

**SEARS**

ROEBUCK AND CO.

**how to paint**



*With*  
**MASTER-MIXED PAINT**



Back of Master-Mixed Products are Sears own factories manned by expert paint technicians.



Each batch of paint is checked by the laboratory scientists; each must be true to formula.



The man in your Sears Paint Department will help you with your home decorating problems.

# SEARS

## MASTER-MIXED PAINT

Sears, through its *direct contact* with millions of loyal customers, both retail and mail order, has developed a line of paints formulated to provide professional results under the brush of the home craftsman. Sears, with its finger always on the pulse of the consuming public, can quickly sense those subtle changes in demand for new colors, new finishes and new accessories to make the home finishing job a great deal easier and more satisfactory all around.

With this broad background of experience, Sears has developed superior formulas for Master-Mixed paints. Manufactured under precise controls in our own factories, they are constantly analyzed to make certain that the finishes and accessories you find in your Sears Store will be sure to give you the best possible results.

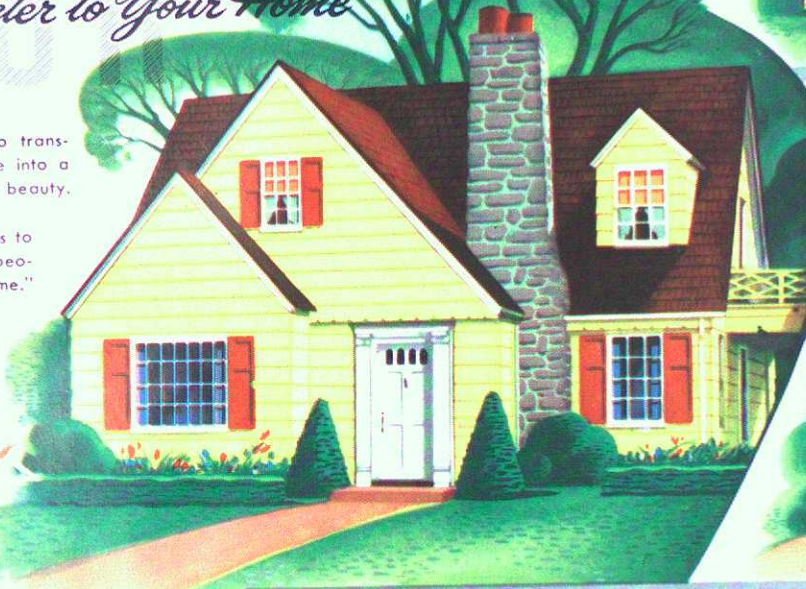


S E A R S , R O E B U C K A N D C O .

## *Gives Character to Your Home*

Color has the power to transform the drab old home into a place that sings with beauty.

The tasteful use of color says to all who pass by, "Here live people who take pride in their home."

