0007-SWP-040755

N28932

HOMES



Body: SWP 387 Canary Yellow
Trim: SWP Outside Gloss White
Shutters: SWP 193 Tobacco Brown
Roof: Preservative Shingle Stain C-76 Indian Red

Homes Painted with Sherwin-Williams House Paint (SWP) are More Attractive and More Enjoyable

WELL kept homes are the only things which take on charm and added attractiveness with the passing of years. To see a home with its gardens and surroundings grow and develop under your own hands is something very much worth while. Homes don't wear out — re-painting only makes them more attractive than ever because you can select your own favorite colors. When you paint your home use good paint — use the very best paint you can get — and hire a good painter. That is the way to be certain of the best results. This is also the way to really save money on your painting bill. This is the way to keep the home looking its best, at the same time deferring the date as long as possible when painting will again be necessary.







Body: SWP Outside Gloss White
Trim: SWP 134 Sea Green
Shutters: SWP 160 Apple Green
Roof: Preservative Shingle Stain C-74 Medium Green



Body: SWP 160 Cream Gray
Trim: SWP Outside Gloss White
Shutters: SWP Verdet Green
Roof: Preservative Shingle Stain B-61 Sienna Brown

The Five Points Which Make SWP House Paint Lastingly Satisfactory

1. The outstanding beauty of its finish.
2. Exceptional opacity of the paint film.
3. Its characteristic of "self-cleansing."
4. Its washability—ordinary house paint does not permit washing.
5. Its world-wide-tested durability.

Beauty of Finish

When you examine the surface of a house painted with SWP the conspicuous thing you notice is the beauty of the finish. The paint goes well into the corners and over the edges, clothing both rough and smooth boards with a gleaming finish that feels more like porcelain to the touch than paint. There are no harsh brushmarks or cloudy spots where the paint doesn't cover well. And when you talk with the painters applying SWP you learn that they find it *easy* to get these splendid jobs with SWP. The paint spreads easily and there is no difficulty whatever in making SWP look well and cover up the old surface.

Opacity of Paint Film

The reasons for the ability of SWP to cover an old, discolored surface with so solid and opaque a finish are shown in an interesting way on the other side of this color card. Be sure to read it.

Self-Cleansing

Different kinds of house paint show considerable variation in their ability to shed the dirt. Some paints "chalk" excessively and become very badly streaked by the weather. Others seem to simply attract the dirt and become grimy and dingy, even though they may be actually providing good protection against decay.

The reasons why SWP Gloss White retains its gleaming whiteness after ordinary white paints have taken on a grayish cast are as follows:

1. The pigments, as we combine them in SWP, are not subject to discoloration by the conditions ordinarily found in the atmosphere.

2. The pigments used in SWP are scientifically balanced in their manufacture, which neutralizes the tendency of the paint to *attract* dirt.

Washability

SWP dries to so tight a film that dirt cannot penetrate. For this reason it is very practical and economical to wash the house with Sherwin-Williams Flaxoap and water. A good paint job in SWP thus washed looks every bit as good as new — with but a fraction of the expense. This washability of SWP appeals to the housewife who likes to keep her window-sills, porch and entry ways just as clean and attractive as the woodwork inside the house.

Durability

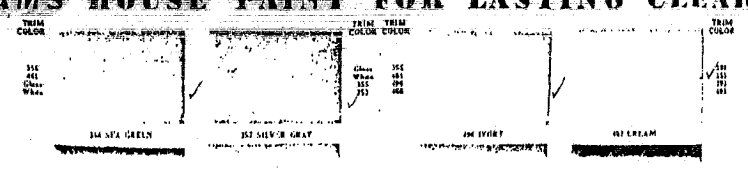
Greater durability and weather resistance are the natural result of the careful manufacture and use of finest quality ingredients in making SWP. SWP properly applied will outwear any house paint we know of.

SHERWIN-WILLIAMS HOUSE PAINT FOR LASTING CLEAR-TONED COLORS

HOW TO ESTIMATE QUANTITY OF PAINT NEEDED

An approximate estimate of the quantity of SWP required can be determined as follows:

Measure the distance around the building and multiply by the average height which secures the square feet of siding.



HOW TO GET THE BEST RESULTS

1. Always follow directions on the can you are using.
2. See that surface is perfectly dry and clean.
3. See that all pitchy surfaces are properly treated, either by burning or by sealing with good Orange Shellac before applying any paint.
4. All knots should be carefully shellacked.
5. Make sure that the paint is mixed and stirred thoroughly to a uniform consistency before using.
6. Put a nail holes and fill cracks after priming coat has been applied (not before priming).
7. Do not use orbits as a primer.

