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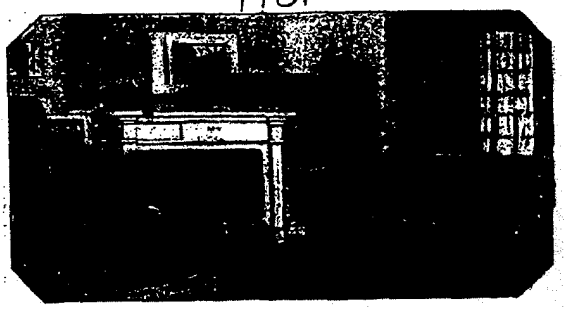

Hold them with COLOR

And every finish correct, as specified on the Household Painting Guide

WOULDN'T your young people stay at home more and invite their friends if the house looked better? Use the magic of COLOR — it works wonders. *Paint Headquarters*, the most helpful paint store near you, will show you many delightful COLOR SUGGESTIONS specially arranged by Sherwin-Williams decorative experts. Write us for beautiful brochure reproducing many of these color suggestions and giving other valuable help.

If you do not locate *Paint Headquarters* through its sign and the Household Painting Guide let us know.

The Sherwin-Williams Co., *largest paint and varnish makers in the world*, 759 Canal Road, Cleveland, Ohio.

SHERWIN-WILLIAMS
PAINTS AND VARNISHES
COVER THE EARTH

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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	S-W P House Paint S-W Concrete Wall Finish			Old Dutch Enamel
CEILINGS, Interior	Flat-Tone	Sani-Flat Varnish	S-W Handcraft Stain Floortint	Enamelold
Exterior	S-W P House Paint	Marspar Varnish	S-W Oil Stain	Old Dutch Enamel
CONCRETE	S-W Concrete Wall Finish			
DOORS, Interior	S-W P House Paint	Sani-Flat Varnish Velvet Finish No. 1844	Floortint S-W Handcraft Stain	Enamelold
Exterior	S-W P House Paint	Marspar Varnish	S-W Oil Stain	Old Dutch Enamel
FENCES	S-W P House Paint Metallastic S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
FLOORS, Interior (wood)	S-W Inside Floor Paint	Sani-Flat Varnish	Floortint	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	Enamelold	Sani-Flat Varnish	Floortint	Old Dutch Enamel Enamelold
Porch	Enamelold	Marspar Varnish	S-W Oil Stain	
HOUSE OR GARAGE Exterior	S-W P House Paint	Marspar Varnish	S-W Preservative Shingle Stain	Old Dutch Enamel
LINOLEUM	S-W Inside Floor Paint	Sani-Flat Varnish		S-W Inside Floor Paint
RADIATORS	Flat-Tone S-W Aluminum or Gold Paint			Enamelold
ROOFS, Shingle—Wood Composition	S-W Roof and Bridge Paint Metallastic Enamel		S-W Preservative Shingle Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint	Marspar Varnish	Floortint	Enamelold
WALLS, Interior (Plaster or Wallboard)	Flat-Tone S-W P House Paint		Floortint	Old Dutch Enamel Enamelold
WICKER	Enamelold	Marspar Varnish	Floortint	Old Dutch Enamel
WOODWORK Interior	S-W P House Paint Flat-Tone	Sani-Flat Varnish Velvet Finish No. 1844	S-W Handcraft Stain Floortint	Old Dutch Enamel Enamelold

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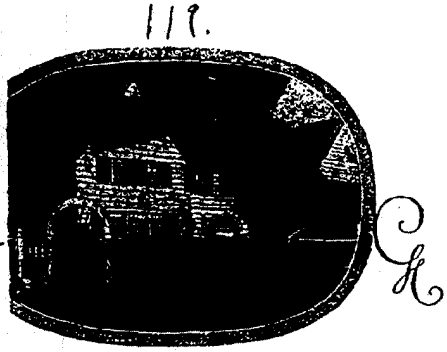

Glad Houses!

And every finish correct,
ied on the Household Painting Guide

houses. Glad houses! *Color* makes the difference.
rwin-Williams special COLOR SUGGESTIONS, shown at
leadquarters, the most helpful paint store near you,
wealth of ideas. You will find combinations that
ight you with their ability to give your home a
sonality. Write us for a beautiful brochure which
ces many of these rich color schemes.

t do not locate *Paint Headquarters* through its sign
: Household Painting Guide, let us know. The
-Williams Co., *largest paint and varnish makers in*
d, 759 Canal Road, Cleveland, Ohio.

