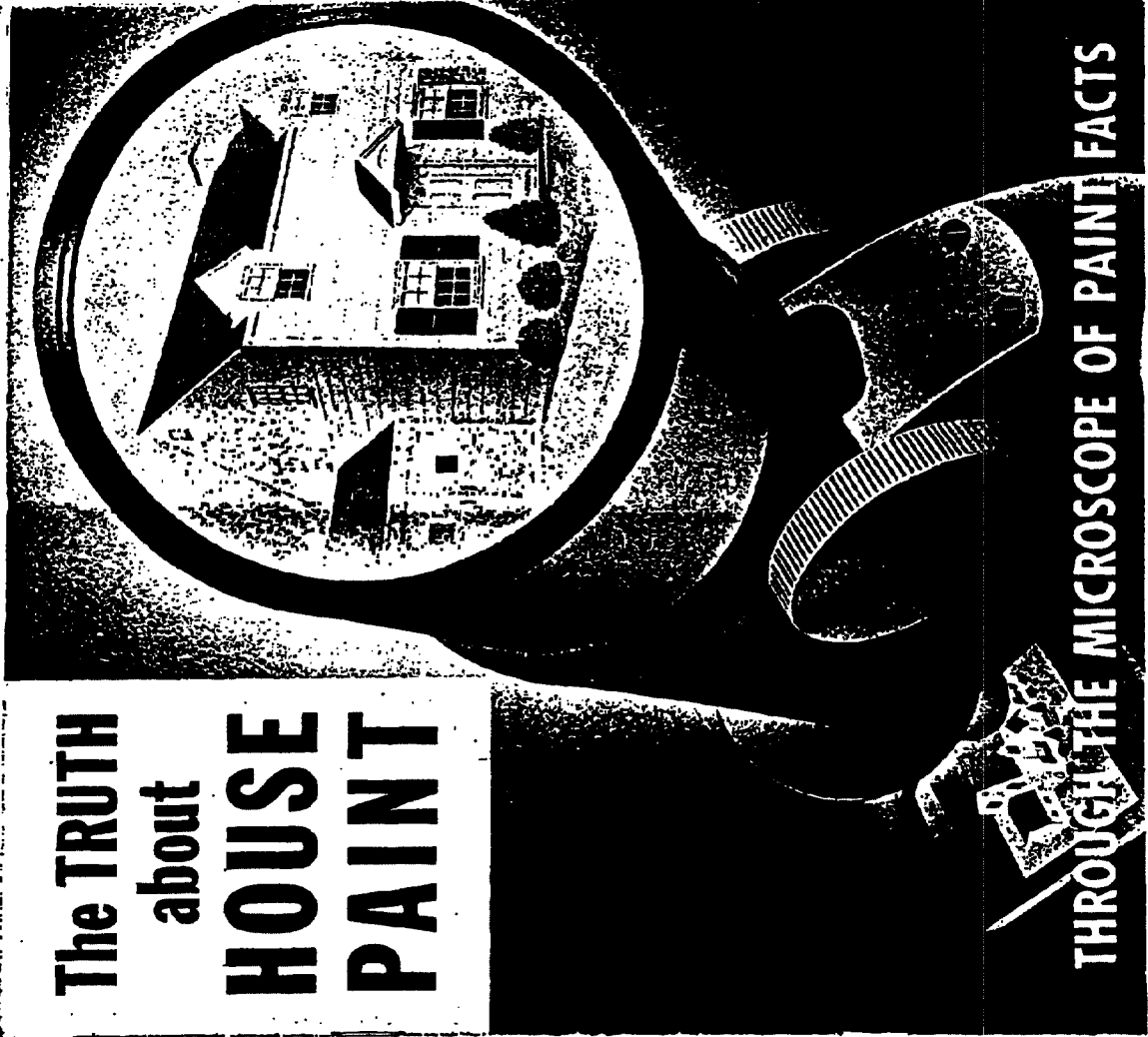


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The TRUTH about HOUSE PAINT



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THE STORY OF SWP HOUSE PAINT

• For 60 years the history of SWP has been one of gradual, but steady improvement. But, in reality, SWP is not 60 years old—but rather 60 years young because of the way Sherwin-Williams keep it up-to-date with every improvement known to paint science to give it lasting beauty, greater endurance and ability to protect your house from weather.

We have said that there is a difference in the wearing qualities of paints made with different pigments. The reason is found in the chemical reactions which take place between these various pigments and linseed oil. And, we should say, too, that various ways for aging and refining the linseed oil now are known to have fully as great a bearing as the pigments upon the life of the house paint.

In making SWP we start with the white lead carbonate used in making lead-and-oil paint because it has many excellent qualities:

1. It protects the surface well
2. It has strong adhesion to the surface
3. It does not crack in weathering
4. Painters like its easy brushability

But for many years painters have sought for ways to overcome the objectionable spotty chalking of white lead paint and they have wanted to give it better resistance to the sulphur fumes in the air which cause white lead paints



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to turn gray and lose their attractive appearance long before the paint actually has worn out.

Zinc oxide was one of the first pigments added to white lead for this purpose. But while it did make a smoother, harder paint, with less chalking than lead-and-oil paint, there was the tendency towards brittleness that frequently resulted in the paint cracking.

How to overcome this? Sherwin-Williams has done it with a revolutionary pigment called "OZLO" lead-zinc, made from the original ores in Sherwin-Williams own smelters. In making OZLO, basic lead sulphate and zinc oxide are fused together under terrific heat—not a mere mechanical mixture, but an intimate physical union of the two metallic pigments—impossible to achieve by any mechanical mixing or grinding operation—so that OZLO possesses the virtues of both white lead and zinc oxide.

