

AND EVERY DROP OF SHERWIN-WILLIAMS SWP HOUSE

0007-SWP-040883

PAINT IS **WEATHERATED***

* A continuous laboratory testing procedure that dictates and controls the brass knuckle abilities of SWP House Paint to fight off deterioration, decay and early repainting.

When rigid standards of survival are surpassed, then and only then may SWP House Paint carry the high quality assurance of the Sherwin-Williams label.

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2 SWP IS WEATHERATED* AGAINST HIGH DIRT COLLECTION

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ORDINARY RESULTS



Houses whose exterior surfaces are extremely dirty, reached that condition through either neglect or application of improper paint. To avoid rapid and severe collection of dirt, the house paint you use must dry free of deep brush marks which build troughs that catch and hold dirt particles. It must dry uniformly and thoroughly to avoid a sticky surface that clings like flypaper to every minute particle that comes its way. And your house paint surface must "chalk" or wash away gradually to free itself of grime deposits. *SWP Weatherated® House Paint guards your home longer against dirty exterior surfaces by giving you these important protective features*—(1) Uniformly smooth paint surface (2) Proper drying (3) Gradual chalking.

WEATHERATED® RESULTS



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3 SWP IS WEATHERATED* AGAINST EXTREME CHALKING



ORDINARY RESULTS

When you rub your fingers over any house paint surface that has weathered for about a year, it is natural and proper that a certain amount of powder-like chalk should cling to them. This is the phenomenon of modern house paint releasing its dirty outer surface to be washed away by the rains. However, this surface loss should be gradual and predetermined. If it takes place too rapidly, you must repaint sooner than you should. If it takes place too slowly, your house looks dirty and dingy. In SWP Weatherated* House Paint, the carefully controlled selection and union of pigments, oils and binders sets up a uniform paint surface. This means a precise rate of chalking can take place in almost mathematically predetermined amounts.

WEATHERATED* RESULTS



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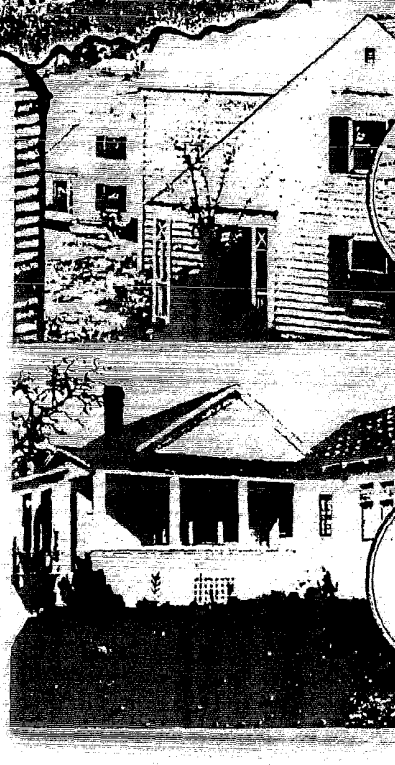
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4 SWP IS WEATHERATED* AGAINST CHECKING AND CRACKING

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ORDINARY RESULTS

From the very moment you complete the painting of your house, *an aging process sets in.* This means the paint surface begins to dry and develop tension just like the tightened head of a drum. If the paint you use is not properly formulated to allow for this constantly increasing tension, a series of scattered "crow foot" marks or checks develop in the paint surface. If uncontrolled, these checks will spread and join. Soon they will dig deep through the entire paint film and become severe cracks, ruining your paint job and exposing the wood. With SWP Weatherated* *House Paint, the tough heat treated* highly polymerized oils properly blended with the highest quality pigments and extenders act like cold cream on your skin . . . keeping the paint resilient to resist the strains that cause checks and cracks.



