0007-SWP-039975

SHERWIN-WILLIAMS

SWP

WEATHERATED HOUSE PAINT

gives your home

Extra Protection



SWP

COVER THE EARTH

AFRICA

EUROPE

N20187

0007-SWP-039976

PAINT IS

WEATHERATED*

* A continuous laboratory testing procedure that dictates and controls the brass knuckle abilities of SWP House Paint to fight off deterioration, decay and early repainting.

When rigid standards of survival are surpassed, then and only then may SWP House Paint carry the high quality assurance of the Sherwin-Williams label.

0007-SWP-039977

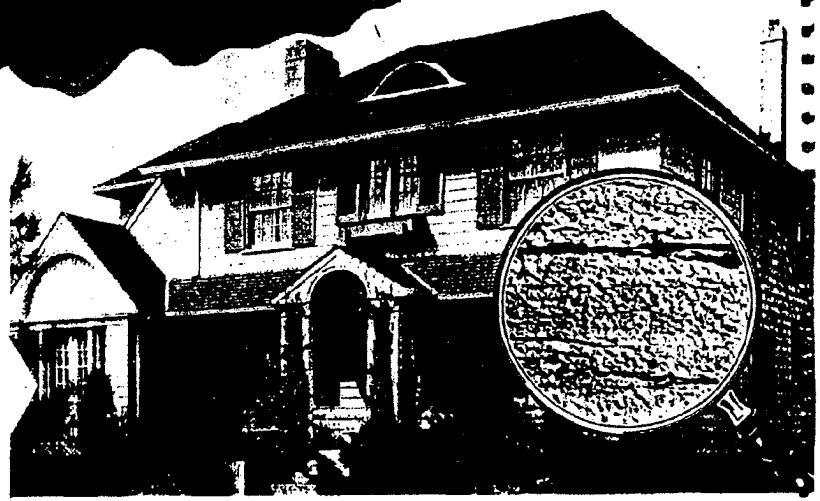
0007-SWP-000123365



0007-SWP-039978

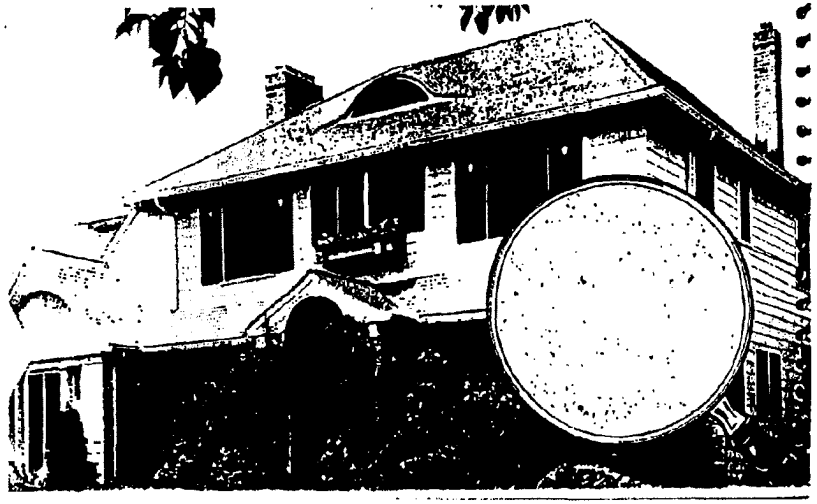
25 Years Ago

home owners were pleased
with this kind of result
4 years after painting



TODAY

under exactly the same
length and type of exposure
SWP WEATHERATED*
house paint keeps your house
looking like this



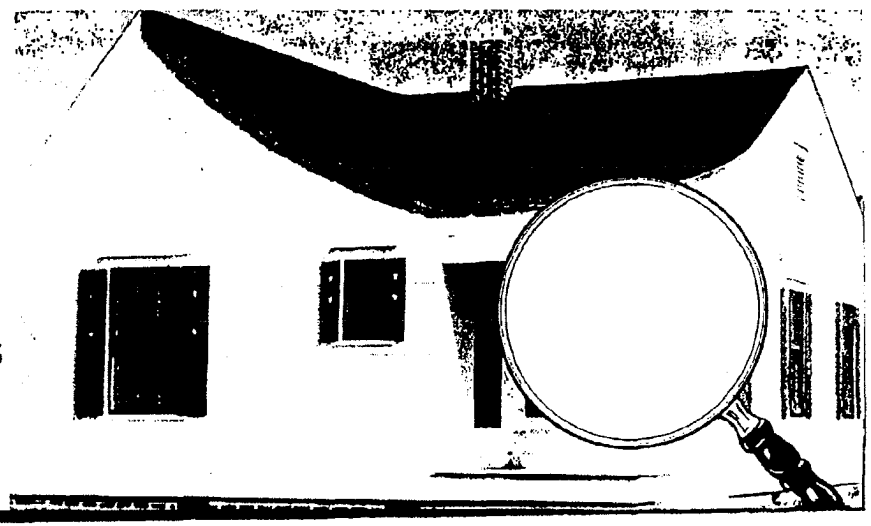
SWP IS WEATHERATED*

WHAT GIVES *SWP* HOUSE PAINT THIS BIG ADVANTAGE?



