0007-SWP-040776

N28024

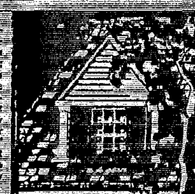
WHY DOES IT COST LESS TO PAINT YOUR HOUSE WITH SWP?

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.

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 subjects to rigid inspection before use in SWP.

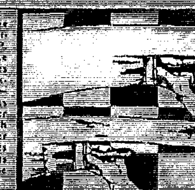


ECONOMY OF USE

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

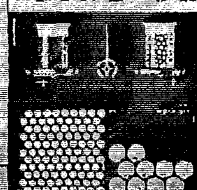
It is easily possible to save 40% on labor cost of painting a house by using SWP. The paint hides the surface so completely and it takes so much less effort in making the paint look well — without laps or cloudy spots — that the painter can cover more surface in a day with SWP than with any other paint. The paint that saves on labor cost actually costs you less, no matter what the cost by the gallon may be.



P I G M E N T S

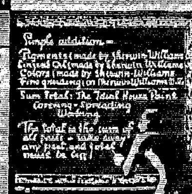
White pigments vary greatly and have most important bearing upon the purity of color, appearance and durability of the paint, also the cost and ease of its application. We manufacture and control these pigments in our own plants. Not only are the finest materials used but every process in manufacture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

FINE GRINDING



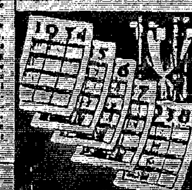
How can a gallon of SWP cover so much more surface than another paint which may weigh just as much and be made on a good formula? Here is a picture of two boxes, each containing the same amount of shot but with one batch considerably smaller than the other. Observe how much more surface the small size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

COVERS MORE SURFACE



The quality of materials used and our method of manufacture result in SWP having a covering capacity of 400 square feet, under average conditions, two coats to the gallon. This figure may vary, depending upon the condition and the porosity of the surface. It is easy to make paint that will cover considerably more surface but at the sacrifice of appearance, durability and economy. SWP always makes a *beautiful* finish and is most economical to use.

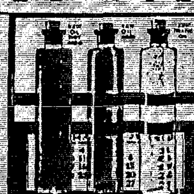
D U R A B I L I T Y



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.

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.



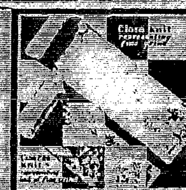
LIFE OF THE PAINT

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.

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.



REDUCES YOUR COST

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.

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

0007-SWP-040777

0007-SWP-000124169

H O M E S

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

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 387 Canary Yellow
Trim: SWP Outside Gloss White
Shutters: SWP 193 Tobacco Brown
Roof: Preservative Shingle Stain C-76 Indian Red

Body: SWP Outside Gloss White
Trim: SWP 344 Jet Green
Shutters: SWP 360 Apple Green
Roof: Preservative Shingle Stain C-74 Medium Green

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

Body: SWP Old Ivory
Trim: SWP 340 Arbor Green
Trim: SWP Outside Gloss White
Shutters: SWP 363 Pompeian Green Medium
Roof: Preservative Shingle Stain C-72 Dark Green

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 Flaxsoap 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

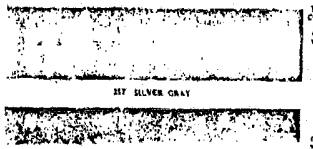
Greater durability and weather resistance are the natural result of the careful manufacture and use of finest-quality ingredients in making SWP. SWP properly applied will outwear any house paint we know of.

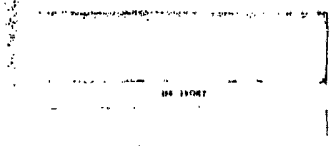
SHERWIN-WILLIAMS HOUSE PAINT FOR LASTING CLEAR-TONED COLORS

HOW TO ESTIMATE QUANTITY OF PAINT NEEDED

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

Measure the distance around the building and multiply by the average height, which secures the square feet of siding.





HOW TO GET THE BEST RESULTS

1. Always follow directions on the can you are using.
2. See that surface is perfectly dry and clean.
3. See that all patchy surfaces are properly treated, either by burning or by sealing with good Orange Shellac before applying any paint.
4. All knots should be carefully shellacked.
5. Make sure that the paint is mixed and stirred thoroughly to a uniform consistency

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SHERWIN-WILLIAMS HOUSE PAINT FOR LASTING CLEAR-TONED COLORS

HOW TO ESTIMATE QUANTITY OF PAINT NEEDED

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

Measure the distance around the building and multiply by the average height, which secures the square feet of siding.

Divide this number by 400 *(the number of square feet SWP covers two coats to the gallon on the average surface)*. The number secured will give approximately the number of gallons of SWP to be used for the body, to be thinned as directed for each coat.

To secure amount required for trimming cornice, porch pillars, etc., take *from one-eighth to one-fifth* the quantity required for body—one-eighth if there is average trimming, and one-fifth when a house has an 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 400.

TRIM COLOR

Blue — For Porch Ceilings, etc.

Apple Green — Gloss White

Willow Green

Silver Gray — Gloss White

Cream Gray — Gloss White

Pearl Gray — Gloss White

Light Lead — Gloss White

Slate — Gloss White

French Crown Green Med.*

Ivory

Cream

Canary Yellow — Gloss White

Colonial Yellow — Gloss White

Golden Yellow

Bottle Green — Trim and Sash

HOW TO GET THE BEST RESULTS

1. Always follow directions on the can you are using.
2. See that surface is perfectly dry and clean.
3. See that all pitchy surfaces are properly treated, either by burning or by sealing with good Orange Shellac before applying any paint.
4. All knots should be carefully shellacked.
5. Make sure that the paint is mixed and stirred thoroughly to a uniform consistency before using.
6. Putty nail holes and fill cracks *after* priming coat has been applied *(not before priming.)*
7. Do not use ochre as a primer.
8. Use only pure raw linseed oil when oil is necessary and never use *boiled* oil in any primers or for thinning SWP.
9. Do not paint in frosty weather or over a too-glossy surface.
10. Employ a good, practical painter.
11. In damp, swampy localities use more turpentine and less linseed oil in thinning SWP in order to minimize the danger of mildewing.

