

1931



Let's Talk About Beautiful House Paint Jobs

We believe that there are a great many people who will welcome a discussion of the way to a beautiful home such as this which deals with the fundamental principles and which avoids the technicalities that are misleading and difficult to understand.

As you drive through the home streets of almost any town where home owners and home lovers are interested in the good things of life there are always certain buildings which are conspicuous. Without always intending to do so you keep track of those homes as you pass from time to time and you can't help but wonder why it is that the paint job on some of them retains its freshness for so very much longer than on others.

"Cheap Paint" accounts for some of the failures and they are not at all difficult to recognize. But on other houses where the owners intended to have a fine,

dependable job and where undoubtedly a conscientious painter handled the work the house looks like a street urchin's face after a single season. The house is undoubtedly still "protected" but as far as appearances are concerned the owner rightfully feels disappointed with his job.

In this booklet we shall discuss "Beautiful Paint Jobs" which stay beautiful, and shall endeavor to tell you why—and how.



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SWP-Washed Beautifully

with weathering like a lead and oil paint which cannot be successfully washed. Neither does it attract and hold the dirt like the later lead and zinc paints. Remember, it is better practice to wash the house than to pile up too thick a paint film with frequent repaintings. SWP weathers by a very slight "surface chalk-

ing" so that after a period of years it presents an ideal surface for repainting. But during this entire period the body of the paint film is tight and smooth—and that is why SWP is WASHABLE. Washability is a desirable feature because it indicates both fine quality and increased durability in the paint that protects your house.

DURABILITY

The government through the Bureau of Standards have been conducting tests of their own covering a long period. The following is from their Technical News Bulletin of April 1930, No. 156, page 33:

"During the last six years there have been exposed on the roof of the bureau's chemistry building a great variety of experimentally prepared outside white paints. Invariably these have been applied in either three coats on well-selected wood, or in two coats on carefully cleaned metal

panels. Repeatedly, straight white lead paint has shown good durability. Likewise lead-zinc



Compare the relative durability of the upper and lower strips of SWP with the center strip completely weathered away after seven years' exposure.

paints, provided the zinc content of the pigment does not exceed 30%. have shown good durability. On wood panels, increasing the zinc oxide content up to 50%, has resulted in rather bad checking and scaling of the paint. On metal, the lead-zinc paints con-

tain and white lead. After nearly three years exposure these paints are showing unusually good results."

Although Sherwin-Williams paint chemists have developed the formula of SWP independently of this bureau it is interest-



Here is a house located in Ritchie, Mo., which had a double ownership. Years ago the owner of the lower story had it painted with SWP white and, the same year, the owner of the upper story had his part painted white with another brand. Nothing has been done to either story since and the result is obvious.

taining not over 30% zinc oxide are more durable (prevent rust) than straight white lead.

Coming to the newer type of outside white paints on wood, the Titanium Zinc Paints show good durability, provided the zinc-oxide content does not exceed 30%. These paints *stay cleaner* than the lead-zinc or the white lead paints. In May, 1927, a variety of experimental Titanium zinc paints were exposed. Some of these included in the pigment a mixture of titanox, zinc oxide

ing to see how perfectly their findings have checked.

We give here, the formulation of SWP pigment:

Titanium Pigment	36.5%
Zinc Oxide	29.5%
White Lead	34.0%

To the best of our knowledge, this, together with Sherwin-Williams quality aged linseed oil affords the finest balance for the house paint that will measure up to the five great points listed on page two of this book.