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...A Fountain of Youth...

...by Betty Moore
Paint

HAS STYLE AND BEAUTY

- Your living room is a place of many happenings. There your friends are entertained, there they feel and know your hospitality. In this room the fabric of happiness is woven around the evening hours which the family spends together. Here books are enjoyed, letters written. Here the radio brings its world-wide message. It is the room of life and living. It is the most natural thing on earth to wish for this room an especially inviting, colorful, friendly background, for it is here that many of the most precious and never-to-be-forgotten home memories are created.

All of us take pride in our surroundings, and there is only one secret in having a living room that expresses the individuality of the home and the personality of the home-maker—the taste and feeling that impresses all who enter it—that secret is COLOR. Color will work wonders. Lovely, harmonious colors of paint on your walls, ceiling, trim and floor. These surfaces form your color foundation, and then with the right accents in furniture, rugs, lamps, drapes, curtains and accessories, you will have a room expressing life and style, welcome and beauty, instead of dull monotony.

No matter what the disadvantages of the living room may be, in dimensions, size or exposure, color will bring a radiant beauty and harmony. And color, when applied through paint, brings a new freshness to old surroundings that cannot be duplicated for charm and fascination.

Beautiful rooms, according to modern standards, are simple rooms. The most simple, effective and satisfying finish for any wall is paint. Color preferences may be fully realized, for paint offers a myriad range of hues. The effect of sunny brightness can be brought into a dull north room through a judicious use of yellows and creams. Color can also mellow the overbright room by the use of soft grays, cool greens or blues. Color will do what you want—every time. Color is the taste signature of the home planner.

LIVING ROOM

<table>
<thead>
<tr>
<th>Color Scheme Illustrated</th>
<th>Alternate Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEILING . . . Light Blue Sani-Flat</td>
<td>CEILING . Peach Tint, Muresco, No. 12</td>
</tr>
<tr>
<td>WALLS  . . . Cloud Gray Sani-Flat</td>
<td>WALLS  . . . Light Buff Sani-Flat</td>
</tr>
<tr>
<td>TRIM AND WAINSCOTING—French Gray Sani-Flat</td>
<td>TRIM AND WAINSCOTING—Ecru Sani-Flat</td>
</tr>
<tr>
<td>FLOOR  . . . Black Utilac</td>
<td>FLOOR  . . . Brown Floor Enamel</td>
</tr>
<tr>
<td>FURNITURE (painted)—Chinese Vermilion Utilac</td>
<td>FURNITURE  . Royal Blue Utilac</td>
</tr>
<tr>
<td>BACKGROUND OF NICHEs—Royal Blue Utilac</td>
<td>BACKGROUND OF NICHEs—Chinese Vermilion Utilac</td>
</tr>
<tr>
<td>RUGS   . . . Grayed-Green</td>
<td>RUG    . . . Beaver Brown</td>
</tr>
</tbody>
</table>
**Paint... HAS CHEER**

- Smiles and good cheer at your table, dress all the dishes in a sauce of appreciation and make every meal a pleasure. What "morning grouch" can be retained if the room for the early morning coffee is bright, cheery and sunny? And that does not mean that every day must be sunny, nor that every room must have southern exposure. The magic of paint will bring the appearance of sunshine, for the dullest room can be made bright and cheerful by a clever use of light-reflecting colors. Daffodil Yellow, Soft Peach, Ecru, Light Buff and Ivory are a few of these, but individual taste can be expressed in many other paint colors.

Next to the living room, the dining room is the most important room in the home, for it plays a prominent part in the life of the family. It is the scene of happy gatherings, the room where meals are eaten together, where the welcome guest is made to feel the family's hospitality.

The Victorian idea that a dining room must be stiff to be stately, gloomy to be good, does not rule in modern homes. Solemn formality and present day joy of life have no common ground. Gaiety should rule at every meal and the color scheme of the dining room may be made to radiate this quality through tasteful color selection for walls, ceiling, floor, trim, drapes, rugs and furniture.

It makes no difference whether your home is old or new — whether its general lines conform to old or new architectural ideas — if old it can be made modern and up-to-the-minute through paint. In selecting a color scheme it should be remembered walls are first in importance and the other decorative elements follow as they add to the final effect desired. There is a famous mansion in Holland in which color is carried to such an extreme that no two walls are alike in tint, yet the color harmony is exquisite.

The gay little breakfast room, or informal dining room, shown on the opposite page, is an apt illustration of how color, applied through the medium of paint, can bring cheer, charm and character.

