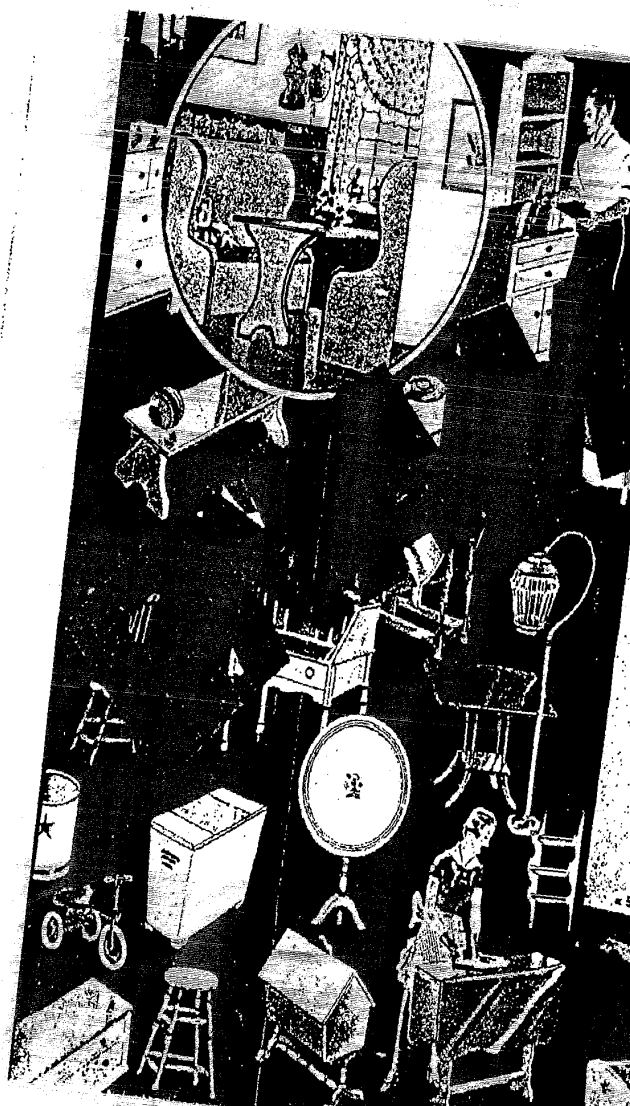




Bright, Sparkling, Colorful Enamel
SHERWIN WILLIAMS

ENAMELOID

**The Long-Wearing Enamel for
Woodwork, Furniture, Walls**

- Solid Covering
- Quick Drying
- Washable
- Easy to Apply
- No Brush Marks
- Porcelain-like Gloss

The decorative enamel anyone can use. With Enameloid you can work the magic of color on furniture, woodwork, walls, toys, etc. Leaves no brush marks—flows on easily. Dries in four hours. A wide range of rich shades and pastel tints to choose from. You'll find painting loads of fun this easy way.

16 Permanent Colors, also Black, White, Gold* and Silver*
*Gold and Silver slightly higher in price

1/4 Pint	29¢	Quarts	\$1.47
1/2 Pint	49¢	1/2 Gallon	2.75
Pint	83¢	Gallon	5.10

45

SHERWIN WILLIAMS PRODUCTS

N29025

0007-SWP-000124562

0007-SWP-0

New Life for LINOLEUM

Special QUART **\$1.27**

WITH COUPON SEE PAGE 23

S-W Clearolin THE CRYSTAL-CLEAR FINISH FOR LINOLEUM

- Easy to apply
- Dries in less than one hour
- Will not discolor the design
- Easy to keep clean

Add years to the life of your linoleum by applying S-W Clearolin Linoleum finish to the surface periodically. Linoleum coated with this finish can easily be kept clean by occasional wiping with a damp cloth. S-W Clearolin will not yellow the surface, but instead will brighten the pattern of the linoleum and make it look like new again. This finish is easily applied and dries hard enough to walk on within an hour. Highly water-resistant, tough and durable. One quart will coat approximately 100 square feet of linoleum.

