SWP (Sherwin-Williams House Pa

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.

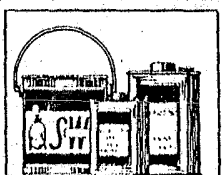
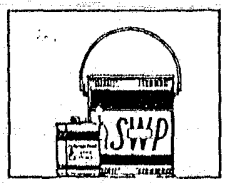
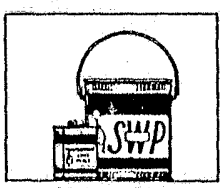
White Zinc, on the other extreme, with Linseed Oil which is NOT affected b paint does not "chalk," but in time check or crack. This, of course, is reall the chalking of lead paint because it no shape for repainting. White Zinc paint for your house today.

It is possible to make a combination however, in which the weaknesses of used alone, are overcome. By correct amounts of White Lead and White Zin "chalk" but wears away normally wit able cracking and peeling of zinc paints

SWP (Sherwin-Williams House Pain anced formula embodying every impro able to devise in over sixty years' exper true. They are richer and more pleasin duced otherwise. And the White is gle in its snowy whiteness, producing effec ble. While we make and furnish oil and we consider SWP the best outside ho make.

How to Reduce SWP

ONE REASON WHY SWP IS A MOST ECONOMICAL PAINT

	 One Gallon SWP · One Gallon Linseed Oil · One Quart Turpentine	 One Gallon SWP · One Quart Turpentine · Two Quarts Linseed Oil	 One Pint Turpentine · One Gallon SWP	 One Pint Turpentine · One Gallon SWP	
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	
FOR OLD PAINTED SURFACES IN GOOD CONDITION		Mixed as directed in this table for varying surface conditions, SWP covers approximately 720 square feet, one coat, per gallon.		Old Surfaces in Good Condition First 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	

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HELPFUL SUGGESTIONS

3 Inch Flat Brush, Small Sash Tool, Putty Knife, Putty, Stepladder, Orange Shellac for Knots, Raw Lin

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