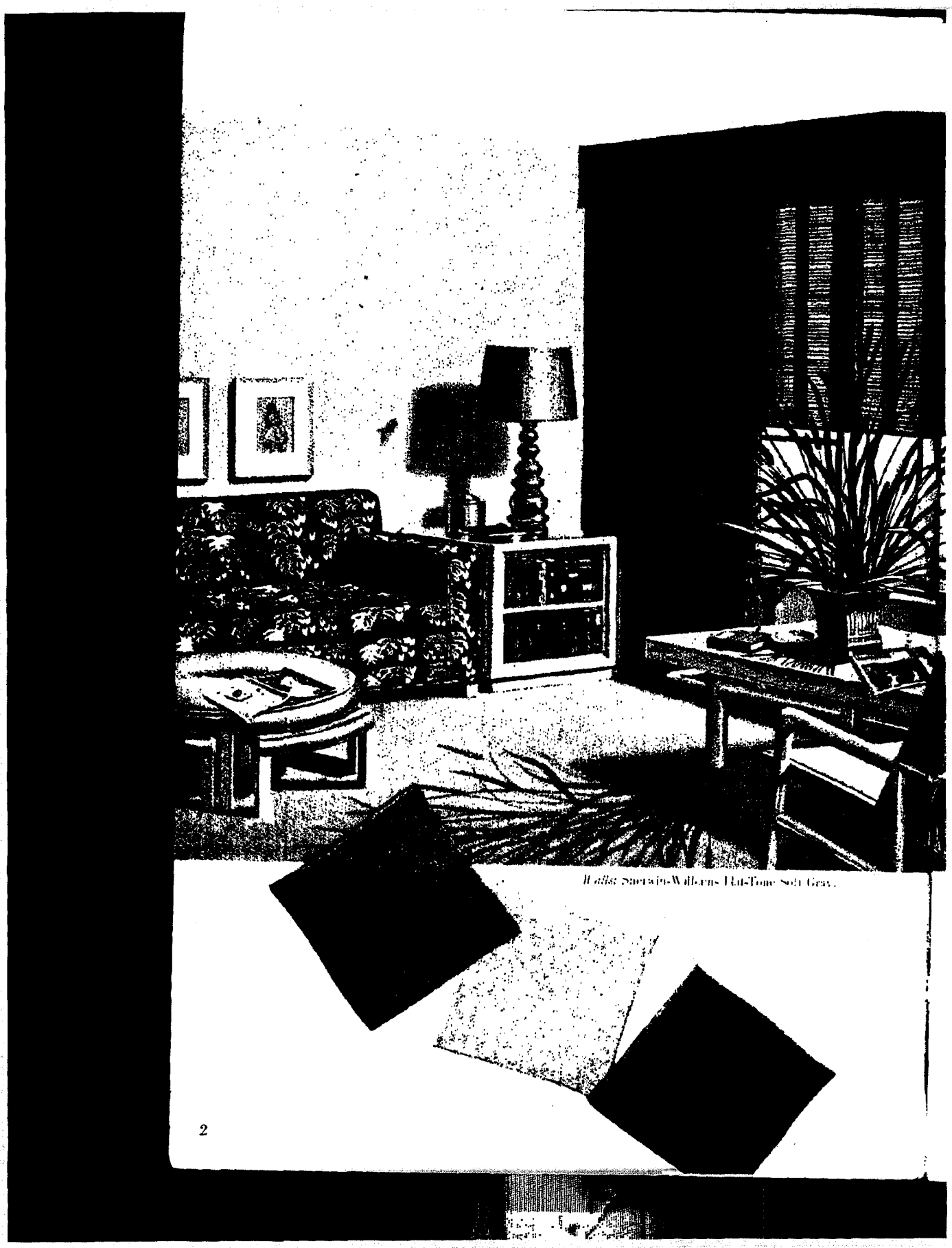

THE
Home Decorator
a friendly service of
1951

1951-

Cover
pp. 24-5



Walls: Sherwin-Williams Flat-Tone Soft Gray.

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Modernize without Remodeling



COLOR DOES IT

A few cans of color, a dash of imagination, a keen sense for news in decorating ideas . . . those are the ingredients for rejuvenating tired rooms. For paint is the quickest, easiest, least expensive way to keep your home "in fashion."

Your first step is, of course, to collect ideas. This book will give you dozens. And you can borrow the 1951 Style Guide to find hundreds more. Both these books illustrate rooms of all types in full color. For all rooms, alternate color schemes are pictured, to show you at a glance how easy it is to create different "personalities" simply by varying the colors. In all cases, exact specifications are given so that you can reproduce any of the color schemes perfectly—in your own home.

Take, for instance, the room at left. Soft gray walls blending with gray rug are a perfect background for dramatic print sofa, blonde furniture, rich green draperies. These colors would be just as smart with other rug colors, as shown in the swatches. And the room is equally interesting . . . though completely different . . . done in the colors pictured below. Sherwin-Williams Flat-Tone and Super Kem-Tone were used on the walls. And with good reason. This high quality paint has a soft, glareless finish and fine texture that harmonize with modern simplicity of design. Flat-Tone is washable, too . . . completely practical for rooms like this, scheduled for constant use by a family famous for hospitality. Rug swatches suggest alternate floor color for these three rooms.

Sherwin-Williams Flat-Tone Seafoam Green.



Super Kem-Tone Spanish Brown.



0007-SWP-000103550

living rooms



Ceiling: Super Kem-Tone Ripple Green. *Walls:* Super Kem-Tone Sunbeam Yellow.

Beauty Is As Beauty Does. Time was when families thought they had to "wait 'til the children grew up" before decorating as they'd like to. But not any more. This room is a case in point. It's color-planned to express the tastes of discriminating adults, and paint-planned to stand up to the "wear and tear" of active children. Super Kem-Tone was the inspired choice for walls, ceiling, baseboards, moulding. This sensational new paint combines beauty, durability and washability all in one. It has a rich sheen that's lovely to "live with." Yet it has a tough surface that resists scuffs, grease, spilled liquids, and most household mishaps. Even ink and crayon marks wash right off. And it can be washed hundreds of times without losing its beautiful finish.



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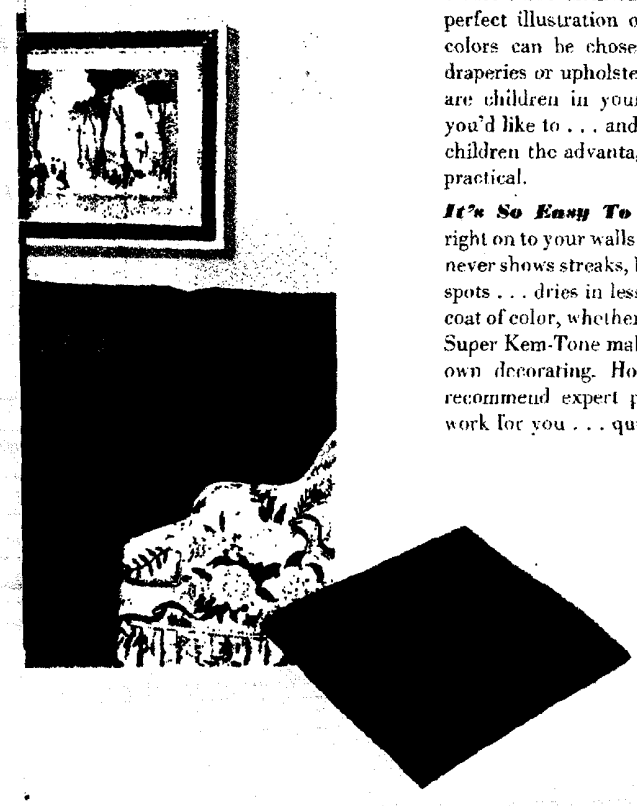
Besides all this, Super Kem-Tone gives you thrilling color choice. It comes in fourteen light and deep tones and these can be intermixed to produce almost any shade or tint you can imagine. This page shows you how three favorite Super Kem-Tone colors create three distinctive versions of one room. It's a perfect illustration of how easily Super Kem-Tone colors can be chosen to harmonize with the rug, draperies or upholstery you have. So—even if there are children in your family, you can decorate as you'd like to . . . and give both yourselves and your children the advantage of living with beauty that is practical.

It's So Easy To Do. Super Kem-Tone glides right on to your walls, with brush or Roller-Koater. It never shows streaks, laps, brushmarks or "touch-up" spots . . . dries in less than a half hour to a uniform coat of color, whether you choose light or deep tones. Super Kem-Tone makes it magically easy to do your own decorating. However, if you prefer, we can recommend expert painting contractors to do the work for you . . . quickly, beautifully.



Walls: Super Kem-Tone mixture of equal parts Ripple Green and Skyline Blue.



Walls: Super Kem-Tone mixture of equal parts Melodic Green and Colony Blue.

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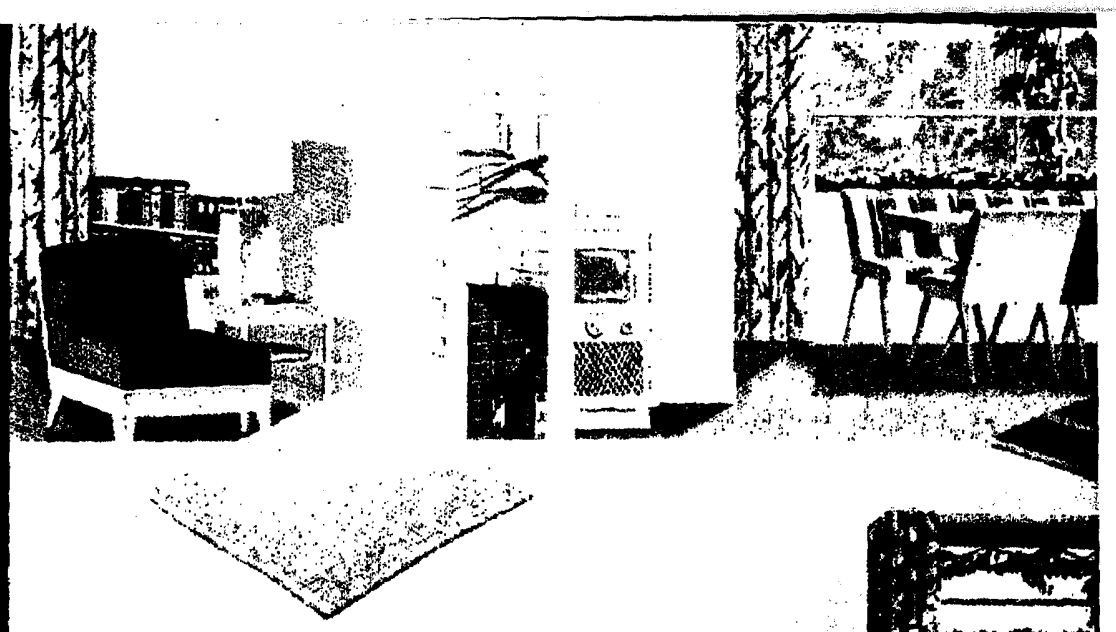





Color Schemes Unlimited

Five versions of this ranch-type living-dining room show what a variety of color schemes can be developed for one room. Each has a character all its own, each is stunning and each goes perfectly with the dramatic furniture and draperies. Which you choose is just a question of personal taste. You may like the airy effect of white walls. Or perhaps you prefer the dignity of soft gray, the friendly warmth of yellow, the cool charm of green or the richness of deep red walls.

