



SWP
THE WORLD'S STANDARD
HOUSE PAINT

0007-SWP-041154

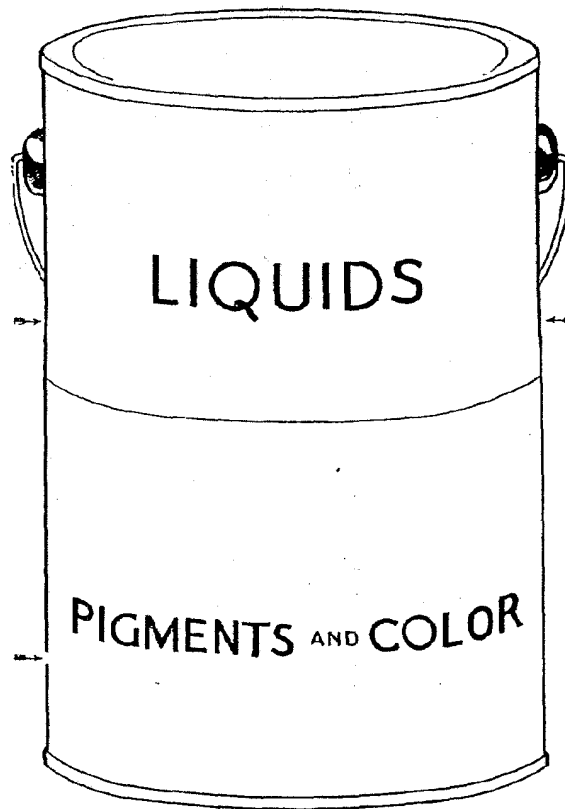
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WHAT ARE THE INGREDIENTS OF SWP

?

These give the spreading and adhesion qualities to paint.

These give hiding or covering, preservative and coloring qualities to paint.



Refined
Linseed Oil
Japan Drier
Volatile Thinners

Whitz Lead
Carbonat
OZLO lead-zinc
pigment
(White lead sulphate
zinc oxide)

Titanium-Magnz-
sium Pigment
(In SWP White and
tints)

SWP is made from two general types of ingredients:

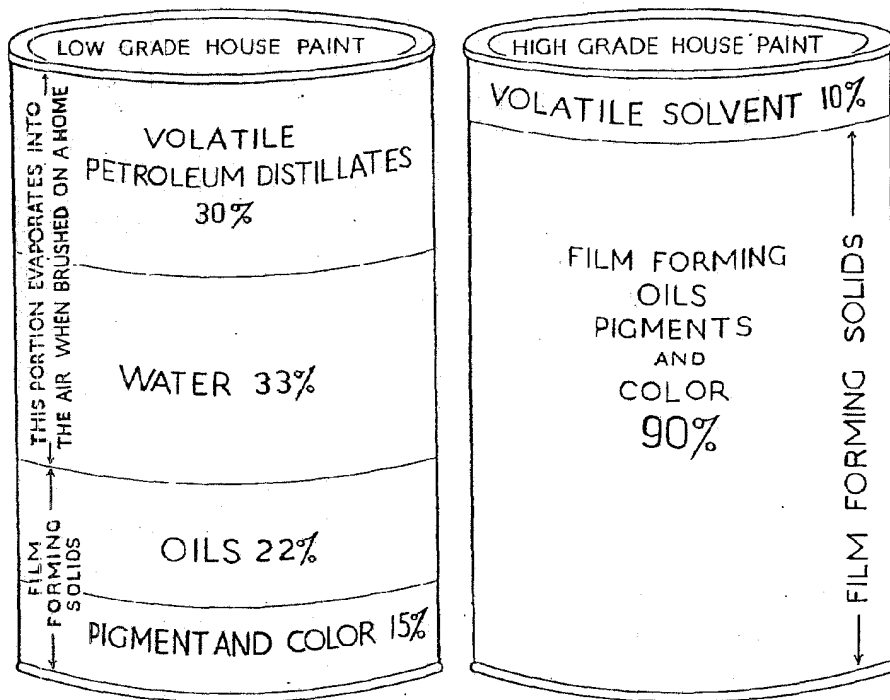
LIQUIDS (or "vehicles" as they are called) which give the spreading and adhesion qualities, and—

PIGMENTS which give the hiding or covering, the preservative and coloring qualities.

