

**The TRUTH
about
HOUSE
PAINT**



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THROUGH THE MICROSCOPE OF PAINT FACTS

THE FIRST PART OF THE PAINT PICTURE IS

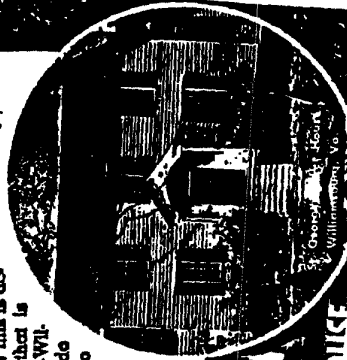
-YOUR HOUSE

...THE BETTER YOU UNDERSTAND ITS
SURFACE NEEDS - THE BETTER CHANCE
YOU'LL HAVE TO GET A GOOD PAINT JOB

Weather has been doing things to the outside of your house. Sun, rain and wind have made inroads to cause the fading, roughening and discoloration of the paint that made your house so attractive when it was new. Naturally this would cause you much concern. Probably you already have detected evidence of serious trouble to come unless prompt action is taken to renew the protection that the old coating is failing to provide. Fortunately, painting no longer is something to dread and to postpone. New, improved house paint helps your painter to accomplish amazing transformations even with older homes where neglected painting has resulted in excessive weathering.

Yes, with improved house paint, your painter not only can restore that all-important home of yours to its original attractiveness—he can assure you that this beauty will last longer by using house paint that is "fortified" against atmospheric discoloration—house paint that can be washed clean because it does not roughen with weathering.

To tell you how this is accomplished—that is what Sherwin-Williams hope to do in this book so that you may know the Truth about House Paint



SHERWIN'S THE TRUTH ABOUT

PAINT FOR YOUR HOUSE

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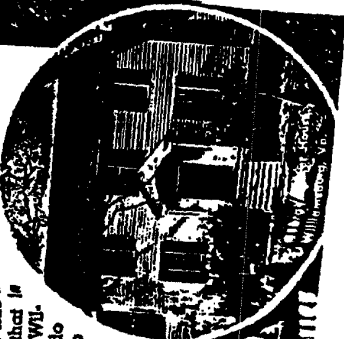
PAINT PICTURE'S

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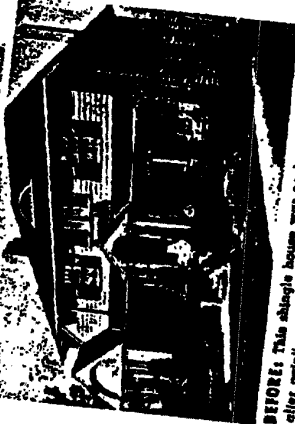
Now The Youth about house paint



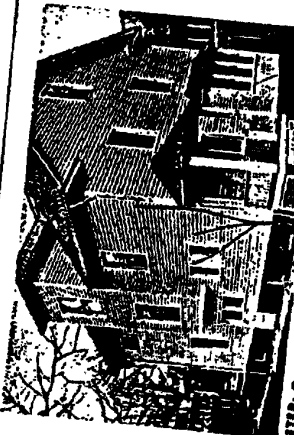
BEFORE: 16 years without painting—required new siding patches, burn-off areas. Paint rough and cracking.



BEFORE: A nearby railroad deposits a dirty grime of mud which mars the appearance of this attractive home.



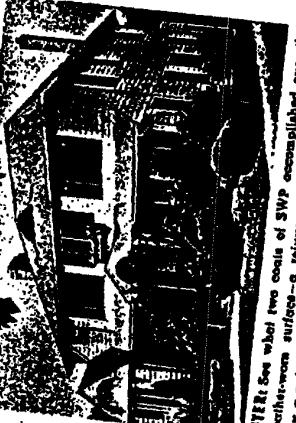
BEFORE: This shingle house was neglected for several years after painting with a hard-drying paint which cracked badly—making a difficult surface to paint properly.



AFTER: One coat of SWP Undercoat No. 450 produced a uniform smooth foundation coat over this variegated surface and made a superior SWP paint job possible.



AFTER: Styling this house with SWP Modern Brown was entirely successful and now it will not show the effects of soil.



