

S H E R W I N - W I L L I A M S

Home Decorator

F. W. WANSNER

MAR 9 1942

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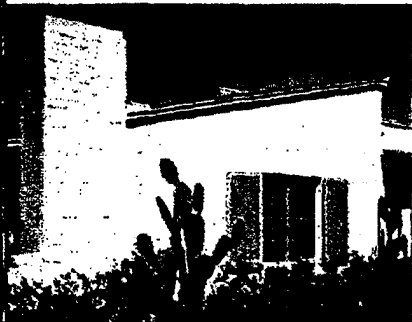




Body, S-W Brick and Stucco Paint White; trim, SWP Modern Brown; shutters, 1 quart Castilian Blue to 1 gallon SWP Slate.



Body, Sherwin-Williams SWP House Paint White; shutters, S-W Trimbrite Castilian Blue.



Body, S-W Brick and Stucco Paint White; shutters painted with Sherwin-Williams Trimbrite Fiesta Yellow.



Body, mixture of equal parts of Sherwin-Williams SWP House Paint Pea Green and SWP Light Lead; trim, SWP White.



Body, trim and sash painted with Sherwin-Williams SWP House Paint Ivory.
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Body, (stone), S-W Brick & Stucco Paint White; (siding) SWP White; shutters, SWP Slate and French Crown Green (equal parts).



**"What's the most important
thing about Painting
and Decorating, Bill?"**



"That's easy, drop the *big* off painting. Yes, sir, it's paint—good paint. That's why I recommend and use Sherwin-Williams Paints.

"But almost as important are the colors, ideas and effects of a lovely job. That's why I carry the Sherwin-Williams Paint and Color Style Guide on every job I do. Most folks get ideas for rooms—even whole houses—from it. There's never been any-

thing like that Style Guide to turn an ordinary house into a bright, up-to-the-minute home.

"Yes, color is important. But, just as the first thing in building any style house is the foundation, so the first thing in beautiful painting is the *paint* that preserves the beauty of color. With me, it's Sherwin-Williams—a mighty fine paint in any color or climate."

Home above: SWP Red; trim, SWP White.
Home on cover: Wood body, SWP White;
stucco body, S-W Brick & Stucco Paint
White; shutters, S-W Trim-brite Corona Blue.



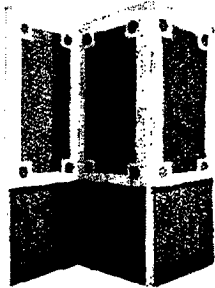
Above: ceiling, Sherwin-Williams Flat-Tone White; walls, S-W Flat-Tone Light Green and White (equal parts); woodwork, S-W Enameloid White.

Below: ceiling, S-W Semi-Lustre White; walls, S-W Semi-Lustre Peach; woodwork, Enameloid White; trim, Enameloid Milan Green and Pastel Blue, (equal parts).



Home Decorating Hints

● The trend toward more colorful homes has had its greatest surge this year. Gaiety introduced through paint color is the inexpensive style note today. On this and following pages are illustrated novel and original ideas, easy and inexpensive ways to add charm and style to your home.

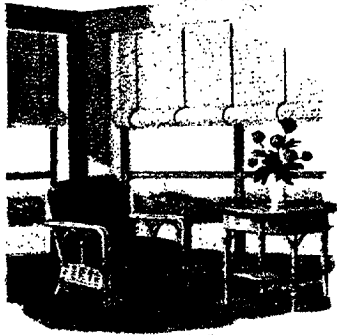


The simple motif for this screen is carried out with S-W Enameloid in Milan Green, White and Black.

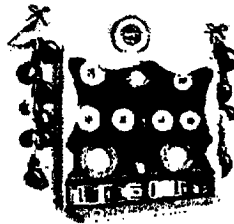
A rack for garden tools that fits snugly in garage or basement. Tool rack finished with Sherwin-Williams Enameloid Pearl Gray; tool handles with Enameloid Orange.



Bamboo porch shades and furniture are finished with Sherwin-Williams Enameloid Taupe, the walls with Semi-Lustre Vogue Blue and White (equal parts). Furniture trim and porch trim are Enameloid Pastel Blue.



This cupboard boasts a handy "hide-out" for spices. Finished with S-W Enameloid Old Ivory, inside with Enameloid Blue and Milan Green mixed equal parts. Cords are finished with Enameloid Sunny Yellow, Blue, Flame Red and Killarney Green.



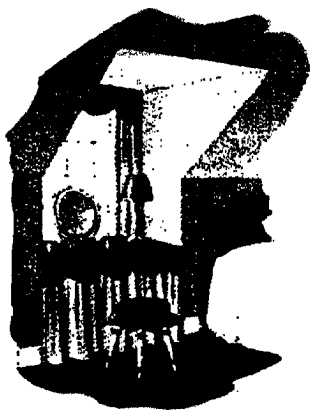


Above: ceiling, S.W. Flat-Tone Pale Jade (1 part), White (4 parts); walls, 1 pint Flat-Tone Coral Rose to 1 gallon Blossom Pink; trim, Enameloid White.

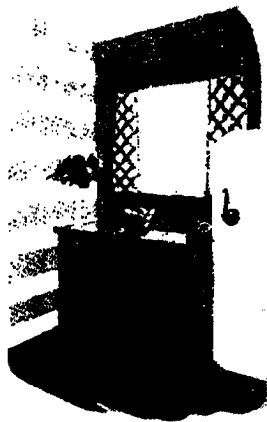
Below: ceiling and one wall, Sherwin-Williams Semi-Lustre French Green; other walls, Semi-Lustre White; trim, S.W. Enameloid White.



