

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		S.W. Auto Enamel
AUTOMOBILE TIRE AND BEATS	S.W. Auto Tire and S.W. Auto Beat Enamel			
BRICK	S.W. House Paint S.W. Cement Wash Primer			Oil Dutch Enamel
CEMENT, Interior	Flat Tone	Best-Mix Varnish	S.W. Household Shell Fluoride	Enamel
CONCRETE	S.W. House Paint S.W. Cement Wash Primer	Best-Mix Varnish	S.W. Oil Stain	Oil Dutch Enamel
DOORS, Interior	S.W. House Paint	Best-Mix Varnish Yellow Finish No. 1014	Fluoride	Enamel
GLASS	S.W. House Paint	Best-Mix Varnish	S.W. Oil Stain	Oil Dutch Enamel
IRON	S.W. House Paint S.W. Rust and Rust-Preventer		S.W. Protective Shellac Stain	
FLOORS, Interior	S.W. House Paint S.W. Cement Wash Primer	Best-Mix Varnish	Fluoride	S.W. Linoleum Floor Paint
FURNITURE, Interior	S.W. House Paint S.W. Furniture Polish	Best-Mix Varnish	Fluoride	S.W. Linoleum Floor Paint
HOUSE OR GARAGE EXTERIOR	S.W. House Paint	Best-Mix Varnish	S.W. Oil Stain	Oil Dutch Enamel
IRONWORK	S.W. House Paint S.W. Rust and Rust-Preventer	Best-Mix Varnish	S.W. Protective Shellac Stain	Oil Dutch Enamel
RADIATORS	S.W. House Paint S.W. Rust and Rust-Preventer	Best-Mix Varnish	S.W. Protective Shellac Stain	Enamel
ROOFS, Metal Iron	S.W. House Paint S.W. Rust and Rust-Preventer		S.W. Protective Shellac Stain	
SCREENS	S.W. Screen Enamel	Best-Mix Varnish	Fluoride	S.W. Screen Enamel
TOYS	S.W. House Paint	Best-Mix Varnish	Fluoride	Enamel
WALLS, Interior (Plaster or Stucco)	Flat Tone	Best-Mix Varnish	Fluoride	Oil Dutch Enamel
WALLS, Exterior	Flat Tone	Best-Mix Varnish	Fluoride	Oil Dutch Enamel
WOODWORK, Interior	S.W. House Paint Flat Tone	Best-Mix Varnish Yellow Finish No. 1014	S.W. Household Shell Fluoride	Oil Dutch Enamel

STOP Mistakes in Painting

A WARNING to the household painter. All surfaces, from automobiles to houses, need proper treatment. They require the Sherwin-Williams paint. The right type of brush, appropriate for each surface. Householders, however, recognize this and know that the same careful research and technical skill are required in painting the right surface for the home as for the most important commercial and industrial structures. The Sherwin-Williams Paints and Varnishes are the standard for the household painter. Which surface is your home or car? Painting matter for the home.



THE SHERWIN-WILLIAMS CO.

