes.

... your Selling Chances Rise!

Paint's the very first thing your prospects see of any house you sell!

Architecture counts. Equipment, too. So does location. But it's good looking paint that starts the sale—and if it's Sherwin-Williams, you've gone far in closing it!

Builders of model homes and housing projects know this. They paint with Sherwin-Williams for the eye-catching power of its beauty, plus the confi-

dence it inspires in their prospective buyers' minds. They realize that "Painted with Sherwin-Williams" infers "quality throughout" the houses they display—and sell.

Put Sherwin-Williams Paints and the Sherwin-Williams name to work helping you attract and satisfy more prospects—sell more homes. Write The Sherwin-Williams Co., Cleveland, Ohio and principal cities for full particulars.



SHERWIN-WILLIAMS PAINTS

Celotex

Helps Contractors

Get New Business

*It Builds, Insulates, Decorates and Subdues
Noise in old and new buildings*

Celotex Insulating Cane Board is an invaluable aid to contractors and builders. There is a demand for this useful, dependable, versatile building material. Remodeling is the order of the day. New homes are no longer considered modern without insulation.

Celotex meets present needs

Dealers find Celotex is a business getter because it is a proven four-in-one building material. It builds, insulates, decorates, subdues noise—all at one low cost.

On the market twelve years, extensively and successfully advertised, its value and effectiveness already demonstrated in more than 400,000 homes, Celotex has public acceptance in every community.

Celotex does the job—as sheathing—as a plaster base—as interior finish. Wherever and however used it insulates buildings of all types.

That is why contractors depend upon it—why dealers recommend it—why Celotex is a leader wherever building is active.

A Major Selling Advantage—All Celotex Cane Fibre Products are manufactured under the Ferox Process (patented) and therefore effectively resist damage by Fungus Growth, Dry-Rot and Termites (White Ants).

THE CELOTEX COMPANY

215 No. Michigan Ave.

Chicago, Ill.

CELOTEX

BRAND
INSULATING CANE BOARD

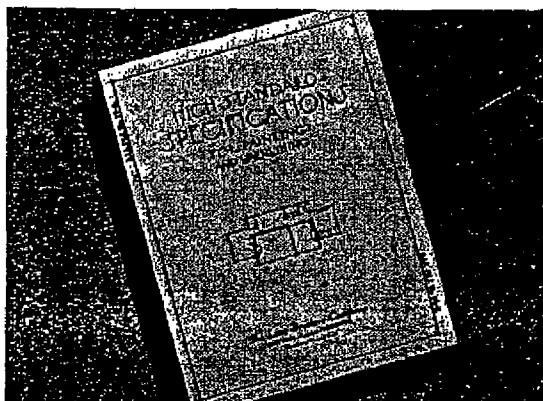
Reg. U.S. Pat. Off.



BUILDS • INSULATES • DECORATES
SUBDUES NOISE



*Let this
free book help you
prepare your bids*



*32 pages of specifications covering interior
and exterior painting. Saves time and
trouble. Prevents misunderstandings.
Given free by Lowe Brothers dealers.*

This is one of the most practical books of its kind ever published. It is filled from cover to cover with clear, concise specifications that can be applied to any job of painting on which you wish to bid.

These specifications have been carefully prepared. They can be used word for word just as they appear in the book. Get your copy today from the dealer who handles Lowe Brothers products in your locality.

And while you are in his store be sure to ask him about the Lowe Brothers Pictorial Color Chart. This chart shows full color illustrations of various types of houses and every kind of room—all painted with actual paint. The Lowe Brothers dealer will be glad to lend you one of these charts to show to your clients. It will help you get more jobs. And its use puts you under no obligation.

When competing with contractors who specify "cheap" paint, remember this. Analysis shows that so-called "cheap" paints contain as much as 63% water and other evaporating liquids. In contrast, Lowe Brothers High Standard Paint contains 90% film-forming solids that remain on the surface and protect property. Thus it covers more surface, lasts longer, costs much less in the end. The Lowe Brothers Co., Dayton, Ohio.



● This Pictorial Color Chart shows full color illustrations of many types of houses and every kind of room.

Lowe Brothers

PAINTS • VARNISHES

QUALITY UNSURPASSED SINCE 1869

Show the Lowe Brothers Pictorial Color Chart



-and get more Contracts!

