



SWP
THE WORLD'S STANDARD
HOUSE PAINT

0007-SWP-039163

#344

N29090

WHY DO PEOPLE P,

First: To preserve the surfaces
against decay



0007-SWP-039164

0007-SWP-00012254

LE PAINT THEIR HOUSES?

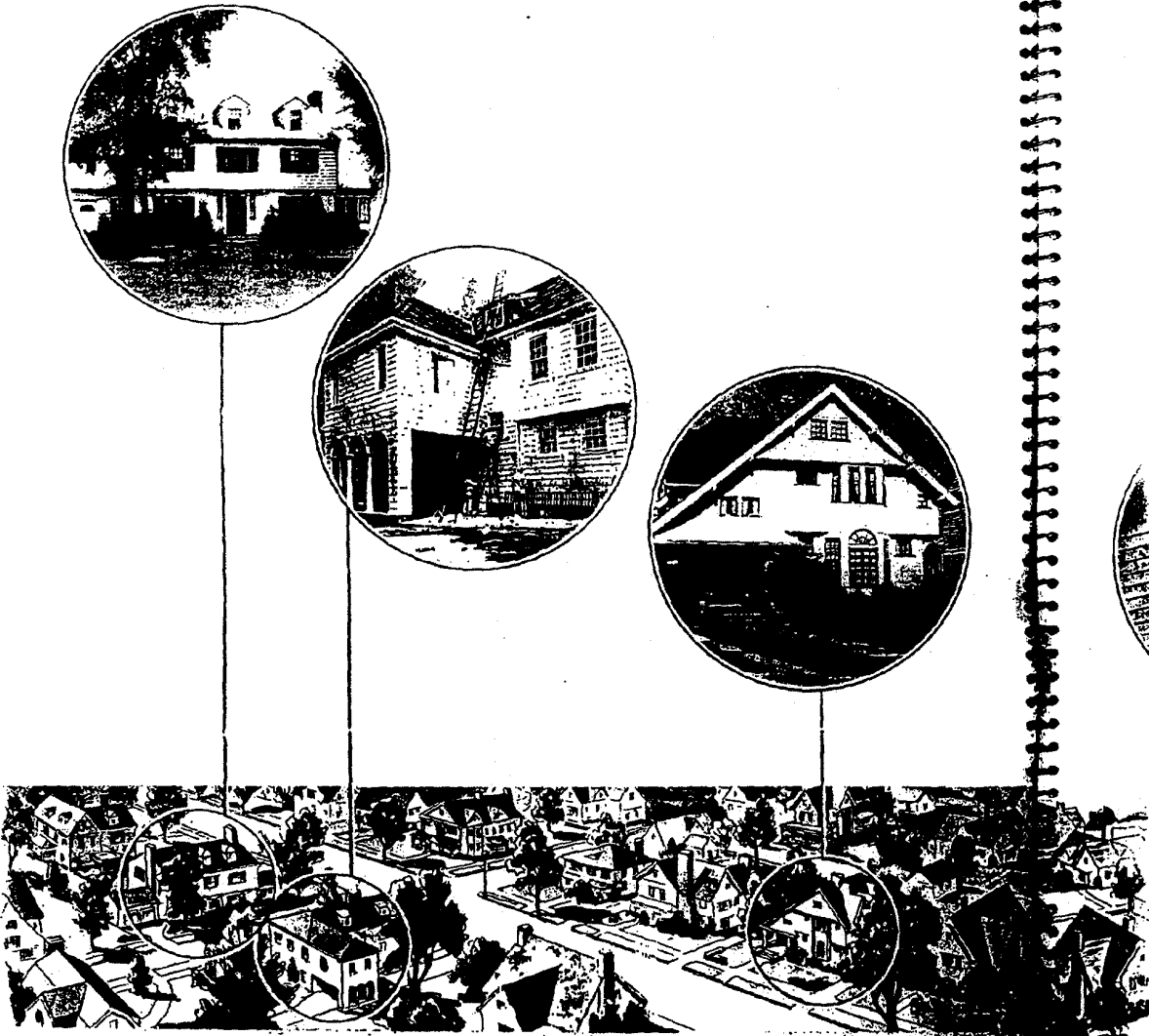
25 *Second:* To give the houses color
and beauty



Without paint protection, this beautiful home would have become run down
like the one on the opposite page

0007-SWP-039165

QUALITY PAINT is Protecting Billions
of Dollars Worth of Property Against
Decay » » » » » » » » »