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HOW DOES **SWP** COMPARE WITH CHEAP PAINTS



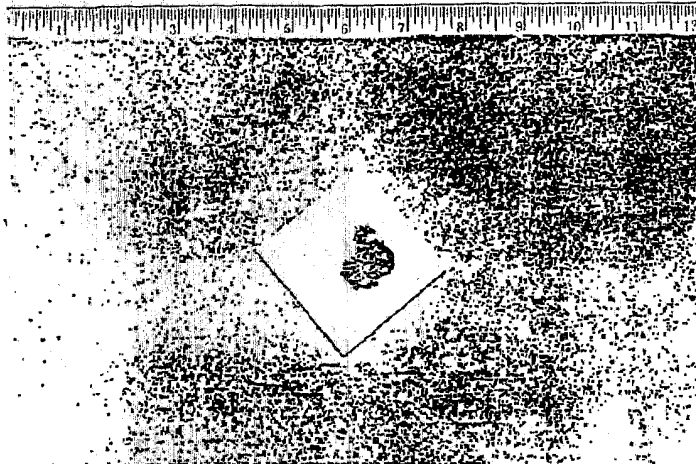
Graphic illustration comparing the volume contents of a low-grade with a high-grade paint. Note that the low-grade paint contains 63% of Water and Petroleum Solvent which evaporates into the air, leaving only 37% of actual film forming solids. Note that the high-grade paint contains 90% of film forming solids.

(The above is an exact reproduction of a diagram issued by the Educational Bureau of the American Paint & Varnish Mfrs. Assn., Washington, D. C.)

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WHY ISN'T SWP MADE FROM HERE'S WHY—

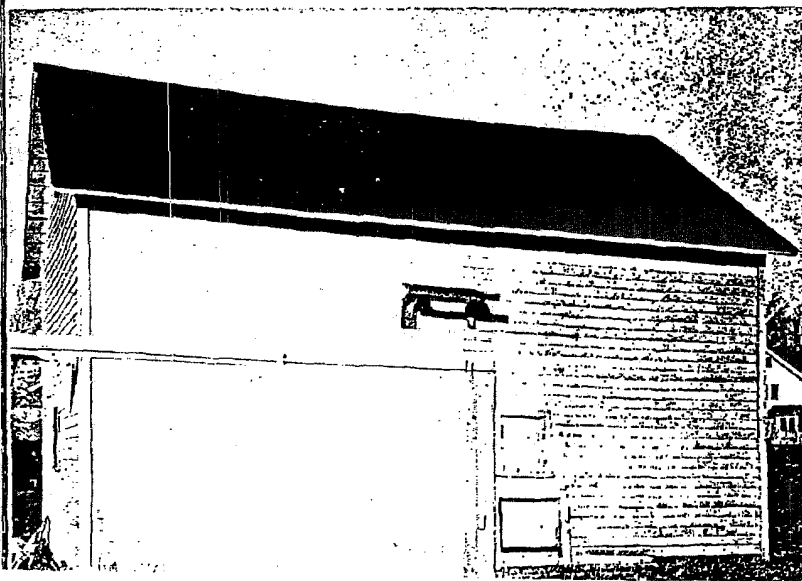


ROUGHENS
WITH
WEATHERING

The above illustration is from an un-retouched photograph of the surface of a panel coated with a straight white lead paint and exposed to the atmosphere of a large city continuously for two years.

Note how badly the paint has "chalked." The little pile of dust in the photograph was secured by rubbing the surface lightly with a soft cloth. The dust collected was from an area measuring 12 in. by 8 in.

Note how the white lead film has turned gray in reaction with the coal smoke and sulphurous gases in the air.



