CLEAN UP – PAINT UP – FIX UP *with*

SHERWIN-WILLIAMS PAINTS



Meet your home's best friends!

1. YOUR SHERWIN-WILLIAMS DEALER—he knows paint inside-out! See him for color schemes, samples of paint colors. He'll gladly recommend . . .

2. A RELIABLE LOCAL PAINTER—an expert! Trust him to give you finest workmanship at a fair price



FOR EXTERIORS!



New Savings, New Protection for Your Home with New SHERWIN-WILLIAMS HOUSE PAINT!

America's favorite house paint—now better than ever—thanks to wartime paint research! *The coating*—smoother, firmer, tougher, and with new fume and mildew resisting qualities . . . your paint job stays beautiful longer, gives more protection, saves costly repairs. *Colors*—smarter, richer, more permanent. *Economy*—painters choose Sherwin-Williams House Paint—its easy application, greater spreading and covering powers save time, labor—and paint!

AMAZINGLY WASHABLE!



FOR WALLS, WOODWORK

The New SEMI-LUSTRE

Wash this satin-smooth finish again and again. Sturdy Semi-Lustre stands up beautifully! Dirt rolls off so easily—Semi-Lustre is a dream come true for walls, ceilings in kitchen and bath . . . for woodwork everywhere! Available in fresh, —ly pastels and pure white.

ONE COAT ENAMEL!



FOR WALLS, FURNITURE

The New ENAMELOID

Brighten up—inside and out—with sparkling new all-purpose Enameloid! One easy-brushing coat of this high gloss enamel gives gleaming new beauty to walls, ceilings in kitchen, bath . . . to woodwork, furniture, toys, autos. Dries in a few hours. Provides protection that lasts!

RIGHT OVER WALLPAPER!



FOR WALLS, CEILINGS

Kem-Tone

Roll or brush new wartime-improved Kem-Tone over painted walls and ceilings, wallboard, wallpaper! It goes on easily, quickly! One coat usually covers . . . dries in one hour . . . leaves no "painty" odor . . . washes beautifully. Soft, smart colors make any room lovelier!

LASTING LUSTRE!



FOR FLOORS, FURNITURE

3 Great LIN-X Home Brighteners

LIN-X SELF-POLISHING WAX for any interior surface. Non-slip, water resistant! 98¢ qt., 59¢ pt. LIN-X CLEAR GLOSS for floors, linoleum, woodwork. Resists grease, alcohol! $1.70 qt., 95¢ pt. LIN-X CREAM POLISH for furniture. Banishes fingerprints, leaves bone-dry finish! 69¢ pt.

RSOE

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Don't be fooled
when you buy house paint!



SWP HOUSE PAINT
is *WEATHERATED* *
for your protection against..

... PROTECTION AGAINST
- Excessive Loss of Gloss
- High Dirt Collection
- Uncontrolled Chalking
- Checking and Cracking
- Rapid Erosion
- Color Fading
- Industrial Fumes!

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

! *Special SWP for certain areas*



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. He'll be glad to recommend a reliable painter, if you wish. Look for the famous "Cover-the-Earth" sign.

IT PAYS TO PAINT WITH **SHERWIN-WILLIAMS**
...INSIDE AND OUT



SEE YOUR NEARBY **SHERWIN-WILLIAMS DEALER**

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

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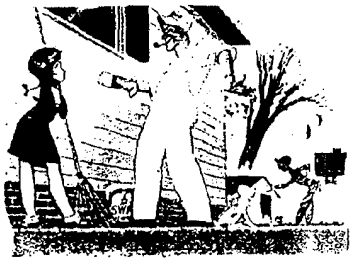
Inside and out... on woodwork and wall... it's fun and IT PAYS TO PAINT IN THE FALL!

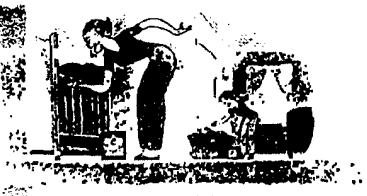


SWP House Paint Is Weatherized
Beauty and protection that last. Insist on famous SWP House Paint... it's Weatherized for extra protection against deterioration, decay and early repainting.

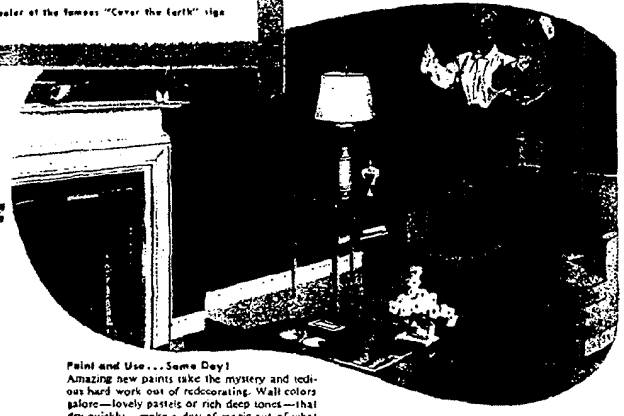
No longer need painting be a long-drawn-out, messy and smelly job. New type finishes and new methods of application have changed all that. Have you used Sherwin-Williams paints lately? Nowadays painting is fun, fast and economical, too. Enough SWP House Paint for the average home costs less than $40 and the paint for an average room is less than $10.

The ROLLER-KOATER has revolutionized interior decorating. You paint and use a room the same day. Walls and woodwork hold their new color and beauty after repeated washings. One coat, in many cases, does the work of two old-style applications. Deep colors are no problem.

Just see your nearby Sherwin-Williams dealer of the famous "Cover the Earth" sign



It's Fun and It Costs So Little
Brighten things up and make them look like new with Sherwin-Williams Enamels for furniture, woodwork, kitchen and bathroom walls.



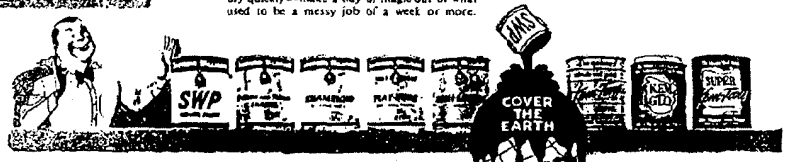
Paint and Use... Same Day!
Amazing new paints take the mystery and tedious hard work out of redecorating. Wall colors galore—lovely pastels or rich deep tones—that dry quickly—make a day of magic out of what used to be a messy job of a week or more.

It Pays to Paint in the Fall
Paint porches, other surfaces exposed to weather—protect them against the rains and snows of winter. Sherwin-Williams Porch and Floor Enamel is good looking, tough and easy to apply.





Easy On the Budget
Sherwin-Williams paint scientists are saving money for you. Marvelous new finishes flow on with brush or ROLLER-KOATER, cover most surfaces with one coat, dry quickly and retain their beauty after repeated washings.



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

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