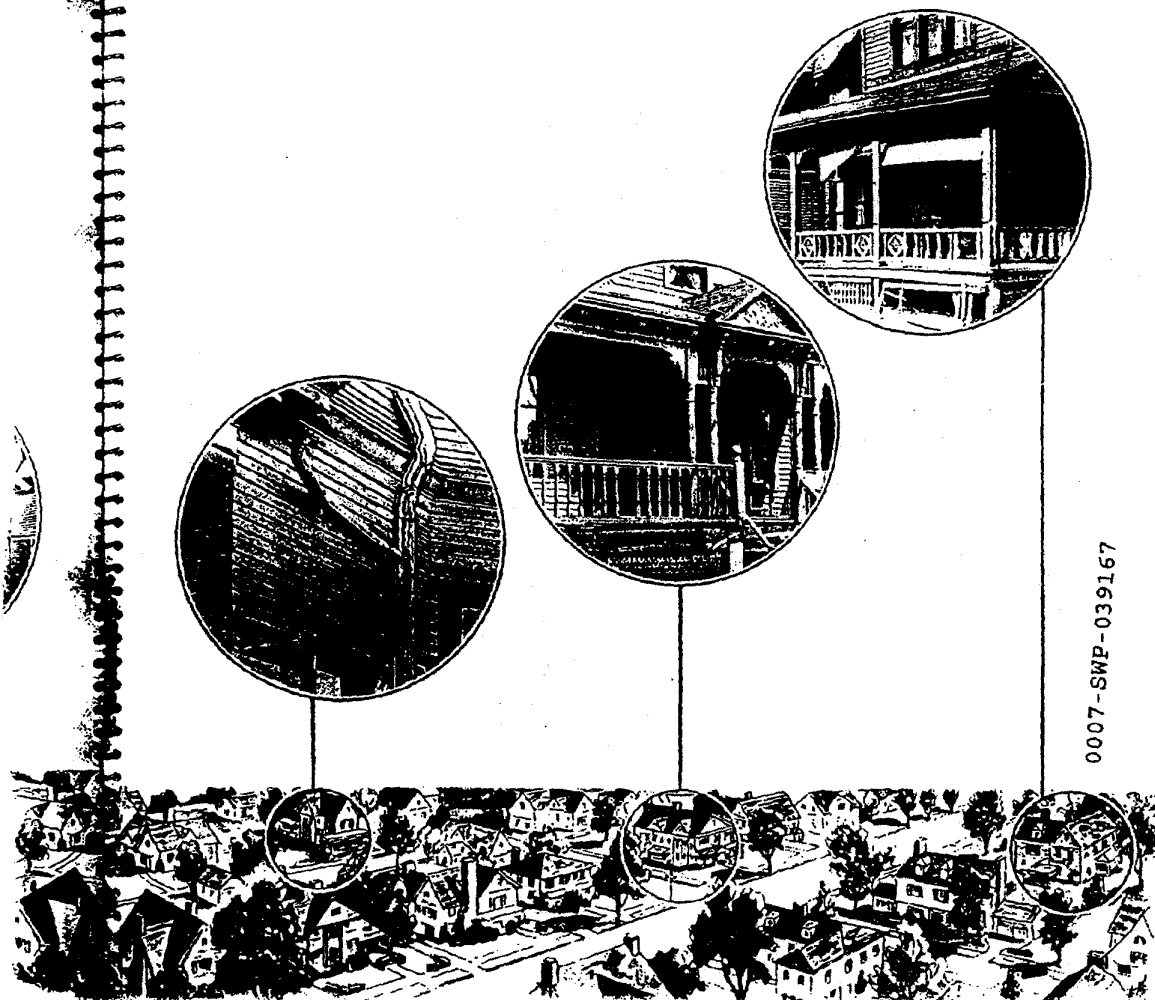


0007-SWP-039166

0007-SWP-00012254

is
st
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BUT the Nation's Annual Loss Due to
Inadequate Paint Protection Runs Into
Many Millions of Dollars. » » » »



QUALITY PAINT ADDS VALUE,

A Well Painted House Looks Better, and
on a Sale or Mortgage Loan, Increases

Before Painting



0007-SWP-039168

ADDS VALUE TO A HOUSE

Itter and Brings A Higher Appraisal
an, Increases Prestige in the Community

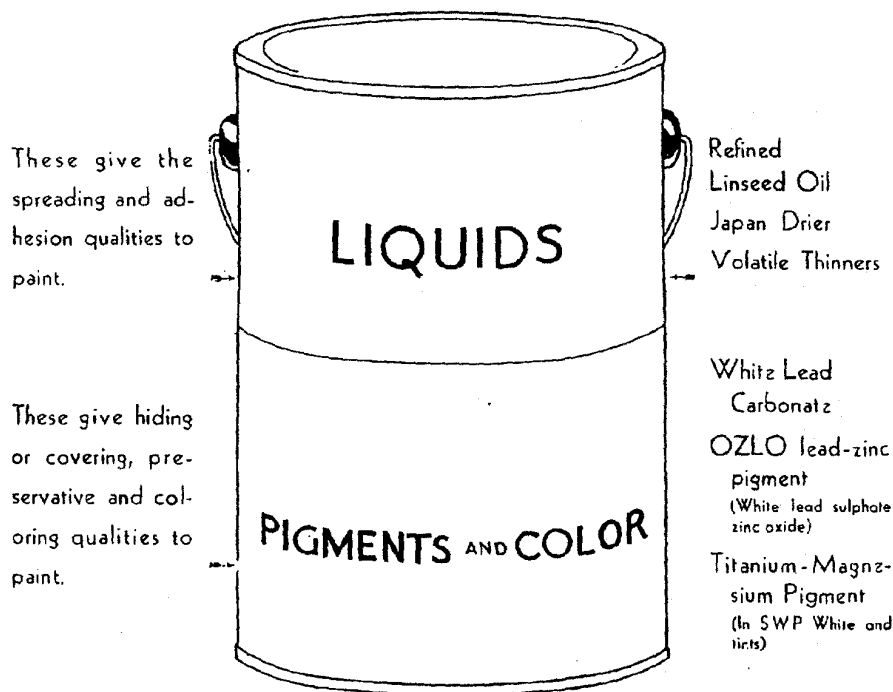
After Painting



0007-SWP-039169

WHAT ARE THE INGREDIENTS OF **SWP**

?



SWP is made from two general types of ingredients:

LIQUIDS (or "vehicles" as they are called) which give the spreading and adhesion qualities, and—

PIGMENTS which give the hiding or covering, the preservative and coloring qualities.

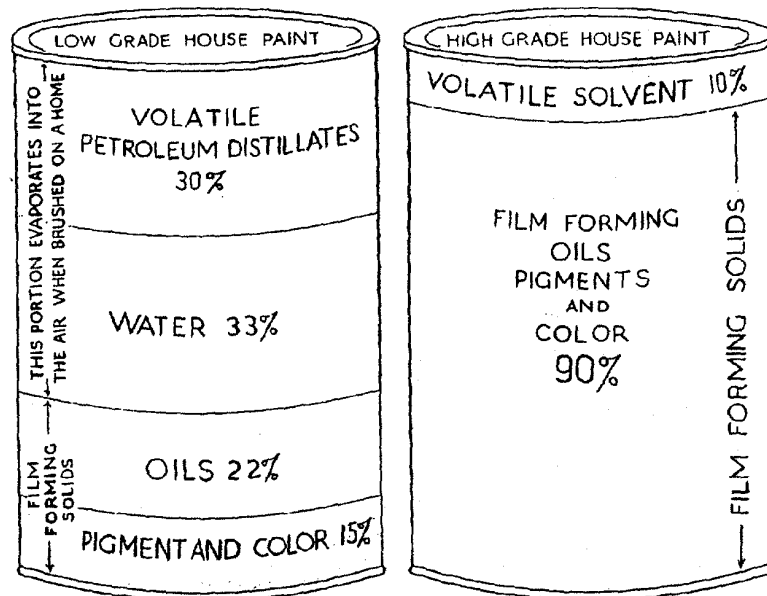
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0007-SWP-039170

HOW DOES **SWP** COMPARE WITH CHEAP PAINTS

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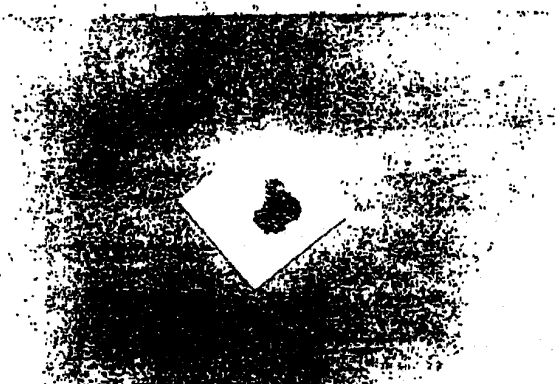
Graphic illustration comparing the volume contents of a low-grade with a high-grade paint. Note that the low-grade paint contains 63% of Water and Petroleum Solvent which evaporates into the air, leaving only 37% of actual film forming solids. Note that the high-grade paint contains 90% of film forming solids.

(The above is an exact reproduction of a diagram issued by the Educational Bureau of the American Paint & Varnish Mfrs. Assn., Washington, D. C.)

