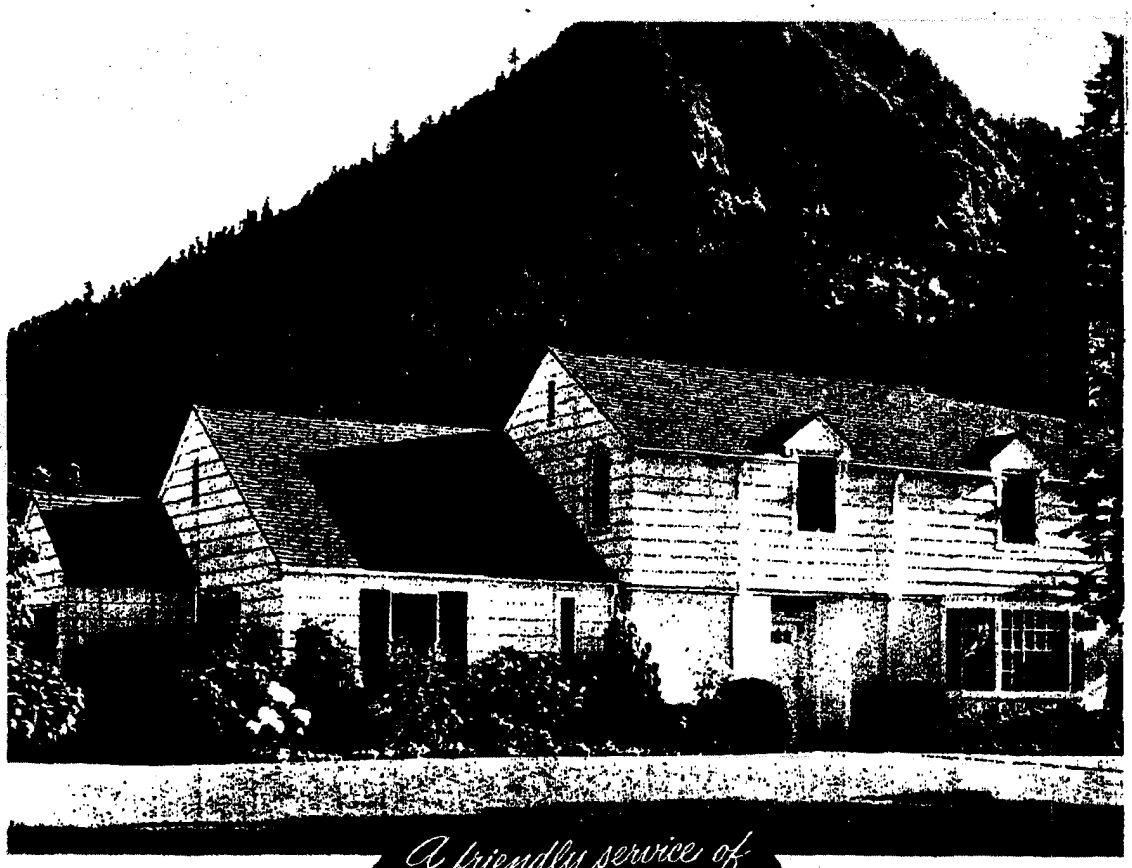
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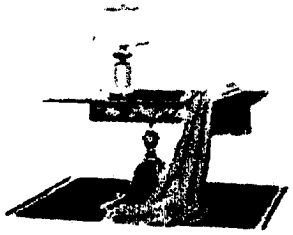
THE *Home Decorator*



A friendly service of

How many times have you asked yourself

"What Color goes with What?"





By R. H. Hookway,
Color Consultant,
The Sherwin-Williams Co.



Every woman seems to have a natural talent for putting colors together. She starts acquiring a color sense at an early age, and develops it to quite an art by the time she's selecting her own clothes. She learns quickly that color can attract attention, express her personality, add zest to living.

So too, color plays a big part in your home. Like people, rooms can . . . and do . . . reflect personality. They can be friendly, attractive, interesting . . . or indifferent, nondescript, even repelling. And the way you've used color has a great deal to do with it.

Naturally, you are bound to wonder sometimes "what color goes with what?" There's really nothing mysterious about it. But it can seem involved, if we start talking about theory and

Copr. 1950 The Sherwin-Williams Co.

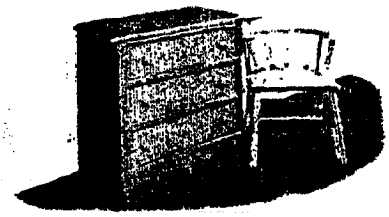
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rules of color harmony as the experts like to do. What most homemakers want is a simple solution, a quick answer to "what makes a good color combination?"

To begin with, *any* color is a *good* color. No color can be bad in itself. Its attractiveness depends on how and where it is used. In other words, is it appropriate? Does the color or color combination seem right for the purpose? Your common sense will tell you if it is too bright, too dull, too dark, too light. You can trust your good taste for the answer.

In selecting colors for painting remember that the "finish" makes a difference. And you have a wide choice of paints to create exactly the effect you want. For example, if you'd like rich, suede-like walls, use Kem-Tone, the oil paint that mixes with water. You may have it in dozens of colors, and the deep matte finish makes all of them so restful on the eyes. Where you'd prefer





a very slight sheen, Flat-Tone is the answer. It's a ready-to-use washable oil paint that assures soft, lovely walls.

If your plans call for interior enameling of woodwork or bathroom, kitchen or playroom walls . . . and you want a satin effect . . . choose Kem-Glo. It makes a stunning contrast in finish with Kem-Tone or Flat-Tone walls. If you prefer a little more sheen . . . that's your cue to use Semi-Lustre. Or, you may choose the high gloss, gleaming color and hard surface that Enameloid provides.

For exterior enameling of wood or metal, you'll want to use Kem-Glo where a satin sheen is wanted . . . and Enameloid where a high gloss is desired.

For your floors, Mar-not Varnish will provide a gleaming tough surface, while Mar-not Satin Finish creates a soft waxed effect.

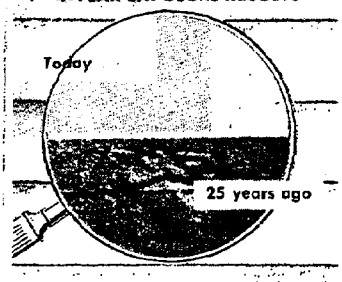
All these paints are available in a wide range of colors, to carry out your *(Continued on Page 24)*

Walls, Kem-Tone Vogue Color mixture: one gallon Beechwood Beige and one quart Vogue Green.

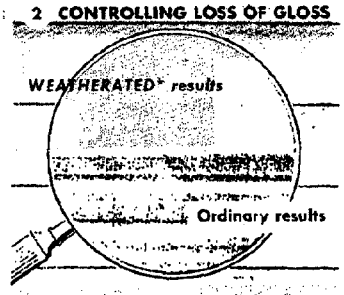


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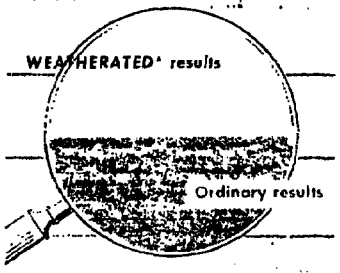
1 4-YEAR EXPOSURE RESULTS



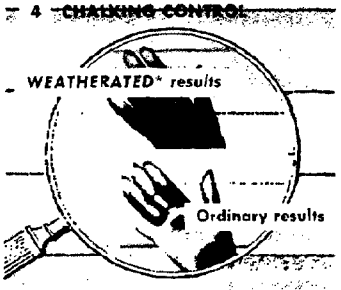
2 CONTROLLING LOSS OF GLOSS



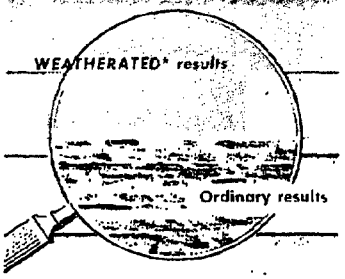
3 AVOIDING HIGH DIRT DEPOSIT



4 CHALKING CONTROL



5 FLAKING PREVENTION



For the man who pays the bills...

Know the Truth

before you buy house paint!



BUYING house paint is like buying an automobile. You want it to look good . . . and you want lasting performance without expensive upkeep. Today, there is as much quality-contrast between fine house paint and ordinary house paint as there is between the 1950 and 1925 models of your favorite car.

Twenty-five years ago, people painted their houses and were satisfied with the appearance and condition of the paint film at the end of 2, 3 or 4 years. Now, with Weath*erated** house paint like Sherwin-Williams SWP, these same people could paint the same houses and expect outstanding performance for as long as 4, 5 or 6 years.

You see, exterior house beauty that lasts and lasts, is an end-result . . . not the first consideration . . . in perfect paint application. Any ordinary house paint will leave your home looking smart and sleek for a relatively short time. But it takes careful, laboratory-guided formulation to give you the extra years of moneysaving protection that extends the life of this beauty. Sherwin-Williams SWP House Paint can do this for your home. It has the proved, Weath-

0007-SWP-000103612

*erated** abilities to fight off deterioration, decay and early repainting brought on by steady exposure to sun, rain, snow, ice and smoke.

You can avoid a lot of dangerous risk and save money doing it by remembering that ordinary house paints may look all right in the can and cost less per gallon . . . but the best house paint you can buy and apply looks better longer and *costs less per year.*

The next time you're considering the painting of your house, here is a yardstick of facts . . . illustrated with unretouched micro-pictures of actual house paint applications. This will help you measure the abilities of SWP Weath*erated** House Paint to surpass the "claims" of ordinary house paint. (See illustrations.)

(1) 25 YEARS AGO VS. TODAY'S QUALITY—A quarter of a century ago, homeowners considered house paint life of 2, 3 or 4 years as normal. Today, the well informed, careful paint buyer insists on a much longer life. And he can get it with the proper application of a quality paint like SWP Weath*erated** House Paint.

(2) CONTROLLING LOSS OF GLOSS—Painted exterior surfaces of a home keep clean by losing gloss. But it shouldn't disappear suddenly. Controlling the rate of loss is the secret behind longer lasting beauty. SWP Weath*erated** House Paint maintains its brightnese longer by holding surface loss to an annual minimum.

(3) AVOIDING HIGH DIRT DEPOSIT—Coarse, rough-drying paints that dry sticky and with deep brush marks tend to gather and hold dirt and grime. SWP Weath*erated** House Paint dries firmly, smoothly and uniformly. This means drab, dirty surfaces are avoided through uniformity, proper drying and gradual chalking.

(4) CONTROL OVER SURFACE CHALKING—It's natural for all house paint to shed a chalky deposit after a year or more of weathering. However, if this takes place too rapidly, the protective qualities of the paint job disappear before they should. With SWP Weath*erated** House Paint and its controlled selection of pigments, binders and oils, a precise annual rate of chalking takes place in almost mathematically predetermined amounts.

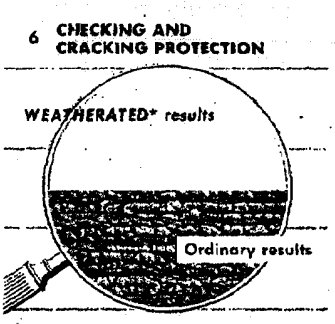
(5) PREVENTION OF FLAKING—Any house paint will tend to flake and fall away when the pull of the sun and heat draws condensed moisture through the siding. Ordinary paints will flake even when applied to a proper surface. But SWP Weath*erated** House Paint with its tailor-made ingredients and laboratory controlled production, gives thorough protection against flaking when applied to correctly conditioned surfaces.

