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BEAUTY and PROTECTION BY SHERWIN-WILLIAMS



THE GREATEST
NAME IN PAINT
Famous Old

SWP HOUSE PAINT

MAKE YOUR HOUSE YOUNG AGAIN WITH SWP

The best and most economical paint protection you can buy is SWP House Paint. There are 800 square feet of Beauty and Protection in every gallon at less than 1/4¢ per square foot.

SWP House Paint has been the standard for comparison the world over for more than 60 years. It produces a finish of surpassing beauty, smoothness and durability.

Although the formula is printed on the label where anyone may copy it—and many claim that they do—SWP is more than a mere formula. With SWP each ingredient is a highly specialized product. It is made particularly for use in SWP. Each is produced from the raw materials—lead and zinc ores from Sherwin-Williams mines, flaxseed from the Northwest—reds, blues, yellows, greens—all of Sherwin-Williams own make—only one quality—the very best possible to make.

For Best Results we suggest using a
reliable Master Painter

ADVANTAGES IN USING SWP HOUSE PAINT:

1. FINER APPEARANCE

The finest quality white lead used in SWP is fortified by adding S-W lead-zinc pigment so that it has greater resistance to atmospheric action. This is why SWP White stays whiter and SWP colors stay more attractive.

2. GREATER DURABILITY

Sherwin-Williams paint scientists take advantage of the desirable of S-W OZLO lead-zinc pigment to give SWP greater resistance to weather. This greater durability is evidenced by its finer appearance and longer protection of the house.

3. SMOOTHNESS—WASHABILITY

It is desirable to have house paint chalk moderately in weathering. Sive chalking and checking makes the paint rough so that it can't be washed. SWP retains its smoothness. Many people wash SWP houses with water so that they look like new, year after year.

32 true-toned colors, also White and Black. Comes in all size packages from pints to barrels.

MAIN STREET OR METROPOLIS. COTTAGE, FARM HOUSE, MANSSION • IT COSTS LESS TO USE FAMOUS OLD

