

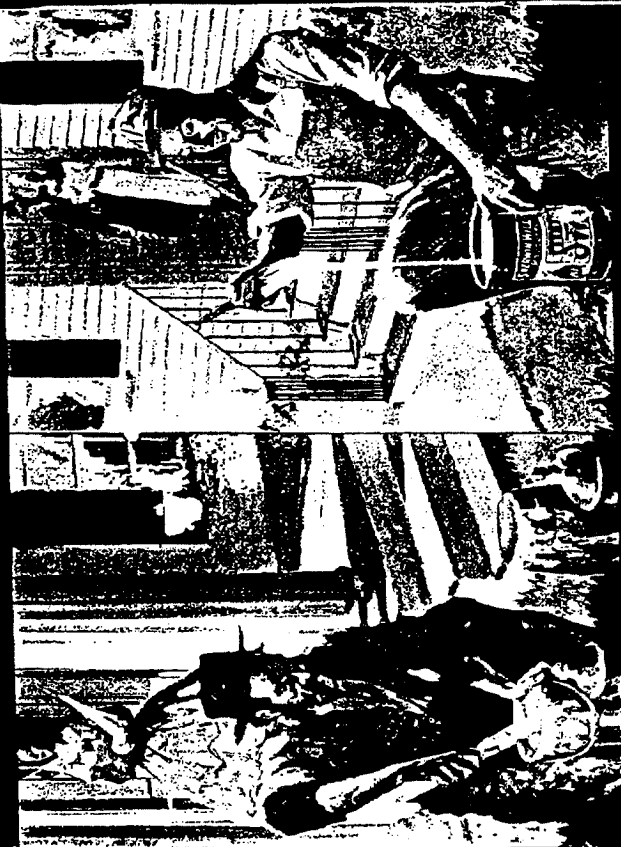
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THE Truth ABOUT HOUSE PAINT

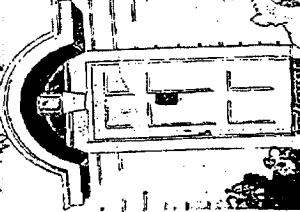
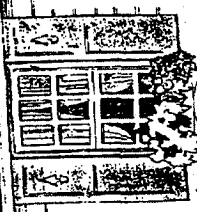


SWP
SHERWIN-WILLIAMS
USE PAINT

igments used in SWP are
7 balanced in their manu-
rich neutralizes the ten-
e paint to attract dirt.

ht a film that dirt cannot
on it is very practical and
he house with Sherwin-
waiter. A good paint job
looks every bit as good as
ion of the expense. This
appeals to the housewife
window-sills, porch and
in and attractive as the
house.

weather resistance are
careful manufacture and
edients in making SWP,
will outwear any house



Yes PAINTING



Back in the good old days of hoop sticks and side saddles, folk dipped their own canisters, made their own soap, cured their own meat, cut their own firewood, wore red flannels in winter, took sulphur and molasses in the spring — and mixed their own paint.

"Jed Hostins" was the "best mixer" in town. Yes, sir — when folk wanted a real house paint job, they sent for Jed. He made his own paint, right there on the job . . . good white lead and linseed oil, mixed with a stick, conscientiously and vigorously manipulated by Jed's stout right arm.

1860

Single-Pigment House Paint Mixed with a Stick

For many years before and after 1860, paint was mixed on the job with a stick, from white lead, linseed oil and turpentine. No better way to make or mix paint was then known. This hand mixture produced a paint which gave very fair service — provided, of course, that the white lead and linseed oil were both of good quality. True, this paint last its gloss quite soon, took on a grayish, dirty cast from the air of the average community and chattered excessively — but, in

"Jed Hostins" day, nobody knew how to do anything to prevent this. So, when Jed told his customers that hand mixed lead and oil paint was the best and most economical to use, he was telling them the "gospel truth" as far as he or anybody else then knew. It was good paint and still is. As a matter of fact, lead and oil are the bases of all GOOD house paints, even to this very day. But . . .

IDEAS HAVE CHANGED + + +



Times have changed. No one wants to go back to moustache cups and red flannels . . . to say nothing of sulphur and molasses! Single-pigment (lead and oil) paint was best in its day — but painting ideas have changed . . . painting knowledge has increased.

