

SHERWIN-WILLIAMS

128

127



There's a joker in the *cheap* paint can!

WHEN you are tempted by a "low price" and alluring promises to use "cheap" paint on your house—STOP! There's a joker in every can.

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

Let the "formula" prove it

There is one way to prove that a "low price" house paint is merely an inferior paint. Insist upon seeing the formula, either on the can or in the literature. Then compare it with the formula of fine old SWP which you will always find openly printed on every can.

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 ingre-

dient 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 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.

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



THE FINEST HOUSE PAINT THAT MONEY CAN BUY

0007-SWP-038965

N20062

HOUSE PAINT

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.

SWP costs you less

One evidence of quality in a house paint is the way it hides 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.

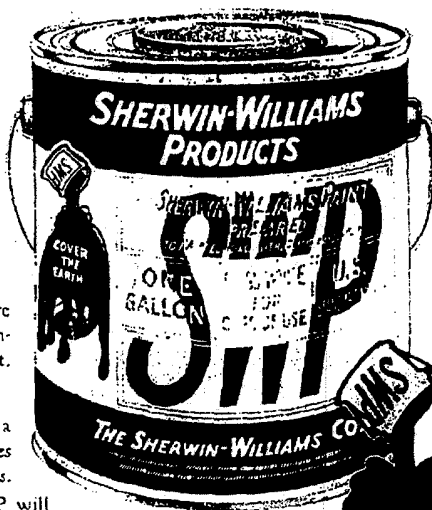
Where only seven gallons of SWP will finish the average house, eleven gallons of "low price" paint, if not more, are needed.

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—out 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

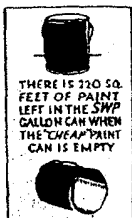
SWP House Paint is sold the world over by thousands of dependable SWP dealers. Each one is "Paint Headquarters" in his locality. There is one near you.

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

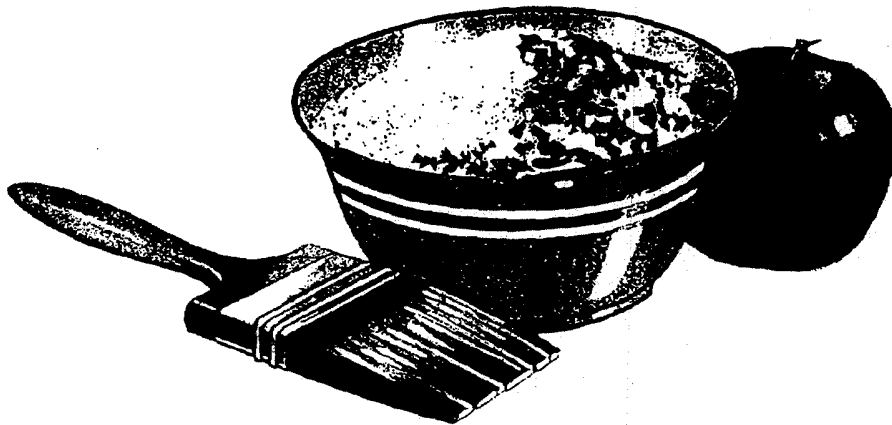


COSTS LESS PER SQ. FOOT . . . LESS PER YEAR . . . LESS PER JOB

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SHERWIN-WILLIAMS



You can't paint a house with *apple-sauce*!

WHEN the question of painting or repainting your house comes up, *don't be fooled* by a low price. Remember that *apple-sauce* 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 *apple-sauce*—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 skimmed 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 of fine old SWP House Paint. The SWP formula is always clearly printed on every can.

What the formula test shows

Suppose, for example, that you are buying

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.

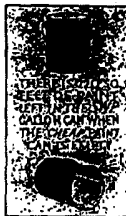
See how much less of this basic ingredient is used in the average "cheap" white paint.

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 assures a finish of superior wearing quality.

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



THE FINEST HOUSE PAINT THAT MONEY CAN BUY

0007-SWP-038967

0007-SWP-00012234

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.

