



# FALL 1936 PAINTING CATALOGUE

PRICES SUBJECT TO CHANGE WITHOUT NOTICE



Pay with these money-saving plans

## D. M. MERCHANT

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PAINT HEADQUARTERS • SHERWIN WILLIAMS PAINTS

0007-SWP-040864

 **BEAUTY and PROTECTION** *By SHERWIN-WILLIAMS*



**THE GREATEST  
NAME IN PAINT  
Famous Old**

**SWP**

**HOUSE PAINT**

**MAKE YOUR HOUSE YOUNG AGAIN WITH SWP**

The best and most economical paint protection you can buy is SWP House Paint. There are 800 square feet of Beauty and Protection in every gallon at less than  $\frac{1}{2}$ ¢ per square foot.

SWP House Paint has been the standard for comparison the world over for more than 60 years. It produces a finish of surpassing beauty, smoothness and durability.

Although the formula is printed on the label where anyone may copy it—and many claim that they do—SWP is more than a mere formula. With SWP each ingredient is a highly specialized product. It is made particularly for use in SWP. Each is produced from the raw materials—lead and zinc ores from Sherwin-Williams mines, flaxseed from the Northwest—reds, blues, yellows, greens, all of Sherwin-Williams own make—only one quality—the very best possible to make.

*For Best Results we suggest using a  
reliable Master Painter*

**ADVANTAGES IN USING SWP HOUSE PAINT:**

**1. FINER APPEARANCE**

The finest quality white lead used in SWP is fortified by adding S lead-zinc pigment so that it has greater resistance to atmospheric action. This is why SWP White stays whiter and SWP colors are more attractive.

**2. GREATER DURABILITY**

Sherwin-Williams paint scientists take advantage of the desirability of S-W OZLO lead-zinc pigment to give SWP greater resistance to weather. This greater durability is evidenced by its finer appearance and longer protection of the house.

**3. SMOOTHNESS—WASHABILITY**

It is desirable to have house paint chalk moderately in weathering. Excessive chalking and checking makes the paint rough so that it cannot be washed. SWP retains its smoothness. Many people wash SWP houses with water so that they look like new, year after year.

**32 true-toned colors, also White and Black. Comes in all size packages from pints to barrels.**

**MAIN STREET OR METROPOLIS. COTTAGE, FARM OR MANSION • IT COSTS LESS TO USE FAMOUS OLD**

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## A Better Way TO PAINT HOUSES

● Here are two steps that will assure you of a beautiful, lasting and economical paint job, whether you have—

- (a) A new house being painted for the first time.
- (b) A "normal" re-painting of a house in fair condition or a
- (c) Badly weathered house where painting has been neglected.

**THE FIRST STEP**—"Uniforming" the surface with a single coat of SWP Undercoater No. 450.

**THE SECOND STEP**—Beautifying and protecting the surface with a weather-resisting coat of SWP House Paint.

**NOTE:** For new, unpainted houses three coats are recommended for very best results (see directions on the label).

## WHY DO WE HAVE THIS SPECIAL SWP UNDERCOATER NO. 450?



Wooden buildings vary enormously in the condition of the surfaces for painting. This is true, particularly, when houses are allowed to go too long without painting. Sun and weather make the exposed parts rough and very porous. Eventually the paint may crack and even break away exposing the wood. Protected areas under eaves and porches of the same house may still be hard and glossy so as to cause "paint crawling" when re-painting. • No ordinary paint will do for jobs like these. Even the best hand-mixed paint—even the best house paint thinned for priming, fails to "uniform" such houses because the conditions are too extreme.

## WHAT'S DIFFERENT ABOUT SWP UNDERCOATER NO. 450?

It is a prepared paint of highest quality designed for one purpose—to produce a uniform foundation in one coat over new and old surfaces with unequal porosity. It is made with a blend of dual-purpose oils and strong-hiding pigments, used in high concentration.

