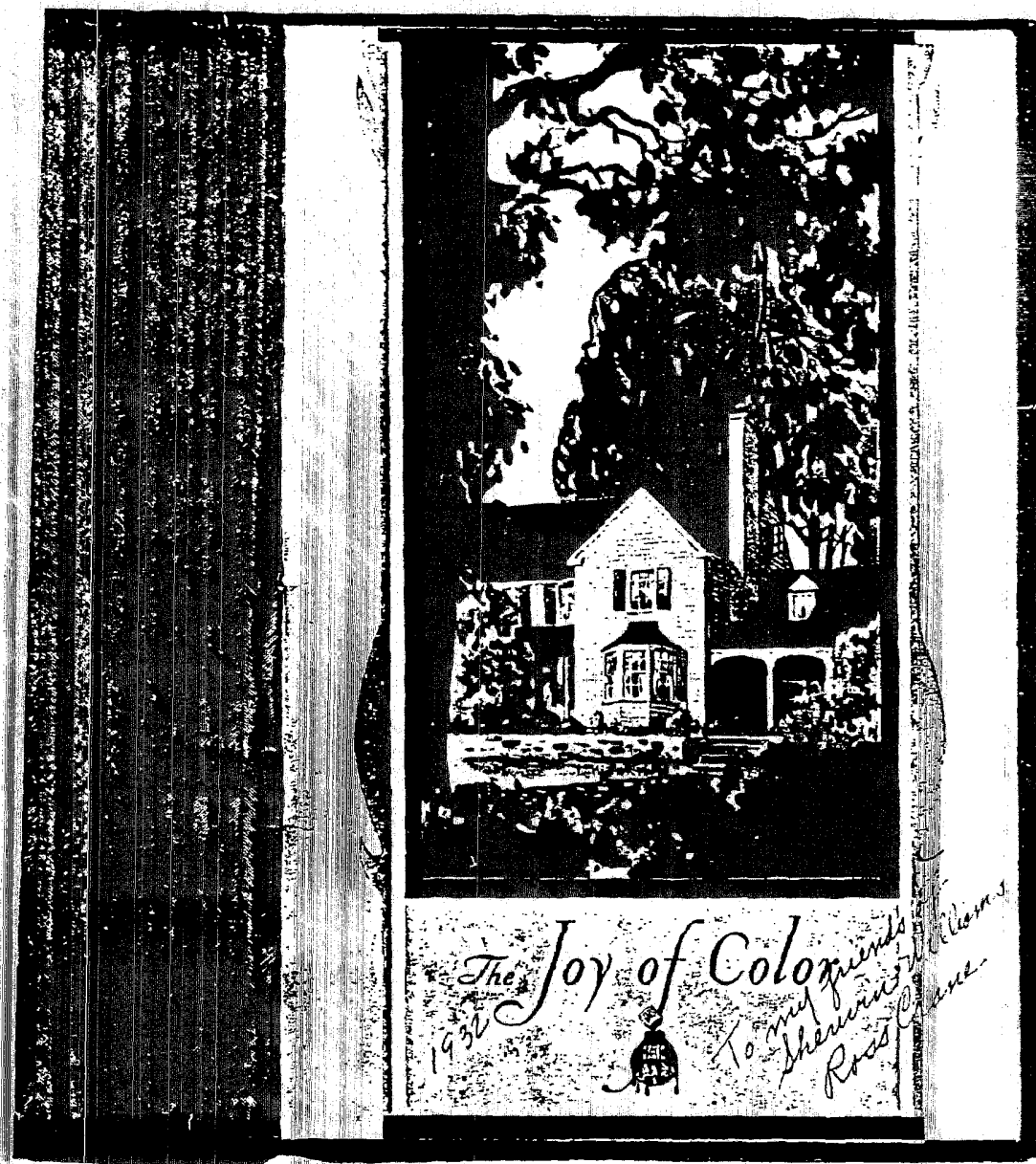




The Joy of Color

1936



To my friends
Sherrill Williams
Ross Lane

0007-SWP-041113

N20010

YOUR HOME DESERVES THE BEST

Now then, we are proud of the many honest, reputable painters throughout the country who use S-W Products. Many of these painters are men who, in years gone by, felt that they could give their customers better paint jobs by purchasing their white lead and their linseed oil from Sherwin-Williams and mixing their own paints right on the job to fit the exact requirements. Sherwin-Williams still make and sell pure white lead and oil.

But painters now tell us that they can produce whiter, more attractive and more durable paint jobs with SWP, Sherwin-Williams House Paint, which comes in closed packages ready to use and to be thinned with linseed oil and turpentine as your painter decides is required for your particular house.

Don't you find the color suggestions in these pages interesting? We hope that one of these homey dwellings brings you a happy solution to your painting problem.

It may be, however, that there is some particular feature that doesn't seem clear to you. So why not bring that problem to Sherwin-Williams Paint Headquarters? The most vexing painting problem often hinges upon some simple explanation that a man with paint knowledge can give you. At Paint Headquarters, too, is the large Decorative Suggestion Book, which is literally crammed with color schemes which you can study over. That, in itself, is a pleasure because the Joy of Color is a very real thing when it is your own home that is under discussion.



BAROVES
Roof, Preservative Shingle Stain B-41, Thatch Brown
Upper Body, Preservative Shingle Stain Silver Gray, C-42, or SWP Silver Gray No. 357
Lower Body, SWP Outside Gloss White
Trim and Sash, SWP White
Shutters, SWP No. 498, Moss Green



ESTPES
Roof, Preservative Shingle Stain B-47, Nut Brown
Body, Trim and Sash, SWP Ivory, No. 356
Shutters, SWP Modern Brown No. 181

FRESHEN UP THE PORCH FOR SUMMER DAYS ARE OUT-ON-THE-PORCH

Can you keep your porch floor clean enough to be safe for the kiddies' "clean clothes"? You might, if it weren't for the street dust—but there's the problem. Every breeze brings some up. And as the kiddies scuffle about and the postman, the delivery boys, the family and your friends skip up the steps and over the floor their feet grind these gritty particles into the finish. Then it rains, the sun comes out, and you know that Summer's sun makes those boards so hot that

they burn the children. The result of all this is the best porch gradually harder and harder to keep attractive—and how the paint gets worn off. Children are even worse offenders. When painted, they are dusty.

It is a great satisfaction to see the porch new again with Williams Porch & Deck Paint. People believe it, best of all.

part of their regular cleaning. One can do a job beautifully because the porch is in bad condition. The porch is more comfortable to feel free to bring two, some color and a favorite color safely do this on. It is cleanly painted. Porch and Deck S-W Porch & Deck wood and concrete canvas decks on porch and for the pleasure boat, too, a handsome enamel is hard, tough and resist much hard



Porch and Deck Paint
Neutral Brown, No. 45

Porch and Deck Paint
Gray Stone, No. 48



MEMORANDUM #1 5

June 24, 1947

JUNE - AMERICAN HOME MAGAZINE

Here is a splendid publicity article on Sherwin-Williams Paints running in the June issue of AMERICAN HOME magazine. This page and a half article points out to the customer the value of good paint, how to prepare the surface for painting and what happens when poor paint is used.

We suggest that all representatives buy a copy of this magazine and show the actual article to their dealers.

The two column S-W ad as shown in the attached reprint of this article will not be running in the magazine. It was simply dropped in to fill in the two column space left open.

L. W. Haeberle