



MORE HOMES ARE PAINTED WITH **SWP**

SWP is Sherwin-Williams Paint for House Exteriors. It's the out-in-front favorite for all homes, of all sizes, in all parts of the country. SWP is noted for its workability, coverage, economy, durability and beauty. Every improvement known to paint science

The TWO STEPS to a BEAUTIFUL HOUSE PAINT JOB

It is Sherwin-Williams recommendation that painters follow these two steps in order to get fine house paint jobs with a finish that will have greater durability and give low-cost paint protection

FIRST STEP "Uniforming" the surface with SWP Undercoater No. 450 in one single foundation coat of exceptional hiding and sealing power which will help to smoothen the surface uniformly.

SECOND STEP Protecting the surface with SWP House Paint in a single weather-resisting coat possessing unusual attractiveness and lasting beauty. (Note: It is recommended that new houses be given three coats for best results.)

Wooden houses weather unevenly. The condition of the surfaces for repainting depends upon whether that part of the building is exposed to sun and rain or is protected in some way—as under the porch roof, cornices, etc. This is particularly true when houses go too long without painting. And it is usually more difficult to repaint a house where cheap paint has been used.

Experienced painters always endeavor to "uniform" these unequal surfaces by adjusting their priming coat in various ways. But paints of limited adaptability handicap them so that paint failures have resulted in many cases which are difficult to repaint properly.

The FOUNDATION COAT

SWP Undercoater No. 450 comes prepared, ready to use on most wood surfaces **WITHOUT SPECIAL THINNING** for varying degrees of porosity or *non-porosity*—with the exception of certain cases where the addition of a small amount of raw linseed oil is desirable, according to label directions.



The paint is of the highest quality with the same pigments being changed to suit the color with strong adhesion. These pigments are dual-purpose vehicle of refined and processed linseed oil, making it possible to duplicate

With this dependable coater, painters can paint houses to attractively and cleaning the surface

SWP

The reason it washes so easily is unbelievably smoothing (except in dusty conditions) does not matter, it, SWP can be washed off. This excellent SWP by the way we use a lot of paint pigments—linseed oil we make a

BEFORE AFTER



BEFORE

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ARE PAINTED WITH **SWP** THAN ANY OTHER BRAND

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 and beauty. Every improvement known to paint science

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 with any other brand of paint?"

STEPS to a EASE PAINT JOB

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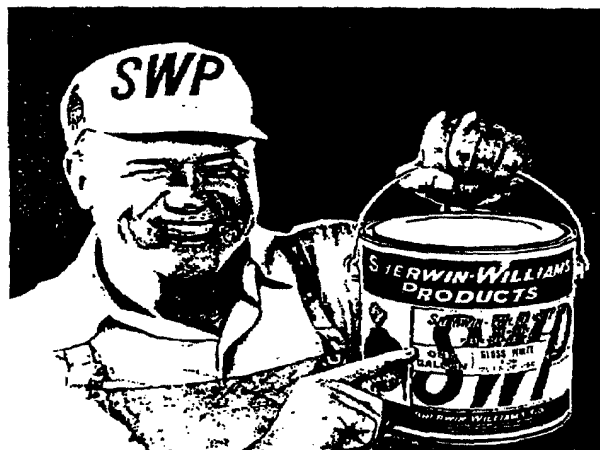
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The paint is of the highest quality and is made
 with the same pigments as SWP, the propor-
 tions being changed to produce an undercoater
 with strong adhesion and great hiding power.
 These pigments are blended and ground in a
 dual-purpose vehicle employing a combination
 of refined and processed linseed oils in a way not
 possible to duplicate by hand-mixing.

With this dependable factory-made SWP Under-
 coater, painters can now restore old, weathered
 houses to attractiveness simply by wirebrushing
 and cleaning the surface before priming.

SWP IS WASHABLE

The reason it washes so satisfactorily is that it
 is unbelievably smooth. And, because weather-
 ing (except in districts having excessive fume
 conditions) does not discolor the paint or roughen
 it, SWP can be washed when excessive dirt ac-
 cumulates. This extra smoothness is put into
 SWP by the way we blend our 3 distinct kinds
 of paint pigments—grinding them in the refined
 linseed oil we make expressly for SWP.

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OTHER BRAND OF HOUSE PAINT

can of SWP to give you the beauty and protection of SWP. That's the answer to the question so often asked: "Why are more homes painted with SWP than any other brand of paint?"

In making SWP, we take the white lead carbonate used in hand mixing "lead-and-oil-paint" and we fortify it with S-W OZLO lead-zinc pigment for a tighter, smoother finish. Then we add titanium so that SWP weathers very gradually and evenly without becoming rough.

Its ability to produce such a solid-covering, smooth coating over new and weathered houses alike is a most convincing performance to any person accustomed to using either hand-mixed paint or conventional house paints.

SWP RESISTS ATMOSPHERIC DISCOLORATION

When painted houses turn gray, dirt isn't always entirely to blame. Some houses turn gray—all over. The answer is "sulphur fumes" present in the air in all neighborhoods, to which white lead paint is particularly susceptible. But houses painted with SWP stay white—all over, for in making SWP House Paint we fortify our white lead with S-W OZLO lead-zinc pigment, and also with titanium, the strongest-hiding white pigment known to paint science. OZLO has great resistance to "atmospheric discoloration" and titanium is not discolored at all by such fumes. You are *safer* when you paint your house with SWP, because its beauty and durability are fortified by fume-resisting pigments.

Note: In districts where fume conditions are excessive, use SWP Fume-Resisting White No. 436 instead of regular SWP.

SWP IS ECONOMICAL

With their good coverage and easy-working qualities, these SWP teammates save on labor time. Then, year after year your satisfaction with savings increases, as you see SWP keeping your home more attractive, in addition to the complete protection to the surfaces against decay and repair bills, thus lowering your maintenance costs.