



HOW TO GET THIS EFFECT WITH SHERWIN-WILLIAMS PAINTS AND VARNISHES
Painted in Flat Blue, Green, and Yellow, with White Trim and Molding.
Painted in Flat Blue, Green, and Yellow, with White Trim and Molding.

Sherwin-Williams Handicraft Stain

There is a great artistic stain
in the world, and it is called
Handicraft Stain. It is a
stain that is made of the
finest materials, and it is
applied in a way that gives
it a unique character. It is
a stain that is made of the
finest materials, and it is
applied in a way that gives
it a unique character. It is
a stain that is made of the
finest materials, and it is
applied in a way that gives
it a unique character.

Sherwin-Williams Flat-Tone

There is a stain for the attention
of the decorator, and it is called
Flat-Tone. It is a stain that
is made of the finest materials,
and it is applied in a way that
gives it a unique character. It
is a stain that is made of the
finest materials, and it is
applied in a way that gives
it a unique character. It is
a stain that is made of the
finest materials, and it is
applied in a way that gives
it a unique character.

THIS is one of twenty
pages from our new
Portfolio—all illustrating
various rooms and exter-
iors in color—each a
practical working decor-
ative scheme.

Some are quite simple, others more elaborate—
all are complete with splendid ideas for con-
sultation in beautifying your home and select-
ing just the right products for getting the best
results. The color plates and specifications are
assembled in an attractive Portfolio which will
be sent you upon receipt of 5 cents in stamps,
to cover the cost of mailing. Write for it today.

Sherwin-Williams Maxim

MAXIM is a decorative, easily
applied stain that is made of the
finest materials, and it is applied
in a way that gives it a unique
character. It is a stain that is
made of the finest materials,
and it is applied in a way that
gives it a unique character. It
is a stain that is made of the
finest materials, and it is
applied in a way that gives
it a unique character.

Sherwin-Williams Stain

BY means of the Sherwin-Williams
Stain, you can get the best results
in your home. It is a stain that
is made of the finest materials,
and it is applied in a way that
gives it a unique character. It
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**SHERWIN-WILLIAMS
PAINTS & VARNISHES**

Sold by dealers everywhere. Ask your local dealer for color cards and full information.
For the Special Home Inspection Service write to The Sherwin-Williams Co., Decorative Dept., 22 Canal Road, N. W., Cleveland, Ohio.

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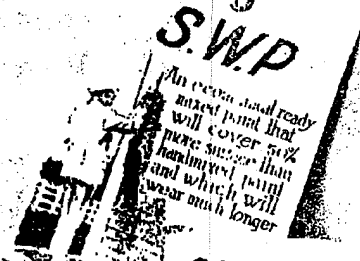
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SHERWIN-WILLIAMS PRODUCTS



This is Painting Time

The S W Dealer in
your locality has a
Right Quality Product
for Every Painting
Need - Consult Him



Save the surface and
you save all
the trouble

Commonwealth Barn Red



The Best Paint
for Barns
Silos and other
important
farm buildings
A Rich Heavy Bodied
Red of unusual
covering power
even on rough lumber
Weather resisting and
extremely durable -

Flat-Tone

For finishing
Walls, Ceiling
and Interior
Woodwork in
soft velvety
flat effects

Made in 22
Colors giving
you a wide va-
riety of effects
Flat-Tone being
Chalk or putty
and is washable

S.W. VARNISHES

Three high grade
Varnishes to meet
the three distinct
Varnishing require-
ments in the home

MAR-NOT
FOR FLOORS

SCAR-NOT
FOR FURNITURE AND
INTERIOR WOODWORK

REX-PAR
FOR OUTSIDE WORK
AND IRONS

THE SHERWIN-WILLIAMS Co.
of Canada Limited
Head Office MONTREAL.

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You can't paint a house with APPLESAUCE *To save the best paint*



CHEAP PAINT ISN'T CHEAP AT ALL

WHEN a "low-price" paint is offered to you with the assurance that it isn't a "cheap" paint, it's time for a good laugh. That's the latest style in "cheap" paint applesauce.

A "low-price-per-gallon" is always a dead give-away. It indicates "price" paint—designed to mislead you as to economy. And "price"

paint is always cheapened to make the low price possible. It costs you a few cents on the gallon. But, oh, how it cuts up your money on the wall!

Only one thing is more costly than "Cheap" Paint and that is "Cheap" Painter.

He's the fellow who tells you he will do a beautiful job for you at a suspiciously low price.

Steer clear of "Cheap" Painter if you don't want to lose money. To make his low price he does a careless, slipshod job. He leaves nothing but grief, dissatisfaction and expense behind him. His "applesauce" is a costly luxury.

To be safe, just remember

this—"Low-price" is a dangerous signal every time.

To be economical a paint must have exceptional "covering" qualities—a tough, durable film—colors that do not fade. These qualities can be produced only with finest materials which are expensive, and a scientifically "balanced" formula.

