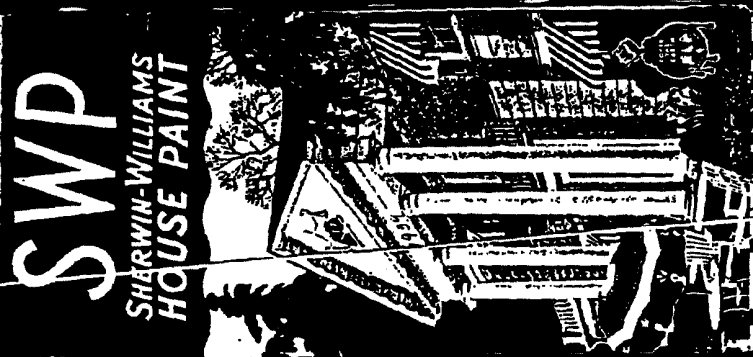




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FIRST PART OF THE PAINT PICTURE IS

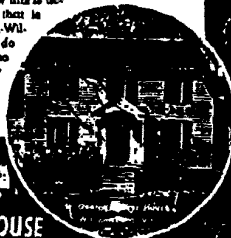
-YOUR HOUSE

...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 home as 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. Now, 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**.



HERE'S THE TRUTH ABOUT PAINTS FOR YOUR HOUSE



BEFORE: 10 years without painting—weathered lower siding panels, burned screen. Faded porch and shutters.



AFTER: A newly painted depends a sturdy grain of paint which starts the appearance of this attractive home.



BEFORE: This simple house was neglected for several years after painting with a hardening paint which weathered badly—making a difficult surface to paint properly.



AFTER: One coat of SWP Undercoat No. 448 put under a second coat of SWP paint over this neglected and made a superior SWP paint job possible.



AFTER: Styling this home with SWP Modern Brown was truly successful and now it will not show the effects of weathering.



AFTER: See what two coats of SWP accomplished over weathered surface—a rejuvenated home in the best of paint jobs!

HANDSOME IS AS HANDSOME DOES!

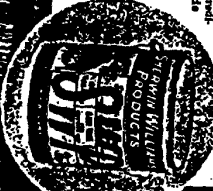
[illegible]

But, as new pigments were discovered and new methods for tailoring the oil compound, they found special ingredients became too complicated for hand mixing. Exact laboratory control is required. Show wax ingredients are made in Showwax.

Williams' products are the best special products you will ever encounter.



SHOWWAX
PRODUCTS



presented about one point in about

...your product is complicated and you think there is no need to tell all you can about it. You may have an impressive burn-off job to show the fully marketed. No one knows you as well as you do. So, whatever you're doing, be sure to be prepared to respond with a "Yes, I can" answer. If you're not, ask your salesperson to help you. If you have questions, ask them.

would I screw on the wine job?
Is it worth the risk or paid crack-
ing and spilling the books of the
house?

What's would the saying be if I
bores to repaid money, as it is
have to go to the wine business
of taking the family pain all
before I can apply new paid?

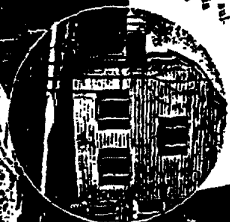


GOOD PAINT COSTS NOTHING
on Old Proctor

THE STORY OF SWP HOUSE PAINT

For 60 years the history of SWP has been one of gradual, but steady improvement. That is why 60 years young the paint still looks like it was just painted. It's up to you to give it the help it needs to keep its color and ability to protect your home from weather.

We have said that there is a difference between good paint and great paint. In the world of paint, the difference is in the chemical reaction which takes place between the paint and the surface it is applied to. That's why the best paint is the one that reacts with the surface to form a bond that is stronger than the bond of any other paint.



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

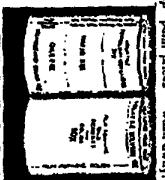
1. It protects the surface with a hard, durable film.
2. It does not crack in weathering.
3. It does not peel or flake off.
4. It does not fade or discolor.

