

PAINTER

COLOR CATALOGUE

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THE SHERWIN-WILLIAMS Co.

ADMINISTRATION OFFICES: CLEVELAND, OHIO
SALES OFFICES, FACTORIES AND WAREHOUSES
IN PRINCIPAL CITIES

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SHERWIN-WILLIAMS SWP HOUSE PAINT

SWP is a prepared house paint of the highest quality in which pure white lead carbonate is combined with two other Sherwin-Williams paint pigments: S-W OZLO (lead-zinc,) and TITANIUM-magnesium, in a practical formulation that has successfully withstood every test in every climate.

S-W OZLO lead-zinc pigment fortifies SWP to control chalking and to make it more resistant to atmospheric discoloration.

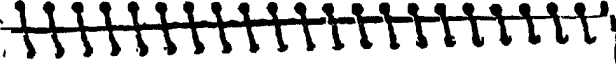
In making OZLO pigment from the original ores, Sherwin-Williams fuse lead and zinc into ONE COMBINED PIGMENT which possesses the desired qualities of both metals and is superior to lead and zinc when used as separate pigments in house paint.

TITANIUM-magnesium is an important factor in the clean and lasting whiteness of SWP and its excellent hiding. This pigment also contributes to its toughness and its uniform controlled chalking.

SWP White and SWP Colors are made under the most careful supervision, from pigments, colors, oils, and driers of our own manufacture in order to insure a performance that is uniform and dependable.

SWP UNDERCOATER No. 450 is especially designed for the first coat on new wood, on normal repaint work and is particularly valuable for badly weathered surfaces.

SWP Undercoater contains the same tested pigments used in SWP. The proportions, naturally are different, as would be required for an undercoater.



SHERWIN-WILLIAMS SWP HOUSE PAINT

(CONTINUED)

In SWP Undercoater we have a dual-purpose vehicle in which raw linseed oil (for priming) is combined with a special processed linseed oil (for sealing.) With this priming-sealing vehicle is provided a greater pigment concentration so that SWP Undercoater has more actual *build and hiding* than can be obtained with either a hand-
applied paint reduced for a prime coat.

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SWP UNDERCOATER No. 450 is especially designed for the first coat on new wood, on normal repaint work and is particularly valuable for badly weathered surfaces.

SWP Undercoater contains the same tested pigments used in SWP. The proportions, naturally are different, as would be required for an undercoater.

SHERWIN-WILLIAMS
SWP HOUSE PAINT
(CONTINUED)

In SWP Undercoater we have a dual-purpose vehicle in which raw linseed oil (for priming) is combined with a special processed linseed oil (for sealing.) With this priming-sealing vehicle is provided a greater pigment concentration so that SWP Undercoater has more actual *build* and *hiding* than can be obtained with either a hand-mixed paint or a house paint reduced for a prime coat.

Thus we are able to *uniform* surfaces in poor condition—to seal exposed wood—to smooth rough, checked surfaces—to dry with a “tooth” over hard, glossy, protected surfaces so that the finish coat goes on quicker, easier and without paint crawling.

SWP Undercoater is made in White only. When used under colors of SWP it should be tinted to a suitable ground color with S.W. First Quality Oil Colors or up to 1 pint (Browns—1 quart) of a darker color of SWP to each gallon of Undercoater.

SWP is an economical Painters' paint because:
Its close-knit film has stronger hiding and requires less brushing to obtain solid covering.

Its controlled chalking offers the kind of surface which painters like to repaint.

Every SWP job will help the painter satisfy old customers and sell new ones because SWP jobs stand out conspicuously with lasting beauty and protection.

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