

PRESENTING THE
SMART NEW COLORS
 OF WORLD FAMOUS
 SHERWIN-WILLIAMS

My friend
SWP
 HOUSE PAINT

PAINT

ONE GALLON
 EXTERIOR
 WHITE

S W P GLOSS WHITE
 Prepared by Wagon 68%
 Value of Material 32%

ONE G.

SH

0007-SWP-041047

N28987

**Special SWP white
that resists mildew**



Homes located in sections where mildew is prevalent need extra protection against fungus and mildew that discolor and shorten the life of paint film. Specially compounded SWP Mildew Resistant Gloss White Paint protects against these conditions...stays smartly white longer!

SWP MILDREW RESISTANT UNDERCOATER

For two-coat jobs in mildew-affected areas, the first coat should be SWP Mildew Resistant Undercoater followed by a finishing coat of SWP Mildew Resistant Gloss White.

FAMOUS SWP WHITES

**...THE
WHITES
THAT
STAY
WHITE
LONGER!**

**SWP WHITE HOUSE
PAINTS**

are whiter, more permanent, more beautiful than ever before. The product of the latest advances in scientific paint making. SWP Whites were developed by the world's largest paint research organization, the Sherwin-Williams Research Laboratories.

SWP GLOSS WHITE

Carefully formulated to produce a brilliant, true White, this highest-quality house paint gives homes smart, long-lasting beauty. Be sure and specify SWP Gloss White...unless your home needs added protection against industrial fumes, sulphur fumes, or mildew. Special Sherwin-Williams paints protect against these conditions.

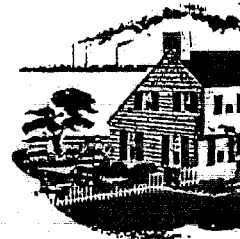
SWP UNDERCOATER

Painted surfaces exposed to the weather wear more than sheltered surfaces. Therefore, all surfaces should be uniformly before paint is applied. Ready-to-use SWP Undercoater primes and seals badly weathered painted surfaces or unpainted wood, dries to a dull finish that bonds perfectly with the final paint coat...makes possible better, longer-lasting paint jobs!

**SWP TRIM SUPER
WHITE**

SWP Trim Super White is a premium white of unusual brilliance. It is specially designed to produce a fume and mildew resistant finish on exterior trim surfaces, such as doorways, columns, balustrades, shutters and trellises, on which a smooth high gloss finish is particularly desired. Higher in price than Gloss White.

**Special SWP white
that resists smoke
and fumes**



SWP Fume Resisting Gloss White Paint is formulated with special compounds to give added protection against smoke from factories, oil refineries, coal fuel, and decaying seaweed. Combining this protection with famous SWP beauty, this paint keeps homes in smart, gleaming white!

THE COVER-THE-EARTH
TRADE MARK IS THE
WORLD'S GREATEST
GUARANTEE OF PAINT
QUALITY!

HOUSE

471 GLO

FOR OUT

NEW COLORS · NEW SMOOTHER COATINGS · NEW LONGER LIFE

CONSIDER

THESE 8 IMPORTANT POINTS WHEN YOU BUY PAINT . . .

Planning to paint? There are a number of factors to consider in choosing the paint you use. Whether you want enough to two-coat your home or just enough to paint the porch, demand the very best in color, quality and long life. Then you will buy wisely, and be sure of dependable results.

NO FINER HOUSE PAINT MADE!

The new SWP House Paint is the finest house paint made by Sherwin-Williams, the world's largest paint manufacturer. The Cover-The-Earth trademark is your guarantee of quality!

FINEST INGREDIENTS

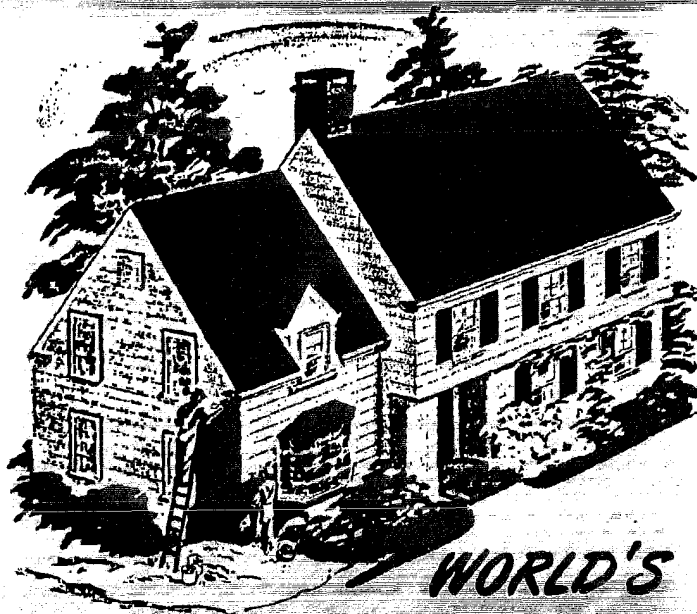
Only the very finest pigments, oils, and raw materials are used to make SWP. And they are carefully controlled through each step of manufacture from mine to mill in order to guarantee highest possible quality!

