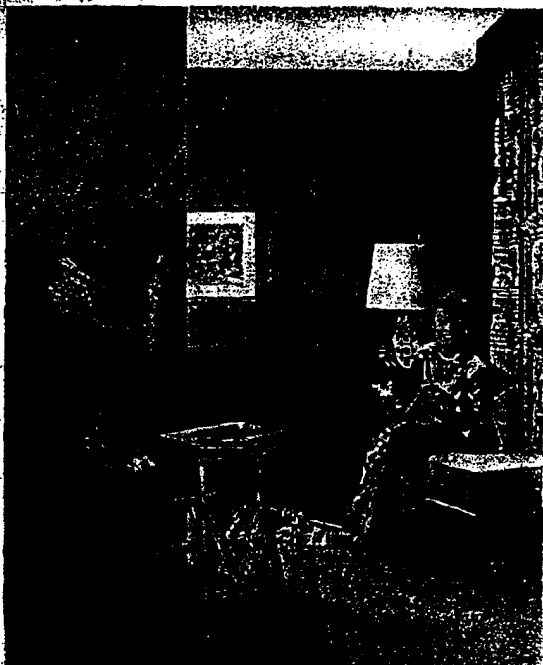




Smart, Colorful Walls Cost So Little
Super Kem-Tone
 the latex paint that's guaranteed washable!



\$1.73 **\$5.45**
 QUART GALLON
 No Thinning
 Just Stir and Apply

For less than \$10.00, you can get enough Super Kem-Tone for the walls and ceiling of the average room! And with Super Kem-Tone, you get colors at their loveliest. Hundreds of them . . . delicate pastels, gorgeous medium shades, stunning deep tones . . . all rich as velvet. It's so easy, too. Super Kem-Tone goes on quickly with the Kern Roller-Koaster . . . dries in an hour to the smoothest, loveliest finish you could want. After it has thoroughly dried, it can be washed repeatedly without losing its beauty. Even lipstick and grease marks wash off with ordinary household cleaners. It's guaranteed washable or your money back.

THE SHERWIN WILLIAMS CO.

In Principal Cities from Coast to Coast
 Super Kem-Tone and Kem-Glo are also made and distributed by:
 Acme Quality Paints, Inc., Detroit; W. W. Lawrence & Co., Pittsburgh; The Lowe Brothers Co., Dayton; John Lucas & Co., Inc., Philadelphia; The Martin-Senour Co., Chicago; Rogers Paint Products, Inc., Detroit.

For Kitchens, Bathrooms and Woodwork throughout Your Home!

KEM-GLO.



Looks and washes like baked enamel. Resists steam, cooking grease, grease, even boiling water and alcoholic beverages. Available in the same lovely colors as Super Kem-Tone.

Ladies Home Journal October 1954

0007-SWP-039420

That Vital Fraction
of an Inch Between
Your Buildings and
the Weather...



Dr. W. F. Taylor, L.L.D.,
R. S. R. L. (Ph.D.)
Director of Paint
Research, The
Sherwin-Williams Co.

Weather certainly is important to every farmer. Sun, rain, dew, frost, hail, ice, snow—every change in weather affects him in one way or another. Perhaps you never realized that paint chemists are just as vitally interested in weather as the farmer is. It is the responsibility of the paint chemist to provide you with a paint film that will protect your home and buildings against every one of these elements of weather... not for just a season but for years.

Take a look at the transparent wrapper on a pack of cigarettes—it is almost exactly a thousandth of an inch thick. Perhaps you have never thought of it in this way but the film of paint which stands between your home or buildings and the weather is probably only about as thick as three to five layers of that cigarette wrapper. Of course, it follows that such a film has to be made just right to do all you expect and should get from a good exterior paint.

