0007-SWP-041047

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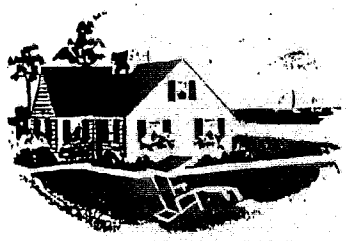
0007-SWP-041048

Sales ...

FAMOUS SWP WHITES

...THE WHITES THAT STAY WHITE LONGER!

Special *SWP* white that resists mildew



Homes located in sections where mildew is prevalent need extra protection against fungus and mildew that discolor and shorten the life of paint film. Specially compounded SWP Mildew Resistant Gloss White Paint protects against these conditions...*stays smartly white longer!*

SWP MILDEW RESISTANT UNDERCOATER

For two-coat jobs in mildew-affected areas, the first coat should be SWP Mildew Resistant Undercoater followed by a finishing coat of SWP Mildew Resistant Gloss White.

SWP WHITE HOUSE PAINTS

are whiter, more permanent, more beautiful than ever before. The product of the latest advances in scientific paint making. SWP Whites were developed by the world's largest paint research organization, the Sherwin-Williams Research Laboratories.

SWP GLOSS WHITE

Carefully formulated to produce a brilliant, true White, this highest-quality house paint gives homes *smart, long-lasting beauty.* Be sure and specify SWP Gloss White... unless your home needs added protection against industrial fumes, sulphur fumes, or mildew. Special Sherwin-Williams paints protect against these conditions.

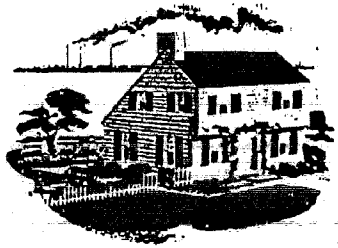
SWP UNDERCOATER

Painted surfaces exposed to the weather wear more than sheltered surfaces. Therefore, *all* surfaces should be uniformed before paint is applied. Ready-to-use SWP Undercoater primes and seals badly weathered painted surfaces or unpainted wood, dries to a dull finish that bonds perfectly with the final paint coat... makes possible *better, longer-lasting paint jobs!*

SWP TRIM SUPER WHITE

SWP Trim Super White is a premium white of unusual brilliance. It is specially designed to produce a fume and mildew resistant finish on exterior trim surfaces, such as doorways, columns, balustrades, shutters and trellises, on which a smooth high gloss finish is particularly desired. Higher in price than Gloss White.

Special *SWP* white that resists smoke and fumes



SWP Fume Resisting Gloss White House Paint is formulated with special oils and pigments to give *added protection* against fumes from factories, oil refineries, coal furnaces, and decaying seaweed. Combining this extra protection with famous SWP beauty and quality, this paint keeps homes in smoky districts gleaming white!



THE COVER-THE-EARTH TRADE MARK IS THE WORLD'S GREATEST GUARANTEE OF PAINT QUALITY!



HOUSE PAI
471 GLOSS WHIT
FOR OUTSIDE USE

NEW COLORS · NEW SMOOTHER COATINGS · NEW LONGER LIFE!

CONSIDER

THESE 8 IMPORTANT POINTS WHEN YOU BUY PAINT . . .

Planning to paint? There are a number of factors to consider in choosing the paint you use. Whether you want enough to two-coat your home or just enough to paint the porch, demand the very best in *color, quality* and *long life*. Then you will buy wisely, and be sure of dependable results.

1 NO FINER HOUSE PAINT MADE!

The new SWP House Paint is the finest house paint made by Sherwin-Williams, the world's largest paint manufacturer. The Cover-The-Earth trademark is your guarantee of quality!

