

SHERWIN-WILLIAMS

BOOK
OF COLORS,
DECORATIVE SUGGESTIONS
AND DIRECTION.



Copyright 1929
by The Sherwin-Williams Co.
601 Canal Road 40 Cleveland, Ohio

A Happy Treatment for the Dutch Colonial Home

Are you interested in Dutch Colonial architecture? There are four types of construction which can be employed: wood siding, wood shingle, textured stucco and brick. There is a correct painting treatment for each.

WOOD SIDING—

Adhere to light colors. Dark Grays, Browns and Greens are not advised. The end gable may be in a darker color if in wood shingles. While it is true that this style of house is effective in dark colored brick, it is because of the brick texture.

SUGGESTED COLOR SCHEMES:

Bright or Warm Effect:
 Roof: B-41 Preservative Shingle Stain Red-Brown.
 Body Color: SWP 357 Silver Gray or SWP 362 Creamy Yellow, or SWP 375 Colonial Yellow.
 Trim (Blinds) SWP 460 Apple Green.

Cool or Neutral Effect:
 Roof: C-72 Preservative Shingle Stain Dark Green.
 Body Color: SWP 357 Silver Gray or SWP 360 Cream Green.
 Blinds: SWP 498 Moss Green.
 Trim Color: SWP 496 Ivory. Note: White is not recommended.

WOOD SHINGLE:

Light colors are recommended. Dark Browns or Greens may be used for the upper gable color, only.

SUGGESTED COLOR SCHEME:

Roof: C-72 Preservative Shingle Stain Dark Green.
Body Color: C-82 Preservative Shingle Stain Silver Gray.

STUCCO: Bright or Warm Effect:
 Roof: B-41 Preservative Shingle Stain Red-Brown.
 Body Color: Concrete Wall Finish Cream.

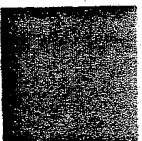
Blinds: SWP 461 Willow Green.
Trim Color: SWP 496 Ivory (all woodwork).

STUCCO: Cool or Neutral Effect:

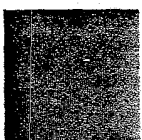
Roof: C-72 Preservative Shingle Stain Dark Green.
Body Color: Concrete Wall Finish Extra Light Green.

Blinds: SWP 360 French Crown Green.
Trim Color: SWP 496 Ivory (all woodwork).

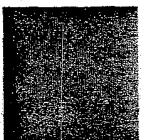
BRICK: The trim color should be in a clearly contrasting color. For example, if the brick is red, the trim will SWP 496 Ivory or SWP 460 Apple Green. For light, buff-toned brick, trim with SWP Modern Brown.



BRICK—Preservative Shingle Stain B-41 Sierra Brown.



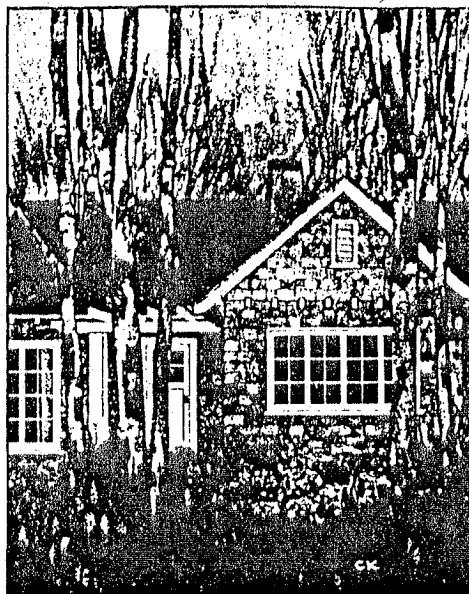
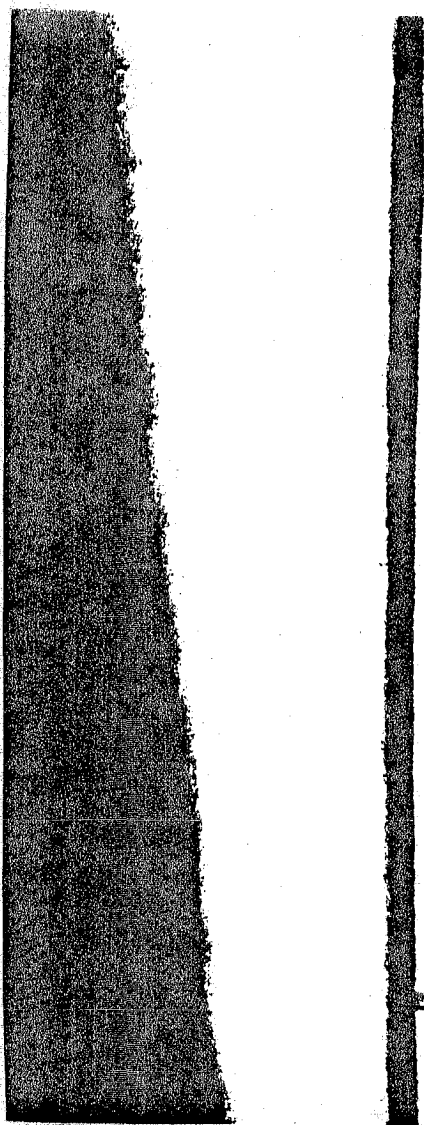
BLINDS—SWP Apple Green No. 460.



TRIM—SWP Peach and Ivory No. 360.

BRICK—SWP Ivory

0007-SWP-000003237



The Little

In spite of the and other good qu able manufacture today, the old-fash popular for its char

Shingle constru struction and if o take care to mak which distinguish

S-W Preservativ hide up the grain It simply fills the and dyes it with c ture of the wood t

Systematic re-st because when the they discolor and choice but to use p A coat of "Clear" two years will prev

New shingles sh coat. This affords prevents the shing from the back unc

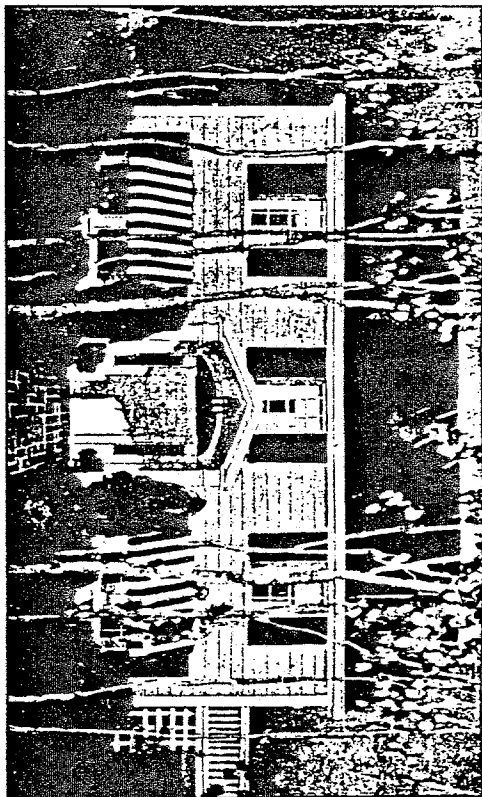
Wood Sh
be finishe
preserves

ROOF—Preservative Shingle
Stain B-41 Senna Brown.

