

At the Painting Cross-roads ?



Wise home-owners will turn to the right ... the way recommended by Modern Paint Science ... the way that ends excessive chalking

As you face the problem of buying, specifying or approving the paint to be used on your house this spring, consider these pertinent facts:

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 at its very best; but, to reinforce this fine basic material and to give it the durability that insures lower cost per year, Sherwin-Williams 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 for your house, learn the "reasons why" this modern, Ozlo-fortified, MULTI-PIGMENT* house paint gives such remarkable results.

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.

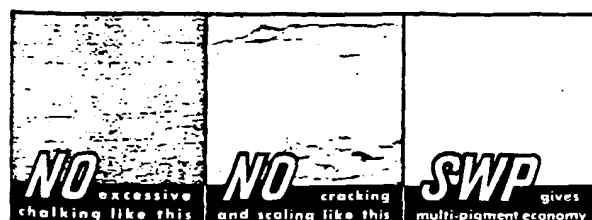
SUPERFINE MIXING AND GRINDING

One of the indispensable qualities of good paint is a smooth, silken texture. That is why the pigments 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 surfaces better and adheres so tightly. No hand-mixing can equal this.

PAINT NOW WITH SWP—EASY TERMS

Paint now with SWP while the generous terms of the National 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.

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



*A combination of several pigments

FREE SWP BOOK!

Get our new SWP booklet—"The TRUTH about HOUSE PAINT." It is free for the asking. See your dealer or write us.



It Costs Less to use

