



Painting by Rockwell Kent

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

BEAUTY AND PROTECTION BY SHERWIN-WILLIAMS

When in the spring sunshine, you look at your house freshly painted with SWP you see and you feel the joy of living. Here is your most cherished possession... radiant... bright... and beautiful. And that lasting coat of beauty is more than beauty. It is lasting protection... to your property... to your pride... to all that means a bright and colorful home.

Few things can give you the pleasure that comes from a can of paint. And through the years Sherwin-Williams famous SWP will give you—as it has given thousands of others—the beauty... and protection... and pleasure... your painting expenditure entitles you to. SWP has all the properties that bring satisfaction in your finished painting. Smooth and silken texture... sunfast, durable, true toned colors... glossy, gleaming surface... and the

durable long life your paint job must have.

Using SWP on your home identifies you with the best known and most widely used house paint in America. Its name is a proud possession of the Sherwin-Williams Co., because of the countless home-owners whose pride in their homes is enhanced by the beauty and protection SWP gives.

For your interior repainting S-W Semi-Lustre and S-W Flat-Tone are companions to SWP, in producing the pride and pleasure that comes out of a can of Sherwin-Williams paint... in transforming your house to your home.

"All you need to know about paint is Sherwin-Williams." And paint headquarters in city, town or hamlet is where the "cover the earth" emblem is displayed. There the Sherwin-Williams dealer will help and 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. B-1, Cleveland, O.

The Sherwin-Williams dealer in your locality will give you free of charge a copy of the beautiful Home Decorator. Or write direct to the Sherwin-Williams Co., Department B-1, Cleveland, Ohio.



SHERWIN-WILLIAMS PAINTS
ALL YOU NEED TO KNOW ABOUT PAINT

0007-SWP-039215

Don't be fooled when you buy house paint!



You're not buying house paint merely for today's or tomorrow's good looks. Ordinary house paint can prove to be the most costly. The best house paint you can buy will turn out to be the most economical... four or five years from now. That's when 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.

- ...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

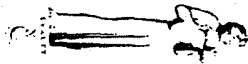
DEALER



PARADE

0007-SWP-039216

0007-SWP-0001225C



Paint for Beauty and Protection

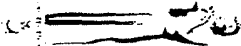
with SHERWIN-WILLIAMS

SWP HOUSE PAINT

THE FAMOUS HOUSE PAINT—FOR LASTING BEAUTY... FOR COVERING POWER... FOR LOW COST... FOR MAKING YOUR HOUSE A HOME. SWP has been bringing beauty and protection 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. The Sherwin-Williams Home Decorator will sell you more about SWP, and will show you in full color all the beauty of Sherwin-Williams paints. You can get it free of charge from "paint headquarters" — the Sherwin-Williams dealer in your locality — or directly from The Sherwin-Williams Co., Department D, Cleveland, Ohio.



390

0007-SWP-039217

0007-SWP-00012259



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

Copyright 1938, 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. E, 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 E, Cleveland, Ohio.



SHERWIN-WILLIAMS PAINTS

ALL YOU NEED TO KNOW ABOUT PAINT

0007-SWP-039218

0007-SWP-0001225C

SHERWIN-WILLIAMS

Flat-Tone

**THE WASHABLE
FLAT WALL PAINT**

Jane Smith, Inc., noted decorator, chose S.W. Flat-Tone for its soft and glowing, fast to light colors... for the ease with which it can be applied... for its color fastness, and because it won't rub off. And also because its economy is amazing.

For living room, dining room, bedroom; for walls and woodwork; for cottage or mansion; for Main Street or Metropolitan, use Sherwin-Williams Flat-Tone.



FREE  FREE

44 pages in color! The famous Sherwin-Williams Home Decorator, "Paint Headquarters" - the Sherwin-Williams dealer in your locality, will gladly give you your copy. Or write directly to The Sherwin-Williams Co., Dept. F-13, Cleveland, Ohio.



**SHERWIN-WILLIAMS
PAINTS**

"All you need to know about PAINT"

SHERWIN-WILLIAMS

Semi-Lustre

**THE AMAZING
WASHABLE FINISH**

For the House and Garden Ideal Home, the decorators chose S.W. Semi-Lustre for its brilliant and beautiful lustre... for its brilliant, cheerful colors... for the ease with which it can be applied, and the amazing way it washes. All the staining your kids and healthy children can give it—even ink—comes off with simple soap and water. Use Semi-Lustre also for its economy... for kitchen, bathroom and all parts of your home.



FREE  FREE

The famous Sherwin-Williams Home Decorator, 44 pages in color! The Sherwin-Williams dealer in your locality—"Paint Headquarters"—will gladly give you your copy. Or write directly to The Sherwin-Williams Co., Dept. F-13, Cleveland, Ohio.