ORDINARY RESULTS

Ever noticed how some houses retain their bright, newly painted sheen longer than others? These beautiful homes have had carefully formulated paint applied. Paint whose laboratory background demands that tough, heat-treated, highly polymerized oils be tightly locked to the paint pigments. This provides for a smooth uniform surface that parts with its gloss gradually over a period of time. All painted exterior surfaces must lose gloss to keep clean. Controlling the rate of this loss is the secret behind longer lasting beauty. SWP Weatherated* House Paint maintains its brightness by holding surface loss to an annual minimum.



WEATHERATED* RESULTS

0007-SWP-000123366

2 SWP IS WEATHERATED*

WHAT GIVES SWP HOUSE PAINT THIS BIG ADVANTAGE?



ORDINARY RESULTS

Houses whose exterior surfaces are extremely dirty, reached that condition through either neglect or application of improper paint. To avoid rapid and severe collection of dirt, the house paint you use must dry free of deep brush marks which build troughs that catch and hold dirt particles. It must dry uniformly and thoroughly to avoid a sticky surface that clings like flypaper to every minute particle that comes its way. And your house paint surface must "chalk" or wash away gradually to free itself of grime deposits. SWP Weatherated* House Paint guards your home longer against dirty exterior surfaces by giving you these important protective features — (1) Uniformly smooth paint surface (2) Proper drying (3) Gradual chalking.



WEATHERATED* RESULTS

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0007-SWP-039981

3 SWP IS WEATHERATED*

WHAT GIVES *SWP* HOUSE PAINT THIS BIG ADVANTAGE?



ORDINARY RESULTS

When you rub your fingers over any house paint surface that has weathered for about a year, it is natural and proper that a certain amount of powder-like chalk should cling to them. This is the phenomenon of modern house paint releasing its dirty outer surface to be washed away by the rains. However, this surface loss should be gradual and predetermined. If it takes place too rapidly, you must repaint sooner than you should. If it takes place too slowly, your house looks dirty and dingy. In SWP Weatherated* House Paint, the carefully controlled selection and union of pigments, oils and binders sets up a uniform paint surface. This means a precise rate of chalking can take place in almost mathematically predetermined amounts.



WEATHERATED* RESULTS

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4 SWP IS WEATHERATED*

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ORDINARY RESULTS

From the very moment you complete the painting of your house, an aging process sets in. This means the paint surface begins to dry and develop tension just like the tightened head of a drum. If the paint you use is not properly formulated to allow for this constantly increasing tension, a series of scattered "crow foot" marks or checks develop in the paint surface. If uncontrolled, these checks will spread and join. Soon they will dig deep through the entire paint film and become severe cracks, ruining your paint job and exposing the wood. With SWP Weatherated* House Paint, the tough heat treated, high polymerized oils act like cold cream on your skin . . . keeping the paint resilient to resist the strains that cause checks and cracks.



WEATHERATED* RESULTS

0007-SWP-000123369

5 SWP IS WEATHERATED*

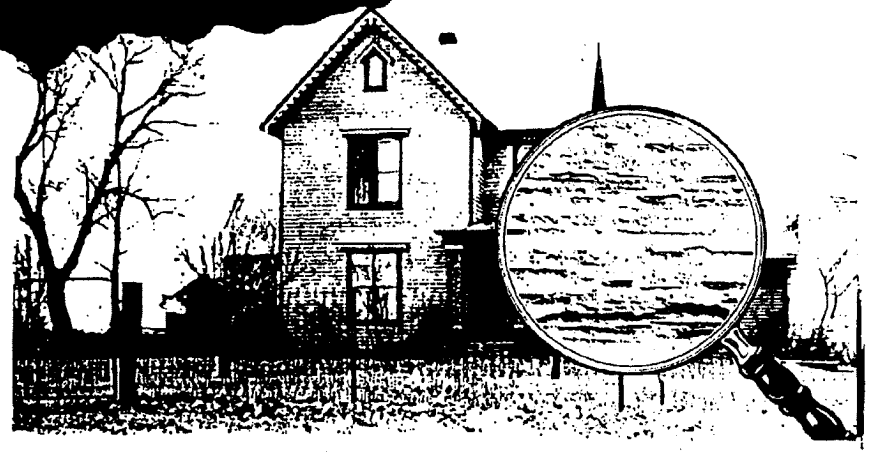
WHAT GIVES SWP HOUSE PAINT THIS BIG ADVANTAGE?

