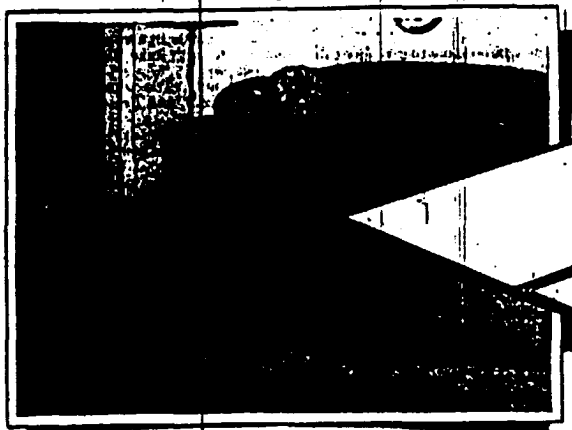


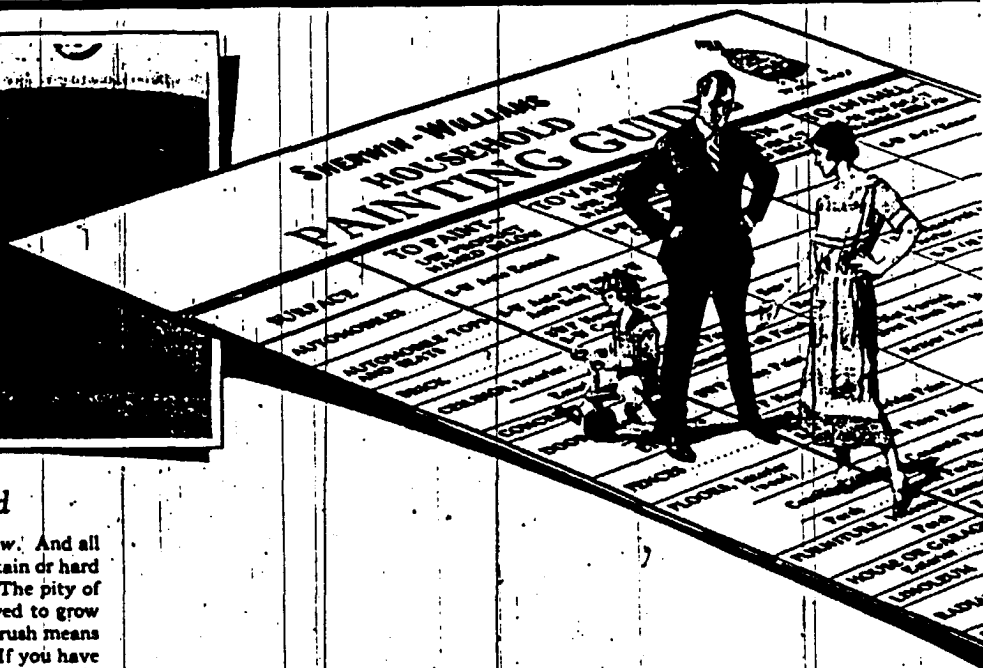
Stop Mistakes

— follow the Household Painting



New floors for old

Yesterday shabby. Today like new. And all because of some varnish, varnish-stain or hard wearing floor paint in fine colors. The pity of it, that floors should ever be allowed to grow shabby when every stroke of the brush means a room beautified as if by magic. If you have old floors to exchange for new you have a wonderful satisfaction ahead of you.



CONSULT "floors" on the Household Guide, as these people are doing. Then see what the "Guide" tells you to use for creating beautiful floors that will wonderfully enhance your home.

Here are correct materials for many surfaces—authoritative recommendations that can safely be trusted.

You may know the particular beautiful color that you want, but do you know the particular *type of material*?

It is widely realized that each type of surface calls for its own type of paint. Paints must be selected according to *type*. The same is true of varnish, of stain and enamel.

The "Guide" was devised by Sherwin-Williams to make selection of material as easy as selecting color by a color card. The "Guide" stops mistakes in painting. Save this "Guide" for reference.

