



Weather is a most persistent destroyer

No house can stand against it without a protecting coat of honest paint. SWP (Sherwin-Williams Paint, Prepared) is an honest house paint. It is made of pure lead, zinc and linseed oil—each a Sherwin-Williams product—accurately proportioned and thoroughly mixed. SWP has been proving its quality for nearly fifty years. Its easy spreading and great covering qualities will please your painter. Your dealer has it.

Write for our free Portfolio of Suggestions for Painting and Decorating.

SHERWIN-WILLIAMS PAINTS & VARNISHES

Sales Offices and Warehouses in principal cities. Best dealers everywhere.
Address all inquiries for Portfolio to 610 Canal Road, N. W., Cleveland, O.



Is Your Home Worth Living In?

Then surely it is worth painting and being kept painted. But there's such a big difference in paints. Choose a paint for its durability, looks and protective properties. Choose

SWP

(Sherwin-Williams Paint Prepared)

because its ingredients—pure lead, pure zinc, pure linseed oil—are controlled by the makers from nature to the finished product. We advocate no one of these ingredients alone, but use them in proper combinations. Insist on SWP at your dealer's. Fifty-two colors.

Let us send you free our Portfolio of Suggestions for Painting and Decorating.

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56

Gives you wash- able walls

Can you wash your walls or must you redecorate when they get dingy?

A wall painted with S-W Flat-Tone can be washed like wood-work, restoring its original delicate color. You can get Flat-Tone ready to apply, in any shade, from any Sherwin-Williams dealer. Our new free

Portfolio of Suggestions for Painting and Decorating tells all about Flat-Tone and other S-W Finishes.

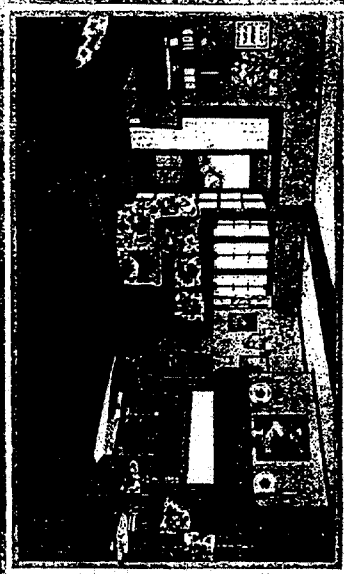
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0007-SWP-038912



The charm of this room is not in its arrangement or furnishings

It is in the treatment of its walls, floor and woodwork, which give the furnishings their setting. You can duplicate this harmonizing color scheme in your living room and get just as pleasing a result if you will follow the specifications given in our new free

Portfolio of Suggestions for Painting and Decorating

This Portfolio shows many room and exterior in full color and gives just the Sherwin-Williams Paints or varnishes to use for floors, walls and woodwork.

Write for the Portfolio. It is a service you need, whether you propose redecorating a room or simply brightening up a floor or a piece of furniture.



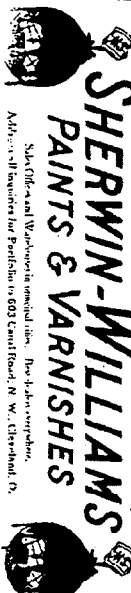
S.W. Brightness Shine for woodwork and furniture



A. Washable wall paint



S.W. Oil Dark Exterior for outside work



Sales Office and Warehouse is located in New York City, New York. Address: 111 Broadway, New York, N. Y. 10038.



The two vital house painting questions are—What Colors and What Paint?

The wrong color scheme will seriously mar the attractive appearance of your home. The wrong paint will soon fade, crack and peel off, exposing the wood to the weather. You can get a color treatment as pleasing as the one shown here and a wood protection of unusual durability by following the advice given in our new

Portfolio of Suggestions for Painting and Decorating

This portfolio shows many artistic exteriors and interiors in colors which can be duplicated with Sherwin-Williams Paints and Varnishes. It gives exact, practical specifications for the work, telling just which S.W. product to use and how. Get it and look it over before you paint any part of your house.



S.W. 2-A White Exterior House Paint



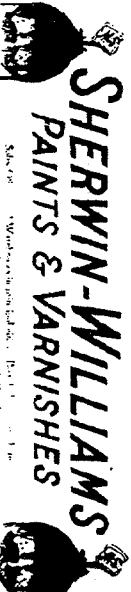
S.W. 51 - 1 - 1000



S.W. Fresh and Smooth Water and Oil Emulsion



A. Washable wall paint



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0007-SWP-038913

0007-SWP-000122291

PROTECTION

Against Fire
Against Decay



Once your house is properly painted it is insured against decay. Decay is just as destructive as fire. Paint, to serve its real purpose, must protect—a pleasing effect is only a by-product. Buy your house paint with this thought in mind, then you will think about quality as well as color. Sherwin-Williams House Paint has it: the lasting weather-resisting properties that give a house protection. It has wonderful coloring power; it holds its color and it excellently sticks to its job. It is real insurance. It insures protection from the elements; it insures value in your property; it insures beauty and distinction. There is a special Sherwin-Williams product for every surface in and around the home. Here are a few. The Sherwin-Williams dealer near you carries the full line.

