



**Costs Less
on Your
House
Than Any
Other
Paint**

**SWP
HOUSE PAINT**

you rather than how much costs. Paint should be mean protection you get, the surfa years of wear. Compare a c with SWP — they may both same in the can yet one will c 100 square feet more.

SWP House Paint is made w exacting care from the finest m terials. It is made on a sciea fically balanced formula. costs more to make a gallon SWP than it does a chea paint but it costs *you* less your house.

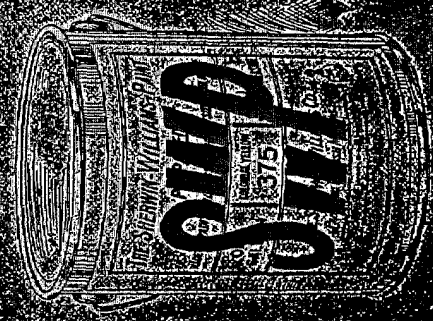
S.W. Paint Products are sold the world over under this famous trade-mark.

*Don't be
FOOLED
on
House Paint*



*The Truth about the
High Cost of Cheap Paint
is told inside*

0007-SWP-041182

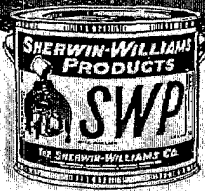


*Outstanding Performance
Requires*

THE S.W. PAINT COMPANY



When you are considering paint for your house—don't be fooled by a "low price" and flowery promises. Low Price paint is "cheap" paint—made of cheap or skimpy materials. It may smell like paint—and look like paint. But when you come to put it on your house, the excessive cost is liable to be tragic.



two important ingredients—white lead and zinc oxide. In the majority of "cheap" white paints you will find only 50% or less. It is the liberal quantity of this expensive basic material in every can of SWP Outside Gloss White that gives this fine old paint its remarkable covering capacity.

MAKE THE FORMULA TEST

If you want proof that those "cheap" brands are simply inferior paint—just compare the formula with SWP. The difference in the ingredients will amaze you. For example, say you are buying Outside Gloss White:

Note the big percentage of *White Lead Carbonate* and *White Lead Sulphate* used in fine old SWP Outside Gloss White. White lead should be the basic ingredient of all white paint and light tints. It is to these paints exactly what flour is to bread.

See how much less of this basic ingredient is used in the average "cheap" white paint.

Zinc oxide, another costly pigment, is the next essential ingredient. A liberal percentage of zinc oxide combined with a large amount of white lead makes for a *balanced formula*—such as the formula of SWP Outside Gloss White House Paint. It assures a finish of superior wearing quality.

More than 90% of the pigment content of SWP Outside Gloss White is made up of these

In the darker colors like browns, and greens, the "*balanced formula*" of SWP is even more important. Naturally, these dark colors can contain little, if any, opaque white pigment such as white lead or zinc oxide.

Sherwin-Williams have the pick of the world's colors. Sherwin-Williams Dry Color Works produce practically everything except the natural earth and mineral colors. That is why SWP colors are so rich, so permanent and so true to character.

Greater durability of the paint film on your house is assured by SWP due to the use of a specially treated, pure linseed oil—made in Sherwin-Williams' own linseed oil plant.

Fine old SWP, because it is pure paint, covers at least 44 percent more surface per gallon, gives a durable, beautiful film—and usually lasts 2½ times longer than the average "cheap" paint.

It costs more per gallon. But *by the job* and *by the year* it costs much less than cheap, low price, inferior paint. Which would you rather have?

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SWP House Paint is extracting care from the future. It is made on a finely balanced formula costs more to make a SWP than it does a paint but it costs you your house.

S-W Paint Products:
the world over under
famous trade-m

Don't Miss the Important Information Inside — LOOK!

0007-SWP-041183

0007-SWP-000124576

For Best Results and Lowest Cost---Use



Here's the Real Story (Captured by Time)
Study it carefully and you'll never still money on cheap paint

A LESSON IN PAINT ECONOMY

SWP vs. "CHEAP" PAINT

- 1 SWP is the best paint money can buy -- the best paint that can be made -- the most economical to use -- guaranteed to look better, last longer and cost less per year of service than any paint made. Here are the facts:
"Cheap" Paint isn't cheap at all -- it's the most expensive money can buy -- a luxury for the rich man only. Here's the truth about the high cost of "Cheap" Paint.
- 2 SWP covers 300 square feet of surface, two coats.
"Cheap" Paint covers 250 square feet, two coats at best.
- 3 2 gallons of SWP -- enough for an average-size house -- at \$4.00 per gallon -- Cost \$8.00.
7 gallons of Cheap Paint at \$2.50 -- Cost \$17.50. But 4 more gallons are needed to finish the job, \$10 more or 14 gallons in all -- \$27.50.
- 4 On a yearly basis for SWP, \$3.00 or \$5.00 per year.
On a yearly basis for "Cheap" Paint, \$17.50 for cheap paint -- lasts two years -- \$8.75 per year.
- 5 On the house, and that's where paint is important, SWP at \$4.00 per gallon is 75% cheaper than "cheap" paint at \$2.50 per gallon.
- 6 There is still 100 square feet of paint in the SWP can -- (110 square feet two coats) when the cheap paint can is empty -- Does this mean anything to you as a paint buyer?
- 7 In other words, SWP is the over-size paint, over-size in covering, lasting, appearance and quality.
"Cheap" Paint is under-size in everything but price. Under-size in covering, wearing, appearance, but over-size in price. Don't be fooled on house paint. "Cheap" paint isn't cheap at all!

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S-W Paint

THE SHERWIN-WILLIAMS CO

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