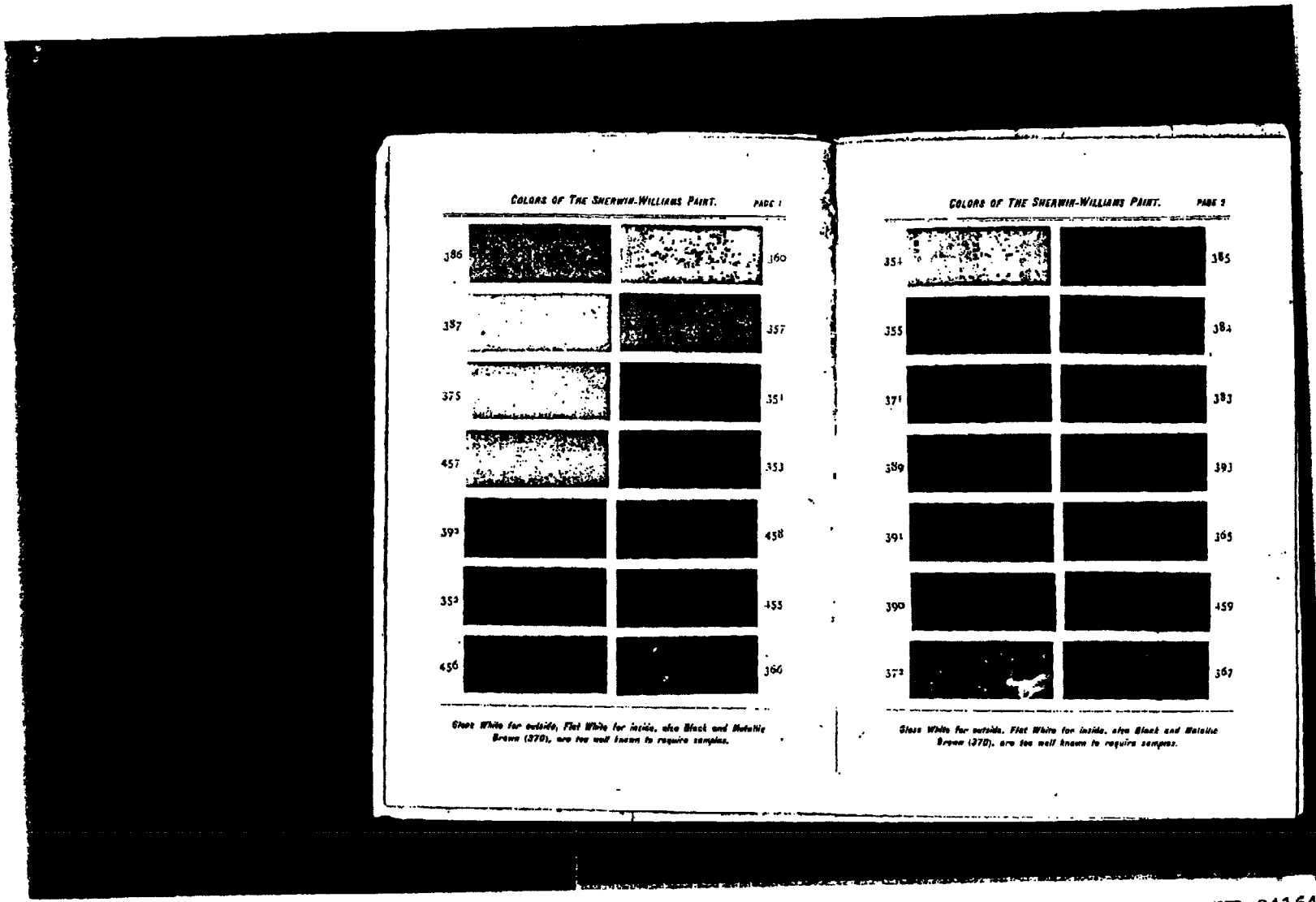

COLORS OF THE SHERWIN-WILLIAMS PAINT. PAGE 1

386 360

387 357

375 351

457 353

393 458

353 455

456 366

Gloss White for outside, Flat White for inside, also Black and Metallic Brown (370), are too well known to require samples.

