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SHERWIN-WILLIAMS

Kem-Tone

for Painting Walls, Ceilings . . . for Painting Over Wallpaper!

$2.98 Gal. Paste Form

Mix 1 gallon with water and make 1½ gallons paint. Your cost ready to apply $1.98 gal.

SHERWIN WILLIAMS

Rochester Store

64 Exchange St. Main 1517

Before Painting—Consult Your Skilled Craftsman

When you have decided to repaint, whether it's your entire home or simply a single room, first of all enlist the services of a reputable, experienced Painting Contractor. Your Painting Contractor is a seasoned craftsman. Under his able guidance the work is done quickly, capably. You will also find him a practical and talented artist. So, if you want the job done right, call your Painting Contractor. Experience, too, enables your Dealer to be of great assistance to you. He knows paint thoroughly. He knows paint thoroughly. He will give you sound, practical advice on whatever paint job you may undertake. And, if you like, he will suggest a reputable Painting Contractor for you. He knows that good paint is always a good investment—for you, for him. Call on your Dealer. You'll find him friendly, helpful, courteous.

There are a few important points which everyone must bear in mind when planning to have painting done—whether the object to be painted is a broom handle or a complete home. First of all, proper surface preparation is vital. The very life and beauty of the job depend upon the way you prepare the surface. Surfaces must be clean, smooth and dry. When old paint is peeling or chipping, it is often necessary to burn or scrape off the entire surface. For it's a tough job to repaint over a poor paint job. If any of the chipped or peeled paint is left it will soon start to push off the new coats. Start with a perfectly smooth surface; wire brushing and sanding assure a satisfactory surface. When your surface is sanded or scraped smooth, be sure that all cracks and nail holes are carefully filled to prevent moisture from getting into the wood. All loose boards must be nailed down tightly. Once moisture gets into the wood, it pushes the paint film from the surface, causing blisters. Then, when the job is ready for the paint, be sure to pick the proper finish.

Q. The color of our wood shingled roof is beginning to fade. How can it be restained?

A. A shingle stain of the same color as that originally used may be applied over the shingles. The stain should be applied in a thin even coat. The shingles should be thoroughly dry. Prepared stains can be obtained at most paint dealers.

Ideal Temperature

Most persons think that 70 degrees is the ideal room temperature, but some heating experts say that comfort for most inactive persons requires at least 72 degrees, and in cold, dry weather as high as 74 degrees. In very cold weather, it is pointed out, the human body radiates heat to cold walls and windows, causing a chilly feeling. Absence of moisture in the air causes a sensation of cold.

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☆ United States ☆

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A RESIN PASTE PAINT

The Paint of TODAY and TOMORROW for Interior Surfaces

It takes an emergency to bring out the real qualities of a man—or a PAINT. Here are a few reasons why SUPER MURAL-TONE is in such great demand for jobs of all sizes from a single room to a tremendous housing project:

SAVES TIME—No waiting around for plaster to season. Super Mural-tone is ready to go to work even when the plaster is still "green." Dries in 4 minutes—think of what this means either in a house or a defense plant!

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WASHABLE—This modern wonder paint can be washed—it more than meets the "wet abrasion" requirements in the Government Specifications.

SAVES MATERIAL—One gallon of Super Mural-tone makes at least 1½ gallons of paint. The "mixing" is done with water.

$2.85 A GALLON
85c A QUART

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F. P. VAN HOESEN CO., INC.
41-45 ST. PAUL ST.

One Gallon or 1000 Gallons

ACME QUALITY HOUSE PAINT!

$3.40 In Gallon Cans

For a limited time only we are featuring this fine quality protective finish at this special low price. Many attractive exterior colors from which to select a color scheme that you will enjoy.

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There is no shortage of ACME QUALITY PAINTS AND FINISHES in Rochester. And you get the same high quality that has made ACME QUALITY the leader in the paint industry for more than 50 years.

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1st coat Balanced Formula Primer.

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