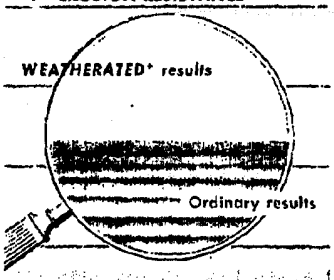
(6) PROTECTION AGAINST CHECKING AND CRACKING—As paint surfaces dry, they develop tension like the head of a drum. This can cause deep checks and cracks. The quality pigments, binders and tough heat-bodied oils in SWP Weath*erated** House Paint act like springs in keeping the paint resilient to the strains that cause checks and cracks.

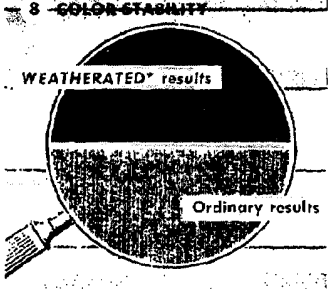
(7) RESISTANCE TO EROSION—The life of a house paint job depends most upon its abilities to resist the wearing-away action of rain, snow, sun, wind, sleet, smoke, ice and temperature change. It's cheaper and easier to formulate a paint that will resist one or two of these. But the balanced formulation of SWP Weath*erated** House Paint, delays the destructive actions of every one of nature's tricks.

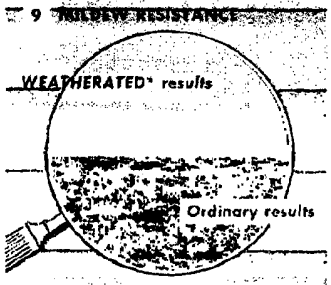


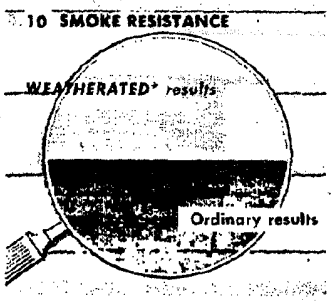
Roof, SWP Westchester Gray. *Body, trim and shutters,* SWP Gloss White.



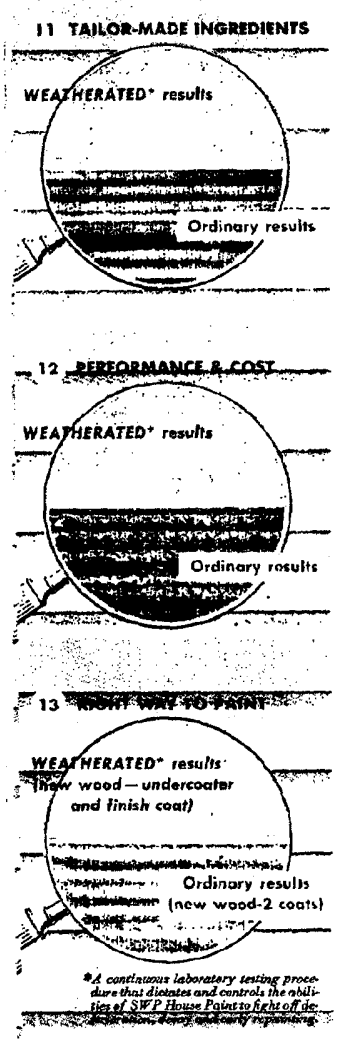








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(8) ASSURANCE OF COLOR LIFE—The sun, with its powerful ultraviolet rays, can work havoc with the permanency of color *if it is not controlled* for stability. Through selection of only pure colors, Sherwin-Williams formulates lasting color stability into all SWP Weather*ated** House Paint and Trim Colors. Even SWP White stays white longer.

(9) RESISTANCE TO MILDEW—In warm humid climates or where extreme moisture prevails, mildew can ruin the appearance of ordinary house paint surfaces. The Mildew Resistant White type of SWP Weather*ated** House Paint contains fungicide which effectively resists mildew.

(10) PROTECTION AGAINST SMOKE AND FUMES—Excessive smoke and fumes set up a chemical reaction that can ruin the beauty of ordinary house paint. Such is not the case with SWP Weather*ated** Fume Resisting White. This type of Sherwin-Williams house paint prevents the darkening chemical reaction caused by smoke and fumes.

(11) ASSURANCE OF TAILOR-MADE INGREDIENTS AND GOOD REPAINTING SURFACES—Differences in the protective power of paint are determined by the type, quality and mixture of ingredients. If substitutions are made to gain a price advantage, protective qualities can suffer. And when repainting time comes, the homeowner finds himself faced with expensive scraping, burning and wire brushing. With SWP Weather*ated** House Paint only proved ingredients are used . . . those which Sherwin-Williams knows, can quality-control, and develop into an extra fine paint of predetermined performance.

(12) ASSURANCE ON PERFORMANCE AND COST—Cost, in house paint, is a relative factor that is determined by performance on the house, not by how it looks in the can. And it's an easy value to understand. If house paint "X" costs a little more but lasts a year or two longer than house paint "Y" . . . "X" is the far better buy. And that's how Sherwin-Williams' insistence on perfection gives you extra value in SWP Weather*ated** House Paint. It costs less than ordinary paint because it performs longer.

(13) THE RIGHT WAY TO PAINT—There is no single rule that correctly tells the number of coats required on all types of exterior house surfaces. New wood needs an undercoater to provide a uniform surface to receive the finish coat. Previously painted surfaces sometimes need this undercoater and, in addition, a single finish coat. Whatever your needs may be, they require individual consideration. Guidance from your S-W Paint Dealer or painting contractor will be valuable. And use of SWP Weather*ated** House Paint, Undercoater and Trim Colors will give your house another value in longer lasting beauty and protection.

Remember, too, as you measure . . . only the house paint that gives you the extra beauty and protection of all these points, over a longer period of time, is worthy of investment of your valuable house paint dollars. It doesn't cost a cent more to get full value.

*A continuous laboratory testing procedure that dictates and controls the abilities of SWP House Paint to fight off de-



Siding, SWP House Paint Woodland Brown. *Trim*, SWP White.

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One Coat of MAGIC



and you have soft, lovely walls . . . with this washable oil paint

Take a minute to analyze the room you're sitting in. Ever notice how big an area the walls are? That's why they play such an important part in your decoration . . . and why they're such vital factors in creating good lighting effects.

Now, imagine your walls covered with velvet or rich, deep suede. Think how such a soft finish would enrich the entire setting and diffuse glareless light over the room. If you could have such luxury . . . and be sure it would be completely practical . . . you'd want it at once.



Ceiling and left wall, Flat-Tone Sunglow Yellow. *Right wall,* Flat-Tone Colormix Cinnamon, mixture: one gallon Colormix Brown, one-quarter pint Colormix Red, one-quarter pint Colormix Black.



Walls, Flat-Tone Dawn Blue. *Ceiling,* Flat-Tone White. *Woodwork,* Kem-Glo Stay White.

So, here's magic for you. You can have the luxurious beauty you want plus the easy-washability most people demand . . . with one coat of Flat-Tone. It's a genuine, one-coat oil paint.

Flat-Tone comes ready to use. Stir it thoroughly. (An easy way is to pour half the contents of the can into a clean container, mix both portions thoroughly and pour back together.)

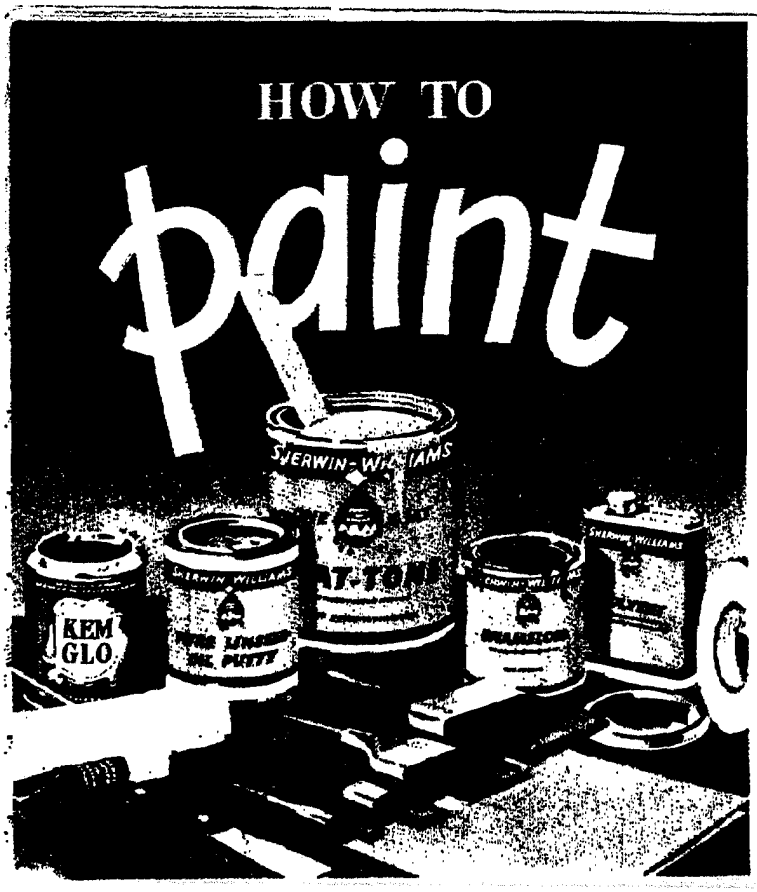


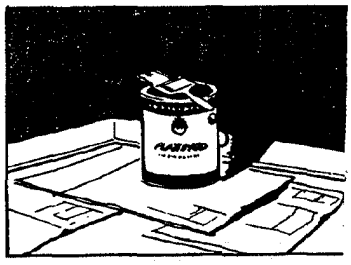
It is not necessary to prime or seal the wall. One coat covers most surfaces . . . paint, plaster, wallboard, brick or metal. And the smooth way it goes on is like magic, too . . . with no laps or brush marks. It dries to the flat suede-like finish so much in fashion, now.

As to colors, you have a wide choice of traditional pastels in Flat-Tone plus an almost unlimited range of the deep colors many people prefer today. That's the result of the exclusive Flat-Tone Colormix System which gives you many variations of the basic deep tones. With Flat-Tone Colormix you achieve the exact deep tone you want to match any sample. These deep colors require two coats, of course, as does any deep color wall paint. For best application, the Super-Cushion Roller-Koater is recommended.

As your Sherwin-Williams Paint Service Center we will be glad to explain how easy it is to achieve the colors you want.

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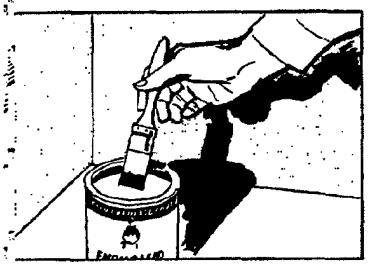




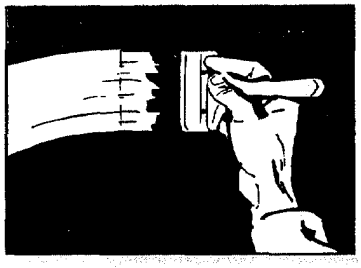
1. Spread plenty of newspapers or old cloths on floor and cover furniture before you start to paint. This will save hours of needless clean-up work.



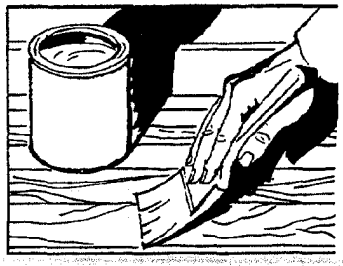
5. Cracks in plaster walls must be cleaned out, dampened and filled with Spackle or Plastic Patch before painting. Prime the surface, if package directions require it.



