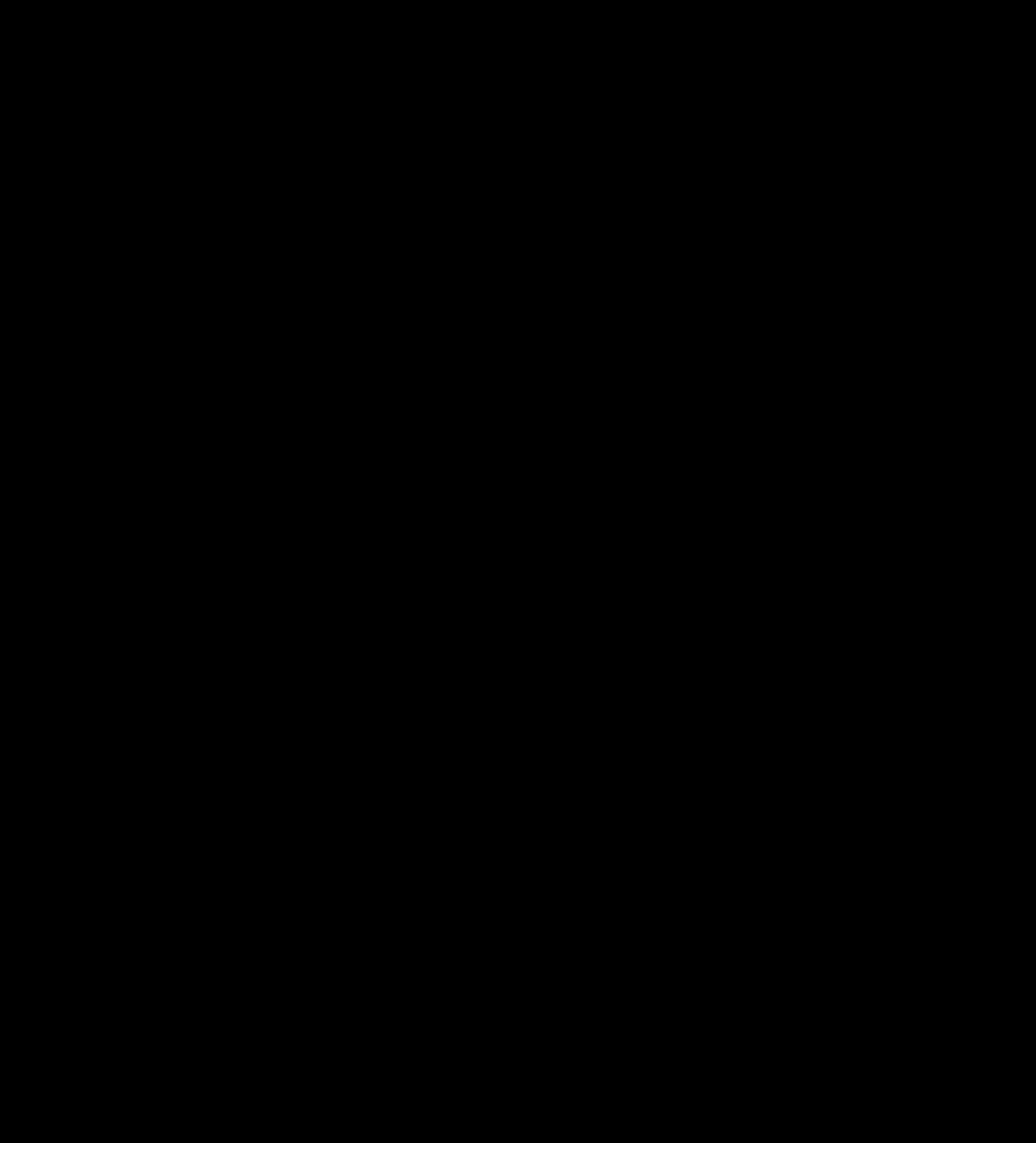
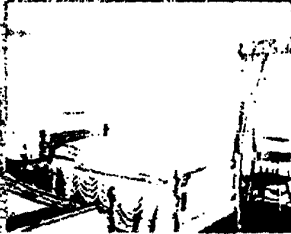
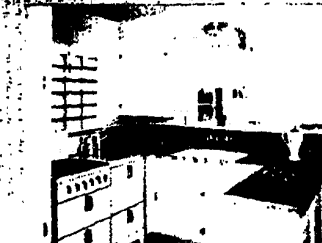
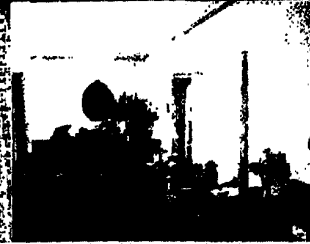






THE SHERWIN-WILLIAMS

HOME DECORATOR AND COLOR GUIDE



COLOR SPECIFICATIONS FRONT COVER

Top Row Left—Body: SWP White; Shutters: SWP Willow Green; Roof: Shingle Stain Silver Gray.
Top Row Center—Walls and Ceiling: Semi-Lustre Ivory White; Woodwork and Cabinets: Enameloid Old Ivory.

Top Row Right—Body: Stucco and Concrete White; Trim: SWP White; Roof: Shingle Stain Silver Gray.
Center Row Left—Ceiling: Flat-Tone White; Walls: Flat-Tone Ivory; Trim: Enameloid White.

Center Row Center—Ceiling: Flat-Tone Warm Beige, Walls: Flat-Tone Blossom Pink and Silver Gray (equal parts).

Center Row Right—Ceiling: Flat-Tone White; Walls: Flat-Tone Canary Yellow.

Bottom Row Left—Body: SWP White; Roof:

Shingle Stain Thatch Brown.

Bottom Row Center—Ceiling: Flat-Tone White; Walls: Flat-Tone Cactus Green and White (equal parts); Woodwork: Enameloid White.

Bottom Row Right—Upper Body and Trim: SWP Ivory; Lower Body: SWP Warm Drab; Roof: Shingle Stain Medium Green, Sash: SWP Black.