For these walls, Super Kem-Tone, Kem-Tone and Flat-Tone were used. In the first place, their colors are perfectly keyed to the furniture . . . and they won't fade in the daylight streaming through the big corner window. Then, with the heavy beamed ceiling it was smarter to match the baseboard to the walls to avoid "breaking up the line" . . . and these wall finishes go on as smoothly and beautifully. For a brilliant contrast in finish and lasting beauty, Enameloid for high gloss or Kem-Glo for soft lustre was used on interior window frames.

Whichever color combination you prefer, you'll agree this room would be fun to live in. It's a perfect setting for "just family" or for gay parties. Its colorful beauty is completely practical . . . and easy to reproduce on any budget.

Walls: Flat-Tone Soft Gray.

Walls: Super Kem-Tone Sunbeam Yellow.

Walls: Super Kem-Tone Melodie Green.





Walls & Fireplace: Kem-Tone Yorktown White, *Ceiling:* Old Seed, Winter and Marvel Stair Trim, Varnish.



Walls: Super Kem-Tone Monterey Red.

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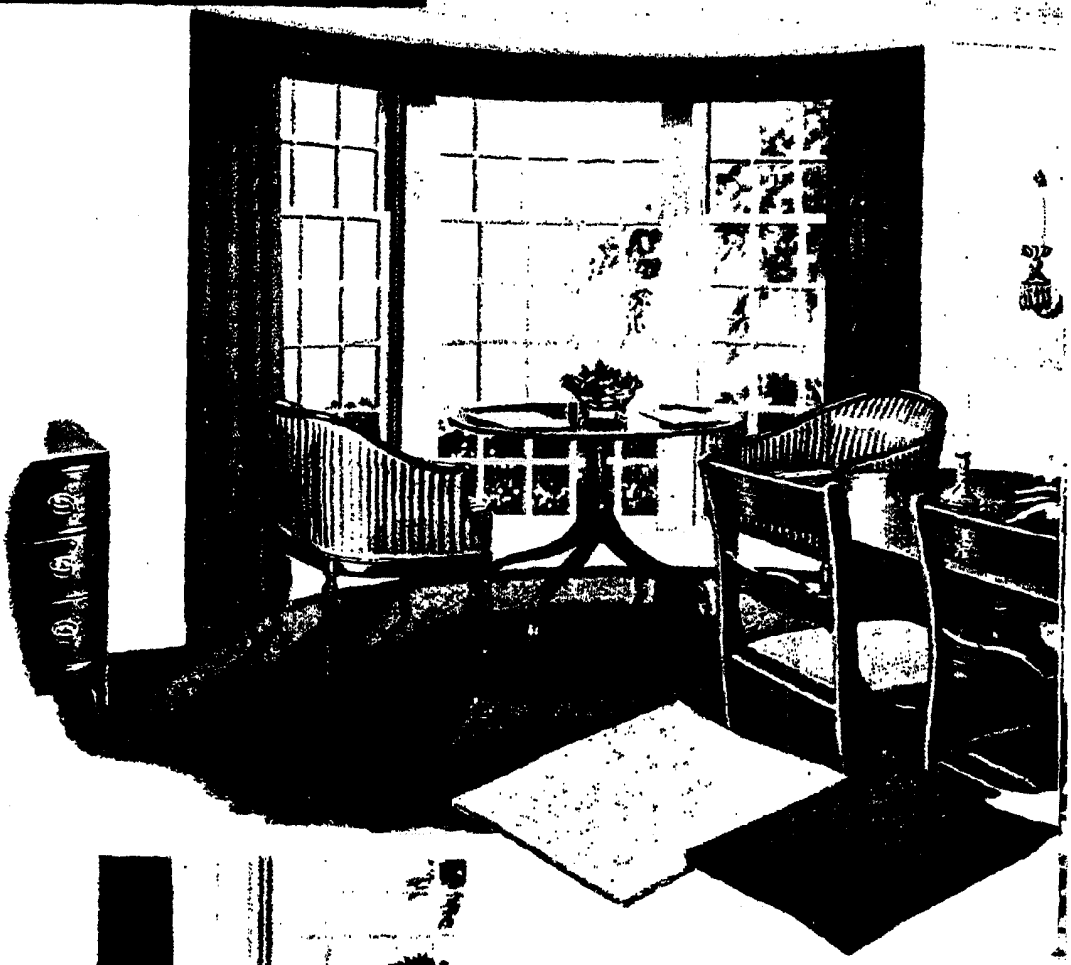
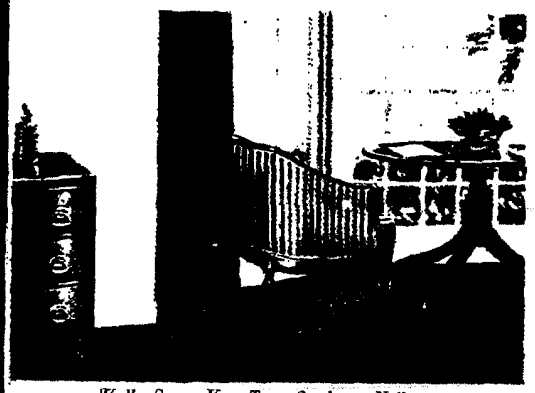
dining rooms







Walls: Super Kem-Tone Sunbeam Yellow.
Woodwork: Kem-Glo Stay-White.

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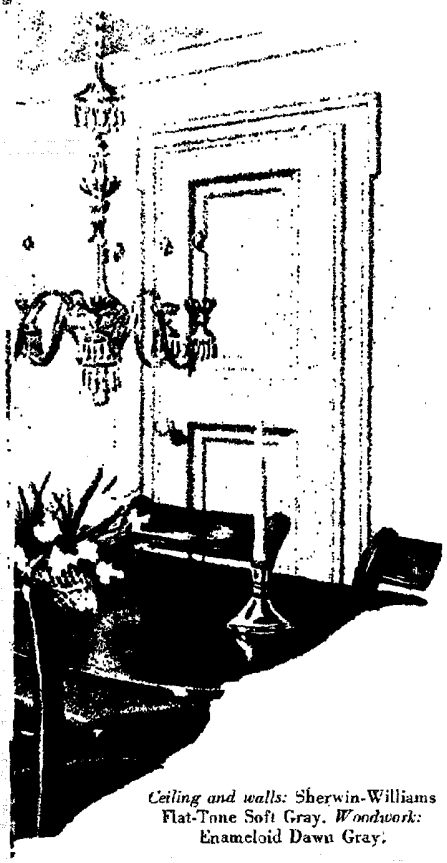


Ceiling and walls: Sherwin-Williams Flat-Tone Soft Gray. *Woodwork:* Enameloid Dawn Gray.

There's nothing like color to bring out the charm of traditional. It emphasizes the graceful proportion of a room, plays up good features and plays down less desirable ones. And—the mellow hand-rubbed look of period style furniture shows to best advantage against a background of beautifully painted plain-color walls.

One Room In Four Moods

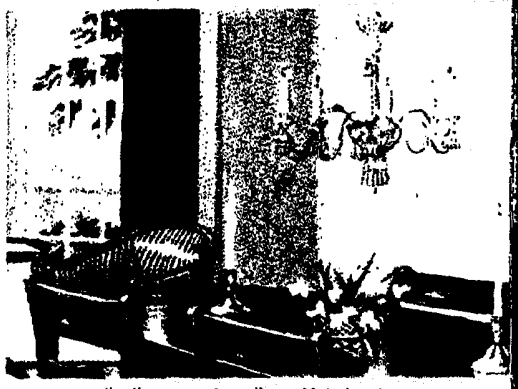
Note how richly mahogany furniture glows against soft gray walls painted with fine-textured Flat-Tone . . . and how these monotone walls focus attention on the interesting bay. Rug is reddish brown for warm contrast, but gray or green, as suggested by the swatches, would be equally good.

Now look at the alternate color plans below. First, Sunbeam Yellow Super Kem-Tone walls with Kem-Glo Stay-White woodwork blend with rose rug for a cheery sunlit effect. Next, peach walls with white woodwork make a warm contrast with a gray rug. Last, Super Kem-Tone was chosen in Melodie Green to tone in with the green draperies and rose rug, with Kem-Glo Stay-White on woodwork for stunning contrast. They give you a hint of the infinite color possibilities open to you, to express your individuality in traditional rooms.

(Continued on Page 12)



Ceiling: Super Kem-Tone Shasta White. *Walls:* Mixture of 1 quart Sunbeam Yellow to 1 gallon Camellia Pink. *Woodwork:* Kem-Glo Stay-White.



Walls: Super Kem-Tone Melodie Green. *Woodwork:* Kem-Glo Stay-White.

