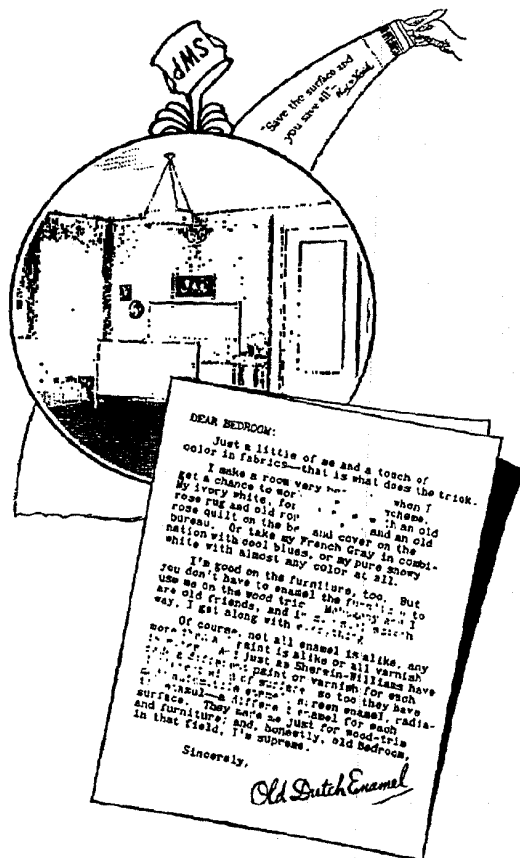


102.



Tell your Sherwin-Williams dealer the surface you wish to protect or beautify and he will give you the right finish for that surface.

SHERWIN WILLIAMS
PAINTS AND VARNISHES
The right finish for each surface

Send 30c (50c in Canada) for The Home Painting Manual
176 page book with 27 full page color plates
Department B 613, The Sherwin-Williams Co., 425 Canal Rd., N.W., Cleveland, O.

0007-SWP-038941

1023



\$250 First prize
\$200 Second prize
\$100 Third prize
2 prizes of \$50 each
6 prizes of \$25 each
10 prizes of \$10 each
20 prizes of \$5 each
41 prizes in all

Could you use \$250?

Here is your chance. At some time or other you have undoubtedly used Sherwin-Williams paints, varnishes, stains or enamels. Whenever you used them, you found that it paid. You got beauty, harmony, economy, preservation, increased value of the object painted.

Tell us the story of your experience in such a way that it will convince others of the advisability of using Sherwin-Williams products and win one of these splendid prizes. They will be given for the most helpful letters.

To be helpful, a letter must tell facts. These facts must be substantiated by photographs or by names and addresses of people who know the facts. No letter will be considered that refers to Sherwin-Williams products bought or used after January 22, 1923. If, prior to that time, you have never used Sherwin-Williams products you are disqualified. The contest closes May 15th.

Take your time, gather your evidence as carefully as if you were preparing a case for court. Remember, each letter will be judged on its advertising merit and probability. It is understood that all letters, photographs, etc. may be used in advertising, become the property of the Sherwin-Williams Company and will not be returned. Results will be published as soon as possible after the closing date.

SHERWIN WILLIAMS
PAINTS AND VARNISHES
The right finish for each surface

Advertisement Manager

N29064

104.

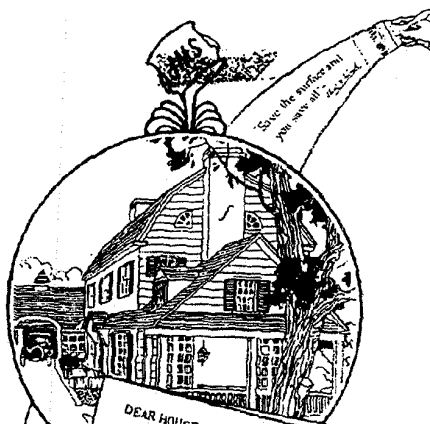
Which paint is best for a given surface?
How long to let each coat of paint dry?
How to clean brushes?
What colors are right for a tall, narrow house?
What sort of varnish to use on wainscoting?
How to enamel a wicker chair?



The beauty of your home depends in large measure upon the way it is painted. The success or failure of a paintjob, whether performed by a professional or an amateur painter, is often determined by the knowledge and artistic discernment of the house owner. The Sherwin-Williams Home Painting Manual will be sent to any ad-
dress on receipt of fifty cents (sixty-five cents in Canada). It is a complete handbook on house painting and decorating and contains full instructions about paint and many other applications. It contains 168 pages with many illustrations, including 27 pages in full color.