ORDINARY RESULTS

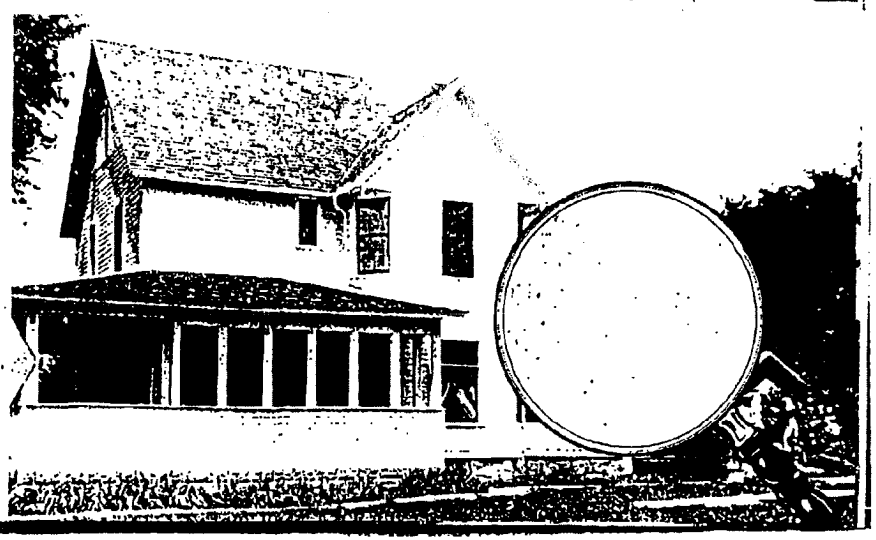
Some of today's modern and tightly insulated houses tend to hold the moisture within instead of letting it out gradually which causes this moisture to collect in certain spots under the outside surface. Eventually the pull of the sun and heat draws this moisture through the siding and causes the paint to pop off. Until this inside of the house moisture problem is solved structurally no paint will adhere 100% to the surface.

Another point is the paint that has previously been used on a house. If it is already flaking and scaling off, then the paint that is applied on top of it will adhere no longer than the surface on which it is applied.

However, where the surface upon which SWP House Paint is applied presents a good surface for repainting, then it is difficult to find a single example of flaking and scaling. On the other hand, where ordinary house paint is used because of its seemingly low original cost, these ordinary paints will not properly adhere to the original surface, are not resilient to structural strain, and will soon begin flating and scaling.



WEATHERATED* RESULTS



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6 SWP IS WEATHERATED*

WHAT GIVES SWP HOUSE PAINT THIS BIG ADVANTAGE?

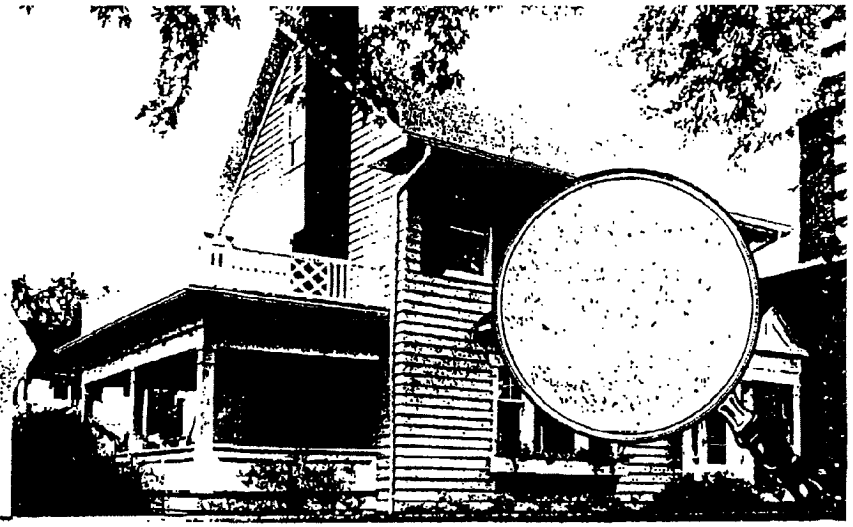
ORDINARY RESULTS

The life of a house paint job . . . its abilities to retain beauty and protection for 4, 5 and 6 years . . . depends entirely upon its resistance to the erosive actions set up by sun, rain, snow, sleet, smoke, ice and temperature. To give you your money's worth, the house paint you buy must be able to fight off all of nature's tricks, not just one or two of them, as ordinary house paints tend to do. It's cheaper and easier to formulate a paint that will chalk rapidly and stay white for a short time.

If your house is protected against one and not the rest, you'll lose out in appearance and money. That's why the balanced formulation of SWP is so important to you.



WEATHERATED* RESULTS



7 SWP IS WEATHERATED*

AGAINST COLOR FADING



ORDINARY RESULTS

The sun, with its powerful ultraviolet rays, can work havoc with the permanency of color in any house paint which is not "weatherated*" — controlled for color stability. For instance, in a few months, ordinary blue can change to a sad looking blue-gray . . . *ordinary red can revert to a mud colored hue.* And what was once a beautiful home for a short period of time, suddenly becomes *sad looking. But with SWP Weatherated* House Paints* and Trim Colors in their famous creams, yellows, browns, reds, blues, greens, greys and ivory, your color life assurance is longer than ever. Even fine SWP White stays white longer. Why? Because once again Sherwin-Williams laboratory selection of pure colors and control of color fading and surface wash builds greater color strength and life into SWP colors.