Also sold in Pint Cans . . . 77¢
And One Gallon Cans . . . \$5.00

"6"



Use Money Saving Coupon on page 13

Pure Linseed Oil SOAP SHERWIN-WILLIAMS FLAXOAP



Special Offer
5-Lb. Pail
\$1.09

2-Lb. Can 49¢

- Does not chap the hands
- Leaves finishes sparkling
- Cleans perfectly

Painted, varnished, enameled or lacquered finishes clean better with S-W Flaxoap. It is made of pure linseed oil—no animal fat—no adulterant of any kind. Flaxoap is mild. There is no free caustic to chap the hands or to harm the finish. Surfaces gleam when washed with Flaxoap—not because any oil is left—but because the surface rinses clean—no scum remains to catch the dust. Flaxoap comes in soft jelly paste. A small lump is dissolved into a pail of warm water. This solution cleans quickly, safely and without effort.

Flaxoap is also an economical cleanser for windows, glassware, dishes, glazed tile, rugs, bric-a-brac, etc.

Finest Quality VARNISH STAIN SHERWIN-WILLIAMS FLO-LAC



- Stains and varnishes in one operation
- For floors, woodwork, furniture
- Quick drying—Water resistant

Comes in six popular colors to match stained and varnished wood. Worn and faded finishes easily restored with good color and fine, full varnish finish. Rich gloss—long wearing. Make new floor and stair finishes in old homes with S-W Flo-Lac system. Tough and wear-resisting.

¼ Pint 29¢
½ Pint 49¢
Pint 79¢
Quart \$1.34
Gallon 4.65

"7"

0007-SWP-041170

Beautiful Wall Effects - Soft and Restful



WHEN PAINTED WITH
SHERWIN-WILLIAMS
Flat-Tone
FLAT WALL PAINT

- Beautiful pastel shades
- Soft, velvety sheen
- Fast-to-light colors
- Many pleasing effects

S-W Flat-Tone is a wall paint of velvety texture for use where artistically-finished walls are desired. It forms a background that makes room furnishings more beautiful. Can be easily restored to its original freshness by washing with soap and water when soiled.

87^c
QUART

Half Gallon ... \$1.57
Gallon ... 2.83



WASHABLE. WON'T RUB OFF.

S-W ENAMEL

This signed coupon entitles the bearer to purchase one quart of S-W Enamel for

A 49¢ VALUE FOR

Name _____
Address _____

LIMITED - ONE TO A CUSTOMER
This offer expires Nov. 1, 1936

USE THE

S-W FLO-LAC

This signed coupon entitles the bearer to purchase one quart of S-W FLO-LAC for

A 29¢ VALUE FOR 14

Name _____
Address _____

LIMITED - ONE TO A CUSTOMER
This offer expires Nov. 1, 1936

MONEY SAVING

S-W FLO-WAX

This signed coupon entitles the bearer to purchase one quart of S-W FLO-WAX for

A \$1.67 VALUE FOR

Name _____
Address _____

LIMITED - ONE TO A CUSTOMER
This offer expires Nov. 1, 1936

COUPON

S-W POLISH-OIL

This signed coupon entitles the bearer to purchase one quart of S-W Polish-Oil at price advertised by

25¢ Bottle
1,75¢ Fourmore Polish 19¢

Name _____
Address _____

0007-SWP-041171

0007-SWP-000124564

Special S-W POLISH-OL FURNITURE POLISH

- Polishes Easily
- Quickly restores lustre
- Leaves no oily film

Who should know better than the world's largest varnish manufacturer what kind of polish will produce the best results on varnished furniture, pianos and woodwork? You owe it to yourself to become acquainted with this wonderfully efficient furniture polish if you are not already one of its thousands of enthusiastic boosters. Here is a chance to get acquainted with this exceptional polish at a very low price. Sherwin-Williams Pol- ish-OL dries quickly and polishes easily to a fingerprint-resisting finish. Use special offer coupon— limit of one bottle to a customer.

25¢ Bottle
for
19¢

with Coupon, see
Page 23

Pint Bottle
Regularly 50¢

SPECIAL 39¢

With Coupon, see Page 23



For Most Satisfactory Results
Use Sherwin-Williams Brushes
Pure Cellulose Bristle. Vulcanized in
rubber



GENERAL PURPOSE
BRUSH

S-W Paint Headquarters
Brush

Paint brush for small jobs of
outside paint or inside wall
finishes.

