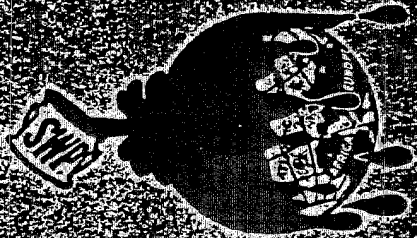
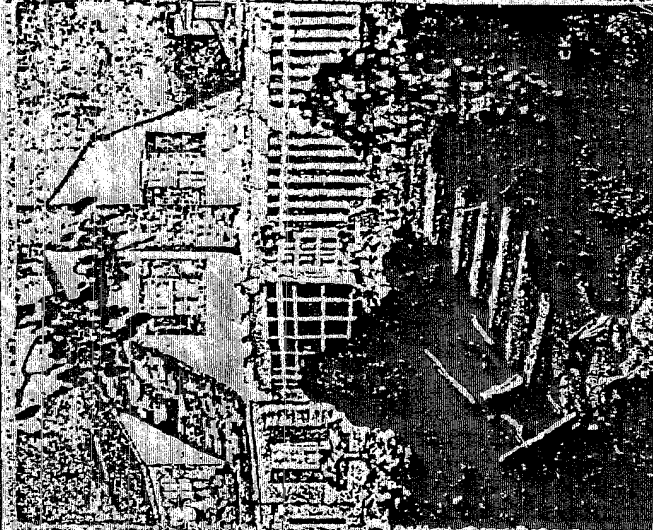


HOW TO PAINT YOUR HOUSE

1937



*Color Schemes and
Complete Directions*



SWP

SHERWIN-WILLIAMS
HOUSE PAINT

0007-SWP-040781

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How to Paint Your House

Helpful suggestions prepared by the
Sherwin-Williams Decorative Studios

0007-SWP-040782

1937 (?)

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Don't Be Fooled By "Cheap" Paint

"CHEAP" PAINT ISN'T CHEAP AT ALL!

When you buy paint to dress up and protect your house, don't let a "low price" blind your good sense. Thousands of home owners are bewailing a "cheap" paint job this very minute and paying the penalty in hard cash.

"Cheap" paint is made of cheap or skimpy materials. How else could it be sold at a low price in the highly competitive markets of today?

Cheap or skimpy materials make a poor, weak grade of paint. That's only sense. It may look like paint and smell like paint in the can. But on the brush and on your house—the poor quality shrieks.

COMPARE THE "CHEAP" FORMULA WITH SWP

If you are tempted to use a "low price" house paint—one that is claimed, even guaranteed and warranted, to be "just as good as SWP"—GO SLOW! Remember that low price and low quality go hand in hand. You can't make a silk purse from a sow's ear.

Make the formula test! Insist upon seeing the formula of the "cheap" paint, either on the label or in the literature of the company.

Compare the materials used in making the "cheap" paint with the ingredients of fine old SWP House Paint—as shown in the formula which is plainly printed on every SWP can. Take Outside Gloss White for the first comparison.

Note the big percentage of White Lead Carbonate and White Lead Sulphate used in fine old SWP Outside Gloss White. White Lead should be the basic ingredient of all white paint and light tints. It is to these paints exactly what flour is to bread.

See how much smaller a percentage of this basic ingredient is used in the average "cheap" white paint.

Zinc oxide is the next essential ingredient—this also is a costly pigment. A liberal percentage of zinc oxide combined with a large amount of white lead makes for a balanced formula—such as the formula of SWP Outside Gloss White House Paint. It assures a finish of superior wearing quality.

More than 90% of the pigment content of SWP Outside Gloss White is made up of these two important ingredients—White Lead and Zinc Oxide.

In the majority of "cheap" white paints you will usually find only 50% or less.

It is the liberal quantity of this expensive basic material in every can of SWP Outside Gloss White that gives this fine old paint its remarkable covering capacity.

Now when you consider the darker colors such as the browns and the greens, the balanced formula of S W P becomes even more important. By their very nature these dark colors can contain little if any, opaque white pigment such as white lead or zinc oxide.

Sherwin-Williams have the pick of the world's best colors. Our own dry color works produce practically everything except the natural earth and mineral colors. That is why SWP colors are so rich, so permanent and so true to character.

This is an age of COLOR. SWP Colors stay beautiful and they protect your home because they last.

Greater durability of the paint film on your house is assured by SWP due to the use of a specially treated pure linseed oil—made in Sherwin-Williams own linseed oil plant.

WHICH DO YOU PREFER—

360 SQUARE FEET PER GALLON OR ONLY 250

Some people think that SWP House Paint is an expensive paint. It costs more per gallon. That is not so.

As a matter of fact, SWP is the least expensive house paint on the market. And here is why:

An average gallon of fine old SWP will properly beautify and three hundred and sixty square feet of your house—two coats per gallon.

Will a "cheap," low price paint do that? No.

The best you can get from an average gallon of "cheap" paint mesger two hundred and fifty square feet—two coats.

Right there, in that forty-four per cent greater coverage—fewer gallons of SWP needed—the difference in price per gallon is nullified.

