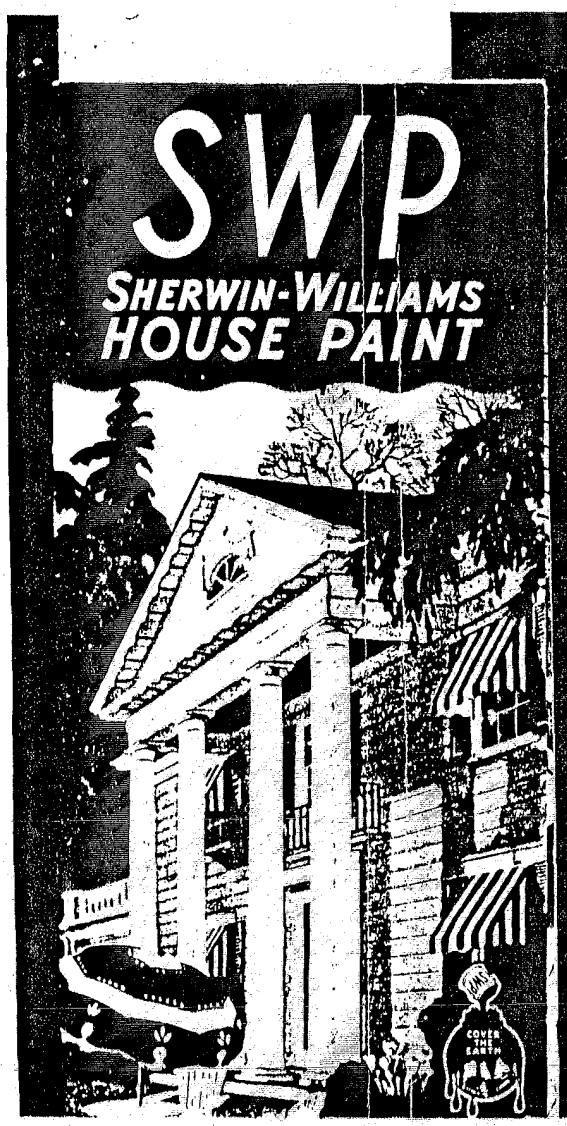
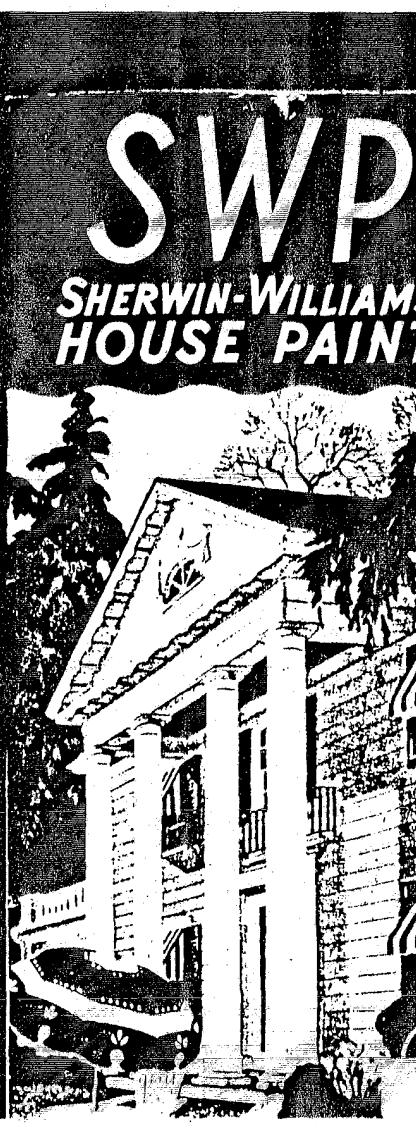
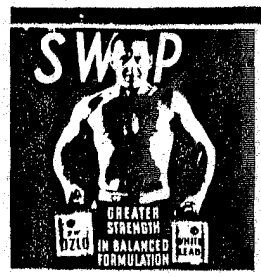


Complete Detailed
THINNING
RECOMMENDATIONS

SWP
SHERWIN-WILLIAMS
HOUSE
PAINT







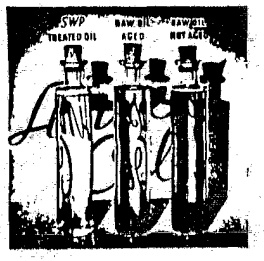
FORTIFIED PIGMENTS

Science knows no paint pigment that is perfect, in itself. Therefore SWP is not restricted to a single pigment. In SWP purest white lead is fortified with S-W OZLO pigment —pure white lead and pure zinc oxide in intimate chemical union. This is why SWP White is so lasting and the beauty of its colors so enduring. This is why SWP is noted for the smoothness of its finish. Sherwin-Williams make these pigments particularly for SWP in their own factories from ores taken from their own mines.



