



You'll be money ahead when you discover  
**THERE IS A DIFFERENCE  
 IN HOUSE PAINTS!**

In this age of scientific progress, you are entitled to house paint on your home that provides the *maximum* in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only *one* grade... the best we know how to make.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! *Lust* upon SWP, and be sure!

Use the coupon below... write for the free booklet, "The Truth About House Paint".



Go to the store that displays this famous trademark...



©1953, The Sherwin-Williams Co., Cleveland, Ohio

**"THE TRUTH ABOUT HOUSE PAINT"**

Write to: The Sherwin-Williams Co.,  
 1200 Midland Building, Cleveland 1, Ohio

Please send me, free of charge, the booklet, "The Truth About House Paint".

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

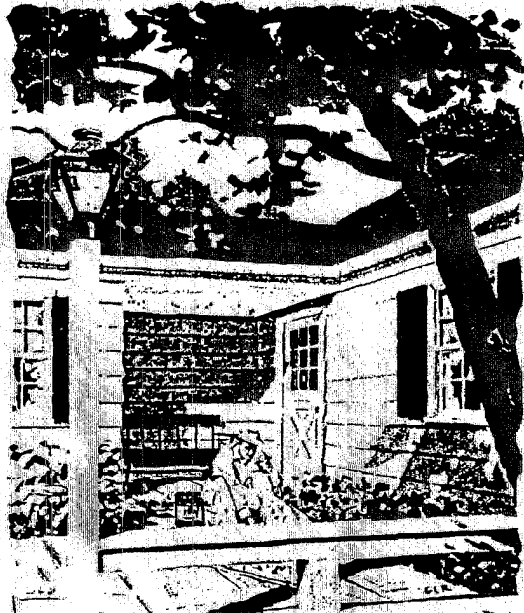
**SHERWIN-WILLIAMS HOUSE PAINT**

This is a part of another one of a series of 38 SWP advertisements appearing in the following publications: *Homes & Gardens, Antiques, Gentleman, Household,*

This advertisement No. SW-5302 appears in The Saturday Evening Post, May 23 and Collier's, July 18, 1953.

0007-SWP-039262

N29104



You'll be money ahead when you discover  
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 IN HOUSE PAINTS!**

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©1934, The Sherwin-Williams Co., Cleveland, Ohio

"THE TRUTH ABOUT HOUSE PAINT"  
 Write to: The Sherwin-Williams Co.  
 1200 Midland Building, Cleveland 1, Ohio  
 Please send me, free of charge, the booklet, "The Truth About House Paint".

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE OF P.M. \_\_\_\_\_ STATE \_\_\_\_\_

**SHERWIN-WILLIAMS HOUSE PAINT**

This is a proof of another one of a series of 34 SWP advertisements appearing in the following publications: Saturday Evening Post, Collier's, American Home, Better Homes & Gardens, American Magazine, Popular Mechanics, Popular Science, Country Gentleman, Household, Progressive Farmer, Capper's Farmer and Successful Farming.

This advertisement No. SW-5307 appears in American Magazine, May; Capper's Farmer, Country Gentleman, Household, July; The Saturday Evening Post, August 1 and Successful Farming, August, 1953

0007-SWP-039263

0007-SWP-000122642

You benefit four ways  
when your home is painted  
with **SWP**



#### 1 LASTING BEAUTY

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.



#### 2 MAXIMUM PROTECTION

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.



#### 3 LOW COST-PER-YEAR

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint less frequently when SWP House Paint is used.



#### 4 ASSURANCE OF QUALITY

More homes have been painted with SWP since 1880 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

The Sherwin-Williams Co.,  
1208 Midland Building,  
Cleveland 1, Ohio.

Please send me your free booklet, "The Truth About House Paint".

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CHECK ONE: ☐ MAIL ☐ TELEPHONE



## You'll be money ahead when you discover **THERE IS A DIFFERENCE IN HOUSE PAINTS!**

In this age of scientific progress, you are entitled to house paint on your home that provides the maximum in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only one grade . . . the best we know how to make.



Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! Insist upon SWP, and be sure!

Go to the store that displays this famous trademark...



## SHERWIN-WILLIAMS HOUSE PAINT

SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH

This is a proof of another one of a series of 38 SWP advertisements appearing in the following publications: Saturday Evening Post, Collier's, American Home, Better Homes & Gardens, American Magazine, Popular Mechanics, Popular Science, Country Gentleman, Household, Progressive Farmer, Capper's Farmer and Successful Farming.

This advertisement No. SW-5306 appears in American Magazine, Country Gentleman, Household, June; Successful Farming, July; The Saturday Evening Post, July 18 and Capper's Farmer, August, 1953.

0007-SWP-039264

0007-SWP-000122643



You'll be money ahead when you discover  
**THERE IS A DIFFERENCE  
 IN HOUSE PAINTS!**

In this age of scientific progress you are entitled to house paint on your home that provides the maximum in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only one grade . . . the best we know how to make.



Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! Insist upon SWP, and be sure!

... Go to the store that displays this famous trademark!

**SHERWIN-WILLIAMS HOUSE PAINT**

© 1932 The Sherwin-Williams Co., Cleveland, Ohio

This is a proof of another one of a series of 58 SWP advertisements appearing in the following publications: Saturday Evening Post, Collier's, American Home, Better Homes & Gardens, American Magazine, Popular Mechanics, Popular Science, Country Gentleman, Household, Progressive Farmer, Capper's Farmer and Successful Farming.

This advertisement, No. SW-5308 appears in American Home and Better Homes & Gardens, June, 1933

You benefit  
 four ways when  
 your home  
 is painted with  
**SWP**



**1 LASTING BEAUTY**

When you paint with SWP House Paint in 1933, you can expect longer lasting beauty than ever before.



**2 MAXIMUM PROTECTION**

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.



**3 LOW COST-PER-YEAR**

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint less frequently when SWP House Paint is used.



**4 ASSURANCE OF QUALITY**

More homes have been painted with SWP since 1890 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

-----  
 The Sherwin-Williams Co.,  
 1202 Midland Building,  
 Cleveland 1, Ohio.  
 Please send me your free booklet, "The Truth About House Paint".  
 -----  
 NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

0007-SWP-039265

0007-SWP-000122644



You'll be money ahead when you discover  
**THERE IS A DIFFERENCE  
 IN HOUSE PAINTS!**

In this age of scientific progress you are entitled to house paint on your home that provides the maximum in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only one grade . . . the best we know how to make.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! Insist upon SWP, and be sure!



Go to the store that displays this famous trademark!



**SHERWIN-WILLIAMS HOUSE PAINT**

© 1932, The Sherwin-Williams Co., Cleveland, Ohio

This is a proof of another one of a series of 38 SWP advertisements appearing in the following publications: Saturday Evening Post, Collier's, American Home, Better Homes & Gardens, American Magazine, Popular Mechanics, Popular Science, Country Gentleman, Household, Progressive Farmer, Capper's Farmer and Successful Farming.

This advertisement No. SW-5109 appears in American Home and Better Homes & Gardens, July, 1932

You benefit  
 four ways when  
 your home  
 is painted with  
**SWP**

**1 LASTING BEAUTY**

When you paint with SWP House Paint in 1932, you can expect longer lasting beauty than ever before.

**2 MAXIMUM PROTECTION**

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.

**3 LOW COST-PER-YEAR**

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint less frequently when SWP House Paint is used.

**4 ASSURANCE OF QUALITY**

More homes have been painted with SWP since 1880 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, use it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

The Sherwin-Williams Co.,  
 1202 Midland Building,  
 Cleveland 1, Ohio.  
 Please send me your free booklet, "The Truth About House Paint".

