

(1642 2d)

STERN-WEILLIAMS

PAINT *and* COLOR STYLE GUIDE

0007-SWP-041920

N23050

SHERWIN-WILLIAMS

PAINT *and* COLOR STYLE GUIDE

0007-SWP-041921



SHERWIN-WILLIAMS SWP HOUSE

496—IVORY

387—CANARY YELLOW

337—SILVER

460—CREAM

375—COLONIAL YELLOW

333—LIGHT

349—BLUE

SWP has been Sherwin-Williams top quality house paint for nearly 75 years. Our paint chemists take pride in giving SWP the benefit of every advancement in paint knowledge and experience. And, to insure its dependable high quality, we manufacture almost all the principal ingredients of SWP House Paint in our own plants throughout the country.

The White Lead in SWP is form Loaded Zinc Oxide and by Thier ment. This gives it resistance to at tion and keeps the surface smon That is why SWP can be washed p cally. This is why homes styled their beauty and attractiveness.

SWP is available in WHITE—UNDERCOATER 450—BLACK

367—RED

485—WARM DRAB

393—TOBACCO

382—RICH MAROON

470—GOLDEN YELLOW

388—MODERN

S-W TRIMBRITE COLORS

VERDAS GREEN, L.

SPANISH ORANGE

CASTILIAN BLUE

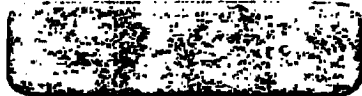
CARDINAL RED

FIESTA YELLOW

N-WILLIAMS SWP HOUSE PAINT



CANARY YELLOW



357-SILVER GRAY



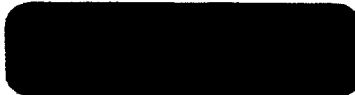
479-PEARL GRAY



COLONIAL YELLOW



138-LIGHT LEAD



143-SLATE

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The White Lead in SWP is fortified with S-W Zinc Oxide and by Titanium Magnesium Pigment. This gives it resistance to atmospheric discoloration and keeps the surface smooth while weathering. That is why SWP can be washed so easily and economically. This is why homes styled with SWP maintain their beauty and attractiveness.

SWP is available in WHITE-UNDERCOATER 450-BLACK



383-PEA GREEN



15-WARM DRAB



393-TOBACCO BROWN



461-WILLOW GREEN



GOLDEN YELLOW



138-MODERN BROWN

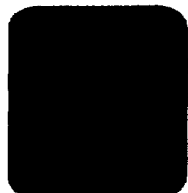


362-FRENCH CROWN GREEN

S-W TRIMBRITE COLORS



E



CARDINAL RED



FIESTA YELLOW



MAYFAIR GREEN



COPPER ROSE



CORONA BLUE

0007-SWP-041923

0007-SWP-000125311

SWP

SWP is Sherwin-Williams Paint for House E.

It's the out-in-front favorite for all homes, of all sizes, in all parts of the country. SWP is noted for its workability, coverage, economy, durability and beauty. Every important improvement known to paint science has been added to every can of SWP to give you the beauty and protection that your home deserves. That's the answer to the question so many people ask—"Why are more homes painted with SWP than with any other brand of house paint?"

THE TWO STEPS TO A BEAUTIFUL HOUSE PAINT JOB

It is Sherwin-Williams recommendation that painters follow these two steps in order to get fine house paint jobs with a finish that will have greater durability and give low-cost paint protection.

FIRST STEP "Uniforming" the surface with SWP Undercoater 450 in one, single foundation coat of exceptional hiding and sealing power which will help to smooth the surface uniformly.

SECOND STEP Protecting the surface with SWP House Paint in a single, weather-resisting coat possessing unusual attractiveness and lasting beauty. (It is recommended that new houses be given three coats, in all, for best results.)

Wooden houses weather unevenly. The condition of the surfaces for repainting 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 particularly true when houses go too long without painting. And it is usually more difficult to repaint a house where cheap paint has been used.

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 "uniform" properly.

THE FOUNDATION COAT

SWP Undercoater 450 comes prepared, ready-to-use on most wood surfaces WITHOUT SPECIAL THINNING for varying degrees of porosity or non-porosity—with the exception of certain cases as explained on the label.

The paint is of the highest quality and is made with the same pigments as SWP, the proportions being adjusted 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, painters now can restore old, weathered houses to attractiveness simply by wirebrushing and cleaning the surface before priming.

SWP IS WASHABLE

The reason SWP washes so easily is that it is unbelievably smooth. And, because weathering (except in districts having excessive fume conditions) does not discolor the paint or roughen it, SWP can be washed when excessive dirt accumulates. 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

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MORE HOMES ARE PAINTED WITH SWP THAN WITH ANY OTHER BRAND OF

0007-SWP-041924

0007-SWP-000125312

SWP

Sherwin-Williams Paint for House Exteriors

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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 tighter, smoother finish. Then we add titanium so that SWP weathers very gradually and evenly without becoming rough.

The ability of SWP 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.

SWP RESISTS ATMOSPHERIC DISCOLORATION

When painted houses turn gray, dirt isn't always entirely to blame. Some houses turn gray—all over. The answer is "sulphur fumes", present in the air in all neighborhoods, to which white lead paint is particularly susceptible. But houses painted with SWP stay white—all over, for in making SWP House Paint we fortify our white lead with S-W OZLO lead-zinc pigment, and 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.

Note: In districts where fume conditions are excessive, use SWP Fume-Resisting White 436 instead of regular SWP.

SWP IS ECONOMICAL

Because SWP spreads and covers so well, applies so easily—it saves you time and labor when you paint it on your home. Because it gives your home long-lasting protection against decay, SWP reduces your maintenance costs... cuts expensive repair bills. You save *when* you use Sherwin-Williams SWP House Paint—and *long after!*

ARE PAINTED WITH SWP THAN WITH ANY OTHER BRAND OF HOUSE PAINT

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