

0007-SWP-041052

SPARK

ONE MILLION

[illegible]

FOR OUTSIDE USE

[illegible]

PRESENTING
SMART NEW COLORS
OF WORLD FAMOUS
SHERWIN-WILLIAMS
SWP
HOUSE PAINT

Change in

SHERWIN-WILLIAMS

**PRESENTING THE
SMART NEW COLORS
OF WORLD FAMOUS
SHERWIN-WILLIAMS
SWP
HOUSE PAINT**

THE SHERWIN-WILLIAMS CO.

NEW YORK, N. Y.

MEANINGFUL

NEW YORK, N. Y.

THE SHERWIN-WILLIAMS CO.

NEW YORK, N. Y.

COVER THE EARTH

THE SHERWIN-WILLIAMS CO.

NEW YORK, N. Y.

COME SOON

WE CAN'T MA

DON'T POSTPO

0007-SWP-041053

0007-SWP-000124444

0007-SWP-041054

0007-SWP-000124445

Sherwin-Williams SWP House Paint

IMPORTANT -- FOLLOW DIRECTIONS FOR APPLICATION, STIR THOROUGHLY

If pigment has settled, pour the liquid into a clean container, stir the remaining portion to a smooth, soft paste then work the liquid in slowly.

The following recommendations for exterior painting include the use of SWP Undercoater 450 which gives ideal surface for application of succeeding coats. Follow carefully directions on the Undercoater label.

SURFACE	FIRST COAT	FINISH COAT
REPAINTING: Normally Weathered Surfaces	SWP Undercoater 450 (Thinner if finish is other than white.)	SWP Full Body Finisher 450 (Thinner if finish is other than white.)
REPAINTING: Extremely Weathered Surfaces	SWP Undercoater 450, reduced with 1 part raw linseed oil to the gallon, then white.	SWP Full Body Finisher 450, reduced with 1 part raw linseed oil to the gallon, then white.
NEW WOOD - Two Coats	SWP Undercoater 450. (Thinner if finish is other than white.)	SWP Full Body Finisher 450. (Thinner if finish is other than white.)
NEW WOOD - Three Coats	FIRST COAT SWP Undercoater 450 (Thinner if finish is other than white.)	SECOND COAT SWP Undercoater 450 (Thinner if finish is other than white.)
METAL SURFACES	For the first coat on unpainted non-ferrous surfaces, apply S.W. Kornd's Primer, then finish with two coats system outlined above.	

On wood surfaces which are so small that it is not practicable to buy a separate undercoater, SWP may be used for both primer and finishing coats. The first coat of SWP should be reduced on a basis of one part of the paint to one part of raw linseed oil. The second coat should be applied as it comes in the package. When painting during cold weather, the paint should be thinned with raw linseed oil. In milky, arid areas, use SWP Yellow-Banishant Gray, White 422, and Undercoater 450.

SWP Finest-King White 415 should be used as directed by local authorities such as all fields, harbors, canals, industrial and residential sections where sulphur fumes are present.

CAUTION: Keep away from fire. Use in a well-ventilated place. Observe cleanliness and sanitary practices.

SURE

DIRECTIONS FOR USE. The surface should be dry, clean and free from dirt, grease or soil. All loose or peeling paint should be scraped off, scraped or removed with a stiff wire brush.

Do not paint in damp, foggy or cold weather or over green lumber. Brush the paint thoroughly and evenly over the surface. Apply all materials and coats in the same manner. Do not allow the paint to become too thick. It is best to apply the paint in several thin coats rather than one thick coat. It is best to apply the paint in several thin coats rather than one thick coat. It is best to apply the paint in several thin coats rather than one thick coat.

To Reduce SWP To Make Single Coat.

SWP when properly reduced produces an excellent Single Coat. On the average surface it should be reduced with one gallon turpentine or acetone and one-half gallon raw linseed oil to the gallon of SWP.

SWP is also very satisfactorily to paint on a small section before going over the entire surface. If more than one coat is desired, the quantity of linseed oil may be increased. If two coats are applied, a higher gloss may be obtained. If two coats are applied, a higher gloss may be obtained. If two coats are applied, a higher gloss may be obtained.

To Reduce SWP To Make Single Coat.

SWP when properly reduced produces an excellent Single Coat. On the average surface it should be reduced with one gallon turpentine or acetone and one-half gallon raw linseed oil to the gallon of SWP.

SWP is also very satisfactorily to paint on a small section before going over the entire surface. If more than one coat is desired, the quantity of linseed oil may be increased. If two coats are applied, a higher gloss may be obtained. If two coats are applied, a higher gloss may be obtained.

THE SHERWIN-WILLIAMS CO.

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

AMERICAN BRUSH CO. AND ASSOCIATES IN PHILADELPHIA, OHIO

BETTER
BEST V
COME
WE CA
DON'T

HOUSE

