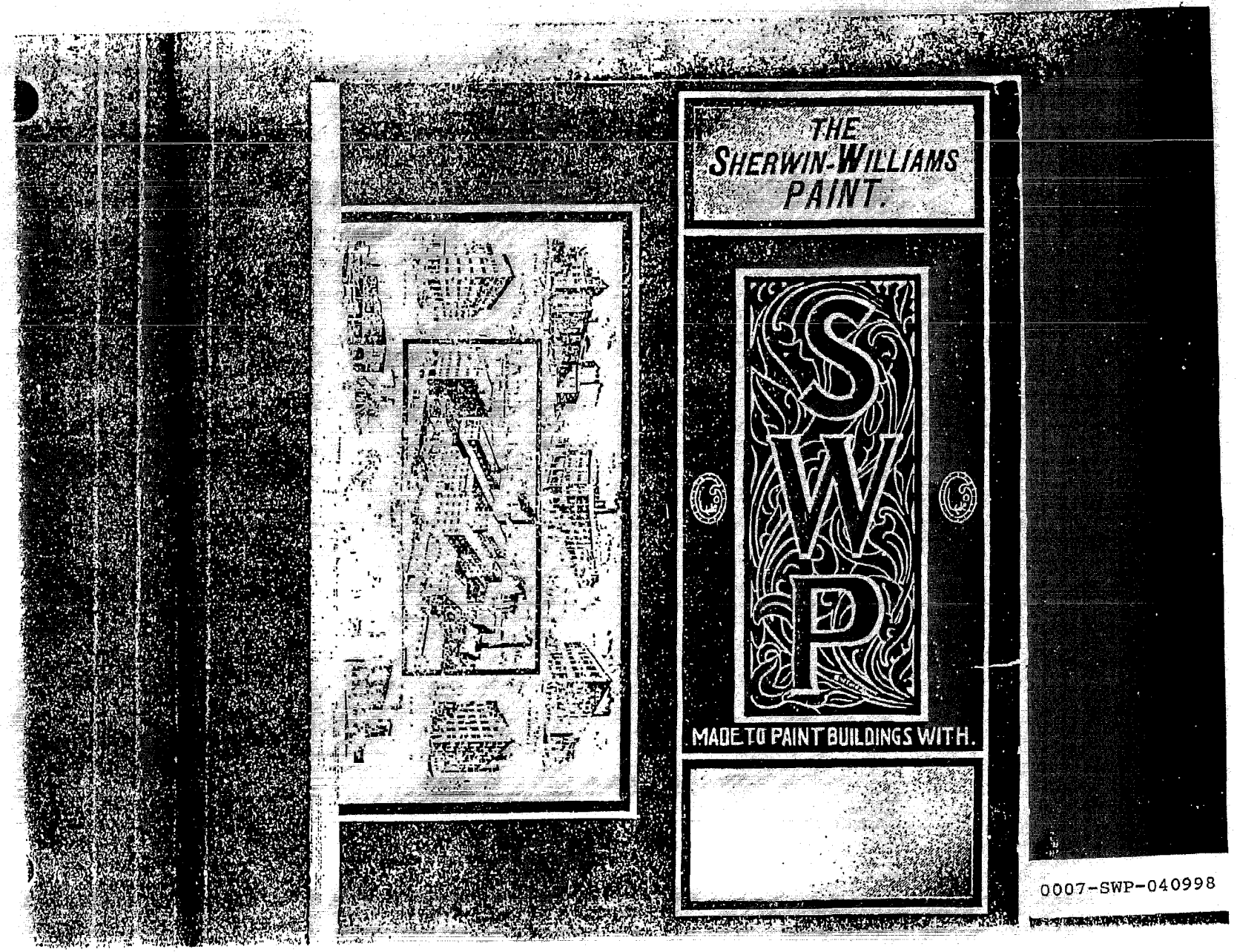

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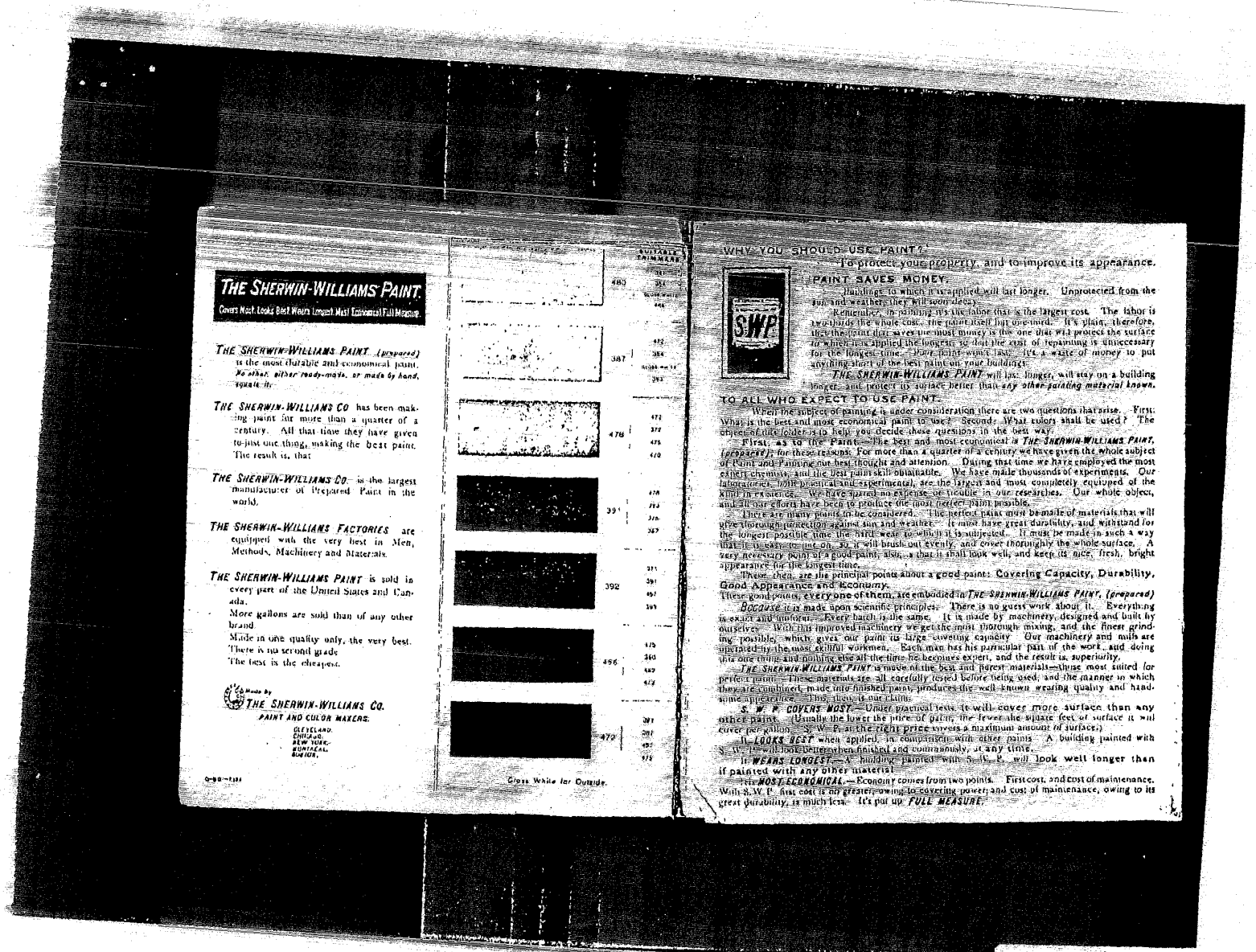

THE SHERWIN-WILLIAMS PAINT

Covers Most. Looks Best. Wears Longest. Most Economical Full Measure.

THE SHERWIN-WILLIAMS PAINT *(prepared)* is the most durable and economical paint. *No other, either ready-made, or made by hand, equals it.*

THE SHERWIN-WILLIAMS CO has been making paint for more than a quarter of a century. All that time they have given to just one thing, making the best paint. The result is, that

THE SHERWIN-WILLIAMS CO. is the largest manufacturer of Prepared Paint in the world.