1935

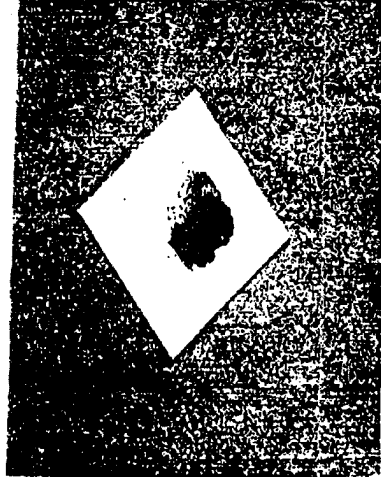
Multi-Pigment House Paint Machine Mixed

The science of paint making has progressed so much in the 75 years since "Jed Hostins" day as the science of healing, lighting, transportation, etc. Science has found the way to reinforce lead and oil by adding certain other pigments, unknown in years gone by. The result is multi-pigment paint, which means paint containing several pigments instead of only one. Gone are the days of stick-mixing — modern machinery

does that job a thousand times better. Gone are the days of premature chalking, fading and discoloration. Modern, multi-pigment, machine-mixed house paint of high quality holds its color better, covers more surface per gallon, wears longer and costs less in the long run. It is better than single-pigment house paint for the same reason that a modern multi-cylinder car is better than an old-fashioned, chain-drive "one lugger."

WHY GOOD QUALITY MULTI-

1. looks better. . . 2. wears longer. . . 3. costs less to use



All house paints are made from two types of ingredients: *pigments* and *liquids* (or "vehicles"). Pigments give paint its hiding or covering power. Liquids give it life, spreading capacity and adhesion.

The most important *liquid* used in good house paint is linseed oil, which binds the pigments together into a weather-resisting film.

The pigment most commonly used in good house paint is white lead. For many years, as previously stated, white lead and linseed oil were the *only* ingredients used in good house paints . . . and paints thus made are called *single-pigment* paints — because they contain *only one* pigment — white lead.

Modern *multi-pigment* house paints of good quality likewise contain white lead and linseed oil — but they also contain *certain other* pigments in addition to white lead.*

Why have other pigments been added? For the same reason that cord tires have replaced

Single-Pigment — excessive chalking — the powder on this paper was collected from a surface 8" x 12", painted with white lead and oil. This illustrates the excessive chalking of single-pigment lead-and-oil paint.

* The Sherwin-Williams Co. is one of the world's large producers of white lead pigment . . . we still sell thousands of tons of strictly pure lead and oil to people who insist upon mixing their own paint. But we tell you frankly that paint thus mixed, from white lead and oil only, will not wear as long — will not look as well and will cost you more in the long run than SWP *multi-pigment* paint, which is the *final* word in quality house paint.

PIGMENT HOUSE

than good quality SING

fabric tires — for the same reason that a 6-ply tire is stronger than a 4-ply

Single-pigment paint does not have the stamina of some multi-pigment paints. It *should* be reinforced with other pigments before it can give the results a modern paint can deliver. White lead when used alone chalks or powders excessively under exposure. It also turns gray or discolors when exposed to the sulphur gases common in the atmosphere of industrial centers and locations near railroads. Good multi-pigment house paint resists these destructive forces longer because its reinforcing pigments are more highly fume-resistant than old-fashioned white lead.

Railroad Companies Use Multi-Pigment

Railroad companies, the U. S. Government and other large users of exterior paint generally specify a multi-pigment paint for painting exterior wood surfaces. They insist on the greater durability and fume-resistance only possible with a good multi-pigment paint ground in special mills. Furthermore, a good multi-pigment paint has greater "surface hiding" and spreading power than a single-pigment stick mixed paint.

Like Reinforcing Concrete

Multi-pigments are to paint what reinforcing is to concrete. Its film is tougher . . . more durable . . . covers more surface per gallon . . . wears longer . . . and looks better for a longer period of time.

White Oil Paint half of paint hand-mixed on ter 3 years. paint is badly and di Needs n

SWP M ment Pei half of se age after exposure this ha painted Sherwin SWP m meal house Contralla ing. No c tion no or cracki repoi needed.

HOW SHERWIN-WILLIAMS

SWP

can cut your

Multi-Pigment

HOUSE PAINT FORTIFIED

painting costs! . . .

Some multi-pigment house paints simply have zinc oxide added to the white lead and oil. Zinc oxide is considerably whiter than white lead — and imparts extra whiteness to paint. It also retards chalking. But zinc is not a desirable pigment to use alone — because it becomes extremely hard and somewhat brittle, causing the paint film to crack and chip.

To overcome this disadvantage of zinc oxide, Sherwin-Williams chemists, after years of research, developed an entirely new and vastly superior pigment. Its name is OZLO. It is an exclusive Sherwin-Williams product produced exclusively by The Sherwin-Williams Co.

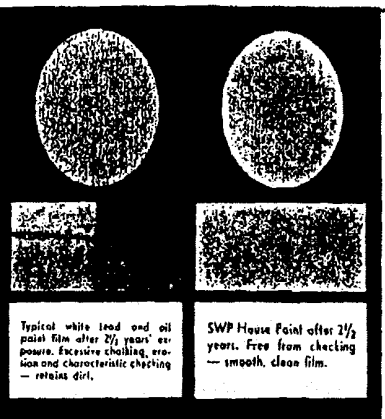


White Lead and Oil
Not so white when
new; turns gray
sooner.

