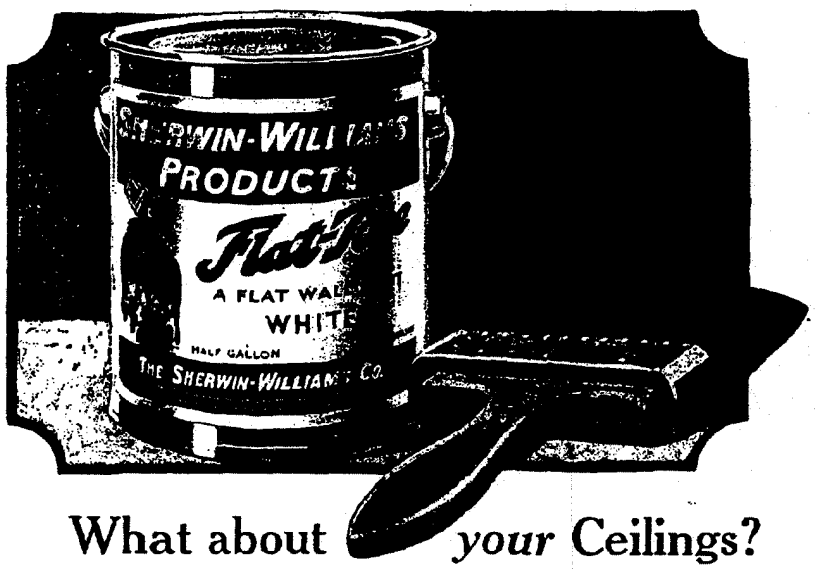


What about *your* Ceilings?

MOST ROOMS in your house should have *some* Flat-Tone. Even where you prefer papered walls, you need Flat-Tone on the ceiling. There are several reasons.

First, it *protects* the surface. It largely prevents the alternate absorption of moisture and drying out, which causes unsightly cracks and seams.

Second, it makes the most *sanitary* surface, dust free and germ proof. You can easily clean floors but not ceilings; so, apply a surface which keeps itself clean.

The third advantage is in *light*. All light should come from above to relieve eye-strain and give natural illumination. White Flat-Tone has greater light diffusing power than any other wall covering. This saves lighting cost, makes brighter, more cheerful rooms, and contributes to greater physical comfort.

S-W MAR-NOT
Floor Varnish
gives floors a beautiful finish, waterproof, steamproof and practically wearproof. Can be used over the lightest colored hardwoods, linoleums, etc. Cleans splendidly with S-W Floorwipe.

S-W SCAR-NOT
Interior Varnish
gives a fine brilliant finish which does not spot from steam, hot liquids or dishes. S-W Velvet Finish applied over Scar-Not produces a beautiful dull-rubbed effect, without the expense of rubbing.

S-W FLOORLAC
All around varnish stain
gives furniture, floors and woodwork a combined varnish and stain finish at one painting. The colors reproduce hardwood effects; the varnish is tough, durable and does not scratch white.

S-W OLD DUTCH ENAMEL
for woodwork and furniture
is the highest grade long life enamel for interior and exterior finishing. It comes in a permanent white. Also made in ivory and French gray. Gloss or dull finish.

Go to the Sherwin-Williams dealer in your town

THE SHERWIN-WILLIAMS CO., Main Office: 601 Canal Road, N. W., Cleveland, O.



SHERWIN-WILLIAMS
PRODUCTS
PAINTS, VARNISHES, DYES, WOOD PRESERVATIVES,
CHEMICALS, INSECTICIDES AND DISINFECTANTS

0007-SWP-039925

N20180

Stop Mistakes
— follow the Household Painting



New floors for old

Yesterday shabby. *Today like new.* And all because of some varnish, varnish-stain or hard wearing floor paint in fine colors. The pity of it, that floors should ever be allowed to grow shabby when every stroke of the brush means a room beautified as if by magic. If you have old floors to exchange for new you have a wonderful satisfaction ahead of you.

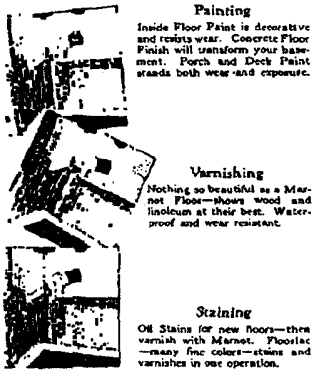
CONSULT "floors" on the Household Guide, as these people are doing. Then see what the "Guide" tells you to use for creating beautiful floors that will wonderfully enhance your home.

Here are *correct* materials for many surfaces—authoritative recommendations that can safely be trusted.

You may know the particular beautiful color that you want, but do you know the particular *type of material?*

It is widely realized that each type of surface calls for its own type of paint. Paints must be selected according to *type*. The same is true of varnish, of stain and enamel.

