

Stop Mistakes in Painting

— follow the Household Painting Guide



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 Finishing			
BRICK.....	S-W House Paint S-W Concrete Wall Finish			Old Brick Enamel
CERAMIC, Interior Exterior	Flat-Tone S-W House Paint	Super-Mat Varnish Super Varnish	S-W Handbrush Stone Finisher S-W Oil Stain	Enameloid Old Brick Enamel
CURTAINS	S-W Curative Wall Finish			
DOORS, Interior Exterior	S-W House Paint S-W House Paint Metallic S-W Red and Blue Paint S-W Inside Floor Paint	Super-Mat Varnish Violet Tint No. 1044 Super Varnish	Finisher S-W Handbrush Stone S-W Oil Stain	Enameloid Old Brick Enamel
FENCES			S-W Penetrating Masonry Stain	
FLOORING Interior Exterior	S-W Inside Floor Paint S-W Concrete Floor Finish S-W Park and Rock Paint	Super-Mat Varnish	Finisher	S-W Inside Floor Paint S-W Concrete Floor Finisher
FURNITURE, Interior Exterior	Enameloid Enameloid	S-W Varnish Super Varnish	Finisher S-W Oil Stain	Old Brick Enamel Enameloid
HOUSE OR GARAGE Exterior	S-W House Paint	Super Varnish	S-W Penetrating Masonry Stain	Old Brick Enamel
LINOLEUM	S-W Inside Floor Paint	Super-Mat Varnish		S-W Inside Floor Paint
RADIATORS	Flat-Tone S-W Aluminum or Gold Paint			Enameloid
SHOPS, Signs and Compositions	S-W Red and Blue Paint Metallic		S-W Penetrating Masonry Stain	
SHRUBS	S-W House Enamel	Super Varnish		S-W House Enamel
TUBS	S-W Family Paint	Super Varnish	Finisher	Old Brick Enamel Enameloid
WALLS, Interior (Plaster or Plasterboard)	S-W House Paint	Super Varnish	Finisher	Old Brick Enamel Enameloid
WALKERS	Enameloid	Super Varnish	Finisher	Old Brick Enamel Enameloid
WOODWORK, Interior	S-W House Paint Flat-Tone	Super-Mat Varnish Violet Tint No. 1044	S-W Handbrush Stone S-W Oil Stain Finisher	Old Brick Enamel Enameloid

For Removable Paint
and Varnish use
Tone-up which removes
color—no sanding
necessary—see
S-W 1044

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

For Cleaning Painted
and Varnished Sur-
faces use Floor-
Mender from Sherwin-
Williams—see
S-W 1044



The MAGIC OF PAINTING

The magic of it! A few lovely colors and you have a home made new. A French gray, perhaps an ivory—a delicate azure, it may be, or a cool forest green. Is it any wonder that thousands of homes are beautiful which once were commonplace? Many an exquisite little bedroom—many a lovely dining room—many a dainty kitchen owes all its attractiveness to somebody's appreciation of what beautiful fresh colors can do for the home. Look about as you read this—which rooms would you like to see transformed?

BIG JOBS TO GOOD MEN

There are painters eager to do your big work right. Ask your Paint Headquarters for names of such men. If you have big work that calls for their services, hire a painter, hire a good one.

THEY have gone to the Household Guide with their wall decorating problem.

They find "Walls" and on the same line with it, the correct types of finishes that will work right on walls.

Do they want a flat or gloss effect—a finish of modest cost or one more expensive? Here is their accurate guide to correct material.

Each surface of the home is here on the Guide with its own type of finishes for giving beautiful results.

The fact is: 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.

The Household Guide is authoritative, giving Sherwin-Williams recommendations. Save this copy for use when needed.

Remember that the remarkable help of the Guide is exclusively found at "Paint Headquarters." Look for it.

The store selling Sherwin-Williams finishes is "Paint Headquarters" because it has the Household Guide service. Go there with confidence. You will find an even more extensive Guide than the one shown here. Look for the display of the Household Guide in the window and inside the store.

Do you know that the S-W Dept. of Home Decoration will give you special individual ideas without charge? Write. At the same time ask for the helpful free booklet B 450 and the free set of up-to-date color plates showing Special Decorative Suggestions. For the most valuable book on Home Decorating you have ever seen send 50c (65c in Canada). Beautiful full page color reproductions of the newest interior and exterior color schemes—177 pages of invaluable information. Write Dept. B 435 at address below.

THE SHERWIN-WILLIAMS CO.

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Largest Paint and Varnish Makers in the World

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PAINTS AND VARNISHES