Why do we know that SWP House Paint can do this job for you? Frankly, it is because we have put our paints through every kind of laboratory and field test that we can devise. And believe me, that takes not a matter of days or months... it takes years! I wish that you could all see our research laboratories. We're very proud of them... the complex instruments we use, and our exposure stations and house tests all over the country. I know then you would share our confidence that the film of SWP House Paint you put on your home and buildings can take all the hard knocks weather can throw at it... and keep coming back for more!

Please send me your free booklet, "The Home Decorator".

Name _____

Address _____

City _____ Zone or R. R. _____ State _____

Let us recommend a reliable painting contractor.

SWP HOUSE PAINT

Real "Life Insurance" For Farm Buildings



Tested for Your Protection.
... Almost exacting testing procedures through every step of manufacture assure maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.

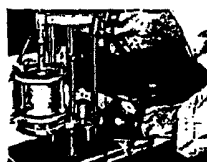


White and Colors That Last.
... All over the country, Sherwin-Williams maintains test stations where house paints of every type are exposed to years of weather and wear. SWP white that stays white and SWP colors that maintain their brilliance are the direct result of this painstaking research.

It pays to be "choosy" when you select the brand of exterior paint to be used on your buildings. The slight difference in cost between world-famous SWP House Paint and house paint of ordinary quality pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!

Go to the store that
displays this famous
trade-mark...



Ease of Application Assured.
... Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the High Shear Viscometer, is an extraordinary development which measures the brushing qualities of paint scientifically. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

SHERWIN-WILLIAMS HOUSE PAINT



What Farmers Are Asking

Pasture Mowing Profitable

"Just how valuable is mowing pasture to increase quality and quantity of grazing?"

When moisture is available, clipping and fertilization stimulate new growth. Young plants are much more nutritious and palatable than older plants. Mowing also aids in weed and brush control, leaving more moisture and plant food in the soil for good forage production.

Control for Screwworms

"What can I do to prevent losses from screwworms?"

During the fly season, all cuts and wounds should be treated with either Smear EQ-335 or US Smear 62. The EQ-335 Smear kills both screwworms and adult flies. Newborn calves and pigs should be checked carefully for screwworm infestations.

Kill Sprouts in August

"At what time of year is it easiest to kill hardwood sprouts in pastures or elsewhere?"

August. Poisons seem to be most effective at this time and stumps sprout less.

Budworms in Late Corn

"How can I prevent damage caused by budworms in late corn and grain sorghum?"

Dust bud or corn or grain sorghums when in full bloom with toxaphene, DDT, or similar poisons. Repeat in 10 days. Do not feed either of these for 30 days after last application.

Hogs Need Water

"How much water do pigs and hogs need during summer?"

At least a quart for each pound of feed they eat should be provided. Where plenty of fresh, clean water is available at all times, they will gain faster and

at lower cost. They should have free and easy access to water at all times.

Pasture Fertilizer

"How should I fertilize my clover-grass pasture?"

Because in such pasture phosphate

and potash is removed by the grass and the clover, a late-summer or early-fall application of potash and phosphate will help the clover in such a mixture. Have soil test made to indicate amount and proportion needed.

Get Supplies Cheapest Way

"Is it generally cheaper to get your farm supplies from supply stores or borrow money for these purchases?"

Usually one may borrow money to advantage from banks or money-lending institutions for short-term credit. Supply stores must generally charge more than interest on borrowed money.

Making Soybean Hay

"When should soybeans be cut for best quality and quantity of hay?"

When the pods are grown, but only about half filled out.

SWP HOUSE PAINT

Real "Life Insurance" For Farm Buildings



Tested for Your Protection... A most exacting testing procedure through every step of manufacture assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last... All over the country Sherwin-Williams maintains test stations where house paints of every type are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



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The Sherwin-Williams Co.
1284 Milland Building
Cleveland 1, Ohio

Please send me your free booklet, "The Home Decorator".

Name _____

Address _____

City _____ Zone or R. F. _____ State _____

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Let us recommend a reliable painting contractor.