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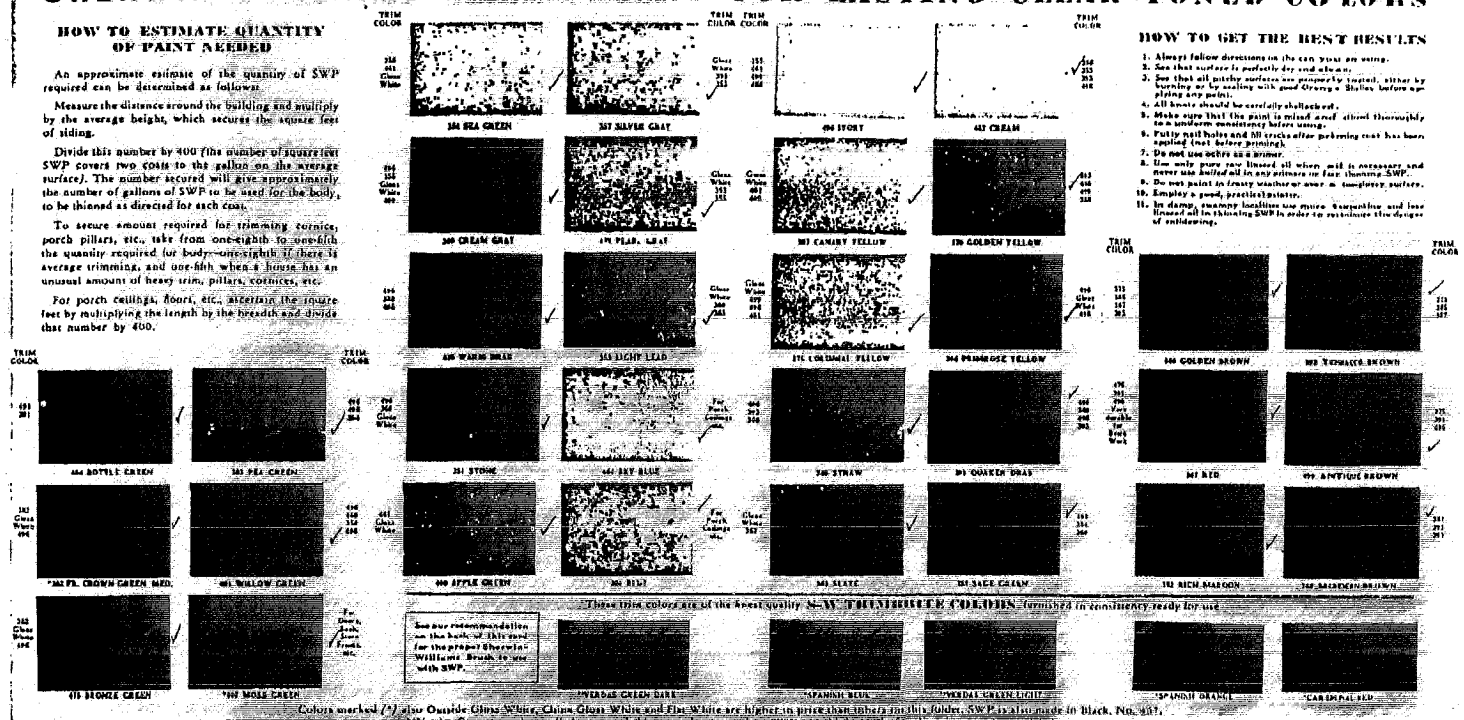
An approximate estimate of the quantity of SWP required can be determined as follows:

Measure the distance around the building and multiply by the average height, which secures the square feet of siding.

Divide this number by 400 (the number of square feet SWP covers two coats to the gallon on the average surface). The number secured will give approximately the number of gallons of SWP to be used for the body, to be thinned as directed for each coat.

To secure amount required for trimming cornice, porch pillars, etc., take from one-eighth to one-fifth the quantity required for body—one-eighth if there is average trimming, and one-fifth when a house has an unusual amount of heavy trim, pillars, cornices, etc.

For porch ceilings, floors, etc., ascertain the square feet by multiplying the length by the breadth and divide that number by 400.



These trim colors are of the finest quality S-W THIMBRITE COLORS furnished in consistency ready for use

See our recommendation on the back of this card for the proper Sherwin-Williams Brush to use with SWP.

