SHERWIN-WILLIAMS

MILL-VILLAGE PAINT

Sherwin-Williams Mill-Village Paint is a combination-pigment paint made for the protection of surfaces exposed to the weather. It is manufactured under the most modern factory conditions on the formula we consider ideal for the utmost in paint service under the most trying conditions.

We make and furnish the highest quality of white lead, zinc and linseed oil. Painters and decorators consider these products the finest the market affords. But we honestly feel that in Mill-Village Paint the customer obtains a paint that is far superior to any paint he can mix by hand even though he use the very best and purest materials. It is a case of hand methods as against every known facility provided in our factory for the making of good paint, resulting in fineness of grinding and absolute uniformity in color and formula.

In Mill-Village Paint only the purest and highest grade materials are used. That is most important, but what means more to the user of paint than good materials, even, is the rigid system of exactly measuring every pound and every gallon of pigments and liquids, so that no matter where or when a gallon of Mill-Village Paint is purchased the paint will be standard. The color will be the same and there will be the correct balance between pigments and oils, ready for you to use.

Use Mill-Village Paint for the protection of all wood and metal surfaces exposed to the weather or to dampness. It will cost you less to paint a building with Mill-Village Paint than any other paint you can buy or make for three reasons:

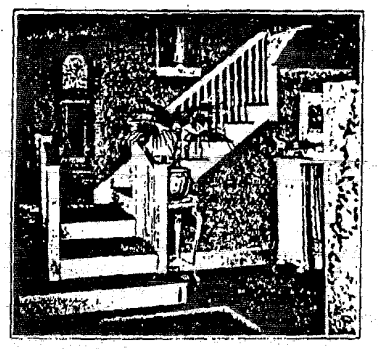
(1) It wears longer
(2) It takes fewer gallons
(3) It looks better

1926

White 2.65 per gal in Bbls
2.75 " " " 5
Colors 2.50 " " " Bbls
2.60 " " " 5

SHERWIN-WILLIAMS. MILL-VILL

VELVET WALL FINISH	MILL-VILLAGE PAINT		MILL-VIL
Velvet Wall Finish Pearl	Light Gray	54	NX 777
Velvet Wall Finish Ivory	Sand Gray	16	NX 777
Velvet Wall Finish Cream	Dark Gray	56	NX 698
Velvet Wall Finish Blue	Fawn Gray	9	NX 779
Velvet Wall Finish Green	Cream	105	NX 804
	Virginia Cream	25	NX 77
	Buff	10	194
	Tan	22	NX 7310 Also B



NX 6983
NX 7485
NX 7678
NX 7754
19524
NX 7292
NX 6982
NX 6981

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N29018

LLIAMS. MILL-VILLAGE FINISHES

GE PAINT

Light Gray	54	
Sand Gray	16	
Dark Gray	57	
Fawn Gray	9	
Cream	1.05	
Virginia Cream	23	
Buff	10	
Tan	2	

MILL-VILLAGE PAINT

Sky Blue	17	NX 7775
Lentil Green	1700	NX 7714
Brush Green	5	NX 6980
Cottage Green	38	NX 7795
Dark Green	16	NX 8042
Carmine	9	NX 7731
Light Brown	27	19411
Dark Brown	10	

NX 7310 Also Black and White - 19085

19142

SAVE-LITE - OUT. FLOOR PT.

- Save-Lite Eg-shel for Walls
- Save-Lite Gloss for Woodwork
- Outside Floor Paint Sahara Gray
- Outside Floor Paint Brown
- Outside Floor Paint Dark Gray



0007-SWP-041139

SHERWIN-WILLIAMS

"SAVE-LITE"

Light where the worker needs it—an abundance of light—will step up production. You can have plenty of light without increasing electric bills.

By making the proper use of the adequate light you now provide, accidents, spoilage and ill health due to eyestrain will dwindle away automatically.

You agree that dirty windows cut down daylight, so do dirty lighting fixtures. You clean both regularly. BUT, dingy walls make it IMPOSSIBLE to have a profitably lighted work room.

