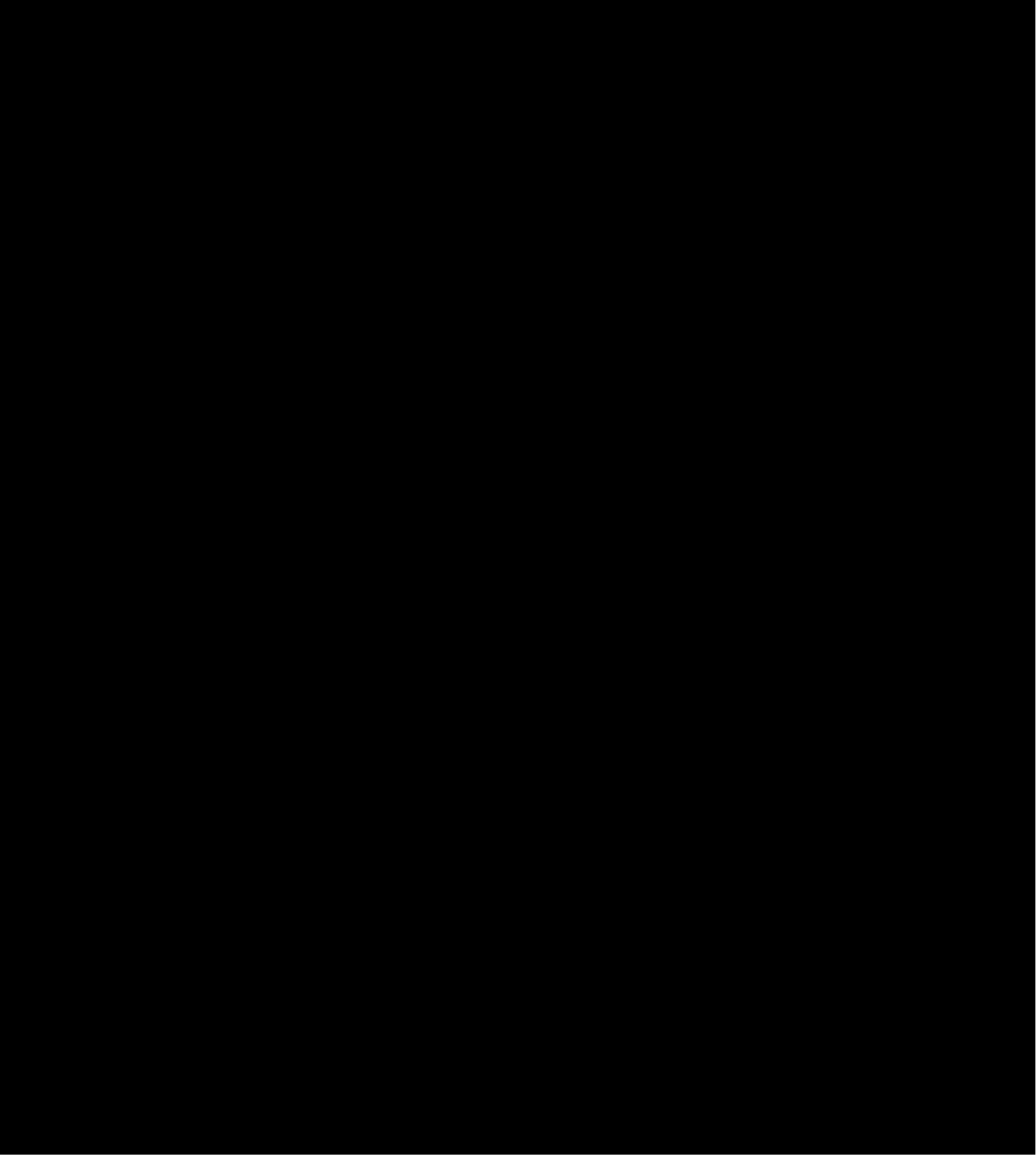




SWP

SWP is Sherwin-Williams Paint for House Exterior

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 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. (Note: It is recommended that new houses be given three coats 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 difficult to "uniform" properly.

THE FOUNDATION C

SWP Undercoater 450 comes prepared most wood surfaces WITHOUT SPEC for varying degrees of porosity or non-exception of certain cases as explained o

The paint is of the highest quality and same pigments as SWP, the proportions produce an undercoater with strong at hiding power. These pigments are blend a dual-purpose vehicle employing a comb and processed linseed oils in a way not cate by hand-mixing.

With this dependable, factory-made S painters now can restore old, weathered tiveness simply by wirebrushing and cl before priming.

SWP IS WASHA

The reason SWP washes so easily is t ably smooth. And, because weathering having excessive fume conditions) doe paint or roughen it, SWP can be washed accumulates. This extra smoothness is p way we blend our 3 distinct kinds of pair ing them in the refined linseed oil we mak In making SWP, we take the white leac hand-mixing "lead-and-oil-paint" and we OZLO lead-zinc pigment for a tighte Then we add titanium so that SWP w ally and evenly without becoming roug

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Williams Paint for House Exteriors

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PAINT JOB

That painters follow the paint jobs with and give low-cost

with SWP foundation coat under which

with SWP lasting coat and lasting that new results.)

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uniform" these coat in various disapp

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 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 coating over new convincing performance either hand-mixed

ATMOSP

When painted houses to blame. Some houses "sulphur fumes", pre to which white lead houses painted with SWP House Paint we lead-zinc pigment, a hiding white pigment great resistance to "air" is not discolored at you paint your houses durability are fortified

Note: In districts with SWP Fume-Resisting

SWP

Because SWP spreads —it saves you time at home. Because it gives against decay, SWP reduces expensive repair bills. long after!

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SWP weathers very gradu-
ing 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 DISCOLORATIONS

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 SWP—and
long after!

★ ★ **MORE HOMES ARE PAINTED WITH SWP
THAN WITH ANY OTHER BRAND OF HOUSE PAINT**

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