On the wall—in actual gallons needed to paint your house—SWP House Paint costs no more than the cheap, low price

And remember this: It costs no more to put on good paint put on "cheap" paint.

Which would you rather have?

YOU GET MORE YEARS OF SERVICE, TOO!

Once your house has been painted with SWP House Paint your has only begun. A beautiful SWP job outlasts any "cheap" p years.

It dries to a firm, elastic, glossy surface. It weathers slowly, no cracking or chipping or peeling—if properly applied.

Long after a "cheap" paint job has taken on the appearance of faded overalls, you can wash the dust off an SWP job with plain water, and the colors will come up fresh and bright.

LESS REPAINTING EXPENSE

And when repainting is needed it can be done easily, quickly and much less paint, because the surface is in perfect condition.

Compare that with a "cheap" paint job that fades out and we quickly—that cracks and chips and peels—that has to be rep often—and that has to be burnt off, or scraped off, at every repa

SWP House Paint is sold by leading paint merchants everywhere. Each of these dealers is "Paint Headquarters" in his district. them is no doubt located near you.

SEE "PAINT HEADQUARTERS" AND SAVE MONEY

Before you let "cheap" paint blind you to real economy—see local SWP dealer. He will estimate your requirements in SWP.

Compare the SWP estimate with what a "cheap" paint w Then remember the greater durability of SWP—the exquisite that do not fade. Then specify the paint you think will give y results.

If you do not recall "Paint Headquarters" in your locality, writ the dealer's name. If you want expert help on a color scheme, ou secure color cards, or the famous Sherwin-Williams Household P Guide—just write. There is no obligation.



THE SHERWIN-WILLIAMS CO.

LARGEST PAINT AND VARNISH MAKERS IN THE WORLD
CLEVELAND, OHIO



0007-SWP-040783

0007-SWP-000124175

SWP (Sherwin-Williams House Paint)

A FEW THINGS TO KNOW ABOUT OUTSIDE HOUSE PAINT

Outside house paint stands in a class all by itself. Like other quality paints, the colors must be clean cut and must not fade. But house paint must stand the weather.

Weather is not just wind and rain, not just extremes of heat and cold. Weather is all of these, plus the burning heat of the sun which carries with it the destructive action of the ultra-violet ray. These ultra-violet rays which possess such germicidal power and curative value in the treatment of disease, are destroyers of paint films.

WHY AND HOW PAINT DISINTEGRATES

Paint is not merely a simple mixture of ingredients. Chemical changes take place which must be understood and controlled or the paint will be unsatisfactory, no matter how good the materials may be, in themselves.

White Lead forms a compound with Linseed Oil which is rather readily affected by water. A house painted with White Lead paint "chalks," that is, sun and rain decompose the paint film and the pigment rubs off like chalk. White Lead paint is not the best paint for your house today.

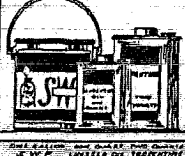
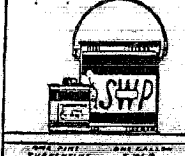
White Zinc, on the other extreme, forms a compound with Linseed Oil which is NOT affected by water. This paint does not "chalk" but in time, weather or check or crack. This, of course, is really a worse condition than the chalking of lead paint because it leaves the surface no shape for repainting. White Zinc paint is not the best paint for your house today.

It is possible to make a combination lead and zinc paint, however, in which the weaknesses of lead and zinc are overcome. By correctly proportioning amounts of White Lead and White Zinc the paint does not "chalk" and wears away normally without the usual cracking and peeling of zinc paints.

SWP (Sherwin-Williams House Paint) is a combination paint made on a perfectly balanced formula of Carbonate of Lead, Sulphate of Lead and Zinc Oxide. Sherwin-Williams have been making this paint on this formula for fifty-five years. We make our White Lead and White Zinc separately for various purposes, but the best and purest obtainable at any price. Consider SWP the best outside house paint possible.

How to Reduce SWP

ONE REASON WHY SWP IS A MOST ECONOMICAL PAINT

					
FOR NEW WOOD	Very Soft Wood or Old Weathered Lumber (a) First Coat	Resinous Woods—Yellow Pine — Cypress (b) First Coat	Softwoods (a) Second Coat	Hardwoods Yellow Pine, Etc. (b) Second Coat	T
FOR OLD PAINTED SURFACES IN GOOD CONDITION		Mix as directed in this table for varying surface conditions. SWP cover approximately 720 square feet, one coat, per gallon.		Old Surfaces in Good Condition First Coat	Old Surfaces in Good Condition Second Coat
FOR OLD PAINTED SURFACES IN POOR CONDITION	Bare Spots on Surfaces in Poor Condition First Coat	On all old surfaces bare spots should be touched up and allowed to dry before proceeding with the work.		Old Surfaces in Poor Condition Second Coat	Old Surfaces in Poor Condition Third Coat

HELPFUL SUGGESTIONS

Three-inch Brush, Small Sash-Tool, Putty Knife, Putty, Stepladder, Orange Shellac for knots, Raw Linseed Oil, Turpentine.

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