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

0007-SWP-039266

0007-SWP-000122645

You'll be money ahead when you discover

## THERE IS A DIFFERENCE IN HOUSE PAINTS!

In this age of scientific progress you are entitled to house paint on your home that provides the *maximum* in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only *one* grade . . . the best we know how to make. You benefit four ways when your home is painted with SWP . . .

 **1. LASTING BEAUTY**—When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.

 **2. MAXIMUM PROTECTION**—Building and repair costs today are the highest in history. You want to protect the investment you have in your home. SWP House Paint will give it greater protection than ever before.

 **3. LOW COST - PER YEAR**—The real cost of painting your house is determined by how often you must re-paint it. You will find that you have to paint *less* frequently when SWP House Paint is used.

 **4. ASSURANCE OF QUALITY**—More homes have been painted with SWP since 1880 than any other brand of house paint. Constant research has kept SWP the world's standard of house paint quality.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used? There are substitute house paints that sell for less than SWP, but don't let that fool you! *Insist upon SWP, and be sure!*

Write for the free booklet, "The Truth About House Paint" . . . The Sherwin-Williams Co.,  
1206 Midland Building,  
Cleveland 1, Ohio.



Go to the store  
that displays  
this famous  
trademark

**SHERWIN-WILLIAMS  
HOUSE PAINT**

© The Sherwin-Williams Co., Cleveland, Ohio.  
SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH

These are proofs of two in a series of 38 SWP advertisements appearing in the following publications: Saturday Evening Post, Collier's, American Home, Better Homes & Gardens, American Magazine, Popular Mechanics, Popular Science, Country Gentleman, Household, Progressive Farmer, Capper's Farmer and Successful Farming.

This advertisement No. SW-5310 appears in Popular Mechanics, May and Popular Science, June, 1953

you'll be money ahead when you discover

## THERE IS A DIFFERENCE IN HOUSE PAINTS!



In this age of scientific progress you are entitled to house paint on your home that provides the *maximum* in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only *one* grade . . . the best we know how to make. You benefit four ways when your home is painted with SWP . . .

 **1. LASTING BEAUTY**—When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.

 **2. MAXIMUM PROTECTION**—Building and repair costs today are the highest in history. You want to protect the investment you have in your home. SWP House Paint will give it greater protection than ever before.

 **3. LOW COST - PER YEAR**—The real cost of painting your house is determined by how often you must re-paint it. You will find that you have to paint *less* frequently when SWP House Paint is used.

 **4. ASSURANCE OF QUALITY**—More homes have been painted with SWP since 1880 than any other brand of house paint. Constant research has kept SWP the world's standard of house paint quality.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used? There are substitute house paints that sell for less than SWP, but don't let that fool you! *Insist upon SWP, and be sure!*

Write for the free booklet, "The Truth About House Paint" . . . The Sherwin-Williams Co.,  
1206 Midland Building, Cleveland 1, Ohio.

Go to the store that displays  
this famous trademark . . .

**SHERWIN-WILLIAMS  
HOUSE PAINT**

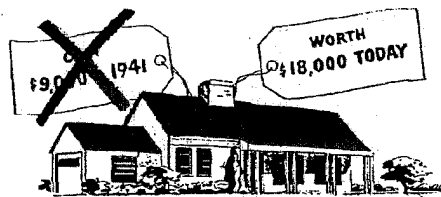
© The Sherwin-Williams Co., Cleveland, Ohio.  
SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH

0007-SWP-039267

0007-SWP-000122646



Now You've **TWICE** the Reason  
to Insist on  
**THE BEST HOUSE PAINT  
YOU CAN BUY!**



This sketch illustrates the greatly increased value of many residences of proportion in the last four years.

Doubled property values give you twice the reason to protect and beautify your house with the best house paint you can buy.

Don't be fooled about house paint claims. Many house paints cost less than famous SWP. But no house paint offers so much real quality at so little cost. That's because SWP is *Weathered* . . . field tested and laboratory-tested to withstand all that weather and wear have to offer. Tested toughness is built into SWP to keep your house looking better longer. And enough SWP for the average six-room house costs less than \$45.00!

