

SHERWIN

1920 *The best house paint we know*

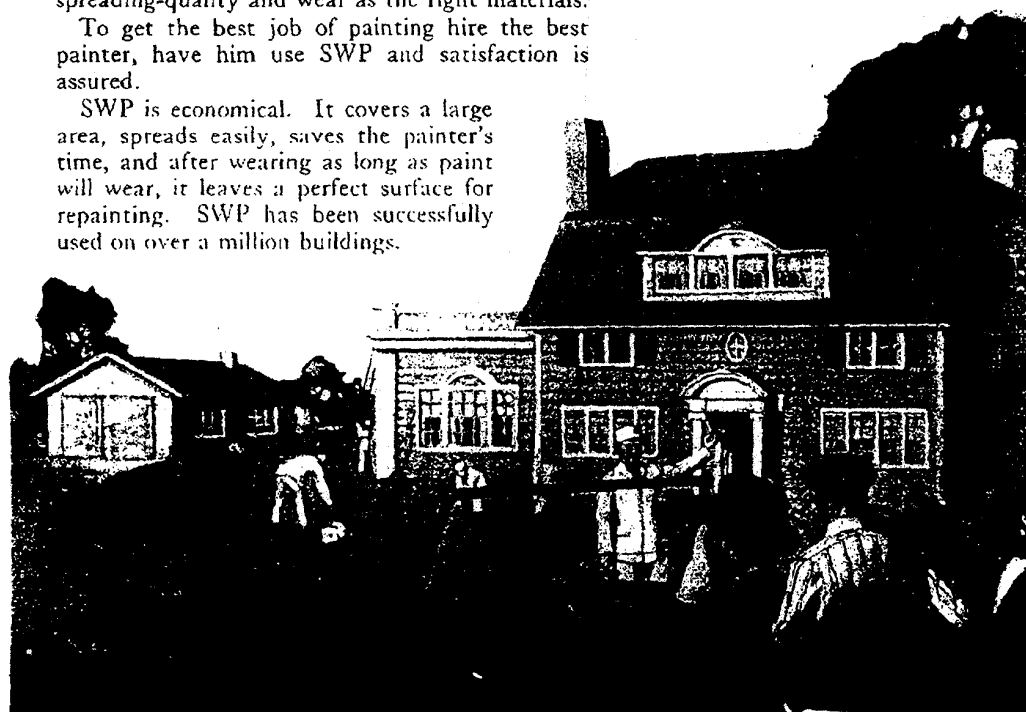
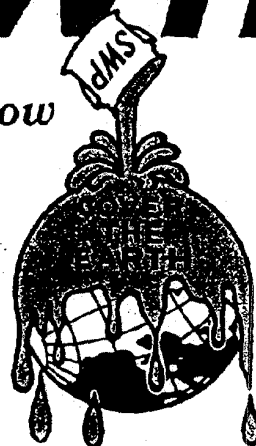
SWP has been on the market over forty years. It has a larger sale than any other house paint. It is known all over the world. Indeed, the Sherwin-Williams reputation is built on the success of SWP. We would not dare to compromise its quality.

It is made from the most carefully selected materials. To get the ingredients right, we operate lead and zinc mines and smelters, oil crushers and dye plants—to be sure of the highest quality.

It is mixed in correct proportions and very finely ground. Fine grinding is as essential to spreading-quality and wear as the right materials.

To get the best job of painting hire the best painter, have him use SWP and satisfaction is assured.

SWP is economical. It covers a large area, spreads easily, saves the painter's time, and after wearing as long as paint will wear, it leaves a perfect surface for repainting. SWP has been successfully used on over a million buildings.



PAINTS	VARNISHES	0007-SWP-038932
DYESTUFFS	COLORS	PIGMENTS

WILLIAMS PRODUCTS

The waste of wear and weather

WE have long been told that decay destroys more property than fire or flood, but it took a world war to bring home the effects of neglect to us.

When weather assails exteriors, we see its surface effects, but we are apt to forget that decay is at work beneath the surface. We are even more likely to forget that when wear mars inside surfaces, it lets in rot to ruin them.

Sherwin-Williams are surface specialists, studying the wear each surface gets and prescribing a protection to offset that wear.

As SWP is made to meet external wear on sidings and trim, S-W Preservative Shingle Stain is made to protect roofs and shingle sidings. Its creosote base penetrates and preserves

the wood, while protecting the surface.

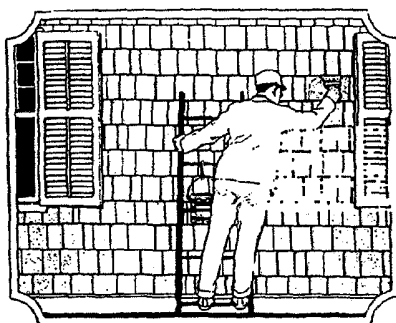
S-W Porch and Deck Paint meets the conditions of hard footwear, exposure to weather and constant scrubbing and cleaning, on porch floors and steps. It is a full linseed oil paint made to give a maximum service.

