

Now something extra has been added to famous **SWP** House Paint



Makes your house keep that "New Look"—longer!

Best buy in home protection, for over 80 years... that's Sherwin-Williams SWP House Paint! America's favorite, SWP now brings you a great big extra bonus—*beauty that lasts a full year longer than before!*

In its whiter, brighter whites—or in its cleaner, more beautiful colors—SWP now gives your home a new, "freshly-painted" look that stays on and on!

The superb quality of SWP has made millions of satisfied users. Today, more than ever, SWP means the most for your house paint money!

Check these 6 great additional advantages:

1 HONEST-FILM-THICKNESS!
No deep brush marks... no weak spots in the film!



2 QUICKER-DRYING! This new SWP dries before heavy dust can collect!

3 SMOOTHER SURFACE! SWP's smoother, glossier surface doesn't grip dirt!

4 SELF-CLEANSING! Rains keep SWP bright and clean!

5 WHITER! BRIGHTER! Whiter whites... brighter, more beautiful colors!

6 SAVES MORE MONEY!
SWP does not require repainting for years!

Available at all dealers who display the "Cover-the-Earth" emblem.



SHERWIN-WILLIAMS PAINTS

Over 3,000,000 prospective house paint buyers will see this hard-selling ad... appearing in the May issue of *Better Homes and Gardens*. 1949

0007-SWP-039247



SWP HOUSE PAINT IS WEATHERATED*

for your protection against...

Painting your house means an investment in home improvement that justifies your most careful consideration. You want beauty and protection that lasts...not frequent and costly re-painting. The best house paint you can buy will be the most economical in the long run...four or five years from now. That's why SWP House Paint is **WEATHERATED*** to fight off deterioration...to give extra beauty and protection! All Sherwin-Williams paint products must pass grueling tests to earn the Sherwin-Williams Label. To get the most value for your paint dollar, see a nearby Sherwin-Williams Dealer...look for the famous "Cover-the-Earth" sign. He'll be glad to recommend a reliable painter, if you wish. And be sure to ask him for your free copy of the Sherwin-Williams "Home Decorator"...a colorful 32-page illustrated book filled with exciting home decorating ideas and complete information about SWP House Paint.

...PROTECTION AGAINST:

- Excessive Loss of Gloss
- High Dirt Collection
- Uncontrolled Chalking
- Checking and Cracking
- Rapid Erosion
- Color Fading
- Industrial Fumes†

★

*SWP House Paint is **WEATHERATED** for its ability to resist these destructive factors before it is permitted to bear the Sherwin-Williams Label.

†Special SWP for certain areas.

It pays to paint with

SHERWIN-WILLIAMS

...inside and out



SEE YOUR NEARBY

SHERWIN-WILLIAMS DEALER

0007-SWP-039248

0007-SWP-00012262

Know the truth *before you buy house paint!*



Before you buy house paint, it pays to know the truth. House paints should be judged on their cost per year ... not their cost per gallon. The best house paint you can buy will be your best investment in beauty and protection for the long run... four or five years later. Over the years SWP House Paint demonstrates its **WEATHERATED*** brass-knuckle ability to fight off deterioration ... to give extra beauty and protection! All Sherwin-Williams paint products must pass grueling tests to earn the Sherwin-Williams Label. To get the most value for your paint dollar, see a nearby Sherwin-Williams Dealer ... look for the famous "Cover-the-Earth" sign. He'll be glad to recommend a reliable painter, if you wish. And be sure to ask him for your free copy of the Sherwin-Williams "Home Decorator" ... a colorful 32-page illustrated book filled with exciting home decorating ideas and complete information about SWP House Paint.

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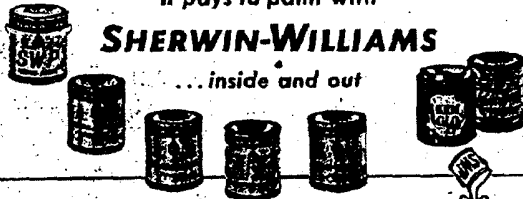
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It pays to paint with

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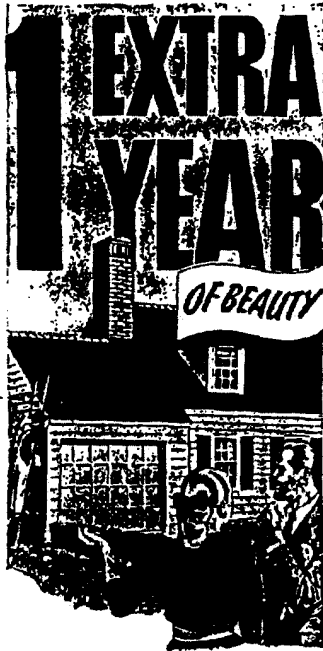


SEE YOUR NEARBY

SHERWIN-WILLIAMS DEALER



Something *Extra* has
been added to famous
SWP House Paint



**SWP House Paint stays
whiter, brighter — longer!**

Best buy in home protection, for over 80 years... that's Sherwin-Williams SWP House Paint! America's favorite, SWP now brings you a great big extra bonus—beauty that lasts a full year longer than before!

In its whiter, brighter whites—or in its cleaner, more beautiful colors—SWP gives your home a "freshly-painted" look that stays on and on! More homes are painted with Sherwin-Williams SWP than with any other brand of paint. Today, more than ever, it's your greatest house paint value!