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**BREAKFAST ROOM**

**Color Scheme Illustrated**

| CEILING    | Ivory, Muresco, No. 20 |
| WALLS      | Cream Sani-Flat         |
| WOODWORK   | Jade Green Utilac       |
| FLOOR      | Black Utilac             |
| FURNITURE  | Dark Maple, or (if to be painted) — equal parts of Oak and White Utilac. |
| CURTAINS   | Soft Yellow              |

**Alternate Scheme**

| CEILING    | Peach Tint, Muresco, No. 12 |
| WALLS      | Sea Spray Green Sani-Flat   |
| WOODWORK   | Ivory Utilac                |
| FLOOR      | Rich Green Utilac           |
| FURNITURE  | Black Utilac, trimmed with Jade Green |
| CURTAINS   | Soft Peach                 |
Paint
IS RESTFUL

- Your bedrooms — places of dreams, both in the hours of sleep and when day beckons to an awakening! The bedrooms of every home should express the personality of the homemaker — the woman of the house. In them, touches of femininity may find full sway in color, accents in furniture, lamps, bedspreads, hangings and decorative effects.

In bedrooms, soft colors should prevail — the pastel tints restful to eyes and nerves. Yet, without sacrificing delicacy, keen notes of color may be added, for all of us like the high lights that only bright color will bring. A gay dressing table, a chintz covered chair, bright curtains at the windows, quaint patchwork quilts or candlewick spreads for the bed, a colorful rug in those glowing, simple colors of Colonial days. Bureaus and chests may be decorated with old-fashioned flower motifs in stencil. A few pictures, not too large, to add accent to the beauty of the painted walls. The decorative keynote of all your bedrooms should be quiet, restful attractiveness, shorn of all monotony.

Painted walls, with color schemes of blue, lavender, green, warm gray, or any of the delightful pastel shades that paint alone supplies in such generous range, are the modern trend in bedroom decoration. With paint, beautiful effects may be attained, impossible with any other media. Paint is flexible. Just the right color note to express your particular preference is possible. It is so easy, too, to carry the decorative effect in either a lighter or darker shade to woodwork and trim. As the artist gives life to his ideals on canvas, so may you give the fullest expression to yours in your bedrooms.

In decorating your bedrooms do not forget the inside of the closets. Doors will be left open occasionally, but you will feel no embarrassment if the closet interior carries out the color scheme of the room. In fact, a beautiful effect may be secured by painting closet interiors in a contrasting shade, so that they will have a distinct color appeal.
Even a few years ago, if one had suggested that the kitchen could and should be made one of the most attractive rooms in the home, the statement would have been greeted with laughter. "The kitchen! Why the idea! The kitchen is only a place in which to cook." Perfectly true, but the necessarily long hours spent in the kitchen might just as well be employed in surroundings that are pleasing, colorful, restful and convenient. The modern woman, realizing this, demands a share of beauty for the room in which so much work is done.

The dull, smoke-smirched walls of the old-time kitchen may have been picturesque, but were certainly not clean. A painted kitchen can always be kept in a spotless condition with nothing more than soap and water. Floors painted, varnished or covered with attractive linoleum require the least attention. Modern improvements in finishes for walls, ceiling and trim have reduced working time and changed it into pleasure time.

Color, expressed in paint, dominates all. It brings cheer, gaiety, pride. It makes the working hours seem shorter. Each window will add its share of beauty through attractive curtains and a happy touch may be added by having window shades of colorful glazed chintz, instead of the usual shades in monotone. Bright colored "peasant" cloths make distinctive coverings for the attractively painted kitchen table. Even the handles of kitchen knives, forks and other utensils may be in color to match or contrast with the general color scheme. To make sure of having just the color desired buy those having white handles and then enamel them the color you wish.

Cupboards offer tempting possibilities for color combinations. They may have panels stenciled with flower or other quaint designs and may, if of the open type, have the inside painted with contrasting colors that will make them most attractive.

Make your kitchen sing a color song in praise of paint and see how much contentment it will bring to hours that must be devoted to the tasks this room inspires.
Paint revels in a good Time!

- As a nursery playroom your unused attic will be delightful. Bright painted woodwork and ceiling—a finished floor—gloss painted walls—furniture of sturdy design. All carried out in paint, enamel and varnish, for these are finish that can be kept clean and spotless under the hardest use. Why not add a room to your home by making the attic useful and attractive?