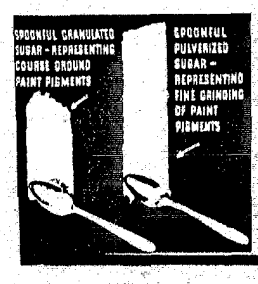
COLORS

SWP colors were created by artists for beauty and correctness. The chemically evolved colors for making these colors are produced in our own factories so we can be certain of their permanence and quality. The natural "earth colors" used are selected from the world's choicest stocks and, to prevent any slightest variation, are subjected to most rigid testing before they are used in SWP. This folder shows how beautiful SWP colors are and—because they **are** SWP—the colors keep their beauty —they last!



LINSEED OIL

Separating weed seeds from the flaxseed, filtering the oil, removing the mucilaginous matter and aging in storage tanks—These are but a few of many operations carried out with scrupulous care by Sherwin-Williams before the oil may be used in SWP. The three samples photographed here can show, of course, only the contrasts in appearance of various oils. But inferior linseed oil makes inferior paint, no matter how fine the colors and the pigments may be. That's why Sherwin-Williams crush and age their own linseed oil.



FINE GRINDING

Sherwin-Williams use several pigments in SWP. Each is individually processed for correct particle size to make SWP brush freely and yet hide the surface with a dense, opaque film. Grinding through powerful mills accomplishes a uniformity of mixing all pigments that is impossible to obtain by hand mixing. Absolute uniformity of pigments in every brushful of SWP is responsible for the uniformity in appearance, production and durability for which SWP is famous.

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 home.

ECONOMY OF USE

Even in the first cost of application SWP costs less money for the painting of your house than if ordinary paint 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.



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

DURABILITY

SWP keeps your house looking well for a longer time. Its gradual, controlled chalking keeps the film smooth and unbroken—no eroding or "gullying" with weather to look blotchy and hold discoloration. The life of SWP is longer because its "chemistry" is better balanced. Modern paint research of S-W chemists keeps constantly adding finer appearance, longer life and greater value to SWP. Ease of brushing and freedom from objectionable brush-marking results in a film of uniform thickness which also makes SWP more durable.



WASHABILITY

Paints that roughen with weather hold the dirt and cannot be washed clean. Re-painting for appearance becomes necessary before the paint is worn out. SWP retains its smooth finish. Dirt is easily removed with soap and water. Washing makes an SWP house as attractive as a brand new paint job—SWP paint protection continues unimpaired—washing costs less than re-painting. SWP cleanwashed window sills help keep curtains clean. SWP cleanwashed doorways and porches may save the cost of a new paint job.



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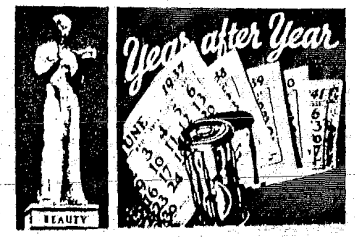
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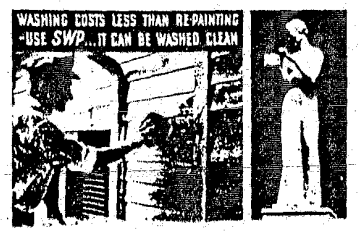
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DEPENDABLE UNIFORMITY

From one end of the civilized world to the other—the can of SWP you purchase is always the same dependable good paint—today, tomorrow or whenever you want it. Faithful adherence to standards of materials, color and workmanship mean that you can always go back and be certain that the new can of SWP will be correct in color and the same excellent quality wherever or whenever you buy it.



ECONOMY OF APPLICATION

Your painter can produce a beautiful paint job with SWP at a lower cost. Its closer knit film saves time and material as the old surface disappears beneath his brush. There is no suggestion of "cheap paint cloudiness"—no time lost in making SWP "cover". Each brushful of SWP spreads so easily and so far that the house is painted quicker and with fewer brushfuls of paint. Scientific exactness, finest quality ingredients, pigments fortified with S-W OZLO pigment—make SWP truly economical.



COVERS MORE SURFACE

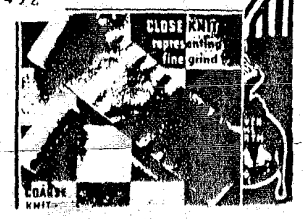
The quality of materials used and our method of manufacture result in SWP having a covering capacity of 400 square feet, under average conditions, two coats to the gallon. This figure may vary, depending upon the condition and the porosity of the surface. It is easy to make paint that will cover considerably more surface but at the sacrifice of appearance, durability and economy. SWP always makes a *beautiful* finish and is most economical to use.