3 1/4 in. size 75¢

4 in. size 95¢



HOUSE PAINT BRUSH

Will make a 2-COAT JOB of
house paint easy to apply.

No. 86—3 1/4 in. size . 99¢

No. 28—3 1/4 in. size . \$1.17

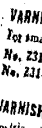
The Right
SHERWIN-WILLIAMS
BRUSH
*for every
job*

VARNISH and ENAMEL BRUSH

For finishing larger pieces of fur-
niture, woodwork, etc.

No. 227—2 1/4 in. size . . . 49¢

No. 227—2 in. size 55¢

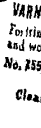


VARNISH and ENAMEL BRUSH

For small pieces of furniture.

No. 231—1 1/4 in. size . . . 19¢

No. 231—2 in. size 25¢



VARNISH and ENAMEL BRUSH

For finishing and lining on furniture
and woodwork.

No. 235—1 in. or 1/2 in. size 10¢

Clean brushes insure a
clean finish.

Special
ONE PINT
Self polishing
FLOOR WAX
and a lamb's wool applicator



\$1.03
value for
79¢



- No Rubbing or Polishing
- Dries in 15 Minutes

To wax your floors you simply spread
on a coating of S-W Flo-Wax with the
lamb's wool applicator. Leave it for
15 or 20 minutes and you'll find that
the wax has dried to a glossy sheen
that requires no additional rubbing
or polishing. For linoleum, composi-
tion or wood floors. Flat size enough
for two or more applications to floor
of average kitchen.

SPECIAL
1/2 GALLON
S-W FLOOR WAX

\$1.67 Value for

\$1.29

(Without Applicator)

With Coupon See Page 23

0007-SWP-041172

S-W P

This signed coupon
Polish-Oil of p
25c bottle
Furni

The Finish that's **AMAZINGLY WASHABLE** *—Long wearing—*
FOR PAINTING WALLS WOODWORK AND RADIATORS

SHERWIN-WILLIAMS

SEMI-LUSTRE

Washes **CLEAN**
 Very durable
 Dries to a hard finish
 Inexpensive to use
 Easy to apply
 12 beautiful tints

Here's the modern finish for
 kitchens, bathrooms, stair-
 ways, recreation rooms, nurs-
 eries, etc.—a satin finish that
 furnishes both beauty and pro-
 tection where the wear comes
 hardest.

Semi-Lustre colors are in good
 style—the tough, tight film
 washes easily with soap and
 water to "hospital cleanness."

Pint 67¢
 Quart \$1.12
 ½ Gallon 2.07
 Gallon 3.69



INCREASE HEAT EFFICIENCY

Rooms are more attractive when radiators
 are painted to match the walls or wood-
 work—more efficient, too.

Metallic paints of Gold and Aluminum
 Bronze retard heat radiation. Radiators
 painted with S-W Semi-Lustre will in-
 crease radiation efficiency as high as
 20 per cent over these metallic paints.



METAL POLISH

For brass, nickel, aluminum and other polished metal surfaces. S-W Bras-Brite not only cleans, imparts a high polish, but also retards tarnishing. Works easily, quickly and requires little rubbing.

½ Pint 27¢
Pint 43¢
Quart 70¢

PAINT AND VARNISH REMOVER

S-W Taxite

Efficient because it quickly softens paint and varnish so the coating can be removed easily. Economical because it saves time, labor and material. Works efficiently on upright surfaces—penetrates quickly.

½ Pint 27¢
Pint 43¢
1 Quart 69¢
½ Gallon . . . \$1.20
Gallon 2.10

KALSOMINE

S-W Decotint—the economy finish for your walls. Dries to a soft, velvety, water color effect on plaster walls or wallboard. Comes in dry powdered form which only requires mixing with ordinary hot or cold water. Easy to use.

5 Pound Package

White 55¢
Colors 60¢

Save
ON ROOF REPAIRS



SHERWIN-WILLIAMS
Liquid Roof Cement

A new seamless roof costs only the price of one coating of S-W Liquid Roof Cement. This heavy-bodied, long asbestos fibred material will thoroughly water-proof all types of roofs. Won't crack. Acid free.

BLACK—Gallon . . \$1.00
2½ Gallons \$2.38
5 Gallons 4.50

Ebonol Roof Paint

Heavy-bodied, Acid-Free,
Elastic, Durable

A high-gloss, black paint for composition and metal roofs, gutters, fences, etc.