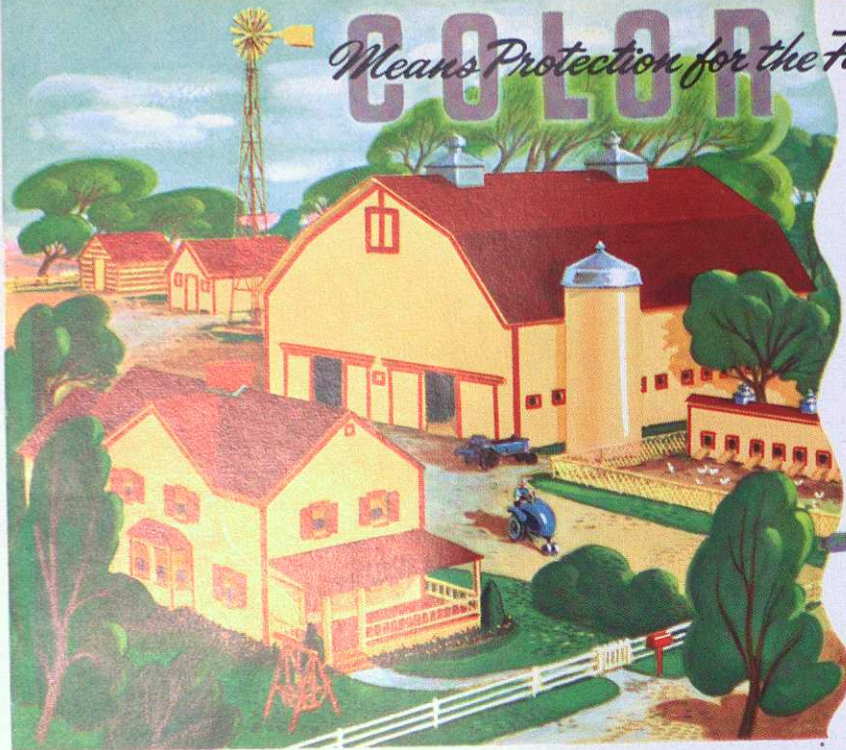


Sears Master-Mixed exterior finishes include paints in colors appropriate to every type of home whether modern or traditional. Here's beauty founded on the utmost in home protection.



# COLOR

*Means Protection for the Farm*



On the farm, perhaps most of all, the satisfaction derived from neat, well painted buildings is emphasized by the realization that this very film of beauty stands ruggedly between your costly investment and the destroying elements. Paint pays off in protection and increased property values.

Many people prefer to use Master-Mixed white house paint on all farm buildings. The green roofs blend pleasantly with these rural surroundings.



Master-Mixed barn paint offers the most in protection for the money. In this scene the green painted house gives a pleasing color contrast.



# INDEX

Automobile Refinishing.....46, 47

Barn Painting.....43  
 Basement Decoration.....41, 42, 43  
 Bathtub Finishing.....20  
 Bed Refinishing, Iron.....20  
 Blending Colors.....10, 11, 12, 37, 38  
 Blistering.....49  
 Boat Painting.....48  
 Brick Painting.....41, 42, 43  
 Brushes.....52, 53, 54

Casein Painting Directions.....10  
 Ceiling Finishing.....8  
 Cement Painting.....41, 42, 43  
 Chalking.....49  
 Checking.....49  
 Cleaning Brushes.....54  
 Coats of Paint.....9  
 Colors.....10, 11, 12, 29  
 Color Mixing.....30, 55  
 Copper Stains.....51  
 Cracking.....49

Decalcomania Transfers.....22  
 Decorating Suggestions.....10, 11, 42, 55

Enameling Directions.....18, 19  
 Engine Painting.....46, 48  
 Exterior Decorating.....37

Fading.....51  
 Fence Post Dipping.....46  
 Fillers.....12, 13, 21, 22  
 Floor Finishing.....12, 13, 14, 15, 16  
 Foundation Painting.....41, 42, 43, 45  
 Furniture Finishing.....21, 22

Graining Directions.....19

House Painting.....37

Interior Finishes.....6, 7  
 Iron Painting.....20, 21, 45, 46

Kalsomining Directions.....10

Light Reflection Values.....11, 12  
 Linoleum Finishing.....15

Marine Finishes.....48  
 Masonry Finishes.....41, 42, 43  
 Metal Roofs, Gutters.....45  
 Mildew.....51

Painting Hints.....55  
 Paint Removing.....55  
 Patching Cracks.....9  
 Peeling.....50  
 Pipe Painting.....21  
 Plaster Finishing.....8  
 Porch Painting.....44

Quantity Instructions.....41

Radiator Painting.....19  
 Refinishing Directions.....19, 20, 21, 46, 47, 48  
 Refrigerator Finishing.....20  
 Repainting Exteriors.....37  
 Repainting Interiors.....8  
 Roof Painting.....44  
 Rubber-Base Paint.....58  
 Rust Stains.....50

Screen Refinishing.....20  
 Shingle Painting.....44, 45  
 Siding Painting.....38  
 Spotting.....51  
 Spray Painting.....23  
 Stains.....13, 14, 22, 24  
 Stippling.....10

Texture Painting Directions.....9  
 Thinning Directions.....39  
 Tools.....47  
 Tractor Painting.....47  
 Truck Painting.....47

Varnishing Directions.....21, 22

Wall Finishing.....8  
 Waterproofing.....45  
 Waxing Directions.....15  
 Wiping Stain.....22  
 Wood Preservative.....44, 45, 46  
 Woodwork Finishing.....16

## MASTER-MIXED *Interior Finishes* and where to use them

There is an appropriate, fine quality Master-Mixed finish for every interior decorating purpose. Each has been formulated to provide professional-like results under the brush of the amateur craftsman.