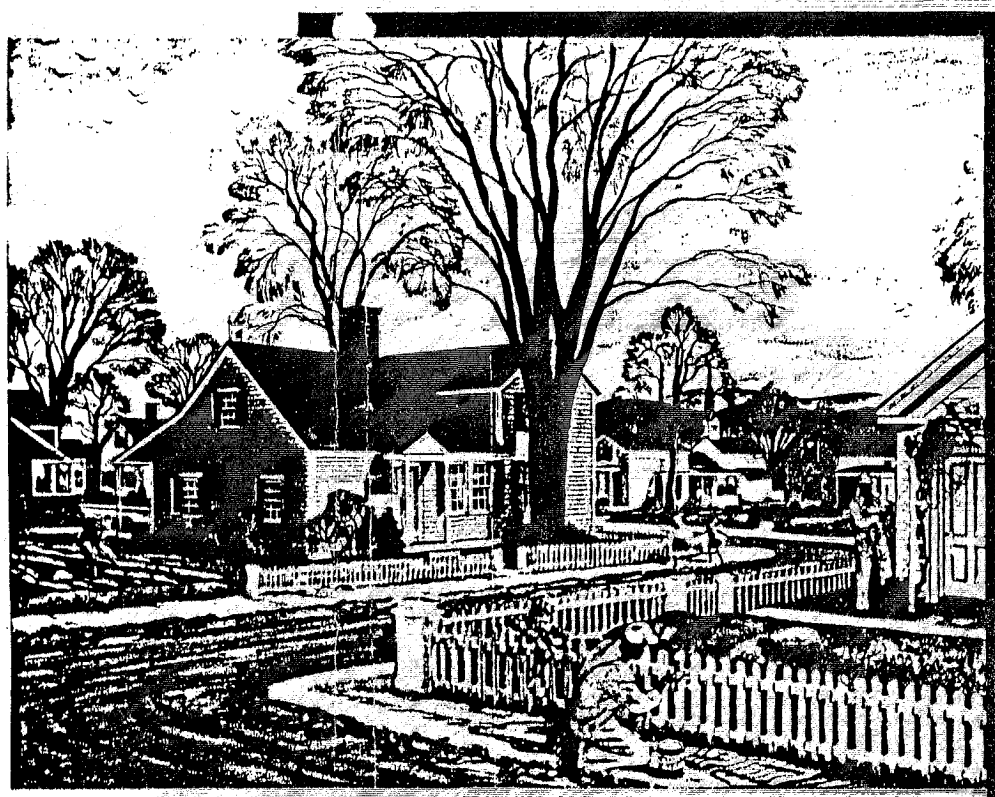


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CLOSER KNIT FILM

White pigments are different in shape, size and opacity—even though they may have the same chemical name. Sherwin-Williams make SWP a tighter paint, smoother and more opaque by making each pigment specially for SWP. White lead, S-W OZLO pigment, knit together for a film of greater density than is obtainable with any known single pigment. S-W chemists make this closer knit film possible.





SHINGLE STAIN MADE WITH SWP — SWP when properly thinned with pure linseed oil and S-W Exolvent (or turpentine) makes an excellent shingle stain. Use any color of SWP desired. For the average surface, add one half gallon pure linseed oil and one gallon S-W Exolvent (or turpentine) to each gallon of SWP.

PAINTING GALVANIZED IRON — Use S-W Galvite, a galvanized iron primer, and observe directions on the package carefully for best results.

COVERING CAPACITY OF SWP HOUSE PAINT — SWP covers approximately 400 square feet, two coats per gallon on average surfaces. Be sure to follow thinning directions on the label.

S-W STUCCO AND CONCRETE PAINT — Seals concrete and stucco surfaces, making them water proof. This prevents weather cracks, keeps the house dry and avoids repair bills due to penetration of moisture. The colors last—do not wash away with rain—buildings tend to stay cleaner without streaking and disfiguration common to unpainted stucco. IMPORTANT — Follow carefully, directions on the package.

S-W PORCH AND DECK PAINT — Porches protected with S-W Porch and Deck Paint are easy to clean—the wood floor and steps do not decay. Paint porch floors once a year—keep your house attractive.

SHERWIN-WILLIAMS BRUSHES — For best results with SWP House Paint we recommend a 3½ or a 4 inch S-W No. 10 for large jobs. For a smaller job use a S-W No. 20 brush.

THE SHERWIN-WILLIAMS CO.
ADMINISTRATION OFFICES: CLEVELAND, OHIO
SALES OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES
Printed in U. S. A. © The S-W Co. G 10 38 144

Complete Detailed THINNING RECOMMENDATIONS

SWP

SHERWIN-WILLIAMS HOUSE PAINT



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