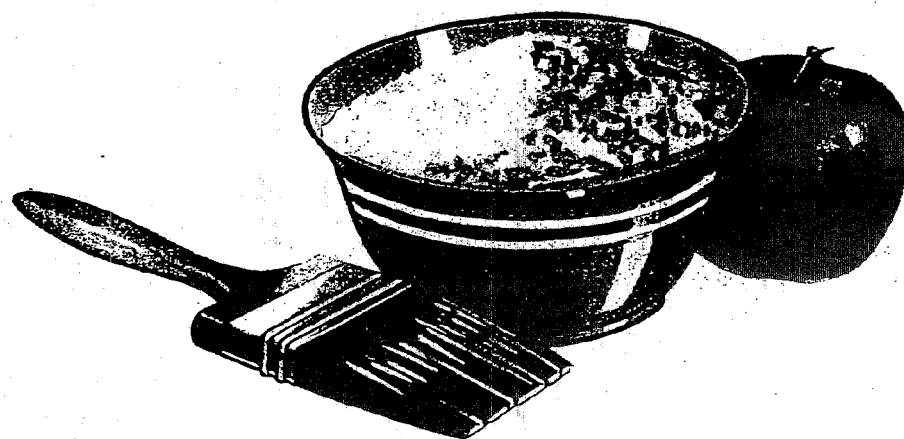


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SHERWIN-WILLIAMS



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 average "cheap" white paint, you will find only 30% 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

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