1953

SHERWIN-WILLIAMS

NATIONAL MAGAZINE

ADVERTISING



0007-SWP-038870

#25

N29050



You can't possibly know how good *SWP* House Paint is until it has made your home look wonderful longer than you expected!

In this age of scientific progress, you are entitled to house paint on your home that provides the *maximum* in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only *one* grade . . . the best we know how to make.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! *Insist upon* SWP, and be *sure!*

Go to the store that displays this famous trademark . . .



"THE TRUTH ABOUT HOUSE PAINT"
Write to: The Sherwin-Williams Co.,
1200 Midland Building, Cleveland 1, Ohio
Please send me, free of charge, your booklet, "The Truth About House Paint".

NAME _____

ADDRESS _____

CITY _____ ZONE NO. (IF ANY) _____

SHERWIN-WILLIAMS HOUSE PAINT

SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT

This is a proof of the first of a series of 38 SWP advertisements appearing in the following publications: Saturday Evening Post, Collier's, American Home, Better Homes & Gardens, American Magazine, Popular Mechanics, Popular Science, Country Gentleman, Household, Progressive Farmer, Capper's Farmer and Successful Farming.

This advertisement No. SW-5301 appears in The Saturday Evening Post, May 9; American Home, Better Homes & Gardens and Progressive Farmer.

0007-SWP-038871

0007-SWP-000122249

You benefit four ways when your home is painted with

SWP

1 LASTING BEAUTY

...en you paint with SWP House Paint ...1953, you can expect longer lasting ...auty than ever before.

2 MAXIMUM PROTECTION

...ilding costs and repair costs today ...e the highest in history. You naturally ...nt to protect the important invest... ...nt you have in your home. High... ...ality SWP House Paint will give the ...terior surfaces of your home greater ...tection than ever before.

3 LOW COST-PER-YEAR

...e real cost of painting your house ...determined by how often you must ...aint it. You will find that you have ...paint *less frequently* when SWP ...use Paint is used.

4 ASSURANCE OF QUALITY

...re homes have been painted with ...P since 1880 than any other brand ...house paint. Reason: highest satis... ...tion by users. Constant laboratory ...earch has kept SWP the world's ...ndard of house paint quality. To... ...'s quality is better than ever before. ...at's why reliable painting contrac... ...s recommend SWP.

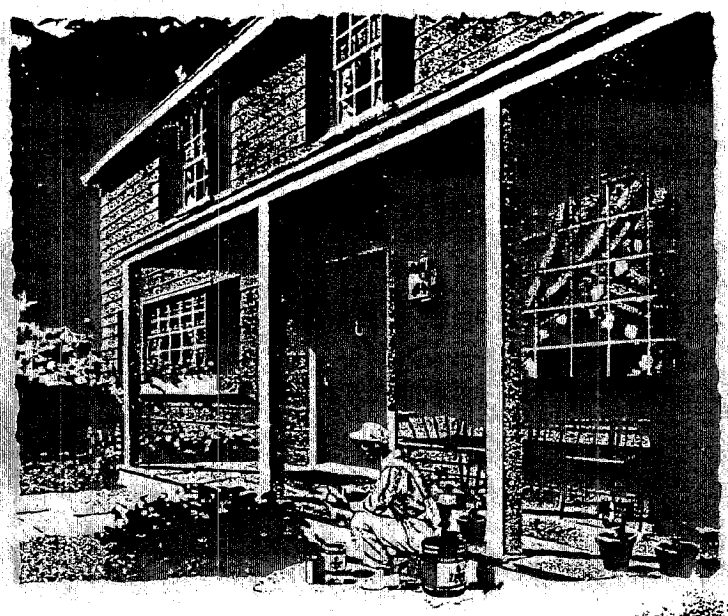
...you plan to paint this year, you owe it to ...rself to learn more about house paint. ...e this coupon for free Sherwin-Williams ...klet, "The Truth About House Paint".