Modernize without Remodeling

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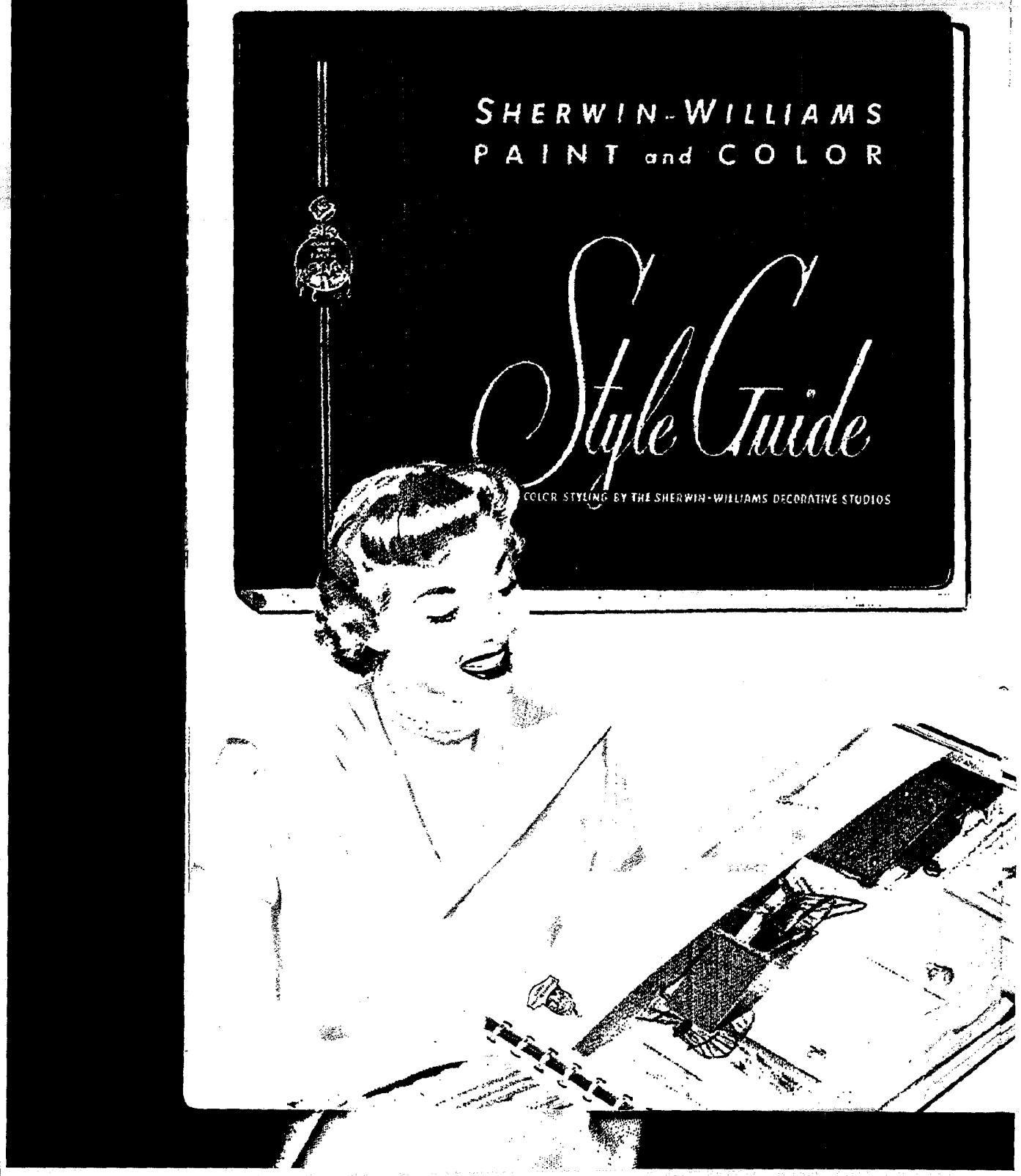
SEE THE



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NEW

Style Guide

FOR FULL SCALE DECORATING IDEAS

IN DETAILED COLOR

Naturally, you've wished you could "try on walls for color"—every time you redecorate. You'd like to line up wall colors with your furnishings—the way you bring home drapery or upholstery fabrics—to see how they "go with" your room. You want to know in advance how your dreams will look in real life.

And now for the first time you can do just that—with the new Sherwin-Williams Style Guide. It's a book you can borrow but not buy—the biggest picture book of beautiful rooms you've ever seen. Over one-hundred poster-size pages of actual rooms photographed in full color, portray room scenes large enough to show each detail clearly. Large enough, too, to prop portrait-wise against a wall to give you a true perspective on how different color-harmonies actually look in a room.

But size is the least of this new Style Guide. Its chief value is variety. It visualizes all your pet color ideas, and many you never dreamed of, so you can pick the one you'll like to "live with" best.

For example, one page will picture a room in one delightful color scheme. But look again. On the opposite page you'll see the same rug, same furniture, same draperies shown against different wall colors. Each background creates a completely new effect—visible evidence that you can create new rooms inexpensively, merely by repainting the walls.

The Style Guide works this same color-magic for complete redecorating, too, to show you how different color schemes can change the personality of one room. With new color harmonies for walls, rug, draperies, furniture you "wouldn't believe it's the same room." If you're lucky enough to have complete restyling on your budget, these color-turnovers prove a practical guide to your imagination.

There are dozens of such color-dramas in the new Sherwin-Williams Style Guide—for every room in both traditional and modern homes. Thus, you can choose the color-plan that goes best with your furnishings, the tastes of your family and the way you like to live. It's the same principle as choosing one dress from the many you try on in a store.

You can borrow this fabulous Style Guide from our store.



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Ceiling and walls: Sherwin-Williams
Flat-Tone Shadow Blue.





Modernize without Remodeling

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Color Whets the Appetite. No doubt you've known people who claim that coffee doesn't "taste right" in blue cups... or pink or green. Of course the flavor is the same. It's the color combination they don't like. Psychologically, color does affect appetite. That's why dining room decoration is so important if you want your family and guests to do justice to your cooking. Color can add zest to food, sparkle to conversation, harmony to any gathering.

In modern rooms, particularly, color plays a stellar role. It adds interest to clean-cut lines, importance to accessories, and it emphasizes the value of texture. Here you see how Cross-Country furniture stands out equally well against pale, or deep-tone walls.

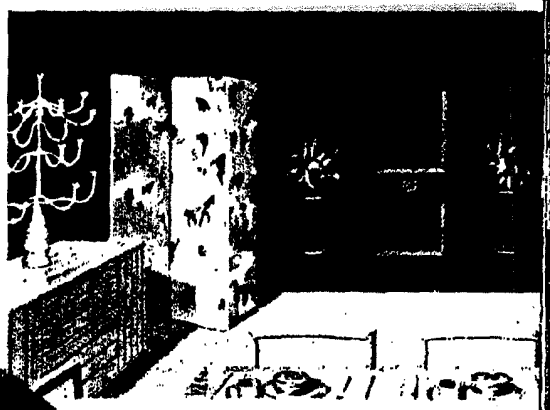
In the big picture, the walls are painted in soft suede-finish Flat-Tone in Shadow Blue. For a contrast in finish as well as color, the unusual door was enameled with lustrous Enameloid in black, dramatized with a touch of red to match the chair seats. The green carpet with the blue walls is an interesting high style note. Blue, like the swatch, would create more conventional but very pleasing and satisfying harmony. The two other versions were done in velvet-like Super Kem-Tone, with woodwork and door to match the walls. Sunbeam Yellow, for one, sets a light-hearted mood. This gay color is equally smart with blue rug to match draperies, or red to go with the chairs. In the other, Monterey Red makes a dramatic setting in which the light furniture, gray rug and blue screen give a brilliant performance.

These three different editions of the same room give you a hint of the fun you can have with color . . . if "modern's your dish" and you like to be original. You'll find plenty more ideas in the Style Guide. And with the hundreds of colors available today in fine quality Sherwin-Williams paints, you can create the exact atmosphere you want in any room. We'll be glad to show you the many colors you can get in the paints best suited to your needs and your budget.





Walls: Super Kem-Tone Sunbeam Yellow.



Walls: Super Kem-Tone Monterey Red.

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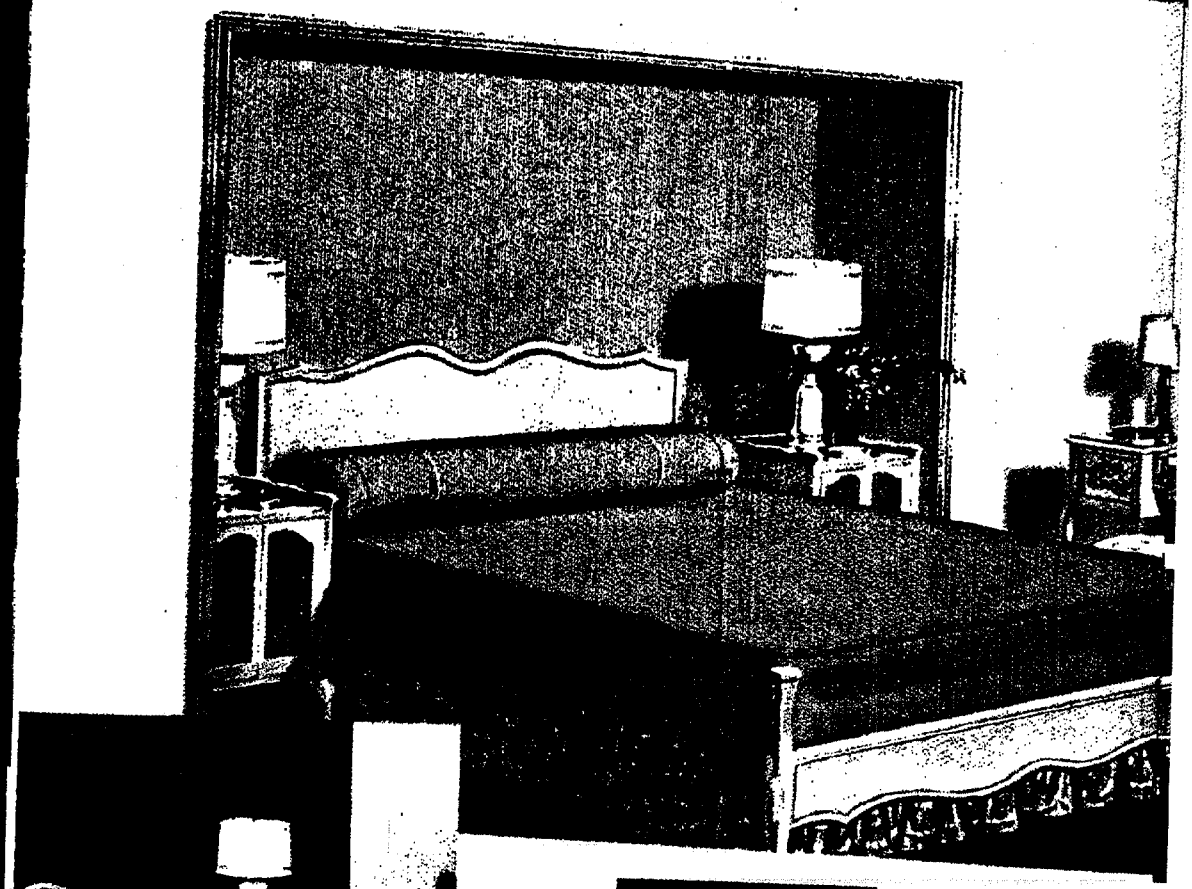
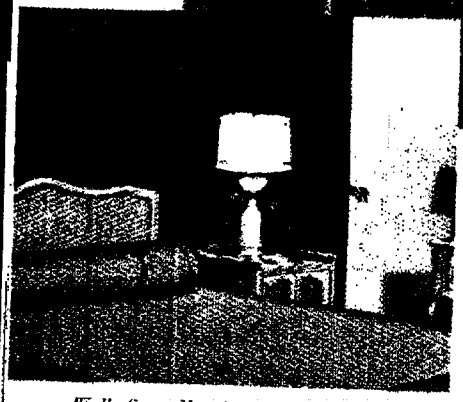
bedrooms