2 FINEST INGREDIENTS

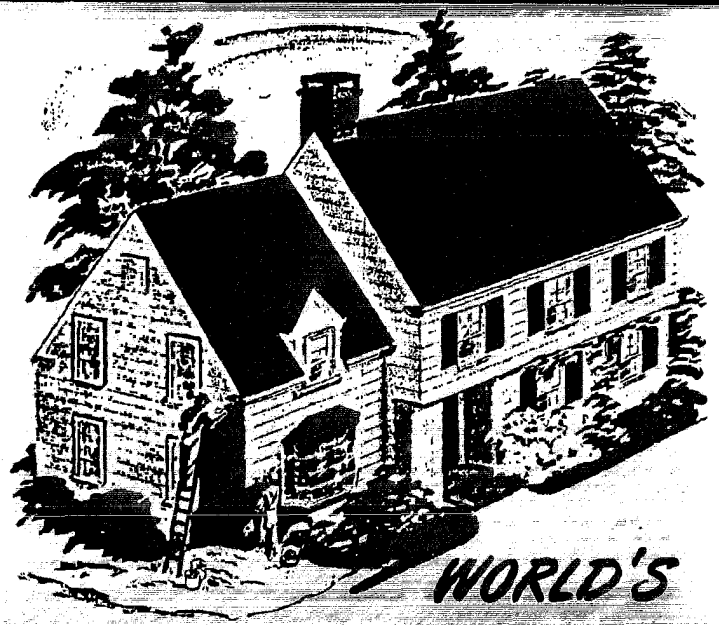
Only the very finest pigments, oils, and raw materials are used to make SWP. And they are carefully controlled through each step of manufacture from mine to mill in order to guarantee *highest possible quality!*

3 WORLD'S LARGEST PAINT RESEARCH LABORATORIES

SWP is formulated and manufactured under the strict control of the Sherwin-Williams Research Laboratories—the world's *largest* research organization devoted exclusively to the advancement of the science of paint making!

4 COSTS LESS THROUGH THE YEARS

Highest quality pigments finely ground result in a tighter film which means years more of beauty and protection! SWP will still be protecting your house long after many paints would have deteriorated!



WORLD'S

MOST FAMOUS HOUSE PAINT

SHERWIN-WILLIAMS SWP HOUSE PAINT

These smart new SWP colors are the finest house paints that Sherwin-Williams—world's largest paint manufacturer—has ever made.

Developed by the Sherwin-Williams decorative studios—headquarters for the famous Sherwin-Williams Style Guide—these colors are *cleaner, more perma-*

are crushed and refined by Sherwin-Williams. Every step of their manufacture has been under strict Sherwin-Williams control.

You'll enjoy genuine satisfaction when you paint your home with SWP House Paint. You'll know that you have made a sound investment that you'll

GOOD PAINT GIVES BEST RESULTS WHEN APPLIED BY A MASTER PAINTER



5 REQUIRED FILM THICKNESS

It takes a "required film thickness" of finest quality pigments and oils to stand up year after year. Applied according to directions, SWP produces the "required thickness" of the most durable house paint film known today!

SWP 450 UNDERCOATER

New Lumber—450-500 square feet per gallon—one coat

Repaint—500 square feet per gallon—one coat

SWP HOUSE PAINT

New Lumber—350 square feet per gallon—one coat

Repaint—650 square feet per gallon—one coat

6 SMOOTHER FINISH

Finer grinding on paint mills of latest design and advances in the processing of oils give the new SWP colors a smoother film that retards the collection of dust and soot. That means a cleaner, more attractive house year in and year out.

7 SELF CLEANING

The new, smoother surface of SWP is self-cleaning to a high degree.

8 FADE RESISTANT

The new SWP colors reach a new high in permanency.

SWP TRIM COLORS

Paint used on shutters, window sash, doorways, grillwork and similar trim surfaces must take greater punishment than on house siding. The special Trim Colors designated below with a star (☆) are specially formulated with extra-permanent colors and other premium price ingredients to insure maximum durability and mildew resistance. Prices, therefore, are slightly higher.

GENEVA CREAM 478

IVORY 496

0007-SWP-041049

0007-SWP-000124440

0007-SWP-000124441
0007-SWP-041050

strict control of the Sherwin-Williams Research Laboratories—the world's *largest* research organization devoted exclusively to the advancement of the science of paint making!

COSTS LESS THROUGH THE YEARS 4

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Developed by the Sherwin-Williams decorative studios—headquarters for the famous Sherwin-Williams Style Guide—these colors are *cleaner, more permanent, more beautiful* than ever before!

Look at these new SWP colors. Each has been color styled for beauty by outstanding experts on home decoration. Each has been formulated by master paint technicians from highest quality raw materials largely produced or processed by Sherwin-Williams. The oils are crushed and refined by Sherwin-Williams. Every step of their manufacture has been under strict Sherwin-Williams control.

You'll enjoy genuine satisfaction when you paint your home with SWP House Paint. You'll know that you have made a sound investment . . . that you'll save money in the long run. You'll enjoy the beauty and protection of SWP long after ordinary paints would have deteriorated.