9. The right amount of paint in the brush *is very important.* Dip about ⅓ of the bristle length into the paint. Tap lightly on inside of paint can. Use clean brush always.



10. With SWP House Paint use brush scant-full, with a free swinging stroke, from side to side. With interior paints, use plenty of paint in the brush.



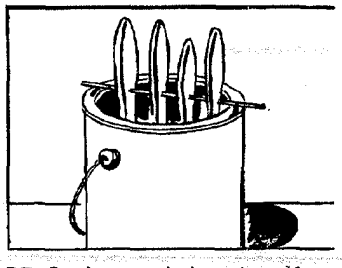
11. Varnishes should be brushed three ways on wide surfaces. First, long way of grain with full brush, then crosswise and then lengthwise again.



15. Freshly applied paint may sag or drip. Level off area just painted with light horizontal strokes. Pick up, with brush, all drips around edge of woodwork.

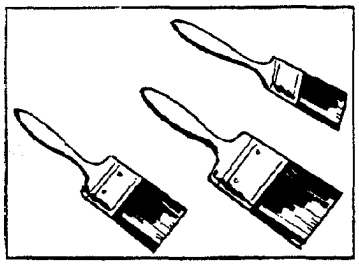


16. Paint spatters may be removed from window panes and mirrors by scraping them off with an old razor blade. Freshly applied Kem-Tone washes off easily.

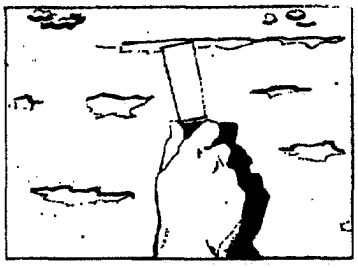


17. Brushes must be kept clean. If job is not finished in one day suspend brush in linseed oil . . . Kem-Tone brushes in water. Keep bristles free of can bottom.

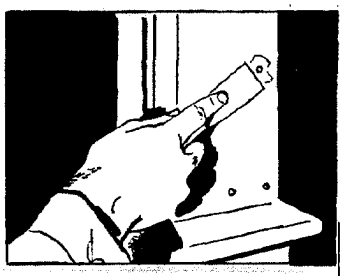
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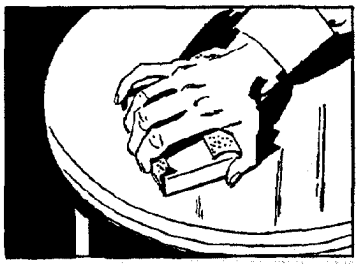
2. A good brush is necessary in securing a good paint job. Use a standard 4-inch wall brush for large areas, 2-inch for furniture, 1-½-inch for small work.



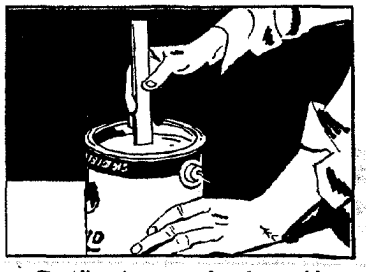
3. Blisters and loose, scaly paint must be scraped off before a new coat of paint can be applied. Walls should be free from dirt, grease, grime. Wash and allow to dry thoroughly.



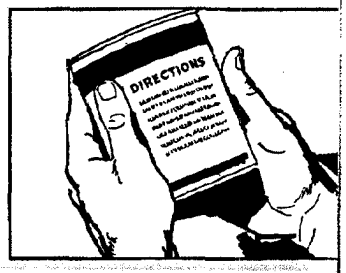
4. Take time to prepare the surface before painting. Fill cracks and nail holes with oil putty. Remove hardware from doors and windows for easier and neater painting.



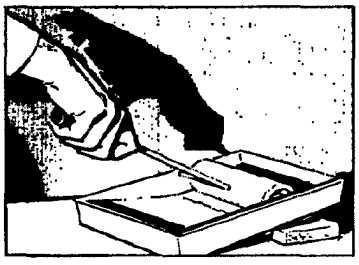
6. Surfaces with high gloss should be wiped over with S-W Preparite to dull the finish and provide a better adhesion for paint. Preparite also removes grease and wax from surface.



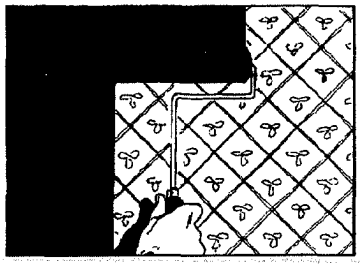
7. All paint must be thoroughly mixed. Pour half of can contents into clean container. Stir both portions thoroughly, then pour back and stir together. Use a clean wooden paddle.



8. Paint is a precise chemical formula. Each kind of paint is different and may need special thinning or mixing and it's important to follow carefully the directions on the label.



12. For easy wall painting with professional results, use the new S-W Super-Cushion Roller-Koater for *all* S-W interior paints. For detailed directions, see page 28.



13. Two coats of *all* interior wall paints *must* be applied when *deep colors* are used. The Roller-Koater gives much better results than a brush for deep colors.



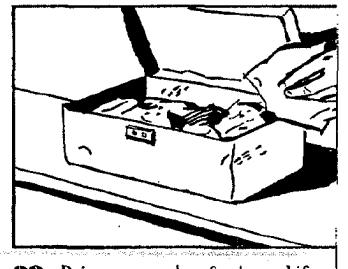
14. Ventilation helps to dry interior paints. Open windows on leeward side wherever possible in clear dry weather. Make sure dust and dirt won't blow in.



18. Clean brushes with S-W Exolvent (soap and water for Kem-Tone brushes) when job is completed. Then wash in warm, soapy water and rinse. Store brushes in paper covers.



19. A clean rag and a can of turpentine or Exolvent make it easy to clean up after painting. Paint spatters must be removed within a few hours.



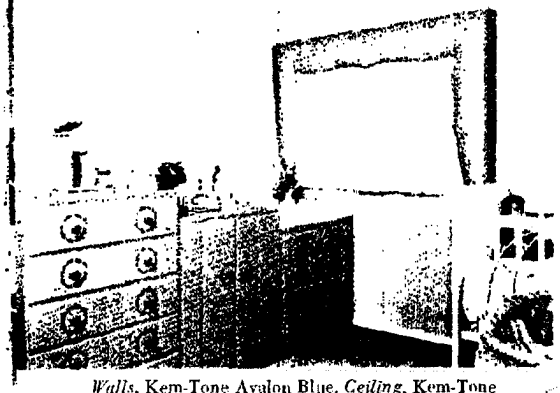
20. Paint rags can be a fire hazard if left around. Store in a tightly closed metal container or submerge in a pail of water when not in use. Destroy when job is finished.

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For less than the price of a Wall-Washing Job

you can give your home a Fresh, New

...and have



Walls, Kem-Tone Avalon Blue. *Ceiling*, Kem-Tone Cameo Rose. *Wood trim*, Kem-Glo Stay White. *Chests*, Kem-Glo Rose Coral.



DID you ever wish you could change the color scheme of a room as easily as you change a costume?

You very nearly can. In fact, thousands of homemakers do. They redecorate whenever they want a fresh, new look . . . once a year or even oftener. They've discovered the inexpensive miracle wall finish that makes painting so easy . . . the quick way to roll on a new coat of color in record time. It's much more fun than just cleaning your walls . . . and such a satisfying way to express your talent for interior decorating. It means you can color-style your home in the newest trends just as often as you want a change.

How to do it is no secret. The answer is Kem-Tone, the oil-emulsion paint that mixes with water, spreads and covers easily over wallpaper, paint or plaster in one coat and dries in just one hour. The news is the effortless way you can now roll it on, with the Super-Cushion Roller-Koater. It's so easy it's almost like child's play to paint your walls and ceilings.

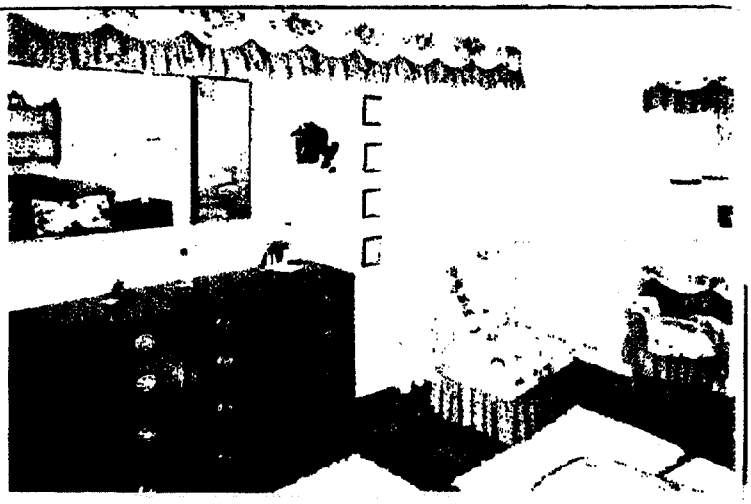


So if you want a new dress for your room, put it on. Get your family together to decide on the colors . . . there are hundreds in the Kem-Tone palette including the clear deep tones so many decorators are using. Then, start on the easiest decorating job you ever did. Move your furniture to one end of the room, roll Kem-Tone on the other. Reverse the procedure and slide every-

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Look

fun doing it!



Walls, Kem-Tone Pale Jonquil. *Ceiling,* Kem-Tone Yorktown White. *Wood trim,* Kem-Glo Sunbury Yellow.

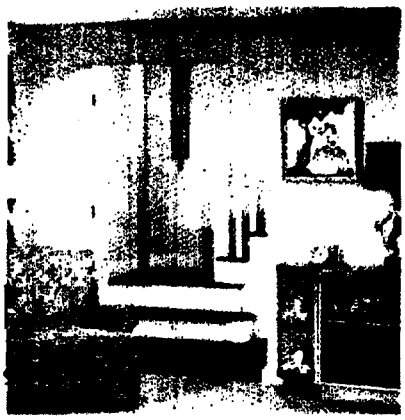
thing back into place. If you begin right after lunch, you'll have a brand new look before dinner time, for Kem-Tone dries in 60 fleeting minutes. The photographs below show you what a difference it makes.

Every step in redecorating is easy with Kem-Tone. It comes in a concentrated paste form at only $3.69 a gallon. You mix a gallon with a half-gallon of water to make a gallon and a half of paint ready to apply . . . enough to cover an average room. No tricky proportions, no difficult mixing . . . and no mess. Stray spatters wipe off with a damp cloth. Soap and water are all you need to clean your Roller-Koater and brushes.

As your nearby Sherwin-Williams Paint Service Center we'd like to personally show and tell you all about the wonders of Kem-Tone . . . its



wide range of colors from soft pastels to the deep tones now so much in vogue . . . its ease and speed of application . . . how kind Kem-Tone redecorating can be to your budget whether you do one room or several . . . and last but not least, the famous Super-Cushion Roller-Koater way of applying Kem-Tone. Yes, we're sure you'll agree that Kem-Tone is changing the decorating habits of the country.



Before refinishing with Kem-Tone.



After refinishing. *Walls,* mixture of one gallon Kem-Tone Beechwood Beige and one quart Kem-Tone Vogue Green. *Hall walls,* Kem-Tone Heather Rose. *Ceiling,* Kem-Tone Yorktown White. *Woodwork,* Kem-Glo Stay White.

0007-SWP-000103619

Let's take a **Guest's-Eye**



0007-SWP-000103620

Tour *of your home...room by room*

Your home expresses your personality just as surely as your taste in clothes, your choice in books and your manner of talking. Interesting, gay, quiet, friendly, hospitable . . . the way you've decorated each room can tell your guests all this about you and your family.