SWP fortified with
OZLO and Titanium
Dioxide whiter when
new — stays white
longer.

OZLO—The Vitamins of Paint

Ozlo is to paint what vitamins are to food. It adds extra strength and life to the paint film — enables it to resist the damaging effects of exposure for a longer period of time. Ozlo is a combination of basic lead sulphate and zinc oxide — but it is not merely lead and zinc mechanically mixed together. Ozlo is one pigment — an actual chemical union of these two pigments. When Ozlo is added to the fine quality basic lead carbonate (white lead) in making SWP House Paint, it makes SWP whiter than white lead . . . tougher than white lead . . . and gives the SWP film its delightful smooth Dirty, smudgy, "weather scorched," needs painting.



Typical white lead and oil
paint film after 2 1/2 years' ex-
posure. Excessive chalking, ex-
posure and characteristic chalking
— retains dirt.

SWP House Paint after 2 1/2
years. Free from chalking
— smooth, clean film.

surface, which does not attract dirt and dust.

Ozlo also gives SWP more hiding power than is possible with white lead and oil. This means that fewer gallons of SWP will be needed to do a good paint job on your house.

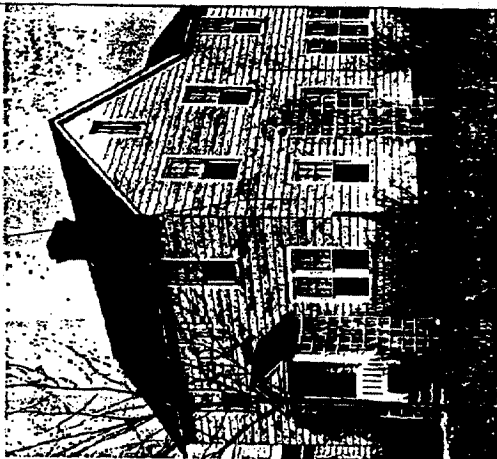
Slower Chalking

Ozlo has a much slower chalking rate than white lead and has higher resistance to sulphur gases. That's why a paint job done with SWP House Paint looks clean and fresh so much longer. SWP produces a paint job that looks good for years — because the film is good for years. Repainting is not necessary as frequently. Just figure what that means to your

An SWP house retains
its freshly painted look.

Why SHERWIN-WILLIAMS

actually costs less to use than



So far, we have compared SWP finest quality multi-pigment house paint to single pigment and other multi-pigment paints.

Now let's take a good look at the garden variety of so-called "low priced" or "cheap" paints which continue to many property owners.

Naturally you want an economical paint job. Anybody with good sense does. But a lot of folks with plenty of good sense have been misled into thinking that low priced for a cheap price per gallon paint is the way to get an economical paint job.

Nothing could possibly be further from the truth.

The house shown above alongside the two close-up panels is a glaring example of the absence of "economy" in using cheap paint. This house was painted with cheap paint only two years before this photograph was taken. Just look at it now! Looks like an accident going somewhere to happen . . . or one that has already happened! The paint has literally washed away.

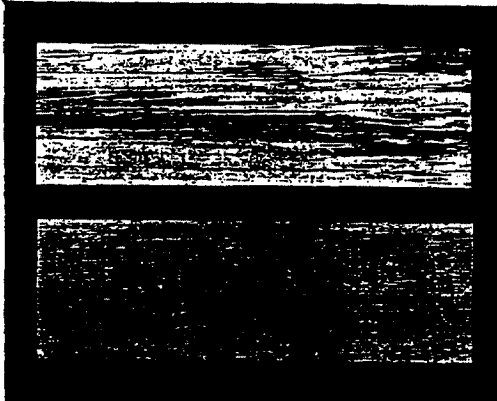
How would you feel if you had paid for the paint and labor used on this house — and then had more labor and paint expenses again after

Cheap paint after two years' exposure has literally WASHED off.

two years? (See chart on page 17.) And re-member — it costs just as much for labor to apply cheap paint as it does to apply good paint. To the cheap paint cost you must add the cost of labor for two paint jobs — while with good paint you pay for painting only once.

SWP Multi-Pigment HOUSE PAINT

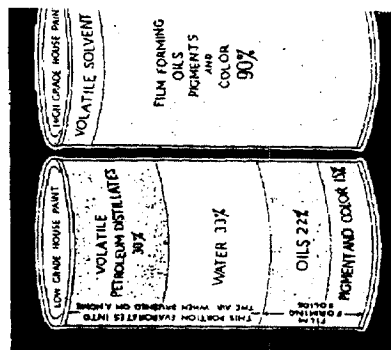
so-called "low priced" paints . . .