**SHERWIN-WILLIAMS
PAINTS**

"All you need to know about PAINT"

0007-SWP-039219

0007-SWP-00012259

FOR THE *Woman's Home*
Companion MYSTERY HOUSE
 THE BROADWAY DEPARTMENT
 STORE OF LOS ANGELES CHOSE



SHERWIN-WILLIAMS
Semi-Lustre
 THE AMAZING
 WASHABLE FINISH

The Broadway Department Store of Los Angeles chose S-W Semi-Lustre for its bright and beautiful lustre . . . for its brilliant, cheerful colors . . . for the ease with which it can be applied, and the amazing way it washes. All the staining your kids and healthy children can give it—even ink—comes off with simple soap and water. Use Semi-Lustre also for its economy . . . for the brightness it will add to kitchen, bathroom and all parts of your home.



FREE THE FREE REGISTRATION FREE

The famous Sherwin-Williams Home Decorator, 48 pages in color! The Sherwin-Williams dealer in your locality—"Paint Headquarters"—will gladly give you your copy. Or write directly to The Sherwin-Williams Co., Dept. A-11, Cleveland, Ohio.



SHERWIN-WILLIAMS
 PAINTS

"All you need to know about PAINT"

0007-SWP-039220

0007-SWP-0001225C

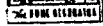
FOR THE *Woman's Home*
Companion MYSTERY HOUSE
 THE BROADWAY DEPARTMENT
 STORE OF LOS ANGELES CHOSE



SHERWIN-WILLIAMS
Semi-Lustre
 THE AMAZING
 WASHABLE FINISH

The Broadway Department Store of Los Angeles chose S-W Semi-Lustre for its bright and beautiful lustre . . . for its brilliant, cheerful colors . . . for the ease with which it can be applied, and the amazing way it washes. All the staining your late and healthy children can give it— even ink—comes off with simple soap and water. Use Semi-Lustre also for its economy . . . for the brightness it will add to kitchen, bathroom and all parts of your home.



FREE  FREE

The famous Sherwin-Williams Home Decorator, 48 pages in color! The Sherwin-Williams dealer in your locality—"Paint Dealers"—will gladly send you your copy, absolutely free. Write to The Sherwin-Williams Co., Dept. R-5, Cleveland, Ohio.



SHERWIN-WILLIAMS
 PAINTS

"All you need to know about PAINT"

0007-SWP-039221

0007-SWP-00012260

FOR THE *Woman's Home*
Companion MYSTERY HOUSE

THE BROADWAY DEPARTMENT

STORE OF LOS ANGELES CHOSE



SHERWIN-WILLIAMS
Semi-Lustre

THE AMAZING
 WASHABLE FINISH

The Broadway Department Store of Los Angeles chose S.W. Semi-Lustre for its bright and beautiful lustre... for its brilliant, cheerful colors... for the ease with which it can be applied, and the amazing way it washes. All the staining your hale and healthy children can give it—even ink—comes off with simple soap and water. Use Semi-Lustre also for its economy... for the brightness it will add to kitchen, bathroom and all parts of your home.



FREE  FREE

The famous Sherwin-Williams Home Decorator, 16 pages in color! The Sherwin-Williams color in your locality. "Paint Headquarters" will gladly give you your copy. Or write directly to The Sherwin-Williams Co., Dept. W-10, Cleveland, Ohio.



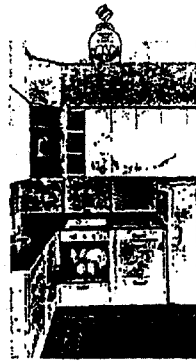
SHERWIN-WILLIAMS
 PAINTS

—All you need to know about PAINT—

0007-SWP-039222

0007-SWP-0001226C

FOR THEIR *Design*
Trend ROOMS, THE
 AMERICAN INSTITUTE
 OF ARCHITECTS CHOSE



SHERWIN-WILLIAMS
Semi-Lustre

THE AMAZING
 WASHABLE FINISH

The American Institute of Architects chose S-W Semi-Lustre for its bright and beautiful lustre... for its brilliant, cheerful colors... for the ease with which it can be applied, and the amazing way it washes. All the staining your hale and healthy children can give it—even ink—comes off with simple soap and water. Use Semi-Lustre also for its economy... for the brightness it will add to kitchen, bathroom and all parts of your home.



FREE OF DELIVERY FREE

The famous Sherwin-Williams House Stories, for 50 pages on color! The Sherwin-Williams "Paint Headquarters" Free Paper, the world's largest color book. Write to Sherwin-Williams Co., Dept.



