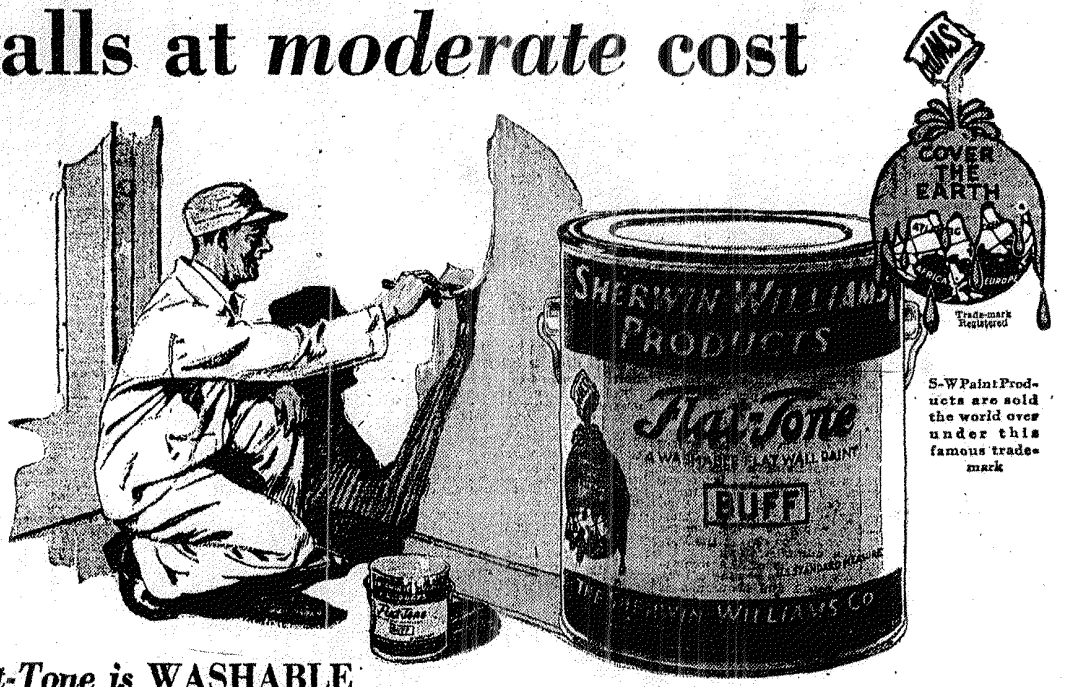
PAINT
Headquarters

Maxwell
HARDWARE CO.

and 14th Sts.
Oakland's Leading
Hardware Store
Since 1886

How *you* can have modern walls at *moderate* cost



S-W Paint Products are sold the world over under this famous trade-mark

Flat-Tone is WASHABLE

FRIDAY AND SATURDAY SUGGESTIONS

FLAT-TONE

A washable flat wall paint for interior decorations on smooth or sand finish plaster, wall board, and other interior wall surfaces. Spreads easily under brush. Dries without streaks or brush marks. Produces a beautiful velvet finish. Can be repeatedly washed. Price, per gallon $3.25

SWP

The world's standard of house paint quality. SWP is made in one quality only and that the very best. Famous for long life and the permanency of its many beautiful colors. Covers more square feet of surface per gallon. Costs less on the house than cheaper paints at a lower price per gallon. Regular Colors, per gallon $4.10
Gloss White, per gallon, $4.25.

MAR-NOT
Water Resisting Floor Varnish

A pale durable floor varnish made to take the daily punishment from tramping heels. Withstands both hot and cold water. Made especially for use on parquet floors of Oak, Light Maple, or Birch, as well as on painted linoleum.
Per quart $1.55

ENAMELOID

The rapid drying decorative enamel. The world's finest decorative enamel. Dries rapidly without sacrificing beauty or durability. Ideal for use on woodwork, furniture, toys, porch and lawn furniture, and all similar wood or metal surfaces around the home.
Per ½ pint ..... 60¢

FLOOR ENAMEL

A beautiful enamel finish for wood and concrete floors. Also adapted for enameling linoleum. Just the thing for painting the recreation room in the basement.
Per quart $1.10

FLAT-TONE—the marvelous washable wall paint perfected by Sherwin-Williams—brings glorious new wall effects within the reach of everyone.

It is the most economical finish you can place on your walls:

First, because redecorating costs can be saved by merely washing Flat-Tone walls year after year.

Second, because its wonderful body enables you to thoroughly cover *more* square feet of wall per quart.



Flat-Tone is easy to apply. It holds a "wet edge" so that ceilings and *large surfaces* can be covered without the unsightly streaks common to *ordinary* wall paint.

This amazing wall paint can be had in many lasting colors and velvety tints. It is the ideal finish with which to produce stippled walls and rich, costly-looking Spanish leather effects.

Back of Flat-Tone are the reputation and guaranty of Sherwin-Williams—the world's largest makers of paints, varnishes, lacquers, enamels, etc. It represents the accumulated experience of 64 years' leadership in the paint industry.

Go to Sherwin-Williams "Paint Headquarters" and see the many beautiful wall effects and color combinations you can get with Flat-Tone. Or to find the correct finish for any interior or exterior surface.

THE SHERWIN-WILLIAMS CO., General Office and Factory, 1450 Sherwin Ave., OLympic 2700. (Wholesale Only).

