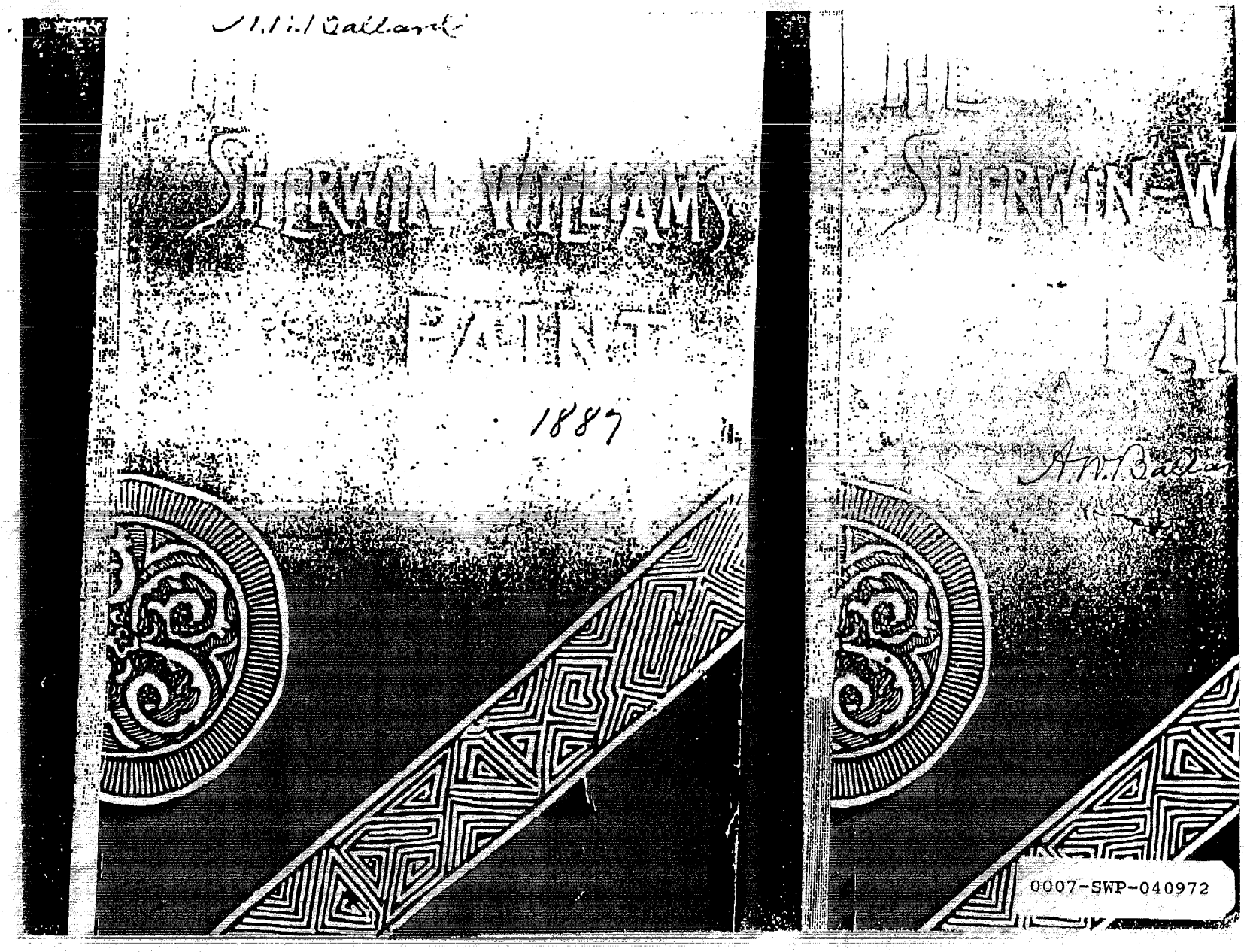


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IMPORTANT

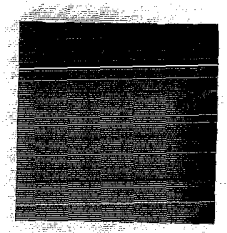
REGARDING THE USE OF PAINT.

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 the 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 moisture 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 all 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.



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the kind ever before produced. Made of pure materials, in correct proportions, and finely ground by specially adapted machinery, the preparation is the most perfect hitherto attained in the manufacture of paint.

IT is offered to the public on its merits, with the enthusiastic voluntary endorsement of thousands, including architects and master painters all over the country, who have used it.

