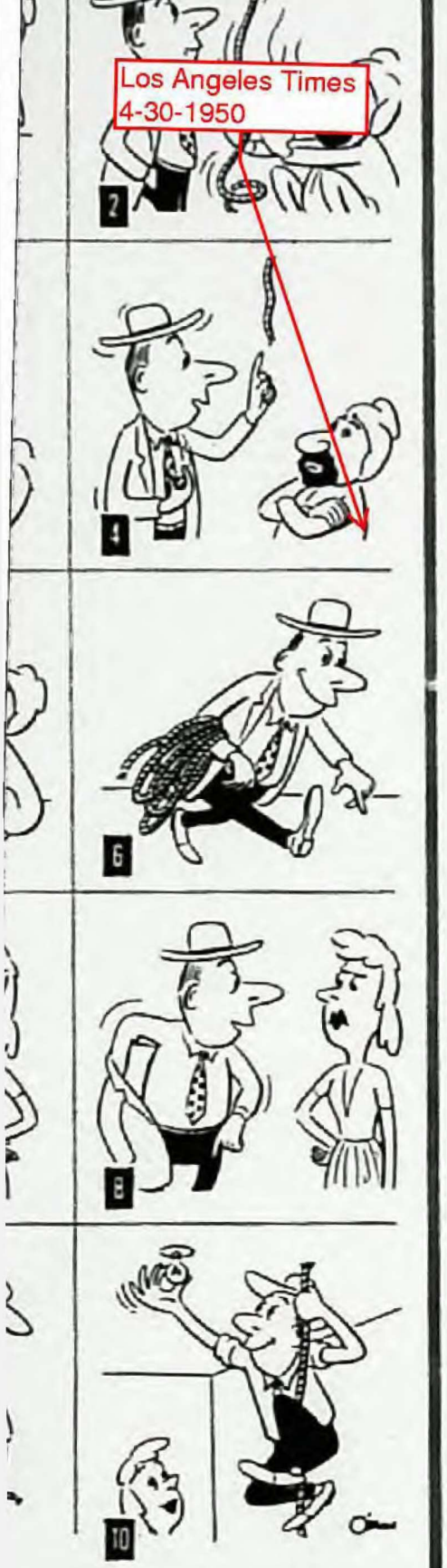
Los Angeles Times
4-30-1950





SWP HOUSE PAINT IS *WEATHERATED** for your protection against...

Painting your house means an investment in home improvement that justifies your most careful consideration. You want beauty and protection that lasts... not frequent and costly repainting. The best house paint you can buy will be the most economical in the long run... four or five years from now. That's why SWP House Paint is *WEATHERATED** to fight off deterioration... to give extra beauty and protection! All Sherwin-Williams paint products must pass grueling tests to earn the Sherwin-Williams Label. To get the most value for your paint dollar, see a nearby Sherwin-Williams Dealer... look for the famous "Cover-the-Earth" sign. He'll be glad to recommend a reliable painter, if you wish. And be sure to ask him for your free copy of the Sherwin-Williams "Home Decorator"... a colorful 32-page illustrated book filled with exciting home decorating ideas and complete information about SWP House Paint.

...PROTECTION AGAINST:

- Excessive Loss of Gloss
- High Dirt Collection
- Uncontrolled Chalking
- Checking and Cracking
- Rapid Erosion
- Color Fading
- Industrial Fumes†

★

*SWP House Paint is *WEATHERATED* for its ability to resist these destructive factors before it is permitted to bear the Sherwin-Williams Label.

†Special SWP for certain areas.

It pays to paint with

SHERWIN-WILLIAMS

... inside and out



SEE YOUR NEARBY

SHERWIN-WILLIAMS DEALER