

WHY are more homes painted with Sherwin-Williams **SWP** House Paint than any other brand?

because year after year Sherwin-Williams SWP[®] House Paint has given lasting satisfaction to ever-increasing numbers of home owners—valuable extra years of beauty and protection that pay off in lower cost per year of house painting. Continuous Sherwin-Williams laboratory research and actual field testing of SWP have improved it year after year and maintained it as the standard of quality since 1880. Get your dealer now for complete information about SWP House Paint and you'll see why it's best for your house, too!



FREE! A big, fact-filled book containing full information on SWP House Paint. Lots of interior decorating ideas, too. Forty-four colorful pages! Ask your Sherwin-Williams Dealer for the "Home Decorator" or write The Sherwin-Williams Co., 6000 Midland Blvd., Cleveland 1, Ohio.



We will be glad to recommend a reliable painting contractor, if you wish.

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

SHERWIN-WILLIAMS HOUSE PAINT



This advertisement appears in The Saturday Evening Post, May 14; Sunset, May, June and July; Life, June 6; American Home and Better Homes & Gardens, May and June, 1955

0007-SWP-039283

N29106



WHY are more homes
painted with Sherwin-Williams
SWP House Paint
than any other brand?

because year after year Sherwin-Williams SWP[®] House Paint has given *lasting* satisfaction to ever-increasing numbers of homeowners—valuable *extra years* of beauty and protection that pay off in lower cost per year of house painting. Continuous Sherwin-Williams laboratory research and actual field testing of SWP have improved it year after year and maintained it as the standard of quality since 1880. See your dealer now for complete information about SWP House Paint and you'll see why it's best for your house, too!



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

FREE! A big, fact-filled book
containing full information on
SWP House Paint. Lots of
interior decorating ideas, too.
44 colorful pages! Ask your
Sherwin-Williams Dealer for the
"Home Decorator" or write to
The Sherwin-Williams Co., 9600
Midland Blvd., Cleveland 1, Ohio.



We will be glad to recommend a reliable painting contractor, if you wish.

SHERWIN-WILLIAMS HOUSE PAINT

This advertisement appears in The Saturday Evening Post, April 16;
Better Homes & Gardens, April; Household, May; Life, June 28;
Living and Town Journal, June and American Home, July, 1955

0007-SWP-039284

0007-SWP-000122663



**WHY are more farm buildings
painted with Sherwin-Williams
SWP House Paint
than any other brand?**

because year after year Sherwin-Williams SWP House Paint has given *lasting* satisfaction to ever-increasing numbers of farm owners—valuable *extra years* of beauty and protection that pay off in lower cost-per-year of painting. Continuous Sherwin-Williams laboratory research and actual field testing of SWP have improved it year after year and maintained it as the standard of quality since 1880. See your dealer now for complete information about SWP and you'll see why it's best for your home and farm buildings, too!



Go to the store
that displays
this famous
trade mark

FREE! A big, fast-filled book containing full information on SWP House Paint. Lots of interior decorating ideas, too. 44 colorful pages! Ask your Sherwin-Williams Dealer for the "Home Decorator" or write The Sherwin-Williams Co., 11119 Midland Bldg., Cleveland 11, O.



We will be glad to recommend a reliable painting contractor, if you wish

SHERWIN-WILLIAMS HOUSE PAINT

This advertisement appears in Progressive Farmer, May; Capital's Farmer, May and July; Farm Journal, June and August; Successful Farming, May and Better Farming, June, 1955.

0007-SWP-039285

0007-SWP-000122664



**WHY are more farm buildings
painted with Sherwin-Williams
SWP House Paint
than any other brand?**

because year after year Sherwin-Williams SWP* House Paint has given *lasting* satisfaction to ever-increasing numbers of farm owners—valuable *extra years* of beauty and protection that pay off in lower cost-per-year of painting. Continuous Sherwin-Williams laboratory research and actual field testing of SWP have improved it year after year and maintained it as the standard of quality since 1880. See your dealer now for complete information about SWP and you'll see why it's best for your home and farm buildings, too!



