



1860
SINGLE PIGMENT HAND MIXED
Mussy, rasable, slow and inadequate—
compared with modern, scientifically
reinforced Multi-Pigment Paint (SWP)

THERE is one way to be sure of a
lasting and economical house paint
job: just insist upon SWP, the mod-
ern, 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*, pro-
duces 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 condi-
tions. Perfectly mixed and ground in
modern paint mills. Fortified with Ozlo

combined with the white lead and oil,
adds the "victims" 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 pig-
ments 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 sur-
faces 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 formu-
lated by skilled colorists in our modern
laboratories. They are always invec-
tioned and amazingly fade-resisting.
The perfect, uniform blending of SWP
colors and pigments is a job for mod-
ern 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 gen-
erous 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 Manu-
facturers of Paint, 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*



SHOLE 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.

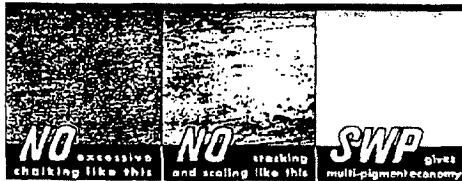
Years of scientific research have proved that a MULTI-PIGMENT, reinforced house paint produces a job that lasts longer and looks better over a period of years.

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 as 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, learn the "reasons why" this modern, Ozlo-fortified, MULTI-PIGMENT house paint gives such remarkable results.



*A combination of several pigments

It Costs Less to use

SHERWIN-WILLIAMS PAINTS

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-toned 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.

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The Sherwin-Williams Co. (World's Largest Manufacturers of Paints, Varnishes, Lacquers, Enamels), Dept. S, Cleveland, Ohio.

FREE BOOK



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