- Odorless Flat Wall Finish seals and finishes in one coat; dries in a few hours; scrubbable.
- Latex-Base Flat Paint covers almost any surface in one coat; easy to apply and dries quickly.
- Odorless Alkyd Flat Wall Finish in pastel tints and modern deep tones for almost any wall.
- Rubberized Alkyd-Base Flat Wall Paint, a fine one-coat finish; no primer needed on most surfaces.
- Odorless Sero-Glo, a semi-gloss enamel-like finish for walls, trim, furniture. Hides well, washes.
- One-Coat Siliconized Semi-Gloss Finish sheds dust and dirt; washes easily; for woodwork or walls.
- One-Coat Odorless High-Gloss Finish washes easily. Ideal for kitchen, bathrooms, woodwork.
- One-Coat Siliconized 4-Hour Enamel in 22 colors for inside or outside use; dries in four hours.
- Snowwhite Odorless Siliconized Enamel, a white white; resists scratches. Easy to keep clean.
- Sero-Tone covers almost any surface in one coat. Dries quickly to a rich, flat finish. Economical.
- Color Varnish stains and varnishes in one operation. Used for finishing floors, furniture and woodwork.
- Clear Varnish of various types protects and enhances the beauty of furniture, floors, woodwork.



## WHAT *Siliconizing* DOES FOR YOU...

Many Master-Mixed interior finishes are "siliconized" which makes them even better . . . makes them harder, smoother and easier to keep clean.

# COLOR

## *Expresses Personality*

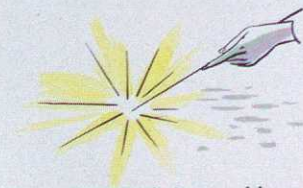
Personality knows no age. It is measured in heart beats, not by figures on a dial. The warm, vibrant personality will always be at home with gay, vital colorations which speak a language of youthful high adventure. The more sedate will favor pastel colorings and neutral tones. Chances are, whatever colors appeal to you will express your personality.



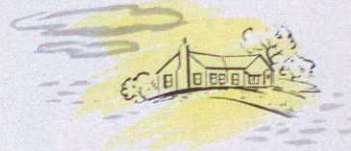
Neither architecture nor furnishings are unusual in this room. Yet color alone has made it a thing of beauty, a joy forever.



Rose (Cameo Coral) walls with the soft green in the cove repeated in the draperies and faintly echoed in the ceiling.



Color, that superlative magician, which, by its subtle touch, transforms the dingy, wear-weary room into a thrilling experience for the beholder . . . Color, which can cause unwelcome features to disappear while accenting the treasures of line and design which every room inherently possesses. Color does all this and more. Color is yours to command in the many types of Master-Mixed Finishes.



The "little gray home" and the "little brown shack" bring nostalgic memories to some people, but if you were to inherit either one, we think that you would want to paint it up. For paint is protection. Paint is color. Paint makes property look better . . . worth more. Paint, inside and out, is the greatest home improvement you can make for the money you spend. Master-Mixed is your best buy.

# COLOR

## *Greets the Welcome Guest*

Your entrance hall should reflect a sincere spirit of hospitality. Color alone can lend an atmosphere of cordiality and cheer like the hearty hand clasp of a friend.



Here the rich warm tones of the varnished flooring combine with chaste white enamel to set off the cheerful yellow walls. Baseboard and door are finished in the wall color.



Definitely modern, this smart treatment promises a cordial reception to the welcome guest. Note that both the floor and stairs are carpeted wall-to-wall.