...he Sherwin-Williams Co.,
...209 Midland Building,
...rveland 1, Ohio.
...lease send me your free booklet, "The Truth About ...ouse Paint".

...ME

...DRESS

...TY ... STATE



You'll be money ahead when you discover

THERE IS A DIFFERENCE IN HOUSE PAINTS!

In this age of scientific progress, you are entitled to house paint on your home that provides the maximum in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only one grade . . . the best we know how to make.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! Insist upon SWP, and be sure!





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

SHERWIN-WILLIAMS HOUSE PAINT

© 1953, The Sherwin-Williams Co., Cleveland, Ohio

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This advertisement No. SW-5304 appears in Collier's, June 13; The Saturday Evening Post, June 27; Progressive Farmer, July, 1953



SANDALWOOD... Super Kem-Tone

THE NEW, "JUST-RIGHT" COLOR YOU'LL LOVE TO LIVE WITH!

THE DELUXE WASHABLE WALL PAINT

Sandalwood . . . restful new SUPER KEM-TONE *color . . . accented by Woodhaven Green and Sanlarac.*

Sandalwood is a wonderful, new color. It's not too dark, not too light . . . not too warm, not too cold . . . it's one of those rare colors that you know is just right! And SUPER KEM-TONE is that wonderful, new *latex-base* paint you hear so much about. It's so washable and durable. It goes on so easily with Brush or Roller-Koater and dries so quickly that you have a colorful "new" room in less than a day. And a gallon is usually enough for the walls of the average room. Choose from more than a hundred beautiful colors that are just right, too! For your woodwork, you can get the same lovely colors in KEM-GLO, the miracle *alkyd* enamel.

$1.65 QUART
$5.15 GALLON



IT'S GUARANTEED WASHABLE

[illegible]

America's Favorite and Finest Enamel—KEM-GLO



$1.45 PINT
$2.75 QUART
$8.25 GALLON

LOOKS AND WASHES LIKE BAKED ENAMEL

Now . . . have lovely, colorful walls and ceilings in your kitchen and bathroom . . . when you use KEM-GLO, the durable *alkyd* enamel with the rich, subdued lustre. It washes as easily as your refrigerator. Ideal for all woodwork throughout your home and for indoor and outdoor furniture. Even boiling hot water won't mar its lovely finish. No undercoater needed. One coat covers most surfaces. Dries in 3 to 4 hours. Color-matched to SUPER KEM-TONE for matching walls and woodwork.

SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

This advertisement No. SKT-5307 appears in Women's Home Companion, Country [illegible] Household, Jul).
Good Housekeeping, Woman's Day, August, 1953

0007-SWP-038873

0007-SWP-000122251


You can do such wonderful things with color!
Super Kem-Tone
THE DELUXE WASHABLE WALL PAINT

Lovely SUPER KEM-TONE *Ramona Green accented by colorful furnishings and sparkling* KEM-GLO *Stay-White enamel on the built-in corner unit.*

Just change the colors of your walls and you get a colorful "new" room . . . in less than a day, too, with SUPER KEM-TONE. It's the new *latex-base* paint you hear so much about. Velvet-rich. Rubber-tough. A dream to apply, it goes on so easily with brush or Roller-Koater . . . and dries so beautifully. A gallon is usually enough for the walls of the average room. Choose from more than a hundred decorator-styled colors. And for your woodwork, you can get the same lovely colors in KEM-GLO, the miracle lustre enamel.

$1.45 QUART
$5.19 GALLON
DEEP TONES $5.45 A GALLON



No thinning . . . just stir and apply

IT'S GUARANTEED WASHABLE

After it has thoroughly dried, test show SUPER KEM-TONE will withstand repeated washings with usual household cleaners without losing its beauty. Dust, grime, grease, even crayon marks wash right off its tight, rubber-tough surface. SUPER KEM-TONE is guaranteed washable or your money back by these seven leading paint companies:

Acme Quality Paints, Inc., Detroit	W. W. Lawrence & Co., Pittsburgh
The Lewis Brothers Co., Denver	John Lucas & Co., Inc., Philadelphia
The Martin-Senour Co., Chicago	Sherry Paint Products, Inc., Detroit
The Sherwin-Williams Co., Cleveland	

If you wish, we will gladly recommend a painting contractor for any of your painting needs.



