



A Finish For Every Surface

Did you ever take time to consider the importance of paints, varnishes, enamels, and other surface finishes?

Look around your own home, for instance, and you will find that the woodwork is painted, enamelled, or varnished, the floors are painted or varnished, the walls of the rooms are tinted, painted or papered, all the furniture is varnished, the bathroom is enamelled, even in the kitchen you find that some of the utensils are finished with japans or lacquers. Outside, paint has an important place, the exteriors of all buildings show paint on some part.

The reason for this is that paint and varnish materials have two great purposes. They preserve or protect, and they beautify, and that is why they enter in some form into the finishing processes of many manufacturing industries, as well as being of vast importance to the householder and property owner.

This demand for Paint Products has built up a great industry in Canada. The Sherwin-Williams Co. of Canada, Limited, is one of the largest businesses of its kind in the world, although a few years ago it was of a very modest character. The reason for this growth has been the fact that The Sherwin-Williams Co. has always made "quality"

its by-word. Its endeavour has been to make Sherwin-Williams Paints, Varnishes, Stains, Enamels and all similar products just as good as they can be made. The tremendous growth and development of Canada has given a splendid and rapidly growing market for best grade goods.

You will find merchants from end to end of the country, in every little town and hamlet as well as in the larger cities, selling and recommending Sherwin-Williams Products. They do this because they know the goods will satisfy every customer, and they find that The Sherwin-Williams Co. manufactures a paint, varnish, stain or enamel for every purpose, and so they can always satisfy any demand made by the buyer of such materials.

The Sherwin-Williams Co.'s business has grown to such large proportions that they are now able to control the source of many of their most important raw materials. This has been a great aid in the improvement and standardizing of quality, and at the same time allowing them to give the consumer the most for his money.

You will find Sherwin-Williams products used everywhere, not only by the housewife, property owner, the painter and contractor, but by the largest manufacturing concerns, and the leading railways and steamship companies.

THE SHERWIN-WILLIAMS Co.
of Canada, Limited.

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON ENG.

OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER, LONDON ENG.