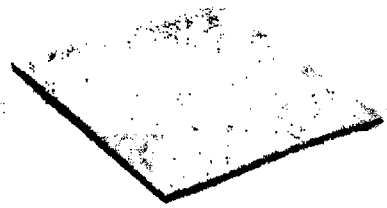




Walls: Super Kem-Tone Glenwood Gray.
Recess: Mixture of equal parts Super Kem-Tone Melodie Green, Monterey Red and Sunbeam Yellow.



Walls: Super Kem-Tone Shasta White.
Recess: Super Kem-Tone Colony Blue.



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Walls: Super Kem-Tone Camellia Pink.
Recess: Super Kem-Tone Wedgwood Blue.



Your bedroom is one place where you can express your own color ideas without regard to the color preference of the rest of the family. And with today's line-up of paints you can make your dearest color dreams come true. If there are children in the household, you'll be wise to use Super Kem-Tone. Even their experiments with paint brush, crayon and pencil offer no hazards . . . stray drawings wash right off. If you like a change of color often . . . and scrubbability is not necessary . . . choose Kem-Tone. Its soft flat-matte finish is very restful. It goes on easily, dries in 60 minutes and is a real bargain in beauty. Both these paints give you almost endless color choice.

Study in Contrasts. This traditional bedroom presents the perfect opportunity for two-tone harmony in walls, with the deeper color used to play up the recess. This was done in Wedgwood Blue—in the large picture—to match the bedspread, harmonize with deep blue rug, and contrast with walls in Camellia Pink Super Kem-Tone. Two other pleasing contrasts are shown below:—Colony Blue recess with Shasta White walls in one, and in the other, Canyon Rose with Glenwood Gray Super Kem-Tone. All three contrasts go equally well with the furnishings. In all rooms, the ceiling might match either walls or recess, and Kem-Glo lustre enamel on woodwork should match the bed. This page gives you an idea of the variety of effects you can achieve with the fashion for contrasting walls. You've almost unlimited choice of colors in either Kem-Tone or Super Kem-Tone . . . ranging from the most delicate pastels to rich deep tones. One point to remember—it's smartest to use the lighter tone of your two-color team on the wall that has the windows, for that's the wall that gets the least light.



Modernize without Remodeling

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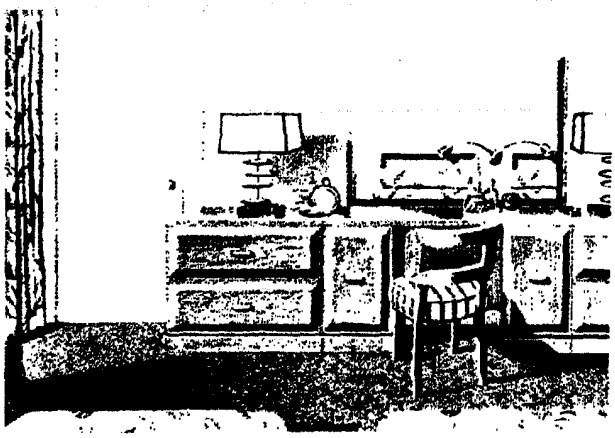

Ceiling and walls: Super Kem-Tone Shasta White.



So you like modern! And your eyes light up at the sleek surfaces of contemporary furniture, at the interesting textures of present-day fabrics. But what about color? White, pastel or deep tones are all "right," as this room, done four ways, proves. And with Super Kem-Tone, the velvet-like finish harmonizes perfectly with modern furnishings.

In the center scene, Pinehurst Green walls create a restful room . . . with a big window-wall a deep tone is especially good. Flat-Tone white walls, as you see at upper left, reflect more light. The gentle look of Kem-Tone Sheffield Gray gains "life" from the Sunbeam Yellow door. The Wedgwood Blue room is quiet and serene. In all, rug colors provide rich contrasts.

Matching Walls and Woodwork. The fashion for one color over all is a smart one, especially for small rooms. It makes them look larger, by "painting out" contrasting lines that "cut up" a room. With Super Kem-Tone it's easy to do. Just use the same paint on both walls and woodwork . . . it goes equally well over both.



Modernize without Remodeling

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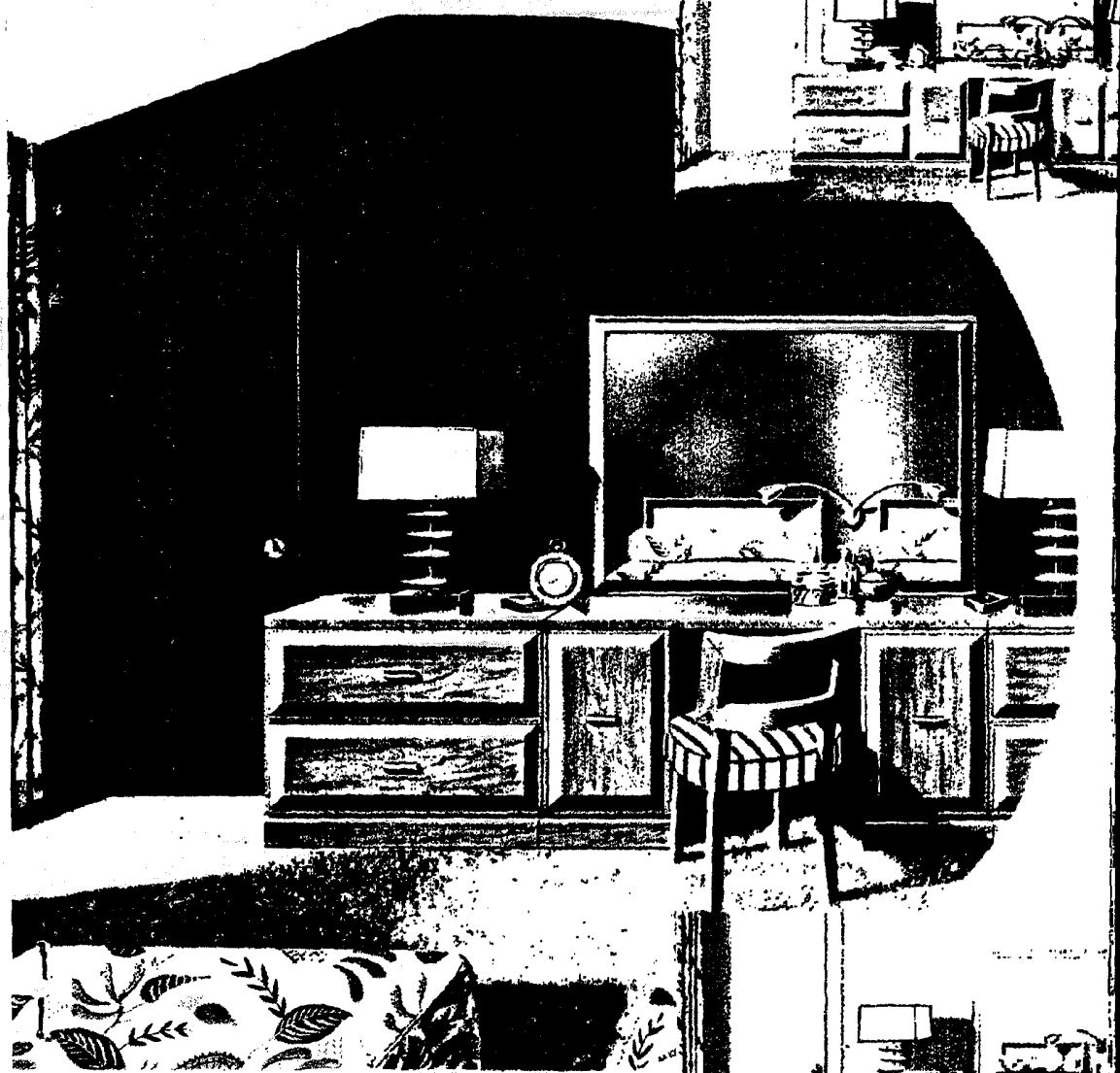
Walls: Kem-Tone Sheffield Gray.



Ceiling: Super Kem-Tone Glenwood Gray. *Walls:* Pinehurst Green.



Walls: Super Kem-Tone Wedgwood Blue.