AFTER: See what two coats of SWP accomplished over this weather-worn surface—a rejuvenated house at the cost of only a paint job!

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THE STORY OF SWP HOUSE PAINT

In making SWP we start with the white lead carbonate used in making lead-on-all paint because it has many excellent qualities:

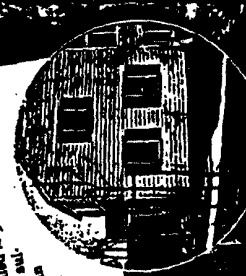
1. It protects the surface well
2. It has strong adhesion to the surface
3. It does not crack in weathering
4. Painters like its easy brushability

But for many years painters have sought for ways to overcome the objectionable spotty chalking of white lead paint and they have wanted to give it better resistance to the sun.

Painters like the way SWP houses in the air which makes the paint white and resistant to weathering.

For 80 years the history of SWP has been one of gradual, but steady improvement. But in reality, SWP is not 80 years old, but rather 60 years young because of the very Shervin-Williams team it up-to-date with every improvement known to paint science and ability to protect your house from weather.

We have added that there is a difference in the weathering qualities of paints made with the different chemical reactions which found place between the various pigments and binders. And, we should take pains to make sure that the paint, too, has the same oil base as the rest of the paint, so that it is not likely to have fully as great a bearing on the pigments upon the life of the house paint.



to turn gray and lose their attractive appearance long before the paint actually has worn out.

Zinc oxide was one of the first pigments added to white lead for this purpose. But while it did make a smoother, harder paint, with less chalking than lead-on-all paint, there was the tendency towards brittleness that frequently resulted in the paint cracking.

How to overcome this? Shervin-Williams has done it with a revolutionary pigment called "OZLO" lead-oxide, made from the original ones in Shervin-Williams own smelters. In making OZLO, basic lead sulphate and zinc oxide are fused together under terrific heat - not a mere mechanical mixture, but an intimate physical union of the two metallic pigments - impossible to achieve by any mechanical mixing or grinding operations - so that OZLO possesses the virtues of both white lead and zinc oxide.

This pigment serves to "alloy" white lead in

WHAT MAKES CHEAP PAINT COSTLY?

Do you know that the liquid or "vehicle" content of many cheap paints has been found to amount to as much as 31 1/2% ordinary kerosene, plus 30% of petroleum distillates (gasoline). Some cheap paints actually contain as little as 37% of film-forming pigments and oils.

Imagine paying over "cheap" paint prices (\$1 to \$2 per gallon) for two-thirds of a gallon of gasoline and water! What's cheap about that? Particularly in view of the fact that the small amount of film-forming

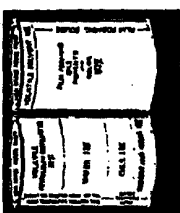
much the same manner as alloying metals are added to steel to make it malleable or harder for special purposes.

OZLO lead-oxide pigment adds smoothness to white lead paint - also stronger hiding power, and resistance to atmospheric discoloration. Then we go a step further - aluminum-silicate is added. Titanium dioxide is the strongest hiding white pigment available to paint science and, combined with magnesium, it makes a more durable paint than when used alone. It adds greatly to the hiding power of SWP and, because it is not affected at all by discoloring fumes, it gives SWP still greater resistance to the fumes that turn unforgotten white lead paints gray.

The pigments and the colors in paint are vitally important, but so is the vehicle. That is why Shervin-Williams makes their own liquid vehicle - a mixture of the best oil, their own milk, egg, yolk and treat the oil so as to make it best suited for use in SWP.

big materials contained in such paints is usually composed of cheap pigments.

Now compare what you get in these cheap, watery paints with what you get in a quality house paint like SWP. It is easy to understand, now, why cheap paint films soon break down - crack, peel, chip, chalk and wash away.



These Shervin-Williams are produced by the Shervin-Williams Paint Co., American Paint and Varnish Manufacturers Assn., Washington, D. C.

These pictures show what I
mean. I mean, I mean I mean
I mean I mean I mean I mean
I mean I mean I mean I mean
I mean I mean I mean I mean

HABILE!