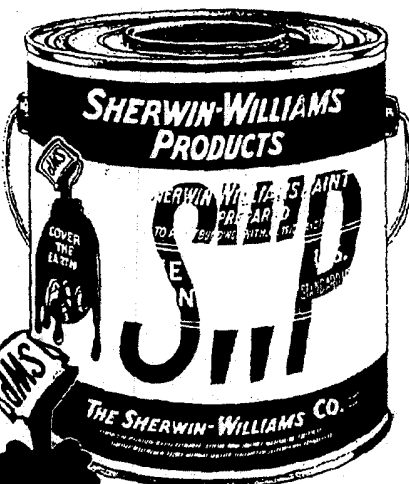
That is why SWP often costs less than half as much per year.

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



Trade-Mark Registered

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 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-038968

0007-SWP-00012234



There's a joker in the "cheap" paint can

IN the last dozen years thousands of home owners have been fooled by "cheap" paint. But now the public is learning that "cheap" paint isn't cheap at all—for two reasons:

First, "cheap" paint can't cover. It takes nearly twice as much to do a given surface as with fine old SWP House Paint.

Second, "cheap" paint can't stand the weather. You pay a costly penalty—in repainting expense.

You can't paint a house with "apple-sauce"!

If you want proof just compare the formula of any "cheap" paint that tempts you, with the "balanced" formula of SWP House Paint.

First look for white lead and zinc oxide, the recognized basis of all whites and light colors.

Note that in SWP Outside Gloss White the pigment content is 90 per cent white lead carbonate, white lead sulphate and zinc oxide . . . in a scientifically "balanced" formula.

These basic materials are mined and made by Sherwin-Williams exclusively for S-W paints.

We could purchase made-up materials in the open market at lower cost. But SWP standards call for extra fine quality.

Now note the "cheap" formula. Usually you will find that white lead and zinc oxide make up only 50 per cent or less of the pigment content. The

other 50 per cent is made up of the cheaper materials—which in such large proportions become useless filler—mere bulk to fill the can.

Here you have the reason why "cheap" paint can be sold at a low price. Why it has no covering power—no hiding ability—no endurance. Why it often costs two and one-half times as much as fine old SWP.

The Master Touch

But quality of ingredients alone does not make a fine house paint.

Formula alone does not make a fine house paint.

Even formula and ingredients combined do not assure a fine house paint like SWP.

The SWP "balanced" formula is openly printed—and has been for years. Every paint manufacturer in the world, we imagine, has studied it.

Yet today there is only one SWP House Paint—the accepted leader throughout the world.

Why is this? Because there is an element in every can of fine old SWP House Paint that cannot be duplicated or imitated successfully.

It is the Master Touch—that inimitable touch of superiority with which the few great scientists of the world have been endowed.

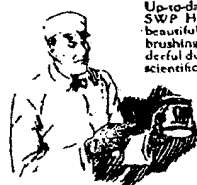
Edison, the wizard of electricity, has it.

Burbank, the great American horticulturist, was blessed with it. Marconi, discoverer of wireless, has it.



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Up-to-date painters everywhere are using SWP House Paint. They realize that its beautiful colors—creamy smoothness—brushing ease—covering ability—and wonderful durability—can only be produced by scientific processes and modern machinery.

And so, too, the scientific men at the head of Sherwin-Williams' laboratories add to the fine materials of SWP House Paint the Master Touch that has set it above and apart from all others—as the leading house paint of the world.

This Master Touch of science is evident in the quality of the raw materials made by Sherwin-Williams. In the delicate "balancing" of ingredients. In the wonderful power-driven machines which mix and grind SWP to its creamy-smooth texture. In the critical analyzing, testing and proving which daily guard and control each step in the SWP process.

This is the vital element of SWP which no "cheap" paint even attempts to have—and which no paint regardless of price can successfully imitate.

Naturally no individual can equal, by hand, the scientific skill and modern machinery that produce the creamy texture of SWP.

Price per gallon means nothing in cost



SWP COVERS
360 SQ. FEET
PER GALLON
(2 COATS)



CHEAP PAINT
COVERS ONLY
250 SQ. FEET
PER GALLON
(2 COATS)

A gallon of SWP House Paint covers 360 square feet of surface two coats. The average "cheap" paint poorly covers only 250 sq. ft.—two coats. SWP costs no more by the job—because fewer gallons are needed. Once the "cheap" paint is applied, the real tragedy begins.

Hardly have you paid the painter's bill when your "cheap" paint begins to fade and wash away.

According to thousands of tests both in the laboratory and on the house, SWP lasts from two to five times as long as "cheap" house paint.

