

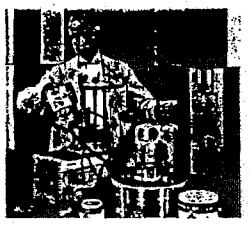
SWP HOUSE PAINT
Lasts Longer...Saves Money

It pays to be "choosy" when you select the *brand* of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP* House Paint and house paint of ordinary quality will mean less than $5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there *is* a difference in house paints!



FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "*Home Decorator*" or write to The Sherwin-Williams Co., 1210 Midland Building, Cleveland 1, Ohio.



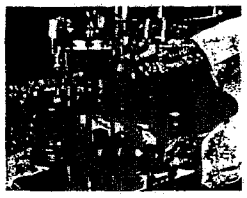
Tested for Your Protection . . .

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . .

All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays *white* and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

Let us recommend a reliable painting contractor.

Go to the store that displays this famous trade mark . . .

SHERWIN-WILLIAMS SWP HOUSE PAINT

COVER THE EARTH

ON TV . . . TUNE IN THE SUPER* KEM-TONE SHOW, STARRING RAY BOLGER . . . ABC NETWORK EVERY WEEK

This advertisement will appear in Collier's, April 10 and The Saturday Evening Post, May 1, 1954

0007-SWP-039273

N29105

0007-SWP-000122652

SWP HOUSE PAINT

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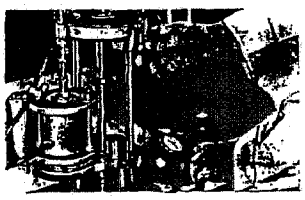
White and Colors That Last ... All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays *white* and SWP colors that maintain their brilliance are the direct result of this painstaking research.



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COVER THE EARTH

ON TV ... TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER ... ABC NETWORK EVERY WEEK

This advertisement will appear in Popular Mechanics, April; Popular Science, June, 1954

0007-SWP-039274

0007-SWP-000122653

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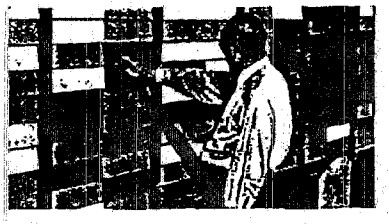

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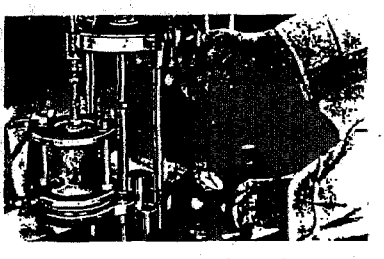

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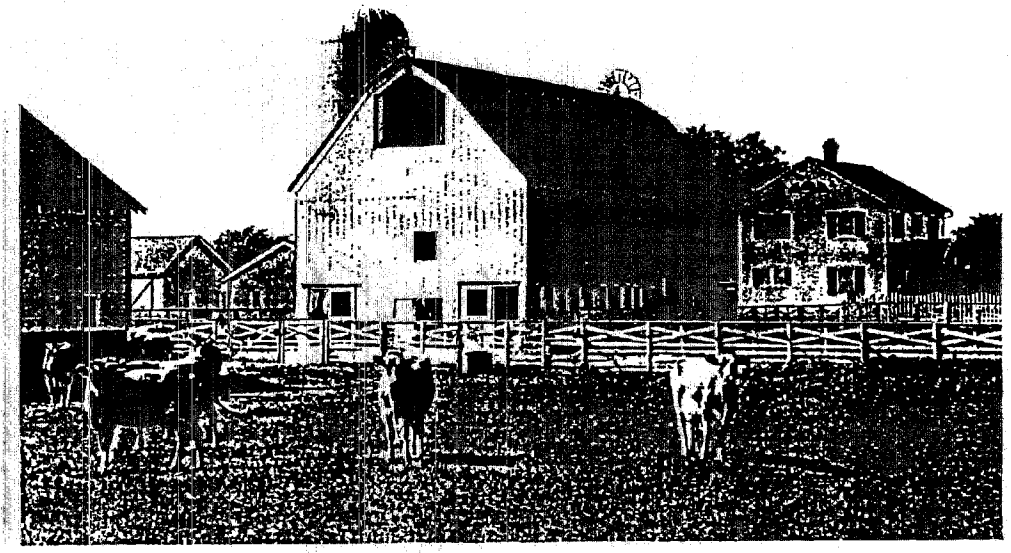
This advertisement will appear in Popular Science, April; Popular Mechanics, June, 1954

