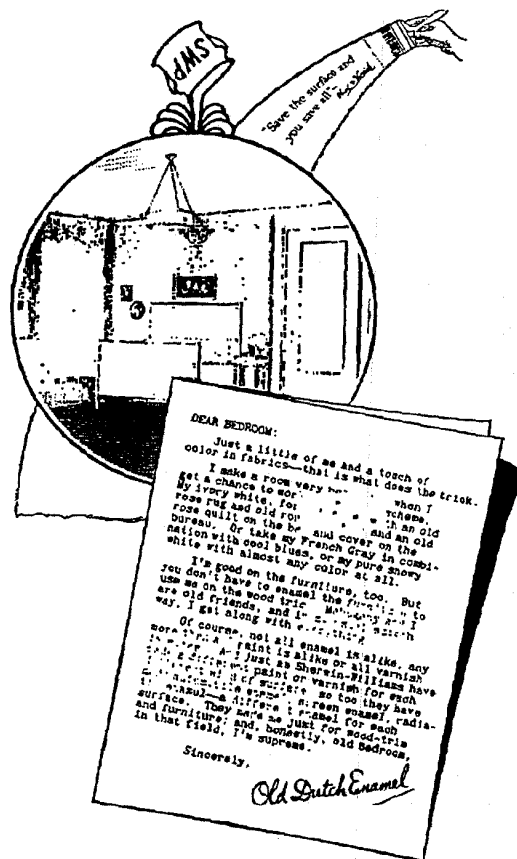


102.



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 (85c in Canada) for The Home Painting Manual
170 page book with 27 full page color plates
Department B 633, The Sherwin-Williams Co., 425 Canal Rd., N.W., Cleveland, O.

0007-SWP-038941

1923



\$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 23, 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 provability. 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

The Sherwin-Williams Co.

N29064

104.
Do you know?

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 paint job, whether performed by a professional or an amateur painter, is often determined by the knowledge and intelligent directions of the house owner. The Sherwin-Williams Home Painting Manual will be sent to any address on receipt of fifty cents (sixty-five cents in Canada). It is a complete handbook on house painting and decorating and contains full information about paints and varnishes and their application. It contains 168 pages with many illustrations, including 27 pages in full color.

Address Department B-25
THE SHERWIN-WILLIAMS CO.
625 Canal Road, N. W., Cleveland, Ohio

105.



DEAR HOUSE:
Let's put it this way:
Less of me will cover the same amount
of you as any other paint.
Then add this:
I'll stick to you as long as I can. I'll protect
you as well, make you look as fresh and
clean and pretty as any other paint.
As for cost? Well, I cost no more by
the whole lot than the first paint I
used. The same lot less a little for
the extra amount of surface I covered.
The same length of time, and wore the
be almost as expensive as other paints.
But as it happens—I'm not.
The reason is this: I am made for
outdoor use. Like every
other Sherwin-Williams paint, I have
been made to do just one job and
let's get together.
Yours for a longer life,
SWP

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



The right finish
for each surface

0007-SWP-038942

Send for 1936, in Canada for
The Home Painting Manual.
128 page book with 27 full page
color photos.

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 430 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 10c (65c in Canada) for Home Painting Manual, 177 pages, handsome full color plates. Most complete book on the subject ever published. Address Dept. B 435.

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



	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 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 Dressing			
BRICK	SWP House Paint: a full oil gloss S-W Concrete Wall Finish: dull finish			Old Dutch Enamel: full gloss for outside exposure
CEILINGS, Interior	Flat-Tone: the washable, flat oil paint	Scar-Nut Varnish: for wood work only	S-W Handcraft Stain: penetrating stain for new hard wood Floorlac: varnish and stain combined, never old wood	Enameloid: assorted colors
Exterior	SWP House Paint	Respar Varnish: weather resisting	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect
CONCRETE	S-W Concrete Wall Finish: a paint, resists weather			
DOORS, Interior	SWP House Paint	Scar-Nut Varnish: gloss Velvet Finish Varnish No. 1044: dries to a dull finish without rubbing	Floorlac: a varnish and stain combined S-W Handcraft Stain: penetrating stain for new wood only	Enameloid: assorted colors
Exterior	SWP House Paint	Respar Varnish: weather resisting stain	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory. For interior and exterior use
FENCES	SWP House Paint: Metalized (for wire only) S-W Roof 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: water, walls, subject well	Mar-Nut Varnish: water resistant, dust-proof	Floorlac: a varnish and stain combined	S-W Inside Floor Paint: the enamel-like finish S-W Concrete Floor Finish: bright, durable
Concrete				
Porch	S-W Porch and Deck Paint			
FURNITURE, Interior	Enameloid: the decorative enamel	Scar-Nut Varnish: stands hard usage	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect Enameloid: assorted colors
Porch	Enameloid: assorted colors	Respar Varnish: weather resisting		
HOUSE OR GARAGE, Exterior	SWP House Paint	Respar Varnish: weather resisting	S-W Preservative Shingle Stain	Old Dutch Enamel: enduring gloss S-W Inside Floor Paint: the enamel-like finish
LINOLEUM	S-W Inside Floor Paint: stands repeated scrubbing S-W Aluminum or Gold Paint	Mar-Nut Varnish: protects the pattern		Enameloid: assorted colors
RADIATORS	Flat-Tone: flat oil paint			
ROOFS, Single Metal Composition	S-W Roof and Bridge Paint: Metalized: 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: (Glider sets) 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 rubbed 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 rubbed effect Enameloid: assorted colors
WOODWORK, Interior	SWP House Paint: gloss Flat-Tone: flat oil paint	Scar-Nut Varnish: high gloss, but can be rubbed to a dull finish Velvet Finish Varnish No. 1044: dries dull without rubbing	S-W Handcraft Stain: penetrating stain for new hard wood S-W Oil Stain: for new soft wood Floorlac: for new or old wood, a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rubbed 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



