

0007-SWP-041113

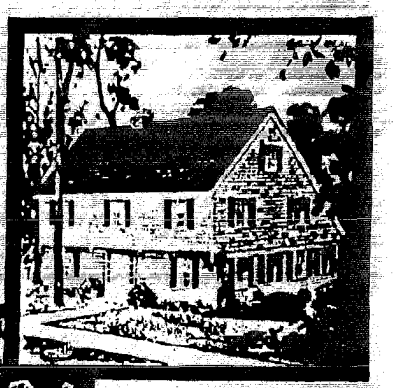
YOUR HOME DESERVES THE BEST

Now then, we are proud of the many honest, reputable painters throughout the country who use S-W Products. Many of these painters are men who, in years gone by, felt that they could give their customers better paint jobs by purchasing their white lead and their linseed oil from Sherwin-Williams and mixing their own paints right on the job to fit the exact requirements. Sherwin-Williams still make and sell pure white lead and oil.

But painters now tell us that they can produce whiter, more attractive and more durable paint jobs with SWP, Sherwin-Williams House Paint, which comes in closed packages ready to use and to be thinned with linseed oil and turpentine as your painter decides is required for your particular house.

Don't you find the color suggestions in these pages interesting? We hope that one of these homey dwellings brings you a happy solution to your painting problem.

It may be, however, that there is some particular feature that doesn't seem clear to you. So why not bring that problem to Sherwin-Williams Paint Headquarters? The most vexing painting problem often hinges upon some simple explanation that a man with paint knowledge can give you. At Paint Headquarters, too, is the large Decorative Suggestion Book which is literally crammed with color schemes which you can study over. That, in itself, is a pleasure because the Joy of Color is a very real thing when it is your own home that is under discussion.





(ABOVE)
Roof, Preservative Shingle Stain B-46, Thatch Brown
Upper Body, Preservative Shingle Stain Silver Gray, C-42, or SWP Silver Gray No. 357
Lower Body, SWP Outside Gloss White
Trim and Sash, SWP White
Shutters, SWP No. 498, Moss Green

(LEFT)
Roof, Preservative Shingle Stain B-47, Nut Brown
Body, Trim and Sash, SWP Ivory, No. 196
Shutters, SWP Modern Brown No. 188

FRESHEN UP THE PORCH F

SUMMER DAYS ARE OUT-ON-THE-PORC

Can you keep your porch floor clean enough to be safe for the kiddies' "clean clothes"? You might, if it weren't for the street dust—but there's the problem. Every breeze brings some up. And as the kiddies scuffle about and the postman, the delivery boys, the family and your friends skip up the steps and over the floor their feet grind these gritty particles into the finish. Then it rains, the sun comes out, and you know that Summer's sun makes those boards so hot that they burn the children

The result of all this the best porch gradua harder and harder to ke attractive—and how th into the house from the the paint gets worn off are even worse offen painted, they are dusty

It is a great satisfac the porch new again w Williams Porch & Deck people believe it best t part of their cleaning. One c job beautifully cause the porch bad condition. porch is more c feels free to brin two, some colo and a favorite c safely do this on is cleanly paint Porch and Deck S-W Porch & D wood and concre canvas decks on porch and for the pleasure boat, too a handsome enam is hard, tough resist much hard



Porch and Deck Paint
Neutral Brown, No. 45

Porch and Deck Paint
Gray Stone, No. 48



MEMORANDUM #1 5

June 24, 1947

JUNE - AMERICAN HOME MAGAZINE

Here is a splendid publicity article on Sherwin-Williams Paints running in the June issue of AMERICAN HOME magazine. This page and a half article points out to the customer the value of good paint, how to prepare the surface for painting and what happens when poor paint is used.

We suggest that all representatives buy a copy of this magazine and show the actual article to their dealers.

The two column S-W ad as shown in the attached reprint of this article will not be running in the magazine. It was simply dropped in to fill in the two column space left open.

L. W. Dasbach



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