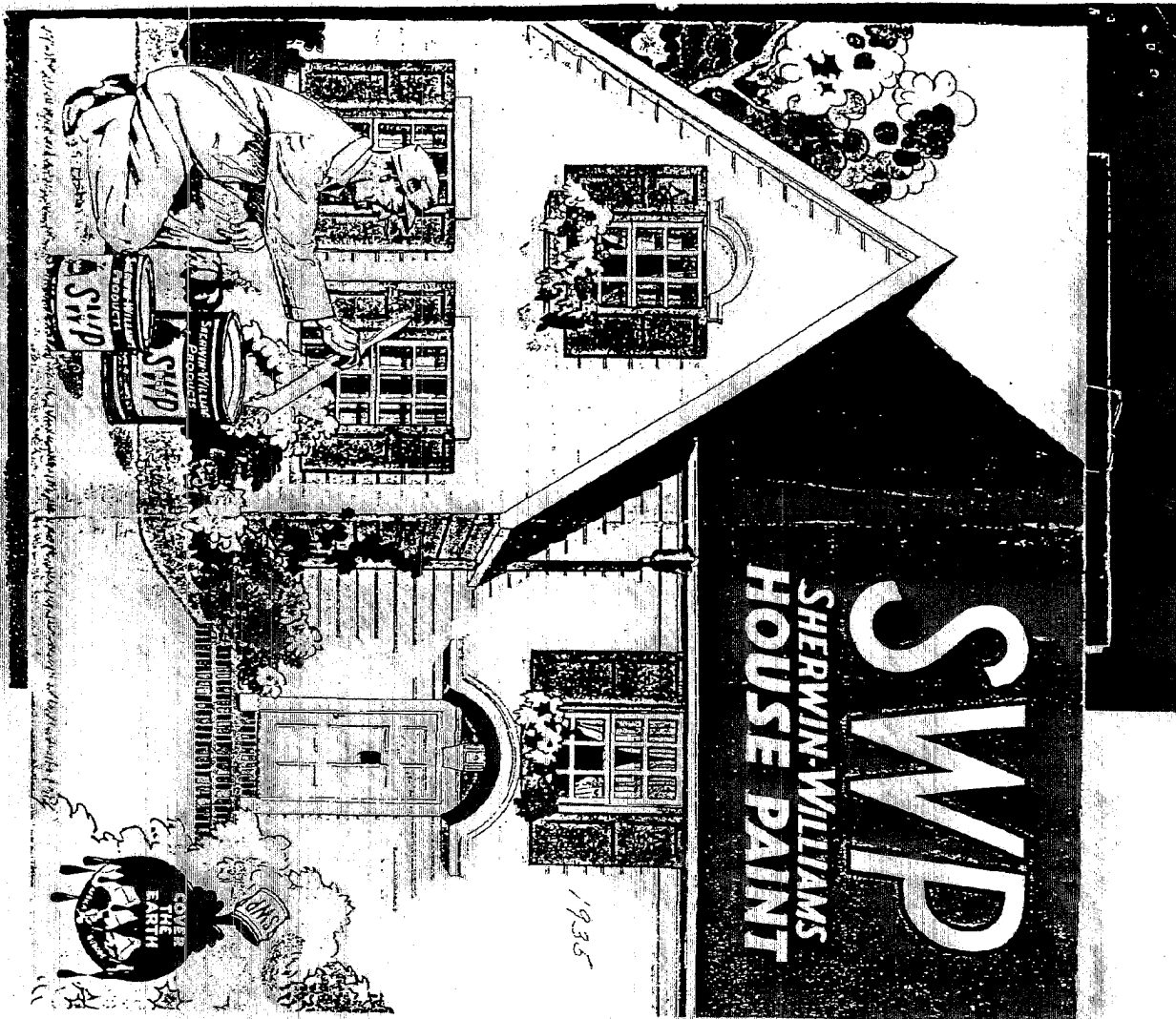




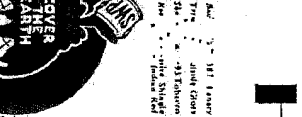
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HOMES

Homes Painted with Sherwin-Williams House Paint (SWP) are More Attractive and More Enjoyable



WHILE homes are the only things which take on charm and added attractiveness with the passing of years, to see a home with its gardens and surroundings grow and develop under your own hands is something very much worth while. House paint is the one thing which makes more attractive than ever before. It can be painted in any color you wish. When you paint your home with Sherwin-Williams House Paint (SWP) you get a good paint. That is the way to keep the home looking its best at the same time deferring the date as long as possible when painting will again be necessary.



The Five Points Which Make SWP House Paint Lastingly Satisfactory

1. The outstanding beauty of its finish.
2. Exceptional opacity of the paint film.
3. Its characteristic of "self-cleaning."
4. Its washability—ordinary house paint does not permit washing.
5. Its world-wide-tested durability.

