

Rogers Brushing Lacquer

The Most Sensational Success in Paint History

Perfected by science — now a decorative utility finish in millions of homes

IN THE THREE YEARS Rogers Brushing Lacquer has been on the market it has achieved an international reputation for excellence. The public has bought over 17,000,000 cans under a money-back guaranty. 25,000 dealers endorse and sell it. New sales records are being established every month.

Rogers Brushing Lacquer is today the dominant product in the great lacquer industry—the standard by which all others are judged. Here are the reasons:

Years of Scientific Research Perfecting Rogers Brushing Lacquer

Thousands of experiments and testing of 1183 different formulas were necessary before we were satisfied that we had a lacquer ready for the market. Then, and only then, was the first can sold. So confident were we of its perfection that we offered it under a money-back guaranty.

Improvement has followed improvement since "Rogers" first appeared—at the rate of one every 63 days.

Refinements include easier brushing and leveling out qualities, increased durability, a more uniform gloss and a stronger, clearer depth of color. And now comes the latest improvement—a pleasant new odor! These outstanding improvements continue to keep Rogers Brushing Lacquer in a class by itself.

Guarding "Rogers" quality are the combined experience, scientific laboratories and manufacturing resources of the world's most powerful group of paint makers.

The Perfect Utility Lacquer Wherever a Decorative Finish is Needed

In your home or place of business, perhaps, there is something that needs a new lease of life—furniture, woodwork, floors, cabinets—in fact, wherever a colorful, durable finish is desired—Rogers Brushing Lacquer will do the work—will give you decorative results you never thought possible.

Try a can today. For sale by your nearest paint, hardware or department store. And remember, your money back if you are not satisfied.

SOLD UNDER MONEY-BACK GUARANTY

The standard of perfection—a true brushing lacquer, with remarkable covering qualities. Easily applied. Dries while you wait to a smooth, glossy, almost indestructible finish, without laps, streaks or brush marks. Will not lift the undercoat. Choice of 26 beautiful colors.



DRIES WHILE YOU WAIT



BRUSHING LACQUER

Made and marketed by the largest and most successful group of paint manufacturers in the world:

Acme White Lead and Color Works
Detroit, Michigan

Detroit White Lead Works
Detroit, Michigan

Lewis Berger and Sons, Ltd., London,
England & Sydney, Australia

Lincoln Paint and Color Company
Lincoln, Nebr.

Peninsular Paint and Varnish
Company, Detroit, Mich.

The Martin-Senour Company
Chicago, Illinois

The Sherwin-Williams Co.
Cleveland, Ohio

The Sherwin-Williams Co. of Canada
Ltd., Montreal, Canada

The Sherwin-Williams Company
London, England & Sydney, Australia

TRIAL SAMPLE OFFER

**OPENING
IN THE
UTO
ORLD
ROSENTHAL**

Today "Senior Supremacy" was observed simultaneously throughout the nation by the Dodge Brothers dealer.

In style and performance, Dodge Brothers Senior pointed out in special demonstrations by the company, of Oakland, the dealer and also the Plymouth car in the

last week has been set forth in appreciation of this fact of Dodge Brothers' up at its new low price," stated Karl Goepfert, manager of the J. P. Company of Oakland. It will be made to have tested in this type of ride in or drive any of the Senior Six line. Comfort, acceleration, power, riding smoothness, driving and riding qualities are any test the driver

Senior Six is available in types, the landau sedan, door sedan, brougham, rumble seat and roadster, including with spare mounted in fenders are furnished model at small additional

and interior appearance examples of the trend of automobile design, and Senior Six model with personality. Interior is consistent luxury and in only the highest. Roominess and comfort considered para-

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