

**1860**  
**SINGLE PIGMENT HAND MIXED**

Mussy, rasable, slow and inadequate—compared with modern, scientifically reinforced Multi-Pigment Paint (SWP)

**T**HERE is one way to be sure of a lasting and economical house paint job: just insist upon SWP, the modern, reinforced MULTI-PIGMENT House Paint.

You can invariably tell an SWP job from a single-pigment-and-oil job. The single-pigment job soon becomes dull, dirty and shabby-looking, as though it needed repainting, even when considerable protection may still remain in the paint. This "prematurely aged" appearance is largely due to the fact that single-pigment-and-oil paint has less control of excessive "chalking." Weather "roughens" it and dirt and soot cling to its roughened surface.

**WHY SWP HOUSE PAINT LASTS LONGER AND COSTS LESS PER YEAR**

On the other hand, modern SWP MULTI-PIGMENT House Paint, with its *balanced formula*, produces a fresh, glossy, smart-looking job. It has a "just painted" look that lasts for years. That's because modern science has taken white lead and linseed oil and added other pigments, notably S-W OZLO—a lead-and-zinc product of Sherwin-Williams laboratories exclusively. OZLO, when

**1935**  
**SWP... MODERN MULTI-PIGMENT**

Formulated to resist all weather conditions. Perfectly mixed and ground in modern paint mills. Fortified with Ozlo

combined with the white lead and oil, adds the "vitamins" to the paint—viz: a hard, tough, "tight" film that resists weather, dirt and soot—that gives you a paint job your neighbors envy.

The formula of SWP is perfectly balanced. Each color is scientifically made on a definite formula of its own. When you insist on SWP from your dealer or painter, you have the assurance that it comes to you ready for use, sealed and approved with the name, reputation and trade-mark of "the world's largest paint makers." Your painter simply adds linseed oil and turpentine, as instructed on the label, according to the condition of the surface.

**SUPERFINE MIXING AND GRINDING**—One of the indispensable qualities of good paint is a smooth, silken texture. That is why the pigments used in SWP House Paint are mixed and ground in modern, up-to-date paint mills by expert Sherwin-Williams craftsmen. The finished paint comes out as smooth as cream—a complete, uniform mixture. This explains why SWP spreads so easily and covers so much more surface per gallon—why it hides discolored surfaces better and adheres so tightly. No hand-mixing can equal this.

\*A combination of several pigments

**SUN-FAST COLORS, ALWAYS UNIFORM**  
SWP white is famous for clarity and durability. The beautiful, thoroughly mixed SWP tints and colors are formulated by skilled colorists in our modern laboratories. They are always true-colored and amazingly fade-resisting. The perfect, uniform blending of SWP colors and pigments is a job for modern paint mills plus expert craftsmen. Obviously, it cannot be done with a stick.

**PAINT NOW WITH SWP—ON EASY TERMS**  
Paint now with SWP while the generous terms of the Federal Housing Act are available. No down payment is required. You pay in small monthly amounts. See your nearest Sherwin-Williams dealer. He will gladly give you complete details. Or, you may write us. Also get our new SWP book—"The TRUTH about HOUSE PAINT." It is free for the asking. The Sherwin-Williams Co. (World's Largest Manufacturer of Paints, Varnishes, Lacquers, Enamels), Dept. C, Cleveland, Ohio.

**FREE BOOK**

*It Costs Less to use*  
**SHERWIN-WILLIAMS PAINTS**



1935

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# Yes, Painting Ideas have *Changed*



SINGLE PIGMENT HAND-MIXED—Mussy, variable, slow and inadequate—compared with modern, scientifically reinforced Multi-Pigment Paint (SWP)



SWP... MODERN MULTI-PIGMENT  
Formulated to resist all weather conditions. Perfectly mixed and ground in modern paint mills. Fortified with Ozlo.

## Why SWP Multi-Pigment\* House Paint lasts longer and costs less per year

THERE is one way to be sure of a lasting and economical house paint job: Just insist upon SWP, the modern, reinforced, MULTI-PIGMENT House Paint.

Years of scientific research have proved that a MULTI-PIGMENT, reinforced house paint produces a job that lasts longer and looks better over a period of years.

Due to its MULTI-PIGMENT content and fine grinding in powerful mills, under the supervision of master craftsmen, SWP will ordinarily outwear any single-pigment-and-oil paint mixed on the job. No single-pigment paint mixed with a stick can deliver the results a modern paint should deliver. This is due to the absence of modern reinforcing pigments and thorough mixing and grinding in powerful mills. Ask any up-to-date painter about this.

Today's SWP MULTI-PIGMENT House Paint is a completely balanced formulation. It contains old-fashioned white lead at its

very best; but, to reinforce this fine basic material and to give it the durability that insures lower cost per year, SWP is fortified with other specially designed pigments.

Among these is Ozlo, an amazing, long-life ingredient created and made by The Sherwin-Williams Co., exclusively. Ozlo (Lead Sulphate-Zinc Oxide) is the "vitamins" of paint. It puts many extra cost-saving years into every SWP paint job. Right now, before you buy, specify or approve any paint, listen the "reasons why" this modern, Ozlo-fortified, MULTI-PIGMENT house paint gives such remarkable results.



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### FREE BOOK



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