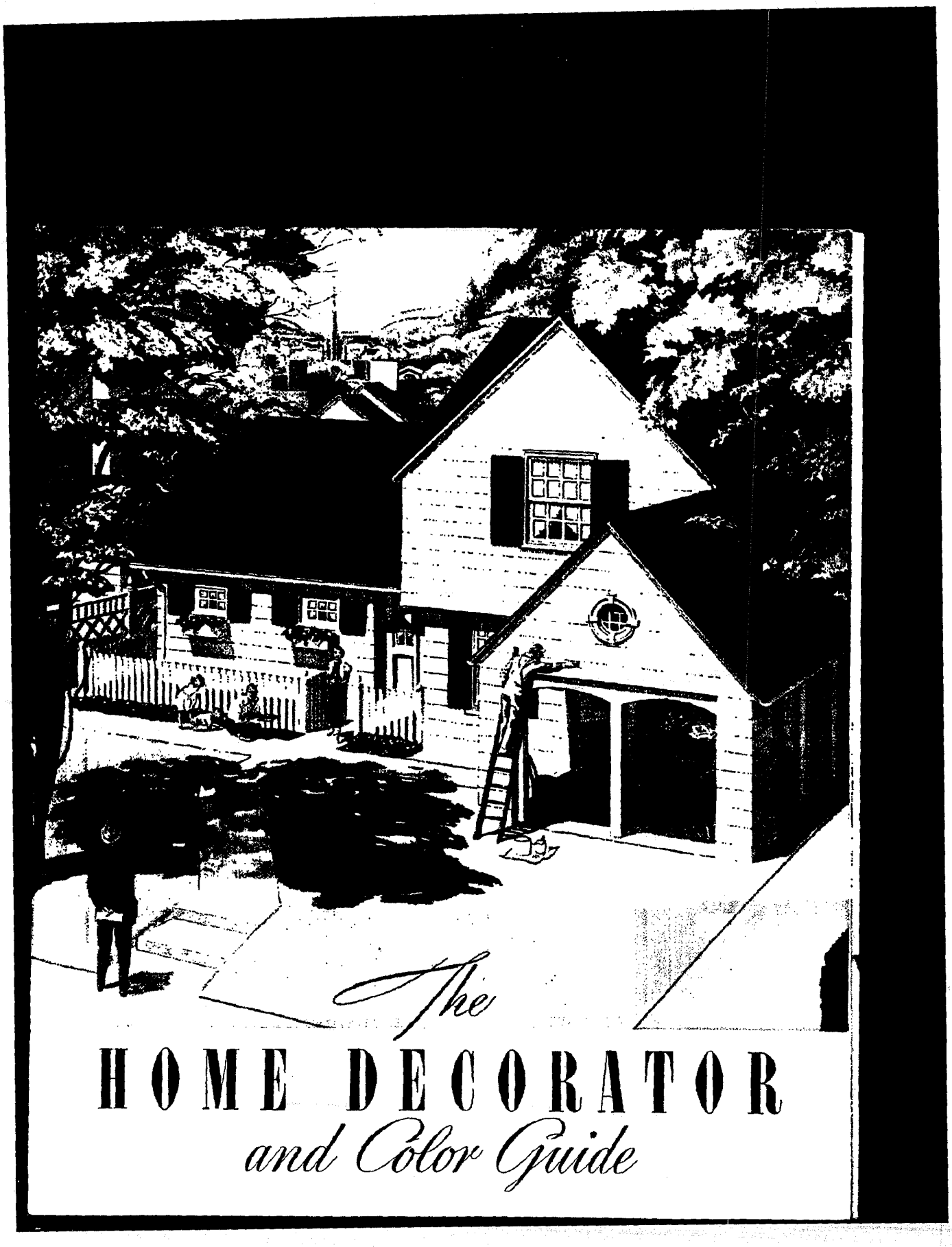

The

HOME DECORATOR

and Color Guide

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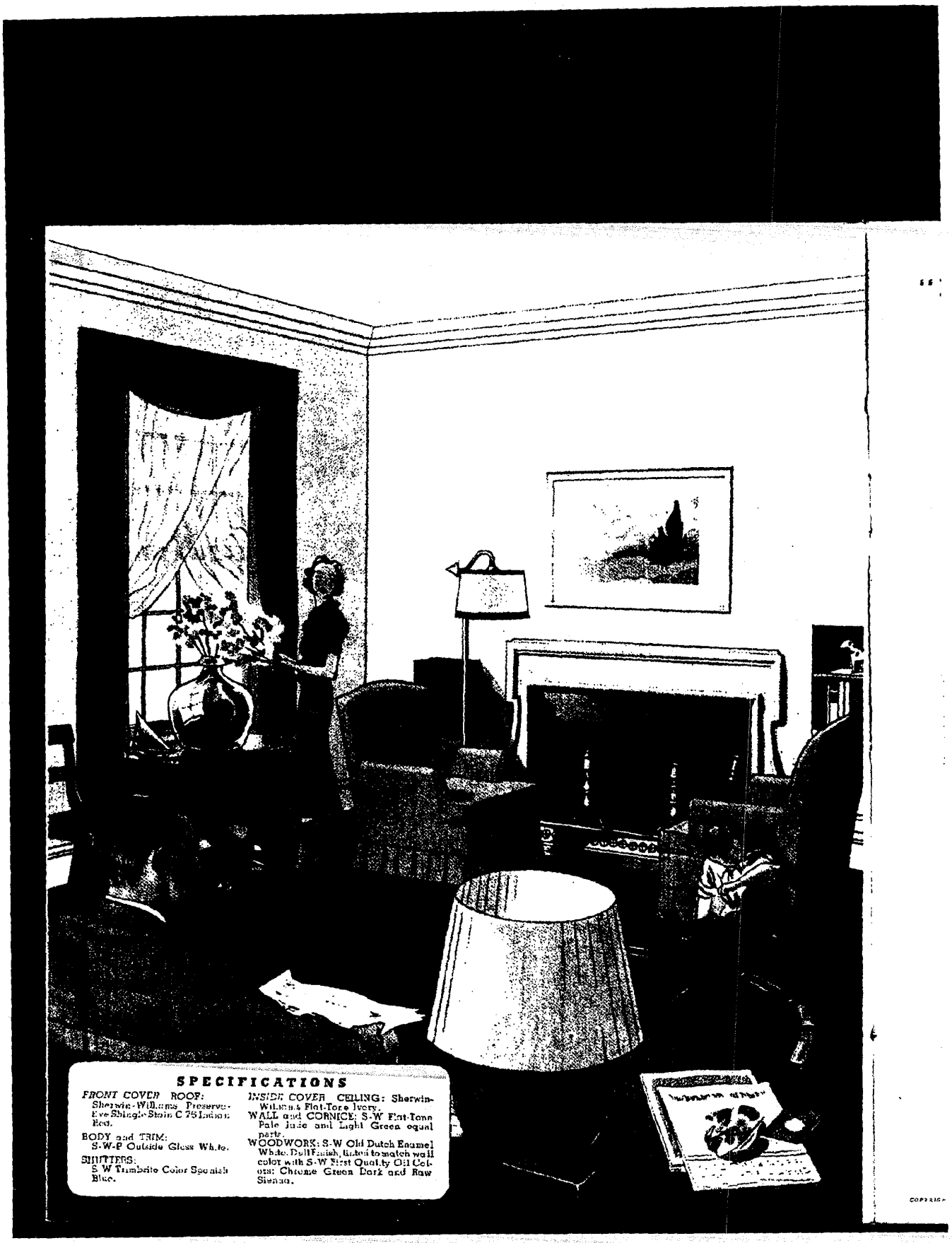

SPECIFICATIONS

FRONT COVER ROOF:
Sherwin-Williams Preservative Shingle Stain C 75 Indian Red.

BODY and TRIM:
S-W-P Outside Gloss White.

SHUTTERS:
S W Trimbrite Color Spanish Blue.

INSIDE COVER CEILING: Sherwin-Williams Flat-Tone Ivory.

WALL and CORNICE: S-W Flat-Tone Pale Jade and Light Green equal parts.

WOODWORK: S-W Old Dutch Enamel White, Dull Finish, tinted to match wall color with S-W First Quality Oil Colors: Chrome Green Dark and Raw Sienna.

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SWP *SHERWIN-WILLIAMS HOUSE PAINT*

Your house painted with gleaming SWP is your house at its best . . . the best in dress, the best in protection against sun, wind, rain and snow. And SWP the world's best known and most widely used house paint is THE economical paint for your home. It covers more area and covers for GOOD.

462 CREAM
496 IVORY
387 CANARY YELLOW
470 GOLDEN YELLOW
375 COLONIAL YELLOW
385 STRAW
353 LIGHT LEAD
486 GOLDEN BROWN
479 PEARL GRAY
367 RED
363 SLATE
460 APPLE GREEN
461 WILLOW GREEN
393 TOBACCO BROWN
362 FR. CROWN GREEN, M

Also Outside Gloss White, Black and 17 Other Colors

S-W STUCCO and CONCRETE PAINT

CREAM
CANARY YELLOW
CORAL TINT
SEA GREEN
TAN
CREAM GRAY

Also White, Terra Cotta, Gray

S-W FLO-LAC *Stains and Varnishes in One Operation*

EXTRA DARK MAHOGANY
DARK OAK
WALNUT

Also Light Oak, Golden Oak, Mahogany and Ground Color

S-W TRIM-BRITE COLORS

VERDAS GREEN LIGHT
CARDINAL RED
SPANISH BLUE

Also Spanish Orange

S-W PORCH and DECK PAINT

GRAY STONE No. 48
GRAY No. 69
DARK SLATE No. 51

Also Lead Color No. 53, Neutral Brown No. 45, Tile Red No. 46.

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S-W SEMI-LUSTRE *The Amazing Washable Finish for Walls and Woodwork*

BUFF | CREAM | ORCHID

SILVER GRAY | PALE GREEN | IVORY WHITE

CANARY YELLOW | TAUPE | POUDRE BLUE

LIGHT PINK | BRIGHT SAGE | CREAM GRAY
Also White

S-W FLAT-TONE *Washable Flat Wall Paint*

CREAM | IVORY | CAEN STONE

CREAM GRAY | WARM BEIGE | LIGHT BLUE

BLOSSOM PINK | LIGHT GREEN | CANARY YELLOW

BUFF | PALE JADE | ORCHID
Also White, Ivory Tan, Silver Gray, Laurel Green and Cinnamon Brown

S-W FLOOR ENAMEL *Made to Walk On*

OAK No. 384 | LIGHT OAK No. 449 | GRAY STONE No. 356

MAHOGANY DK. No. 377 | SLATE No. 468 | WALNUT BROWN No. 480
Also Gray, Light Tan, Tile Red and Dust Color

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"IF I COULD ONLY HAVE THAT ROOM!"



You can!

. . . whether "that room" refers to the one pictured on the cover, shown in a magazine, displayed in a store or part of the model house that you longed to own. You can have "that room" in your own home—easily, reasonably. Take a look inside that room . . . study it, with the analytical eye of the decorator . . . find what it is that makes the room so appealing. You'll see that the important thing is color. It's color that makes a room—color that is the basis of all room decoration. And you can have color in cottage or mansion with cottage economy or mansion extravagance.

See how effectively color is used in the room on the cover. The pale green walls, the ivory ceiling, the wine colored floor and drapes—they sound the note, the color theme, that radiates the feeling of a home that is lived in. The tables, lamps and furniture covers all contribute their share to round out the song of color begun by ceiling, walls and floor. Your furniture and your accessories will make this room your room . . . will give it the stamp of your personality and make it as much a part of you as your smile.

So with the simple but effective use of color you can bring the room you have so admired into your own house and add to it the charm and character of a home that is lived in.

To the editors and decorators of these magazines, the Sherwin-Williams Decorative Studios are deeply indebted. Ideas developed as a result of cooperating with them in their room decorating and model home developments are an important part of this book.

AMERICAN HOME
ARCHITECTURAL FORUM
BETTER HOMES AND GARDENS
GOOD HOUSEKEEPING
HOUSE BEAUTIFUL
HOUSE AND GARDEN
LADIES' HOME JOURNAL
McCALL'S
PICTORIAL REVIEW
WOMAN'S HOME COMPANION

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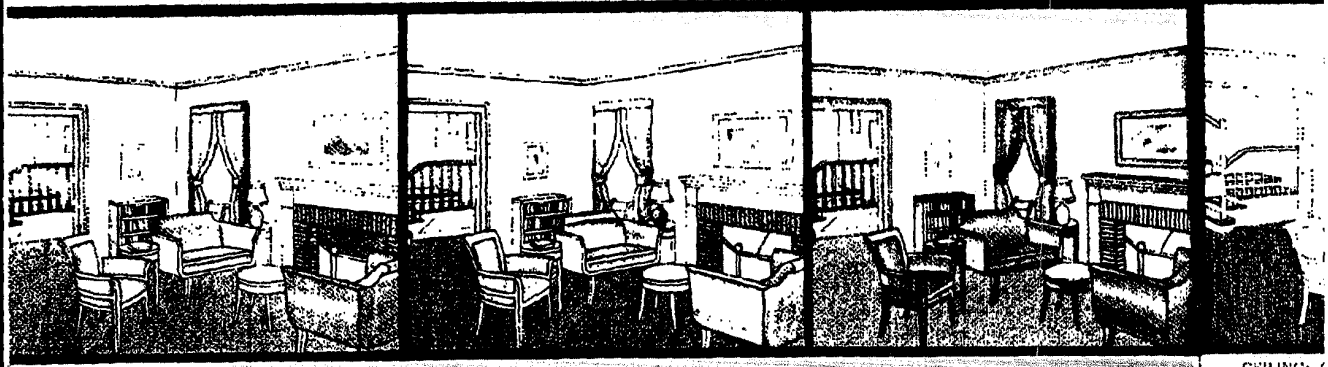
WALLS AND CEILINGS: Sherwin-Williams Flat-Tone and Flat-Tone Deep Wall Colors. TRIM: Sherwin-Williams Enameloid.



CEILING: Blossom Pink. WALLS: Warm Beige. TRIM: Rose Tan (mixture).

CEILING: Caen Stone. WALLS: Light Blue. TRIM: Pastel Blue.

CEILING: Caen Stone. WALLS: Rose Tan. TRIM: Oyster (mixture).

CEILING: (
TRIM: Frer



CEILING: Cream Gray. WALLS: Pale Jade. TRIM: Platinum.

CEILING: Canary Yellow. WALLS: Silver Gray and Caen Stone, equal parts. TRIM: Taupe.

CEILING: Ivory. WALLS: Delft. TRIM: White.

CEILING:
TRIM: Old



CEILING: Ivory. WALLS: Canary Yellow. TRIM: Canary Yellow.

CEILING: Light Green. WALLS: Laurel Green. TRIM: Milan Green.

CEILING: Cream Gray. WALLS: Buff. TRIM: Taupe.

CEILING:
TRIM: Mi

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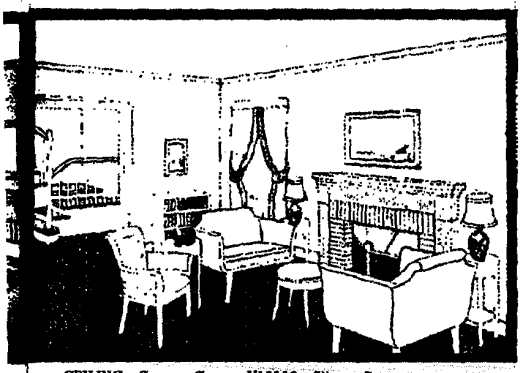
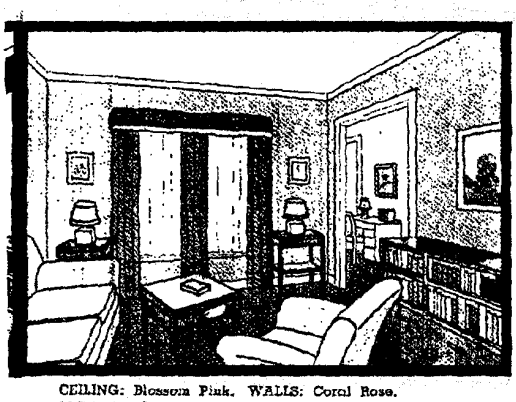


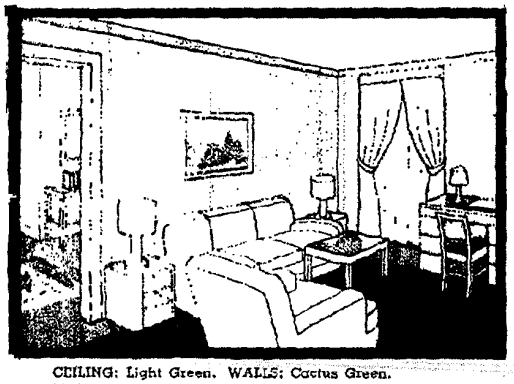
CEILING: Cream Gray. WALLS: Silver Gray.
TRIM: French Gray tinted with Lettuce Green.

Simplicity, Charm

. . . and an air of livableness should be the keynote of your living room. On a very limited purse, even the most modest of rooms can be made to radiate warmth and cheer by its background . . . by the radiance, depth or brightness of its paint colors. From these suggestions select the one that will make your house a home—that will serve as your setting for reading, relaxing, for working and for entertaining.



CEILING: Blossom Pink. WALLS: Coral Rose.
TRIM: Old Ivory.



CEILING: Light Green. WALLS: Cactus Green.
TRIM: Milan Green.

SHERWIN-WILLIAMS PAINTING GUIDE

Best results will always be achieved by consulting a reliable painting contractor and specifying Sherwin-Williams Paints.

WALLS

UNPAINTED PLASTER SURFACES are porous and should always receive a first coat of S-W Wall Primer and Sealer. Give standard wall boards a first coat of S-W Wall Primer and Sealer. For the more porous insulating wall boards give a first coat of S-W Tri-Seal. After the priming coat dries, level off all nail holes in wall board, fill cracks at joints with special patching plaster recommended for this purpose. To apply priming coat use an S-W No. 20 or No. 82 Brush. Let dry for 24 hours, then apply next coat of paint.

PREPARING OLD WALLS FOR PAINTING. If painted walls have scaled, leaving bare plaster, first sandpaper down edges of the paint. Then apply S-W Wall Primer and Sealer to bare spots and let dry. Walls previously painted with oil paint (especially kitchen walls which have a film of grease and dirt even though they look clean) should be washed before repainting. Grease interferes with the drying of new paint. Do not paint over Calcimine. First remove it with a sponge and hot water. Let wall dry before applying S-W Wall Primer and Sealer. Old wallpaper must be removed before painting. Soak paper with hot water and scrape it off with a wide putty knife, taking care not to nick the plaster. Then wash off glue size, let dry and apply one coat of S-W Wall Primer and Sealer.

OLD GLOSSY FINISHES should be scrubbed with a good washing powder, thoroughly rinsed, to dull the gloss. Sandpaper any shiny spots that remain. This enables a new paint to bond firmly to the surface.

S-W SEMI-LUSTRE is the ideal semi-gloss finish for kitchens, bathrooms, halls, playrooms, laundry room, etc. Semi-Lustre is kept completely sanitary, for finger marks, grease from cooking, even ink spots wash off quickly.