**PLAYROOM**

<table>
<thead>
<tr>
<th>Color Scheme Illustrated</th>
<th>Alternate Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>GABLED CEILING . Fresco Color, No. 35, spattered with gummed paper Silver Stains</td>
<td>GABLED CEILING . Peach Tint, Muresco, No. 12</td>
</tr>
<tr>
<td>WALLS . Medium Blue, Muresco, No. 10</td>
<td>WALLS . Light Green, Muresco, No. 5</td>
</tr>
<tr>
<td>FLOOR . Brown Floor Enamel</td>
<td>FLOOR . Brown Floor Enamel</td>
</tr>
<tr>
<td>VALANCE BOARD . Jade Green Utilac</td>
<td>VALANCE BOARD . Chinese Vermilion Utilac</td>
</tr>
<tr>
<td>WOODWORK . Ivory Utilac, edged with Jade Green</td>
<td>BUILT-IN FURNITURE . Chinese Vermilion Utilac</td>
</tr>
<tr>
<td>BUILT-IN FURNITURE . Jade Green Utilac</td>
<td>PLAY TABLE AND CHAIRS . Jade Green Utilac</td>
</tr>
<tr>
<td>CURTAINS . Orange</td>
<td>CURTAINS . Soft Yellow</td>
</tr>
</tbody>
</table>

- A cellar playroom for grown-ups is becoming more popular every day, and is a decorative possibility in most homes. One will add a high note of colorful life to your entertaining. Painted walls, woodwork, ceiling and trim will bring brightness and color to your hospitality. Through the magic of paint this room may truly be made into a place for joyful living.

**BASEMENT GAME ROOM**

<table>
<thead>
<tr>
<th>Color Scheme Illustrated</th>
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</tr>
</thead>
<tbody>
<tr>
<td>CEILING BETWEEN BEAMS . Light Blue, Muresco, No. 15</td>
<td>CEILING BETWEEN BEAMS . Cream (soft Yellow), Muresco, No. 17</td>
</tr>
<tr>
<td>WALLS . Cream Sani-Flat</td>
<td>WALLS . Ivory Sani-Flat</td>
</tr>
<tr>
<td>WOODWORK . Olive Green Concrete Floor Paint, given a Sponge Spatter Finish in Gray</td>
<td>WOODWORK . Ivory Utilac, edged with Chinese Vermilion Utilac</td>
</tr>
<tr>
<td>FLOOR . Olive Green Concrete Floor Paint, given a Sponge Spatter Finish in Gray</td>
<td>FLOOR (Concrete) . Olive Green Concrete Floor Paint, given a Sponge Spatter Finish in Gray</td>
</tr>
<tr>
<td>STAIR TREADS . Black Utilac</td>
<td>STAIR TREADS . Olive Green Concrete Floor Paint, given a Sponge Spatter Finish in Gray</td>
</tr>
<tr>
<td>STAIR RISERS . Light Oak Utilac Stain</td>
<td>STAIR RISERS . Ivory Utilac, edged with Red rickrack braid</td>
</tr>
<tr>
<td>BENCHES . Light Oak Utilac Stain</td>
<td>BENCHES . Chinese Vermilion Utilac, edged in White</td>
</tr>
<tr>
<td>CURTAINS . Red and White checked gingham</td>
<td>CURTAINS . White pecan dotted in Red, edged with Red rickrack braid</td>
</tr>
</tbody>
</table>
Paint... IS UP-TO-DATE

In centuries long gone the Romans created places of unrivaled beauty for bathing, for they were the first to realize that bathing was a luxury deserving of luxurious surroundings. The years sped on and bathrooms emerged from the murrk of “places unmentionable” to the era when they resembled white enameled operating rooms. In the last few years Americans have taken up the standards of ancient Rome and have brought to the purely utilitarian bathroom a colorful beauty that would open the eyes of even the most cultured Roman.

It is not in the homes of wealth alone that beautiful bathrooms are found. The magic touch of color in paint and enamel has transformed those in modest homes as well, and even the humblest can be made a room worthy to rank with other rooms in an attractive home. There are paints that will laugh at the attacks of steam and water and will retain their color and freshness under the most adverse conditions. Glowing enamels, so smooth and flawless that they resemble tile, will finish trim and other woodwork in any color desired. Walls — the decorative backbone — can be made to express warmth or coolness. Floors, if not tiled, may be finished in water-proof varnish, paint or enamel and made decorative with small bathroom rugs in matching or contrasting shades. Color in towels and bathroom accessories will add its beauty to the general color scheme. In fact, make color the high note in your bathroom and be as proud of it as any other room in your home.

A particularly attractive note may be added by stenciling an appropriate pattern above the molding that runs in some bathrooms about one-third of the way up from the floor, dividing the upper wall from the lower. If no molding is present the stencil may be used instead of the molding.

There are no old-fashioned bathrooms if paint and enamel are called to the rescue.
Paint

REnews YOUTH

In every heart there is a pang when some well-loved piece of furniture shows such signs of happy use that it is deemed unworthy to consort with newer pieces, as yet unmarked by either time or memory. There is no reason why these old friends should be exiled to obscurity! Beneath the scratches and the imprints of Time there is still the sturdy base, ready and willing to serve again. The marks of wear are but the outer garment, worn ragged in unselfish service. Paint will replace that garment with another, so new, so fresh, so attractive and so much in harmony with the color scheme of the room it will occupy, that it will again take its rightful place among cherished things.

