

HOW TO PAINT

... in and around the house!



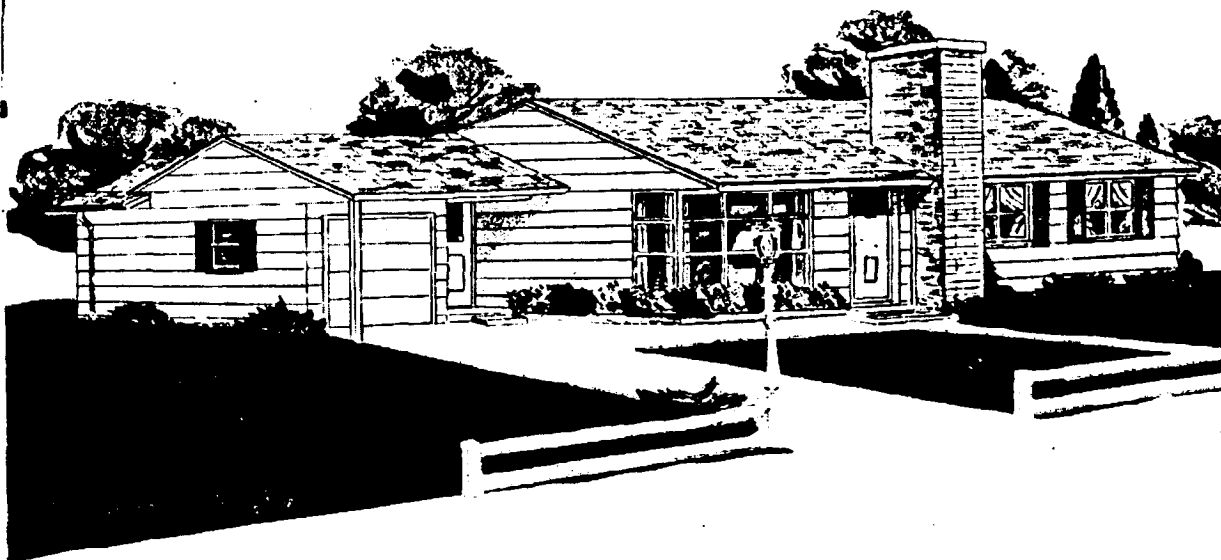
DEALER'S NAME HERE

ADDRESS

CITY, STATE



EXTERIOR PAINTING



Modern paint formulations make it possible to paint the exterior of a house during any month of the year, if the weather permits. However, there are two basic, common sense rules that must be followed if good painting results are to be expected.

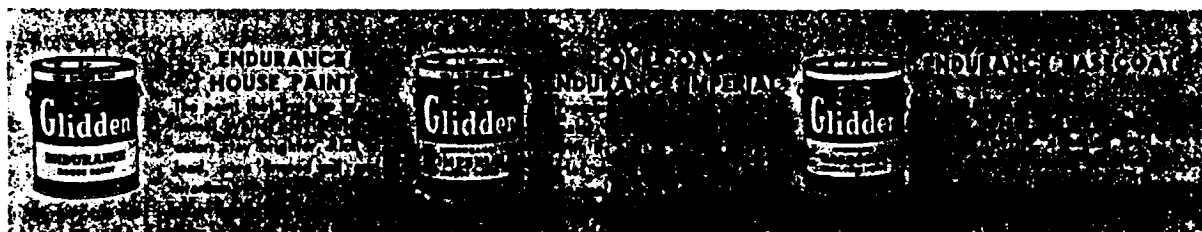
FOLLOW THESE TWO RULES

- Rule 1.** Remember that moisture lingers in the wood for many weeks. Do not paint until the wood is thoroughly dry and free from frost, dew and moisture. Avoid painting during foggy or damp weather. If the siding has become wet, at least a week of dry, sunny weather should precede the painting. Summer and fall are ideal times to paint; but spring and winter painting can be done if the weather is right.
- Rule 2.** The thermometer should not register below 50 degrees F. Be cautious of sudden drops in temperature; paint only when the weather moderates to a fairly even temperature. Avoid painting on humid, dusty, windy and extremely hot days. Whenever possible, paint on the shady side of the house.

PAINT PROTECTS AND BEAUTIFIES

Paint restores the beauty of a home, but it does more than that. It preserves and weatherproofs the structure—keeps out moisture; thus it protects the building from possible rot, rust, decay and costly repairs.

The importance of the first coats of paint on a new house is obvious. It is equally important to keep an older house well painted. A good paint job gives many years of protective service. Be sure to make a periodic check of all the painted surfaces of your home. When the paint has weathered to a thin coating it ceases to protect. Then it is time to repaint your home.



GLD32174

2:

NEW ONE-COAT HOUSE PAINT

Save half the time ... Nearly half the cost



One-coat house paints are practical! You can use them with confidence! Greatly improved formulas, concentrated alkyd resins, purified oils and new, high hiding pigments, each formulated to last a long time, now give you almost twice the value for your painting dollar. Built to withstand the weather, they retain their glossy sheen for considerable time. Through controlled, gradual chalking, they maintain a clean, fresh-looking appearance. Where the surface is in proper condition for repainting, you can now get real economy—save nearly one-half the total cost of painting your home, by using one-coat house paints.



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