

SHERWIN-WILLIAMS



There's a joker in the cheap paint can!

When you are tempted by a "low price" and
allowing promises to use "cheap" paint on your
house, remember: There's a joker in every can.

It may smell like paint. It may look like paint. But
at a "cheap" price you can decide that it is
made of cheap, flimsy materials. And a poor paint
is the most costly paint you can put on your house.

Let the "formula" prove it

There's nothing to prove that a "low price"
paint is an inferior paint. Insist upon
getting the formula, either on the can or
in the literature. Then compare it with the
formula of the old SWP which you will
always find printed on every can.

Note the percentage of White Lead
Carbonate and White Lead Sulphate used in
SWP Outside White House Paint.

White lead should be
of a certain grade and
these paints should be
made of the best of this basic material.

It is used in the average "cheap" white paint.

Zinc oxide, another costly pigment, is the next essen-
tial ingredient. A liberal percentage of zinc oxide com-
bined with a large amount of white lead makes for a
balanced formula—such as the formula of SWP Out-
side White House Paint. It assures a finish of
superior lasting quality.

More than 90% of the pigment content of SWP
Outside White is made up of these two impor-
tant 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
material in every can of SWP Outside
White that gives this fine old paint
its remarkable covering capacity.

In the darker colors like browns and
grays, 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



THE FINEST HOUSE PAINT THAT MONEY CAN BUY

0007-SWP-041070

HOUSE PAINT

world's colors. Sherwin-Williams Dry Color Works produce practically everything except the natural earth and mineral colors. That's why SWP colors are so rich, 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.

SWP costs you less

One evidence of quality in house paint is the way it holds the surface and the area it covers.

A gallon of fine old SWP will properly cover 360 square feet (two coats). A gallon of "cheap" paint will cover only 250 square feet (two coats)—110 square feet (two coats) less SWP House Paint!

That is one side of the joker in the "cheap" paint can.

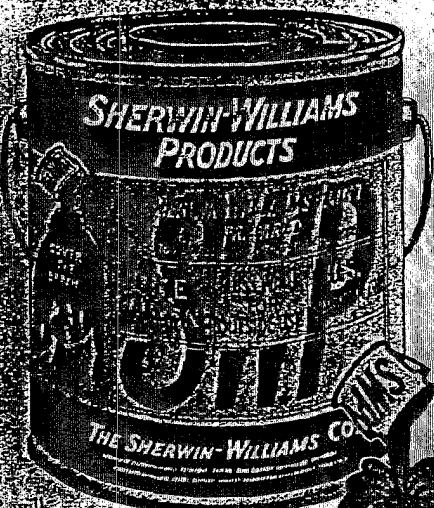
Where only seven gallons of SWP will finish the average house, eleven gallons of "low price" paint, if not more, are needed.

SWP costs more per gallon. But it covers much more area. By the job it costs no more, often less, than cheap paint.

Which would you rather use?

Outwears "cheap" paint

Being made of best quality materials, SWP dries to a tough, elastic, glossy finish. There is no chipping, cracking or peeling. It weathers slowly. Lasts usually for five years. When repainting is needed, you save paint, time and money because the



Prepared house paint—as its best

SWP surface is in proper condition.

A "cheap" paint frequently chips, cracks, peels and fades in a year or so.

It gives an inferior finish—and a much shorter life than good house paint.

Repainting is frequent and costs more for paint and labor because the old paint has to be burnt or scraped off every time.

That is the other side of the joker in the "cheap" paint can.

SWP beauty!

With fine old SWP you always get a beautiful paint job. Your house looks like new.

The colors are especially rich—with a sheen like fine old pottery.

And they are weather-fast—slow to fade.

Even after several years of exposure, a washing with plain soap and water will bring out their beauty almost like new. Contrast this with cheap colors that look dull and wishy-washy almost in no time.

Which would you rather have—when SWP is guaranteed to cost less per job and much less per year?

Call at "Paint Headquarters" and

save money

SWP House Paint is sold the world over by thousands of dependable SWP dealers. Each one is "Paint Headquarters" in his locality. There is one near you.

Before you let "cheap" paint blind you to real economy, get his advice on your paint problem.

He will estimate your requirements in SWP. Compare it with the cost of "cheap" paint. Then remember the greater durability—the colors that will not fade. Then decide.

If you want literature, color cards, a copy of the famous SWP Household Painting Guide, help on a decorative scheme, write us.

THE SHERWIN-WILLIAMS CO.
Largest Paint and Varnish Makers in the World
CLEVELAND, OHIO



COSTS LESS PER SQ. FOOT . . . LESS PER YEAR . . . LESS PER JOB

0007-SWP-041071