Paint your walls this modern way—*now*

Specify S-W Flat-Tone and engage a good painter

SHERWIN-WILLIAMS
PAINTS - VARNISHES - LACQUERS - ENAMELS

These stores offer the world's greatest paint values:

1. DOWN TOWN DIST.
M. C. Capwell Co., Broadway, 20th and Telegraph
Maxwell Hardware Co., 1320 Washington St.
Oakland Household Co., 9th and Washington
B. F. Schlesinger & Son, 16th and Broadway
Smith Hardware Co., 922 Broadway
Capwell, Sullivan & Furth, 14th and Clay Sts.

Gray Hardware Co., 5496 College Ave.
Piedmont Electric & Hardware Co., 3918 Piedmont Ave.
B. I. Powell, 4027 Broadway.
Schaefer & Son., 4229 Grove St.
Standard Hardware Co., 2511 Telegraph Ave.

2. EAST OAKLAND DIST.
B & M Furniture Co., 7115 E. 14th St.
Fred E. Bammann, 4632 E. 14th St.

Havenscourt Hardware Co., 6854 Bank St.
Larson Hardware Co., 2136 23rd Ave.
Merritt Hardware Co., 888 E. 18th St.
Young Hardware Co., 9433 E. 14th St.

3. WEST OAKLAND DIST.
L. Witken Hardware Co., 1182 7th St.

ALAMEDA

M. I. Bernard & Co., 2318 Shattuck Ave.
College Hardware Co., 2313 Telegraph Ave.
Dwight Way Hardware Co., 2830 Shattuck Ave.
Elmwood Household Hardware, 2354 College Ave.
G. Mann, 2338 San Pablo Ave., Albany
Sunset Hardware Co., 2104

HAYWARD
Palmtag Hardware Co., 580 Main St.

RICHMOND
A. D. Burdick, 435 Macdonald Ave.
J. J. Burdon & Son, 1426 Macdonald Ave.

SAN LEANDRO
Hamlet Hardware Co., 1224 E. 14th St.

STEGE

PLEASANTON
H. Arendt Co.

CENTERVILLE
Colt Hardware Co.

ALVARADO
F. C. Harvey Co.

ANTIOCH
Trembath & Frederickson

MARTINEZ
L. M. Lasell Co.

WALNUT CREEK



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Capwell, Sullivan & Furth, 14th and Clay Sts.

2. NORTH OAKLAND DIST.
Associated Hardware Co., 3360 San Pablo Ave.
Golden Gate Hardware Co., 4705 San Pablo Ave.
Gray Hardware Co., 5498 College Ave.
Piedmont Electric & Hardware Co., 3975 Piedmont Ave.
E. I. Powell, 4027 Broadway.
Schaefer & Son., 4525 Grove St.
Standard Hardware Co., 2561 Telegraph Ave.

3. EAST OAKLAND DIST.
B & M Furniture Co., 7115 E. 14th St.
Fred K. Bammann, 4632 E. 14th St.
Graphnauer Hardware Co., 3637 Maple Ave.
N. C. Hopkins, 1437 23rd Ave.
Highland Hardware Co., 1497 Hopkins St.
Havenscourt Hardware Co., 8084 Bock St.
Larson Hardware Co., 2138 23rd Ave.
Merritt Hardware Co., 988 E. 12th St.
Young Hardware Co., 9423 E. 14th St.

4. WEST OAKLAND DIST.
L. Witkun Hardware Co., 1180 7th St.

ALAMEDA
Sam Shelly, 1565 Webster St.
Yeamans Hardware Co., 1433 Park St.

BERKELEY
Berkeley Hardware Co., 2154 *University Ave.*
M. I. Bernard & Co., 2318 Shattuck Ave.
College Hardware Co., 2511 Telegraph Ave.
Dwight Way Hardware Co., 2480 Shattuck Ave.
Elmwood Household Hardware, 2354 College Ave.
G. Nano, 933 San Pablo Ave., Albany
Sunset Hardware Co., 2104 Shattuck Ave.

EL CERRITO
El Cerrito Consumers Supply Market
Moro & Soldavini

HAYWARD
Palmtag Hardware Co., 580 Main St.

RICHMOND
A. C. Burdick, 435 Macdonald Ave.
J. J. Nordon & Son, 1426 Macdonald Ave.

SAN LEANDRO
Mosher Hardware Co., 1334 E. 14th St.

STEGE
Stege Lumber & Hardware Co.

VALLEJO
C. A. Winchell Hardware Co.

LIVERMORE
H. D. Butcher & Son

PLEASANTON
H. Arendt Co.

CENTERVILLE
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ALVARADO
F. C. Harvey Co.

ANTIOCH
Freemuth & Frederickson

MARTINEZ
L. M. Lasell Co.

WALNUT CREEK
Valley Mercantile Co.

CONCORD
P. L. Heller Co.

PITTSBURG
Buchanan's Dept. Store

SMITH HARDWARE CO.

Exclusive Distributors for Sherwin-Williams OPEX Lacquer finishes. We also carry a complete line of Sherwin-Williams paints, varnishes and enamels.

929 Broadway GLencourt 6845

Oakland Tribune Sept 26, 1929 P. 18 (Part 2 of 2)

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