The beautiful colors for which SWP House Paint is famous are wonderfully durable. Neither sun, rain, hail, sleet, snow nor cold affects them. They do not fade. That is because they are made with the Master Touch in the Sherwin-Williams Dry Color Works. Long after "cheap" colors are hopelessly faded—your SWP colors will be bright and cheerful as new.

And when repainting is necessary it is easily and quickly done because the surface is in

proper condition to take the new paint at much lower labor cost.

Here is where the big saving is made by SWP House Paint.

Again, we say—"You can't paint a house with 'apple-sauce'."

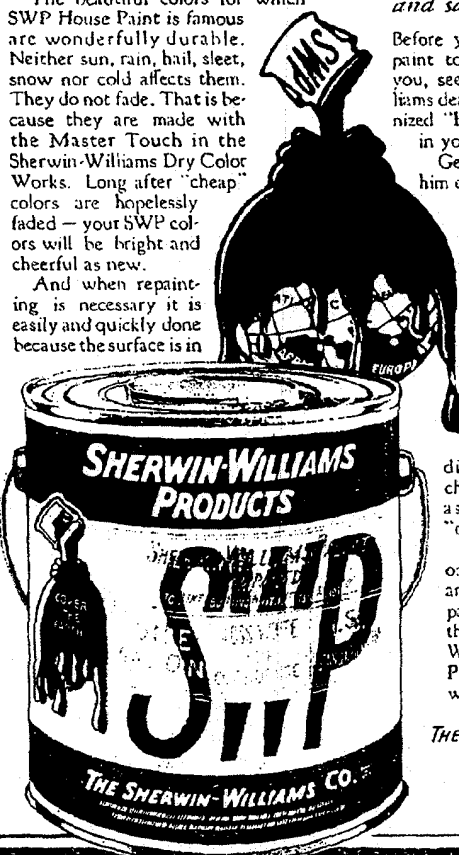
See "Paint Headquarters" and save money

Before you permit "cheap" paint to get the laugh on you, see the Sherwin-Williams dealer. He is the recognized "Paint Headquarters" in your locality.

Get his advice. Have him estimate what it will cost to do your job in fine old SWP House Paint. Then compare the estimate with an estimate on any "cheap" paint. You'll find out that "There's a joker in the 'cheap' paint can."

And remember: Quality makes no difference in labor charges—it costs just as much to apply "cheap" paint as SWP. If you want advice on color schemes or on any other phase of painting, or a copy of the famous Sherwin-Williams "Household Painting Guide," write us.

THE SHERWIN-WILLIAMS CO.
Largest Paint and Varnish Makers in the World
Cleveland, Ohio



SHERWIN-WILLIAMS SWP HOUSE PAINT

PAINTS • VARNISHES • ENAMELS • OPEX LACQUERS

0007-SWP-038970

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Remember

You can't paint a house with "apple-sauce"

SOME folks say that "apple-sauce," the popular term for blarney, is a blessing. It makes one feel good even though it is obviously untrue.

But when someone tells you that a "cheap" paint will do a wonderful job—save you money—outlast good paint and so on—that kind of "apple-sauce" is no blessing.

As a matter of fact, "cheap" paint isn't cheap at all. The low price is possible only because the paint is poorly made of poor stuff.

Compare the formulas

If you want to save money, demand to see the formula of any "cheap" paint you are tempted to buy. Com-

pare it with the ingredients of SWP House Paint—the world's standard of quality for half a century.

Note that in SWP Outside Gloss

White, for example, there is 90 per cent of white lead carbonate, white lead sulphate and zinc oxide, in a scientifically "balanced" formula.

To assure superior quality and unvarying uniformity, Sherwin-Williams mines and makes its own special white lead carbonate, white lead sulphate and zinc oxide exclusively for SWP House Paint.

Now examine the "cheap" paint formula. Note that it contains only 50 per cent or less of the basic ingredients—white lead and zinc oxide.

Note the large percentage of useless material—fillers—more "apple-sauce" used to fill the can.

There you have the reason why "cheap" paint can be sold at a low price, also why it is so costly on the wall.

The Master Touch

But quality of ingredients alone does not make a fine house paint. Formula alone does not



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Up-to-date painters everywhere are using SWP House Paint. They realize that its beautiful colors—creamy smoothness—brushing ease—covering ability—and durability—can only be produced by scientific processes and modern machinery.

make a fine house paint.