COLORS OF THE SHERWIN-WILLIAMS PAINT. PAGE 2

354 385

355 384

371 383

389 393

391 365

390 459

372 367

Gloss White for outside, Flat White for inside, also Black and Metallic Brown (370), are too well known to require samples.

0007-SWP-04164

COLORS OF THE SHERWIN-WILLIAMS PAINT. PAGE 9

361

Largely used on interiors, also as a trimming with harmonizing colors on exteriors, and for other ornamental purposes. Some of other numbers required to produce this beautiful tint are not permanent, therefore this color cannot be guaranteed against fading when long exposed in direct sunlight.

Especially adapted to use on Porch Ceilings, Porch Chairs, and many other surfaces, where this color will be in harmony with surroundings, but is not severe.

362

This is made from the famous French Cream Green, which for beauty, durability and economy has never been equalled. It can safely be used on any surface, and is a most satisfying color the most severe exposure of any green can be.

803

A very desirable color for painting sash, doors, store fronts, etc. Kept regularly in stock. It can also be produced by mixing 1 part of No. 361 (French Cream Green), and 1½ parts of Black.

Blues White for outside, Flat White for inside, also Black and Metallic Brown 1370, are for sale Ready to require thinning.

We also make the following strong, bright colors, useful for special purposes: Medium Orange, Scarlet Vermilion, Canary Yellow, Deep Blue and Rich Maroon. They are more expensive than the neutral tints usually ordinarily used for house painting. Samples furnished upon application.

ATTENTION is called to the fact that nearly all other manufacturers of paints are obliged to give a rule for the covering capacity of their goods, claiming that they require from 1½ to 2 per cent. more than The Sherwin-Williams Paint, but we claim that the latter is properly made, and therefore spreads further and admits of being rubbed out under the brush, not requiring to be "flowed on." As manufacturers of these paints direct they pre-

THE GUARANTEE SUBJECT.

SINCE none of the most worthless paints in the market are guaranteed in the strongest terms into which the English language can be construed, it is humiliating to us to be obliged to coincide to a custom so much abused. We would not do so were it not that our paint is constantly being introduced to people who, from their position in life, have not known the character and standing of our concern, established many years, and our valuable reputation as producers of the finest prepared pigments, used by railway companies, carriage manufacturers, house and decorative artists, and others throughout the land. We respectfully ask if our name alone on any article we send out is not a sufficient guarantee that any that can be written by those who have undoubtedly taken up the mixing of paint, who possess few, if any, of the facilities and little of the knowledge and experience of an old and extensive establishment like ours.

On the margin of this page we print a facsimile of the guarantee we put on each package of The Sherwin-Williams Paint. It is a rule with us to pay nothing to run down competitors or their products, knowing that facts, when made known, will prove all that we desire.

We guarantee that this Paint, when properly applied, will not crack, scale or chalk off; and we are more anxious that it should wear long and look well. Any paint that we furnish a jobber that we are not willing to replace, if proven unsatisfactory in use thereby, we agree to refund the purchase money.

The Sherwin-Williams Co.

