



PREVENTS PAINT "CRAWLING"

Many priming coats dry so glossy over non-porous parts of the surface that the painter runs into "paint-crawling" when brushing on the finish coat. SWP Undercoater No. 450 always dries with a uniform, dull-texture over all surfaces so that

it is easier—and actually costs less—to apply a full, solid-covering finish coat because it goes on so easily with less brushing.

ALL READY TO USE . . .

Here is a trouble-free undercoater that comes ready-to-use on all surfaces without any special thinning. Only on excessively porous, weathered wood do we advise thinning—and here, only the addition of raw linseed oil. It's easy to get good paint jobs over SWP Undercoater No. 450.



SPREADS EASILY . . .

Painters tell us that SWP Undercoater has the "easy slip" under the brush that they like. Even on roughened surfaces, "No. 450" goes on without dragging because it doesn't strike in. There is always "plenty of stuff" in the paint to satisfy the surface

and to leave a rich, easy spreading body to hide the surface.

EASY TINTING . . .

SWP Undercoater No. 450 is so pure and white that it is tinted easily with oil colors to a suitable foundation shade when it is to be used under one of the colors of SWP House Paint. Another practical way to tint this undercoater is to add a quart—or less—to the gallon of a suitable darker shade of SWP.



UNEQUALED HIDING . . .

The extra hiding power of SWP Undercoater No. 450 is due to the stronger hiding pigments we use and to the priming sealing oils which help build a fuller paint film over roughened surfaces. That's why it covers dark, dingy houses so much better and so easily that one coat of "No. 450" often looks as good as two coats of ordinary paints.

REMEMBER THESE FACTS ABOUT SWP UNDERCOATER NO. 450

1. It makes excellent two-coat jobs possible on weathered surfaces.
2. It produces superior two-coat house paint jobs on both new and old houses.
3. It has "built-in" stronger hiding power than ordinary paints.
4. It minimizes "paint crawling."
5. It spreads easily—saves money on labor cost.
6. It comes ready to use for all surfaces—only excessively porous surfaces requiring addition of linseed oil.
7. It is easy to tint.
8. It "UNIFORMS THE SURFACE."



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A Better Way TO PAINT HOUSES

• Here are two steps that will assure you of a beautiful, lasting and economical paint job, whether you have—

- (a) A new house being painted for the first time.
- (b) A "normal" re-painting of a house in fair condition or a
- (c) Badly weathered house where painting has been neglected.

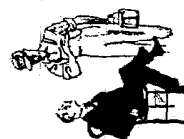
THE FIRST STEP—"Uniforming" the surface with a single coat of SWP Undercoater No. 450.

THE SECOND STEP—Re-uniforming and protecting the surface with a weather-resisting coat of SWP House Paint.

NOTE: For new, unpainted houses three coats are recommended for very best results (see directions on the label).

WHY DO WE HAVE THIS SPECIAL SWP UNDERCOATER NO. 450?

Wooden buildings vary enormously in the condition of the surfaces for painting. This is true, particularly, when houses are allowed to go too long without painting. Sun and weather make the exposed parts rough and very porous. Eventually the paint may crack and even break away exposing the wood. Protected areas under eaves and porches of the same house may still be hard and glossy so as to cause "point crawling" when re-painting. No ordinary paint will do for jobs like these. Even the best hand-mixed paint—even the best house paint thinned for priming, fails to "uniform" such houses because the variations are too extreme.



WHAT'S DIFFERENT ABOUT SWP UNDERCOATER NO. 450?

It is a prepared paint of highest quality designed for one purpose—to produce a uniform foundation in one coat over new and old surfaces with unequal porosity. It is made with a blend of dual-purpose oils and strong-hiding pigments, used in high concentration.

THE PIGMENTS—In making SWP Undercoater No. 450, we start with white lead, for strong adhesion. Then we fortify it with S-W OZLO lead-zinc pigment for smoothness and resistance to atmospheric discoloration. Finally we put in "positive opacity" with titanium, the strongest-hiding white paint pigment available for paint formulation today.

THE "DUAL-PURPOSE" OILS—Reinforced raw linseed oil (for priming and anchoring) is blended with specially processed linseed oil (for surface sealing).

HERE'S HOW SWP UNDERCOATER NO. 450 WORKS

PRIMING AND ANCHORING—The refined raw linseed oil penetrates, filling the pores and anchoring the film firmly to the surface.

SEALING—The specially processed linseed oil closes the joints and prevents absorbent wood from robbing the finish coat of its oil so as to make it look faded and with "dead spots." It greatly lengthens the life of the finish coat.

"UNIFORMING" AND SMOOTHING—The richer mixture of strong-hiding pigments, mixed with the special priming seal, enables us to put more equal film-building material into every brushful of paint. That is how we make so smooth a foundation over surfaces that are exceedingly difficult—and often impossible—to paint with ordinary house paints.

See What This Extra Hiding Power Means on a House!



A spoutful of standard white lead high-lead mixture and an equal amount of SWP Undercoater No. 450 were blended to give this checkered pattern on porous wood. The SWP Undercoater No. 450 was then applied over the mixture to get beautiful house paint jobs on dark, dirty surfaces.



1. The standard surface.
2. White lead to remove house paint and dirt.
3. One coat of SWP Undercoater No. 450.

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