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ERWIN-WILLIAMS
INTS AND VARNISHES
COVER THE EARTH

HOUSEHOLD
PAINTING GUIDE
STOPS MISTAKES IN PAINTING

	TO PAINT USE PRODUCT NAMED BELOW	TO VARNISH USE PRODUCT NAMED BELOW	TO STAIN USE PRODUCT NAMED BELOW	TO ENAMEL USE PRODUCT NAMED BELOW
	S-W Auto Enamel	S-W Auto Enamel Clear		S-W Auto Enamel
	S-W Auto Top and S-W Auto Seat Dressing			
	S-W P House Paint S-W Concrete Wall Finish			Old Dutch Enamel
	Flat-Tone	Sani-Flat Varnish	S-W Handcraft Stain Floortint	Enamelold
	S-W P House Paint	Marspar Varnish	S-W Oil Stain	Old Dutch Enamel
	S-W Concrete Wall Finish			
	S-W P House Paint	Sani-Flat Varnish Velvet Finish No. 1844	Floortint S-W Handcraft Stain	Enamelold
	S-W P House Paint	Marspar Varnish	S-W Oil Stain	Old Dutch Enamel
	S-W P House Paint Metallastic S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
	S-W Inside Floor Paint	Sani-Flat Varnish	Floortint	S-W Inside Floor Paint
	S-W Concrete Floor Finish			S-W Concrete Floor Finish
	S-W Porch and Deck Paint			
	Enamelold	Sani-Flat Varnish	Floortint	Old Dutch Enamel Enamelold
	S-W P House Paint	Marspar Varnish	S-W Oil Stain	
	S-W Inside Floor Paint	Sani-Flat Varnish	S-W Preservative Shingle Stain	Old Dutch Enamel
	Flat-Tone S-W Aluminum or Gold Paint		Floortint	S-W Inside Floor Paint
	S-W Roof and Bridge Paint Metallastic Enamel		S-W Preservative Shingle Stain	Enamelold
	S-W Screen Enamel			S-W Screen Enamel
	S-W Family Paint	Marspar Varnish	Floortint	Enamelold
	Flat-Tone S-W P House Paint		Floortint	Old Dutch Enamel Enamelold
	Enamelold	Marspar Varnish	Floortint	Old Dutch Enamel
	S-W P House Paint	Sani-Flat Varnish Velvet Finish No. 1844	S-W Handcraft Stain S-W Gilsonite Floortint	Old Dutch Enamel Enamelold

For removing paint and varnish see Texaco. For cleaning painted and varnished surfaces see Flamac.

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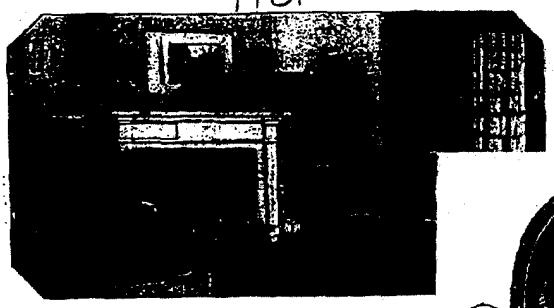

Hold them with CC

And every finish correct, as specified
Household Painting Guide

WOULDN'T your young people stay at home m
invite their friends if the house looked better?
magic of COLOR — it works wonders. *Paint Headqua*
most helpful paint store near you, will show you m
lightful COLOR SUGGESTIONS specially arranged by S
Williams decorative experts. Write us for beautiful l
reproducing many of these color suggestions and givi
valuable help.

If you do not locate *Paint Headquarters* through
and the Household Painting Guide let us know.

The Sherwin-Williams Co., *largest paint and varnis*
in the world, 759 Canal Road, Cleveland, Ohio.