WEATHERATED* RESULTS

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5 SWP IS WEATHERATED* AGAINST SCALING

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ORDINARY RESULTS

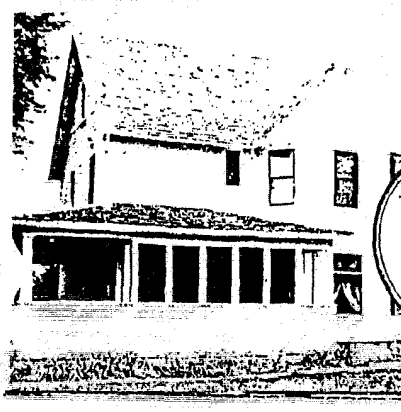


Some older houses have structural defects which allow the moisture [illegible] *between the walls, and some of today's modern tightly insulated* [illegible] *tend to hold the moisture within instead of letting it out gradually, thus causes this moisture to collect in certain spots under the outside surface. Eventually the pull of the sun and heat draws this moisture through the siding and causes the paint to pop off. Until this inside of the house moisture problem is solved structurally, no paint will adhere 100% to the surface.*

Another point is the paint that has previously been used on a house. If it is already flaking and scaling off, then the paint that is applied on top of it will adhere no longer than the surface on which it is applied. It is also possible that the present paint film may have poor adhesion due to moisture or other causes, even though active scaling or peeling is not taking place. Application of a repaint job without correcting the deficiency may start active scaling or peeling.

However, where the surface upon which SWP Weatherated House Paint is applied presents a good surface for repainting, then it is difficult to find a single example of flaking and scaling.

WEATHERATED* RESULTS



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6 SWP IS WEATHERATED* AGAINST EROSION

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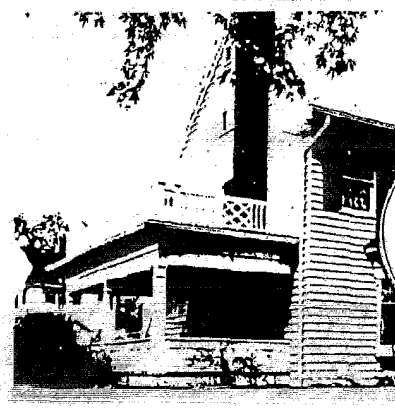
ORDINARY RESULTS

The life of a house paint job . . . its ability to retain beauty and protection for 4, 5, and 6 years depends to a considerable degree upon its resistance to the erosive actions set up by sun, rain, snow, sleet, smoke, ice, and temperature. To give you your money's worth, the house paint you buy must be able to fight off all of nature's tricks, not just one or two of them, as ordinary house paints tend to do. It's cheaper and easier to formulate a paint that will chalk rapidly and stay white for a short time.

If your house is protected against one and not the rest, you'll lose out in appearance and money. That's why the balanced formulation of SWP Weatherated* House Paint is so important to you.



WEATHERATED* RESULTS



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7 SWP IS WEATHERATED* AGAINST COLOR FADING

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ORDINARY RESULTS



The sun with its powerful ultraviolet rays can work havoc with the permanency of color in any house paint which is not "Weatherated"* — controlled for color stability. For instance, in a few months ordinary blue can change to a drab blue-grey . . . ordinary red can revert to a mud-colored hue. And what was once a beautiful home for a short period of time, quickly becomes sad looking. But with SWP Weatherated* House Paints and Trim Colors in their famous creams, yellows, browns, reds, blues, greens, and greys, your color life assurance is longer than ever. Even fine SWP White stays white longer. Why? Because once again Sherwin-Williams laboratory selection of colors and control of color fading and surface chalk builds greater color strength and life into SWP colors.

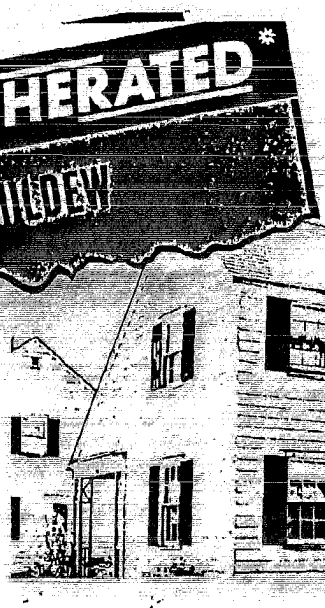
WEATHERATED* RESULTS



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SWP IS WEATHERATED* AGAINST MILDEW



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In warm and humid climates where extreme atmospheric moisture is a prevailing condition, fungus attacks on house paint surfaces are a common occurrence. It is a living organism that starts in the form of spores and rapidly expands to imposing branch-like proportions that can ruin the looks of a house in a very short time. Ordinary house paints usually have no means of combating this evil and when used, are a disappointment to owner and painter alike. Sherwin-Williams however, provides SWP Mildew Resistant White that fights off mildew. For areas affected, the use of SWP Weatherated* Mildew Resistant White House Paint which carries fungicide effectively resists mildew.

