TROPOLITAN OAKLAND

'age Space
en 'Lift'

more storage room in your
owded house? Then look at
asement—and visualize how
hings could be stored down
it were slickly painted and
as a dollar.

supplies—if you've got any
—belong in the basement.
t in a dingy cob-webby cor-
ot when the man of the
an get a broom and a paint
nd transform it into a bright
y place for storing the fruits
Victory Garden.

the development of new
aints that mix with water
sible to cover with one coat.
racle wall finish goes hap-
er brick, building board and

lly the walls and ceiling of
nent room should be painted
er light colors to give good
flection. If your ceiling
re uncovered, paint them in
ling color.

uggestive color scheme of the
primary colors—red, yellow
ue—is grand for a basement
contains both a play room
nit cellar. Use buff or soft
for the walls, blue for fur-
and shelves. Red is provided
storage selection by red jar
and the glow from jars of
es, beets, jellies and jams
d, too, as an accent color in
ecroom.

t furniture with enamel,
with floor enamel. A maroon
colored floor is a cheery note
sement—perhaps even painted
e tile pattern. If there is no
ard, the floor color can be
ued up on the side walls about
nches.

can't paint a wet basement
eck to see if there is any
re. If walls are subject to
ess or are unpainted porous
ry, they must be sealed
moisture with a bonding
paint. Test a cement floor
isture by placing on it a piece
leum or a rubber mat for 24
If dry, you can proceed with
nt.

ement or concrete floor must
utral or free from alkali, for
kaline surface prevents the
drying of the paint film. Test
kali by wetting various spots
floor with water and placing
e of red litmus paper—obtain-
t drug stores—on each spot.
after a few minutes, litmus
blue, alkali is present and
be neutralized by washing the
floor with three pounds of zinc
sulfate to the gallon of warm water.
After allowing to dry at least three
days, drybrush surface to remove
any remaining crystals. Then you're
ready to apply floor enamel.

Argentina Watches

Allied successes in North Africa have caused leaders in Argentina to urge the government to shelve its taxation program and concentrate on post-war plans.

N DUPONT
PEED-EASY
WALL FINISH
sy! Inexpensive!
WASHABLE!
Use over
llpaper, wallboard,
laster, brick, etc.
Just thin with water
No special thinners

Save-Protect-Renew
WITH
SHERWIN-WILLIAMS PAINTS

DON'T DELAY THE PAINTING OF YOUR HOME



A GOOD PAINTER AND SWP

Protect-Beautify
IT NOW WITH
SWP HOUSE PAINT
• SWP house paint has a tough extremely durable film that can "take it"—to help protect and preserve your best investment—your home.
$3.45 PER GALLON

PAINT YOUR SCREENS NOW
GIVE THEM NEW LIFE and BEAUTY
They'll Last Longer WITH S-W SCREEN ENAMEL
Screens are more valuable now than ever before! Enamel 'em to prevent rust.
(Black) Half pint 31¢

BRIGHTEN UP A ROOM WITH NEW WALLPAPER
15¢ UP A ROLL
• Make your selection now while our stock is complete.
PER ROLL
• BEDROOMS Quaint florals, dainty stripes, etc. 15¢
• LIVING ROOMS Period papers—new moderns, etc. 18¢
• KITCHENS Dish designs, fruit papers, etc. 15¢

Before You Decorate See SHERWIN-WILLIAMS Paint & Color Style Guide
BORROW THIS IDEA BOOK!

Cleans Everything Quickly
SOILAX HOUSEHOLD CLEANER
1½-lb. box 25¢

One Gallon ($2.98) Does a Room!
$2.98 PER GAL. PASTE FORM
Kem-Tone

PAINT NOW LARGELY US

Paint and Color Style Guide
Is Available to Home Owners

Interior decoration students at Pratt Institute, best-known of all New York Art Schools, now are studying home color schemes from a huge portfolio of color photos, duplicates of which are now available locally. The color-photo collection, known as the Paint and Color Style Guide, shows many of America's most beautiful rooms and homes in their actual colors, and will be lent to local residents, the local paint man says.