COLOR SPECIFICATIONS INSIDE FRONT COVER

Top Row Left—Ceiling: Flat-Tone Ivory; Walls: Flat-Tone Silver Gray; Trim: Enameloid Ivory.

Top Row Center—Body: SWP White; Shutters: SWP Willow Green; Roof: Shingle Stain Silver Gray.

Top Row Right—Walls: Flat-Tone Delft Blue; Trim: Enameloid White.

Center Row Left—Upper Body and Lower Shutters:

SWP Rich Maroon; Lower Body: Stucco and Concrete White; Upper Shutters and Trim: SWP White.
Center Row Center—Ceiling: Flat-Tone Ivory; Walls: Flat-Tone Warm Beige; Woodwork: Enameloid Ivory.

Center Row Right—Body: SWP Silver Gray; Trim: SWP White.

Bottom Row Left—Walls and Ceiling: Flat-Tone Ivory; Trim: Enameloid Ivory.

Bottom Row Center—Body: Shingle Stain Thatch Brown; Roof: Shingle Stain Nut Brown.

Bottom Row Right—Walls and Ceiling: Interior Gloss Jonquil Yellow; Woodwork: Enameloid Ivory.

Exterior Top of Page 1 (opposite)—Body: SWP Light Lead; Trim: SWP Gloss White.

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LET COLOR WORK WONDERS IN YOUR HOME

By RAY HOOKWAY, Director, Sherwin-Williams Decorative Service

Of all the materials of decoration—mass, texture, line, color, probably the most potent of all is color. Color, animate, pliable, can do things for your home . . . it can make a room appear larger or smaller, cooler or warmer. It can lower ceilings or push them way up, make a wall seem to recede or advance. It can establish the mood of a room. Color can make a north room gay, flood it with sunshine, it can make a big bare room into a snug little haven. It can make a room restful, studious, shy, frivolous, glamorous—breath-taking. Now all this is not done like pulling rabbits out of hats. Color is not some

vague, indefinable something—it has real qualities which are measurable and understandable.

We probably all remember from school that the base or primary colors are Red,

Yellow and Blue. Mixing these pure Reds, Blues and Yellows gives us colors which we might say are just as powerful or pure but of different hues—Orange, Green, Violet. These strong, unadulterated colors are rarely used for backgrounds in decoration; like dynamite, a little goes a long way, so we "handle with care" and with respect relegate them to use as accents in a room—a colorful Mexican vase, a bright flower print, a modern drapery fabric.

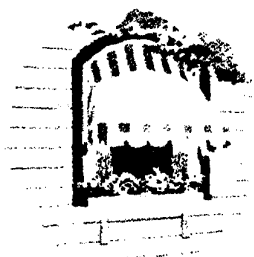
Used as backgrounds, the primary colors must have some of the power or intensity taken from them. You can have your blue wall, but for that large expanse of living room, choose blue which has been lightened, deepened or toned to show off your furnishings most effectively. Flat-Tone Delft is a toned blue, Burgundy, a shade



of red, Cinnamon Brown, really a very deep orange. There is a new kind of beauty about these rich, deep colors. They supply the perfect background for contrasting light modern furniture and the new light drapery fabrics. They can be used effectively with darker pieces too, as illustrated on page 9. When you use them, play up to their rich beauty by contrasting light and medium toned materials and pieces against them. The eye seeks relief in a room, it picks out light against dark, dark against light . . . to be interesting, every interior must have a sensible balance of these two values.

You may get the same results, inversely, by featuring darker and medium toned furnishings against very light walls. The light tints or pastels are primary colors reduced to a very

Cactus Green, Coral Rose, Thistle. Even the lighter tints are very often grayed to soften them. Flat-Tone Light Green and Warm Beige are good examples. A grayed color is



The broad Colonial Yellow expanse of this house is effectively broken with SW-P Willow Green window trim.

much easier to use because being less positive, it can be used on larger areas and more colors can be used with it. A bright Coral chair against a gray-green wall is charming—against a brilliant emerald green wall, it can be the decorative equivalent of a cancelled check.

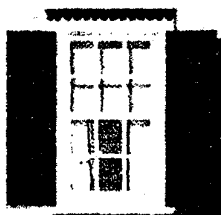
In everything that possesses an appeal to the human sense, we feel this balance of relative values, of contrasting qualities . . . sunshine



Frame a cheerful breakfast nook with a stencil border repeating the stencil color on the face of the arch.

light tint. Flat-Tone Cream is a tint of yellow, Light Blue—as the name implies—a tint of blue, Blossom Pink a tint of red, and so on—all the deeper colors have their counterparts in pastel tints. We are all pretty good friends with these pastels. We find them ready to bring light to that dark hallway—we like their delicate touch in the bedroom or nursery—we have very consistently used them on ceilings. Light, plain walls of course have a tendency to make a room seem larger than it really is—dark walls close a room in and make it appear smaller.

Then a third way to use a color as a background is by choosing a "grayed" version of it. A grayed color is a softened color—Flat-Tone



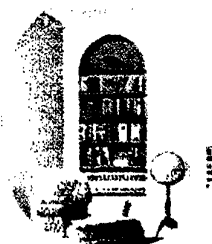
Stylish SW-P black shutters. A stencil in SW-P Trimwhite Verdus Green on the upper panel lends a bright note of color.

and shadow, bitter and sweet, harmony and discord. The balance and contrast of colors—the knowing why "this" goes well with "that" is too technical and involved to discuss in detail here, but there are impor-

tant facts about color which are easily grasped and just as easy to use.

There are certain colors which from association of ideas, or because we feel so, when we see them, are thought of as "warm" colors. These, the sunshine and fire colors—yellow, orange, red, red violet, in all their pastel tints and deepest shades are called warm, advancing colors. In a room their effect is cheerful, gay, warm-giving and sometimes space reducing. Bright Flat-Tone Canary Yellow will spill sunshine all over that bleak north room. Vibrant, glowing Flat-Tone Terra Cotta will have a tendency to close in that rather large library, making it more cozy and intimate.