TRIM COLOR—SWP Ivory
495.

SIDES—Preservative Shingle
Stain C-82 Silver Gray.

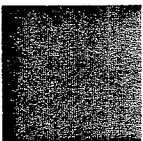
PORCH FLOOR—Porch and
Deck Paint No. 69.



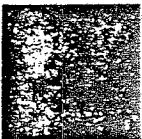
A Home in Colonial Yellow

The charm of our Colonial architecture lies in its apparent simplicity. The appearance of bareness is avoided only through the most careful attention to detail, such as doorways, cornice, spacing of windows, etc.

It is advisable, therefore, in planning the Colonial home to place your requirements in the hands of one of the dependable makers of high grade millwork. Like prepared paint, standardized millwork is more dependable and more likely to be correct than your builder can turn out himself... and not so costly.



ROOF - Preservative Shingle
Steam-B-41, Stearns Brown



BODY COLOR - SWP Color
and Yellow No. 25

TRIM COLOR - SWP Color
and Cream White



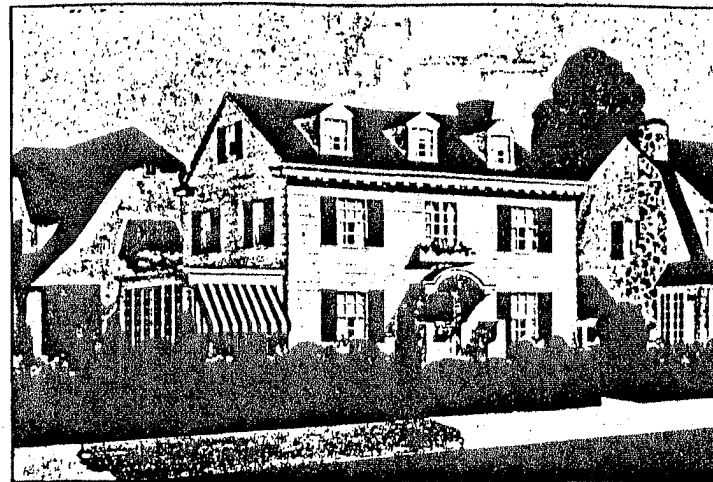
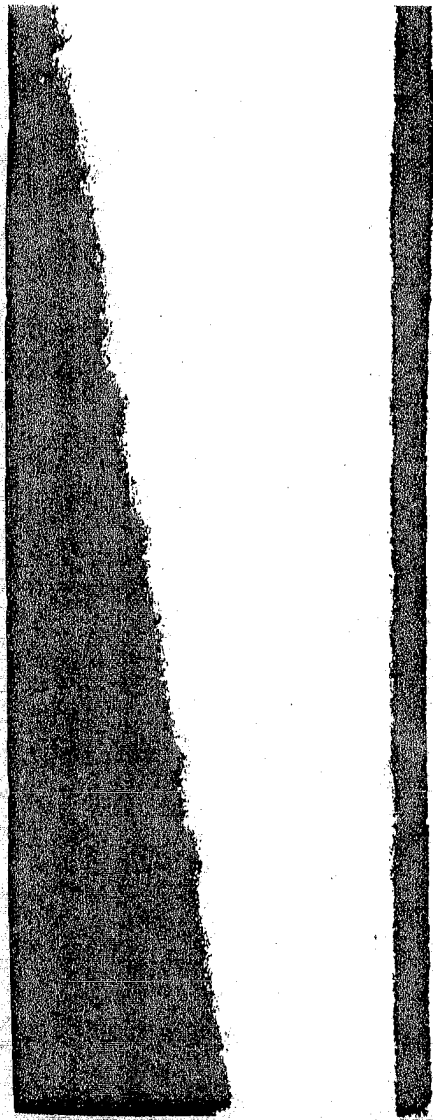
PORTICO COLOR - Porch
and Dark Paint, No. 50



DOOR AND CASES -
No. 408 SWP Moss Green

DOOR AND CASES -
No. 408 SWP Moss Green

0007-54P-000003239



A Neighborhood of Homes

Every neighborhood paint requirement is provided by Sherwin-Williams paints, varnishes, enamels, lacquers —everything the home-owner needs—finishes that work nicely, look rich and beautiful and are made right for long service.



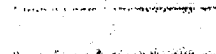
ROOF - Preservative Shingle
Stain B-11 Sierra Brown.



BODY COLOR - Concrete
Wall Finish Cream.



TRIM COLOR - SWP 388
Modern Brown.



SASH COLOR - SWP 496
Ivory.



FRONT DOOR - Old Stain
Walnut,
Respar Varnish.



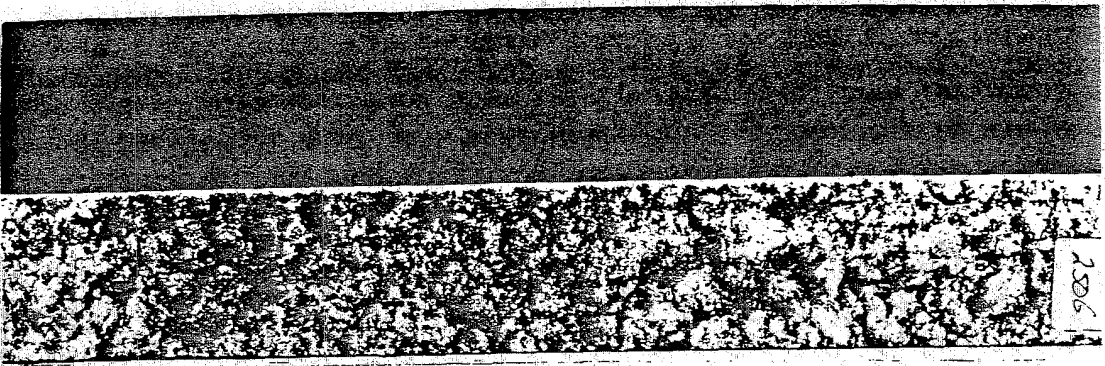
ROOF - Preservative Shingle
Stain C-74 Medium Green.



SHUTTERS - SWP 461 Wil-
low Green.

BODY AND TRIM COLOR -
SWP Outside Gloss White.

