

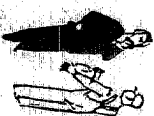
PREVENTS PAINT "CRAWLING"



Many priming coats dry so sticky over non-porous parts of the surface that the painter runs into "paint-crawling" when brushing on the finish coat. SVP 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 SVP Undercoater No. 450.



SPREADS EASILY . . .

Painters tell us that SVP Undercoater has the "easy slip" under the brush that they like. Even on roughened surfaces, "No. 450" goes on without dripping because it doesn't strike in. There is always "plenty of stuff" in the pail to satisfy the surface, and to leave a rich, even spreading body to hide the surface.



EASY TINTING . . .

SVP 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 SVP House Paint. Another, practical way to tint this undercoater is to add a quart—or less—of the gallon of a suitable darker shade of SVP.



6-7 UNREPAIRED HIDING . . .



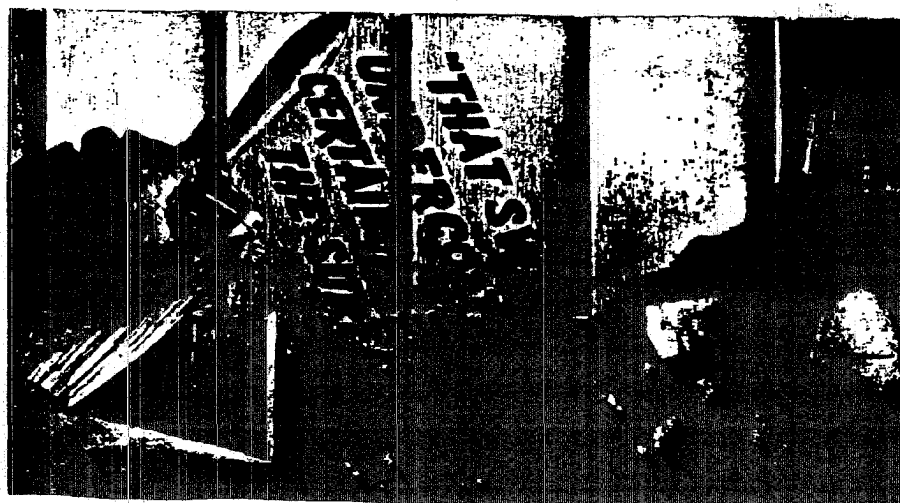
The extra hiding power of SVP Undercoater No. 450 is due to the stronger hiding pigments we use and to the priming-sealing oils which help build a fuller paint film over roughened surfaces. That's why it covers dark, dingy houses so much better and so easily that one coat of "No. 450" often looks as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

REMEMBER THESE FACTS ABOUT SVP 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."

THE SHERWIN-WILLIAMS CO.

ADMINISTRATIVE OFFICES, CLEVELAND, OHIO
Sole Offices, Factories and Warehouses in Principal Cities
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0007-SWP-040901

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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 neglected.
- (c) Bodily weathered house where painting has been neglected.

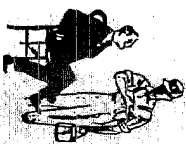
THE FIRST STEP—"Following" the surface with a single coat of SWP Undercoater No. 450.

THE SECOND STEP—Re-mulding 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. Rotated areas under eaves and porches of the same house may still be hard and glossy so as to cause "point growing" 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 conditions 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. OZOL leading 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—Refined raw linseed oil (for priming and anchoring) is blended with specially processed linseed oil (for surface sealing).

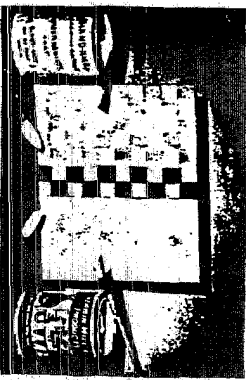
HERE'S HOW SWP UNDERCOATER NO. 450 WORKS

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 pores and prevents dampness 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 SMOOTHENING—The richer mixture of strong-hiding pigments unites with the special priming-sealing oils to put more actual film-building material into every bushel 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 spoonful of standard white lead first-coat mixture and a spoonful of SWP Undercoater No. 450 were brushed over the surface of the wood. The SWP Undercoater makes it easier to get beautiful house paint jobs on dark, dingy surfaces.



1. The original surface.
2. Weathered to remove loose paint and dirt.
3. One "normal" coat of SWP Undercoater No. 450.

0007-SWP-040902

SHERWIN-WILLIAMS PAINT, PREPARED

The man who buys the raw materials and prepares a paint himself, cannot possibly make a paint equal to SVP. It is a case of hand work against mechanical efficiency; h-u-m-a-n guesswork against exact scientific formulae; hand-stirring against fine machine grinding. It is taking chances on the quality of the raw materials against the certainty of the scientific laboratory.

SWP is prepared ready for use in a consistency as heavy as is ever required. Instructions for its application should be carefully followed in order to secure good results.

MADE BY THE LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

SWP is also made in Black, No. 437

Our palm is usually before a copy in

zinc, and lead as sulphate of lead and carbon, all good prepared paints contain lead, and all good Zinc is used in the form of oxide or carbonate. Zinc carbonate is used in the form of lead alone, when used with zinc, does not give the highest degree of efficiency, but, when the right proportion of sulphate of lead is added, the combination is ideal.

The white base of SNP used in making the various shades, is a correct combination of oxide of zinc, sulphate of lead, carbonate of lead, pure linseed oil, and the necessary drier and turpentine. These materials are intelligently and honestly handled so as to give the maximum paint value in each can and each color.

SWP OUTSIDE GLOSS WHITE--This paint is the most durable and economical white paint for rental.

EWING INSIDE VARNISH WHITE—For inside work with a smooth finish, this paint is desired. Many of the best known brands are available. **WHITE VARNISH** White drier, smooth, glossy finish and is easier recommended to use than the varnish white, under various names, particularly in the case of the latter.

FLAT WHITE—A foundation for SHIP PAINTS. It is used for the hull, and is the most economical of the finishing white, a gloss finish. China Clay, China Clay, or other filler, or a red pigment, is added to produce desired color. It is used for the bottom.

CHINA CLAY WHITE—A satisfactory finish for interiors only, and is not employed in the case of the hull. It is made of China Clay, China Clay, and water. It is a valuable and suitable finish.