SHERWIN- WILLIA
PAINTS AND VARNISH

COVER THE EARTH

HOUSEHOLD
PAINTING GUIDE

SURFACE	TO PAINT— USE PRODUCT NAMED BELOW	TO VARNISH— USE PRODUCT NAMED BELOW	TO STAIN— USE PRODUCT NAMED BELOW
AUTOMOBILES	S-W Auto Enamel	S-W Auto Enamel Clear	
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and S-W Auto Seat Dressing		
BRICK	SWP House Paint; S-W Concrete Wall Finish		
CEILINGS, Interior	Flat-Tone	Scar-Not Varnish	S-W Handcraft Stain; Floorlac
Exterior	SWP House Paint	Roxpar Varnish	S-W Oil Stain
CONCRETE	S-W Concrete Wall Finish		
DOORS, Interior	SWP House Paint	Scar-Not Varnish; Velvet Finish No. 1011	Floorlac; S-W Handcraft Stain
Exterior	SWP House Paint	Roxpar Varnish	S-W Oil Stain
FENCES	SWP House Paint; Metalspar; S-W Bandgun/Bridge Paint		S-W Preservative Shingle Stain
FLOORS, Interior (wood)	S-W Inside Floor Paint	Mar-Not Varnish	Floorlac
Concrete	S-W Concrete Floor Finish		
Porch	S-W Porch and Deck Paint		
FURNITURE, Interior	Enamelmel	Scar-Not Varnish	Floorlac
Porch	Enamelmel	Roxpar Varnish	S-W Oil Stain
HOUSE OR GARAGE Exterior	SWP House Paint	Roxpar Varnish	S-W Preservative Shingle Stain
LINOLEUM	S-W Inside Floor Paint	Mar-Not Varnish	
RADIATORS	Flat-Tone; S-W Aluminum or Gold Paint		
ROOFS, Shingle, Metal, Composition	S-W Hard and Bridge Paint; Metalspar; Floorlac		S-W Preservative Shingle Stain
SCREENS	S-W Screen Paint		
TOYS	S-W Family Paint	Roxpar Varnish	Floorlac
WALLS, Interior (Plaster or Wallboard)	Flat-Tone; SWP House Paint		
WICKER	Enamelmel	Roxpar Varnish	Floorlac
WOODWORK Interior	SWP House Paint; Flat-Tone	Scar-Not Varnish; Velvet Finish No. 1011	S-W Handcraft Stain; S-W Oil Stain; Floorlac

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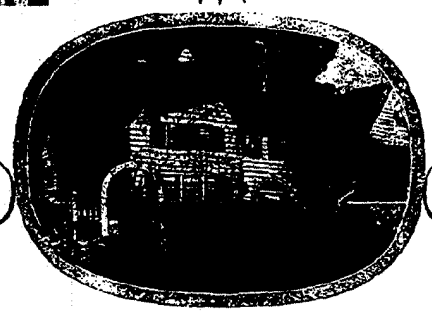

Glad Houses!

And every finish correct,
as specified on the Household Painting Guide

SAD houses. Glad houses! *Color* makes the difference. Sherwin-Williams special COLOR SUGGESTIONS, shown at *Paint Headquarters*, the most helpful paint store near you, give a wealth of ideas. You will find combinations that will delight you with their ability to give your home a new personality. Write us for a beautiful brochure which reproduces many of these rich color schemes.

If you do not locate *Paint Headquarters* through its sign and the Household Painting Guide, let us know. The Sherwin-Williams Co., *largest paint and varnish makers in the world*, 759 Canal Road, Cleveland, Ohio.

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SHERWIN- WILLIAMS
PAINTS AND VARNISHES

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HOUSEHOLD
PAINTING GUIDE

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Turn the magic key of color

EVERY FINISH CORRECT,

as specified on the Household Painting Guide



MODERN color is the key that will unlock the latent possibilities for beauty in your home. We recommend that you consult the new COLOR SUGGESTIONS of the Sherwin-Williams decorative experts, to be found at the up-to-date paint store known as *Paint Headquarters*. Recognize the store by the sign and by the Household Painting Guide. The Guide stops mistakes in painting by showing the best possible finishing materials for each job.

FREE: If you wish some special individual recommendations for a room or a whole house write to the Sherwin-Williams Decorative Studios. Also send the coupon printed below and receive, free, a valuable brochure in colors on home decoration. Send the coupon *now*.

The Sherwin-Williams Co., *largest paint and varnish makers in the world*, Dept. C, 601 Canal Road, Cleveland, Ohio.



Advantages of Enameloid
The Decorative Enamel

Unequalled color effects—Sky Blue, Willow Green, Tan, Chinese Red, Rose, Orchid, etc.—unusual effects without number. All colors fast. Material flows on smoothly on furniture, woodwork, plastered walls and ceiling. Popular priced. Very durable. Specified on the Household Painting Guide.



Advantages of S W P
The Durable House Paint

Less needed for the job because S W P covers more surface than cheap paint—360 square feet to the gallon, two coats. It spreads easily, saving time and labor. It does not crack, peel, chip or "chalk." It is an oil, lead and zinc paint made of the highest quality *materials and ground to extraordinary* fineness. Always uniform. Color fast. Specified on the Household Painting Guide.