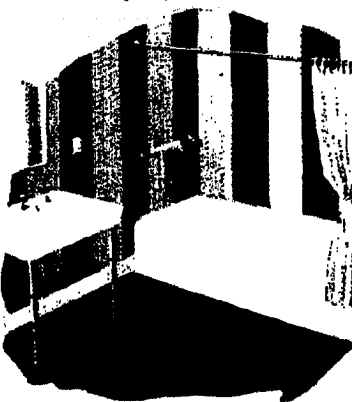
Below: At little or no cost a window alcove becomes an impressive built-in dressing table. Walls, S.W. Flat-Tone Laurel Green; alcove, Flat-Tone Blossom Pink. Valance and table top, Enameloid Killarney Green.



Below: Walls and cabinets finished with S.W. Semi-Lustre Vogue Blue; one wall with stripes of Vogue Blue and White; valance, equal parts Enameloid Peach and White.



At very little expense an unneeded arch can be made into a stunning built-in bookcase. Walls, Flat-Tone Coral Rose; trim, Enameloid White; shelves and interior of bookcase Flat-Tone Burgundy.



Bathroom walls striped with Semi-Lustre withstand steam and moisture, wash easily and often. Here's Semi-Lustre French Green alternating with equal parts of Peach and White.



"Where did you find
such a lovely room, Jane?"



Above: walls, 1 qt. S-W Flat-Tone Drift per
gallon of White; ceiling, Flat-Tone White;
woodwork, Enameloid White.

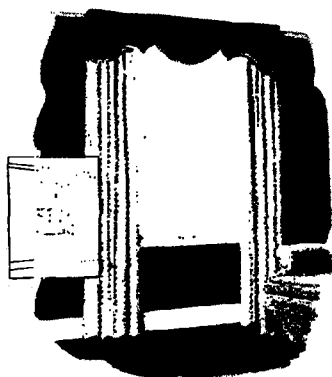
Below: body, S-W Brick and Stucco Paint
White; gables and trim, SWP Warm Drab.



"I'm so glad you like it . . .
we just borrowed a Sherwin-Williams
Paint and Color Style Guide from the
Sherwin-Williams Dealer here in town
—and, Anne, it's marvelous! It shows
hundreds of actual rooms and houses
completely color-styled and furnished.
Big, full-color illustrations, one to a
page, that make you feel as if you're
right in the room shown. We picked
out a room . . . and there was all the
information we needed to make ours
exactly like it.

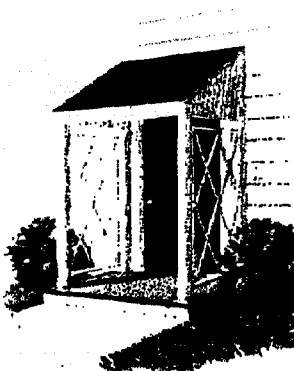
"Don't risk guess-work . . . borrow
a Style Guide, and decide on colors
by seeing how they look *on the walls*."

The alcove wall in this bathroom repeats the design of the linoleum floor, in a lighter shade of the floor color. Walls are finished with Sherwin-Williams Semi-Lustre Cream; alcove walls with Enameloid Blue and White mixed equal parts, striped with Semi-Lustre Cream.



The valance and floor-length drapes make a small window (inset) appear larger than it really is. Here the walls are finished with Sherwin-Williams Flat-Tone Delft; the woodwork with S-W Enameloid White; and the valance with S-W Flat-Tone Burgundy.

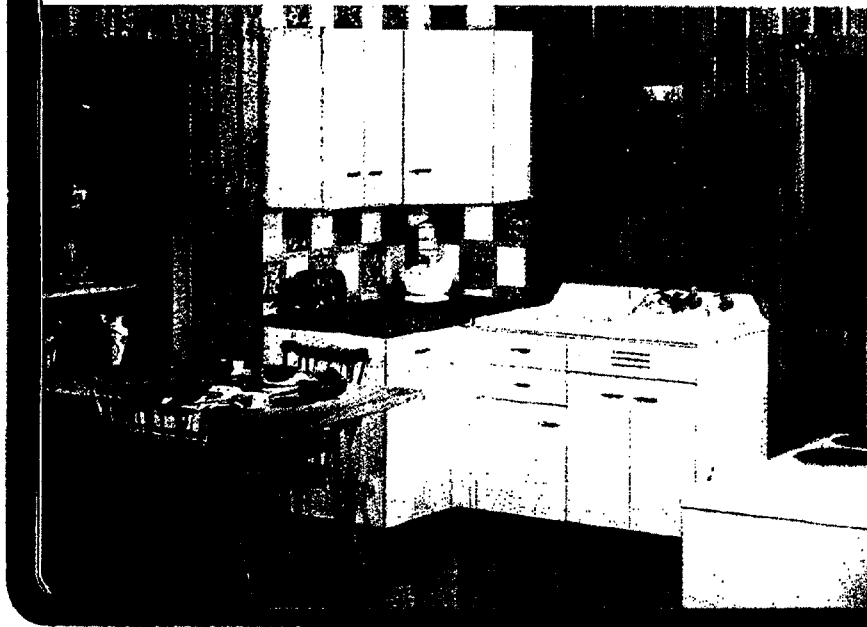
Just an ordinary front entrance, otherwise, but in this case, the brilliant spot of color distinguishes it and makes it stand out from among many others architecturally alike. Door painted with Sherwin-Williams Trimbric Cardinal Red; body of house, SWP House Paint White; roof, Sherwin-V Medium Green; Porch and Deck Paint Slate.



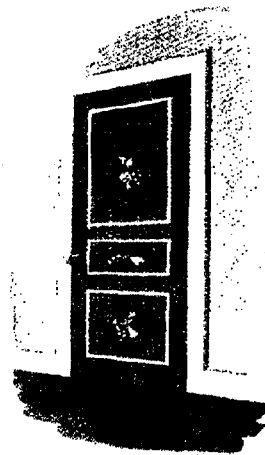
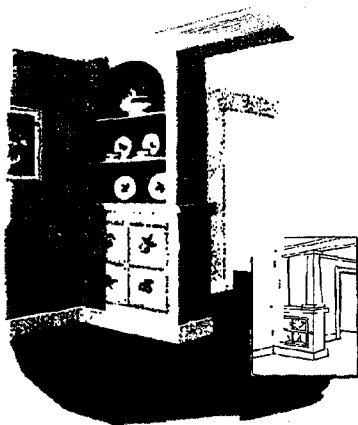


Above: ceiling, S-W Flat-Tone White; walls, S-W Flat-Tone Delft (1 part), White (3 parts); woodwork, S-W Enameloid White.

