

THE
**SHERWIN
 WILLIAMS
 PAINT**

THE SHERWIN-WILLIAMS PAINT
 PREPARED
 ON GALLON
 363
 SHERWIN-WILLIAMS CO.
 PAINTED BY SHERWIN-WILLIAMS

SHERWIN-W
Flat

A WASHABLE
 WALL PAINT

0007-SWP-041096

N29007

SWP

SHERWIN-WILLIAMS PAINT
PREPARED

SWP is the most durable and economical paint that can be made. It costs less per job and wears longer than any other paint, either ready prepared or mixed by hand. It is made in one quality only, and that the very best. It is sold the world over by established agents.

The man who buys the raw materials and prepares a paint himself, cannot possibly make a paint equal to SWP. It is a case of hand work against mechanical efficiency; human guesswork against exact scientific formula; hand-stirring against fine machine grinding. It is taking chances on the quality of the raw materials against the certainty of the scientific laboratory.

In the manufacture of SWP we spare neither skilled workmanship nor the quality of the materials used in making it the finest possible. Our unusual facilities and paint knowledge, gained from over 50 years of experience, enables us to manufacture a paint of greatest covering capacity, greatest durability and therefore greatest economy.

SWP is prepared ready for use in a consistency as heavy as is ever required. Instructions for its application should be carefully followed in order to secure good results.

WHY GOOD PREPARED PAINT IS BEST

All good prepared paints contain zinc, lead and oil. Zinc is used in the form of oxide of zinc, and lead as sulphate of lead and carbonate of lead. Years of experimenting have demonstrated that carbonate of lead (white lead) alone, when used with zinc, does not give the highest degree of efficiency, but, when combined with the right proportion of sulphate of lead, the combination is ideal.

The proportions in which the necessary pigments, oxide of zinc, carbonate of lead and sulphate of lead, are used, are important. When combined in incorrect proportions, the paint will be far from satisfactory. It should therefore be borne in mind that the mere fact that a paint contains white lead and zinc, does not necessarily mean that the paint is good. The form in which the lead is used, and the correct proportions, are very essential. Paint knowledge, skill and business integrity are quite as important in the making of really good paint as are the sulphate of lead, carbonate of lead, oxide of zinc and pure linseed oil, even when used in the proper proportions.

The white base of SWP used in making the various shades, is a correct combination of oxide of zinc, sulphate of lead, carbonate of lead, pure linseed oil, and the necessary drier and turpentine. These materials are intelligently and honestly handled so as to give the maximum paint value in each can and each color.

S-W WHITES

SWP OUTSIDE GLOSS WHITE—This paint is the most durable and economical white paint for general use on all exposed surfaces.

SWP INSIDE VARNISH WHITE—For inside work where a varnish white finish is desired. Apply over a solid ground of SWP Flat White. SWP Inside Varnish White dries better, works more freely and is more economical to use than the varnish whites, under various names, generally found on the market.

SWP FLAT WHITE—A foundation for SWP Inside Varnish White, China Gloss White or other enamels; or for finishing without a gloss. Use as many coats as required to produce desired whiteness. This can also be used for exterior work where a flat finish is desired.

SWP CHINA GLOSS WHITE—A satisfactory finish for interiors only where economy is of the first importance. SWP China Gloss White is shyer drying and not quite so white as SWP Inside Varnish White. It gives a washable and durable finish.

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