The "cool" colors, green, blue, blue-green, gray, in all their different



Flat-Tone Delft Blue on three walls tied into the Silver Gray fireplace wall by repeating the blue in the niche.

shades and tints create an atmosphere of coolness, rest, and repose in a room. They have a tendency to recede on a wall making the room appear larger. Blue is colder than green, more formal, and in a blue-walled room, we need plenty of warm color in the furnishings to establish the right temperature.

Warm colors should never be given full rein in a room—they need a balance of cool color to keep a room from closing in on itself. In your Coral Rose living room, offer relief with blue-green furniture, white, gray, deep blue accents. This does not mean that you cannot repeat more of the warm basic color in the room—you should—lighter or darker than the walls—but just

(Continued on Page 23)

HOMES



(Above) Paint goes far deeper than just good decoration, it seals the pores of the surface on which it is used against the ravages of dampness, snow and ice, the cracking glare of Summer sun. Here it is used with excellent effect, with the body of the house in SWP White, shutters SWP Black and the front door in S-W Trimbrite Castilian Blue.

(Below) On this home, new life is attractively combined with the dignity of architectural line thru the use of SWP Colonial Yellow. The SWP White trim and SWP French Crown Green shutters are in excellent contrast to the Colonial Yellow and further enhance the architectural lines. Roof stained with S-W Shingle Stain Silver Gray.

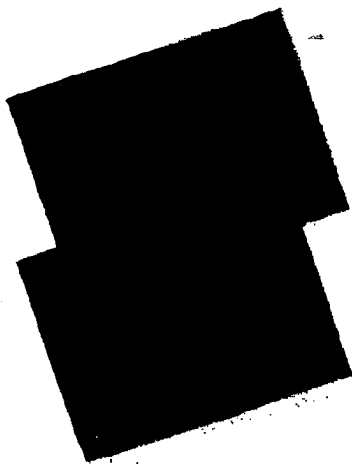




(Above) Colonial architecture finds permanent, protective beauty on a home of generous proportions situated well back on a large lot. The body is SWP Pearl Gray, with shutters in SWP Moss Green, and S-W Preservative Shingle Stain Silver Gray for the roof. Horizontal lines in SWP White on the cornice add width.

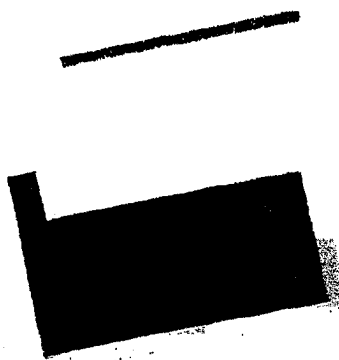
(Right) A cozy white brick house makes sure of remaining cool throughout hot summers by using heat-repelling White S-W Stucco and Concrete Paint for the body. SWP Moss Green on the shutters carries out the cool theme. An appearance of added height is achieved in the shingled roof stained with SWP Preservative Shingle Stain Silver Gray. Here is invigorating freshness.





(Above) A home of modest size gains gay, colorful charm from the careful selection of color. The scheme of the body in SWP White and the roof in S-W Preservative Shingle Stain Indian Red is tied together by repeating the red (SWP Red) on the shutters. Interest is given to the chimney by painting it with S-W Stucco and Concrete Paint White, trimmed with Tan.

(Below) A color treatment which is a bit different but in very good taste for a home of this type of colonial architecture. The upper body of stucco is featured by painting it S-W Stucco and Concrete Paint White in contrast to the bluish green shutters (mixture of SWP French Crown Green 1 part and SWP Slate 3 parts) and the Gray (SWP Light Lead) lower body.

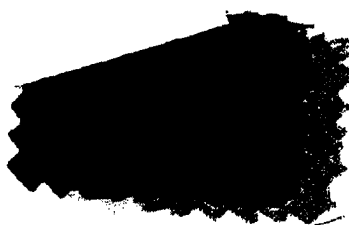


LIVING ROOMS



(Above) Warmth and light are carried thru the archway of this attractive living room to the hall by the use of S-W Flat-Tone Canary Yellow on walls and ceiling. A quiet restful effect is produced by doing the wood trim in Enameloid Old Ivory in soft contrast to the Yellow walls, thereby avoiding over-emphasis of the arch and door openings. Floors are finished with S-W Mar-not Varnish.

(Right) Style and charm is introduced to this attractive studio living room with a scheme of Red, Blue and Yellow. The ceiling in Flat-Tone Light Blue dropped down on the sunshiny Flat-Tone Canary Yellow walls has the effect of increasing the apparent height and spaciousness of the room. The rich red couch strikes a note of gaiety and additional color accent.



(Top Right) The fireplace wall is the attention center of this modern living room. S-W Flat-Tone Delft Blue walls are contrasted with gleaming White Enameloid Trim and Flat-Tone White ceiling. Rug is Burgundy.

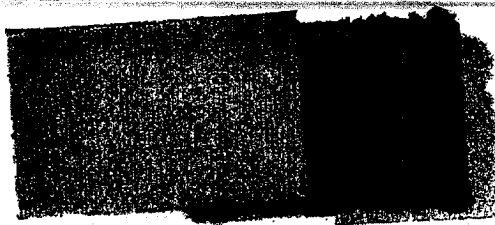
(Below) Painting the ceiling, walls and woodwork the same color (mixture of equal parts of S-W Flat-Tone Coral Rose and Canary Yellow) increases the apparent size of this room and concedes the center of interest to the furnishings.



(Right Below) Fireplace wall is Enameloid Milan Green. The remaining three walls in S-W Flat-Tone Canary Yellow take their cue from the furniture coverings. Ceiling is S-W Flat-Tone Pale Jade and Cream Gray equal parts.



