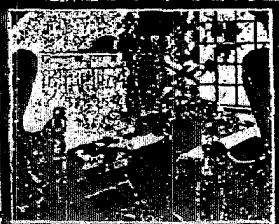


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frequent color effects—Sky Blue, Willow Green, Tan, Chinese Red, Royal Purple, etc.—without effects without color. All colors fast. Material flows into any furniture, woodwork, plastered walls and ceiling, etc., and dries very durable. Specimens of the new fluorescent painting can be



Least needed for the job because S.W.T. covers more surface than cheap paint — 300 square feet to the gallon, two coats. It spreads easily, saving time and labor. It does not crack, peel, chip or "calk." It is a top job lead and zinc paint made of the highest quality ordinary color base. **Decorative**

Write to our Decorative Studio for the exact specifications of the decoration of the breakfast room shown above.



Give us your name and address and receive, entirely free, a very special set brochure for lovers of beautiful homes. Lovely interiors and exteriors in color. Samples of many popular shades—each a correct Sherwin-Williams product, as specified on the Household Pairing Card. Send the coupon today, to the Sherwin-Williams Co., Dept. C, 605 Canal Road, Cleveland, Ohio.

NAME _____

The Sherwin-Williams Co., largest paint and varnish makers in the world, Dept. C, 601 Canal Road, Cleveland, Ohio.

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

6. 3. 1978

0007-SWP-041225

N29033

DIRECTIONS FOR USE

NEW WOOD—Outside.

First Coat or Primer—For very soft wood or old weathered lumber, add one gallon pure raw linseed oil and one quart pure turpentine to each gallon of SWP.

For resinous woods, such as yellow pine or cypress, add two quarts turpentine and one quart raw linseed oil to each gallon of SWP.

Second Coat—For soft woods, add one pint of pure turpentine to each gallon of SWP.

For hard woods, yellow pine, etc., add one quart of turpentine to each gallon of SWP.

Third Coat—To each gallon of SWP a pint or a quart of pure raw linseed oil may be added.

OLD WOOD—Outside.

Before SWP is applied over a previously painted surface, these precautions should be taken:

1. See that the surface is free from grease, dirt and soot. Wash with soap and water if necessary—rinse thoroughly.

2. See that the surface is perfectly dry.

3. If the surface is in good condition for repainting, apply SWP as directed for second and third coats on new wood.

4. If the old paint is peeling, scaling or cracking, burn off all the old paint or scrape and clean off all loose paint with a stiff wire brush. Then follow directions for first coat on new wood for all bare spots and second and third coats on balance of surface.

OLD LUMBER WHICH HAS NEVER BEEN PAINTED—Lumber exposed to the weather for years without the protection of paint is not only dry, but porous, so that special attention must be given to the first coat.

First Coat—Thin SWP bulk for bulk with raw linseed oil and add a pint to a quart of pure turpentine to each gallon of paint and follow with second and third coats as directed for new wood.

HOW TO GET GOOD RESULTS

1. See that the surface is perfectly dry.
2. See that all pitted surfaces are properly treated either by burning or by scaling with good Orange Shellac.
3. All knots should be carefully sealed.
4. Make sure that the paint is mixed and stirred thoroughly before using.
5. Putty all holes and fill cracks after priming coat has been applied.
6. Do not use oil as a primer.
7. The only pure raw linseed oil when oil is necessary and never use boiled oil in any primers or for thinning SWP.
8. Do not paint in frosty weather or over a too glossy surface.
9. Whenever possible, employ a good practical painter.
10. In damp, swampy localities avoid mildew trouble by using more turpentine and less linseed oil in thinning.

QUANTITY OF SWP REQUIRED

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 secures the square feet of siding. Divide this number by 360 (the number of square feet SWP covers two coats to the gallon on the average surface). The number secured will give approximately the number of gallons of SWP to be used for the body.

To secure amount required for trimming cornice, porch pillars, etc., take from one-eighth to one-fifth the quantity required for body—one-eighth if there is average trimming, and one-fifth when a house has an unusual amount of heavy trim, pillars, cornices, etc.

For porch ceilings, floors, etc., ascertain the square feet by multiplying the length by the breadth and divide that number by 360.

THE SELECTION OF COLORS

The colors shown on the color card can be satisfactorily employed for the painting of the body of the house or building, and can be suitably trimmed with those colors listed under "Suitable Trimmers." Three different combinations have been arranged for each body color but other combinations are possible, the selection depending greatly upon the owner's preference, the style of construction, and the color treatments of nearby buildings.

If none of the trimmers appeal to the house owner, or if there is any doubt as to the proper selection of a body color, expert advice upon just such questions as these will be given free of charge upon request. Address the Decorative Department, The Sherwin-Williams Co., 601 Canal Road, Cleveland, Ohio. A complete description of the house and surroundings, a photograph or blueprint with other information which can be furnished, will be of service to the department in submitting you a combination of suitable colors. Suitable interior recommendations will also be made.

HOW TO MIX SWP PROPERLY

1. Shake the package violently.
2. Cut out the whole top.
3. Pour off into another package most of the liquid that has raised above the pigment.
4. Stir the pigment and remaining oil with a smooth, wide paddle until the mass is smooth and entirely uniform throughout.
5. Begin returning the surplus oil, a little at a time, until all has been added, stirring constantly.
6. Then pour the paint back and forth from one pail to another from six to ten times, each time leaving about one-quarter of the paint in the pail which is being emptied.

WHY GOOD PREPARED PAINT IS BEST

All good prepared paints contain lead, zinc and oil. Zinc is used in the form of oxide of zinc, and lead as sulphate of lead and carbonate of lead. Years of experimenting have demonstrated that carbonate of lead (white lead) alone, when used with zinc, does not give the highest degree of efficiency, but, when the right proportion of sulphate of lead is added, the combination is ideal.

