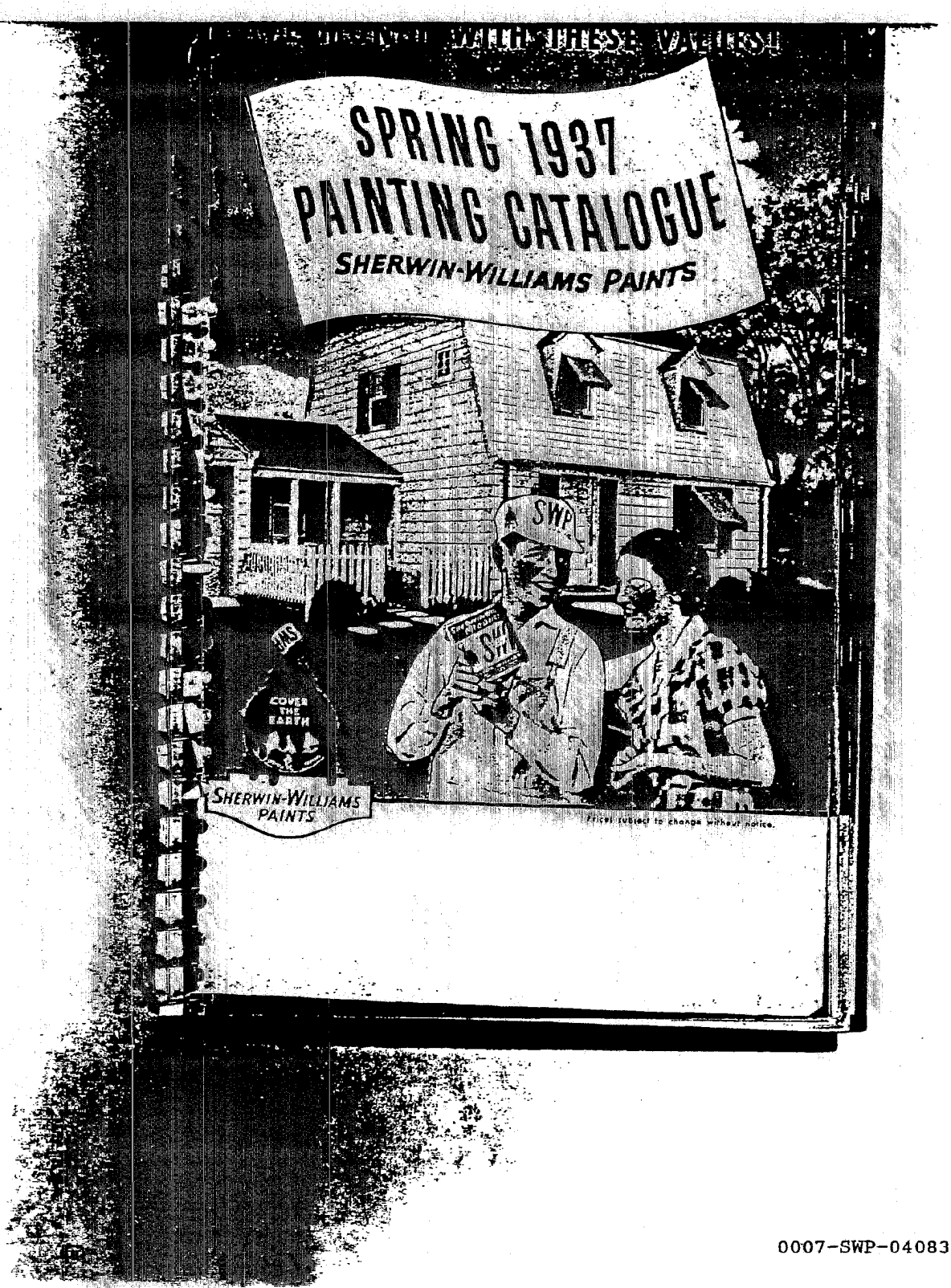


0007-SWP-040831

N28945

Why ARE MORE HOMES PAINTED WITH SWP than with any other brand of PAINT?

A simple question – and just as simply answered. SWP gives every homeowner each and every feature he wants in a fine house paint!

Beauty . . . color . . . richness of finish . . . SWP has them plus. Complete and lasting protection . . . SWP has a tougher, "tighter" protective film of unequalled durability. Economy . . . SWP covers more surface with a thicker blanket of paint per gallon; is quick and easy for the painter to apply; and finally, it's washable.

1. Finest Ingredients

Each ingredient in SWP is a highly specialized product – specially made for use in SWP and produced from the finest raw materials . . . lead and zinc ores from Sherwin-Williams mines; flax-seed from the northwest; reds, blues, yellows, greens – all of Sherwin-Williams own make. Furthermore SWP is fortified with "Oxlo" – a special lead-zinc pigment used only in SWP.

2. Manufacturing Skill

The knowledge and manufacturing skill gained by Sherwin-Williams paintmakers and the standards developed and improved over 50 years time cannot be duplicated overnight. SWP House Paint – like a fine automobile or a fine watch – possesses many important advantages not found in ordinary paint. These qualities in SWP mean greater value for your money, better protection for your home and more lasting satisfaction from your purchase.





3. Greater Economy

There are 800 square feet of beauty and protection at less than 9c per square foot in every gallon of SWP House Paint.

4. Finer Appearance

Your own eyes will discover the greater beauty of SWP. It is famous for its fine appearance . . . the clarity and permanency of its colors. S-W ingredients, S-W colors, S-W formulation insure the beauty of SWP.

5. Greater Durability

The many pigments in SWP work together to give America's most widely used house paint a durability famous among quality paints. This means greater resistance to weathering . . . longer lasting protection to your home.

6. Smoothness, Washability

House paint should chalk moderately in weathering. Excessive chalking and checking roughens the paint so that it catches dirt. SWP retains its smoothness. Many people wash SWP houses with soap and water keeping them new looking, year after year.

Available in all sizes from pints to barrels.



0007-SWP-040832

0007-SWP-000124224