37% film-forming solid matter! Imagine paying even "cheap" paint prices (\$1 to \$2 per gallon) for two-thirds of a gallon of gasoline and water. What's cheap about that? Especially in view of that fact that the small amount of film-forming solid matter contained in such paints is usually composed of cheap pigments. Cheap paint film soon chips, peels, cracks or chills, and washes away — as illustrated on the opposite page.

Now compare what you get in these cheap, watered paints with what you get in SWP House Paint, which forms a paint film you can depend upon to protect your property.

Below is an exact reproduction of a diagram issued by the Educational Bureau of the American Paint and Varnish Mfrs. Ass'n, Washington, D. C.



Characteristic "cheap paint" failures — chalking — "washing."

What Makes Cheap Paint Costly . . .
Did you know that the liquid or "vehicle" content of many cheap paints has been found to amount to as much as 33% ordinary hydrant water, 30% of petroleum distillates (gasoline). Some cheap paints actually contain as little as

0007-SWP-041201



YOU CAN'T DRIVE A
SPIKE WITH A TACK HAMMER

It takes the right kind of good quality materials scientifically mixed in exactly the right proportions to make good house paint. There's no other way to do it. You can't drive a spike with a tack hammer, because a tack hammer is not suited to the job. A weak film of paint, made from a single pigment or from an unbalanced mixture of materials — or from cheap materials — can't defy rain, snow, sleet, ice, smoke, soot, sulphur gases and the blistering heat of summer suns.

One of the pigments often found in "cheap" paint is calcium carbonate — which is plain, ordinary chalk, as used in whitewash. Another is Barytes also known as Barium Sulphate. This cheap pigment is used by manufacturers of "cheap" paint for only one purpose: to "load" the paint and give it weight.

How to Judge Paint from "Piffle"

It is certainly apparent to you that a great deal of adulteration is going on under the guise of paint making. Some states have tried to protect the public from wasting money on cheap, worthless paints by requiring manufacturers to print the formulas of their paints on the labels of the cans. This would help if the average man knew how to distinguish between the chemical names of cheap ingredients and the chemical names of quality ingredients. For example — calcium carbonate sounds as good as lead carbonate. But what a whole of a difference! Calcium carbonate is chalk — one of the cheapest and poorest ingredients, used only in the cheapest house paints — while lead carbonate is one of the finest and best.

Even if the average man did understand the chemical names of pigments, he wouldn't know what combinations or percentages of these pigments make the most satisfactory house paint. For example — too much of even a good pigment results in an unbalanced paint, uneconomical to use. But how could the average man be expected to know that? He can't — therefore, the safest way is to buy prepared paint made by a manufacturer in whom you can place full confidence.



ONLY *One* CAN BE THE BEST

THESE TWO VIOLINS BOTH CONTAIN ABOUT \$100 WORTH OF WOOD —
While this one "pos-
sibly" for \$10



Why so much difference in the value of two instruments which look so much alike?

One is a genuine Stradivarius, made by the world's most famed violin-maker; the other is just an ordinary violin — a poor copy of the work of a master.

material that goes into the making of SWP is good enough unless it is the best. No manufacturing process is tolerated unless it is the best known. There is no leniency in Sherwin-Williams inspection. No finished product is permitted to reach a customer until it measures up to the Sherwin-Williams standard of quality.

No Short Cut to Experience

There is no short cut to experience. No idle claims can take the place of performance. The men who supervise the actual production of SWP at the mills have on average service record of 23 years with The Sherwin-Williams Company! They are skilled paint makers to the core — true craftsmen. No house paint that is almost as good as SWP House Paint can equal its performance — can match its value — can duplicate its economy. The unparalleled performance of SWP House Paint is the result of the most rigid system of quality control, we believe, known to the paint industry. No raw

Controlled Quality in Colors

There are two major types of coloring pigments used in paints: natural earth colors and manufactured colors.

Earth colors are mined. These are the ochres, umbers, iron oxides, etc.

Manufactured colors are produced in chemical laboratories. These are the yellows, greens, blues and brighter shades of red.

Sherwin-Williams, like other manufacturers, buy earth color on the open market. But the colors we select must first meet exacting specifications for strength and tone quality.

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S-W MAKES OWN MANUFACTURED COLORS