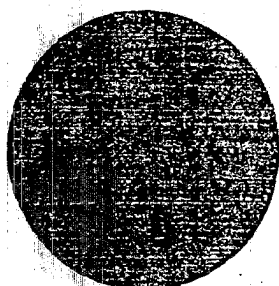
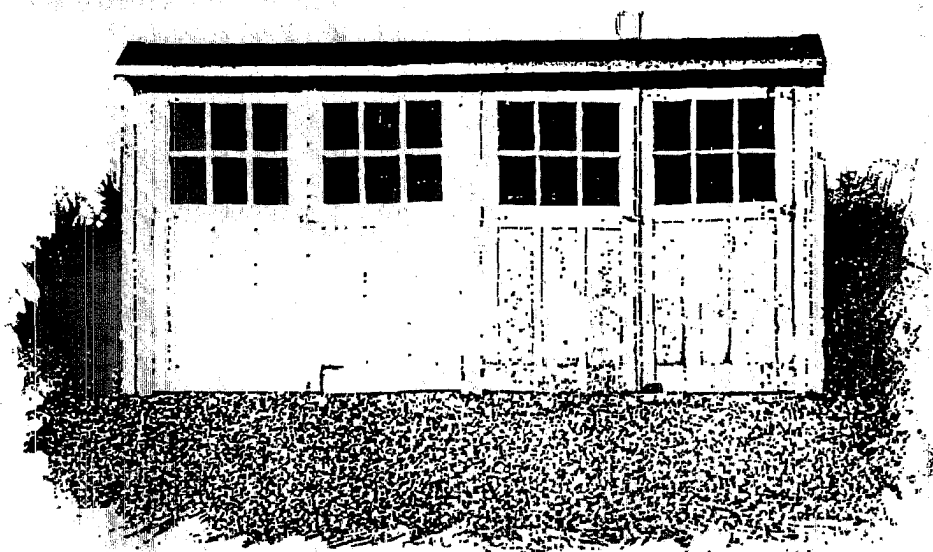
DISCOLORS READILY

In the photograph at left a striking comparison will be observed in a test of straight white lead and oil paint and SWP White. This unretouched photograph was taken after a three year exposure. The lead and oil paint is on the right.

0007-SWP-041157

WHITE LEAD EXCLUSIVELY?

HERE'S WHY—



SWP

The above is a close-up photograph of the SWP paint film after a three-year exposure. Observe the generally unimpaired appearance of the film and absence from the characteristic checking of single pigment white lead paint.

If white lead as a single pigment made the best house paint, the United States Government and all important railroads would not be specifying paints for exterior painting that have a **MULTIPLE PIGMENT CONTENT**.

Here is another interesting comparison of a test made with SWP and straight lead and oil paint. This unretouched photograph was taken after 2½ years of exposure. SWP appears on the two left-hand doors.



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0007-SWP-000124551

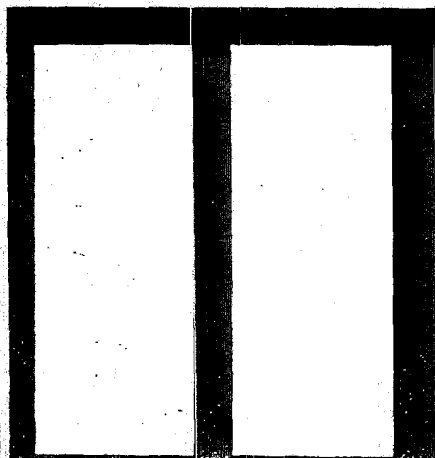
WHAT IS ADDED TO THE WHITE LEAD IN SWP TO RETAIN IT'S ATTRACTIVENESS?

Here is the Answer--

OZLO lead-zinc pigment is made in Sherwin-Williams smelters at Coffeyville, Kans. and shipped to the S.W. paint factories in various parts of the country.



S-W OZLO lead-zinc pigment fortifies the white lead carbonate in SWP so as to control chalking and to make it more resistant to atmospheric discoloration.



In making OZLO pigment from the original ores, Sherwin-Williams fuses lead and zinc into ONE COMBINED PIGMENT which possesses the desired qualities of both lead and zinc and is superior to lead and zinc when mixed as separate pigments in house paint.

Note the difference in whiteness of the two paint films in the picture on the left.