Don't buy again without first consulting the complete Household Guide on display at "Paint Headquarters"—look for it.

The store displaying the Household Guide in the window and inside is truly "paint headquarters." To the knowledge of the merchant is added the service of the "Guide." You know what to ask for and he knows how to serve you. He will recommend good painters when you need expert help. He is *the man in his line*.

Ask the Sherwin-Williams Dept. of Home Decoration to send you, absolutely free, attractive booklet B 450 on finishing problems and, also free, beautiful color plates of Special Decorative Suggestions. Individual recommendations on any work you plan also given without charge. Send 50c (65c in Canada) for a richly illustrated book of 177 pages on Home Painting—full color plates—valuable and authoritative information. Write Dept. B 435, 601 Canal Rd., Cleveland, O.



Painting

Inside Floor Paint is decorative and resists wear. Concrete Floor Finish will transform your basement. Porch and Deck Paint stands both wear and exposure.



Varnishing

Nothing so beautiful as a Mar-nat Floor—shows wood and linoleum at their best. Water-proof and wear resistant.



Staining

Oil Stains for new floors—then varnish with Mar-nat. Floorlac—easy fine colors—stains and varnishes in one operation.

in Painting

Guide

For instance: when creating beautiful new floors from old.

SHERWIN-WILLIAMS HOUSEHOLD PAINTING GUIDE

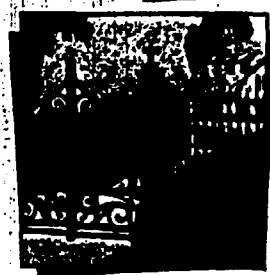


SURFACE	TO PAINT— USE PRODUCT NAMED BELOW	TO VARNISH— USE PRODUCT NAMED BELOW	TO STAIN— USE PRODUCT NAMED BELOW	TO ENAMEL— USE PRODUCT NAMED BELOW
AUTOMOBILES.....	S-W Auto Enamel	S-W Auto Enamel Clear		S-W Auto Enamel
AUTOMOBILE TOPS AND SEATS.....	S-W Auto Top and S-W Auto Seat Dressing			
BRICK.....	SWP House Paint S-W Concrete Wall Finish			Old Dutch Enamel
CEILINGS, Interior...	Flat-Tone	Sea-Not Varnish	S-W Handcraft Stain Floorlac	Enameloid
Exterior...	SWP House Paint	Roxpar Varnish	S-W Oil Stain	Old Dutch Enamel
CONCRETE.....	S-W Concrete Wall Finish			
DOORS, Interior.....	SWP House Paint	Sea-Not Varnish Valvet Finish No. 1044	Floorlac S-W Handcraft Stain	Enameloid
Exterior.....	SWP House Paint	Roxpar 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	Sea-Not Varnish	Floorlac	Old Dutch Enamel
Porch	Enameloid	Roxpar Varnish	S-W Oil Stain	Enameloid
HOUSE OR GARAGE Exterior.....	SWP House Paint	Roxpar 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 Aluminium or Gold Paint			Enameloid
ROOFS, Shingle.....	S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
Metal Composition	Metalastic Ebony			
SCREENS.....	S-W Screen Enamel			S-W Screen Enamel
TOYS.....	S-W Family Paint	Roxpar Varnish	Floorlac	Enameloid
WALLS, Interior (Plaster or Wallboard)	Flat-Tone SWP House Paint			Old Dutch Enamel Enameloid
WICKER.....	Enameloid	Roxpar Varnish	Floorlac	Old Dutch Enamel
WOODWORK Interior.....	SWP House Paint Flat-Tone	Sea-Not Varnish Valvet Finish No. 1044	S-W Handcraft Stain S-W Oil Stain Floorlac	Old Dutch Enamel Enameloid

For Houses



For Iron Fences



New!
SHERWIN-WILLIAMS
Payment Plan

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

For Removing Paint and Varnish see Tackles—quick—easy—thorough—can be used by anyone—on any surface.

SHERWIN-WILLIAMS

PAINTS AND VARNISHES

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