

CLEAN UP—PAINT UP—FIX UP with

SHERWIN-WILLIAMS PAINTS



Meet your home's best friends!

1. YOUR SHERWIN-WILLIAMS DEALER—He knows paint inside and out for color schemes, samples of paint colors. He'll gladly recommend...
2. A RELIABLE LOCAL PAINTER—an expert! Trust him to give you finest workmanship at a fair price.



FOR EXTERIORS!



New Savings, New Protection for Your Home with New SHERWIN-WILLIAMS HOUSE PAINT!

America's favorite house paint—now better than ever—thanks to wartime paint research! The coating—smoother, firmer, tougher, and with new fume and mildew resisting qualities... your paint job stays beautiful longer, gives more pro-

tection, saves costly repairs. Colors—smarter, richer, more permanent. Economy—painters choose Sherwin-Williams House Paint—its easy application, greater spreading and covering powers save time, labor—and paint!

AMAZINGLY WASHABLE!



FOR WALLS, WOODWORK
The New SEMI-LUSTRE

Wash this satin-smooth finish again and again. Sturdy Semi-Lustre stands up beautifully! Dirt rolls off so easily—Semi-Lustre is a dream come true for walls, ceilings in kitchen and bath... for woodwork everywhere! Available in fresh, lovely pastels and pure white.

ONE COAT ENAMEL!



FOR WALLS, FURNITURE
The New ENAMELOID

Brighten up—inside and out—with sparkling new all-purpose Enameloid! One easy-brushing coat of this high-gloss enamel gives gleaming new beauty to walls, ceilings in kitchen, bath... to woodwork, furniture, toys, autos. Dries in a few hours. Provides protection that lasts!

RIGHT OVER WALLPAPER!



FOR WALLS, CEILINGS
Kem-Tone

Roll or brush new wartime-improved Kem-Tone over painted walls and ceilings, wallboard, wallpaper! It goes on easily, quickly! One coat usually covers... dries in one hour... leaves no "painty" odor... washes beautifully. Soft, smart colors make any room lovelier!

LASTING LUSTRE!



FOR FLOORS, FURNITURE
3 Great LIN-X Home Brighteners

LIN-X SELF-POLISHING Wax for any interior surface. Non-slip, water resistant! 98¢ qt., 59¢ pt. LIN-X CLEAR GLOSS for floors, linoleum, woodwork. Resists grease, alcohol! \$1.70 qt., 95¢ pt. LIN-X CREAM POLISH for furniture. Banishes fingerprints, leaves bone-dry finish! 69¢ pt.

Products of SHERWIN-WILLIAMS RESEARCH

This advertisement appears in the September 1946 issue of Better Homes & Gardens; and the October 1946 issue of American Home.

0007-SWP-039233

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Decorate your home with the most popular paints in America!

Safeguard the outside!



SHERWIN-WILLIAMS HOUSE PAINT

Caseless research plus finest raw materials give this famous paint NEW coverage, durability, beauty!

Add color to floors!



SHERWIN-WILLIAMS PORCH & FLOOR ENAMEL

Colorful, long-lasting protection for all floors—inside and out. Dries overnight. Fights decay!

Protect outdoor woodwork!



SHERWIN-WILLIAMS REX-PAR VARNISH

The all-weather varnish! Enhances and preserves the beauty of wood. Prevents decay. Ideal for boats!

Brighten furniture & woodwork!



SHERWIN-WILLIAMS ENAMELOID

All-purpose interior-exterior decorative enamel! Applies easily, dries rapidly, resists wear and weather.

Give walls washable loveliness!



SHERWIN-WILLIAMS SEMI-LUSTRE

Fresh colors and amazing washability make this satiny finish ideal for kitchen, bath, woodwork!

Redecorate walls & ceilings!



Kent-Tone PARALL HALL FINISH

Now the best ever—thanks to war-time research! Applies like magic. Goes on right over wallpaper.

Make floors, woodwork like new!



SHERWIN-WILLIAMS MAR-NOT VARNISH

A lustrous finish that resists scuffing, scratching, staining. Dries quickly. Cleans easily! Gloss or Satin Finish!

Sparkle up your home!



The Great **LIN-X** Home Brightener! SELF-POLISHING WAX for floors, linoleum. CLEAR-GLOSS for linoleum. CREAM POLISH for furniture.

Renew worned floors, furniture!



SHERWIN-WILLIAMS FLO-LAC

One coat stains and varnishes, hides scratches, brings out full beauty of wood grains. Wears "like iron"!

Save your screens!



SHERWIN-WILLIAMS SCREEN-ENAMEL

This good-looking, easy-to-use enamel prevents rust, makes screens last lots longer. Won't clog mesh!

Get complete paint service!



SEE YOUR SHERWIN-WILLIAMS DEALER He knows paint and painting! You can depend on him for the right paints, correct colors, sound advice!

CLEAN UP - PAINT UP - FIX UP with

SHERWIN-WILLIAMS PAINTS



This advertisement appears in the March 9, 1946 issue of Saturday Evening Post; the April 1946 issue of Better Homes & Gardens; and the May 1946 issue of American Home.

