

Housewives May Be Interior Decorators With Lovely, Easy-To-Use Enamels

Women with a flair for interior decoration will be delighted with the smartness and convenience of Baer Brothers' four-hour enamel and varnish stain, available at McBride's Hardware Store. Even when new furniture and household accessories are utterly beyond the scope of the housekeeper's budget, very effective use may be made of some of these easy finishes, and a small amount of labor. The four-hour finish is especially recommended for women because of its several features designed to please them. It works easily under the brush, and will not lift up the paint on previously coated surfaces. This eliminates weary wrists and arms, as well as hours of back breaking labor necessary to remove old paint. One of the most attractive features of the four-hour enamel is that it can be washed with ordinary soap and water, without marring the glossy finish.

Just to read the simple directions and to inspect the appealing colors is enough to inspire any woman who takes pride in the appearance of her home. Under every roof, there are undoubtedly pieces of furniture which are discarded because of the apparently ruined finish. Almost every household is ashamed of one room or perhaps only part of a room, which almost cries aloud for redecorating. With the help of Baer Brothers, the housewife can become her own decorator and complete her work in time to surprise her husband when he returns from the office.

Visit McBride's Free Souvenirs!

Modern Ideas Will Decrease Paint Problems

When Tom Sawyer made his friend pay him for the privilege of whitewashing his fence, the whole business of painting seemed incredibly easy. Today, however, for home-makers, professional or amateur, painting isn't quite that simple. At McBride's Hardware Store, there is a new, more convenient and effective, awaits inspection. If anything can guarantee success, it is the scientifically made modern preparations are sure to do it.

Recognized as a leader in the paint field is the Baer Brothers brand, available in all kinds at McBride's. A home painted with the best material is a home that will be preserved for many years of pleasure and profit to the owners.

"Evergreen," a pure linseed oil paint, scientifically compounded from the purest green pigments obtainable, has been called a permanent green paint, is especially recommended for shingle stains, sashes and shutters, all kinds of trim, woodwork, both exterior and interior; window shades, water tanks, fences—in fact, any surface where permanent green color is required. "Evergreen" may be had in five shades: Jade, light, medium, and dark, and a new bronze green, which is almost black.

Paint called "Permanent" The product is ideally suited for any of the uses which it is designed to fill. It is very intense, and possesses unusual covering, hiding and wearing qualities. It comes in both paste and liquid forms, each meant to withstand the severest tests of weather and temperature changes. Full directions for thinning the paste form are included with every purchase. The liquid form should be used just as it comes in the container. General directions for using "Evergreen" are simple, the manufacturers warning only that each coat of the paint must be thoroughly dry before another is applied.

Users of Baer Brothers' paints are enthusiastic about the firm's floor enamels. The McBride staff of wood or concrete floor, the products are carefully combined, to produce a tough and elastic finish. Any home or building would assume a fresh look for spring after an application of one of the new enamel shades.

Rejuvenate Floors These floor enamels are made in ten different colors: light gray and slate gray; light and dark yellow and dark oak; brown, mahogany, rich red and mahogany. By careful color selection, the painter is sure to hit upon the exact hue necessary to produce the desired effect. Old, discolored wood floors can quickly be rejuvenated into the attractive finish demanded by modern homes with a few inexpensive coats of enamel. The sanitary values of fresh painting are noteworthy.

Baer Brothers warn that the proper painting of concrete and cement floors is a difficult problem. To meet this problem, they offer accurate information as to the most effective methods. Often they say, cement and concrete floors are not allowed to dry thoroughly before the paint is applied, in addition to which, the surface may contain an excess amount of alkali.

"To assure best results," their instruction book continues, "the surface must be absolutely dry. Where an alkali condition exists, it should be neutralized first with a solution of three pounds of acid sulphate to a gallon of water."

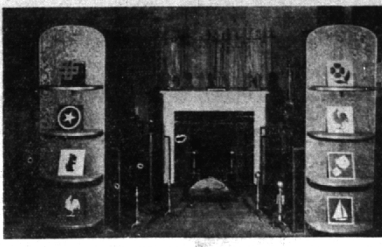
Save Concrete Problem The study made by the firm has developed a product which will give the utmost satisfaction. The concrete floor enamel is expressly suited for that particular purpose. Under normal conditions, it will dry hard overnight, with a durable and elastic finish which will withstand considerable hard wear. At McBride's both types of the enamel may be bought in several different sizes, according to the needs of the prospective painter.

Aluminum paste paint, made by Baer and carried by McBride, is the paint of a hundred uses. In the house, pipes and radiators are in constant need of it, to say nothing of its use as a priming and back priming agent. Aluminum is also the best finish for fire escapes, water and oil tanks, machinery, large mechanical implements and dozens of other out-door articles.

