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 Dep't 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

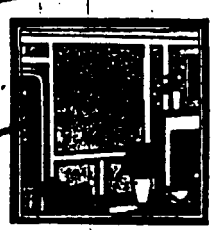
TRADE MARK

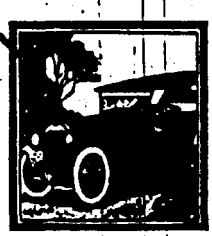
SURFACE	TO PAINT— USE PRODUCT NAMED BELOW	TO VARNISH— USE PRODUCT NAMED BELOW	TO STAIN— USE PRODUCT NAMED BELOW	TO ENAMEL— USE PRODUCT NAMED BELOW
AUTOMOBILES	S-W Auto Enamel	S-W Auto Enamel Clear		S-W Auto Enamel
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and S-W Auto Seat Dressing			
BRICK	SWP House Paint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

For Removing Paint and Varnish and Testing—quick—safe—thorough—economical—can be used by anyone—on any surface.

SHERWIN-WILLIAMS PAINTS AND VARNISHES

For Cleaning Painted and Varnished Surfaces use Flaxcop. Made from linseed oil—contains no free alkali—removes dirt and leaves.





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. Recognized business paperin a new form, made available to the property owner without difficulty or red tape. The Sherwin-Williams "Paint Headquarters" Dealer will gladly give you full information.

Good material deserves good work

The *good* painter's skill shows all through his work. If you have big work calling for a painter ask your "Paint Headquarters" to name some good men. *If you hire a painter, hire a good one.*

THE SHERWIN-WILLIAMS CO.

601 CANAL ROAD, CLEVELAND, O.

Largest Paint and Varnish Makers in the World