Don't Gamble with "cheap" paint



It will beat you every time!

Be on the safe side—line up with the great majority who prefer fine old SWP House Paint. These people *know that it covers better, that it lasts years longer, that its beautiful colors don't fade.*

SWP is *more economical* any way you take it. And here is why: It takes only *seven* gallons of SWP for the average house. It takes *eleven* gallons of "cheap" paint.

SWP beauty lasts for five years, *rich looking to the very end.* On the other hand, "cheap" house paints, cheaply made of *cheap* materials, soon fade, peel, chip. A short while sees the end of "cheap" paint. As a result, you have to pay for complete repaintings two, three or even more times during the average five year life of SWP House Paint. That is why SWP House Paint costs so much less than "cheap" paint, *on the wall.*



Stop in at "Paint Headquarters"

Let us give you estimates on a beautiful SWP job. Compare it with the cost of "cheap" paint. We'll show you it will cost you less than half as much yearly to keep your house or building well dressed in fine old SWP.

Ask for a copy of the famous S-W Household Painting Guide. It shows you the correct finish for every surface. Follow its advice and save money.

SWP
HOUSE PAINT

Frazee-Kurtz Paint & Wall Paper Co

1045 Tenth St. **Phone F. 6207**

In the shopping district, but plenty of parking space