

Whom The Orbell Tells

Los Angeles Times
4-16-1950

BY BOB K...
...orbell rings in Mr. Kraus's house, everybody...
...dreams a fleeting dream — sweet or otherwise.



"Good day, I represent the ..."

Know the truth before you buy house paint!



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

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*** 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

