

Stop Mistakes follow the Household

New! SHERWIN-WILLIAMS Payment Plan

Arrangements have now been perfected by Sherwin-Williams whereby the painting of residential property may readily be arranged on a convenient payment basis. Reasonable business practice is now, therefore, made available to the property owner without difficulty or red tape. The Sherwin-Williams "Paint Headquarters" Dealer will gladly give you full information.

SHERWIN-WILLIAMS HOUSEHOLD PAINTING GUIDE



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			
BARNS, SILOS, OUT- BUILDINGS, Etc.	S-W Commonweath Paint: S-W Roof and Bridge Paint:		S-W Preservative Shingle Stain	
BRICK.....	S-W House Paint S-W Concrete Wall Finish			Old Dutch Enamel
CEILING, Interior...	Flat-Tone	Scar-Not Varnish	S-W Handcraft Stain Finisher:	Enameloid
Exterior...	S-W House Paint	Resper Varnish	S-W Oil Stain	Old Dutch Enamel
CONCRETE.....	S-W Concrete Wall Finish			
DOORS, Interior...	S-W House Paint	Scar-Not Varnish Valvet Finish No. 1044	Finisher: S-W Handcraft Stain	Enameloid
Exterior...	S-W House Paint	Resper Varnish	S-W Oil Stain	Old Dutch Enamel
FENCES.....	S-W House Paint S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
FLOORS, Interior (wood).....	S-W Inside Floor Paint	Mar-Not Varnish	Finisher:	S-W Inside Floor Paint
Concrete.....	S-W Concrete Floor Finish			S-W Concrete Floor Finish
Porch.....	S-W Porch and Deck Paint			
FURNITURE, Indoor	Enameloid	Scar-Not Varnish	Finisher:	Old Dutch Enamel
Porch.....	Enameloid	Resper Varnish	S-W Oil Stain	Enameloid
HOUSE OR GARAGE Exterior.....	S-W House Paint	Resper Varnish	S-W Preservative Shingle Stain	Old Dutch Enamel
IMPLEMENTS, TOOLS, TRACTORS, WAGONS, TRUCKS	S-W Wagon and Implement Paint	Resper Varnish		
LINOLEUM.....	S-W Inside Floor Paint	Mar-Not Varnish		S-W Inside Floor Paint
RADIATORS.....	Flat-Tone S-W Aluminum or Gold Paint			Enameloid
ROOFS, Shingle.....	S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
Metal.....	Metallac Ebonite			
SCREENS.....	S-W Screen Enamel			S-W Screen Enamel
WALLS, Interior (1) (Floor or Wallboard)	Flat-Tone S-W House Paint			Old Dutch Enamel Enameloid
WOODWORK Interior.....	S-W House Paint Flat-Tone	Scar-Not Varnish Valvet Finish No. 1044	S-W Handcraft Stain S-W Oil Stain Finisher:	Old Dutch Enamel Enameloid

For Retouching Paint
and Varnish use
Tint—quick—easy
—through—stain-
less—can be used by
anyone on any
surface.

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

For Cleaning Painted
and Varnished Sur-
face use Finncap.
Made from linseed
oil—contains no free
alkali—removes oil-
and dirt.

The joy of new paint

Away, every trace of dinginess! Woodwork, yesterday streaked and dull today lights up the whole house with its fresh whiteness. Scratched floors that ember-rased beautiful rugs now set them off as a new frame enhances a fine picture. You can see your home begin to smile as each stroke of the brush covers an old surface.

in Painting Painting Guide

*For instance,
when painting woodwork*

LOOK on the "Guide" for the right thing to use for woodwork.

Consult the "Guide" before selecting the finish for any surface.

Something is wrong when a once beautiful room has to be done over again too soon. The chances are the wrong type of material was used.

Every expert knows that each type of surface (indoor and out) calls for its own type of paint. Paints must be

selected according to type. The same is true of varnishes, of stains and enamels.

When you look at the Household Painting Guide you look at authoritative recommendations. On a line with the surface to be finished you pick out the correct material as easily as you select a color from the color card.

Save this copy of the "Guide" for use when needed.

Your "Paint Headquarters" serves you with the
Sherwin-Williams Household Guide

It will pay you to look up this store

YOU will know "Paint Headquarters" by the Household Guide displayed in the window and inside the store. This store serves you intelligently backed by the "Guide." The proprietor and clerks help you save money by avoiding mistakes. Look for this store and "follow the Guide." It costs you nothing to be sure.

Write for free suggestions on your painting problems to the S-W Dep't of Home Decoration. Ask, also, for free

booklet B450 and the handsome set of color plates giving eight beautiful color schemes for different rooms. Send 50c (65c in Canada) for the 177 page book of valuable detailed information on beautifying the home. Reproductions of the latest color ideas for interior and exterior—a book you would not part with for many times its price. Write The Sherwin-Williams Co., Dept. B435, 601 Canal Road, Cleveland, O.

SHERWIN-WILLIAMS

PAINTS AND VARNISHES

Getting good work

Give a good primer if you have any work that calls for it. Always use Paint House enamel for recommended work. If you have a primer, give a good one.



Painting

For a full of glass use SWP House Paint. Comes in most pleasing colors—durable and washable. Fast-Tone dries dull with soft velvety sheen—washable.

Varnishing

See-Not magnifies the beauty of beautiful grain—rich full gloss. Velvet Finish No. 1844 dries dull—you'll like this dull rubber effect.

Staining

Your favorite woods stain beautifully with Handcraft. Oil stains are also favorites for new wood. Floorstain is the all-around household varnish stain.

Enameling

Old Dutch Enamel finishes will still be there for your grandchildren to enjoy. Enamels come in all your favorite colors.