



A Painting by Rockwell Kent of his home at Ausable Forks, New York

Copyright 1936, Sherwin-Williams Co., Cleveland, O.

BEAUTY AND PROTECTION BY SHERWIN-WILLIAMS

There's the warmth and zest of a spring morning in a gleaming house . . . a house painted with SWP. There's a pride and contentment in living in it . . . in having your neighbors appreciate it as part of their community.

SWP is the best known and most widely used house paint in America. Years of research . . . years of testing . . . years of work . . . have established its preeminence. And those years have brought pleasure to countless Americans . . . brought beauty and protection to their homes.

All the qualities . . . the smooth, silken texture . . . the uniform mixture that brushes so easily and covers so well . . . the sun-fast colors, true-toned and durable . . . the clean, glossy surface . . . the longest life in the paint film, so important in your painting costs. All these qualities, we

repeat, are for your pride and satisfaction in your home's lasting beauty and protection.

Hours and pages could be spent telling you how Sherwin-Williams Paints—SWP for your house, Flat-Tone and Semi-Lustre for your rooms—are made, and why these are superior paints. But their best story . . . the story you are interested in . . . is told on the job. Since 1881 homeowners have agreed. Then and today Sherwin-Williams Paints were and are America's preference.

"All you need to know about paint is Sherwin-Williams." And main street or metropolis . . . city, town or hamlet . . . wherever the "cover the earth" emblem is displayed is "paint headquarters." There the Sherwin-Williams dealer will be waiting to help and to serve you.



You can have twelve to eighteen months to pay for your painting. Ask the Sherwin-Williams dealer in your locality about the S-W Budget Payment Plan. Write directly to Sherwin-Williams Co., Dept. A, Cleveland, O.

Ask your Sherwin-Williams dealer for your free copy of the beautiful and informative Sherwin-Williams Home Decorator. Or write directly to The Sherwin-Williams Company, Department A, Cleveland, Ohio.

SHERWIN-WILLIAMS PAINTS

ALL YOU NEED TO KNOW ABOUT PAINT





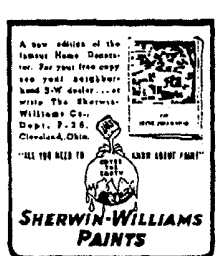
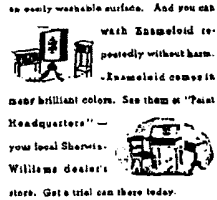
That shabby kitchen chair... that little table with the worn edges and many scratches...

Why not make them sparkling new again with Enameloid? This brilliant, colorful, does...

enamel brushes out so easily and smoothly. Just one coat covers solidly without brush marks. Enameloid dries rapidly to a finish that withstands wear and tear.

The sparkling high gloss of Enameloid means an easily washable surface. And you can wash Enameloid repeatedly without harm.

Enameloid comes in many brilliant colors. See them at "Paint Headquarters" — your local Sherwin-Williams dealer's store. Get a trial can there today.

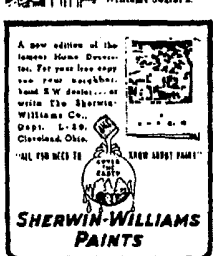
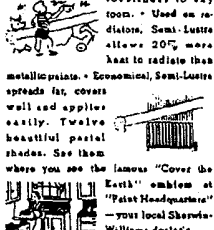


Finger marks left by dirty little hands... smudges, grease spots—even ink splashes—wash right off this amazing wall finish. All you need is soap and water. In fact, Semi-Lustre washes "hospital clean"...

Laundries. Use Semi-Lustre, too, for woodwork throughout your home. Remarkably beautiful as well as practical, the rich luster...

bright, cheerful colors... bring new luster to any room. Used on radiation, Semi-Lustre allows 20% more heat to radiate than metallic paints. Economical, Semi-Lustre spreads fast, covers well and applies easily. Twelve beautiful pastel shades. See them where you see the famous "Cover the Earth" emblem at "Paint Headquarters" — your local Sherwin-Williams dealer's store.