TO APPLY S-W SEMI-LUSTRE TO NEW UNPAINTED SURFACES, (plaster or wallboard) first apply one coat of S-W Wall Primer and Sealer (S-W Tri-Seal to be used on porous insulating wall boards), let dry and apply Semi-Lustre as it comes from the can. Use S-W No. 30 or No. 82 brush.

TO APPLY S-W SEMI-LUSTRE TO PREVIOUSLY PAINTED WALLS, apply S-W Wall Primer and Sealer to bare spots, let dry. Over flat wall paint, use a general first coat of Wall Primer and Sealer to which has been added two quarts of Semi-Lustre to the gallon. Let dry overnight. Then apply Semi-Lustre as it comes from the can.

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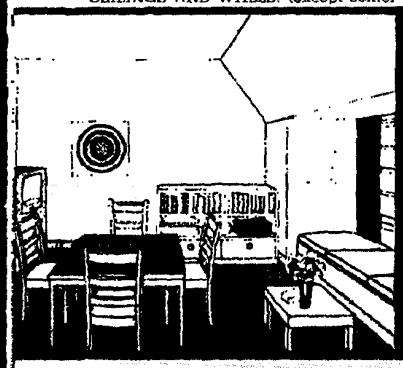
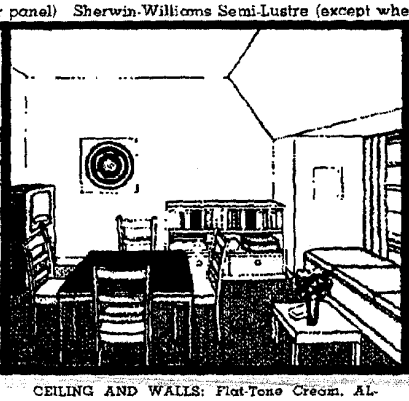
CEILINGS AND WALLS: (except center panel) Sherwin-Williams Semi-Lustre (except where S-W Flat-Tone is specified). FURNITURE AND TRIM: S-W



CEILING: White 2 parts, Poudre Blue 1 part. WALLS: Poudre Blue. TRIM: Pastel Blue. FURNITURE: Platinum. FLOOR: Slate and Blue.



CEILING AND WALLS: Flat-Tone Cream. ALCOVE: Buff. TRIM AND FURNITURE: Taupe. FLOOR: Light Tan.



CEILING AND WALLS: Flat-Tone Light Green. TRIM: Old Ivory. FURNITURE: Lettuce Green. FLOOR: Dust and Gray.



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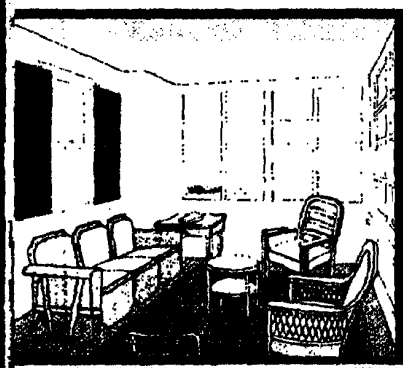
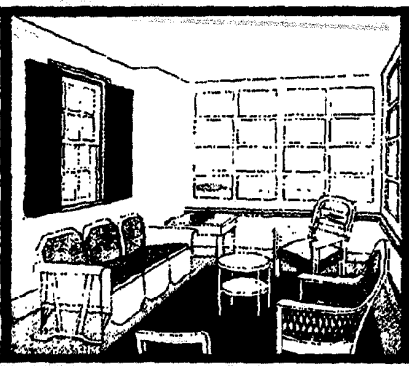
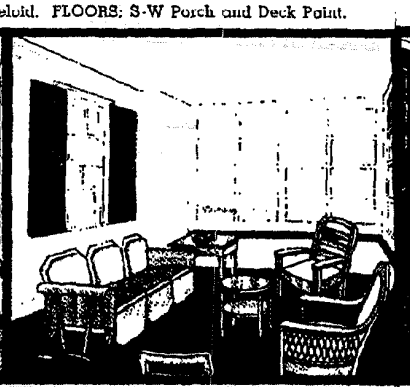
PORCH CEILINGS, WALLS AND SHUTTERS: SWP House Paint. FURNITURE: S-W Enameloid. FLOORS: S-W Porch and Deck Paint.



CEILING: Sea Green. WALLS: White. SHUTTERS: Willow Green. FLOOR: Gray Stone. FURNITURE: Lettuce Green.



CEILING: Blue. WALLS: Pearl Gray. TRIM: Slate. SHUTTERS: Red. FLOOR: Gray. FURNITURE: White.



CEILING: Ivory. WALLS: Canary Yellow. TRIM: Willow Green. SASH: White. FLOOR: Neutral Brown. FURNITURE: Apricot (mixture).



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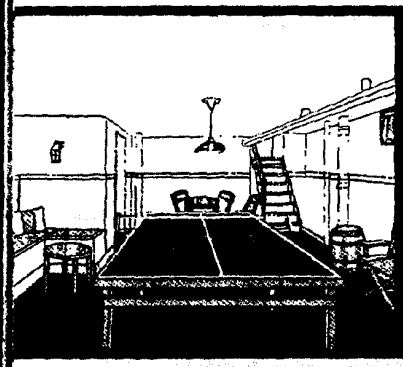
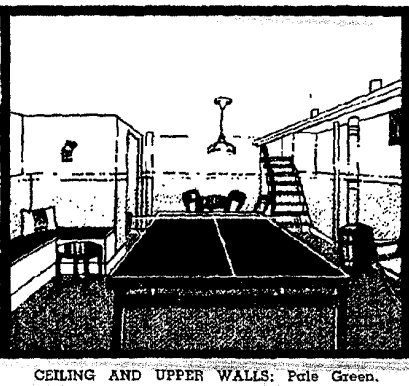
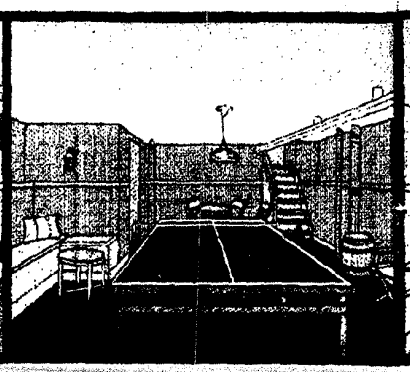
FLOOR:



CEILING AND UPPER WALLS: Cream. LOWER WALLS: Buff. TRIM: Milan Green. FURNITURE: Orange. FLOOR: Walnut Brown.



CEILING AND UPPER WALLS: Pale Green. LOWER WALLS: Silver Gray. TRIM: Canary Yellow. FURNITURE: Carmine. FLOOR: Gray Stone.



CEILING: Flat-Tone Warm Beige. WALLS: Coral Rose. TRIM: Taupe. FURNITURE: Old Rose (mixture). FLOOR: Tile Red.



CEILING
WALLS:
Coral (m

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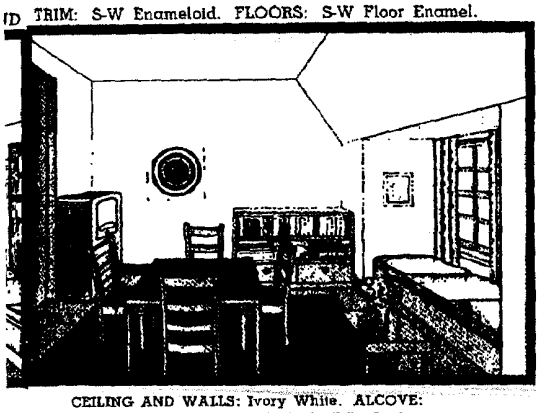
ID TRIM: S-W Enameloid. FLOORS: S-W Floor Enamel.



CEILING AND WALLS: Ivory White. ALCOVE: Pale Green. TRIM AND FURNITURE: Apricot and Milan Green. FLOOR: Green (mixture) and Gray.

A Place for Play

is a place for color. And what stunning things color has done for attics and odd rooms, porches and basements! To the color on the walls, add color to all the things in the room. See that the "things" are all for fun—card tables, game boards, table tennis set, radio, an old piano—those magic implements that break down the barrier of formality. Take any one of these suggestions and paint an atmosphere of fun into a room you'll use for play.



CEILING: White. WALLS: Golden Yellow. TRIM, SHUTTERS AND DOOR: Spanish Blue and White, equal parts. FURNITURE: Canary Yellow. FLOOR: Dark Slate.

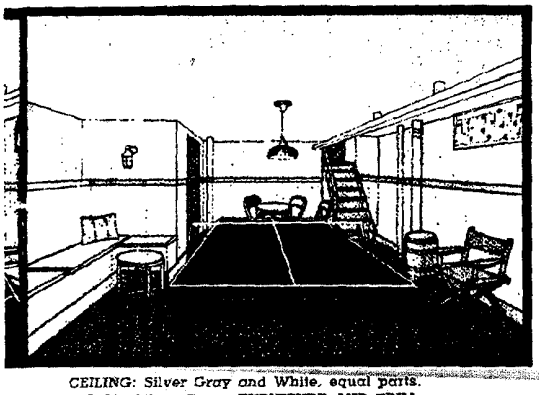
WALLS (CONT'D)

S-W FLAT-TONE is a washable decorative finish with a velvety appearance that is ideal for living room, dining room, bedroom walls and ceilings. Flat-Tone diffuses light softly, is restful to the eye and has a soft, dull finish that forms a perfect background for room furnishings. Glazed and stippled effects can be had easily with Flat-Tone.

TO APPLY S-W FLAT-TONE TO NEW UNPAINTED SURFACES, first apply one coat of S-W Wall Primer and Sealer. Let dry overnight. Then apply *Flat-Tone* in the desired color as it comes from the can.

TO APPLY S-W FLAT-TONE TO PREVIOUSLY PAINTED SURFACES, apply S-W Wall Primer and Sealer to bare spots. If old paint is in good condition, wash well before applying Flat-Tone. If the old finish looks porous add two quarts of S-W Wall Primer and Sealer to the gallon of Flat-Tone for a first coat. Apply second coat as it comes from the can.

SAND FINISH PLASTER, ROUGH TEXTURED PLASTER, canvas or burlap walls take on added beauty when coated with Flat-Tone. Several methods of making smooth plaster walls appear rough textured have been devised. Full explanation of these methods and a large variety of other decorative effects (sponge stipple, Tiffany, etc.) are available free of charge. Write to the Sherwin-Williams Decorative Studios, Cleveland, O.



CEILING: Silver Gray and White, equal parts. WALLS: Silver Gray. FURNITURE AND TRIM: Coral (mixture). FLOOR: Gray Stone.

S-W Water Paints

S-W CASENITE is a marvelous washable water paint, not an ordinary Calcimine and (although not as washable as Semi-Lustre) dirt marks can be sponged off readily. It will not rub off on clothes. Casenite may be applied without first sizing the wall, except on extremely porous surfaces where a thin sealing coat of Casenite should first be applied. Avoid washing until the finish has dried 60-90 days.

S-W DECOTINT is an economical hot or cold water Calcimine for any paintable interior wall surface. Decotint comes in white and 14 tints, gives a soft, velvety water-color effect.

S-W KALSO, a perfected Hot Water Kalsomine, differs from Decotint in that it requires hot water for mixing, covers slightly more surface per pound. Kalso comes in White and in eight delicate tints.

S-W BONDING CEMENT PAINT. An artificial stone in powder form, for use on unpainted stucco, concrete, brick and stone surfaces. It sets like cement, becomes an integral part of the surface to which it is applied. Must be applied over a porous surface to give a proper bond.

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This house designed by the Ladies' Home Journal reflects the atmosphere of famed Mt. Vernon. Outside colors are of colonial simplicity . . . SWP White and SWP French Crown Green trim.

Inside a rich background (Flat-Tone Warm Beige walls and Old Dutch Enamel Ivory Woodwork) furnishes the setting for the warm yet quiet dignity of a colonial room.



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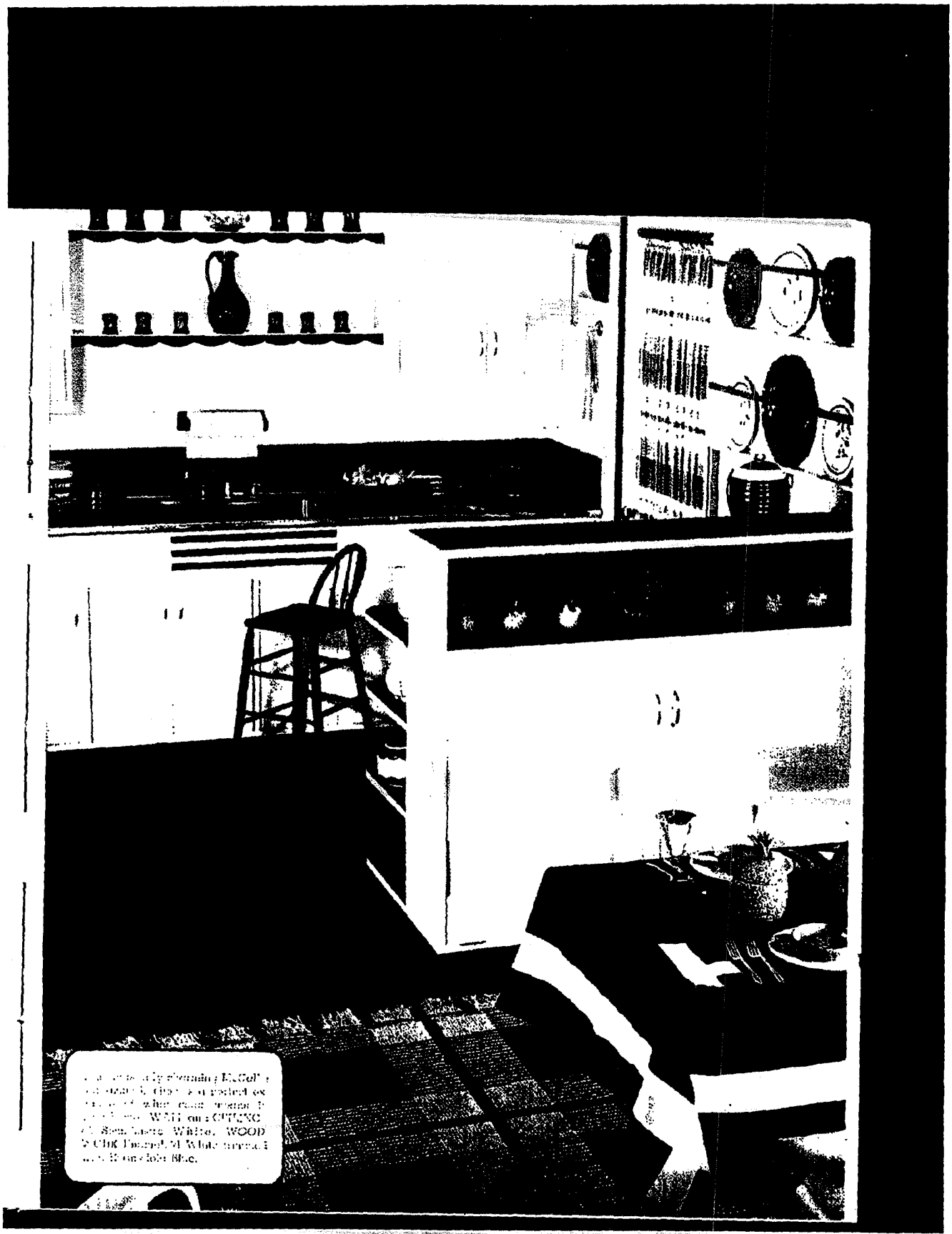
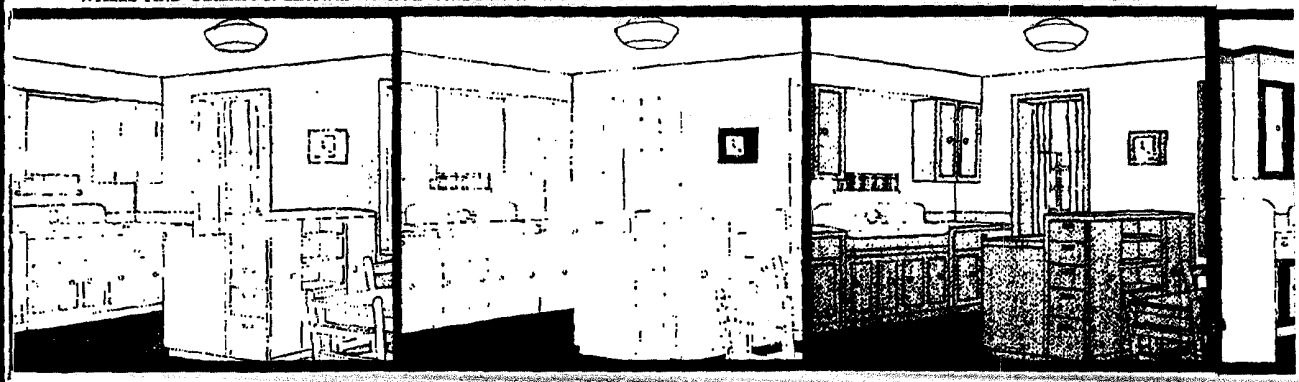


WALLS AND CEILINGS: Sherwin-Williams Semi-Lustre. WOODWORK AND TRIM: S-W Enameloid. FLOORS: S-W Floor Enamel.



CEILING: Buff and Cream, equal parts. WALLS: Light Pink and Buff, equal parts. WOODWORK: Old Ivory. FLOOR: Slate.

CEILING: White. WALLS: Poudre Blue. WOODWORK: White. FLOOR: Blue (mixture).

CEILING AND WALLS: Canary Yellow. WOODWORK: Sahara Sand (mixture). FLOOR: Mahogany Dark.

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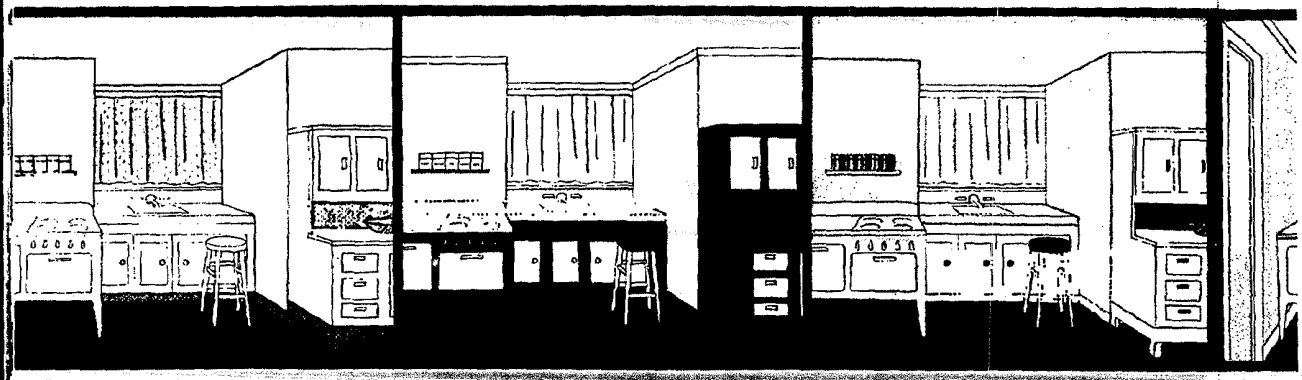

CEILING AND WALLS: Pale Green 1 part, White 2 parts. WOODWORK: White. TRIM: Milan Green. FLOOR: Mahogany Dark.