Even formula and ingredients combined do not assure a fine house paint like SWP.

The SWP "balanced" formula is openly printed—and has been for years. Every paint manufacturer in the world, we imagine, has studied it.

Yet today there is only one SWP House Paint—the accepted leader throughout the world.

Why is this? Because there is an element in every can of fine old SWP House Paint that cannot be duplicated or imitated successfully.

It is the Master Touch—that inimitable touch of superiority with which the few great scientists of the world have been endowed.

Edison, the wizard of electricity, has it. Burbank, the great American horticulturist, was blessed with it. Marconi, discoverer of wireless, has it.

And so, too, the scientific men at the head of Sherwin-Williams' laboratories add to the fine materials of SWP House Paint the Master Touch that has set it above and apart from all others—as the leading house paint of the world.

This Master Touch of science is evident in the quality of the raw materials made by Sherwin-Williams. In the delicate "balancing" of ingredients.

In the wonderful power-driven machines which mix and grind SWP to its creamy-smooth texture. In the critical analyzing, testing and proving which daily guard and control each step in the SWP process.

This is the vital

element of SWP which no "cheap" paint even attempts to have—and which no paint regardless of price can successfully imitate.

Naturally, no individual can equal, by hand, the scientific skill and modern machinery that produce the creamy texture of SWP.

Gallon price no guide to cost

When you hear or read that some "cheap" paint will save you more money than SWP House Paint put it down as "apple-sauce."

Cost of paint is figured by the job—not by the gallon. A gallon of SWP House Paint covers 360 square feet, two coats.

Will a cheap paint do this? No, Sir. If you get 250 square feet per gal-

lon, two coats, you will be doing well.

SWP costs more per gallon. But by the job—it costs no more and often less, because fewer gallons are needed. And think of the difference in the quality of the paint film.

Greater beauty—two to five times longer life

As to permanence there is no comparison. SWP House Paint, due to the extra-fine quality of Sherwin-Williams Linseed Oil, forms a tough, durable film that weathers very slowly.

SWP colors, famous the world over for rich beauty, do not fade or wash out.

On the wall SWP

House Paint lasts two to five times as long as the average "cheap" paint. And it costs only about half as much for repainting.

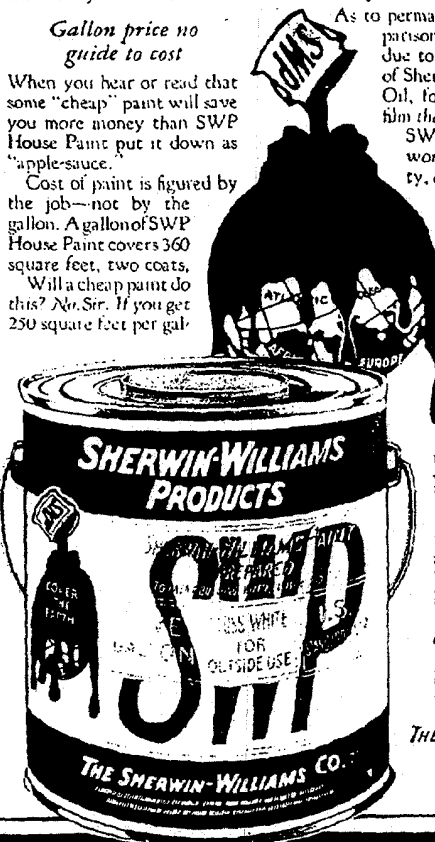
"See Paint Headquarters"

Before you let "cheap" paint get the laugh on you, see your SWP Dealer—"Paint Headquarters."

Get his advice. Compare his estimate with an estimate of any "cheap" paint. Decide by what you learn.

If you want color cards, or a copy of the famous Sherwin-Williams Household Painting Guide, write us.

THE SHERWIN-WILLIAMS CO.
Largest Paint and Varnish Makers in the World
Cleveland, Ohio



SHERWIN-WILLIAMS SWP HOUSE PAINT

PAINTS • VARNISHES • ENAMELS • OPEX LACQUERS

0007-SWP-038972

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SHERWIN-WILLIAMS HOUSE PAINT

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

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.

360 square feet per gallon or only 250—which?

