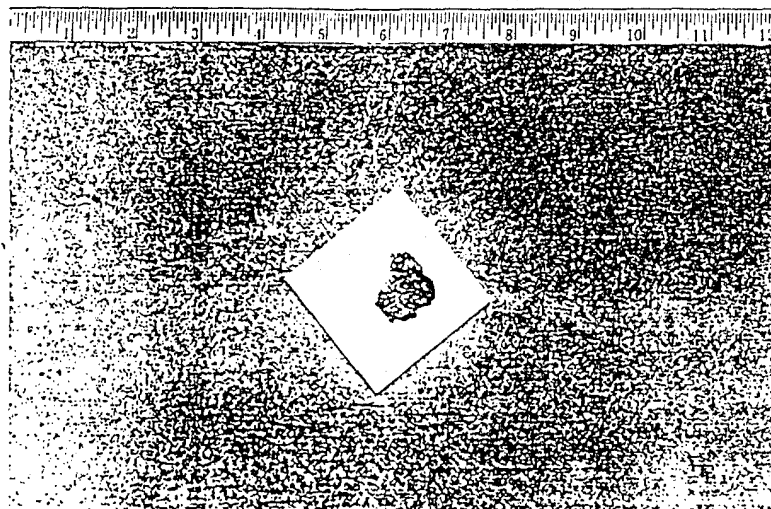


WHY ISN'T SWP MADE FROM HERE'S WHY—

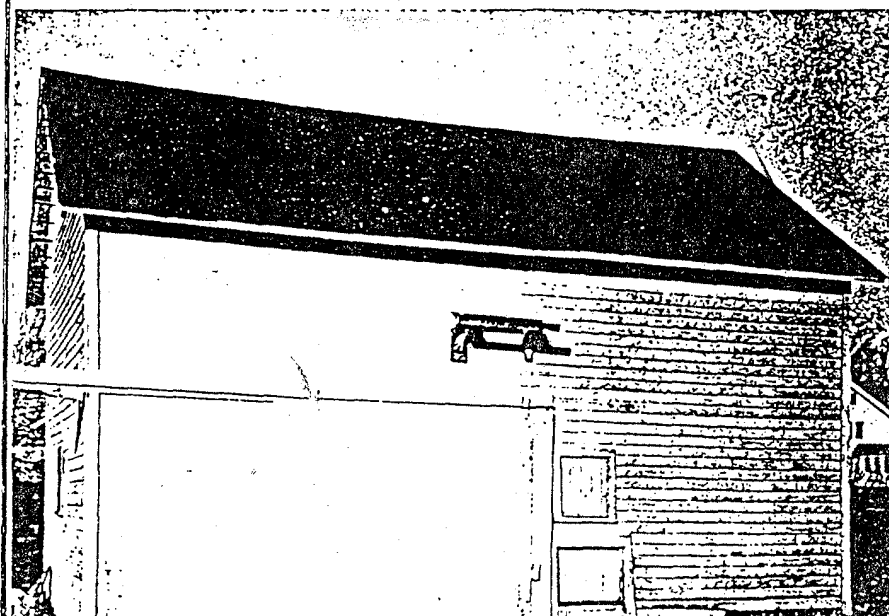


ROUGHENS
WITH
WEATHERING

The above illustration is from an un-retouched photograph of the surface of a panel coated with a straight white lead paint and exposed to the atmosphere of a large city continuously for two years.

Note how badly the paint has "chalked." The little pile of dust in the photograph was secured by rubbing the surface lightly with a soft cloth. The dust collected was from an area measuring 12 in. by 8 in.

Note how the white lead film has turned gray in reaction with the coal smoke and sulphurous gases in the air.

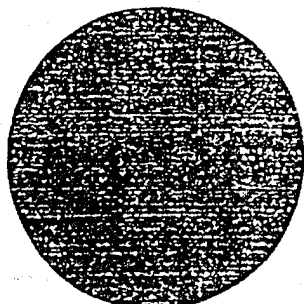
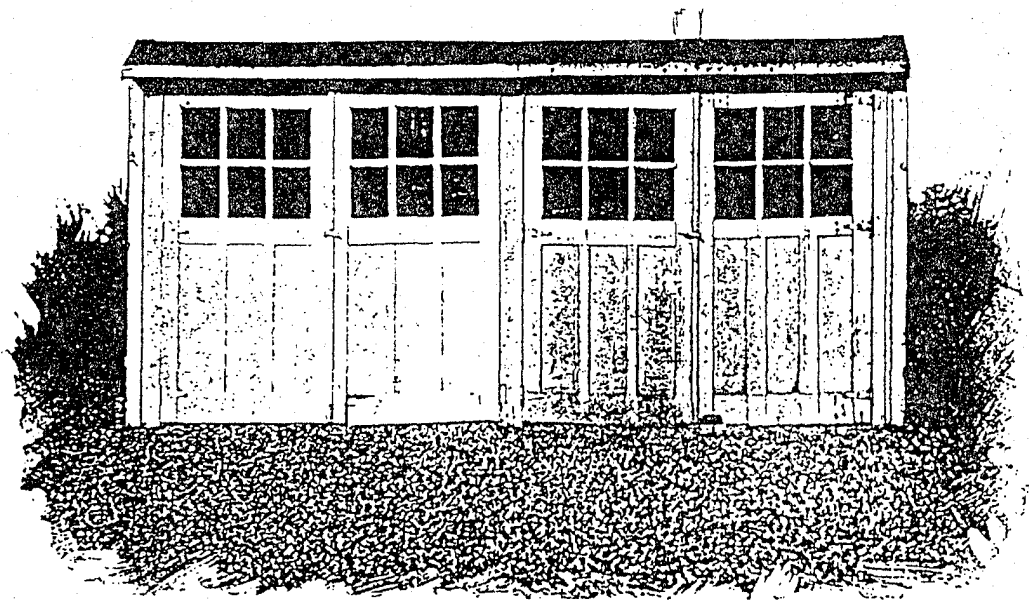


DISCOLORS READILY

In the photograph at left a striking comparison will be observed in a test of straight white lead and oil paint and SWP White. This unretouched photograph was taken after a three year exposure. The lead and oil paint is on the right.

WHITE LEAD EXCLUSIVELY?

HERE'S WHY—



SWP

The above is a close-up photograph of the SWP paint film after a three-year exposure. Observe the generally unimpaired appearance of the film and absence from the characteristic checking of single pigment white lead paint.

If white lead as a single pigment made the best house paint, the United States Government and all important railroads would not be specifying paints for exterior painting that have a **MULTIPLE PIGMENT CONTENT**.

Here is another interesting comparison of a test made with SWP and straight lead and oil paint. This unretouched photograph was taken after 2 1/2 years of exposure. SWP appears on the two left-hand doors.