0007-SWP-039171

0007-SWP-00012255

WHY ISN'T **SWP** MADE FROM **W** **HERE'S WHY—**

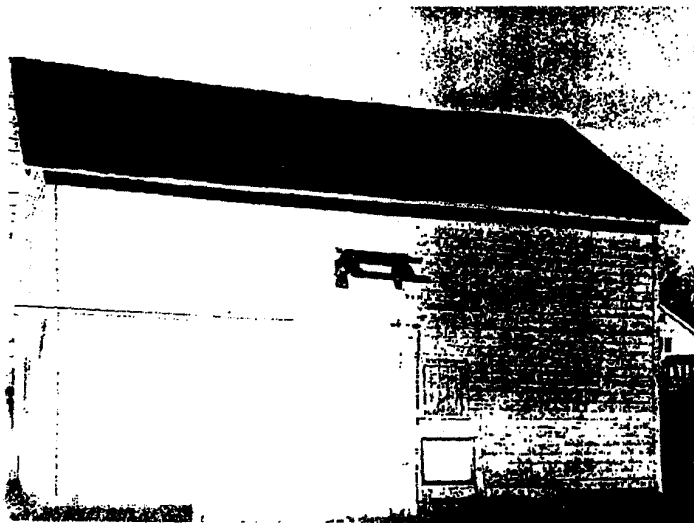


ROUGHENS
WITH
WEATHERING

The above illustration is from an un-retouched photograph of the surface of a panel coated with a straight white lead paint and exposed to the atmosphere of a large city continuously for two years.

Note how badly the paint has "chalked." The little pile of dust in the photograph was secured by rubbing the surface lightly with a soft cloth. The dust collected was from an area measuring 12 in. by 8 in.

Note how the white lead film has turned gray in reaction with the coal smoke and sulphurous gases in the air.



DISCOLORS READILY

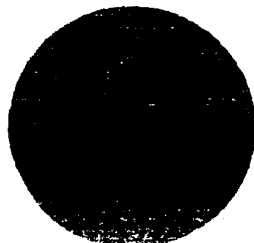
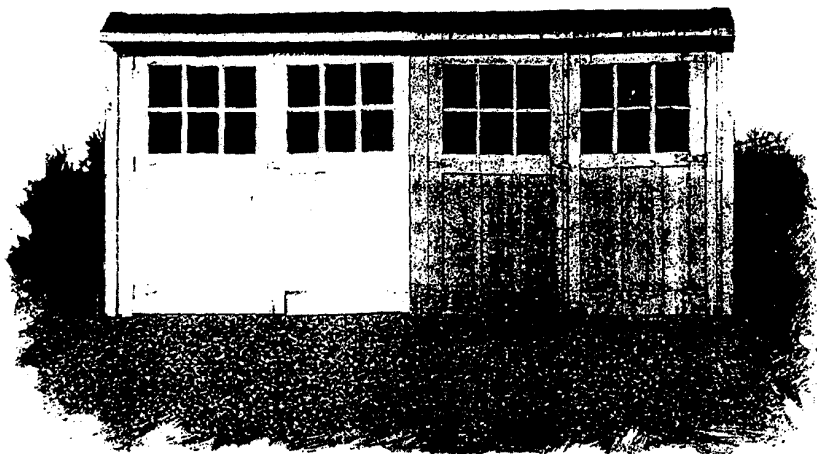
In the photograph at left a striking comparison will be observed in a test of straight white lead and oil paint and SWP White. This unretouched photograph was taken after a three year exposure. The lead and oil paint is on the right.

0007-SWP-039172

0007-SWP-00012255

WHITE LEAD EXCLUSIVELY?

HERE'S WHY—



SWP

The above is a close-up photograph of the SWP paint film after a three-year exposure. Observe the generally unimpaired appearance of the film and absence from the characteristic checking of single pigment white lead paint.

If white lead as a single pigment made the best house paint, the United States Government and all important railroads would not be specifying paints for exterior painting that have a **MULTIPLE PIGMENT CONTENT**.

Here is another interesting comparison of a test made with SWP and straight lead and oil paint. This unretouched photograph was taken after 2½ years of exposure. SWP appears on the two left-hand doors.



0007-SWP-039173

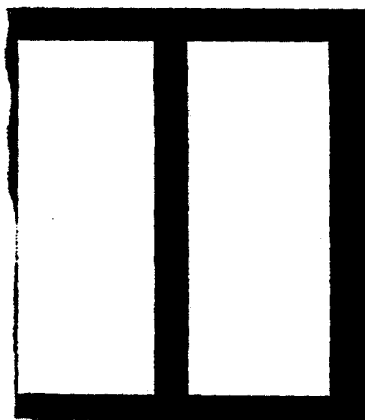
WHAT IS ADDED TO THE WHITE LEAD IN SWP TO RETAIN IT'S ATTRACTIVENESS?

Here is the Answer--

OZLO lead-zinc pigment
is made in Sherwin-Williams
smelters at Colleyville, Kans.
and shipped to the S-W
paint factories in various
parts of the country



S-W OZLO lead-zinc pigment fortifies the white lead carbonate in SWP so as
to control chalking and to make it more resistant to atmospheric discoloration.



In making OZLO pigment from the original ores, Sherwin-Williams fuses lead and zinc into **ONE COMBINED PIGMENT** which possesses the desired qualities of both lead and zinc and is superior to lead and zinc when mixed as separate pigments in house paint.

Note the difference in whiteness of the two paint films in the picture on the left.

The left-hand panel was painted with straight white lead paint; the right-hand panel with white lead paint to which OZLO pigment was added.

0007-SWP-039174

0007-SWP-00012255

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5?

WHAT GIVES **SWP** GREATER WHITENESS AND STRONGER HIDING POWER?

The Answer Is:

WHITE LEAD (Carbonate)

—PLUS—



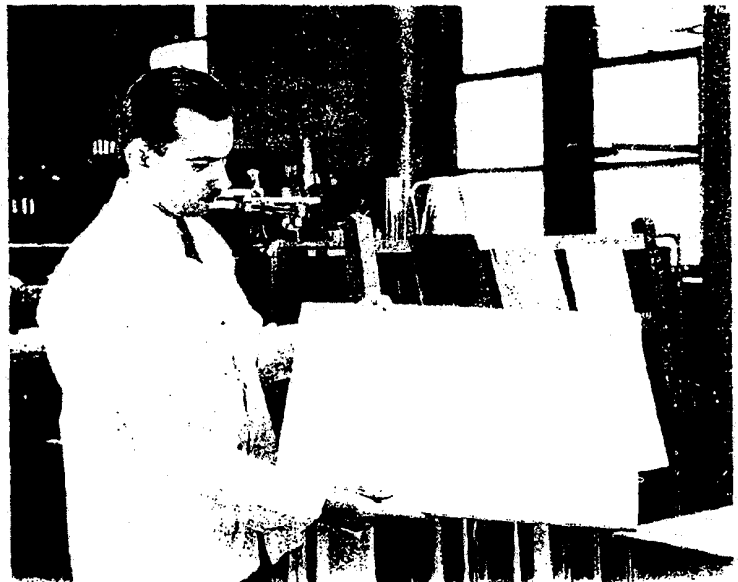
—PLUS—

TITANIUM—MAGNESIUM PIGMENT

Titanium Magnesium Pigment Adds:

- 1 EXTREME WHITENESS
- 2 GREAT OPACITY
- 3 HIGHER RESISTANCE TO SMOKE AND SULPHUROUS GASES

Titanium Magnesium, being whiter than lead carbonate and OZLO pigment, and also being stronger in hiding power, the scientific combination of these pigments results in an EXTREMELY white paint of great opacity.