Now is the time to paint your house with SWP. Look for the familiar "Cover-the-Earth" sign . . . the sign of a friendly Sherwin-Williams dealer who will recommend a reliable painting contractor, if you wish. He can help you with interior decoration, too . . . ask for your free copy of the Home Decorator or ask to see the Paint and Color Style Guide.

SWP House Paint is tested separately for  
**UNFRAZED** ability to resist chalking, chalking,  
cracking, fading and dirt collection

is the time to paint your house with

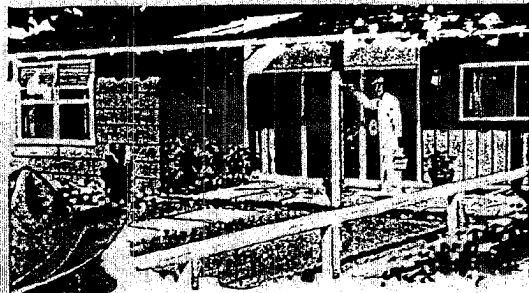
**SHERWIN-WILLIAMS PAINT**

SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH

By Evening Post, September 18; American Home, American Magazine, Better Homes & Gardens,  
Popular Mechanics, Progressive Farmer and Successful Farming, September, 1952

0007-SWP-039268

0007-SWP-000122647



You can't possibly  
know how good  
**SWP** House Paint is  
until it has made  
your home look  
wonderful  
longer than  
you expected!

Go to the store  
that displays this  
famous trademark



In this age of scientific progress, you are entitled to house paint on your home that provides the *maximum* in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only *one* grade . . . the best we know how to make.

Why risk disappointment when you are sure of satisfaction if SWP House Paint is used for painting your home? There are substitute house paints that sell for less than SWP, but don't let that fool you! Insist upon SWP, and be sure!

## SHERWIN-WILLIAMS HOUSE PAINT

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



PLEASE WRITE FOR FREE INFORMATION ON booklet, "The Truth About House Paint".

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

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This advertisement No. SW-5361 appears in Progressive Farmer, May, 1953

0007-SWP-039269

0007-SWP-000122648

You benefit four ways  
when your home is painted  
with **SWP**



### 1 LASTING BEAUTY

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.



### 2 MAXIMUM PROTECTION

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.



### 3 LOW COST-PER-YEAR

The real cost of painting your house is determined by how often you must repaint it. You will find that you have to paint less frequently when SWP House Paint is used.



### 4 ASSURANCE OF QUALITY

More homes have been painted with SWP since 1880 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

The Sherwin-Williams Co.,  
1207 Mottland Building,  
Cleveland 1, Ohio

Please send me your free booklet, "The Truth About House Paint".

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



## You'll be money ahead when you discover **THERE IS A DIFFERENCE IN HOUSE PAINTS!**

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Go to the store that displays this famous trademark..



## **SHERWIN-WILLIAMS HOUSE PAINT**

SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH

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This advertisement No. SW-5305 appears in Country Gentleman, Household, May; Capper's Farmer, Successful Farming, June; The Saturday Evening Post, July 4 and American Magazine, July, 1953.

0007-SWP-039270

0007-SWP-000122649



You can't possibly know  
how good **SWP** House Paint is  
until it has made your home look wonderful  
longer than you expected!

In this age of scientific progress, you are entitled to house paint on your house  
that provides the maximum in lasting beauty and protection. Sherwin-Williams  
makes SWP House Paint in only *one* grade . . . the best we know how to make.

Why risk disappointment when you are sure of satisfaction if SWP House Paint  
is used for painting your home? There are substitute house paints that sell for  
less than SWP, but don't let that fool you! Insist upon SWP, and be sure!

Go to the  
store that  
displays this  
famous  
trademark . . .



"THE TRUTH ABOUT HOUSE PAINTS"  
Write to: The Sherwin-Williams Co.,  
1209 Midland Building, Cleveland 1, Ohio  
Please send me, free of charge, your booklet,  
"The Truth About House Paints".