SAVE LIGHT with SHERWIN-WILLIAMS SAVE-LITE

This mill white is made on a principle:

While we make Save-Lite in three types of finish—Flat, Gloss and Eg-shel—we definitely recommend the use of Save-Lite Eg-shel for mill and factory walls. Here's why:

A flat white soils too readily. It is not easy to clean.

A gloss white for industrial use is WRONG. It REFLECTS harsh high-lights and sharp shadows which produce eyestrain.

Eg-shel Save-Lite Interior White produces the lightest possible interior whether it be lighted by daylight or by artificial light.

Save-Lite Gloss is recommended for a full gloss enamel finish for woodwork in homes. Can be tinted with S-W First Quality Oil colors for any tint desired.

Eg-shel dries exceedingly hard—harder than either a gloss or a flat finish. It is intensely white, it is a PURE white, not a BLUED white.

Save-Lite covers SOLID, one coat when sprayed. When brushed, two coats are frequently required over bad surfaces.

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LIAMS

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TO FIGURE AMOUNT OF MILL-VILLAGE PAINT REQUIRED

Take the measure of the distance around the building and multiply by the general height. For two coat work, divide this figure by 360 for the number of gallons required, thinned with raw linseed oil and turpentine as directed.

The amount of paint required for trim will average about one fifth of the amount required for the body color.

For porch ceilings, porch floors, etc. find the number of square feet by multiplying the length by the breadth and divide that number by 300. This will give the number of gallons of paint required for two coat work.

SELECTION OF COLORS

The lighter colors tend to make a building appear larger, especially when trimmed with a lighter color.

A tall narrow house can be made more attractive by using an upper and a lower body color.

Very broad houses will appear taller done in one color with a dark trim to emphasize all vertical lines.

HOW TO MIX PAINT PROPERLY.

1. Shake the package violently.
2. Cut out the whole top.
3. Pour off all the liquid into another clean pail.
4. Stir the remaining pigment and the remaining oil with a wide smooth paddle until the mass is smooth and thoroughly mixed.
5. Begin returning the oil poured off. Add a little at a time, stirring constantly until all is mixed evenly throughout.
6. Pour the paint back and forth several times from one pail to another.

LIST OF SHERWIN-WILLIAMS PRODUCTS

For Buildings, Outside and Inside
Sherwin-Williams Mill-Village Paint.
Rexpar. A weather-resisting varnish.

For Staining Shingles
Preservative Shingle Stain. Made with creosote.

For Barns, Roofs, Fences, etc.
Commonwealth Barn Paint. (Red and Gray).
Commonwealth Paint. For garages, arbors, fences, etc.
Ebonol. An elastic black paint for roofs.
Liquid Roof Cement. Asbestos fibre roof cement. In black, red and green.
Elastic Roof Cement—Paste asbestos fibre roof cement in black, red and green.
Roof and Bridge Paint. Five serviceable colors.
Carbolic-ol. A high grade wood preservative.

For Interiors, Walls, etc.
Enamelon or Old Dutch Enamel.
Velvet Wall Finishes. A washable flat wall paint.
Family Paint. A durable oil paint.

For Floors
Porch Floor Paint. Resists wear and weather.
Flo-Lac. A varnish stain for all purposes.
Inside Floor Paint. The enamel-like finish.
Mar-not. The water-resisting floor varnish.
Prepared Wax. For producing a wax finish.
Floor-Brite. Cleans and polishes hardwood floors.
Crack and Seam Filler. For filling unsightly cracks.

For Cupboards, Baseboards, Shelving, etc.
Family Paint. A durable oil paint.

For Chairs, Tables, Decorating, Woodwork, etc.
Old Dutch Enamel. For the finest enamel finish.
Enameloid. A complete line of beautiful enamel colors.
Flo-Lac. A varnish stain.
Mar-not. A water-resisting varnish for interior woodwork and furniture.
Rexpar. King of all Spar Varnishes.

For Polishing Pianos, Furniture, etc.
Polish-ol. Cleans and polishes in one operation.

For Porch and Lawn Furniture.
Enameloid. A complete line of beautiful enamel colors.