Every attic is a storage place for furniture that is only worn—not worn out. Furniture that only awaits the touch of color—the magic youth renewer—to come back into usefulness. Your choice of color is as wide in range as the rainbow, or a glorious summer sunset. You can bring just the color note or accent desired to achieve the particular effect you want. Stenciled designs of flowers or other forms will add a quaint Colonial touch. Contrasting or matching colors will serve to bring out hidden beauties of form and design. There are no rules or restrictions, beyond those of color harmony and good taste, in what you can do, for you have perfect flexibility in any color or tint desired.

Modern unfinished furniture is very reasonable in price and can be finished in any way desired. A set for the breakfast nook, carrying out in gay colors the general effect of the room, occasional pieces to add light to a dark corner, a gay coffee table, smoking stand or book rack, attractive Windsor chairs, convenient little end tables—just what you want in just the right colors are at your command. They will add a new note of gaiety and youthful charm to your home.

COLOR SUGGESTIONS FOR FURNITURE

CHINESE VERMILION UTILAC trimmed with BLACK UTILAC
JADE GREEN UTILAC trimmed with RICH GREEN UTILAC
MEDIUM BLUE UTILAC trimmed with ROYAL BLUE UTILAC
ROYAL BLUE UTILAC trimmed with GRAY UTILAC
GRAYED-GREEN UTILAC trimmed with RICH GREEN UTILAC
( = Equal parts of Light Green and Gray)
ORANGE UTILAC trimmed with BROWN UTILAC (New Shade)
BLACK UTILAC trimmed with YELLOW UTILAC
LIGHT YELLOW UTILAC trimmed with OAK UTILAC
(4 parts White to 1 part Yellow)
OAK UTILAC trimmed with CHINESE VERMILION UTILAC
Paint

BRUSHES AWAY THE YEARS

- The outside of your home is at the mercy of the elements — rain — snow — cold — heat — and the best protection it can have against the constant assaults of these ruthless enemies is a strong armor of paint. There are homes standing today as fresh and new and good as when they were built over a century ago. There are other homes that in a few short years become old and unlivable. Paint is the secret! A well-painted house is a youthful house. It defies Time and regardless of its age it is the newest house on the street. Neglect, not time, makes houses shabby and old.

The outside of your home is also at the mercy of the critical eyes of people passing by. A well-painted, attractive house indicates a family having pride in its surroundings, a desire to protect the money investment the home represents, an appreciation of the fact that in paint lies the secret of beauty and permanency.

The choice of color for body and trim is a matter of individual taste. Modern home owners no longer are bound by the old-fashioned ideas of exterior color schemes. Gaiety on the outside is just as effective as gaiety on the inside. Much depends, in the choice of color, on the type of house and its setting in relation to its plot and the adjoining houses. Paint can make a small house look larger or a large house smaller. A different color scheme would be preferable if the house stands alone, than if the architectural lines are broken by surrounding trees. Distinctive color can be brought to shingled houses by the use of shingle stain which also preserves the wood from wear and weather.

Houses have individuality and life. Is there any picture of desolation more depressing than to see a house proclaiming to the world a story of neglect? Paint not only brushes away the years — it keeps the heavy hand of Time at a distance. Your home is insured against fire — use paint and insure it against age as well.
Paint... IS PRACTICAL

Over half a century ago Benjamin Moore & Co. was founded on an ideal—an ideal that in these days may seem old-fashioned, but which is and will continue to be the guiding principle of this business.

That ideal was that paint and paint products could be made conscientiously, of the most practical materials and sold at fair prices. Guesswork has no place in any of the products of this company. Laboratory tests, of the most exhaustive kind, are made before any product is offered to the paint-using public. These include actual service tests under conditions far more severe than any to which the products will probably be subjected. You can rely on the paints, varnishes, enamels and other finishes manufactured by Benjamin Moore & Co., and on Benjamin Moore & Co.'s dealers to give you satisfaction and service.

Every exposed surface requires protection. Unprotected wood rots, iron rusts, cement crumbles and plaster chips and soils. Paint is a natural protective agent against disintegration and will keep the surface it covers safe from the forces that would destroy it.

Put your painting problems up to the nearest Benjamin Moore & Co. dealer. He will be glad to help you.

If you have decorating problems, if you desire color cards on a particular product, or if you wish to know the name of the nearest Benjamin Moore Dealer, write to Betty Moore, 511 Canal Street, New York, N. Y.

Just remember: Paint is the practical preserver and beautifier of your home—both inside and out.

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MURESCO — Beautiful, economical, hot water finish for walls and ceilings.
CALSMON FINISH — Cold water finish for wall and ceiling decoration.
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