$1.45 PINT
$2.49 QUART
$8.35 GALLON

America's Favorite and Finest Enamel—KEM-GLO®

LOOKS AND WASHES LIKE BAKED ENAMEL

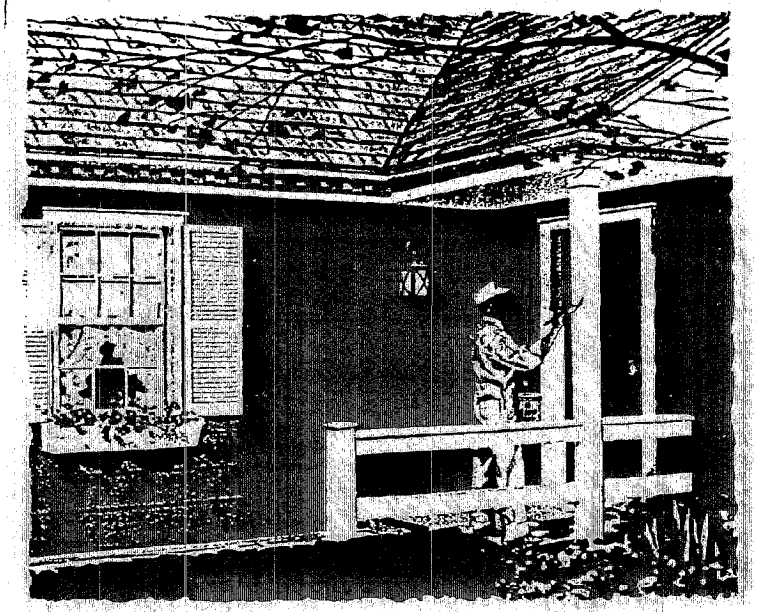
Now . . . have lovely, colorful walls and ceilings in your kitchen and bathroom . . . when you use KEM-GLO, the durable *alkyd* enamel with the rich, subdued lustre that washes as easily as your refrigerator. Ideal, too, for all woodwork throughout your house and for indoor and outdoor furniture. Even boiling hot water won't mar its lovely finish. No undercoater needed. One coat covers most surfaces. Dries in 3 to 4 hours. Color-matched to SUPER KEM-TONE.

SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

This advertisement No. SKT-5302 appears in The Saturday Evening Post, May 23; Progressive Farmer, Sunset, May; Life, June 22; Living, June; Better Homes & Gardens, Successful Farming, July; American Home, August, 1953

0007-SWP-038874

0007-SWP-000122252



You'll be money ahead when you discover

THERE IS A DIFFERENCE IN HOUSE PAINTS!

In this age of scientific progress, you are entitled to house paint on your home that provides the maximum in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only one grade . . . the best we know how to make.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! Insist upon SWP, and be sure!





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

SHERWIN-WILLIAMS HOUSE PAINT

You benefit four ways when your home is painted with

SWP

1 LASTING BEAUTY

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.

2 MAXIMUM PROTECTION

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.

3 LOW COST-PER-YEAR

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint *less frequently* when SWP House Paint is used.

4 ASSURANCE OF QUALITY

More homes have been painted with SWP since 1880 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

The Sherwin-Williams Co.,
1705 Midland Building,
Cleveland 1, Ohio.
Please send me your free booklet, "The Truth About House Paint".

Name .....
Address .....
City ..... State .....

© The Sherwin-Williams Co., Cleveland, Ohio

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This advertisement No. SW-5303 appears in Collier's, May 23; The Saturday Evening Post, June 13; Progressive Farmer, June, 1953

0007-SWP-038875

0007-SWP-000122253



You can't possibly know how good **SWP** House Paint is until it has made your home look wonderful longer than you expected!