0007-SWP-039275

0007-SWP-000122654



SWP HOUSE PAINT

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It pays to be "choosy" when you select the *brand* of exterior paint to be used on your buildings. The slight difference in cost between world-famous SWP* House Paint and house paint of ordinary quality pays for years of extra wear and is one of the wisest economies you can make.

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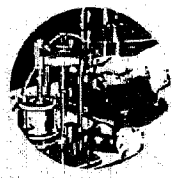

Ease of Application Assured ... Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the High Shear Viscometer, is an extraordinary development which measures the brushing qualities of paint, scientifically. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

Tested for Your Protection ... A most exacting testing procedure through every step of manufacture assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last ... All over the country Sherwin-Williams maintains test stations where house paints of every type are exposed to years of weather and wear. SWP white that stays *white* and SWP colors that maintain their brilliance are the direct result of this painstaking research.



FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page *"Home Decorator"* or write to The Sherwin-Williams Co., 1270 Midland Building, Cleveland 1, Ohio.

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SHERWIN-WILLIAMS SWP HOUSE PAINT—

ON TV ... TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER ... ABC NETWORK EVERY WEEK

0007-SWP-039276

This advertisement will appear in Country Gentleman, May; Farm Journal, July; Successful Farming, July, 1

0007-SWP-000122655



SWP HOUSE PAINT Real "Life Insurance" For Your Home

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FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "*Home Beautiful*" or write to The Sherwin-Williams Company, 1215 Midland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.



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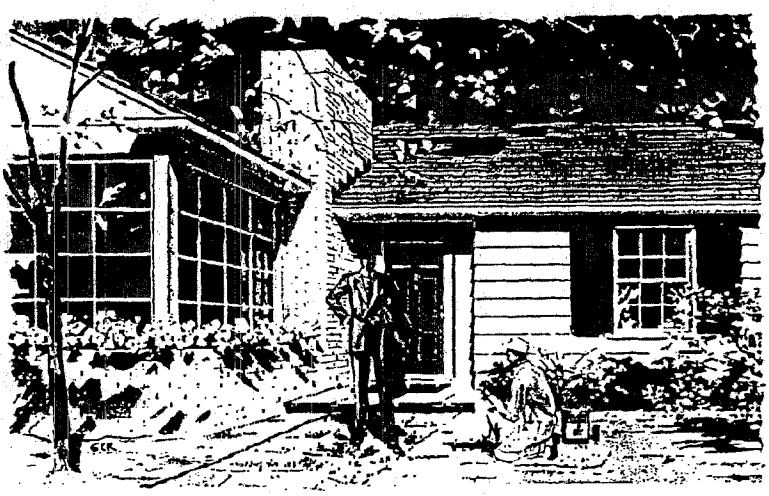
SHERWIN-WILLIAMS SWP HOUSE PAINT—

ON TV . . . TUNE IN THE SUPER* KEM-TONE SHOW, STARRING RAY BOLGER . . . ABC NETWORK EVERY WEEK

This advertisement will appear in The Saturday Evening Post, June 26; American Home, June; Better Homes & Gardens, July; Household, July, 1954

0007-SWP-039277

0007-SWP-000122656



SWP HOUSE PAINT

Real "Life Insurance" For Your Home



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FREE: For full information on SWP House Paint and lots of interior decorating ideas, too, ask your dealer for a copy of the 44-page "*Home Decorator*" or write to The Sherwin-Williams Co., 1231 Midland Building, Cleveland 1, Ohio.