Whether we are conscious of it or not, color makes a first and very lasting impression. Harsh, discordant colors command attention, but they soon become irritating. But an atmosphere of harmonious colors sets the key for pleasant hours, long remembered.

Colors in a room should be appropriate both to the room and to the people who use it. For instance, a teen-age boy would scoff at the delicate tints his sister chooses, while she wouldn't be happy with the robust tones of his room. Most people, at all ages, have decided color preferences.

Colors, probably because of associations, have pretty definite meanings to most of us. Yellow makes us think of sunshine, spring flowers. The lightest of all hues, it is warm, happy, friendly.

Green and blue are cool, retiring, restful. They seem to recede. Green particularly is popular for living rooms. Livelier than blue, it is restful to live with day after day, yet it has enough "life" to make an interesting setting for family or guests.

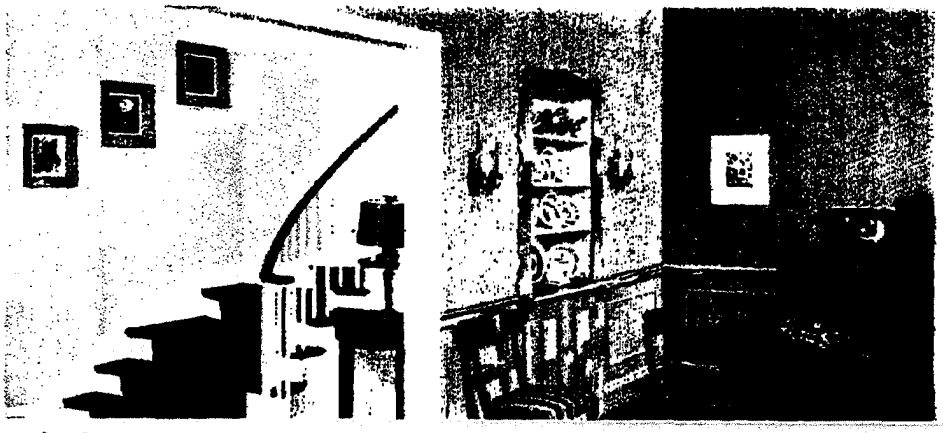
The neutrals, gray and beige in their many variations of tone, are good background colors. And for drama, don't forget black and white.

Besides setting a mood, colors can create illusions. Warm colors advance, bring walls forward. These are yellow, orange, red, and the rich colors containing generous portions of this warm group. Cool blues and greens recede, giving a sense of more space. By the judicious use of color, you can minimize the defects of a room—or the exterior of your home—and point up its good features. For example, if you want to emphasize form or design, use *light* colors. But if there's a part of your room that you consider not well-designed, you can make it less noticeable with *dark* colors. It's the same principle you use in planning a costume.

You can even gain light, with color. In a poorly-lighted room or hall, light tints of yellow—the sunshine color—will create the illusion of more light. If a room seems too brilliant, the effect can be softened with the deeper, cool tones of green and blue.

There are so many colors that there are countless ways to achieve individuality. The color of each room can, of course, be different. But each should harmonize with the one it adjoins. The subordinate color of one room might be the dominant one in the next. You might repeat one color with a completely different contrast. Or simply use one color scheme, but vary the tones from one room to the next. Even the same color throughout your home can be exciting . . . when used in different shades with dramatic accents on furnishings.

You have a full variety of Sherwin-Williams paints to assure the exact effect you want. These pages illustrate interesting suggestions for your entire home . . . room by room.



Stair-hall walls, Flat-Tone Sunglow Yellow. *Woodwork,* Kem-Glo Stay White. *Dining room walls,* Flat-Tone Dawn Blue. *Woodwork,* Kem-Glo Lakeland Blue. *Wall cabinet interior,* Kem-Glo Sunbury Yellow.

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Living Rooms

We once knew a family who refused to have a clock in the living room . . . they didn't want their guests to be time-conscious. You can express the same warm-hearted hospitality with color.

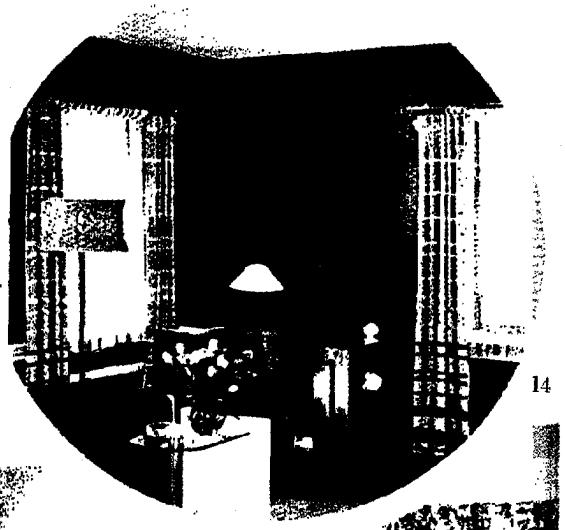
Naturally, your first thought is for family enjoyment . . . the living room belongs to all of you. But you can be sure, if your color choice makes your family happy, it will prove equally inviting to guests.

You'll want colors that charm by day as well as by night, and that help create good lighting effects. That gives you wide choice, whatever your preference is for warm or cool tones. For a paint or enamel finish that avoids harsh reflections, you'll like Semi-Lustre or Kem-Glo on your woodwork. For walls, the soft, suede-finish of Flat-Tone makes an effective background for your furnishings. It makes an interesting contrast, too, with the higher sheen of your enameled woodwork. They're all washable.

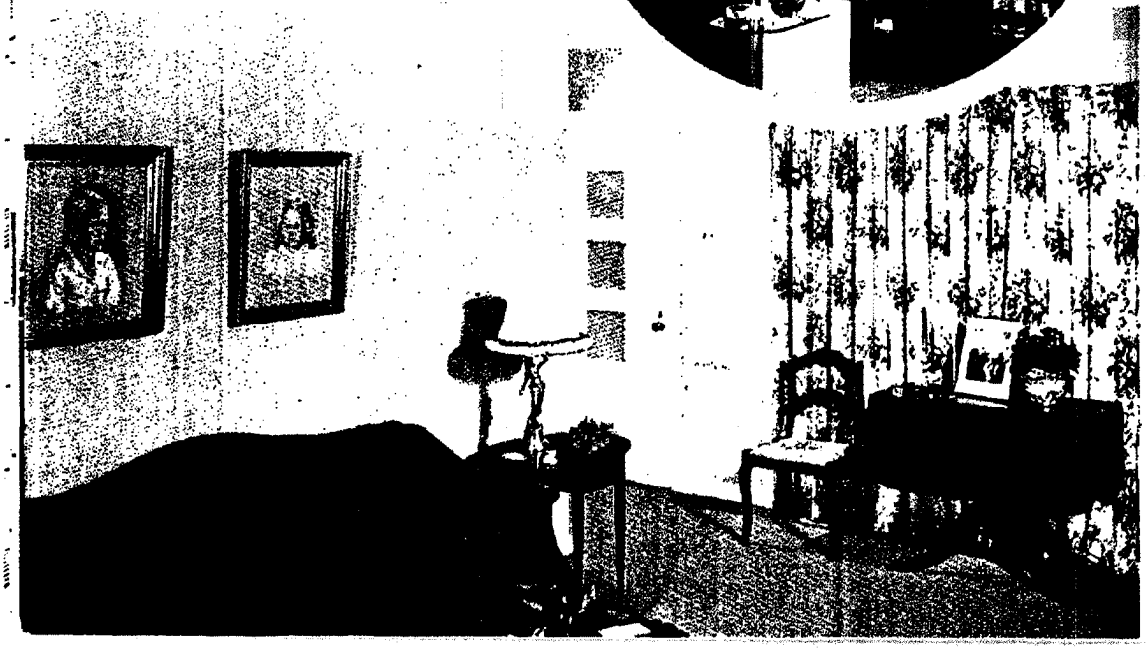


Ceilings and walls, Kem-Tone Beechwood Beige.

Walls, Flat Tone Colormix Cinnamon, mixture: one gallon Colormix Brown, one-quarter pint Colormix Red, one-quarter pint Colormix Black. *Ceiling,* Flat-Tone Cottage Ivory.



Walls, Flat-Tone Dawn Blue. *Ceiling,* Flat-Tone White. *Woodwork,* Kem-Glo Stay White.



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Dining Rooms

Stage-setting for the climax of your culinary art, your dining room should express good cheer and inspire good conversation. You can do this with color. For colors can create a friendly, hospitable room to add to the pleasure of family dinners and assure the success of parties.

Colors can help achieve pleasant lighting effects, too, and the paint you use is important. For soft diffusion of light, Flat-Tone is recommended for walls, with Semi-Lustre or Kem-Glo for woodwork and painted furniture. For window seats, cabinets or places subject to hard wear, Kem-Glo will resist scuffing and marring. And of course, you're sure of perfect matching or harmonious contrasts with all these Sherwin-Williams paints. There are literally hundreds of variations in shades, hues and tones that you can achieve with these Sherwin-Williams finishes. (Continued on Page 15)



Walls, Kem-Tone Wellington Buff. *Wood trim and furniture,* Kem-Glo Stay White.

Before refinishing with Kem-Tone.

After refinishing. *Walls and ceiling,* Kem-Tone Cascade Green. *Radiator and shelf,* Kem-Tone Vogue mixture: one gallon Vogue Brown and two quarts Vogue Burgundy.



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CHECK THESE DANGER POINTS AGAINST

Weather *and* Wear

METAL WORK:

You've heard the expression, "Save the surface and you save all". It applies to metal, too! The tiniest break in the protective surface will admit water to start rust or corrosion and cause staining.



ROOFS:

Shingle or composition roofs, metal or canvas decks require special attention. A leak here means serious tearing up and repairing. And don't forget the garage roof.

COLUMNS AND DOORS:

Both columns and doors have many angles and joints. If left unprotected, water seeps into them. Weather changes cause expansion and contraction of the surface.

PORCHES:

Porch floors and steps get extremely heavy abuse . . . water drains slowly . . . sun bakes and warps the wood . . . gritty dirt grinds away the protective paint finish.



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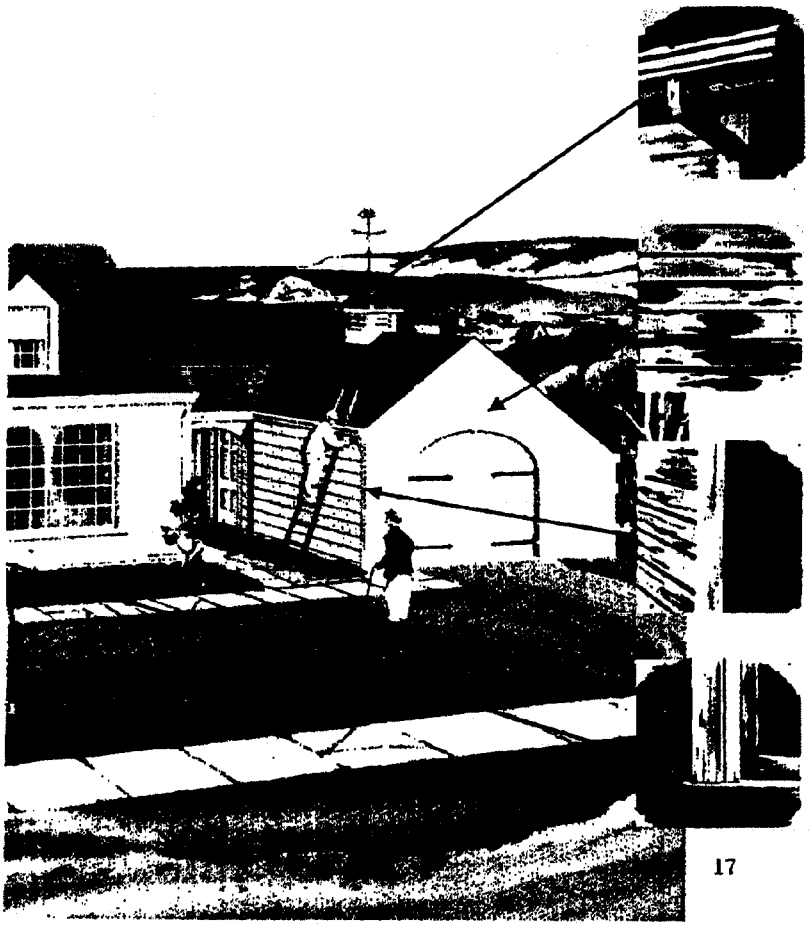
Every square inch of your house paint surface is a vital one. Exposing the least pin point of raw wood or metal to the elements can eventually ruin the entire paint job . . . just as a simple cut in your finger can result in serious trouble for your whole body. And like your body, some parts of the surface of your house are more vital than others. They require extra protection and attention.