The left-hand panel was painted with straight white lead paint; the right-hand panel with white lead paint to which OZLO pigment was added.

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WHAT GIVES **SWP** GREATER WHITENESS AND STRONGER HIDING POWER?

The Answer Is:

WHITE LEAD (Carbonate)

—PLUS—



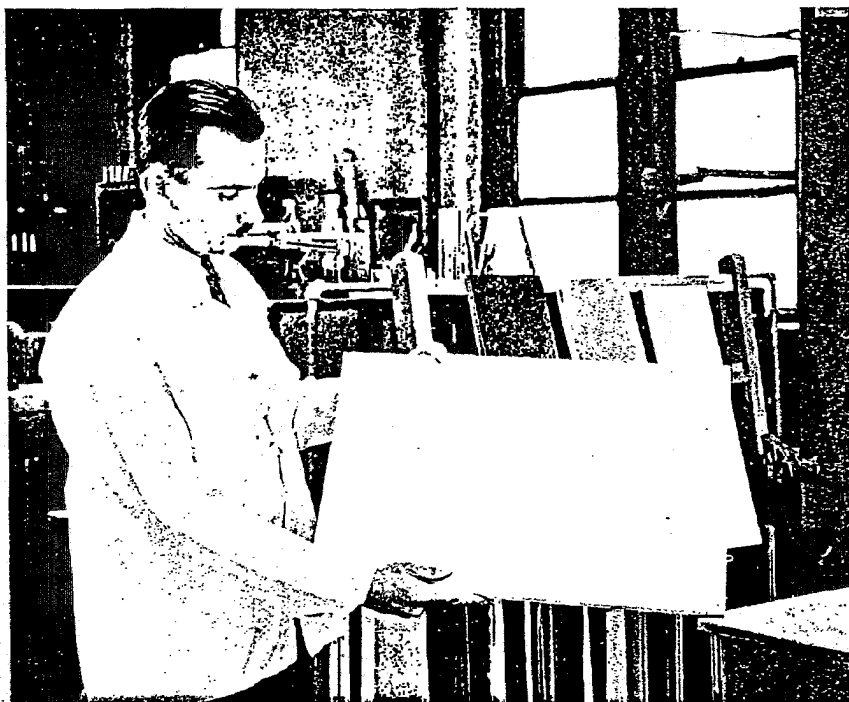
—PLUS—

TITANIUM—MAGNESIUM PIGMENT

Titanium Magnesium Pigment Adds:

- 1 EXTREME WHITENESS
- 2 GREAT OPACITY
- 3 HIGHER RESISTANCE TO SMOKE AND SULPHUROUS GASES

Titanium Magnesium, being whiter than lead carbonate and OZLO pigment, and also being stronger in hiding power, the scientific combination of these pigments results in an EXTREMELY white paint of great opacity.



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WHAT PIGMENTS FOUND IN "CHEAP"

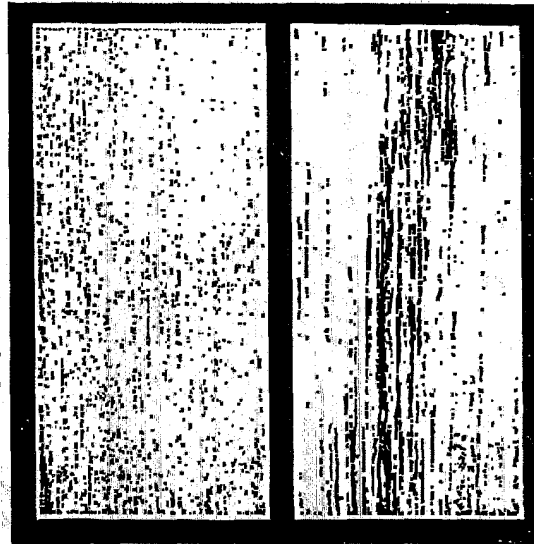


1. **CHALK:** Chemically known as Calcium Carbonate and so declared on "cheap" paint labels. It is used extensively in many of the "cheap" house paints.
2. **BARYTES:** Chemically known as Barium Sulphate. This is a cheap, inert pigment having no hiding power, and is used extensively in "loading" cheap paints.
3. **CHINA CLAY** Chemically inert white pigment mined from the earth. This pigment possesses practically no value from the standpoint of "hiding" power, such as is secured from the standard high grade paint pigments, such as Lead Carbonate, Zinc Oxide and Titanium Pigment. Frequently used in loading cheap exterior house paints.

