

al,
19
ort
ar.
rs.
ng
di-
ie.
ca-
ost
sse
per.

TIME TESTED
WILHELM
ROYAL QUALITY

ROYAL

MACHINE MIXED
LIQUID PAINT



Sure to Satisfy

FORM 10-34-WILHELM-1001 PRINTED IN U.S.A.

TIME TESTED
WILHELM
ROYAL QUALITY

ROYAL

MACHINE MIXED
LIQUID PAINT



Sure to Satisfy

THE A. WILHELM
COMPANY
READING, PA.

GLD33107



*Keeps Homes
Looking*

YOUNG!

ROYAL Machine Mixed Liquid Paint has a uniformly high quality because the pigments and liquids that go into it are the best that can be obtained. Finely ground white lead, pure linseed oil, just the proper amount of zinc oxide, drier, pigment, are carefully selected by experts for your protection.

340 - STRAW

* 745 - VERT GREEN

338 - PEARL GRAY

371 - LIGHT TERRA COTTA

360X - IVORY

343 - LIGHT FRENCH GRAY

* 373 - CLIMSON

372 - BAGE TINT

101 - MEDIUM BUTT

347 - LIGHT BLUE

113 - CENTRAL BROWN

355 - LIGHT GREEN

274 - BUTT

* 375 - BLUEWELL BLUE

333X - JERSEY CREAM

376 - DARK GREEN

★

ALSO MARKED IN
BLACK, OUTSIDE
WHITE, INSIDE
FLAT WHITE AND
INSIDE COLORS
MARKED (*) ARE
HIGHER IN
P.E.C.L.

★

377 - SOUTHERN COLONIAL

327 - LIGHT SILVER GRAY

318 - COTTAGE BROWN

379 - LIGHT BUTT

314 - SILVER GRAY

* 380 - ORANGE

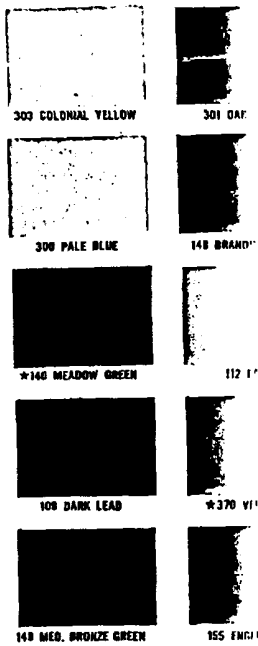
316 - STONE GRAY

* 381 - CHYLLIGHT GREEN

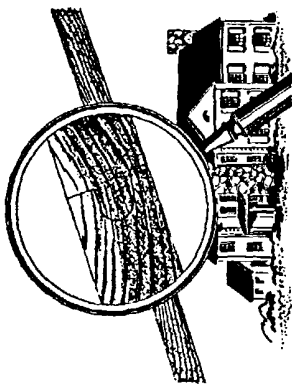
302 - TOBACCO BROWN

ROYAL
MACHINE MIXED
LIQUID PAINT

Additional
Available
Colors



Colors Marked (*) Are Higher in P.E.C.L.



THE PAINT GOES IN

The Weather Stays Out

The illustration above shows a greatly magnified section of painted wood. The paint penetrates deeply into the grain of the wood with thousands of deep rooted projections, giving the paint surface "tooth" for complete adherence. With this protection weather is kept out for years and the wood presents a fine surface for repainting.

PRIME-ALL House Paint Primer

A priming coat for new or old work! It is unusually waterproof, dries hard, and eliminates blistering, peeling, and checking of succeeding coats. Finishing coats of paint will spread farther . . . will have more body and fullness to their film when used over this perfect primer. A first coat of Prime-All followed with a second coat of Royal Machine Mixed Liquid Paint makes possible successful two-coat painting.



Mixed Liquid Paint makes possible successful two-coat painting.

★ **ROYAL MACHINE MIXED LIQUID PAINT AND PRIME-ALL ARE THE PERFECT PAIR FOR EXTERIOR PAINTING** ★

GLD33108

GOOD PAINT is Always a Good Investment!

Royal Paint is TESTED for all Weather Conditions



Severe laboratory and weather- exposure tests prove this is the ideal paint for all outside painting. It brushes evenly and covers solidly. The film adheres tightly to the surface. When dry, it forms a tough elastic coat of armor that successfully withstands rain, dust, snow and hot sun for years.

Royal Paint is ECONOMICAL

The greatest cost of painting is not the cost of the material but that of labor to apply it. Any saving effected by buying cheap paint is lost by its short coverage and inefficient work. Cheap paint peels and blisters—your home needs repainting sooner, thus causing an additional burden of expense. When the cost of application far outweighs the cost of the paint, be sure to get the best paint for a quality job. It's economical—lasts long!