...with a ...
SAP Jackhammer for \$50 and SAP will
wash easily at 150°C and 100°C

powered near all fields
Fume Resisting White

DID YOU KNOW THAT MORE HOMES ARE PAINTED WITH SHERWIN-WILLIAMS THAN WITH ANY OTHER BRAND

THE OLD BLUANT WATERMAN HOME OF THE EARL OF WATERMAN, ENGLAND

RESIDENCE OF MR. WILSON TAYLOR

HOME OF ADMIRAL PARADISE, NEWCASTLE, ENGLAND

HOME OF THE LATE COL. E. W. FRYSON, KNOXVILLE, U. S. SENATOR FROM TENNESSEE

RESIDENCE OF MR. THOMAS H. HUGHES, NEW YORK CITY

HOME OF MR. ALGER W. HARRIS, ALEXANDRIA, VA. BUILT 1875

HOME OF MR. MERRILL, NEW YORK CITY

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The TWO S
to a BEAUT
HOUSE PAI

Follow these two steps when painting. They give the best lasting house paint job—and protection.

- 1 Begin with a coat of SWP Under 450. It smooths, seals and hides—the surface... forms a perfect for the finish coat that follows.
- 2 SWP House Paint over SWP Under 450... it's a combination you love beauty, wearability and protection.

Follow these two steps when painting. They give the best lasting house paint jobs—and protection.

- 1 Begin with a coat of SWP Under No. 450. It smooths, seals and hides—the surface... forms a perfect base for the finish coat that follows.
- 2 SWP House Paint over SWP Under No. 450... It's a combination you can't find elsewhere for beauty, wearability and protection.

SHERWIN-WILLIAMS ANNOUNCES SWP UNDERCOATER NO. 450

• Houses do not weather evenly all over because the parts exposed more to sun and rain become very porous and rough while other parts which are more or less protected by the porch roof, cornices, etc. are likely to remain hard, smooth and, frequently quite glossy. These extreme variations are particularly noticeable where houses have gone too long without painting.

Experienced painters endeavor to "uniform" such unequal conditions by adding more oil or more harputine to their priming coat, as needed. They know that too glossy a foundation makes the next coat "crawl" while too little "tighness" coats it of oil so that spotty drying results and the paint weathers quickly.

In other words, it is not enough just to use good materials. The skill and judgment of a good painter are equally as important.

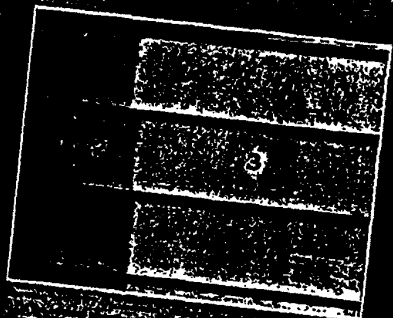
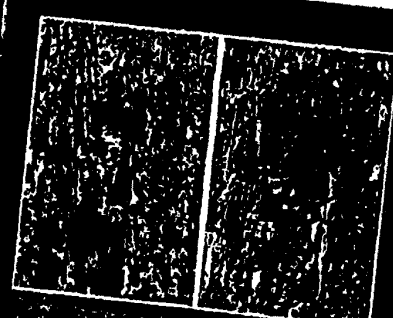
But there are natural limitations as to what a painter can do with ordinary paints and Sherwin-Williams paint

chemists worked for years to solve the problem which now is overcome with SWP Undercoater.

Neglected, badly weathered houses constitute the painter's toughest problem. They are rough as well as exceedingly porous—and not always can the owner afford to burn off the old paint as should be done. Here's why SWP Undercoater is able to produce so fine a finish over these difficult surfaces:

It is made with a blend of "dual-purpose" linseed oils—refined oil to "soak" the porous wood and processed oil to seal tight and "hold out" the finish coat. Its greater concentration of strong-hiding SWP pigments makes it possible for your painter to hide the most dingy weathered surface and yet a firm, smooth foundation in one coat.

SWP Undercoater comes prepared ready to use on both porous and non-porous surfaces without special finishing except in certain cases where the addition of a small amount of linseed oil is recommended (directions are on the label.)



