



SWP HOUSE PAINT Lasts Longer... Saves Money

It pays to be "choosy" when you select the *brand* of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wise economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paint!



FREE! For full information on SWP House Paint and how to invest education plans, send your dealer for a copy of the 44-page "How, Do-it-Yourself" or write to The Sherwin-Williams Co., 1219 Midland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS



HOUSE PAINT

ON TV...TUNE IN THE SUPER KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK

This advertisement will appear in Collier's, April 19 and The Saturday Evening Post, May 1, 1954



Tested for Your Protection...

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last...

Allover the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured...

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the bonding qualities of paint. This testing procedure has made possible the superior bonding qualities in SWP House Paint which insure remarkable ease of application.

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



0007-SWP-039273

N29105

SWP HOUSE PAINT

*Lasts Longer...
Saves Money*

It pays to be "choosy" when you select the brand of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!



FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Co., 1265 Midland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS  **HOUSE PAINT**

ON TV...TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK

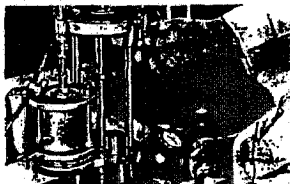
This advertisement will appear in Popular Mechanics, April; Popular Science, June, 1954



Tested for Your Protection... A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last... All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured... Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

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



0007-SWP-039274

0007-SWP-000122653

SWP HOUSE PAINT

Lasts Longer...Saves Money!

It pays to be "choosy" when you select the brand of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

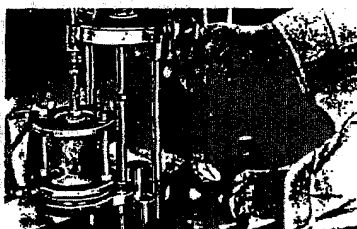
In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!



Tested for Your Protection . . . A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . . All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured . . . Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.



FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Co., 1260 Midland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

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

SHERWIN-WILLIAMS



HOUSE PAINT

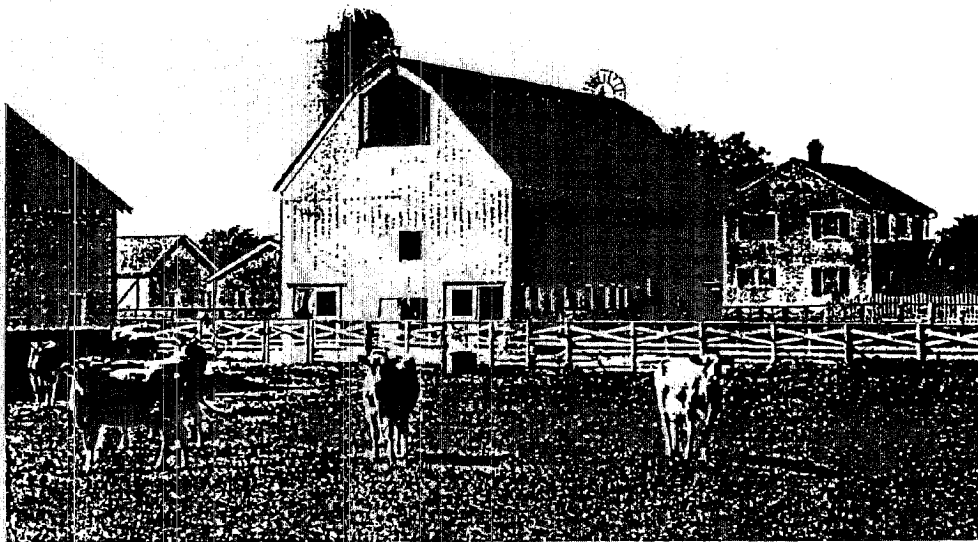


ON TV...TUNE IN THE SUPER KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK

This advertisement will appear in Popular Science, April; Popular Mechanics, June, 1954

0007-SWP-039275

0007-SWP-000122654



SWP HOUSE PAINT

Lasts Longer... Saves Money

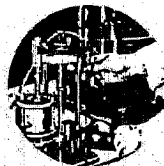
It pays to be "choosy" when you select the brand of exterior paint to be used on your buildings. The slight difference in cost between world-famous SWP® House Paint and house paint of ordinary quality pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!



FREE: For full information on SWP House Paint and lots of interior decoration ideas, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Co., 1270 Midland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.



Ease of Application Assured... Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the High Shear Viscometer, is an extraordinary development which measures the brushing qualities of paint, scientifically. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.



