

SWP

SHERWIN-WILLIAMS HOUSE PAINT





Your house, properly painted with SWP Undercoater No. 450 and SWP House Paint, will wash as easily as this—clean as new.

SWP IS WASHABLE

SWP is the modern, washable house paint that has every improvement, known to paint science, to give it splendid appearance and outstanding durability.

The reason SWP washes so satisfactorily is that it is unbelievably smooth. And, because weathering* does not discolor the paint or roughen it, SWP can be washed, year after year. 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.

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.

*Except in districts having excessive fume conditions.

The TWO STEPS to a BEAUTIFUL HOUSE PAINT JOB

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

the 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.

the 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 possible results. Directions are on label.

WOODEN HOUSES weather unevenly. The condition of the surfaces for re-painting 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 true, particularly, when houses go too long without painting. And it is usually more difficult to re-paint a house where cheap paint has been used.

**EXCESSIVE WEATHERING MAKES SURFACES
EXTREMELY DIFFICULT TO PAINT**

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 re-paint properly.

The FOUNDATION COAT

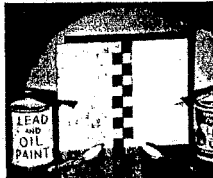
SWP Undercoater No. 450 comes prepared, ready to use on all wood surfaces WITHOUT SPECIAL THINNING for varying degrees of porosity or non-porosity—with the exception of certain cases where the addition of a small amount of raw linseed oil is desirable—see label directions.

The paint is of the highest quality and is made with the same pigments as SWP, the proportions being changed so as 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 Undercoater, the painter now can restore old, weathered houses to attractiveness simply by wirebrushing and cleaning the surface before priming.

GREATLY IMPROVED HIDING POWER

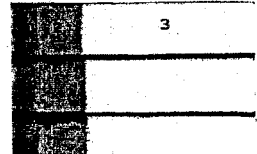
A spoonful of standard white lead first-coat mixture and an equal amount of SWP Undercoater were brushed over this checkerboard pattern on porous board. The extra hiding power of SWP Undercoater No. 450, illustrated here, means more beautiful house paint jobs over dark, dingy, weathered surfaces.



This is a seven-time enlargement of a weathered paint film which is cracking off and exposing the wood to weather. Thorough wirebrushing is needed to remove all loose paint and dirt.

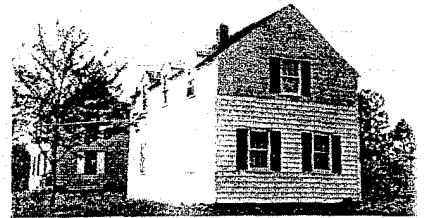


This is a seven-time enlargement of a weathered paint film which has washed away exposing bare wood. Such surfaces are extremely rough and porous. Sandpapering to smoothen the surface would greatly improve the appearance of the new finish.



Showing how one coat of SWP Undercoater No. 450 restores weathered surfaces.

1. The original surface.
2. Wirebrushed to remove loose paint and dirt.
3. One normal coat of SWP Undercoater No. 450 brushed on—an ideal foundation for a beautiful SWP paint job.



This house was painted with 2 different kinds of paint. SWP stayed white - the other paint was discolored by the fumes present in the air.

SWP RESISTS ATMOSPHERIC DISCOLORATION

When painted houses turn gray, dirt isn't always entirely to blame. Take this house, for example. It is one of two hundred built and painted at the same time. Some of the houses turned gray—all over. Some stayed white all over. This one is "half and half!" Two kinds of paint were used on this development project and it is not strange that the painter should mistake and use both kinds of paint on the same house in several cases.

Why did the houses stay WHITE when painted with SWP? Why did the other houses turn gray? The answer is "sulphur fumes," present in the air in all neighborhoods, to which white lead paint is particularly susceptible.