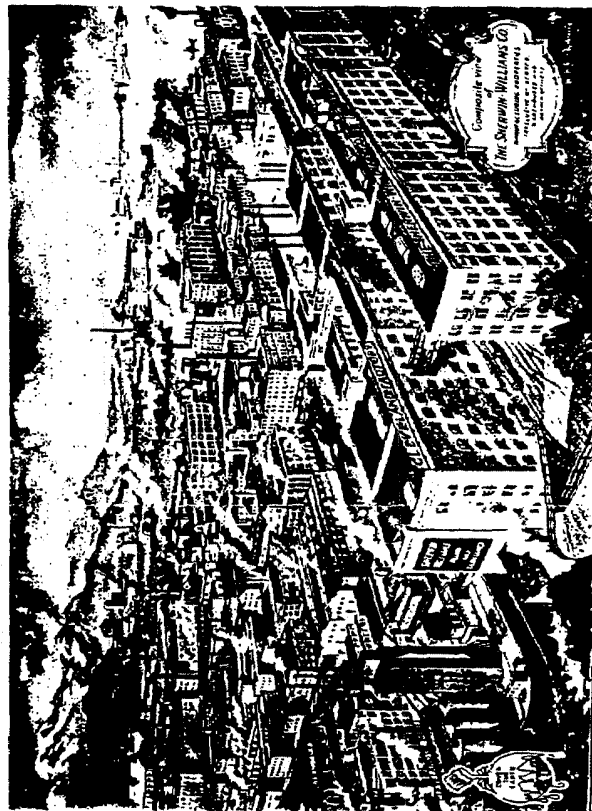
Controls Quality of All Ingredients . . .

The variation in quality and tone of manufactured colors which can be purchased on the open market is so great that the Sherwin-Williams Co. makes its own in its own chemical plants. This is absolutely necessary to insure the color permanency and uniformity for which Sherwin-Williams points are famous.

It means that your house painted with SWP will stay clean and fresh-looking longer. The light shades are clearer, cleaner and brighter — while the darker ones are richer in depth. It also means that no matter when or where you buy a can of SWP, you can go to your dealer, buy another can of SWP of the same color, brush out the contents of both cans side by side and find they dry out an exact color match.

Quality control does not end with the control of color quality. The linseed oil used in SWP is refined, filtered, bleached and aged in Sherwin-Williams' own linseed oil mills at Cleveland. White lead, Oxide, and other ingredients are highly developed products representing the sole output of special Sherwin-Williams mines, plants and factories. For example, there are Sherwin-Williams lead and zinc mines in New Mexico, are smaller in Kansas, while lead corroding plants in Chicago.

The composite picture below shows how all of the vast manufacturing facilities of Sherwin-Williams would look if they could be transplanted from the various sections of the country and assembled into one great city.



SUMMARIZING THE

Greater Economy of SWP

as compared to Cheap Paint

SWP

1. SWP is the best paint money can buy — the best point that can be made — the most economical to use — and will last longer and cost less per year of service than any paint made. Here are the facts:
2. 1 gallon of SWP covers 400 square feet of surface, two coats.
3. 7 gallons of SWP — enough for an average-size house — at \$23.45 per gallon — costs \$23.45.
4. 1935, 1936, 1937, 1938, 1939 = \$23.45. One year = \$4.69 per year. On a yearly basis, SWP lasts 5 years, or \$4.69 per year.
5. On the house, and that's where paint is important, SWP — at \$23.45 per gallon — is more than twice as cheap as so-called "cheap" paint — \$1.98 per gallon.

Cheap Paint

1. Cheap Paint isn't cheap at all — it's the most expensive money can buy — an extravagance even the rich man can't afford. Here's the truth about the high cost of cheap paint.
2. 1 gallon of Cheap Paint covers 250 square feet, two coats at best.
3. 7 gallons of Cheap Paint at \$1.98 per gallon — costs \$13.86. But 5 more gallons are needed to finish the job — or 12 gallons in all — at a cost of \$23.76.
4. 1935-1936 = \$23.76. One year = \$11.88 per year. On a yearly basis, cheap paint lasts two years, or \$11.88 per year.
5. Cheap Paint is cheap at all if it's the most expensive point money can buy — an extravagance which few can afford. It costs more than twice as much as SWP from the standpoint of job cost per year.
6. There is still 300 square feet of paint in the SWP can — (150 square feet, two coats).
7. In other words, SWP is the oversize point, oversize in covering, lasting, appearance and quality.

From the above chart you will see that painting cost is simply a matter of arithmetic.

When you use 7 gallons of SWP — the cost for paint is \$23.45. SWP lasts 5 years — hence the yearly cost of SWP is only \$4.69!

And with cheap paint, the paint cost amounts to \$47.52 because you have to paint twice in 4 years — bringing the yearly cost of paint up to \$11.88!

Moreover — when cheap paint is used — the house is never really protected.

0007-SWP-041203

0007-SWP-000124596

HOW MACHINE Grinding and Mixing



It may seem impossible for one gallon of paint to be larger than another — because two cans which hold one gallon each must be the same size. But the gallon of SWP actually does give you more paint than the gallon of ordinary paint. A gallon of SWP will paint more surface than a gallon of ordinary paint. When you have your

Shown here are two teaspoon measures of super — one granulated, the other powdered. Both have been leveled evenly over a black surface. See how much more area the teaspoon measure of powdered super covers than the same amount of granulated super. Fine machine grinding and mixing of SWP House Paint give the same result.

house painted with SWP, you don't need so many gallons to do the job. The greater spreading capacity of SWP is a direct result of extremely fine grinding of all pigments on modern high speed mills, designed by Sherwin-Williams and exclusive to the manufacture of SWP.

