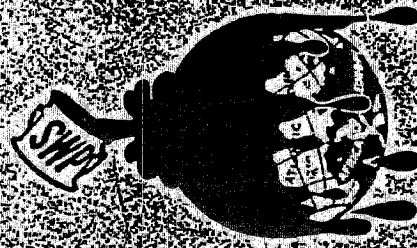
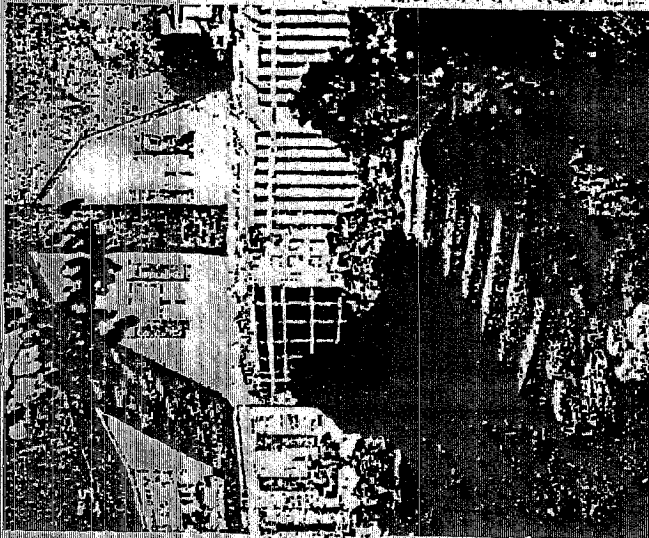


HOW TO PAINT YOUR HOUSE



*Color Schemes and
Complete Directions*



SWP

SHERWIN-WILLIAMS
HOUSE PAINT

0007-SWP-041109

How to Paint Your House

Helpful suggestions prepared by
Sherwin-Williams Decorative S

0007-SWP-041110

0007-SWP-000124502



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Paint

L!

YOU PREFER—

ER GALLON OR ONLY 150

use Paint is an expensive paint because not so.

he least expensive house paint on the why:

WP will properly beautify and protect feet of your house—two coats to the

it do that? No.

average gallon of "cheap" paint is a (bare feet)—two coats.

at per cent greater coverage—in the the difference in price per gallon is

needed to paint your house—Sherwin- more than the cheap, low price kind. so more to put on good paint than to

SARS OF SERVICE, TOO!

ed with SWP House Paint your saving P job outlasts any "cheap" paint by

surface. It weathers slowly. There's (—if properly applied.

has taken on the appearance of a pair e dust off an SWP job with plain soap ne up fresh and bright.

ING EXPENSE

t can be done easily, quickly and with ice is in perfect condition.

int job that fades out and wears out and peels—that has to be repainted. ff, or scraped off, at every repainting. ng paint merchants everywhere. And adquarters" in his district. One of

TERS" AND SAVE MONEY

blind you to real economy—see your e your requirements in SWP. th what a "cheap" paint will cost. ibility of SWP—the exquisite colors o paint you think will give you best

quarters" in your locality, write us for ert help on a color scheme, our liter- herwin-Williams Household Painting bligation.



0007-SWP-041112

SWP (Sherwin-Williams House P

A FEW THINGS TO KNOW ABOUT OUTSIDE HOUSE PAINT

Outside house paint stands in a class all by itself. Like other quality paints, the colors must be clean cut and must not fade. But house paint must stand the weather.

Weather is not just wind and rain, not just extremes of heat and cold. Weather is all of these, plus the burning heat of the sun which carries with it the destructive action of the ultra-violet ray. These ultra-violet rays which possess such germicidal power and curative value in the treatment of disease, are destroyers of paint films.

WHY AND HOW PAINT DISINTEGRATES

Paint is not merely a simple mixture of ingredients. Chemical changes take place which must be understood and controlled or the paint will be unsatisfactory, no matter how good the materials may be, in themselves.

White Lead forms a compound with Linseed Oil which is rather readily affected by water. A house painted with White Lead paint "chalks," that is, sun and rain decompose the paint film and the pigment rubs off like chalk. White Lead paint is not the best paint for your house today.

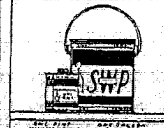
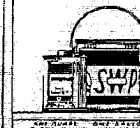
White Zinc, on the other extreme, with Linseed Oil which is NOT affected by water, does not "chalk" but in time checks or cracks. Think of course, in the chalking of lead paint because no shape for repainting. White Zinc paint for your house today.

It is possible to make a combination however, in which the weaknesses used alone, are overcome. By combining amounts of White Lead and White "chalk" and wears away normally able cracking and peeling of zinc p

SWP (Sherwin-Williams House paint made on a perfectly balanced Carbonate of Lead, Sulphate of Lead, win-Williams have been making a formula for fifty-five years. We re Lead and White Zinc separately for are the best and purest obtainab consider SWP the best outside house

How to Reduce SWP

ONE REASON WHY SWP IS A MOST ECONOMICAL PAINT

				
FOR NEW WOOD	Very Soft Wood or Old Weathered Lumber (a) First Coat	Resinous Woods—Yellow Pine — Cypress (b) First Coat	Softwoods (a) Second Coat	Hardwoods Yellow Pine, etc. (b) Second Coat
FOR OLD PAINTED SURFACES IN GOOD CONDITION		Mix as directed in this table for varying surface conditions. SWP cover approximately 720 square feet, one coat, per gallon.		Old Surfaces in Good Condition First Coat
FOR OLD PAINTED SURFACES IN POOR CONDITION	Bare Spots on Surface in Poor Condition First Coat	On all old surfaces bare spots should be touched up and allowed to dry before proceeding with the work.		Old Surfaces in Poor Condition Second Coat

HELPFUL SUGGESTIONS

Three-inch Brush, Small Sash-Tool, Putty Knife, Putty, Stepladder, Orange Shellac for knots. Raw L

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