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Associated Hardware Co.
 3862 SAN PABLO AVE.
 PHONE: HUMBOLDT 2678 EMERYVILLE

0007-SWP-041014

N22070

of Beauty and Protection

AT LESS THAN 1/2¢ PER SQUARE FOOT

in every gallon of SWP house paint



*Based on one coat coverage.

• For more than 60 years S W P House Paint has been the standard for comparison all over the world. It produces a finish of surpassing beauty, smoothness and durability.

• Although the formula is printed on the label where anyone may copy it—and many claim that they do—S W P is more than a mere formula. With Sherwin-Williams each ingredient is a highly specialized product—made particularly for use in S W P—produced from the raw materials—lead and zinc ores from Sherwin-Williams mines—flaxseed from the northwest—reds, blues, yellows, greens—all of Sherwin-Williams own make.

• The knowledge and manufacturing skill gained by Sherwin-Williams paintmakers and the standards developed and improved over 60 years' time cannot be duplicated overnight. S W P House Paint—like a fine automobile or a fine watch—possesses many worthwhile advantages not found in ordinary paint. And this quality in S W P means greater value for your money, better protection for your home and more lasting satisfaction with your purchase.

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For best results we recommend that a Master Painter be used.



Costs Less

SWP

FINER APPEARANCE
The finest quality...
W OZLO lead...
atmospheric disc...
S W P color...

(2) WATER D...
Sherwin-Williams...
preservation of S...
resistance to w...
liners... and...
protection...

(3) SMOKE RESISTANCE
It is d...
ing...
the S W P re...
P... with soa...
near after...

32 true-toned colors, also White and Black
in all size packages from pints to barrels.