The product is weather and rust proof, giving super protection just where it is needed most. It resists fumes and gases, and is waterproof. It can be applied with a brush or spray. The product is in operation, because it has no loose, flying powder. It improves lighting efficiency and is very economical. No other aluminum paint is the very proper of economy, the consumer will find.

To mix the paint well is as involved a process, as mixing a cake. The best method, it has been found, is to pour off nearly all the top liquid into another vessel, and then beat the pigment thoroughly. The liquid that is added a little at a time, and stirred until it is well mixed with the pigment. Pour the paint back and forth several times from one container to the other, to make sure that the paint is of uniform consistency.

BOOTHS DISPLAY ACCESSORIES



Close-up view of attractive display booth in which well-known lines of fire place fixtures and accessories are shown.

Metal Fittings In Many Styles Will Be Shown

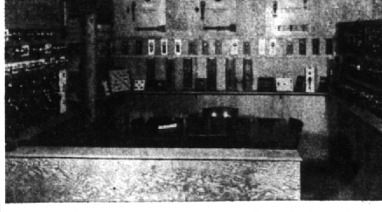
The final details of a finely-built home, it is agreed, are the details of hardware, such as door-knobs, window latches, hinges, etc. And home builders who choose from the Russian collection of residential hardware, now on display at McBride's Hardware Store, will find the finest in materials and design. No matter what type of home is to be fitted, the Russian company can provide excellent examples of ultra-modern, classical and reproduced Colonial fixtures.

The Colonial, in polished cast brass, is fashioned on graceful moulded lines, patterned after authentic originals. The designs add charm to painted or natural wood Colonial interiors, and complete the detail of the best examples of doorway reproductions.

A large part of the collection at McBride's is devoted to wrought iron hardware of the very early Colonial period. In these designs, the company has made true copies of handles, latches and strap hinges found on homes of that glory day. They are hand forged from wrought iron metal, and rust proofed. The fixtures can be had in dead black or half polished iron finishes. Either one is particularly well suited to the knotty pine, natural wood and painted surfaces of that period, so popular today.

Lock trim adaptable to homes of English architecture is furnished in the cast Russian Metal, a composition of rustless nickel and brass metal. Designed from creations of English craftsmen, the hardware is also to be found in Spanish or Mission style. These are also authentic, being made from the lock trim found on the early Spanish missions.

In creating a lock trim for the modern period, there was an opportunity for much originality, kept within correct bounds through the talents of some of the most noted designers of modern accessories. In cast or wrought brass or bronze, the truly modern designs for the modern home, the hardware will also be on view at McBride's. Pieces may be had in a great variety of finishes.



Builders' hardware, an important part of McBride's business, is shown here in an attractive booth display.

CLEANING

(Continued from Page 1, Part 3) need massaging with a good wax or polish, so that the housewife can take off all marks, scratches and finger prints, and give her furniture that satiny, well cared for look, which adds so much to the home.

For Rugs and Upholstery After you have taken care of walls, woodwork and the frame work of furniture, you will cast an eye upon dingy rugs and upholstery, and wonder what to do about them. Call McBride's and ask them. They will introduce you to Mystic Foam rug and upholstery cleaner. It is very easy to use, and brings out the colors in rug and upholstery with a freshness that is really surprising. For 63 patterns and directions, you will probably never use anything else, it dries quickly, leaves no odor and is perfectly safe.

Now for the windows. McBride's have a full line of equipment to make your windows spotless, so that the bright spring sunshine will not show up marks of old-time smears. If you need brushes, rubbers, sponges, chamois, you will find them all at McBride's.

To Keep Homes Bright After you have finished house cleaning, you will be interested in aids that will help you keep it as fresh and inviting all through the summer. First of all, get a Wagner Sweeper. This is a modern and efficient carpet sweeper, with the latest improvements. It is made so that it can be used on rugs or carpets with either a heavy or light nap. By merely changing the position of the handle, you can change the position of the brushes to clean either type of rug.

Through a window in the top, you can see the brushes, and you can also see how the automatic combs operate to keep the brushes thoroughly clean. There will be a demonstration of the Wagner at McBride's opening. Be sure to see how easily it can be used and how efficient an aid it will be in your home.

Of course, you will want a new O-Cedar mop or two to keep the floor dry, dust and to preserve their finish. It would be a good idea to get two, then you will have one for upstairs and one for the downstairs rooms, without having to make trips up and downstairs unnecessarily.

For wiping off the furniture, have you ever used dusting paper? It is treated in such a way that it will remove the dust and protect the wood surface without a scratch. At McBride's you can buy it in the roll, and tear off as you need it, and to preserve their finish. It is the K-V-P dusting paper. By the way, this same paper is also made for painting exterior surfaces, and is 24 inch widths, and in a variety of colors. It will give the final touch of trimness to your cupboards.