It is often helpful in securing contracts for new or remodeling jobs to show prospects interesting ideas on color schemes. And the Lowe Brothers Pictorial Color Chart is filled with actual painted reproductions of color schemes for every interior and exterior purpose. They make it easy for prospects to select with confidence the exact color effect they wish to secure.

You may borrow this contract-closing chart without cost or obligation from the local dealer in Lowe Brothers products. The same dealer will also furnish you, free, a Specification Book which will help you prepare practical and accurate bids.

And when submitting bids, explain to your prospects that Lowe Brothers paint contains approximately 90% film-forming solids as against many "cheap" paints which often contain as little as 37% film-forming solids—the rest being water and other evaporating liquids.

Your local dealer in Lowe Brothers products will help you gladly. See him today. The Lowe Brothers Company, Dayton, Ohio.

Lowe Brothers

PAINTS • VARNISHES

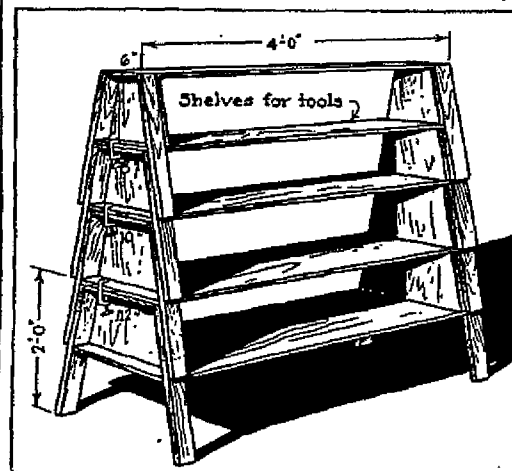
Quality Unsurpassed Since 1869

PRACTICAL JO POINTERS

A READERS' EXCHANGE of tested ideas, methods, taken from their own building experience. Two dollars or a year's subscription to *American Builder* is paid for each item when published. \$ business connection or trade.

Sawhorses Stack Up Into Ladder

THE sketch I am sending shows my finishing ladder built of sawhorses. The horse on the floor has a 12 inch by 4 surface top, the next horse a 10 inch by 4 foot top, and a



HANDY ladder from sawhorses clamped together.

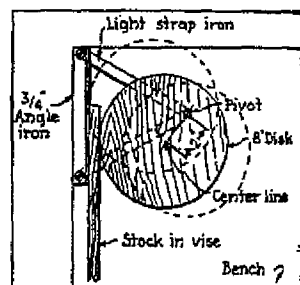
up to a 6 inch by 4 foot top. I find this built-up ladder handy in casing windows, also wide openings. I use a 3 inch screw clamp to hold horses so they will not tip.

When first coming on a job I use them as sawhorses. The sawhorse with the 12 inch by 4 foot top has a shelf which makes it handy to place tools on while hanging doors, and when used as a ladder it is the first step.—C. R. SCHULTZ, Carpenter, Menasha, Minn.

Quick Acting Bench Clamp

I RAN onto an idea the other day for a bench clamp that was new to me, and I find it very useful. It might be new to some of the other fellows so I am sending it as a Pointer.

Take a short piece of $\frac{3}{4}$ - or 1-inch angle iron and bolt it to the top edge of the work bench. Cut an eight-inch, or larger disk of hardwood and pivot it about two inches off center so that in swinging it will just pass the angle iron. This clamp is always ready and can be used on a pull with the drawing knife as well as pushing with the plane.—LEWIS DAVIDSON, Fayetteville, Ark.



USEFUL, self-adjusting bench clamp made from scrap pieces.

BETTER WORK EASIER



CARTER LOCK MORTISER

Skilled craftsmen welcome the Carter Lock Mortiser because it enables them to do better work with the expenditure of less energy. Operates from any light socket, easily adjusted, held on the door by two self centering clamps. Cuts a perfect mortise. Makes a good man better.



CARTER POWER PLANE

Pictured above (Center). Will plane any edge — doors, sash, transoms, etc., — up to 2 1/8" wide, straight or bevel cut. Every cut is easily made and is perfectly smooth and uniform. Sharpens its own cutters. Used with the stand, that is furnished, it makes a high speed jointer for small work. Power Plane with all attachments is packed complete in a handy metal carrying case.

Send for folder giving full details on these and other Carter Tools.