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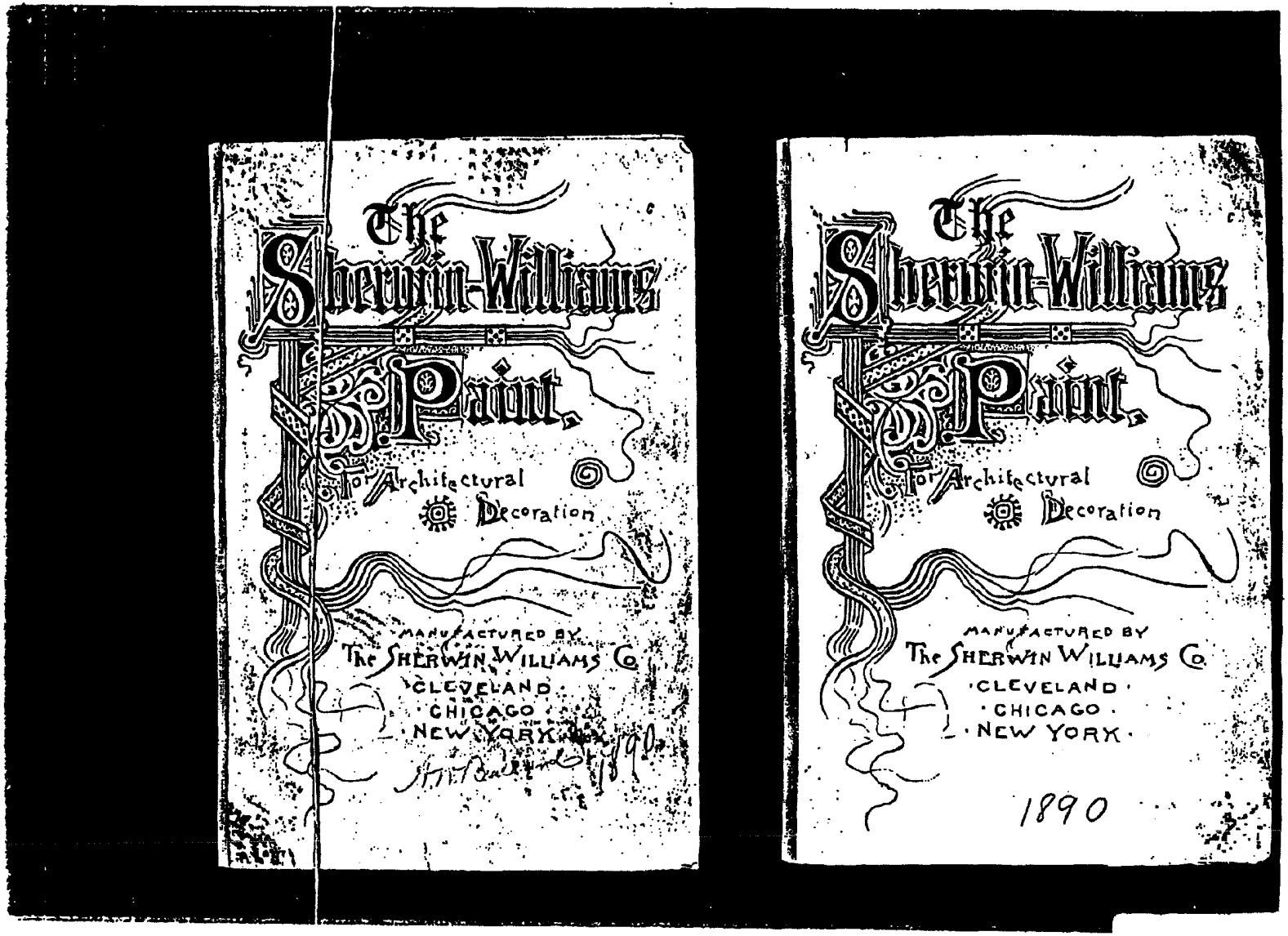
0007-SWP-000125033



0007-SWP-041645

0007-SWP-000125034

IMPORTANT

REGARDING THE USE OF PAINT.

NEVER apply paint to unseasoned, damp or sappy lumber. The modern custom of hurrying buildings forward to completion, necessitates the use of lumber before it is seasoned, with resin exuding from its pores and knots, and the rain of many showers stored among its fibers. In this condition it is painted. The sun's heat from without, and the heat from stoves and furnaces within, vaporizes this secreted water and causes it to seek an outlet. Reaching the coat of paint, it is temporarily obstructed, until it can "raise a blister," and make its escape. The paint surface has no affinity for moisture, and when the two elements come in contact there is sure to be trouble. Lumber should be thoroughly dried before paint is applied to it. Again, much new lumber, even when dry, is so soft and spongy that if a coat of thick paint (good or bad) be applied directly on the wood, it is liable to spot or peel off. To secure a suitable foundation for paint on new woods, or on old weather-worn surfaces, prime with pure Linseed Oil, slightly thickened with The S.-W. Paint No. 365. Priming paint should be principally Linseed Oil, and well dried before a regular coat of paint is applied.