This superb traditional stairway has been handled in a conservative manner which enhances the natural beauty of the fine architecture; dignity expressed in color.



IT'S FUN TO WORK

*In a colorful kitchen!*

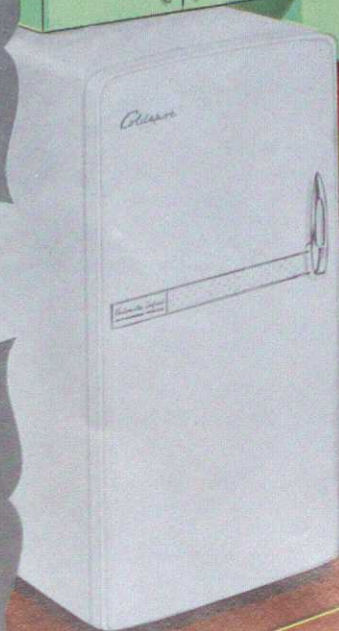


Kitchen in dainty pink, just right for the June bride.



Natural wood enhanced by Pigmented Wiping Stains.

Page 28



Gay yellow cabinets help this kitchen to wake up and sing.



Cool blue walls set off these attractive white appliances.

Today's modern kitchens call for color. You can always depend upon superior quality Master-Mixed finishes to give a colorful lift to your life in the kitchen.

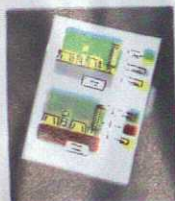
**SEARS**

ROEBUCK AND CO.

*you choose from the rainbow*

**WHEN YOU SELECT DECORATOR  
COLORS FROM SEARS FAMOUS**

**COLOR  
BANK**



**Room Color Schemes**

Consult books full of colored illustrations showing fascinating, decorator-styled color schemes for every room in your home.



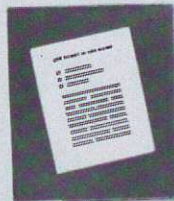
**Big Color Chips**

Color chips big enough so that you can see how any color you select will actually look on the walls of your own home.



**Take Home Samples**

Actual color samples which you can take home for mixing or matching, each printed with its identifying number or formula.



**Formulas for Mixing**

Accurate, scientific formulas for mixing literally hundreds of luscious, high-style color blends in various finishes.





**SEARS**  
ROEBUCK AND CO.

# SEARS MAKES IT EASY

## *to mix or match color schemes*

Imagine 348 decorator colors...RIGHT AT YOUR FINGER TIPS

Every one of the 348 colors in Sears Color Bank was created by a color stylist and approved by a jury of interior decorators. Simply select the colors you like best; you know they're right.

### **We'll be glad to machine-mix your colors to the individual formula**

Many of the high-style colors in Sears Color Bank are a blend of colors and tint bases mixed according to a predetermined formula. With such colors, this formula is plainly printed on the back of each individual color chip. To make sure that these ingredients are perfectly blended to match color you select, ask us to machine-mix them while you wait.



### **A special "tint base" line to make your selections color perfect**

To make sure that you will get the greatest possible satisfaction from the blended colors you select from Sears Color Bank, we have provided a complete line of "tint bases" specially formulated and packaged for ideal mixing and application properties. Many of these finishes including the various enamels, semi-gloss and high-gloss paints have been specially siliconized. Siliconizing makes them smoother, harder, easier to keep clean—no need to scrub.



# Create thrilling color schemes...

## LIKE A PROFESSIONAL DECORATOR

With dozens of thrilling color schemes to consult, with every color in the rainbow to select from, it's easy to bring entrancing color harmonies to your home. Here's all you do:



### CHOOSE COLOR SCHEME

Create your own or select from the pictures in our color books.



### WE'LL MIX IT FOR YOU

If you choose a color blend, we'll be glad to machine-mix it for you.



### SELECT THE PAINT

Numbers and formulas are printed on the back of each color chip.



### YOU'RE READY TO PAINT

That's all there is to it; the color will be the exact shade you selected.