WEATHERATED* RESULTS



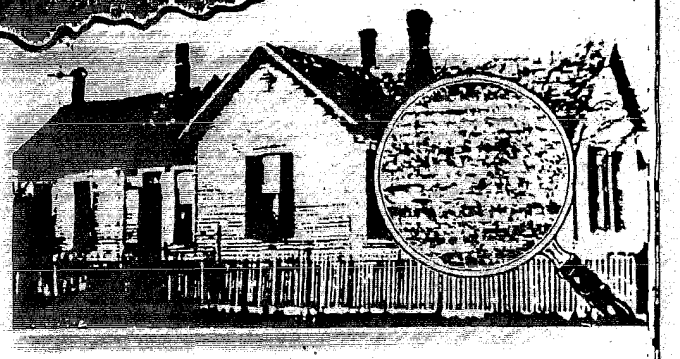
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9 SWP IS WEATHERATED* AGAINST INDUSTRIAL FUMES

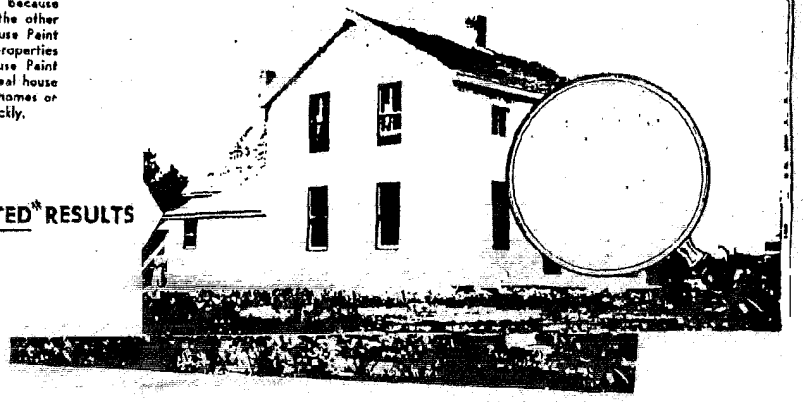
WHAT GIVES SWP HOUSE PAINT THIS BIG ADVANTAGE?



ORDINARY RESULTS

Whenever industry belches out excessive amounts of fumes upon its surrounding community, chemical reactions are bound to take place on house paint surfaces. Many paints discolor rapidly and their appearance is ruined. It takes properly formulated paint to stay bright and fight off this spoilage . . . a paint whose formulation is so carefully provided that it will not allow the darkening chemical action to take place. Applying ordinary house paint in these areas is usually a waste of money because in a short time it has darkened and discolored. On the other hand, SWP Weatherated* Fume Resisting White House Paint will not discolor due to industrial fumes. The special properties which make SWP Weatherated* Fume Resisting House Paint highly resistant to industrial fumes also make it the ideal house paint for use in localities where soft coal smoke from homes or factories usually discolors ordinary house paint very quickly.

WEATHERATED* RESULTS



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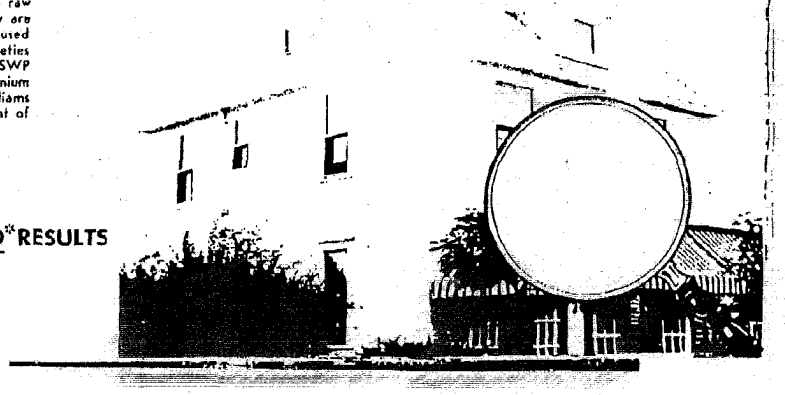
SWP INGREDIENTS ARE TAILOR MADE

WHAT GIVES
SWP HOUSE PAINT
THIS BIG ADVANTAGE?