S-W Rexpar is ideal for porch ceilings and for doors. It will meet any test to which a varnish would be subjected.

So for every use, according to the wear the surface gets, there is a Sherwin-Williams Product made especially. Send for "The A B C of Home Painting" to know what to use in every circumstance.

THE SHERWIN-WILLIAMS CO.

Address Main Correspondence Office
601 Canal Road, N. W., Cleveland, Ohio



S-W Shingle Stain—A preservative creosote stain for shingled roofs and sidings. Preserves the wood, brings out the grain.



S-W Porch and Deck—A paint for wood and concrete covered porches, decks and steps. Will stand wear, weather and frequent scrubbing.

0007-SWP-038933

CHEMICALS	INSECTICIDES
DISINFECTANTS	WOOD PRESERVATIVES

15

1020

SHERWIN



Why will bankers loan more money on well-painted property?

It is common sense to suppose that an owner who keeps his property up is more worthy of trust. It is evidence of good business judgment. It obviously means a more salable security. Why wouldn't bankers recognize character, credit and business sense?

But bankers are not the only observant citizens. Neighbors are quick to recognize signs of prosperity and good taste. Every man wants his neighbors' good opinion. It has a dollars-and-cents value to him.

Paint your property regularly—and paint it with the best paint you can buy. Not only because it will look better and last longer, but because it is more economical. Paint isn't for looks alone. It is there to protect the property from decay, which creeps in through every scar and check, once the surface of the paint breaks.

For more than 50 years, Sherwin-Williams has been making paint and sells more SWP House Paint for outside use than any two other brands. Its reputation is known all over the world—an indisputable evidence of value. SWP wears better than any other paint we know.

We go back to the source for every essential ingredient and control every essential process to be sure that our products are right. The Cover-the-Earth trademark assures you of certain satisfaction.

Save the surface and
you save all. Add in 4.

0007-SWP-038934

0007-SWP-000122312

WILLIAMS

PRODUCTS

Paints that stand up outside

Sherwin-Williams reputation rests on making products exactly suited to the need. An organization of specialists, of wide experience and exact knowledge, it makes a thousand formulae for surfaces, to meet the wear each different surface gets.

SWP is its special house paint, made of pure zinc, pure lead, pure linseed oil and necessary color pigments and driers. Each ingredient is manufactured by us to insure its adaptability, and all are mixed by machines of our own design that grind thoroughly and assure an evenly spread, durable film that the weather cannot break through.

Much depends on the proper

application of paint and you should be sure that you have a good painter to get the best results from the best materials. The surface must be prepared, made ready with skill and knowledge of its nature.

Shingles demand a preservative as well as a paint. S-W Preservative Shingle Stain is made on a creosote base, which penetrates the wood and preserves it, while the stain brings out the natural beauty of the grain and adds a rich and distinctive coloring. Shingle Stain can be used for dipping or brushing.

For concrete surfaces, we make Concrete Finish; for metal surfaces, Metalastic Paint; for barns

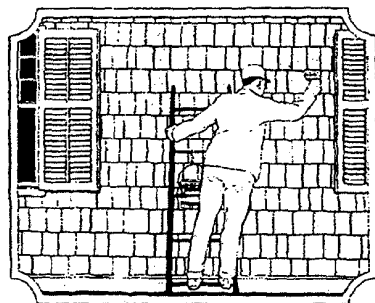
and outhouses, wood roofs and fencing, Commonwealth Barn Paint; for each different surface, we make a product which meets the conditions that surface presents.

For each use, there is a product exactly suited to the need. Tell the Sherwin-Williams dealer in your neighborhood what work you want to do. He can give you the right finish for the purpose. Look for the Cover-the-Earth trademark. It is your protection.

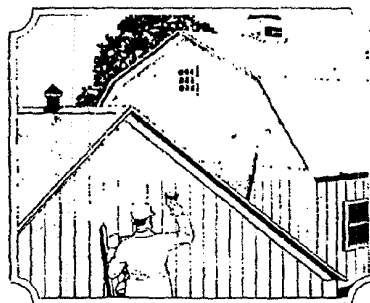
THE SHERWIN-WILLIAMS CO.

Address Main Correspondence Office
601 Canal Road, N. W., Cleveland, Ohio

**PAINTS AND VARNISHES. DYESTUFFS. COLORS. PIGMENTS
CHEMICALS, INSECTICIDES, DISINFECTANTS. WOOD PRESERVATIVES**



S-W Preservative Shingle Stain—A creosote stain for Shingles. Adds beauty to surface and penetrates the wood, protecting it from decay. In many attractive colors.