Address Department B-425
THE SHERWIN-WILLIAMS CO.
625 Canal Road, N. W., Cleveland, Ohio

105.



DEAR HOUSE:

HOUSE:
Let's put it this way:
Less of us will cover the same amount
of you as any other paint.
Then add this:
I'm stick to you as long as protect
you as well, make you as clean and
clean and pretty as any of these fresh and
As for cost? Well, I cost no more by
the gallon, but a whole lot less when you
think of the time it takes to get the
same amount of paint. If I fill a can with
the same amount of paint, I'll fill it with
the same amount of time, then I suppose I'd
be almost as expensive as any other paint.
But as it happens, I'm not.
The reason is this: I am made for
outdoor use. I live every
where. I'll paint. I have
the ability to do just one job and
Let's get together.
Yours for a longer life.

Not only S W P. (the name of Sherwin-Williams house paint) but every Sherwin-Williams paint, varnish, stain or enamel is made especially for the surface it is intended to beautify or protect. You name the surface. Your Sherwin-Williams dealer will give you the right finish for it.

SHERWIN WILLIAMS
PAINTS AND VARNISHES

VARNISHES

0007-SWP-038942

Send Mr. 1436 in Canada for
The Home Painting Manual.
178 page book with 27 full page
color plates.

0007-SWP-00012232

Announcing —

Sherwin-Williams correct "Household Guide" to home painting and decorating

SHERWIN-WILLIAMS presents to careful buyers the Household Guide. This Household Guide is new, but the information it gives has been developed through 57 years of experience. It shows you the correct paint, varnish, stain or enamel to use for every kind of surface—wood, cement, metal, plaster, etc. It will be worth going a long way to get the advice of the dealer who displays the Household Guide, and handles all the Sherwin-Williams products specified in the Guide. He has exactly the right product for your use.

Behind the Household Guide is the experience of the largest manufacturer of paints, varnishes, stains and enamels in the world.

One hundred and fifty-three large factory buildings are busy making Sherwin-Williams Products.

To insure the very highest quality, so far as possible we control our own raw materials back to their sources. For example, we own and operate:

Our own lead and zinc mines.	Our own oil pressing plants.
Our own smelters.	Our own chemical plants.
Our own color plants.	

Under the guidance of our exceptional Technical Service Department, we manufacture a specific product for each surface-covering need of the following:

The householder.	The engineer.
The architect.	The manufacturer.
The painter.	The railroad operator.
The contractor.	The marine operator.

From our list of products, we specify in the "Household Guide" those which

are best adapted to your various home requirements.

We are specialists in every product we make, giving to each product the same care that we would give if it were the only one we produced.

And all of our facilities we place behind our agent in each community who displays the Household Guide, and carries all the Sherwin-Williams products specified in the Guide.—Go to him with confidence.

Save the Household Guide and keep it at home in a handy place

Mark on it the particular surface or article you have in mind to finish. The Guide covers the more common problems. If you have some painting, varnishing, enameling or staining problems in your home, not covered by the Guide, write us.

A more extensive Guide will be found prominently displayed in the store of any Sherwin-Williams agent—a part of his service.

Write for free booklet B 450 with complete Household Guide and helpful information on all painting, varnishing, staining and enameling. Valuable whether you do the work yourself or employ a master painter.

Send 50c (65c in Canada) for Home Painting Manual, 177 pages, handsome full color plates. Most complete book on the subject ever published. Address Dept. B 425.

SHERWIN-WILLIAMS CO., 601 Canal Rd., Cleveland, O.



SHERWIN-WILLIAMS PAINTS AND VARNISHES

The right finish for each surface

DYESTUFFS. COLORS. PIGMENTS. CHEMICALS. DISINFECTANTS. WOOD PRESERVATIVES

0007-SWP-038943

0007-SWP-00012232

something new

SAVE this guide for reference with your family, your painter and the Sherwin-Williams dealer