REMOVE old paint from surfaces before applying new paint, especially if it is hard. A fresh coat of paint over an old one which remains hard and intact, has no opportunity to penetrate the wood and get a chance to "hold on," and when the sun's rays act upon the oil, the paint relinquishes its hold of the unsuitable surface, and peels off. There may be old painted surfaces where the paint has been so completely removed by the action of the weather, that they may be safely renewed without special preparation; but as a rule, too much caution cannot be taken to have surfaces in prime condition

IT takes more coats to cover a dark colored surface with a light colored paint, than with a dark one. This fact is either unknown or lost sight of in many cases, and dark surfaces which should have three or four coats are finished with two, and sometimes look streaked and bad. Use plenty of paint to cover the dark surface thoroughly and evenly.

Never apply a second coat of paint until the previous coat is thoroughly dry.

THE SHERWIN-WILLIAMS PAINT. PREPARED.

Gloss White, Flat White, Black, and a Choice Selection of Colors,

For Exteriors and Interiors of Buildings, Etc.

THIS is a higher grade and more excellent quality of paint than has ever been prepared for the market, and is more economical to use, more durable and beautiful, than any other paint, either ready made or made by hand.

MANUFD ONLY BY

THE SHERWIN-WILLIAMS COMP'Y,

CLEVELAND, CHICAGO, NEW YORK.

QUANTITY REQUIRED.

AS outside painting on buildings usually consists of two coats over a previously painted surface, or, if on a surface never before painted, preceded by a primary coat, it is customary to estimate the quantity of paint required for two coats. Surfaces are so variable in condition that no rule can be given which will be found applicable to all cases, but many actual tests which have been made show that one gallon of THE SHERWIN-WILLIAMS PAINT will cover with two coats [illegible] of surface in average condition. Many who have purchased on this basis have had paint left, because the surface was in excellent condition and the paint applied by good workmen. Others, calculating on the same basis, have been disappointed and obliged to buy more, their error being due to one or more of the following causes:

1. Mistakes are often made in measuring the surface of a building, even among those who are accustomed to make estimates, so complex are the architectural features on some buildings, and so variable are the nature and condition of surfaces. After careful measurement has been made, from 12½ to 20 per cent. must be added on account of edges, dope to siding, etc., etc.

2. Either brick or wood may have a rough or porous surface; in the latter case interior new or old weather-beaten lumber, which the paint has long since ceased to properly protect.

3. Improper application, by spreading it on too thick, or "thinning" it on, perhaps using a wide, flat brush. This way of spreading paint is recommended by manufacturers of cheap or alcohol paints, but is not adapted to this, nor to any other properly made paint.

4. Much more paint is used on a green surface in cold weather than in warm, because it is not so pliant and free working.

After having found the total number of square feet of surface to be painted, add 20 per cent. for waste and paint that will unavoidably be taken up in heads, edges, [illegible] etc., where it cannot be thoroughly handled out. Divide the total number of square feet by [illegible], and the result will give the number of gallons of THE SHERWIN-WILLIAMS PAINT to buy.