0007-SWP-039175

WHAT PIGMENTS FOUND IN "CHEAP" PAINT



1. **CHALK:** Chemically known as Calcium Carbonate and so declared on "cheap" paint labels. It is used extensively in many of the "cheap" house paints.
2. **BARYTES:** Chemically known as Barium Sulphate. This is a cheap, inert pigment having no hiding power, and is used extensively in "loading" cheap paints.
3. **CHINA CLAY** Chemically inert white pigment mined from the earth. This pigment possesses practically no value from the standpoint of "hiding" power, such as is secured from the standard high grade paint pigments, such as Lead Carbonate, Zinc Oxide and Titanium Pigment. Frequently used in loading cheap exterior house paints.

0007-SWP-039176

0007-SWP-00012255

AP[®] PAINTS ARE AVOIDED IN SWP?

THERE is almost an unlimited number of ways of "cheating" in the manufacture of house paints to be sold at a low price, but the result from the application of these paints is always Dissatisfaction.



Close-ups of two "cheap" paint films after weather exposure of one year. Note "checking" of paint film on left panel and extreme chalking and washing away of paint film on second panel.

Here is what happens all too frequently when the consumer buys paint on the basis of price per gallon. This house was painted with paint containing "joker" pigments in combination with other pigments. Note how the film has literally washed off the surface in two years' time.



0007-SWP-039177

WHY ARE SWP COLORS SO UNIFORM AND PERMANENT UNDER EXPOSURE?



Up-to-date accelerated testing equipment gives us much more effective control of every-day color production because it reveals immediately any slightest variation.

The attractive, clear-tone colors used in SWP are manufactured in Sherwin-Williams' own Color Plant at Chicago.

Compare SWP colors with those of other house paints and see how much more pleasing they are—all through the line.



Chemists and Technicians of the Sherwin-Williams Dry Color Production Department.

0007-SWP-039178

WHAT IS THE MOST IMPORTANT AND UNMATCHABLE INGREDIENT IN **SWP**?



THE most important single ingredient in SWP is the human factor,
—the knowledge, skill and care which go into its manufacture.

This is the result of 59 years of continuous effort to produce
the best possible house paint.

There is no short-cut to research, and no empty claims can take
the place of practical experience in manufacturing.

0007-SWP-039179

FIFTY-NINE YEARS of RESEARCH MADE **SWP** THE HOUSE PAINT

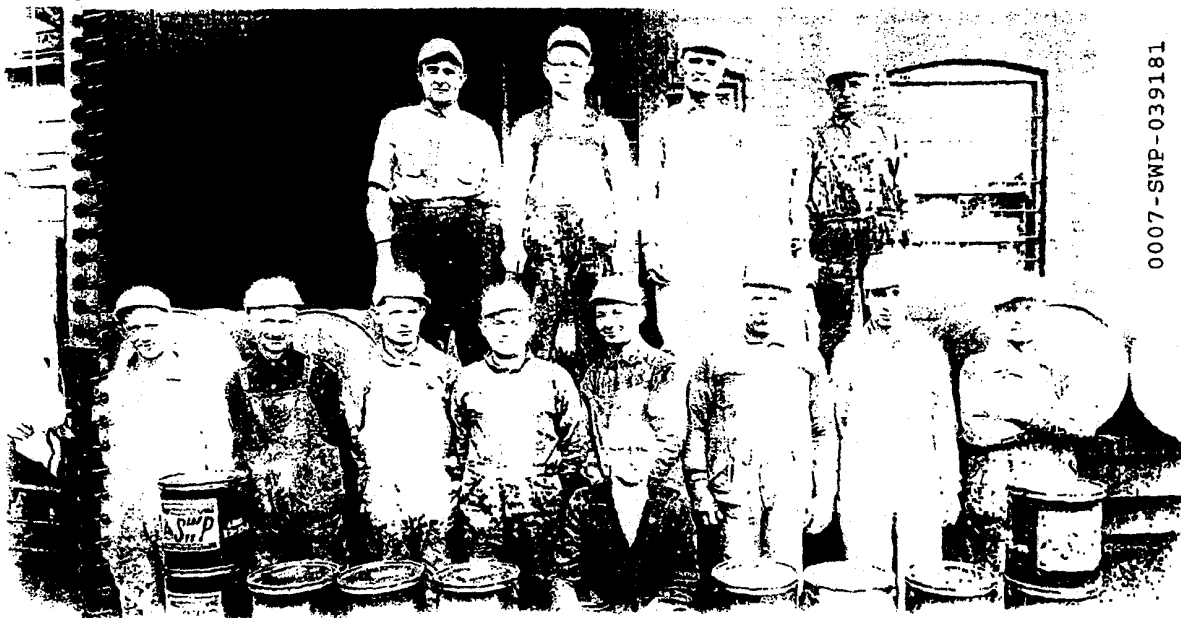
HERE is a photograph of the Research and Technical staff that is responsible for the development and safeguarding of the quality of SWP. It is these men who, over a long period of years, have worked on the scientific and practical development of this product,—the most perfectly balanced and durable house paint that money can buy today!



0007-SWP-039180

AND DEVELOPMENT HAVE AT STANDARD OF THE WORLD

THE quality of SWP is not only safeguarded thru laboratory control but in the actual process of manufacture. The men who are supervising the actual production of SWP at the paint mills—some of whom are shown in the photograph below—have average service records of 23 years. They are skilled paint makers to the core—true craftsmen.

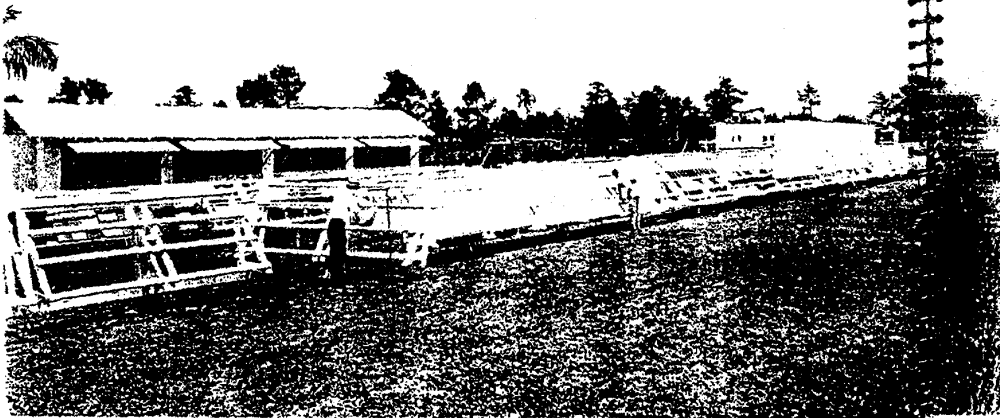


0007-SWP-039181

"HANDSOME IS AS HANDSOME DOES"

OVER a period of years, thousands of exposure tests have been made of paint formulations by The Sherwin-Williams Co. These tests have been made on wood panels which are shipped to different sections of the country for weather exposure tests on especially constructed racks such as are shown below.