MANUF'D ONLY BY

THE SHERWIN-WILLIAMS COMP'Y,

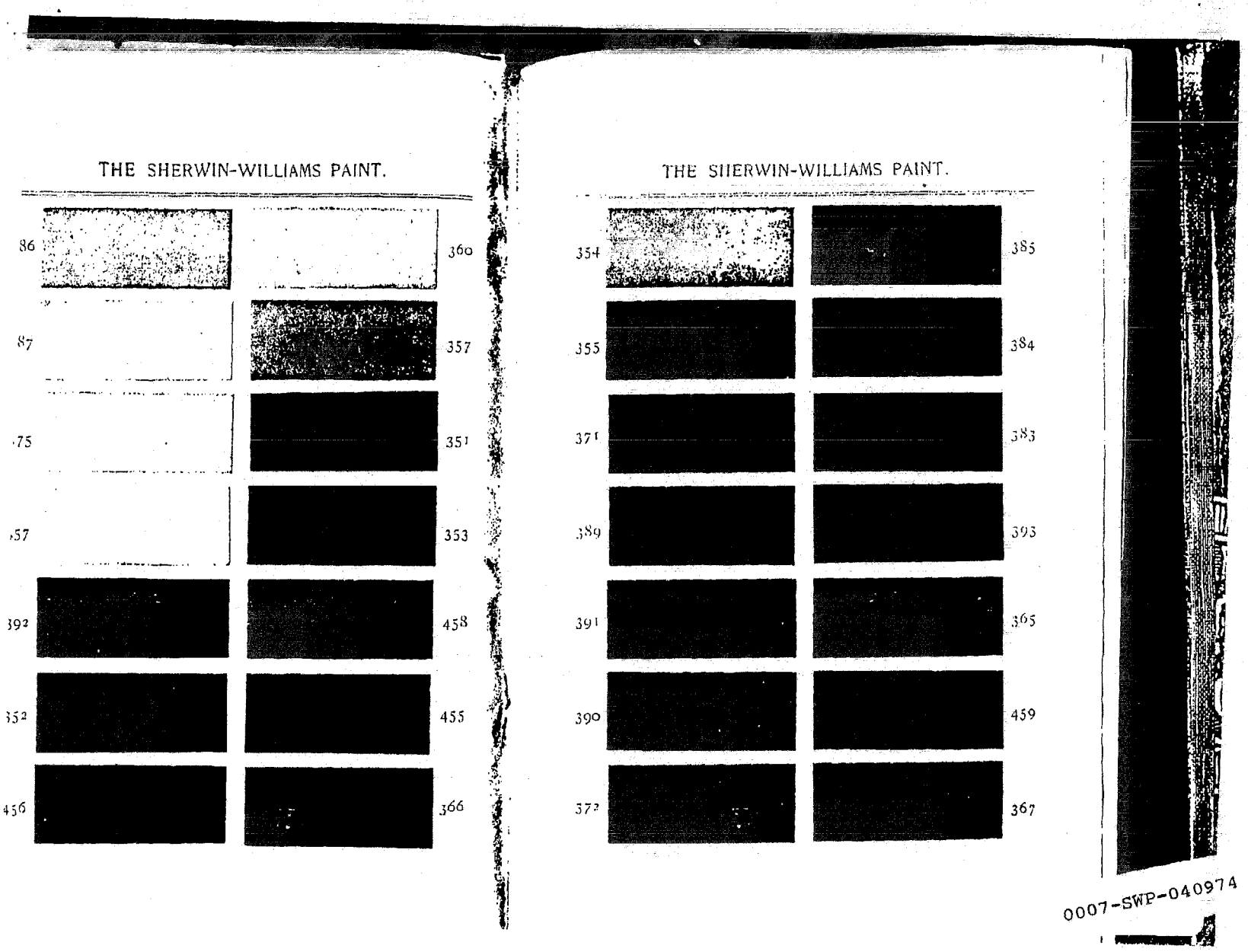
CLEVELAND,

CHICAGO,

NEW YORK.

0007-SWP-040973

0007-SWP-00012436



0007-SWP-040974

0007-SWP-000124365

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. An experienced practical painter can judge as to this.

Actual tests which have been made show that one gallon of THE SHERWIN-WILLIAMS PAINT will cover with two coats 300 square feet of smooth 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, but found on investigation that the variation from the quantity prescribed by the rule was due to one or more of the following causes:

1. *Mismeasurement.* There is danger of making mistakes in measuring the surface of a building to be painted, 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 for a job, from 12½ to 18¾ per cent. should be added to the simple surface dimensions, on account of the edges and slope to siding.