650 CANAL ROAD, CLEVELAND, OHIO
Largest Makers of Paint and Varnish in the World

0007-SWP-039919

#3048

N29179

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		S.W. Auto Enamel
AUTOMOBILE TOPS AND SEATS	S.W. Auto Top and S.W. Auto Seat Dressing			
BRICK	S.W. Mason Paint S.W. Concrete Wall Finish			
CEILING, Interior	Oil	FOR OIL Varnish	S.W. Handbrush Stain Finisher	Enamelled
CEILING, Exterior	S.W. Mason Paint	Resene Varnish	S.W. Oil Stain	Old Dutch Enamel
CONCRETE	S.W. Concrete Wall Finish			
DOORS, Interior	S.W. Mason Paint	Spay-Mat Varnish Vitreous Finish No. 184	S.W. Handbrush Stain Finisher	Enamelled
DOORS, Exterior	S.W. Mason Paint	Resene Varnish	S.W. Oil Stain	Old Dutch Enamel
FENCES	S.W. Mason Paint S.W. Roof and Siding Paint		S.W. Preservative Stain Finisher	
FLOORS, Interior (Laminate)	S.W. Hard Floor Paint	Mar-Nat Varnish	Finisher	S.W. Linoleum Floor Finisher
FLOORS, Exterior	S.W. Concrete Wall Finish			S.W. Concrete Floor Finisher
FURNITURE	S.W. Enamel and Oil Paint	Resene Varnish	Finisher	Old Dutch Enamel Enamelled
HOUSE OR GARAGE Siding	S.W. Mason Paint	Resene Varnish	S.W. Preservative Stain Finisher	Old Dutch Enamel Enamelled
IRONING BOARD	S.W. Hard Floor Paint	Mar-Nat Varnish		S.W. Linoleum Floor Finisher
RADIATORS	Flat-Tone S.W. Enamel or Oil Paint			Enamelled
ROOFS, Single Pitch	S.W. Roof and Siding Paint			
SCREENS	S.W. Screen Paint	Resene Varnish	Finisher	S.W. Screen Enamel Enamelled
TOYS	S.W. Mason Paint			
WALLS, Interior (Plaster or Wallpaper)	S.W. Mason Paint	Resene Varnish	Finisher	Old Dutch Enamel Enamelled
WICKERS	S.W. Mason Paint	Resene Varnish	Finisher	Old Dutch Enamel Enamelled
WOODWORK Interior	S.W. Mason Paint Flat-Tone	Spay-Mat Varnish Vitreous Finish No. 184	S.W. Handbrush Stain Finisher	Old Dutch Enamel Enamelled

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

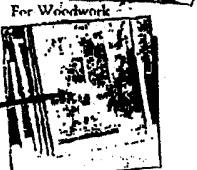
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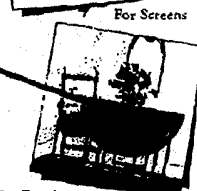
For the Garage



For Woodwork



For Screens



For Furniture

DON'T turn this page without cutting out the COUPON. You will say that the new color ideas in the free book we will send are a joy just to look at—and they can be carried out by anyone.

FREE! Beautiful Color Ideas
SEND THIS COUPON

Give us your name and address and receive, entirely free, a special art brochure for lovers of beautiful homes. Charming interior and exterior in color. Actual samples of many popular shades—such a correct Sherwin-Williams product, as specified on the Household Painting Guide. No matter what you wish to do, only one thing can give you color ideas first. Send the coupon today to The Sherwin-Williams Co., 659 Canal Road, Cleveland, Ohio.

Name.....
Address.....

0007-SWP-039920

0007-SWP-000123307

What Article Needs Painting In Your House?

You may not possess a mirror such as Miss Gordon's, but you surely have a table, chair, bookcase, or perhaps a picture frame that's just waiting for a transformation as remarkable as the one pictured on the opposite page. The Household Guide will tell you how to accomplish it.