For Radiators, Stoves, Picture-Frames, etc.
Aluminum Paint. Bright as silver. Ready for use.
Gold Paint. For a gold finish.
Stove-Pipe and Iron Enamel.

For Autos, Buggies, Boats, etc.
Auto Enamel.
Auto Top Dressing.

For Re-Coloring Straw Hats
Hat Brite.

For all Kinds of Varnishing
Sherwin-Williams Varnishes.

For Removing Old Paint and Varnish
Taxite.

For General Cleaning.
Flaxoap. A 100% pure linseed oil soap.
Brass-Brite. Liquid metal polish.

Disinfectants.
Phenolene. A powerful Stock Dip and Disinfectant.
Cylapine. Odor of the Southern pine.
Fly Spray. A safe and reliable fly repellant for livestock.

Insecticides
We manufacture a complete line of spraying materials for orchard and garden.

THE SHERWIN-WILLIAMS CO.
ADMINISTRATION OFFICES AND FACTORY:
CLEVELAND, OHIO
OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES

CC256 S26 331



0007-SWP-041140

0007-SWP-000124533

WHY WE RECOMMEND PREPARED PAINT

Outside building paint stands in a class all by itself. Like other quality paints, the colors must be clean-cut and must not fade, but, building paint must stand the weather.

Weather is not just wind and rain, nor is it simply extreme variations of heat and cold. It is all of these plus the burning heat of the sun which carries the destructive action of the ultra-violet ray. The germicidal and curative power of these rays, so valuable to man, is most destructive to a paint film. Every one knows what sun-burn is.

Paint is not a simple mixture of ingredients. Chemical actions take place which must be understood and controlled or the paint will be unsatisfactory, no matter how good the materials may be, in themselves.

A building painted with pure lead and oil paint "chalks" objectionably. A building painted with pure white zinc paint disintigrates by checking—a worse fault than chalking. It is possible, however, to take advantage of the good qualities of both pigments in a combination paint and eliminate the objectionable features under laboratory supervision in the modern factory.

It is not possible for any person to produce a paint by hand mixing methods that will equal S-W Mill-Village Paint. Machine grinding and every required facility for the making of paint at every stage, including the crushing of the flax seed in our own Linseed Oil Mill and the mining of the metal for the pigments in our own mines, give Sherwin-Williams a control of the product which can result in only one thing—a superior paint, better value and more perfect protection of the surface wherever S-W Mill-Village Paint is used.

SHERWIN-WILLIAMS

MILL-VILLAGE PAINT

Directions for Use.

STIR the PAINT THOROUGHLY.

First Coat or Primer—Old and New Work.

Thin each gallon of Mill-Village Paint with

3 pints Raw Linseed Oil

1 pint Turpentine

Second Coat—Old and New Work.

To each gallon of Mill-Village Paint add at least one pint raw linseed oil.

HELPFUL SUGGESTIONS

1. Never paint a wet surface. The paint would be sure to peel. Also do not paint immediately following a rain or before the dew has dried off the surface.

2. Wash the surface with soap and water if it is greasy, dirty or sooty. Rinse thoroughly.

3. Burn off all cracked, peeling or scaly paint and clean off loose paint with a wire brush. Touch up all bare places as directed for the First Coat and let dry.

OUTSIDE FLOOR PAINT

Directions for Use

Make certain that the surface is clean and dry. Stir the paint thoroughly from the bottom of the can. Use a good bristle brush and apply in a thin even coat working the paint well into the pores of the wood.

Allow to dry hard before applying the second coat.

NEW WOOD—First Coat.

Add pure turpentine in the proportion of one quart to the gallon of paint.

Second Coat.

Apply the paint as it comes from the can. Brush out well.

OLD WORK

Remove all loose paint. Touch up all bare spots as directed for the First Coat. Let dry.

Sandpaper all rough spots.

First Coat should be thinned with one pint turpentine to the gallon of Paint.

Second Coat should be applied without reduction.