Below: ceiling, S-W Semi-Lustre Cream; walls, S-W Woodcraft Stain Walnut (reduced); wood trim, S-W Enameloid Lettuce Green.*

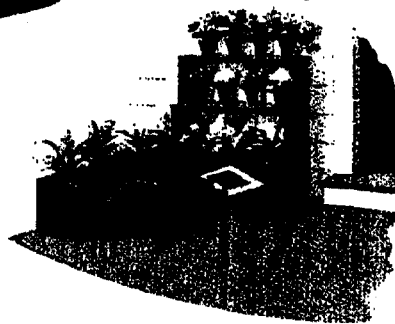


Below: The upper part of space-wasting colonnades (inset) becomes a cupboard for the dining room; the lower part a built-in bookcase facing the living room. Here the dining room walls are finished with Sherwin-Williams Flat-Tone Pale Jade; shelves and interior of cupboard in a contrasting shade of Enameloid Pastel Blue and Flame Red (equal parts). Your own choice of "decals" for the decoration.



Why not consider the door when your room needs a touch of gay decoration? Here the walls are finished with S-W Flat-Tone Warm Beige; door, Enameloid Jade and Pastel Blue mixed equal parts.

Below: An old saw-horse and a keg, cut in half, combine to make a flower box fit for porch, lawn or solarium. Finished with S-W Enameloid Milan Green and White; trimmed with Flame Red.



An original departure from the conventional flower box design that is simplicity itself. Here the body of the house is painted with SWP House Paint Cream; door and flower boxes, SWP Red; porch floor S-W Porch and Deck Paint Dark Slate.



Body, SWP White; shutters, SWP Willow Green



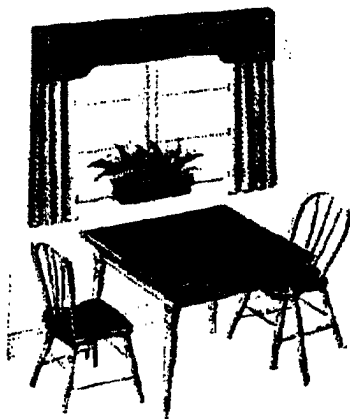
**"Here's a beautiful old home
with just the right touch of color."**

"It's a large house, yes. Yet as you look at it you get the feeling of a home that is lived-in; a home that is comfortable, neat, color-styled in good taste. Homes of this kind very often present a perplexing color problem to their owners. Their size and shape make it difficult to select the most appropriate colors and to apply the colors that are chosen in just the right way to bring out their architectural beauty without overemphasizing detail.

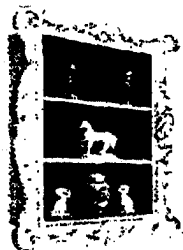
"You'll find this house and dozens

of others, old and new, pictured in the Sherwin-Williams Paint and Color Style Guide. Each is shown in full color, vividly realistic, in a size that enables you to see even the smallest detail just as easily as if you were actually standing in front of the house itself.

"And, more to the point, every house and every room in the Style Guide illustrates some important use of color, or a combination of colors, that will make it so much easier for you to plan your own decoration, no matter what may be the style and period of your home."



Above: An effect you can duplicate with your furniture and a little S.W. Enameloid. Table and chairs, equal parts of Enameloid Milan Green and Pastel Blue; valance, table top and seats, Enameloid Blue trimmed with Orange and White (equal parts).

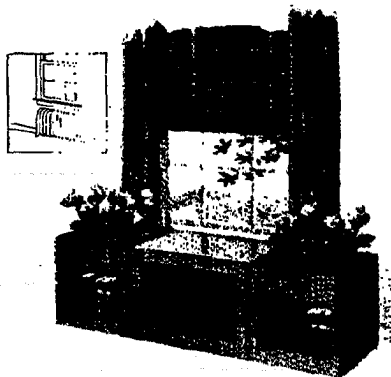


Above: A simple shadow box built into a "Coy Nineties" picture frame, fitted with shelves, and topped off with a coat of paint. Frame finished with S.W. Enameloid Cream and Pearl Gray (equal parts); shelves and interior, Enameloid Orange (3 parts) and Flame Red (1 part).

Below: Life begins anew for this old chest. The contrasting "frame" painted on the wall accents its glistening Black Enameloid finish. Wall painted with Sherwin-Williams Flat-Tone Orchid. A border of Flat-Tone Thistle frames a panel of Flat-Tone White.



Below: Here's a simple and original way to hide an unsightly radiator. Finished with Enameloid Milan Green, trimmed with Enameloid Flame Red and Jade mixed equal parts. The walls are in Flat-Tone Caen Stone.





Above: ceiling, S-W Flat-Tone White; walls, S-W Flat-Tone Cactus Green (1 part), White (3 parts); woodwork, S-W Enameloid White.