S-W Commonwealth Barn Paint—A rich, heavy bodied red or gray, of unusual covering power, even on rough lumber. Ammonia resisting and extremely durable.

0007-SWP-038935

0007-SWP-000122313



**Don't cover up
your walls; color
them**

There is nothing so beautiful, so sanitary and so easily kept clean as a wall painted with

SHERWIN-WILLIAMS

Flat-Tone

Flat-Tone is an oil paint that imparts to walls a richness of color that cannot be secured in any other way. When the walls become dingy or soiled with finger marks, soap and water will restore them without injury to the most delicate tints.

You can get Flat-Tone, ready to apply, from any Sherwin-Williams dealer. Write today for our

**Portfolio of Suggestions for
Painting and Decorating**

It tells how to use Flat-Tone and other Sherwin-Williams Finishes and shows many beautiful rooms and exteriors in colors with complete painting directions.

**SHERWIN-WILLIAMS
PAINTS & VARNISHES**



Sales Office and Warehouse in principal cities. Best dealers everywhere.
Address all inquiries for Portfolio to 610 Canal Road, N. W.
Cleveland, Ohio

0007-SWP-038936

0007-SWP-000122314

SHERWIN



Paint your walls with Flat-Tone

DO YOU picture painted walls as plain, hard, cold surfaces? Then you don't know Flat-Tone and its possibilities—its rich, warm tones, its depth, and beautiful multi-color effects.

FLAT-TONE walls and ceilings are beautiful—decorative in the highest sense. Beyond that they are the most sanitary of all wall treatments, can be cleaned when soiled, are restful to the eyes and wonderfully durable.

Before you decorate look into Flat-Tone. Send to us for elevations showing decorative effects. Compare the cost with any other form of wall treatment as beautiful. Then consider its other advantages. This is the day of painted walls and ceilings and Flat-Tone is a big factor in forwarding its popularity.

S-W MAR-NOT *Floor Varnish*

gives floors a beautiful finish, waterproof, steamproof and practically wearproof. It is very pale and can be used over the lightest colored hardwoods, linoleums, etc. Mar-Not cleans splendidly with S-W Floorwipes.

S-W SCAR-NOT *Interior Varnish*

gives a fine brilliant finish which does not spot from steam, hot liquids or dishes. S-W Velvet Finish applied over Scar-Not produces a beautiful dull rubbed effect, without the expense of rubbing.

S-W FLOORLAC

gives furniture, floors and woodwork a combined varnish and stain finish at one painting. The colors reproduce hardwood effects; the varnish is tough, durable and does not scratch white. Cleans beautifully with S-W Floorwipes.

S-W OLD DUTCH ENAMEL

The highest grade long life enamel for woodwork and furniture. Made in French gray, ivory and in a permanent white. Gloss or dull finish.

Go to the Sherwin-Williams dealer in your town

THE SHERWIN-WILLIAMS CO.

Main Office 601 Canal Road, N. W., Cleveland, Ohio



PAINTS, VARNISHES, DYES, WOOD PRESERVATIVES.

0007-SWP-038937

0007-SWP-000122315

y and stood beside
reached a hand to
d him; but as he
I was struck by a
hat she seemed to
out of that string
just been.