Write to our Decorative Studios for the exact specifications of the decoration of the breakfast nook shown above.

HOUSEHOLD PAINTING GUIDE

STOPS MISTAKES IN PAINTING

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. 1644	Floorlac S-W Handcraft Stain	Enameloid
Exterior	SWP House Paint	Rexpar Varnish	S-W Oil Stain	Old Dutch Enamel
FENCES	SWP House Paint Metallistic 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 Enameloid
Porch	Enameloid	Rexpar Varnish	S-W Oil Stain	
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		
RADIATORS	Flat-Tone S-W Aluminum or Gold Paint			[illegible]
ROOFS, Shingle Metal Composition	S-W Roof and Bridge Paint Metallistic Ebonol		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. 1644	S-W Handcraft Stain S-W Oil Stain Floorlac	Old Dutch Enamel Enameloid

For removing paint and varnish use Taxite. For cleaning painted and varnished surfaces use Flaxoap.

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

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Free: Beautiful Color Ideas
Send this Coupon

Give us your name and address and receive, entirely free, *a very special art brochure for lovers of beautiful homes*. Lovely interiors and exteriors

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NAME

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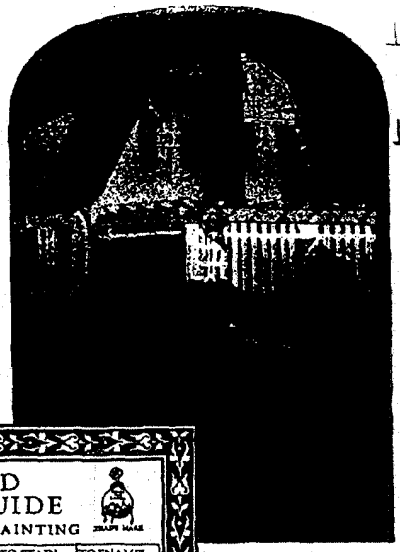
Color Enchantment

Your home Gloriously Lovely and every finish correct, as specified on the Household Painting Guide



A Happy Treatment for this Dutch Colonial House

Roof Color: *S-W Preservative Shingle Stain B41.* Body Color: *SWP 496 Ivory;* Trim Color and Blinds: *SWP 460 Apple Green.*

SEE the special new *color suggestions* created by Sherwin-Williams decorative experts. Each is an artistic gem, and can readily be carried out by following the specifications.

You will find these beautiful *color suggestions* at *Paint Headquarters.* You will also find the Household Painting Guide, which shows the best possible finish for lasting results on each surface. It *stops mistakes in painting.*

Before you paint anything look for the store displaying the Paint Headquarters' sign and the Household Painting Guide. This store is the most helpful paint store in your community.

See the coupon below—if you value a delightful book on the beautifying of your home, fill in and mail it *now.*

The Sherwin-Williams Co., *largest paint and varnish makers in the world,* 759 Canal Road, Cleveland, Ohio.

HOUSEHOLD PAINTING GUIDE

TRADE MARK — STOPS MISTAKES IN PAINTING — 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	Sear-Not Varnish	S-W Handcraft Stain Floorlac	Enameloid
Exterior	SWP House Paint	Reeper Varnish	S-W Oil Stain	Old Dutch Enamel
CONCRETE	S-W Concrete Wall Finish			
DOORS, Interior	SWP House Paint	Sear-Not Varnish Velvet Finish No. 1044	Floorlac S-W Handcraft Stain	Enameloid
Exterior	SWP House Paint	Reeper 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	Sear-Not Varnish	Floorlac	Old Dutch Enamel
Porch	Enameloid	Reeper Varnish	S-W Oil Stain	Enameloid
HOUSE OR GARAGE Exterior	SWP House Paint	Reeper 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
ROOFS, Shingle, Metal Composition	S-W Roof and Bridge Paint Metalastic Ebonol		S-W Preservative Shingle Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint	Reeper Varnish	Floorlac	Enameloid
WALLS, Interior (Plaster or Wallboard)	Flat-Tone SWP House Paint			Old Dutch Enamel Enameloid
WICKER	Enameloid	Reeper Varnish	Floorlac	Old Dutch Enamel
WOODWORK Interior	SWP House Paint Flat-Tone	Sear-Not Varnish Velvet Finish No. 1044	S-W Handcraft Stain S-W Oil Stain Floorlac	Old Dutch Enamel Enameloid

C S-W Co., 1926

SHERWIN-WILLIAMS
PAINTS AND VARNISHES



The Man's Room

Ceiling Color: *S-W Flat Tone Silver Gray and Cream;* Wall Color: *S-W Flat Tone Oilize Tan and Sky Blue;* Woodwork and Beams: *S-W Handcraft Stain Early English Oak.* Furniture Upholstery: *Figured Velour.*

FREE DECORATIVE SUGGESTIONS

No matter what you wish to decorate—a room or a whole house—we invite you to write to the Sherwin-Williams Dept. of Home Decoration.