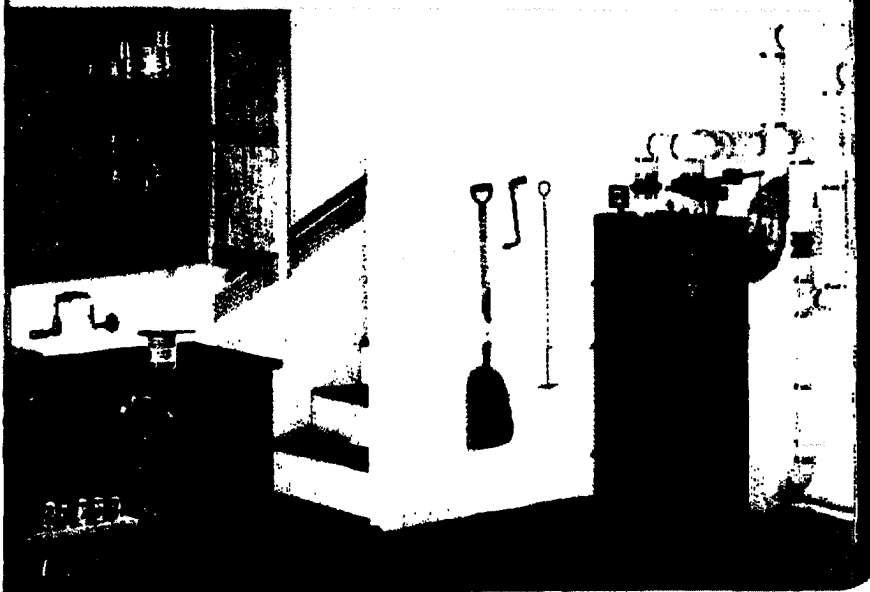
Below: ceiling, S-W Semi-Lustre Jonquil Yellow; walls, Semi-Lustre Vogue Blue; wood trim, S-W Enameloid Sunny Yellow.*

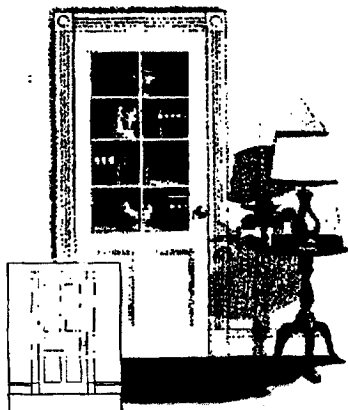




Moore's and Lee's walls, S.W. Smith
 Moore's and Lee's mixed up all paper
 and wall, S.W. Smith's and Moore's

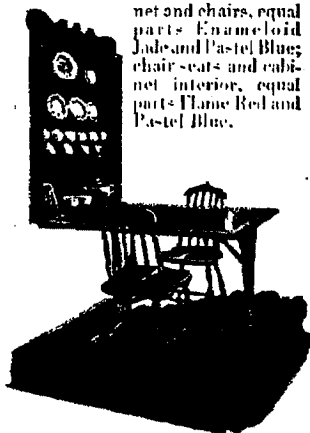
Moore's and Lee's walls, S.W. Smith
 Moore's and Lee's mixed up all paper
 and wall, S.W. Smith's and Moore's





The solid wood panels in this hall closet door (inset) were replaced with glass, a bookcase was attached. Walls finished with Flat-Tone Warm Beige; shelves, Enameloid Lettuce Green.

A space-saver of the first water—"snack" bar when in use, decorative wall cabinet when idle. Cabinet and chairs, equal parts Enameloid Jade and Pastel Blue; chair seats and cabinet interior, equal parts Flame Red and Pastel Blue.



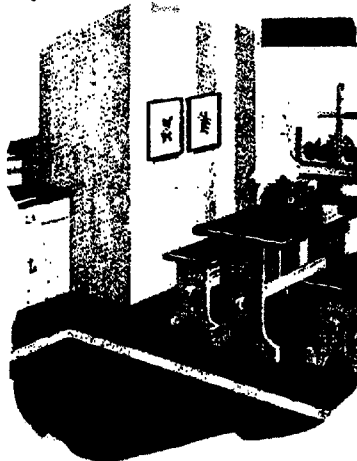
Old-fashioned ice cream-parlor furniture stages a "come-back" as an ideal outdoor group. Painted as follows: Furniture—S-W Enameloid Pearl Gray, Jade Green, Flame Red, Pastel Blue, Sunny Yellow, Orchid.

Below: Important it is to keep the backyard recreation equipment in A-1 condition—saves wear and tear on clothing. Finished with Enameloid Flame Red, rimmed with Enameloid Pearl Gray.



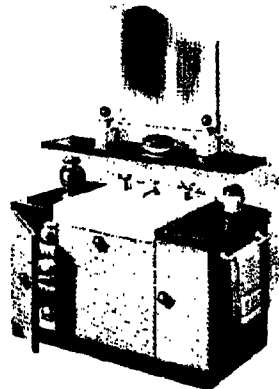


This room has been modernized by painting the fireplace with Flat-Tone White. Ceiling, Flat-Tone Pale Jade; walls, Caen Stone; bookcases, Enameloid Milan Green and Pearl Gray equal parts; trim, Flame Red.



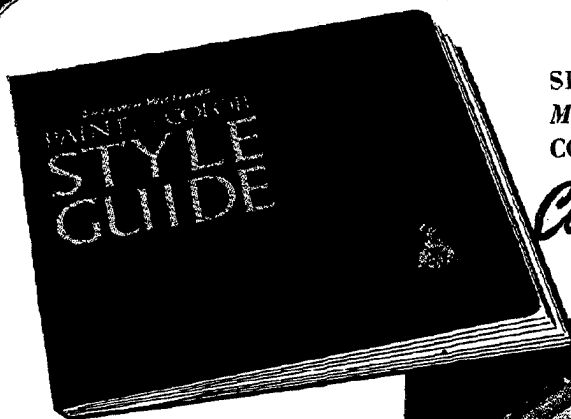
Kitchen walls are finished with S-W Semi-Lustre Jonquil Yellow; breakfast nook walls are stripes of Jonquil and White. Furniture, Enameloid Old Ivory, trimmed with three parts Orange and one part Flame Red.

Below: When space is at a premium these bathroom cupboards supply the need. Walls, Semi-Lustre Jonquil Yellow; cabinets, Enameloid Milan Green; shelf and cabinet trim, Enameloid Jade.



Below: Paint alone accomplishes this effect. The walls are finished with S-W Flat-Tone Cream Gray; floor, S-W Floor Enamel Blue, spattered with Floor Enamel Sand and Slate.