FRONT DOOR AND
BENCHES - Old Dutch
Enamel Gloss White.



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 SWP 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 COLORS. 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 because it costs more per gallon. That is not so.

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

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

With a "cheap" low price paint do that? No.

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

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

On the wall, in actual gallons needed to paint your house—Sherwin-Williams House Paint costs no more than the cheap, low price kind.

And remember this: It costs no more to put on good paint than to 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 saving has really begun. A beautiful SWP job outlasts any "cheap" paint by years.

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

Long after a "cheap" paint job has taken on the appearance of a pair of faded overalls, you can wash the dust off an SWP job with plain soap and 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 with much less paint, because the surface is in perfect condition.

Compare that with a "cheap" paint job that fades out and wears out quickly—that cracks and chips and peels—that has to be repainted often—and that has to be burnt off, or scraped off, at every repainting.

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

SEE "PAINT HEADQUARTERS" AND SAVE MONEY

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

Compare the SWP estimate with what a "cheap" paint will cost. Then remember the greater durability of SWP—the expense of a thin paint will not fade. Then specify the paint you think will give you best results.

If you do not recall "Paint Headquarters" in your locality, write us for the color's name, and the name of the nearest Sherwin-Williams House Paint Franchise dealer. Just write. There is no obligation.

S W P (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. White Zinc paint does not "chalk," but in time, weather causes it to check or crack. This, of course, is really a worse fault than the chalking of lead paint, because it leaves the surface in 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, when used alone, are overcome. By correctly proportioning the amounts of White Lead and White Zinc the paint does not "chalk" but wears away normally without the objectionable cracking and peeling of zinc paints.

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

How to Reduce SWP

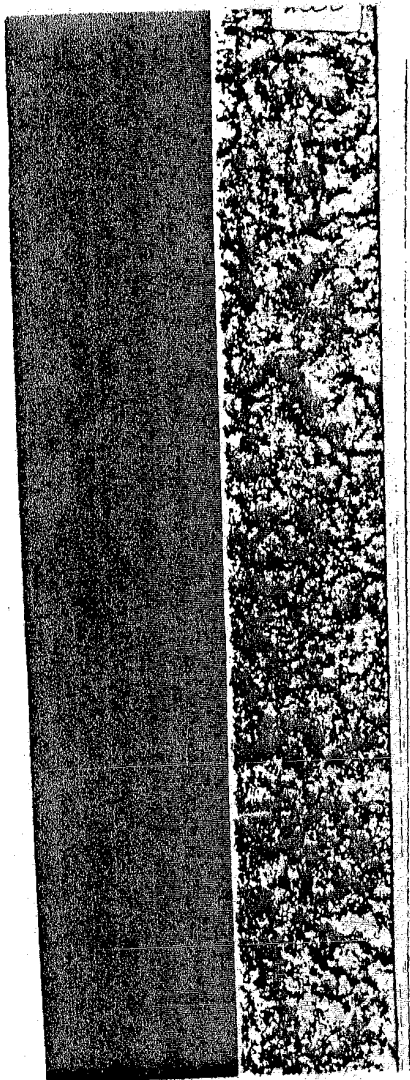
ONE REASON WHY SWP IS A MOST ECONOMICAL PAINT

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	Third Coat
FOR OLD PAINTED SURFACES IN GOOD CONDITION		Mixed as directed in this table for varying surface conditions, SWP covers approximately 750 square feet, one coat, per gallon.			
FOR OLD PAINTED SURFACES IN POOR CONDITION	Base Spots on Surfaces in Poor Condition First Coat	On all old surfaces base 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

3 Inch Flat Brush, Small Sash Tool, Putty Knife, Putty, Spigpladder, Orange Shellac for Knots, Raw Linseed Oil, Turpentine

0007-SWP-000003242



S W P (Sherwin-Williams House Paint)

DIRECTIONS FOR USING SWP

NEW WOOD—Outside:

FIRST COAT OR PRIMER—For very soft wood or old weathered lumber, add one gallon pure raw linseed oil and one quart pure turpentine to each gallon of SWP.

For resinous woods, such as yellow pine, cypress or cedar, add two quarts pure raw linseed oil and one quart pure turpentine to each gallon of SWP.

SECOND COAT—Add one pint pure turpentine to each gallon of SWP.

THIRD COAT—To each gallon of SWP a pint or a quart of pure raw linseed oil may be added.

OLD WOOD—Outside:

Before SWP is applied over a previously painted surface, these precautions should be taken:

1. See that the surface is free from grease, dirt and scale with soap and water if necessary—rinse thoroughly.
2. See that the surface is perfectly dry.
3. If the surface is in good condition for repainting, SWP as directed for second and third coats on new wood.
4. If the old paint is peeling, scaling or cracking, use the old paint or scrape and clean off all loose paint with a wire brush. Then follow directions for first coat on new wood for all bare spots. Let dry and then follow directions for second and third coats.

OLD LUMBER WHICH HAS NEVER BEEN PAINTED:

Lumber exposed to the weather for years without the paint is not only dry, but porous, so that special attention must be given to the first coat.

FIRST COAT—Thin SWP bulk for bulk with raw linseed oil to a quart of pure turpentine to each gallon of paint with second and third coats as directed for new wood.

How to Get Good Results

1. See that the surface is perfectly dry.
2. See that all pitchy surfaces are properly treated either by burning or by sealing with good Orange Shellac.
3. All knots should be carefully shellacked.
4. Make sure that the paint is mixed and stirred thoroughly before using.
5. Putty nail holes and fill cracks after priming coat has been applied.
6. Do not use ochre as a primer.
7. Use only pure raw linseed oil when oil is necessary and never use boiled oil in any primers or for thinning SWP.
8. Do not paint in frosty weather or over a too-glossy surface.
9. Whenever possible, employ a good practical painter.
10. In damp, swampy localities avoid mildew troubles by using more turpentine and less linseed oil in thinning.

How to Estimate the Amount of SWP Required

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

Measure the distance around the building and multiply by height, which secures the square feet of siding. Divide by 360 (the number of square feet SWP covers two coats on the average surface). The number secured will give the number of gallons of SWP to be used for the body.

To secure amount required for trimming cornices, porches, etc., take from one-eighth to one-fifth the quantity required for the body, if there is average trimming, and one-fifth when 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 360.

S W P WHITES

SWP OUTSIDE GLOSS WHITE:

This paint is the most durable and economical white paint for general use on all exposed surfaces.

SWP INSIDE VARNISH WHITE:

For inside work where a varnish white finish is desired. Apply over a solid ground of SWP Flat White. SWP Inside Varnish White dries better, works more freely and is more economical to use than the varnish whites under various names, generally found on the market.