THE SHERWIN-WILLIAMS FACTORIES are equipped with the very best in Men, Methods, Machinery and Materials.

THE SHERWIN-WILLIAMS PAINT is sold in every part of the United States and Canada.

More gallons are sold than of any other brand.

Made in one quality only, the very best.

There is no second grade.

The best is the cheapest.

Made by
THE SHERWIN-WILLIAMS CO.
PAINT AND COLOR MAKERS.
CLEVELAND.
CHICAGO.
NEW YORK.
MONTREAL.
BOSTON.

Q-90—1121

SUITABLE SHADES

480 | 381 | 446
387 | 472 | 384 | 446 | 393
478 | 472 | 372 | 475 | 470
391 | 470 | 373 | 367
392 | 371 | 391 | 457 | 369
456 | 475 | 360 | 449 | 473
472 | 391 | 457 | 473

Cross White for Outside.

WHY YOU SHOULD USE PAINT?

To protect your property, and to improve its appearance.

PAINT SAVES MONEY.

Buildings to which it is applied will last longer. Unprotected from the sun and weather, they will soon decay.

Remember, in painting it's the labor that is the largest cost. The labor is two-thirds the whole cost, the paint itself but one-third. It's plain, therefore, that the paint that saves the most money is the one that will protect the surface to which it is applied the longest, so that the cost of repainting is unnecessary for the longest time. Poor paint won't last. It's a waste of money to put anything short of the best paint on your buildings.

THE SHERWIN-WILLIAMS PAINT will last longer, will stay on a building longer, and protect its surface better than *any other painting material known.*

TO ALL WHO EXPECT TO USE PAINT.

When the subject of painting is under consideration there are two questions that arise. First: What is the best and most economical paint to use? Second: What colors shall be used? The object of this folder is to help you decide these questions in the best way.

First, as to the Paint.—The best and most economical is *THE SHERWIN-WILLIAMS PAINT, (prepared)* for these reasons: For more than a quarter of a century we have given the whole subject of Paint and Painting our best thought and attention. During that time we have employed the most expert chemists, and the best paint skill obtainable. We have made thousands of experiments. Our laboratories, both practical and experimental, are the largest and most completely equipped of the kind in existence. We have spared no expense or trouble in our researches. Our whole object, and all our efforts have been to produce the most *perfect* paint possible.

There are many points to be considered. The perfect paint must be made of materials that will give thorough protection against sun and weather. It must have great durability, and withstand for the longest possible time the hard wear to which it is subjected. It must be made in such a way that it is easy to put on, so it will brush out evenly, and cover thoroughly the whole surface. A very necessary point of a good paint, also, is that it shall look well, and keep its nice, fresh, bright appearance for the longest time.

These, then, are the principal points about a good paint: **Covering Capacity, Durability, Good Appearance and Economy.**

These good points, every one of them, are embodied in *THE SHERWIN-WILLIAMS PAINT, (prepared)*

Because it is made upon scientific principles. There is no guess work about it. Everything is exact and uniform. Every batch is the same. It is made by machinery, designed and built by ourselves. With this improved machinery we get the most thorough mixing, and the finest grinding possible, which gives our paint its large covering capacity. Our machinery and mills are operated by the most skillful workmen. Each man has his particular part of the work, and doing this one thing and nothing else all the time he becomes expert, and the result is, superiority.

THE SHERWIN-WILLIAMS PAINT is made of the best and purest materials—those most suited for perfect paint. These materials are all carefully tested before being used, and the manner in which they are combined, made into finished paint, produces the well-known wearing quality and handsome appearance. This, then, is our claim.

S. W. P. COVERS MOST.—Under practical tests it will cover more surface than any other paint. (Usually the lower the price of paint, the fewer the square feet of surface it will cover per gallon. S. W. P. at the *right price* covers a maximum amount of surface.)

It *LOOKS BEST* when applied, in comparison with other paints. A building painted with S. W. P. will look better when finished and continuously, at any time.

It *WEARS LONGEST.*—A building painted with S. W. P. will look well longer than if painted with any other material.

