SE PAINT

Covering Capacity

Two Coat Work - About 350 to 400 square feet to the gallon. **One Coat Work** - About 750 to 800 square feet to the gallon. More paint will be required if the surface is porous and has not been painted for a long time.

To ascertain the number of gallons required for Two Coat Work, add the length of the four sides of the building to be painted and multiply by the average height, then divide by 400.

In estimating, allow 10 to 20% for cornices, sash, edges, etc.

Example:

Front 28 ft.		120 ft.
Side 32 ft.	Multiply by	
Rear 28 ft.	height	20 ft.
Side 32 ft.		
		400 | 2400 sq. ft.
120 ft.		6 Gals. - 2 Coats

Cold Weather Painting

During cold weather paint is liable to crawl. This may be prevented by adding Turpentine.

Special Work

Occasionally a job is in such a condition that no paint will give satisfactory results when applied in the ordinary way. In such cases we invite correspondence and will give directions for special treatment.

BPS

BPS

House Paint

Best Paint Sold



The Patterson-Sargent Co.

Cleveland New York Kansas City
Chicago Long Island City Boston
St. Paul Fort Worth Jacksonville
Detroit Sioux City Pine Bluff

For Mailing Attach Postage Stamp Here

BPS HOUSE PAINT

There is a B P S finish for every purpose paint - enamel - stain - varnish - B P S products are built to quality only - each finish must be the best of its kind



BEIGHLEY HDWE. & TOOL CO.
DEALERS IN
Hardware, Tools, BPS Paints & Varnishes
Bell Phone Atlantic 2825-2827
240 Diamond St. PITTSBURGH, PA.

0007-SWP-040472

IMPORTANT DIRECTIONS FOR PAINTING OLD and NEW WORK with BPS HO

Stirring and Mixing - Be sure to stir and mix the paint to an even consistency - don't be afraid of stirring too much. *Note* - A good way to mix paint thoroughly is (a) Shake the can before opening; (b) Pour the top liquid into another can; (c) mix the pigment and the remaining liquid with a wide paddle; (d) Place the top back on the can and shake again; (e) Pour the top liquid back gradually, stirring at the same time; (f) 'Box' the paint by pouring back and forth from one can to another. Finish by stirring with paddle.

Preparing the Surface - The surface to be painted should be clean and free from all soot, dirt, grease, etc. If the surface is peeling, scaling, blistering or cracking, all loose paint should be removed by 'torch' or scraping with a stiff wire brush.

Avoid Moisture and Poor Priming - Do not apply paint on a damp day or to a damp, wet or frosty surface, because moisture will cause blistering and peeling. Wood absorbs moisture in many ways - rain, fog, dew, frost, wet plaster, leaky roofs, gutters, down pipes and damp atmosphere. (*Note* - The surface is always as damp or damper than the surrounding atmosphere.) Do not use Ochre for Priming - use BPS Paint reduced according to directions.

Drying - Be sure that each coat is thoroughly dry before applying succeeding coats. The Priming Coat, on New Work, should be allowed a week for drying, and all other coats at least three days or more, depending upon the weather.

Pitchy Spots and Nail Holes - Shellac all knots and pitchy spots before applying the priming coat - this prevents the sap from causing peeling and discoloration. After priming, all nail holes should be puttied with a good grade of putty and the putty allowed to dry.

Note - Do not use Linseed Oil for Thinner when painting new Resinous or Porous Woods. It is important that you read and follow directions.

OLD WORK

Two Coat Work

Where the paint surface is in fair condition - **First Coat** - Reduce each gallon of BPS Paint with one pint of Turpentine. **Finishing Coat** - Apply BPS Paint as it comes in the original can.

Where the Old Paint is Peeling, Scaling, Blistering or Cracking - remove all loose paint with 'torch' or by scraping with a stiff wire brush; then prime all bare spots (the priming for bare spots depends on the kind of wood) - our directions for Priming Coat, New Work, Three Coat - should be followed. *After priming bare spots, apply the first coat of BPS Paint* over the entire surface, reducing each gallon of paint with one pint of Turpentine. **Finishing Coat** - Apply BPS Paint as it comes in the original can.