Panel Exposure "Farm" at Miami, Florida



0007-SWP-039182

0007-SWP-00012256

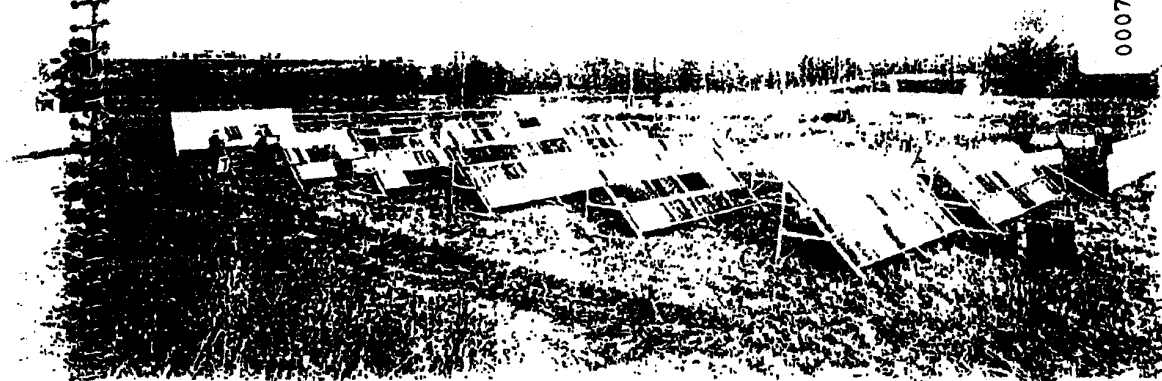
3" NOTHING COUNTS BUT PERFORMANCE!

PERIODICALLY the panels under exposure are carefully inspected and the results of each test carefully noted. Important results are checked and rechecked before definite adoption of formula change.



Paint chemists and technicians watch the exposure reaction of paints, in their continuous effort for formula improvements.

Panel Exposure "Farm" at Olmstead Falls, Ohio



0007-SWP-039183

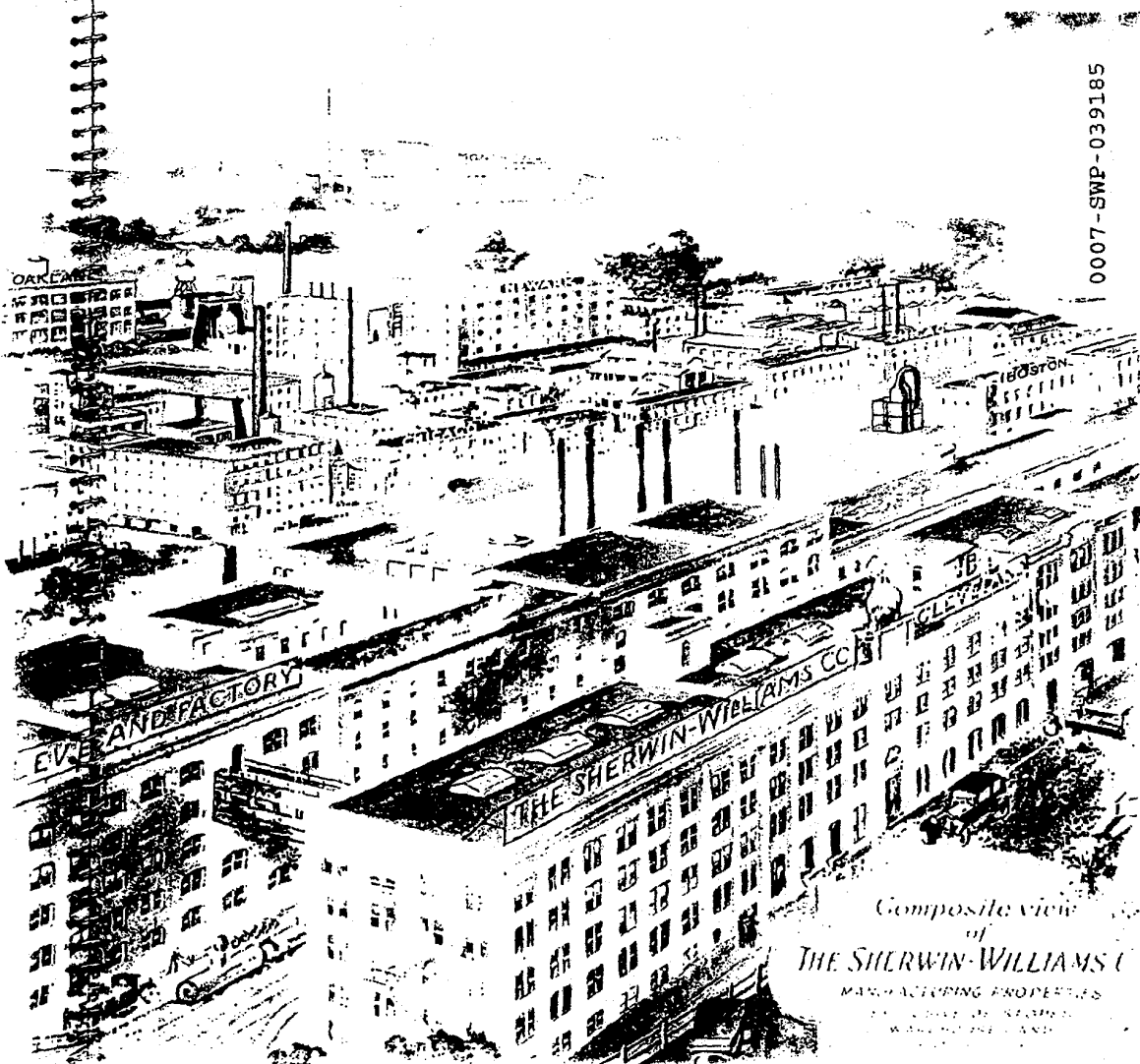
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THE SHERWIN-WILLIAMS CO. IS THE V



0007-SWP-039184

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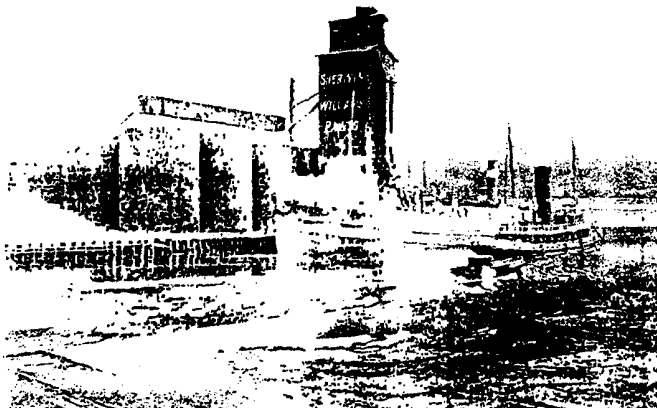
AND CONSUMERS MADE IT SO, THE WORLD'S LARGEST PAINT PRODUCER