Beauty of Finish

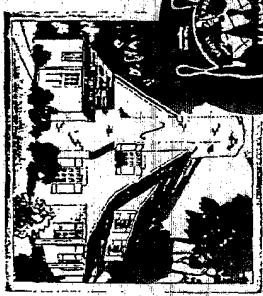
When you examine the surface of a house painted with SWP, the conspicuous thing you notice is the beauty of the finish. The paint goes well into the corners and over the eaves, filling both rough and smooth boards with a gleaming finish that feels more like porcelain to the touch than paint. There are no bare, barehorns, or cloudy spots where the paint doesn't cover well. And when you take down the rollers, you find SWP you learn that they and it stay in place, there's no peeling, cracking, or flaking. The paint stays easily and there is no difficulty whatever in touching SWP look well and cover up the old surface.

Opacity of Paint Film

The reason for the ability of SWP to cover an old, discolored surface with so solid and opaque a finish are shown in an interesting way on the other side of this color card. Be sure to read it.

Self-Cleaning

Different kinds of house paint show considerable variation in their ability to stand up to the "house paint" which is necessary and because very badly



Buy SWP 100 Cream
Buy SWP 100 Dark Green
Buy SWP 100 Light Green
Buy SWP 100 Yellow
Buy SWP 100 Blue
Buy SWP 100 Red
Buy SWP 100 Black
Buy SWP 100 White



Washability

SWP offers in no other film that dirt cannot penetrate. For this reason it is very practical and economical to wash the house with Sherwin-Williams Flat Soap and water. A good paint job in SWP thus washed looks every bit as good as new—with but a fraction of the expense. This washability of SWP appeals to the housewife who likes to keep her windowless porch and entry ways just as clean and attractive as the woodwork inside the house.

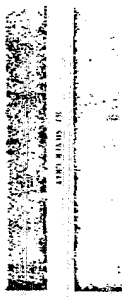
Durability

Greater durability and weather resistance are the natural result of the careful manufacture and use of direct quality ingredients in making SWP. SWP, properly applied with whatever type house paint we know of.

SHERWIN-WILLIAMS HOUSE PAINT FOR LASTING CLEAN-TONED COLORS

HOW TO ESTIMATE QUANTITIES OF PAINT NEEDED

An approximate estimate of the quantity of SWP required can be determined as follows:
Measure the distance around the building and multiply by the average height, which measures the square feet



HOW TO GET THE BEST RESULTS
1. A good surface is the first step in getting the best results.
2. See that all pebbles, stones, etc. are properly removed.
3. Wash the surface with Flat Soap and water.
4. Make sure that the paint is mixed and stirred properly.
5. Apply the paint with a roller or brush.

WHY DOES IT COST LESS TO PAINT YOUR HOUSE WITH

QUALITY OF MANUFACTURE

It would be possible for The Sherwin-Williams Company to cut the cost of SWP House Paint per gallon if we were willing to use ordinary commercial linseed oil and the cheaper grades of lead and zinc pigments—and we could still show a singular formula! But such grades of materials are not used in SWP. It costs more to make SWP but it's worth more in protection on your house.

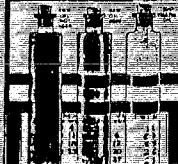
PIGMENTS



White pigments vary greatly and have most important bearing upon the purity of color, appearance and durability of the paint, also the cost and ease of its application. We manufacture and control their pigments in our own plant. Not only are the finest materials used but every process in manufacture is designed to make these pigments particularly suited for use in SWP.

LINSEED OIL

Separating weed seeds from the flaxseed, filtering the oil, removing the poisonous matter and aging in storage tanks are but a few of the many processes carried out with scrupulous care by Sherwin-Williams before the oil may be used in SWP. Inferior painted oil makes inferior paint—no matter how fine the colors and the pigments may be.



LIFE OF THE PAINT

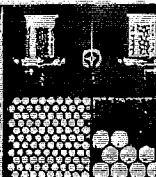
The Cover-the-Earth Trade-Mark is the World's Greatest Guarantee of Paint

COLORS

SWP White—most beautiful—purest white—most durable house paint known to science today. SWP Tint and Colors—this color card shows how true to character and how clear-toned they are—free from dirt and color—chemically evolved in SWP Color Works. The exact colors are selected from choicest stock and are subject to rigid inspection before use in SWP.



FINE GRINDING



How can a gallon of SWP cover so much more surface than another paint which may weigh just as much and be made on a kind formula? Here is a picture of two barrels each containing the same amount of paint. One barrel with one inch diameter holes is smaller than the other. Observe how much more surface the small size hole covers. The same principle applies to SWP—its fine grinding makes it cover more.