R. L. CARTER DIVISION
The Stanley Works
NEW BRITAIN, CONN.

*Take along this
Pictorial Color Chart*



*- and bring back
more Contracts!*

When you start out for your contract-closing interview with a prospective client for new or remodeling work, you will want to take along Lowe Brothers Pictorial Color Chart. It contains actual painted reproductions of charming interiors and attractive exteriors. They make it easy for your prospects to decide with confidence on the color schemes they prefer. And when that decision is made, you will find it easy to land the contracts.



You may borrow this contract-closing chart without cost or obligation from the local dealer in Lowe Brothers products.

Use also the specification book which the same dealer will gladly supply you free. It will help you prepare accurate bids and save time, money, and misunderstandings.

And when submitting your bids, tell your prospective purchasers why Lowe Brothers dependable, nationally advertised quality will assure the ultimate economy of enduring beauty.

Your local dealer in Lowe Brothers products will gladly help you in many ways to close more jobs and more profitable jobs. Why not get acquainted with him today? The Lowe Brothers Company, Dayton, O.

Lowe Brothers
PAINTS • VARNISHES
Quality Unsurpassed Since 1869

Borrow this Pictorial Color Chart



*-and close
more Contracts!*

You will find the Lowe Brothers Pictorial Color Chart very helpful when you interview prospective customers. These *actual painted* reproductions of attractive exteriors and charming interiors contain ideas on color schemes for every painting need. They make color selection easy and they get the decisions which land those profitable contracts.

Borrow this Pictorial Color Chart, without cost or obligation, from the local dealer in Lowe Brothers products. The same dealer will also furnish, free, a specification book to help you prepare and submit accurate bids and save time, money, and misunderstandings.

And when submitting bids, explain to your prospects why they can depend on Lowe Brothers paint for maximum economy and enduring beauty. Shrewd buyers will be glad to know that you are protecting their investment by recommending Lowe Brothers nationally advertised, known quality paint to assure them ultimate savings.

Why not get acquainted today with your local dealer in Lowe Brothers products. He will gladly help you in many ways. The Lowe Brothers Company, Dayton, O.



Lowe Brothers

PAINTS • VARNISHES

Quality Unsurpassed Since 1869

Modern Gas-Burning Mantel

MODERN gas-burning Radiantfire-Mantels, complete places in themselves, ready to be installed in any room, being marketed by General Gas Light Co., Kalamazoo, Mich. These units consist of beautiful wood mantels finished with brown, fitted with Humphrey gas-fired heating inserts. The sets are furnished in a choice of stainless steel in armor bright finish; or black japan with armor bright trim. No chimney, pit foundations or tiling construction are necessary.

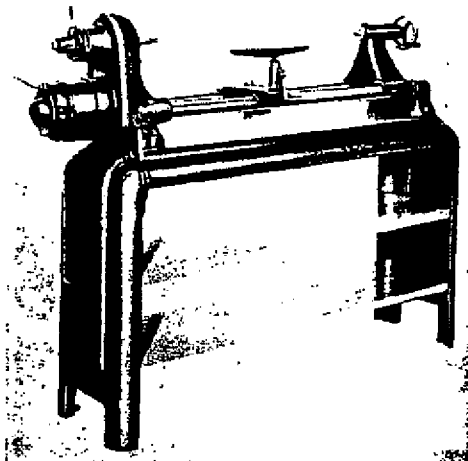
To install the unit, the wooden mantel is placed directly against the wall, a gas line is run to the heating unit, easy venting visions are made, and the fireplace is ready. Overall width 48 inches, depth 24 inches, height 45 inches.



COMPLETE
fireplaces consisting of finished mantel and gas unit come ready to install.

Small Woodworking Machines

YATES-American Machine Company, Beloit, Wis., recently announced that it is in production on its line of woodwork machines for home, school and light industrial use. This line consists of floor and bench type lathes and drill presses, jointers, circular saws, twelve and twenty-four inch jig saws, single and double grinders, belt and disc sanders. Attractive economical and practical combinations consisting of a jointer and circular saw mounted together on a pedestal and driven from motor and a belt and disc sander similarly mounted are also finished.



NEW LATHE in modern design for light use.

Model home of the Arlmont Housing Corporation, Arlington, Mass. Entire Arlmont village of four hundred homes will be painted with 2 coats SWP outside, 3-coat system S-W Semi-Lustre inside.



Let "Painted with SHERWIN-WILLIAMS" be YOUR Sales Asset, Too!