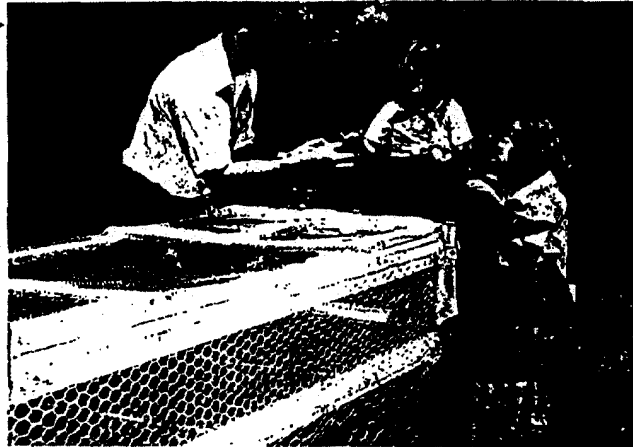
FREE BOOKLET on painting your home with SWP House Paint is now available at all Paint Service Center Dealers who display the "Cover-the-Earth" emblem.

**SHERWIN-
WILLIAMS
PAINTS**



LOCATE YOUR NEAREST S-W DEALER IN THE CLASSIFIED SECTION OF YOUR TELEPHONE DIRECTORY

34



Home-grown chickens really pay off

By Stanley Schuler

We raise chickens to save money, not to make it. In the past three years of elegant and bountiful eating, we have saved over \$100.

That's not a tremendous sum, I know. But when our friends begin to wonder why anyone in this day of mass production and mass marketing should bother to raise chickens, there are plus values to call to their attention.

We always have the very best, plumpest, and tenderest chicken to eat—and to serve our guests. (In our home entertaining is not a frightening expense: we just reach into the locker for a roaster.)

We have more eggs than we sometimes know what to do with. Did you ever eat a really fresh, straight-out-of-the-nest egg? Then you know how they pale the "strictly fresh" eggs the grocery has for sale.

We have all the manure our garden can assimilate.

We offer amusement and interest to the children.

We have all this—and for only five minutes' work a day.

I know what you're thinking: It's all right for the Schulers, but not for me. That's what we used to say.

Then one day back in the final stages of the war some good manufacturer I was writing a story about gave me one of the electric brooders he made. I must admit I sort of hinted that it would be nice if he did so. But then when I reached home and showed my wife my latest acquisition, she looked at me and I looked at her and neither of us had the slightest, faintest desire to put it to use.

But our thrifty souls stirred restlessly. I bought a book on how to raise chickens. It sounded complicated (a lot more complicated, I must say, than it turned out to be). But what the heck—here was this wonderful brooding gadget; here was meat rationing—

I picked up my book again, had delusions of becoming a chicken farmer on a grand scale, but finally settled on the simplest and smallest chicken coop I could find.

Now there seems to be a widespread notion that a chicken house and run must take up space. That isn't so. My "farm" measures exactly 42 square feet, fits neatly into a little grove of pines that conceal it from the house, the street, and the neighbors.

Actually, it is nothing more than a partly inclosed coop on legs. It is three feet wide, 14 long, and one high. Made mostly of scrap materials, it cost only \$10.

The floor throughout is half-inch wire mesh and therein lies the secret of our success. Because the chickens never set foot to the ground, they can't pick up strange diseases, can't run themselves into stringy toughness. Further than that, the coop is self-cleaning, and tremendously simplifies the daily feeding and watering chore.

In plan, the house is divided in three sections. Section 1 is four feet long, has wood sides and top, but is open at the bottom. That's where the chickens sleep and eat, fair weather or foul. Section 2 (six feet long) is wire on all sides—a sun porch. Section 3 (four feet long) is fully inclosed (the ... (Continued on page 93))

HOUSEHOLD MARCH 1949

0007-SWP-039250

0007-SWP-00012262



**WHY are more homes
painted with Sherwin-Williams
SWP House Paint
than any other brand?**

because year after year Sherwin-Williams SWP® House Paint has given *lasting* satisfaction to ever-increasing numbers of homeowners—valuable *extra years* of beauty and protection that pay off in lower cost-per-year of house painting. Continuous Sherwin-Williams laboratory research and actual field testing of SWP have improved it year after year and maintained it as the standard of quality since 1880. See your dealer now for complete information about SWP House Paint and you'll see why it's best for your house, too!



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

FREE! A big, fact-filled book
containing full information on
SWP House Paint. Lots of
interior decorating ideas, too.
44 colorful pages! Ask your
Sherwin-Williams Dealer for the
"Home Decorator" or write to
The Sherwin-Williams Co., 1277
Midland Bldg., Cleveland 1, Ohio.



We will be glad to recommend a reliable painting contractor, if you wish.

SHERWIN-WILLIAMS HOUSE PAINT

0007-SWP-039251

0007-SWP-000122630



SWP HOUSE PAINT

Lasts Longer...Saves Money

It pays to be "choosy" when you select the *brand* of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there *is* a difference in house paints!



FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Co., 1210 Midland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS



HOUSE PAINT

ON TV ... TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER ... ABC NETWORK EVERY WEEK



Tested for Your Protection . . .

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . .

All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays *white* and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

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



0007-SWP-039252

0007-SWP-00012263