CEILING AND WALLS: White. WOODWORK: Blue and White. FLOOR: Slate.

CEILING AND WALLS: Cream Gray. WOODWORK: Old Ivory and Jade Green. FLOOR: Walnut-Brown.

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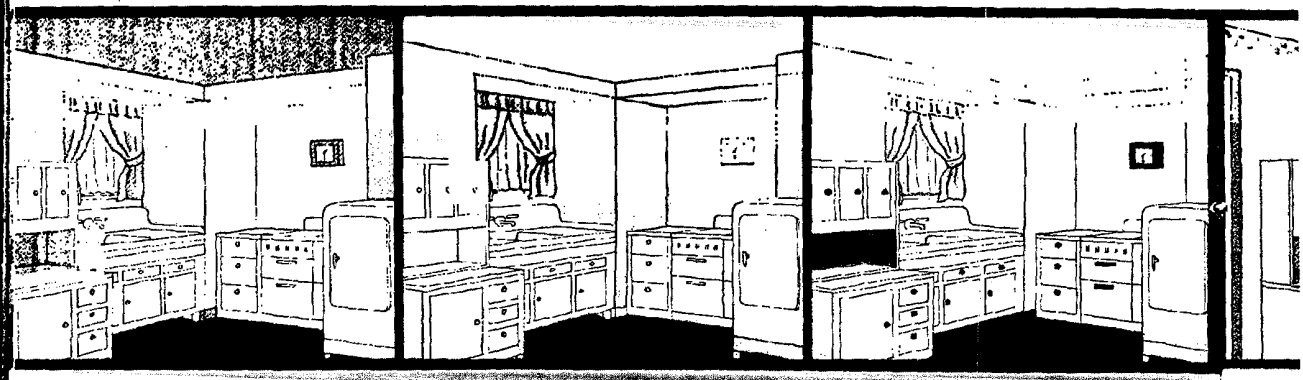

CEILING: Light Pink and Buff equal parts. WALLS: Taupe 1 part, White 2 parts. ALCOVE: White. FLOOR: Tile Red.

CEILING: Cream Gray. WALLS: Pale Green. WOODWORK: White. FLOOR: Green (mixture).

CEILING: Poudre Blue. WALLS: Poudre Blue 1 part, White 2 parts. WOODWORK: White. TRIM: Chinese Red. FLOOR: Blue (mixture).

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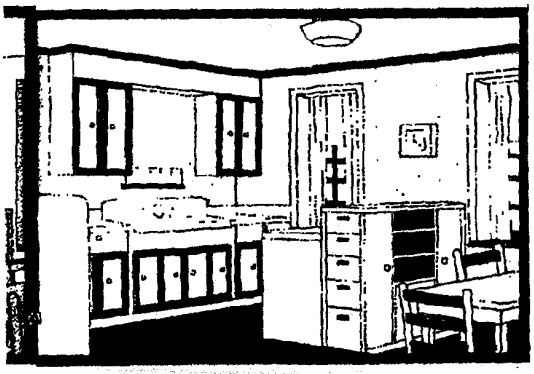
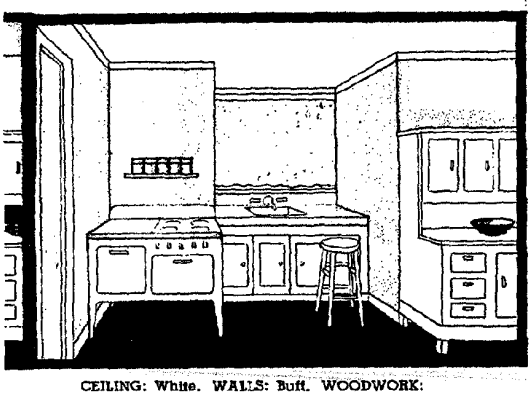
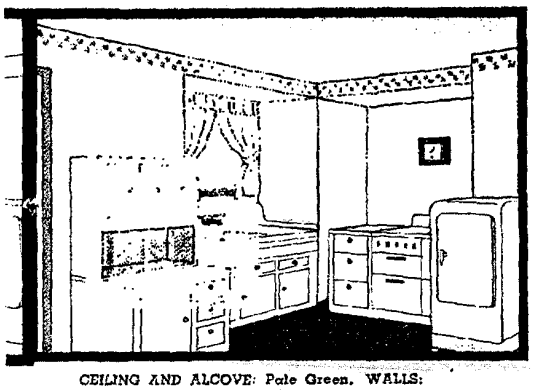


CEILING: White. WALLS: Silver Gray. WOODWORK: Oyster (mixture). TRIM: Orange. FLOOR: Mahogany Dark.



CEILING: White. WALLS: Buff. WOODWORK: Old Ivory. FLOOR: Dust Color.



CEILING AND ALCOVE: Pale Green. WALLS: Cream Gray. WOODWORK: White. WOOD TRIM: Milan Green. FLOOR: Gray.

Take a Color, and

make a kitchen. Make it a workshop fit for a queen. Here paint and color should be their brightest, walls and woodwork their glistening best. Your kitchen is the nerve center of your home, the room that steals many of the honors the living room claims. Make it bright and cheerful, gay and entertaining—let the colors of your choice help lighten your daily task. Here are many schemes to choose from, each a colorful, practical plan, easy to duplicate.

YOUR WOODWORK

TO FINISH WOODWORK IN ENAMEL OR PAINT. The secret to beautiful, smooth, tile-like enamel finishing is a surface that has been sandpapered smooth and then primed with S-W enamel undercoater.

TO REMOVE AN OLD FINISH. Remove an old cracked, chipped or badly worn finish with S-W Taxite. Apply Taxite, let stand for a few minutes, then scrape off old finish with a putty knife. Scrub clean with a brush dipped in Taxite and wash thoroughly with turpentine (the new finish will not dry if Taxite is not washed off clean), then proceed as instructed for new work.

TO ENAMEL NEW UNFINISHED WOOD. Sandpaper and dust carefully. Apply a priming coat of S-W Flat-Rite Enamel Undercoater, thinned with one pint raw linseed oil and one pint S-W Exolvent or turpentine to the gallon of undercoater.

Second Coat: Use Flat-Rite thinned with one pint S-W Exolvent or turpentine to the gallon. Sandpaper lightly with No. 00 sandpaper. Third Coat: Apply an equal-part mixture of S-W Enameloid and Flat-Rite, thinned with one pint of S-W Exolvent or turpentine to the gallon. Fourth Coat: Apply S-W Enameloid as it comes in the can. For three-coat work, the second coat of Flat-Rite may be omitted.

TO ENAMEL OLD VARNISHED OR ENAMELED WOODWORK WITH ENAMELOID. Remove the old, badly cracked finish with S-W Taxite if necessary. Then proceed as directed for new surfaces. Ordinarily, the surface merely needs cleaning to remove dirt and grease, then rubbing with sandpaper to dull whatever gloss there may be. Where the new enamel finish is to be much lighter in color than the old, first apply one coat of Flat-Rite mixed in equal parts with Enameloid. When dry, sandpaper lightly and apply the finishing coat of Enameloid.

TO PAINT WOODWORK WITH SEMI-LUSTRE. Semi-Lustre makes an excellent satin finish for woodwork. For new work the first coat should be reduced by adding ½ pint Exolvent or turpentine to a gallon of Semi-Lustre. For second and third coats use Semi-Lustre as it comes from the can. Allow 24 hours for drying between coats.

ON OLD WORK wash the surface clean with S-W Flaxoap and water. Sandpaper smooth. Then apply one or two coats of S-W Semi-Lustre without thinning. Let the first coat dry 24 hours, sandpaper lightly.

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WALLS AND CEILINGS: Sherwin-Williams Flat-Tone and Flat-Tone Deep Wall Colors. WOODWORK AND FURNITURE: S-W Enamelc



CEILING: Ivory. WALLS: Blossom Pink. TRIM: Peach. FURNITURE: Platinum.

CEILING: Cream Gray. WALLS: Silver Gray. TRIM: Oyster (mixture).

CEILING: Ivory. WALLS: Pale Jade. TRIM: Jade Green. BASEBOARD: Jade.

CE
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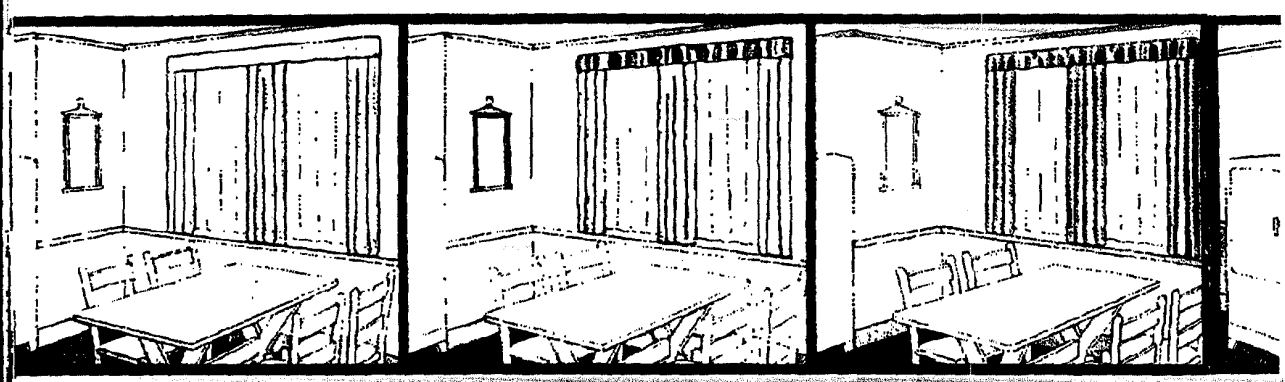

CEILING: Ivory. WALLS: Canary Yellow. TRIM: Milan Green. FURNITURE: Canary Yellow. FLOOR: Oak.

CEILING: White. UPPER WALLS: Poudre Blue and White, equal parts. LOWER WALLS: Poudre Blue. TRIM: Pastel Blue. FURNITURE: White. FLOOR: Slate.

CEILING AND WALLS: Cream Gray. LOWER WALLS: Warm Beige. TRIM: Coral. FURNITURE: Old Ivory. FLOOR: Green.

CE
LC
FC



CEILING: Light Green. WALLS: Laurel Green. LOWER WALLS: Cactus Green. TRIM: Platinum.

CEILING: Buff. WALLS: Terra Cotta. TRIM: Coral.

CEILING: Blossom Pink. WALLS: Coral Rose. LOWER WALLS: Thistle. TRIM: Platinum. BASEBOARD: Bokhara (mixture).

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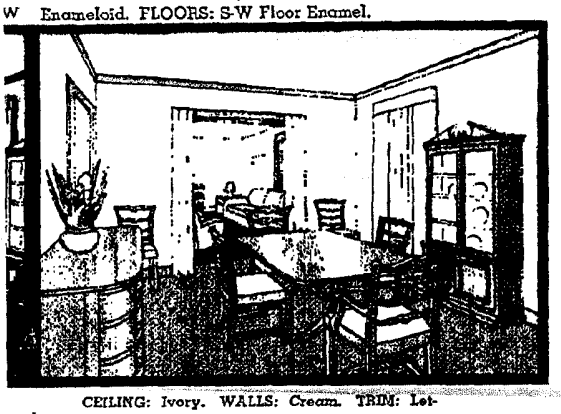
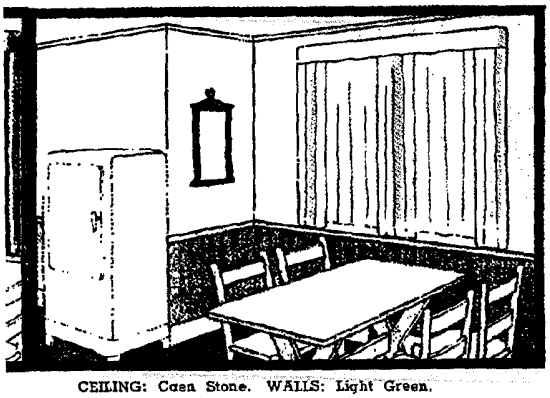
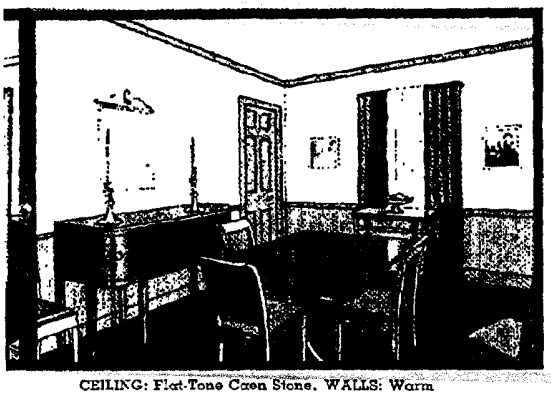
W Enameloid. FLOORS: S-W Floor Enamel.



CEILING: Ivory. WALLS: Cream. TRIM: Lettuce Green.



CEILING: Caen Stone. WALLS: Light Green. LOWER WALLS: Laurel Green. TRIM AND FURNITURE: Taupe. FLOOR: Dust Color.



CEILING: Flat-Tone Caen Stone. WALLS: Warm Beige. LOWER WALLS: Rose Tan. TRIM: Coral (mixture).

Candles on the Table

and pictures on the walls are not the only secrets of a cozy dining room. Color contributes its share to the calm and peaceful setting that makes the family dinner a congenial, harmonious feast. Science tells us that color aids conversation, digestion. Here are many expert suggestions that can be carried out easily and inexpensively in your own dining room. Choose the one that you like best and add colorful comfort to your daily bill-of-fare.

YOUR WOODWORK (CONT'D)

TO APPLY STAIN TO NEW WOODWORK. (These instructions apply to staining new furniture also.) Use S-W Woodcraft Stain in the desired shade. Stir thoroughly and apply the stain with a S-W No. 71 or No. 227 Brush. It is advisable to try the stain on a waste piece of the woodwork first, and if sample is too dark thin stain with Woodcraft Stain Reducer. The applied stain may be wiped lightly with a soft cloth, which brightens the flake or highlights the wood. (See Flo-lac for staining wood surfaces previously finished.)

FOR OPEN GRAIN WOODS—OAK, WALNUT, CHESTNUT, MAHOGANY —use S-W Paste Wood Filler. Apply according to directions on the can, after the wood has been stained.

SPECIAL NOTE: Before applying the varnish coat, give stained woodwork a coat of S-W Pure White Shellac thinned with an equal amount of denatured alcohol. This prevents the stain from "bleeding" into the varnish, disfiguring the finish, interfering with proper drying and durability. For woodcraft Maple Stain it is recommended to use a sealing coat of S-W Orange Shellac.

WHAT VARNISH TO USE. For best results use two coats of S-W Mar-not Varnish, for a full rich gloss. Mar-not is a water-proof, alcohol-proof varnish, possessing long life. If a dull-rubbed finish is desired let the varnish dry, then rub with powdered pumice and oil. S W Velvet Finish Varnish may be applied as a final coat over the Mar-not Varnish if a dull-drying finish is preferred without hand rubbing.

HOW TO APPLY VARNISH. Use S-W No. 212 or No. 220 2-inch brush for average jobs. Spread the varnish as freely as possible. Brush with the grain of the wood. Then, without filling the brush, "cross off" the surface to catch any places missed. Now scrape the brush over the edge of the can and lightly "straighten out" the surface, brushing lengthwise again in one direction. If flat varnish is used, brush only in one direction at all times and brush as little as possible to avoid brush marks.

FLO-LAC REFINISHING SYSTEM. Old floors, woodwork and window sills frequently are so badly discolored and marred they will not permit ordinary refinishing. Wash such surfaces clean with S-W Flaxoap and water. Sandpaper rough spots and apply 2 coats of S-W Flo-Lac Ground Color which will give a new foundation. Then apply two coats of Flo-Lac in the desired color. Graining effects may be produced as described under instructions for finishing softwood floors.

