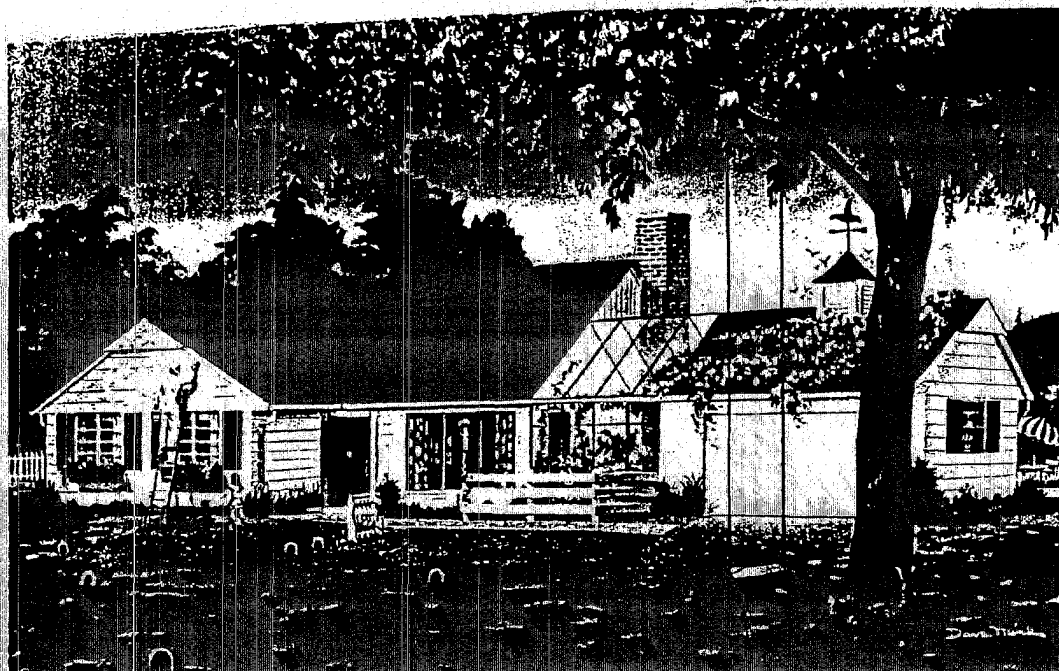
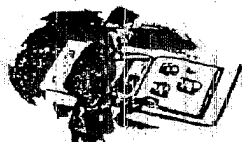




Paint is a good investment! Enough SWP Weatherated® House Paint for the average small home costs less than \$45.

## For the best looking house in your neighborhood INSIST ON **SWP** HOUSE PAINT... **IT'S WEATHERATED\***



**1001 DECORATING IDEAS** ... See the NEW Sherwin-Williams Paint and Color **STYLE GUIDE**. Ask your Sherwin-Williams Dealer to show you... or lend you... the big new Style Guide. Scores of large color photographs of beautiful rooms! Hundreds of authentic color styling suggestions!

How much is your home worth today? If it's like most houses, its value has probably increased greatly. Naturally you want to protect your investment and that increased value. Naturally you want the best looking house in your neighborhood. For extra beauty and protection, your best buy is SWP House Paint because it is Weatherated\*.

\*The Weatherated process means that SWP is subjected to continuous testing in the laboratory and in the field for its ability to resist excessive loss of gloss, high dirt collection, uncontrolled chalking, checking and cracking,

rapid erosion, color fading. It must rate high against all these destructive factors before it is permitted to bear the Sherwin-Williams label. (And all Sherwin-Williams paint products must pass similar grueling tests.)

For that home of yours, the best house paint you can buy is your best investment. See your friendly Sherwin-Williams dealer nearby. (Refer to your classified telephone directory under "Paint.") He'll be glad to recommend a painting contractor, if you wish.

To get the most for your paint dollar, look for the famous "Cover the Earth" sign.



IT PAYS TO SEE  
THE DEALER WHO SELLS

# SHERWIN-WILLIAMS

# PAINTS

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SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

This advertisement No. SW-5198  
appears in Life, April 2 and The Saturday Evening Post, April 7, 1951

0007-SWP-039256

N29102



Point is a good investment! Enough SWP "Weatherated" House Paint for the average house costs less than \$45.

For protection that "talks back" to the weather...  
**INSIST ON SWP HOUSE PAINT... IT'S WEATHERATED\***



**1801 DECORATING IDEAS...** See the NEW Sherwin-Williams Paint and Color 35718 GUIDE. Ask your Sherwin-Williams Dealer to show you... or lend you... the big new Style Guide. Scores of large color photographs of beautiful houses. Hundreds of authentic color styling suggestions!

