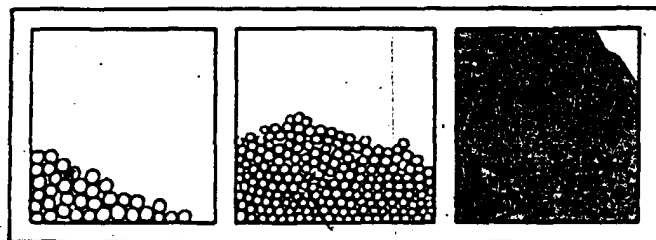


Nothing else

The "Household Guide" to home painting and decorating prevents disappointment



1 pound

1 pound

1 pound

WHY SWP COVERS more surface per gallon

Hunters know that the finer the shot, the greater the spread and closer the cover. Painters know that the same applies to paint: the finer the lead and zinc, the greater the spread and covering power of paint.

A POUND of buckshot, spread on a square foot of space will cover 1/5; a pound of BB shot will cover 1/2; but a pound of fine bird shot will cover the entire square.

The pigments of SWP (Sherwin-Williams House Paint) are refined to the greatest extremes possible, in chemical and mechanical science. Cheap paint cannot equal this fineness and spreading power because cheap paint is never so thoroughly

ground. A gallon of SWP covers 360 square feet with two coats of paint, while ordinary paint covers 200 to 250 feet.

The economy of SWP is clear on this account alone, but consider also the paint's greater durability. High quality of ingredients and fineness of grinding both mean ability of paint to resist exposure to the weather where cheap paint cracks, crumbles, flakes, peels or chalks and must soon be renewed.

WHO has not seen the different kinds of trouble that come when the wrong paint, varnish, stain or enamel is used? Who will not welcome the chance to purchase his paints, varnishes, stains, and enamels from a merchant equipped with this remarkable help? Remember, only a Sherwin-Williams agent has the Household Guide.

IMPORTANT QUESTIONS AND ANSWERS

Why do Sherwin-Williams go to such lengths as to own their own lead and zinc mines and smelters—their own flaxseed crushers and oil refineries?

Answer:

To assure high quality and uniformity, which are extremely uncertain where there is no control of raw materials from their source.

Why do Sherwin-Williams grind their paints and enamels so long and so thoroughly, as against the faster, more common commercial method?

Answer:

Because without such grinding the life of the paint is shortened.

Why do Sherwin-Williams get the pick of the world's choice varnish gums in the markets of New Zealand, Africa, East Indies and other countries?

Answer:

Because of their great purchases as the largest manufacturers of their kind.

Why do Sherwin-Williams maintain the most complete Technical Service Department in the industry?

Answer:

To study all painting, varnishing, staining and enameling needs of house, farm and industry and to guide the manufacture of the right product for each need.

Save the Household Guide and keep it at home in a handy place

Mark on it the particular surface or article you have in mind to finish. The Guide covers the more common problems. If you have some painting, varnishing, enameling or staining problems in your home, not covered by the Guide, write us.

A more extensive Guide will be found prominently displayed in the store of any Sherwin-Williams agent—a part of his service.

Write for free booklet B 9 (your complete Household Guide) and helpful information on all painting, varnishing, staining and enameling. Valuable whether you do the work yourself or employ a master painter.

Send for 16pc or Canadian for Home Painting Manual, 177 pages, handy-size full color plates. Most complete book on the subject ever published. Address Dept. B, 215.

THE SHERWIN-WILLIAMS CO., 601 Canal Rd., Cleveland, O.



SHERWIN-WILLIAMS

PAINTS AND VARNISHES

DYESTUFFS, COLORS, PIGMENTS, CHEMICALS, DISINFECTANTS, WOOD PRESERVATIVES

The right finish for each surface

like it! New!

SAVE this guide for reference with your family, your painter and the Sherwin-Williams dealer