ORDINARY RESULTS

Making good house paint that gives you complete satisfaction is a technical, complicated business which few laymen understand. In buying house paint, they can be hoodwinked by many of the fancy sounding names used as ingredients . . . lead, zinc, titanium, pigments, colors, extenders, oils in binders, type and concentration of driers, thinner, etc. It is not just that these raw materials are in the house paint you buy, but HOW they are blended that is important. Titanium Oxide is a pigment used in house paint, and there happens to be many different varieties and grades available. Now anybody can buy Titanium, but SWP Weatherated* House Paint contains selected pure Titanium Oxides and other quality ingredients which Sherwin-Williams knows and can control and develop into an extra fine paint of predetermined performance.



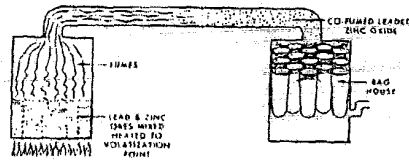
WEATHERATED* RESULTS

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12 SWP WEATHERATED HOUSE PAINT IS CO-FUMED

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What is "Co-Fuming"? It is a process of "volatilising" together the lead and zinc ores before they are introduced into the formulation of SWP. The lead and zinc ores are heated together to the volatilization point and the resulting fume is oxidized and condensed as a pigment. Only by this process are the lead and zinc blended together in a physical chemical form to impart maximum durability features.

This illustration is a greatly simplified sketch to show how this process takes place.

Years of experience in testing, exposures, field tests, and actual applications of millions of gallons of prepared house paints show without qualification that real advantages do exist in introducing zinc and lead into the formula as a "co-fumed" pigment as is shown in these photographs.

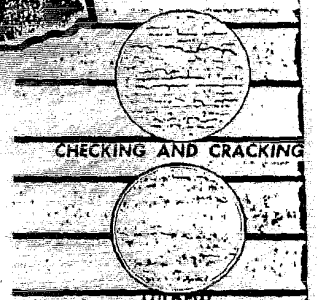
ORDINARY RESULTS

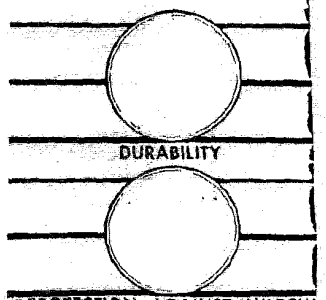
Ordinary house paints are formulated either by mixing straight zinc oxide and basic sulphate white lead as individual pigments, or else as a composite pigment both of which are just mechanical mixtures. There is a tremendous difference between this mechanical mixing of lead and zinc pigments and the chemical volatilization of "co-fuming."

CO-FUMED RESULTS

SWP Weatherated House Paint made with "co-fumed" lead and zinc gives maximum durability and protection against checking and cracking.

SWP Weatherated House Paint made with "co-fumed" lead and zinc shows greater mildew resistance.





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WHAT GIVES
SWP HOUSE PAINT
THIS BIG ADVANTAGE?

A BETTER LINSEED OIL FOR SWP WEATHERATED HOUSE PAINT

ORDINARY RESULTS

WEATHERATED* RESULTS

Pure linseed oil is recognized as the finest oil for exterior paints. SWP Weatherated House Paint is made with pure linseed oil which has been polymerized to give SWP the maximum in adhesion and durability, as well as to control absorption and improve its drying and flow.

The photographs at the right graphically illustrate the excellent oil retention characteristic of SWP with pure polymerized linseed oil, as compared with ordinary house paint.

These photographs were made by filling a paint can cover with paint and pressing down on it a fairly porous type of filter paper considerably larger than the diameter of the can cover. The inner white ring in each illustration is the surface area occupied by the paint in the can cover. The darker area surrounding it is oil which has penetrated into the paper as it would into wood.

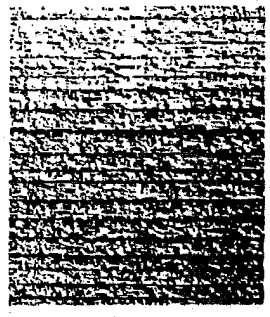
In photograph A, note how the oil has penetrated to a considerable depth out into the filter paper. Applied over wood, this same penetration would take place, causing most of the oil to leave the paint film and sink down into the wood. This is what happens in ordinary house paint formulations.