New Material Makes Modern Surface Finish

Marlite, the most recent development in ceiling and wall covering, is the answer to the most pressing problems of how to marbleize a store or home. With Marlite, which may be seen and ordered at McBride's Hardware Store, dark dining corners may be transformed into smooth, shining surfaces of breathtaking beauty and unsurpassed smartness. Best of all, Marlite is one of the easiest known substances to keep in good condition.

The large, wall-size panels of Marlite make modernizing economical, for the average wall can be covered from corner to corner with one sheet. All of the colors and patterns of any similar material are sold in large sheets, four feet wide. Lengths range from four to 12 feet. Even the largest sheets are easily cut to the proper size, required with regular carpenter tools. Any good carpenter will quickly fit and install the piece. Marlite may be applied over plaster, insulation board, wall board or surfaces of any similar material, so long as they are straight and dry.

Beautiful Surfaces Marlite surfaces have a captivating beauty that will fit into any decorative scheme. The glass-smooth surface is always sanitary, for a few minutes with a damp cloth will keep it spark and span.

For ultra-modern decorative schemes, whether commercial or home use (such as in home bars and recreation rooms), Marlite is just the thing. With it, the most original decoration motifs are obtainable at no more effort than with any ordinary surfacing material. Marlite has reduced interior modernizing to a simple job of carpentry. Style and color are achieved at a minimum without costly structural changes.

Whenever it is used, Marlite makes interiors as smart and exciting as atmosphere that enlivens and cheers... and satisfies those who must have the last word in style.

Commercial Uses Restaurants, lunch rooms, wherever food is sold or handled, will be more attractive with Marlite walls and ceilings. Customers can see at a glance that the utmost in sanitation is possible, due to the gleaming surfaces. Beauty and barber shops, as well as professional offices, will advertise their progressiveness with this material. Marlite lends itself to other modern equipment, and presents a pleasing atmosphere when used with metal moldings and furniture.

OPENING DAY SPECIAL

Rubber Gloss

Wax Cleaner • Furniture Polish

Qt. at 98c
Pt. at 1c

ALL FOR 99c

McBRIDE HARDWARE

Columbia

The Quality Line of

Steel Medicine Cabinets

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FOR HEALTHIER AND MORE EFFICIENTLY HEATED ROOMS USE COLUMBIA RADIATOR COVERS

- Fabricated throughout from high grade heavy furniture steel, rigidly constructed.
- Attractively designed louver pattern or cane grille.
- Finished in Columbia-process baked-on enamel.

COLUMBIA RADIATOR COVERS

MARSH

Wonder Walls

ARE REFRESHING FOR BATHROOMS

When your kitchen and bathroom walls are covered with Marlite, the new wonder wall material, they always sparkle with beauty. The glossy surface of Marlite is easy-to-clean with a damp cloth. Acids and alkalis do not harm walls covered with this gleaming glass-like material. The forty colors and patterns provide an infinite number of pleasing decorating schemes. Marlite is installed over existing walls of plaster or over new walls of wall board with very little disturbance in the daily routine of your home. You can have walls that are beautiful and convenient within the limits of a modest budget.

MANUFACTURED BY

MARSH WALL PRODUCTS COMPANY, DOVER, OHIO

Arrange to see our display of Marsh Wonder Wall Products and get an estimate for your requirements.

McBRIDE HARDWARE

128-132 S. WOODWARD

Builders' hardware, an important part of McBride's business, is shown here in an attractive booth display.

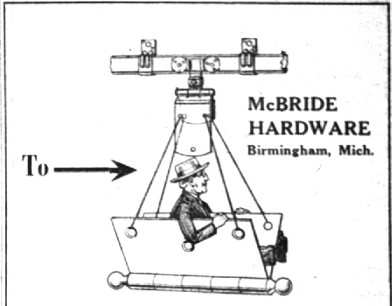
A "GRAND OPENING" SPECIAL

STAINLESS STEEL

SAUCE PANS

A Regular \$1.79 Value **\$1.00** Fine - Big 1 1/2 Qt. Size

McBRIDE HARDWARE



McBride's CARRY THE BEST OF HARDWARE

Ball bearing Bites, Hangers and Rail, Butts and Hinges, furnished by

LAWRENCE BROS., Sterling, Ill.

Moisture May Help To Prevent Cracks

Cracking sounds that occur in a new house are due to drying out of woodwork and pulling out of nails, the swelling of floors and possibly the cracking of plaster. Many of these defects can be remedied if humidified air is supplied in the house or if the evaporating pan in the furnace is full of water.

32 h g n 301 Rail

A New Delco Stoker Has Been Installed In McBride Hardware Company's Building.

Now - AUTOMATIC HEAT ON "PIN-MONEY" PAYMENTS

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\$239 Completely Installed

Delivers Lowest Cost Automatic Heat

Here's what you've been waiting for—dependable automatic heat at rock-bottom cost! The Delco Stoker is a typical General Motors' value—a General Motors' engineering achievement from end to end.

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