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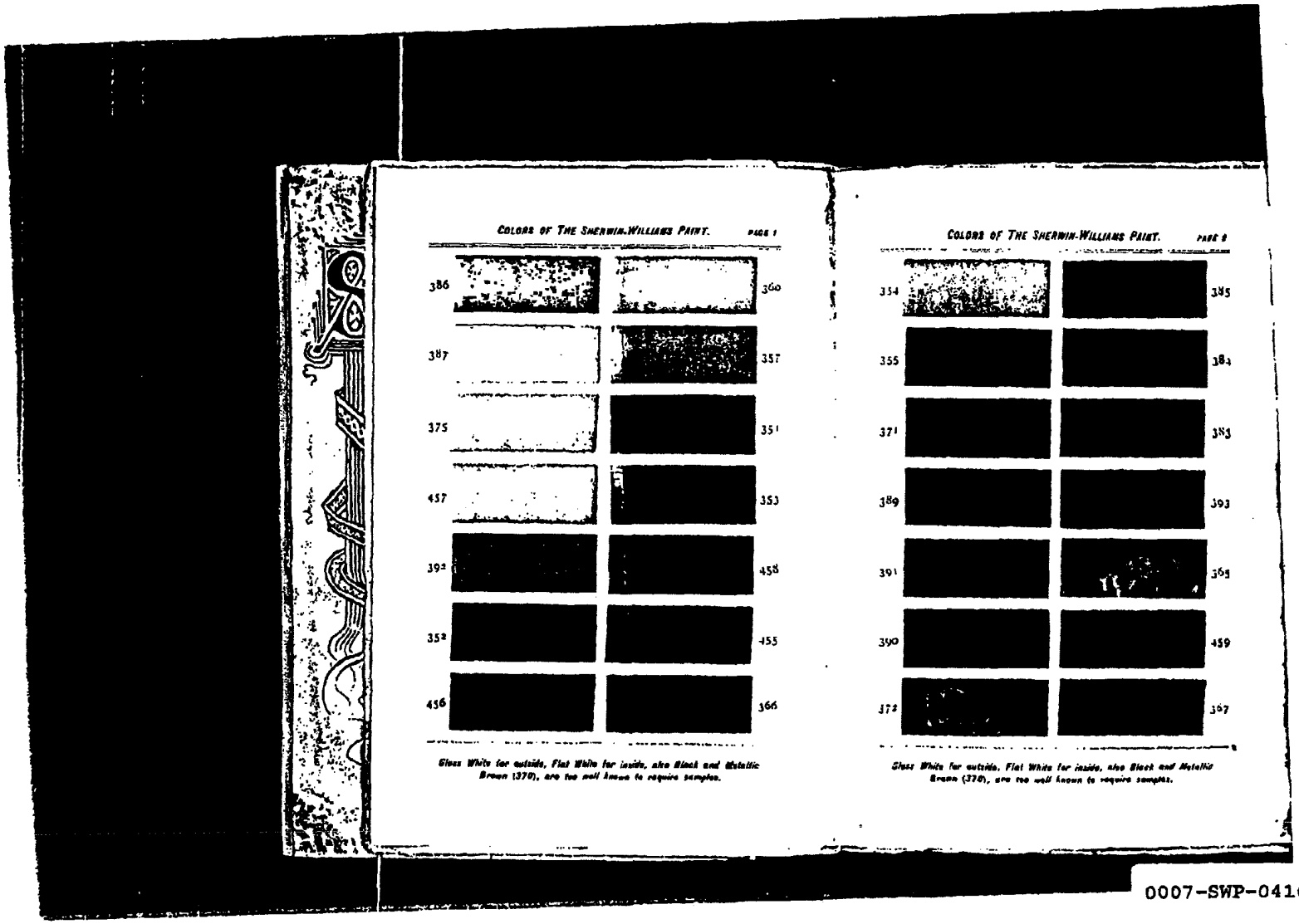


COLORS OF THE SHERWIN-WILLIAMS PAINT. PAGE 1

386 360

387 357

375 351

457 353

392 458

352 455

456 366

Gloss White for outside, Flat White for inside, also Black and Metallic Brown (370), are too well known to require samples.

COLORS OF THE SHERWIN-WILLIAMS PAINT. PAGE 2

354 385

355 384

371 383

389 393

391 369

390 459

372 367

Gloss White for outside, Flat White for inside, also Black and Metallic Brown (370), are too well known to require samples.

0007-SWP-041647

0007-SWP-000125036

COLORS OF THE SHERWIN-WILLIAMS PAINT. PAGE 3.

361

Largely used on interiors, also as a trimming with harmonizing colors on exteriors, and for other ornamental purposes. Some of the pigments required to produce this beautiful tint are not permanent, therefore this color cannot be guaranteed against fading when long exposed to direct sunlight.

464

Especially adapted to use on Stock Colorings, Porch Chairs, and many other surfaces, where this color will be in harmony with surroundings, but it is seldom used in large masses on exteriors.

362

This is made from the famous French Crown Green, which for beauty, durability and economy has never been equalled. It may safely be used on any surface, and is as near unfading under the most severe exposure as any green can be.