0007-SWP-039185

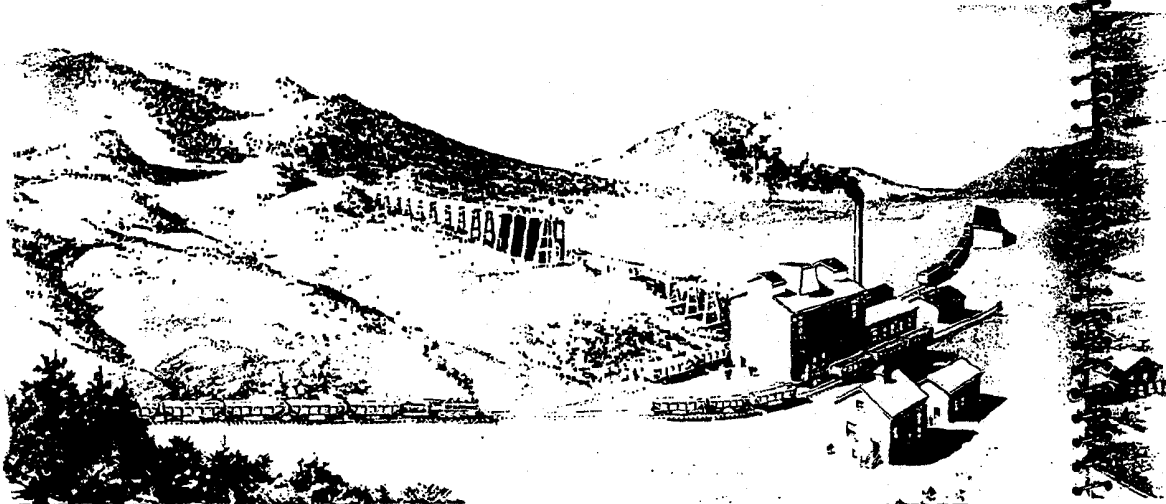
Composite view
of
THE SHERWIN-WILLIAMS
MANUFACTURING PROPERTIES
IN BOSTON, MASS.
AND WASHINGTON, D.C.

ALL IMPORTANT INGREDIENTS IN SHERWIN-WILLIAMS OWNED,



Sherwin-Williams Linseed Oil Mill, Cleveland, Ohio, where only the highest grade linseed oil is produced from the world famous Northwestern Flax for exclusive use in S-W products.

Sherwin-Williams Lead and Zinc Mines in New Mexico. Here are mined metals which, after processing and treatment, are used in SWP.

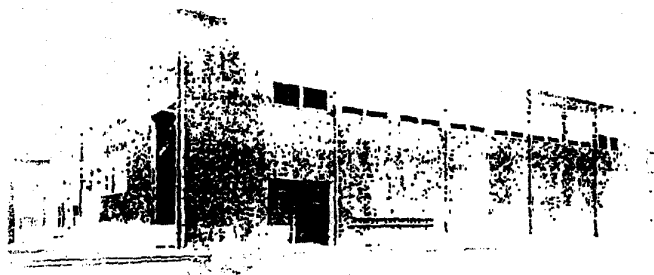


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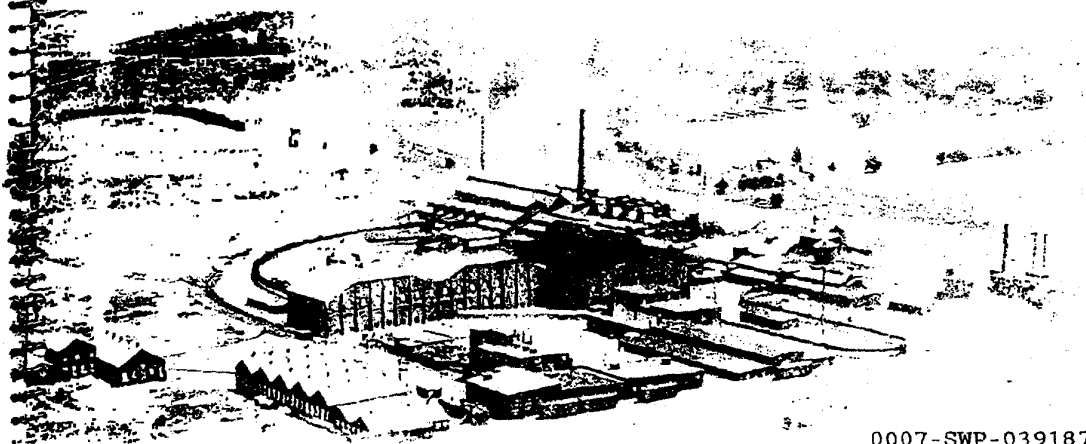
0007-SWP-00012256

3 OF **SWP** ARE "TAILOR-MADE" N RAW MATERIAL PLANTS

Sherwin-Williams Lead Carbonate Plant, Chicago, Ill. The Sherwin-Williams Co. is one of the country's largest producers of White Lead.



Sherwin-Williams Ore Smelters and OZLO Pigment Plant, Coffeyville, Kansas.



0007-SWP-039187

BATES LABEL 0007-SWP-039188

NOT USED IN THIS PRODUCTION

EVERY GALLON OF **SWP** IS COMPLETE UNIFORMITY

THE control of quality and uniformity in SWP is maintained by physical testing laboratories in each manufacturing plant, such as is shown in the picture below. A color of SWP house paint made according to a given formula today will be identical with the paint made according to the same formula months later.

