0007-SWP-041187

REASONS WHY YOU SHOULD PAINT *NOW* WITH SWP

BEAUTY and attractiveness are only one-half of the benefits you will secure by painting your house now. Protecting your home investment is even more important.

The appearance of your street sets the plane of figuring the value of the individual houses. Help keep your street's real estate value high by having your home set an example to your neighbors. Let the attractiveness of your home be the beginning of a general neighborhood brightening up.

Stop in at Paint Headquarters today and find out how little painting up and protecting your home with Sherwin-Williams Products will cost. We are prepared to relieve you of the painting details, have a complete selection of attractive color schemes, both interior and exterior, for you to select from and will be glad to recommend a reliable painter. . . . . .

HERE ARE SIX REASONS WHY YOU SHOULD PAINT NOW:

1. Paint now and save costly repair bills later.
2. You can't afford to let your property run down.
3. Rentals or sales are made to much better advantage where property is kept up and nicely painted.
4. Banks always loan more money on well painted property.
5. Depreciation caused by neglected painting would more than pay for a new paint job every three years.
6. Painting was never more reasonable. You will be surprised at how little it will cost you to paint your home.



Let Paint Headquarters estimate the cost of painting your house. This service does not obligate you or cost you a penny.

PAINT HEADQUARTERS

WHY DOES IT C

QUALITY OF MANUFACTURE

IT would be possible for The Sherwin-Williams Company to cut the cost of SWP House Paint per gallon if we were willing to use ordinary commercial linseed oil and the cheaper grades of lead and zinc pigments—and we could still show a similar formula! But such grades of materials are not used in SWP. It costs more to make SWP but it's worth more, in protection, on your house.

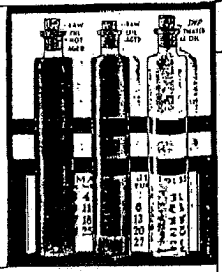
P I G M E N T S



White pigments vary greatly and have most important bearing upon the purity of color, appearance and durability of the paint, also the cost and ease of its application. We manufacture and control these pigments in our own plants. Not only are the finest materials used but every process in manufacture is designed to make these pigments particularly suited for use in SWP.

L I N S E E D O I L

Separating weed seeds from the flaxseed, filtering the oil, removing the mucilaginous matter and aging in storage tanks are but a few of the many processes carried out with scrupulous care by Sherwin-Williams before the oil may be used in SWP. Inferior linseed oil makes inferior paint, no matter how fine the colors and the pigments may be.



LIFE OF THE PAINT

The Cover-the-Earth T

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0007-SWP-041188

OST LESS TO PAINT YOUR HOUSE WITH SWP?

C O L O R S

SWP White — most beautiful — most lasting white — most durable house paint known to science today. SWP Tints and Colors — this color card shows how true to character and how clear-toned they are — are made with colors chemically evolved in S-W Color Works. The "earth colors" are selected from choicest stocks and are subject to rigid inspection before use in SWP.



ECONOMY OF USE

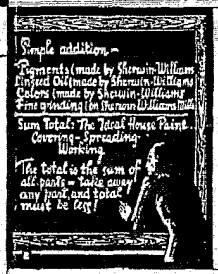
EVEN in the first cost of application SWP costs less money for the painting of your house than if ordinary paint were used. Fewer gallons of SWP are needed and fewer hours of labor are consumed. Year by year your satisfaction continues to increase as you see SWP keeping your home more attractive, in addition to the complete protection of the surfaces against decay and repair bills.

ECONOMY OF APPLICATION

It is easily possible to save 10% on labor cost of painting a house by using SWP. The paint hides the surface so completely and it takes so much less effort in making the paint look well — without laps or cloudy spots — that the painter can cover more surface in a day with SWP than with any other paint. The paint that saves on labor cost actually costs you less, no matter what the cost *by the gallon* may be.

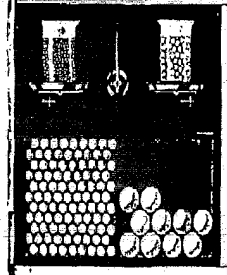


COVERS MORE SURFACE



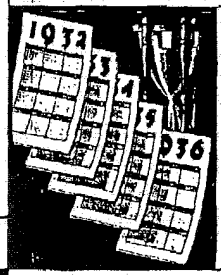
360 square feet 2 coats per gallon is a modest claim for SWP, but we need make no exaggerated claims for our products. The important consideration is the beautiful, solid-hiding finish obtained with SWP. The same lack of fine grinding and use of inferior ingredients that limits the covering power of ordinary paints also impairs their durability and appearance. SWP always covers more and — beautifully.

FINE GRINDING



How can a gallon of SWP cover so much more surface than another paint which may weigh just as much and be made on a good formula? Here is a picture of two boxes, each containing the same amount of shot but with one batch considerably smaller than the other. Observe how much more surface the small size shot cover. The same principle applies to SWP as compared to paints not ground as finely — SWP always covers more

D U R A B I L I T Y



Why is SWP more durable? Fine grinding packs the pigments into a tighter film, better protected by the linseed oil. Engineers tell us, also, that the surface is better protected by the paint that spreads easily — the painter can cover the surface better — especially in difficult places to brush — and the paint film is more uniform. Best of ingredients also make SWP more durable.