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PAINTS ARE AVOIDED IN SWP?

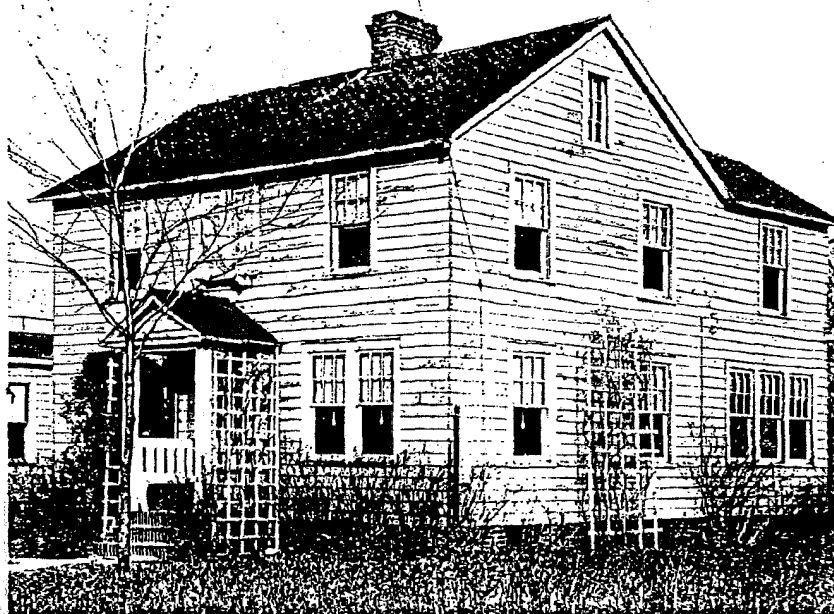
THERE is almost an unlimited number of ways of "cheating" in the manufacture of house paints to be sold at a low price, but the result from the application of these paints is always Dissatisfaction.



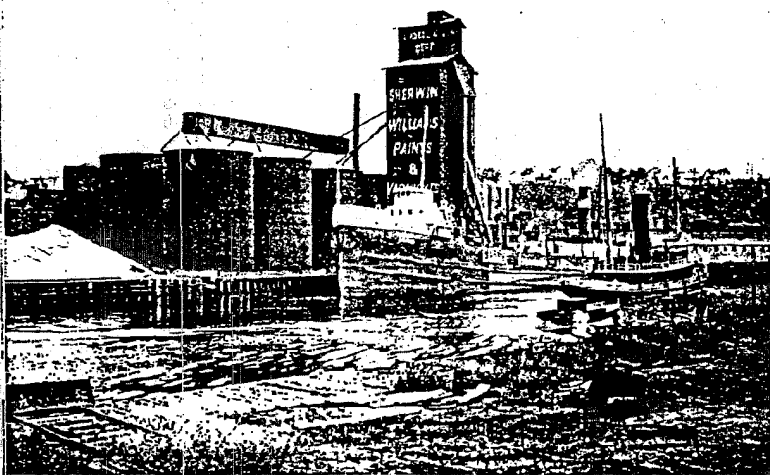
Close-ups of two "cheap" paint films after weather exposure of one year. Note "checking" of paint film on left panel and extreme chalking and washing away of paint film on second panel.

Here is what happens all too frequently when the consumer buys paint on the basis of price per gallon. This house was painted with paint containing "joker" pigments in combination with other pigments. Note how the film has literally washed off the surface in two years' time.