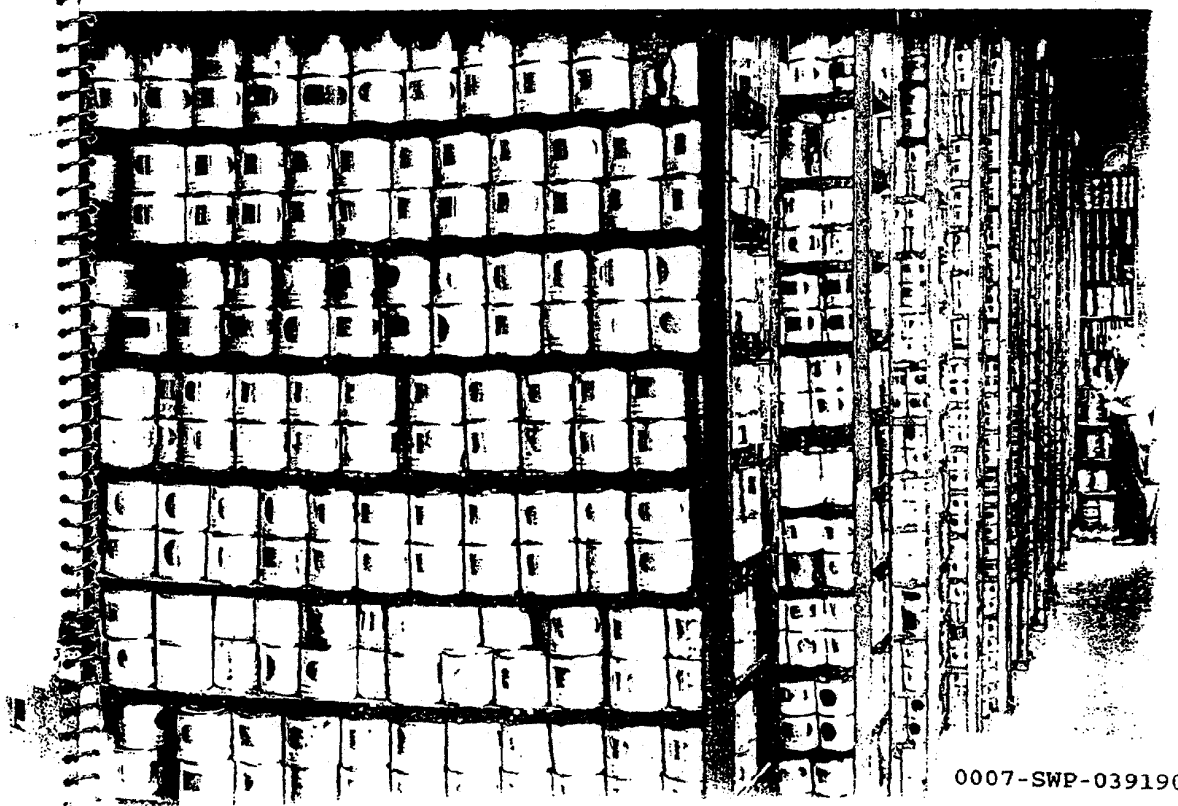


0007-SWP-039189

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IS CHECKED AND RECHECKED FOR TY AND STANDARD QUALITY

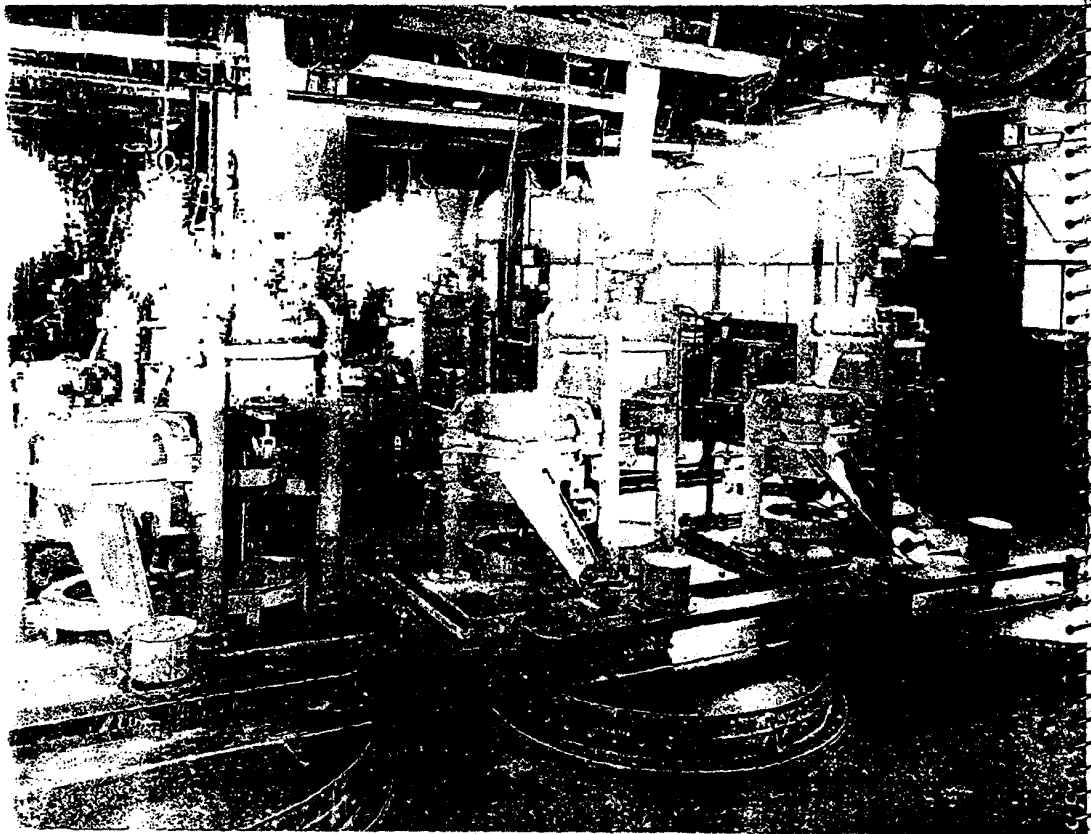
EACH production batch of SWP is tested against standard samples for uniformity of color, body, hiding power, working characteristics and drying time. In each Sherwin-Williams plant these standard samples are carefully filed in fireproof vaults such as the one shown below.



0007-SWP-039190

THE HIGH COVERING CAPACITY THE FINENESS OF ITS

SWP is ground in paint mills of Sherwin-Williams' design and manufacture, -- another exclusive feature of SWP Production. These mills grind slowly and very finely. This fine grinding takes more time and increases the "per gallon" cost of manufacturing.

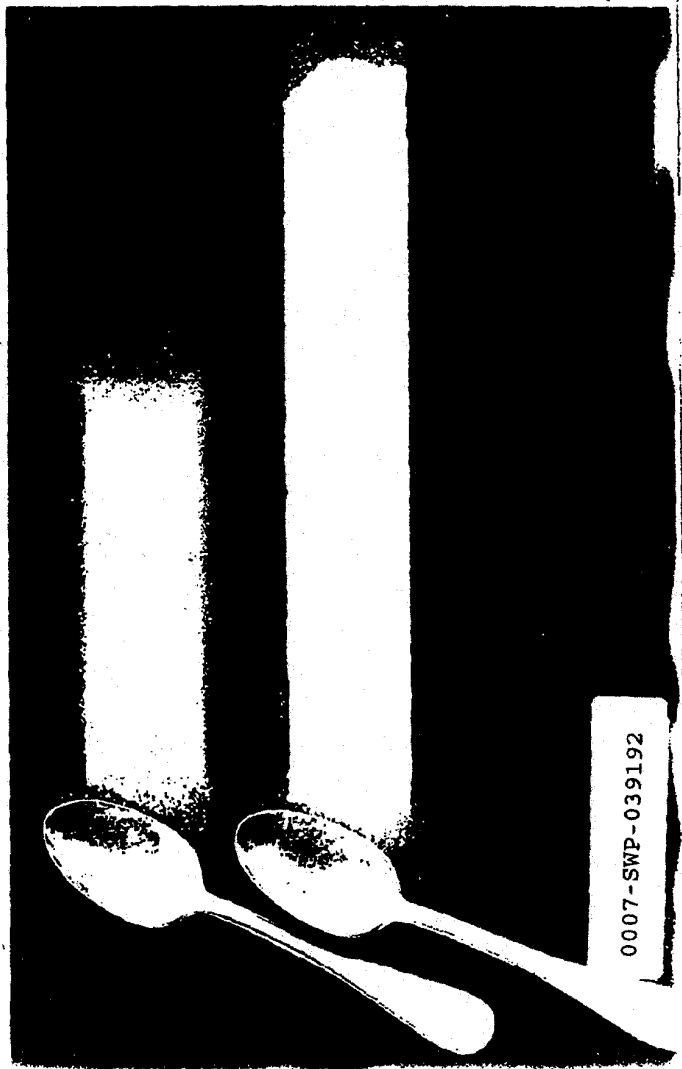


0007-SWP-039191

0007-SWP-00012257

TY OF **SWP** IS DUE LARGELY TO ITS MACHINE GRINDING

THE greater spreading power of SWP is the direct result of the extremely fine grinding of the pigments as part of the manufacturing process. This photograph illustrates the principle involved in fine grinding. Note the increased spreading power of a teaspoonful of powdered sugar as compared with that of a teaspoonful of granulated sugar. This same principle applies to paint.