Color Harmony Guide

The chart at the right is a quick reference guide to the selection of pleasing and harmonious combinations of House Paint Colors. For example, after selecting Bluebell Blue and Light Buff for your home color scheme, refer to the color harmony chart to check the authenticity of the selection. Locate Bluebell Blue in the left hand column, then move across fifteen squares to the square directly below Light Buff in the top list of color names. The letter E in that square indicates an excellent combination of colors. If the letter S had appeared in the space a satisfactory combination of colors would have been indicated, but one not so perfect as represented by the letter E. The letter P in the square would have indicated a combination that should never be used.

Royal Machine Mixed LIQUID PAINT

is easy to apply

FULL DIRECTIONS
APPEAR ON THE LABEL

ROYAL MACHINE MIXED LIQUID PAINT	Bluebell Blue	Buff	Centennial Brown	Cottage Brown	Jersey Cream	Ivory	Crimson	Crylight Green	Dark Green	Medium Buff	Pearl Gray	Light French Gray	Tobacco Brown	Sage Gray	Light Buff	Light Terra Cotta	Light Blue	Straw	Orange	Silver Gray	Sage Tint	Light Silver Gray	Southern Colonial	Light Green	Vert Green
Bluebell Blue		S	P	P	E	E	S	P	P	S	E	S	P	S	E	S	S	E	E	P	E	E	P		
Buff	S		S	S	S	S	P	S	S	P	P	S	P	S	P	S	P	S	P	S	P	S	S	S	E
Centennial Brown	P	S		P	E	E	P	P	P	E	S	P	S	P	E	P	P	S	S	P	P	S	S	P	P
Cottage Brown	P	S	P		E	E	P	S	P	S	E	P	P	S	E	P	P	S	S	S	S	S	S	E	P
Jersey Cream	E	S	E	E		S	E	E	E	P	S	S	E	S	S	S	S	E	S	E	S	E	S	P	E
Ivory	E	S	E	S	E		E	E	S	P	S	E	S	S	P	E	P	E	P	E	E	P	S	E	E
Crimson	S	P	P	E	E	P		P	P	S	E	S	P	S	E	P	P	E	P	S	P	E	S	P	P
Crylight Green	P	S	P	S	E	E	P		P	E	S	P	S	E	S	P	E	E	E	E	E	E	P	S	P
Dark Green	P	S	P	P	E	E	P	P		E	P	P	S	E	S	S	S	S	S	S	S	E	E	S	S
Medium Buff	S	P	E	S	P	S	S	E	E		P	S	E	P	S	S	S	P	E	S	S	P	P	S	S
Pearl Gray	E	P	S	E	S	P	E	E	E	P		E	E	P	S	E	C	P	E	P	S	P	P	E	I
Light French Gray	S	P	P	S	S	S	P	S	E	P	P		P	S	P	S	S	P	S	P	S	S	P	P	P
Tobacco Brown	P	S	P	S	P	E	E	P	P	P	E	P		S	E	S	S	S	S	P	S	S	E	P	P
Sage Gray	S	P	S	S	S	S	S	S	P	P	P	S	S		S	S	S	S	S	P	S	S	S	S	S
Light Buff	E	S	E	S	P	E	E	S	S	S	S	S	S	S		E	E	P	E	S	S	E	S	E	E
Light Terra Cotta	S	P	P	S	E	P	S	S	S	E	P	S	S	E		S	S	P	S	E	P	P	S	P	P
Light Blue	S	P	P	E	E	P	P	S	S	S	S	S	S	S	S	E		E	S	E	P	E	E	P	P
Straw	E	P	S	E	S	P	E	E	E	P	P	S	E	S	P	S	E		E	E	S	P	E	E	E
Orange	E	S	S	S	E	E	P	E	S	E	E	P	S	S	E	P	S	E		S	E	E	E	E	E
Silver Gray	E	P	P	S	E	S	E	S	E	S	P	P	P	S	P	S	E	E	S		S	P	S	S	S
Sage Tint	P	P	P	S	E	E	P	E	E	S	S	P	S	S	E	S	P	S	E	S		E	E	S	S
Light Silver Gray	E	S	S	S	P	E	E	E	P	P	S	P	S	P	S	E	E	E	S	E	P		P	E	E
Southern Colonial	E	S	S	E	P	S	S	E	E	P	P	S	E	S	P	E	S	P	E	S	E	P		E	E
Light Green	P	S	P	P	E	E	P	S	S	E	P	S	E	P	S	E	P	P	E	S	E	E	E	E	S
Vert Green	P	E	P	P	E	E	P	S	S	S	E	P	P	S	E	S	P	E	S	E	S	E	E	S	S

E — Excellent

S — Satisfactory

P — Poor

For Best Results Use Royal Paint and Employ a Good Painter

GLD33109