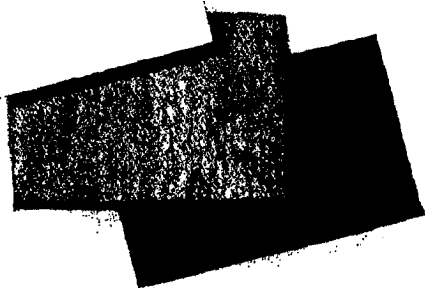
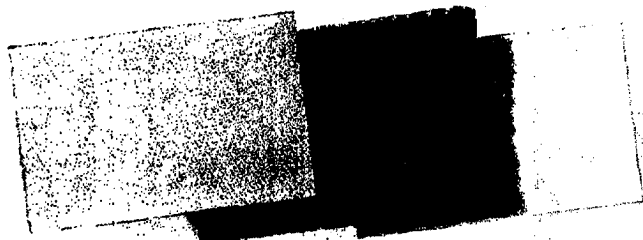
(Top Right) Colorful but restful is the effect painted into this living room with S-W Flat-Tone Delft Blue and White mixed equal parts. The White ceiling and Enameloid White woodwork is in pleasing contrast with the dark walls.



(Below) Not expensive furnishings but judicious use of color "makes" this studio living room. The rough plastered walls are painted with a mixture of equal parts of S-W Flat-Tone Light Green and Canary Yellow.

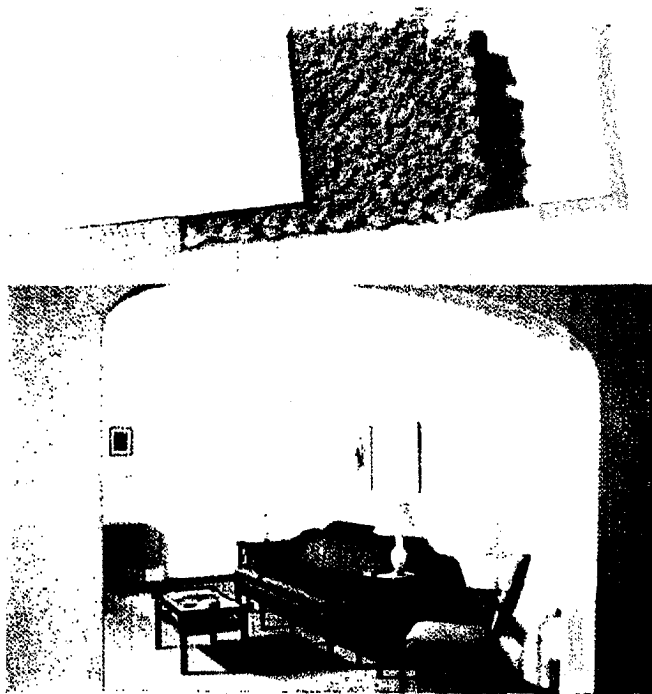


(Below) The restful cool tone of the S-W Flat-Tone Cactus Green wall color balances with the warm tones of the floor and furnishings. Ceiling—Cactus Green and White mixed equal parts.



(Top Right) The ceiling and walls in this colorful living room are painted alike with a mixture of equal parts of Flat-Tone Rose Tan and Canary Yellow. Enameloid Old Ivory on the woodwork keeps the scheme "in style."

(Below) A vibrant blue living room. Here we have interesting contrast of values in the walls painted Flat-Tone Light Blue and Enameloid White woodwork with the dark warmer blue of the floor covering. The ceiling in Flat-Tone White completes the blend from dark to light value.



(Below) Here S-W Flat-Tone Cinnamon Brown walls and wood trim bring intimate, friendly warmth to this room, and offer a distinctive contrast to the light and medium-toned furnishings. The ceiling is S-W Flat-Tone Ivory.

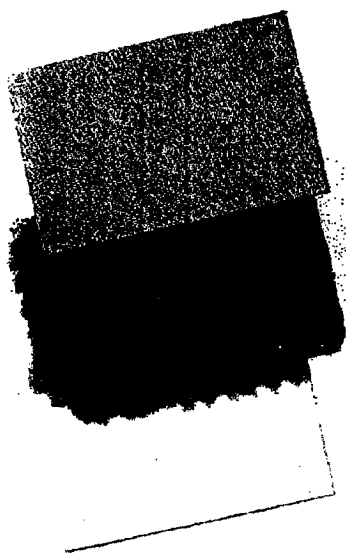


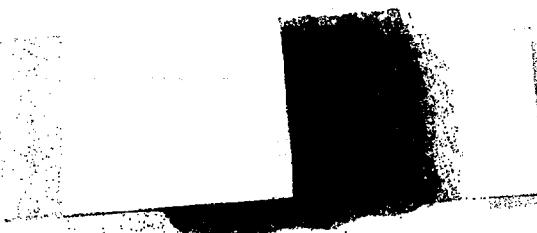
DINING ROOMS



(Above) A delightful and refreshing color treatment for the rather small dining room is this scheme with three walls in a mixture of one part S-W Flat-Tone Delft, four parts S-W Flat-Tone Pale Jade. The ceiling color, S-W Flat-Tone White, is brought down on the end wall for individuality and to bring added length to the room. Enameloid White on all wood trim. (Below) From the

Modern Home of Pedac in Rockefeller Center, comes this room of exceptional individuality. To give the room length, the wall opposite the entrance is in S-W Flat-Tone Blossom Pink, other three walls in S-W Flat-Tone Thistle. The carpet is a delightful tone which deftly combines the room colors. All of these shades, including the rug color, typify the newest decorative trend.





(Above Right) This spacious dining room used S-W Flat-Tone Pale Jade for ceiling, walls and woodwork. Window valances are ribbed moire, picking up a color from the furniture. A good treatment for a room on the sunny side of the house.

(Left Above) Softly contrasting colors in this dining room convey the impression of gracious living. S-W Flat-Tone Ivory on walls and ceiling is an effective contrast to the warm Coral Rose of the adjoining room. Enameloid Old Ivory wood trim.

(Lower Left) S-W Flat-Tone Light Green walls are just the proper background for modern dining furniture shown here. The high appearing ceiling is in S-W Flat-Tone Ivory; the floor is brown linoleum striped in a lighter shade.