CONDENSED

HOUSEHOLD GUIDE

For Painting, Varnishing, Staining and Enameling

IMPORTANT: Each of the products specified below bears our name and trade mark



TRADE MARK

	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 (for the man who paints his own car)	S-W Auto Enamel Clear: a colorless varnish		S-W Auto Enamel: assorted colors
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and S-W Auto Seat Enameling			
BRICK	SWP House Paint: a full oil gloss S-W Concrete Wall Finish: full gloss			Old Dutch Enamel: full gloss for outside exposure
CEILINGS, Interior	Flat-Tone: the washable, flat oil paint	Scor-Nut Varnish: for wood work only	S-W Handcraft Stain: penetrating spirit stain for new hard wood Floorlac: varnish and stain combined, new and old wood	Enameloid: assorted colors
Exterior	SWP House Paints	Respar Varnish: weather resisting	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory, gloss or rub, best effect
CONCRETE	S-W Concrete Wall Finish: a paint, resists weather			
DOORS, Interior	SWP House Paint	Scor-Nut Varnish: gloss Value Finish Varnish No. 1044: dries to a full finish without rubbing	Floorlac: a varnish and stain combined S-W Handcraft Stain: penetrating spirit stain for new wood only	Enameloid: assorted colors
Exterior	SWP House Paints	Respar Varnish: weather resisting 1934 varnish	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory, gloss or rub, best effect
FENCES	SWP House Paint: Metalastic: on wire only S-W Road and Bridge Paint: for rough work		S-W Preservative Shingle Stain	
FLOORS, Interior (wood)	S-W Inside Floor Paint: stands repeated scrubbing S-W Concrete Floor Finish: wears well, washes well	Mar-Nut Varnish: water resisting, heat-proof	Floorlac: a varnish and stain combined	S-W Inside Floor Paint: the enamel-like finish S-W Concrete Floor Finish: high-gloss, durable
Porch	S-W Porch and Deck Paint			
FURNITURE, Interior	Enameloid: the decorative enamel Enameloid: assorted colors	Scor-Nut Varnish: stands hard usage Respar Varnish: weather resisting	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rub, best effect Enameloid: assorted colors
HOUSE OR GARAGE Exterior	SWP House Paints	Respar Varnish: weather resisting	S-W Preservative Shingle Stain	Old Dutch Enamel: enduring finish S-W Inside Floor Paint: the enamel-like finish
LINOLEUM	S-W Inside Floor Paint: stands repeated scrubbing	Mar-Nut Varnish: protects the pattern		Enameloid: assorted colors
RADIATORS	Flat-Tone: flat oil paint S-W Aluminum or Gold Paint			
ROOFS, Shingle Metal Composition	S-W Road and Bridge Paint: Metalastic Ebony: black coal tar paint		S-W Preservative Shingle Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint: assorted colors	Respar Varnish	Floorlac: (inside use) a varnish and stain combined	Enameloid: assorted colors
WALLS, Interior (Plaster or Wallboard)	Flat-Tone: the washable, flat oil paint SWP House Paint: a full oil gloss			Old Dutch Enamel: white, gray, ivory, gloss or rub, best effect Enameloid: assorted colors
WICKER	Enameloid: high gloss, assorted colors	Respar Varnish: durable, elastic	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rub, best effect
WOODWORK, Interior	SWP House Paints: gloss Flat-Tone: flat oil paint	Scor-Nut Varnish: high gloss but can be rubbed to a full finish Value Finish Varnish No. 1044: dries dull without rubbing	S-W Handcraft Stain: penetrating spirit stain for new hard wood S-W Oil Stain: for new soft wood Floorlac: for new and old wood, a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rub, best effect Enameloid: assorted colors

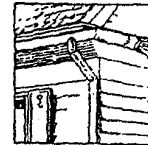
NOTE: Best results can only be had by following the carefully prepared directions on labels.

THE SHERWIN-WILLIAMS CO.

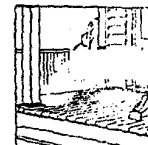
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To keep attractive



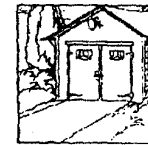
To "insure" your roof



To resist wear



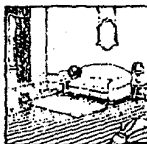
To protect its beauty



For lasting attractiveness



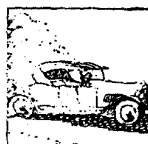
To make it "new"



To enrich lined wood



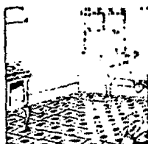
For cheerful satisfactory walls



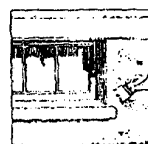
To "re-new" your car



For permanence and beauty



To keep linoleum like new



To protect concrete surfaces

0007-SWP-038944

0007-SWP-00012232



To preserve and beautify



To protect its beauty



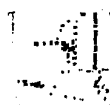
To "tame" your roof



To "tame" your car



To keep attractive



To resist wear



To save your income



To protect concrete surfaces

NEW — INDISPENSABLE!

This Household Guide enables you to select the right Paint, Varnish, Stain or Enamel for a given purpose. Don't take chances.