They may not realize it, but the first thing visitors... prospects... see in or out of the house you build is paint! The greater the beauty of the paint you use, the easier is your selling job. And when your prospects know it's a beauty that lasts... a paint or finish that protects for years... the greater is the urge to own the house.

That's why the sponsors of leading model homes and housing projects choose Sherwin-Williams paints—and advertise the fact. They know "Painted with Sherwin-Williams" means quality to the prospective

owner—and quality in finishing materials infers "quality" throughout.

Whether you use soft-toned, rich-looking Flat-Tone; silky-smooth, washable S-W Semi-Lustre; brilliantly colorful S-W Enameloid, or famous old SWP House Paint—you're certain of greater beauty, longer wear, and instant prospect-recognition.

Let the great prestige of Sherwin-Williams' name work for you. Show the sign above on all your S-W painted jobs. Write The Sherwin-Williams Co., Cleveland, Ohio, or in all principal cities.



SHERWIN-WILLIAMS PAINTS



MORE CHANCE OF SELLING

...WHEN IT'S "PAINTED WITH SHERWIN-WILLIAMS"

4 out of 5 home owners prefer Sherwin-Williams to any other brand of paint. That's the result of unbiased surveys. And you can put this overwhelming preference to work for you!

Paint the homes you sell with Sherwin-Williams paints. Let your prospects know it. Then watch your selling chances rise!

Sponsors of leading model homes and housing projects paint with Sherwin-Williams. For the eye-appeal of colorful beauty. For protection of their investment. And finally, for the real selling power of the words "Painted with Sherwin-Williams."

There's a Sherwin-Williams paint for every home painting use—Inside: soft-toned, rich-looking S-W Flat-tone; silky-smooth, amazingly washable S-W Semi-Lustre, brilliantly colorful S-W Enameloid. Outside: famous old SWP House Paint.

Each means greater beauty, longer wear, and instant prospect-recognition. All imply "quality throughout" in the houses you sell. For the facts about these Sherwin-Williams paints and others of the complete Sherwin-Williams line, write The Sherwin-Williams Co., Cleveland, Ohio or in all principal cities.

SHERWIN-WILLIAMS PAINTS





PUT THIS SIGN TO WORK HELPING YOU SELL HOMES

**"Painted with SHERWIN-WILLIAMS"
MEANS MORE THAN
"GOOD ADVERTISING" TO YOU!**



Painting the homes you sell with Sherwin-Williams Paints... telling your prospects about it... that's good advertising. More than that, it's good, sound business!

For you're giving your property... your investment... the best of protection—the complete and lasting protection that only Sherwin-Williams Paints can assure. At the same time you're using paints that have a 4-to-1 brand-preference with your prospects. Surveys prove it!

Builders everywhere... sponsors of noted model homes and famous housing projects... are featuring "Painted with Sherwin-Williams Paints." They are well aware

of the fact that these highest quality paints insure quality construction throughout the homes they display and sell!

Whether you paint inside with soft-toned, rich-looking S-W Flat-Tone; silky-smooth, washable S-W Semi-Lustre; brilliantly colorful S-W Enameloid... or outside with famous SWP House paint—you are certain of the most for your investment in both proper maintenance and customer-attraction.

Let the unmatched prestige of Sherwin-Williams Paints help you sell more homes. Write The Sherwin-Williams Company, Cleveland, Ohio, and all principal cities.



SHERWIN-WILLIAMS PAINTS



...HELPS TO CLINGH THE SALE!

You know how prospects search the homes you sell for signs of quality. They may not know so much about construction, but they never miss a visible detail.

There's no bigger . . . more important detail than paint! Good paint usually means "a good job throughout" and your prospects know it!

That's why sponsors of leading model homes, . . . contractors of building projects . . . paint with Sherwin-Williams paints. They're making the most of a quality that has won Sherwin-Williams a 4 to 1 preference over any other kind of paint.

For every painting job there's a tested Sherwin-Williams finish that will do it better, more economically. Inside: soft-toned, colorful Flat-Tone; satiny, washable Semi-Lustre; brilliant, sparkling Enamel-oid. Outside: famous old SWP House Paint to beautify and protect your investment.

Let the sales-building "Painted with Sherwin-Williams" sign work for you, too. Write for the facts about this complete paint line. Address The Sherwin-Williams Co., Cleveland, Ohio, and all principal cities.