SHERWIN-WILLIAMS

VELVET WALL FINISH

This is a washable wall paint which dries to a most pleasing dull finish. It is intended to be used on all kinds of interior walls; both rough and smooth plaster, wall board, brick or concrete.

DIRECTIONS for USE—UNPAINTED SURFACES:

All surfaces where Velvet Wall Finish will be used are porous and must be sealed. This is accomplished without the need of a separate sealing coat by adding S-W Mixing Size in equal parts to the first coat of paint.

Walls previously painted with Velvet Wall Finish or an oil paint will not require the use of size in the first coat.

Second and Third Coats: Apply Velvet Wall Finish without reduction. If too heavy for easy application, thin with a mixture of equal parts raw linseed oil and turpentine.

GENERAL SUGGESTIONS

Apply first coat generously.

Do not brush out a wall paint, as you do a house paint. Brush only enough to apply evenly.

Allow each coat to dry hard before recoating.

Two coats will usually be sufficient for the darker colors. Ivory and Pearl usually require three coats, especially over a dark or dirty surface.

On previously painted surfaces remove all loose or scaly paint and touch up bare spots as directed for new work.

Let dry before coating in the wall.

Use a good wall brush, preferably 6 inches wide.

TO FIGURE A VILLAGE P

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The amount trim will averag amount require

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SELECTI

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HOW TO MI

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6. Pour th several times f

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SHERWIN-WILLIAMS SERVICE

Our Representative will be glad to make a survey of your mill and village and submit our recommendations in detail, describing the proper product for each particular purpose. This service is rendered without cost and you are under no obligation whatever to us for it. Through its use you may be able to effect substantial economies not only in the cost of finishing materials but in operating expense, as well.

OTHER SHERWIN-WILLIAMS PRODUCTS FOR MILL AND VILLAGE

- Save-Lite Finishes
- Mill and Village Paint
- Outside Porch Floor Paint
- Velvet Enamel
- Velvet Flat Wall Finish
- Pigmented Sealer
- Flat-Tone Mixing Size
- Floor Enamel—Inside
- Concrete Floor Paint—Inside
- Concrete Wall Finish
- Oil Stain
- Flo-Lac
- Clear Varnishes
- Dado Enamels
- Pipe Line Colors
- Fire Apparatus Colors
- Gas Resisting Paints
- Warehouse Paints
- Kromik Steel Primer
- Red Lead
- Metal Protective Finishing Paints
- Aluminum Paint
- Acid Resisting Paint
- Traffic Paint
- Paint Reducers
- Machine Finishes
- Fast Dri Enamels
- Stack and Boiler Paints
- Insulating Varnishes
- Floor Wipe
- Flaxoap
- Bras-Brite
- Taxite
- Cold Water Paint
- Flatting Oil
- Shingle Stains
- Wood Preservatives
- Roof Coatings (Metal and Composition)
- Disinfectants
- Tinting Colors
- White Lead
- Zilo
- Brushes

THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES, CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES



Printed in U. S. A. CC256 3-33 899

MILL AND VILLAGE PAINT





THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES, CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES

0007-SWP-041142

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SHERWIN - WILLIAMS

MILL and VILLAGE PAINT

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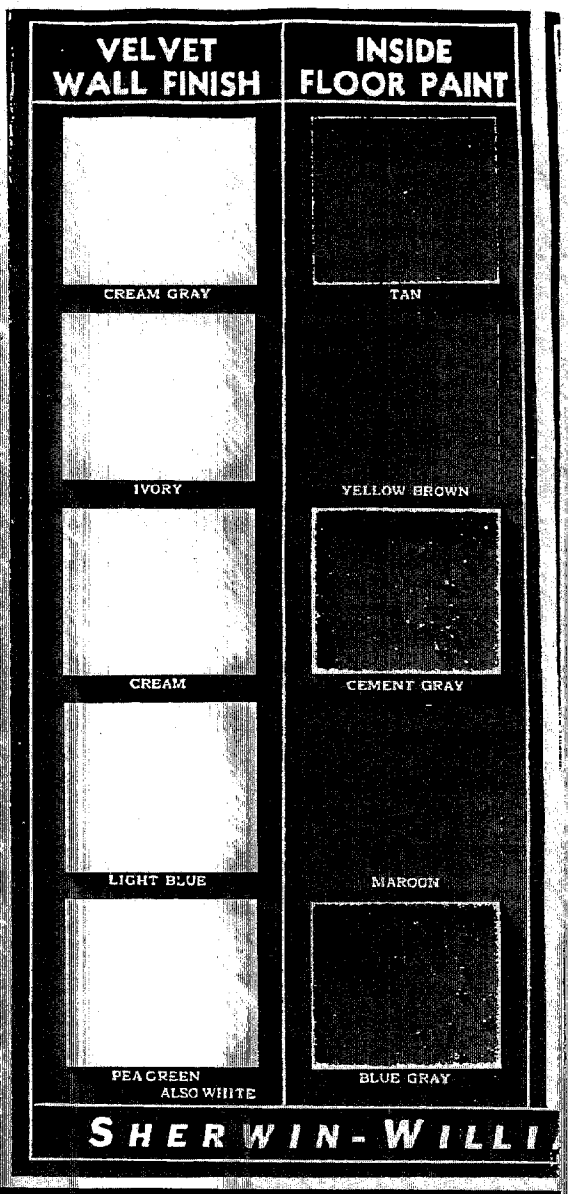