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SHERWIN-WILLIAMS SWP HOUSE PAINT

ON TV . . . TUNE IN THE SUPER* KEM-TONE SHOW, STARRING RAY BOLGER . . . ABC NETWORK EVERY WEEK

This advertisement will appear in Better Homes & Gardens, June; American Home, July, 1953
Household, June; and American Magazine, June, 1953

0007-SWP-039278

0007-SWP-000122657



SWP HOUSE PAINT

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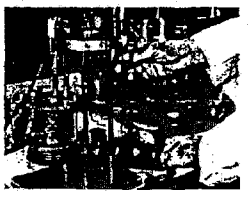

Ease of Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior handling qualities in SWP House Paint which insure remarkable ease of application.

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SHERWIN-WILLIAMS SWP HOUSE PAINT

ON TV . . . TUNE IN THE SUPER* KEM-TONE SHOW, STARRING RAY BOLGER . . . ABC NETWORK EVERY WEEK

This advertisement will appear in Saturday Evening Post, May 22; Better Homes & Gardens, May; Household, May; Collier's, June 11, 1954

0007-SWP-039279

0007-SWP-000122658

That Vital Fraction of an Inch Between Your Buildings and the Weather...



By H. Van Loo, B. S., W. S., M. A. (Hon.) Director of Paint Research, The Sherwin-Williams Co.

Weather certainly is important to every farmer. Sun, rain, dew, frost, hail, ice, snow—every change in weather affects him in one way or another. Perhaps you never realized that paint chemists are just as vitally interested in weather as the farmer is. It is the responsibility of the paint chemist to provide you with a paint film that will protect your home and buildings against every one of these elements of weather . . . not for just a season but for years.

Take a look at the transparent wrapper on a pack of cigarettes—it is almost exactly a thousandth of an inch thick. Perhaps you have never thought of it in this way but the film of paint which stands between your home or buildings and the weather is probably only about as thick as three to five layers of that cigarette wrapper. Of course, it follows that such a film has to be made just right to do all you expect and should get from a good exterior paint.

Why do we know that SWP House Paint can do this job for you? Frankly, it is because we have put our paints through every kind of laboratory and field test that we can devise. And believe me, that takes not a matter of days or months . . . it takes years! I wish that you could all see our research laboratories. We're very proud of them . . . the complex instruments we use, and our exposure stations and house tests all over the country. I know then you would share our confidence that the film of SWP House Paint you put on your home and buildings can take all the hard knocks weather can throw at it . . . and keep coming back for more!

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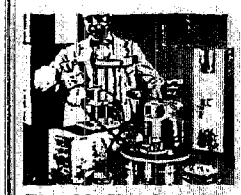
SWP HOUSE PAINT

Real "Life Insurance" For Farm Buildings





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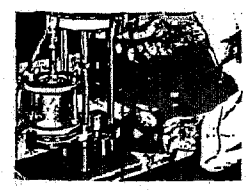

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SHERWIN-WILLIAMS HOUSE PAINT

Let us recommend a reliable painting contractor.

This advertisement will appear in Country Gentleman, June; Capper's Farmer, July; Progressive Farmer, July; Farm Journal, August; Successful Farming, August, 1954

0007-SWP-039280

0007-SWP-000122659

SWP HOUSE PAINT

Real "Life Insurance" For Farm Buildings





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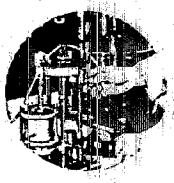

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ON TV... TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER... ABC NETWORK EVERY WEEK

This advertisement will appear in Country Gentleman, July; Capper's Farmer, August; Progressive Farmer, August, 1954

0007-SWP-039281

0007-SWP-000122660



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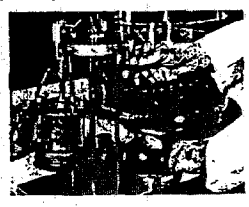

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0007-SWP-039282

0007-SWP-000122661