SWP FLAT WHITE:

A foundation for SWP Inside Varnish White, China Gloss White, other enamels; or for finishing without a gloss. Use as required to produce desired whiteness. This can also be used for work where a flat finish is desired.

SWP CHINA GLOSS WHITE:

A satisfactory finish for interiors only where economy is of importance. SWP China Gloss White is slower drying than SWP Inside Varnish White. It gives a washable finish.

COLOR COMBINATIONS IN SWP WILL BE FOUND ON PAGES 17-23

nt)

and wet. Wash
thoroughly.

Painting, apply
to new wood,
burnt off all
paint with a
wire brush and
wash with soap
and water for se-

In the protection of
the paint must be
removed oil and hold
the paint and follow

SWP

Standard can be
by the average
in this number
be the gallon
approximately
pillars, etc.,
body-one-
house has an
and by multi-

White or
paints as
indicator
the first
white no
white

S W P

Sherwin-Williams House Paint is offered by us as the
best protective paint possible to make for outside use on
houses, buildings and all surfaces exposed to the weather.

SWP is not only the best house paint possible to make
but it is also the most economical house paint, figured by
the amount of SWP required to paint a building in compar-
ison with the amount of any other paint required, to do the
same job.

Consult the diagram on page 11 to see why SWP, reduced

according to directions, using raw linseed oil and turpen-
tine required for each coat, gives you the proper paint which
will actually cost less BY THE GALLON than any cheap
paint you might consider for the job.

SWP is recommended for wood and for brick buildings.
It is unsurpassed for painting metal work over S-W Kromik
Metal Primer. It dries with a full, rich oil gloss.

There are 32 SWP colors, rich, clean cut and non-fading.

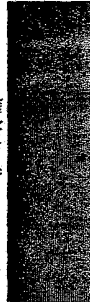
Trim Colors		Trim Colors		Trim Colors	
496 Ivory	496 355 356 499 498	470 Golden Yellow	470 392 393 499 388	351 Sea Green	354 355 356 499 White
492 Cream	492 388 393 394 498	394 Primrose Yellow	394 496 499 498	460 Apple Green	460 461 498 White
497 Canary Yellow	497 White 499	496 Golden Brown	496 388 387 393	383 Pea Green	383 496 498 384
375 Colonial Yellow	375 496 White 498	393 Tubero Brown	393 375 385 387	355 Sage Green	355 498 354 360
385 Straw	385 393 388	See pages 17 to 21 for color suggestions worked out in combination		461 Willow Green	461 496 498 499 354

SWP comes in 32 colors, also Black and White.

(Continued on the following page.)

0007-SWP-000003244

SWP Continued

 Trim Color 309 Hite	 Trim Color 479 Pearl Gray	 Trim Color 353 Light Lead
 Trim Color 307 Red	 Trim Color 414 Sky Blue	 Trim Color 363 Slate
 Trim Color 499 Antique Brown	 Trim Color 357 Silver Gray	 Trim Color 361 French Crown Green
 Trim Color 388 Modern Brown	 Trim Color 340 Cream Gray	 Trim Color 351 Stone
 Trim Color 381 Rich Mahogany	 Trim Color 498 Mink Green	 Trim Color 465 Warm Teak
 Trim Color 444 Bottle Green	 Trim Color 475 Bronze Green	 Trim Color 391 Quaker Teak

SEE PAGES 17 TO 23 FOR COLOR SUGGESTIONS WORKED OUT IN COMBINATIONS



2806

No. 1

Body Color—SWP 375, Colonial Yellow.
Trim Color—SWP 496, Ivory.
Sash Color—SWP 461, Willow Green.

No. 2

Body Color—SWP 387, Canary Yellow.
Trim Color—SWP 391, Quaker Drab.
Sash Color—SWP 388, Modern Brown.

No. 3

Body Color—SWP 496, Ivory.
Trim Color—SWP 499, Antique Brown.
Sash Color—SWP 467, Black.

No. 4

Body Color—SWP 360, Cream Gray.
Trim Color—SWP 355, Sage Green.
Sash Color—SWP 475, Bronze Green.

No. 5

Body Color—SWP 367, Red.
Trim Color—SWP 360, Cream Gray.
Sash Color—SWP 388, Modern Brown.

No. 6

Body Color—SWP 498, Moss Green.
Trim Color—SWP 360, Cream Gray.
Sash Color—SWP 467, Black.

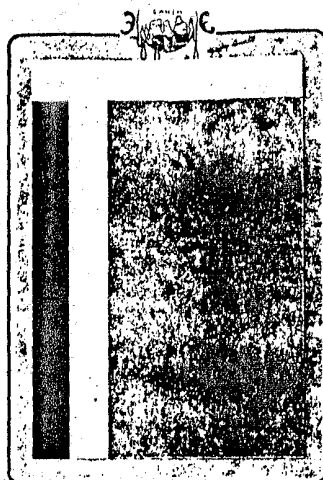
COMPLETE DIRECTIONS FOR USING SWP ARE ON PAGES 11 AND 12

0007-SWP-000003246

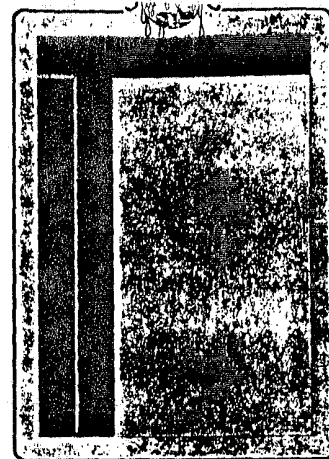
lory.
ntique Brown.
lack.



Green.
m Gray.