In photograph B, Sherwin-Williams Weatherated House Paint was used Note how the oil has penetrated only a very short distance into the filter paper. In actual application over wood, controlled absorption allows just enough oil to "strike" into the wood for adhesion, retaining most of it in the paint film itself where it does the most good.

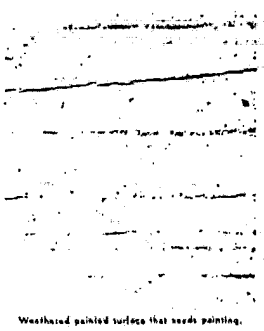
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1 SWP PROVIDES THE 2 SURE STEPS TO A BEAUTIFUL HOUSE PAINT JOB

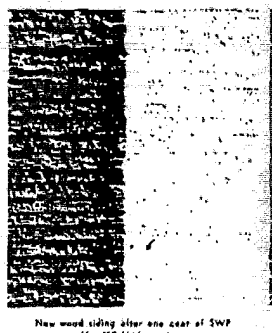
It is Sherwin-Williams' recommendation that painters follow these two proved steps to get the finest possible house paint jobs with a finish that will provide the greatest durability and give the lowest cost paint protection:



Ordinary wood siding ready to be painted.



Weathered painted surface that needs painting.



New wood siding after one coat of SWP No. 450 Undercoater.

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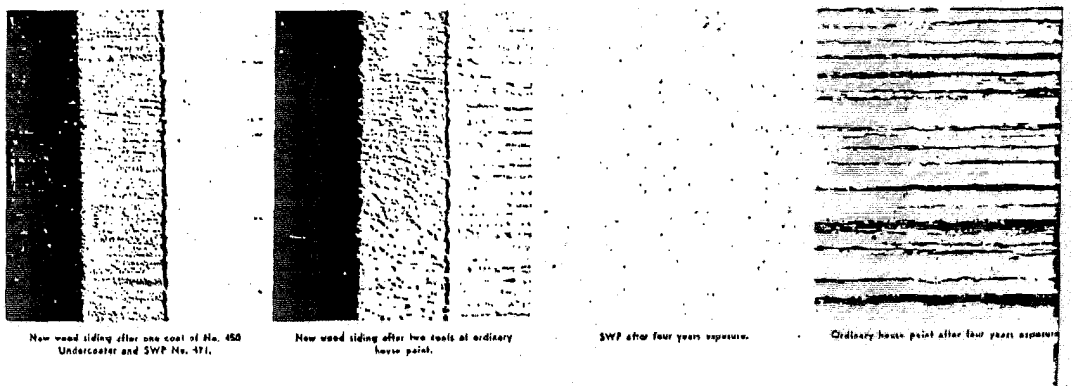
SWP HOUSE PAINT THIS BIG ADVANTAGE?

very light and porous, while others may be close-grained, resinous wood. It is essential that these surfaces be uniformed before the final coat it applied. SWP House Paint Undercoater No. 450 is formulated to give uniformity to different types of surfaces so that they present an even surface with a soft sheen and that the finished coat will adhere perfectly.

b. PREVIOUSLY PAINTED SURFACES.
Previously painted surfaces present somewhat the same problem as a house with several kinds and grades of wood. The painted surfaces may be soft and porous in some places, unusually dirty in others, and with a hard surface in another. Therefore, SWP House Paint Undercoater No. 450 is formulated to give uniformity to this type of surface as well as to new wood so that the finished coat will adhere perfectly.

2 PROTECT AND BEAUTIFY THE PREPARED SURFACE WITH ONE COAT OF SWP WEATHERATED* HOUSE PAINT.
SWP Weatherated* House Paint gives your house weather protection against the elements. It contains everything required for full protection and rich lasting beauty and will form a perfect bond over the base coat of No. 450 Undercoater. Your home finished with a coat of SWP No. 450 Undercoater and SWP House Paint will pay off with added protection and extra years of beauty.





New wood siding after one coat of No. 450 Undercoater and SWP No. 471.

New wood siding after two coats of ordinary house paint.