WEATHERATED* RESULTS

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8 SWP IS WEATHERATED*

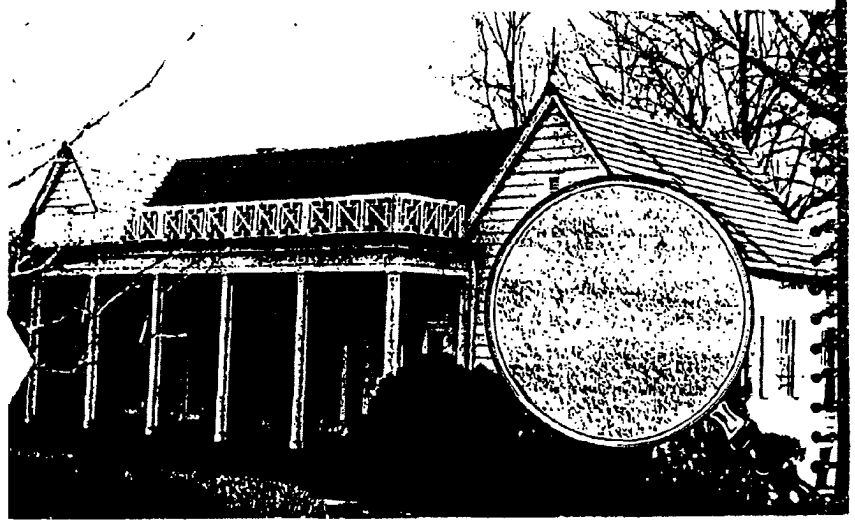
WHAT GIVES SWP HOUSE PAINT THIS BIG ADVANTAGE?



ORDINARY RESULTS

In warm and humid climates where extreme atmospheric moisture is a prevailing condition, fungus attacks on house paint surfaces are a common occurrence. It is a living plant organism that starts in the form of dark spores and rapidly expands to imposing branch-like proportions that can ruin the looks of a house in a very short time. Ordinary house paints usually have no means of combating this evil and when used, are a disappointment to owner and painter alike. Sherwin-Williams however, provides SWP Mildew Resistant White that fights off mildew. For areas affected, the use of SWP Weatherated* Mildew Resistant White House Paint which carries fungicide effectively resists mildew.

WEATHERATED* RESULTS



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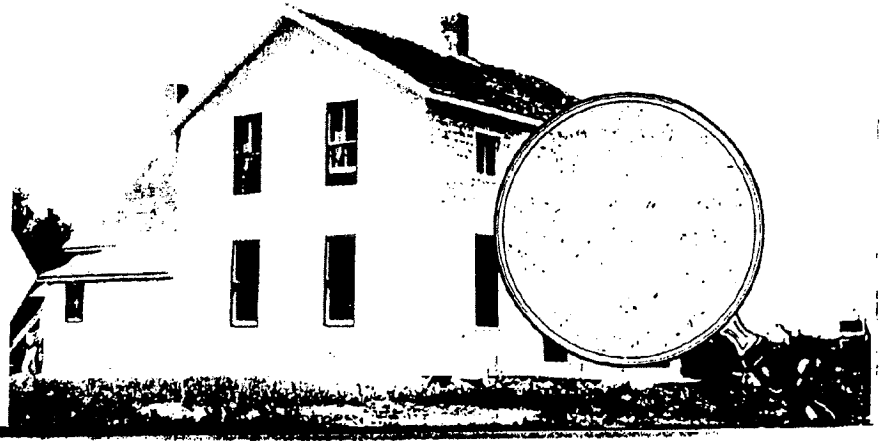
9 SWP IS WEATHERATED*

WHAT GIVES *SWP* HOUSE PAINT THIS BIG ADVANTAGE?



ORDINARY RESULTS

Whenever industry belches out excessive amounts of smoke and fumes upon its surrounding community, chemical reactions are bound to take place on house paint surfaces. Many paints discolor rapidly and their appearance is ruined. It takes properly formulated paint to stay bright and fight off this spoilage . . . a paint whose formulation is so carefully provided that it will not allow the darkening chemical action to take place. Applying ordinary house paint in these areas is usually a waste of money because in a short time it has darkened and discolored. On the other hand, SWP Weatherated* Fume Resisting White House Paint will not discolor due to industrial fumes and smoke.



WEATHERATED* RESULTS

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ORDINARY RESULTS

There is no such thing as an everlasting paint. Eventually your house must be repainted. What kind of a surface will you have on which to repaint? This is important. If ordinary paint has left your house roughly eroded . . . checked and cracked . . . flaked and scaled . . . you can easily see that a lot of extra work in the form of burning, wire brushing and scraping must be done . . . and paid for . . . before you can apply a good looking new paint surface. At this point SWP Weatherated* House Paint exhibits money-saving value over and beyond its normal life. All its Weatherated* abilities are pointed at giving you an ideal repainting surface which may only require a single coat.



WEATHERATED* RESULTS

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WHAT GIVES SWP HOUSE PAINT THIS BIG ADVANTAGE?





ORDINARY RESULTS

Making good house paint that gives you complete satisfaction is a technical, complicated business which few laymen understand. In buying house paint, they can be hoodwinked by many of the fancy sounding names used as ingredients . . . lead, zinc, titanium, pigments, colors, extenders, oils in binders, type and concentration of dryers, thinner, etc. It is not just that these raw materials are in the house paint you buy, but HOW they are blended that is important. Titanium Oxide is a pigment used in house paint and there happens to be more then 27 different varieties and grades available. Now anybody can buy Titanium, but SWP Weatherated* House Paint contains pure Titanium Oxide and other quality elements which Sherwin-Williams knows and can control and develop into an extra fine paint of predetermined performance.