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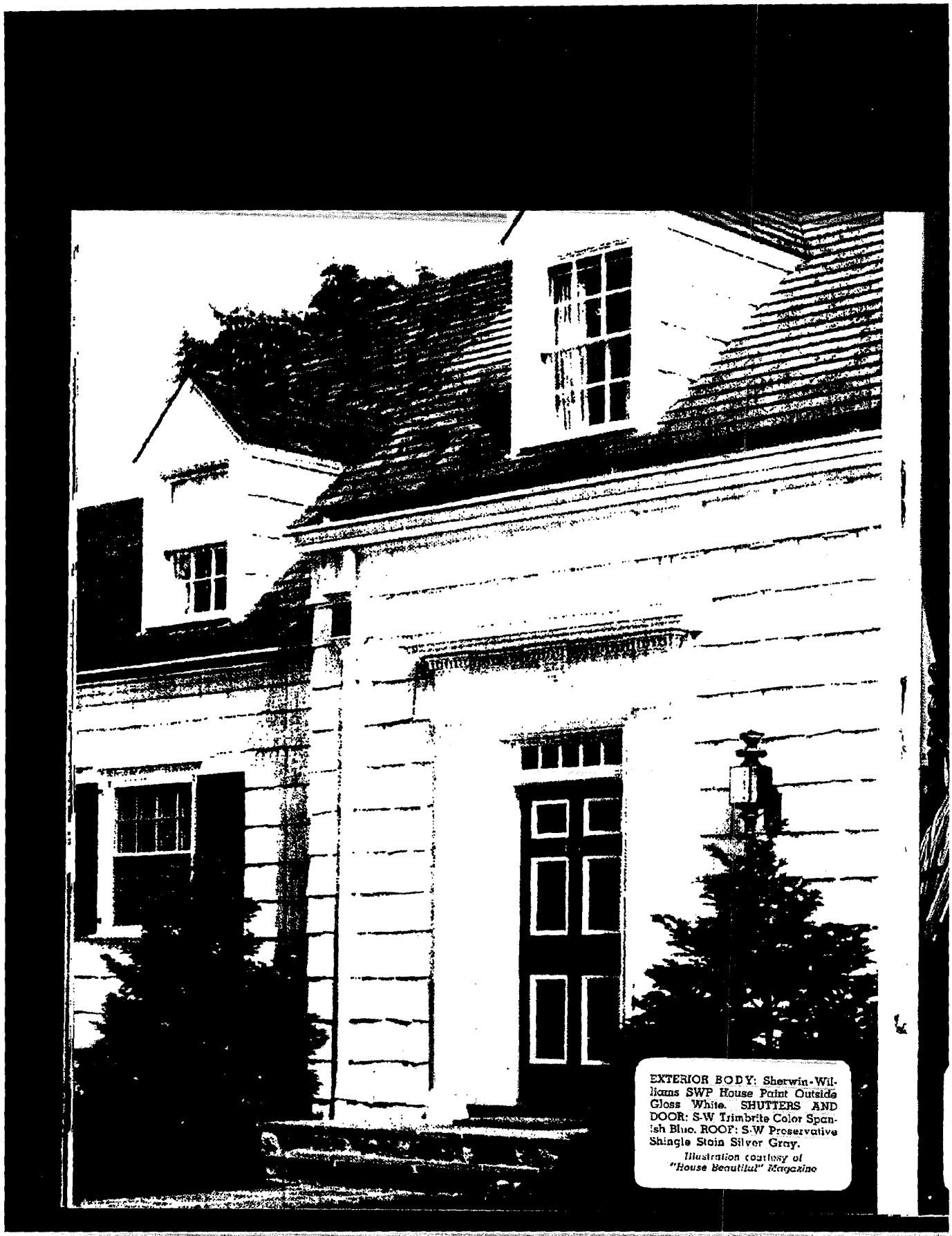
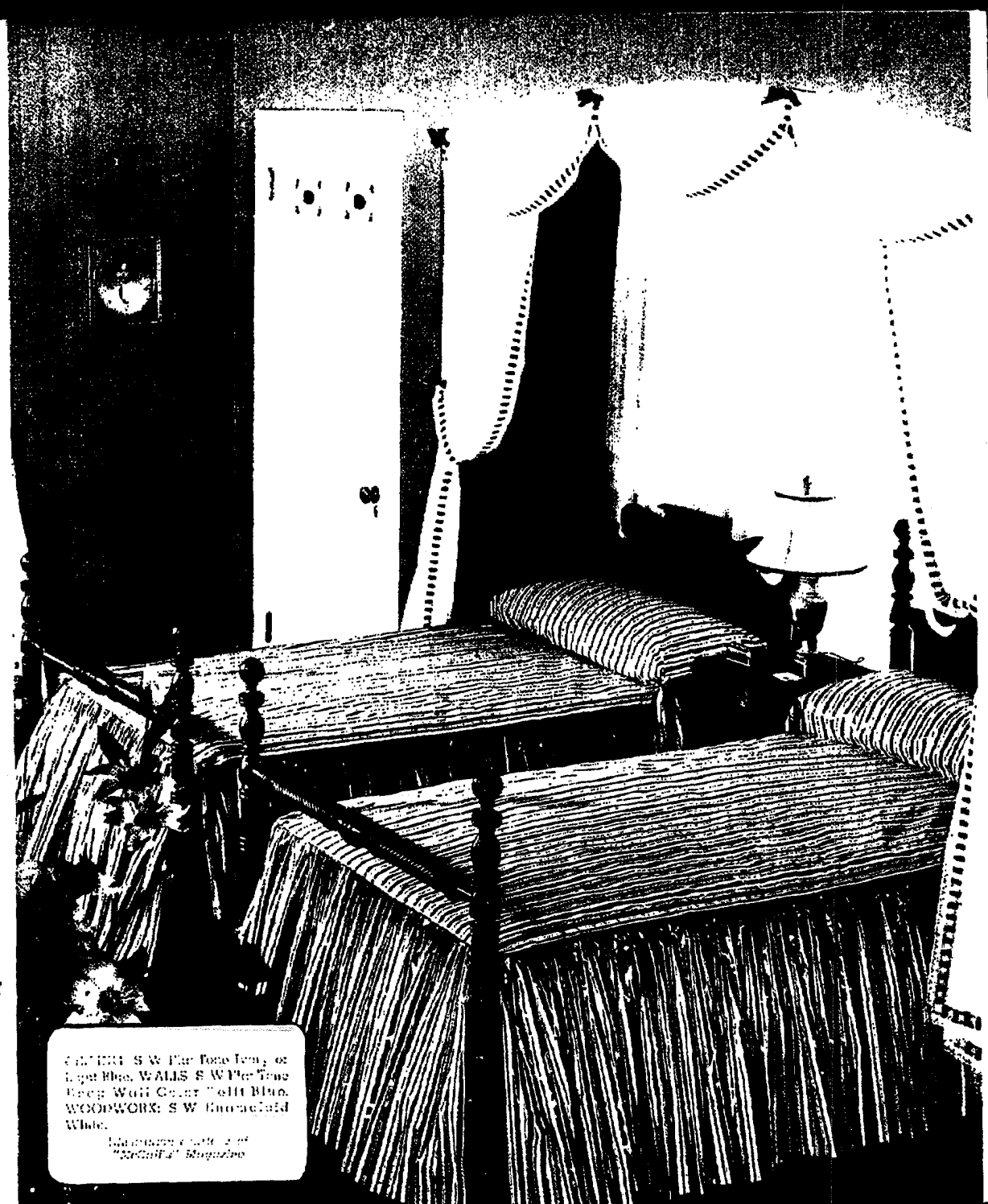


EXTERIOR BODY: Sherwin-Williams SWP House Paint Outside Gloss White. SHUTTERS AND DOOR: S-W Trimbrite Color Spanish Blue. ROOF: S-W Preservative Shingle Stain Silver Gray.

Illustration courtesy of "House Beautiful" Magazine



[illegible] S W Flat Tone Ivory or Light Blue. WALLS S W Flat Tone Deep Wall Color Delft Blue. WOODWORK: S W Enameloid White.

[illegible] of "McCall's" Magazine

ROOFS: Sherwin-Williams Shingle Stain. BODY, TRIM AND SHUTTERS SWP House Paint. BRICK OR STUCCO: S-W Stucco and Concrete Paint.



ROOF: Thatch Brown. BODY AND TRIM: Ivory. SHUTTERS: Antique Brown.

ROOF: Dark Green. BODY: White. SHUTTERS: Trimbrite Verdas Green Light.

ROOF: Nut Brown. BODY: Sea Green. TRIM: Canary Yellow. SHUTTERS: Trimbrite Verdas Green Light.

ROOF
TRIM:

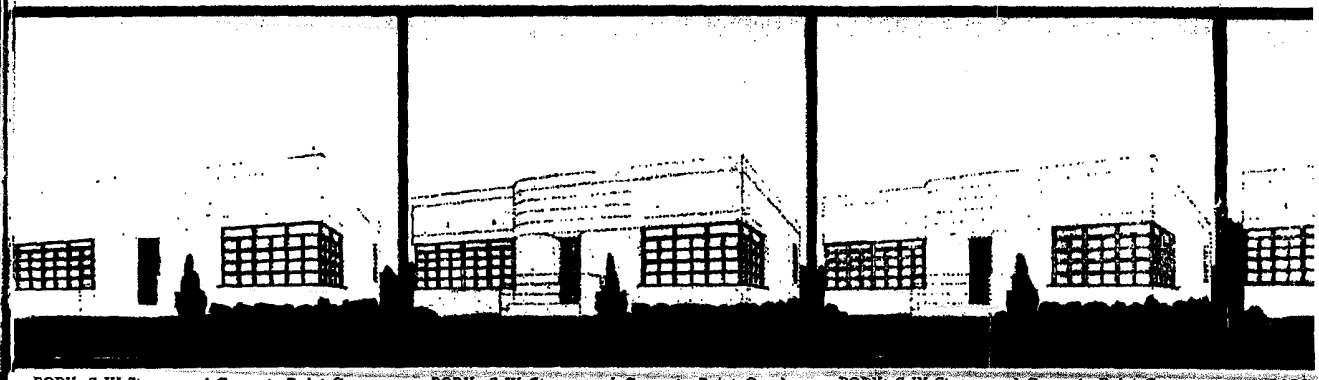


ROOF: Nut Brown. BODY: Silver Gray. TRIM AND SHUTTERS: Sage Green.

ROOF: Thatch Brown. BODY: Apple Green. TRIM: Ivory. SHUTTERS: Willow Green.

ROOF: Dark Green. BODY: Colonial Yellow. TRIM: White. SHUTTERS: Spanish Orange.

ROOF
White



BODY: S-W Stucco and Concrete Paint Canary Yellow. TRIM: SWP Golden Brown.

BODY: S-W Stucco and Concrete Paint Coral Tint. TRIM: SWP Sage Green.

BODY: S-W Stucco and Concrete Paint Cream Gray. TRIM: Trimbrite Spanish Blue.

BODY:
TRIM:

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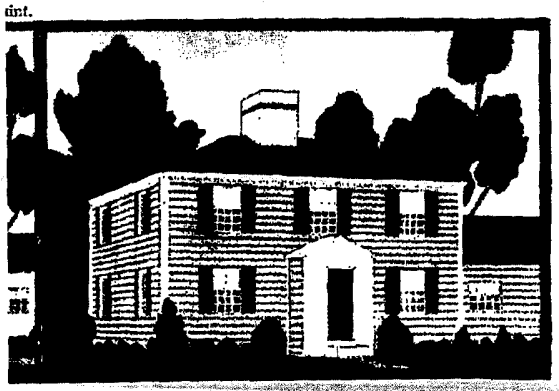
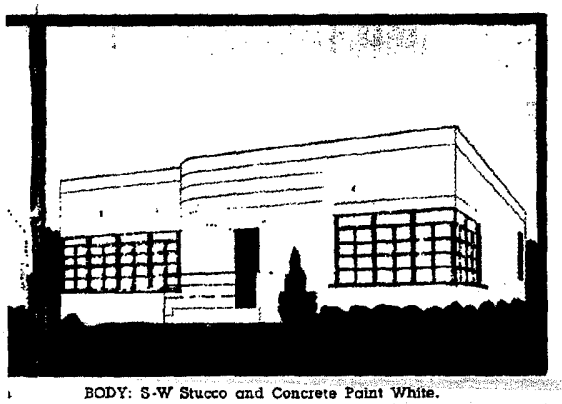
tint.



ROOF: Sienna Brown. BODY: Golden Yellow.
TRIM: White. SHUTTERS: Modern Brown.



ROOF: Thatch Brown. BODY: Pearl Gray. TRIM: White. SHUTTERS: Trimbrite Spanish Blue.



BODY: S-W Stucco and Concrete Paint White.
TRIM: Trimbrite Spanish Blue.

Colors for Cottage or

Castle . . . for that house that you call home, are the outward signs that demonstrate your pride in its appearance. Time and the elements conspire to spoil its well-kept look—see that your house doesn't brand you as one who neglects it. Choose your color schemes from the suggestions you see here. Be safe in the assurance that your home, painted in sparkling color, will then best express your pride in the house you live in.

EXTERIORS

1. On new buildings (and old buildings exposed to wet weather) allow the sun to dry the lumber thoroughly before painting. 2. Never paint over a wet surface because any paint is likely to peel or blister under these conditions. Avoid painting on cold, damp days- also during blistering hot weather. Don't paint over surfaces recently exposed to frost. 3. Paint when weather is warm and dry, when the air is free from dust and insects.

SWP COLORS BEST SUITED TO YOUR HOUSE. Light tints make a house appear larger. Dark shades, also neutral grays, make it seem smaller. Following Nature's example the smaller house should be painted in the lighter, brighter tints while the large building should be done in the darker, more neutral shades, particularly in a group of other buildings. When the large house has spacious grounds with trees and shrubbery it, too, can be painted in brighter tints or White.

THE CONTRACTING PAINTER. For house painting, Sherwin-Williams recommends the services of a good, reliable painter. You will save money by securing the best available painter to apply this best possible paint.

NEW BUILDINGS. Promptly prime the wood siding of a new house to prevent warping and splitting. Finishing coats, however, should not be applied until after moisture from plaster has been allowed to escape and the lumber is thoroughly dry. This avoids danger of paint peeling. Cover knots and pitch streaks with pure orange shellac before priming, to prevent rosin from exuding and discoloring the paint. Putty nailholes and cracks after the priming coat. CAREFUL PUTTYING IS MOST IMPORTANT. (Allow new stucco houses to "cure" for at least 6 months before painting. Use S-W Stucco and Concrete Paint on this type of surface.)

OLD WORK—RE-PAINTING. Have the painter burn off old cracking or peeling paint with a blow torch. Remove all loose paint with a putty knife, or with a wire brush where paint is removed down to the wood, prime these spots as specified for new wood. Wash grease spots off. "Chalking" paint which is smooth, though gradually dusting away, forms a good foundation for new paint and need not be removed. Sandpaper all glossy areas under eaves, porches, etc., to avoid paint "crawling."

THE PRIMING COAT IS MOST IMPORTANT because the finish can be no better than the foundation permits it to be. Add linseed oil or turpen-

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ROOFS: Sherwin-Williams Shingle Stain. BODY, TRIM AND SHUTTERS: SWP House Paint.



ROOF: Thatch Brown. BODY AND TRIM: White. SHUTTERS: Trimbrite Spanish Blue.

ROOF: Dark Green. BODY: Canary Yellow. TRIM: White. SHUTTERS: Apple Green.

ROOF: Indian Red. BODY: Silver Gray. TRIM: Ivory. SHUTTERS: White.



ROOF: Dark Green. BODY: Cream. TRIM: White. SHUTTERS: Trimbrite Verdas Green Light.

ROOF: Sienna Brown. BODY: Light Lead or Shingle Stain Silver Gray. TRIM: White.

ROOF: S-W Trimbrite Spanish Blue deepened with Black. BODY: Cream Gray. TRIM: White. SHUTTERS: Tobacco Brown.



ROOF: Dark Green. BODY: S-W Stucco and Concrete Paint Sea Green. WOOD TRIM: SWP Ivory. SHUTTERS: Trimbrite Verdas Green Light.

ROOF: Thatch Brown. BODY: S-W Stucco and Concrete Paint Canary Yellow. WOOD TRIM: SWP Canary Yellow. SHUTTERS: Trimbrite Spanish Orange. DOORS: SWP Golden Brown.

ROOF: Medium Green. BODY: S-W Stucco and Concrete Paint White. WOOD TRIM: SWP White. SHUTTERS: Trimbrite Spanish Blue.

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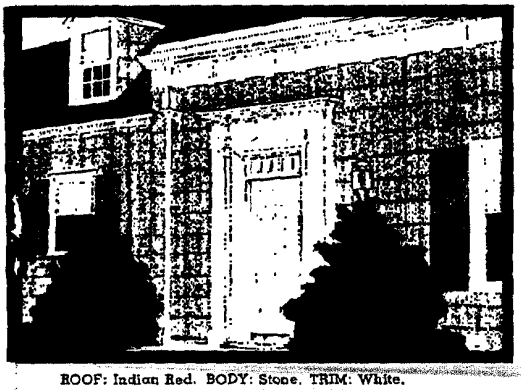
ROOF: Thatch Brown. BODY: Pea Green. TRIM: White. SHUTTERS: Golden Brown.

For Town or Country

Whether large or small, of stucco, brick or wood, there are many combinations you can choose to dress up your house in clear crisp color. Use these suggestions and let your own imagination supply the personal touch. Then the well-preserved appearance of your home, the impression it makes on others, will be a source of genuine pride to you. You will derive satisfaction, too, knowing that beauty and protection are one and the same—with paint.



ROOF: Indian Red. BODY: Stone. TRIM: White. SHUTTERS: Trimbrite Spanish Orange.



ROOF: Nut Brown. BODY: S-W Stucco and Concrete Light Cream. WOOD TRIM: SWP White. SHUTTERS: Trimbrite Spanish Blue.

EXTERIORS (CONT'D)

tine to SWP House Paint according to instructions for the first coat, to adjust it to the porosity of the surface. This adjustment should vary, the south and west sides of the building as a rule require more linseed oil than the north and east—also the non-chalking sections under the eaves, require less oil and *more* turpentine.

BRUSHES. There is a quality brush for every purpose. Use a 4-inch S-W No. 20 or 30 for larger areas, and a 2½-inch S-W No. 40 for trimming, and a longhandled S-W No. 400 brush for painting the sash.

Stucco, Concrete and Brick Houses

TO PREPARE STUCCO AND CONCRETE FOR PAINTING. Brush off any cold water finish, dust, soot, etc. Scrape off any salts or *efflorescence*, wash such surface with a *zinc sulphate solution*. Let dry 24-48 hours. Then apply a *mixture* of 2 parts S-W Stucco and Concrete Paint and 1 *part* S-W Stucco and Concrete Mixing Sealer with a No. 110 leather bound brush. If surface is rough and porous it is advisable to use equal parts of S-W Stucco and Concrete Paint and Mixing Sealer, since the surface must be tightly sealed. Allow four days for drying. For the second coat, use S-W Stucco and Concrete Paint thinned with 1 or 2 quarts of S-W Stucco and Concrete Paint *Mixing Sealer to each gallon of paint*.

PAINTING BRICK HOUSES. Old brick homes, schools, industrial plants, etc., show amazing improvement when properly painted. First, brush the surface clean, then point up any bad spots and let the mortar dry for about a week. Treat new patches with zinc sulphate *before* painting. Then follow the *same directions as for stucco surfaces.*

Roofs

S-W PRESERVATIVE SHINGLE STAIN brings out the beauty of the wood without concealing the grain, prevents formation of fungus growth, is effective against wood-boring insects. S-W Shingle Stain will not contaminate rain water. Allow the first few rains to run off before using rainwater for household purposes. CAUTION: New shingles which have been exposed to weather and are watersoaked should be spread out to dry before staining. Dip unstained shingles in the first coat of stain before laying. After the shingles are on the house, the second coat of stain should be brushed or sprayed on.

TO BRIGHTEN UP THE COLOR OF AN OLD ROOF. Apply one or two coats of a lighter shade because a dark surface will cause the stain to dry darker than shown on the color card.

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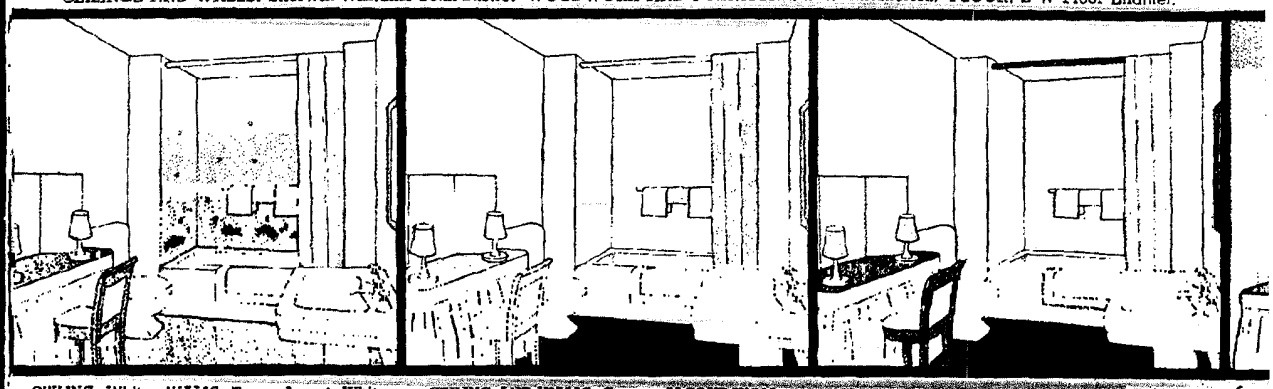
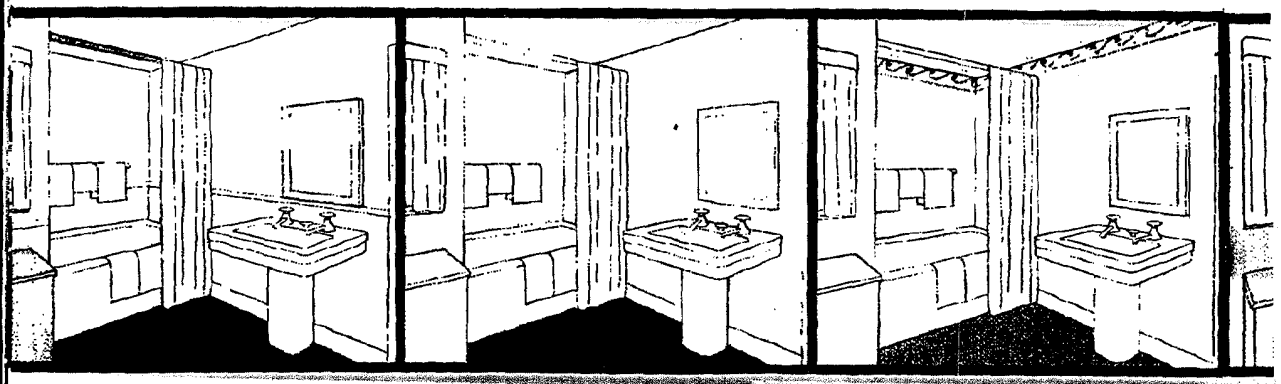
CEILINGS AND WALLS: Sherwin-Williams Semi-Lustre. WOODWORK AND FURNITURE: S-W Enameloid. FLOOR: S-W Floor Enamel.