COLOR STYLING

The illustrations below suggest how color styling can be applied to the exterior of a home. These are authentic color styles—practical, usable color ideas that are adaptable to most any type of architecture. Color can change the atmosphere of an entire house. Paint the shutters in bright, new style S-W Trimbrite

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Body SWP Silver Gray; Shutters equal parts SWP Warm Drab and Red; Trim SWP Gloss White; Roof S-W Preservative Shingle Stain Thatch Brown.

S-W Trimbrite
Gloss White; Roof
Thatch Brown.



Body SWP Gloss White; Shutters S-W Trimbrite Verdus Green Light; Trim SWP Gloss White; Roof S-W Preservative Shingle Stain Silver Gray.

Body SWP Canary Yellow; Shutters S-W Trimbrite Orange 2 parts, SWP Red 1 part; Trim SWP Gloss White; Roof S-W Preservative Shingle Stain Medium Green.



Body SWP Ivory; Shutters S-W Warm Drab; Roof S-W Preservative Shingle Stain Silver Gray.

Body SWP Light Lead; Shutters SWP White trimmed in S-W Trimbrite Castilian Blue; Trim SWP White; Roof 4 parts Castilian Blue and 1 part SWP Black.



Boa
Car

Boo
Cas.
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colors and use the same color for accents on small areas such as the window ledge, the door, or a part of the cornice trim. Paneled treatments, two toned effects, and stencil designs on shutters can modernize and lend new life and style to your home. Follow these examples; you'll be right in style when you color style your home.



Body SWP Cream Gray; Shutters S-W Trimwhite Cardinal Red; Trim SWP Cream; Roof S-W Shingle Stain Thatch Brown.

Body SWP Warm Drab; Shutters S-W Trimwhite Castilian Blue trimmed with SWP Black; Trim SWP Ivory; Roof S-W Preservative Shingle Stain Thatch Brown.



Body SWP Gloss White; Shutters S-W Trimwhite Castilian Blue; Trim SWP Gloss White; Roof S-W Preservative Shingle Stain Silver Gray.

Body S-W Stucco and Concrete Paint Coral Tint; Trim SWP Ivory; Shutters (two tones) SWP Willow Green and SWP Moss Green; Roof S-W Shingle Stain Dark Green.

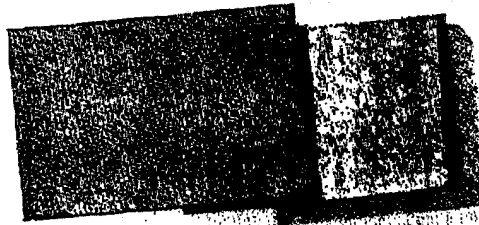


Body SWP Light Lead; Shutters SWP Ivory trimmed with SWP Slate 2 parts, SWP French Crown Green 1 part; Trim SWP Ivory; Roof S-W Shingle Stain Sienna Brown.

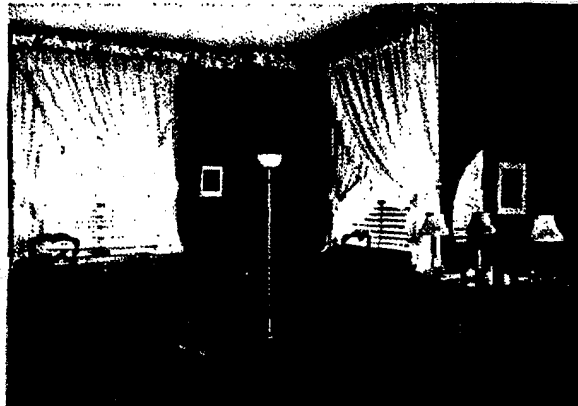
Body and Trim SWP Ivory; Shutters S-W Trimwhite Castilian Blue; Roof S-W Shingle Stain Thatch Brown.



BEDROOMS

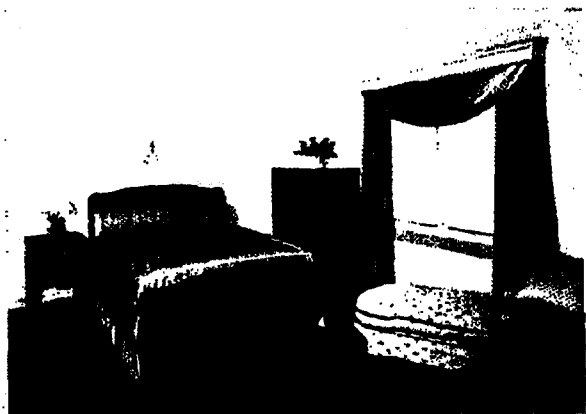


(Above) The furniture may be old, but these walls are color styled to make it an integral part of an altogether charming scheme. S-W Flat-Tone Thistle walls; window alcove, S-W Flat-Tone Canary Yellow and Light Green (equal parts); ceiling, S-W Flat-Tone Ivory. (Left) S-W Flat-Tone Cinnamon Brown walls form the correct background for the light furniture in this bedroom, with S-W Enamcoid White wood trim offering additional contrast. (Below) Restful blue walls (S-W Flat-Tone Delft Blue mixed with equal parts of White) with stencil in pink to add a note of interest between the dark wall color and the Flat-Tone Warm Beige ceiling.



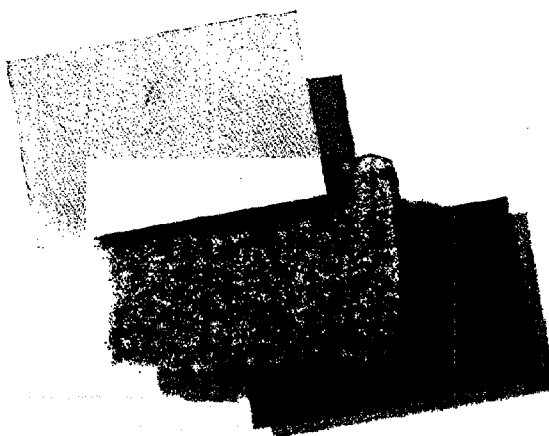


(Below) Again we draw upon the Modern Home of Pedac for a room ultra smart, ultra modern. As a proper background for the light toned furniture, the walls are painted S-W Flat-Tone Light Blue, the ceiling a neutral Flat-Tone Cream Gray. At the unusually large windows heavy, blue draperies are hung against venetian blinds.