0007-SWP-041162



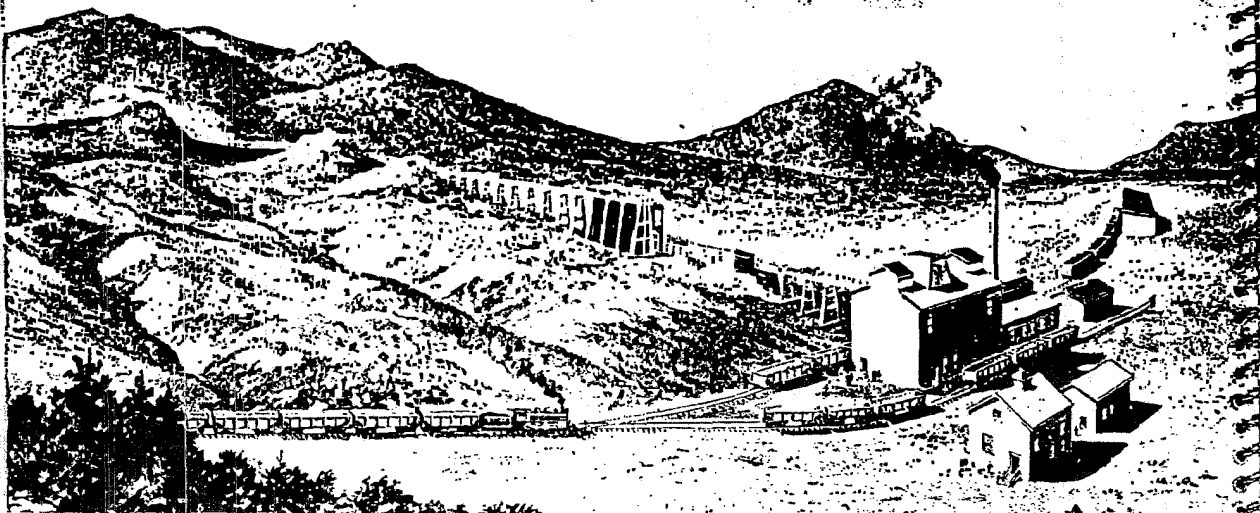
ALL IMPORTANT INGREDIENTS IN SHERWIN-WILLIAMS OWN



Sherwin-Williams Linseed Oil Mill, Cleveland, Ohio, where only the highest grade linseed oil is produced from the world famous Northwestern Flax for exclusive use in S-W products.

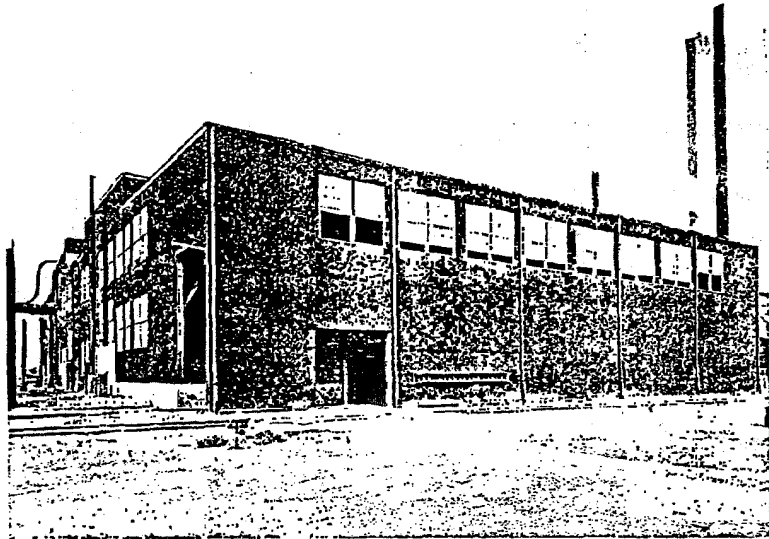
Sherwin-Williams Lead and Zinc Mines in New Mexico. Here are mined metals which, after processing and treatment, are used in SWP.

0007-SWP-041163



OF **SWP** ARE "TAILOR-MADE" RAW MATERIAL PLANTS

Sherwin-Williams Lead Carbonate Plant, Chicago, Ill. The Sherwin-Williams Co. is one of the country's largest producers of White Lead.



Sherwin-Williams Ore Smelters and OZLO Pigment Plant,
Coffeyville, Kansas.

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