303

A very desirable color for painting sash, doors, store fronts, etc. Kept regularly in stock. It can also be produced by mixing 1 part of No. 324 (French Crown Green), and 1½ parts of Black.

Glass White for outside, Flat White for inside, also Black and Raw Umber (370), are the best known to require samples.

We also make the following strong, bright colors, useful for special purposes. Vermilion Orange, Scarlet Vermilion, Canary Yellow, Deep Blue and Rich Maroon. These are more expensive than the decorative tints and shades ordinarily used for house painting. Samples furnished upon application.

ATTENTION is called to the fact that nearly all other manufacturers of paints are obliged to give a rule for the covering capacity of their goods, showing that they require from 15 to 25 per cent. more than The Sherwin-Williams Paint, because the latter is properly made, and therefore spreads further and admits of being rubbed out under the brush, not requiring to be "flowed on," as manufacturers of cheap paints direct their dealers to be used.

THE GUARANTEE SUBJECT.

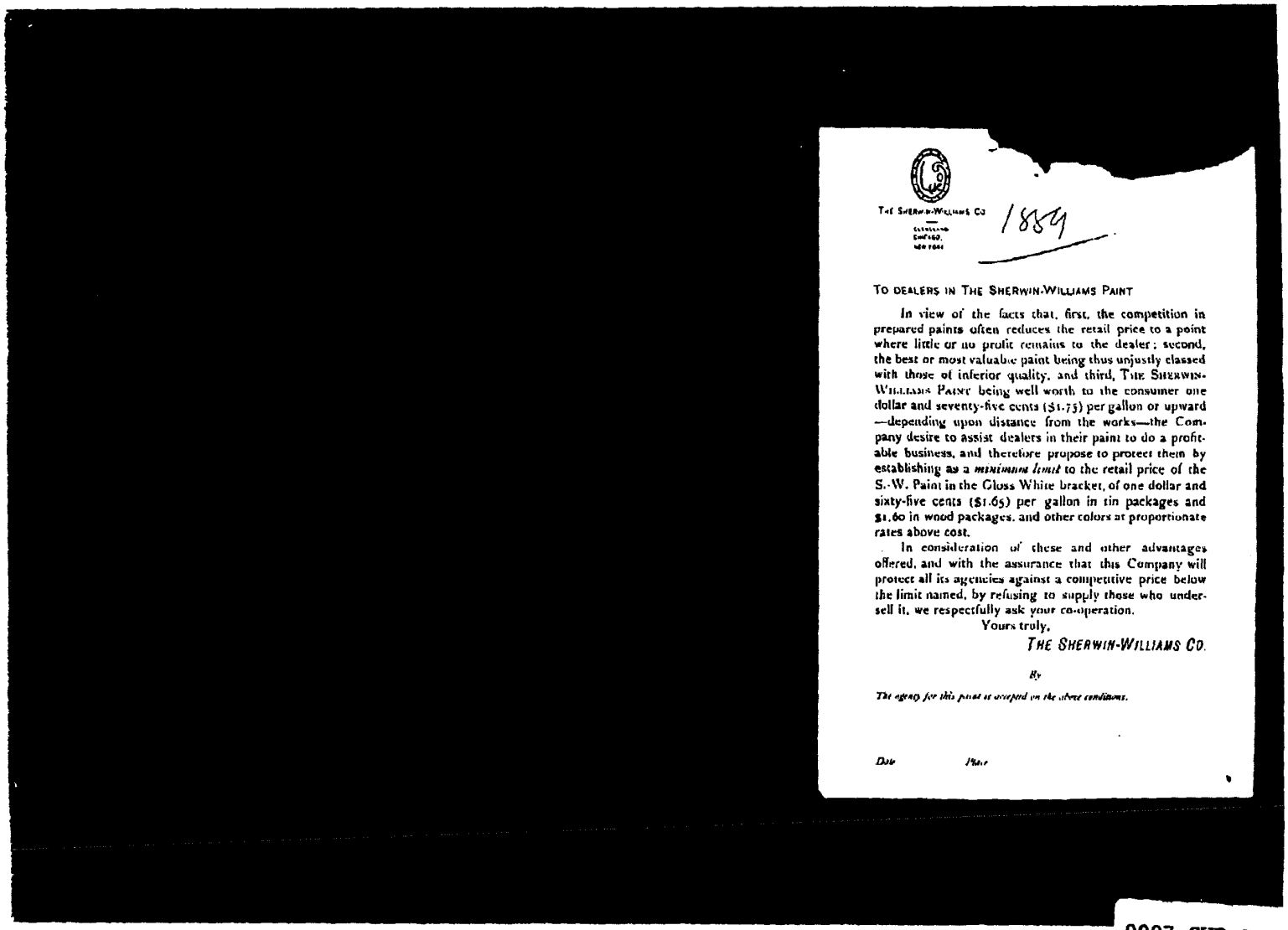
SINCE some of the most venerable points in the market are guaranteed in the strongest terms into which the English language can be construed, it is humiliating to us to be obliged to conform to a custom so much abused. We would not do so were it not that our paint is constantly being introduced to people who, from their position in life, have not known the character and standing of our concern, established many years, and our valuable reputation as producers of the finest prepared pigments, used by railway companies, carriage manufacturers, fresco and decorative artists, and others throughout the land. We respectfully ask if our name alone on any article we send out is not a stronger guarantee than any that can be written by those who have made up the mixing of paint, who possess a knowledge and experience of an old and extensive establishment like ours.