Fine old SWP House Paint is a super-quality product. It may cost slightly more per gallon—BUT—where eleven gallons of "cheap" paint are required to paint an average house (2 coats), only 7 gallons of SWP are needed.

That four gallon difference makes the "material" cost about the same.

Labor cost is about two-thirds of any painting job. The other third is for paint.

And please remember that it costs just as much to "cheap" paint as good paint.

But "cheap" paint has got—no durability. Repainting comes soon and often. In five years you pay that labor charge over to five times, in addition to expense for new paint.

Avoid this from a repainting expense.

SWP, being a quality paint, is wonderful stamina. When applied by a master painter—a man who is an artist at his profession, who has fine equipment—who prepares the surface skillfully—who takes pride in his work—it creates for you many years of beauty and service.

You pay the material and labor cost only once in five or more years and your house looks good all the time.

In other words, a master painter and fine old SWP House Paint—the most economical combination you can use.

It means not only the lowest cost per square foot of wall, but by far the lowest labor cost.

SHERWIN

PAINTS



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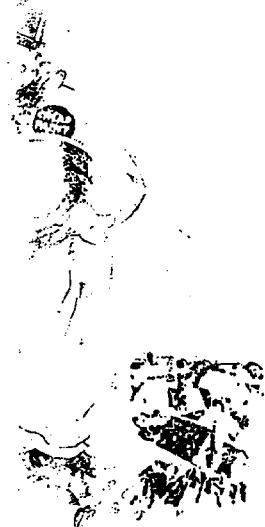
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The Literary Digest for October 10, 1923

use with
UCE

*To save money on your painting, use
the best paint and hire a good painter*



Labor cost is about two-thirds of any painting job. The other third is for paint.

And please remember that it costs just as much to apply "cheap" paint as good paint.

But "cheap" paint has no stamina — no durability. Repainting time comes soon and often. In five years you pay that labor charge from ten to five times, in addition to the expense for new paint.

Avoid this heavy repainting expense.

SWP, being a quality paint, has wonderful stamina. When applied by a master painter — a man who is an artist at his profession — who uses fine equipment — who prepares the surface skillfully — who takes pride in his work — it *saves you many years of beauty and service.*

You pay the material and labor cost only once or twice more over. And your home looks good all the time.

In other words, a master painter and fine old SWP House Paint is the most economical combination you can use.

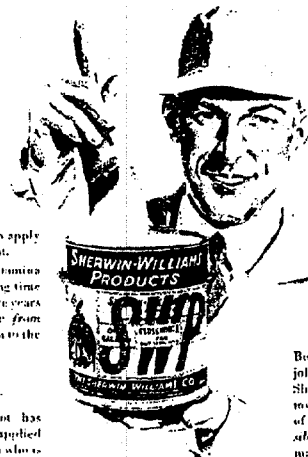
It means not only the lowest paint cost per square foot of wall — but by far the lowest labor cost per year.

There is no "cheap" in a danger sign.

To be economical a paint must have exceptional "covering" qualities — a tough, durable film — colors that do not fade. These qualities can be produced only with fine materials, which are expensive, and a scientifically "balanced" formula.

Fine old SWP House Paint is a superior product. It may cost slightly more per gallon — BUT — when eleven gallons of cheap paint are required to paint an average house (2 coats), only two gallons of SWP are needed.

The fact of this difference makes the material cost about the same.



Williams are to "paint" what Edison is to "Electricity" — what Marconi is to "Wireless."

Their "Master Touch," a combination of genius and long experience, is what makes SWP different from all other paints. It is a *human touch* — that none can copy. It is *Sherwin-Williams*.

See Paint Headquarters and save money.

Before you let out your painter, job see Paint Headquarters — the Sherwin-Williams dealer in your town. Get an estimate on the amount of SWP required. Call in a *reputable master painter*. Get his estimate on the job. Only by using the best paint and a good, reliable master painter can you save money.

And the same is true of any finishing job whether you use paint, enamel, varnish or lacquer. "Cheap" stuff is always too costly.

If you want the name of a reliable painter who will apply SWP for you write us. We will send his name and a copy of our famous Household Painting Guide which saves costly mistakes in painting.

THE SHERWIN-WILLIAMS CO.

Largest Paint and Varnish Dealers in the World CLEVELAND, OHIO

The "Master Touch"

Men may argue about formulas and get nowhere. The formula is only one of several important factors in paint. Anyone can copy the formula of SWP. It is publicly printed. Still SWP will remain unchallenged as to quality.

That is because there are other vital factors in SWP. One is the superior quality of materials specially made for SWP.

The other is the "Master Touch" of the men who make it — which defies successful imitation.

These scientific men of Sherwin-

SHERWIN-WILLIAMS
SWP HOUSE PAINT

PAINTS • VARNISHES • ENAMELS • LACQUERS



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