Investigate to say room. Used on radiation, Semi-Lustre allows 20% more heat to radiate than metallic paints. Economical, Semi-Lustre spreads fast, covers well and applies easily. Twelve beautiful pastel shades. See them where you see the famous "Cover the Earth" emblem at "Paint Headquarters" — your local Sherwin-Williams dealer's store.



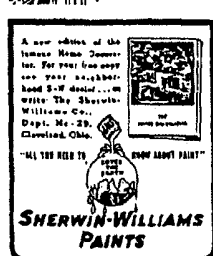
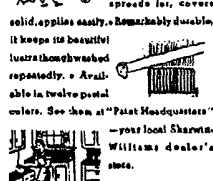
It's amazing how such a beautiful finish can be so practical! Yet smudges, finger marks, grease spots... even ink stains wash right off the surface of S.W. Semi-Lustre. Simple soap and water do it. What's more, Semi-Lustre cleans "hospital clean"...

gives you the real sanitation so important in kitchens and bathrooms. Use it for woodwork throughout your home for walls and ceilings of every room where you want extra cleanliness. Economical, Semi-Lustre spreads fast, covers solid, applies easily. Remarkably durable, it keeps its beautiful luster through washings repeatedly. Available in twelve pastel colors. See them at "Paint Headquarters" — your local Sherwin-Williams dealer's store.

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...than with any other brand of PAINT?

Briefly the answer—SWP goes steps further to give homeowners each and every thing they want in a fine house paint!

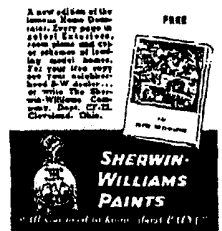
There's beauty... smoothness and richness of finish... SWP has it plus, its white is whiter... its colors brighter, more permanent.

There's protection, complete... lasting. SWP has a tougher film of unequalled durability.

And there's economy... SWP covers more surface per gallon and covers it better. Further, it's quicker, easier to apply... cuts painting time and labor. And its washability can save you at least one repainting!

Chance had nothing to do with these superlatives of SWP. They were produced by the research, ingenuity and resources of the world's largest makers of paint and varnish. Nothing has been overlooked to make SWP look better, wear better and give greater economy than any other paint.

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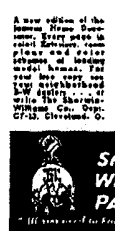
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with
**SHERWIN-WILLIAMS
ENAMELOID**

THE DECORATIVE
ENAMEL FOR WOOD-
WORK AND FURNITURE

DRIES RAPIDLY... HIGH GLOSS
FINISH... BRILLIANT COLORS
... INEXPENSIVE

S-W Enameloid is your first aid to sparkling decoration. For any surface—furniture, woodwork, kitchen and bath room walls and equipment—it flows as if by magic. Anything Enameloid covers becomes new again—beautiful... bright... glossy.

When soiled, simply wash with soap and water. Enameloid works easily. It covers perfectly. Enameloid dries rapidly. It stands hard wear and tear. Enameloid is your first aid in home decoration.



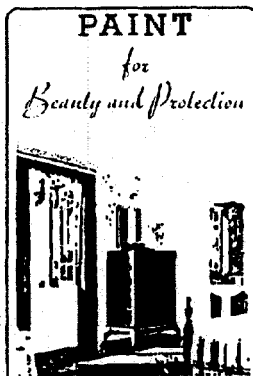
with
**SHERWIN-WILLIAMS
SWP HOUSE PAINT**

THE FAMOUS HOUSE PAINT —
FOR LASTING BEAUTY... FOR
REAL COVERING POWER... FOR
LOW COST... FOR MAKING
YOUR HOUSE A HOME

Suppose your house has just been painted — painted with SWP. When you look at it, bright and cheerful in the spring sunshine, you know the thrill and the pleasure that beauty and protection can bring.

SWP has been bringing this pleasure... this pride... to homeowners since 1881. Home painting inside and out is an easy pleasure with SWP house paint and other Sherwin-Williams products.