**NOW—
EVEN BETTER SWP. HOUSE PAINT JOBS!**

DO THIS

• If it has been some time since your house was painted, the paint will have become hard, brittle, and cracked. Your moving oil brush will brush off the old paint, leaving a rough, uneven surface. To avoid this, use SWP Undercoater to smooth the surface.

Then apply a coat of SWP House Paint over the entire surface. SWP Undercoater will fill the cracks and smooth the surface, making it easier to paint.

If the finish coat of SWP, the Undercoater, is used, the surface will be smooth and ready for the painter's final finish.

DO THIS

• SWP in White is the most attractive. SWP Undercoater is the ideal foundation for the finish coat.

But whether it's white or any other color, SWP Undercoater gives the utmost in protection and durability to each paint job.

WHY?

ARE MORE HOMES PAINTED WITH SWP THAN WITH ANY OTHER BRAND OF HOUSE PAINT?

• A simple question. And just as simply answered.

There's beauty, for example, smoothness, richness of finish—SWP has it plus. White, a true, lasting white, colors that are more pleasing and more enduring.

There's protection—SWP is the protector of your home, warding off the ever-present manna of deterioration and decay, saving you the trouble and expense of repairs.

And there's economy—SWP covers more surface per gallon than cheap paint, covers it better and wears longer. And it's easier and quicker to apply than weak-hiding paints—cuts painting time and labor costs.

SWP is washable—you probably can save at least one re-painting and keep your house looking attractive all the time.

These are the features of SWP, advantages that give to every home owner each and everything he wants in fine house paint. No wonder—

MORE HOMES ARE PAINTED WITH SWP THAN WITH ANY OTHER BRAND OF HOUSE PAINT!

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SWP HAS ALWAYS BEEN A LEADER!

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FOR THE HOUSE THAT IS BRICK OR STUCCO

• Stucco houses, and many types
of brick homes need painting, too—
their style and architecture call for
painting. Their porous surfaces ab-
sorb moisture, hold the dirt and get
very grimy and streaked.

Many times moisture finds its way
through the walls, spoiling interior
furnishings, rotting out wooden
timbers.

Sherwin-Williams Stucco and Con-
crete Paint seals brick, stucco and
concrete—keeps rain out and keeps
the inside of the house drier and
more healthful.