Why is SWP the most widely used house paint in America? One of the best reasons is that SWP House Paint is "Weatherated" ... to give your home the kind of lasting protection that "talks back" to the weather ... to give your home extra beauty.

\*The Weatherated process means that SWP is subjected to continuous testing in the laboratory and in the field for its ability to resist excessive loss of gloss, high dirt collection, uncontrolled chalking, checking and cracking, rapid erosion and color fading. It must rate high against all

these destructive factors before it is permitted to bear the Sherwin-Williams label. (And all Sherwin-Williams paint products must pass similar grueling tests.)

For that home of yours, the best house paint you can buy is your best investment. See your friendly Sherwin-Williams dealer nearby. (Refer to your classified telephone directory under "Paint".) He'll be glad to recommend a painting contractor, if you wish.

To get the most for your paint dollar, look for the famous "Cover the Earth" sign.



IT PAYS TO SEE  
 THE DEALER WHO SELLS

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SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

This advertisement No. SW-5187  
 appears in Life, June 11 and The Saturday Evening Post, June 16, 1951

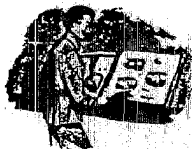
0007-SWP-039257

0007-SWP-000122636



If your house looks shabby too soon...next time insist on

**SWP HOUSE PAINT...IT'S WEATHERATED\***



**1001 DECORATING IDEAS**... See the NEW Sherwin-Williams Paint and Color STYLE GUIDE. Ask your Sherwin-Williams Dealer to show you... or lend you... the big new Style Guide. Scores of large color photographs of beautiful rooms! Hundreds of authentic color styling suggestions!

Take a good look at your house. Are you proud of it? Does it look the way you like to have people see it? If it looks dirty or shabby, painting will transform it! And to keep that new look as long as possible insist on SWP, the house paint that is Weatherated\* for protection and beauty that lasts.

\*The Weatherated process means that SWP has passed rigorous tests for its ability to resist chalking, checking and cracking, fading and dirt collection—the destructive factors

that make early repainting necessary.

Enough SWP Weatherated House Paint for the average small home costs less than \$45. See your friendly Sherwin-Williams Dealer nearby. (Refer to your classified telephone directory under "Paint".) He'll be glad to recommend a painting contractor, if you wish.

The best is always the least expensive in the long run. To get the most for your paint dollar, look for the famous "Cover the Earth" sign.



IT PAYS TO SEE  
THE DEALER WHO SELLS

**SHERWIN-WILLIAMS**



**PAINTS**

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This advertisement No. SW-5(10)  
appears in Life, May 21 and The Saturday Evening Post, May 26, 1951

0007-SWP-039258

0007-SWP-000122637



For the best protection of your biggest investment...  
**INSIST ON SWP HOUSE PAINT... IT'S WEATHERATED\***



**1001 DECORATING IDEAS**... See the NEW Sherwin-Williams Paint and Color STYLE GUIDE Ask your Sherwin-Williams Dealer to show you... or send you... the My New Style Guide. Scores of large color photographs of beautiful painted thousands of authentic color styling suggestions!

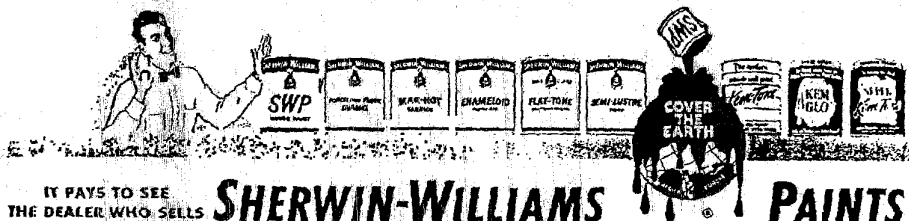
The best house paint you can buy is your best investment for protection and beauty that lasts. That's why SWP is the most widely used house paint in America. SWP House Paint is "Weatherated"... to give your home the kind of protection that "talks back" to the weather, season after season.

\*The Weatherated process means that SWP is tested rigorously for its ability to resist chalking, checking, cracking, fading and dirt collection — the destructive fac-

tors that make early repainting necessary.

The best is always the least expensive in the long run. Enough SWP Weatherated House Paint for the average small home costs less than 45 dollars. See your friendly Sherwin-Williams dealer nearby. (Refer to your classified telephone directory under "Paint".) He'll be glad to recommend a painting contractor, if you wish.

To get the most for your paint dollar, look for the famous "Cover the Earth" sign.



IT PAYS TO SEE  
 THE DEALER WHO SELLS

**SHERWIN-WILLIAMS PAINTS**

SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

This advertisement No. SW-5109  
 appears in Life, April 23 and The Saturday Evening Post, April 28, 1951

0007-SWP-039259

0007-SWP-000122638