SHERWIN-WILLIAMS
 PAINTS

"All you need to know about PAINT"

0007-SWP-039223

0007-SWP-00012260

FOR THE *Woman's Home*
Companion MYSTERY HOUSE

THE BROADWAY DEPARTMENT

STORE OF LOS ANGELES CHOSE



SHERWIN-WILLIAMS

Flat-Tone
 THE WASHABLE

FLAT WALL PAINT

The Broadway Department Store of Los Angeles, chose S-W Flat-Tone for its soft and glowing, fast to light colors . . . for the ease with which it can be applied . . . for its color fastness, and because it won't rub off. And also because its economy is amazing. For living room, dining room, bedroom; for walls and woodwork, for Main Street and Metropolis, use Sherwin-Williams Flat-Tone.



FREE  FREE

48 pages to select The famous Sherwin-Williams House Decorator. "Paint Headquarters" the Sherwin-Williams color card on the wall with color guide and color chart. It is ready to the . . . and is . . . A-15, Cleveland.



SHERWIN-WILLIAMS
 PAINTS

"All you need to know about PAINT"

0007-SWP-039224

0007-SWP-0001226C

FOR THE *Woman's Home*
Companion "HOUSE OF
 IDEAS" THE ARCHITECT
 CHOSE



SHERWIN-WILLIAMS

Flat-Tone

**THE WASHABLE
 FLAT WALL PAINT**

For the *Woman's Home Companion* "House of Ideas" at Egypt, Mass., the architect chose S-W Flat-Tone for its soft and glowing, fast-to-light colors...for the ease with which it can be applied...for its color fastness, and because it won't rub off. And also because its economy is amazing.

For living room, dining room, bedroom; for walls and woodwork; for Main Street or Metropolis, use Sherwin-Williams Flat-Tone.



FREE THE FREE REGISTRATION FREE

48 hours to select The Largest Sherwin-Williams Home Improvement "Paint Headquarters"



**SHERWIN-WILLIAMS
 PAINTS**

"All you need to know about PAINT"

0007-SWP-039225

0007-SWP-00012260

FOR *Esquire*

MODEL ROOMS

G. McSTAY JACKSON

CHOSE



SHERWIN-WILLIAMS

Flat-Tone

**THE WASHABLE
FLAT WALL PAINT**

G. McStay Jackson, the noted decorator, chose S-W Flat-Tone for its soft and glowing, fast-to-light colors . . . for the ease with which it can be applied . . . for its color fastness, and because it won't rub off. And also because its economy is amazing.

For living room, dining room, bedroom; for walls and woodwork; for cottage or mansion, for Main Street or Metropolis, use Sherwin-Williams Flat-Tone.



FREE  FREE

40 pages in color! The famous Sherwin-Williams Home Decorator, "Paint Headquarters" - the Sherwin-Williams dealer in your locality, will gladly give you your copy. Or write directly to The Sherwin-Williams Co., Dept. J-14, Cleveland, O.



**SHERWIN-WILLIAMS
PAINTS**

"All you need to know about PAINT"

0007-SWP-039226

0007-SWP-00012260

FOR *Esquire*

MODEL ROOMS

G. McSTAY JACKSON

CHOSE



SHERWIN-WILLIAMS

Flat-Tone

**THE WASHABLE
FLAT WALL PAINT**

G. McStay Jackson, the noted decorator, chose S-W Flat-Tone for its soft and glowing, fast-to-light colors . . . for the ease with which it can be applied . . . for its color fastness, and because it won't rub off. And also because its economy is amazing.

For living room, dining room, bedroom; for walls and woodwork; for cottage or mansion, for Main Street or Metropolis, use Sherwin-Williams Flat-Tone.



FREE  FREE

Get pages to order! The famous Sherwin-Williams House
quarters
in your locality
may. Or write
Williams Co., S



**SHERWIN-WILLIAMS
PAINTS**

"All you need to know about PAINT"

0007-SWP-039227

0007-SWP-00012260

BETTER ^{THAN!} ^{EVER!} FAMOUS SWP HOUSE PAINT



**RICH IN PURE
LINSEED OIL!**



In painting your home, it costs less to
use the best . . . that's why SWP is the
most widely used house paint in the world!

SWP is 6 Ways Better!

1. Honest-Film-Thickness!

SWP shows no deep brush marks
... no weak spots in the film, "thin-
out" full coat of paint all over!

2. Quicker-Drying!

Without sagging or wrinkling . . .
SWP dries through and through
before heavy dust can collect!

3. Smoother Surface!

Dirt can't get a foothold on SWP's
tougher, smoother, glossier surface!