SHERWIN-WILLIAMS HOUSEHOLD GUIDE FOR PAINTING, VARNISHING, STAINING AND ENAMELING IMPORTANT: Each of the products specified below bears our name and trade mark				
	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 for the car also suitable for use on	S-W Auto Finishing Varnish - clear		S-W Auto Enamel - enamel color
AUTOMOBILE TOPS AND SEATS.....	S-W Auto Top and S-W Auto Seat Enamel			
BRICK.....	S-W Brick Paint - a lot of color S-W Concrete Wall Paints for brick			Oil Brick Enamel - lot of color for outside surfaces
Ceilings, Interior.....	Flat-Tone for ceilings, lot of color Brushing white paint	Sanctus Varnish for woodwork only	S-W Woodwork Varnish - which makes the wood look smooth and shiny, and which resists the sun and rain	Oil Deck Enamel - enamel color
Concrete.....	S-W House Paint	Ranger Varnish - enamel color	S-W Oil Stain for use on wood	Oil Deck Enamel - white, grey, black, blue, or natural color
CONCRETE.....	S-W Concrete Wall Paints - color, enamel			Oil Deck Enamel - enamel color
DOORS, Interior.....	S-W House Paint S-W Fence Paint	Sanctus Varnish - White, Black, Varnish, Green, or a half dozen enamel colors	S-W Varnish - enamel and stain colored	Oil Deck Enamel - enamel color
Exterior.....	S-W House Paint	Ranger Varnish - enamel color any color	S-W Oil Stain for use on wood	Oil Deck Enamel - white, grey, black, blue, or natural color
FENCES.....	S-W Fence Paint S-W House Paint for use on fences		S-W Fence Paint - enamel color	
FLOORS, Interior (Wood).....	S-W Enamel Floor Paint - enamel color	Mar-Mat Varnish - enamel color any color	S-W Varnish - enamel and stain colored	S-W Enamel Floor Paint - enamel color
Exterior.....	S-W Enamel Floor Paint - enamel color			S-W Enamel Floor Paint - enamel color
FURNITURE, Interior.....	S-W Varnish Enamel - enamel color any color	Sanctus Varnish - enamel color any color	S-W Varnish - enamel and stain colored	S-W Enamel - enamel color, grey, black, blue, or natural color
Exterior.....	S-W Varnish Enamel - enamel color any color	Ranger Varnish - enamel color any color	S-W Oil Stain for use on wood	S-W Enamel - enamel color, grey, black, blue, or natural color
HOUSE OR GARAGE, Exterior.....	S-W House Paint	Ranger Varnish - enamel color any color	S-W Fence Paint - enamel color	Oil Deck Enamel - enamel color
IRONING BOARD.....	S-W Enamel Floor Paint - enamel color	Mar-Mat Varnish - enamel color any color	S-W Varnish - enamel and stain colored	S-W Enamel Floor Paint - enamel color
RADIATORS.....	Flat-Tone for radiators, lot of color S-W Radiator or Cast Iron Paint		S-W Varnish - enamel and stain colored	S-W Enamel - enamel color, grey, black, blue, or natural color
ROOFS, Shingles.....	S-W Roof and Gutter Paint Shingles, Slate, or Metal		S-W Fence Paint - enamel color	
SCULPTURE.....	S-W Enamel Enamel			S-W Enamel Enamel
STOVE.....	S-W Enamel Enamel - enamel color any color	Ranger Varnish	S-W Varnish - enamel and stain colored	S-W Enamel - enamel color, grey, black, blue, or natural color
WALLS, Interior (Plaster or Stucco).....	Flat-Tone for walls, lot of color S-W House Paint - lot of color S-W Concrete Wall Paints for walls		S-W Varnish - enamel and stain colored	Oil Deck Enamel - enamel color, grey, black, blue, or natural color
WATER.....	S-W House Paint - enamel color any color	Ranger Varnish - enamel color any color	S-W Varnish - enamel and stain colored	S-W Enamel - enamel color, grey, black, blue, or natural color
WOODWORK, Interior.....	S-W House Paint - enamel color any color	Sanctus Varnish - enamel color any color	S-W Varnish - enamel and stain colored	S-W Enamel - enamel color, grey, black, blue, or natural color

"Save the surface and
you save all" - *Benjamin Franklin*



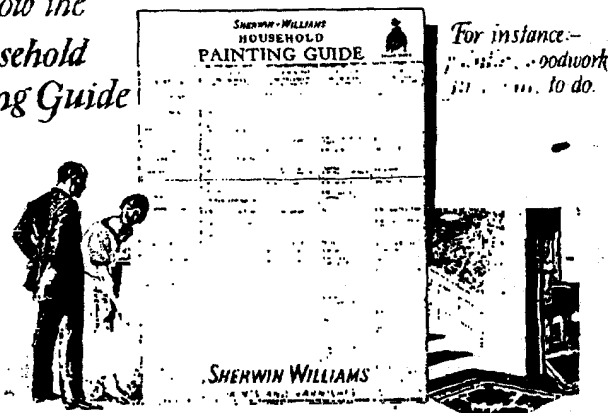
For large and important jobs, we strongly
recommend that you use the services of a
master painter.

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Stop Mistakes in Painting

—follow the
Household
Painting Guide



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 Dept. 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 Dept. B435 at address below.

THE SHERWIN-WILLIAMS CO.

614 CANAL ROAD, CLEVELAND, O.

Largest Paint and Varnish Makers in the World

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

In using advertisement, see page 6 132



Getting good work

Write a good painter if you have the work that calls for help. Ask your Paint Dealer, or write to recommend a man. If you have a painter, have a good day.

0007-SWP-039922

0007-SWP-000123309



Pride of the Street

Every finish correct as specified on the Household Painting Guide

THIS can be true of your home if you take advantage of the original beautiful Color Suggestions provided by Sherwin-Williams and consult the Household Painting Guide. You will find these at *Paint Headquarters*, the up-to-date store in your community.

If you cannot locate **Point Headquarters** write us at once. The Sherwin-Williams Co., largest paint and varnish makers in the world, 650 Canal Road, Cleveland, O.