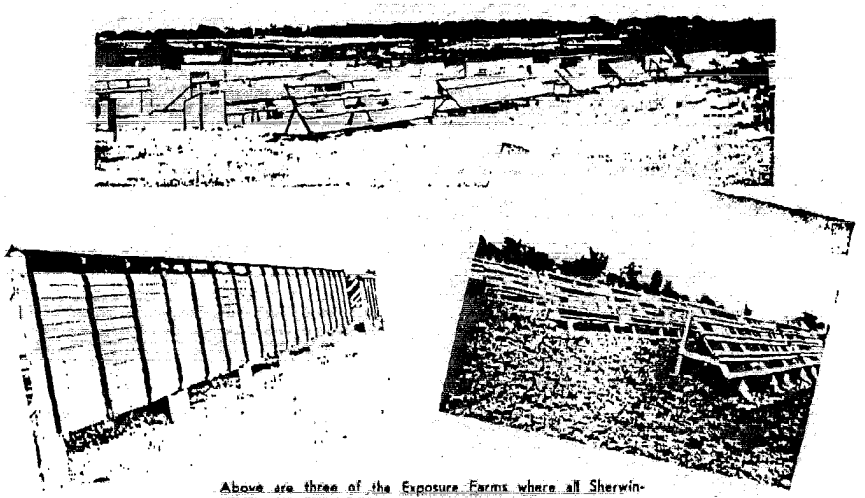
SWP after four years exposure.

Ordinary house paint after four years exposure

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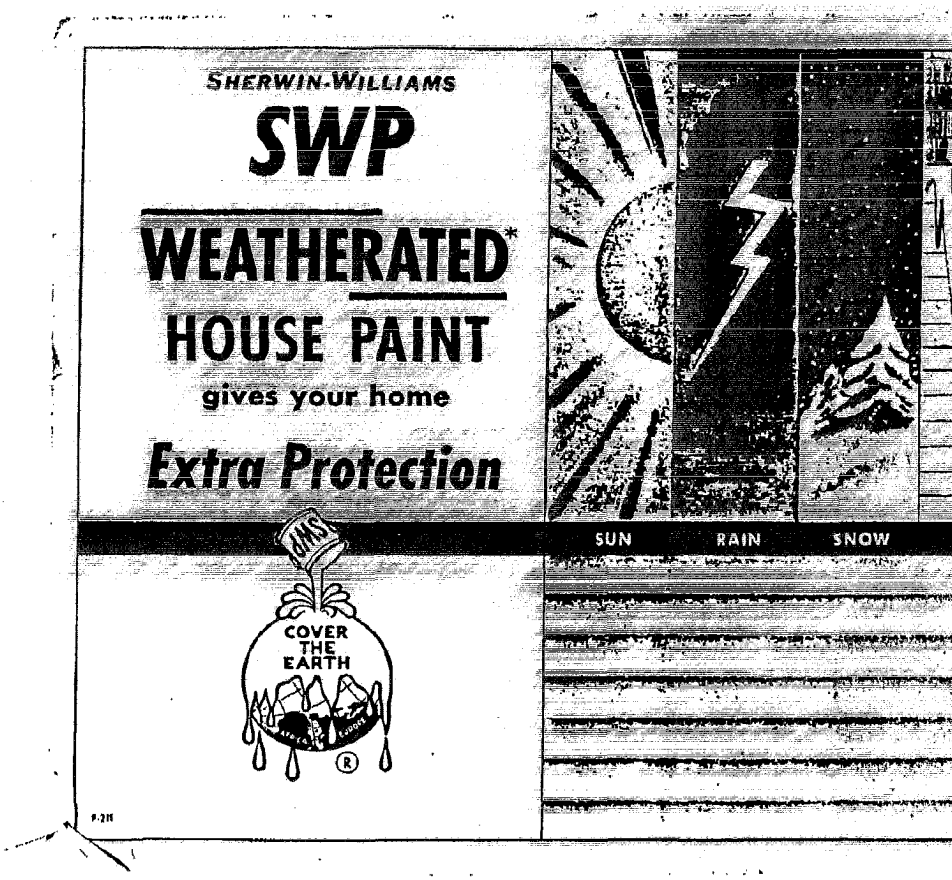
WHERE *SHERWIN-WILLIAMS* PAINTS ARE WEATHERATED*



Above are three of the Exposure Farms where all Sherwin-Williams Exterior Paints are Weatherated* year after year against leading competitive brands as well as ordinary paints. These Exposure Farms being located in all parts of the country, show us how SWP will perform in your locality.

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0007-SWP-000124291



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