

**GO OUTSIDE AND
LOOK AT YOUR HOUSE
..RIGHT NOW...**

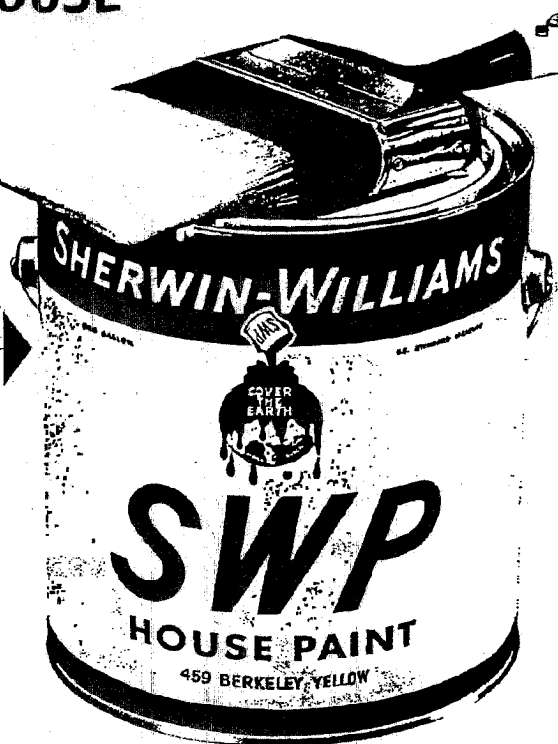
**Isn't THIS
what it needs?**

Why gamble with ordinary paint when the best costs so little? Enough SWP House Paint for the average six-room home costs less than \$45.

Now is the time to protect your house against everything the weather can think of—with the kind of paint that has what it takes to grow old beautifully. SWP has been the standard of quality in house paint for 70 years.

SWP House Paint is Weathered . . . built to meet and lick every condition of weather and wear that paint is up against. Paint now with SWP and have the best looking home in your neighborhood.

Ask your Sherwin-Williams dealer to show you how SWP House Paint is Weathered to clean itself and wear longer.

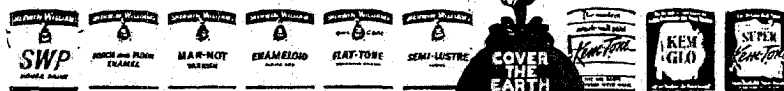


IT'S WEATHERED

That means SWP is tested rigorously for its ability to resist chalking, checking, cracking, fading and dirt collection.

Now is the time to paint your house!

For Decorating Ideas, Inside and Out, Borrow the Style Guide . . . FREE. Let your Sherwin-Williams dealer show you or lend you the big Paint and Color Style Guide. Scores of large color photographs of beautiful rooms and homes. Hundreds of authentic color styling suggestions.



**IT PAYS TO SEE
THE DEALER WHO SELLS**

SHERWIN-WILLIAMS PAINTS

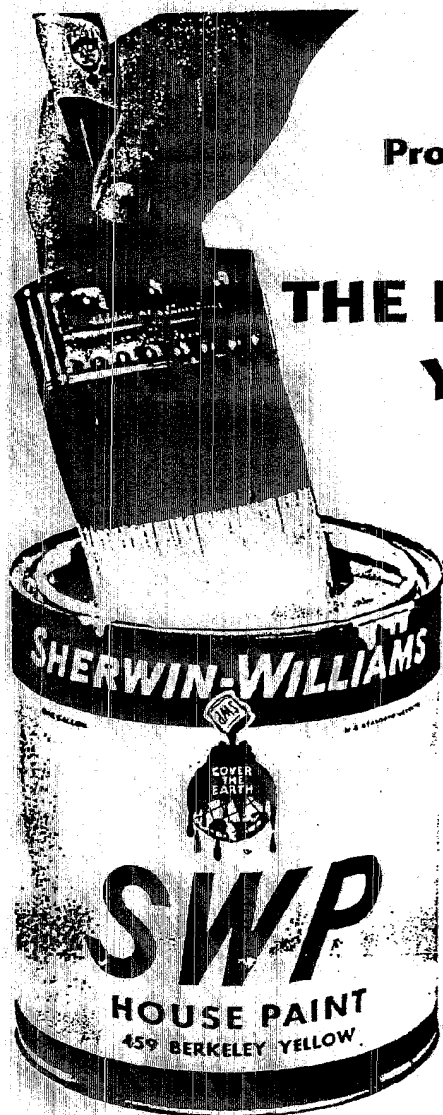
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SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

This advertisement appears in The Saturday Evening Post, May 3, 1952; May issues of American Home, Better Homes & Gardens, Farm Journal, Household, Popular Mechanics, Progressive Farmer; June issue of American Magazine; July issue of Living for Young Homemakers.

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Protect the Increased Value
of Your Home with
**THE BEST HOUSE PAINT
YOU CAN BUY!**



This sketch illustrates the greatly increased value of many residential properties in the last few years.

Don't gamble with ordinary house paint when the best costs so little. Protect the increased value of your home with the best house paint you can buy.

Many house paints cost less than famous SWP. But no house paint offers so much real quality at so little cost. That's because SWP House Paint is Weathered . . . rated by the toughest of testing procedures to withstand the worst that weather and wear can offer. Tested toughness is built into SWP for lasting beauty and protection. And enough SWP for the average six-room house costs less than \$45.00!

Now is the time to paint your house with SWP. Look for the familiar "Cover-the-Earth" sign . . . the sign of a friendly Sherwin-Williams dealer who will recommend a reliable painting contractor, if you wish. He can help you with interior decoration, too . . . ask for your free copy of the Home Decorator or ask to see the Paint and Color Style Guide.

IT'S WEATHERED

SWP House Paint is tested rigorously for its ability to resist chalking, checking, cracking, fading and dirt collection.



NOW is the time to paint your house with

SHERWIN-WILLIAMS PAINT

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