So long, and from their distinctive appearance long before the paint actually has worn out.

There's one more thing that makes SWP paint so good. It's the way it reacts with the surface it is applied to. When SWP paint is applied to a surface, it reacts with the surface to form a bond that is stronger than the bond of any other paint. That's why the best paint is the one that reacts with the surface to form a bond that is stronger than the bond of any other paint.

WHAT MAKES CHEAP PAINT COSTLY?

Do you know what the liquid or "vehicle" portion of many cheap paints has been found to amount to as much as 33% of the paint? That's right, 33% of the paint is made up of cheap paint. That's why the best paint is the one that reacts with the surface to form a bond that is stronger than the bond of any other paint.



These drawings are registered trademarks of the SWP Paint Company, Inc. by the Federal Bureau of Investigation, U.S. Department of Justice, Washington, D.C.

much the same answer as allowing people are added to steel to make it stronger or harder for special purposes.

SWP lead-based pigment adds toughness to white lead paint, making it more durable and resistant to atmospheric deterioration. Then we go a step further—adding zinc to the paint. Zinc is a powerful antioxidant, and it reacts with the lead in the paint to form a protective film that keeps the paint from rusting. That's why the best paint is the one that reacts with the surface to form a bond that is stronger than the bond of any other paint.

The pigments used in the paint are made of pure lead. That's why the best paint is the one that reacts with the surface to form a bond that is stronger than the bond of any other paint.

Many companies who you get in these cheap paint stores will tell you that they are the best. But they're not. The best paint is the one that reacts with the surface to form a bond that is stronger than the bond of any other paint.

0007-SWP-042049

SWP IS WASHABLE!



... many other points in covers ex-
posed near oil fields and certain industrial plants. SVP
Furness Building White should be used for best results.

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

THE TWO STEPS TO A BEAUTIFUL HOUSE PAINT JOB

- 1** Begin with a coat of SWP Undercoat. It's the secret to a beautiful, smooth finish. It's made of the best materials and is the only paint that will hold the finish coat for years.
- 2** SWP House Paint gives SWP Undercoat the finish you want. It's the only paint that will hold the finish coat for years.

0007-SWP-042051

NOW -
EVEN BETTER SWP HOUSE PAINT JOBS!

elections worked for years to write the new constitution. They had to be elected to the constituent assembly, and they had to have the people's approval. They are now on the way to becoming president and will be the first president elected to have a five-year term. They are able to appoint or dismiss a judge on the Supreme Court.

There are different sections of the country. It is made up of states, or "provincias." The Basque district and province of Navarre is the most important. The Basque-speaking people are concentrated in the province of Navarre. They speak the Basque language, and they have their own laws. They are the most important people in the country. They are the most important people in the country. They are the most important people in the country.

There are different sections of the country. It is made up of states, or "provincias." The Basque district and province of Navarre is the most important. The Basque-speaking people are concentrated in the province of Navarre. They speak the Basque language, and they have their own laws. They are the most important people in the country. They are the most important people in the country. They are the most important people in the country.

DO THIS NEXT . . .

SWP in White is at the very heart of baby's color—pure white, least SWP in your formula color. It's the richest and most pleasing because of the ideal foundation given it by SWP.

But whether it's white or a color, your supplier finds it easier to produce the right formula for you when you give the white the most attention. It will be the richest in nutrition, too, because white (as purest) will

It is likely that in the case of the oil of SWP, the Undercoats should be labeled as a suitable foundation make or case of the SWP Quality Oil Company on the label.

Then apply a coat of SVP Undersealer over the surface you want. It will seal the firm, insulating because of the priming, leveling oils and the penetration of a moisture-diffusion which "locks" in the for the product to give you a hard, non-flammable.

prudent will recommend its burning oil or by acroping and with regard applying new paint over loose material. Some sandpapering is advisable. The rougher spots may be

DO THIS FIRST . . .