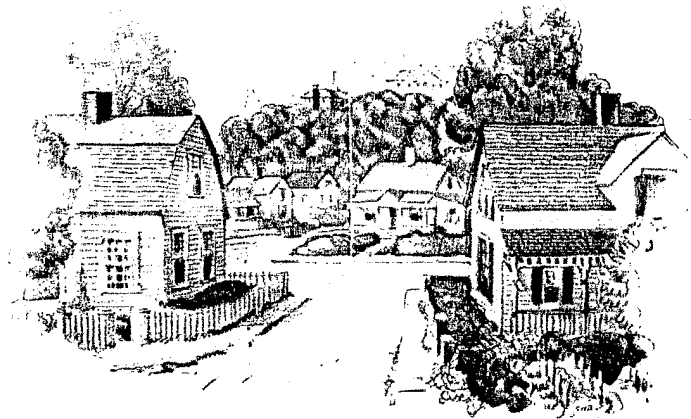
In making SWP House Paint, we fortify our white lead with S-W OZLO lead-zinc pigment, also with titanium, the strongest hiding white pigment known to paint science. OZLO has great resistance to "atmospheric discoloration" and titanium is not discolored at all by such fumes.

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. 435 instead of regular SWP. (Ask your S-W Dealer.)

This lovely country home was painted with SWP but the painter "ran short" and picked out with white paint of another brand. Both paints matched, when new. But look what 18 month's exposure did to the paint he substituted!





From MAIN STREET *to* METROPOLIS
SWP HOUSE PAINT
... furnishes Beauty and Protection

Whether the home you plan to paint is large or small—use the very best house paint money can buy—and you'll find yourself money ahead. Good house paint can never be called a luxury. SWP provides lasting beauty which people seek where cost need be no consideration. SWP also provides enduring protection for homes which practice strictest economy!

In the making of good paint, honesty of purpose is but the necessary starting point. In making SWP, 65 years experience in honest paint making have built up "traditions of the House" which continually bring SWP the best that modern paint science can offer. That's what keeps SWP up-to-date. That's how Sherwin-Williams provide Beauty and Protection in SWP with economy.



Reproduced at the National





486 IVORY



462 CREAM



485 GOLDEN BROWN



293 TOBACCO BROWN



387 RED



Trim
Color
387
385
486
462

Gloss
White
380
351



375 COLONIAL YELLOW



470 GOLDEN YELLOW



460 APPLE GREEN

Vivid, bright colors S-W



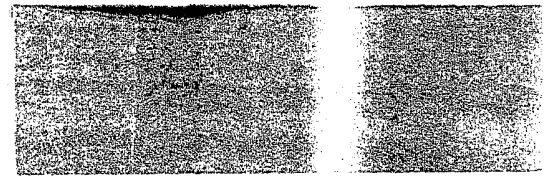
CARDINAL RED

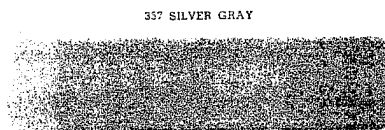


SPANISH ORANGE

SWP is also made in Outside Gloss White,
Fume-Resisting White, Flat White and
Black No. 467.

*Additional Timbrite Greens are also available.





357 SILVER GRAY

Trim
Color
Gloss
White
353
383



360 CREAM GRAY

495
388
382
Gloss
White



479 PEARL GRAY

Gloss
White
495
363
496



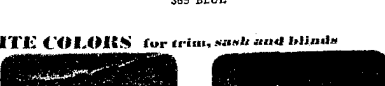
353 LIGHT LEAD

Gloss
White
357
363



363 SLATE

Gloss
White
357
479



369 BLUE

For
Porch
Ceilings
Etc.