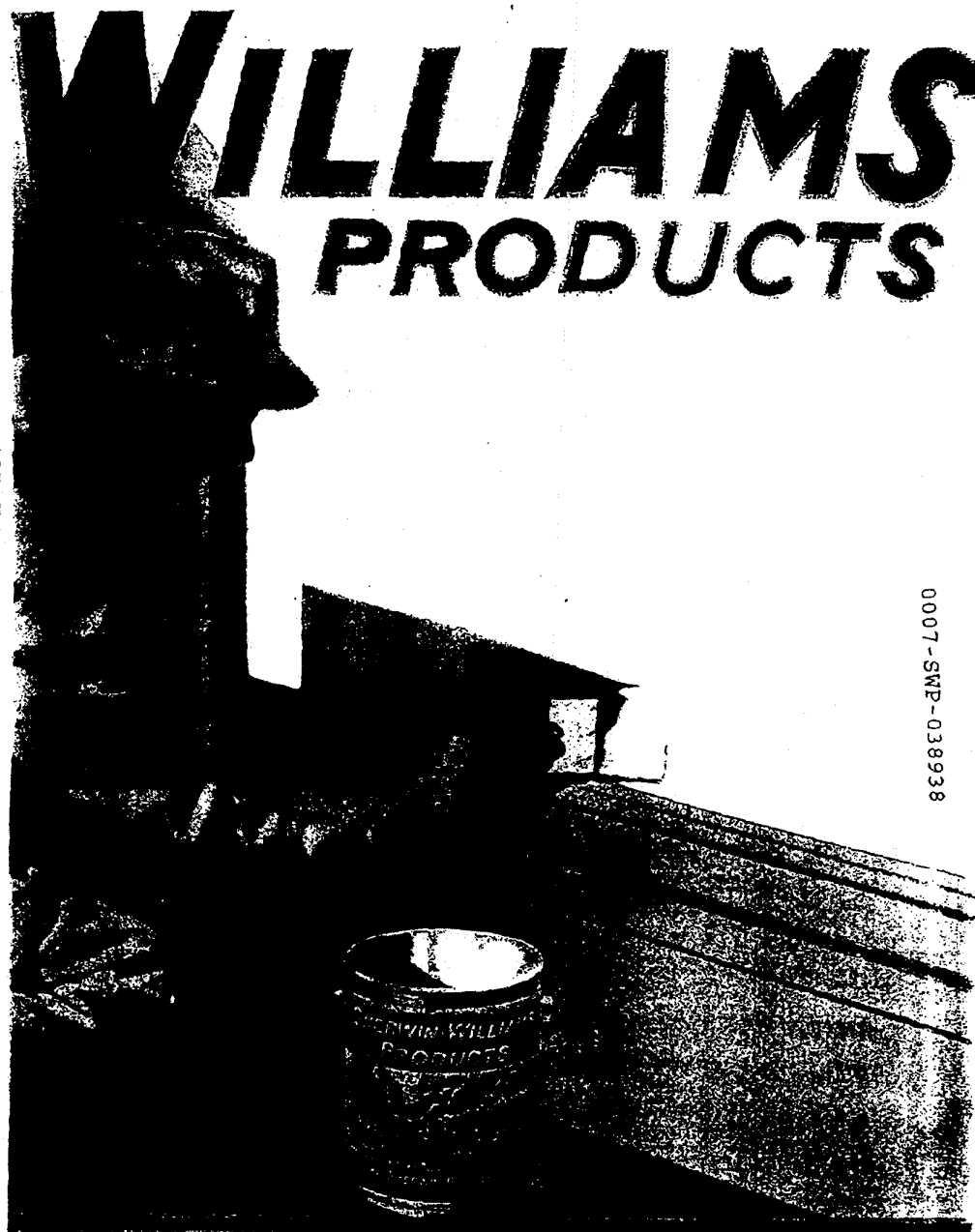
Mrs. Griggsby was
threshold--left it by
He got to the roof
grapping hook. He
the lower end of the
the window, went up
pulled the suitcase up
answer I got."

was a beaut! Only
ling there giving the
ity by careful atten-
might me down to
say. "He did" He
saw, ma'am who
"lost"

after himself"
in exasperation
hypercritical little
couldn't be ma-
led

as Page 78)

WILLIAMS PRODUCTS



0007-SWP-038938

CHEMICALS. INSECTICIDES AND DISINFECTANTS



Durability as necessary as good taste

The color scheme is important, but without permanence the best color scheme soon becomes an eyesore.

Two distinct services are offered the house owner by the Sherwin-Williams Company. One is a complete line of Paints, Varnishes, Enamels and other finishes of such enduring quality that a carefully planned color scheme stays beautiful as long as possible. The other is the help of a Decorative Department



which suggests color schemes for interior or exterior that are both practical and artistic.

Sherwin-Williams Products can be bought of any Sherwin-Williams dealer. The service of the Decorative Department can be had for the asking.

See to it that your painter understands that you want Sherwin-Williams finishes used. The Sherwin-Williams dealer will gladly refer you to a local painter.

SHERWIN-WILLIAMS

PRODUCTS



Write our Decorative Department about your painting and decorating problems, submitting blueprints, photos or sketches.



0007-SWP-038939

0007-SWP-000122317



The Picture Your Home Makes

Shabbiness is a good reason for re-painting. You are proud enough of your home to want it to look well. But looks can be endured if necessary. Deterioration cannot.



S-W Mar-Nat Varnish
for floors

THE reason for painting is really economy—to keep the house from wearing out—to avoid inevitable repairs that cost more than painting.

Painting is economy only when the right paint is selected. Sherwin-Williams Products include every kind of finish for exterior and interior use. They have weather-and-wear-resisting qualities that cheap paints cannot have.

The same paint that preserves your home also preserves the picture it makes. This picture is spoiled just as much by a premature shabbiness as it is by a badly chosen color scheme. Permanent paint is as necessary to looks as it is to economy.



S-W Old Dutch Enamel
for woodwork

SHERWIN-WILLIAMS

PRODUCTS



Write our Decorative Department
about your painting and decorating problems,
submitting blueprints, photos or sketches
The SHERWIN-WILLIAMS Co.



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