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Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! *Insist upon* SWP, and be *sure!*

Go to the store that displays this famous trademark



SHERWIN-WILLIAMS HOUSE PAINT

SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH



"THE TRUTH ABOUT HOUSE PAINT"

Write to: The Sherwin-Williams Co.,
1202 Midland Building, Cleveland 1, Ohio

Please send me, free of charge, your booklet, "The Truth About House Paint".

NAME_____

ADDRESS_____

CITY_____ ZONE (IF ANY)_____ STATE_____

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This advertisement No. SW-5301 appearing in American Home and Better Homes & Gardens, May, 1953



You'll be money ahead when you discover

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Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! *Insist upon* SWP, and be *sure!*

Use the coupon below . . . write for the *free* booklet, "The Truth About House Paint".



Go to the store that displays this famous trademark . . .



©1953, The Sherwin-Williams Co., Cleveland, Ohio

"THE TRUTH ABOUT HOUSE PAINT"

Write to: The Sherwin-Williams Co.,
1202 Midland Building, Cleveland 1, Ohio

Please send me, free of charge, the booklet, "The Truth About House Paint".

NAME_____

ADDRESS_____

CITY_____ ZONE (IF ANY)_____ STATE_____

SHERWIN-WILLIAMS HOUSE PAINT

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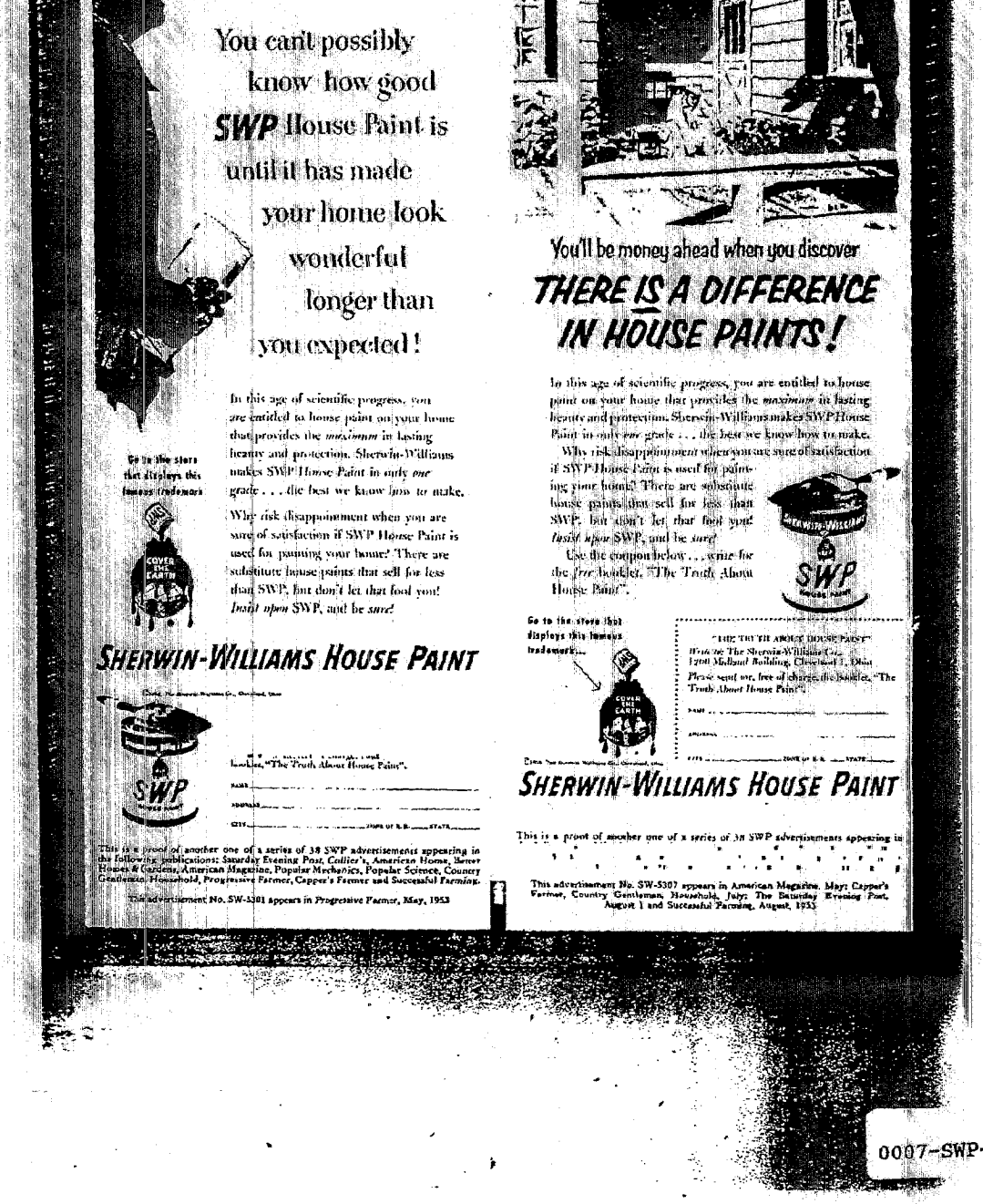
This advertisement No. SW-5302 appears in The Saturday Evening Post, May 23 and Collier's, July 18, 1953