And the Sherwin-Williams dealer "paint headquarters" in your locality is more than a distributor of paint. He is your consultant. Ask him about the S-W Budget Payment Plan.



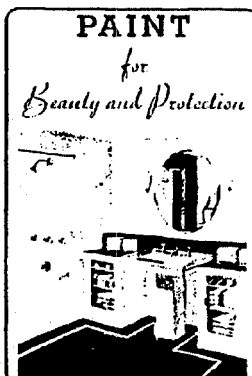
with
**SHERWIN-WILLIAMS
Flat-Tone**

The WASHABLE
FLAT WALL PAINT

SOFT, FAST TO LIGHT COLORS
... EASY TO APPLY... WON'T
RUB OFF... INEXPENSIVE

Every bit of your heart's desire for the loveliness of a newly painted room is at your brush's bidding the moment you begin to apply Sherwin-Williams Flat-Tone to your walls.

Living room... dining room... bedroom—your walls and woodwork become warm and friendly — almost animated under the touch of colorful, easily applied Flat-Tone. You'll be charmed with and proud of the results. And you'll be amazed at the low cost.



with
**SHERWIN-WILLIAMS
Semi-Lustre**

The AMAZING WASHABLE
FINISH

INEXPENSIVE
EASY TO APPLY
BRIGHT CHEERFUL COLORS

Surely the modern kitchen and bathroom are the American housewife's contribution to easier living. And just as surely the warmth and gaiety of Sherwin-Williams colorful Semi-Lustre contributes to the charm of these rooms.

Semi-Lustre is bright and beautiful... Semi-Lustre wears like iron... And all the marring your children can give it — even ink stains—come off with simple soap and water. Semi-Lustre is easy to apply. And Semi-Lustre is economical. Use it this spring to add the brightness you will so enjoy in your home.



Ask the Sherwin-Williams dealer in your locality for a free copy of the famous Sherwin-Williams Home Decorator, 40 pages of color and decorating information. Or write directly to The Sherwin-Williams Co., Dept. D, Cleveland, Ohio.



**SHERWIN-WILLIAMS
PAINTS**



The Sherwin-Williams Home Decorator will tell you more about SWP, and will show you in full color all the beauty of Sherwin-Williams paints. You can get a free of charge from the Sherwin-Williams dealer in your locality, or directly from The Sherwin-Williams Co., Department D, Cleveland, Ohio.



**SHERWIN-WILLIAMS
PAINTS**



The famous Sherwin-Williams Home Decorator will tell you more about Flat-Tone, and will show you in full color all the beauty of Sherwin-Williams paints. You can get a free of charge from the Sherwin-Williams dealer in your locality, or directly from The Sherwin-Williams Co., Department D, Cleveland, Ohio.



**SHERWIN-WILLIAMS
PAINTS**



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**SHERWIN-WILLIAMS
PAINTS**

0007-SWP-039212



BEAUTY AND PROTECTION BY SHERWIN-WILLIAMS

From the use of paint—Sherwin-Williams paint—come pleasures few things can give. Every bit of your heart's desire for the color, freshness, and loveliness of a newly painted room is at your brush's bidding.

Your walls and woodwork become warm and friendly—almost animated—under the touch of colorful, easily applied S-W Flat-Tone. Should you wish a bright, quickly washable quality added to the color beauty, S-W Semi-Lustre awaits your commands. And chairs, tables, cabinets, kitchen, bathroom and breakfast room indispensables alluringly join the color magic parade when you repaint them with glistening S-W Enameloid.

Painting is fascinating... fascinating to watch and anticipate the final beauty on the big jobs where the painting

is done by a master painter... fascinating to feel the flow from the brush as you recreate a table or chair yourself.

And a paint can... with a Sherwin-Williams label around it... is an indispensable part of your home's beauty and protection. Be it famous old SWP, America's best known and most widely used house paint; be it the interior paints mentioned; or be it any other of Sherwin-Williams well known products—furniture polish, floor waxes and finishes, etc.—it is made to help you to beautifully identify your dearest possessions—to transform a house into a home.