If the surface is extremely porous and weather-beaten, the kind of wood should be considered and the surface should be treated the same as New Work (see New Work Directions).

One Coat Work

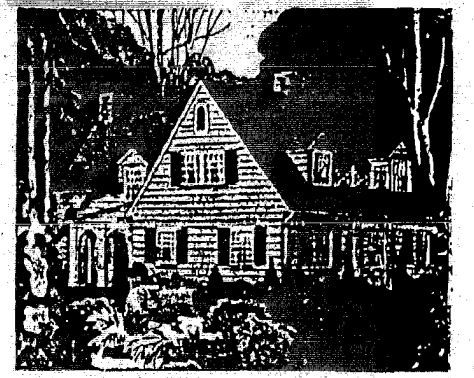
Apply BPS Paint as it comes in the original can.

Three Coat Work

Use the same direction as given above for Two Coat Work - reducing the second coat with one pint of Turpentine to each gallon of BPS Paint.

(New Work Directions in next column)





NEW WORK

Three Coat Work (New Work)

Resinous Woods - *such as Hard Yellow Pine, White Cedar, Hard White Sappy Pine, Cypress, Hemlock and Spruce.* **Priming Coat** - Reduce each gallon of BPS Paint with two quarts of pure Benzole or pure Turpentine. **Porous Woods** - *such as Red Cedar, Fir, Gum and Redwood.* **Priming Coat** - Reduce each gallon of BPS Paint with two quarts of pure Turpentine. **Soft Woods** - *such as Soft White Pine.* **Priming Coat** - Reduce each gallon of BPS Paint with one gallon of pure raw Linseed Oil. **Second Coat - All Woods** - Reduce each gallon of BPS Paint with one pint of Turpentine. **Finishing Coat - All Woods** - Apply BPS Paint as it comes in the original can.

Two Coat Work (New Work)

Resinous Wood - *such as Hard Yellow Pine, White Cedar, Hard White Sappy Pine, Cypress, Hemlock and Spruce.* **Priming Coat** - Reduce each gallon of BPS Paint with one pint of pure Benzole or pure Turpentine. **Porous Woods** - *such as Red Cedar, Fir, Gum and Redwood.* **Priming Coat** - Reduce each gallon of BPS Paint with one pint of pure Turpentine. **Soft Woods** - *such as Soft White Pine.* **Priming Coat** - Reduce each gallon of BPS Paint with one pint of pure raw Linseed Oil. **Finishing Coat - All Woods** - Apply BPS Paint as it comes in the original can.

0007-SWP-040473

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BEST PAINT SOLD

Quality and Formula-It has always been our policy to make BPS House Paint the best that can be made. BPS contains the proper proportions of Pure White Lead, Pure Zinc Oxide, the scientifically correct percentage of reinforcing pigment, necessary to produce the greatest durability - Pure Colors, Pure Linseed Oil and the necessary Drier, skillfully put together and ground to the last degree of fineness.

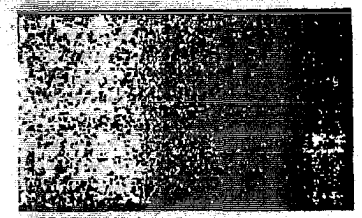
Working and Spreading - Tests prove that BPS outwears all other paints, including hand-mixed Lead and Oil. If the cost 'per job' was increased by using BPS, it would still be economy to use BPS, but the cost of using BPS is never greater and is usually less, because it covers 30 to 50 per cent. more surface to the gallon than inferior paints. One gallon of BPS covers - on the average - 775 square feet, one coat - or 375 square feet, two coats.

BPS will Beautify your Home - If you will compare the clear-tone BPS colors with other paints, you will note the difference in tone, and readily see why BPS will give your buildings the beautiful, fresh, clean appearance so much desired. 'Muddy' or hand-mixed indefinite shades are usually unsatisfactory - they lack character and do not bring out the beauty of the architecture - and they do not last.