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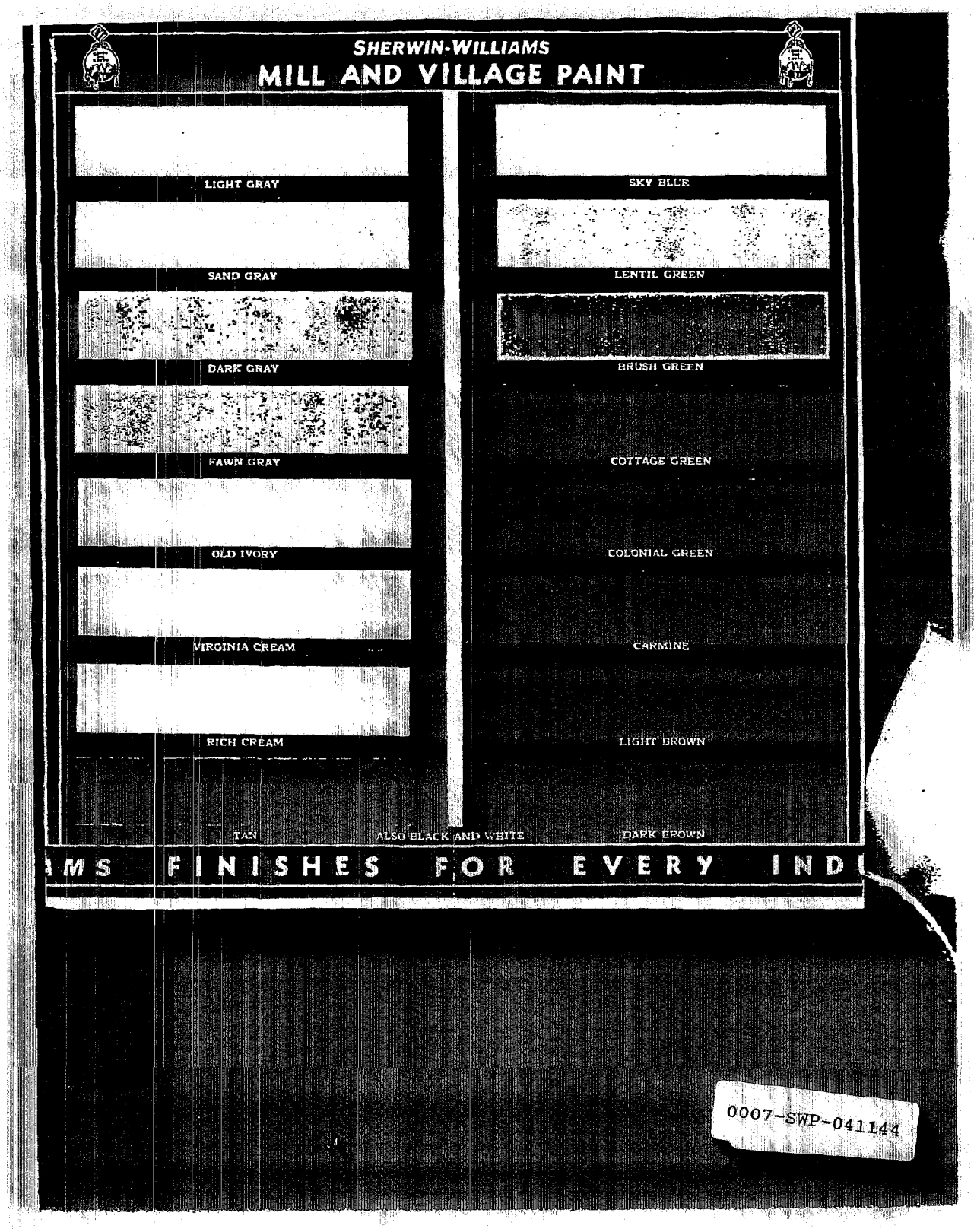
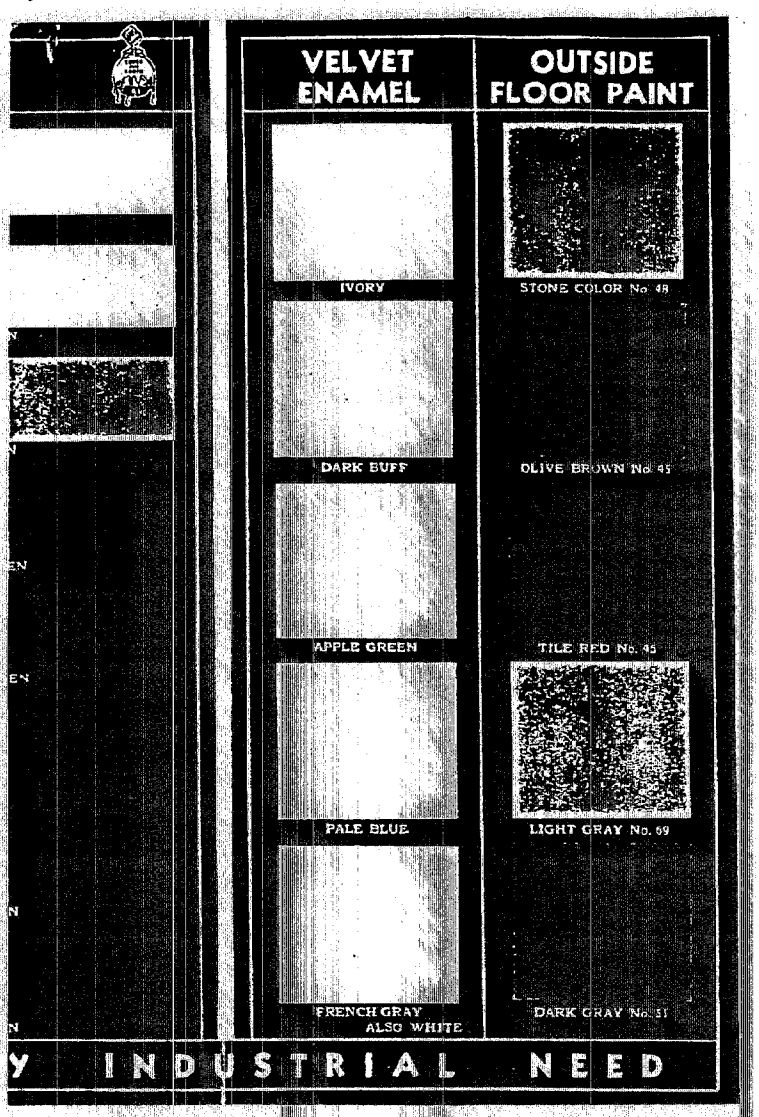