THINNING RECOMMENDATIONS FOR SWP

SURFACE	FOR GLASS, WHITE, IVORY, CREAM, CANARY YELLOW, PEARL, GRAY, COLONIAL YELLOW AND SILVER GRAY		
	FIRST COAT	SECOND COAT	THIRD COAT
NEW WOOD—(Bert) Rubs as usual. White Pine or Redwood.	1 Gallon SWP 1 Pint Pure Turpentine	1 Gallon SWP 1 Quart Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil
NEW WOOD—(Redwood and Yellow Pine, Cypress, etc.)	1 Gallon SWP 2 Quarts Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil
REPAINTING—Old surfaces which have not been painted for a number of years.	1 Gallon SWP 1 Pint Pure Turpentine	1 Gallon SWP 1 Quart Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil
REPAINTING—Old surfaces which have not been painted for a number of years.	1 Gallon SWP 1 Pint Pure Turpentine	1 Gallon SWP 1 Quart Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil
REPAINTING—Surfaces where the old paint is chalking and where the surface is not otherwise in fair condition and has substantial porosity.	1 Gallon SWP 1 Pint Pure Turpentine	1 Gallon SWP 1 Quart Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil
REPAINTING—Surfaces where old paint still carries a film of gloss and has considerable life as a water sealer or other protective surface.	1 Gallon SWP 1 Pint Pure Turpentine	1 Gallon SWP 1 Quart Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil
THINNING—When to thin for best results. See instructions for recommended thinning. (See instructions for recommended thinning.)	1 Gallon SWP 1 Pint Pure Turpentine	1 Gallon SWP 1 Quart Linseed Oil	1 Gallon SWP 1 Quart Linseed Oil

INCREASE THE Yield FROM EACH GALLON OF SWP



Beauty is as Beauty Does

The final court of appeals on the quality and value of paints is its performance under the actual conditions of service — on your house in Maine — and your far-away neighbor's house in California — and all of the millions of houses in between.

Laboratory Tested

The quality of SWP is safeguarded by laboratory control and laboratory tests. Each batch of SWP is tested against standard samples for uniformity of color, body, hiding power, working characteristics and drying time. These standard samples are kept in fireproof vaults.

Exposure Tested

Over a period of years, thousands of exposure tests of Sherwin-Williams paint formulations have been made. These tests are made on wood panels finished with SWP and exposed in differ-

ent sections of the country, to see if they can "take it." They are subjected to the blistering sunshine of Florida — to the cool smoke, soot, sulphur gases and freezes in Ohio — and so on in other sections of the country. SWP paint chemists watch these panels closely in their never-ceasing effort toward formula improvement.

S-W Does the Experimenting — Not You!

In other words, Sherwin-Williams pays for the tests and experiments with paint formulae — not you. What a difference between this policy and that of simply making up a batch of paint, pouring it into cans and letting the customer find out whether it's good or not! When you buy SWP — you know it will deliver the goods. There's no gamble in the purchase whatever. SWP has been tested and proved before it leaves the factory. That, we believe, is the reason why SWP is the biggest selling house paint in the world. Figures show that four home owners out of five prefer it to any other brand of house paint. Surely 80% of the property owners can't be wrong!



0007-SWP-041204

PAINT *Costs* LESS THAN NEGLECT



Now painting is needed to save costly repairs.



Repair saved — like new again with SWP.

When a house needs painting — it is not a question of, How much will painting cost? The real question is, How much more will it cost not to paint?

Your home represents one of the most, if not the most important investment of a lifetime. It affords shelter and comfort for your family — and more. It gives you standing in your community which can be had in no other way.

There are, therefore, two practical reasons for repainting it periodically. First — to protect the surface against decay and prevent costly repairs. Second — to preserve its beauty and your pride of ownership. You cannot afford to be ashamed of your home.

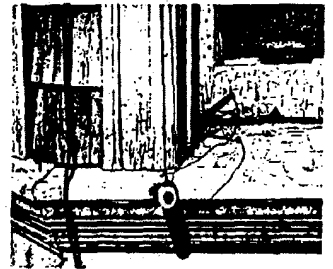
When painting is neglected too long (that is, to the point where the paint film has lost both its decorative and protective values), water seeps into the wood. Nails loosen, permitting more water to seep in and further to rust the nails. Cracks soon open up, and the rate of decay constantly accelerates. Eventually, this damage must be repaired. After repairs have been made, you will repaint to prevent a recurrence of the same repair bill. In short — failure to paint when painting is needed results ultimately in paying for both repairs and repainting. Timely painting will save you the cost of the repair bill.

Furthermore, the actual resale or mortgage value of a well painted home far exceeds that of one which looks run-down-at-the-heels. There is no better proof of this than the fact that today, when many families are refinancing their homes through HOLC, the Government insists that the property be repainted if paint is needed.