It is *MOST ECONOMICAL.*—Economy comes from two points. First cost, and cost of maintenance. With S. W. P. first cost is no greater, owing to covering power, and cost of maintenance, owing to its great durability, is much less. It's put up *FULL MEASURE.*

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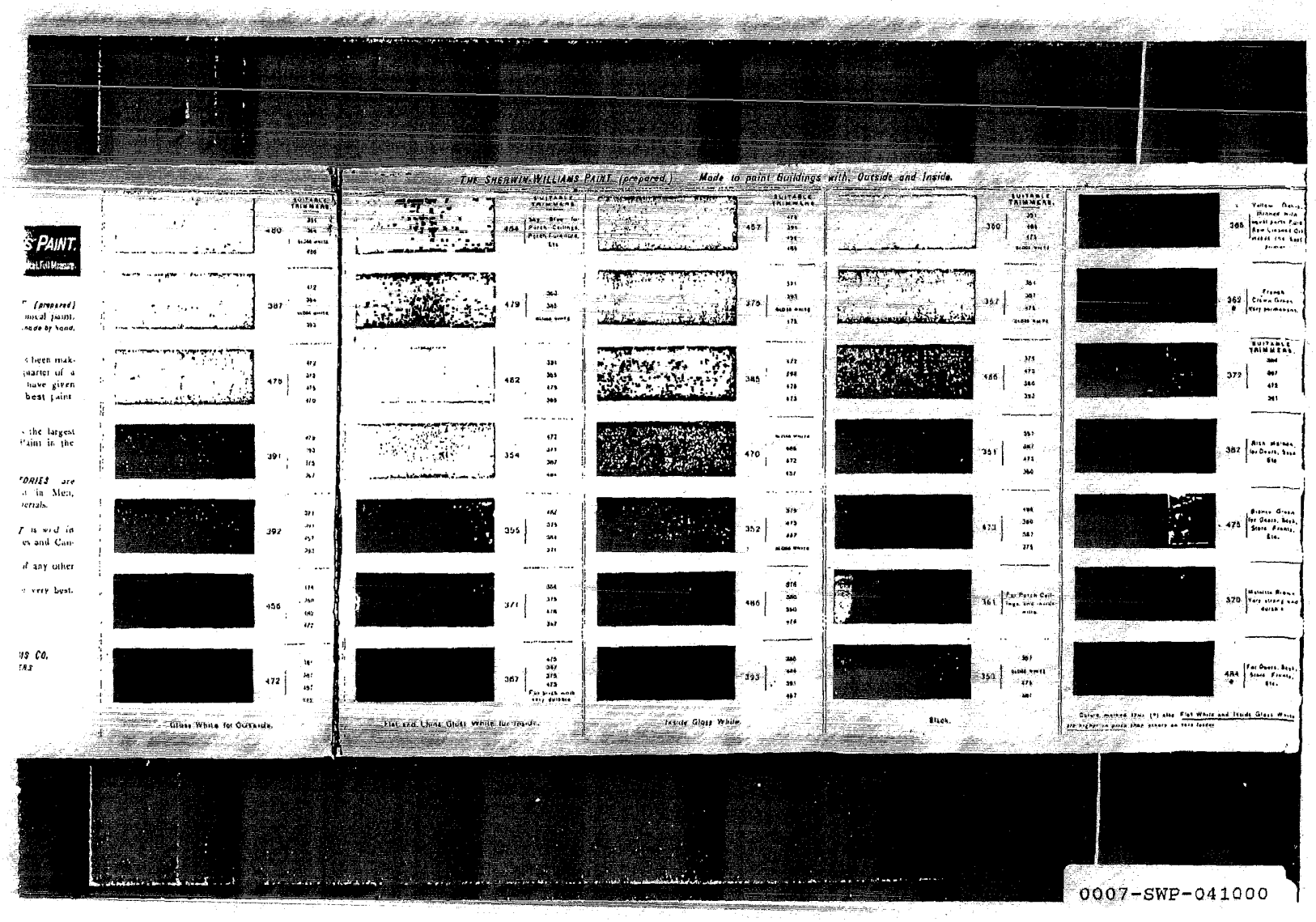