WEATHERATED RESULTS

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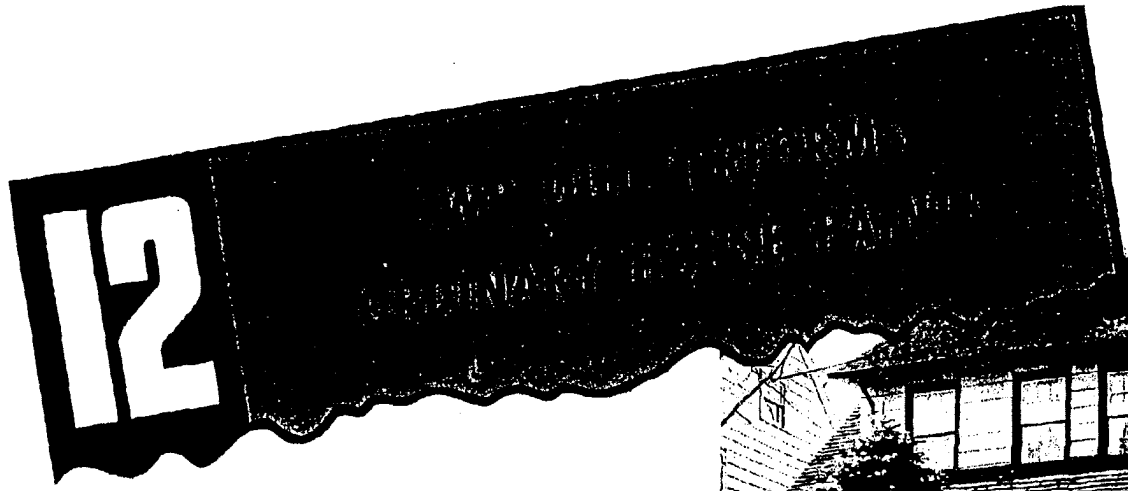
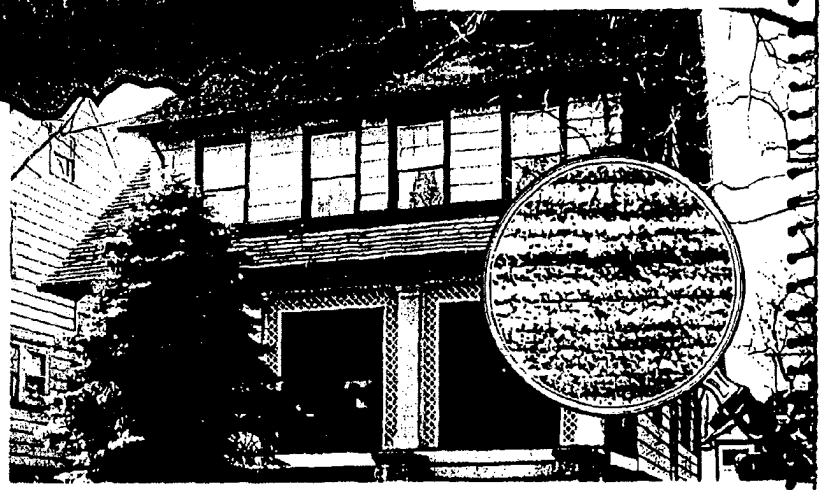
WHAT GIVES SWP HOUSE PAINT THIS BIG ADVANTAGE?



ORDINARY RESULTS



SWP Weatherated* House Paint is as carefully compounded as a druggist's prescription. Each and every element that enters into the making of SWP is carefully selected, checked, weighed, mixed and ground. And each element is in there in exactly the right proportion to do a specific job. SWP Weatherated* House Paint is ready mixed and requires no additions or changes to give the performance you have the right to expect. When applied under proper and recommended conditions SWP will give the protection and lasting beauty your home requires. Remember that the next time you need good house paint!

WEATHERATED* RESULTS



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ORDINARY RESULTS

Know the truth when you shop for house paint. Remember, you're not buying paint merely for today's or tomorrow's good looks. You're really buying performance for over the years. And the least expensive house paint (by the can) can prove to be the most costly when measured on the ruler of performance. The best house paint you can buy may easily turn out to be the most economical . . . four or five years from now. That's when SWP House Paint demonstrates its Weatherated* brass knuckle abilities to fight off deterioration that leads to decay and early repainting. SWP must surpass gruelling laboratory and field tests before it can earn the Sherwin-Williams label. That's the kind of performance that gives an extra year of beauty.