BLACK—Gallon . \$1.00
5 Gallons \$4.50

Elastic Roof Cement

For Patching Roofs. Easy to
Apply, Always Elastic

Heavy paste consistency, made with long asbestos fibre. Apply with a trowel to repair holes in gutters, flashings and chimneys.

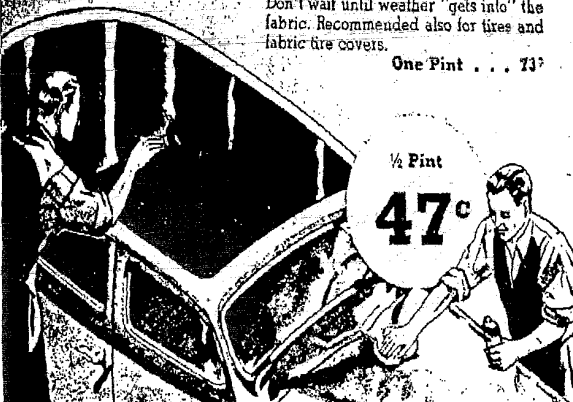
BLACK—1 Pound . 18c
5 Pounds 70¢

Rejuvenate Your Auto Top

SHERWIN-WILLIAMS
AUTO TOP DRESSING

Dries quickly to a jet-black, high-gloss elastic finish. It takes but a few minutes to give your car a full year's protection. Don't wait until weather "gets into" the fabric. Recommended also for tires and fabric tire covers.

One Pint . . . 73¢



½ Pint
47¢

Cleans—Polishes—Waxes
in one operation—

OPEX AUTO POLISH

Remove road film and restore the color and gloss of your car finish in one operation with S-W OpeX Polish. This polish does not depend upon injurious acids or harsh abrasives for its action. It removes old, weathered scum that won't wash off with soap and water and builds up the finish with a protective coating of hard-drying wax. This finish does not finger mark and its hard, brilliant polish makes it easier to wipe dust off the surface. Equally effective on lacquer and enamel car finishes.

Easy to use—just wipe it on—let it dry and polish with a soft cloth

Pint Handy Can **60¢**

300 Square Feet
of Beauty and Protection
AT LESS THAN 1/2¢ PER SQUARE FOOT
in every gallon  *SWP house paint*

*Based on one coat coverage.

- For more than 60 years S W P House Paint has been the standard for comparison all over the world. It produces a finish of surpassing beauty, smoothness and durability.
- Although the formula is printed on the label where anyone may copy it—and many claim that they do—S W P is more than a mere formula. With Sherwin-Williams each ingredient is a highly specialized product—made particularly for use in S W P—produced from the raw materials—lead and zinc ores from Sherwin-Williams mines—flaxseed from the northwest—reds, blues, yellows, greens—all of Sherwin-Williams own make.
- The knowledge and manufacturing skill gained by Sherwin-Williams paintmakers and the standards developed and improved over 60 years' time cannot be duplicated overnight. S W P House Paint—like a fine automobile or a fine watch—possesses many worthwhile advantages not found in ordinary paint. And this quality in S W P means greater value for your money, better protection for your home and more lasting satisfaction with your purchase.

For best results we recommend that a Master Painter be used.

« 16 »



Costs Less to Use

SWP
 Finer Appearance
 The finest quality...
 (2) WATER DRAINAGE
 (3) SMOOTH FINISH

32 true-toned colors, also White and Black. Comes in all size packages from pints to barrels.



Beautifully your Stucco or Brick House **STUCCO and CONCRETE PAINT**

SHERWIN-WILLIAMS



Seals the surface of stucco and brick houses. Keeps out rain and moisture. Keeps the house dry, inside as well as outside. Dry houses are more healthful to live in. Give your home the Beauty and Protection it needs. Avoid perishable "lime washes" which cost just as much to apply and which fail to give you much to the lasting beauty or the protection provided by S-W Stucco and Concrete Paint.