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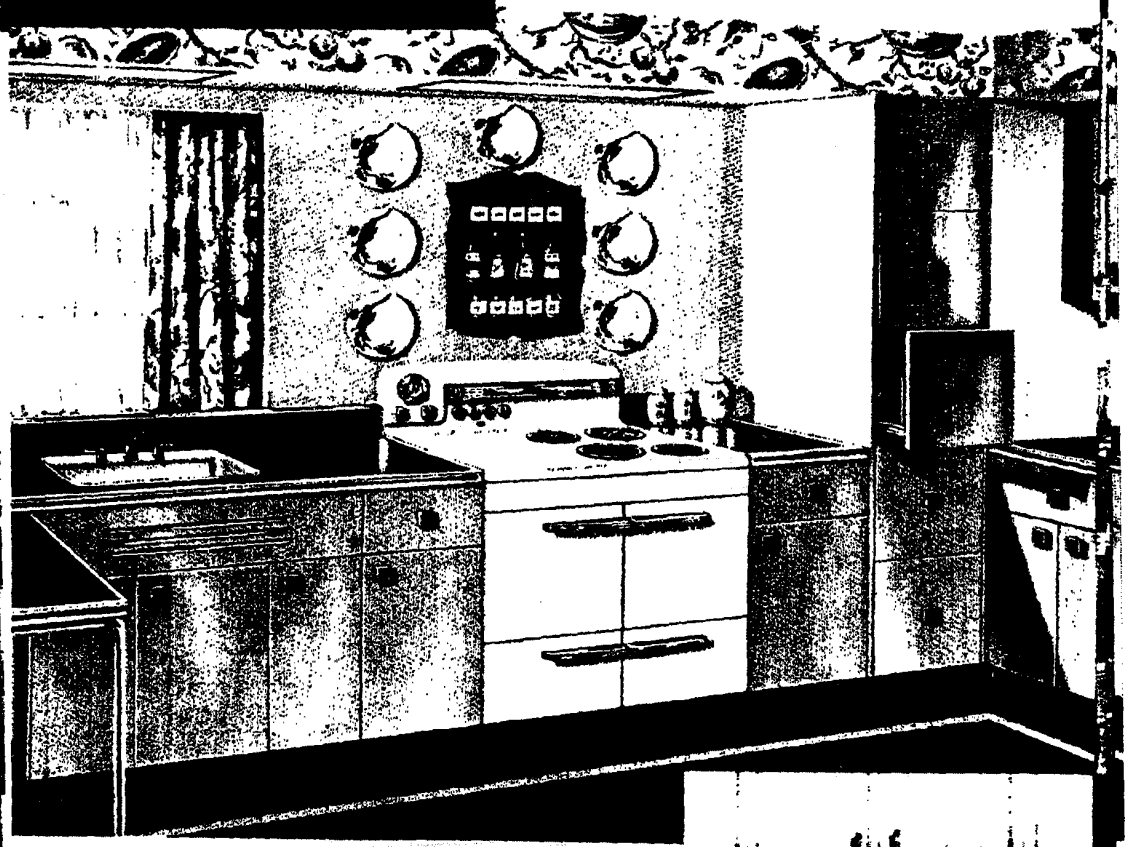
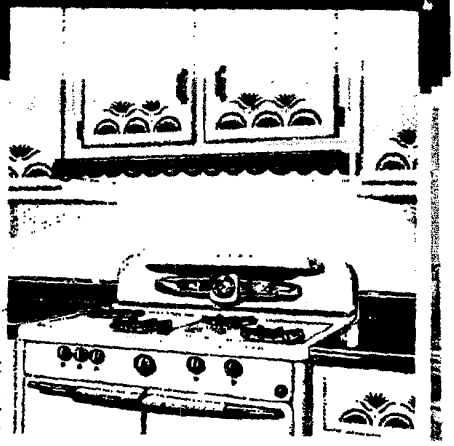
kitchens



Range and sink alcove walls: Kem-Glo Rose Coral. *Other walls and ceiling:* Kem-Glo Stay White. *Cabinets and wood trim:* Mixture of equal parts Kem-Glo Stay White and Canterbury Gray.



Ceiling and walls: Kem-Glo Stay White. *Soffit, table top and trim:* Mixture of equal parts Kem-Glo Maywood Green and Sunburst Yellow.



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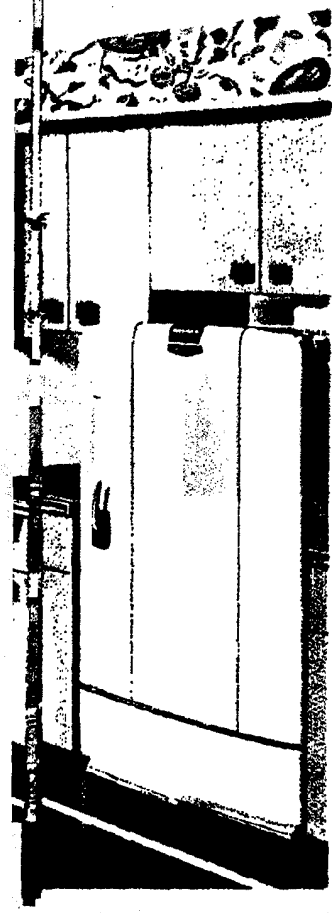
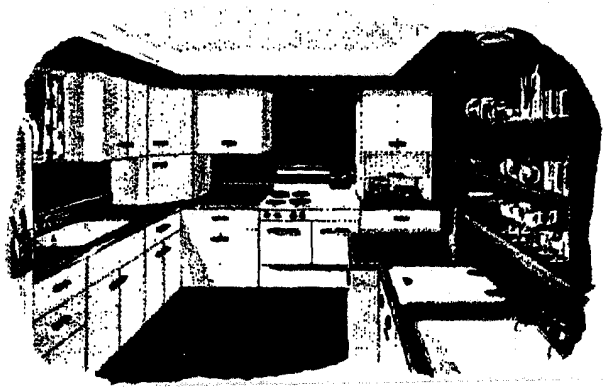


Walls: Kem-Glo Sunbury Yellow. *Cabinets and wood trim:* Enameloid White.



Ceiling and cabinets: Sherwin-Williams Enameloid White. *Walls:* Sherwin-Williams Enameloid Flame Red. *Trim:* Sherwin-Williams Enameloid Pastel Blue.

The Heart of the Home. That's the kitchen, the start of dinners that call for encores and the grand finale for all successful parties. It takes plenty of punishment, that's for sure, ranging from cooking mishaps to the antics of children. But, interior decoration in this much-used room can be as glamorous as in any other. The secret is—Kem-Glo. Kem-Glo is a miracle of modern paint chemistry. It's a semi-gloss enamel that brings beauty to your kitchen in half a day. It dries in 3 or 4 hours to a smooth, hard finish that looks like baked enamel. Feels and acts like it, too, for it washes as easily as your refrigerator. It comes in fourteen light and deep colors that shimmer like satin . . . and you can mix these to create still others to match your linoleum, pottery or cabinets.

In the setting at left, Kem-Glo was the brilliant choice for the Rose Coral wall behind the range and the matching cabinet end. Steam from cooking won't leave stains. Neither will spattered grease or spilled liquids . . . they wash right off. They just won't soak in, because Kem-Glo's surface is so tight and tough. It's just as practical for the cabinets, done in pale gray for soft contrast . . . for Kem-Glo resists scuffs and smudges. In fact, Kem-Glo is so impervious to hard knocks, it was first choice for the gay breakfast-and-snack-bar at lower left. This can double safely as home-manager's desk, too, for ink and pencil marks will whisk off with a damp cloth.

Another good feature . . . Kem-Glo's lustrous surface reflects light generously. That Sunbury Yellow panel between cabinet and range, for example, throws extra light on culinary tasks . . . and makes a sunny contrast with blue counter top. The kitchen at top gives another picture of the glamorous but practical decoration you can have in your kitchen, with Kem-Glo.

Modernize without Remodeling

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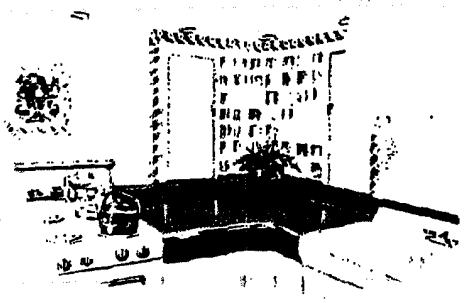
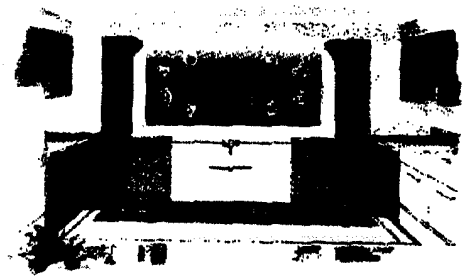
M.I.K. One of the earliest of the alphabet vocabulary, these three well-known letters refer to more than food these days. They mean more color, more ideas and *M*ore fun *I*n the *K*itchen. The big photograph shows Mar-not Satin Finish on cabinets to blend with natural wood floor and copper hood on the fascinating fireplace and Semi-Lustre White walls. The kitchen at top contrasts Semi-Lustre April Yellow with Vogue Blue ceiling . . . which blends, as you see, with the corner counter-top. The effect is "sun-lit" by day or night. What's more, literally hundreds of washings won't dim Semi-Lustre's lustre.