SHERWIN-WILLIAMS
MILL AND VILLAGE PAINT
LIGHT GRAY
SAND GRAY
DARK GRAY
FAWN GRAY
OLD IVORY
VIRGINIA CREAM
RICH CREAM
TAN
SKY BLUE
LENTIL GREEN
BRUSH GREEN
COTTAGE GREEN
COLONIAL GREEN
CARMINE
LIGHT BROWN
DARK BROWN
ALSO BLACK AND WHITE
MS FINISHES FOR EVERY IND
0007-SWP-041144



SHERWIN-WILLIAMS
SAVE-LITE

The Ideal Mill White for All Industrial Needs

Save-Lite is furnished in the following finishes:

Save-Lite Gloss White
Save-Lite Eg-Shel White
Save-Lite Flat White
Fume Resisting Savelite White
(Furnished in Flat, Eg-Shel and Gloss)
Save-Lite Super-Tech Enamel

Each Save-Lite product represents the highest development in its type and engineers preferring any one of these three degrees of gloss can use Save-Lite with the confidence that it will successfully handle working light in their plants most economically and effectively.

In the GLOSS, Save-Lite has the favor of many industrial engineers for its sheer beauty of finish and the superb quality of tile-like gloss which has none of the cheap glitter of the glossy white which reflects sharp images and spells "Glare." It is built on a vehicle of treated oil, not varnish and is a favorite with painters because of its ease of application and strong hiding power. Save-Lite Undercoater White is recommended where an undercoater is used.

In the EG-SHEL, Save-Lite earns our own recommendation because of the perfect diffusion of light and absence of reflected images and glare. Save-Lite EG-SHEL White requires no undercoater and covers solidly one coat sprayed over any paintable surface.

FUME-RESISTING Save-Lite is designed for use where the presence of sulphur, chlorine, ammonia and tobacco fumes make the use of the standard finish impracticable.

Save-Lite SUPER-TECH Enamel is a gloss white finish that is fume resisting for interior walls and ceilings. It is our very best recommendation for a finish to resist concentrated fumes of sulphur, chlorine and ammonia; also gasses and heat encountered in rubber plants, laundries, cotton mills and plants employing excessive steam in their Dye departments. Save-Lite Super-Tech Enamel, because of its extremely white pigment and vehicle combination, is able to retain its whiteness under extreme fumes much longer than any other product.

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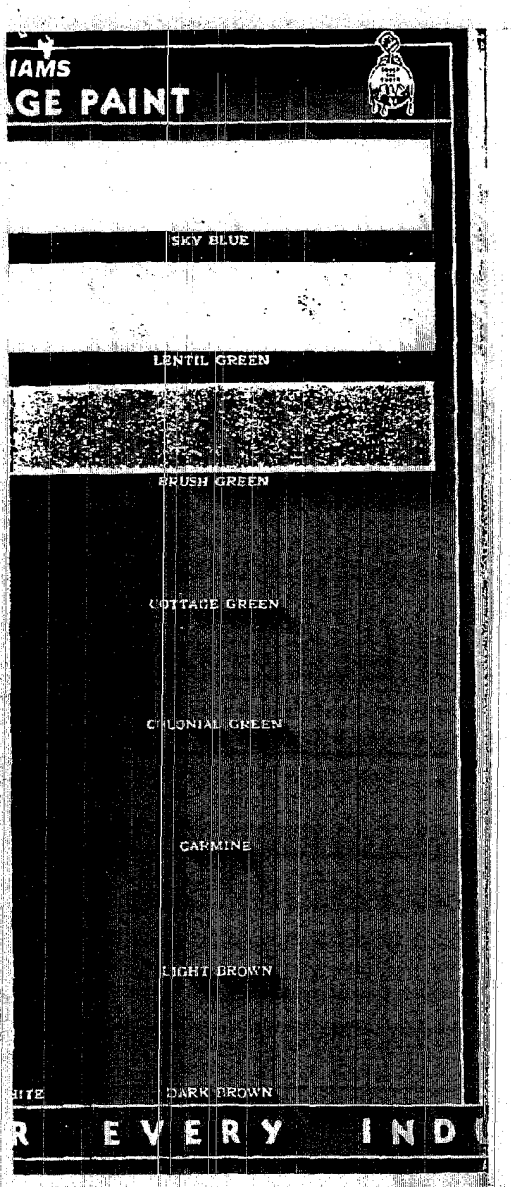

SHERWIN-WILLIAMS

MILL AND VILLAGE PAINT

Directions for Use

STIR THE PAINT THOROUGHLY

First Coat or Primer—Old and New Work.