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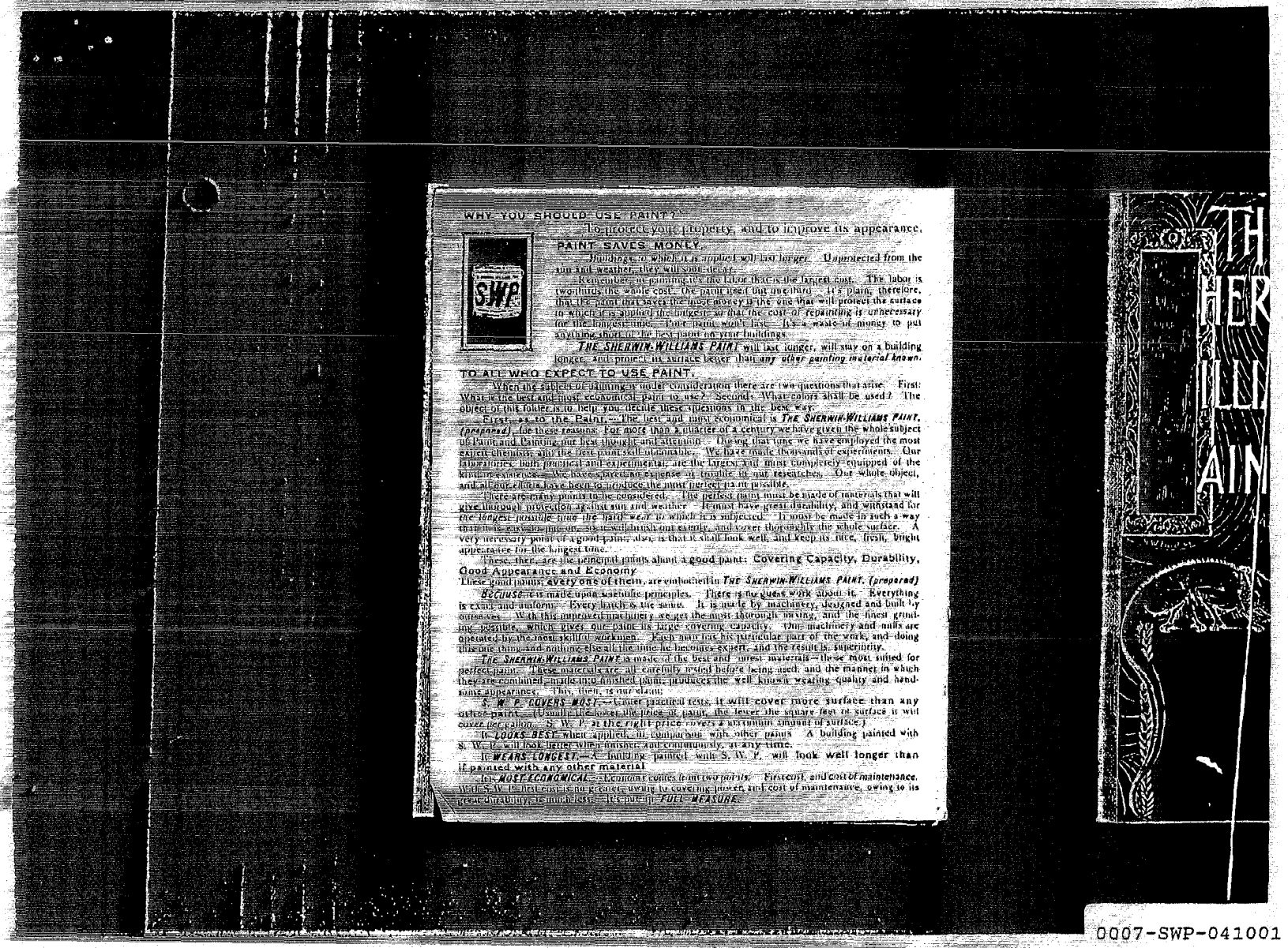

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There are many points to be considered. The perfect paint must be made of materials that will give through protection against sun and weather. It must have great durability, and withstand for the longest possible time the hard wear to which it is subjected. It must be made in such a way that it will spread easily, as well as well, brush out evenly, and cover thoroughly the whole surface. A very necessary point of a good paint, also, is that it shall look well, and keep its nice, fresh, bright appearance for the longest time.