SWP

(Sherwin-Williams House Paint)

Shingle Stain

It brings out the natural beauty of the wood, washes away dirt and grime, and protects the shingles. Sells in thousands and protects the shingles.

Porch and Deck Paint

A pure linseed oil paint that dries with a tough, weather-resistant film. Cuts a car and keeps your porch floor, deck, etc.

Flat-Tone

A washable oil paint for walls, ceilings and woodwork. Washes dirt, mud, and stains off with soap and water.

Portfolio of Suggestions for Painting and Decorating. For advice on painting or decorating your home, send for our report.

SHERWIN-WILLIAMS
PAINTS & VARNISHES




Sherwin-Williams Paint, 118 W. 34th St., New York, N.Y. 10018. Sherwin-Williams Paint, 118 W. 34th St., New York, N.Y. 10018. Sherwin-Williams Paint, 118 W. 34th St., New York, N.Y. 10018.

Redecorate your walls just once more. Paint them with

SHERWIN-WILLIAMS

Flat-Tone

After that merely wash them

In your redecorating once and for all—with Flat-Tone. Then you are free from these periodical upheavals that move from room to room, upsetting your household as they go. For with Flat-Tone the surface can be renewed by simply washing it. Flat-Tone is the soft-tinted wall paint that provides a rich, restful background for any room. Your pictures and your hangings appear to better advantage against it. There is no room for germs beneath it, and it can be washed as if it were woodwork, without hurting the most delicate tint. In planning your redecoration you need our

Portfolio of Suggestions for Painting and Decorating

It shows you the use of this washable, enduring wall finish just as it shows the effective use of many other paints, varnishes and materials for your home. Actual color chips worked out in home, and how to use them.

SHERWIN-WILLIAMS
PAINTS & VARNISHES




Sherwin-Williams Paint, 118 W. 34th St., New York, N.Y. 10018. Sherwin-Williams Paint, 118 W. 34th St., New York, N.Y. 10018. Sherwin-Williams Paint, 118 W. 34th St., New York, N.Y. 10018.

3 in for that



MARN

For Floor

It is a washable, durable floor paint that resists traffic, stains, and discoloration. It is easy to flow out, dries quickly, and can be washed as if it were woodwork.

For Phone



Guioo

66.

Finger prints will wash off without hurting the most delicate tints—if your walls are painted with

SHERWIN-WILLIAMS
Flat-Tone

No spots or finger marks on Flat-Tone walls! Soap and water take them off without the slightest marring of the dainty tints. Nowadays people prefer to paint their walls. They choose Flat-Tone because it is a truly sanitary decoration—germs can't hide behind Flat-Tone.

Flat-Tone is not a cold, shiny kalsomine but a scientifically prepared oil paint which gives your rooms a beautiful, dull warmth that invites and rests the eyes.

Flat-Tone is economical because it comes ready to apply, has great covering power and can be made like new with soap and water when soiled.

Flat-Tone is made in twenty-four beautiful shades. Let us show you the beautiful effect to be secured with this modern and sanitary wall finish.

Sherwin-Williams
House Paint (S W P)

A pure lead, zinc and linseed oil paint of wonderful weather-resisting and great covering power. Accurately

Sherwin-Williams
Varnishes

Mar-not—A wear and water resisting varnish for floors.

Scar-not—A fine varnish for furniture and woodwork that takes a beautiful polish and is unaffected by water or heat.

Rexpar—The king of Spar Varnishes for out-of-door work.

Sherwin-Williams
Old Dutch Enamel

A pure white enamel, containing no gums to crack and cause trouble, that flows out evenly and produces a spotless, even, white gloss of unusual richness.

**Sherwin-Williams
Floor-Lac**

A combination stain and varnish for floors, woodwork and furniture. Puts on the color and varnish with one operation. Very durable and color-fast.

Portfolio of Painting Suggestions

A practical painting and decorating guide, including 20 color illustrations of interiors and exteriors. A great help for anyone who has decorating of any kind to do. Sent free on request.

SHERWIN-WILLIAMS SHERWIN-WILLIAMS
PAINTS & VARNISHES PAINTS & VARNISHES

Showrooms: New York, 116 W. 32nd St.; Chicago, People's Gas Bldg.
San Francisco, 523 Market St. Sales Offices and Warehouses in
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San Francisco, 523 Market St. Sales Offices & Warehouses

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o Started this Brig

started it originally and starts it
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part of Nature's brightening up.

came first with this idea—Sherrill
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ades. But we will.

surface about your house has been
:h one there is a Sherwin-Willia
Here are some of them:

weather resisting house paint.

-A beautiful, washable wall paint.

DECK PAINT—Stands weather as wear

-A durable floor varnish.

you seen the Sherwin-Williams Portfolio of Sugar
It covers the whole house—inside and out.