CEILING: White. WALLS: Taupe 1 part, White 2 parts. ALCOVE: Light Pink, upper bands lightened with white. WOODWORK: White. FURNITURE: Robin's Egg. FLOOR: Gray Stone.

CEILING AND WALLS: Cream. ALCOVE WALL: White. WOODWORK: White. FURNITURE: Coral. FLOOR: Blue (mixture).

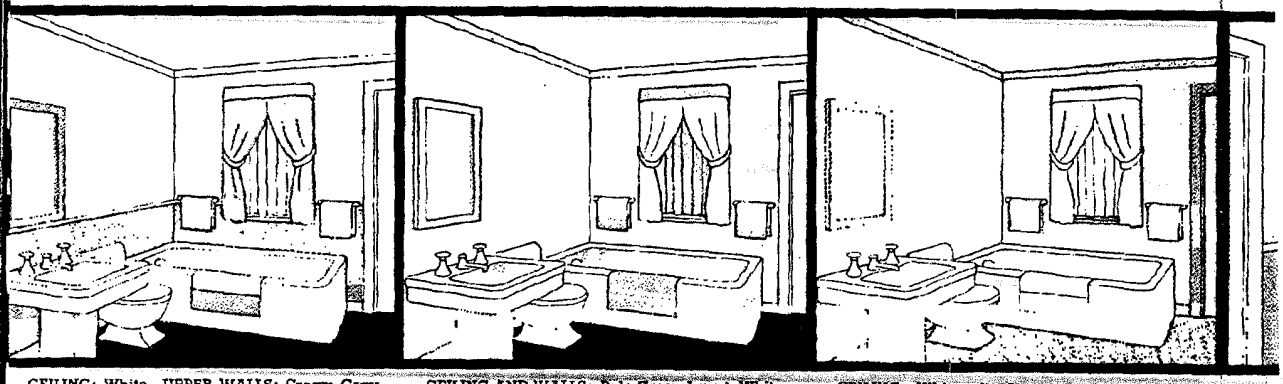
CEILING: White. WALLS: Bright Sage. WOODWORK: White. FURNITURE: Bokhara (mixture). FLOOR: Tile Green.



CEILING AND UPPER WALLS: White. LOWER WALLS: Pale Green. WOODWORK: White. FURNITURE: Pastel Blue. FLOOR: Mahogany Dark.

CEILING: White. WALLS: Taupe. WOODWORK: Platinum. FURNITURE: Peach. FLOOR: Blue (mixture).

CEILING AND WALLS: Poudre Blue. WOODWORK: White. FURNITURE: Canary Yellow. FLOOR: Slate.



CEILING: White. UPPER WALLS: Cream Gray. LOWER WALLS: Taupe. WOODWORK: White. FLOOR: Blue (mixture).

CEILING AND WALLS: Pale Green 1 part, White 2 parts. WOODWORK: White and Canary Yellow. FLOOR: Tile Green.

CEILING: White. WALLS: Light Pink 1 part, White 2 parts. WOODWORK: Rose Tan (mixture). DOOR: Old Ivory. FLOOR: Gray Stone.

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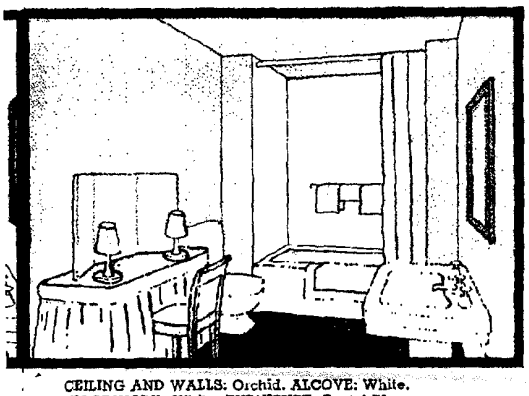
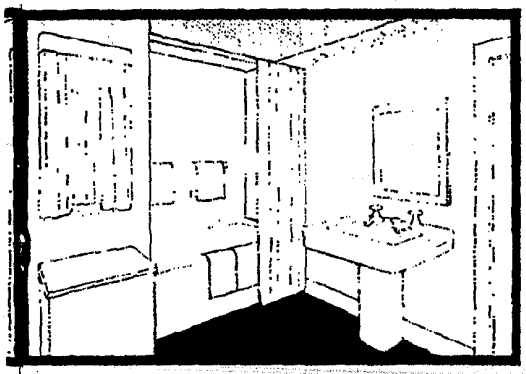


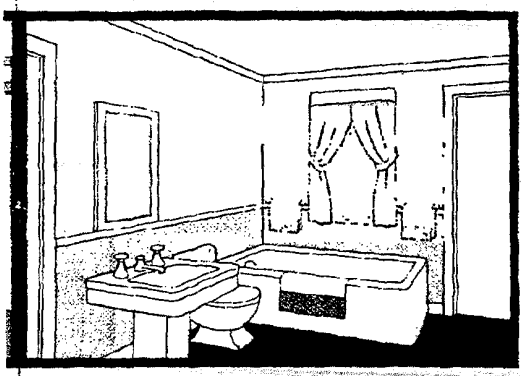
CEILING AND WALLS: Orchid. ALCOVE: White. WOODWORK: White. FURNITURE: Pastel Blue. FLOOR: Slate.

Sing a Song of Color

and fresh clean, washable walls for that combined barber shop, beauty parlor and first aid station—the bathroom. Lovely pale colors . . . bright light colors . . . deep marine colors . . . almost any colors can be used here. Bathrooms respond to color like flowers respond to water. Here are invigorating color schemes . . . color schemes just as well suited to old fashioned plumbing as to the bathroom of today or tomorrow.



CEILING: Light Pink and Buff equal parts. WALLS: Cream Gray. ALCOVE: White. WOODWORK: Old Ivory. FURNITURE: Peach. FLOOR: Mahogany Dark.



CEILING: Ivory White. UPPER WALLS: 1 part Taupe, 2 parts White. LOWER WALLS: Taupe. WOODWORK: White. FLOOR: Blue (mixture).

EXTERIORS (CONT'D)

TO PAINT METAL ROOFS. Remove rust with a wire brush. Apply a first coat of S-W Kromik Metal Primer—an outstanding paint for all metal surfaces except galvanized iron. (On galvanized iron roofs, the first coat should be S-W Galvite. Let dry 24-36 hours. Apply a finishing coat of S-W Roof Paint.

S-W ROOF PAINT is a durable, weather resisting paint which is excellent for painting wood shingles or metal roofs. Available in colors.

TO WATERPROOF AND RESTORE COMPOSITION ROOFS. S-W Ebonol, a black acid-free coal-tar base paint will prevent new composition roofing from drying and cracking. To restore old dried out composition roofing, first use S-W Elastic Roof Cement (paste) to fill holes. (It is also suitable for patching holes in gutters, downspouts, etc.) Then, after priming the old roofing with Ebonol, apply an all-over coat of S-W Liquid Roof Cement. A flat roof may then be graveled if desired.

Your Porches

TO APPLY S-W PORCH AND DECK PAINT ON OLD WORK—WOOD OR CONCRETE. Scrape off loose or scaly paint. Wipe off entire porch surface with a cloth and S-W Exolvent. Sandpaper all bare, unpainted areas, and touch up with S-W Porch and Deck Paint thinned by adding one pint linseed oil and one pint of S-W Exolvent or turpentine to the gallon of S-W Porch and Deck Paint. Let dry thoroughly. Then apply S-W Porch and Deck Paint without thinning. Use an S-W No. 30 brush for large surfaces, No. 40 or No. 60 for smaller jobs.

NEW WORK—WOOD OR CONCRETE. If concrete, be sure the floor is thoroughly dry. Thin the first coat as mentioned before. *Second Coat:* Thin each gallon of S-W Porch and Deck Paint with ½ pint of S-W Exolvent or Turpentine. *Third Coat:* Use the paint as it comes, without thinning.

TO VARNISH PORCH CEILINGS. If new wood, sandpaper clean. If already varnished, wash clean with soap and water and sand off any gloss. Then apply S-W Rexpar Varnish. Porch ceilings painted with SWP House Paint in white or a light tint, will reflect light into adjoining rooms.

SCREEN ENAMEL. One quart of S-W Screen Enamel—Black or Green—is enough for the screens of an average size house. Apply before putting screens up in the Spring or before putting them away in the Fall. Apply to both screen mesh and frames, both sides. For copper or bronze screens a protective coat of S-W Rexpar Varnish will help resist corroding of the wire and discoloration of the house by the resultant green copper stains washing off the screens, onto the surface of the house.

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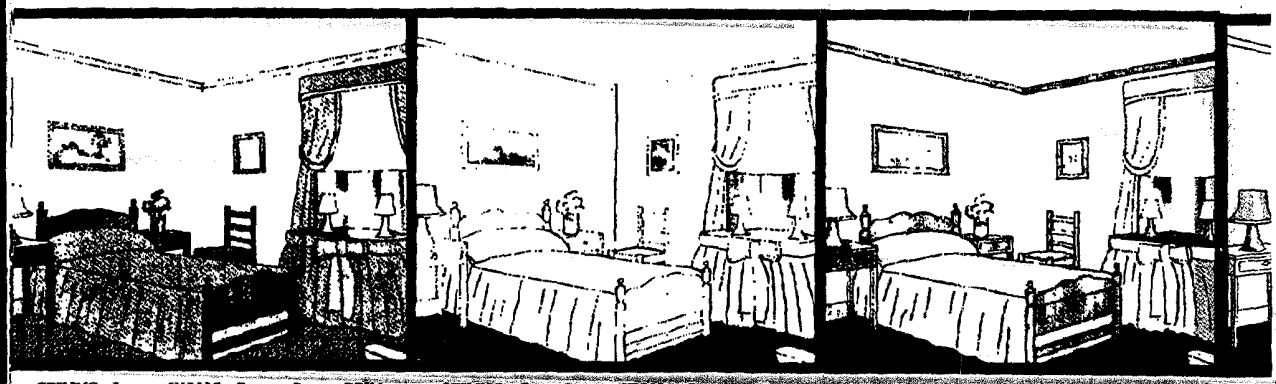
CEILINGS AND WALLS: Sherwin-Williams Flat-Tone. WOODWORK AND TRIM: S-W Enameloid. FLOORS: S-W Floor Enamel.



CEILING: Light Blue. WALLS: Caen Stone. ALCOVE: Warm Beige. TRIM: Pastel Blue. FLOOR: Tile Red.

CEILING: Caen Stone. WALLS: Silver Gray and Cream Gray, equal parts. TRIM AND ALCOVE: Old Ivory. FLOOR: Green (mixture).

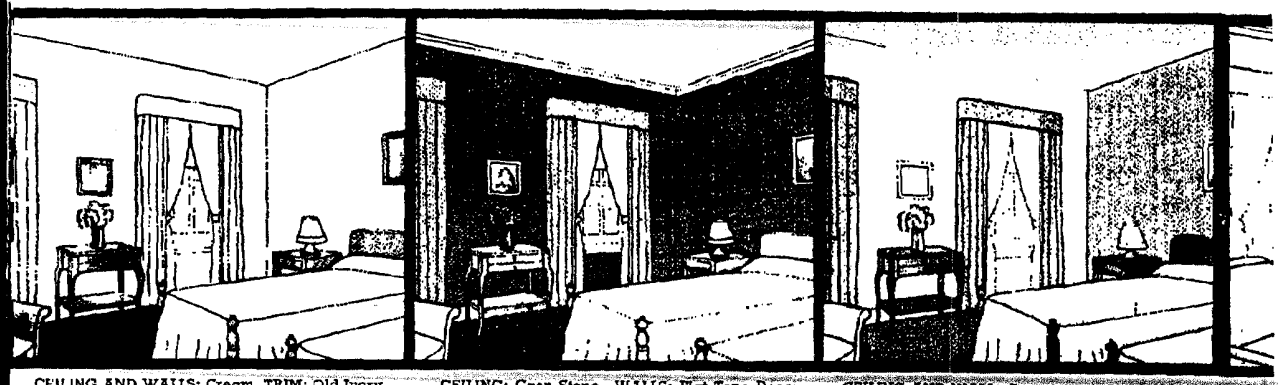
CEILING: Ivory. WALLS: Canary Yellow. ALCOVE AND TRIM: S-W Semi-Lustre Pale Green. FLOOR: Gray.



CEILING: Ivory. WALLS: Cream Gray. TRIM: Oyster (mixture).

CEILING: Caen Stone. WALLS: Blossom Pink. TRIM AND FURNITURE: White.

CEILING: White. WALLS: Light Blue. TRIM: Pastel Blue. FURNITURE: Platinum.



CEILING AND WALLS: Cream. TRIM: Old Ivory. FURNITURE: Pastel Blue 2 parts, French Gray 1 part.

CEILING: Caen Stone. WALLS: Flat Tone Deep Wall Color Thistle. TRIM: Old Ivory.

CEILING AND WALL: Cream Gray. END WALL: Flat-Tone Deep Wall Color Cactus Green. TRIM: Old Ivory.

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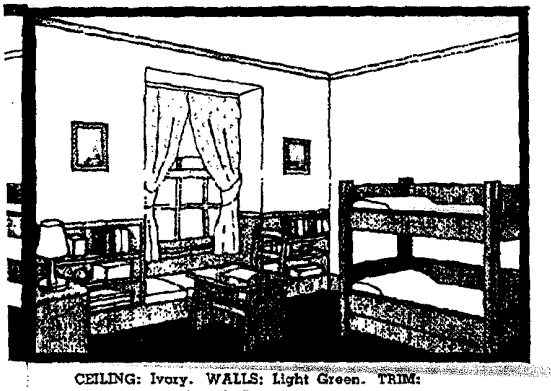
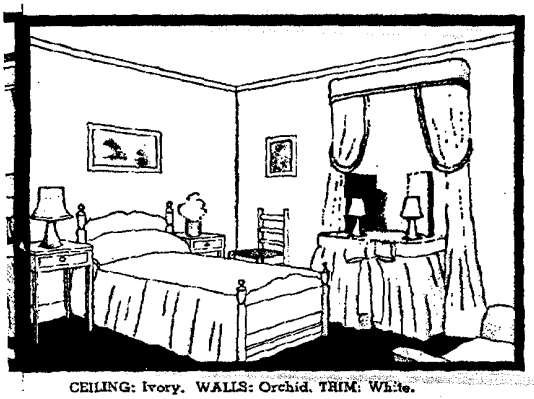


CEILING: Ivory. WALLS: Light Green. TRIM: Milan Green. FLOOR: Dust Color.

An Air of Quiet

and repose or of gayety and sunshine for the room in which you sleep. With soft, velvet color you can make your bedroom lighthearted and buoyant or calm and formal and yet preserve a feeling of rest. Here are ideas that will help you. Large or small, bright or dull, your room can be painted to express an entirely different size and mood . . . the mood of your choice portrayed in a way you'll be proud to display.



CEILING: Ivory. WALLS: Orchid. TRIM: White.

FLOORS

TO REVARNISH. Wash waxed floors carefully with turpentine to remove wax, as wax prevents varnish drying. When badly discolored, floors must be rescraped. If the finish is merely soiled, wash thoroughly with S-W Flaxsoap and water. Sandpaper bare spots and apply a first coat of S-W Mar-not Varnish, with one pint of S-W Exclvent or turpentine added to the gallon. Let dry and apply a coat of Mar-not without thinning. Mar-not dries in about 4 hours to an extremely durable finish which will not chip, scratch white or discolor from either hot or cold water—no matter how long it is wet. It is not harmed by alcohol or ordinary acids.

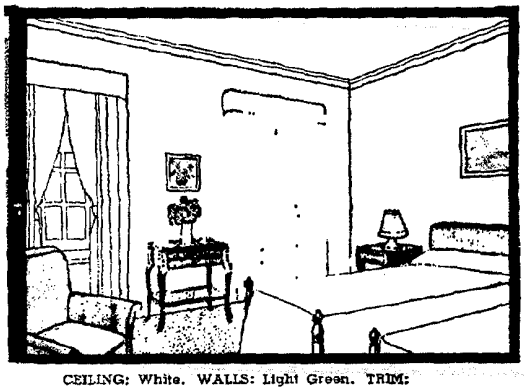
FOR SOFTWOOD FLOORS that do not justify the re-scraping expense, the *Flo-lac Finishing System* is particularly well suited. Prepare the floor in the same manner as for varnishing. For an imitation grain effect, apply one or two coats of Flo-lac Ground Color. Then apply S-W Graining Preparation when the Ground Color is dry, work the wet Graining Colors with graining tools or an old whisk broom. Allow to dry, then apply one coat of Flo-lac in the desired color. A final finishing coat of clear Mar-not varnish should then be applied.

FOR LINOLEUM. S-W Dex Linoleum Varnish keeps linoleum looking new. Dex seals the linoleum surface so that dirt, grease and anything spilled cannot penetrate. Observe the usual precautions that apply when applying a floor varnish. Be sure all wax is removed—some new linoleums are factory waxed. Apply Dex—one quart provides two coats for the average kitchen—with a good brush, S-W No. 212 or No. 227.

TO WAX. S-W Prepared Wax (paste) should be applied only over a varnished finish or over shellac. Prepared Wax spreads easily and when it has dried for a few minutes, polishes quickly with a soft dry cloth or weighted waxer. For linoleum, tile and all varnished floors, S-W Flo-Wax may be used. Apply with a cloth or long-handled applicator. Flo-Wax is self-polishing.

TO PAINT OR ENAMEL FLOORS, use S-W Floor Enamel on wood, linoleum, concrete or composition tile, first removing any old wax, dirt or grease.

TO ENAMEL CEMENT OR CONCRETE FLOORS: Apply two or three coats, as required, of S-W Floor Enamel, according to directions on the can. For previously painted floors, wash clean, scrape off loose or scaly paint, touch up the bare spots, and apply two coats of Floor Enamel. (See S-W Color Cards for information on basement floors.)

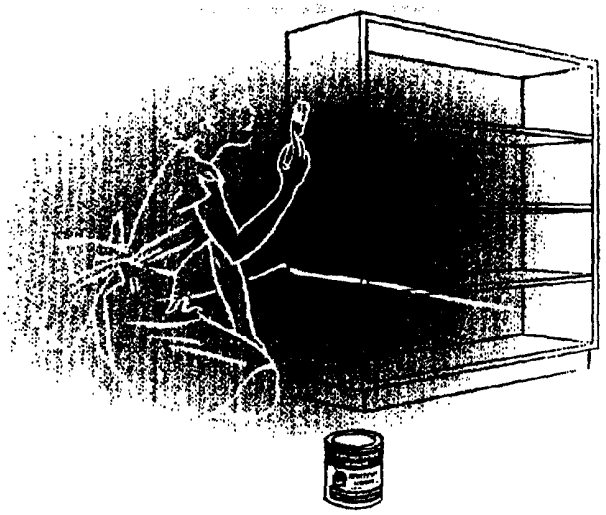


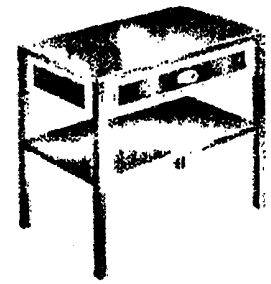
CEILING: White. WALLS: Light Green. TRIM: Old Ivory.