2 STEPS TO A BEAUTIFUL HOUSE PAINT

It is Sherwin-Williams' recommendation that painters follow to get finest possible house paint jobs with a finish that and will give lowest-cost paint

1ST STEP "Uniforming" the surface with a single coat of SWP UNDERCOATER No. 450.

2ND STEP Protecting and beautifying the surface with SWP House Paint.

SWP UNDERCOATER No. 450
(Prepared ready for use same as SWP House Paint)



The foundation coat which "uniforms" porous weathered surfaces, new unpainted wood, and hard, non-porous paint in one coat.

GREATLY IMPROVED HIDING POWER

with **SWP** Undercoater No. 450

A spoonful of standard white lead and oil first-coat mixture and an equal amount of SWP Undercoater were brushed over this checkered pattern on porous wall board. The extra sealing and hiding power of SWP No. 450, illustrated here, means more beautiful house paint jobs with SWP over dark, dingy weathered surfaces.

0007-SWP-039193

0007-SWP-000122572

BEAUTIFUL PAINT JOB!

Users follow these two steps in order
to finish that will have greater durability
and cost paint protection.

HOW IS SWP UNDERCOATER No. 450 DIFFERENT FROM —

- (a) Hand mixed lead and oil priming paints
- (b) House paint thinned for priming purposes?

1. It comes prepared, ready to use on all types of surfaces without special thinning for porous or non-porous surfaces.
2. It dries to a uniform, dull sheen with a "tooth" over both porous and non-porous surfaces, thereby reducing "paint crawling" to a minimum.
3. It is made with a special blend of refined linseed oil (for priming) and processed linseed oil (for sealing).
4. It brushes easily over all surfaces because it does not strike in and drag over porous areas.
5. It is made with the same basic pigments as SWP House Paint, the proportions being changed slightly in order to make a superior undercoater.
6. Its extra hiding power is due to the heavier, highest pigments we use and to the extremely fine size which helps build a fuller coat film over weathered surfaces as well as new surfaces.

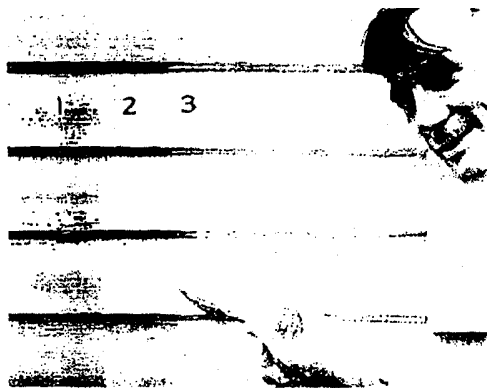
It makes possible the painting of a 2-coat house paint on a surface that would otherwise require 3 coats of paint.



Here's what this painter wrote us:

"When I had completed the first coat with your new No. 450 Undercoater over this dark gray --badly weathered surface—I believe I can honestly say that no two coats of any paint I have ever used could have looked much better."

"There is no doubt in my mind about its being 100% satisfactory in every respect."



1. The original badly weathered surface.
2. Surface was brushed with normal house paint and d. d.
3. One "normal" brush coat of SWP Undercoater No. 450.

0007-SWP-039194



Your house properly painted with SWP Undercoater No. 1 and SWP House Paint will wash easily as this clean as new.

SWP IS WASHABLE

(Hand-mixed House Paints Are Not Easily Washed)

Here are the reasons why SWP House Paint washes so satisfactorily:

1. Because the film is close-knit and non-porous.
2. Because dirt accumulates on the surface, only. It does not penetrate.
3. Because SWP weathers gradually without roughening. The blend of white lead carbonate with OZLO lead-zinc and titanium keeps it smooth.
4. SWP washes CLEAN. OZLO lead-zinc and titanium-magnesium are fume-resisting pigments and fortify SWP against atmospheric discoloration.



0007-SWP-039195

0007-SWP-000122574

SWP House Paint is the only paint that
contains titanium which is fume-resisting
pigment. That's why you are safer when you
paint your house with SWP.



SWP RESISTS ATMOSPHERIC DISCOLORATION

When painted houses turn gray, dirt isn't
always entirely to blame.

Sulphur fumes, present in the air in all neigh-
borhoods, discolor many house paints.

In making SWP House Paint we fortify our
white lead carbonate with OZLO lead-zinc

and titanium which are fume-resisting pig-
ments. That's why you are safer when you
paint your house with SWP.

HOWEVER - in districts where fume con-
ditions are excessive USE SWP FUME RE-
SISTING WHITE No. 436.

This lovely country home was painted with SWP - but the painter "ran short" and
pieced out with white paint of another brand. Both paints matched, when new. But
look what 18 month's exposure did to the paint he substituted!



0007-SWP-039196

MONTHLY PAYMENT PLAN for PAINTING

The needed painting on your property can be done now and can be paid for in monthly installments over a period of 12 to 18 months.

CHECK THE ADVANTAGES OF THIS PLAN

1. No down payment required.
2. 12 to 18 months to pay—low monthly installments.
3. First payment not due until one month from date of completion.
4. Includes both labor and material—or material, alone, can be financed, if desired.
5. Low F. H. A. Rate of 5%.

HERE ARE TWO EXAMPLES:

Cost of Painting (Material and Labor)	\$70.00
Finance charge (12 months)	3.68
Total	\$73.68

Your payments, per month for 12 months	\$ 6.14
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Cost of Painting (Material and Labor)	\$200.00
Finance charge (18 months basis)	15.38
Total	\$215.38

Your payments, per month for 18 months	\$ 11.97
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0007-SWP-000122576

STEP BY STEP INSTRUCTIONS

1. WORK AUTHORIZED UNDER THIS PLAN

Painting and decorating of homes, cottages, apartment buildings,
farm buildings, stores, hotels, business buildings, etc.

2. FINANCING LIMITS

\$60 minimum with no maximum specified.
Limited to painting and decorating.
Contract to pay out runs no longer than 18 months.

3. APPLY FOR A LOAN to

Either your own banker—or
The S-W Paint Headquarters Dealer.

4. FINANCING COST

See the Payment Schedule below:

	12 Monthly Payments	18 Monthly Payments
\$100.00 job	\$ 8.78 each	\$ 5.98 each
120.00 "	10.53 "	7.18 "
150.00 "	13.17 "	8.97 "
170.00 "	14.91 "	10.17 "
200.00 "	17.55 "	11.97 "
250.00 "	21.94 "	14.96 "
300.00 "	26.32 "	17.95 "
400.00 "	35.09 "	23.93 "
500.00 "	43.86 "	29.91 "

0007-SWP-039198

0007-SWP-000122577

AT THIS SIGN, PURCHASE THE
WORLD'S LARGEST SELLING
HOUSE PAINT WITH CONFI-
DENCE OF SATISFACTION



0007-SWP-039199

0007-SWP-000122578

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0007-SWP-039200

0007-SWP-000122579