0007-SWP-039234

0007-SWP-000122613

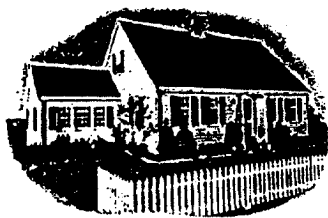
*Oh, what a colorful morning to be using beautiful
SHERWIN-WILLIAMS PAINTS*



*"I'm falling in love
again... with my
favorite paints!"*



*"I'm proud as a peacock
of my freshly painted
home!"*



*...Get more for your money
with SWP HOUSE PAINT*



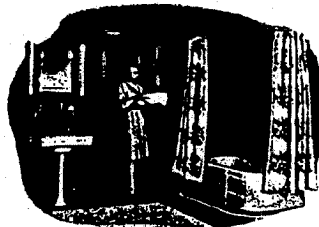
There's more value than ever in that old-time pride of leading painters—Sherwin-Williams House Paint! Its coat is now smoother... more uniform. Its film is tougher... more durable, has new luster and mildew-resistant qualities. Its remarkable ease of application, spreading and covering powers, too, bring you extra savings!



*...amazingly washable...
SEMI-LUSTRE wall finish*



Keep kitchen and bathroom walls and ceilings and all interior woodwork sanitary-clean, lastingly lovely with this semi-gloss wall finish. Dirt and grime get no grip on its satin-smooth surface... wash off so easily. Now in a gorgeous array of smartest new colors, improved Semi-Lustre gives your walls all the beauty of finest decoration!



*Gorgeous New Colors...
ENAMELOID*



Brighten up—inside and out—with sparkling NEW all-purpose Enameloid! One coat of this easy-brushing, high-gloss enamel gives gleaming new beauty to walls, ceilings in kitchen and bath... to woodwork, furniture, autos. Enameloid dries dust-free in a few hours... assures lasting protection against wear, weather!

CLEAN UP—FIX UP—PAINT UP—SEE YOUR SHERWIN-WILLIAMS DEALER!

**SHERWIN-
PAINTS
WILLIAMS**

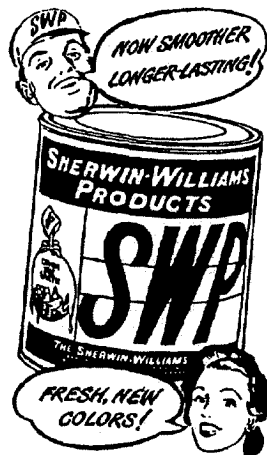


This advertisement appears in the April 6, 1946 issue of Saturday Evening Post.

0007-SWP-039235

0007-SWP-000122614

CHOICE OF LEADING PAINTERS



SHERWIN-WILLIAMS HOUSE PAINT



Get more for your money with new Sherwin-Williams House Paint! Its cost is now smoother, tougher, with new fume and mildew resistance. Its colors are cleaner, more lasting. Ease of application, spreading and covering powers, too, cut painting costs!

SHERWIN- PAINTS WILLIAMS

This advertisement appears in the following publications: Colliers; Good Housekeeping; Ladies Home Journal; Sunset; and Woman's Day.

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0007-SWP-000122615

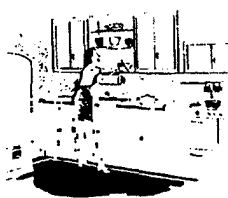
*Oh what a colorful morning
to be using beautiful
SHERWIN-WILLIAMS PAINTS!*



*Get more for your money with
SHERWIN-WILLIAMS HOUSE PAINT!*

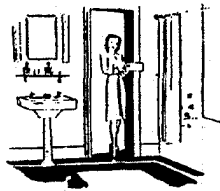
There's more value than ever in that old-time pride of master painters — Sherwin-Williams House Paint! Its coat is now smoother... more uniform. Its film is tougher... more durable, has new fume and mildew resistant qualities. Its colors are now... more lasting. Remarkable ease of application, spreading and covering powers, too, bring you extra savings!

CLEAN UP! — FIX UP! — PAINT UP!



amazingly washable!
SEMI-LUSTRE
Wall Finish

Keep kitchen and bathroom walls and ceilings and all interior wood-work sanitary-clean, lastingly lovely with new Semi-Lustre. Dirt and grime get no grip on its satin-smooth surface... wash off so easily with plain soap and water! Now in a gorgeous array of smartest new colors!



Gorgeous New Colors!
ENAMELOID
all-purpose enamel

Brighten up—inside and out—with sparkling new all-purpose Enameloid! One coat of this easy-brushing, high-gloss enamel gives gleaming new beauty to walls, ceilings in kitchen and bath... to woodwork, furniture, toys, autos. Dries in a few hours... assures lasting protection!



SEE YOUR SHERWIN-WILLIAMS DEALER!