0007-SWP-000103

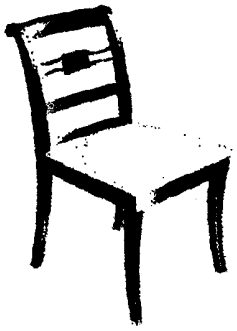
Brighten the Corner

and the whole room will reflect its light. Decorators tell us to use strong colors for the accents in any room. The small things, the odd things, the little extras here and there will lift each room and its contents out of monotony with bright, sparkling spots of color. Use color with a free hand and a full brush. Your walls and furnishings thus will gain by the contrast you secure.

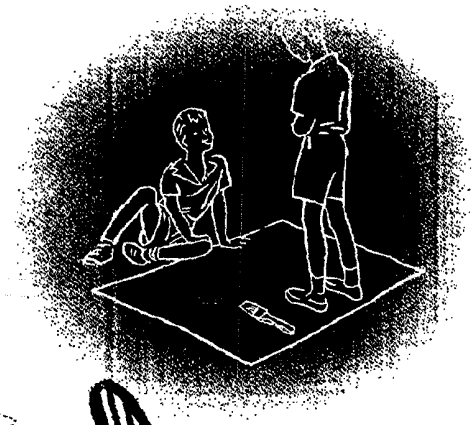


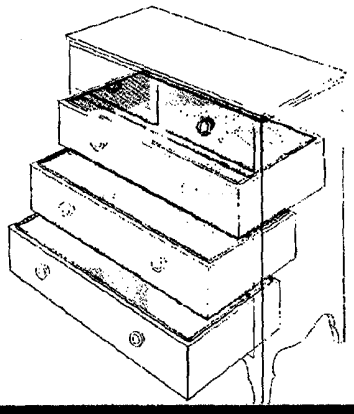


An old table brought back to life with S-W Enameloid Jade striped with White.



An old chair in a new uniform. Finished with S-W Enameloid Blue trimmed with French Grey.





Old or new, lining each drawer with color makes this chest strikingly smart. Top Drawer S-W Enameloid Coral (White tinted with Chinese Red). Second Drawer S-W Enameloid Pastel Blue. Bottom Drawer S-W Enameloid Taupe.



Kitchen chair that will sparkle in any setting finished with S-W Enameloid Carmine.

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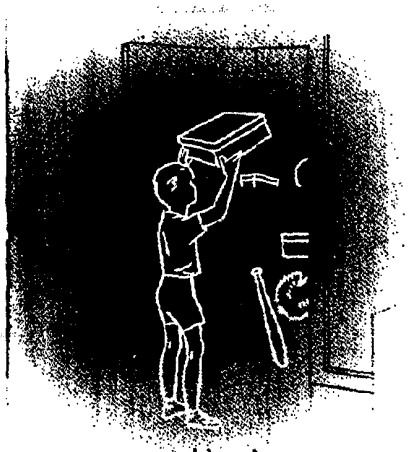
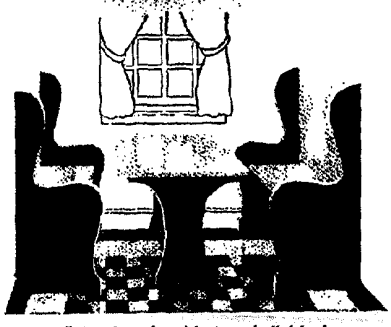
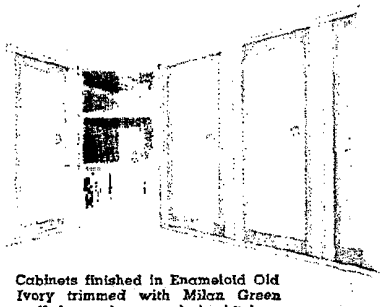
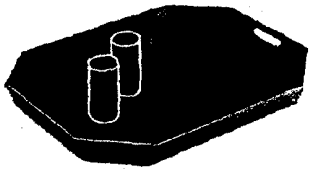




A two-tone breakfast nook finished in Enameloid *Dahlia* (mixture) and Taupe.



Cabinets finished in Enameloid Old Ivory trimmed with Milan Green well bespeak an orderly kitchen.



An old tray becomes a gay new tray when brightly finished in S-W Enameloid Blue.



Formed hampers add a cheery zest to the outdoor or laundry. Here S-W Enameloid Peach (mixture) and Milan Green do their sparkling work.



Furniture

FOR REFINISHING FURNITURE IN COLOR —use S-W Enameloid.

TO ENAMEL UNFINISHED FURNITURE - Sandpaper the surface to be enameled. For small pieces apply one or two coats of S-W Enameloid in the color desired. For a fine porcelain-like finish on larger pieces apply a first coat of S-W Flat-Rite Enamel Undercoater as directed on the can. Allow a day to dry. Then apply a mixture of equal parts of Flat-Rite Undercoater and Enameloid in the color selected. Let dry. Third coat, apply Enameloid as it comes in the can. Sandpaper between each coat. Use an S-W No. 212 or 227 varnish brush.

TO REFINISH WICKER FURNITURE. Be sure the furniture is scrubbed clean. Let dry. Then thin S-W Enameloid slightly with turpentine. Apply with a clean, flexible brush, working Enameloid into crevices.

TO RESTORE LUSTRE TO WORN VARNISHED FURNITURE—re-coat it with S-W Mar-not Varnish (Gloss) or S-W Velvet Finish Varnish (half-lustre) according to preference.

TO FRESHEN THE COLOR OR TO DARKEN STAINED AND VARNISHED FURNITURE apply a coat or two of S-W Flo-lac.

TO VARNISH SURFACES EXPOSED TO WEATHER, excessive moisture, direct sunlight and for interior window sills and sash—use S-W Rexpar Varnish, "the King of all Spar Varnishes."

REMOVE OLD MARRED, CHECKED OR SCALING FINISHES with S-W Taxite. Remove wax residue with turpentine. Remove dirt or grease from unwaxed surfaces by washing with S-W Flaxcap and water. Always sandpaper after the old finish has been removed.

DECALCOMANIA TRANSFER PATTERNS are easily applied and inexpensive, add greatly to the attractiveness of tables, chairs and doors. Ask us about them.

TO STAIN AND VARNISH UNFINISHED FURNITURE, apply S-W Weedwork Stain and S-W Mar-not Varnish as explained under "Weedwork." For a [illegible] without the [illegible] of rubbing, use S-W Velvet Finish Varnish as a finishing coat.

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Don't Forget to Remember



1. Cool colors such as greens, blues, greys, are light, airy and restful and generally should be used in a room with southern exposure getting a generous share of sunlight.

2. Warm colors such as yellow, orange and the various tones of red are generally most successful in a room with northern exposure.

3. Usually there should be a balance between cool and warm colors with the warm shades supplying the accent.

4. Men prefer blue above all the other colors . . . prefer cool colors over warm colors about 2 to 1.

5. Women prefer the warm colors—red is the choice of about 42% of women.

6. Children of school age prefer blue, with red as a fairly close second.

7. Color possesses utility as well as decorative value; it will hide irregularities or create illusions where you want them.

8. Strong colors such as red, orange, dark blue make a large room look smaller. Small rooms appear larger when light colors are used.

9. Avoid using strong colors on large surfaces.

10. Color affects lighting, lighter colors reflect more light than darker colors.

COLOR	REFLECTS LIGHT	COLOR	REFLECTS LIGHT
White	89%	Buff	63%
Ivory	82%	Pale Green	59%
Canary Yellow	77%	Shell Pink	55%
Cream	77%	Bright Sage	52%
Caen Stone	76%	Silver Gray	46%
Orchid	67%	Olive Tan	43%
Cream Gray	66%	Forest Green	22%
Ivory Tan	66%	Cocoanut Brown	16%
Sky Blue	65%	Black	2%

11. A room with a light colored ceiling, having over 70% light reflection, and walls of a color in the lower bracket, will be most restful to the eyes.

12. Do not neglect your lighting. Good light is essential to color and to comfort.

13. At least three colors are considered necessary to make a room interesting. The lightest color is usually used on the ceiling.

14. Dark color on a ceiling makes the ceiling seem lower . . . light colors make the ceiling seem higher.

15. Usually the floor should be the darkest area in the room, giving the effect of a firm foundation.

16. In many cases striking effects may be obtained by painting one wall a different color from the other three.

17. When a light and a dark color join, the light color appears darker along the joining edge.

18. Flat finishes are best suited to large wall areas.

19. Gloss, particularly high gloss, finishes are most often used for floors, woodwork, furniture.

20. Eggshell finishes, halfway between a flat and a gloss, are equally effective on walls and woodwork. Particularly recommended for kitchens and bathrooms.

21. Color is the important consideration in decoraling. Use color . . . it will help you achieve your ideal of charm and beauty in the home.

22. For best results consult a reliable Painting and Decorating Contractor and specify Sherwin-Williams Paints.



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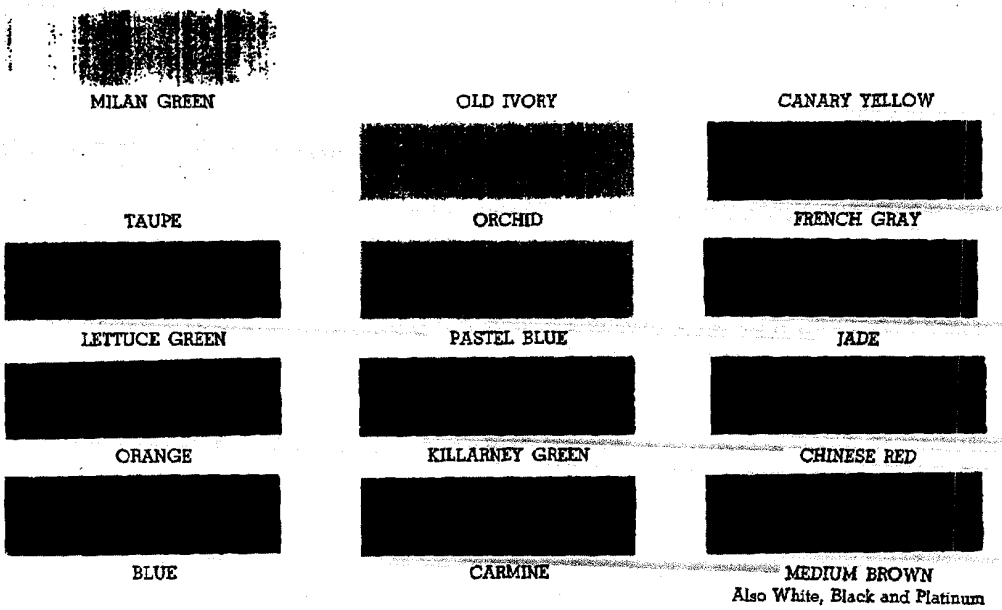
0007-SWP-000103(

S-W ENAMELOID *The Rapid Drying Decorative Enamel*



Also White, Black and Platinum

OTHER S-W FINISHES FOR THE HOME

S-W Mar-not Varnish

Meets today's finishing problems. You can dance on it, spill beverages or go through a first class flood without harming the finish a bit. Use Mar-not on floors — on woodwork — on furniture. It's rapid drying, of course — as pleasing to use as a new automobile.

S-W Rexpar Varnish

This is our finest finish for every varnished surface exposed to direct sunlight or to extremes of heat and cold and excessive moisture. Recommended particularly for window sills, outside varnished doors and porch ceilings. And if you own a boat or canoe — Rexpar meets every true sailor's test for spar varnishing.

S-W Wall Primer and Sealer

This is the foundation coat for perfect wall finishes with Flat-Tone, Semi-Lustre or Enamel-oid. It seals the plaster or the wall board so that the finishing color coat makes a fuller, richer finish which wears better and actually is easier to wash clean. Use Wall Primer and Sealer for both new and previously painted walls.

S-W Velvet Finish Varnish

Gives you a beautiful hand-rubbed varnish effect without the work of rubbing. It is applied as a finishing coat over Mar-not varnish or shellac on woodwork and furniture.

S-W Floor Wax (self polishing)

Simply spread it on like water — let it dry 20 minutes and it's ready to walk on — no rubbing —no polishing. For linoleum and finished wood floors.

S-W Preservative Shingle Stain

Gives new life and sparkling color to shingled roofs and sidings. Provides complete protection without hiding the natural beauty of the wood. Deep penetrating colors.

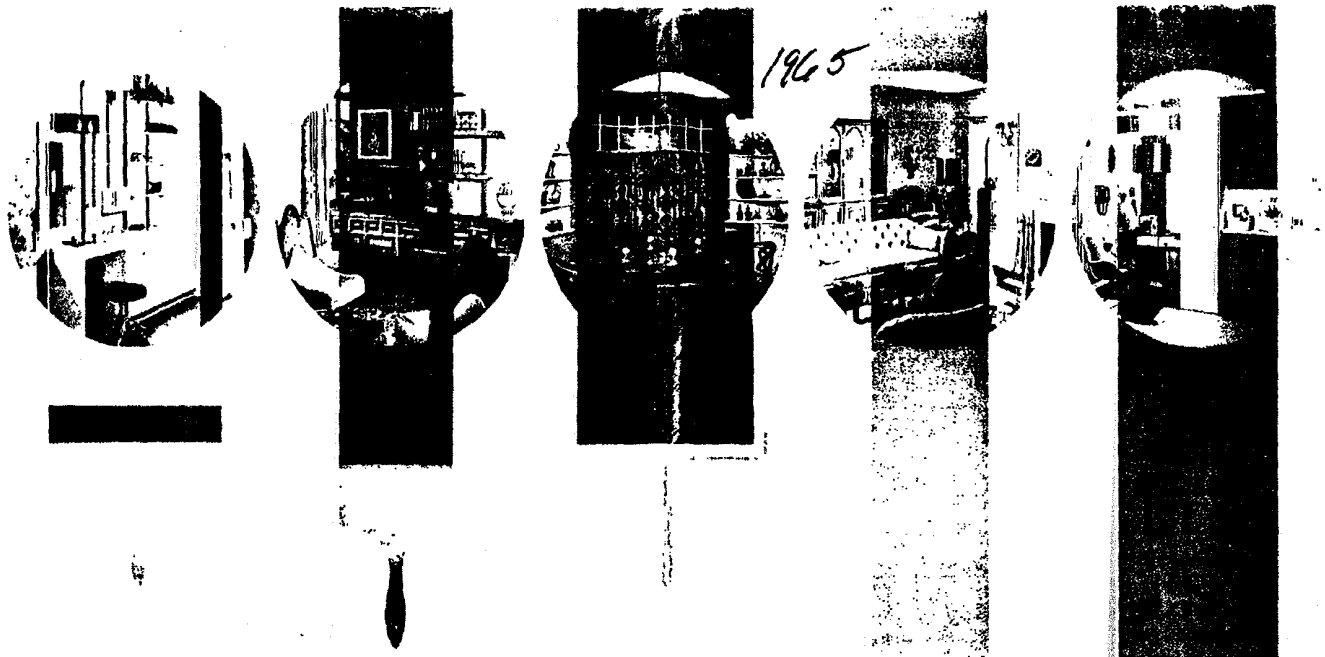
S-W Roof Paint and Roof Cements

For composition roofing — Ebonol is a sealing restorative black paint. Liquid Roof Cement makes a seamless roof coating applied with a brush. Elastic Roof Cement applied with a trowel mends leaks.

0007-SWP-000103



ROOF: Sherwin-Williams Preservative Shingle Stain C 74 Medium Green. BODY, SASH and TRIM: S-W-P Outside Gloss White. SHUTTERS: S-W Trimbrite Woodlawn Green.



1965

THE SHERWIN-WILLIAMS

HOME DECORATOR

featuring the COLORS OF AMERICA as interpreted by famous American artists

0007-SWP-0001030

COLOR *has many faces*

. . . all of them beautiful,

all of them useful in home decoration



WALLS and CEILING: Super Kem-Tone Punch Pink
WOODWORK: Kem-Glo Stay White and Phoenician Flame Accent

PINK WALLS combine with brilliant red accents to strike a lively note in this small dining area. The quick contrast introduced by touches of cool blue emphasizes the area's overall feeling of warmth and gaiety.

Copyright, 1965 The Sherwin-Williams Co., Cleveland 1, Ohio



WALLS · Super Kem-Tone Bonfire Accent and Antique White
CEILING · Super Kem-Tone Antique White

HANDSOME WOOD CABINETRY takes on added importance against a daring orange wall in this family entertainment area. Deft use of white and gray in the upholstery and rug keeps the stronger colors under disciplined control.



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Paintings by American artists bring hor
excitement and beauty of the colors all a
are the Colors of America . . . creative
on canvas in almost endless variation.

On these and following pages you wi
favorite colors can be combined and co
hance rooms of any style and purpos
modest or imposing size. You will also se
faces of color, delightfully different, ca
iety and interest into everyday surroun

For example, red, pink and orange
familiar colors; yet, none of them is real
Rather, each represents a broad range
of their many faces appear at the righ
this rich and versatile palette of Sherwin
lends itself to different decorating th
strated in the rooms shown here.

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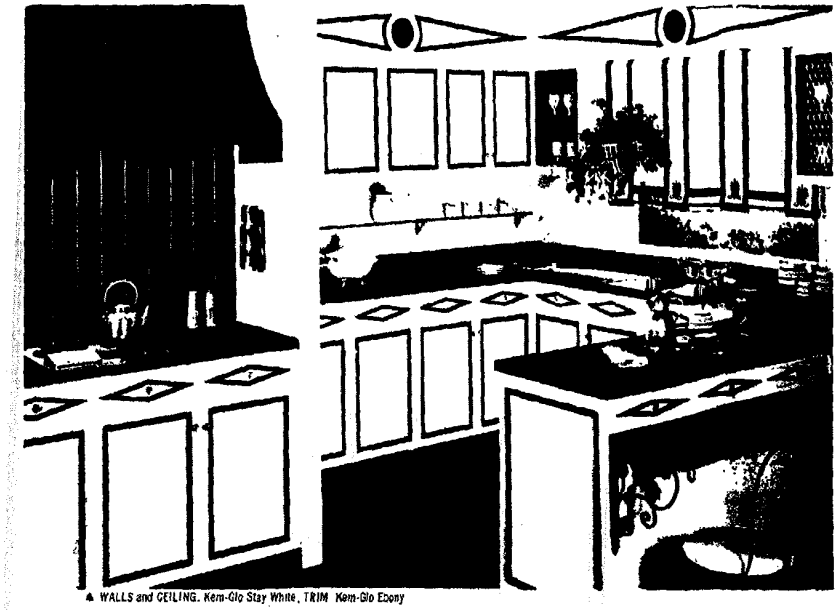


▲ WALLS and CEILING, Kem-Glo Stay White, TRIM Kem-Glo Ebony

▼ WALLS Super Kem-Tone Carousel Pink, CEILING Super Kem-Tone Gardenia, TABLE Kem-Glo Strawberry, WOODWORK Kem-Glo Carousel Pink



AS A GENEROUS ACCENT, red bids fair to dominate the kitchen at the left. But it does not, simply because the apparent proportion of white is strengthened through contrast with black-painted cabinet moldings. Note the restrained use of yellow accessories to state a muted third theme.