The "Guide" was devised by Sherwin-Williams to make selection of material as easy as selecting color by a color card. The "Guide" stops mistakes in painting. *Save this "Guide" for reference.*



Painting
Inside Floor Paint is decorative and resists wear. Concrete Floor Finish will transform your basement. Porch and Deck Paint stands both wear and exposure.

Varnishing
Nothing so beautiful as a Mar-not Floor—shows wood and linoleum at their best. Waterproof and wear resistant.

Staining
Oil Stains for new floors—then varnish with Mar-not. Floorlac—many fine colors—stains and varnishes in one operation.

Don't buy again without first consulting the complete Household Guide on display at "Paint Headquarters"—*look for it*

The store displaying the Household Guide in the window and inside is truly "paint headquarters." To the knowledge of the merchant is added the service of the "Guide." You know what to ask for and he knows how to serve you. He will recommend good painters when you need expert help. He is *the* man in his line.

Ask the Sherwin-Williams Dept. of Home Decoration to send you, absolutely free, attractive booklet B 450 on finishing problems and, also free, beautiful color plates of Special Decorative Suggestions. Individual recommendations on any work you plan also given without charge. Send 50c (65c in Canada) for a richly illustrated book of 177 pages on Home Painting—full color plates—valuable and authoritative information. Write Dept. B 435, 601 Canal Rd., Cleveland.

0007-SWP-039926

0007-SWP-000123313

in Painting

Guide *For instance: when creating beautiful new floors from old*

SHERWIN-WILLIAMS HOUSEHOLD PAINTING GUIDE

TRADE MARK

SURFACE	TO PAINT— USE PRODUCT NAMED BELOW	TO VARNISH— USE PRODUCT NAMED BELOW	TO STAIN— USE PRODUCT NAMED BELOW	TO ENAMEL— USE PRODUCT NAMED BELOW
AUTOMOBILES.....	S-W Auto Enamel	S-W Auto Enamel Clear		S-W Auto Enamel
AUTOMOBILE TOPS AND SEATS.....	S-W Auto Top and S-W Auto Seat Dressing			
BRICK	SWP House Paint S-W Concrete Wall Finish			Old Dutch Enamel
CEILINGS, Interior...	Flat-Tone	Scar-Not Varnish	S-W Handcraft Stain Floorlac	Enameloid
Exterior ..	SWP House Paint	Rexpar Varnish	S-W Oil Stain	Old Dutch Enamel
CONCRETE	S-W Concrete Wall Finish			
DOORS, Interior	SWP House Paint	Scar-Not Varnish Velvet Finish No. 1044	Floorlac S-W Handcraft Stain	Enameloid
Exterior	SWP House Paint	Rexpar Varnish	S-W Oil Stain	Old Dutch Enamel
FENCES	SWP House Paint Metalastic S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
FLOORS, Interior (wood).....	S-W Inside Floor Paint	Mar-Not Varnish	Floorlac	S-W Inside Floor Paint
Concrete....	S-W Concrete Floor Finish			S-W Concrete Floor Finish
Porch	S-W Porch and Deck Paint			
FURNITURE, Indoors	Enameloid	Scar-Not Varnish	Floorlac	Old Dutch Enamel
Porch	Enameloid	Rexpar Varnish	S-W Oil Stain	Enameloid
HOUSE OR GARAGE Exterior	SWP House Paint	Rexpar Varnish	S-W Preservative Shingle Stain	Old Dutch Enamel
LINOLEUM	S-W Inside Floor Paint	Mar-Not Varnish		S-W Inside Floor Paint
RADIATORS	Flat-Tone S-W Aluminum or Gold Paint			Enameloid
HO[illegible]	[illegible]		S-W Preservative Shingle Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint	Rexpar Varnish	Floorlac	Enameloid
WALLS, Interior (Plaster or Wallboard)	Flat-Tone SWP House Paint			Old Dutch Enamel Enameloid
WICKER.....	Enameloid	Rexpar Varnish	Floorlac	Old Dutch Enamel
WOODWORK Interior	SWP House Paint Flat-Tone	Scar-Not Varnish Velvet Finish No. 1044	S-W Handcraft Stain S-W Oil Stain Floorlac	Old Dutch Enamel Enameloid
For Removing Paint and Varnish use Taxlic—quick—easy—thorough—economical—can be used by anyone—on any surface.	SHERWIN-WILLIAMS PAINTS AND VARNISHES			For Cleaning Pai[illegible] and Varnished faces use Flax[illegible] Made from li[illegible] oil—contains [illegible] alkali—restore[illegible] nal lustre.

©1924, S. W. Co.



For Houses



For Iron Fences



New!
SHERWIN-WILLIAMS
Payment Plan

Arrange— [illegible] batts. R[illegible] and business practice is now, therefore, made availa[illegible] property owner [illegible] red tape. [illegible] Headquart[illegible] you full inf[illegible]

SHERWIN-WILLIAMS

PAINTS AND VARNISHES

0007-SWP-039927

0007-SWP-000123314