SHERWIN - WILLIAMS PAINTS



"PAINT by SHERWIN-WILLIAMS..."



... may mean

"SOLD by you!"

To sell a house "on sight", you must make that sight a pleasing one! And the best way to do it is with paint.

Naturally, the better the paint you use, the better your house will look, the more chance you'll have of selling it. And with lasting satisfaction to the buyer!

That's one reason why builders of leading model homes and housing projects choose Sherwin-Williams paints—and show the sign



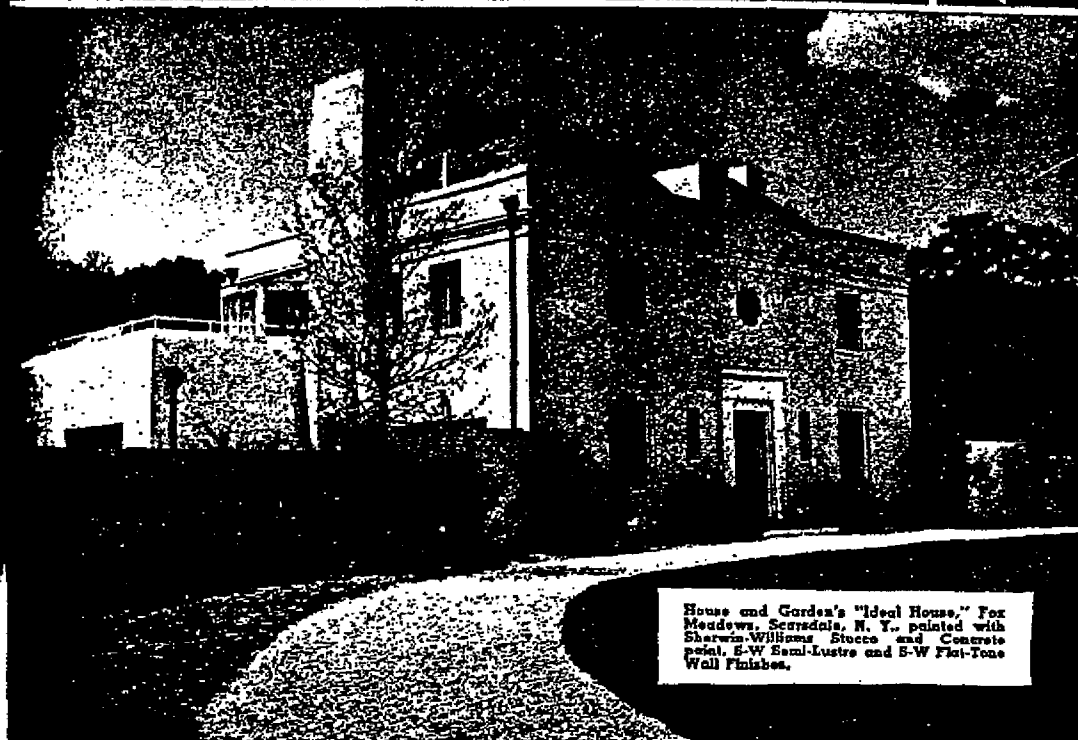
Sherwin-Williams Paints enhance the charm of the model Cape Cod home of John Wanamaker & Co., Philadelphia, Pa.

"Painted with Sherwin-Williams" on all their jobs. They know they can pick no better-looking, longer-lasting paint. They recognize the prestige of the Sherwin-Williams name. They are well aware that their prospects prefer Sherwin-Williams 4 to 1 over any other brand of paint!

Let Sherwin-Williams Paints help you sell more homes. Write for full information to The Sherwin-Williams Company, Cleveland, Ohio, and all principal cities.

SHERWIN-WILLIAMS PAINTS

When Prospects see this Sign



House and Garden's "Ideal House," Fox Meadows, Scarsdale, N. Y., painted with Sherwin-Williams Stucco and Concrete paint, S-W Semi-Lustre and S-W Flat-Tone Wall Finishes.

... your Selling Chances Rise!

Paint's the very first thing your prospects see of any house you sell!

Architecture counts. Equipment, too. So does location. But it's good looking paint that starts the sale — and if it's Sherwin-Williams, you've gone far in closing it!

Builders of model homes and housing projects know this. They paint with Sherwin-Williams for the eye-catching power of its beauty, plus the confi-

dence it inspires in their prospective buyers' minds. They realize that "Painted with Sherwin-Williams" infers "quality throughout" the houses they display—and sell.