# Your Home Deserves the Finest in Decorating...



TRY MASTER-MIXED

## ODORLESS FLAT WALL FINISH

GOES ON EASILY . . . DRIES QUICKLY . . . NO "PAINTY" ODOR

Here is a fine flat finish that you can use on any surface in any room in your home. It seals and finishes

most surfaces in just one coat . . . and you can use the room the very same day. You're sure to like it.

### IT'S ACTUALLY SCOURING-POWDER SCRUBBABLE

In a matter of just a few hours, this finish is ready for the most vigorous use. Washing or scrubbing will not

harm its beautiful mat finish. It's so fool-proof, practically anyone can use it and get a professional-like job.

### BRUSH IT ON — ROLL IT ON



Goes on smoothly without showing laps. Covers perfectly with either brush or roller coater. Painting with a roller coater is easy — and so quick — that you'll be thrilled. Just try it and see!



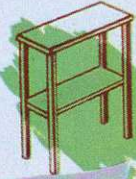
**TIMELY TIP**—Try Master-Mixed Brush Rinse; cuts clean-up time in half; permits brushes used with oil paints to be flushed clean with water.

**S E A R S , R O E B U C K A N D C O .**

## WHAT DOES YOUR BEDROOM SAY ABOUT YOU?



Does your bedroom pay you pretty compliments? It can. For the Master-Mixed line includes finishes in color for every type of room decoration . . . for walls, woodwork, floors and furniture. The three appealing bedrooms shown here could be equally attractive finished in Flat or Latex-Base Paint, Sero-Tone, Sero-Glo or Snowwhite Flat Enamel, whichever you like best.



Master-Mixed Siliconized 4-Hour Enamel is one of the most versatile and durable of all decorative finishes. Available in 26 colors, it is just the thing for re-finishng those odd pieces so as to add a pleasing note of color to a room ensemble. Equally good for finishing unpainted furniture. Covers well; goes on smoothly; dries hard in 4 hours. Never be without it.

**A SMILING BEDROOM  
FOR PLEASANT DREAMS**



A gay yellow wall in this restful gray room greets you with a cheerful "good morning."



Charming simplicity that holds forth the promise of a new and better tomorrow.

# COLOR

## *Says "Wake up and Live"*

The drab and cheerless bathroom of yesteryear has blossomed into a thing of beauty and a joy forever. The fixtures themselves have cast aside their sterile white to come abloom with exciting color. Small wonder then that the coloring of walls, floors and accessories have conspired to make the modern bathroom the most cheerful and invigorating room in the house. Relatively speaking, the bathroom is a smaller room. For this reason, you can indulge your desire for lusty color combinations which might seem a bit "splashy" in a larger room. Above all, keep bathrooms bright and cheerful.



Jade Green 4-Hour Enamel is the spark that sets off the lemon-colored fixtures in this delightfully wide-awake bathroom.



Sunshine Yellow High-Gloss Finish does a perfect decorating job in this bathroom. A sure cure for those early morning "blues."



Smart sophistication is easily achieved in this rich ensemble with Light Pink and Vermilion 4-Hour Enamel on the walls

# COLOR

## *Runs Riot in the Hobby Room*

Toss your inhibitions to the wind. Splash on color with a pagan hand. Whether your taste runs to the flaming reds and golds of the Borderland or the vibrant greens and browns which echo the haunting beat of jungle drums, your hobby room must express your own personality.



What a place for a party! Can you imagine any guest feeling bored in surroundings like these? Here, as elsewhere, colorful Master-Mixed Finishes have done a slick trick.

The workshop, too, can be colorful. Master-Mixed Siliconized 4-Hour Enamel provides a smooth, wear-resistant surface for work bench and cabinet. The floor, like all floors shown on this page, is covered with a tough, gleaming coat of Master-Mixed Concrete Floor Enamel that withstands abrasion.



A sparkling recreation room blossoms from a dingy basement area. Easy to keep them happy at home in this cheerful atmosphere.



This colorful cozy corner fits into the "extra room" plan; could even be the nucleus for a one-room apartment. Master-Mixed Finishes make it inviting—valuable as a rental area.