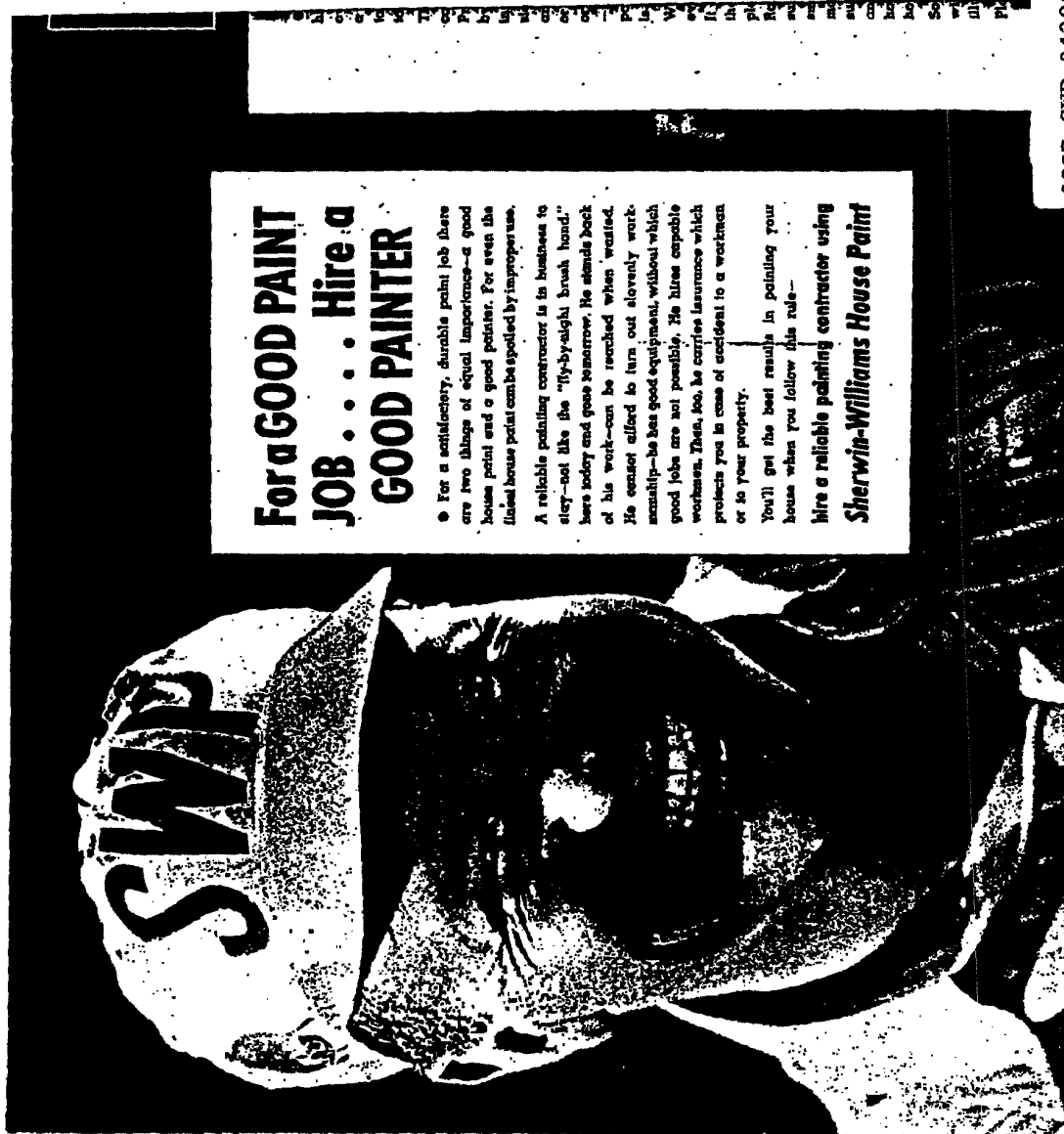
Like famous SWP, Stucco and Con-

crete paint is made of ingredients
that endure and keep their fresh at-
tractive appearance in spite of
storms and summer sun.

It is just as important to paint stucco
and brick houses correctly as it is
wooden houses—don't be misled by
the apparent savings of cheap water
paints—they cost money to apply,
have little ability to withstand rain
and weather, do not afford protec-
tion against moisture and leave an
unsightly surface condition that may
cost considerable before it is pos-
sible to repaint with a water-resist-
ing oil paint.

BEEN A LEADER!

0007-SWP-042064



**For a GOOD PAINT
JOB . . . Hire a
GOOD PAINTER**

• For a satisfactory, durable paint job there are two things of equal importance—a good house paint and a good painter. For even the finest house paint can be spoiled by improper use.

A reliable painting contractor is in business to stay—not like the “fly-by-night brush hand” here today and gone tomorrow. He stands back of his work—can be reached when needed.

He cannot afford to turn out slovenly workmanship—he has good equipment, without which good jobs are not possible. He hires capable workmen. Then, too, he carries insurance which protects you in case of accident to a workman or to your property.

You’ll get the best results in painting your house when you follow this rule—

**hire a reliable painting contractor using
Sherwin-Williams House Paint**

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Says the SWP Painter "These things my attention First!"

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Sherwin-Williams House Paint

• A good painter is distinguished by his attention to the details that the home owner often knows nothing about. Like a trained detective, he must know where to look for the trouble spots and how to correct them.

The purpose for painting is two-fold, of course. We paint for both Beauty and Protection. But we achieve beauty only by protecting the building against the inroads of decay. Every time a danger signal is ignored by neglecting to putty an open joint or repair a leaking gutter or flashing, we pay the penalty sooner or later with an unsightly paint failure—that is no way is the fault of the paint—or a warped, split siding that is no fault of the wood.