HIGHLIGHTS GLEAM in the contemporary living room (below, left) where the strong colors in the area rug, repeating variations of the wall color, are dramatized against a dark floor. The blue sofa and strong accessory colors contribute additional sophisticated contrast.

DAINTILY FEMININE, the young girl's room below combines an abundance of color with delicate grace . . . and a fascinating shade of red verging on orchid on the walls is a tactful, soft-spoken foil for the bright accessories.

WALLS Super Kem-Tone Hyacinth, CEILING. Super Kem-Tone Ceiling Flat White
WOODWORK Kem-Glo Hyacinth

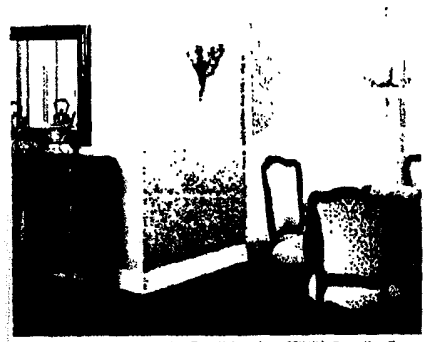


0007-SWP-000103

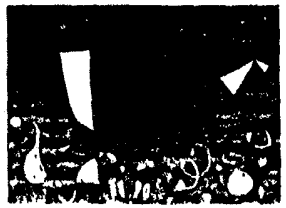
Brown, Beige, Off-White

. . . these muted colors

are foils for bold contrast



▲ WALLS: Super Kem-Tone Melrose Gray, CEILING Super Kem-Tone Oyster White; WOODWORK Kem-Glo Oyster White



COLORS OF AMERICA

"TROPICAL BIRD" by Doris Lee points up the subtle beauty of brown. This unassuming color is a gracious companion for many others.



▲ WALLS: Super Kem-Tone Hearthstone and Gardenia; CEILING: Super Kem-Tone Hearthstone, WOODWORK: Kem-Glo Hearthstone

▼ WALLS Super Kem-Tone Lantern Gold Accent
CEILING Super Kem-Tone Asiatic Ivory
WOODWORK Sherwin-Williams Colonial Maple Oil Stain

Calling little attention to themselves, the quiet browns, beiges and off-whites provide unobtrusive backgrounds for more outspoken colors. Variations on these "neutral" shades are almost infinite . . . from the coquetry of the merest blush of color to unmistakably sincere deep tones. And all these variations invite the use of striking accents because they thrive on contrast.

The rooms shown here suggest how completely at home the browns, beiges and off-whites are in both traditional and contemporary decor . . . how easily they adapt to both large and small areas.

THE WHISPER OF COLOR on the walls of the dining alcove (above, left) serves to emphasize the mellow wood tones of the furniture and the richness of the carpeting. This ability to show off prized possessions without overpowering them is characteristic of the beige family.

LIVELY YET RELAXED, the family room at left owes much of its casual comfort to the sophisticated wall color that encourages all the tints and tones to live happily together. The surprising panel behind the fireplace is a deliberate trick to call added attention to this unusual fixture.

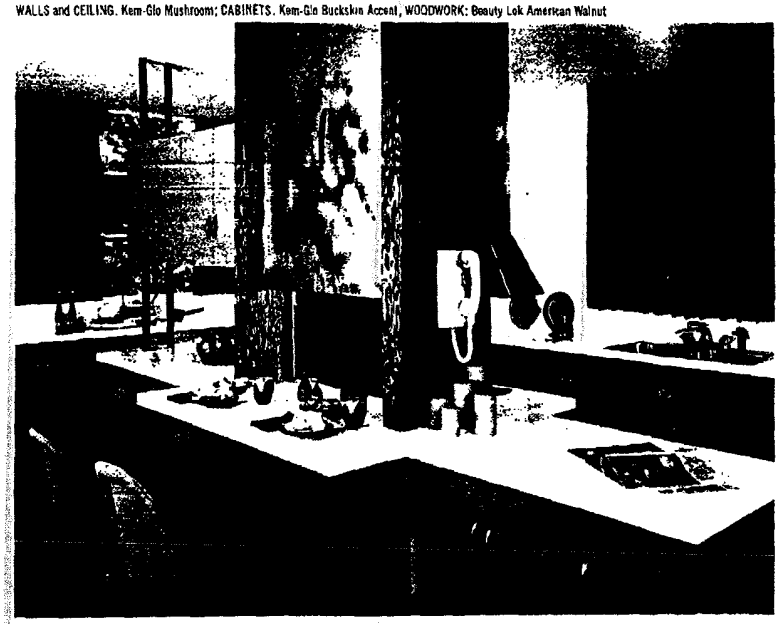
0007-SWP-000103





▲ WALLS *Super Kem-Tone Cafe Brown Accent and Pimento,*
CEILING* Super Kem-Tone Ceiling Flat White
WOODWORK *Kem-Glo Cafe Brown Accent and Pimento*

WALLS and CEILING. Kem-Glo Mushroom; CABINETS. Kem-Glo Buckskin Accent, WOODWORK: Beauty Lok American Walnut



A CORNER OF WELCOME is the entry way (left, above) made by arranging furniture to create a waist-high divider. The muted wall color heightens the warmth of the wood paneling and extends the quietly pleasing color scheme into the living area.

BROWN CONFIDENTLY MEETS many other colors in the bedroom above. The multi-toned bedspreads, orange-tinted carpet, turquoise accessories and vari-colored pillows are all flattered by the deep-toned feature wall designed to contrast dramatically with the off-white window wall.

BRISK EFFICIENCY characterizes the kitchen at the left, and the colors reflect the thoughtful planning that went into it. Light walls create an illusion of space; bright curtains add a glow of interest; lustrous cabinets underscore the utilitarian simplicity of the white counter tops.

0007-SWP-000103



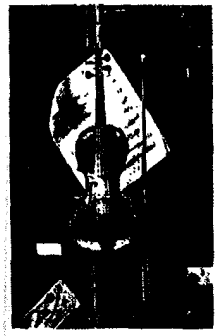
WALLS Super Kem-Tone Latin Lime CEILING Super Kem-Tone Asiatic Ivory, WOODWORK, Kem-Glo Asiatic Ivory and Latin Lime

WALLS and CEILING, Super Kem-Tone Provincial Gold; WOODWORK- Beauty-Lok Jade Birch



▼ WALLS Super Kem-Tone Peruvian Palm Accent
CEILING Super Kem-Tone Celery;
WOODWORK Kem-Glo Peruvian Palm Accent and Stay White

▼ WALLS and CEILING Super Kem-Tone Moonbeam
WOODWORK, Kem-Glo Moonbeam and Lumelight



COLORS O

"THE OLD RE
smoky gree
visual pleas

Lavishly used by Nature,

Green and Aqua

sing of the out-of-doors

The quiet mystery of the forest . . . the li
splash of water flowing through a glen—th
visions green and aqua awaken. They are
colors . . . calmly cool colors . . . that can m
a welcome haven of respite from the cares o

Green shows itself in many guises, from
tinged brightness of new-born leaves throug
depth of moss. Aqua is a most changeable
green, now blue, depending on the interplay
and colors surrounding it. The easy adaptal
green and aqua variations to rooms of any
tion is suggested in the illustrations here.

A BACKGROUND OF GREEN sets the stage for blue
bedroom at left, above This familiar color com
particularly effective means of highlighting rich
such as those evident in this traditional room

0007-SWP-0001036





STURDY BEAMS, finished to enhance their intere
tern, frame the comfortable living room at
upholstery and accents counterpoint the pal
underscore the basically monochromatic color

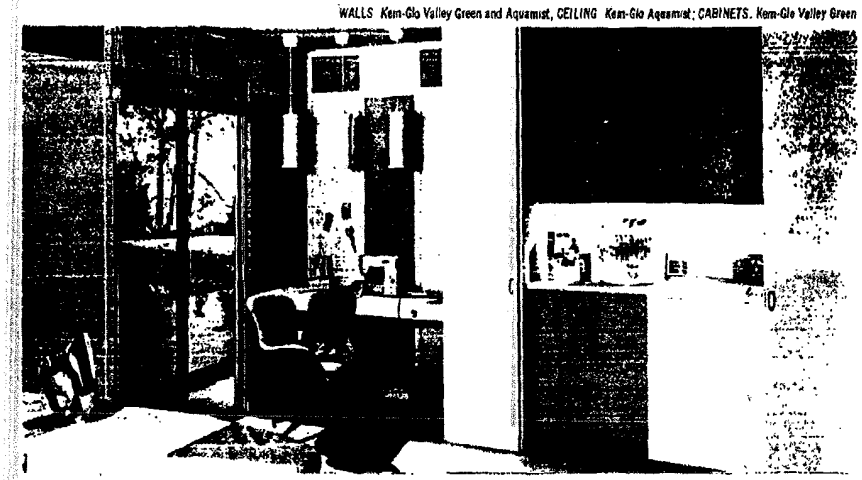
A ROOM THAT DOUBLES as a study and guest
an inviting retreat. White on the door moldi
tion to this interesting decorative detail,
expanse of the light wall color seems to expand

CRISPLY CLEAN, yet spurning the "sterile" loo
left employs soft contrast between walls a
capture an air of frothy lightness. The unexpe
is a surprising, but thoroughly pleasing depa
tional pink and blue.

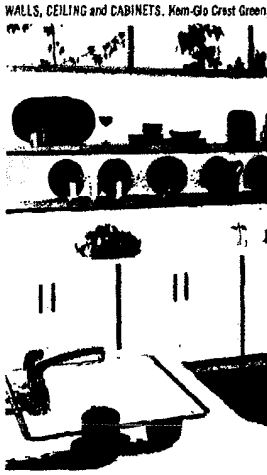
SERENE SIMPLICITY marks the laundry-utili
below. Two shades of green, played against e
a restful background for household chores.
yellow serve as decorative exclamation point

KITCHENS ARE BUSY places, but, as the kitch
illustrates, wisely used color can make them
busy. The refreshing vista of relaxing co
sprightly accents, extends an invitation to ma
tion time a happy interlude.

WALLS Kem-Glo Valley Green and Aquamist, CEILING Kem-Glo Aquamist; CABINETS. Kem-Glo Valley Green



WALLS, CEILING and CABINETS. Kem-Glo Crest Green



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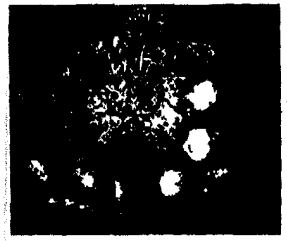
Yellow, Gold and Olive

. . . a trio of eloquent colors
with an exciting, theatrical flair



COLORS OF AMERICA

"SPRING BOUQUET" by John Stewart Curry mirrors many faces of yellow to reveal the color's sunny disposition.



Seek a pale hint of sunlight? The brilliant glitter of a monarch's crown? The misty shadows of an orchard at dusk? Find all of these colors—and more—in the yellow-gold-olive palette. Here are colors to evoke many moods . . . colors to reflect elegance or simplicity . . . colors to bring dramatic emphasis or shy understatement to the rooms in which they are used.

Whatever the scope of your decorating dreams . . . whatever your preferences in decorative style . . . this palette is scaled to match them. The corner of the spectrum it encompasses is broad, indeed . . . and fanciful, too, for it ranges from dark to light and dull to bright.

As the yellow, gold and olive rooms on these pages indicate, all of these colors are well-mannered, as perfectly at ease with the new and strange as they are with the old and familiar.

GRACE AND DIGNITY mark the traditional living room at left, where walls and woodwork in tawny gold provide a subtle background for the yellow and blue-green accents in upholstery and accessories. Restrained use of white on the wall molding heightens the aura of elegance.

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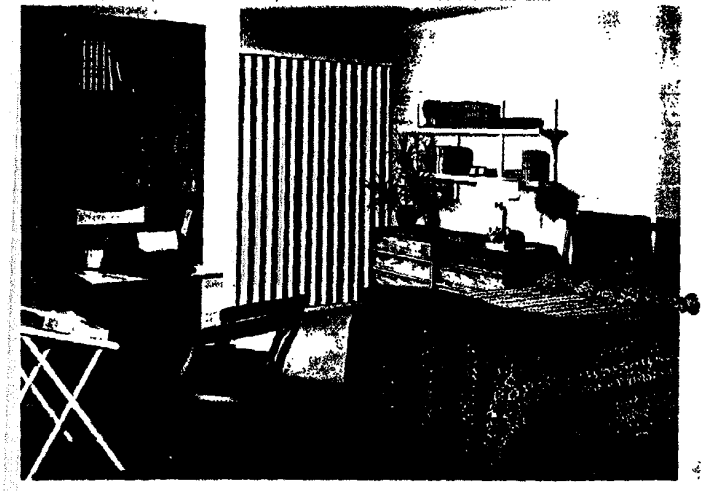
▲ WALLS Super Kem-Tone Lantern Gold Accent, CEILING Super Kem-Tone Ceiling Flat White,
WOODWORK: Kem-Glo Lantern Gold Accent and Stay White; HALL WALL Super Kem-Tone Shasta White

▼ WALLS and CEILING Super Kem-Tone Hearthstone, WOODWORK Kem-Glo Hearthstone and Butter Gold Accent



GOLD MERGING INTO YELLOW dominates
bedroom at left. Glistening blue-black in th
board is a striking decorative coup. The u
repeats the wood tones of the furniture with

BRIGHT ACCENTS counterpoint the hushed
walls in the family room at left below. Des
tern in the upholstery, this room is quiet a
to the wall color and the sturdy simplicity

LIGHT WALLS seem to add space to the s
below, while the colorful window treatmer
triguing focal point. Defining the woodwork
slightly different from that on the walls di
this important architectural detail.

WALLS and CEILING: Super Kem-Tone African Grass Accent; WOODWORK: Beauty-Lok Harvest Walnut
HALL WALL, Super Kem-Tone Daffodil



WALLS and CEILING. Super Kem-Tone Honeysuckle;



0007-SWP-000103

Change the paint color...
and you change the room!

Give yourself a brand new room . . . quickly . . . easily . . . in
by putting new color on the walls, ceiling and woodwork. Th
give your present furnishings and accessories a completely ne
esting look that will surprise and please you, your family and

The accompanying pictures suggest what can be done. I
the same room . . . with exactly the same furniture, area rug,
The only thing that's different is the color on the walls, ceilin



A TAWNY SAFFRON COLOR O
is repeated on the ceiling to
for the comfortably bulky
around the windows and th
architectural details added
of these opulent colors resul
richly impressive, gaily brig

◀ WALLS and CEILING Super Kem-
WOODWORK Kem Glo Casablanca



COMPLETELY DIFFERENT IN TONE is the whimsically bland effect of the green-turquoise color on the walls of

0007-SWP-000103



▲ WALLS: Super Kem-Tone Silver Pine, CEILING Super Kem-Tone Martini WOODWORK Kem-Glo Silver Pine

COMPLETELY DIFFERENT IN TONE is the whimsically bland effect of the green-turquoise color on the walls of the room at right. Off-white blends the ceiling molding into the ceiling itself, and the woodwork around the windows has become a part of the walls. Thus, without changing any furnishings—or even re-arranging them—color alone has made this a cool, relaxed room, with overtones of casual informality.

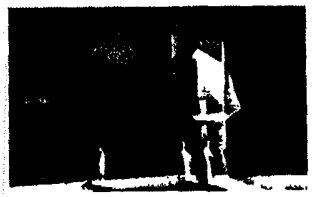
▼ WALLS. Super Kem-Tone Deep Turquoise; CEILING Super Kem-Tone Martini WOODWORK Kem-Glo Deep Turquoise and Martini



ANOTHER COLOR CHANGE makes the room completely different again! Deep turquoise verging into blue dominates, and gives the room a hushed atmosphere. But the hush is broken by the stark contrast of white on the door and window area. (Note that the ceiling molding has here become a part of the walls.) Now the room has a more formal air . . . an eloquently stated elegance that brings all the furnishings into a new and different focus.

0007-SWP-000103

Blue and Violet... *these horizon colors give wings to the imagination . . . inspire visions of far vistas*





WALLS and CEILING: Super Kem-Tone Oyster White; WOODWORK Kem-Glo Gateway Blue Accent

Think of blue and you think of the end
think of violet and you see the sky set a
setting sun. For these are the colors of distar
that awaken memories of far places even w
vite contemplation and repose.

Blue is often considered a masculine col
lighter tints it can be a coyly feminine cha
on the other hand, is preferred almost e
women. This is readily understandable, for
tint, tone or shade is a somewhat my
highly personal color. It can be cold or wa
bold . . . ranging from pale orchid to th
purple of panoply and pomp.

But whether you are decorating to pl
women (or both!), colors in the blue and v
are highly effective, lending themselves ad
wide variety of decorative aims.

BRILLIANT BLUE deftly defines the interestin
boards and window treatment in the cozy dinin
Red accents and white walls team with it to
red, white and blue motif.

0007-SWP-000103



▲ WALLS and CEILING: Kem-Glo Gray Wisteria
TRIM. Kem-Glo Arabian Brown Accent



▲ WALLS. Super Kem-Tone Crest Blue and Basswood;
CEILING. Super Kem-Tone Basswood
WOODWORK. Kem-Glo Crest Blue and Basswood

▼ WALLS and CEILING *Super Kem-Tone* Bright Turquoise Accent; WOODWORK: Sherwin-Williams English Oak Oil Stain



STARKLY SIMPLE, the bathroom (above, left) depends on a highly sophisticated color combination to give it decorative importance. This room is further evidence that even small, utilitarian areas in a home respond to the impact of carefully chosen color.

LIVING IS EASY in the relaxed charm of the living room above. The refreshing blue and gray color scheme, highlighted by bright accents, serves as a made-to-measure foil for the fabric wall hanging and the handsome wood furniture.

OFF-TO-SEA is the motif of the room at left designed to delight youngsters with sea-going ambitions. The wall color carries out the space-to-spare idea, shows off the well finished woodwork. There's a practical idea here, too, for the very simplicity of the room makes it easy to care for.

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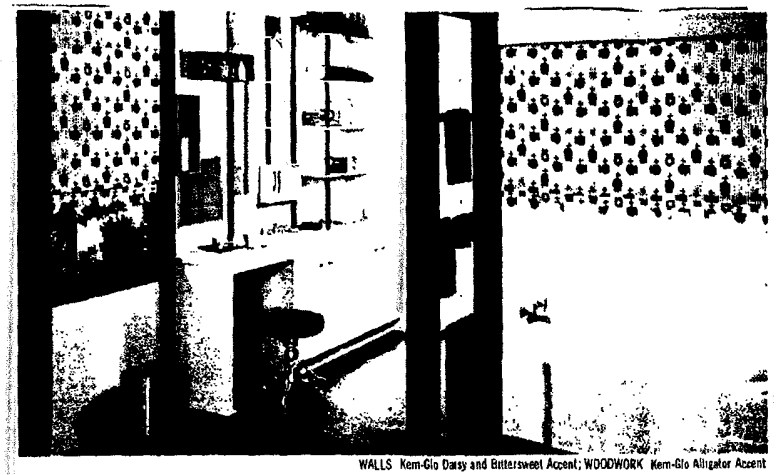


WALLS Kem-Glo Daisy and Bittersweet Accent; WOODWORK Kem-Glo Alligator Accent

WALLS Kem-Glo Elfin; CEILING Kem-Glo Stay White, TRIM Kem-Glo Stay White



WANT TO KNOW *who manufactures* the furniture and accessories in the rooms shown in this book? Just ask us.
We gratefully acknowledge the cooperation of manufacturers whose products appear in the photographs. Color photography by Alderman Studios, Inc., High Point, N. C.

