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GE COMPANY
Pres.)
201 Broadway

San Diego Union Sept. 22, 1929

To enhance the charming effect and kitchen arrangement. Notice the cross [illegible]

Paint Now!

... for Economy with SWP

Your paint-starved house is in poor shape to face a bitter winter. Those few months of rain, sleet, snow and ice—with freeze and thaw again and again—will do costly damage. And next spring it will cost you twice as much to repaint. Now is the time to save money by protecting your house with a tough armor-like film of fine old SWP *House Paint*—*famous the world over* for service and economy.

You Need Fewer Gallons

Fewer gallons of SWP do a much better job because every gallon thoroughly covers more square feet of surface. Therefore, SWP costs less on your house. And its tough paint film lasts years longer.

SHERWIN-WILLIAMS
SWP HOUSE PAINT

Remember, too, that the superior quality of SWP colors *gives your house a much finer* appearance. Even to the last day it has a quality look.

We are "Paint Headquarters" for Sherwin-Williams paint products. Let us give you an SWP material estimate for your home. Then you will know what this finest of house paints will save you.

COVER THE EARTH
Trade-Mark Registered

THIS WEEK'S SUGGESTIONS

SWP
The world's standard of house paint quality. SWP is made in one quality only and that the very best. Famous for long life and the permanency of *its many beautiful colors.* Covers more square feet of surface per gallon. Costs less on the house than cheaper paints at a lower price per gallon.
Colors, per gallon **$4.25**

FLAT-TONE
A washable flat wall paint for interior decorations on smooth or sand finish plaster, wall board, and other interior wall surfaces. Spreads easily under brush. Dries without streaks or brush marks. Produces a beautiful velvet finish. Can be repeatedly washed.
Price, gallon..... **$3.35**

ENAMELOID
The rapid-drying decorative enamel. The world's finest decorative enamel. Dries rapidly without sacrificing beauty or durability. Ideal for use on woodwork, furniture, toys, porch and lawn furniture, and all similar wood or metal surfaces around the home.
Per ½ pint..... **60c**

MAR-NOT
Water Resisting Floor Varnish
A pale durable floor varnish made to take the daily punishment from tramping heels. Withstands both hot and cold water. Made especially for use on parquet floors of Oak, Light Maple, or Birch, as well as on painted linoleum.
Per quart..... **$1.55**

FLOOR ENAMEL
A beautiful enamel finish for wood and concrete floors. Also adapted for enameling linoleum. Just the thing for pale [illegible] the room in the basement.
Per quart..... **$1.20**

"PAINT HEADQUARTERS"

FRAZEE KURTZ
PAINT AND WALLPAPER CO. INC.

COVER THE EARTH

1045 TENTH ST. FRANKLIN 6-2[illegible]