(Above) A bedroom that is saved from appearing too heavily masculine by the use of glowing, warm color on the walls. S-W Flat-Tone Warm Beige walls topped by a white ceiling bring animation, but also dignity.

(Below) The elegance of Directoire furniture finds a suitably romantic background in a room with walls and ceiling S-W Flat-Tone Blossom Pink, wood trim Enameloid Mustard. Notice how the trim color is carried above the door.



KITCHENS



(Above) Here indeed is a spacious, light and airy workshop to prepare the tasty viands that grace a lovely table. Large working areas and built-in cabinets facilitate every preparation. The easy to clean walls in S-W Semi-Lustre White, and Semi-Lustre Cream Gray ceiling, plus the blue linoleum floor covering, contribute to the "lift" of this kitchen.

(Right) This cool, fresh appearing kitchen is extremely "homey," a grand place to prepare a meal or a midnight snack. Notice the pert black and red decalcomanias on the white table. Walls and ceiling are S-W Semi-Lustre Nile Green mixed with equal parts of White. Woodwork is in glistening S-W Enameloid Old Ivory. Floor is linoleum in a black marble pattern.

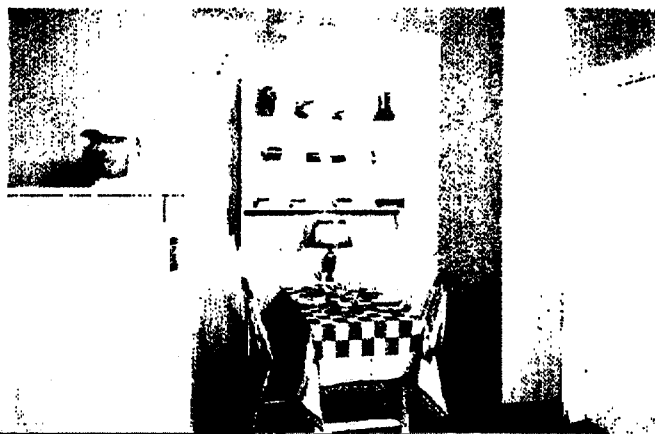


(Top Right) Walls, ceiling and woodwork are S-W Semi-Lustre Ivory White. The counter top is red linoleum with a stripe of S-W Enameloid Flame Red just above the cabinets. The linoleum floor repeats the theme of Ivory and Red.

(Below) S-W Semi-Lustre Ivory White on the walls and ceiling gives this room a spic and span appearance. S-W Enameloid White for the woodwork; blue linoleum for the floor.



(Below) Walls in S-W Semi-Lustre Canary Yellow, a cheery color in a paint that cooking grease can not penetrate or make permanently dull. Woodwork and furniture in S-W Enameloid White and Blue with marbled linoleum floor.



BATHROOMS and PLAYROOMS



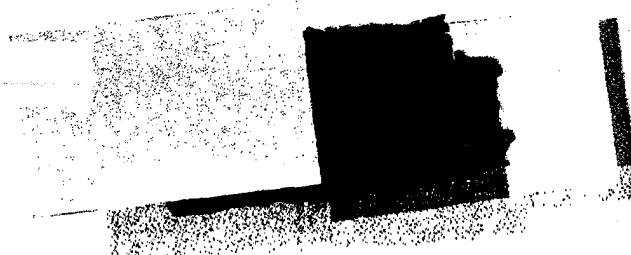
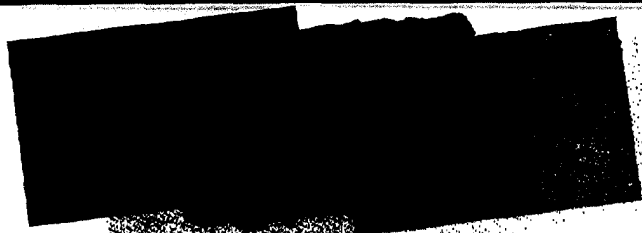
(Above) Walls and ceiling S-W Semi-Lustre Mist Blue with the woodwork in S-W Old Ivory Enameloid. Gay yellow accessories offer pleasing contrast.



(Above Right) A good color scheme for a bathroom that is inclined to be chilly. S-W Interior Gloss Peach on walls and ceiling, Enameloid Old Ivory woodwork.

(Below Right) Here a rather cool upper wall and ceiling color, S-W Semi-Lustre Nile Green, is a pleasant contrast to the warm color of the tile and fixtures. Woodwork—S-W Interior Gloss Jonquil Yellow.





(Above Right) In this bathroom, the contrast of Semi-Lustre Pale Green walls above apricot tile brings out the best qualities of both colors. Semi-Lustre Ivory White ceiling. Enameloid Old Ivory wood trim provide areas of neutral color.

(Left Above) Horizontal bands of three shades of S-W Flat-Tone Delft Blue color style this modern room. Upper bands lightened by adding White. Ceiling S-W Flat-Tone Ivory for good light reflection.

(Left Below) What boy could fail to get a thrill from this room panelled in knotty pine, finished with S-W Woodcraft Stain and Mar-not Satin Finish Varnish. Ceiling S-W Flat-Tone Delft Blue. S-W Mar-not Gloss Varnish on the floor.



HOMES



(Above) The attractive color treatment makes this house appear larger than it really is, and enhances all the best points of style and design. Shutters in S-W Trimbrate Verdas Green Light are in lively contrast to the body painted with S-W Stucco and Concrete Paint White. Wood portions painted with SWP Gloss White. The shingled roof is beautified and protected with S-W

Shingle Stain Medium Green. (Below) From New England comes the style for this lovely home. The body is painted SWP Canary Yellow, shutters in SWP Willow Green, with harmonizing roof in S-W Shingle Stain Thatch Brown. Yellow is an ideal color for a home surrounded by abundant foliage.

