



Costs Less
on Your
House
Than Any
Other
Paint

SWP
HOUSE PAINT

you rather than how much costs. Paint should be your protection you get the sofa years of wear. Compare a can with SWP — they may look the same in the can yet one will cover 100 square feet more.

SWP House Paint is made with exacting care from the finest materials. It is made on a scientifically balanced formula. costs more to make a gallon SWP than it does a cheap paint but it costs you less your house.

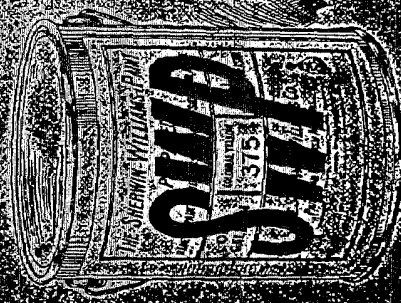
SW Paint Products are sold the world over under this famous trade-mark

0007-SWP-041211

Don't be
FOOLED
on
House Paint



The Truth about the
High Cost of Cheap Paint
is told inside



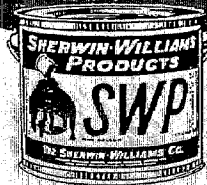
Available Everywhere

Beginning

THE SHEPHERD COMPANY

Painting the Outside of Your House

When you are considering paint for your house don't be fooled by a "low price" and flowery promises. *Low Price* paint is "cheap" paint—made of cheap or skimpy materials. It may *smell* like paint—and *look* like paint. But when you come to put it on your house, the excessive cost is liable to be tragic.



two important ingredients—white lead and zinc oxide.

In the majority of "cheap" white paints you will find only 50% 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 its remarkable covering capacity.

In the darker colors like browns, and greens, the "balanced formula" of SWP is even more important. Naturally, these dark colors can contain little, if any, opaque white pigment such as white lead or zinc oxide.

Sherwin-Williams have the pick of the world's colors. Sherwin-Williams Dry Color Works produce practically everything except the natural earth and mineral colors. That is why SWP colors are so rich, so permanent and so true to character.

Greater durability of the paint film on your house is assured by SWP due to the use of a specially treated, pure linseed oil—made in Sherwin-Williams' own linseed oil plant.

Fine old SWP, because it is pure paint, covers at least 44 per cent more surface per gallon, gives a durable, beautiful film—and usually lasts 2½ times longer than the average "cheap" paint.

It costs more per gallon. But *by the job* and *by the year* it costs much less than cheap, low price, inferior paint. Which would you rather have?

MAKE THE FORMULA TEST

If you want proof that those "cheap" brands are simply inferior paint—just compare the formula with SWP. The difference in the ingredients will amaze you. For example, say you are buying Outside Gloss White:

Note the big percentage of *White Lead Carbonate* and *White Lead Sulphate* used in fine old SWP Outside Gloss White. 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

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S-W Paint Product
the world over in
famous trade

Don't Miss the Important Information Inside — LOOK!

0007-SWP-041212

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0007-SWP-000124605

For Best Results and Lowest Cost---Use



Here is the Real Story Graphically Told
Study it carefully and you'll never look upon paint the same again

A LESSON IN PAINT ECONOMY

SWP vs. "CHEAP" PAINT

- 1 SWP is the best paint money can buy—the best paint that can be made—the most economical to use—guaranteed to look better, last longer and cost less per year of service than any paint made. Here are the facts:
"Cheap" Paint isn't cheap at all—it's the most expensive money can buy—a luxury for the rich men only. Here's the truth about the high cost of "Cheap" Paint.
- 2 SWP covers 200 square feet of surface, two coats.
"Cheap" Paint covers 200 square feet, two coats at first.
- 3 7 gallons of SWP—enough for an average-size house—at \$4.00 per gallon—Cost \$28.00.
7 gallons of Cheap Paint at \$1.50—Cost \$10.50—needed to finish the job, \$10 more or 11 gallons in all—\$22.50.
- 4 On a yearly basis for SWP 3 years to \$5.00 per year.
On a yearly basis \$12.50 for cheap paint—lasts two years—\$12.50 per year.
- 5 Get the point, and that's where paint is important. SWP at \$4.00 per gallon is 2 1/3 times as cheap as so-called "cheap" paint at \$10.00 per gallon.
"Cheap" Paint isn't cheap at all! It's the most expensive paint money can buy—a luxury for the rich men only. It costs two and a half times as much as SWP.
- 6 There is still 200 square feet of paint in the SWP can—(if 50 square feet two coats).
When the cheap paint can is empty—this means anything to you as a paint buyer?
- 7 In other words, SWP is the over-size paint, over-size in covering, lasting, appearance and quality.
"Cheap" Paint is undersized in everything but price. Undersized in covering, appearance, but oversize in price. Don't be fooled on house paint. "Cheap" paint isn't cheap at all!

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THE SHERWIN-WILLIAMS CO.

LARGEST PAINT AND VARNISH MANUFACTURING CO. IN THE U.S.A.

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