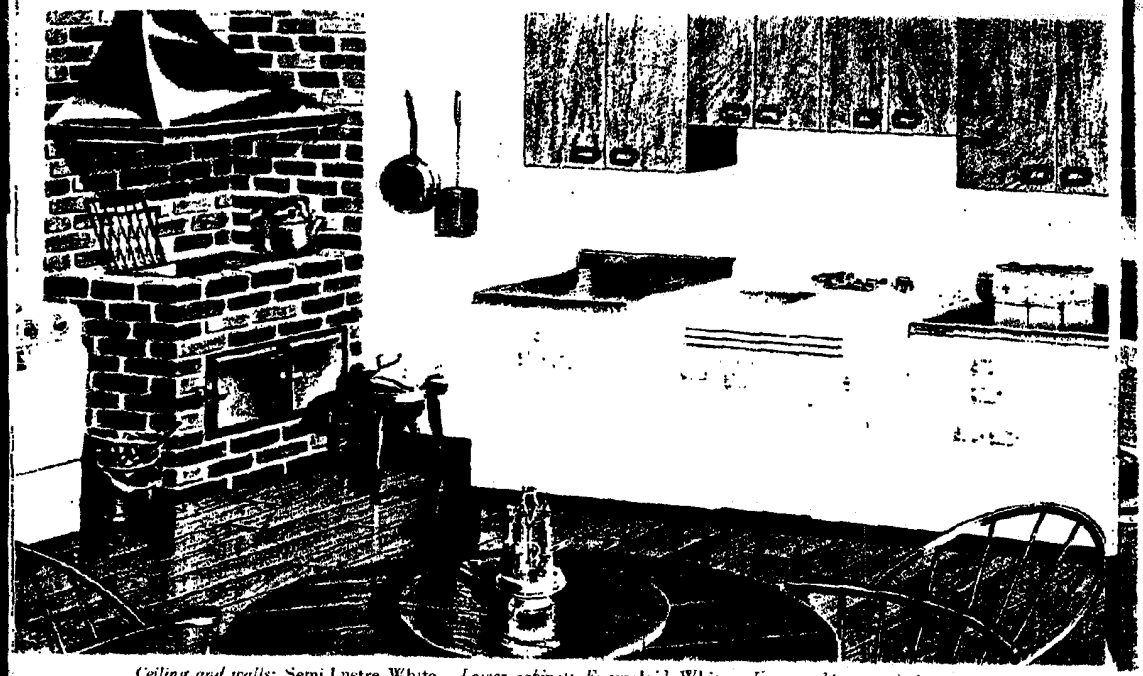
The third room on this idea-page is all Enameloid—another favorite among modern paint-successes. That's what gives the bold Flame-Red panel behind the freezer such sparkle, and what makes the rich Canton Green cupboards glow so proudly. Enameloid is a full-gloss enamel that gives life even to dark colors. It comes sparkling clean with a whisk of a damp cloth, and is so hard and durable it stays new-looking outdoors as well as in. It's another easy way to bring glamour to kitchen or any room that sees hard service.



Ceiling: Semi-Lustre Vogue Blue. *Walls:* Semi-Lustre April Yellow. *Cabinets and wood trim:* Enameloid White.



Wall panel: Sherwin-Williams Enameloid Flame Red. *Cabinets:* Enameloid Canton Jade. *Ceiling and walls:* Enameloid Dawn Gray.



Ceiling and walls: Semi-Lustre White. *Lower cabinet:* Enameloid White. *Upper cabinets and floor:* Sherwin-Williams Oil Stain Champagne finished with Sherwin-Williams Mar-not Satin Finish.

Modernize without Remodeling

0007-SWP-000103567

PAINTING might be called a "universal hobby." Everybody likes to do it. And with good reason. It's such a satisfying outlet for creative talent to transfer color from can to wall and thus transform a room.

And now... with the Super-Cushion Roller-Koater... everybody can paint like an expert. This lightweight, easy-rolling tool takes all the guesswork out of painting. You just roll on a coat of color and get "professional" results even on your very first paint job. There's no trick to it. You'll catch on to the technique in next to no time. Just a few effortless "rolls," and you'll have it... a free, rhythmic arm movement that's easy as child's play, and good for the figure, too.

Here's how it works. You'll need a flat-bottomed pan propped up at one end. Get your paint ready and pour enough into the pan to cover the lower two thirds, leaving the upper third dry. Roll your Roller-Koater down into the paint . . . then back out over the dry end to remove any excess. Next, roll your color on the wall. Start about three feet below the ceiling. Roll up, then down over the same strip When three such strips are done, go lightly *across* them with your Roller-Koater. Like magic, you have a beautiful, uniform coat of color with subtle "textured" effect that's high-fashion for all interior walls. Obviously, there's no chance for brush marks. The only time you use a brush is to paint narrow bands next to the woodwork. Do this first, so you can roll over the edges for uniformity.

You'll be amazed at how fast it goes. That's because the Super-Cushion Roller-Koater is six inches wide and holds much more paint than a brush, and gives you much more "reach." You can cover twice the area in a single stroke, and there's no messy dripping even when you do the ceiling. That's why we say the Super-Cushion Roller-Koater is "twice as easy, twice as fast."

You can use the Super-Cushion Roller-Koater for all interior wall surfaces... with Kem-Tone, Kem-Glo, Super Kem-Tone, Flat-Tone, or any paint you choose. After using, the Roller-Koater is easy to clean with water or turpentine, depending on the paint applied. When dry, it's ready for your next redecorating project. No doubt you'll want to roll a new color scheme on the walls of every room . . . the Super-Cushion Roller-Koater makes painting so much fun.

"JUST ROLL ON a new coat of color



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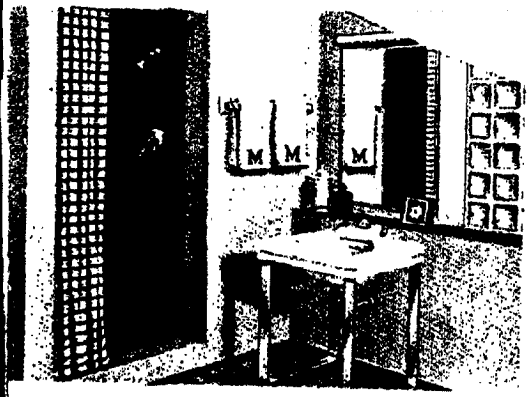
bathrooms



Ceiling and walls: Kem-Glo mixture of 1 quart Sunbury Yellow to 1 gallon Rose Coral. *Cabinets:* Capri Blue.



Ceiling and walls: Kem-Glo Lakeland Blue.



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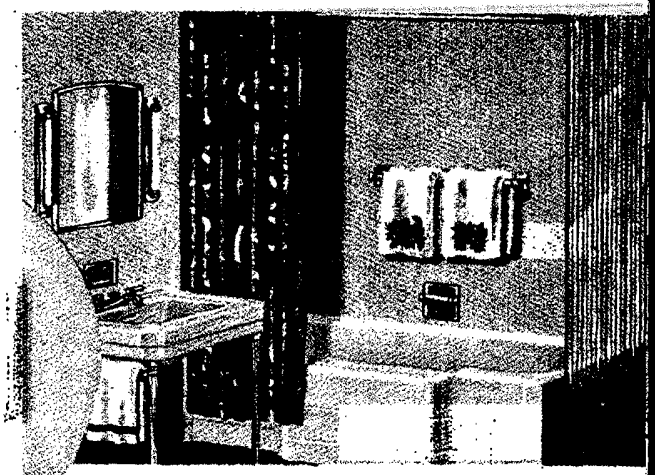


Ceiling and walls: Kem-Glo Maywood Green.

Beauty and the Bath. Bathrooms have long since been "graduated" into dressing rooms for the family and powder-rooms for guests. And it's a matter of pride to see that they are decorated with the same skill and good taste as the rest of the house. It's one room, of course, where you can go glamorous with color. And if you use Kem-Glo on walls and painted surfaces, you never have to worry about steam, spattered lotions, colognes, creams, and such. These bathroom essentials won't sink into Kem-Glo's smooth surface. They won't spoil its colors or dim its lustrous beauty. They vanish with a swish of a damp cloth and Kem-Glo shimmers like new.

You may want to build your bathroom color-schemes from the floor, or tile, since that's a pretty permanent part of the room. This page gives you several ideas that will give you a reputation for decorating skill. That subtle peach tone in the big picture was contrived by mixing Sunbury Yellow with Kem-Glo . . . and isn't it stunning with the blue cabinets and floor! In the miniature at far right, Lakeland Blue walls glow above a gray floor, with dashes of deep red to add richness. The next portrays a "quieter" color scheme, with gray walls blending with green floor, enlivened with red curtains. And the top setting throws new light on an old favorite . . . green walls to set off peach fixtures, brown floor and bold print shower curtain. They're all smart ideas for modernizing your bathroom with color.



Ceiling and walls: Kem-Glo Canterbury Gray. *Cabinets:* Kem-Glo Rose Coral.

Modernize without Remodeling

0007-SWP-000103570

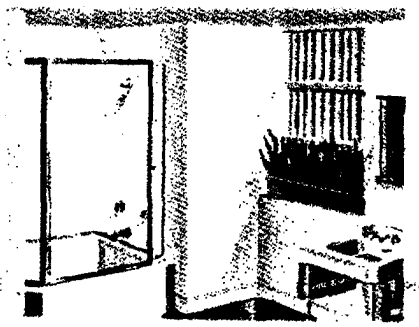
More Showers Forecast. More and more homes are including built-in shower-tub combinations. And that's where Semi-Lustre shines. Used on the enclosure walls, it won't get speckled with white spots even if you don't wipe off the shower-spatters immediately . . . because Semi-Lustre's surface is tight and tough. That means you can use color as you like it.

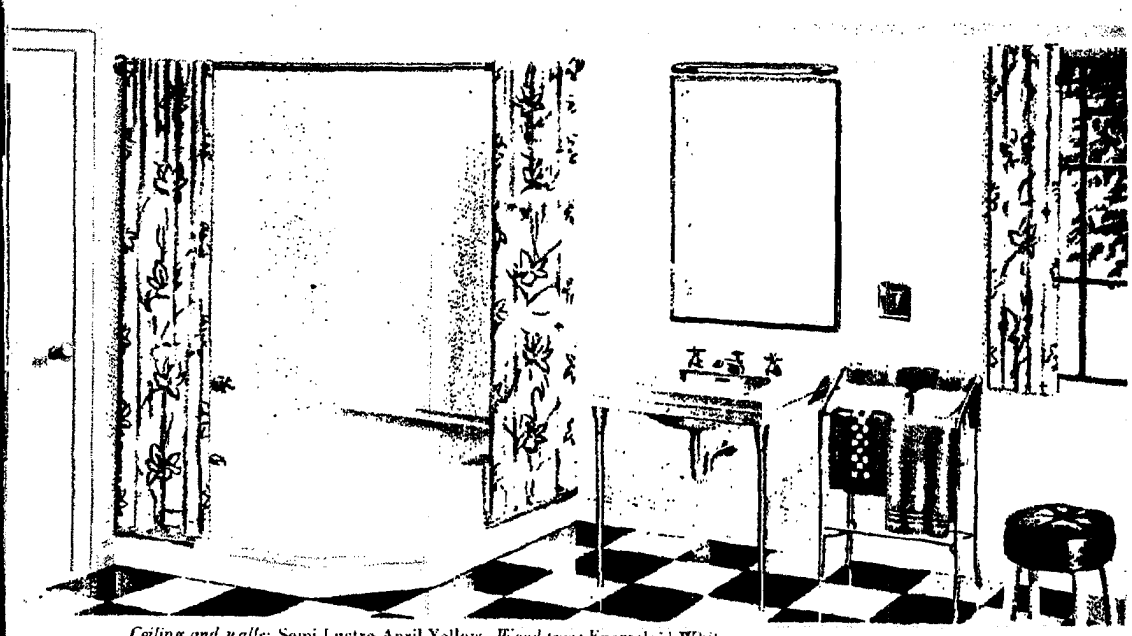
This page shows you the charm of light tones in the bathroom. They're all different . . . but all charming. The lower one picks up the yellow in the floor for the walls. The next contrasts Peach Glow Semi-Lustre with gray floor. While the top bathroom highlights the tub recess by painting it a lighter tone of the Green Semi-Lustre walls. These color schemes will be equally charming in your bathroom whatever its style or size. And the colors of these products will suggest others. Whatever you choose, you're sure of success if you use these easy-to-apply finishes.