Save this Page for reference with your family, your painter and the Sherwin-Williams dealer.

HOUSEHOLD GUIDE

For Painting, Varnishing, Staining and Enameling

IMPORTANT: Each of the products specified below bears our name and trade mark



	TO PAINT <i>Use product named below</i>	TO VARNISH <i>Use product named below</i>	TO STAIN <i>Use product named below</i>	TO ENAMEL <i>Use product named below</i>
AUTOMOBILES	S-W Auto Enamel for the outside of your car	S-W Auto Enamel Clear, a colorless varnish		S-W Auto Enamel named color
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and Seat Enamel			
BRICK	S-W House Paints in full oil S-W Concrete Wall Finish in full oil			Old Dutch Enamel (full gloss) for outside or inside
CEILINGS, interior	Flat-Tone for the washable, oil all paint	Seal-Not Varnish for woodwork only (not for painted ceilings, etc.)	S-W Handmade Stain for woodwork only (not for painted ceilings, etc.)	Enameloid named color
Exterior	S-W House Paints	Resper Varnish weather resisting, for porch ceilings, etc.	S-W Oil Stain for new wood	Old Dutch Enamel (full gloss) for outside or inside
CONCRETE	S-W Concrete Wall Finish in full oil			
DOORS, interior	S-W House Paints	Seal-Not Varnish for woodwork only (not for painted doors, etc.)	S-W Handmade Stain for woodwork only (not for painted doors, etc.)	Enameloid named color
Exterior	S-W House Paints	Resper Varnish weather resisting, for porch ceilings, etc.	S-W Oil Stain for new wood	Old Dutch Enamel (full gloss) for outside or inside
FENCES			S-W Preservative Shingle Stain	
FLOORS, interior (wood)	S-W Inside Floor Paints made to special order	Mar-Mat Varnish, water resisting, best-gloss	Flat-Tone for woodwork only (not for painted floors, etc.)	S-W Inside Floor Paints the complete finish
Concrete	S-W Concrete Floor Finish made to special order			S-W Concrete Floor Finish high-gloss enamel
Porch and Deck Paints	S-W Porch and Deck Paints			
FURNITURE, interior	Enameloid named color	Seal-Not Varnish for woodwork only (not for painted furniture, etc.)	Flat-Tone for woodwork only (not for painted furniture, etc.)	Old Dutch Enamel (full gloss) for outside or inside
Exterior	Enameloid named color	Resper Varnish weather resisting, for porch ceilings, etc.	S-W Oil Stain for new wood	Old Dutch Enamel (full gloss) for outside or inside
HOUSE OR GARAGE	S-W House Paints	Resper Varnish weather resisting, for porch ceilings, etc.	S-W Preservative Shingle Stain	Old Dutch Enamel (full gloss) for outside or inside
LINOLEUM	S-W Inside Floor Paints made to special order	Mar-Mat Varnish, water resisting, best-gloss		S-W Inside Floor Paints the complete finish
RADIATORS	Flat-Tone for the washable, oil all paint			Enameloid named color
ROOFS, Shingles	S-W Roof and Bridge Paints		S-W Preservative Shingle Stain	
Stairways	S-W House Paints			
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOILETS	S-W Family Paints, scuffed color	Resper Varnish	Flat-Tone for woodwork only (not for painted toilets, etc.)	Enameloid named color
WALLS, interior (washable)	Flat-Tone for the washable, oil all paint			Old Dutch Enamel (full gloss) for outside or inside
Walls, exterior (washable)	S-W House Paints			Enameloid named color
WOODWORK, interior	S-W House Paints glass Flat-Tone for all paint	Seal-Not Varnish for woodwork only (not for painted woodwork, etc.)	Flat-Tone for woodwork only (not for painted woodwork, etc.)	Old Dutch Enamel (full gloss) for outside or inside

NOTE: Best results can be had by following the carefully prepared directions on labels.



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Mark on the "Household Guide" the particular surface or article you have in mind to finish. The Guide covers the more common problems. If you have other painting, varnishing, staining or enameling problems in your home, not covered by the Guide, write us. A more extensive Guide will be found at the store of your Sherwin-Williams dealer—promptly supplied as part of his service.

THE SHERWIN-WILLIAMS CO.
601 Canal Rd., Cleveland, O.



To resist hard wear



To shield and beautify walls



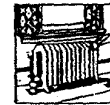
To keep radiators like new



To make it "new"



To properly finish woodwork



To keep radiators like new



To make it "new"



To keep new

0007-SWP-038945

0007-SWP-000122