Things you should know about Color and HOUSE PAINT

AFFECTS THE ARCHITECTURAL BEAUTY OF YOUR HOME

ALL OF THESE HOUSES ARE EXACTLY THE SAME SIZE

Colors can solve architectural problems, and bring every home new beauty. Light colors make a small house look larger, dark colors make a large house look smaller and the appearance of each is greatly enhanced. When light colors are used on large homes, a dark trim brings out the true beauty of the home.

Trim colors on tall houses should run horizontally, on houses too low, vertically. Buildings too tall for their width may be made to look much more attractive by using a dark color on the upper body and a light color on the lower body. Avoid dark colored roofs on houses too wide and too low.

On large homes brightly colored shutters take up some of the wall space and windows look wider. Homes surrounded by trees and shrubbery look more lovely in white or lighter colors.

Consider the Surroundings of Your Home

In small towns, suburbs, rural communities and on farms, homes are often surrounded by trees and shrubbery. To offset the abundance of the green of these surroundings, they require distinctive decorative treatments. White with colors contrasting with green for trim: homes such as at the right, are two solutions to the problem.

TIME-TESTED HOUSE PAINT COLORS

will look good for a long time

The colors of Time-Tested House Paint are developed through years of scientific research and experience. They are as permanent as modern processes can produce. We can assure you that, under normal conditions, the paint will retain its depth of lustre and true color for a long time.

REG. U. S. PAT. OFF.

TIME-TESTED

PAINTS • VARNISHES • LACQUERS • ENAMELS

Twenty-six paint laboratories, with extensive resources, knowledge and experience, modern methods, secrets, and technical personnel sponsor "TIME-TESTED" . . . a symbol of the highest paint quality.

And when you buy paints, varnishes, lacquers, or enamels identified by the "TIME-TESTED" label, you know that they are of only the highest possible standard. They are laboratory-tested . . . service tested . . . "TIME-TESTED!"

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WHAT MAKES HOUSE PAINT GOOD



Good house paint combines the long wearing qualities of white lead, the film hardening qualities of zinc and a balanced formula of other necessary ingredients. Experience and tests have proven that lead and zinc, plus the proper formula, make the finest, highest quality house paint . . . durable and lasting!

THE PAINT AND THE PAINTING CONTRACTOR

Paint, regardless of quality or price, is only as good as the man who applies it! Cracking, checking and blistering, can usually be traced to improper preparation and application. When painting be sure to hire a skilled painting contractor . . so that every precaution is taken to insure that your paint job gets the experienced attention it deserves!



Made of the Finest, Whitest White Lead

In making white and tints in Time-Tested House Paint, the basic lead carbonate (white lead) used is the whitest and finest ground obtainable. This white lead is manufactured by a patented process and is without equal today for whiteness, fineness of grind and durability.

Brushes Easily, Covers Completely

Because of the formula of Time-Tested House Paints—and the high quality of materials used in them, you will find that it is easy to brush on and that it covers the old surface quickly and completely. After it has been in service for years there will still be a smooth film that can be quickly and easily repainted.

Paint is used for two purposes— protection and decoration. Failure to protect your property with paint is the most expensive kind of neglect. Time-Tested House Paint is the most certain insurance against decay!

Here's how you can avoid Checking-Blistering-Peeling

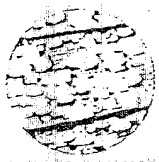


THIS IS CHECKING



THIS IS BLISTERING

Properly primed with Time-Tested House Paint Primer, and applied according to directions, Time-Tested House Paint will not crack, even after years of service. The Time-Tested Paint film is extremely elastic— it expands and contracts as the weather changes, without cracking. Time-Tested House Primer is not affected by moisture and bonds so firmly with the surface that blistering and peeling are eliminated.



THIS IS PEELING

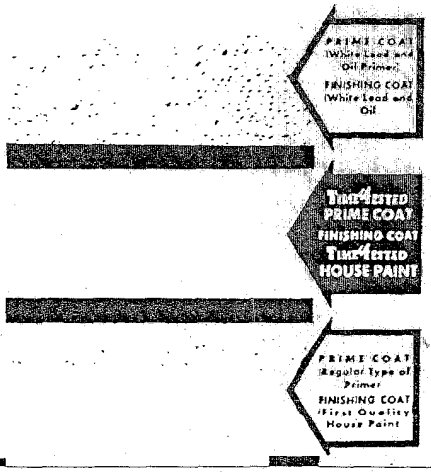
TIME-TESTED HOUSE PAINT is SELF CLEANING

Time-Tested Paint is formulated so that as the paint wears and as the weather reacts against it - the film slowly but imperceptibly "chalks" off. Any dirt that might stick on the film is held on the surface and over the years, rain washes away the dirt and a small portion of the paint film and your home is always clean looking!

2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING

2 COAT PAINTING

The development of Time-Tested House Paint Primer now makes possible successful two coat painting! One coat of primer and a second coat of Time-Tested House Paint produce a thickness of film, complete hiding and a depth of lustre that meets the most rigid specifications. This Primer retains its elasticity, seals the surface perfectly, has complete adhesion and expands and contracts with the surface to which it is applied. Use this outstanding Primer . . . the second coat of Time-Tested House Paint looks better and lasts longer than when ordinary primers are used on the job.



2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING • 2 COAT PAINTING

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