We will send you special, individual recommendations together with lovely new color combinations in wide variety—beautifully reproduced.

FREE: Beautiful Color Ideas. Send this Coupon Now.

Give us your name and address and receive, entirely free *a very special art brochure for lovers of beautiful homes.* Actual samples of many popular shades—each a correct Sherwin-Williams product, as specified on the Household Painting Guide. No matter what you wish to decorate see these new COLOR SUGGESTIONS first. Send the coupon *today* to the Sherwin-Williams Co., 759 Canal Road, Cleveland, Ohio.

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Beautiful new color plans

122
1926

WITHOUT CHARGE

Beautiful new color plans, the work of home decorative experts—lovely creations of the Sherwin-Williams Decorative Studios. Here are new combinations, new color harmonies, carefully reproduced in charming pictures.

These expert COLOR SUGGESTIONS Sherwin-Williams entrust to the live paint store in your community known as *Paint Headquarters*. All you need do is call at *Paint Headquarters* and ask to see them. No obligation. Know the *Paint Headquarters* store by the sign and the Household Painting Guide which stops mistakes in painting by showing the correct materials to use.

For a beautiful and valuable Sherwin-Williams brochure on home decorating send the coupon printed below.

The Sherwin-Williams Co., *largest paint and varnish makers in the world*, Dept. F, 722 Canal Road, Cleveland, Ohio.



HOUSEHOLD PAINTING GUIDE

STOPS MISTAKES IN PAINTING

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	Sear-Not Varnish	S-W Handcraft Stain Floorlac	Enamelold
Exterior	SWP House Paint	Respar Varnish	S-W Oil Stain	Old Dutch Enamel
CONCRETE	S-W Concrete Wall Finish			
DOORS, Interior	SWP House Paint	Sear-Not Varnish Velvet Finish No. 1011	Floorlac S-W Handcraft Stain	Enamelold
Exterior	SWP House Paint	Respar Varnish	S-W Oil Stain	Old Dutch Enamel
FENCES	SWP House Paint Metallatic 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	Enamelold	Sear-Not Varnish	Floorlac	Old Dutch Enamel Enamelold
Porch	Enamelold	Respar Varnish	S-W Oil Stain	
HOUSE or GARAGE Exterior	SWP House Paint	Respar 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			Enamelold
ROOFS, Shingle Metal Composition	S-W Roof and Bridge Paint Metallatic Ebonol		S-W Preservative Shingle Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint	Resmar Varnish	Floorlac	Enamelold
WALLS, Interior (Plaster or Wallboard)	Flat-Tone SWP House Paint			Old Dutch Enamel Enamelold
WICKER	Enamelold	Resmar Varnish	Floorlac	Old Dutch Enamel
WOODWORK Interior	SWP House Paint Flat-Tone	Sear-Not Varnish Velvet Finish No. 1011	S-W Handcraft Stain S-W Oil Stain Floorlac	Old Dutch Enamel Enamelold

For removing paint and varnish use Tavite. For cleaning painted and varnished surfaces use Flazoap.

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SHERWIN-WILLIAMS
PAINTS AND VARNISHES

Beautiful and Preserved

S W P is the highest-quality *house paint it is possible to manufacture.* If quality pays anywhere it is in house paint. It costs as much for labor, with short-lived paint, as with S W P, which goes farther, covers better, holds its color and wears so much longer that it pays many times over. "There is no substitute for quality."



FREE

BEAUTIFUL COLOR IDEAS

Send this Coupon

Give us your name and address and receive, entirely free, *a very special art brochure for lovers of beautiful homes.* Lovely interiors and exteriors in colors. Samples of many popular shades—each a correct Sherwin-Williams product, as specified on the Household Painting Guide. Send the coupon *today*, to the Sherwin-Williams Co., Dept. F, 722 Canal Road, Cleveland, Ohio.