Tested for Your Protection... A most exacting testing procedure through every step of manufacture assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last... All over the country Sherwin-Williams maintains test stations where house paints of every type are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



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

SHERWIN-WILLIAMS HOUSE PAINT



ON TV...TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK

0007-SWP-039276

This advertisement will appear in Country Gentleman, May; Farm Journal, July; Successful Farming, July, 1954

0007-SWP-000122655



SWP HOUSE PAINT Real "Life Insurance" For Your Home

It pays to be "choosy" when you select the brand of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!



PRICE: For full information on SWP House Paint and lists of interior decoration ideas, send your check for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Company, 1211 Millland Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS SWP HOUSE PAINT

ON TV... TUNE IN THE SUPER KEM-TONE SHOW, STARRING RAY BOLGER... ABC NETWORK EVERY WEEK

This advertisement will appear in The Saturday Evening Post, June 4th; American Home, June; Better Homes & Gardens, July; Household, July, 1954



Tested for Your Protection . . .

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . .

All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that supersedes and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the High Shear Viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

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



0007-SWP-039277

0007-SWP-000122656



SWP HOUSE PAINT Real "Life Insurance" For Your Home



Tested for Your Protection . . .

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . .

All over the country, in all climates, Sherwin-Williams maintains test stations where home paints of every type and description are exposed to years of weather and wear. SWP white that stays white and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Easier Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the High Shear Viscometer, is an extraordinary development which makes possible the scientific measurement of the bonding qualities of paint. This testing procedure has made possible the superior bonding qualities in SWP House Paint, which insure remarkable ease of application.



FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "How to Paint" or write to The Sherwin-Williams Co., 1231 Mifflin Building, Cleveland 1, Ohio.



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

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS  **HOUSE PAINT**



ON TV . . . TUNE IN THE SUPER-KIM-TONE SHOW, STARRING RAY BOLGER . . . ABC NETWORK EVERY WEEK

This advertisement will appear in Better Homes & Gardens, June; American Home, July, 1951

Household, June; and American Magazine, Jan., 1951

0007-SWP-039278

0007-SWP-000122657



SWP HOUSE PAINT Lasts Longer...Saves Money

It pays to be "choosy" when you select the brand of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

In 1953, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!



FREE: For full information on SWP House Paint and how of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Painter" or write to The Sherwin-Williams Co., 1210 Milford Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS



HOUSE PAINT

ON TV...TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK

This advertisement will appear in Saturday Evening Post, May 22, Better Homes & Gardens, May; Household, May; Collier's, June 11, 1954



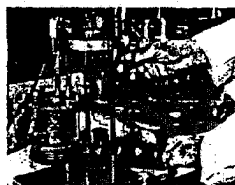
Tested for Your Protection . . .

A most exacting procedure of quality-control testing through every step of manufacture, from raw materials to finished product, insures maximum longevity and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . .

All over the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays a *hite* and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear rheometer, is an extraordinary development which makes possible the scientific measurement of the bonding qualities of paint. This testing procedure has made possible the superior bonding qualities in SWP House Paint which insure remarkable ease of application.

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



0007-SWP-039279

0007-SWP-000122658

That Vital Fraction
of an Inch Between
Your Buildings and
the Weather...



H. H. Lee, A. C. S.,
Director of Paint
Research, The
Sherwin-Williams Co.

Weather certainly is important to every farmer. Sun, rain, dew, frost, hail, ice, snow—every change in weather affects him in one way or another. Perhaps you never realized that paint chemists are just as vitally interested in weather as the farmer is. It is the responsibility of the paint chemist to provide you with a paint film that will protect your home and buildings against every one of these elements of weather... not for just a season but for years.

Take a look at the transparent wrapper on a pack of cigarettes—it is almost exactly a thousandth of an inch thick. Perhaps you have never thought of it in this way but the film of paint which stands between your home or buildings and the weather is probably only about as thick as three to five layers of that cigarette wrapper. Of course, it follows that such a film has to be made just right to do all you expect and should get from a good exterior paint.

Why do we know that SWP House Paint can do this job for you? Frankly, it is because we have put our paints through every kind of laboratory and field test that we can devise. And believe me, that takes not a matter of days or months... it takes years! I wish that you could all see our research laboratories. We're very proud of them... the complex instruments we use, and our exposure stations and house tests all over the country. I know then you would share our confidence that the film of SWP House Paint you put on your home and buildings can take all the hard knocks weather can throw at it... and keep coming back for more!

FREE: For full information on SWP House Paint and how it interior decoration ideas, too, ask your dealer for a copy of the 44-page *Home Decoration Guide* or write to The Sherwin-Williams Co., 1274 Cleveland Building, Cleveland 11, Ohio.