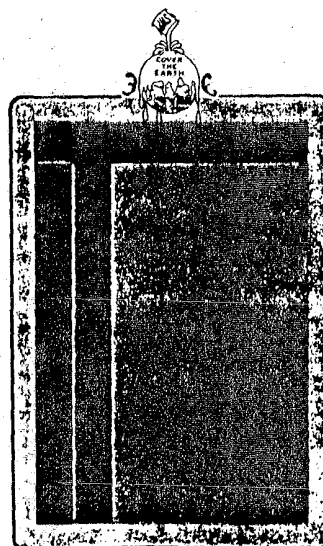
No. 1



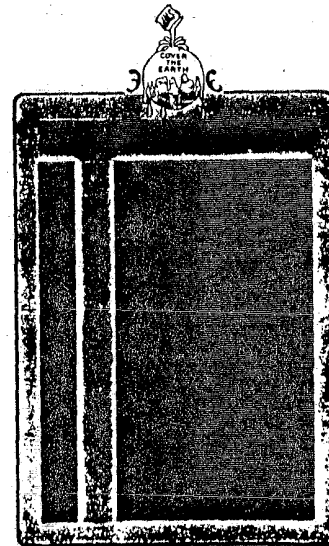
No. 2



No. 3



No. 4

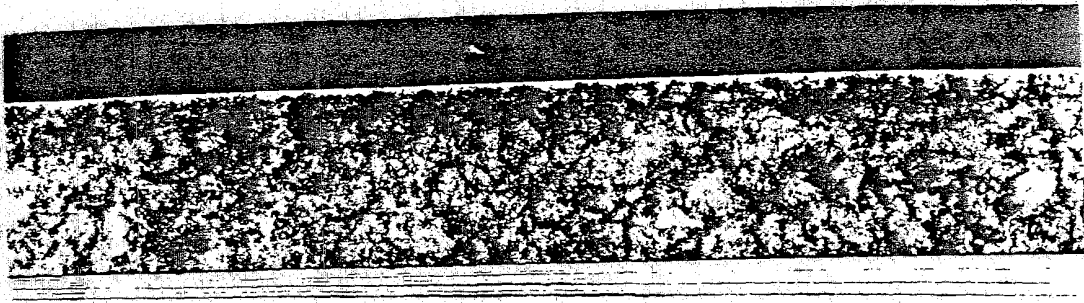


No. 5



No. 6

The Latest Approved Color Combinations for Outside Painting with SWP
Specifications are on the opposite page.



No. 7

Body Color—SWP 496, Ivory.
Trim Color—SWP 362, French Crown
Green.
Sash Color—SWP 496, Ivory.

No. 8

Body Color—SWP 387, Canary Yellow.
Trim Color — SWP Outside 'Gloss
White.
Sash Color—SWP 461, Willow Green.

No. 9

Body Color—SWP 391, Quaker Drab.
Trim Color—SWP 499, Antique Brown.
Sash Color—SWP 388, Modern Brown.

No. 10

Body Color—SWP 385, Straw.
Trim Color—SWP 388, Modern Brown.
Sash Color—SWP 391, Quaker Drab.

No. 11

Body Color—SWP 499, Antique Brown.
Trim Color—SWP 375, Colonial Yellow.
Sash Color—SWP 498, Moss Green.

No. 12

Body Color—SWP 470, Golden Yellow.
Trim Color—SWP 388, Modern Brown.
Sash Color—SWP 467, Black.

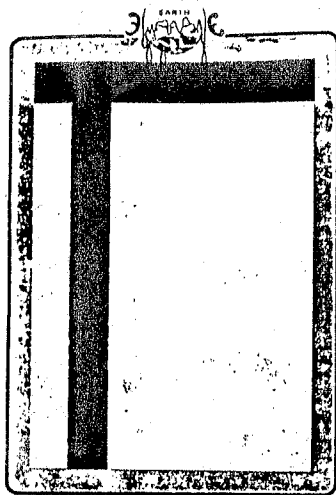
COMPLETE DIRECTIONS FOR USING SWP ARE ON PAGES 11 AND 12

0007-SWP-000003248

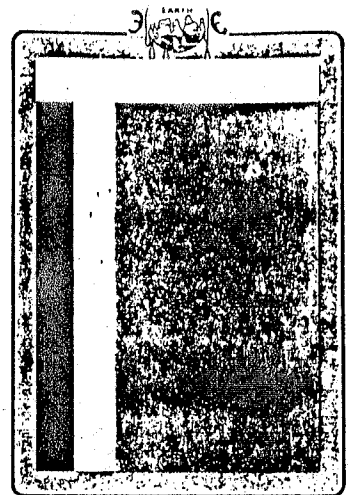


Quaker Drab.
Antique Brown.
Modern Brown.

Golden Yellow.
Modern Brown.
Black.



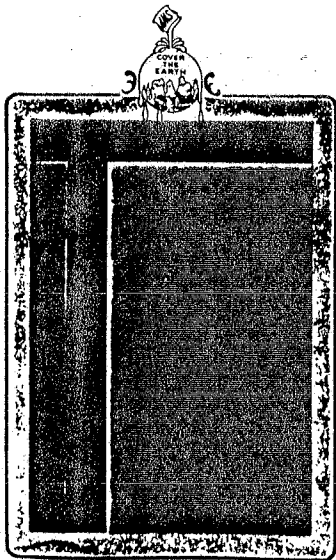
No. 7



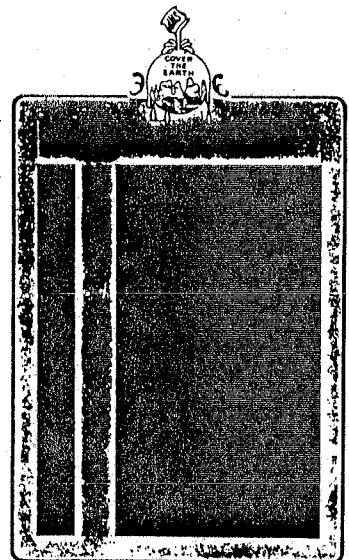
No. 8



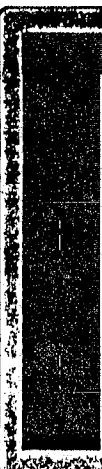
No. 9



No. 10

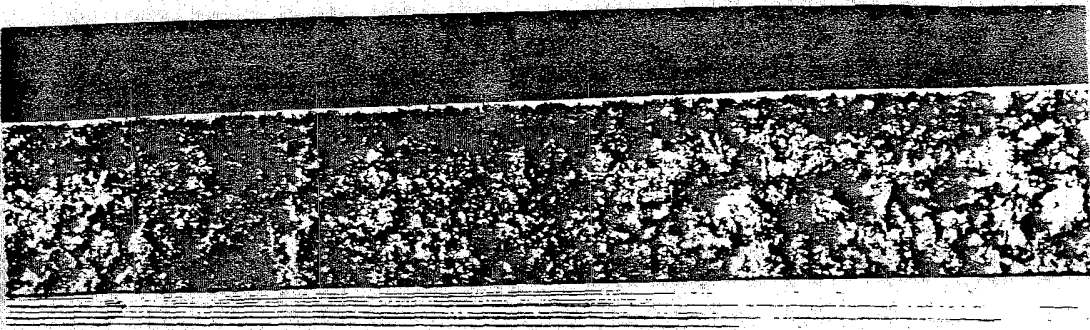


No. 11



No. 12

The Latest Approved Color Combinations for Outside Painting with SWP



No. 13

Body Color—SWP 375, Colonial Yellow.
Trim Color — SWP Outside Gloss
White.
Sash Color — SWP Outside Gloss
White.

No. 14

Body Color—SWP 479, Pearl Gray.
Trim Color—SWP 363, Slate.
Sash Color—SWP 498, Moss Green.