Thin each gallon of Mill and Village Paint with
3 pints Raw Linseed Oil
1 pint Turpentine

Second Coat—Old and New Work.

To each gallon of Mill and Village Paint add from one pint to a quart of raw linseed oil.

HELPFUL SUGGESTIONS

1. Never paint a wet surface. The paint would be sure to peel. Also do not paint immediately following a rain or before the dew has dried off the surface.
2. Wash the surface with soap and water if it is greasy, dirty or sooty. Rinse thoroughly.
3. Burn off all cracked, peeling or scaly paint and clean off loose paint with a wire brush. Touch up all bare places as directed for the First Coat and let dry.

OUTSIDE FLOOR PAINT

Directions for Use

Make certain that the surface is clean and dry. Stir the paint thoroughly from the bottom of the can. Use a good bristle brush and apply in a thin even coat working the paint well into the pores of the wood.

Allow to dry hard before applying the second coat.

NEW WOOD—First Coat

Add pure turpentine in the proportion of one quart to the gallon of paint.
Second Coat—Apply the paint as it comes from the can. Brush out well.

OLD WORK

Remove all loose paint. Touch up all bare spots as directed for the First Coat. Let dry. Sandpaper all rough spots.

0007-SWP-041146

0007-SWP-000124539

Special Dry Color Lakes

PROPERTIES

No.	S-W Code No.	Name	Specific Gravity	Bulking Value	Price per Lb.*
1.	12111	Permanent Yellow	2.32	.05173	$ .20
2.	D 2558	Calumet Yellow	3.27	.03671	.30
3.	D 2566	Brilliant Orange	3.63	.03307	.20
4.	D 2576	Calumet Red Lt.	3.60	.03334	.20
5.	CP 744	Florentine Red	2.91	.03151	.33
6.	D 2578	Rose Magenta	4.19	.02865	.28
7.	D 2585	Calumet Red Dk.	3.90	.03078	.16
8.	D 2463	Permanent Green Lt.	2.57	.04671	.30
9.	D 2579	Permanent Green Med.	3.45	.03479	.20
10.	D 2584	Permanent Green Dk.	3.56	.03429	.35
11.	D 2577	Permanent Blue	4.24	.02931	.19
12.	D 2580	Regal Violet	4.31	.02786	.28

NON-TOXICITY—While we do not certify these colors, they are of a type generally considered non-toxic. Neither Lead nor Arsenic are used in their manufacture.

WATER-BLEED—All of the color lakes listed above have excellent resistance to water-bleed, except 5, which is rated good.

ALKALI RESISTANCE—The following are rated as having excellent alkali resistance: 1, 2, 8, 9, 10, and 11. The others are rated as having good resistance to alkali.

ACID RESISTANCE—All of the above colors have excellent resistance to acid, except Nos. 5 and 12, which are rated good.

LIGHT FASTNESS—All of the above colors, when brushed out at full strength will withstand 24 hours on the Fadeometer with little or no change except Nos. 2, 5, 8, and 12, which show a slight discoloration.

SUGGESTED USES—Uses for these colors might include the following: Kalsomines and Water Paints, Chalks, Crayons, Coated Papers, Artificial Leather, School Water Colors, and other industries which use Dry Color Lakes.

***PRICE**—The prices listed are for barrel quantities. Smaller quantities are sold at slightly higher prices. These prices are subject to change without notice.

NOTE—The information given above is based on carefully conducted tests, but does not carry any warranty, expressed or implied, either as to use of, or handling of, or as to the results obtained with these products.

THE SHERWIN-WILLIAMS COMPANY
Pigment, Chemical & Color Div.

0007-SWP-041147