**SHERWIN-
PAINTS
WILLIAMS**

This advertisement appears in the following publications: American Home; Better Homes & Gardens; Country Gentleman; Farm Journal; Progressive Farmer; and Successful Farming.

0007-SWP-039237

0007-SWP-000122616



How to make your home
happier
happy with the new
Sherwin-Williams Paints!

...paint it economically!



SHERWIN-WILLIAMS
HOUSE PAINT

Continuous research plus finest raw materials give this famous paint NEW coverage, durability, beauty!

...freshen up floors!



SHERWIN-WILLIAMS
PORCH & FLOOR ENAMEL

Colorful, long-lasting protection for all floors—inside and out. Dries overnight. Fights decay!

...make walls washable!



SHERWIN-WILLIAMS
SEMI-LUSTRE

Fresh colors and amazing washability make this satiny finish ideal for kitchen, bath, woodwork!

...give it color!



SHERWIN-WILLIAMS
ENAMELOID

All-purpose interior-exterior decorative enamel! Applies easily, dries rapidly, resists wear and weather.

...make rooms lovely!



Now the best ever—thanks to war-time research! Applies like magic. Goes on right over wallpaper.

...brighten wood surfaces!



SHERWIN-WILLIAMS
MAR-NOT VARNISH

A lustrous finish that resists scuffing, scratching, staining. Dries quickly. Cleans easily! Gloss or Satin Finish!

CLEAN UP - PAINT UP - FIX UP WITH

**SHERWIN-
PAINTS
WILLIAMS**

This advertisement appears in the following publications: American Home; Better Homes & Gardens; Country Gentleman; Farm Journal; Progressive Farmer; and Successful Farming.

0007-SWP-039238

0007-SWP-000122617

CLEAN UP...FIX UP...PAINT UP...WITH

SHERWIN-

*"Handsomest house on the street"
our neighbors say...since we
painted with Sherwin-Williams
House Paint!"*



SHERWIN-WILLIAMS
HOUSE PAINT

Follow the lead of leading painters... you'll be sure of the best when you buy this famous-for-quality house paint! New richer colors, a new smoother finish make every home lovelier. Economy? You can't beat Sherwin-Williams House Paint! Its easy spreading, easy application, remarkable spreading and covering powers, save time, and labor!

"Look! Kem-Tone covered my dingy old wallpaper with one easy coat...gave me fresh lovely new walls!"



Kem-Tone
MIRACLE WALL FINISH

Kem-Tone Miracle Wall Finish... it dries in one hour, leaves no "painty" odor, cleans beautifully. You'll love the fresh, radiant Kem-Tone colors. And you'll like Kem-Tone's economy—it's priced so low everyone can afford it!

WILLIAMS

"Sparkle! I'm the gal that loves it!... One Coat Enameloid made my kitchen shine with gorgeous color!"



SHERWIN-WILLIAMS
ENAMELOID

This easy-breathing, quick-drying, 1-coat enamel gives new life, new color—in-side and out! Choose Enameloid for kitchen and bathroom walls, for woodwork everywhere... for furniture, cupboards. Wonderfully durable, washable—Enameloid is grand for outside doors, railings, automobile, porch furniture, too! In a wide variety of gorgeous colors.



SHERWIN-WILLIAMS
SEMI-LUSTRE

"Me—I like a soft satiny finish! I choose Semi-Lustre for my kitchen and bathroom walls...and woodwork, too!"

Imagine! A smooth, satiny wall and woodwork finish that you can wash again and again... that's Semi-Lustre! Grime, grease, fingerprints, roll off Semi-Lustre's satin-smooth surface so easily—you save hours of cleaning time. In white and beautiful pastels—Semi-Lustre shades will win your heart, make your home sing with joyous color!

PAINTS

SEE YOUR SHERWIN-WILLIAMS DEALER!



This advertisement appears in the following publications: Farm Journal; Progressive Farmer; and Successful Farming.

0007-SWP-039239

0007-SWP-000122618

RICH IN PURE LINSEED OIL
SWP HOUSE PAINT
IS BETTER THAN EVER!

IN PAINTING YOUR HOME IT COSTS LESS TO USE THE BEST...

BEFORE AFTER

THAT'S WHY FAMOUS SWP IS THE MOST WIDELY USED HOUSE PAINT IN THE WORLD!

6 WAYS BETTER!

1. Honest-Film Thickness!
2. Quicker Drying!
3. Smoother Surface!
4. Whiter! Brighter!
5. Cleans Itself!
6. Saves More Money!

SHERWIN-WILLIAMS PRODUCTS
SWP HOUSE PAINT

See your **SHERWIN-WILLIAMS** Dealer for Sound Advice on Painting your Home!

SHERWIN-WILLIAMS
PAINTS
COVER THE EARTH

Full-page, half-page and column advertisements in two colors on SWP House Paint appear in September and October issues of The Saturday Evening Post, Collier's, Life, Time, Newsweek, Better Homes & Gardens, The American Home, Good Housekeeping, The American Magazine, Cosmopolitan, Esquire Journal, Household, and Sunset Magazine.

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