Also BPS OUTSIDE GLOSS WHITE and BLACK

Trim or Body Colors

233 CREAM
269
251
244
254
260
253
262
245
261
White



262 PEARL GRAY
258
251
269
270
233
244
260
White

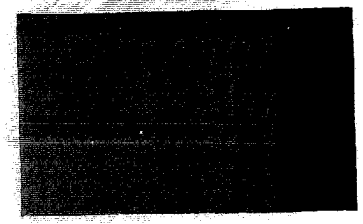


265 COLONIAL YELLOW
260
261
271
269
254
270
245
White

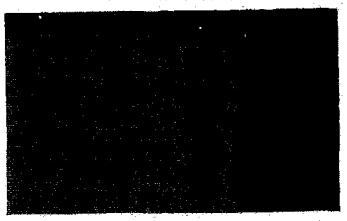
259N IVORY
254
260
261
269
251
253
270
271
White



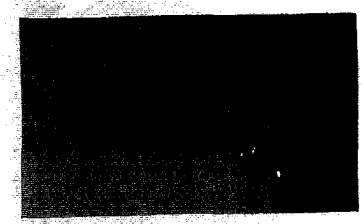
271 LIGHT TAN
260
259
265
246
258
244
White



270 SLATE
254
251
262
237
261
259
White



244 CHOCOLATE BROWN
260
233
262
271
White



251 BRIGHT GREEN
(Higher in Price)
245
262
261
233
259
White

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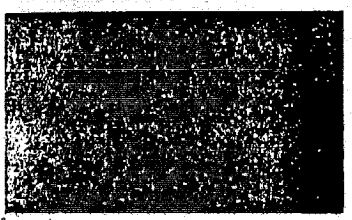
0007-SWP-000123864

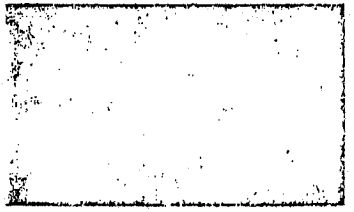
— IT IS ALWAYS ECONOMY TO USE BPS



245 OLIVE GRAY

Trim or Body Colors

260
269
270
254
233
251
265
White



261 LIGHT OLIVE

Trim or Body Colors

269
271
253
233
251
270
260
White

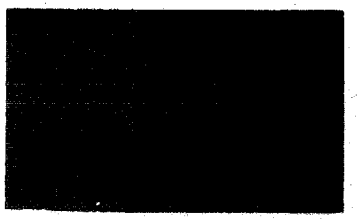
258 LIGHT YELLOW

260
269
244
254
262
271
White



252 SKY BLUE

For Porch Ceilings, Etc.



260 MODERN BROWN

258
259
233
265
245
262
270
White



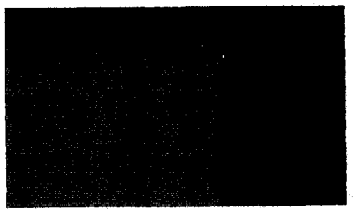
254 RICH MAROON

233
265
270
253
269



269 MOSS GREEN
(Higher in Price)

261
258
262
254
265
White



253 FRENCH GREEN
(Higher in Price)

254
244
262
270
245
259
White

Additional Shades

ON this card we show sixteen beautiful and popular shades of BPS House Paint. In addition to these shades, our dealer will show you 65 other shades of BPS, making 82 house shades, including White.

Our dealer in your locality also has a color selecting chart which shows the various shades of BPS Paint arranged in harmonious house combinations. This Patented Chart enables the house owner to select pleasing house combinations at a glance.

If you do not find the color or colors you wish on this card, you will be sure to find pleasing shades and combinations on the BPS Color Selecting Chart, and we ask that you

Investigate Before Investing

The Patterson-Sargent Company

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St. Paul Detroit Long Island City Boston
Sioux City Fort Worth Jacksonville Pine Bluff



"LOOK INTO IT"

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BPS-16 1

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