Colors marked (*) also Outside Gloss White, China Gloss White and Flat White are higher in price than others in this folder. SWP is also made in Black, No. 407.
**Verdas Green must be applied over a suitable ground color such as SWP 355, Light Lead. See directions on the can label.

HOW TO GET THE BEST RESULTS

1. Always follow directions on the can you are using.
2. See that surface is perfectly dry and clean.
3. See that all pitchy surfaces are properly treated, either by burning or by sealing with good Orange Shellac before applying any paint.
4. All knots should be carefully shellacked.
5. Make sure that the paint is mixed and stirred thoroughly to a uniform consistency before using.
6. Putty nail holes and fill cracks after priming coat has been applied (not before priming).
7. Do not use ochre as a primer.
8. Use only pure raw linseed oil when oil is necessary and never use *boiled* oil in any primers or for thinning SWP.
9. Do not paint in frosty weather or over a too-glossy surface.
10. Employ a good, practical painter.
11. In damp, swampy localities use more turpentine and less linseed oil in thinning SWP in order to reminimize the danger of entidewing.

0007-SWP-040757

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WHY DOES IT COST LESS TO PAINT YOUR HOUSE WITH SWP?

QUALITY OF MANUFACTURE

It would be possible for The Sherwin-Williams Company to cut the cost of SWP House Paint per gallon if we were willing to use ordinary commercial linseed oil and the cheaper grades of lead and zinc pigments—and we could still show a similar formula! But such grades of materials are not used in SWP. It costs more to make SWP but it's worth more in protection on YOUR house.

P I G M E N T S

White hermetic zinc oxide, titanium dioxide, basic carbonate white lead, leading brands of the purest, heaviest, finest ground colors—these are the pigments that give SWP its hiding power, its gloss, its durability, its protection. Only the best and rarest of the pigments are used in SWP. Not only are the finest materials used but every process in manufacture is carefully controlled by chemists and engineers to assure absolute uniformity.

L I N S E E D O I L

Specially cooked linseed oil, the finest, clearest, lightest in color, is used in SWP. Only the finest grades of turpentine and the best of the many processes are used in refining it. Then it is carefully tested by Sherwin-Williams chemists to see that it is right for SWP. Inferior oil makes inferior paint, no matter how fine the colors and the pigments may be.

LIFE OF THE PAINT

C O L O R S

SWP White—most basic and most permanent white. Tints to delicate shades. Colors card shows how pure colors are reduced to character and low chroma.

SWP Colors are made from the purest, strongest, most permanent pigments. Only the best are used in SWP. Colors are ground extra fine to assure smoothness and uniformity. Mixed for use in SWP.

F I N E G R I N D I N G

How can a gallon of SWP cover so much more surface than another paint which costs more per gallon? Because SWP is ground finer. Here are 3 different kinds of paint, each containing the same amount of pigment. Each is magnified 100 times. Note how much more SWP is ground than the other two. The smaller the particles, the greater the covering power.

D E P E N D A B L E U N I F O R M I T Y

Scientific tests of paint are made in the Sherwin-Williams laboratories to assure uniformity. Here a chemist is testing the color of SWP from two different batches. Close attention is given to every detail of manufacture. Every batch of SWP is carefully checked to assure absolute uniformity. Only in this way can the user of SWP be sure that the new can of SWP will be exactly like the last one he bought.

L I F E O F T H E P A I N T

Why is SWP more durable? Because it is made of the finest pigments and linseed oil, ground extra fine, and because it is scientifically applied. Here is a test to show how SWP withstands the weather. Panels of wood are painted with SWP and other paints and exposed to the weather. Note how much better SWP looks after 3 years.

E C O N O M Y O F U S E

EVEN if the first cost of application SWP costs less money for the painting of your house than if ordinary paints were used, fewer gallons of SWP are needed and fewer hours of labor are consumed. Year by year your satisfaction continues to increase as you see SWP keeping your home more attractive in addition to the complete protection of the surfaces against decay and repair bills.

C O V E R S M O R E S U R F A C E

The quality of pigments and oil used in SWP brings a generous yield of paint per gallon. This is proved by the fact that fewer gallons of SWP are required to cover a given surface than of other paints. Here is a photograph of the scales used in the factory to weigh out SWP. Each can is filled to the exact weight. Thus the user of SWP is assured of getting the full amount of paint he buys.