SEE AMERICA'S
MOST AMAZING
COLLECTION OF

*Color
schemes*

Here is something entirely new and different . . . something that is being talked about more than anything else in home decoration. And no wonder! There has never been anything like the Sherwin-Williams Paint and Color Style Guide to make color-scheme selection *easy, sure, fool-proof!*



No matter what part of the country you live in, you'll find a surprising number of examples of color-styled homes and rooms from that section. No matter what style house yours may be you'll find many color ideas that you can use. Even if you have no thought of redecorating any part of your home now, you'll enjoy seeing these unique pictures of typical American homes, large and small.

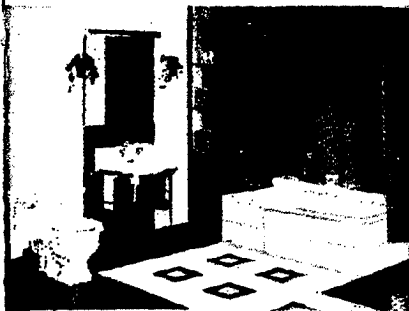
Imagine being able to sit down and go through a portfolio of color photographs of homes and rooms from all over the country. Not just an artist's conception, but *actual* photographs of *actual* rooms, every one completely furnished and completely and tastefully color-styled from floor to ceiling. Imagine every room and every home shown in true color in a size that makes them seem almost real.

18



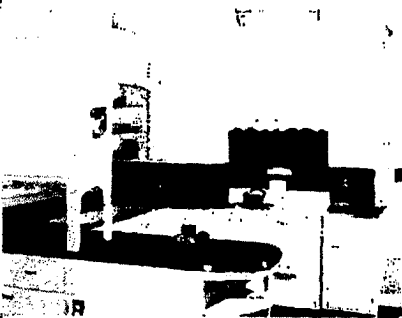


In the Style Guide are pictured Living Rooms, Dining Rooms, Kitchens, Bedrooms, Bathrooms, Recreation Rooms and House Exteriors. Each illustration tells a story of color and what it can do to help you brighten up your home. On every page are literally dozens of fresh, new color-styling ideas that are yours to use on the outside and inside in any room in the house.



The photographs reproduced on this page and throughout this Sherwin-Williams Home Decorator are but tiny *miniatures* of the hundreds shown in *giant* size in our Style Guide. In the Guide each is actually over 2 square feet in size, so large and so realistic even the smallest detail is clear. It's like a parade of model rooms and model houses in life-like reality.

Think of it! With the help of our Style Guide you can now select your colors, plan painting and decorating in the comfort and privacy of your home. Ask us to lend you a Style Guide. Go through it at your leisure, right there in the very rooms you are planning to color-style. You'll find scores of ideas on the use of color.

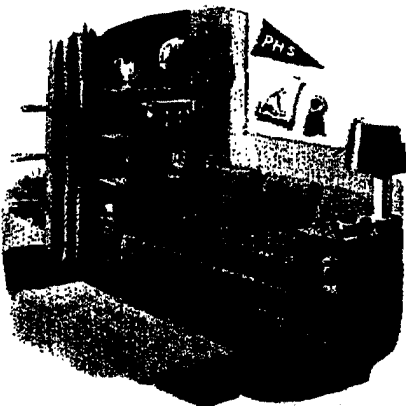


Here is the one infallible way to see color as color actually appears on the walls - not as it seems to appear on a tiny color chip. Here is your chance to plan color schemes the *easy, safe* way. You see the effect of lights and shadows, of harmonizing drapes and furnishings. You *know* beforehand, without risking guess-work, how the colors you choose are going to look in your own surroundings.

*It's yours
to Borrow...*

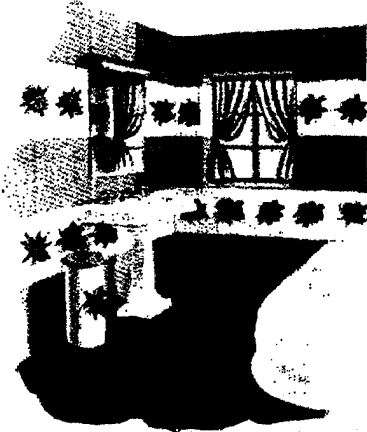
**AT ABSOLUTELY
NO COST!**

Below: This simple greenhouse fits snugly into the window opening. Painted with SWP Golden Yellow. Shelves finished with Enamloid Blue and Milan Green, equal parts.



Call it a "study" or just a room for your boy—it's the kind of a boy's room he'll like. Furniture and one wall finished with S-W Semi-Lustre French Green; side walls, Flat-Tone Warm Beige paneled with Light Green.

Below: The styling effect in this bathroom is accomplished with wide bands of color decorated with wallpaper cut-outs. The walls are striped with S-W Semi-Lustre Vogue Blue and White.



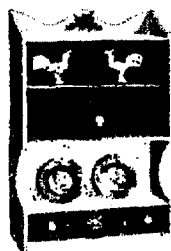
Just a square board or plywood mounted on the wall serves as the background on which is hung a circular mirror. Top of dressing table and background decorated alike. Here the finish is S-W Enamloid Flame Red (1 part) and White (2 parts).



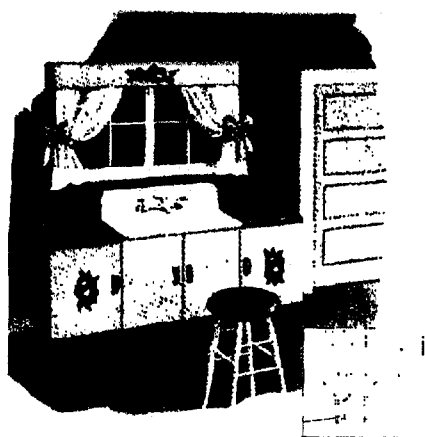
Living room painted with Sherwin-Williams
 Flat-Tone White, walls, S.W. Flat-Tone
 Green, window look, finished with S.W.
 Flat-Tone White.

Bedroom ceiling and walls, S.W. Semi-Lustre
 Silver Grey, and White, central portion, full
 room, Semi-Lustre Peace, and White, central
 portion, from 12 and 14 feet.