This pigment serves to "alloy" white lead in

much the same manner as alloying metals are added to steel to make it stainless or harder for special purposes.

OZLO lead-zinc pigment adds smoothness to white lead paint—also stronger hiding power, and resistance to atmospheric discoloration.

Then—we go a step further—titanium-magnesium is added. Titanium dioxide is the strongest hiding white pigment available to paint science and, combined with magnesium, it makes a more durable paint than when used alone. It adds greatly to the hiding power of SWP and, because it is not affected at all by discoloring fumes, it gives SWP still greater resistance to the fumes that turn unfortified white lead paints gray.

The pigments and the colors in paint are vitally important, but so is the vehicle. That is why Sherwin-Williams make their own linseed oil—select choice flaxseed, crush it in their own mills, age, refine and treat the oil so as to make it best suited for use in SWP.

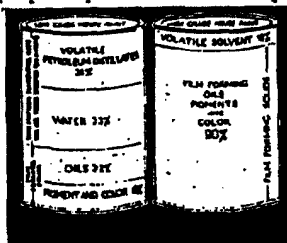
WHAT MAKES CHEAP PAINT COSTLY?

• Do you know that the liquid or "vehicle" content of many cheap paints has been found to amount to as much as 33 1/4% ordinary hydrant water, plus 30% of petroleum distillates (gasoline). Some cheap paints actually contain as little as 37% of film-forming pigments and oils.

Imagine paying even "cheap" paint prices (\$1 to \$2 per gallon) for two-thirds of a gallon of gasoline and water! What's cheap about that? Particularly in view of the fact that the small amount of film-form-

ing materials contained in such paints is usually composed of cheap pigments.

Now compare what you get in these cheap, watered paints with what you get in a quality house paint like SWP. It is easy to understand, now, why cheap paint films soon break down—crack, peel, chip, chalk and wash away.



These illustrations are reproduced exactly from a diagram issued by the Educational Bureau of the American Paint and Varnish Manufacturers Ass'n, Washington, D. C.

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SWP RESISTS ATMOSPHERIC DISCOLORATION

● Haven't you often wondered why some freshly painted white houses turn gray in a very short time while others seem to keep their fresh appearance indefinitely? Possibly you just assumed that some neighborhoods must be dirtier than others and that the houses suffered accordingly.

But, chances are in many cases, that dirt wasn't entirely to blame. Probably the trouble struck deeper and atmospheric discoloration was taking place.

Paints in which the white lead is not fortified are particularly sensitive to the sulphur fumes present in the air in practically every community and this causes them to turn gray—they cannot be washed clean again. By fortifying the white lead in SWP with OZLO lead-zinc and titanium-magnesium SWP is given great resistance to these fumes. This is doubly important because dirt washes easily from SWP so that, free from discoloration, the house looks almost as if newly painted.

There are some communities in various parts of the country—near oil fields and certain industrial plants—where these fume conditions are so excessive that they attack any paint containing white lead. Special SWP Fume Resisting White No. 436 has been provided for these localities.



Inset: House painted with 2 different kinds of paint. Atmospheric discoloration turned one paint gray—SWP stayed white.



● Your house, properly painted with SWP Undercoater No. 450 and SWP, will wash easily as this one—clean as new.

SWP IS WASHABLE!

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FACTS THAT ARE FACTORS IN SWP LEADERSHIP



EXPERIENCE

72 years making quality paints has built a fund of knowledge which is of great benefit to Sherwin-Williams customers. It provides safer-to-use paints to meet your climate conditions—wherever you live. It puts greatest serviceability into SWP for greatest value and satisfaction.



RESEARCH

Year in and year out S-W chemists must continue to test countless formula variations in the laboratory on test fences and under actual service conditions on homes. That is how the famous "balanced formula" of SWP was created years ago and that is how we continue to keep SWP up-to-date.



MANUFACTURING

The principal ingredients in SWP are finished products made in their own Sherwin-Williams factory under control of its own staff of chemists—men who make a life study of paint chemistry and take pride in the perfection of their product—made especially for use in SWP House Paint.



ALLOYING PIGMENTS

In stainless steel "alloying metal" protects regular steel from discoloring acids. OZLO lead-zinc and titanium-magnesium are the "alloying pigments" which protect the white lead in SWP from atmospheric discoloration. In OZLO, lead and zinc pigments are fused into a pigment under high heat in Sherwin-Williams smelters.



COLORS

Most of the chemical colors—reds, yellows, greens, blues—used in SWP are made in Sherwin-Williams own color works. Natural earth colors are selected with greatest care and must meet rigid standards. That's why SWP colors are so soft and rich, so pleasing and enduring.



HIDING POWER

Dingy old surfaces are easier to hide with SWP linis because they are strengthened with OZLO and titanium-magnesium pigments. Weak-covering paints never look clean because they do not hide the old surface completely as SWP does. The strong hiding power of SWP also makes it go further.



WASHABILITY

Every pigment reacts differently with linseed oil and weathers in a different way. Excessive chalking, roughening and cracking are faults avoided in SWP by its 3-pigment blend. SWP does not roughen with weathering. Dirt cannot penetrate its smooth, tight surface.



ATMOSPHERIC DISCOLORATION

In most neighborhoods, the added protection afforded by OZLO and titanium-magnesium keeps SWP safe from the fumes that discolor so many other paints. In severe exposures near oil fields and certain industrial plants, SWP Fume Resisting White should be used for best results.