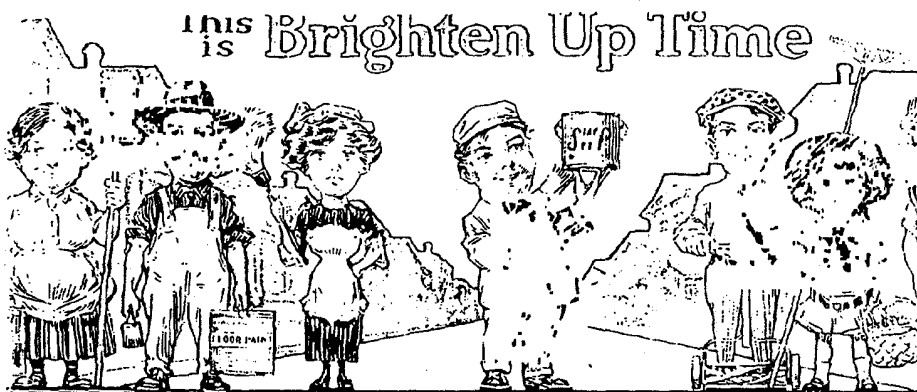




ing time is Brighten Up time—the time when towns and cities plan Brighten Up Campaigns—when the whole family starts spreading and brightening up—when you get the Brighten Up spirit. It's the time to Brighten Up the worn chair, the old it, the dingy walls—the time to Brighten Up the whole house with Sherwin-Williams Paints and Varnishes.

SWP

SW P is the painters' name for Sherwin-Williams Paint, the real Brighten-Up Paint. Real, because it has spreading, covering and protecting power and all the durability that accurate mixing and thorough grind give to a paint. Every ingredient in SW P passes the test of our laboratory—the severest test in the paint industry. Every gallon is made in accordance with the formula—the result of 47 years' experience in good paint making. Brighten up your home with SW P. In every town there is a Sherwin-Williams Dealer near you.

Brighten up your walls
with Sherwin-Williams Plaster-tone. It is a durable, sanitary oil paint, producing soft, rich, flat effects: easily applied, easily cleaned. Twenty-four beautiful colors.

Brighten up your floors
with Sherwin-Williams Mar-nor. It is durable, tough, elastic floor enamel, that dries dust free in eight hours. Will stand lots of wear, and hold its lustre.

Join the Brighten-Up Club
by sending a postcard to Brighten Up your town. A committee will help you to brighten up the whole town. Go to the Sherwin-Williams Dealer for membership button and card. They will give you a booster for your town's Brighten Up.

Send for a copy of "Making Over Middletown"
It's a breezy little story of a town that woke up. Merchants, city officials, school superintendents and others interested in clean-up campaigns should read this story. It's free.

Brighten up your furniture
with Sherwin-Williams Brighten-Up Varnishes, or S-W-L. According to the result you want, right for any purpose. Each will give you most beautiful results.

Brighten up the whole home
with Sherwin-Williams Portfolio. This is a collection of color plates, decorated rooms and painted exteriors, telling just which S-W products will give you beautiful and lasting results. We can



SHERWIN - WILLIAMS PAINTS & VARNISHES

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