4. Whiter! Brighter!

Whiter whites . . . brighter, more
beautiful colors! That "freshly
painted" look lasts for years!

5. Cleans Itself!

Every time there's a heavy rain, SWP
cleanses itself of accumulated dirt.

6. Saves More Money!

SWP stays beautiful . . . does not
require repainting for years!

See your SHERWIN-WILLIAMS Dealer for Sound Advice on Painting your Home!

SHERWIN PAINTS WILLIAMS

Full-page, half-page and column advertisements in two colors on SWP House Paint appear
in September and October issues of The Saturday Evening Post, Collier's, Life, Time,
Newsweek, Better Homes & Gardens, The American Home, Good Housekeeping, The American
Magazine, Cosmopolitan, Farm Journal, Household, and Smart Magazine.

0007-SWP-039228

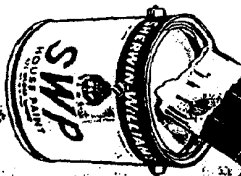
0007-SWP-0001226C

More homes are painted with this famous house paint than any other brand. Your Sherwin-Williams Dealer will show you how SWP[®] can mean extra years of beauty and protection for YOUR home.

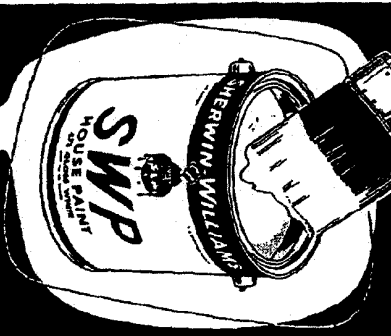


Check your Classified Telephone Directory for the name of your Sherwin-Williams Dealer.

More homes are painted with this famous house paint than any other brand. Your Sherwin-Williams Dealer will show you how SWP[®] can mean extra years of beauty and protection for YOUR home.



Check your Classified Telephone Directory for the name of your Sherwin-Williams Dealer.



More homes are painted with this famous house paint than any other brand. Your Sherwin-Williams Dealer will show you how SWP[®] can mean extra years of beauty and protection for YOUR home.

Check your Classified Telephone Directory for the name of your Sherwin-Williams Dealer.

0007-SWP-039229

0007-SWP-0001226C

KITCHEN and BATHROOM

**WALLS
THAT
WASH?**

USE SHERWIN-
WILLIAMS

**SEMI
LUSTRE**

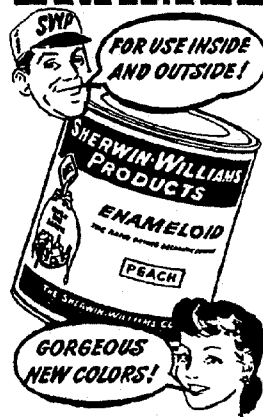


This advertisement appeared in the September 1946 issues of Family Circle; Good House-keeping; Holland's Magazine; Ladies' Home Journal; Country Gentleman; Successful Farming; American Magazine; Woman's Day; the October 1946 issues of Parents' Magazine; Sunset; All-All's; and Esquire Journal; and the November 1946 issue of Cosmo-
politan.

0007-SWP-039230

0007-SWP-00012260

NEW ALL-PURPOSE ENAMEL



THE NEW SHERWIN-WILLIAMS ENAMELOID

A Product of
SHERWIN-WILLIAMS RESEARCH

Give walls, woodwork, toys, furniture beautiful new color with this high-gloss, 1-coat enamel. Use Enameloid, too, for outside woodwork and doors, porches and automobiles.

SHERWIN WILLIAMS

PAINTS

This advertisement appears in the September 1946 issues of *Cosmopolitan*; *Farm Journal*; *McCall's*; *Sunset*; *Parents' Magazine*; the October 1946 issues of *Woman's Day*; *American Magazine*; *Country Gentleman*; *Good Housekeeping*; and the November 1946 issues of *Successful Farming*; *Ladies' Home Journal*; *Holland's Magazine*; and *Family Circle*.

0007-SWP-039231

0007-SWP-000122610

WONDERFUL NEW SHERWIN- WILLIAMS HOUSE PAINT



PRODUCT OF
SHERWIN-WILLIAMS
PAINT RESEARCH

Get more for your money with
new Sherwin-Williams House
Paint! Its cost is now
smoother, tougher, with new
fume and mildew resistance.

SEE YOUR SHERWIN-WILLIAMS DEALER

SHERWIN PAINTS WILLIAMS

This advertisement appears in the fol-
lowing publications: American Maga-
zine; Family Circle; Cosmopolitan;
Good Housekeeping; Housewife Maga-
zine; Household; Liberty; McCall's;
and Redbook.

0007-SWP-039232

0007-SWP-000122611