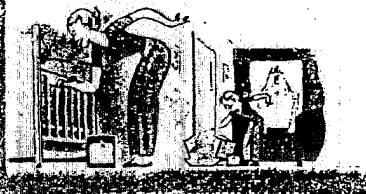




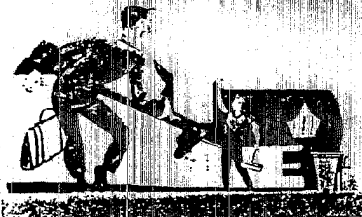
SWP House Paint Is Weathered*
Beauty and protection that last. Insist on famous SWP House Paint...it's "Weathered" for extra protection against deterioration, decay and early repainting.

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 at the famous "Cover the Earth" sign.



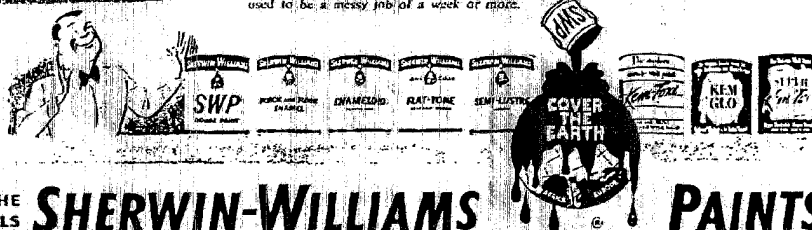
It's Fun and It Costs So Little
Brighten things up and make them look like new with Sherwin-Williams Enamels for furniture, woodwork, kitchen and bathroom walls.

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.



Paint and Use...Same Day!
Amusing 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.

Easy On the Budget
Sherwin-Williams paint scientists are saving money for you. Makeover new finishes flow out 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

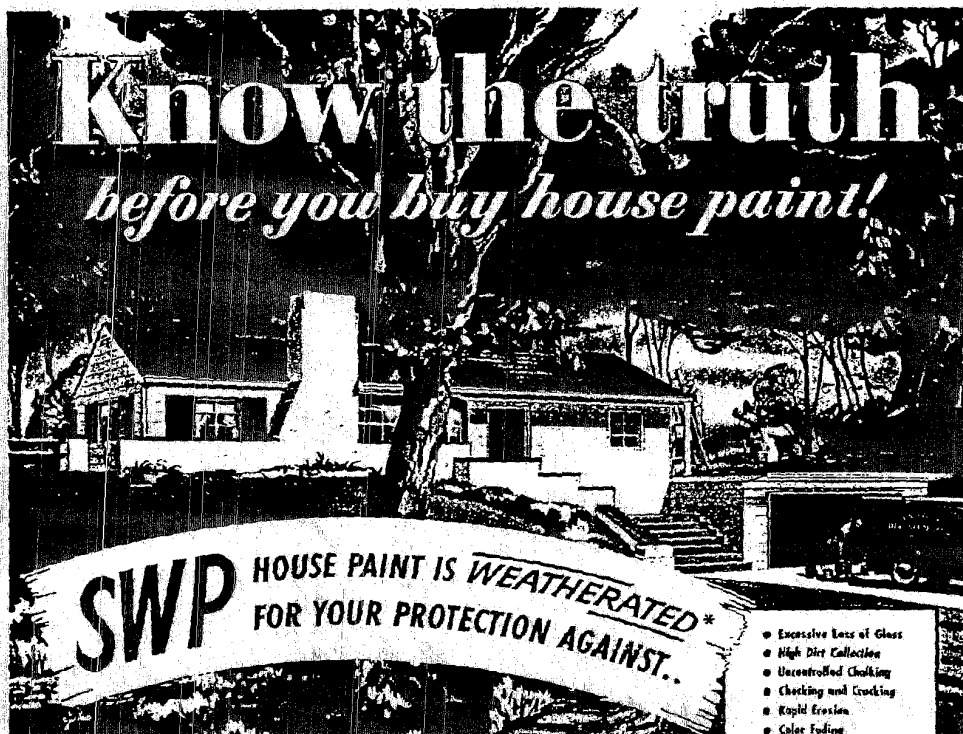
SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

© 1954, The Sherwin-Williams Co., Cleveland, Ohio

This advertisement No. SW-596 appears in The Saturday Evening Post, September 2 and Life, September 18, 1950

0007-SWP-039253

N29101



Know the truth before you buy house paint!