#25

0007-SWP-038876

0007-SWP-000122254



0007-SWP-038877

0007-SWP-000122255

You benefit four ways when your home is painted with **SWP**

1 LASTING BEAUTY

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.

2 MAXIMUM PROTECTION

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.

3 LOW COST-PER-YEAR

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint *less frequently* when SWP House Paint is used.

4 ASSURANCE OF QUALITY

More homes have been painted with SWP since 1880 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

The Sherwin-Williams Co.,
1908 Midland Building,
Cleveland 1, Ohio.

Please send me your free booklet, "The Truth About House Paint".

Name _____

Address _____

City _____ State _____



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SHERWIN-WILLIAMS HOUSE PAINT

SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH

© 1953, The Sherwin-Williams Co., Cleveland, Ohio

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This advertisement No. SW-5306 appears in American Magazine, Country Gentleman, Household, June; Successful Farming, July; The Saturday Evening Post, July 18 and Capper's Farmer, August, 1953

0007-SWP-038878

0007-SWP-000122256

You benefit four ways when your home is painted with **SWP**

1 LASTING BEAUTY

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.

2 MAXIMUM PROTECTION

Re-Doing costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.

3 LOW COST-PER-YEAR

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint *less frequently* when SWP House Paint is used.

4 ASSURANCE OF QUALITY

More homes have been painted with SWP since 1880 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to you will to learn more about house paint. Use the coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

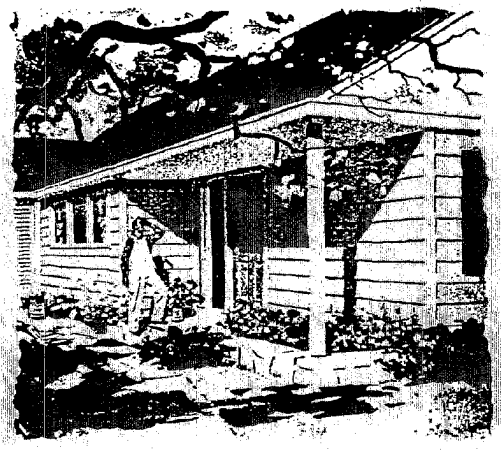
The Sherwin-Williams Co.,
1701 Midland Building,
Cleveland 1, Ohio

Please send me your free booklet, "The Truth About House Paint".

Name _____

Address _____

City _____ Zone No. (if any) _____ State _____



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SWP HOUSE PAINT

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This advertisement No. SW-5305 appears in Country Gentleman, Household, May; Capper's Farmer, Successful Farming, June; *The Saturday Evening Post, July 4 and American Magazine, July, 1953*

Saving for [illegible]
American Home, Good Housekeeping and Woman's Day, April, 1953

0007-SWP-038879

0007-SWP-000122257



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SHERWIN-WILLIAMS HOUSE PAINT

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1 LASTING BEAUTY

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.

