

HOUSE PAINT

its remarkable covering capacity.

In the darker colors like browns and greens, the "balanced formula" of SWP is even more important.

Naturally, the 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.

Price per gallon doesn't tell the cost of paint

When you read or someone tells you that a "low price" paint costs you less than SWP—that's more apple-sauce—unbelievable.

The place to figure the cost of paint is on the wall—not in the can—by the job—not by the gallon. Do that and here is what happens:

Each gallon of SWP, because of its remarkable hiding and covering ability, will properly beautify and protect 360 square feet of wall (2 coats).

The average "cheap" paint, made of inferior or skimpy materials, will cover only 250 square feet per gallon (2 coats)—or less.

SWP costs more per gallon. But each gallon covers 110 sq. ft. more. Therefore fewer gallons are needed.

Get an estimate on SWP for your house. Then get estimates on several "cheap" paints. Compare them.

You will find that SWP House Paint costs no more for the amount you need than the cheap brands. And

remember this: It costs just as much to apply the "cheap" paint as to apply SWP.

You get more years of service

You may hear or read alluring claims that a "cheap" paint is as durable as SWP. Plain apple-sauce—every word of it.

SWP with its fine materials, scientific grinding and mixing, dries to a firm, elastic, glossy finish.

It will not chip, peel, chalk or flake off. It weathers slowly.

Years after "cheap" paint has literally dried up and blown away, your SWP finish will still show a serviceable film.

And when repainting is needed, you will save money because the finish will be in proper condition to take new paint.

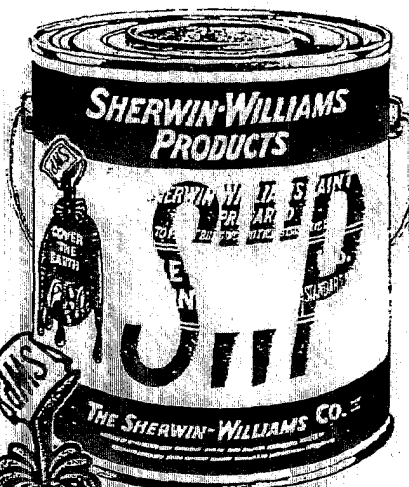
That is why SWP often costs less than half as much per year.

Greater beauty, too

Finally there is a richness and beauty about SWP colors that no "cheap" paint can even approach. They give your house a rich, colorful beauty that is always a pleasure.

They are weather fast—and they are non-fading. Long after the colors of "cheap" paint have faded like an old shirt, the house finished with SWP shows practically no dimming of its original beauty.

Even after several years it can be washed with soap and water and the colors will come up unusually fresh and bright.



Prepared house paint—at its best



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. Remember the great durability of fine old SWP—the beautiful colors that do not fade. Then decide.

If you want literature, color cards, a copy of the famous SWP House-hold 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-041087



SHERWIN-WILLIAMS



You can't paint a house with

WHEN the question of painting or repainting your house comes up, don't be fooled by a low price. Remember that applesauce is not restricted to pretty parlor speeches. There's a lot of it in "cheap" paint.

When anyone tells you, for example, that a *cheap* paint is "just as good as SWP" or any other high grade paint—that's pure applesauce—plainly exaggerated—unbelievable—too good to be true.

The reason "cheap" paint can be sold at a *low price* is because it is *low in quality*—made of cheap or skimpy materials—which smell and look like paint but can't play the part on the house.

If you want proof of this, insist upon seeing the formula of the "cheap" paint, either on the label or in the literature of the company.

Then compare the materials used in making the "cheap" paint with the ingredients found in SWP House Paint. The SWP paint is made of the best materials.

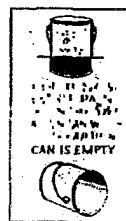
What the company test says is that SWP House Paint is the best.

Outside Gloss White: Note the big percentage of White Lead Carbonate and White Lead Sulphate used in SWP Outside Gloss White House Paint. 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 is the finish of superior wearing ability.

More than 100 years ago, SWP Outside Gloss White was the first white paint.



THE FINEST HOUSE PAINT THAT MONEY CAN BUY

0007-SWP-041088

0007-SWP-000124479