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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 *"Uniformize" 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 weatherresisting coat possessing unusual attractiveness and lasting beauty.

NOTE: It is recommended that new houses be given three coats for best possible results. Directions are as follows:



Your house, properly painted with SWP Undercoater No. 450 and SWP House Paint, will look as lovely as this—days or years.

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 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 burning excessive fuels containing

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 seven-time enlargement of a weathered wood fiber which has worked away, exposing bare wood. Such surfaces are extremely rough and porous. Sandpapering to smoothen the surface would greatly improve the appearance of the new house.



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

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

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 wire-brushing and cleaning the surface before priming.

GREATLY IMPROVED HIDING POWER

A specimen of standard white lead (not-so-old) surface and an equal amount of SWP Undercoater were brushed over flat checkerboard-like wooden panels. The extra hiding power of SWP Undercoater No. 450 is plainly here, making more beautiful, lower cost jobs over most chalky, weathered surfaces.





This house was painted with 2 different kinds of [illegible] a good 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 painters 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.

[illegible] is districts where fumes containing due recognize the SWP Fume Resisting White No. 436, instead of regular SWP. Ask your S-W Dealer.

This lovely country home was painted with SWP by [illegible] white—and does not yet show any discoloration. Another property, both painted about the same time, but [illegible] when it made a decided start to the paint [illegible]