D U R A B I L I T Y

With SWP the painter finds a much easier surface to work on, discovered surfaces. This is because its extremely fine grinding produces smooth flowing paint which penetrates deeply into the pores of the wood, leaving a firm, tight film. Paint applied over such a surface will not crack or peel. Because SWP is ground so fine it is more elastic than other paints. It will stretch with the wood as it expands and contracts with changes in temperature and moisture. Thus SWP will not crack or peel.

C L O S E R K N I T F I L M

R E D U C E S Y O U R C O S T

POISON-PROOF PROTECTIVE

The Cover-the-Earth Trade-Mark is the World's Greatest Guarantee of Paint Quality

0007-SWP-040758

0007-SWP-000124150

THINNING RECOMMENDATIONS FOR SWP

SURFACE	FOR GLOSS WHITE, IVORY, CREAM, CANARY YELLOW, PEARL GRAY, COLONIAL YELLOW AND SILVER GRAY		FOR BALANCE OF COLORS	
	First Coat	*Second Coat*	*First Coat*	*Second Coat*
NEW WOOD—(Soft) such as Cedar, White Pine or Redwood.	1 Gallon SWP 7 Pints Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil	1 Gallon SWP 7 Pints Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
NEW WOOD—(Resinous) such as Yellow Pine, Cypress, etc.	1 Gallon SWP 2 Quarts Raw Linseed Oil 1 Quart Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil	1 Gallon SWP 2 Qts. Raw Linseed Oil 1 Quart Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Old surfaces which have not been painted for a number of years.	1 Gallon SWP 1 to 2 Quarts Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil	1 Gallon SWP 1 to 2 Qts. Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Old lumber which has become extremely porous through exposure for years without the protection of paint.	1 Gallon SWP 7 Pints Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil	1 Gallon SWP 1 Pint Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Surfaces where the old paint is chalking and weathering but otherwise in fair condition and not unusually porous.	1 Gallon SWP 1 to 2 Pints Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil	1 Gallon SWP ½ Pint Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Surfaces where old paint still carries a high gloss and has considerable life such as under eaves or other unexposed surfaces.	1 Gallon SWP 1 Pints Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil	1 Gallon SWP 1 to 1½ Pints Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
THREE-COAT THINNING INSTRUCTIONS (Most desirable specifications for new wood)	FIRST COAT—Same as above for two-coat work. SECOND COAT—1 Gallon SWP and 3 Pints Pure Turpentine. THIRD COAT—1 Gallon SWP and 1 Quart Raw Linseed Oil.		FIRST COAT—Same as above for two-coat work. SECOND COAT—1 Gallon SWP and 1 to 1½ Pints Pure Turpentine. THIRD COAT—1 Gallon SWP and 1 Quart Raw Linseed Oil.	

TO REDUCE SWP TO MAKE SHINGLE STAIN

SWP when properly reduced produces an excellent Shingle Stain. On the average surface it should be reduced with one gallon Exolvent and one-half gallon raw linseed oil to the gallon of SWP.

Since old shingles vary considerably in porosity and roughness it is advisable to try the mixture on a small section before going over the entire surface. If more gloss is desired increase the quantity of linseed oil. If two coats are applied a higher gloss may result. If too objectionable, it can be overcome by using less oil and more mineral spirits. However, greater durability is obtained with the mixture recommended above.

PAINTING GALVANIZED IRON

Use S-W Galvanized Iron Primer, observing carefully the directions on the package.

S-W STUCCO AND CONCRETE PAINT

Unpainted stucco is usually very porous and will absorb large quantities of moisture during wet weather. This often causes rotting of the framework timbers and rusting of the metal lath, resulting in large repair bills.

S-W Stucco and Concrete Paint, seals the surface, producing a smooth uniform finish to which dirt does not cling readily, eliminating unsightly dirt streaks so often seen on unpainted stucco and concrete buildings.

IMPORTANT—Refer to the directions on the package label before using.

S-W PORCH AND DECK PAINT

Make your porch floor truly washable with S-W Porch and Deck Paint. Don't deny yourself the satisfaction of a clean, attractive porch. It saves children's clothing and prevents tracking dirt into the house.



SHERWIN-WILLIAMS BRUSHES

The Sherwin-Williams Company recognizes three factors in the production of a good paint job: *(1)* A good painter; *(2)* Good Paint; *(3)* A good brush.

For best results with SWP we recommend either a 3½-inch or 4-inch S-W No. 10 or S-W No. 20 Brush.

For small jobs requiring one quart of paint, we recommend a 2½-inch S-W No. 40 or S-W No. 60 Brush.

THE SHERWIN-WILLIAMS CO.
ADMINISTRATION OFFICES: CLEVELAND, OHIO
SALES OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES

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