No. 15

Body Color—SWP 354, Sea Green.
Trim Color—SWP 462, Cream.
Sash Color—SWP 383, Pea Green.

No. 16

Body Color—SWP 385, Straw.
Trim Color—SWP 496, Ivory.
Sash Color—SWP 388, Modern Brown.

No. 17

Body Color—SWP 462, Cream.
Trim Color—SWP 383, Pea Green.
Sash Color—SWP 462, Cream.

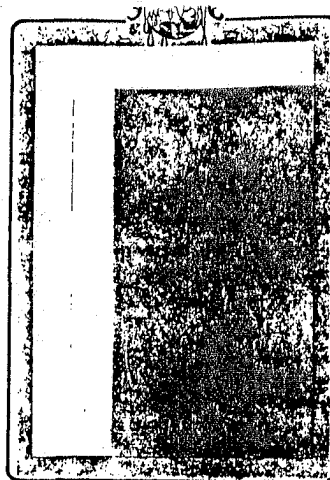
No. 18

Body Color—SWP 351, Stone.
Trim Color—SWP 499, Antique Brown.
Sash Color—SWP 467, Black.

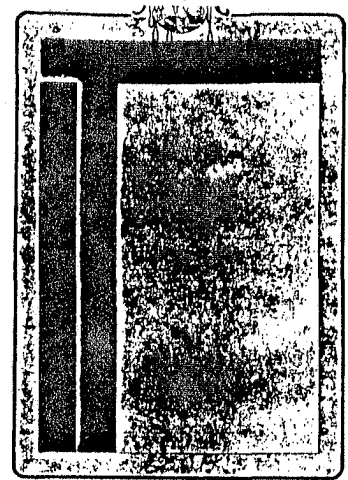
COMPLETE DIRECTIONS FOR USING SWP ARE ON PAGES 11 AND 12

Sea Green.
 Cream.
 Sea Green.

One.
 Antique Brown.
 Black.



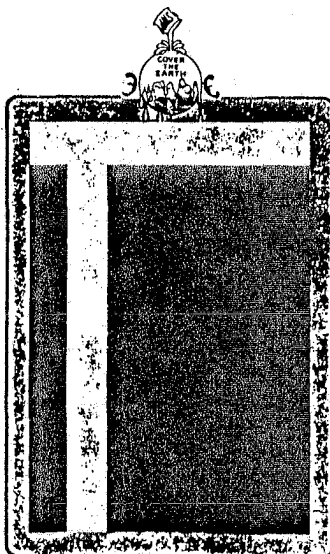
No. 13



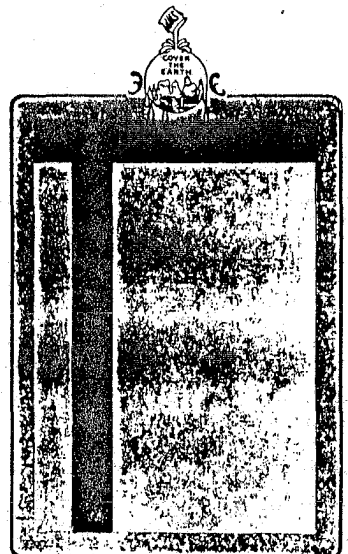
No. 14



No. 15



No. 16

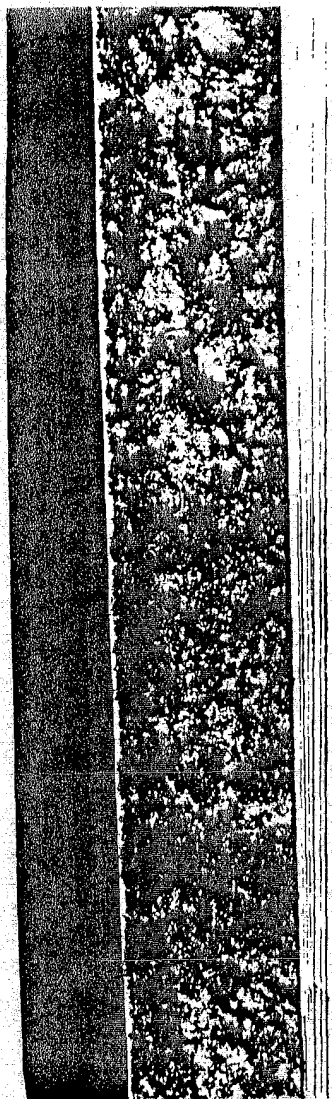


No. 17



No. 18

The Latest Approved Color Combinations for Outside Painting with SWP
 Specifications are on the opposite page.



No. 19

Body Color—SWP 360, Cream Gray.
Trim Color—SWP 496, Ivory.
Sash Color—SWP 388, Modern Brown.

No. 20

Body Color—SWP 357, Silver Gray.
Trim Color—SWP 498, Moss Green.
Sash Color—SWP 357, Silver Gray.

No. 21

Body Color—SWP 357, Silver Gray.
Trim Color—SWP 498, Moss Green.
Sash Color—SWP 357, Silver Gray.

No. 22

Body Color—SWP 393, Tobacco Brown.
Trim Color—SWP 387, Canary Yellow.
Sash Color—SWP 388, Modern Brown.

No. 23

Body Color—SWP 360, Cream Gray.
Trim Color—SWP 499, Antique Brown.
Sash Color—SWP 467, Black.

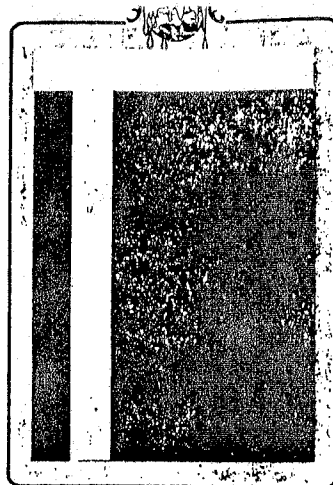
No. 24

Body Color—SWP 393, Tobacco Brown.
Trim Color—SWP 387, Canary Yellow.
Sash Color—SWP 388, Modern Brown.

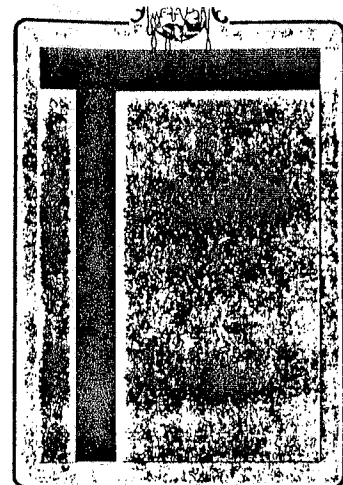
COMPLETE DIRECTIONS FOR USING SWP ARE ON PAGES 11 AND 12

er Gray,
 tside Gloss
 nch Crown

er Drab,
 reen.