"All you need to know about paint is Sherwin-Williams." Go to "paint headquarters" in your locality. There the Sherwin-Williams "cover the earth" emblem means help and service from a paint dealer able to aid and guide you.



You can have twelve to eighteen months to pay for your painting. Ask the Sherwin-Williams dealer in your locality about the S-W Budget Payment Plan. Write directly to Sherwin-Williams Co., Dept. S-2, Cleveland, O.

The new Sherwin-Williams Home Decorator, a source book of color and paint ideas can be had free of charge from the Sherwin-Williams dealer in your locality. Or write The Sherwin-Williams Co., Dept. S-2, Cleveland, O.



SHERWIN-WILLIAMS PAINTS

ALL YOU NEED TO KNOW ABOUT PAINT

THIS ADVERTISEMENT APPEARS IN

	ON SALE	ISSUE DATE	CIRCULATION		ON SALE	ISSUE DATE	CIRCULATION
FORTUNE	March 1	March	100,000	AMERICAN HOME	March 25	April	690,000
NATIONAL GEOGRAPHIC	March 1	March	1,200,000	HOUSE BEAUTIFUL	March 30	April	90,000
COSMOPOLITAN	March 10	April	1,550,000	HOUSEHOLD MAGAZINE	April 5	May	1,750,000
SATURDAY EVENING POST	March 12	March 14	2,700,000	HOLLAND'S MAGAZINE	April 15	May	425,000
AMERICAN MAGAZINE	March 15	April	1,800,000	ATLANTIC MONTHLY	April 20	May	58,000
BETTER HOMES & GARDENS	March 20	April	1,375,000	COLLIER'S	April 24	May 2	2,300,000
HARPER'S MAGAZINE	March 20	April	100,000	HOUSE & GARDEN	April 30	May	100,000

0007-SWP-039213

(IN FULL PAGES, FULL COLOR)



WILL APPEAR THIS SPRING

FEBRUARY

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
McCALL'S MAGAZINE	February 10	March	Semi-Lustre
LADIES' HOME JOURNAL	February 10	March	Semi-Lustre
PICTORIAL REVIEW	February 10	March	Semi-Lustre
COUNTRY GENTLEMAN	February 11	March	Semi-Lustre
WOMAN'S HOME COMPANION	February 15	March	Semi-Lustre
HOLLAND'S MAGAZINE	February 15	March	White House
DELINATOR	February 20	March	Semi-Lustre
COUNTRY HOME	February 20	March	Semi-Lustre
GOOD HOUSEKEEPING	February 25	March	Semi-Lustre

MARCH

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
NATIONAL GEOGRAPHIC	March 1	March	Living Room
FORTUNE	March 1	March	Living Room
HOUSEHOLD MAGAZINE	March 5	April	White House
COSMOPOLITAN	March 10	April	Living Room
PICTORIAL REVIEW	March 10	April	Enameloid
LADIES' HOME JOURNAL	March 10	April	Enameloid
McCALL'S MAGAZINE	March 10	April	Enameloid
SATURDAY EVENING POST	March 12	March 14	Living Room
AMERICAN MAGAZINE	March 15	April	Living Room
SUCCESSFUL FARMING	March 15	April	Enameloid
HOLLAND'S MAGAZINE	March 15	April	Yellow House
WOMAN'S HOME COMPANION	March 15	April	Enameloid
COUNTRY GENTLEMAN	March 17	April	Enameloid
BETTER HOMES & GARDENS	March 20	April	Living Room
ATLANTIC MONTHLY	March 20	April	White House
HARPER'S MAGAZINE	March 20	April	Living Room
COUNTRY HOME	March 20	April	Enameloid
DELINATOR	March 20	April	Enameloid
AMERICAN HOME	March 25	April	Living Room
GOOD HOUSEKEEPING	March 25	April	Enameloid
COLLIER'S	March 27	April 4	White House
HOUSE BEAUTIFUL	March 30	April	Living Room
HOUSE & GARDEN	March 30	April	White House