**WHEN QUALITY COUNTS...**

# SNOWWHITE

**IS THE WORD TO REMEMBER**

**THE FAMILY NAME OF THE FINEST MASTER-MIXED FINISHES**



## **SNOWWHITE WHITE HOUSE PAINT**

A superior one-coat house paint of great hiding power. Provides a smooth, extremely white exterior finish of exceptional durability.



## **SNOWWHITE WHITE ENAMEL**

An extremely smooth, hard finish which resembles a fine baked enamel. Very easy to clean; ideal for kitchens and baths.

## **STAYS A WHITER WHITE LONGER**

Starts white, stays whiter—actually dazzling white much longer than ordinary paints. Contains high amounts of titanium dioxide, the white pigment known to the paint industry. Snowwhite House Paint contains 35% titanium dioxide; Snowwhite enamel contains 100% titanium dioxide. Snowwhite—the finest paint made at the lowest possible price. Compare!

*Exclusive* **MASTER-MIXED QUALITY SOLD ONLY BY SEARS**



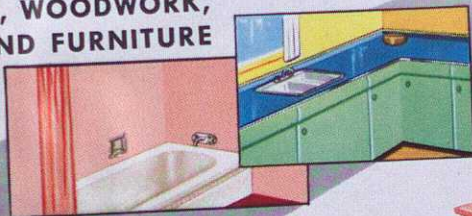
*all America salutes*

## MASTER-MIXED SILICONIZED 4-HOUR ENAMEL

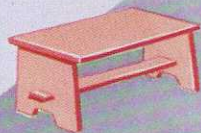
Mrs. America's favorite finish. Goes on smoothly,  
one coat covers, dries hard overnight. 24 colors.

THE ONE-COAT  
UNIVERSAL  
FINISH FOR  
ALMOST EVERY  
SURFACE

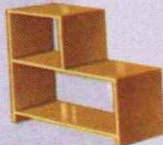
### ① KITCHEN AND BATHROOM CABINETS, WOODWORK, WALLS AND FURNITURE



An ideal finish for porch  
and garden furniture,  
bicycles and all toys.



### ③ INTERIOR OCCASIONAL PIECES



Clear, clean colors that  
thrive on abuse; make even  
old pieces look like new.

### ② EXTERIOR ARTICLES



Create smart, new  
spatter-work effects  
on worn linoleum.

MASTER-MIXED RUBBER-BASE

# SERO-TEX

GIVES YOU *Beautiful* TEXTURED WALLS

An inexpensive way to simulate the effect of beautifully textured plaster. A favorite finish for dry wall construction as it hides cracks and joints. Also hides cracks in old plastered walls. Ready mixed. Goes on easily; dries in two to four hours. No objectionable odor. Made with a tough rubber base for durability; easy to wash. Choice of lovely decorator colors.

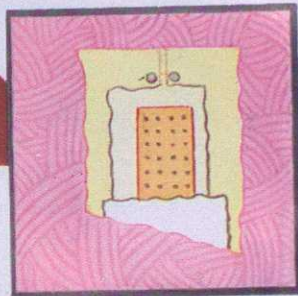
## OR USE THIS ECONOMICAL TEXTURE PAINT

Has the appearance of Master-Mixed Sero-Tex at a somewhat lower cost. One coat covers cracked plaster and hides joints in dry wall construction. Used for textured plaster effects or as a base to smooth rough walls before painting or papering. Just mix with water to use. May be tinted to suit.



### HIDES CRACKED PLASTER

Transforms cracked, discolored plaster into beautifully textured walls; easy to apply.



### DRY WALL CONSTRUCTION

Use over properly installed dry wall construction for beautiful textured plaster effects.



### EASY TO TEXTURE

Interesting textured effects easily created with a brush, wadded paper or texturing comb.

