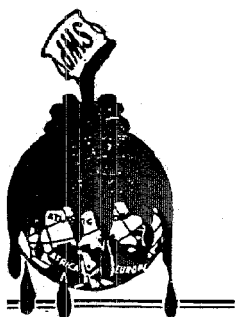


Gives your home

This new "Household Guide" makes painting and decorating what it ought to be

Shown by Sherwin-Williams
dealers exclusively



Cut out 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 at the store of any Sherwin-Williams dealer — prominently displayed — a part of his service.

Write for free booklet. Page with complete Household Guide and helpful references on all painting, varnishing, staining and enameling. Valuable whether you do the work yourself or employ a master painter.

Send 50c (\$1.00 in Canada) for Home Painting Manual—122 pages, handsome full color plates. Most complete book on the subject ever published. Address Dept. H 435

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

YOU may be interested in knowing what is back of the "Household Guide"—for example, why we control and so carefully safeguard our linseed oil processes.

The quality of the oil used in a paint or enamel is vital to its lasting qualities.

We call your attention to the accompanying illustration.

It is a photograph of a hand holding a crumpled-up oil film.

If the zinc which gives Old Dutch Enamel its snowy whiteness were left out, there would remain a film which would crumple and stretch like a sheet of thin rubber.

The film would be highly elastic and this elasticity is what gives Old Dutch Enamel its enduring coat of protection and architectural beauty; it lasts for years.

The secret lies in the processing of the oil, which knowledge is controlled by Sherwin-Williams and is, therefore, at our exclusive command.



This enamel, which you will find listed on the "Household Guide," is specified by leading architects on many notable buildings. It gives a beautiful, rich finish to woodwork in clubs, hotels and residences, inside and outside. It is produced in white, gray and ivory, both for gloss and for soft, velvety, rubbed effects.

TO insure you the highest and most durable qualities in Sherwin-Williams Products we also go so far as to:

- Operate our own lead and zinc mines.
- Operate our own color plants.
- Operate our own chemical plants.

With the aid of these facilities we manufacture protective finishes for every conceivable purpose.

With these products we can accurately meet any requirement of the householder, the architect, the painter, the contractor, the engineer, the manufacturer, the railroad or marine operator.

Our exceptional Technical Service Department insures that we supply the correct product for each surface.

In the "Household Guide" on the opposite page you will find specified and readily available for your use the correct product for the most common problems when it comes to household painting and decorating.

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

The right finish for each surface 0007-SWP-041081

DYESTUFFS. COLORS. PIGMENTS. CHEMICALS. DISINFECTANTS. WOOD PRESERVATIVES

a fair chance



For permanence and beauty



To protect its beauty



To "insure" your roof



To "re-new" your car



For lasting attractiveness



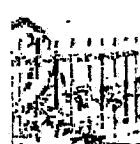
To resist wear



To save your screens



To protect concrete surfaces



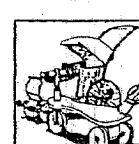
To withstand the weather



To renew furniture



To keep attractive



To make toys "new"



To enrich hard wood



For cheerful satisfactory walls



To keep linoleum like new



For stucco



To properly finish woodwork



For better-looking radiators

CONDENSED HOUSEHOLD GUIDE

For Painting, Varnishing, Staining and Enameling

IMPORTANT: Each of the products specified below bears our name and 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 Floors	Enameloid
Exterior	SWP House Paint	Respar 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	Respar Varnish	S-W Oil Stain	Old Dutch Enamel
FENCES	SWP House Paint Metallic 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, Indoor	Enameloid	Scar-Not Varnish	Floorlac	Old Dutch Enamel Enameloid
Porch	Enameloid	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			Enameloid
ROOFS, Shingle	S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
Metal	Metallic Ebony			
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint	Respar Varnish	Floorlac	Enameloid
WALLS, Interior (Plaster or Wallboard)	Flat-Tone SWP House Paint			Old Dutch Enamel Enameloid
WICKER	Enameloid	Respar 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

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



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