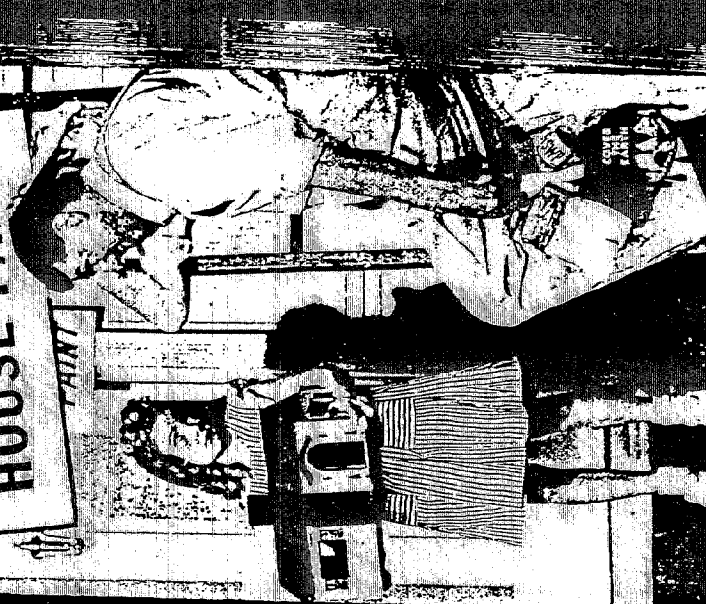
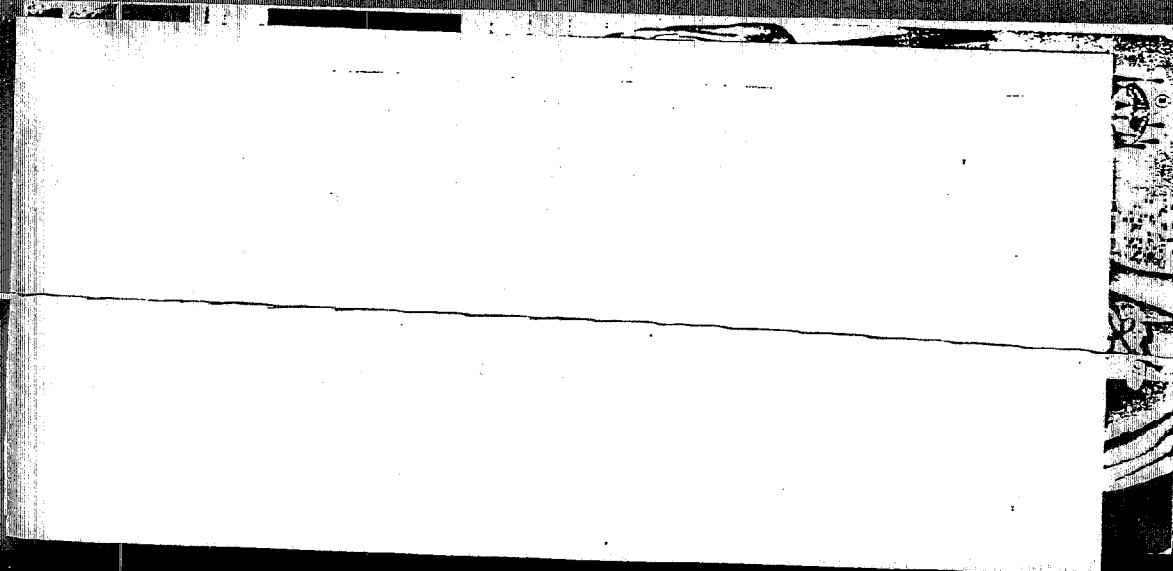


0007-SWP-041062

1939 PRESENTING THE
SMART NEW COLORS
OF WORLD FAMOUS
SHERWIN-WILLIAMS
SWP
HOUSE PAINT



The illustration shows a woman in a striped dress and a man in a suit standing next to a small house with a chimney. The woman is holding a small object, possibly a paint can or a brush. The man is standing behind her, looking towards the camera. The house is a simple, single-story structure with a chimney. The background is dark and textured.