APRIL

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
NATIONAL GEOGRAPHIC	April 1	April	White House
FORTUNE	April 1	April	Bed Room
TIME	April 3	April 4	White House
HOUSEHOLD MAGAZINE	April 5	May	Living Room
SATURDAY EVENING POST	April 9	April 11	White House
COSMOPOLITAN	April 10	May	Bed Room
PICTORIAL REVIEW	April 10	May	Flat-Tone
LADIES' HOME JOURNAL	April 10	May	Flat-Tone
McCALL'S MAGAZINE	April 10	May	Flat-Tone
COUNTRY GENTLEMAN	April 14	May	Flat-Tone
AMERICAN MAGAZINE	April 15	May	White House
SUCCESSFUL FARMING	April 15	May	Flat-Tone
HOLLAND'S MAGAZINE	April 15	May	Living Room
WOMAN'S HOME COMPANION	April 15	May	Flat-Tone

APRIL (Continued)

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
BETTER HOMES & GARDENS	April 20	May	White House
ATLANTIC MONTHLY	April 20	May	Living Room
HARPER'S MAGAZINE	April 20	May	White House
COUNTRY HOME	April 20	May	Flat-Tone
DELINATOR	April 20	May	Flat-Tone
COLLIER'S	April 24	May 2	Living Room
AMERICAN HOME	April 25	May	White House
GOOD HOUSEKEEPING	April 25	May	Flat-Tone
HOUSE BEAUTIFUL	April 30	May	White House
HOUSE & GARDEN	April 30	May	Living Room

MAY

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
NATIONAL GEOGRAPHIC	May 1	May	Yellow House
FORTUNE	May 1	May	White House
PICTORIAL REVIEW	May 10	June	S W P
LADIES' HOME JOURNAL	May 10	June	S W P
McCALL'S MAGAZINE	May 10	June	S W P
COUNTRY GENTLEMAN	May 12	June	S W P
AMERICAN MAGAZINE	May 15	June	Yellow House
SUCCESSFUL FARMING	May 15	June	S W P
HOLLAND'S MAGAZINE	May 15	June	Bed Room
WOMAN'S HOME COMPANION	May 15	June	S W P
BETTER HOMES & GARDENS	May 20	June	Yellow House
ATLANTIC MONTHLY	May 20	June	Yellow House
HARPER'S MAGAZINE	May 20	June	Bed Room
COUNTRY HOME	May 20	June	S W P
DELINATOR	May 20	June	S W P
SATURDAY EVENING POST	May 21	May 23	Yellow House
AMERICAN HOME	May 25	June	Bed Room
GOOD HOUSEKEEPING	May 25	June	S W P
COLLIER'S	May 29	June	Yellow House
HOUSE BEAUTIFUL	May 30	June	Bed Room
HOUSE & GARDEN	May 30	June	Yellow House

JUNE

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
FORTUNE	June 1	June	Yellow House
TIME	June 5	June 6	Yellow House
HOUSEHOLD MAGAZINE	June 5	July	Bed Room
COSMOPOLITAN	June 10	July	Yellow House
SATURDAY EVENING POST	June 11	June 13	Bed Room
COUNTRY GENTLEMAN	June 15	July	Semi-Lustre
AMERICAN MAGAZINE	June 15	July	Bed Room
BETTER HOMES & GARDENS	June 20	July	Bed Room
ATLANTIC MONTHLY	June 20	July	Bed Room
HARPER'S MAGAZINE	June 20	July	Yellow House
COUNTRY HOME	June 20	July	Semi-Lustre
AMERICAN HOME	June 25	July	Yellow House
COLLIER'S	June 25	July 4	Bed Room
NATIONAL GEOGRAPHIC	July 1	July	Bed Room

145,691,228 MESSAGES!

YOUR COMMUNITY—EVERY COMMUNITY IN AMERICA—
WILL SEE AND READ

BEAUTY AND PROTECTION

BY SHERWIN-WILLIAMS

0007-SWP-039214

SA 37849 2-30-54

NOTE: Another side of this proof is a good display piece.
Put it where it can be seen.

0007-SWP-00012259