You'll understand why more homes are painted with SWP than with any other brand of house paint. Be sure to read the 8 Big Reasons why it pays to use SWP.

8 **FADE RESISTANT**

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GENEVA CREAM 478

COLONIAL YELLOW 481

IVORY 496

BERKELEY YELLOW 489

WOODLAND BROWN 493

CHELSEA GRAY 474

PLYMOUTH GREEN 458

WILLOW GREEN 461

☆ MANOR BROWN 498

WESTCHESTER GRAY 477

☆ VERDAS GREEN 417

☆ HILLCREST GREEN 403

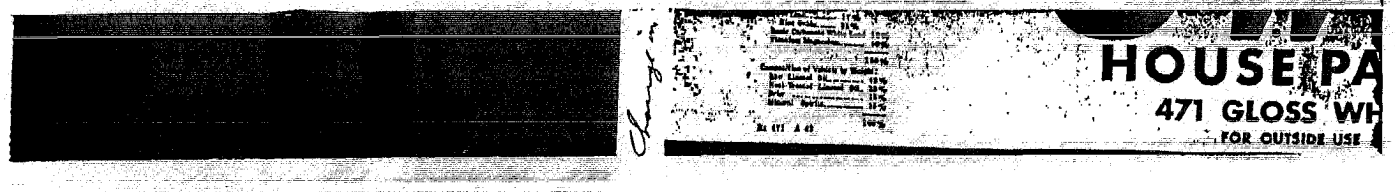
☆ ROYAL MAROON 497

☆ CASTILIAN BLUE 412

☆ ARDMORE GREEN 416

☆ SOLFAST RED 410

Also White, Black, Undercoater, Fume Resisting White, Trim Super White, Mildew Resisting White, Mildew Resisting Undercoater. ☆Color as indicated is a trim color and priced slightly higher.



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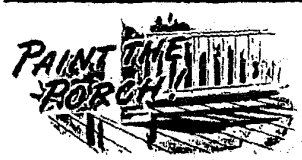
Demand the best when you invest in paint!



SHERWIN-WILLIAMS

PORCH AND FLOOR ENAMEL

Fresh-looking Porch and Floor Enamel gives all interior and exterior floors a rich, colorful finish that withstands water, gritty sand, sun, scuffing feet and scratching furniture! One coat makes the most battered surfaces attractive!



SHERWIN-WILLIAMS

SCREEN ENAMEL

This good-looking Black Screen Enamel dries to a high-gloss finish that gives your screens years more of service! It's easy to apply, won't clog in the mesh! And one quart covers the frames and screens of an average six-room home!

SHERWIN-WILLIAMS

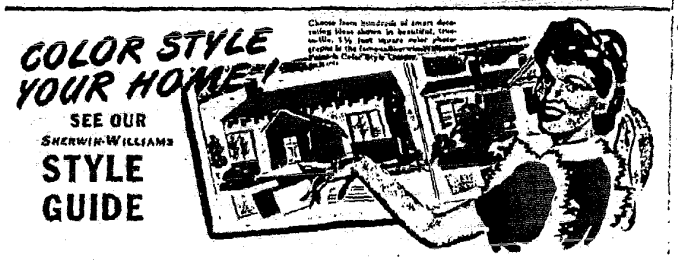
SHINGLE STAIN

Sherwin-Williams Shingle Stains seal wood shingle surfaces, protect against decay . . . prevent curling, warping, and discoloring! Rich-colored, they bring out the natural beauty of all shingles!

SHERWIN-WILLIAMS

BRICK AND STUCCO PAINT

For all stucco, brick, and concrete homes! Covers and seals the surface against moisture penetration. Withstands hot sun, wind and rain . . . prevents discoloring, dampness, cracking, crumbling and streaking! In White and Ivory.


COLOR STYLE YOUR HOME!

SEE OUR SHERWIN-WILLIAMS

STYLE GUIDE



FOR YOUR EVERY PAINTING NEED

there's a Sherwin-Williams paint, varnish or enamel available from our complete stocks . . . products that live up to world-famous Sherwin-Williams quality standards in every way . . . products that guarantee you the very finest in all-'round paint performance!

THE SHERWIN-WILLIAMS CO.
Administration Offices . . . Cleveland 1, Ohio
Sales Offices, Factories and Warehouses in Principal Cities

0007-SWP-000124442