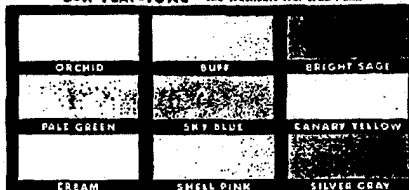


S.W. FLAT-TONE—The Washable Flat Wall Paper



PAINT UP when you CLEAN UP!

Use Sherwin-Williams finishes for Economy

In the greatest natural paint-testing laboratory of all time—namely, world wide use under every conceivable extreme of climate and temperature—Sherwin-Williams "World-Tested" products have become famous for AMAZING ECONOMY. Not in homes alone, but in buildings and on industrial equipment of many nations, these low-cost records have been established. * Your local Sherwin-Williams dealer, "Paint Headquarters," carries these "World-Tested" Sherwin-Williams paints, varnishes, lacquers, enamels, stains, etc.—a correct modern finish to beautify and preserve every indoor and outdoor surface. See him for color cards and the name of a good painter. If you do not recall your local "Paint Headquarters," write to—

THE SHERWIN-WILLIAMS CO. CLEVELAND, OHIO
World's largest manufacturers of Paints, Varnishes, Lacquers, Enamels for Homes, Large Buildings, Industry



S.S. LEVIATHAN

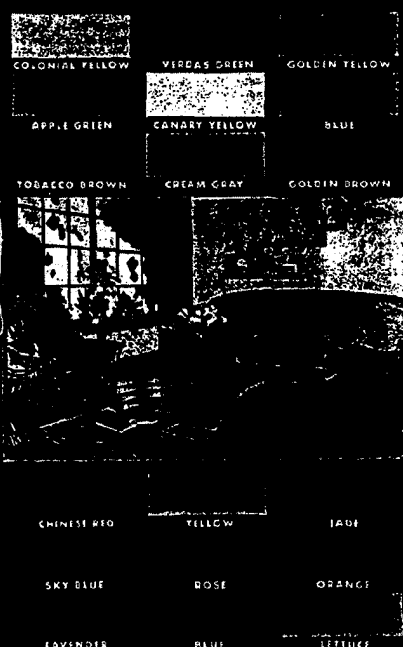
Hardest floor in the world, wears a complete new dress of Sherwin-Williams Products



SALVO BUILDING



Montevideo, Uruguay, largest concrete building in the world. Sherwin-Williams Products used throughout

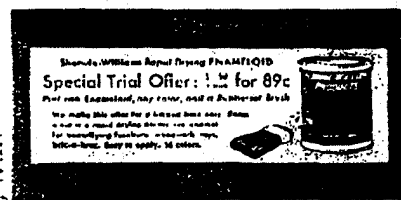


SHERWIN-WILLIAMS



These are the products used by M. W. C. Co. in the U. S. A.

See Sherwin-Williams Paints and see "Paint Headquarters" recommended by good painters.



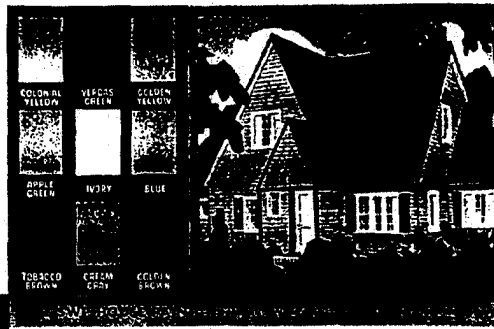
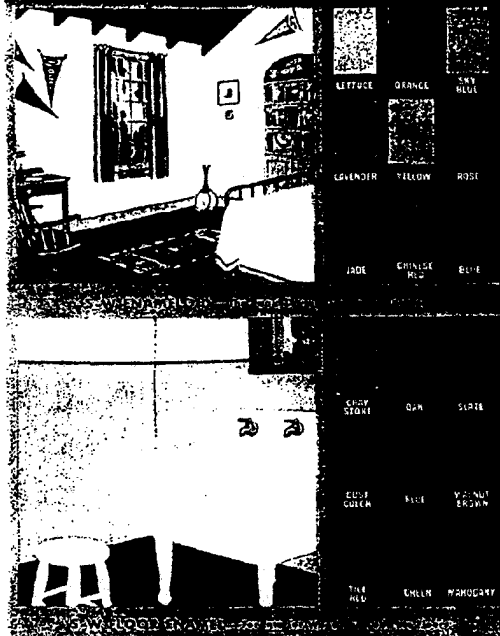
PAINTS
VARNISHES
ENAMELS
LACQUERS

0007-SWP-039928

#3049

CLEAN UP and PAINT UP NOW!

Specify these finishes
of "World Tested" Economy



EXTRAVAGANCE in painting lies in using "cheap" finishes. Quality is the only source of true paint economy because each gallon covers more surface—and repainting is needed less frequently. In every habitable section of the globe, Sherwin-Williams "World-Tested" paint products have proved this economy truth.

"World-Tested" for weather-fast colors... "World-Tested" for resistance to extremes of climate and temperature... "World-Tested" for low cost... Sherwin-Williams' great line offers you a correct "quality" finish for every surface in or about your home or business.

In your vicinity there is a Sherwin-Williams dealer—"Paint Headquarters"—who carries these famous World-Tested products. As a part of his service, he will be glad to show you complete color cards on these lines and also recommend a good reliable painter to you.