SHERWIN-PAINTS AND WILLIAMS VARNISHES

HOUSEHOLD PAINTING GUIDE				
SURFACE	TO PAINT — USE FINISH PAINTED BELOW	TO VARNISH — USE FINISHES PAINTED BELOW	TO STAIN — USE FINISHES PAINTED BELOW	TO ENAMEL — USE FINISHES PAINTED BELOW
ALUMINUM	S-W Acid Enamel	S-W Semi-Enamel Clear		S-W Acid Enamel
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and S-W Auto Seat Enamel			
BRAVE	S-W Primer Paint S-W Enamel, Red Floor			One Coat Enamel
CL LINGS, Interior	Plaster	Seal-It Varnish	S-W Resistant Shell Finisher	Enamelled
Clothing	S-W Primer Paint	Seal-It Varnish	S-W Oil Stain	One Coat Enamel
CONCRETE	S-W Primer Paint			
CROWN Molding	S-W Primer Paint	Resistant Varnish Colors, Put on the Walls	Finisher	Enamelled
Draperies	S-W Varnish Paint	Resist Varnish	S-W Oil Stain	One Coat Enamel
FRAMES	S-W Primer Paint S-W Enamel and Edge Paint		S-W Permanent Shiny Stain	
FLOWER Boxes, Plant Containers	S-W Primer Paint S-W Enamel Plant Finish	Seal-It Varnish	Finisher	S-W Enamel Plant Paints
FRAMES	S-W Primer Paint S-W Enamel and Edge Paint			
FURNITURE, Indian Style	Enamelled	Seal-It Varnish	Finisher	One Coat Enamel
FURNITURE, Modern	Enamelled	Seal-It Varnish	S-W Oil Stain	One Coat Enamel
PAINTS, Oil, Glassed Over	S-W Primer Paint	Resist Varnish	S-W Permanent Shiny Stain	One Coat Enamel
SCREENS	S-W Enamel Plant Paint			S-W Enamel Plant Paint
SHUTTERS	Plaster S-W Enamel and Edge Paint	Seal-It Varnish Colors, Put on the Walls		Enamelled
SLABS, Single Glassed Over	S-W Primer Paint		S-W Permanent Shiny Stain	
STAIRS	S-W Primer Paint			S-W Primer Enamel
TILES	S-W Primer Paint	Seal-It Varnish	Finisher	One Coat Enamel
WALLS, Modern Paint or Enamelled	Enamelled	Seal-It Varnish	Finisher	One Coat Enamel
WOODWORK	S-W Primer Paint One Coat	Seal-It Varnish Colors, Put on the Walls	S-W Woodstain Put on the Walls	One Coat Enamel

PERSONAL GLIMPSES

zero. A sled had to be burned to keep them from freezing.

January 21. They came over a high hill and saw fifteen deer on a hill below them. "We shot ten after some sweet maneuvering."

Four days later the women were taken to the Hudson's Bay Company post on Baker Lake. After two days in there, they reached their own base with two more days' travel.

They had been gone 324 days but they were Royal Northwest Mounted Police. After a fortnight they resumed regular duty on their thousand-mile beat.

WHEN JOHN FOX DANCED HIS LAST DANCE

THE sunset of the man who wrote "The Little Shepherd of Kingdom Come" is disclosed in vivid strokes by Bruce Crawford, who tells us that "during those days it seemed that Fox wanted to live as a boy again, to be as fancy-free as a child at play." Tragedy seemed to stalk those days, "haunting his proud face even in moments of frivolity." Writing in the *Dearborn Independent*, Mr. Crawford remarks that this may be news to Fox's celebrated acquaintances, who saw him only in the East's atmosphere of culture and knew him principally as the author of "The Trail of the Lonesome Pine," and other popular romances laid in the mountains of southwestern Virginia and eastern Kentucky. The odds, however:

Others saw him in a vastly different setting at his home in Big Stone Gap, down in the picturesque hills of Virginia. They knew more of the tragic moments of this novelist who dreamed of writing a classic and who nearly believed it in his novel, "The Little Shepherd of Kingdom Come," and in his short story, "The Purple Rhododendron."

the early morning that Fox, then a young Kentuckian just out of college, landed in Big Stone Gap, full of the spirit of adventure that was again during the days of the Big Stone Gap Eastern railroads. Fox was the first of the "outsiders" to have taken under-hands of the region, and Big Stone Gap sprang into a little city overnight. Fox helped to organize the Citizens' Policy which sought to maintain order among the mountain people who regarded the newcomers as intruders. In those days murder was common, and romance and adventure looked at every turn. Naturally, when Fox wrote the stories of the region, he put his stories in those mountains and selected his quaint characters from among the inhabitants. This followed his experiences as a correspondent with Jack London and Richard Harding Davis in the Russo-Japanese War.