CONDENSED

HOUSEHOLD GUIDE

For Painting, Varnishing, Staining and Enameling

IMPORTANT: Each of the products specified below bears our name and trade mark



	TO PAINT <i>Use product named below</i>	TO VARNISH <i>Use product named below</i>	TO STAIN <i>Use product named below</i>	TO ENAMEL <i>Use product named below</i>
AUTOMOBILES	S-W Auto Enamel: for the main body paints known as car	S-W Auto Enamel Clear: a colorless varnish		S-W Auto Enamel: assorted colors
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and S-W Auto Seat Dressing			
BRICK	SWP House Paint: a full oil gloss S-W Concrete Wall Finish: dull finish			Old Dutch Enamel: full gloss for outside exposure
CEILINGS, Interior	Flat-Tone: the washable, flat oil paint	Scars-Not Varnish: for woodwork only, such as beamed ceilings, etc.	S-W Handcraft Stain: Preserving spirit stain for new hard wood Floorlac: varnish and stain combined, new or old wood	Enameloid: assorted colors
CEILINGS, Exterior	SWP House Paint	Respar Varnish: weather resisting, for patch ceilings, etc.	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect
CONCRETE	S-W Concrete Wall Finish: a paint, resists weather			
DOORS, Interior	SWP House Paint	Scars-Not Varnish: gloss Velvet Finish Varnish No. 1044: dries to a dull finish without rubbing	S-W Handcraft Stain: preserving spirit stain for new wood only	Enameloid: assorted colors
DOORS, Exterior	SWP House Paint	Respar Varnish: weather resisting, spot scratch	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory. For interior and exterior use
FENCES	SWP House Paint: Metal-resisting of wire only S-W Roof and Bridge Paint: for rough work		S-W Preservative Shingle Stain	
FLOORS, Interior (wood)	S-W Inside Floor Paint: stands repeated scrubbing	Blue-Not Varnish: water resisting, hard panel	Floorlac: a varnish and stain combined	S-W Inside Floor Paint: the enamel-like finish
FLOORS, Concrete	S-W Concrete Floor Finish: wears well, rubs well			S-W Concrete Floor Finish: high-gloss, durable
FLOORS, Patch	S-W Patch and Deck Paint			
FURNITURE, Interior	Enameloid: the decorative enamel	Scars-Not Varnish: stands hard usage	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect Enameloid: enamel colors
FURNITURE, Patch	Enameloid: assorted colors	Respar Varnish: weather resisting	S-W Oil Stain: for new wood	Old Dutch Enamel: enduring gloss
HOUSE OR GARAGE	SWP House Paint	Respar Varnish: weather resisting	S-W Preservative Shingle Stain	S-W Inside Floor Paint: the enamel-like finish
LINOLEUM	S-W Inside Floor Paint: stands repeated scrubbing	Blue-Not Varnish: gives the pattern		
RADIATORS	Flat-Tone: flat oil paint S-W Aluminum or Gold Paint		S-W Preservative Shingle Stain	Enameloid: assorted colors
ROOFS, Shingle	S-W Roof and Bridge Paint: Metal-resisting			
ROOFS, Metal	Alumol: black coal tar paint			
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint: assorted colors	Respar Varnish	Floorlac: inside use: a varnish and stain combined	Enameloid: assorted colors
WALLS, Interior (Plaster or Wallboard)	Flat-Tone: the washable, flat oil paint SWP House Paint: a full oil gloss			(Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect) Enameloid: assorted colors
WICKER	Enameloid: high gloss, assorted colors	Respar Varnish: durable, elastic	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect
WOODWORK, Interior	SWP House Paint: gloss Flat-Tone: flat oil paint	Scars-Not Varnish: high gloss but can be rubbed to a dull finish Velvet Finish Varnish No. 1044: dries dull without rubbing	S-W Handcraft Stain: preserving spirit stain for new hard wood S-W Oil Stain: for new soft wood Floorlac: for new or old wood: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, durable gloss, economical of enamel, specified by leading architects Enameloid: assorted colors

NOTE: Best results can be had by following the carefully prepared directions on labels.

THE SHERWIN-WILLIAMS CO.

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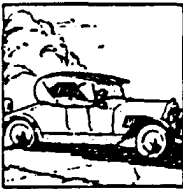
For permanence and beauty



To protect its beauty



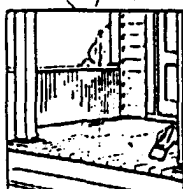
To "insure" your roof



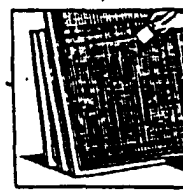
To "re-new" your car



For lasting attractiveness



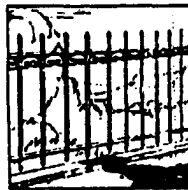
To resist wear



To save your screens



To protect concrete surfaces



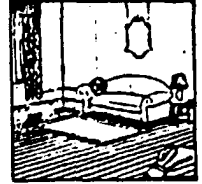
To withstand the weather



To renew furniture



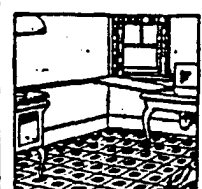
To keep attractive



To enrich hard wood



For cheerful satisfactory walls



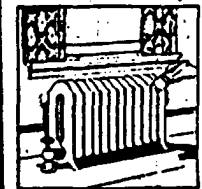
To keep linoleum like new



To make it "new"



To properly finish woodwork



For better-looking radiators



To make toys "new"