Some people think that SWP House Paint is an expensive paint because it costs more per gallon.

As a matter of fact, SWP is the least expensive house paint on the wall—on the market. And here is why:



CHEAP
PAINT
COVERS
ONLY
250
SQ. FT.
PER GAL.
TWO COATS

A gallon of SWP will properly beautify and protect three hundred and sixty square feet of your house—two coats to the gallon.

Will a "cheap," low price paint do that? No!

The best you can get from a gallon of the average "cheap" paint is two hundred and fifty square feet!—two coats.

Right there, in that forty-four per cent greater coverage—in the fewer gallons of SWP needed—the difference in price per gallon is nullified.

On the wall—in actual gallons needed to paint your house—Sherwin-Williams House Paint costs no more, and often less, than the cheap, low price kind.

And remember this: It costs no more to put on good paint than to put on "cheap" paint.

Which would you rather have?

You get more years of service, too

Once your house has been painted with SWP House Paint your saving has only begun. A beautiful SWP job outlasts a "cheap" paint job by several years.

It dries to a firm, elastic, glossy surface. It weathers slowly. There's no cracking or chipping or peeling—if properly stirred and applied.

Long after a "cheap" paint job has taken on the appearance of a pair of faded overalls, you can wash the dust off an SWP job with plain soap and water, and the colors will come up fresh and bright.

Less repainting expense

And when repainting is needed it can be done easily, quickly and with much less paint, because the SWP surface is in perfect condition.

Compare that with a "cheap" paint job that fades out and wears out quickly—that cracks and chips and peels—that has to be repainted often—and that costs more to re-

paint because it has to be burnt off, or scraped off, at every repainting.

SWP House Paint is sold by leading paint merchants everywhere. And each of these dealers is "Paint Headquarters" in his district. One of them is no doubt located near you.

See "Paint Headquarters" and save money

Before you let "cheap" paint blind you to real economy—see your local SWP dealer. He will estimate your requirements in SWP.

Compare the SWP estimate with what "cheap" paint will cost. Then remember the greater durability of SWP—the exquisite colors that do not fade. Then specify the paint you think will give you best results.

If you do not recall "Paint Headquarters" in your locality, write us for the dealer's name. If you want expert help on a color scheme, our literature, color cards, or the famous Sherwin-Williams Household Painting Guide—just write. There is no obligation.

THE SHERWIN-WILLIAMS COMPANY
Largest Paint and Varnish Makers
in the World
Cleveland, Ohio



SWP
Guaranty
of Satisfaction

SWP House Paint, when thoroughly stirred and applied according to directions, is hereby guaranteed to cover more surface, to look better, to last longer and cost less per job and per year than any house paint on the market.

THE SHERWIN-WILLIAMS
COMPANY

Largest Paint and Varnish
Makers in the World
Cleveland - Ohio

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

0007-SWP-038973

0007-SWP-00012235



He Should Have Used *SWP*

House Owner: I had this paint put on last year and look at it now!

Painter: It doesn't take long for the weather to show up poor paint.

House Owner: How could I know it was poor paint? I'm no paint expert.

Painter: It doesn't take a paint expert to get reliable paint these days—just ordinary intelligence. For instance, you ought to know that there is a company of paint experts that have been making house paint for nearly fifty years; making it from accurate formulas, mixing and grinding it with powerful machinery; manufacturing every important ingredient; putting in just what all these years of experience have taught them is best. That company is the Sherwin-Williams Company and the paint is known to us painters as *SWP*.

Sherwin-Williams House Paint plays no favorites in the matter of materials. It contains lead. It contains zinc. And it contains linseed oil. The combination is right. Experience has proved it—not only our experience but the experience of house painters, architects, builders and house owners—the men and women who pay the bills. Insist on *SWP*. You can buy it at any Sherwin-Williams store. It comes in 48 colors—ready to apply.

Send for free Color Plates giving practical suggestions for painting and decorating. If interested in a cottage or bungalow ask for special booklet, mailed free.

SHERWIN-WILLIAMS

PAINTS & VARNISHES

Showrooms — New York, 116 W. 32nd St.; Chicago, People's Gas Building.
San Francisco, 523 Market St. Sales Offices & Warehouses in principal cities. Best dealers everywhere.
Address all inquiries for Portfolio to 619 Canal Road, P. O., Cleveland, O.

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