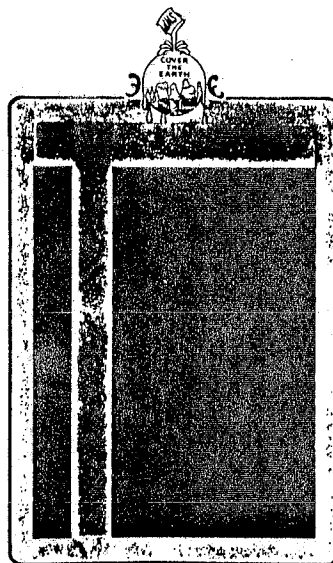
No. 19



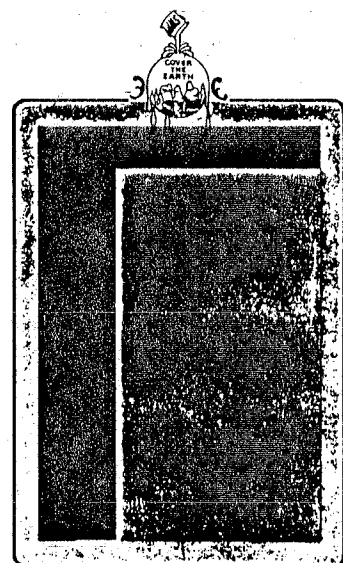
No. 20



No. 21



No. 22



No. 23



No. 24

The Latest Approved Color Combinations for Outside Painting with SWP
 Specifications are on the opposite page

S-W Porch and Deck Paint

There is hardly a more difficult place to keep well protected about a house than the porch floor. In addition to the exposure to weather, the porch floor does not drain off water as quickly as a vertical surface and is a collector of dirt and sand which is ground into the paint film by every one who comes up on the porch. The punishment it receives is very much the same as if you were to actually sandpaper the surface.

S-W Porch and Deck Paint is made to dry harder

than house paint so as to stand up as long as possible under service. It is furnished in a number of pleasing floor colors, dries with a good oil gloss and retains its attractive appearance until actually worn off the surface.

It is advisable, and most economical, to paint the porch floor and steps each Spring. The paint should never be permitted to wear through to the bare wood.

DIRECTIONS FOR USING S-W PORCH AND DECK PAINT

The surface should be clean and perfectly dry. Stir the paint thoroughly from the bottom of the can, and brush out in thin, even coats with a bristle brush, working the paint well into the pores of the wood. Do not apply a succeeding coat until the previous one is perfectly dry, proceeding as follows:

NEW WORK: First Coat: Thin with turpentine, one quart to a gallon of paint.
Second Coat: Reduce with about one pint of turpentine to a gallon of paint.
Third Coat: Apply paint as it comes from the can. Brush out well.

OLD WORK: Remove all loose paint. Coat all bare spots as described above for first coat on new work. Let dry. Next apply a coat over entire surface, thinning the paint with about one pint of turpentine to the gallon.

Final coat shall be applied just as it comes from the can.

COVERING CAPACITY: When thinned as required by the surface, Porch and Deck Paint covers approximately 720 square feet per gallon, one coat.

USE

SWP

FOR PORCH CEILINGS



No. 46 Gray Stone



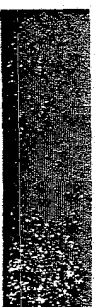
No. 47 Deep Buff



No. 50 Brown Stone



SWP 444 Sky Blue



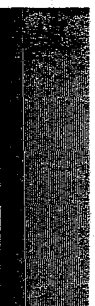
SWP 369 Blue



No. 49 Light Gray



No. 48 Dark Gray



No. 51 Dark Slate

HELPFUL SUGGESTIONS

2 1/4 inch Flat Brush, Putty, Turpentine, Rexpar Varnish for outside varnished doors and varnished porch ceilings. SWP House Paint for porch railings, etc., Linseed Oil, Screen Enamel.

Reduction Recommendations for S-W ODP White Lead

FIRST COAT

New Work — Soft Wood —

100 lbs. O D P White Lead
4 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier
Makes about 9½ gallons of paint.

SECOND COAT

100 lbs. O D P White Lead
2 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier
Makes about 7½ gallons of paint.

THIRD COAT

100 lbs. O D P White Lead
4½ gallons Raw Linseed Oil
1 pint Pure Turpentine
1 pint S-W Hercules Drier
Makes about 7½ gallons of paint.

FIRST COAT

New Work — Soft Wood —

100 lbs. Zilo
4 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier
Makes about 9½ gallons of paint.

SECOND COAT

100 lbs. Zilo
2 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier
Makes about 7½ gallons of paint.

THIRD COAT

100 lbs. Zilo
5 gallons Raw Linseed Oil
1 pint Pure Turpentine
1 pint S-W Hercules Drier
Makes about 8½ gallons of paint.

RESINOUS WOOD

Reduce as directed for *Soft Wood*, except first coat should have larger percentage of pure Turpentine.

PREVIOUSLY PAINTED SURFACES

When in good condition reduce as directed for *Soft Wood* for 2nd and 3rd coats.

UNPAINTED OLD WEATHERED LUMBER

Reduce as directed for *Soft Wood*, except first coat should have larger percentage of pure Raw Linseed Oil. Since conditions and surfaces vary, no definite amounts can be given.

IMPORTANT NOTE

Don't spoil the high quality of S-W Old Dutch Process White Lead by mixing with it cheap oil and cheap drier. USE THE BEST. Add the oil a little at a time and stir in each portion thoroughly.

RESINOUS WOOD

Reduce as directed for *Soft Wood*, except first coat should have larger percentage of pure Turpentine.

PREVIOUSLY PAINTED SURFACES

When in good condition reduce as directed for *Soft Wood* for 2nd and 3rd coats.

UNPAINTED OLD WEATHERED LUMBER

Reduce as directed for *Soft Wood*, except first coat should have larger percentage of pure Raw Linseed Oil. Since conditions and surfaces vary, no definite amounts can be given.

IMPORTANT NOTE

Don't spoil the high quality of S-W Zilo by mixing with it cheap oil and cheap drier. USE THE BEST. Add the oil a little at a time and stir in each portion thoroughly.

FLAT FINISH

For flat finish on interior walls and woodwork mix 100 lbs. of O D P White Lead with two gallons of S-W Flattening Oil, other size kegs in proportion.

CAUTION:

Allow each coat to dry. In all painting, give plenty of time for each coat to dry before applying another. Inside work should have at least 24 hours and outside work two to three days between coats.

REDUCING TABLE FOR 12½, 25 AND 50 POUND PACKAGES.