*try*

## A THRILLING NEW ADVENTURE IN FINE WOOD FINISHING

WITH MASTER-MIXED PIGMENTED

# Wiping Stains

Forget everything you know about wood stains . . . this new stain is excitingly different. New, opalescent colors that transform dull woodwork to a decorator's dream . . . even the humble piece of furniture becomes a conversation piece.



use it everywhere . . . indoors or out



Ideal for use as a striking finish for wood kitchen cabinets, this delightful stain is perfect for coffee tables, odd chairs and other occasional pieces. An inviting finish for exterior doors, porch swings and lawn furniture.



### KEEP COLORS BRIGHT WITH PLASTIC FINISH

Master-Mixed Clear Plastic Finish is the ideal protective coating to use over stain. Clear, hard, smooth as glass, it is not affected by ordinary wear, weather, heat or alcohol. Comes in two popular forms: 1. for brush or rag applications; 2. self-spraying cans.

### NOW STAIN, FILL AND SEAL IN ONE OPERATION

Master-Mixed Stains are available in the most modern of wood finishes. They may be used on close grain woods, such as pine, fir, poplar or birch, etc., or open grain woods, such as oak, walnut, mahogany or ash, without need of filler or sealer. Finish with varnish or plastics.



2220—Walnut



2219—Old Salem  
Maple (Dark Oak)



2213—Limed Oak



2221—Mahogany



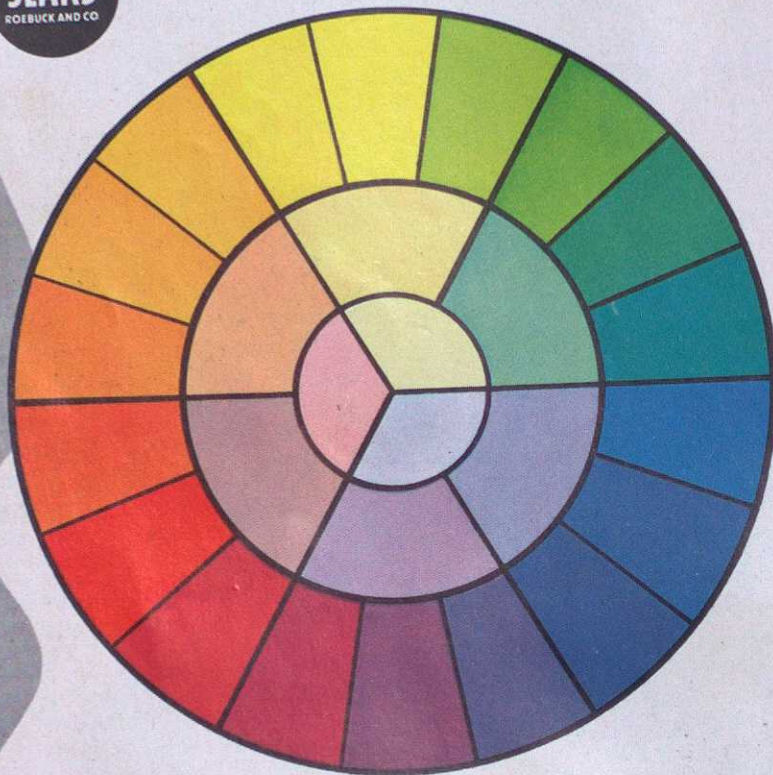
2217—Red Maple



2214—Blonding White

# HERE'S HOW TO CREATE PERFECT COLOR SCHEMES EVERY TIME

**SEARS**  
ROEBUCK AND CO



Use of the color wheel on this page will enable you to create an almost unlimited number of harmonious color schemes. The small diagrams below indicate three of the accepted rules of color harmony:

This room scene is based upon the Complementary Theory of color harmony, any two colors directly opposite each other on the Color Wheel. Here red is the predominating color, green the accent color.



As indicated by the diagram, this color scheme is based upon the Triad Theory, colors one-third apart on the Color Wheel. For best effect, there must be a predominating color, a secondary color and a third color used for accent.



This room illustrates the theory of Analogous Harmony, three colors closely related on the Color Wheel. Here blue is the predominating color, green the secondary color while yellow is used for accent.



**S E A R S , R O E B U C K A N D C O .**