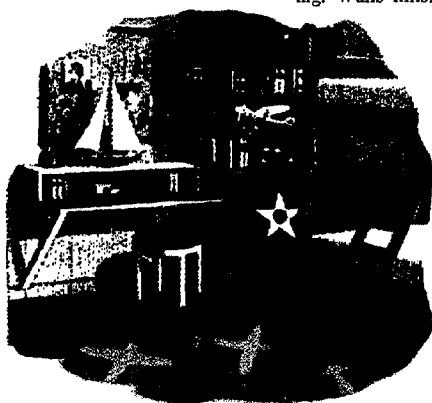




Here is a hanging open-shelved cabinet that will grace the walls of any kitchen or breakfast nook. The cabinet is finished with S-W Enameloid White trimmed with equal parts of Enameloid Blue and White.



Above: An old-fashioned kitchen sink (inset) comes in for a little inexpensive streamlining. Walls finished with S-W Semi-Lustre Peach and Cocoa Beige, equal parts. Cabinets, valance board and door, Enameloid equal parts Sunny Yellow and Milan Green. Working tops of cabinets and stool, Enameloid Flame Red and Jade, equal parts.



Below: An old wagon-wheel, sawed in half, is the starting point for this lawn settee. The color scheme here is Enameloid Cream trimmed with Enameloid Blue and topped off with Enameloid White.

He doesn't have to be an "air-minded youth" to take delight in a decorating scheme like this for his room. The walls are finished with Semi-Lustre Taupe; the furniture with Enameloid White, Flame Red and equal parts of Blue and White. Background for the aviation symbol is Enameloid Blue.





**"Can't we make our
kitchen as bright and sunny, Mary?"**



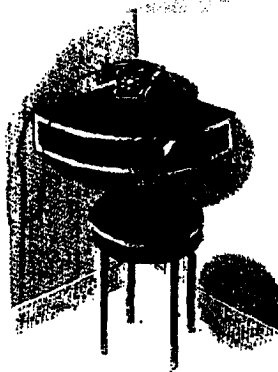
"Yes, we can, of course! We just pick out the kitchen we like best of all in the Sherwin-Williams Paint and Color Style Guide and then ask the Sherwin-Williams Dealer to recommend painting contractors to give us estimates on the cost. He'll let us take a Style Guide home for a few days too, so we can take plenty of time to decide which colors we prefer. It's the easiest and most convenient way I know of to select color schemes . . . and the surest. We'll *know* before painting has ever begun just how our room is going to look after it's finished."

Above: 10-100, white and red trim, S.W. Enamel; 11-100, yellow and red wall, 11-100, Enamel; 11-100, yellow and red wall, 11-100, Enamel.
Below: 10-100, S.W. Enamel; 11-100, S.W. Trim; 10-100, S.W. Trim.



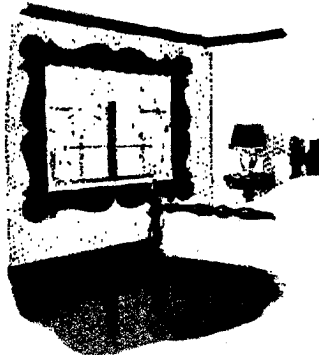


An old wooden chest redone to the queen's taste. The decorative motif for the panels may be taken from a wallpaper or chintz design. Chest finished with Enameloid Jade and Pastel Blue equal parts; panels, equal parts Enameloid Pearl Gray and Peach.

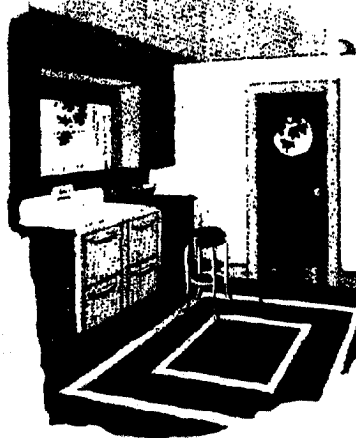


A "home-made" shelf fits neatly into a corner of the hall or foyer and accommodates both telephone and directory with space-saving efficiency. Shelf and stool finished with equal parts of Sherwin-Williams Enameloid Medium Brown and Sunny Yellow, trimmed with Enameloid White. Walls finished with Sherwin-Williams Flat-Tone Light Blue.

Below: Make an ordinary window the center of attraction in a bedroom that otherwise has little to distinguish it. Walls finished with Flat-Tone Orchid; trim, Enameloid Flame Red and Pastel Blue mixed equal parts.



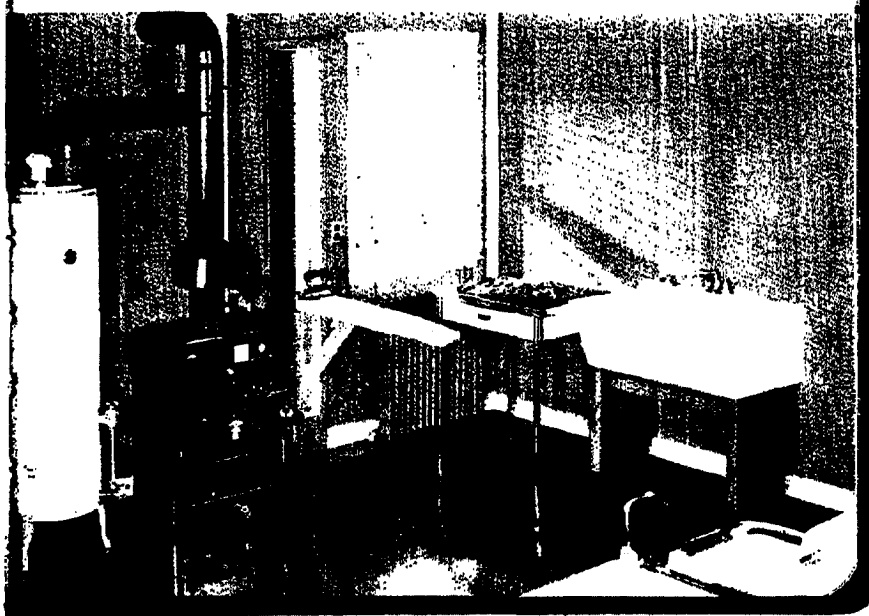
Below: In this kitchen, the ceiling and cabinets are finished with S-W Semi-Lustre White and Vogue Blue, equal parts; walls, Semi-Lustre White; trim and valance, S-W Enameloid Pastel Blue and Flame Red, equal parts.