**THE PIGMENTS**—In making SWP Undercoater No. 450, we start with white lead, for strong adhesion. Then we fortify it with S-W OZLO lead-zinc pigment for smoothness and resistance to atmospheric discoloration. Finally we put in "positive opacity" with titanium, the strongest-hiding white paint pigment available for paint formulation, today.

**THE "DUAL-PURPOSE" OILS**—Refined raw linseed oil (for priming and anchoring) is blended with specially processed linseed oil (for surface sealing).

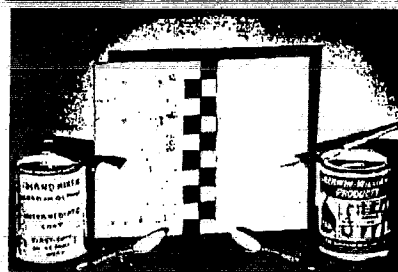
## HERE'S HOW SWP NO. 450

**PRIMING AND ANCHORING**—penetrates, filling the pores to the surface.

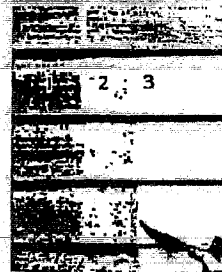
**SEALING**—The specially prepared oil penetrates and prevents absorption of its oil so as to make spots. It greatly lengthens the life of the paint.

**"UNIFORMING" AND SMOOTHING**—The specially prepared strong-hiding pigments unite with the oil to put more actual brushful of paint. That is how it works over surfaces that are impossible to paint with ordinary paint.

## See What This Extra Hiding Power Means



A spoonful of standard white lead first-coat mixture and an equal amount of SWP Undercoater No. 450 were brushed over this checkerboard pattern on porous wood. The extra hiding power of SWP Undercoater makes it easier to get beautiful house paint jobs on dark, dingy surfaces.



1. The original surface.
2. Wirebrushed to remove loose paint.
3. One "normal" coat of SWP Undercoater applied.



#### PREVENTS PAINT "CRAWLING"

Many priming coats dry so glossy over non-porous parts of the surface that the painter runs into "paint-crawling" when brushing on the finish coat. SWP Undercoater No. 450 always dries with a uniform, dull texture over all surfaces so that

it is easier—and actually costs less—to apply a full, solid-covering finish coat because it goes on so easily with less brushing.

#### ALL READY TO USE . . .

Here is a trouble-free undercoater that comes ready-to-use on all surfaces without any special thinning. Only on excessively porous, weathered wood do we advise thinning—and here, only the addition of raw linseed oil. It's easy to get good paint jobs over SWP Undercoater No. 450.



#### SPREADS EASILY . . . .

Painters tell us that SWP Undercoater has the "easy slip" under the brush that they like. Even on roughened surfaces, "No. 450" goes on without dragging because it doesn't strike in. There is always "plenty of stuff" in the paint to satisfy the surface and to leave a rich, easy spreading body to hide the surface.

#### EASY TINTING . . . .

SWP Undercoater No. 450 is so pure and white that it is tinted easily with oil colors to a suitable foundation shade when it is to be used under one of the colors of SWP House Paint. Another practical way to tint this undercoater is to add a quart—or less—to the gallon of a suitable darker shade of SWP.



#### UNEQUALLED HIDING . . .

The extra hiding power of SWP Undercoater No. 450 is due to the stronger hiding pigments we use and to the priming-sealing oils which help build a fuller paint film over roughened surfaces. That's why it covers dark, dingy houses so much better and so easily that one coat of "No. 450" often looks as good as two coats of ordinary paints.

#### REMEMBER THESE FACTS ABOUT SWP UNDERCOATER NO. 450

1. It makes excellent two-coat jobs possible on weathered surfaces.
2. It produces superior two-coat house paint jobs on both new and old houses.
3. It has "built-in" stronger hiding power than ordinary paints.
4. It minimizes "paint crawling."
5. It spreads easily—saves money on labor cost.
6. It comes ready to use for all surfaces, only excessively porous surfaces requiring addition of linseed oil.
7. It is easy to tint.
8. It "UNIFORMS THE SURFACE."



**THE SHERWIN-WILLIAMS CO.**

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