WORLD'S LARGEST PAINT RESEARCH LABORATORIES

SWP is formulated and manufactured under the strict control of the Sherwin-Williams Research Laboratories—the world's largest research organization devoted exclusively to the advancement of the science of paint making!

COSTS LESS THROUGH THE YEARS

Highest quality pigments really stand up in a tighter film which means years more of beauty and protection! SWP will still be protecting your house long after many paints would have deteriorated!



WORLD'S MOST FAMOUS HOUSE PAINT SHERWIN-WILLIAMS SWP HOUSE PAINT

These smart new SWP colors are the finest house paints that Sherwin-Williams—world's largest paint manufacturer—has ever made.

Developed by the Sherwin-Williams decorative studios—headquarters for the famous Sherwin-Williams Style Guide—these colors are cleaner, more perma-

are crushed and refined by Sherwin-Williams. Every step of their manufacture has been under strict Sherwin-Williams control.

You'll enjoy genuine satisfaction when you paint your home with SWP House Paint. You'll know that you have made a sound investment that you'll

GOOD PAINT GIVES
BEST RESULTS
WHEN APPLIED
BY A MASTER
PAINTER



REQUIRED FILM THICKNESS

It takes a "required film thickness" of quality pigments and oils to stand up a year. Applied according to directions, it reduces the "required thickness" of the best house paint film known today!

SWP 450 UNDERCOAT

New Lumber—450-100 square feet per one coat

Repaint—350 square feet per gallon

SWP HOUSE PAINT

New Lumber—150 square feet per one coat

Repaint—450 square feet per gallon

SMOOTHER FINISH

Flare grading on paint rolls at 10 and advances in the processing of new SWP colors a smoother film that collection of dust and soil. That means more attractive houses year in and year out.

SELF-CLEANING

The new, smoother surface of SWP is long in a high degree.

FADE RESISTANT

The new SWP colors reach a new high in permanency.

SWP TRIM COLORS

Paint used on shutters, window sash, door casings and similar trim surfaces must take punishment that on house siding. The special colors designated below with a star (*) are specially formulated with extra-permanent color other premium price ingredients to insure durability and mildew resistance. Prices, of course, are slightly higher.

Highest quality pigments finely ground result in a tighter film which means years more of beauty and protection! SWP will still be protecting your house long after many paints would have deteriorated!

Paint used on shutters, window grillwork and similar trim surfaces more durable than on house siding. The Colors designated below with a star are specially formulated with extra-permanent pigments and other premium price ingredients to insure durability and mildew resistance. Prices are slightly higher.

You'll understand why more homes are painted with SWP than with any other brand of house paint. Be sure to read the 8 Big Reasons why it pays to use SWP.

★ SCHLAF: 410

*Color as indicated is a trim color and priced slightly higher.

HOUSE
471 GLO
FOR A

Demand the best when you invest in paint!



**SHERWIN-WILLIAMS
PORCH AND FLOOR ENAMEL**

Fresh-looking Porch and Floor Enamel gives all interior and exterior floors a rich, colorful finish that withstands water, gritty sand, sun, scuffing feet and scratching furniture! One coat makes the most battered surfaces attractive!

**SHERWIN-WILLIAMS
SHINGLE STAIN**

Sherwin-Williams Shingle Stains seal wood shingle surfaces, protect against decay... prevent cutting, warping, and discoloring! Rich-colored, they bring out the natural beauty of all shingles!



**SHERWIN-WILLIAMS
SCREEN ENAMEL**

This good-looking Black Screen Enamel dries to a high-gloss finish that gives your screens years of service! It's easy to apply, won't clog in the mesh! And one quart covers the frames and screens of an average six-room home!

**SHERWIN-WILLIAMS
BRICK AND STUCCO PAINT**

For all stucco, brick, and concrete homes! Covers and seals the surface against moisture penetration. Withstands hot sun, wind and rain... prevents flaking, chipping, cracking, crumbling and streaking! In White and Ivory.



FOR YOUR EVERY PAINTING NEED there's a Sherwin-Williams paint, varnish or enamel available from our complete stocks... products that live up to world-famous Sherwin-Williams quality standards in every way... products that guarantee you the very finest in all-round paint performance!

**COLOR STYLE
YOUR HOME!**

SEE OUR
SHERWIN-WILLIAMS
STYLE
GUIDE



Choose from hundreds of smart decorating ideas shown in beautiful, true-to-life, 114 full square color photographs in the Sherwin-Williams Color Style Guide.

THE SHERWIN-WILLIAMS CO.
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