The proportions in which the necessary pigments, oxide of zinc, carbonate of lead and sulphate of lead, are used, are important. When combined in incorrect proportions, the paint will be far from satisfactory. It should therefore be borne in mind that the mere fact that a paint contains white lead and zinc, does not necessarily mean that the paint is good. The form in which the lead is used, and the correct proportions, are most essential. Paint knowledge, skill and business integrity are just as important in the making of really good paint as are the sulphate of lead, carbonate of lead, oxide of zinc and pure linseed oil, even when used in the proper proportions.

The white base of SWP used in making the various shades, is a correct combination of oxide of zinc, sulphate of lead, carbonate of lead, pure linseed oil, and the necessary drier and turpentine. These materials are intelligently and honestly handled so as to give the maximum paint value in each can and each color.

S-W WHITES

SWP OUTSIDE GLOSS WHITE—This paint is the most durable and economical white paint for general use on all exposed surfaces.

SWP INSIDE VARNISH WHITE—For inside work where a varnish white finish is desired. Apply over a solid ground of SWP Flat White. SWP Inside Varnish White dries better, wears more freely and is more economical to use than the varnish whites under various names, generally found on the market.

SWP FLAT WHITE—A foundation for SWP Inside Varnish White. Colors Gloss White or other shades—or for finishing without a gloss. Use as many coats as required to produce desired whiteness. This can also be used for exterior work where a flat finish is desired.

SWP CHINA GLOSS WHITE—A satisfactory finish for interior only where economy is of the first importance. SWP China Gloss White is flower drying and not quite so white as SWP Inside Varnish White. It gives a washable and durable finish.

LIST OF SHERWIN-WILLIAMS PRODUCTS

- For Bauldings, Outside and Inside
Shedding Paint—Prepared (SWP).
Rescue—A washable varnish.
- For Staining Shingles
Preservative Stain—Made with creosote.
 For Barrels, Keels, Pumps, etc.
Commonwealth Barrels Paint (Red and Gray).
Commonwealth Paint—For carpenter's, fence, etc.
- For Floors
Phonol—A classic black paint for roofs.
Liquid Roof Cement—Adheres to roof cement, black red and green.
Elmire Roof Cement—White asbestos fibre roof cement in black, red and green.
Red and White Paint—Five scannable colors.
Gravel—A high grade wood preservative.
- For Interiors, Walls, etc.
Expanded or Old Dutch Enamel.
Blue-Tint—A washable flat wall paint.
Fancy Paint—A durable oil paint.
- For Floors
Portland Cement Paint—Resists wear and weather.
Blue-Tint—A washable stain for all purposes.
Inside Floor Paint—The standard finish.
Stone—The water-resistant floor finish.
Parquet Wax—For protecting a wax finish.
Floor Wax—Cleans and polishes hardwood floor.
Crack and Seam Filler—For filling unsightly cracks.
- For Cupboards, Buckboards, Shelving, etc.
Family Paint—A durable oil paint.
- For Chairs, Tables, Decorating, Woodwork, etc.
Old Dutch Enamel—For the elegant enamel colors.
Emulsion—A complete line of beautiful colors.
Flu-Lac—A varnish stain.
Stain—A water-resistant varnish for woodwork and furniture.
Rescue—King of all Spar Varnishes.
- For Polishing Planks, Furniture, etc.
Parquet Wax—Cleans and polishes in one operation.
- For Pumps and Lawn Furniture
Emulsion—A complete line of beautiful colors.
- For Radiators, Stoves, Pictures, Frames, etc.
Parquet Wax—Cleans and polishes in one operation.
Old Paint—For a gold finish.
Stone-Pipe and Iron Enamel.
 For Autos, Buggies, Boats, etc.
Auto Enamel.
Auto Top Dressing.
- For Re-Coloring Straw Hats
Red Bricks.
- For all kinds of Varnishing
 Sherwin-Williams Varnishes.
- For Removing Old Paint and Varnishes
Scrub.
- For General Cleaning
Flu-Lac—A 100% pure linseed oil soap.
Blue-Tint—Liquid metal polish.
- Disinfectants
Phenol—A powerful Stock Dip and Disinfectant.
Oxydine—Color of the Southern pine.
Blue-Tint—A safe and reliable fly repellent for chickens.
- Insecticides
 We manufacture a complete line of spraying materials for orchard and garden.



THE SHERWIN-WILLIAMS CO.
 ADMINISTRATION OFFICES AND FACTORY
 CLEVELAND, OHIO
 OFFICES, REPRESENTS AND SUBSIDIARIES IN
 MUNICIPALITIES

SHERWIN-WILLIAMS PAINT, PREPARED

The man who buys the raw materials and prepares a paint himself, cannot possibly make a paint equal to SWP. It is a case of hand work against mechanical efficiency; human guesswork against exact scientific formulae; hand-stirring against fine machine grinding. It is taking chances on the quality of the raw materials against the certainty of the scientific laboratory.

In the manufacture of SWP we spare neither skilled workmanship nor the quality of the materials used in making it the finest possible. Our unusual facilities and paint knowledge, gained from over 50 years of experience, enables us to manufacture a paint of greatest covering capacity, greatest durability, and therefore greatest economy.

SWP is prepared ready for use in a consistency as heavy as is ever required. Instructions for its application should be carefully followed in order to secure good results.

SWP, A PREPARED PAINT FOR BUILDINGS, OUTSIDE AND INSIDE.			MADE BY THE LARGEST PAINT AND VARNISH		
Soluble Tintings			Soluble Tintings		
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Colors marked thus ★ also Outside Gloss White, China Gloss White, Flat White and Inside Varnish White, are higher in price than others in this folder. SWP is also made in Black No. 69.