WHEN SHOULD A HOUSE

Even the best of paint wears out in time. Whether this means two, three, four, five or more years, depends upon the quality of the paint and the skill used in applying it.

Many home owners have their property repainted when the surface becomes soiled and before the paint film has lost its protective value. This is well and good provided repainting is not done until the old surface has at least started to chalk. If a surface is repainted too often before chalking starts, a heavy film will be



Several coats of hard, brittle, non-chalking paint resulted, here, in a thick, lifeless paint film which cracked as the wood dried out and shrinking took place with neglect. Remedy: Burn off, prime well, putty all cracks.

built up which, if too heavy, is unsightly and eventually becomes so thick that it cracks and peels.

On the other hand, don't wait until the paint film has worn through to the bare wood. You

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A GUIDE TO COLOR SELECTION

Dark colors make a house appear smaller. Light colors make it appear larger. In other words, black, or dark colors near the value of black, make a house appear as small as possible, and white makes it appear as large as possible. All light tints — such as SWP Ivory, Cream, Silver Gray, Pearl Gray, etc. — have about the same value as white.

If your house looks too large, and you wish to use a very light tint, trim with a dark color. By confining the light areas with dark trim, you counteract the "enlarging" effect of the light tints.

Neutral gray colors are inconspicuous, and thus make a house appear smaller. SWP Cream Gray, Warm Drab, Stone, Quaker Drab, Sage Green are good neutral colors. They are especially useful if you do not want your house to stand out too prominently in the surrounding foliage or landscape.

A tall, narrow house can be made to appear lower by painting the roof and upper body in a dark color, and the lower body in a light color. Trim as little as possible along the vertical lines (such as corner boards). When a narrow, tall house cannot be divided (because of the architectural style) into lower and upper body, the best procedure is to use a neutral color for the entire body or a dark color with only the wash in a lighter trim color.

If the house is too low and wide, use light colors or neutral tints and emphasize vertical lines by trimming with a dark color. On such a house always keep the wash light and the roof not too dark.

The body of a house which is well surrounded by foliage, should not be painted green, although a green trim is permissible. As a rule, a dark brown roof is desirable where the house is well surrounded by high trees. When not surrounded by trees, or where there is very little foliage, green can be used very effectively for the roof and trim.

How to Estimate the Quantity of SWP Required to Paint Your Home

There can be no absolute method of determining the exact quantity of paint needed for a particular house. For instance, one surface may be more porous than another, and therefore requires more paint. Also, one painter may spread the same amount of paint farther than another.

However, here is an easy way to determine the approximate amount required for your house:

If your home is 34 feet long, 28 feet wide and an average of 20 feet high

Length of 2 sides $34 \times 2 = 68$ feet

Width of front and back $28 \times 2 = 56$ feet

Total 124 feet

Multiply 124 by height of house (124×20) = 2480 square feet.

Since one gallon of SWP covers approximately 400 square feet with two coats, 2480 square feet will require $2480 \div 400 = 6.2$, or approximately $6\frac{1}{2}$ gallons for 2 coats.

For trimming, allow about $1\frac{1}{6}$ as much SWP as is required to paint the exterior walls. Allow about $\frac{1}{2}$ gallon of SWP for the wash.

PREPARING THE SURFACE

Correct preparation of the surface before painting is of greatest importance. If flaked or peeled paint is not removed, if cracks and nail holes are not filled with putty, if loose or warped boards are not repaired, the new paint film soon loses its protective qualities. New cracks appear over old cracks . . . new paint, applied over old blisters and flakes, soon pulls loose and moisture creeps in. In a short time much of the value and pleasing appearance of the new paint job is lost.

Paint which is flaking or peeling should be burned off. Stale paint should be scraped off. Loose boards should be nailed in place and rotted sections replaced. Window trim and sashes should be scraped carefully, since these parts of the house usually suffer most from exposure to the elements.

Use Putty — It Costs Little — Saves Lots

Many people do not realize the important part that putty plays in maintaining a satisfactory and pleasing paint job.

Be sure that all windows are thoroughly put-
tried at all times; otherwise, moisture will penetrate during driving rains. This causes the wood to swell, often placing a pressure on the glass greater than it can withstand. A cracked window pane is the result.

In addition, the paint peels from the portion of the frame where the moisture has penetrated, because the hot sun draws it towards the surface. The moisture accumulates in the form of blisters under the paint film . . . and remains there as long as the elasticity of the paint film can withstand the stretching process. Eventually the blister breaks, dries out, and the paint peels from the surface.

