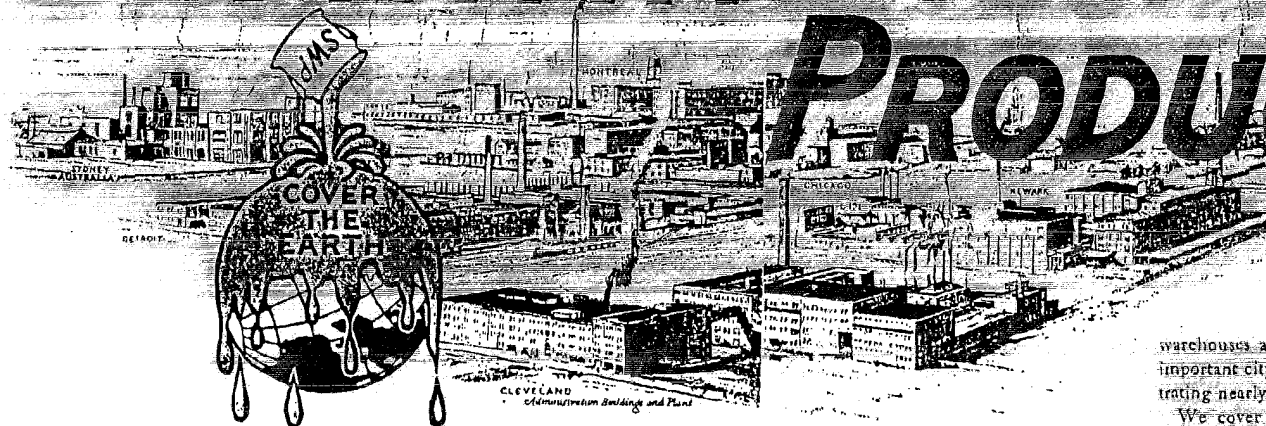


SHERWIN WILLIAMS PRODUCTS



THIS mark represents the Sherwin-Williams business. It means many things you ought to know—you who use so many of its products and so many things upon which its products are used.

One thing this mark means is size—bigness. The Sherwin-Williams business is the largest of its kind. It is so large because you, the public, have recognized that our products are good.

Because of this size, we are able to do things a smaller concern cannot do, to do more of them, and do them better. We dominate our field, command resources, get the best—whether it is men, raw materials, equipment or service.

You get the full advantage our size gives us in all

SHERWIN-WILLIAMS PRODUCTS

PAINTS AND VARNISHES

DYESTUFFS, COLORS, PIGMENTS, CHEMICALS, INSECTICIDES,

DISINFECTANTS, WOOD PRESERVATIVES

The bigger the business
the greater the service it is
able to render

WE cover the earth to get raw materials—lead, zinc, gum, flaxseed, pigments, turpentine, oils, colors—whatever we need to secure and maintain quality. Wherever the best can be had, there we go. We build a plant, sink a mine, operate a smelter, go to any lengths to be sure of the quality and the uniformity of each ingredient in every product sold under the well-known "Cover the Earth" trade-mark.

We cover the earth to make our products—owning and operating factories at Cleveland, Chicago, Detroit, Newark, Montreal, Can., London, Eng., and Sydney, Australia. We cover the earth to sell our products—with

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He Should Have Used SWP

House Owner: I had this paint put on last year and look at it now!

Painter: It doesn't take long for the weather to show up poor paint.

House Owner: How could I know it was poor paint? I'm no paint expert.

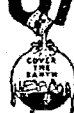
Painter: It doesn't take a paint expert to get reliable paint these days—just ordinary intelligence. For instance, you ought to know that there is a company of paint experts that have been making house paint for nearly fifty years; making it from accurate formulas, mixing and grinding it with powerful machinery; manufacturing every important ingredient; putting in just what all these years of experience have taught them is best. That company is the Sherwin-Williams Company and the paint is known to us painters as **SWP**.

Sherwin-Williams House Paint plays no favorites in the matter of materials. It contains lead. It contains zinc. And it contains linseed oil. The combination is right. Experience has proved it—not only our experience but the experience of house painters, architects, builders and house owners—the men and women who pay the bills. Insist on SWP. You can buy it at any Sherwin-Williams store. It comes in 48 colors—ready to apply.

Send for free Color Plates giving practical suggestions for painting and decorating. If interested in a cottage or bungalow ask for special booklet, mailed free.

SHERWIN-WILLIAMS

PAINTS & VARNISHES



Showrooms—New York, 116 W. 32nd St.; Chicago, People's Gas Building.
San Francisco, 523 Market St. Sales Offices & Warehouses in principal cities. Best dealers everywhere.
Address all inquiries for Portfolio to 610 Canal Road, N. W., Cleveland, O.

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