NAME_____

ADDRESS_____

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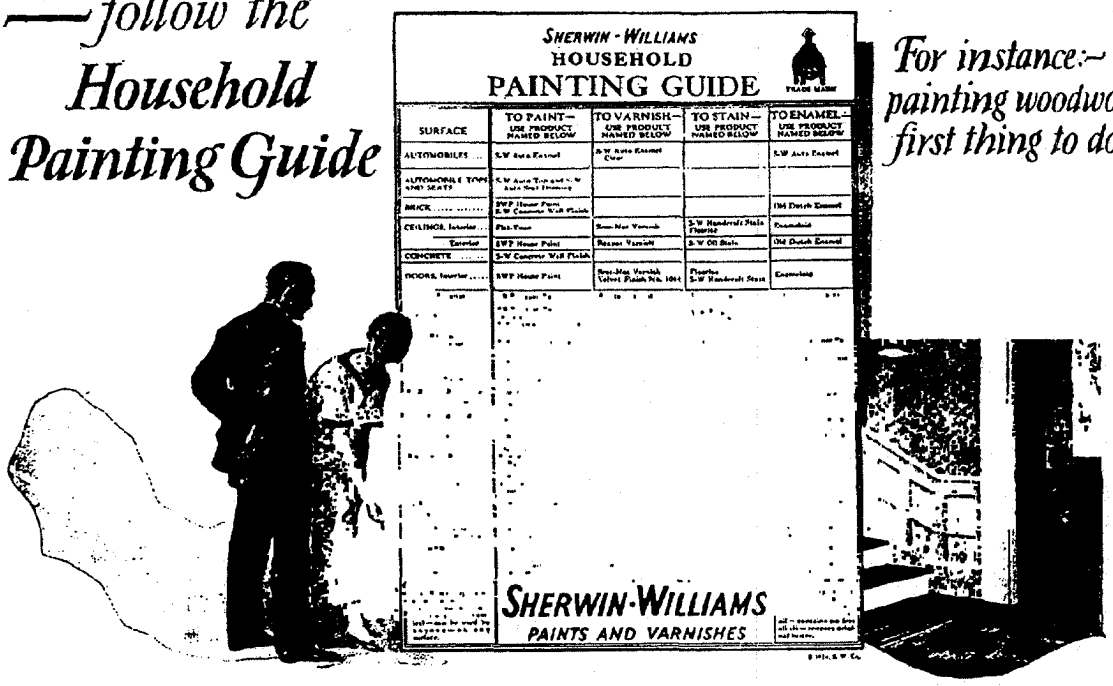
Stop Mistakes in Painting

—follow the Household Painting Guide



For instance:— painting woodwork first thing to do.

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 embarrassed 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.

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 (indoors 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 B 450 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 Dept. B 435 at address below.



Getting good work

Hire a good painter if you have big work that calls for help. Ask your Paint Headquarters to recommend a man. If you hire a painter, hire a good one.

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Prepared House Paint—an asset.

Don't be fooled on House Paint!

"Cheap" paint isn't cheap at all!

WHEN you buy paint to dress up and protect your house, don't let a "low price" blind your good sense. *Thousands of home owners* are bewailing a "cheap" paint job this very minute and paying the penalty in hard cash.

"Cheap" paint is made of cheap or skimpy materials. How else could it be sold at a low price in the highly competitive markets of today?

Cheap or skimpy materials make a poor, weak grade of paint. That's only sense. It may *look* like paint and *smell* like paint in the can. But on the brush and on your house—the poor quality shrieks.

Compare the "cheap" formula with SWP!

If you are tempted to use a "low price" house paint—one that is claimed, even guaranteed and warranted, to be "just as good as SWP,"—*GO SLOW!* Remember that *low price* and *low quality* go hand in hand. You can't make a silk purse from a sow's ear.

Make the formula test! Insist upon seeing the formula of the "cheap" paint, either on the label or in the literature of the company.

Compare the materials used in making the "*cheap*" paint with the ingredients of fine old SWP House Paint—as shown in the formula which is plainly printed on every SWP can. Take Outside Gloss White for example:

Note the big percentage of *White Lead Carbonate* and *White Lead Sulphate* used in fine old SWP Outside Gloss White. White lead should be the *basic* ingredient of all white paint and light tints. It is to these paints exactly what flour is to bread.

See how much less of this basic ingredient is used in the average "cheap" white paint.

Zinc oxide, another costly pigment, is the next essential ingredient. A liberal percentage of zinc oxide combined with a large amount of white lead makes for a *balanced formula*—such as the formula of SWP Outside Gloss White House Paint. It assures a finish of superior wearing quality.

THE ACCEPTED STANDARD THE WORLD OVER . . .

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