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IMPORTANT FACTS ABOUT HOUSE PAINTING

The Kind of Paint to Use; How to Apply It; And How to Get Attractive Color Combinations

THE KIND OF PAINT TO USE

THERE are three classes of house paint to choose from—*good* prepared paint, honestly and correctly mixed by machinery, ready for use; white lead and oil, bought separately and mixed for use by hand and poor, low-priced prepared paint made by those who are willing to sacrifice quality, and true economy, in order to sell "cheap."

Good prepared paint is the best to use. That it is better than the "cheap, low-quality paints goes without saying. It is also much better than hand-mixed lead and oil, as the following statements will show:

Some thirty odd years ago hand mixing of white lead and linseed oil was the only way of making house paint. In those days THE SHERWIN-WILLIAMS COMPANY would have recommended it to you and would have told you to be careful about the quality of the lead and the purity of the oil. But you would have had to do the mixing yourself or get a painter to do it, and no matter how good the lead or how pure the oil you would still have had an unsatisfactory paint.

Lead and oil when applied to a surface soon lose their luster and powder and chalk badly on account of the saponification of the oil. Further than this hand mixing cannot thoroughly and properly incorporate the lead with the oil.

Since those days the quality and character of white lead have not improved any, but two other important improvements have been made.

First, it was discovered that the chalking and powdering of white lead could be overcome by the addition of oxide of zinc—a pigment that produces a harder surface, is whiter, combines better with the oil, keeps its luster longer, and spreads farther than lead. Oxide of zinc alone would not make a satisfactory house paint any more than white lead alone, but the two, when properly combined, give excellent results.

The second important improvement is the substitution of machinery for hand work, by which the oil and pigment become more intimately united and the pigment more finely ground—two very vital points in the making of good paint.

With these marked advantages good prepared paint is rapidly displacing lead and oil, not only for house painting, but also in the large railway paint shops, in marine painting, and other places where the best and most economical results are required, and where the truth about paint values is thoroughly understood.

There are only three reasons why lead and oil are now used at all—the fixed habit of some who are slow to change from old methods to new; the prejudice of those who have been fooled by the "cheap," low quality paints; and the fact that the makers of white lead resent the introduction of oxide of zinc as a paint pigment and continue to urge the use of lead and oil alone, in order to keep up the proportion of lead used.

In the manufacture of THE SHERWIN-WILLIAMS PAINT, PREPARED (S. W. P.), it has been our aim from the start to give a paint of such unquestioned quality as is to be its own best argument against habit, prejudice, and competition. It is made on a lead, zinc, and linseed oil base, each color being honestly handled in its formula and manipulation so as t
We believe S. W. P. represents the b
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satisfaction to the user, in durabil
economy. We have believed in the economical value of prepared house paint and have always made but the one quality—the best that can be produced.

As a result, we have built up the largest paint business in the world, requiring five big factories, in Cleveland, Chicago, Newark, Montreal, and London, Eng., with offices and warehouses in the principal cities and thousands of retail agencies. There is no other paint so widely known and used. Its popularity is the best argument that can be advanced in the favor of good prepared paint.

We maintain the quality of S. W. P. by controlling most of our raw materials and by manufacturing at so favorable a cost and in such large quantities that we never have to sacrifice quality to get a right selling price.

We operate our own lead and zinc mines and smelters, make all our own tin

seed oil, manufacture our own dry colors, design and build all our own machinery, make all our own tin cans and packing cases, and print our own labels. In these ways we are able to put into the quality of *S. W. P.* the profits that would otherwise go to the outsiders in the purchase of materials.

The splendid quality of linseed oil we are able to produce in our mills alone, sufficient to give *S. W. P.* a great advantage over any other paint.

To sum it all up, there is no possible way of making a paint that is better than *S. W. P.* It will wear longer, hold its gloss longer, look better, cover more surface, and prove more economical than any other paint.

HOW PAINT SHOULD BE APPLIED

It pays to know how paint should be applied. We give complete directions for the use of *S. W. P.* on each package, but here is some useful information that will enable you to be sure of good results. We can furnish the paint only. Much depends on the painter and the condition of the surface.

Wherever possible, always employ a good, practical painter.

See that the surface is free from grease and soot. If the job has been previously painted and is perling, scaling off, or cracking, burn off all the old paint. If this is not done, the new coat of paint cannot be expected to stick.

See that the surface is perfectly dry. Moisture is what often causes blistering, cracking, scaling, and like troubles. Moisture is always present in green or pitchy lumber, and after a rain, a heavy dew or a fog.

Do not paint over pitchy surfaces and expect satisfactory results. No paint can do well on such surfaces.

Do not paint in frosty weather or over too glossy a surface. Any paint will "crawl" under such conditions.

Do not use boiled oil in any primers or for thinning *S. W. P.* Boiled oil never dries thoroughly and always leaves the surface in bad condition for repainting. Pure *raw* linseed oil should be used; it dries through and through and leaves a good hard surface for repainting.

Never add japan to the paint to hasten drying. *S. W. P.* has just the quantity of dryer in it to dry safely and properly.

Do not use ochres for primer. The priming coat is the foundation coat, and if it is not right, good painting cannot be done. The *SHERWIN-WILLIAMS PRIMER, LIGHT AND DARK*, are made specially to give best results. Where these are not used, thin *S. W. P.* with one gallon of pure raw linseed oil and from one pint to a quart of pure spirits of turpentine to each gallon of paint for the priming coat. For detailed directions for the use of the *SHERWIN-WILLIAMS PRIMER* or *S. W. P.* see top label on each package. For best results on new work apply one coat of the *SHERWIN-WILLIAMS PRIMER* (light or dark, as is required by the finishing coat demanded) and two coats of paint.

Lumber is becoming yearly more difficult to paint successfully. Do not expect the finishing coats to stand unless the primer is used as thin as possible, thoroughly brushed out and allowed to become bone dry before recoating.

It is false economy to use only two coats of paint on new work. Don't expect best results unless you use a primer and two subsequent coats.

Apply the paint in thin coats. Brush it out thoroughly. Any paint put on too thick is liable to crack and peel, and such workmanship is responsible for more unsatisfactory results than any other one cause.

Do not let one coat of paint stand for any length of time before applying the next coat and expect good results after becoming thoroughly dry. Each coat must be applied one after the other within reasonable time if long wear is expected.

HOW TO ASCERTAIN THE QUANTITY OF S. W. P. REQUIRED FOR TWO COATS

Measure the distance around the building, multiply that by the average height, which will give the square feet of siding; divide that by 300, which will give you approximately the number of gallons of *S. W. P.* to buy for the body; then take ½ to ¾ of this quantity, which will give you the amount for the cornice and other trimmings; ascertain the square feet in floors and ceilings of porches, then divide each, as before, by 300, which will give the quantity to buy. For an average eight-room house about one quart of paint will do for doors and sash.

S. W. P. will cover 300 square feet of surface, two coats to the gallon or more, depending upon the condition of the surface. Lead and oil will cover only 125 to 250 square feet, two coats to the gallon.