Here in these hills, like a lost tribe, he found a remnant of the true Anglo-Saxon stock, still preserving the customs and the vernacular of Revolutionary days.

John Fox had discovered a literary goldmine. He was to be a pioneer in a new field of literature. And the more he wrote of these mountains and their inhabitants, the

72

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Stop Mistakes in Painting How to Know the Real Paint Store



KNOW it by visible evidence that its people know their business. Know it by visible evidence in the form of the Household Painting Guide.

When you see a paint store that displays the Household Painting Guide rest easy on the following points.

- 1 That store has the right type of paint, varnish, stain and enamel for every surface—outdoors, indoors, everywhere.
- 2 That store will give you accurate counsel on any painting problem you may have.
- 3 That store will give you the same skilled service

no matter who waits upon you—clerk or proprietor.

4 That store will recommend good painters if needed.

The explanation is: That store, in securing for its customers the Household Guide Service, has brought you the authoritative recommendations of Sherwin-Williams who specialize on surface finishing problems of every kind.

Remember, each type of surface calls for its own type of paint. Paints must be chosen according to type. The same is true of varnishes, of stains and enamels.

From the Household Painting Guide select the correct type of material, just as you select the correct color from the color card. No uncertainty. Save this copy of the "Guide" to use when needed.

"PAINT HEADQUARTERS"

It is the store in your community with the Household Guide that stops mistakes in painting.

Take full advantage of the free service of the S-W Dept of Home Decoration. Write giving details of your needs. Ask for attractive free painting booklet B-450 and the set of fine color plates showing beautiful interiors. If you desire the most complete book of its kind ever printed send 50c (65c in Canada) for the 177 page book on Home Decorating—profusely illustrated with newest ideas in full color. Thousands of these books are being distributed. Write The Sherwin-Williams Co., Dept. B-435 at address below.

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		S-W Auto Enamel
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and S-W Auto Seat Dressing			
BRICK	S-W House Paint S-W Concrete Wall Finish			Old Dutch Enamel
CEILING, Interior	Flat-Tone	Seal-It Varnish	S-W Hardwood Stain Finisher	Embossed
CEILING, 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	Seal-It Varnish Flat-Tone No. 104	Finisher S-W Hardwood Stain	Embossed
DOORS, 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 Slippery Stain	
FLOORS, Interior (wood)	S-W Inside Floor Paint	Man-It Varnish	Finisher	S-W Inside Floor Paint
FLOORS, Concrete	S-W Concrete Floor Finish			S-W Concrete Floor Finish
FLOORS, Porch	S-W Porch and Deck Paint			
FURNITURE, Interior	Flat-Tone S-W House Paint	Seal-It Varnish Resper Varnish	Finisher S-W Oil Stain	Old Dutch Enamel Embossed
HOUSE, GARAGE	S-W House Paint	Resper Varnish	S-W Preservative Slippery Stain	Old Dutch Enamel
INSIDE, LINOLEUM	S-W Inside Floor Paint	Man-It Varnish		S-W Inside Floor Paint
RADIATORS	Flat-Tone S-W Aluminum or Gold Paint			Embossed
ROOFS, Single and Complicated	S-W Roof and Bridge Paint		S-W Preservative Slippery Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOPS	S-W Family Paint	Resper Varnish	Finisher	Old Dutch Enamel Embossed
WALLS, Paper (Plaster or Wallboard)	Flat-Tone S-W House Paint			Old Dutch Enamel Embossed
WICKER	Embossed	Resper Varnish	Finisher	Old Dutch Enamel
WOODWORK, Interior	S-W House Paint Flat-Tone	Seal-It Varnish Flat-Tone No. 104	S-W Hardwood Stain S-W Oil Stain Finisher	Old Dutch Enamel Embossed

For Removable Paint
and Varnish use
Flat-Tone which erases
—without rubbing—
and—can be used by
anyone—on any
surface.

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

Good material deserves good work

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Give a Good one



New!
SHERWIN-WILLIAMS
Payment Plan

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

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