For instance, you may have noticed how paint-and-putty surface around windows is one of the first to peel and eventually fall away. Standing water, ice, and temperature changes . . . any one or all of them . . . probably caused this. If neglected, this condition can mean permanent damage to the entire frame and open the way to costly repairs or complete replacement. This is one of the more vital areas . . . it's a danger point that gives you plenty of warning before it becomes serious . . . if the outside of your home is checked regularly.

If you've been envying some particular houses that retain their bright, newly painted sheens longer than yours, perhaps you have been neglecting what they have had done to them regularly . . . inspection of these danger points.

A protective, good-looking and long-lasting house paint job is as simple as (a) buying or specifying a quality paint like Sherwin-Williams SWP Weather*ated** House Paint . . . (b) considering long-term satisfaction over and above original cost of paint . . . and (c) checking the outside surfaces . . . the danger points . . . of your home periodically. Those are the a-b-c's of good results. And long before your house needs repainting, here are the vital areas that need special attention. Watch them, protect them. Then you'll have a better looking home . . . longer.





GUTTERS:

Keep your exterior drainage clear of leaves and seed pods that are bound to collect here. Copper stains and galvanized iron rusts without a good protective coat of paint.

SIDING:

Water, snow, ice and sun are unrelenting destroyers of every building material used in homes. Keep the entire surface sealed tight with good paint.

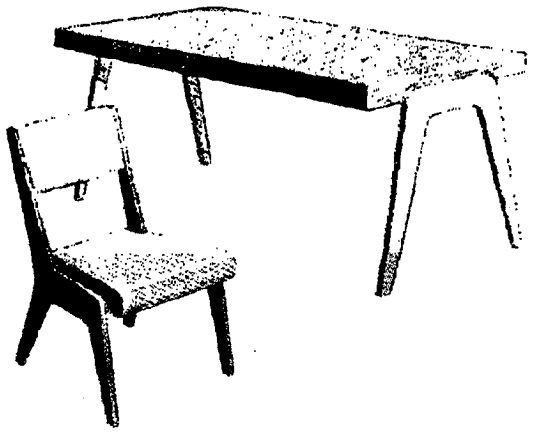
CORNERS:

When the corner of a house looks bad, it gives the same appearance to the whole house. Periodic examination and protection with a good paint is recommended.

WINDOW FRAMES:

Water, lodging on window sills, is an enemy. It can seep into the smallest open joints causing warping. Then shrinking and peeling. These surfaces need regular attention.

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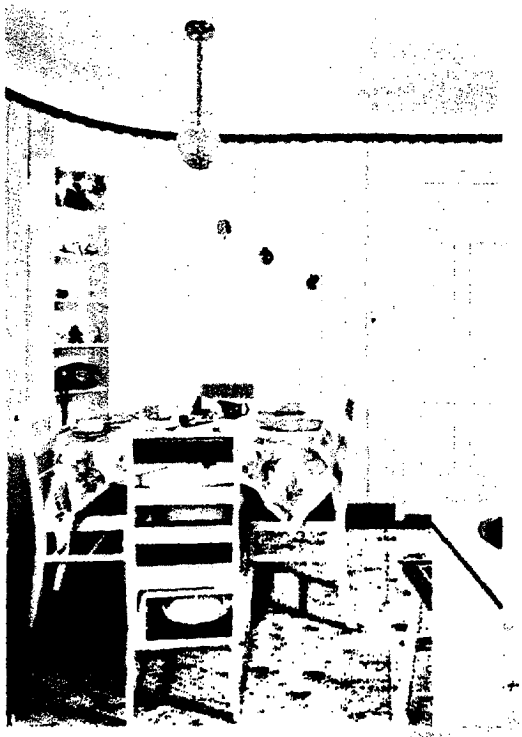


Kitchens

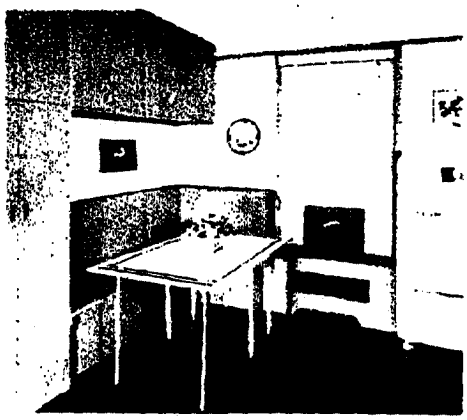
It's almost a proverb of modern living that "all good parties wind up in the kitchen". So, if you're like most women, you'll probably keep that in mind when you're redesigning your kitchen to lighten your work.

For this room, you'll need lots of light. And you want a finish that makes walls and woodwork easy to keep clean. That's Kem-Glo. It's so smooth, a wipe with a damp cloth quickly takes off dirt, steam and cooking spatters. For all woodwork where high gloss is desirable, Enameloid solves a lot of problems. It has a glass-smooth surface that resists boiling water hot dishes, fruit juices and beverages.

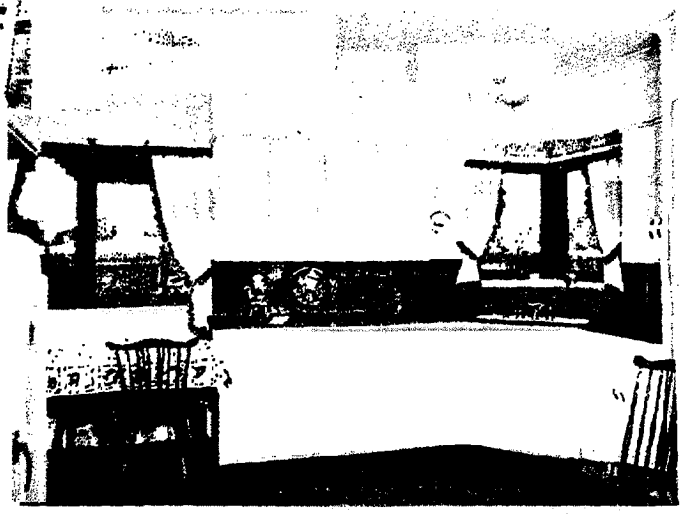
As for colors, be as gay as you like, to brighten your own work hours and delight your guests who are sure to wander to the kitchen before the party's over.



Walls, ceiling and woodwork, Kem-Glo Stay White.



Walls and ceiling, Kem-Glo Sunbury Yellow. *Woodwork,* Kem-Glo Seacrest Green.



Walls, ceiling and cabinets, Enameloid Ivory. *Window frames,* Enameloid Maple.

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PHOTO COURTESY ELJER CO.

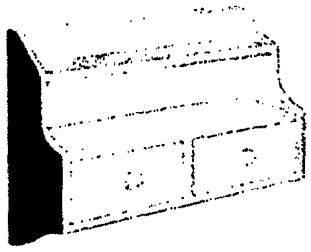
Walls, Semi-Lustre April Yellow. *Tub recess,* Enameloid Blue.

Bathrooms

Steam, spattered soap, spilled lotions . . . bathroom walls and woodwork must withstand all these. But beauty is equally important, since in most households the bathroom doubles as a dressing room.

You'll be glad to know you can get both beauty and stamina in Sherwin-Williams paints. Kem-Glo gives your walls and woodwork sparkling color with a soft gloss, and a tile-hard surface that resists stains. Enameloid performs the same miracle . . . with a high gloss. You might even want to use Kem-Glo or Enameloid on exposed pipes to match the walls . . . they'll be so much less noticeable.

Be as individual as you like in your choice of colors. Bathrooms have long since discarded traditional white, and these Sherwin-Williams paints are easy to keep spick and span in any color. Just be sure the colors flatter you.





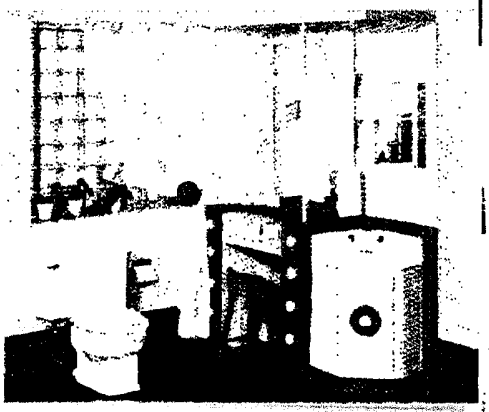


PHOTO COURTESY CRANE CO.

Walls, Kem-Glo Lakeland Blue and Kem-Glo Rose Coral. *Woodwork,* Kem-Glo Capri Blue.

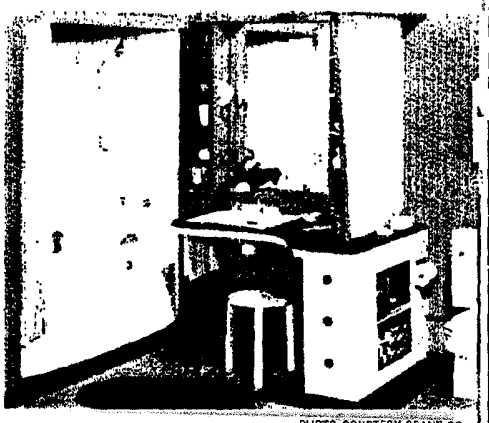


PHOTO COURTESY CRANE CO.

Walls and wood trim, Enameloid Pastel Blue. *Cabinet and tub recess,* Enameloid Sunny Yellow.

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Bedrooms

Here decoration should have one purpose in view . . . to express the ideas of the one person whose room it is. Gay and pretty, if tastes are ultra-feminine. Modern and sophisticated, for those who like the unusual. Rugged and masculine for "boys" of all ages. These, and all temperaments can be expressed through color, in this most personal of all rooms . . . the bedroom.

The Sherwin-Williams palette holds dozens of colors to start your ideas rolling . . . in paints that supply the perfect finishes for clear but restful lighting effects. Flat-Tone or Kem-Tone for the walls, with Semi-Lustre or Kem-Glo for woodwork and doors, will banish unwanted reflections yet diffuse light generously. Kem-Glo walls will brighten the clothes closet and lighten the job of cleaning it, too. With all these paints, you can make woodwork and walls match exactly . . . or work out interesting contrasts.