Golden Brown

Tobacco Brown

Red — Very durable for Brick Work

These trim colors are of the finest quality **BRIGHT TRIM COLORS** furnished in consistency ready for use

See our recommendation on the back of this card for the proper Sherwin-Williams Brush to use with SWP.

**Verdas Green Dark — Spanish Blue — **Verdas Green Light — Spanish Orange — Cardinal Red

Colors marked (*) also Outside Gloss White, China Gloss White and Flat White are higher in price than others on this folder. SWP is also made in Black, No. 467.

**Verdas Green must be applied over a suitable ground color such as SWP 553, Light Lead. See directions on the can label.

0007-SWP-040779

THINNING RECOMMENDATIONS FOR SWP

SURFACE	FOR GLOSS WHITE, IVORY, CREAM, CANARY YELLOW, PEARL GRAY, SILVER GRAY		FOR BALANCE OF COLORS	
	First Coat	*Last Coat*	*First Coat*	*Last Coat*
NEW WOOD—(Soft) such as Cedar, White Pine or Redwood.	*No. 1 Mixture* 1 Gallon SWP 1 Gallon Raw Linseed Oil 1 Pint Pure Turpentine.	*No. 2 Mixture* 1 Gallon SWP. 1 Quart Raw Linseed Oil.	*No. 1 Mixture*	*No. 2 Mixture*
NEW WOOD—(Resinous) such as Yellow Pine, Cypress, etc.	*No. 3 Mixture* 1 Gallon SWP 2 Quarts Raw Linseed Oil 1 Quart Pure Turpentine.	*No. 2 Mixture*	*No. 3 Mixture*	*No. 2 Mixture*
REPAINTING—Old surfaces which have not been painted for a number of years or old lumber which has become extremely porous through exposure for years without the protection of paint.	*No. 1 Mixture*	*No. 6 Mixture* 1 Gallon SWP. 1 to 2 Quarts Raw Linseed Oil.	*No. 1 Mixture*	*No. 2 Mixture*
REPAINTING—Surfaces where the old paint is chalking and weathering but otherwise in fair condition and not unusually porous.	*No. 4 Mixture* 1 Gallon SWP. 1 to 2 Qts. Raw Linseed Oil 1 Pint Pure Turpentine. *Caution:* Use maximum amount of oil unless surface is extremely tight.	*No. 6 Mixture*	*No. 7 Mixture* 1 Gallon SWP. 1½ Pint Raw Linseed Oil. 1 Pint Pure Turpentine.	*No. 3 Mixture*
REPAINTING—Surfaces where old paint still carries a high gloss and has considerable life such as under eaves or other unexposed surfaces.	*No. 3 Mixture* 1 Gallon SWP. 3 Pints Pure Turpentine.	*No. 6 Mixture*	*No. 8 Mixture* 1 Gallon SWP. 1 to 1½ Pints Pure Turpentine.	*No. 2 Mixture*
THREE-COAT THINNING INSTRUCTIONS (Most desirable specifications for New Wood).	FIRST COAT—No. 1 or No. 3 Mixture depending on type of surface. SECOND COAT—No. 5 Mixture. THIRD COAT—No. 6 Mixture.		FIRST COAT—No. 1 or No. 3 Mixture. SECOND COAT—No. 8 Mixture. THIRD COAT—No. 2 Mixture.	

TO REDUCE SWP TO MAKE SHINGLE STAIN

SWP when properly reduced produces an excellent Shingle Stain. On the average surface it should be reduced with one gallon mineral spirits and one-half gallon raw linseed oil to the gallon of SWP.

Since old shingles vary considerably in porosity and roughness it is advisable to try the mixture on a small section before going over the entire surface. If more gloss is desired increase the quantity of linseed oil. If two coats are applied a higher gloss may result. If too objectionable, it can be overcome by using less oil and more mineral spirits. However, greater durability is obtained with the mixture recommended above.

PAINTING GALVANIZED IRON

Use S-W Galvanized Iron Primer, observing carefully the directions on the package.

S-W STUCCO AND CONCRETE PAINT

Unpainted stucco is usually very porous and will absorb large quantities of moisture during wet weather. This often causes rotting of the framework timbers and rusting of the metal lath, resulting in large repair bills.

S-W Stucco and Concrete Paint, seals the surface, producing a smooth uniform finish to which dirt does not cling readily, eliminating unsightly dirt streaks so often seen on unpainted stucco and concrete buildings.

IMPORTANT—Refer to the directions on the package label before using.

S-W PORCH AND DECK PAINT

Make your porch floor truly washable with S-W Porch and Deck Paint. Don't deny yourself the satisfaction of a clean, attractive porch. It saves children's clothing and prevents tracking dirt into the house.

SHERWIN-WILLIAMS BRUSHES

The Sherwin-Williams Company recognizes three factors in the production of a good paint job: (1) A good painter; (2) Good Paint; (3) A good brush.

For best results with SWP we recommend either a 3½-inch or 4-inch S-W No. 10 or S-W No. 20 Brush.

For small jobs requiring one quart of paint, we recommend a 2½-inch S-W No. 40 or S-W No. 60 Brush.

THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES: CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES

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