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

FREE! A big, fact-filled book containing full information on SWP House Paint. Lots of interior decorating ideas, too, in colorful pages! Ask your Sherwin-Williams Dealer for the "Home Decorator" or write The Sherwin-Williams Co., 4900 Midland Bldg., Cleveland 1, O.



We will be glad to recommend a reliable painting contractor, if you wish

SHERWIN-WILLIAMS HOUSE PAINT

This advertisement appears in Progressive Farmer, April and July; Farm Journal, May; Better Farming, May and July; Country's Farmer, June and Successful Farming, June and August, 1955.

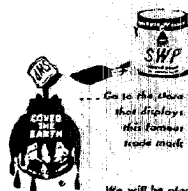
0007-SWP-039286

0007-SWP-000122665



**WHY are more homes
painted with Sherwin-Williams
SWP House Paint
than any other brand?**

because year after year Sherwin-Williams SWP[®] House Paint has given *lasting* satisfaction to ever-increasing numbers of homeowners—valuable *extra years* of beauty and protection that pay off in lower cost per year of house painting. Continuous Sherwin-Williams laboratory research and actual field testing of SWP have improved it year after year and maintained it as the standard of quality since 1890. See your dealer now for complete information about SWP House Paint and you'll see why it's best for your house, too!



FREE! A big, fact-filled book containing full information on SWP House Paint. Lots of interior decorating ideas, too. 44 colorful pages! Ask your Sherwin-Williams Dealer for the "Home Decorator" or write to The Sherwin-Williams Co., 9900 Midland Bldg., Cleveland 1, Ohio.



We will be glad to recommend a reliable painting contractor, if you wish.

SHERWIN-WILLIAMS HOUSE PAINT

This advertisement appears in American Home and Living, April; Look, May 17; Town Journal, May; The Saturday Evening Post, June 4; Household, June and Better Homes & Gardens, July, 1955.

0007-SWP-039287

0007-SWP-000122666

Sherwin-Williams House Paint... NOW BETTER THAN EVER!

stretches the years between painting



right paint for every type of surface



endorsed by leading painters



Famous for its high quality for over 88 years...

Sherwin-Williams House Paint is now better than ever before. New discoveries by our research chemists and laboratory technicians have improved this wonderful paint to bring you the greatest value yet for your painting dollar.

Your enthusiasm over the years for the world's most popular house paint will be redoubled when you experience the lasting beauty and protection of this vastly improved SWP[®]. Choose from 52 brilliant Gloss Colors, or 39 in rich Velvet Flat!

FREE! The beautiful 41-page "Home Director" book filled with facts about painting. At your dealer, or write The Sherwin-Williams Co., 1279 Midland Bldg., Cleveland 1, Ohio.



SHERWIN-WILLIAMS
HOUSE PAINT

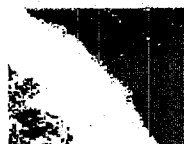


0007-SWP-039288

0007-SWP-000122667

HOUSE PAINT

For the man who buys on facts...



We use the finest ingredients known to paint chemistry



Every phase of manufacture is controlled by rigid tests



Durability is proved by nationwide weather testing



SWP can mean extra years of beauty for stucco...



...for shingles, shingles and asbestos siding...



...for brick, concrete, all types of masonry...

or the man with faith in this single word...



...for every type and kind of exterior wood siding



SWP flows on easily... as if the brush were lubricated



FREE... 44 pages of painting facts in the 1956 edition of The Home Decorator. Write for it: The Sherwin-Williams Co., 1296 Midland Bldg., Cleveland 1, Ohio

REPUTATION

More homes are painted with SWP House Paint than with any other brand. Why? Because of our determination that SWP will always contain the finest ingredients... be the most advanced in its formulation... and give outstanding performance on homes. If your home needs painting, don't delay... remember, decay is rapid once it starts. For the best in House Paint service, see your Sherwin-Williams Dealer. If you wish, he will give you names of reliable painting contractors.



SHERWIN-WILLIAMS

SWP HOUSE PAINT

0007-SWP-039289

0007-SWP-000122668