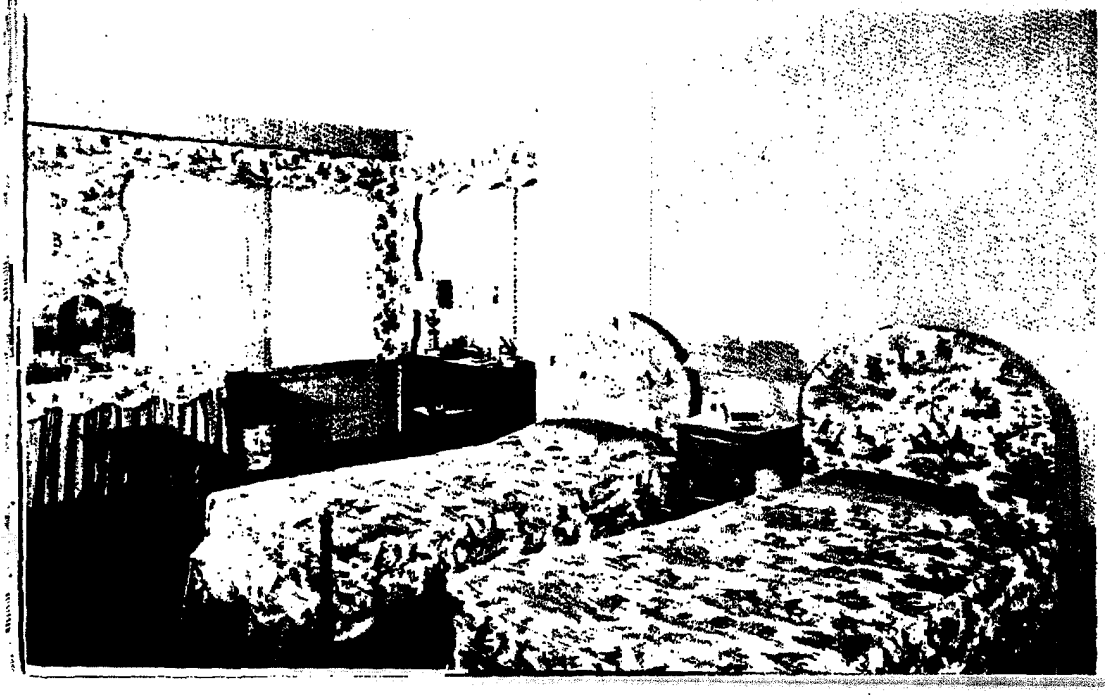


Ceiling, Kem-Tone Yorktown White. *Walls*, Kem-Tone Cascade Green. *Woodwork*, Kem-Glo Stay White.

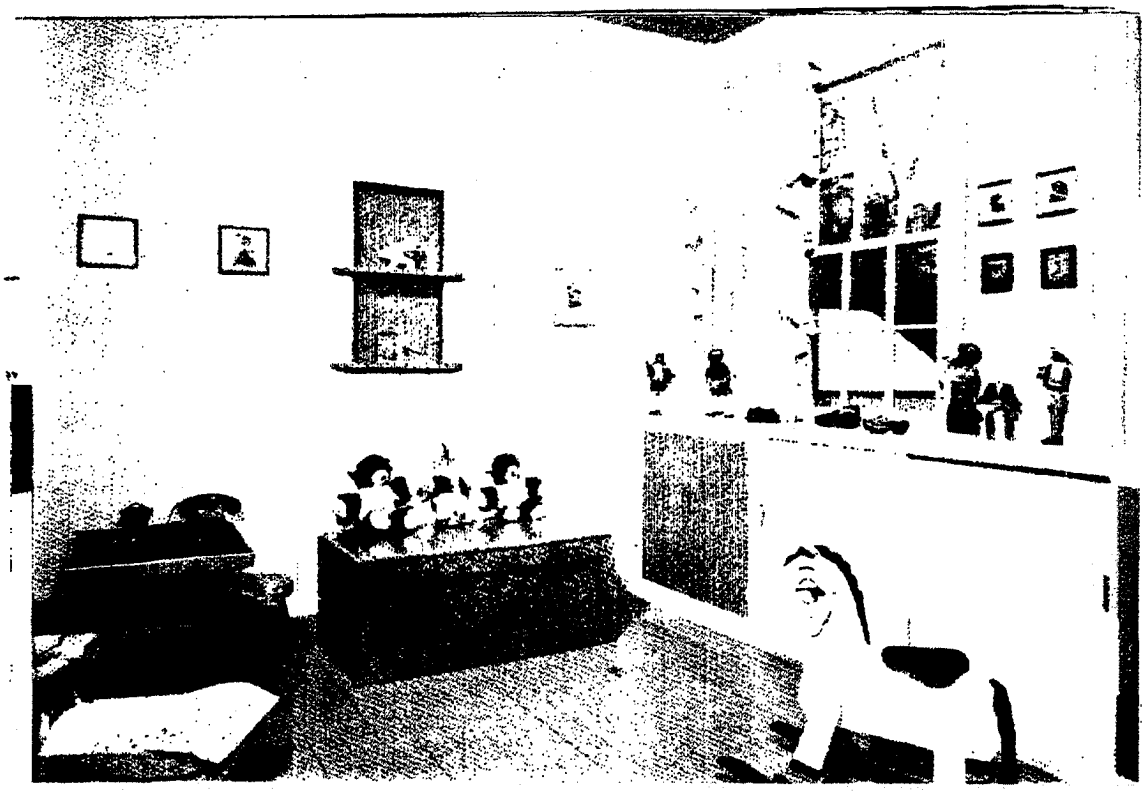


Ceiling, Flat-Tone Shadow Blue. *Walls*, Flat-Tone White. *Woodwork*, Enameloid Pastel Blue.

Ceiling, Kem-Tone Yorktown White. *Walls*, Kem-Tone Cameo Rose. *Woodwork*, Kem-Glo Rose Coral.



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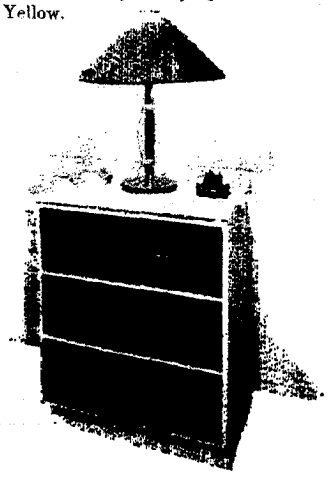
Walls and woodwork, mixture of one quart Kem-Glo Canterbury Gray with one gallon Kem-Glo Stay White. *Ceiling, cabinet doors and drawers*, Kem-Glo Maywood Green. *Floor*, Mar-not Varnish. *Toy chest*, equal mixture of Enameloid Fiesta Orange and Sunny Yellow.

Playrooms

Let yourself go and dare to be different when you decorate playrooms. Whether they're nurseries, teen-age rumpus rooms or hobby rooms for adults, color makes them more fun. As a rule, children prefer clear brilliant hues. And striking combinations in grown-up recreation rooms get parties off to a better start.

Tough surfaces are needed of course, whether your playroom is in basement, attic or enclosed porch. Hard-to-scuff and easy-to-clean Kem-Glo or Semi-Lustre will serve you well on walls and woodwork. Enameloid will give game tables and snack bars a glass-smooth surface that hard knocks and spilled liquids can't faze. Outside masonry walls, as you often find on porch playrooms, can be waterproofed and beautified with Brick and Stucco Paint. And for a tough surface underfoot, use Sherwin-Williams Porch and Floor Enamel.

Walls, Kem-Tone Vogue mixture: one gallon Peach Tint with one-half pint Vogue Green.





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You owe it to yourself to try this amazing new kind of paint...

that Looks and Washes like



PHOTO COURTESY CLICK CO.

Walls, Kem-Glo Rose Coral.

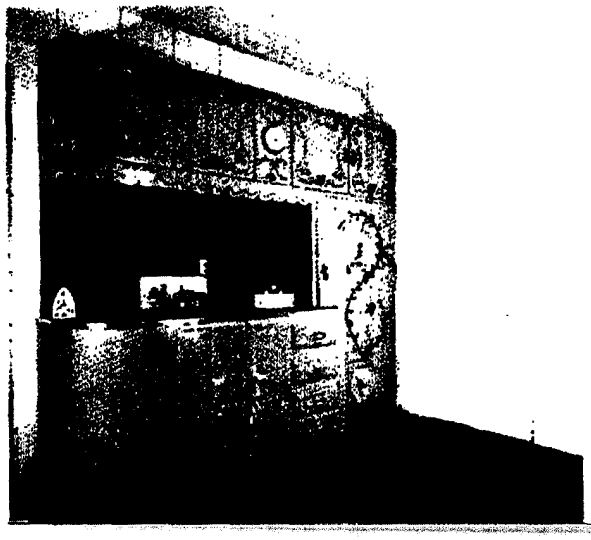
How often have you wished for kitchen and bathroom walls you could clean as easily as you wipe off your refrigerator? Then, here's a magic word that means your "wish come true" . . . *Kem-Glo!*

You'll welcome chances to show off your kitchen and bathroom redecorated with Kem-Glo. And it reflects light so generously that your kitchen tasks go faster and your beauty rites are more effective.

With this miracle lustre finish, your walls and woodwork actually feel as smooth as baked enamel . . . and you know what that means in streamlining your housework. Dust and soot whisk off. Even grease comes off with little effort. And steam from cooking or showers won't spoil the lustrous beauty of Kem-Glo walls.

But beauty isn't all. Kem-Glo has a hard finish that assures long wear . . . it can take plenty of hard knocks in playrooms and entryways without scuffing.

Kem-Glo's hard surface means it's the smart choice for baseboards, windowsills, doors and cupboards. It keeps all the wood-

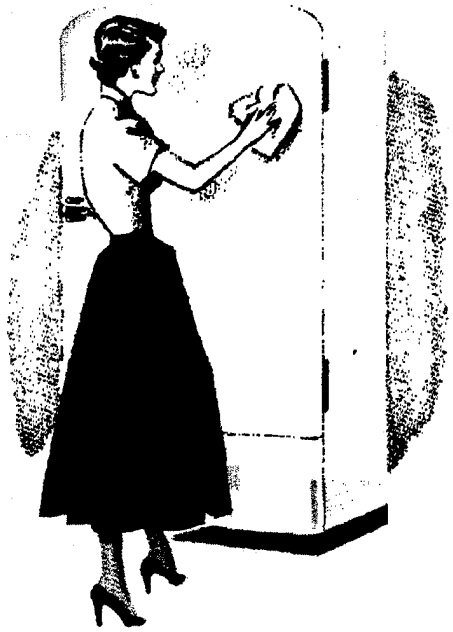


Walls, Kem-Glo Sunbury Yellow. *Ceiling and wood trim,* Kem-Glo Stay White. *Cabinets,* Kem-Glo mixture: one quart Capri Blue and one gallon Arbor Green.

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The Miracle Lustre Enamel

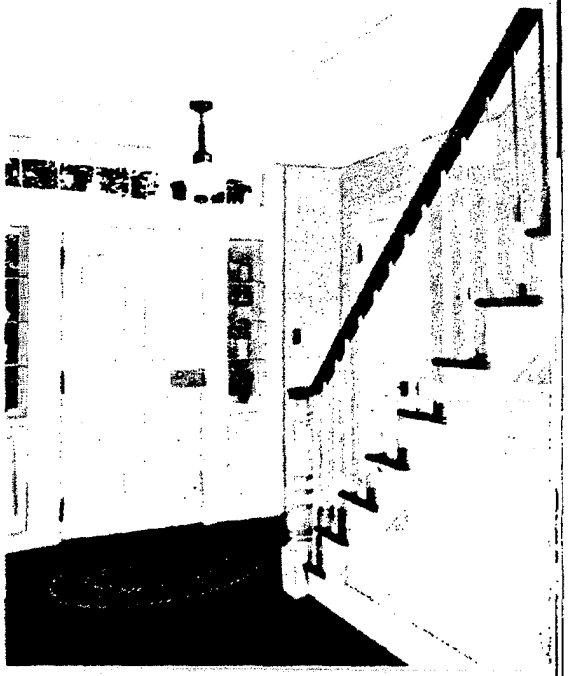
Baked Enamel



work in your home glowing with luxury. It stands up in spite of children's misdirected toys. Finger smudges vanish with a flick of a damp cloth. It works equally well inside and out . . . tough enough to take a summer in the open, when used on outdoor furniture.