2 MAXIMUM PROTECTION

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.

3 LOW COST-PER-YEAR

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint *less frequently* when SWP House Paint is used.

4 ASSURANCE OF QUALITY

More homes have been painted with SWP since 1880 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

The Sherwin-Williams Co.,
1292 Midland Building,
Cleveland 1, Ohio.

Please send me your free booklet, "The Truth About House Paint".

Name _____

Address _____

City _____ STATE _____

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0007-SWP-038880

0007-SWP-000122258



You benefit four ways when your home is painted with

SWP

1 LASTING BEAUTY

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.

2 MAXIMUM PROTECTION

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.

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The Sherwin-Williams Co.,
1202 Midland Building,
Cleveland 1, Ohio.
Please send me your free booklet, "The Truth About House Paint".

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ADDRESS _____

CITY _____ ZONE (IF ANY) _____ STATE _____

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This advertisement No. SW-5309 appears in American Home and Better Homes & Gardens, July, 1953

0007-SWP-038881

0007-SWP-000122259



Your kitchen deserves

America's Favorite and Finest Enamel!

KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

Kem-Glo in Copper Yellow and Crystal Turquoise makes a kitchen sparkle with color that is so easy to keep spotless.

Now . . . you can have lovely, colorful walls and ceilings in your kitchen and bathroom . . . when you use Kem-Glo, the miracle alkyd enamel. Its rich, subdued lustre looks like baked enamel and washes as easily as your refrigerator. Kem-Glo is ideal, too, for all woodwork throughout your house and for indoor and outdoor furniture. Choose from more than a hundred decorator-styled colors . . . all matched to Super Kem-Tone.

READY TO USE . . . JUST STIR AND APPLY

$1.45 PINT
$2.69 QUART
$8.35 GALLON



KEM-GLO IS EASY TO APPLY. No undercoater needed. Just one easy coat covers most surfaces. No brushmarks. It dries in 3 to 4 hours to a hard finish that looks and washes like baked enamel. Even ink, cooking spatters, beverages wash off easily . . . they can't penetrate Kem-Glo's smooth, tough surface.

Kem Products Distributed by . . .

Acme Quality Paints, Inc. . . . . Detroit
W. W. Lawrence & Co. . . . . Pittsburgh
The Lowe Brothers Co. . . . . Dayton
John Lucas & Co., Inc. . . . Philadelphia
The Martin-Senour Co. . . . . Chicago
Rogers Paint Products, Inc. . . . Detroit
The Sherwin-Williams Co. . . . Cleveland

If you wish, we will gladly recommend a painting contractor for any of your painting needs.



SUPER KEM-TONE . . . The Deluxe Easy-to-Use Wall Paint

Repeated Washing Can't Mar Its Matchless Beauty!

Super Kem-Tone . . . the wonderful new *latex-base* paint you hear so much about . . . so amazingly durable that repeated washings won't mar its beauty. Ready to use, easy to apply, quick to dry . . . a "new" room in a day. Lovely new colors, matched with Kem-Glo.