CLOSER KNIT FILM

With SWP the painter finds it much easier to hide an old, discolored surface. This is because its extremely fine ground pigments make a closer knit film of greater opacity. Each particle is also better protected with its film of linseed oil than is possible when the paint is not ground to this same fineness. It costs more to make SWP but its closer knit film doubles its protective value.



DEPENDABLE UNIFORMITY

From one end of the civilized world to the other — the can of SWP you purchase is always the same dependable good paint — today, tomorrow or whenever you want it. Faithful adherence to standards of materials, color and workmanship mean that you can always go back and be certain that the new can of SWP will be correct in color and the same excellent quality wherever or whenever you buy it.



FOUR-TO-ONE PREFERENCE

Impartial, independent investigators report to us that there is a preference of 4 to 1 for Sherwin-Williams Products in all parts of the country. There can be no other reason for this preference than that people everywhere know that they can depend upon Sherwin-Williams for quality paints. And for this reason this famous Cover-the-Earth trade-mark has come to be the World's Best Guarantee of Paint Quality.



REDUCES YOUR COST

Trade-Mark is the World's Greatest Guarantee of Paint Quality

0007-SWP-000124581

0007-SWP-041189

H O M E S

Homes Painted with Sherwin-Williams House Paint (SWP) are More Attractive and More Enjoyable

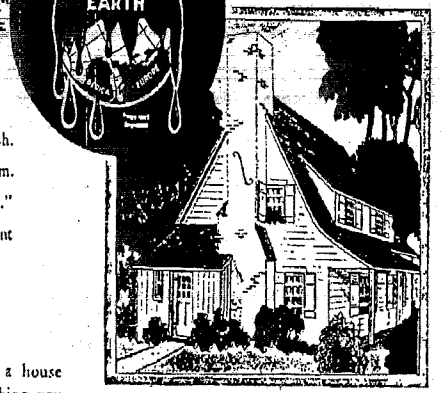


Body: SWP 397 Canary Yellow
Trim: SWP Outside Gloss White
Shutters: SWP 393 Tobacco Brown
Roof: Preservative Shingle Stain C-76 Indian Red

WELL kept homes are the only things which take on charm and added attractiveness with the passing of years. To see a home with its gardens and surroundings grow and develop under your own hands is something very much worth while. Homes don't wear out — re-painting only makes them more attractive than ever because you can select your own favorite colors. When you paint your home use good paint — use the very best paint you can get — and hire a good painter. That is the way to be certain of the best results. This is also the way to really save money on your painting bill. This is the way to keep the home looking its best, at the same time deferring the date as long as possible when painting will again be necessary.



Body: SWP 496 Ivory
Upper Body: SWP 460 Apple Green
Trim: SWP Outside Gloss White
Shutters: SWP 362 Fr. Crown Green Medium
Roof: Preservative Shingle Stain C-72 Dark Green



Body: SWP Outside Gloss White
Trim: SWP 354 Sea Green
Shutters: SWP 460 Apple Green
Roof: Preservative Shingle Stain C-74 Medium Green



Body: SWP 360 Cream Gun
Trim: SWP Outside Gloss White
Shutters: S-W Verdax Green
Roof: Preservative Shingle Stain B-41 Sienna Brown





The Five Points Which Make SWP House Paint Lastingly Satisfactory

1. The outstanding beauty of its finish.
2. Exceptional opacity of the paint film.
3. Its characteristic of "self-cleansing."
4. Its washability—ordinary house paint does not permit washing.
5. Its world-wide-tested durability.

Beauty of Finish

When you examine the surface of a house painted with SWP the conspicuous thing you notice is the beauty of the finish. The paint goes well into the corners and over the edges, clothing both rough and smooth boards with a gleaming finish that feels more like porcelain to the touch than paint. There are no harsh brushmarks or cloudy spots where the paint doesn't cover well. And when you talk with the painters applying SWP you learn that they find it *easy* to get these splendid jobs with SWP. The paint spreads easily and there is no difficulty whatever in making SWP look well and cover up the old surface.

Opacity of Paint Film

The reasons for the ability of SWP to cover an old, discolored surface with so solid and opaque a finish are shown in an interesting way on the other side of this color card. Be sure to read it.

Self-Cleansing

Different kinds of house paint show considerable variation in their ability to shed the dirt. Some paints "chalk" excessively and become very badly streaked by the weather. Others seem to simply attract the dirt and become grimy and dingy, even though they may be actually providing good protection against decay.

The reasons why SWP Gloss White retains its gleaming whiteness after ordinary white paints have taken on a grayish cast are as follows:

1. The pigments, as we combine them in SWP, are not subject to discoloration by the conditions ordinarily found in the atmosphere.

2. The pigments used in SWP are scientifically balanced in their manufacture, which neutralizes the tendency of the paint to *attract* dirt.

Washability

SWP dries to so tight a film that dirt cannot penetrate. For this reason it is very practical and economical to wash the house with Sherwin-Williams Flaxnap and water. A good paint job in SWP thus washed looks every bit as good as new—with but a fraction of the expense. This washability of SWP appeals to the housewife who likes to keep her window-sills, porch and entry ways just as clean and attractive as the woodwork inside the house.

Durability

Greater durability and weather resistance are the natural result of the careful manufacture and use of finest quality ingredients in making SWP. SWP properly applied will outwear any house paint we know of.

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