N28991

FAMOUS SWP WHITES

...THE WHITES THAT STAY WHITE LONGER!

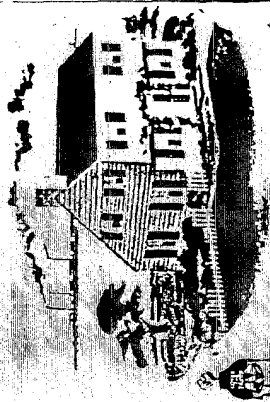
SWP WHITE HOUSE PAINTS are whiter, more permanent, more beautiful than ever before. The product of the latest advances in scientific paint making, SWP Whites were developed by the world's largest paint research organization, the Sherwin-Williams Research Laboratories.

SWP GLOSS WHITE—Carefully formulated to produce a brilliant, true White, this highest-quality house paint gives bright, smart, long-lasting beauty. Be sure and specify SWP Gloss White... unless your home

needs white protection against harmful forces in the air, water, and weather. Sherwin-Williams White paint protects against these conditions.

SWP UNDERCOATER—Painted surfaces exposed to weather, all surfaces should be undercoated before paint is applied. Ready-mixed SWP Undercoater primes and seals badly weathered painted surfaces or unpainted wood, dries to a dull finish that bonds perfectly with any final paint coat... makes jobs easier, 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 fine and mildew resistant



SPECIAL SWP WHITE THAT RESISTS SMOKE AND FUMES

SWP Fine Resisting Gloss White House Paint is formulated with special oils and pigments to give added protection against smoke and fumes from stoves, furnaces, and smoking areas. It resists staining and discoloration from smoke and fumes, even in the most severe conditions. SWP Fine Resisting Gloss White keeps fumes in smoky places clean and bright.

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 permanent, more beautiful than ever before!

Look at these new SWP colors. Each has been color applied for heavy by outstanding experts in 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.



WOODLAND BROWN 492



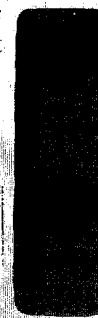
WANDOR BROWN 495



ROYAL MAROON 497



CASTRUM BLUE 419



ARDMORE GREEN 414



WILLOW GREEN 461



HILLCREST GREEN 492

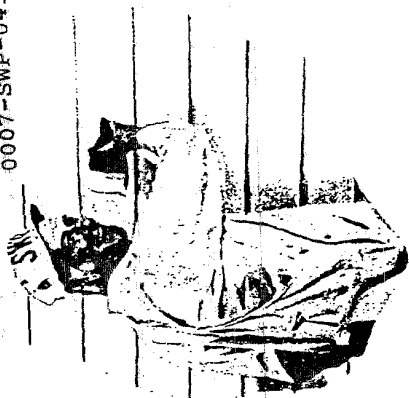


TOFFEY 410

Also White • Black • Undercoater • Fine Resisting White • Trim Super White • Midway Resisting White • Midway Resisting Undercoater

SW Color is indicated in name color and listed in this list.

0007-SWP-041065



FOR YOUR EVERY PAINTING NEED
there's a Sherwin-Williams paint, var-
nish 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!

For Quality Finishes

SEE YOUR

SHERWIN-WILLIAMS DEALER

For Intelligent and Practical Help in Decoration

CALL YOUR PAINTER-DECORATOR

THE SHERWIN-WILLIAMS Co.

Administration Offices . . . Cleveland 1, Ohio

Sales Offices, Factories and Warehouses in Principal Cities

INTERNATIONAL WORKS, INC. CLEVELAND 1, OHIO

Circle 4-50-388

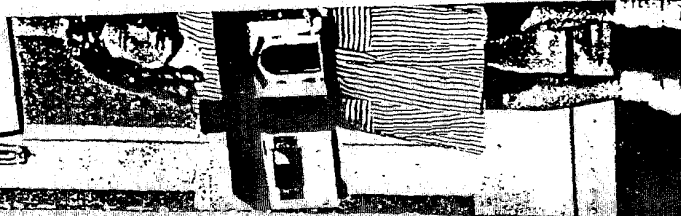
PRE

SMAR

OF W

SHI

HO



0007-SWP-000124456