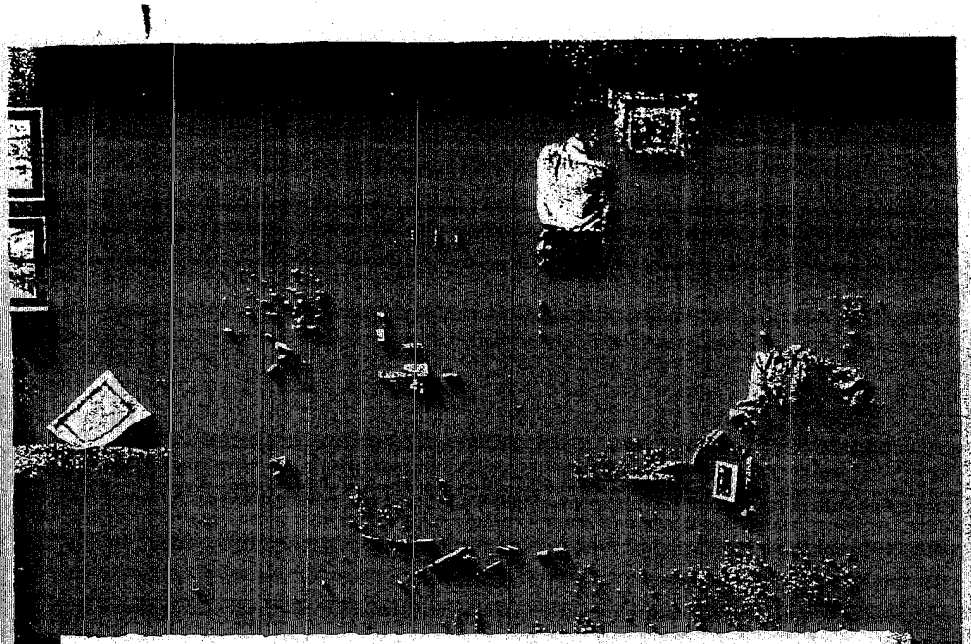
$1.65 QUART $5.19 GALLON
(Deep Tones $5.45 Gallon)

SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

This advertisement No. KG-5301 appears in The Saturday Evening Post, April 18; Living for Young Homemakers, Progressive Farmer, Sunset, April; Life, May 18; Better Homes & Gardens, Country Gentleman, Household, Successful Farming, Woman's Home Companion, May; American Home, Good Housekeeping and Woman's Day, June, 1953

0007-SWP-038882

0007-SWP-000122260



Exciting New Colors — Super Kem-Tone

glorious Flamingo—lovely Ramona Green

THE DE LUXE WASHABLE WALL PAINT

Glorious, new Flamingo and lovely Ramona Green SUPER KEM-TONE *make color news to carry out the fashion for contrasting walls.*

Put exciting new colors on your walls and give your rooms a "lift" in beauty. It's easy with SUPER KEM-TONE, the wonderful, new *latex-base* paint you hear so much about. It goes on smoothly with brush or Roller-Koater... dries evenly to a velvet-rich, rubber-tough finish. A gallon is usually enough to paint the walls in the average room, and it dries so fast you have a "new" room in a day. Choose from more than a hundred of the newest decorator-styled colors. And for your woodwork, you can get the same lovely colors in KEM-GLO, the miracle lustre enamel.



$1.65 QUART
$5.39 GALLON
(DEEP TONES $5.48 A GALLON)

No thinning . . . just stir and apply

IT'S GUARANTEED WASHABLE

After it has thoroughly dried, tests show SUPER KEM-TONE will withstand repeated washings with usual [illegible] without losing its beauty. Dust, [illegible] grease, even crayon marks wash right off an [illegible] surface. SUPER KEM-TONE is guaranteed washable or your money back by these seven leading paint companies:

Acme Quality Paints, Inc., Detroit — W. W. Lawrence & Co., Pittsburgh
The Lowe Brothers Co., Dayton — John Lucas & Co., Inc., Philadelphia
The Martin-Senour Co., Chicago — Rogers Paint Products, Inc., Detroit
The Sherwin-Williams Co., Cleveland

If you wish, we will gladly recommend a painting contractor for any of your painting needs.

$1.45 PINT
$2.49 QUART
$8.35 GALLON



America's Favorite and Finest Enamel—KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

Now . . . have lovely, colorful walls and ceilings in your kitchen and bathroom . . . if you use KEM-GLO, the durable enamel with the rich, subdued lustre that washes as easily as your refrigerator. Ideal, too, for all woodwork throughout your house and for indoor and outdoor furniture. Even boiling hot water won't mar its lovely finish. No undercoater needed. One coat covers most surfaces. Dries in 3 to 4 hours. Color-matched to SUPER KEM-TONE.

SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

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