- Stops moisture penetration
- Avoids costly repairs
- Lastingly beautiful finish

FIRST IMPRESSIONS *are important*

A Well Painted Porch Floor Makes the Correct Impression

S-W Porch and Deck Paint

- Quicker, harder drying
- Long wearing
- Correct colors

Good paint keeps the porch floor cleaner—keeps dirt from tracking into the house—keeps the children's clothes cleaner—avoids costly repair bills. S-W Porch and Deck Paint offers conveniences of quicker, harder drying, a finer enamel-like finish and genuine economy. Easy to apply—one quart covers a porch 8 x 20 feet, one coat.

Quart		\$1.17
1/2 Gallon		\$2.10
Gallon		3.67

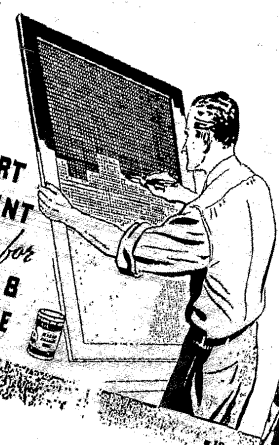
Finest Quality **BLACK SCREEN ENAMEL**

Special

Regular 70¢ Value
QUART 53¢
 (With Coupon see Page 23)

Rusted screens with broken wire won't keep out flies. How much easier and more economical to prevent rusting by the timely use of S-W Black Screen Enamel at the beginning of the Spring season. Thus protected, screens last indefinitely. Copper screens need painting to prevent rain washing copper stain onto the house. S-W Screen Enamel is easy to apply—does not clog the mesh. Superior, long lasting quality.

- One coat covers
- Prevents rusting and warping



1 QUART
WILL PAINT
SCREENS for
AVERAGE 8
ROOM HOUSE

S-W ENAMEL
 This signed coupon entitles the bearer
 S-W Enameloid—
 A 49¢ VALUE FOR
 Name _____
 Address _____
 LIMITED—ONE TO A
 This offer expires Nov. 1,

USE THE
 S-W ENAMEL

0007-SWP-041176

0007-SWP-000124569

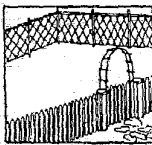
101 Uses for this Money-Saver THE REAL UTILITY PAINT

FOR EXTERIOR WOOD OR
METAL SURFACES

- Ready to use
- Durable
- Excellent coverage
- Economical

In the process of manufacturing S-W Paints on a large scale, there is always some salvage paint due to lot-overs, returned cans-damaged in shipment, etc. Such material—of high quality, is used in mixing S-W Roof and Bridge Paint, a splendid utility paint. In other words, a low priced, quality paint.

Red, Bronze Green, Brown,
Black... in 3 gal. pail... per gal. **\$1.67**
Single gallons \$1.77
Gray Slate Slightly higher



Highest Quality Exterior Spar Varnish

S-W REX PAR

- Weather proof
- Waterproof
- Alcohol resistant
- Acid-resistant

Wherever sun, rain or weather strike a varnished surface—make that varnish REXPAR! Use it on window sills and sash, porch ceilings and doors, boats, porch furniture, toys, table tops, sink boards, etc. We know of no spar varnish which can equal REXPAR—even at double the price!

Pint **98c**
Quart **\$1.39**



Use these MONEY SAVING COUPONS

Special Reduced Prices
Effective Only Until
July 15th, 1936

S-W BLACK SCREEN ENAMEL
This signed coupon entitles the bearer to purchase one quart of S-W Black Screen Enamel.
70c Value for 53c
Name _____
Address _____
LIMITED—ONE TO A CUSTOMER

S-W POLISH-OL Furniture Polish
This signed coupon entitles the bearer to purchase one bottle of Polish-OL at price advertised below. Check also wanted.
25c Bottle Furniture Polish 19c **50c Bottle Furniture Polish 39c**
Name _____
Address _____
LIMITED—ONE TO A CUSTOMER

S-W FLO-WAX
This signed coupon entitles the bearer to purchase one-half gallon of S-W Flo-Wax.
\$1.57 Value for \$1.29
Name _____
Address _____
LIMITED—ONE TO A CUSTOMER

S-W Clearolite Linoleum Finish
This signed coupon entitles the bearer to purchase one quart S-W Clearolite Linoleum Finish.
\$1.44 Value for \$1.27
Name _____
Address _____
LIMITED—ONE TO A CUSTOMER

PAINT HEADQUARTERS