On the margin of this page we print a fac-simile of the guarantee we put on each package of THE SHERWIN-WILLIAMS PAINT. It is a rule with us to say nothing to run down competitors or their products, knowing that less, when made known, will prove all that we desire.

The guarantee that this shall, when properly used, make not more, nor less, than one coat cover one square yard, more or less, of any surface, or any number of square yards more than two coats, or more than one coat of any other paint, whether ready mixed or to be mixed, or we will furnish the same free of charge. The Sherwin-Williams Co.

0007-SWP-041648

0007-SWP-000125037



THE SHERWIN-WILLIAMS CO.
CLEVELAND
CHICAGO.
NEW YORK

1889

TO DEALERS IN THE SHERWIN-WILLIAMS PAINT

In view of the facts that, first, the competition in prepared paints often reduces the retail price to a point where little or no profit remains to the dealer; second, the best or most valuable paint being thus unjustly classed with those of inferior quality, and third, THE SHERWIN-WILLIAMS PAINT being well worth to the consumer one dollar and seventy-five cents ($1.75) per gallon or upward —depending upon distance from the works—the Company desire to assist dealers in their paint to do a profitable business, and therefore propose to protect them by establishing as a *minimum limit* to the retail price of the S.-W. Paint in the Gloss White bracket, of one dollar and sixty-five cents ($1.65) per gallon in tin packages and $1.60 in wood packages, and other colors at proportionate rates above cost.

In consideration of these and other advantages offered, and with the assurance that this Company will protect all its agencies against a competitive price below the limit named, by refusing to supply those who undersell it, we respectfully ask your co-operation.

Yours truly,

THE SHERWIN-WILLIAMS CO.

By

The agency for this paint is accepted on the above conditions.