Put Sherwin-Williams Paints and the Sherwin-Williams name to work helping you attract and satisfy more prospects—sell more homes. Write The Sherwin-Williams Co., Cleveland, Ohio and principal cities for full particulars.



SHERWIN-WILLIAMS PAINTS



**"Painted with SHERWIN-WILLIAMS"
MEANS MORE THAN
"GOOD ADVERTISING" TO YOU!**

Painting the homes you sell with Sherwin-Williams Paints...telling your prospects about it...that's good advertising. More than that, it's good, sound business!

For you're giving your property... your investment... the best of protection—the complete and lasting protection that only Sherwin-Williams Paints can assure. At the same time you're using paints that have a 4-to-1 brand-preference with your prospects. Surveys prove it!

Builders everywhere... sponsors of noted model homes and famous housing projects... are featuring "Painted with Sherwin-Williams Paints." They are well aware

of the fact that these highest quality paints infer quality construction throughout the homes they display and sell!

Whether you paint inside with soft-toned, rich-looking S-W Flat-Tone; silky-smooth, washable S-W Semi-Lustre; brilliantly colorful S-W Enameloid, or outside with famous SWP House paint—you are certain of the most for your investment in both property maintenance and customer-attraction.

Let the unmatched prestige of Sherwin-Williams Paints help you sell more homes. Write The Sherwin-Williams Company, Cleveland, Ohio, and all principal cities.



SHERWIN-WILLIAMS PAINTS



The "High Sign" of Quality in the Houses You Sell

It's a simple sign, but how it can work and sell for you!

First—it indicates an eye-catching paint job... rich-looking, beautiful—a sure prospect-pleaser!

Second—it *inspires confidence*... infers "quality throughout" your houses. For it's the sign of a Sherwin-Williams paint job... the best that money can buy. And your prospects know it!

Builders everywhere... sponsors of noted model homes and famous

housing projects... are painting their houses outside with famous SWP House Paint and inside with S-W Flat-Tone Wall Finish, S-W Semi-Lustre, S-W Enameloid. And they're showing the "Painted with Sherwin-Williams" sign on every job—keeping it at work helping them advertise and sell more houses. Put it to work for you, too!

Write for facts to The Sherwin-Williams Co., Cleveland, Ohio, and principal cities.

See our catalog in Sweet's.



SHERWIN-WILLIAMS PAINTS

THIS SIGN **POINTS** THE WAY



TO MORE HOMES SOLD BY YOU!

Here's a simple, sure way to spur the sales of the houses you build. Paint them with Sherwin-Williams Paints—and get the full advertising and selling power that "Painted with Sherwin-Williams" means!

First—you'll attract more inspector-prospects. Few can resist the outstanding beauty of a house painted with the richness of famous SWP House Paint.

Second—you'll hold the admiration of all as they go through your house—whether you painted the rooms with luxuriously soft S-W Flat-Tone Wall

Finish, sleek, washable S-W Semi-Lustre or gayly colored S-W Enameloid.

Above all—you'll inspire the confidence of your prospects. They know the Sherwin-Williams name and the Sherwin-Williams reputation. "Painted with Sherwin-Williams" infers "quality throughout" to them!

Get the facts about Sherwin-Williams Paints and what they can do for you. Write the Sherwin-Williams Co., Cleveland, Ohio, and all principal cities.

See our catalog in Sweet's.



SHERWIN-WILLIAMS PAINTS

ENHANCING THE *Beauty*



Used extensively throughout the Country Club District, Sherwin-Williams Paints were also the choice for this smart Sixty-Third and Brookside Shopping Center.

—of Kansas City's Country Club District

4,000 acres . . . 5,000 homes . . . 35,000 residents . . . 26 subdivisions . . . homes ranging in price from \$3,500 to \$200,000—those are a few quick facts about the Country Club District Development of the J. C. Nichols Companies, Kansas City. With good reason, they call it "the most important high-type residential development under one management in the world".