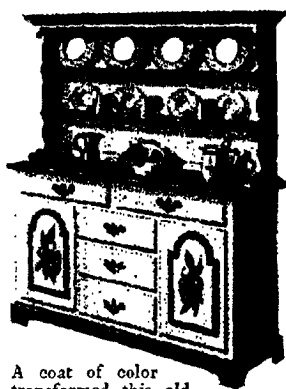




Above: three walls, S.W. Emeraldoid Orchid; end wall and trim, S.W. Emeraldoid Jubel tub; floor, S.W. Emeraldoid Sunny Yellow.

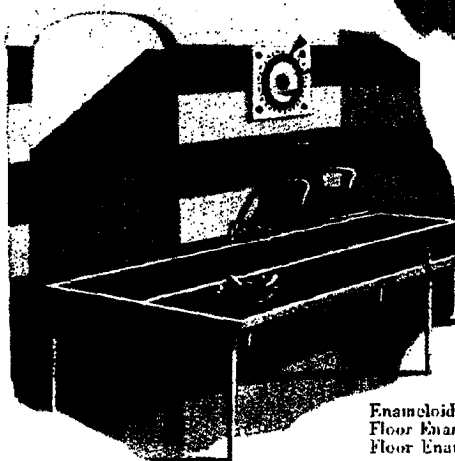
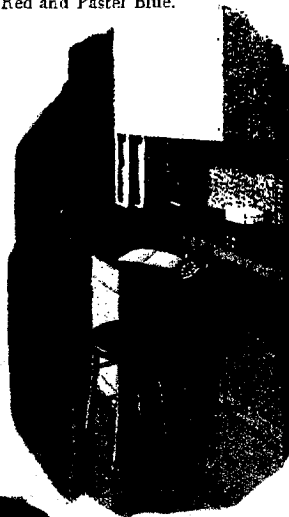
Below: ceiling and woodwork, Sherwin-Williams Semilustro White; walls, S.W. Semilustro Green.





A coat of color transformed this old cupboard into a decorator's piece. Finished with S-W Enameloid Pearl Gray, trimmed with Enameloid Flame Red. Any decalcomania transfers may be used to decorate it.

Below: What better way to use a corner of the kitchen? Walls finished with Semi-Lustre Pale Green; cabinets, Enameloid White, trimmed with equal parts of Flame Red and Pastel Blue.

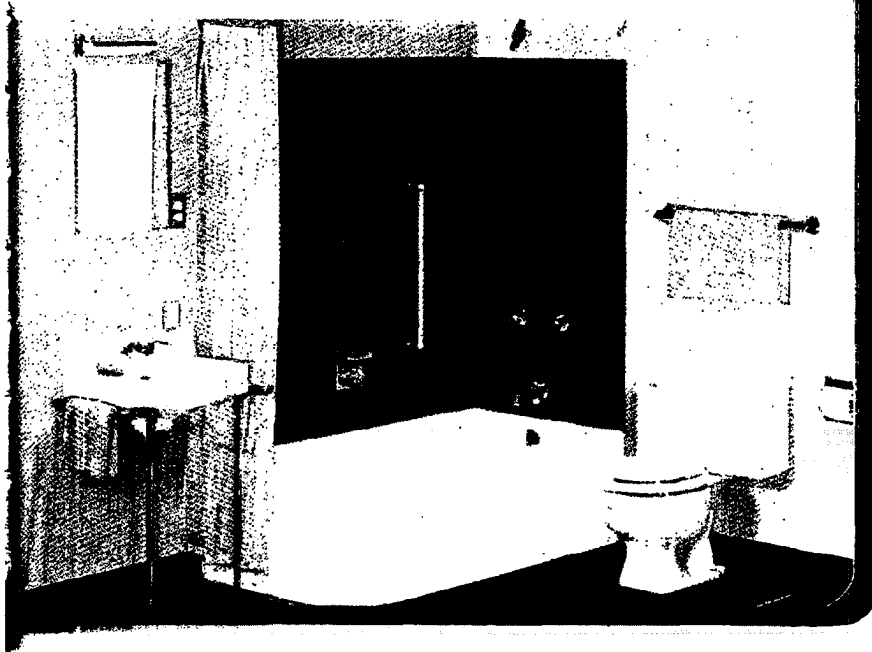


If there is one place to throw conservatism to the wind, that place is the game room. The gayor the decorating scheme, the better — within bounds, of course. Here the walls are done in horizontal stripes of Sherwin-Williams Semi-Lustre Cream and an equal part mixture of Peach and Cocoa Beige. Baseboard is finished with Enameloid Black, floor with S-W Floor Enamel Sand trimmed with Floor Enamel Tile Red.

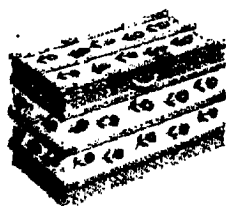
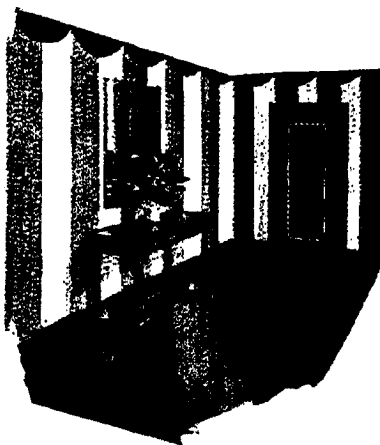


Above: ceiling and three walls, S-W Flat-Tone Blossom Pink; buffet wall, S-W Flat-Tone Cinnamon Brown.