These, then, are the principal points about a good paint: Covering Capacity, Durability, Good Appearance and Economy.

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It is MOST ECONOMICAL.—Economy comes in two parts. First cost, and cost of maintenance. With S. W. P. first cost is no greater, owing to covering power, and cost of maintenance, owing to its great durability, is much less. It's pure in FULL MEASURE.

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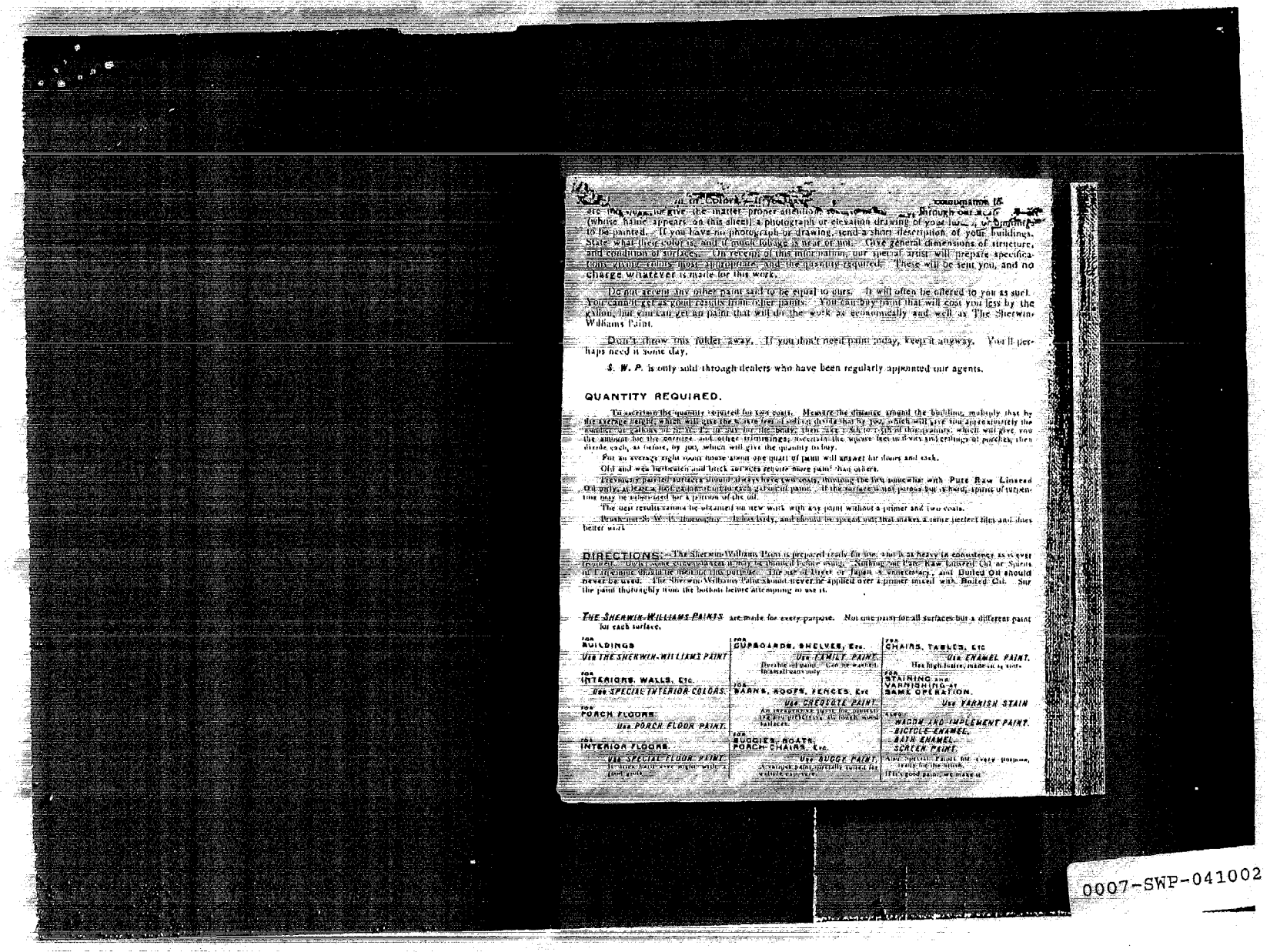

...in Colors...