SHERWIN-WILLIAMS HOUSE PAINT



Termite Error Corrected

DIRECTIONS were given for mixing 2 per cent DDT for termite control on page 46 of our June issue. It should have been 5 per cent DDT. The first paragraph of item 3 should have read:

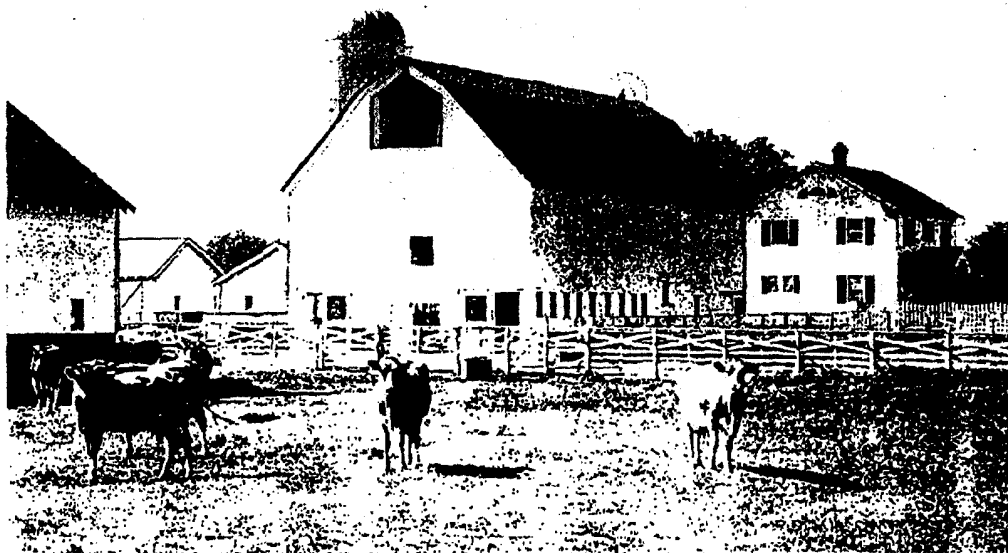
Mix chemicals. Dissolve 2½ pounds of technical DDT or 5 pounds of wettable DDT powder to 6 gallons of No. 2 fuel oil.

Dr. Arant says 2 per cent DDT will give satisfactory control for possibly two years or so. However, 5 per cent will give protection for six to eight years.

We are very sorry this error occurred.

0007-SWP-039422

0007-SWP-000122807



SWP HOUSE PAINT

Lasts Longer...Saves Money

It pays to be "choosy" when you select the brand of exterior paint to be used on your buildings. The slight difference in cost between world-famous SWP® House Paint and house paint of ordinary quality pays for years of extra wear and is one of the wisest economies you can make.

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1290 Midland Building
Cleveland 1, Ohio

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Tested for Your Protection.... A most exacting testing procedure through every step of manufacture assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.

White and Colors That Last.... All over the country Sherwin-Williams maintains test stations where house paints of every type are exposed to years of weather and wear. SWP white that stays white and SWP colors that maintain their brilliance are the direct result of this painstaking research.

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this famous trade-mark...



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0007-SWP-039423

0007-SWP-000122808



SWP HOUSE PAINT

Lasts Longer...Saves Money

It pays to be "choosy" when you select the brand of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

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FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Co., 1221 Midland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS



HOUSE PAINT

ON TV...TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK



Tested for Your Protection...

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last...

All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured...

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

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0007-SWP-039424

0007-SWP-000122809



Tested for Your Protection...

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HOUSE PAINT

ON TV...TUNE IN THE SUPER® KEN-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK

SWP HOUSE PAINT

Real "Life Insurance" For Your Home

It pays to be "choosy" when you select the *brand* of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

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FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Company, 1225 Midland Bldg., Cleveland 1, Ohio.



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0007-SWP-039425



SWP HOUSE PAINT Real "Life Insurance" For Your Home

It pays to be "choosy" when you select the brand of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP's House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economics you can make.