Many rules and hints on interior decoration can be learned by a study of the color photos, according to the decorating experts of the paint company which compiled the portfolio. For example, the photos show that rooms with a northern exposure can be painted with warmer colors than other exposures, that grayed wall colors permit the use of brighter-colored accents and furnishings.

The portfolio will be lent at no cost, and will be on display at the local paint store.

BRIGHTEN-UP VALUES

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH
1. ONE COAT COVERS WALLPAPER, painted walls, wallboard, basement walls.
2. DRIES IN ONE HOUR . . . room may be occupied immediately.
3. MIXES WITH WATER . . . no turpentine or solvents needed.
4. WASHES EASILY . . . with ordinary wall cleaners.
5. 1 GAL. DOES AVERAGE ROOM.
$2.98 per gal. PASTE FORM

SHERWIN-WILLIAMS SWP HOUSE PAINT
Your home is your biggest and best investment. Protect it more thoroughly, lastingly with America's favorite house paint!
$3.45 per gal. (Costs less per gallon in 5-gal. pails)

SHERWIN-WILLIAMS SCREEN ENAMEL
Your screens are more valuable now than ever! Our screen enamel prevents rust. Won't clog mesh. For frames as well as screens.
GLOSS BLACK 44¢ pt.

S-W FLOOR ENAMEL ..... $1.28 qt.
S-W DEX LINOLEUM VARNISH ... $1.25 qt.
S-W SEMI-LUSTRE WALL FINISH .... $3.85 gal.
S-W QUICK-DRYING ENAMELOID 89¢ pt.

Maxwell HARDWARE CO.
14th and Washington Sts., Oakland
Telegraph and Channing Berkeley
Perry Fry Branch 3300 E. 14th Oakland
Shattuck and Addison Berkeley
SHERWIN-WILLIAMS PAINTS

PAINT HELPS JUNIOR IN TOY PICKUP CHORE

Paint each of Junior's shelves and cabinets a different color and that toy pick-up chore will be greatly speeded, for his natural love of color can make him associate the red shelf with his trailer, the yellow one with his toy soldiers, and the blue one with his roller skates. And once this association is established, the battle to get him to put his things away is almost won.

It's simple to apply this principle in your own home, the paint man says. Just get a few small cans of quick-drying enamel and paint the shelves yourself. It'll take only a little while, and may save hours of nagging. While you're at it, you might do over the whole nursery with a new wall finish which mixes with water, dries in less than an hour and is completely washable.

You don't even need a paint brush to apply this paint. You can actually roll it right on to walls and ceilings with an inexpensive gadget. One coat is sufficient to cover almost any surface including old wallpaper, and best of all you can use the light colors so necessary to a bright and cheerful room and know they'll still be easy to wash free from Johnny's dirty finger-marks!

Unused Home Space Held Vitally Needed

Are you hoarding house space without realizing it? Unused rooms and property are needed for housing of war workers and the Government urges us to remodel and renovate extra living space, even to the extent of increasing room space.

Sometimes a partition will create two rooms instead of one. Often furniture for the new room will be found in the attic. Paint and minor repairing will turn these has-beens into new pieces.

And renovating is usually profitable, according to the Home Owners' Loan Corporation. In a survey of 4300 properties, they discovered that for every dollar spent, $2.1 was received back in rent.

To encourage reclamation of old pieces of furniture and room space and the protection with paint of articles receiving constant use, your local paint dealer is currently conducting a "Brighten-Up Week," during which he is giving house-holders a 32-page home painting handbook and a packet of Burpee flower seeds to add color and beauty to gardens.

Many clever suggestions for brightening up homes are shown in the book. For example, if you've a old china cabinet, rescue it and transform into a book case by removing glass door and dark stain, then repainting with enamel.

Or, saw an old table in two to make a half-moon dressing table for a Woman war guest, if you've furnished her room to look like a sitting room. Installed with a swing bracket on the inside of the closet door, it's out of sight when the door's closed. Paint table in same color as the closet door, or in contrasting shade, and fasten an unframed mirror above it.

With the new paints and a little ingenuity, you can make your home pay dividends in actual cash or added livability for your own family. There's a new resin emulsion wall finish that goes over wallpaper, dries in one hour, and is completely washable. There are quick-drying enamels and durable varnish fi