Ceiling, walls, and wood trim: Semi-Lustre mixture of 2 parts White to 1 part Vista Green.

Ceiling, walls, & wood trim: Semi-Lustre Peach Glo.





Ceiling and walls: Semi-Lustre April Yellow. *Wood trim:* Enameloid White.

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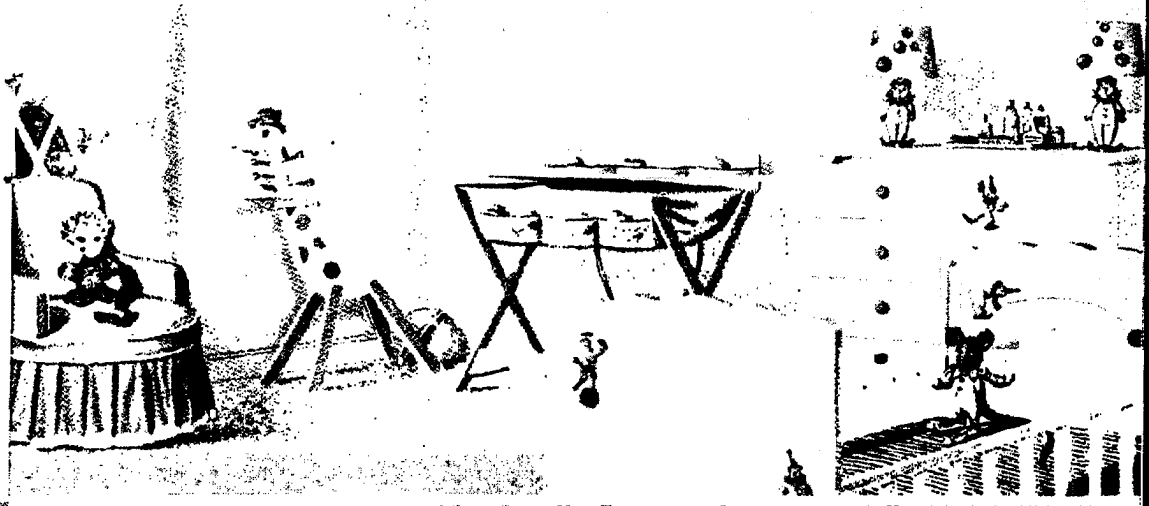
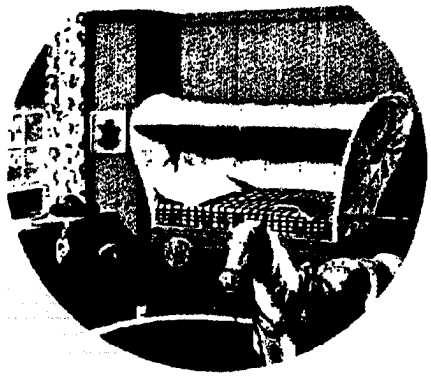
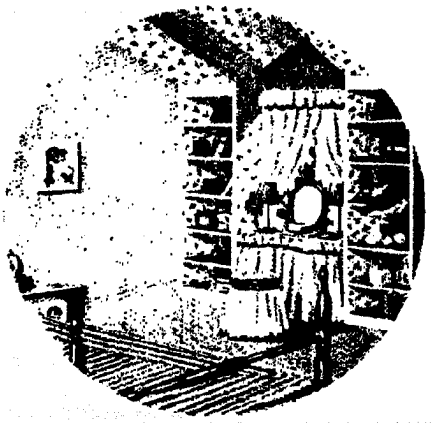
children's rooms



Ceiling: Super Kem-Tone Skyline Blue. *Walls:* Super Kem-Tone mixture of 2 parts Camellia Pink to 1 part Shasta White. *Furniture:* Kem-Glo Mandalay Ivory & Capri Blue.



Ceiling: Super Kem-Tone Shasta White. *Walls:* Super Kem-Tone mixture of equal parts Sunbeam Yellow and Pinehurst Green.



Growing Up With Color. Doing over a child's room is probably the most fun of all. Children have such decided color-preferences and their changing tastes both in colors and hobbies offer imaginative ideas for decorating. At all ages... from the wheel-toy era to teen-age fads... you want a paint that's easy as child's play to apply and rugged as child's play to endure. That's Super Kem-Tone, the paint used for the three charmers on this page. It won't scuff. Smudges and crayon marks wash off leaving no telltale spots. It goes on like magic with brush or Roller Koater . . . and dries in less than a half hour, ready for a new round of fun.

The nursery at top shows the modern trend toward clear tones, contrasting pink with blue. For an older child, the bold contrast of green walls with white ceiling is sure to please. And, when a girl reaches the conservative stage in her color-likes, she'll be charmed with the Wedgwood Blue room below.

With the wide choice of colors in Sherwin-Williams paints . . . designed to make decorating easy . . . you can create beauty to your taste in any room on any budget. Come in and talk over your paint plans with us.

Walls: Super Kem-Tone Wedgwood Blue.

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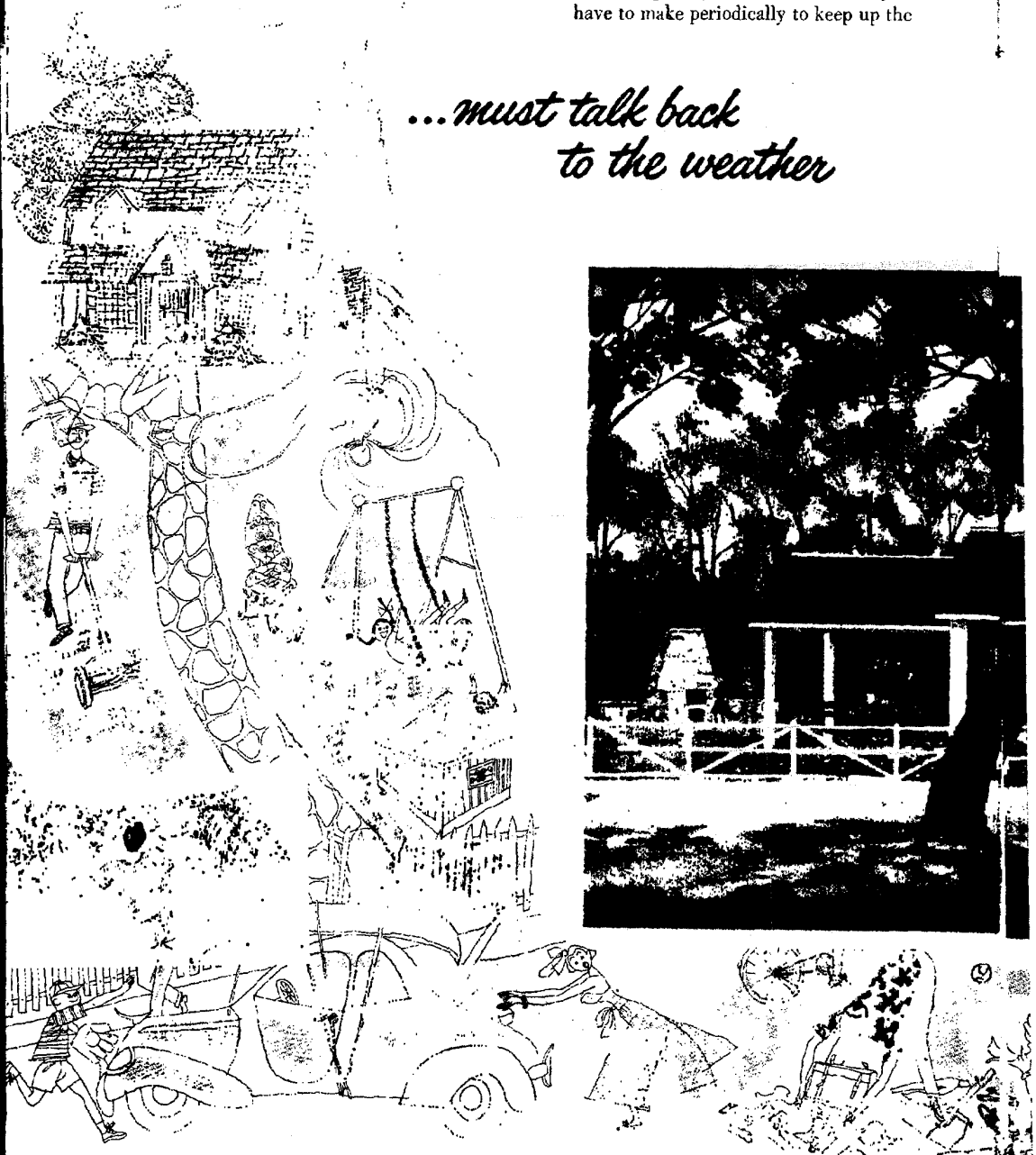
EXTERIOR DECORATION

Your house is out in all kinds of weather. It takes a beating year after year from burning sun, freezing sleet, driving wind, relentless rain. Smoke, humidity and smog, too, in many locations. But, with the right kind of exterior decoration, you can win this unceasing argument with the weather.

A new paint job is an investment you have to make periodically to keep up the

...must talk back to the weather



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value of your home and neighborhood. So, for economy's sake, you owe it to yourself to learn just what paint will give you the best returns for your money—and why.