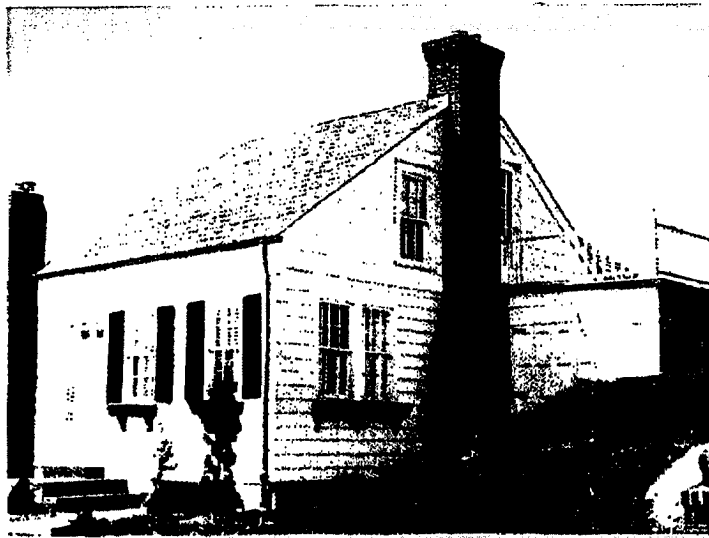




(Below) While rugged, gray stone walls might have a tendency to appear coldly uninviting, they can be tempered through the judicious use of color on body and shutters. Here SWP Ivory body, and shutters in an equal part mixture of SWP Warm Drab and Red bring the scheme warmth and color interest. The contrasting S-W Shingle Stain Bright Green roof is a gay note.

(Above) Modern is as modern does—particularly with paint. SWP White emphasizes the easy, rambling graciousness of this home and gives one the feeling of cool rest. Gay S-W Trimbrate Fiesta Yellow on the full-length shutters brings permanent sunshine to play on walls well surrounded by shade. The roof is S-W Shingle Stain Sienna Brown.





(Above) The intimate, compact size of this smaller home takes advantage of limited ground space in design . . . and gains individuality from brilliant S-W Trimbrite Cardinal Red shutters against a fresh appearing SWP White body. No further contrast is desired, so the shingle roof is kept neutral with S-W Shingle Stain Silver Gray. The correct use of paint really "made" this house.

(Below) A lovely suburban home of gently sloping lines which bespeaks quiet charm and dignity within. Surrounded by ample ground space and verdant foliage, the house stands out in a fresh coat of SWP White accented with SWP Willow Green shutters, and complementary Thatch Brown roof of S-W Shingle Stain. The colors of nature combined in delightfully good taste.



(Continued from Page 2)

remember that every well balanced room is also a good balance of warm and cool—one dominant over the other. Conversely, in the breakfast room where you are using cool Flat-Tone Light Blue on the walls, use a deeper blue on the floor—and then cheer up this coolness with a smile of warm Coral—sheer curtains at the window—Enameloid on the benches and table.

A warm color appears warmer, more intense, when a cool one is placed against it—conversely cool Flat-Tone Pale Jade appears "greener" and cooler with Burgundy furniture in the room. So, with a few exotic exceptions, every room color scheme is composed basically of two contrasting or closely allied colors—but your two major colors should never be balanced equally. Just as surely as an acid neutralizes a base,

and today these bring added beauty in Enameloid Turquoise, Peach or Eggplant.

We come to the matter of colored ceilings. If you have a cozy little



S-W Trimrite Castilian Blue enhances the architectural design of this doorway. White moldings accent the panels.

place with baronial hall ceilings, bring them down by painting them a positive color like Flat-Tone Coral Rose, Terra Cotta, Delft Blue, or lighter shades of these colors. Very light tints Flat-Tone Ivory, Cream and Caen Stone push a low ceiling up, and have a tendency to make it seem higher than it really is. A ceiling the same color as the walls, if

stripes on a wall, let's say, Thistle and Blossom Pink in three-inch stripes on the end walls, with Flat-Tone Thistle side walls, and a Blossom Pink ceiling, will create the impression of height and dignity.

Horizontal banding, striping, or dados in a room create a feeling of lowness and composure. Alternate bands of Flat-Tone Cream Gray and Canary Yellow with a mixture of Coral Rose and Canary Yellow on the ceiling can transform the incorrigibly barn-like room into a charming, normal member of the household.

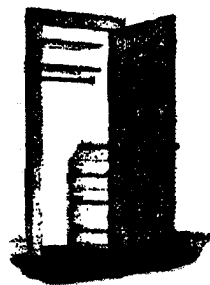
Shake the superstition that all four walls must be painted alike. Those two end walls of your ten by twenty living room that seem anxiously about to leave the family scene any day can be beautifully coaxed into the room by painting them a darker contrasting color. Flat-Tone Terra



A blue ceiling dropped down on the walls, stenciled with white stars. The drop is edged with a modern swag stencil.

two equally balanced colors will neutralize each other and take the verve from a scheme.

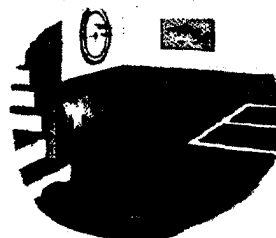
If you are using Yellow and Blue together—Flat-Tone Canary Yellow walls, Light Blue ceiling, play up to the Blue more strongly with Blue carpet and draperies. With Blue out in front, the Yellow takes on added charm by contrast. The third color for your room may be picked up from your printed drapery fabric, and this—be it Salmon, Plum or Cedar—all warm colors, please note—you will use on a small chair or in decorative objects—the garnish on the salad. It's no news that one or two pieces of painted furniture in a room are a smart and welcome relief from large areas of stained wood,



S-W Enameloid Sunny Yellow contrasted with S-W Enameloid Latence Green makes this closet a pleasure to have.

the walls are light, creates a further illusion of spaciousness.

Now for "line" in your decorative scheme—vertical lines carry the eye up, they have a sense of uplift, or aspiration—so by this token, vertical



Light walls of Flat-Tone Ivory Tan in contrast to dark stained wainscot. Flame Red on the chest highlights the scheme.

