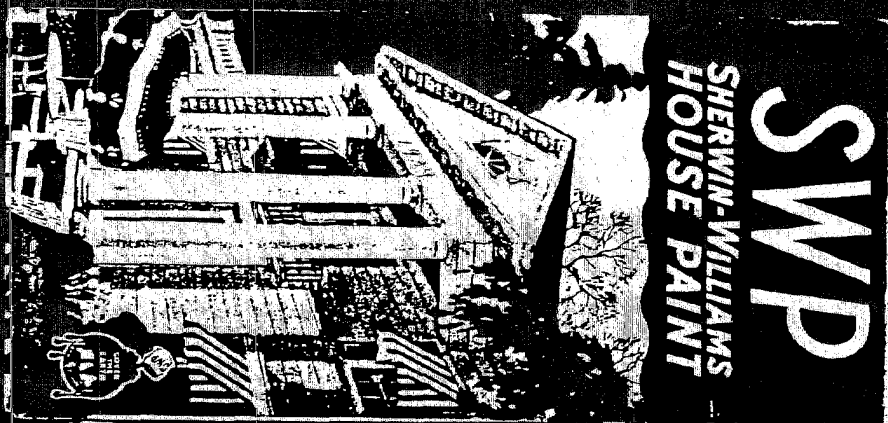




0007-SWP-041042



Two houses, previously painted with SWP Undercoater No. 450 and SWP House Paint, will stand as evenly as this check at now.

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-sine pigment for a lighter, 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.

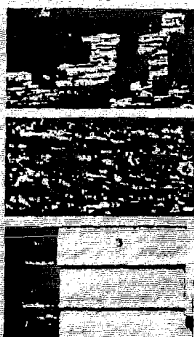
the SECOND STEP

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. Discharges 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



This is a close-up picture of a weathered surface which is uneven and rough. The surface is weathered and rough, and the paint is peeling off.

This is a close-up picture of a surface which has been painted with SWP Undercoater No. 450. The surface is now smooth and even, and the paint is adhering to the surface.

Showing how the coat of SWP Undercoater No. 450 seals up weathered surfaces.

Experienced painters always endeavor to "uniform" these uneven surfaces by adorning them with a priming coat in various ways. But paints of limited adaptability handicap them so that paint jobs 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 TUNING 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 washing and cleaning the surface before priming.

GREATLY IMPROVED

HIDING POWER

A special of standard white base, tinted with color and equal amount of SWP Undercoater No. 450. The result is a paint which is more attractive and more durable than any other paint.



This house was painted with 2 different coats of white, the other paint was washed by the lower ground.

SWP RESISTS ATMOSPHERIC DISCOLORATION

When painted houses turn gray, dirt isn't entirely to blame. Take this house, for example. 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 white." 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 some 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-sine pigment, also titanium, the strongest hiding white pigment known to paint science. OZLO has great resistance to "atmospheric discoloration" and titanium is discolored or off by such fumes.

You are safer when you paint your house with SWP because its beauty and durability are lasting because of its lasting pigments.

NOTE: In districts where there is excessive fume, use SWP Undercoater No. 450. The result is a paint which is more attractive and more durable than any other paint.