THE SHERWIN-WILLIAMS CO.
CLEVELAND, OHIO

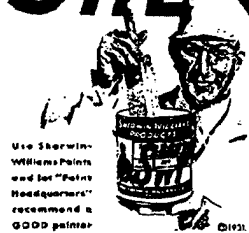
World's largest manufacturers of Paints, Varnishes, Lacquers, Enamels for Homes, Large Buildings, Industry



Trade In Paint Whitewash and the Allied Quality Paint Now over the M. & C. network every Tuesday at 3 P. M. (Eastern Standard Time)



SHERWIN-WILLIAMS



Use Sherwin-Williams Paints and let "Paint Headquarters" recommend a GOOD painter

©1951 The S.W. Co.

TIMELY SUGGESTIONS

A "WORLD-TESTED" VARNISH
Sherwin-Williams MAR-NOT

A durable, water-resistant floor and Unlacquer Glass Varnish. Mar-Not FAST-DRY is easy brushing, tough and elastic. Dries to touch in one hour, dries hard to recoat in 6 hours. Adaptable to many smart, modern floor effects, at low maintenance cost.

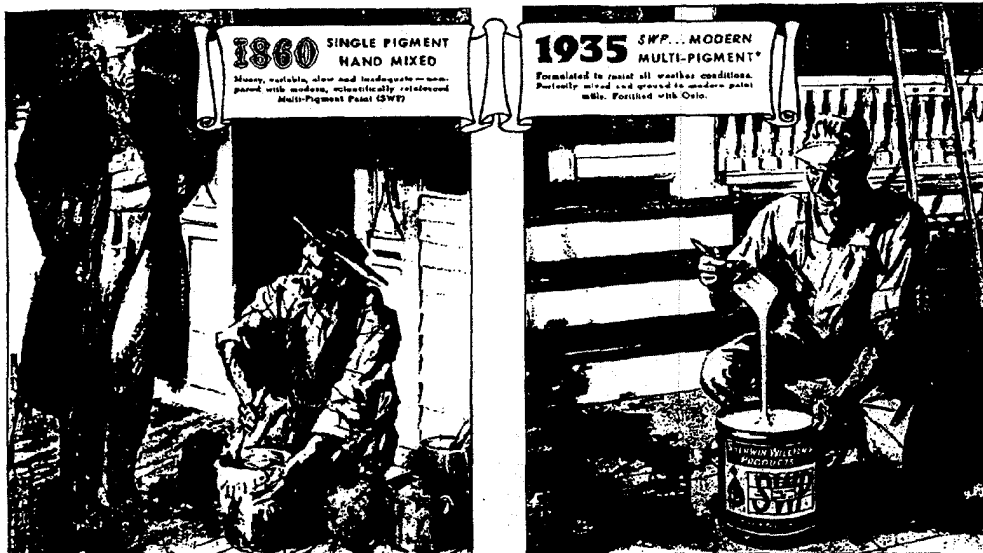


AT YOUR LOCAL SHERWIN-WILLIAMS
PAINT HEADQUARTERS

PAINTS
VARNISHES
ENAMELS
LACQUERS

0007-SWP-039929

0007-SWP-000123316



The Truth about House Paint

Modern Paint Science upsets a sentimental fallacy and reduces painting costs

SEVENTY-FIVE years ago, paint made of a single pigment-and-oil, mixed with a stick on the job, was the best paint to be had.

But years of scientific research have proved that a MULTI-PIGMENT,* reinforced-house paint produces a job that lasts longer and looks better over a period of years.

Due to its MULTI-PIGMENT* content and fine grinding in powerful mills, under the supervision of master craftsmen, SWP will ordinarily outwear any single-pigment-and-oil paint mixed on the job. No single-pigment paint mixed with a stick can deliver the

results a modern paint should deliver. This is due to the absence of modern reinforcing pigments and thorough mixing and grinding in powerful mills. Ask any up-to-date painter.

Today's SWP MULTI-PIGMENT* House Paint is a completely balanced formulation. It contains old-fashioned white lead at its very best; but to reinforce this fine basic material and to give it the durability that insures lower cost per year, Sherwin-Williams SWP House Paint is fortified with other specially designed pigments.

Among these is Ozlo, an amazing, long-life ingredient created and made by The Sherwin-Williams Co., exclusively. Ozlo (Lead Sulphate-Zinc Oxide) is the "vitamins" of paint. It puts many extra cost-saving years into every SWP paint job.

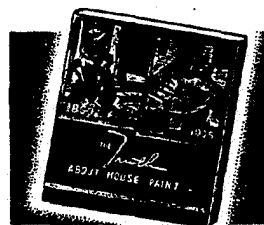
Right now, before you buy, specify or approve any paint for your house, learn the "reasons why" this modern, Ozlo-fortified, MULTI-PIGMENT* house paint gives such remarkable results.



*A combination of several pigments

It Costs Less to use

SHERWIN-WILLIAMS PAINTS



THIS FREE BOOK MAY SAVE YOU 80% ON YOUR PAINTING COSTS

"The Truth about House Paint" tells you the inside story of what makes a good paint good. It shows how science has improved house paint, just as it has improved automobile finishes. It gives both sides of the house paint story—the old way and the new—and proves every statement. If you are going to paint your house send for this book today. Learn what science has accomplished in making modern house paint last longer, look better and cost you less in the long run. "The Truth about House Paint" sweeps away the cobwebs of misunderstanding that have piled many extra dollars of unnecessary cost onto the painting bills of millions of property owners. Written in plain, non-technical language. Whether you live in a cottage or a mansion, send coupon or postcard today. The Sherwin-Williams Co., Cleveland, Ohio.

THE SHERWIN-WILLIAMS CO.,
Dept. 3, Cleveland, Ohio
Gentlemen: Please send me, free of charge, the book entitled, "The Truth about House Paint."

Name _____
Address _____



0007-SWP-039930

0007-SWP-000123317