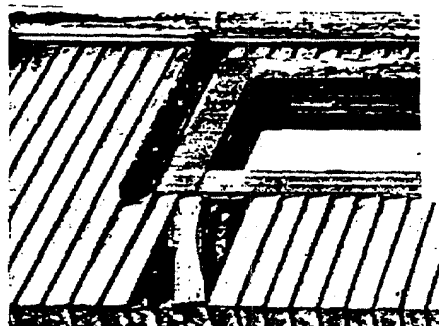
Thus, it is apparent that lack of putty causes not only cracked window panes but peeled paint as well.

The paint soon breaks away from cracks and nail holes, and under such conditions moisture penetrates after rains. The sun draws the moisture towards the surface, where it blisters the paint and later causes peeling. Such peeling point should be burned off; otherwise, there will be a repetition of the same difficulty.

In the case of new houses, all knots should first be coated with orange shaloc. This prevents the resin in the wood from exuding, and discoloring the paint. It also tends to seal into the wood the resin which might otherwise leach out through the paint film. All cracks and nail holes should be puttied carefully after the priming coat has been applied, as in the case of older houses which have been repainted.

The old saying, "A stitch in time saves nine," applies particularly to painting. For it is indeed true that a house painting job is only as good as the paint used . . . and the condition of the surface beneath.

Every good painter understands this, and we cannot urge too strongly the advisability of carefully considering this phase of the job before the work of painting is actually begun.



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PAINING BLINDS AND SHUTTERS

A good painter always removes the blinds and shutters, and paints them, possibly in the garage, just as he does the house screens. This permits him to paint every side and end.

It is especially important that the tops of all blinds and shutters be thoroughly painted, because this is the portion that becomes the wettest during rains. If the top is not thoroughly sealed with paint, moisture will seep in and

cause the paint to peel.

When you repaint a peeled surface, it is always necessary to burn away the old paint to produce a smooth job. While burning is expensive on the side of a house, it is much more tedious and expensive on such surfaces as blinds and shutters.

For refinishing, SWP colors for shutters are not only attractive but exceedingly durable.

S-W PORCH AND DECK PAINT for Your Porch Floors

There is no surface about the home that receives any greater abuse than does the porch floor. It must withstand the tramping of many feet, the rain and heat of the summer, and the ice and snow of the winter. Tough indeed must be the paint that will give a satisfactory account of itself under these conditions.

S-W Porch and Deck Paint has been formulated to meet all of these requirements. It dries with a good gloss, is hard and tough but not brittle.

A porch floor paint must dry hard in a reasonable time and must dry through and through. Surface drying only, as some paints do, causes the film to break unless the surface is kept out of use until the paint has had an opportunity to dry completely. Porch floors painted with S-W Porch and Deck Paint can be put back into service again in 36 hours, under good drying conditions, although it is advisable to wait at least 48 hours.

Because of the severe conditions, it is advisable to apply a coat of S-W Porch and Deck Paint regularly once a year.

Good porch paint keeps out moisture and prevents the wood from drying out and splitting under hot sun. Moisture, penetrating to the wood, causes it to swell and buckle. Followed by subsequent shrinking under a hot sun, the joints open, admitting more moisture and accelerating decay. This condition is always aggravated on a flat surface where water stands without good drainage.

Outside concrete porches should be thoroughly dry. They should have proper drainage underneath, otherwise they will never dry. We do not recommend painting surfaces without adequate drainage, because the owner will usually have trouble with peeling. If the surface is in good condition, it can be painted by following the directions on the label.

THE RIGHT FINISH FOR SHINGLE ROOFS AND OTHER SHINGLED SURFACES



Wood shingles warp and buckle unless they are properly protected. This permits moisture to get underneath during driving rains, causing decay in the underframing. Expensive repair bills result.

Sherwin-Williams Preservative Shingle Stains give beauty and protection to all wooden shingled surfaces. They contain refined creosote, linseed oil and other liquids that penetrate into the pores of the wood, staining the wood for a considerable depth. They not only retain their color long after other stains have faded away, but the oils preserve the surface.

The exact proportion of the different oils used in S-W Preservative Shingle Stain has been determined only after considerable research and experimenting. The purpose of the refined creosote oil is to stop decay and prevent the formation of fungus growth. It fills the pores of the wood with a fatty substance which unites with the sappy part to form a peculiar

compound which resists gaseous decomposition. At the same time, it is obnoxious to white ants and other wood-boring insects, thereby protecting the surfaces from the destructive attacks of such insects.

Some "stains" on the market are opaque, the same as paint. This is objectionable on many surfaces. S-W Preservative Shingle Stains do not conceal the texture of the surface. They bring out the natural beauty of the grain of the wood. They are rich in color, warm and harmonious, and they become even more pleasing in tone with age.

S-W Preservative Shingle Stain is supplied in three shades of green, two of red, two of brown and a silver gray. The pigments used in these stains have been chosen with the same care as is exercised in the selection of all raw materials used in other Sherwin-Williams products. They assure the user of the maximum in permanence and richness of color.



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