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WILLIAMS SHERWIN-WILLIAMS PAINTS & VARNISHES

It depends upon an initial to quality is paint Williams Paint is prep the contents of each can proper painting consist We weigh every package y proportioned paint rder that weight, we kn miss methods, but it m ing detail that is exerci twin-Williams Co. in t uduce the right quality

THE SHERWIN-WILLIAMS CO.
BEST PAINT AND VARNISH MANUFACTURERS IN THE WORLD
SALES OFFICES: CLEVELAND, OHIO, NEWARK, N. J., CHICAGO, ILL., PHILADELPHIA, PA., PITTSBURGH, PA., ST. LOUIS, MO., BOSTON, MASS., NEW YORK, N. Y., SAN FRANCISCO, CALIF., LOS ANGELES, CALIF., HONOLULU, HAWAII.
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Everyone who believes that the most important thing about a paint treatment should write for our booklet, "Who Makes the Best Paints and Varnishes?"

THE paint that protects the hull of the steamship is not the same as the paint on the outside of the freight house. Different surfaces require different treatments. But they—and all other surfaces—may (and should) have one quality in common: *The Sherwin-Williams quality*—the right quality—the best for the purpose.

If you know the paints and varnishes you are using on your house or in your home are made by the same maker in the same sure, careful, painstaking way as the paint used on iron bridges, steel buildings, railroad cars and automobiles, you will, we believe, have more confidence in them.

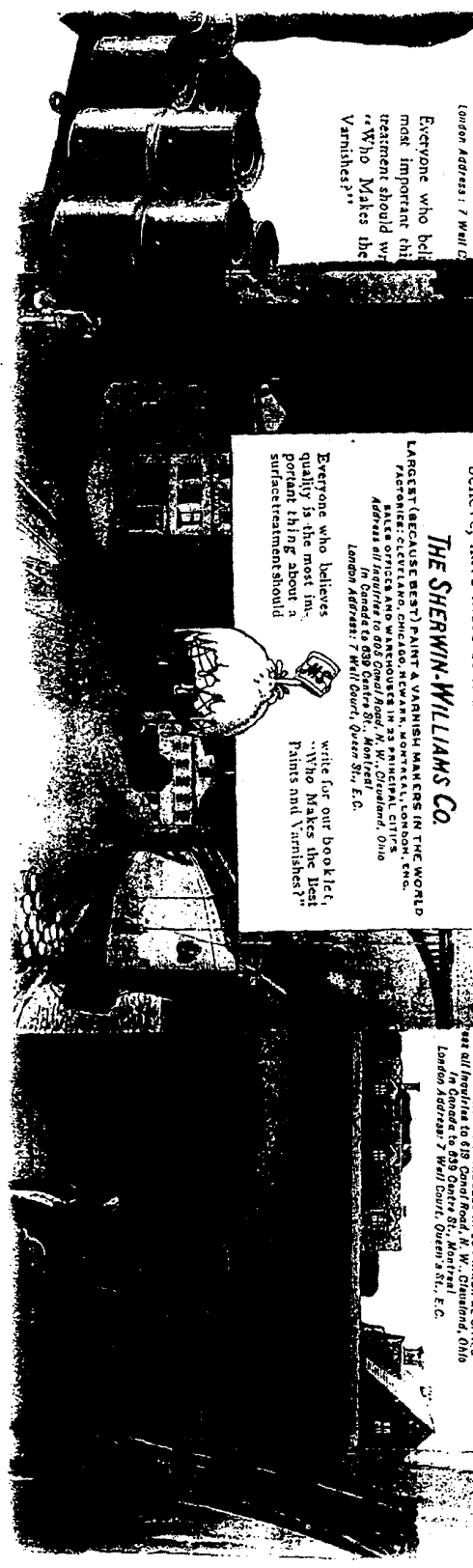
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Help in appropriately painting and varnishing a home and the things in it can be had from our free booklet, "Paints and Varnishes for the Home," which tells all about all the Sherwin-Williams paints, varnishes, stains and enamels for household use.

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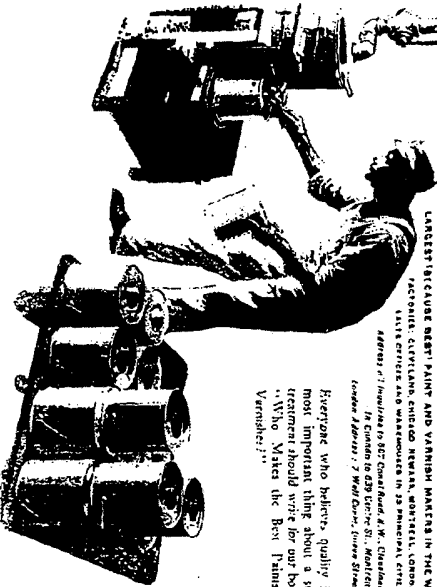
SHERWIN-WILLIAMS PAINTS & VARNISHES

Quality in paints and varnishes depends upon an infinite capacity for taking pains. One essential to quality is painting consistency. When a batch of Sherwin-Williams Paint is prepared, and drawn off into cans, we know that the contents of each can are of the right proportions to produce the proper painting consistency. We do not take a chance on it. We weigh every package as it is filled. We know what each rightly proportioned paint ought to weigh. If a package runs over or under that weight, we know it is wrong. This costs more than hit-or-miss methods, but it makes better paint. This is the kind of painstaking detail that is exercised in every one of the plants of The Sherwin-Williams Co. in the manufacture of all their products to produce the right quality—the best, for each purpose.

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Everyone who believes quality is the most important thing about a surface treatment should write for our booklet, "Who Makes the Best Paints and Varnishes?"



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THE right use of paint and varnish represents much of the difference between a beautiful and an ugly home. Its beauty depends not only upon the color but also upon the quality. You will find in Sherwin-Williams Paints and Varnishes not only the exact color or finish to produce any desired effect, but also the quality to make that effect lasting.

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