B1 1918

Indoor painting saves repairs
Promotes health and lightens housework



Painted walls
that fairly glow with warmth and color

No wall covering, no matter how well chosen, can give the rich, attractive, restful effect obtained by painting it with Sherwin-Williams Flat-Tone. This is an oil paint made for walls exclusively that produces a durable finish which can be easily cleaned without injury. As Flat-Tone comes in every good color you can carry out any color scheme you desire.

PAINT and varnish are not luxuries to be indulged in when times are good and money is plentiful. They are vitally essential to home upkeep.

A worn floor will warp and twist from moisture. Bare woodwork soon pulls apart at the joints.

A shabby room is more than unpleasant to live in. Shabbiness is a sign of deterioration.

Don't neglect indoor painting. It saves repairs, promotes health and lightens housework.

Above all, use materials of quality. Get the right finish for each surface. That is our specialty—individualizing—studying a surface and producing a finish that will stand the kind of wear it gets.

We have tested every finish we make under more rough treatment than you can possibly give it. We have fifty years of experience to draw on. That surely is proof that we know what you ought to have and how to make it.

Your dealer probably sells our goods. If not, ask us who does in your city. Write for booklet "The ABC of Home Painting"

Address, The Sherwin-Williams Co., 613 Canal Road, N.W., Cleveland, O.

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You get more than paint in a Sherwin-Williams can You get a service

There is in every can, whether it be a paint for walls, a paint for woodwork, an outside paint or a paint for any other of the many home surfaces, a vast amount of study, experiment and research. Laboratories are maintained, mines are operated, huge plants are erected, special machines are devised, warehouses maintained and retail stores secured, in order that you may have the best possible finish for each surface in and around your house.

It is this service, never slighted, whether devoted to the paint for a whole railroad or the enamel for your stove-pipe that insures for you the highest quality and greatest satisfaction in whatever Sherwin-Williams finish you buy.

Thirty thousand dealers sell Sherwin-Williams products. If you cannot locate one near you write direct to us.

Address, The SHERWIN-WILLIAMS CO., 610 Canal Road, N. W., Cleveland, Ohio

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80.

You can get every finish you need for your home under one trustworthy labe





Painted Walls that fairly glow with warmth and color

No wall covering, no matter how well chosen, can give the rich, attractive, restful effect obtained by painting it with Sherwin-Williams Flat-Tone. This is an oil paint made for walls exclusively that produces a durable finish which can be easily cleaned without injury. As Flat-Tone comes in many good colors you can carry out any color scheme you desire.

THE decorating of your home seems like a big undertaking. Yet it is very simple. We have made it so.

The color scheme is the first thing to decide upon.

You cannot imagine it—you cannot work it out from color cards.

But you can call upon our Decorative Department and get, without cost, an attractive plan worked out in color with complete specifications.

Then you or your decorator can go to the paint store and get just the Sherwin-Williams finishes needed—finishes that will not only exactly produce the effect desired, but will make that effect lasting.

Home decoration has been a big part of our business for fifty years. You can rely on our goods and our suggestions for using them.

Write for Portfolio of decorative suggestions, shown in color with complete specifications.

Address, The Sherwin-Williams Co. 621 Canal Road, N.W., Cleveland, O.

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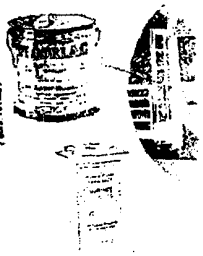


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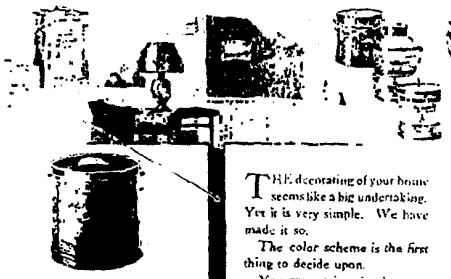
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You can get every finish you need for your home under one trustworthy labe



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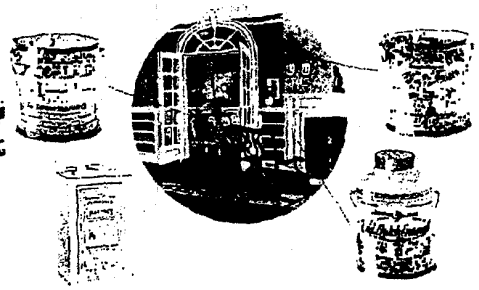
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84. 1915

Paint to save— Not just to beautify



PAINT makes a house look better, but when economy is required you could get along without looks.

You can't, however, get along without protection. If you do, you will spend more on repairs than you save on paint. If your house needs paint, it should be painted now, to preserve the house.

Use good paint. Poor paint is as costly as no paint. We make paint with first-hand knowledge of your needs. Wear and weather have no surprises for any finish bearing our trade-mark. These finishes, promptly and properly applied, will add to your resources by making your house worth more than it was before.

If you do not know a dealer who sells Sherwin-Williams' Products write to us.



Write for booklet "The Art of Home Painting"

Address
The SHERWIN-WILLIAMS COMPANY
616 Canal Road, N. W., Cleveland, Ohio

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