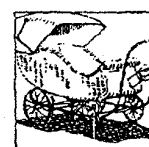
To resist wear



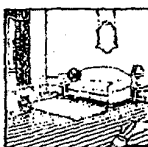
To protect its beauty



For lasting attractiveness



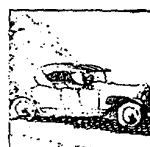
To make it "new"



To enrich hard wood



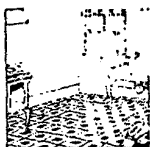
For cheerful satisfactory walls



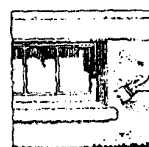
To "re-new" your car



For permanence and beauty



To keep linoleum like new



To protect concrete surfaces

0007-SWP-038944

0007-SWP-00012232

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 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 most permanent and heavy	S-W Auto Enamel Clear; a brilliant finish		S-W Auto Enamel; colored colors
AUTOMOBILE TOPS AND BODIES.....	S-W House Paint for a full rich color			
BRICK.....	S-W Concrete Wall Finish; full color			Old Dutch Enamel; full gloss for outside exposure
CEILINGS, Interior.....	Flat-Tone; the washable, flat all paint	Sher-Nat Varnish; for woodwork only; such as beams, ceiling, etc.	S-W Handmade Stain; penetrating stain for woodwork; such as beams, ceiling, etc.	Enameloid; enamel colors
CEILINGS, Exterior.....	S-W House Paint	Resper Varnish; weather resistant; for porch ceilings, etc.	S-W Oil Stain; for new wood	Old Dutch Enamel; white, gray, blue, green, etc. for outside exposure
CONCRETE.....	S-W Concrete Wall Finish; a paint, stain, washable			
DOORS, Interior.....	S-W House Paint	Sher-Nat Varnish; good Value Flat Varnish No. 1044; also in a full rich without rubbing	Fluorolac a wash and stain combined	Enameloid; enamel colors
DOORS, Exterior.....	S-W House Paint	Resper Varnish; weather resistant; for exterior	S-W Oil Stain for new wood	Old Dutch Enamel; white, gray, blue, green, etc. for outside exposure
FENCES.....			S-W Preservative Shingle Stain	
FLOORS, Interior (wood).....	S-W Inside Floor Paint; made in special finishing	Mari-Nat Varnish; water resistant; best finish	Fluorolac; a wash and stain combined	S-W Inside Floor Paint; the enamel-like finish
FLOORS, Concrete.....	S-W Concrete Floor Finish; washable, stainable			S-W Concrete Floor Finish; impervious, durable
FURNITURE, Upholstered.....	S-W Upholstery and Deck Paint; Enameloid; the decorative enamel	Sher-Nat Varnish; water resistant; best finish	Fluorolac; a wash and stain combined	Old Dutch Enamel; white, gray, blue, green, etc. for outside exposure
FURNITURE, Paint.....	Enameloid; enamel colors	Resper Varnish; weather resistant	S-W Oil Stain for new wood	Enameloid; enamel colors
HOUSE OR GARAGE, Exterior.....	S-W House Paint	Resper Varnish; weather resistant	S-W Preservative Shingle Stain	Old Dutch Enamel; coloring glass
LINOLEUM.....	S-W Inside Floor Paint; made in special finishing	Mari-Nat Varnish; protects the surface		S-W Inside Floor Paint; the enamel-like finish
RADIATORS.....	S-W Radiator and Bridge Paint; Mastic; washable and long lasting		S-W Preservative Shingle Stain	Enameloid; enamel colors
SCREENS.....	S-W Screen Enamel			S-W Screen Enamel
TOILETS.....	S-W Toilet Paint; enamel color	Resper Varnish	Fluorolac; a wash and stain combined	Enameloid; enamel colors
WALLS, Interior (washable).....	Flat-Tone; the washable, flat all paint			Old Dutch Enamel; white, gray, blue, green, etc. for outside exposure
WALLS, Interior (stainable).....	S-W House Paint			Enameloid; enamel colors
WOODWORK, Interior.....	S-W House Paint; good Flat-Tone; a full rich color	Sher-Nat Varnish; high gloss, for use on woodwork only; such as beams, ceiling, etc.		

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

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

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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 some painting, varnishing, staining or enameling problem 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—immediately displayed as part of his service.

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



For permanent and heavy



To protect its beauty



To "tame" your roof



To "tame" your car



For lasting attractiveness



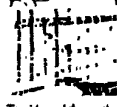
To resist wear



To give your home



To protect obscure surfaces



To withstand the weather



To renew furniture



To enrich hard wood



For durable and smart walls



To keep Enamel like new



To make it "new"



To properly finish woodwork



For better-looking radiators



To make your "new"



To keep your

0007-SWP-038945

0007-SWP-000122