In this important building project, Sherwin-Williams Paints play their vital part — attracting prospects, pleasing buyers with their outstanding beauty, long-lived protection. Sherwin-

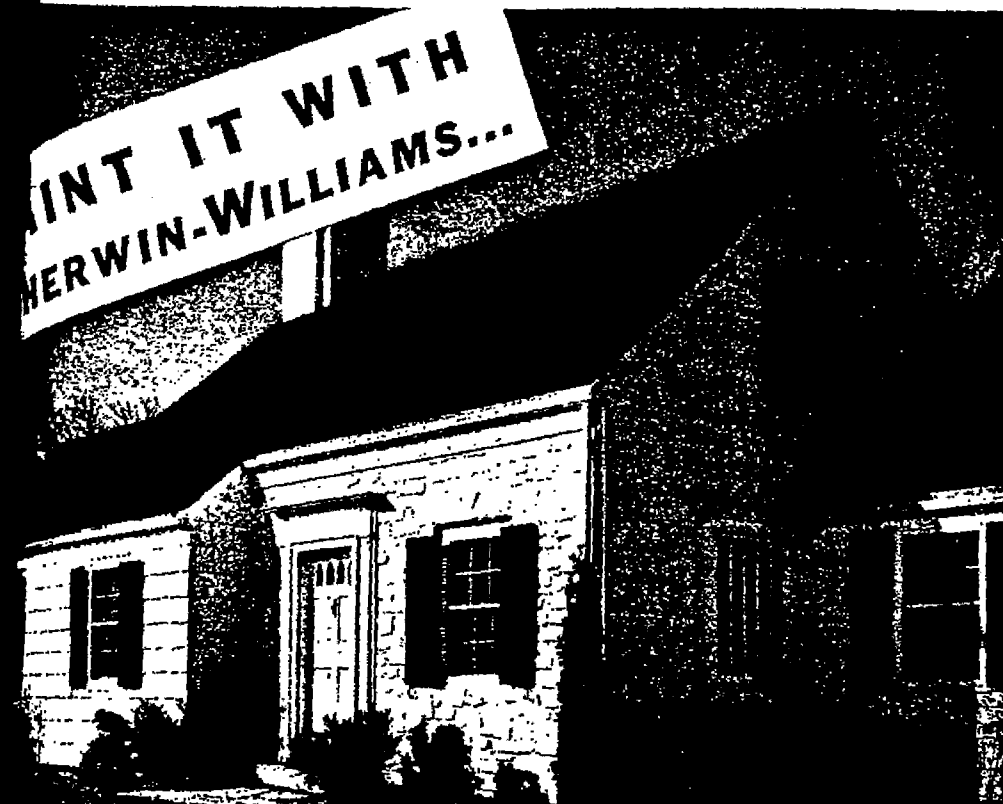
Williams famous SWP House Paint, for instance, is the Country Club District's standard exterior paint. And Sherwin-Williams soft-toned, restful Flat-tone Wall Finish. Sherwin-Williams colorful, washable Semi-Lustre Wall Finish and the gay colors of Sherwin-Williams Enameloid add their beauty to the charm of the District's smart homes and buildings.



Let Sherwin-Williams Paints help you protect, promote and sell your properties. Write The Sherwin-Williams Co., Cleveland, O., and all principal cities. See our catalogue in Sweet's.

SHERWIN-WILLIAMS PAINTS

**PAINT IT WITH
SHERWIN-WILLIAMS...**



Kind Holiday Cards

Courtesy of House & Garden

**SELL IT WITH SPEED
AND CONFIDENCE...**

A quick, easy way to catch the attention...
the confidence of your house-hunting pros-
pect. Paint your houses with *Sherwin-Williams*
... and advertise the fact!

You'll find your prospects know the outstand-
ing quality of *Sherwin-Williams* Paints. For
they've admired its distinctive colors... richly
finished surface... in the finest of model homes.
They've seen it on carefully planned housing
developments. They've read about it in their favorite
magazines... heard about it from their friends.

When your houses display a "Painted
with *Sherwin-Williams*" sign, you've
got your prospects more than half sold



Photo by Frank Randt

... and altogether convinced your properties
must be as good as they look!

There's a complete line of *Sherwin-Williams*
Paint for every home painting need. You can
rely on them to compliment your architectural
designs with their attractive appearance. And
complement your good workmanship with their
obvious quality. See our catalog in *Sweet's*. For
further information write The *Sherwin-Williams*
Co., Cleveland, Ohio, and all principal cities.

SHERWIN-WILLIAMS PAINTS

THIS TAG SELLS YOUR "PACKAGE" QUICKER!