50 lb. kegs—divide the above quantities by 2.
25 lb. kegs—divide the above quantities by 4.
12½ lb. kegs—divide the above quantities by 8.

FLAT FINISH

For flat finish on interior walls and woodwork mix 100 lbs. of Zilo with two gallons of S-W Flattening Oil, other size kegs in proportion.

CAUTION:

Allow each coat to dry. In all painting, give plenty of time for each coat to dry before applying another. Inside work should have at least 24 hours and outside work two to three days between coats.

REDUCING TABLE FOR 25 AND 50 POUND PACKAGES

50 lb. kegs—divide the above quantities by 2.
25 lb. kegs—divide the above quantities by 4.

Lead

For walls and
of O D P
of S-W
in pro-

In all
time for
applying
have at
work two

35 AND

quan-

quan-

above

and
with
Oil.

S-W ODP White Lead

The Sherwin-Williams Company is, by an ample margin, its own largest customer for white lead. By this we mean that the departments of the company's factories making SWP—Sherwin-Williams House Paint—and all the other departments making prepared paints for the Government, for the railroads of the country and for all the various types of manufacturing companies supplied by us, actually buy more ODP White Lead from our corroding plant than any group of customers we sell.



As the world's largest makers of paints, and variation of white lead is enormous. This large production of white lead has made it possible for The Sherwin-Williams Co. to effect economy in machinery and methods of refining not available to the smaller manufacturer. The benefits of this enhanced value are enjoyed by every user of Sherwin-Williams ODP White Lead.

ODP has three outstanding characteristics that are appreciated by any person accustomed to the use of the various standard white leads on the market today.

- (1) ODP is always SOFT in the package. It breaks up in the mixing barrel easier than any white lead on the market.
- (2) ODP is exceptionally white. This makes possible a purity of tints, as well as a gleaming white finish.
- (3) ODP is ground to the utmost degree of fineness which is responsible for its exceptional opacity and spreading power.

ODP has always been a standard product with The Sherwin-Williams Company and has stood as a gauge of purity and excellence for the entire Sherwin-Williams Line. The following guarantee appears upon every keg of ODP White Lead:

This package is warranted to contain nothing but Strictly Pure White Lead, ground in Strictly Pure Linseed Oil, and we will pay one ounce of gold for every ounce of adulteration it may be found to contain.

NOTE

This is also available in soft-paste consistency.

S-W Zilo

Zilo is offered by The Sherwin-Williams Company not as a substitute for white lead but as the best paste pigment possible to produce for the making of every type of hand-mixed paint.

Zilo resembles white lead and is handled by the painter in very much the same manner. But Zilo has several distinguishing characteristics resulting from the fact that Zilo is made of 75 per cent white lead and 25 per cent zinc.

- (1) Zilo makes a whiter paint than straight white lead.
 - (a) Zilo makes cleaner, richer tints.
 - (b) Zilo STAYS WHITER and does not discolor from gas fumes in the air as does straight white lead paint.
- (2) Zilo "goes further" than straight white lead paint. It will take three pints more linseed oil per 100 pounds, as used for the third coat, than will white lead.
- (3) Zilo makes a more durable paint than straight white lead paint. White lead paint shows the tendency towards objectionable "chalking" and washing off under rain and weather. In Zilo this chalking has been reduced to the desired degree because of the tempering by the zinc it contains.

Hand mixing of white lead and white zinc costs more than Zilo because white zinc costs more than white lead and Zilo sells at very close to the price of white lead.

The uniform mixing and thorough intimate bonding of the lead and the zinc is accomplished in the mill at The Sherwin-Williams factory such as is humanly impossible to produce by hand mixing. Every bushful of Zilo will contain exactly 75 per cent white lead and 25 per cent zinc.

Zilo is put up in kegs the same as white lead. It is ground in refined linseed oil and is in paste consistency ready to be let down with linseed oil and turpentine as desired. By adding S-W ODP White Lead to Zilo any proportion of zinc up to 25 per cent may be made by the painter on the job.

Put up in 25, 50 and 100 lb. kegs.

NOTE

This is also available in soft-paste consistency.

0007-SWP-000003256

S-W Kronik Metal Primer

There are four reasons why Sherwin-Williams makes Kronik Metal Primer the standard recommendation for

1. ECONOMY:

Kronik has the approval of the painter because it brushes out so smoothly that it is very easy to cover metal surfaces difficult to paint. Kronik is also economical because of its excellent spreading power.

2. INHIBITS CORROSION:

Kronik is made on a lead chromate pigment base. Paints containing chromates seem to have the longest life span. This is evidenced by careful tests extending over five years at Atlantic City.

Kronik Metal Primer



the priming coat over metal. These recommendations are based upon practical field tests.

3. IDEAL SHOP COAT:

By this is meant that Kronik dries to a firm hard film which stands more punishment in handling and shipping than any other primer we know of. It is ideal protected with the finishing coat is not applied for some time.

4. A TIGHT IMPERVIOUS FILM:

The proportions of oils and pigments are so balanced that Kronik makes the tightest possible film. It is so tight that it will prevent moisture through to the metal.

Wherever there is metal to be protected against weather or moisture, use Kronik for the priming coat, followed by S-W Metalastic for the finishing coat or, where special color

COVERING CAPACITY: Kronik covers approximately 600 square feet of metal surface one coat per gallon.

S-W Galvanized Iron Primer

It is well known that copper and zinc present surfaces that are difficult to paint satisfactorily, because the paint does not adhere as well as it does to other metals. But it is so difficult to paint that it is true of galvanized iron and, in order to minimize these difficulties, Sherwin-Williams Galvanized Iron Primer was developed.



Galvanized Iron Primer

S-W Galvanized Iron Primer is supplied in Gray, which is a suitable color for finishing coats in any desired shade. It is a very practical building material and is applied properly in view of its splendid spreading capacity, makes a most economical primer for use over surfaces of this kind.

COVERING CAPACITY: Approximately 600 square feet of metal one coat per gallon.

Galvanized iron, in both plain and corrugated sheets, makes a very practical building material and is applied properly in view of its splendid spreading capacity, makes a most economical primer for use over surfaces of this kind. After priming with S-W Galvanized Iron Primer, any color or type of paint may be used.

S-W Non-Corrosible Graphite Paint

Graphite paints possess characteristic water-shedding properties. Sherwin-Williams Non-Corrosible Graphite Paint has been famous for years because of its remarkable endurance. It is a most effective means of weather protection. The pigment is entirely of graphite with a high percentage of

carbon and is at its best when used as the finishing coat for structural steel and metal work exposed to the weather. Being a carbon paint, this product is slower in hardening than most other paints. It retains its tough, elastic film for the longest possible time.

COVERING CAPACITY: Approximately 600 square feet of metal one coat per gallon.