DEPENDABLE UNIFORMITY

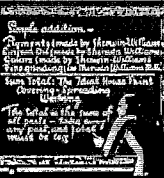
Even one can find the colored world in the other—the same SWP you buy that it always the same today tomorrow or when ever you wish to find uniformity in standards of materials, color and workmanship such that you can always go back and be certain that the use of SWP will give the color and the same excellent quality wherever or whenever you buy it.



ECONOMY OF USE

EVEN in the first cost of application SWP costs less money for the painting of your house than if ordinary paint were used. Fewer gallons of SWP are needed and fewer hours of labor are consumed. Year by year your satisfaction continues to increase as you see SWP keeping your home more attractive, in addition to the complete protection of the surfaces against decay and repair bills.

COVERS MORE SURFACE



The method of materials used and the method of manufacture result in SWP having a covering capacity of two square feet, under average conditions, per gallon of the gallon. This figure may vary, depending upon the condition and the nature of the surface. It is easy to make sure this will cover completely. Some surfaces have a rough texture of unevenness, durability and some may be made to make a smoother finish and it must be made to be made.

CLOSER KNIT FILM

With SWP the painter finds a much easier job on an old, discolored surface. This is because an extremely fine ground pigment makes a closer knit film of greater opacity. Each particle of pigment is so fine that it better penetrates without film of linseed oil and thus makes a closer knit film. It is more to make SWP paint that which it doubles its protective value.

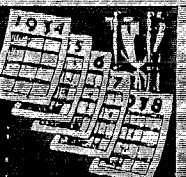


REDUCES YOUR COST

ECONOMY OF A

It is not possible to give a figure for the saving in cost of a house by using SWP. The paint sides the surface is complete and repairs to and less effort in making the paint look well without the necessity of giving that the painter can make more surface in a day with SWP than with any other paint. The paint on a wall is not only a better looking wall but it is also a better looking wall.

DURABLE



FOUR-TO-ONE P

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THINNING RECOMMENDATIONS FOR

SURFACE	FOR GLOSS WHITE, IVORY, CREAM, CANARY YELLOW, PEARL GRAY, COLONIAL YELLOW AND SILVER GRAY	
	First Coat	Second Coat
NEW WOOD—(Soft) such as Cedar, White Pine or Redwood.	1 Gallon SWP 7 Pints Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
NEW WOOD—(Resinous) such as Yellow Pine, Cypress, etc.	1 Gallon SWP 2 Quarts Raw Linseed Oil 1 Quart Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Old surfaces which have not been painted for a number of years.	1 Gallon SWP 1 to 2 Quarts Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Old lumber which has become extremely porous through exposure for years without the protection of paint.	1 Gallon SWP 7 Pints Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Surfaces where the old paint is chalking and weathering but otherwise in fair condition and not unusually porous.	1 Gallon SWP 1 to 2 Pints Raw Linseed Oil 1 Pint Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
REPAINTING—Surfaces where old paint still carries a high gloss and has considerable life such as under eaves or other unexposed surfaces.	1 Gallon SWP 2 Pints Pure Turpentine	1 Gallon SWP 1 Qt. Raw Linseed Oil
THREE-COAT THINNING INSTRUCTIONS (Most desirable specifications for new wood)	FIRST COAT—Same as above for two-coat work. SECOND COAT—1 Gallon SWP and 3 Pints Pure Turpentine. THIRD COAT—1 Gallon SWP and 1 Quart Raw Linseed Oil.	

TO REDUCE SWP TO MAKE SHINGLE STAIN

SWP when properly reduced produces an excellent Shingle-Stain. On the average surface it should be reduced with one gallon Evolvec and one-half gallon raw linseed oil to the gallon of SWP.

Since old shingles vary considerably in porosity and roughness it is advisable to try the mixture on a small section before going over the entire surface. If more gloss is desired increase the quantity of linseed oil. If two coats are applied a higher gloss may result. If too objectionable, it can be overcome by using less oil and more mineral spirits. However, greater durability is obtained with the mixture recommended above.

PAINTING GALVANIZED IRON

Use S-W Galvanized Iron Primer, observing carefully the directions on the package.

S-W STUCCO AND CONCRETE PAINT

Unpainted stucco is usually very porous and will absorb large quantities of moisture during wet weather. This often causes rotting of the framework timbers and rusting of the metal lath, resulting in large repair bills.

S-W Stucco and Concrete Paint, seals the surface, producing a smooth uniform finish to which dirt does not cling readily, eliminating unsightly dirt streaks so often seen on unpainted stucco and concrete buildings.

IMPORTANT—Refer to the directions on the package label before using.

S-W PORCH

Make your porch floor and Deck Paint. Don't let it get clean, attractive porch. prevents tracking dirt.



SH
The recognized leader in good paint for good buildings. For better results, use S-W No. 1 For smooth paint S-W No. 2



THE SHERWIN-WILLIAMS COMPANY
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