Contemporary Color

adds beauty to your bath!

Today, bathrooms are *more* than bathrooms . . . they are often beauty salons and dressing rooms, too. And how refreshing it is to primp and pretty surrounded by flattering color! But color in the bathroom is not only a subtle flatterer. It serves the equally important, though more prosaic purpose of giving the room an overall air of cleanliness.

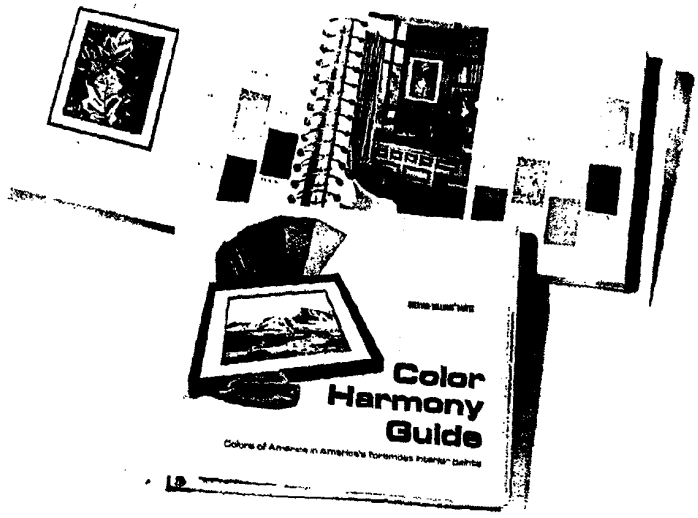
Modern enamel paints are a helpful ally in your quest for bathroom cleanliness. They apply easily . . . they resist staining . . . and fingerprints and other soil spots wash off with a minimum of effort. What's more, the many, many colors now available enable you to create bathroom decor fully as intriguing as that in any other room in your home.

TIP-TOP from top to toe—that's how a sunny bathroom like that shown above can make you feel. The draw-down shower curtain, repeating all the colors in the room, is a smartly different touch.

CRISP AND COOL, the room at left relies on green, accented with red, to achieve a look of uncluttered spaciousness. White on the molding skillfully breaks up what might otherwise be too broad an expanse of a single color.

0007-SWP-000103

Here's the easiest way to lovelier rooms!



YOU'LL FIND THE ANSWERS TO QUESTIONS LIKE THESE:

What wall colors will make my present furnishings look their best?
What accent colors should I use for my bookcases, shelves, or a single wall?
What new colors can I pick to go with my bathroom tile?
What wall and cabinet colors will flatter my colored kitchen appliances?
What colors should I use in adjoining rooms so they will complement each other in perfect harmony?

LOOK TO THE SHERWIN-WILLIAMS COLOR HARMONY GUIDE for decorating inspiration. It's a different kind of decorating guide that can help you achieve exceptional decorative effects quickly, easily, surely. In it you'll find pictures of many delightful rooms . . . *plus* 172 large color samples. *In addition,* unique "windows" in the pages show you how to combine the major and accent colors you want in superb color harmonies All told, there are more than 2000 decorator-inspired harmonies in the book . . . color harmonies you can confidently use to make every room in your home exciting and glamorous

Use the Color Harmony Guide in Our Store . . . Or Borrow It for Use at Home!



USE SHERWIN-WILLIAMS SUPER KEM-TONE® latex
them rich beauty! Apply with brush or roller—i
a velvet smooth finish that can be washed repea
of color. One coat covers most surfaces . . and
with soap and water. It's *guaranteed!*

USE SHERWIN-WILLIAMS KEM-GLO® odorless alky
walls of kitchens and bathrooms! Choose regular
lustre finish; Kem-Glo Velvet for a completely fl
hours . . . and are as easy to keep clean as the fi
Kem-Glo colors match those of Super Kem-Ton



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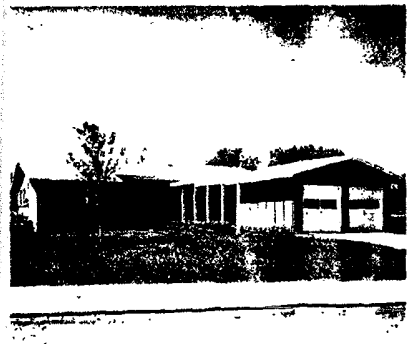

You're money ahead

when you paint your home with . . .

Sherwin-Williams House Paint

Whether your house is old or new . . . whether it is built of wood, masonry, or a combination of both . . . here's a good rule to follow when you plan to paint the exterior: Insist on Sherwin-Williams house paint. You get more for your money when you do!

Sure, the initial cost of Sherwin-Williams house paint is a little more than the initial cost of "bargain" paint. But that first cost is only part—and a very small part—of the story. Much more important are the *extra* years of beauty and protection Sherwin-Williams house paint gives your home . . . to keep it new-looking longer, so you paint less often.

And isn't that what you really want when you paint your house?

If you choose to paint it white, you want the white to stay white. If you choose a color—a pale pastel or a striking deep tone—you want that color to keep its lively eye-appeal, without untimely streaking or fading. That's the kind of long-lived beauty you can count on with Sherwin-Williams house paint.

You also want the paint you use to stand up staunchly against the assault of rain, snow and the hot summer sun. You want it to keep moisture out. You want it to prevent rot and rust. And you want it to do that manyfold job without constant touching up or frequent repainting. That's the kind of dependable protection you can count on with Sherwin-Williams house paint.

0007-SWP-000103













SWP® Oil-base House Paint

For generations, Sherwin-Williams SWP has been the standard of house paint quality. That's why more wood homes are painted with SWP than with any other brand. It is available in white and many colors, and several different finishes: Gloss, One-Coat White, non-chalking Trim and Tinting White, and Fume and Mildew Resistant SWP. There is also a special paint for shakes and shingles. We will be glad to advise you which finish is best for your home.



A-100* Latex House Paint

Here is the paint you can apply to almost any surface—clapboard, wood shakes, stucco, concrete, brick, asbestos siding—and get results that will please you for years. Sherwin-Williams A-100 has outstanding resistance to blistering and peeling—a fact that makes it ideal for houses on which these conditions recur. Choose from a wide range of delightful colors to give your house distinctive new beauty.



Loxon® Exterior Masonry Paint

The alkali often present in stucco, concrete and other masonry construction materials usually plays havoc with paint—but *not* with Sherwin-Williams Loxon. It is especially formulated for use on masonry surfaces, and the results you get when you use it show the value of such special formulation. It is available in colors that "belong" on masonry houses . . . enduring colors that make such houses look their best.



*Trade Mark

Colors in Sherwin-Williams house paints that approximately match those on the houses pictured are (left to right, top to bottom):

BODY A-100 Super White
TRIM A-100 Mindoro Aqua

BODY SWP Winthrop Red
TRIM SWP Trim and Tinting White

BODY SWP Auburn Brown
TRIM SWP Trim and Tinting White and Aladdin Yellow

BODY SWP Chelsea Gray
TRIM SWP Trim and Tinting White and Tyrone Yellow

BODY A-100 Velvet Tan
TRIM SWP Trim and Tinting White and Revere Green

BODY SWP Athenian Gray
TRIM SWP Trim and Tinting White and Rockaway Blue

BODY Loxon Exterior Masonry White
TRIM Shake and Shingle Fawn Brown

BODY SWP Chardon Blue
TRIM SWP Trim and Tinting White

BODY A-100 Vale Green
TRIM A-100 Super White

BODY A-100 Walnut Brown
TRIM A-100 Marilyn Pink

BODY SWP Gloss White
TRIM SWP Adrian Blue

BODY SWP Solfast Red
TRIM SWP Trim and Tinting White

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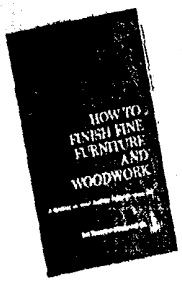
There's a Sherwin-Williams product for every painting need

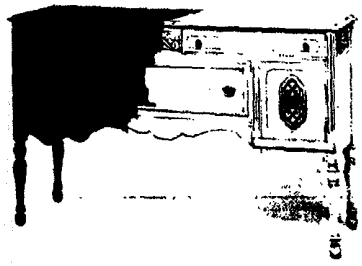
High quality Sherwin-Williams paints and painting accessories are designed to save you time and effort. Described here are a few of the many paints, varnishes, tools and related items now available in our store. If you are painting interior or exterior surfaces . . . refinishing floors, furniture or walls . . . refurbishing toys or tools—tell us about it. We have a Sherwin-Williams product that will precisely meet your needs and give you exactly the results you want!





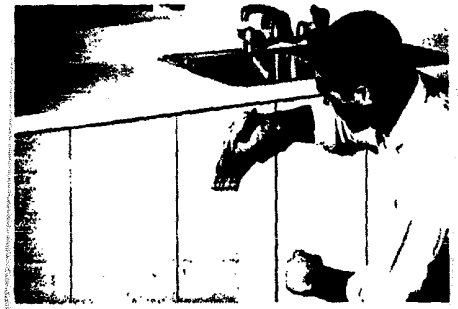
FINISHING FURNITURE?

This easy-to-read, 32-page book tells you "How to Finish Fine Furniture and Woodwork" . . . spells out in pictures and text the right way to stain, bleach, varnish and enamel old and new furniture, woodwork, paneling. It will save you time and effort . . . help you avoid annoying mistakes. Only 35c a copy at our store, or send 35c in coin to Consumer Service Dept., The Sherwin-Williams Co., Cleveland 1, Ohio.



Classic® Color Glaze

Antiquing old furniture to give it a new and useful lease on life is the bright new idea in decorating. And using Sherwin-Williams Classic Color Glaze is the easiest way to do it. There's no need to remove the old finish—simply brush on the base coat . . . let it dry . . . then apply the glaze by brush sponge, cloth (even paper!) to highlight decorative details and convert an "ugly duckling" into a piece of attractive furniture. Classic Color Glaze can also be used to create stunning effects on wood paneling. Convenient kit contains undercoat, glaze, sandpaper, brush and cloth plus a how-to-do-it instruction book detailing ways to achieve a wide range of color effects.



Kem® Hi-Gloss Enamel

This completely new high gloss enamel dries to a smooth, tight finish that defies wear. The perfect enamel for kitchen and bathroom walls, it withstands steam, grease and other household hazards, and can be washed repeatedly without losing its brilliant gloss and color. And what colors! When you see them you will find it hard to believe an enamel so durable can be so beautiful. Kem Hi-Gloss Enamel is easily applied by brush or roller to wood, metal and plaster surfaces . . . dries in only a few hours . . . gives years of satisfying service. Use it indoors and out to bring bright, long-lived color to furniture, bric-a-brac, toys, porch and lawn furniture, garden tools.



Spray Enamel

Push the button and you're painting—with high quality Sherwin-Williams Spray Enamel. Ideal for hard-to-reach wood or metal surfaces and odd-shaped objects. 14 gay colors and non-yellowing white in a highly durable finish.



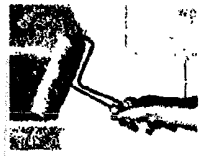
Flat-Tone® Wall Paint

This odorless alkyd, interior wall paint dries in four hours to a rich low sheen. One coat covers most surfaces. Can be washed again and again without fading. Colors match those of Semi-Lustre Enamel.



Semi-Lustre® Enamel

Use this odorless alkyd enamel for a subdued gloss finish on interior wood, plaster and metal. One coat usually covers, and a primer is required only on new plaster. Dries in four hours to a tough finish that withstands frequent cleaning.



Interior Masonry

Use Loxon® interior masonry paint to bring delightful color to brick, tile, concrete and concrete block walls in basements, garages, and utility rooms. Resists moisture, alkali, lime . . . will not rub off.

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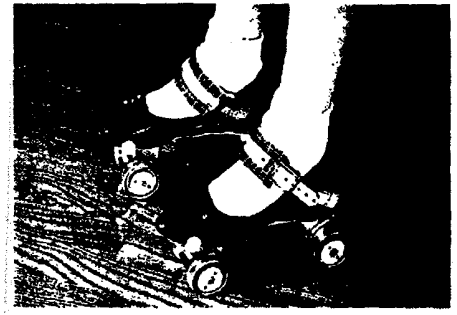


Marvethane® Varnish

An incredibly wear resistant varnish based on polyurethane resin, Marvethane is an excellent choice for floors, stairways, doors, woodwork and furniture subjected to heavy wear. Clear and non-yellowing, it stands up under abrasion, water, acid, grease, detergent and other household hazards as no conventional varnish can. Marvethane may be applied by brush, roller or spray . . . dries dust-free in one hour . . . and at normal room temperatures may be walked on in three hours. Available in gloss or satin finish, this varnish needs no waxing to maintain its lustre. Best results are obtained when Marvethane is applied over new wood, or over wood from which the old finish has been completely removed.



Beauty-Lok® Finishes

These natural wood finishes add dramatic visual depth to wood paneling, woodwork, furniture and other wood surfaces. They give you the impression that you are looking at the wood itself rather than at a surface coating. Beauty-Lok Stain, easily tinted to the color of your choice, enables you to put color *into* wood without hiding the grain pattern. Beauty-Lok Clear, in gloss or satin finish, penetrates deeply to provide protection that becomes almost part of the wood itself. Use these fine finishes to enhance the natural beauty of all types of interior wood. They are easy to work with and dry quickly to a pleasing close-to-the-grain effect.



Mar-Not® Varnish

Choose clear gloss or mellow satin finish Mar-Not for interior woodwork, doors and furniture. This heavy-bodied varnish is easy to apply . . . resists marring . . . shrugs off fruit juices, alcohol and even boiling water.



Wash Away*

. . . is the fast and efficient paint remover that rinses off with water. Just brush it on a painted or varnished surface . . . then wash off both the remover and the old finish.



Latex Concrete

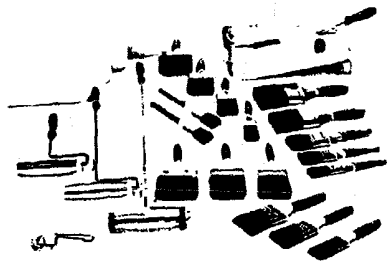
Here's the quick, sure, simple way to patch all kinds of breaks in interior and exterior masonry—Loxon® Latex Concrete. It requires no roughing or etching of the surface and dries with exceptional strength.



Rexpar® Varnish

Keep natural finish, exterior wood sparkling bright with Rexpar. It's the varnish that seals out weather . . . adds years of life to outdoor furniture and other exposed wood surfaces.

FOR BEST RESULTS . . . the right tools and home maintenance products



The best quality painting tools will help you complete any painting project quickly and with best results. Choose the tools you need from our complete selection: 100% Nylon brushes of all sizes for interior and exterior painting and varnishing; short and long handled rollers with the right fabric for the paint you are using; reusable roller trays; and other top quality painting accessories. They will make it easier than ever for you to get the results you want.

Home maintenance tasks are easier when you use Dexall* products. Select from this group of high quality materials, all bearing the Dexall label: patching paste, stain cover, glazing compound, brush cleaner, floor and furniture waxes, liquid sandpaper, concrete etch, wall sizing, tack rags, wood patch, caulking compound and waterless hand cleaner. In addition, there are a variety of Dexall household glues and other products to keep your home ship-shape.



*Trade Mark

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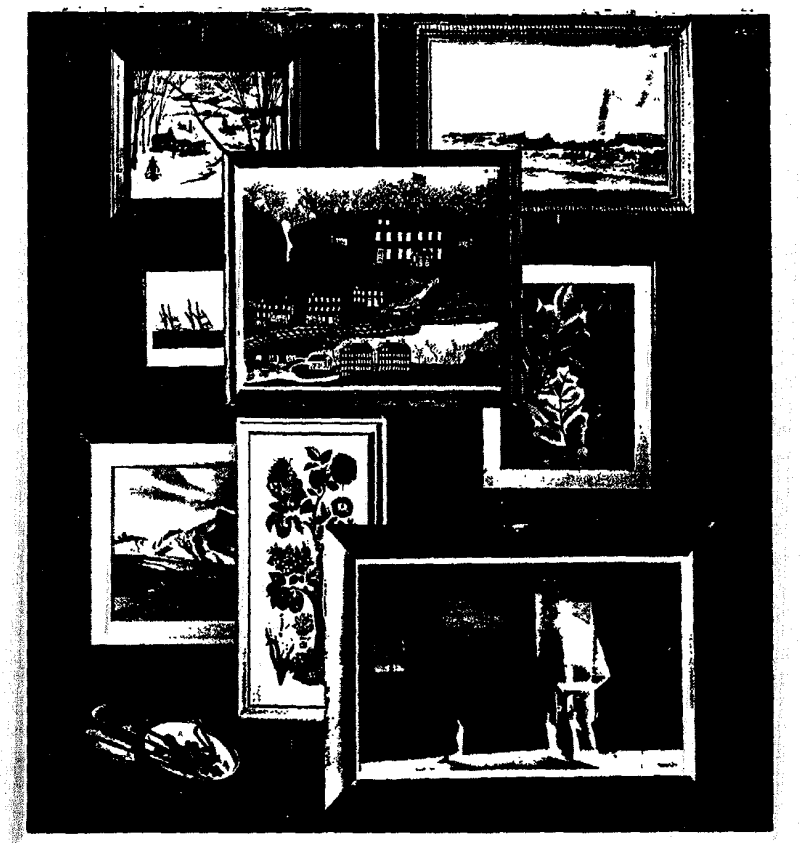

Enhance your home with pictures by famous American artists

The outstanding prints of works by well-known American artists that appear on several pages of the "Home Decorator" are but a few of many now available to our customers at very special prices. The complete collection, as well as prices and ordering information, can be found in the Sherwin-Williams "Color Harmony Guide". We'll be happy to lend you a copy

All of the prints were made by the New York Graphic Society, whose faithful color reproduction has become almost a legend in art circles. They were selected for their intrinsic artistic importance and their decorative interest. See the complete collection now. We know you will find just the "right" prints to make your home a decorative conversation piece.

When you plan to paint . . . visit our store first!

EVERYTHING YOU NEED for interior and exterior painting is right here in our store—the complete line of famous Sherwin-Williams paints . . . the very latest painting tools to make painting quick and easy . . . helpful accessories that assure you excellent results.

PRACTICAL ADVICE is yours for the asking. We'll gladly recommend the best materials and tools for any painting project . . . and suggest the steps to follow that will make it easy for you to achieve the pleasing results you want when you paint.

MANY OTHER SERVICES are also available at our store—services that will add to the convenience of your home . . . make it more attractive . . . keep it in good repair. Come in . . . you'll find us ready to be of immediate service to you.

your best buy in paints

SHERWIN-WILLIAMS

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