461 WILLOW GREEN

Trim
Color
496
Gloss
White
360



362 PR. CROWN GREEN MED.

Gloss
White
360
383
496



484 BOTTLE GREEN

Gloss
White
351
485
496

WHITE COLORS for trim, sash and blinds



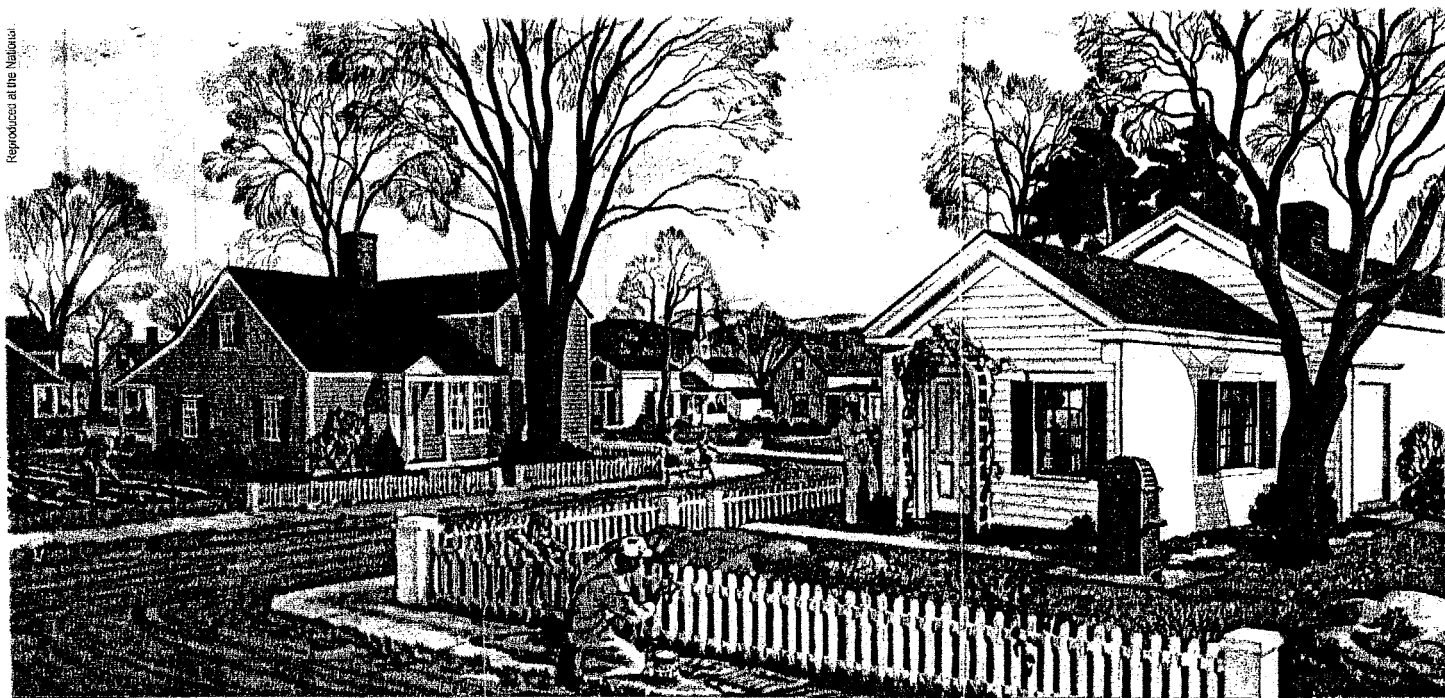
*VERDAS GREEN LIGHT



SPANISH BLUE

Colors are slightly higher in price than others on this page.

For Better Two-Coat Jobs Use SWP
Undercoater No. 450 for the First Coat.



SHINGLE STAIN MADE WITH SWP—SWP when properly thinned with pure linseed oil and S-W Exolvent (or turpentine) makes an excellent shingle stain. Use any color of SWP desired. For the average surface add one half gallon pure linseed oil and one gallon S-W Exolvent (or turpentine) to each gallon of SWP.

PAINTING GALVANIZED IRON—Use S-W Galvite, a galvanized iron primer, and observe directions on the package carefully for best results.

COVERING CAPACITY OF SWP HOUSE PAINT—SWP covers approximately 400 square feet, two coats per gallon on average surfaces. Be sure to follow thinning directions on the label.

S-W STUCCO AND CONCRETE PAINT—Seals concrete and stucco surfaces making them water proof. This prevents weather cracks, keeps the house dry and avoids repair bills due to

penetration of moisture. The colors last — do not wash away with rain — buildings tend to stay cleaner without streaking and discoloration common to unpainted stucco. **IMPORTANT** — Follow carefully, directions on the package.

S-W PORCH AND DECK PAINT — Porches protected with S-W Porch and Deck Paint are easy to clean — the wood floor and steps do not decay. Paint porch floors once a year — keep your house attractive.

SHERWIN-WILLIAMS BRUSHES — For best results with SWP House Paint we recommend a 3½ or a 4-inch S-W No. 10 for large jobs. For a smaller job use a S-W No. 20 brush.



THE SHERWIN-WILLIAMS CO.

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

Printed in U. S. A.

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FEDERAL TRADE COMMISSION

Docket No. 3765 COMMISSION'S Exhibit No. 7

IN THE MATTER OF Sherwin-Williams

DATE 1/14/41 WITNESS

REPORTER J. M. Fisher
ETHEL M. FISHER & ASSOCIATES, INC.