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HOUSE PAINT

ON TV...TUNE IN THE SUPER* KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK



Tested for Your Protection . . . A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . . All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



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0007-SWP-039426

0007-SWP-000122811



Glorious Sunbeam Yellow and Sunbaked SUPER KEM-TONE with nothing KEM-GLO on workweek highlight this cheerful room.

COLOR COSTS SO LITTLE, ADDS SO MUCH!

Super KEM-TONE

...the washable latex wall paint



Easy to Use

SUPER KEM-TONE comes ready to use. No thinning, just stir and apply with brush or Roller-Koater. Dries so quickly you can use your room the same day you paint it.



***Guaranteed Washable**

When thoroughly dry, SUPER KEM-TONE withstands repeated washings with usual household cleansers without losing its beauty. Guaranteed washable or your money back.

Enough SUPER KEM-TONE for the walls and ceiling of an average room costs less than \$10.00. Nothing else, regardless of cost, can do so much, so easily, to improve a room.

SUPER KEM-TONE is the wonderful latex paint that's guaranteed* washable. Latex, the new miracle ingredient, adds super wear, super beauty and super washability. SUPER KEM-TONE is so easy to use with brush or Roller-Koater and dries so fast, you can paint and use a room the same day.

Choose from more than a hundred lovely colors, all available in both SUPER KEM-TONE and KEM-GLO, America's favorite enamel.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

\$1.73
QUART
\$5.45
GALLON
(Deep Tones
\$5.69
a Gallon)

If you wish, we will gladly recommend a painting contractor for any of your painting needs.

Newest Fashion in Home Decoration

... Applikay!

Words and pictures can't do justice to the shimmering beauty of Applikay*... subtle designs you roll on your SUPER KEM-TONE walls. You must see it to believe it! See it on TV... ask your SUPER KEM-TONE dealer to show you how easily amazing new APPLIKAY can transform your rooms. ©1964 Sherwin-Williams Co.



ON TV... TUNE IN "Where's Raymond", Starring RAY BOLGER... EVERY WEEK ON ABC NETWORK

THE SHERWIN WILLIAMS CO.



In Principal Cities from Coast to Coast

SUPER KEM-TONE and KEM-GLO are also made and distributed by: Acme Quality Paints, Inc., Detroit; W. W. Lawrence & Co., Pittsburgh; The Lowe Brothers Co., Dayton; John Lucas & Co., Inc., Philadelphia; The Martin-Senon Co., Chicago; Rogers Paint Products, Inc., Detroit.

0007-SWP-039427

0007-SWP-000122812



Melodie Green Super Kem-Tone combines with Caprice Yellow and Russet Kem-Glo on woodwork in this delightful room.

OF COURSE YOU CAN AFFORD TO RE-DECORATE!

Super Kem-Tone

...the washable latex wall paint



Easy to Use

SUPER KEM-TONE comes ready to use. No thinning, just stir and apply with brush or Roller-Koater. Dries so quickly you can use your room the same day you paint it.



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\$1.73
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\$5.69
a Gallon)

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... *Applikat*!

Words and pictures can't do justice to the shimmering beauty of APPLIKAT* ... subtle designs you roll on your SUPER KEM-TONE walls. You must see it to believe it! See it on TV... ask your SUPER KEM-TONE dealer to show you how easily amazing new APPLIKAT can transform your rooms. *Patented

THE SHERWIN WILLIAMS CO.



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ON TV...TUNE IN "Where's Raymond", Starring RAY BOLGER... EVERY WEEK ON ABC NETWORK

0007-SWP-039428

0007-SWP-000122813



SWP HOUSE PAINT

Lasts Longer...Saves Money

It pays to be "choosy" when you select the *brand* of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!



FREE! For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Co., 1220 Midland Building, Cleveland 1, Ohio.

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HOUSE PAINT

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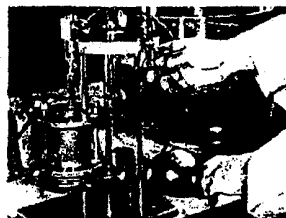
Tested for Your Protection . . .