A few years ago, home owners thought they were getting their money's worth if a paint job lasted 2, 3 or 4 years. Today, with SWP Weath*erated** House Paint properly applied, 5 or 6 years of service are not unusual. That's real saving. For no matter what you spend for paint, it still has to be applied to the surface. So—your best buy is obviously the paint that will last the longest and free your budget of application costs for the greatest number of years.

SWP Weath*erated** House Paint does just that. It's laboratory-controlled to defy the effects of the weather and to fight off depreciation. There's no guesswork about it, Weath*erated** SWP House Paint has been carefully formulated and tested first in the laboratory. Then it has been subjected, for as long as ten years, to the most rugged weather conditions—on houses in every type of climate. It has stood up to far more extreme conditions than most houses ever have to face. Think what that means to the life-expectancy of your SWP paint job.



No doubt you've often seen new paint that just doesn't hold up. The



Body: SWP Plymouth Green. *Trim:* SWP Gloss White. *Porch floor:* Porch & Floor Enamel Tile Green.



0007-SWP-000103574

EXTERIOR DECORATION

paint flakes off. Checks and cracks appear in the surface. It quickly loses its gloss, sparkle, color . . . gets drab and grimy-looking. You can expect that with ordinary house paints. They can't stand up to the elements, and all too soon your house needs repainting. And there you are with a bill that you shouldn't have to have.

Built right into Weath*erated** SWP House Paint is your protection against excessive loss of gloss, high dirt collection, uncontrolled chalking, checking, cracking, rapid erosion, color-fading. Ordinary paints may resist one or two of these. But SWP Weath*erated** House Paint withstands them *all*. You can even get a special SWP House Paint for areas requiring additional protection against industrial fumes** and mildew**. These Weath*erated** features give your SWP paint job brass-knuckle abilities to fight off deterioration and decay—justify the labor involved in painting and save you real money in maintenance.



Body: SWP Berkeley Yellow, *Trim:* SWP Gloss White, *Shutters:* SWP Verdun Green

Body: SWP Gloss White, *Shutters:* SWP Willow Green.



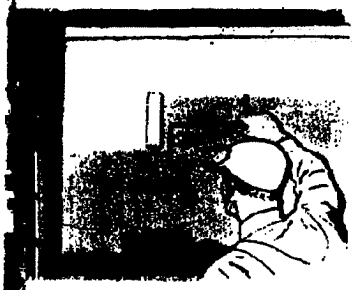
0007-SWP-00010357



GET A GOOD SURFACE FIRST . . . ALWAYS—Fill holes, seal cracks, scrape off loose paint, sand rough spots smooth, remove all dirt and grease. Read *special* directions on paint can carefully.



hot tips *on Good Painting*



RIGHT ORDER OF PAINTING—Do ceiling first. Start in corner, work across narrow dimension. Do walls next, starting in top left-hand corner (if you're right-handed). Woodwork last

Painting need not be a messy job. The trick is to *start right*. Move out all the furniture you can, to allow yourself plenty of space. Make sure you have ample light in all parts and corners of the room. It's important to read instructions on your paint can. And of course you can get any additional information you need at our store.



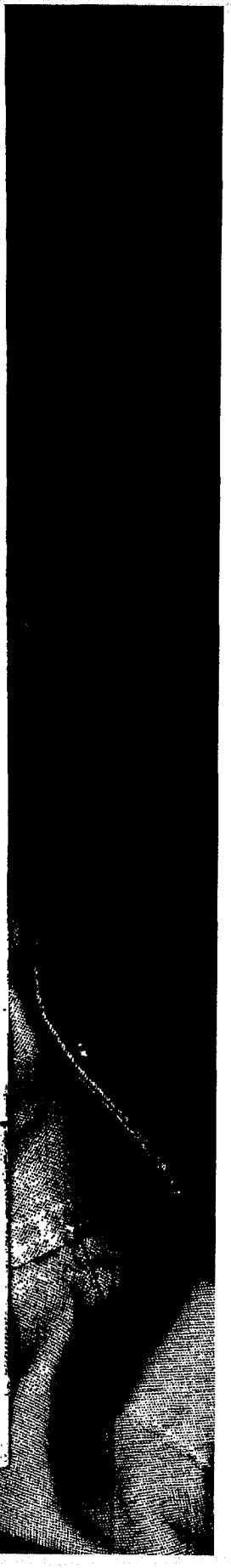
LOAD BRUSH PROPERLY—There's an art to "loading" a brush with paint. Dip it in about ⅓ the bristle-length. Tap gently on sides of can to "settle" the paint into the brush. Never scrape on rim of can. Don't paint with a dry brush. Always start with a clean brush.



PROTECT FLOORS AND FURNITURE—Move all but the largest pieces of furniture out of the room, and cover these . . . and your floor . . . before you begin to paint. Use old sheets, newspapers or inexpensive paper drop cloths. Have clean rags handy to wipe up stray spatters as you go. Protect windows with masking tape along the frames.



FINISH THE JOB RIGHT . . . FOR SAFETY—Gather up all papers, rags, etc., take outdoors and burn at once. Pour unused paint into cut, and containers, seal tightly and put away. Clean brushes or Roller-Koater according to directions, and store protected from dust.



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On the FARM

paint is beauty for a home and protection for a big business



Barns: SWP Gloss White & Commonwealth Red. *Roof:* SWP Chelsea Gray.

When a farmer steps out of his house, he gets an immediate, sweeping view of his business. It's a big one, but it's like no other big business, for it includes his home. It represents a substantial investment in buildings and equipment, all of which have to be kept in peak condition at all times.

The farmer knows better than anyone that the easiest, most economical way to do this is—regular painting. In fact, he'll tell you he can't afford NOT to paint. Systematic, periodic painting every four or five years is his rule. It prevents depreciation, cuts repair and replacement bills, keeps up the value and appearance of the place. Spotted all over the country are prosperous, productive farms that prove a regular painting schedule is sound business sense.

[illegible] knows . . . [illegible] paint is [illegible]. It doesn't [illegible] repainting [illegible] soon . . . [illegible] that. A

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Body: SWP Gloss White. *Shutters:* SWP Ardmore Green. *Porch Floor:* Porch & Floor Enamel Medium Gray.

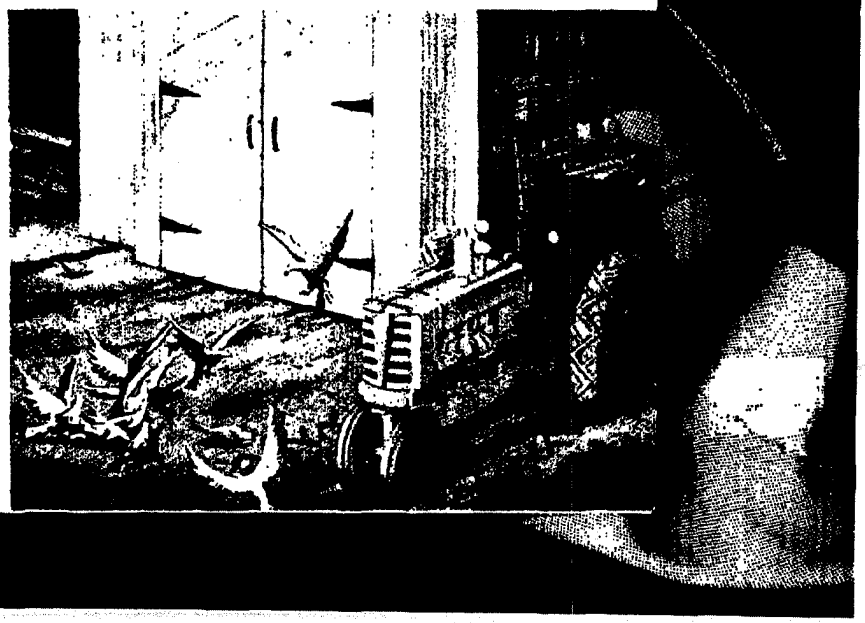
farmer must have a paint that assures beauty and protection for several years. That's why he should prefer SWP Weath*erated** House Paint. It's unusually durable . . . withstands checking, cracking, rapid erosion, color-fading, excessive loss of gloss, high dirt collection and uncontrolled chalking. Commonwealth Red, Tractor & Implement Paint, Stock Farm White are others farmers like for special purposes. Like all Sherwin-Williams exterior paints, they form a durable protective film that guards against rot and rust, gives maximum service for every painting dollar.

A regular painting schedule actually simplifies the job. One farmer we know does a fourth of his buildings each year. That way, each gets its necessary coat of protection every four years without fail, and each year's painting project can be fitted in as other outdoor work permits. Mechanical spraying apparatus can often be used.

Tractor: Sherwin-Williams Tractor & Implement Enamel New Gray and New Orange.

Indoors, painting gets the feminine touch . . . the farm wife is skilled at carrying out smart decorative ideas and the Style Guide in our store is made-to-order for her. Of course, time is an element, and she needs quick-drying paints that enable her to do over a room in less than a day.

Every farm family knows that the right paint for the purpose gives best results. The Sherwin-Williams line-up includes all the many types needed on a farm, both outdoors and in. All are quality paints that meet farm requirements for long-lasting beauty and protection. Come in to talk to us about them.



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1,001 Decorating Ideas

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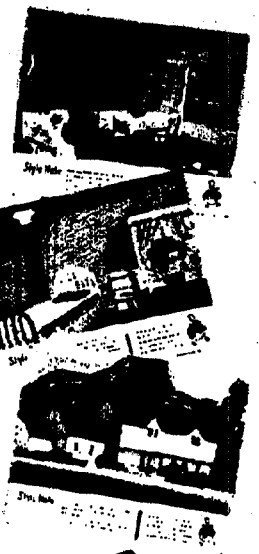
Paint and Color Style Guide

A few of the 100 Big Exciting Pages



You will want to be one of the first to see the new Sherwin-Williams Paint and Color Style Guide. Here are authentic answers to the questions every homemaker has about decorating—"What colors shall I use?" "What will go best with my rugs and furniture?" "How can we make our home look modern and attractive without spending more than we can afford?"

This wonderful new book with its giant-size pictures in full color, shows you how actual rooms look with various color schemes, all correctly styled, to suit every taste. See it—borrow it—it will show you how to bring new colors, new beauty into your home.



The New Guide to Authentic Color Styling

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175 FULL-COLOR PICTURES
COLOR SCHEMES GALORE

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