

Announcing —

Sherwin-Williams correct "Household Guide" to home painting and decorating

SHERWIN-WILLIAMS present to careful buyers the Household Guide. This Household Guide is new, but the information it gives has been developed through 57 years of experience. It shows you the correct paint, varnish, stain or enamel to use for every kind of surface—wood, cement, metal, plaster, etc. It will be worth going a long way to get the advice of the dealer who displays the Household Guide, and handles all the Sherwin-Williams products specified in the Guide. He has exactly the right product for your use.

Behind the Household Guide is the experience of the largest manufacturer of paints, varnishes, stains and enamels in the world.

One hundred and fifty-three large factory buildings are busy making Sherwin-Williams Products.

To insure the very highest quality, so far as possible we control our own raw materials back to their sources. For example, we own and operate:

Our own lead and zinc mines.	Our own oil pressing plants.
Our own smelters.	Our own chemical plants.
Our own color plants.	

Under the guidance of our exceptional Technical Service Department, we manufacture a specific product for each surface-covering need of the following:

The householder.	The engineer.
The architect.	The manufacturer.
The painter.	The railroad operator.
The contractor.	The marine operator.

From our list of products, we specify in the "Household Guide" those which

are best adapted to your various home requirements.

We are specialists in every product we make, giving to each product the same care that we would give if it were the only one we produced.

And all of our facilities we place behind our agent in each community who displays the Household Guide, and carries all the Sherwin-Williams products specified in the Guide.—Go to him with confidence.

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 290 with 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 six (6)¢ in Canada for Home Painting Manual, 177 pages, handsome full color plates. Most complete book on the subject ever published. Address Dept. B 211.

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



SHERWIN-WILLIAMS

PAINTS AND VARNISHES

The right finish for each surface

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

something 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; so for maximum protection	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; soft oil finish 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-Nut Varnish; for wood work only	S-W Handcraft Stain; penetrating spirit stain for new hard wood Floorlac; a varnish and stain combined, for new wood only	Enameloid; assorted colors
CONCRETE.....	SWP House Paint; Interior S-W Concrete Wall Finish; a paint, for exterior use	Respar Varnish; weather resisting	S-W Oil Stain; for new wood	Old Dutch Enamel; white, gray, tan, gloss or rub- ber effect
DOORS, Interior.....	SWP House Paint;	Scars-Nut Varnish; gloss Velvet Finish Varnish No. 1044; dries to a dull finish without rubbing		Enameloid; assorted colors
Exterior.....	SWP House Paint;	Respar Varnish; weather resisting; flat finish	S-W Oil Stain; for new wood	Old Dutch Enamel; white, gray, tan, gloss or rub- ber effect
FENCES.....	SWP House Paint; Metallic finish of white 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	Star-Nut Varnish; water resisting, high gloss	Floorlac; a varnish and stain combined	S-W Inside Floor Paint; the enamel like finish
Concrete.....	S-W Concrete Floor Finish; wears well, washable			S-W Concrete Floor Finish; high gloss, durable
Porch.....	S-W Porch and Deck Paint;			
FURNITURE, Interior.....	Enameloid; the decorative enamel	Scars-Nut Varnish; stands for wear	Floorlac; a varnish and stain combined	Old Dutch Enamel; white, gray, tan, gloss or rub- ber effect
Porch.....	Enameloid; assorted colors	Respar Varnish; weather resisting	S-W Oil Stain; for new wood	Enameloid; assorted colors
HOUSE OR GARAGE Exterior.....	SWP House Paint;	Respar Varnish; weather resisting	S-W Preservative Shingle Stain	Old Dutch Enamel; assorted colors
LINOLEUM.....	S-W Inside Floor Paint; stands repeated scrubbing	Star-Nut Varnish; protects the pattern		S-W Inside Floor Paint; the enamel like finish
RADIATORS.....	Flat-Tone; enamel paint S-W Aluminum or Gold Paint		S-W Preservative Shingle Stain	Enameloid; assorted colors
ROOFS, Shingle Composition.....	S-W Roof and Bridge Paint; Metallic finish; black and for copper			
SCREENS.....	S-W Screen Enamel;			S-W Screen Enamel
TOYS.....	S-W Family Paint; assorted colors	Respar Varnish;	Floorlac; inside over a var- nish and stain finish or uncombined	Enameloid; assorted colors
WALLS, Interior (Plaster or Wallboard).....	Flat-Tone; the washable flat oil paint SWP House Paint; a flat oil gloss			Old Dutch Enamel; white, gray, tan, gloss or rub- ber effect
WICKER.....	Enameloid; high gloss; assorted colors	Respar Varnish; durable, elastic	Floorlac; a varnish and stain combined	Old Dutch Enamel; white, gray, tan, gloss or rub- ber effect
WOODWORK, Interior.....	SWP House Paint; gloss Flat-Tone; flat oil paint	Scars-Nut Varnish; high gloss but can be rub- bed to a dull finish Velvet Finish Varnish No. 1044; dries dull without rubbing	S-W Handcraft Stain; penetrating 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, tan, gloss or rub- ber effect; for heating radiators Enameloid; assorted colors

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

THE SHERWIN-WILLIAMS CO.

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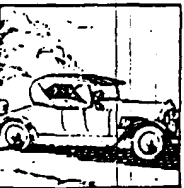
For permanence
and beauty



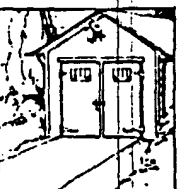
To prevent decay



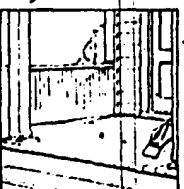
To "insure" your
roof



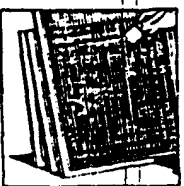
To "re-new" your
car



For lasting
attractiveness



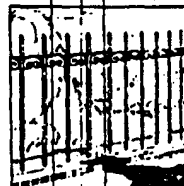
To retain color



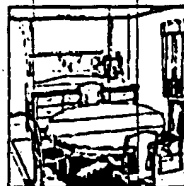
To save your screens



To protect concrete surfaces



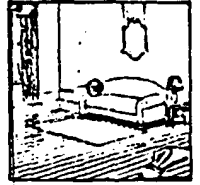
To withstand the weather



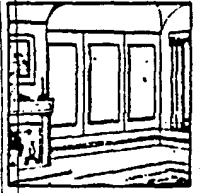
To renew furniture



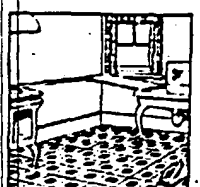
To keep attractive



To enrich hard
wood



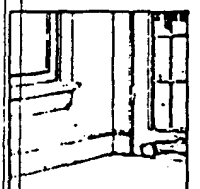
For cheerful
satisfactory walls



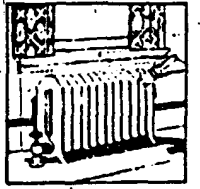
To keep linoleum
like new



To make a "new"



To properly finish
woodwork



For better-looking
radiators



To make toys "new"