Water is the unrelenting destroyer of every building material used in homes. It finds the slightest opening or break in the protective coating. Sun and rain play a destructive bit of teamwork: Rain penetrates and swells wood—hot sun draws it out. Slowly but surely small openings grow larger. More and more water gets in. More and more the sun causes the wood to warp, shrink and split. Nails rust away—you see houses with loose clapboards—that's how it happens!

So take a close look at your own home without further delay. The suggestions illustrated here will help.

Places where the rain doesn't drain



SASH

Unless painted, water seeps in, wood swells, windows stick, putty crumbles out, glass cracks and frames come apart. Always paint all bottom of sash to prevent absorbing water from wet window sills.



has been primed, putty all open cracks must be made good.

GUTTERS

Paint-neglected gutters and downspouts soon deteriorate and rust, costing money for repairs. Leaking gutters frequently are the cause of paint peeling and of damage inside the house where water gets in behind siding.



FLASHINGS

Flashings require painting same as gutters—driving rains find smallest breaks in the metal when rust has opened the way. Keep water outside your house



SHUTTERS

Remove the shutters, a safe, dry place, they can be cleaned, placed for easiest painting. All edges, tops and bottoms should be painted so that water cannot get into the wood and the paint peeling on so many shutters. Brits Colors.

easy to clean—keep into the house—s tones up the appearance

DOORS



Edges, tops and bottom of doors must be kept water tight with paint to prevent swelling, sticking, shrinking and paint peeling. A well painted door is easier to keep clean of finger marks. It adds distinction to the house.

SCREENS



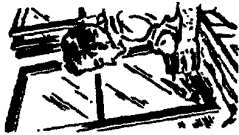
Scrub both the wire and frames in spring. When dry paint frames with SWP and wire with Screen Enamel. Copper or bronze screens should be protected with S-W Rustar Varnish thinned slightly. This minimizes corroding and staining the side of the house.

SHINGLES



Regular painting with S-W Preservative Shingle stain keeps wood shingles indefinitely. It prevents warping, splitting and a well painted shingle roof is more resistant to fire hazards. Does not contaminate rain water when used on direct-economic to use.

STORM SASH



Along in August or September, take storm sash out of storage, wash and paint the frames with SWP using a S-W Sash Brush No. 403. This adds a line, cleans, brings color and protects the sash from swelling, shrinking and coming apart at joints. Be sure to paint edges and replace all broken or crumbling putty. Do this painting early—paint will dry harder and avoid sticking to window frames.

BRICK



Brick and stucco houses are porous, absorb water and hold the dirt. Stucco and concrete paint transforms dirty houses, brings out hidden attractive areas, keeps the surfaces dry and makes the interior more healthful by excluding dampness.

RAILINGS



SWP on porch railings and pillars makes them easy to wash—spruces up the porch and saves children's clothing. Work the paint into all cracks carefully and putty up tight. Look particularly to joints with posts and spindles—water seeps here and causes paint peeling and wood decay.

away rapidly—widow sills, porch steps, eaves, porches, also get direct hot sun. Usually, cracks and open joints develop at these points. When water is able to penetrate, it loosens the paint so that it breaks away sometimes as a blister, full of water.

REMEDY: When dried out, scrape every loose point and work some SWP Undercoater well into the opening and then fill it level with good putty and protect the repair with SWP or S-W Porch and Deck Paint.

Most flashings around doors, windows and where dormers, chimneys, porch roofs and eaves join the house serve the purpose of deflecting water and driving rains so that it stays outside and does not get in behind the siding. Along with leaking gutters and valleys, defective or broken flashings cause by far the largest part of the paint peeling, rotting of structural wood and ruin of interior decorating and furnishings of homes. Peeling cannot correct faulty construction or flashing. Neither is it wise to re-paint such a house until a good builder has overcome these defects.

WHEN IN DOUBT call in both a carpenter and a good painter for consultation. They can advise you how to do the work most effectively and economically.

There are many small paint touch-up jobs the home owner will want to do or supervise in between times of repainting the house: the porch steps, the open airing porch, the railings, the shutters or blinds, the outside doors, the storm sash and the screens. Fastidious owners do these little jobs once a season and get a big kick out of the sparkle and spruce appearance they give the home. Truly, a beautifully painted home is the one where nothing is permitted to go "paint hungry."