THIS HOUSE PAINTED
INSIDE AND OUT WITH
SHERWIN-WILLIAMS PAINTS



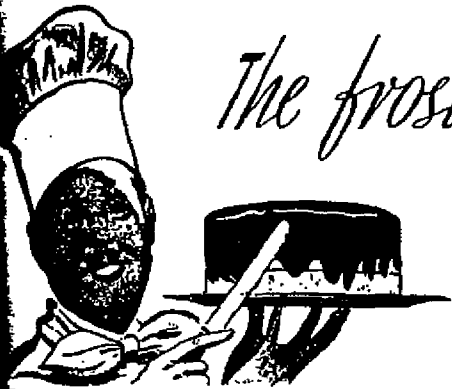
It's the tag that means "quality throughout" to your house-buying prospects. For they well realize that good paint and good construction go hand-in-hand. And they well know the quality of Sherwin-Williams. It's the paint they've given a 4 to 1 preference over any other brand.

Sherwin-Williams Paints have proved their active selling value side and out of leading model homes and buildings of famous house projects. Put these highest of high quality paints to work for you in selling customers, selling them and keeping them sold!

Write for information about the complete line of Sherwin-Williams Paints for both interior and exterior use. Address The Sherwin-Williams Company, Cleveland, Ohio and all principal cities.

SHERWIN-WILLIAMS PAINTS

The frosting sells the cake!



Whether it's a cake or a house, you'll sell it faster if it makes a buyer's "mouth water"! With a cake, the frosting does the trick. With a house it's paint!

When that paint's Sherwin-Williams, you can be sure it will not only look good, but will live up to good looks. Sherwin-Williams Paint does more than "sell on sight"—it keeps your customers sold! Proof? Home owners prefer Sherwin-Williams 4 to 1 over any other brand of paint!

For your outside selling job—leave it to last-



ingly beautiful SWP House Paint to catch all eyes and bring the prospects in. Inside, let soft-toned, rich-looking S-W Flat-Tone; silk-smooth, washable S-W Semi-Lustre; and brilliantly colorful S-W Enameloid back up your argument of "there's quality throughout this house . . . you can see that yourself"!

See your local S-W "Paint Headquarters" or telephone our local branch (in all principal cities). Or write for complete information to The Sherwin-Williams Company, Cleveland, Ohio and all principal cities.

SHERWIN-WILLIAMS PAINTS

NOW **COLOR** REALLY SELLS

FOR YOU—IN THE **SHERWIN-WILLIAMS** PAINT AND COLOR STYLE GUIDE

Note: For the first time, Mr. Builder, you can see your finished color schemes before you build.

Note: The open Style Guide covers over five square feet in area.



YOU'VE NEVER SEEN ANYTHING LIKE IT!

Sherwin-Williams Decorative Paint and Color Style Guide that is so accurate you feel you are stepping into the actual rooms the moment you look at the illustrations. Architects, builders, realtors, insurance companies, painters and decorators are wildly enthusiastic. There are 145 of the most beautiful illustrations you have ever seen on. All of which show that the Sherwin-Williams

Paint and Color Style Guide can be the biggest boon in the world to your business. With this service you become a color authority because every style and suggestion is complete in every detail including actual reproductions of paint, furniture, rugs and hangings.

You can't afford to be without the Paint and Color Style Guide. Overnight, it's changing the entire conception of selling color for the home. It's taking the country by storm!

WRITE TODAY FOR FULL

INFORMATION on the Sherwin-Williams Paint and Color Style Guide. Due to the tremendous demand and the astonishing value of the Style Guide only a limited number are available.



THE SHERWIN-WILLIAMS CO.

100 PHOTOS ON THE **SHERWIN-WILLIAMS** STYLE GUIDE:

It is the largest volume ever published in color. The photos constitute one of the world's most complete orders of color in all. It is the first time in advertising is advertising that has a color style guide.

- 4 It is the world's largest Kodachrome photography job.
- 5 It explains color for the first time in really simple language.
- 6 It enables builders and architects to duplicate exactly any room or exterior color scheme.
- 7 It shows how to harmonize furnishing colors with colored walls.
- 8 It enables builders and architects to use colorful paints that formerly were safe only in the hands of a decorator.
- 9 The open Style Guide covers over five square feet in area!

THE SHERWIN-WILLIAMS COMPANY,
DEPT. A-R-3,
CLEVELAND, OHIO

Gentlemen:

I am interested in the Sherwin-Williams Paint and Color Style Guide. Please let me know how to obtain one or more copies.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____