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . .

All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays white and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the tensile qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

Go to the store that displays
this famous trade mark . . .



0007-SWP-039429

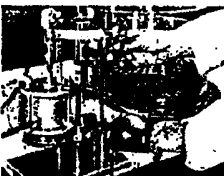
0007-SWP-000122814



Tested for Your Protection...
A most exacting procedure of analysis, control, testing, through every step of manufacture from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Labor-saving in every Sherwin-Williams factory, also charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last...
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SWP HOUSE PAINT

Lasts Longer... Saves Money



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Let us recommend a reliable painting contractor.



FREE! For full information on SWP House Paint and lots of tracing, decoration ideas, too, ask your dealer for a copy of the 44-page "How To Paint" or write to The Sherwin-Williams Co., 1230 Midland Building, Cleveland 1, Ohio.



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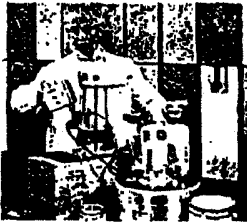


SHERWIN-WILLIAMS SWP HOUSE PAINT

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0007-SWP-039430

0007-SWP-000122815



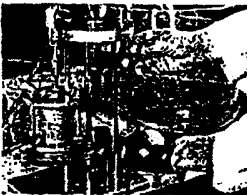
Tested for Your Protection

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HOUSE PAINT



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0007-SWP-039431

0007-SWP-000122816



Such Beauty at So Little Cost!

Super Kem-Tone

the latex wall paint that's guaranteed washable!



\$1.73 \$5.45
QUART GALLON
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my sporting blood tingling. The store was only being poetic about putting peacocks to shame, yet I'll bet some of the new vests could do it. To decide the matter, I'd like to see a contest staged between a peacock and one of the new vests, as modeled by a sharp young dresser from an Ivy League college.

If one is arranged, it ought to be run on a high plane of sportsmanship; it should not be held while the peacock is molting. No young man wearing a Tattersall vest would be cad enough to take advantage of a molting peacock. Unless, of course, the young man were molting, too—in which case the contest wouldn't be much fun, I guess.

I LOOKED up some articles about the history of vests to see if there had ever been a rash of vests like the current one, and in Stevenson's *Home Book of Quotations* I came across a description of a vest that started a war, and therefore seems worth bringing up. Harken to this:

*A vest as admired Vortiger had on,
Which from this Island's foes his grandsire won,
Whose artful colours pass'd the Tyrian dye,
Obligated to triumph in this legacy.*

Now, there's a vest to sing a song of casual elegance, or put a peacock to shame, even though the description is a little obscure, on account of poetic license. Who was colored with that Tyrian dye, probably purple? The vest, or Vortiger's grandfather? (I always thought it was spelled Vortigern, by the way.) The natural answer would be the vest; but it happens that when Vortiger (or Vortigern) was fighting the Picts and Scots in the fifth century, the ancient Britons often painted themselves blue. So a purple grandsire cannot be ruled out.

In any case, the grandsire thought enough of that vest to go to war with "this Island's foes" to get it. I have heard of a lady whose face launched a thousand ships, but I never heard of a vest that started a war. Observe also this vest's durability. It lasted from his purple grandfather's time right down, and it must have been prized and worn by "this Island's foes" (the Picts and Scots) before the grandsire wrested it from them. You don't get material like that today. You don't even get Picts and Scots like that today.

The modern, well-dressed college man will have to be satisfied with a vest I saw advertised in a magazine some time ago by a New York haberdasher. It is called the alma mater vest. It has six smoke-pearl buttons and can be worn with all odd coats, and this is good, because a great many coats are odd these days. The vest is embroidered with the emblem of your alma mater: bulldogs for Yale, tigers for Princeton, and miniatures

WOMAN'S DAY

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