SWP HOUSE PAINT IS **WEATHERATED***
FOR YOUR 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 leave the Sherwin-Williams Label. †Special SWP for certain areas.



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** long-lasting ability to fight off deterioration... to give you an extra year of beauty! 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 for your free copy of the Sherwin-Williams "Home Decorator"... a wonderful 32-page illustrated book filled with exciting home decorating ideas and complete information about SWP House Paint.

IT PAYS TO PAINT WITH **SHERWIN-WILLIAMS**
... Inside and Out

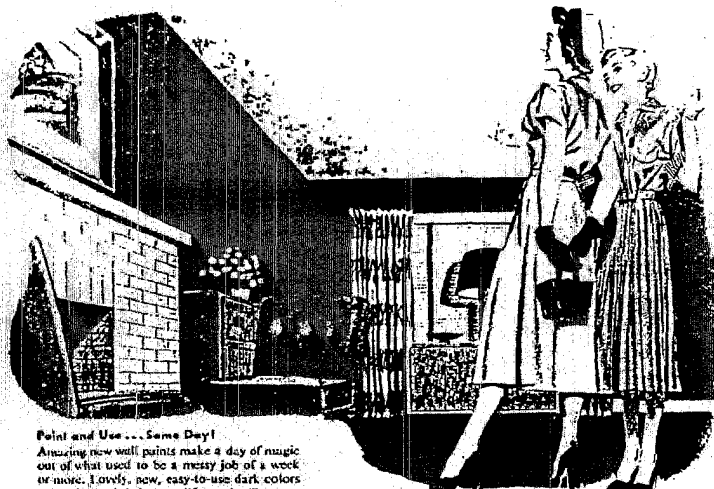


SEE YOUR NEARBY **SHERWIN-WILLIAMS DEALER**

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

This advertisement No. SW-507 appears in Life, April 3 and June 19, and in The Saturday Evening Post, April 29 and May 27, 1950

0007-SWP-039254



Paint and Use... Some Day!
Amazing new wall paints make a day of magic out of what used to be a messy job of a week or more. Lowly, now, easy-to-use dark colors and soft pastels bring new life to "tired" rooms.



It Pays to Protect "Danger Spots"
Famous SWP House Paint is "Weathered" against deterioration, decay and early repainting. Protect those danger spots... corners, trim, gutters, etc.... where winter attacks first.



Get ready for winter.. the cost is so small.. You'll find that **IT PAYS TO PAINT IN THE FALL!**

Now is the time to get your home ready for winter's wear and tear and for the longer hours the family will spend indoors. And it isn't the tiresome chore it used to be. New paints and new speedy methods of application have made painting fun, fast and economical, too.

Enough SWP Weathered* House Paint for the average home costs less than \$40 and the paint for an average room is less than \$10. One quick coat, in many cases, does the work of two old-style applications and deep colors are no longer a problem. You can paint and use your room the same day. Repeated washings won't mar the colorful beauty of walls and woodwork.



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



It Pays to Paint in the Fall
Paint porches and other exposed surfaces to protect them against winter weather with tough, good-looking Sherwin-Williams Paints.



IT PAYS TO SEE
THE DEALER WHO SELLS

SHERWIN-WILLIAMS

PAINTS

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

This advertisement No. SW-507 appears in The Saturday Evening Post, October 7 and Life, October 16, 1950

0007-SWP-039255

0007-SWP-000122634