NAME

ADDRESS

CITY

PHONE NO. (if any)

STATE

**SHERWIN-WILLIAMS HOUSE PAINT**

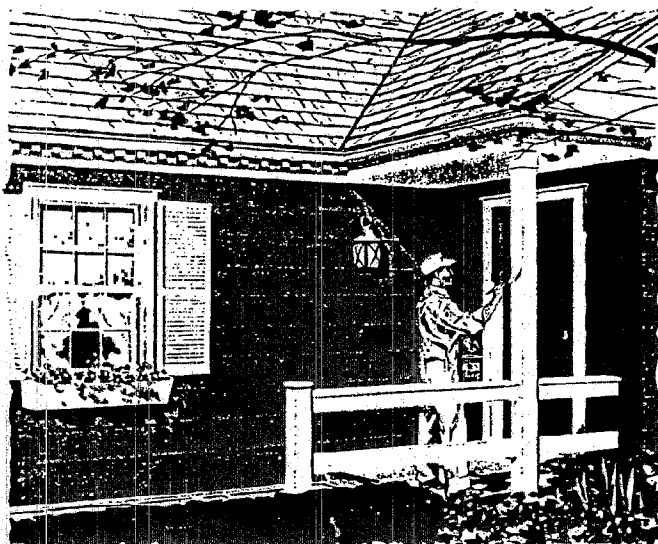
SHERWIN-WILLIAMS LEADS THE WORLD IN PAINT RESEARCH

This is a proud of the fine of a body of  
Evening Post, Collier's, American Home  
Popular Science, Country Gentleman, etc.

This advertisement No. SW 534, appears in The Saturday Evening Post, May 9; American Home, Better Home & Garden and Progressive Farmer, May, 1953

0007-SWP-039271

0007-SWP-000122650



You'll be money ahead when you discover  
**THERE IS A DIFFERENCE  
 IN HOUSE PAINTS!**

In this age of scientific progress, you are entitled to house paint on your home that provides the maximum in lasting beauty and protection. Sherwin-Williams makes SWP House Paint in only one grade . . . the best we know how to make.

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...Go to the store that displays this famous trade-mark!

**SHERWIN-WILLIAMS HOUSE PAINT**

This is a proof of another one of a series of SWP advertisements appearing in the following publications: Saturday Evening Post, Collier's, American Home, Better Homes & Gardens, American Magazine, Popular Mechanics, Popular Science, Country Gentleman, Household, Progressive Farmer, Copper's Farmer and Successful Farming. This advertisement, No. SW 1293 appears in Collier's, May 23, The Saturday Evening Post, June 13, Progressive Farmer, June, 1953.

You benefit  
 four ways when  
 your home  
 is painted with  
**SWP**



**1 LASTING BEAUTY**

When you paint with SWP House Paint in 1953, you can expect longer lasting beauty than ever before.



**2 MAXIMUM PROTECTION**

Building costs and repair costs today are the highest in history. You naturally want to protect the important investment you have in your home. High-quality SWP House Paint will give the exterior surfaces of your home greater protection than ever before.



**3 LOW COST-PER-YEAR**

The real cost of painting your home is determined by how often you must repaint it. You will find that you have to paint less frequently when SWP House Paint is used.



**4 ASSURANCE OF QUALITY**

More homes have been painted with SWP since 1860 than any other brand of house paint. Reason: highest satisfaction by users. Constant laboratory research has kept SWP the world's standard of house paint quality. Today's quality is better than ever before. That's why reliable painting contractors recommend SWP.

If you plan to paint this year, you owe it to yourself to learn more about house paint. Use this coupon for free Sherwin-Williams booklet, "The Truth About House Paint".

The Sherwin-Williams Co.,  
 1200 Market Building,  
 Cleveland 1, Ohio.  
 Please send me your free booklet, "The Truth About House Paint".

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_

0007-SWP-039272

0007-SWP-000122651