Below: ceiling and walls, S-W Semi-Lustre Vogue Blue and White mixed equal parts; wood trim, S-W Enameloid White.



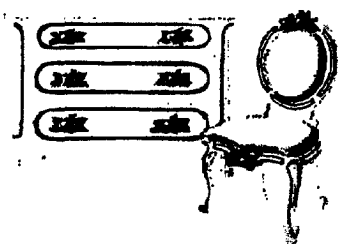
Painted stripes give distinction to this reception hall and create the illusion of greater height. The walls are alternate stripes of Sherwin-Williams Flat-Tone Coral Rose and White. The stenciled border is in Flat-Tone Burgundy; door and trim finished with equal parts of Enameloid Jade and Flame Red.



Below: Gay and colorful companion trays in contrasting colors and decorated by hand or with "decals." S-W Enameloid Peach for the one; and for the other Enameloid Pastel Blue.



A chest for the bedroom? Here's one that was originally an old-fashioned trunk, until recently catching dust in the attic. Stripped of its "fancy" locks, and painted, it offers a perfect opportunity for decoration by hand or by stencil. Finished with Sherwin-Williams Enameloid Pastel Blue and Enameloid White.



Left: These old Victorian pieces may be of little use in their original finish, but become an asset to any room when finished in sparkling Enameloid colors. Here the bureau and chair are finished with S-W Enameloid Bone White (equal parts White and Pearl Gray), trimmed with equal parts of Enameloid Pastel Blue and Flame Red.



"Like it, Dear?"

"It's wonderful, Marge:

How did you do it?"

"The first thing I did was to pick the color scheme from the Sherwin-Williams Paint and Color Style Guide. There were ever so many lovely ideas just made-to-order for this room. The Sherwin-Williams Dealer loaned me a Guide and I studied it right here in the kitchen. That made it so much easier . . . there wasn't any question, and I knew these colors were going to look just as they do.

"It was so much fun, and so little trouble. Let's borrow it again and see what we can do for our other rooms."

Above: ceiling and walls, S.W. Semi-Lustre Nile Green; alcove walls, S.W. Semi-Lustre Peach; woodwork, Enameloid White.*

Below: body, SWP Light Lead; trim, SWP White; shutters, SWP Red.





Above: ceiling, S-W Flat-Tone Canary Yellow; walls, S-W Flat-Tone mixture of a half pint of Delft to a gallon of White.

Below: ceiling and walls, S-W Semi-Lustre White striped with Semi-Lustre French Green and Enameloid Flame Red.*





"It's fun to use Enameloid!"

"I'll never again put up with marred, shabby furniture since I've learned how easy it is to refinish with Sherwin-Williams Enameloid. It covers solidly, dries quickly to a beautiful, smooth surface free from brushmarks. And it's surprising how little it costs."



One coat of Enameloid Sunny Yellow refinished this hamper.

Less than a quarter-pint is ample for a kiddie car.



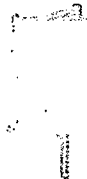
Enameloid is the ideal finish for a coffee table.



About half a pint of Enameloid will coat the average desk.



A vanity refinished with less than half a pint of Enameloid.



An Enameloid finish on Baby's crib withstands hard knocks.

The average chair requires about a quarter-pint of Enameloid.



A little Enameloid will renew battered toys.



Enameloid comes in sixteen sparkling colors.

Finish radiator covers and woodwork alike with Enameloid.



A kitchen stool decorated with Enameloid.



Enameloid's washability is an asset to this table.



Enameloid is easy to use—leaves no brush marks.



Enameloid made this telephone table like new again.

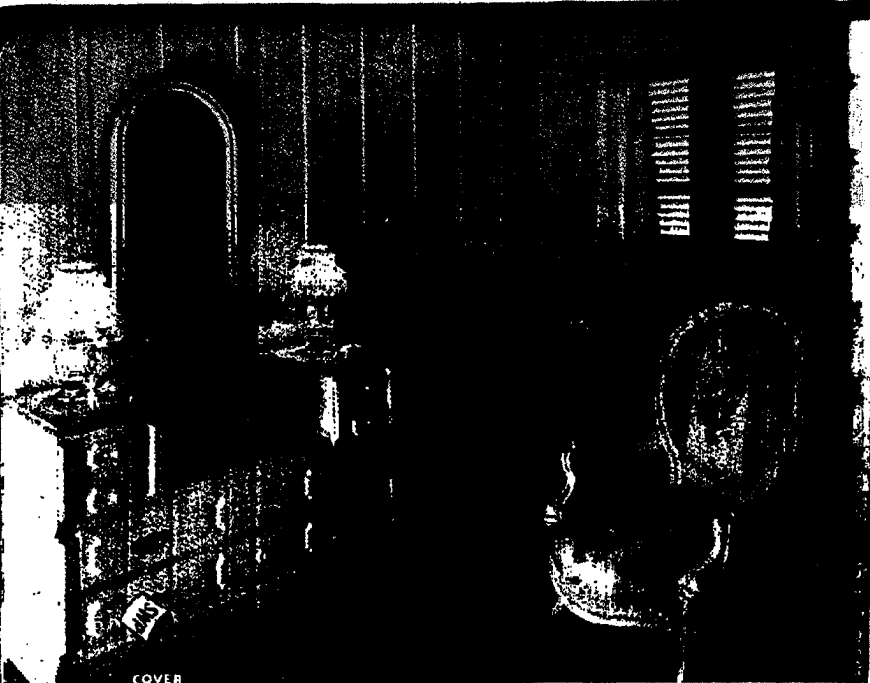
A quarter-pint of Enameloid will refinish an end table.



Enameloid is ideal for furniture, odds and ends.



Enameloid is the ideal finish for a wood or metal bed.



Walls, woodwork and furniture, Sherwin-Williams® Semi-Gloss Jonquil Yellow.

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