WEATHERATED* RESULTS

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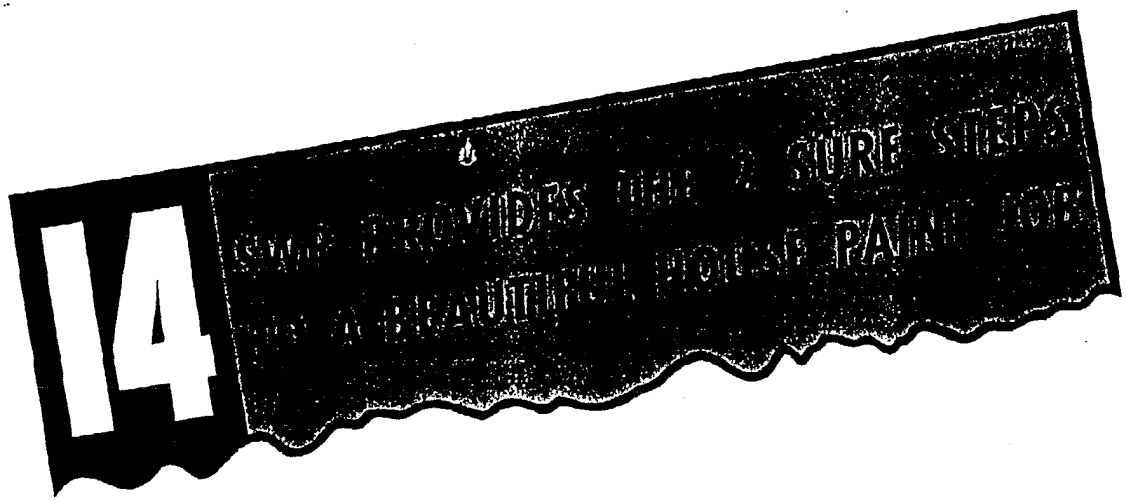


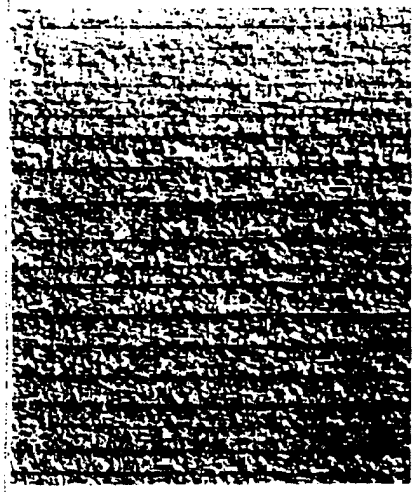
It is Sherwin-Williams' recommendation that painters follow these two proved steps to get the finest possible house paint jobs with a finish that will provide the greatest durability and give the lowest cost paint protection:

WHAT GIVES

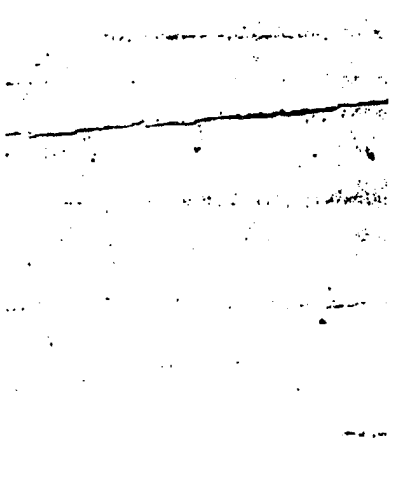
1 A UNIFORM SURFACE WITH A SINGLE COAT OF SWP WEATHERATED* HOUSE PAINT UNDERCOATER No. 450

There are two types of surfaces to be considered before you are ready to paint. The first is new wood and the second is the surface that has previously been painted.

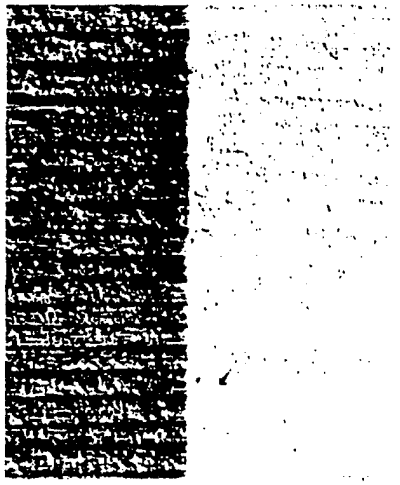
The exterior surface of a new home may have been built with several different types and grades of wood. Some may be very very porous and others have a hard grained surface. Because the finish coat of SWP



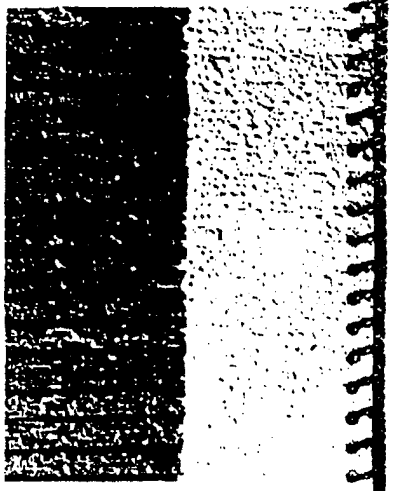
Ordinary wood siding ready to be painted.



Weathered painted surface that needs painting.



New wood siding after one coat of SWP No. 450 Undercoater.



New wood siding after one coat of ordinary house paint.

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SWP HOUSE PAINT THIS BIG ADVANTAGE?

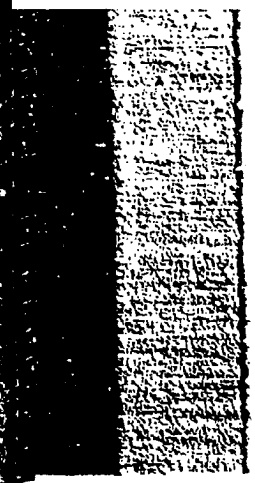
will reflect the surfaces underneath, it is necessary that these surfaces be uniform before the finish coat is applied. SWP House Paint Undercoater No. 450 is what its name implies. It is formulated to give uniformity to different types of surfaces, so that they present an even surface with a soft sheen and so that the finished coat will adhere perfectly.