2. *Rough or Porous Surface.* This may be either brick or wood; in the latter case inferior new lumber or old weather-beaten surfaces, which the paint has long since ceased to properly protect.

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

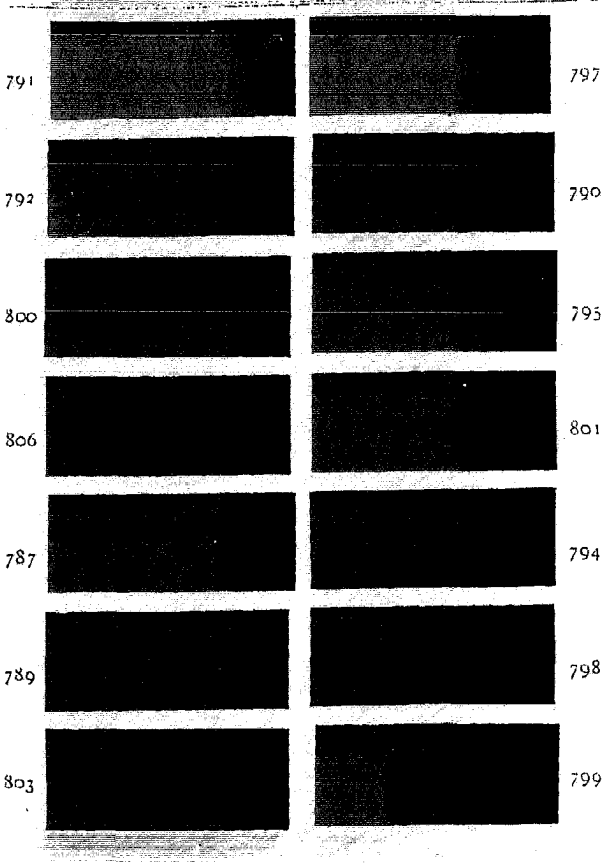
4. *Temperature.* Much more paint is used on a given surface in cold weather than in warm, because it is not so pliant and free working.

After having found the total number of square feet of surface to be painted, add 10 per cent. for waste and paint that will unavoidably be taken up in beads, edges, cracks, etc., where it cannot be thoroughly brushed out. Divide the total number of square feet by 300, and the result will give the number of gallons of THE SHERWIN-WILLIAMS PAINT to buy.

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 from 15 to 25 per cent. more than this, simply because The Sherwin-Williams Paint is properly made, and of proper materials, and therefore admits of being rubbed out under the brush like any good lead, zinc and oil paint, not requiring to be "flowed on," as the manufacturers of cheap paints direct their products to be used.

COLORS BY COMBINATION.

FOR EXPLANATOIN SEE OTHER SIDE OF THIS SHEET.



0007-SWP-040975

0007-SWP-000124366

COLORS BY COMBINATION.

For the convenience of people who wish to use this paint in other colors than those regularly made and kept in stock, we some time ago adopted what we term a "Combination System," which is simply a method of producing any tint or shade desired by mixing two or more of the regular colors in certain proportions. The system has been found wonderfully successful, any practical painter being able to vary the colors to suit the most fastidious taste, and to find scope for the display of any powers of originality he may possess.

On the other side of this sheet we show samples of certain colors produced by uniting regular colors in proportions named in the following list, this being only a few of the unlimited number of beautiful colors obtainable:

No. 791, 1 part 365 and 3 parts Gloss White.
No. 790, 1 part 372 and 1 part 354.
No. 797, 1 part 353 and 1 part Gloss White.
No. 792, 1 part 365 and 1 part Gloss White.
No. 799. 1 gallon 331, 1 gallon 353, 3½ quarts 365, 1½ pints Black.
No. 787, 1 part 365 and one part 367.
No. 803, 1 part 362 and 2½ parts Black
No. 798, 1 part 355 and 1 part 372.
No. 801, 2 parts 365 and 3½ parts 372.
No. 794, 1 part 371 and 1 part 372.
No. 800, 2 gallons 365 and 3 pints 367.
No. 795, 1 part 371 and 1¼ parts 355.
No. 789, 1 part 366 and 1 part 365.
No. 806, 3 parts 365, 1 part 367 and ¼ part Gloss White.

THE GUARANTEE SUBJECT.

SINCE some 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 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 suddenly 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 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 facts, when made known, will prove all that we desire.

0007-SWP-040976

0007-SWP-000124367