Of course, you can do your own painting with Kem-Glo. It's a leader in the do-it-yourself school of decorating. One coat is all it takes to cover most surfaces, and it dries in three or four hours. You don't need a primer or an undercoater. Just be sure the surface is clean and smooth. Use a Roller-Koater (directions on page 28) or a brush as you prefer, to give your walls the smooth hard finish of baked enamel.

As to Kem-Glo colors, they were created by leading decorators which makes them authoritatively correct in style and beauty. And the biggest thrill of all . . . Kem-Glo Stay-White goes on white and stays white for years. As Sherwin-Williams Paint Service Center, we can show you the complete color range . . . and give you easy-to-follow directions to assure new beauty for your home.



Walls, Kem-Tone Pale Jonquil. *Ceiling*, Kem-Tone Belmont Ivory. *Woodwork*, Kem-Glo Stay White.



Ceiling and walls, Kem-Glo Mandalay Ivory. *Woodwork*, Kem-Glo Georgian Cream.

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plans. As you go through this book, you will find that the colorful illustrations show you how these various finishes and colors can be used for your rooms.

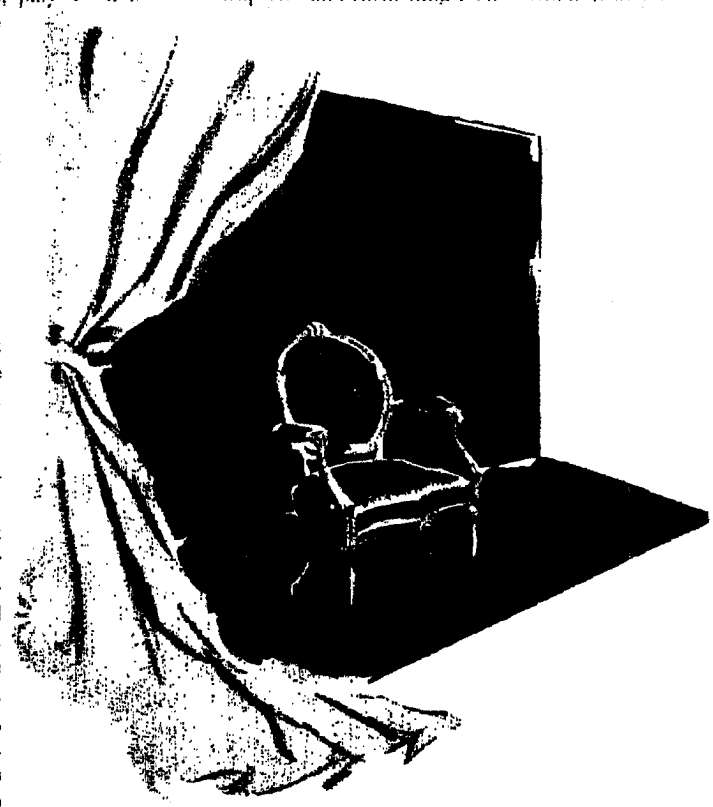
Let's look at it another way. Every time you co-ordinate a costume, you build with color. You begin with a color that *you* like, that is becoming to *you*, that suits *your* personality. Perhaps you add contrast . . . in color or sheen . . . to enhance the line, play up good points, play down less desirable ones. Then you spike it with bright accents . . . jewelry, scarf, flowers, gloves . . . lending a final touch of smartness to the whole ensemble. It's your skill with color that attracts attention and wins compliments.

When it comes to color-styling a room, you use pretty much the same principles. First, study your room. What colors already in it do you want to keep? Chances are, you have something to begin with . . . floor covering, sofa, draperies. That can be the start or "key" to your color scheme. Your question then becomes not "what goes with what?" but "what goes with the rug . . . or sofa . . . or draperies?". Whatever its color, it suggests varied combinations . . . all effective.

To be specific, let's imagine your rug is a deep rose or wine. You can continue this warm, friendly color on your walls . . . in a lighter shade such as Heather Rose or even a deep tone paint that matches exactly. Now's the time to bring in your contrasts. You may want to relieve the effect with *cool* light colors in draperies and furnishings, with small areas or details in the warm tones to unify your color scheme. Warmth will predominate in a room such as this. It will create an impression of hospitality.

It would be equally inviting . . . and perhaps more restful . . . if you prefer to balance the warm tones of the floor with cool colors on the walls, the second big area for color in a room. Turquoise, Cascade Green or green-blue would be stunning. To tie the warm floor and cool walls together, repeat both color groups in draperies and accessories.

Obviously, when you start with a cool green, blue or turquoise floor, you use the same principles. If you'd like coolness to predominate, continue the floor tone on the walls. If you want to balance cool and warm, paint the walls in one of the many warm tones that contrast so pleasantly with cool tones, and repeat variations of each in draperies and furnishings. The "Guide to Color Combinations" on page 25 is readily understandable and easy to use.



Another easy and good way to develop a color scheme for a room is this: Select a beautiful drapery fabric and use it as a guide. Its varied colors are sure to be harmonious, and you can use them for different areas in your room. For example, the drapery background color could be chosen for floor or walls, with the dominating colors in the drapery design for furniture. Then, pick up the bright high-light colors in the print for your small accessories, to unify the color design of your room. You will find that prepared

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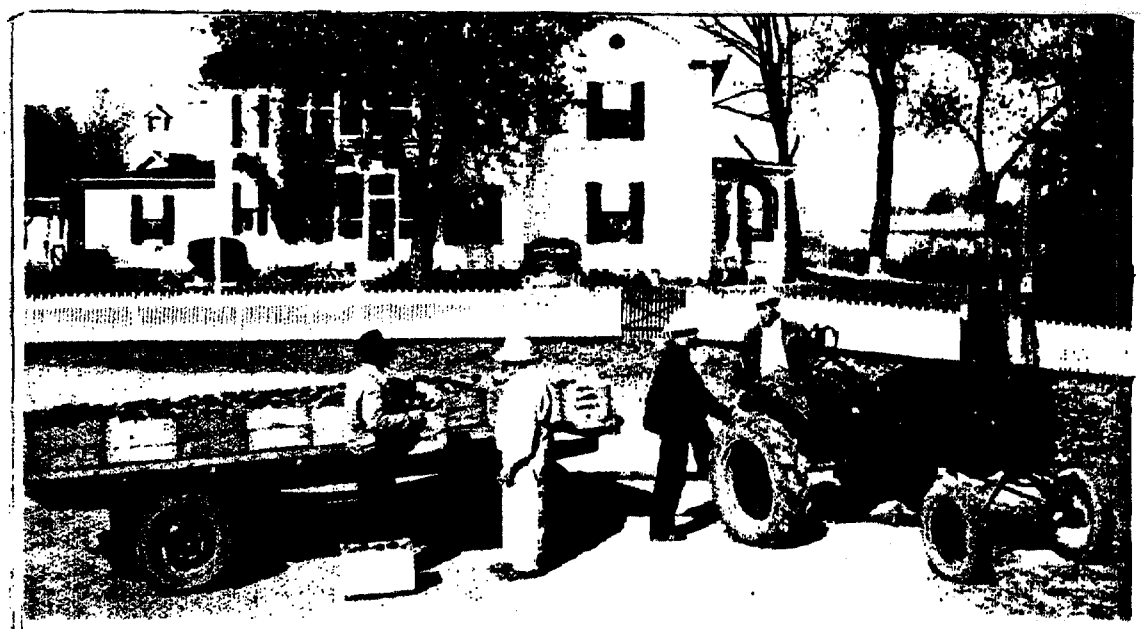
wall paints have been toned to harmonize with carpeting and drapery fabrics. This ends all problems about "what goes with what?", makes it fun to combine colors for new effects.

And, this 1950 Home Decorator illustrates many color plans. Study them. They'll give you pretty clear pictures of how your rooms can look, decorated in the colors of your choice. They offer ideas to help you in planning interesting color schemes for every room in your home.

Guide to Color Combinations

RUG or CARPET COLOR	WALL COLOR	ACCENT COLOR
Deep Wine or Rose	Medium or Light Grayed Green	Bright Yellow or Gold
	Chartreuse	Turquoise or Blue-Green
	Turquoise	Bright Yellow or Chartreuse
	Beige	Deep Turquoise or Blue-Green
	Gray	Turquoise, Blue or Yellow
	Medium Gray-Blue	Yellow or Gold
	Light Grayed Rose	Yellow-Chartreuse, Yellow or Gold
Bright Red	Light Gray	Light Green-Blue, Yellow or Gold
	Pale Yellow-Green	Yellow or Deep Green
	Pale Turquoise	Yellow or Deep Turquoise
	Medium-Deep Green-Blue	Yellow or Chartreuse
	Pale Yellow	Blue, Blue-Green
Deep Green	Medium or Light Green	Red, Yellow
	Grayed Blue-Green	Red or Yellow
	Medium-Grayed Rose	Yellow or Chartreuse
	Peach	Light Green or Purple-Red
	Light Warm Gray	Rose-Red
	Pale Yellow or Cream	Wine-Red
Medium Yellow-Green	Deep Brown	Bright Yellow or Orange-Red
	Medium Deep Rose	Bright Yellow or Gold
	Deep Yellow-Green	Red or Orange-Yellow
	Pale Yellow-Green	Red or Deep Orange
	Green to match the rug	Red
	Burgundy	Yellow or Gold
Blue	Medium or Light Blue	Yellow, Gold or Wine-Red
	Pale Warm Yellow	Red
	Light Warm Gray	Red
	Peach or Pale Rose	Yellow or Deep Rose
	Deep Warm Brown	Yellow or Gold
Gray	Any color can be used with Gray but the following are especially effective:	
	Deep Rose or Burgundy	Yellow or Chartreuse
	Medium Rose	Yellow or Chartreuse
	Light Rose or Pink	Turquoise or Emerald Green
	Peach	Blue
	Medium Deep Gray-Green	Bright Red
	Turquoise	Red or Bright Yellow
	Clear, Light Blue	Light Rose or Bright Yellow
	Gray to match the rug	Rose, Blue & Yellow
Turquoise	Yellow	Wine-Red
	Peach	Wine-Red
	Rose	Yellow or Gold
	Light Turquoise	Yellow & Wine-Red
	Burgundy	Yellow or Gold
	Warm Gray	Rose
	Turquoise to match the rug	Yellow & Wine-Red
Rust or Warm Brown	Yellow	Green or Green-Blue
	Peach	Orange-Red, Green-Blue
	Medium-Deep Green	Orange-Red, Yellow
	Light-Grayed Green	Orange-Red
	Chartreuse or Citrus Yellow	Orange-Red
	Turquoise	Yellow or Gold
	Light Green-Blue	Yellow or Gold

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House body, SWP Outside Gloss White. *Shutters*, SWP Ardmore Green.

PAINT

"The Hired Hand"

that more than pays its own way on the farm

A farmer we talked to recently had the right idea about paint protection for his farm. Driving by, we noticed him painting his barn. Being more than ordinarily interested in paint ourselves, we stopped for a chat.

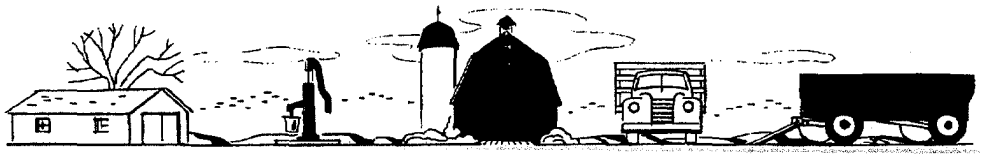
"How often do you paint your farm buildings?" we asked him.

