

WHAT GIVES **SWP** GREATER WHITENESS AND STRONGER HIDING POWER ?

The Answer Is:

WHITE LEAD (Carbonate)

—PLUS—



—PLUS—

TITANIUM — MAGNESIUM PIGMENT

Titanium Magnesium Pigment Adds:

- 1 EXTREME WHITENESS
- 2 GREAT OPACITY
- 3 HIGHER RESISTANCE TO SMOKE AND SULPHUROUS GASES

Titanium Magnesium, being whiter than lead carbonate and OZLO pigment, and also being stronger in hiding power, the scientific combination of these pigments results in an **EXTREMELY** white paint of great opacity.

0007-SWP-041160