Previously painted surfaces present somewhat the same problem of a house with several different types and grades of wood. The paint surface may be soft and porous in some places, unusually dirty in another, and with a hard surface in another. Therefore, SWP House Paint Undercoater No. 450 is formulated to give uniformity to this type of surface so that the finish coat will adhere perfectly.

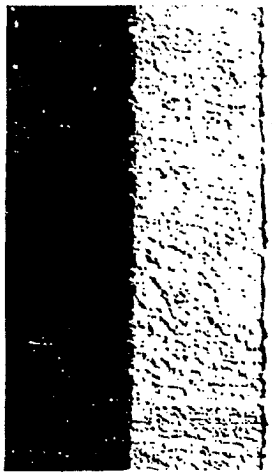
2 PROTECT AND BEAUTIFY THE PREPARED SURFACE WITH ONE COAT OF SWP WEATHERATED* HOUSE PAINT

SWP House Paint gives your house weather protection against the elements. It contains everything required for full protection and rich lasting beauty and will form a perfect bond over the base coat of No. 450 Undercoater. Your home finished with a coat of SWP No. 450 Undercoater and SWP House Paint will pay off with added protection and an extra year of beauty.

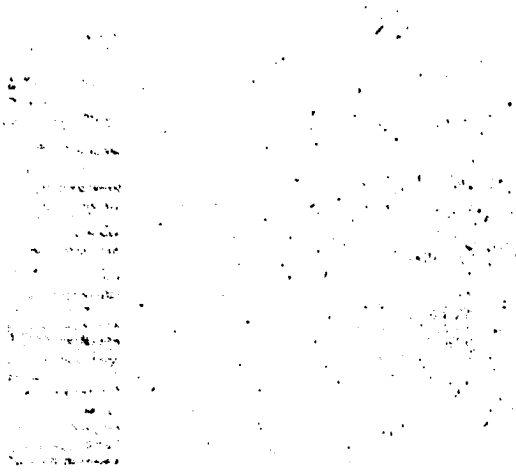




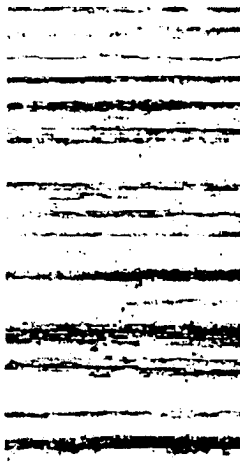
New wood siding after one coat of No. 450 Undercoater and SWP No. 471.



New wood siding after two coats of ordinary house paint.



SWP after four years exposure.



Ordinary house paint after fo

Know your *Painting Contractor*

The painting contractors in your town represent a very large portion of your house paint market. Contact them regularly and be in a position to recommend a painting contractor in case any customer is interested in having his house painted.