"Every four years without fail", he replied. "And I'll tell you why. With today's high building costs, I figure it's a lot cheaper to protect these buildings and make them last as long as possible than to try to replace them. Why I'll bet it would cost me at least twice what I paid originally to build these buildings today. And I couldn't afford that! No sir!"

Proof . . . if further proof is needed . . . of this farmer's wisdom in protecting his investment in buildings through regular attention to painting, was published recently by the Kansas State College Extension Service. Based on experiments in Missouri, this Service reported that regular painting of farm buildings makes them last 43.5% longer than unpainted buildings. That is just another way of saying that periodic, 4 or 5-year painting can add more than *five months* to each year of the life expectancy of farm buildings!

Paint, the "hired hand" that more than pays its own way on the farm, is more than insurance against high replacement costs. It adds appreciably to the value of a farm and its buildings. A

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clean, well-kept farmstead commands a higher sale price or a higher rental than the farm which has been allowed to depreciate through lack of attention to upkeep.

Then there are still other plus values paint can bring . . . beauty, pride and satisfaction in the farm home. The modern farm family bears little resemblance to old-fashioned farmers who were willing to live with few comforts and conveniences. Modern farm wives and children want attractive liveable farm homes . . . homes that are in every way comparable with the homes of their "city cousins". And in the farm home, paint can work wonders in cheerful beauty, practical protection and increased property value.

New paint application methods have speeded up farm painting, making it easier for farmers to plan and do painting on short notice . . . between farm tasks and without postponement. Today, mechanical paint spraying apparatus makes short work of applying paint to most anything on the farm. These appliances are available in several sizes and capacities. They may even be rented or leased. Some are self-contained with their own power units. Others use the power take-off of a tractor or Jeep. And their costs, for the work and time they save, are well worth investigating. Your nearby painting contractor who uses power equipment, can also be of help.

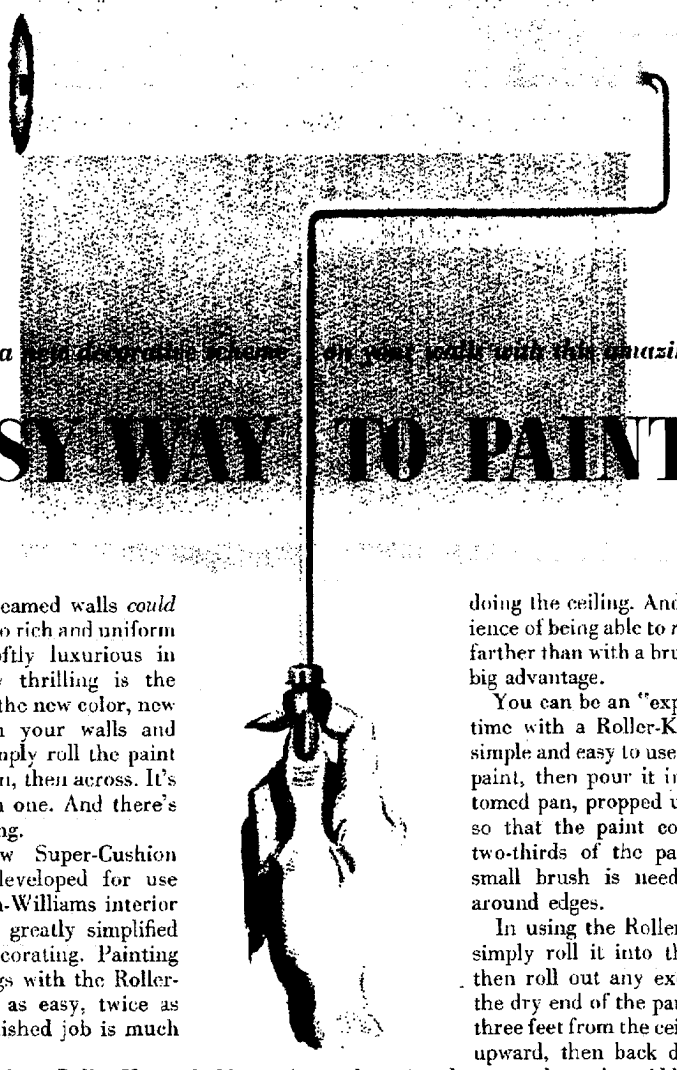
The Sherwin-Williams Super-Cushion Roller-Koater saves time and gives professional results for painting inside the farm home (see page 28). With its easy, roll-it-on action, clean smooth stripes of paint . . . free of brush marks . . . can be applied to most all surfaces in jig time.

Yes, farm painting, today, is different from all angles. No longer does the wise farmer allow rapid depreciation, brought on by lack of paint protection, to melt away his important investments. Drab, dilapidated farms today are the noticeable exception . . . a perfect example of false economy. Farmers see and know the added value that paint can bring to their farmsteads in practical protection and colorful beauty. And they are getting this premium of beauty and protection in an easier and less expensive way than ever before . . . through the many "hired hands" Sherwin-Williams products can offer them for farm homes, inside and out . . . implements . . . barns . . . granaries . . . metal and stonework . . . in fact, everywhere paint is needed for protection and beauty.

Barn roof, SWP Westchester Gray. *Barn siding,* SWP Chelsea Gray.



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You can roll a new decorative scheme on your walls with this amazing new

EASY WAY TO PAINT!

You've never dreamed walls *could be* so beautiful. So rich and uniform in color! So softly luxurious in texture! Equally thrilling is the ease with which the new color, new beauty, goes on your walls and ceilings. You simply roll the paint on—up and down, then across. It's like two coats in one. And there's no messy dripping.

Yes, the new Super-Cushion Roller-Koater, developed for use with all Sherwin-Williams interior wall paints, has greatly simplified the job of redecorating. Painting walls and ceilings with the Roller-Koater is twice as easy, twice as fast, and the finished job is much more beautiful.

The Super-Cushion Roller-Koater holds much more paint than a brush and covers more than twice as large an area in a stroke. It leaves no brush marks and imparts a slight texture to the surface which is highly desirable on interior walls. New users marvel at the fact they don't have to worry about paint dripping, even when doing the ceiling. And the convenience of being able to *reach* so much farther than with a brush is another big advantage.

You can be an "expert" the first time with a Roller-Koater, it's so simple and easy to use. You mix the paint, then pour it into a flat-bottomed pan, propped up at one end so that the paint covers roughly two-thirds of the pan bottom. A small brush is needed, to paint around edges.

In using the Roller-Koater, you simply roll it into the wet paint, then roll out any excess paint on the dry end of the pan. Start about three feet from the ceiling and work upward, then back down through the painted area to about the middle of the wall. Three such strips may be applied, after which the Roller-Koater is rolled horizontally, back and forth, across the painted surface.

After using, the Roller-Koater can be easily cleaned and used over again.

Try this new, easy way to paint.





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"We could save a lot of money buying

Unpainted Furniture

if I just knew how to paint it"

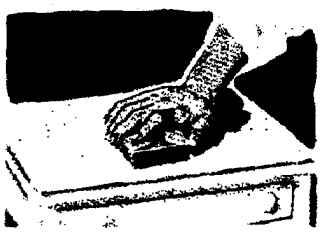


HERE'S HOW

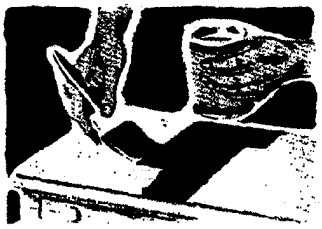
Today, even the most exclusive shops offer unpainted furniture in a wide variety of items, shapes and sizes. More and more of it is appearing on department and furniture store sales floors. This, plus a new-found ability to make painted and varnished furniture match the colors of walls or woodwork, are sure tips to home makers on the practicality of putting finish-it-yourself items into their budgets.

The rules for professional results are simple . . . but they must be followed or you'll end up with money wasted and the piece that could have been just what you wanted consigned to the basement. The right way is such a simple, soul-satisfying accomplishment. So let's do it the *right* way!

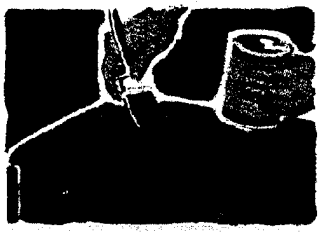
Wall, Flat-Tone Dawn Blue. *Furniture,* Enameloid Flame Red.



1. Fill holes with S-W Plastic Patch or putty. Sand thoroughly, first with medium paper, then with fine paper. Wipe off remaining dust.



2. For an enameled finish, apply a thoroughly mixed coat of S-W Enameloid for a full gloss; or a coat of Kem-Glo for a satin gloss.



3. When first coat is dry, give entire surface a light sanding and wipe clean. Apply finish coat with even strokes in the direction of the grain.



4. For a natural finish, apply one or two coats of Mar-not Varnish. For a stain and varnish finish, apply S-W Oil Stain followed by Mar-not Varnish.



5. For a waxed finish, follow varnishing instructions in #4 and then apply two coats of S-W Paste Wax, polishing thoroughly between coats.



6. When painted furniture is to be refinished, clean, touch up spots, and apply coat of enamel. Same applies for waxed or varnished surfaces.

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Let these SHERWIN-WILLIAMS

Beautify and



In addition to these famous products, our complete Sherwin-Williams line includes additional paint items plus brushes, waxes, polishes, cleaners and insecticides for home and garden.

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products

Protect Your Home



0007-SWP-000103639

Know the truth

before you buy house paint!



SWP HOUSE PAINT IS WEATHERATED* FOR YOUR PROTECTION AGAINST..

1. Excessive Loss of Gloss
2. High Dirt Collection
3. Uncontrolled Chalking
4. Checking and Cracking
5. Rapid Erosion
6. Color Fading
7. Industrial Fumes †

*SWP House Paint is WEATHERATED for its ability to resist these destructive factors before it is permitted to bear the Sherwin-Williams Label.

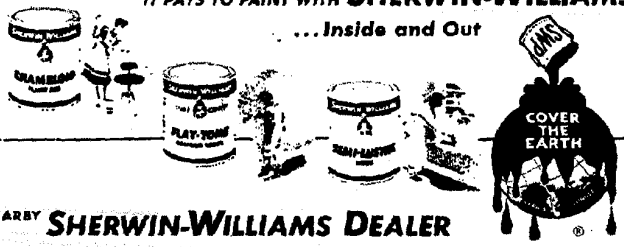
†Special SWP for certain areas.



Before you buy house paint, it pays to *know the truth*. House paints should be judged on their *cost per year* . . . not their cost per gallon. The best house paint you can buy will be your best investment in beauty and protection for the long run . . . four or *five years* later. Over the years SWP House Paint demonstrates its WEATHERATED* brass-knuckle ability to fight off deterioration . . . to give you an extra year of beauty! All Sherwin-Williams paint products must pass grueling tests to earn the Sherwin-Williams Label. To get the most value for your paint dollar, see a nearby Sherwin-Williams Dealer . . . look for the famous "Cover-the-Earth" sign. He'll be glad to recommend a reliable painter, if you wish. And be sure to ask him for your free copy of the *famous* Sherwin-Williams "Home Decorator" . . . a colorful 32-page *illustrated* book filled with exciting home decorating ideas and information about SWP House Paint.

IT PAYS TO PAINT WITH **SHERWIN-WILLIAMS**

. . . Inside and Out





SEE YOUR NEARBY **SHERWIN-WILLIAMS DEALER**

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AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

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