• If it has been 3 years or more since your house last was painted, it is probable that many of the places where the paint will be peeling already are in the wood. Your best bet is to remove the

3

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

For a satisfactory, durable paint job there are two things of equal importance—good paint and a good painter. For even the best paint will not stand up to the weather unless it is properly applied. The painter who knows his job and knows his paint can make the difference between a job that will last and a job that will not. He knows the weather conditions, the condition of the surface to be painted, the quality of the paint, and the proper way to apply it. He knows the difference between a good job and a poor job, and he knows the difference between a good painter and a poor painter. That's why the owner should hire a good painter. That's why the owner should hire a painter who knows his job and knows his paint. That's why the owner should hire a painter who knows the difference between a good job and a poor job, and who knows the difference between a good painter and a poor painter. That's why the owner should hire a painter who knows his job and knows his paint. That's why the owner should hire a painter who knows the difference between a good job and a poor job, and who knows the difference between a good painter and a poor painter.

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

SASH
Many painted sashes are in poor condition. They are often warped, cracked, and peeling. The SWP Painter can repair them or replace them with new sashes. He can also paint them to match the rest of the house.

WINDOW FRAMES
The SWP Painter can repair and paint window frames. He can also replace them with new frames. He can also paint them to match the rest of the house.

GUTTERS
The SWP Painter can repair and paint gutters. He can also replace them with new gutters. He can also paint them to match the rest of the house.

SHUTTERS
The SWP Painter can repair and paint shutters. He can also replace them with new shutters. He can also paint them to match the rest of the house.

FLASHINGS
The SWP Painter can repair and paint flashings. He can also replace them with new flashings. He can also paint them to match the rest of the house.

PORCHES
The SWP Painter can repair and paint porches. He can also replace them with new porches. He can also paint them to match the rest of the house.

It is a good practice to check the work of a painter after he has finished. This is especially true when the painter is working on the exterior of the house. The owner should check the work of the painter at the following points: 1. The paint should be applied evenly. 2. The paint should be applied in a smooth, continuous coat. 3. The paint should be applied in a color that matches the rest of the house. 4. The paint should be applied in a way that will last. 5. The painter should be able to explain the work he has done. 6. The painter should be able to answer the owner's questions. 7. The painter should be able to provide references. 8. The painter should be able to provide a written estimate. 9. The painter should be able to provide a written contract. 10. The painter should be able to provide a written warranty.

The SWP Painter can repair and paint all of the above. He can also replace them with new ones. He can also paint them to match the rest of the house.

The SWP Painter can repair and paint all of the above. He can also replace them with new ones. He can also paint them to match the rest of the house.

SCREENS

REAGUTY: When I tried out telescopes every June since last year's season I found that they were very useful. Underneath you can see how the spotting and the 80 ft level with good party ends

Bygones beckon with
B.W. Proactive
Although this hope
sees adoption later
initially. It prevents
overpay, splitting and
a well paid oblige
and is more essential
in this scenario. Thus

others each one of
disease," we said
and pulled the letters with
SWP using a 5-W
ball brush to the
ball. This adds a little
stone, otherwise we
presented the small piece, pulling, and
lay out among again to finish. The one

STORM SASH
 Along in August or
 September, 1986
 when each set of
 slats, wash and
 polish the frames with
 SWS using a SWS
 Sash Brush No. 423.
 This adds a little
 shine, like other wood

[illegible]

stitch and since because air pressure about water may head the drill. Shovel and Cochrane's penitentiaries are doing business. Believe in hellfire and all other sort, though the more

ings and pitfalls
make them very
much—opposed
the punch and not
children's death
work the police
all guests must
and party up the
Lamb particularly

10

played to your satisfaction—not satisfied. There's no fuss or red tape involved. You have to do it in call or drop in your Sharwin-Williams dealer's store.

100

100

100