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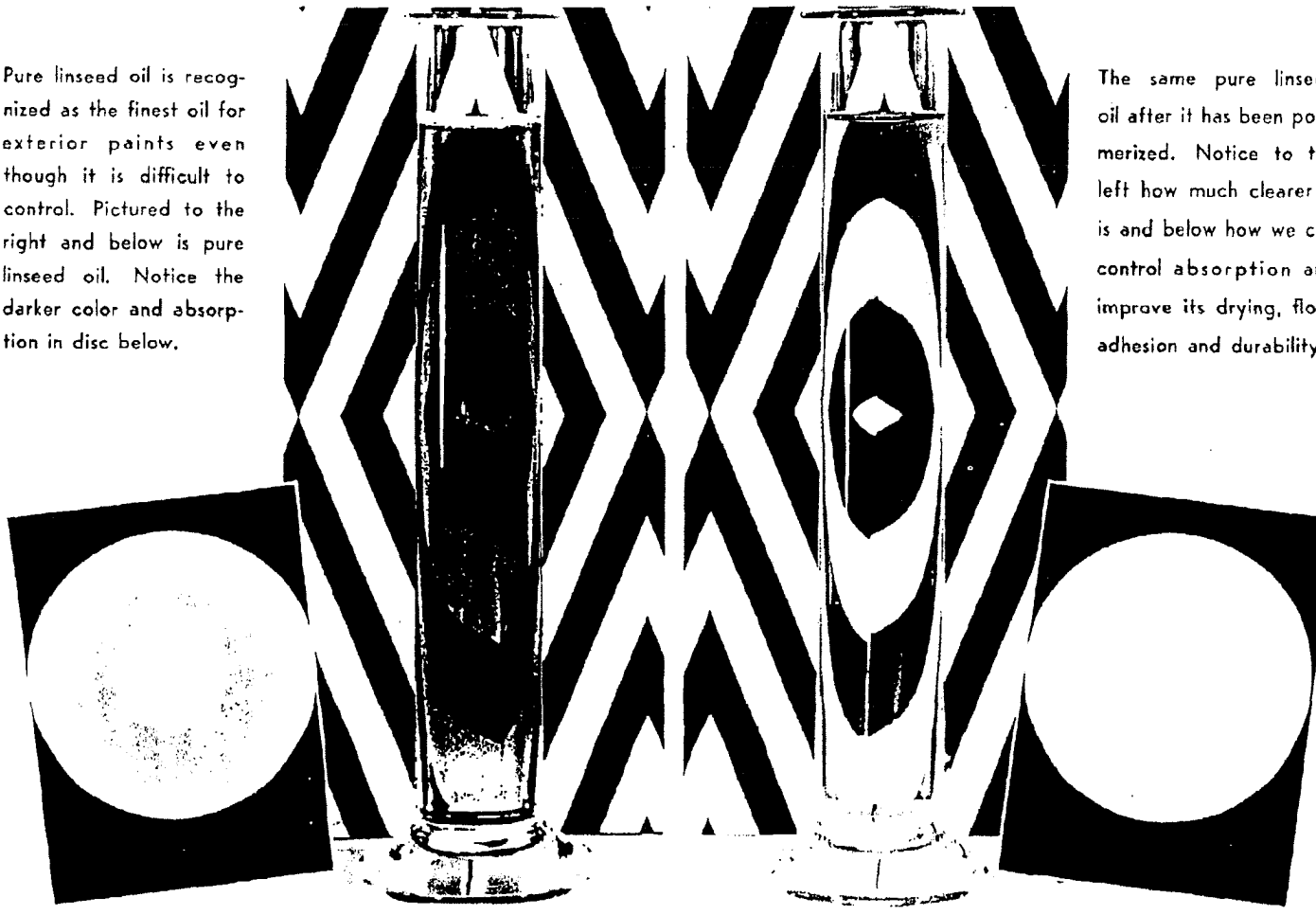
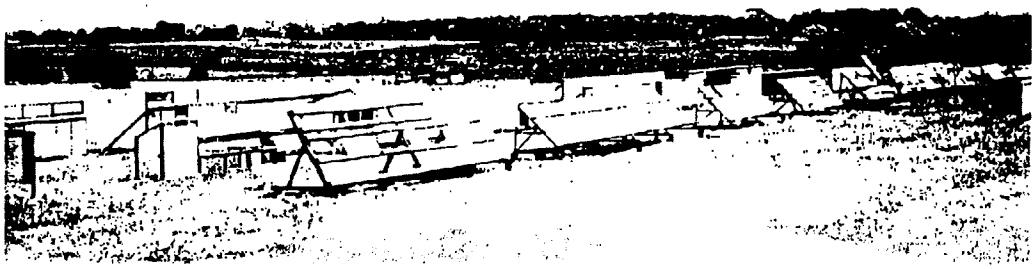
A BETTER LINSEED OIL FOR *SWP*

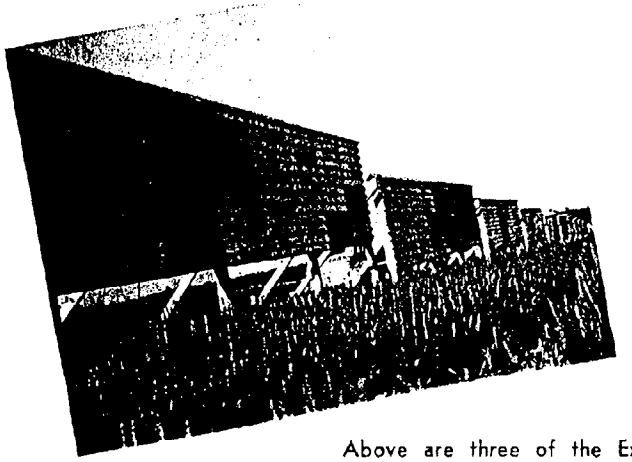
Pure linseed oil is recognized as the finest oil for exterior paints even though it is difficult to control. Pictured to the right and below is pure linseed oil. Notice the darker color and absorption in disc below.

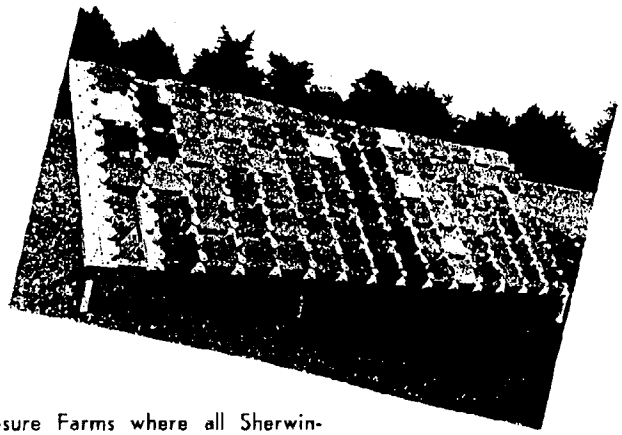


The same pure linse
oil after it has been po
merized. Notice to t
left how much clearer
is and below how we c
control absorption a
improve its drying, flo
adhesion and durability

WHERE *SHERWIN-WILLIAMS* PAINTS ARE WEATHERA







Above are three of the Exposure Farms where all Sherwin-Williams Exterior Paints are weatherated* year after year against leading competitive brands as well as ordinary paints. These Exposure Farms being located in all parts of the country, show us how SWP will perform in your locality.



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