SWP HOUSE PAINT

Real "Life Insurance" For Farm Buildings



Tested for Your Protection
... A most exacting testing procedure through every step of manufacture assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



Whitened Colors That Last
... All over the country, Sherwin-Williams maintains test stations where house paints of every type are exposed to years of weather and wear. SWP White that stays whiter and SWP colors that maintain their brilliancy are the direct result of this painstaking research.

It pays to be "choosy" when you select the brand of exterior paint to be used on your buildings. The slight difference in cost between world-famous SWP House Paint and house paint of ordinary quality pays for years of extra wear and is one of the wisest economies you can make.

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



Ease of Application Assured...
Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the High Shear Viscometer, is an extraordinary development which measures the brushing qualities of paint scientifically. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

SHERWIN-WILLIAMS HOUSE PAINT

Let us recommend a reliable painting contractor.



This advertisement will appear in Country Gentleman, June; Capper's Farmer, July; Progressive Farmer, July; Farm Journal, August; Successful Farming, August, 1954

0007-SWP-039280

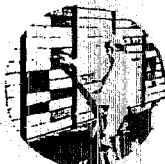
0007-SWP-000122659

SWP HOUSE PAINT

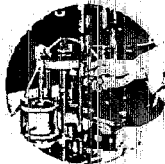
Real "Life Insurance" For
Farm Buildings



Tested for Your Protection... A most exacting testing procedure through every step of manufacture assures maximum beauty and protection in SWP House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



Ease of Application Assured... Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the High Shear Viscometer, is an extraordinary development which measures the brushing qualities of paint, scientifically. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.



White and Colors That Last... All over the country Sherwin-Williams maintains test stations where house paints of every type are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.

It pays to be "choosy" when you select the brand of exterior paint to be used on your buildings. The slight difference in cost between world-famous SWP House Paint and house paint of ordinary quality pays for years of extra wear and is one of the wisest economies you can make.

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FREE: For full information on SWP House Paint and lots of interior decoration ideas, too, ask your dealer for a copy of the 44-page "Home Decorator" or write to The Sherwin-Williams Company, 1272 Midland Bldg., Cleveland 1, Ohio.



Let us recommend a reliable painting contractor.



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

SHERWIN-WILLIAMS **SWP** **HOUSE PAINT**



ON TV...TUNE IN THE SUPER³ KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK

This advertisement will appear in Country Gentleman, July; Capper's Farmer, August; Progressive Farmer, August, 1954

0007-SWP-039281

0007-SWP-000122660



SWP HOUSE PAINT Lasts Longer...Saves Money

It pays to be "classy" when you select the *brand* of house paint to be used on your home. Whether you employ a painting contractor or not, the price difference between world-famous SWP® House Paint and house paint of ordinary quality will mean less than \$5.00 for the average-size, complete house job. This slight difference in cost pays for years of extra wear and is one of the wisest economies you can make.

In 1951, Sherwin-Williams SWP House Paint was used to paint more homes in America than any other brand. Why? Continuous research in Sherwin-Williams Testing Laboratories and in the field has insured constant improvement and the top-quality performance of SWP. You'll be money ahead when you discover there is a difference in house paints!



FREE: For full information on SWP House Paint and list of nearby decoration ideas, too, ask your dealer for a copy of the 14-page "Home Gazette" or write to The Sherwin-Williams Co., 1210 Millwood Building, Cleveland 1, Ohio.

Let us recommend a reliable painting contractor.

SHERWIN-WILLIAMS



HOUSE PAINT

ON TV...TUNE IN THE SUPER® KEM-TONE SHOW, STARRING RAY BOLGER...ABC NETWORK EVERY WEEK



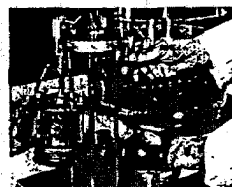
Tested for Your Protection . . .

A most exacting procedure of quality-control testing, through every step of manufacture, from raw materials to finished product, assures maximum beauty and protection in SWP® House Paint. Laboratories in every Sherwin-Williams factory are charged with the responsibility of absolute quality control of every gallon produced.



White and Colors That Last . . .

Across the country, in all climates, Sherwin-Williams maintains test stations where house paints of every type and description are exposed to years of weather and wear. SWP white that stays whiter and SWP colors that maintain their brilliance are the direct result of this painstaking research.



Ease of Application Assured . . .

Invented by Sherwin-Williams Testing Laboratories, this instrument, known as the high shear viscometer, is an extraordinary development which makes possible the scientific measurement of the brushing qualities of paint. This testing procedure has made possible the superior brushing qualities in SWP House Paint which insure remarkable ease of application.

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0007-SWP-039282

0007-SWP-000122661