Date *Place*

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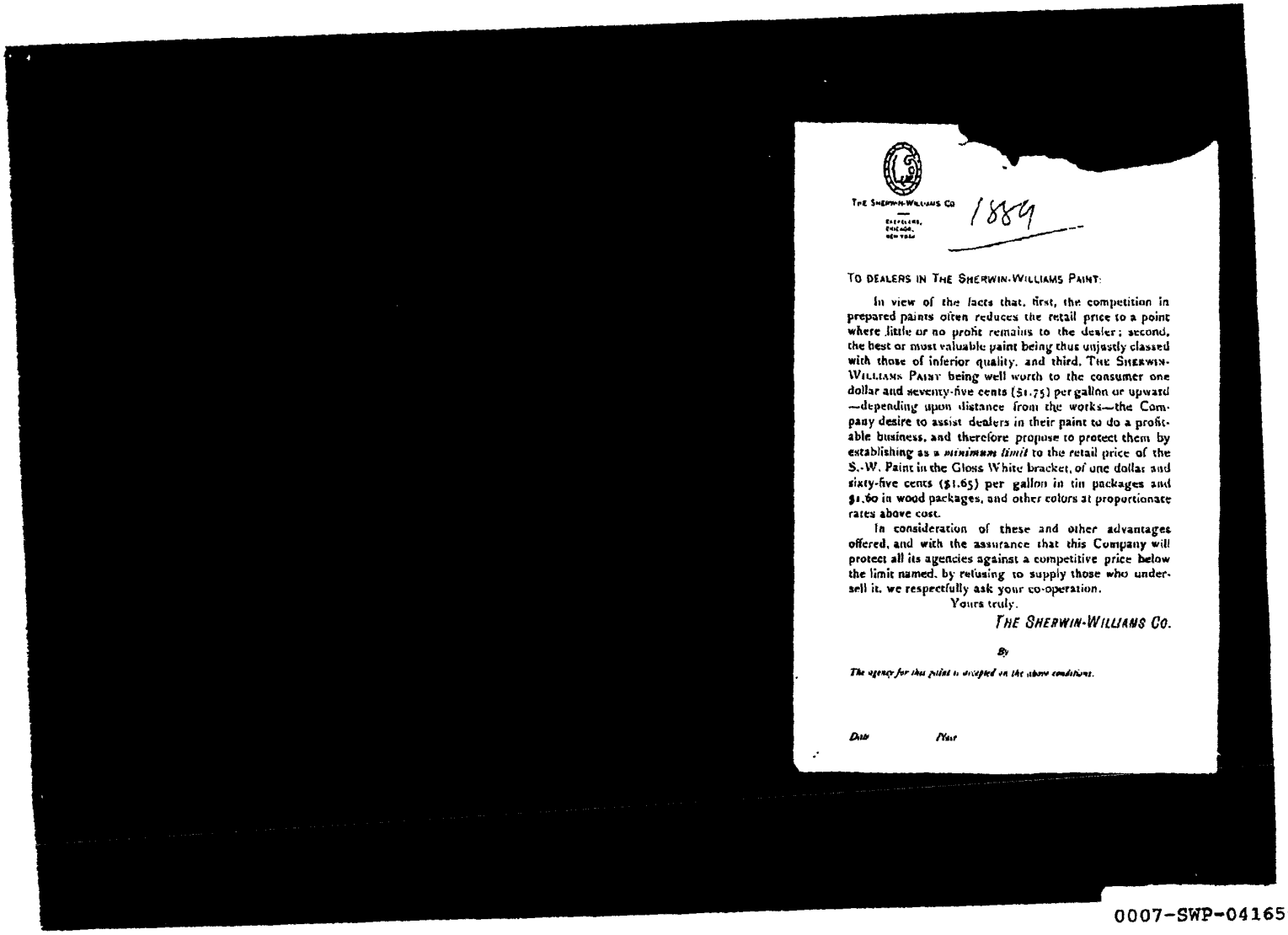

THE SHERWIN-WILLIAMS CO

CLEVELAND, CHICAGO, NEW YORK

1884

TO DEALERS IN THE SHERWIN-WILLIAMS PAINT:

In view of the facts that, first, the competition in prepared paints often reduces the retail price to a point where little or no profit remains to the dealer; second, the best or most valuable paint being thus unjustly classed with those of inferior quality, and third, THE SHERWIN-WILLIAMS PAINT being well worth to the consumer one dollar and seventy-five cents ($1.75) per gallon or upward —depending upon distance from the works—the Company desire to assist dealers in their paint to do a profitable business, and therefore propose to protect them by establishing as a *minimum limit* to the retail price of the S.-W. Paint in the Gloss White bracket, of one dollar and sixty-five cents ($1.65) per gallon in tin packages and $1.60 in wood packages, and other colors at proportionate rates above cost.

In consideration of these and other advantages offered, and with the assurance that this Company will protect all its agencies against a competitive price below the limit named, by refusing to supply those who undersell it, we respectfully ask your co-operation.

Yours truly,

THE SHERWIN-WILLIAMS CO.

By

The agency for this paint is accepted on the above conditions.

Date *Place*

0007-SWP-041650

0007-SWP-000125039