Cotta end walls for instance, advance into a room and seem to push out on the more neutral Silver Gray side walls giving the room more normal proportions. To bring out the beauty of the fireplace wall, paint it a different color from the other three. In a Rose Tan room, for instance, a Cream Gray fireplace wall sets off this architectural feature distinctively, and can be tied in with the rest of the room by using woodwork the same color.

So why not give those rooms of yours a color bath! It's simple if you follow the recipes given. Then add the salt of your own good taste and the colors you like to make them your schemes . . . be your own Home Decorator.

ENAMELOID

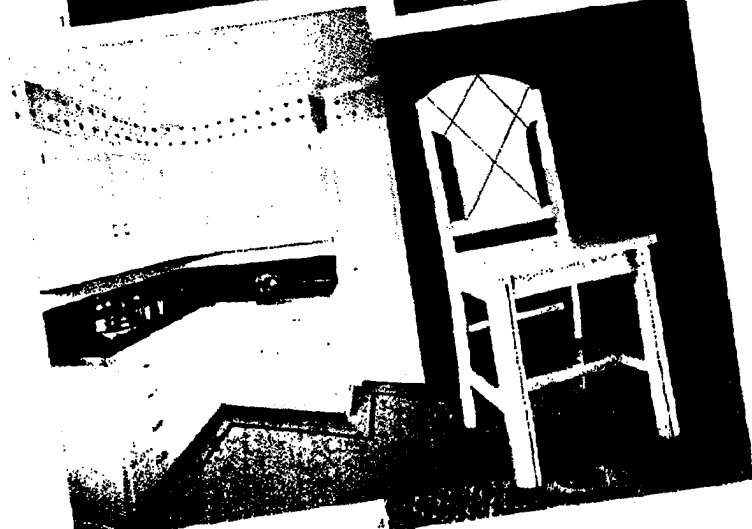
—hides the nicks on "Knick-Knacks"...
gives beauty to "working" pieces

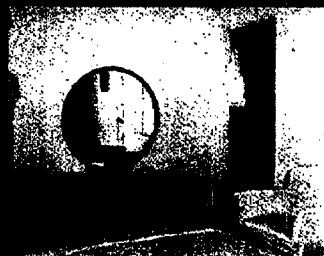
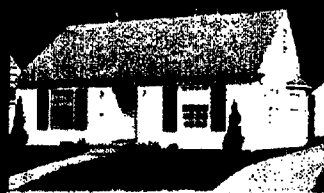
1. Handy stool—quick drying S-W Enameloid Flame Red.
2. Rejuvenated dresser chest — S-W Enameloid White with S-W Enameloid Blue drawer pulls.
3. Cabinets and door in S-W Enameloid Old Ivory... grease, smoke and odor repellent.
4. Gay occasional chair in S-W Enameloid Cream striped in S-W Enameloid Medium Brown.
5. Tug boat and barge ready for business

- in a new coat of S-W Flame Red Enameloid. Sunny Yellow, Black, Blue, Killarney Green and Orange are used on the Quoits.
6. An old tray repainted with S-W Enameloid Sunny Yellow is like a new tray.
7. S-W Enameloid Orange goes more than halfway in sprucing up garden tools. Sprinkler cans painted with S-W Enameloid Killarney Green and Orange.
8. Killarney Green Garden Tools take their color from nature. The tips are Old Ivory.



CO
Tab.
Shut
Shin
Top
Wall
Old
Top
SWF
Cents
Flat-
Cents
SWP
Cents
Crea
Pearl
Bottom





COLOR SPECIFICATIONS INSIDE BACK COVER

Top Row Left—Body: Stucco and Concrete White; Shutters: SWP Trimbright Verdus Green; Roof: Shingle Stain Medium Green.

Top Row Center—Ceiling: Semi-Lustre White; Walls: Semi-Lustre Ivory White; Trim: Enameloid Old Ivory.

Top Row Right—Body: SWP White; Shutters: SWP Black; Roof: Shingle Stain Silver Gray.

Center Row Left—Ceiling: Flat-Tone Ivory; Walls: Flat-Tone Silver Gray; Trim: Enameloid Old Ivory.

Center Row Center—Body: SWP White; Shutters: SWP Moss Green.

Center Row Right—Walls and Ceiling: Flat-Tone Cream Gray; Trim: Enameloid Old Ivory and Pearl Gray (equal parts).

Bottom Row Left—Body: SWP White; Trim and

Shutters: SWP Trimbright Cardinal Red; Roof: Shingle Stain Silver Gray.

Bottom Row Center—Ceiling and Walls: Flat-Tone Ivory; Trim: Enameloid Old Ivory and White (equal parts).

Bottom Row Right—Body: SWP White; Shutters: SWP Red.

COLOR SPECIFICATIONS BACK COVER

Top Row Left—Ceiling: Flat-Tone Warm Beige; Walls: Flat-Tone Cream.

Top Row Center—Ceiling: Flat-Tone White; Walls: Flat-Tone Delft Blue; Trim: Enameloid White.

Top Row Right—Ceiling and Trim: SWP Canary Yellow; Walls: Stucco & Concrete White.

Bottom Row Left—Body: SWP White; Shutters: SWP Willow Green; Roof: Preservative Shingle

Stain Silver Gray.

Bottom Row Center—Ceiling and Walls: Flat-Tone Light Green and Canary Yellow (equal parts); Window Sash: Enameloid Sunny Yellow; Trim: Enameloid White.

Bottom Row Right—Walls and Ceiling: Semi-Lustre Canary Yellow; Chairs: Enameloid Flame Red; Top of Table: Enameloid Sunny Yellow.

Homes of every size, shape and description are enhanced in value and beauty through the attractive use of projecting paint. The wide variety of homes pictured here are lifted far above the usual through color styling. Drab rooms become sunny or cool havens of hospitality, as you prefer. "Big as a barn" rooms become cozy and intimate . . . tiny, stifling rooms become sunny and gracious, through paint color. Paint is magic, and the trick is easy when you use Sherwin-Williams.