...combination to...

...are ...to give the matter proper attention ...Through our ... (white blank appears on this sheet) a photograph or elevation drawing of your ... is to be painted. If you have no photograph or drawing, send a short description of your buildings. State what their color is, and if much foliage is near or not. Give general dimensions of structure, and condition of surfaces. On receipt of this information, our special artist will prepare specifications giving colors most appropriate, and the quantity required. These will be sent you, and no charge whatever is made for this work.

Do not accept any other paint said to be equal to ours. It will often be offered to you as such. You cannot get as good results from other paints. You can buy paint that will cost you less by the gallon, but you can get no paint that will do the work as economically and well as The Sherwin-Williams Paint.

Don't throw this folder away. If you don't need paint today, keep it anyway. You'll perhaps need it some day.

S. W. P. is only sold through dealers who have been regularly appointed our agents.

QUANTITY REQUIRED.

To ascertain the quantity required for two coats. Measure the distance around the building, multiply that by the average height, which will give the square feet of surface inside that by two, which will give you approximately the number of gallons of paint to use. To this add for the body, three sides of the gables, which will give you the amount for the cornice, and other trimmings, ascertain the square feet in doors and ceilings of porches, then divide each, as before, by two, which will give the quantity to buy.

For an average eight room house about one quart of paint will answer for doors and sash.

Old and well seasoned brick surfaces require more paint than others.

Previously painted surfaces should always have two coats, mixing the first somewhat with Pure Raw Linseed Oil unless at least a half gallon of paint to each gallon of paint. If the surface is not porous but is hard, spirits of turpentine may be substituted for a portion of the oil.

The best results cannot be obtained on new work with any paint without a primer and two coats.

Brush marks *S. W. P.* thoroughly. It dries fairly, and should be spread out that makes a more perfect film and does better work.

DIRECTIONS.—The Sherwin-Williams Paints is prepared ready for use, and is of heavy consistency as it ever requires. Only enough ever should be mixed before using. Nothing but Pure Raw Linseed Oil or Spirits of Turpentine should be used for this purpose. The use of Dryer or Japan is unnecessary, and Boiled Oil should never be used. The Sherwin-Williams Paint should never be applied over a primer mixed with Boiled Oil. Stir the paint thoroughly from the bottom before attempting to use it.

THE SHERWIN-WILLIAMS PAINTS are made for every purpose. Not one paint for all surfaces but a different paint for each surface.

FOR BUILDINGS — *Use THE SHERWIN-WILLIAMS PAINT*	FOR CUPOLAS, SHELVES, Etc. — *Use FAMILY PAINT.* Durable oil paint. Can be washed. Intended for use indoors only	FOR CHAIRS, TABLES, Etc. — *Use ENAMEL PAINT.* Has high lustre, made in all colors.
FOR INTERIORS, WALLS, Etc. — *Use SPECIAL INTERIOR COLORS.*	FOR BARNS, ROOFS, FENCES, Etc. — *Use CREOSOTE PAINT.* An inexpensive paint for general use on outbuildings, or rough wood surfaces.	FOR STAINING and VARNISHING AT SAME OPERATION. — *Use VARNISH STAIN*
FOR PORCH FLOORS. — *Use PORCH FLOOR PAINT.*		FOR *WAGON AND IMPLEMENT PAINT. BICYCLE ENAMEL. BATH ENAMEL. SCREEN PAINT.*
FOR INTERIOR FLOORS. — *Use SPECIAL FLOOR PAINT.* Will stand hard wear when used with a good gloss.	FOR BUGGIES, BOATS, PORCH CHAIRS, Etc. — *Use BUGGY PAINT.* A vehicle paint, specially suited for outside exposure.	A special Paint for every purpose, ready for the brush. If it's good paint, we make it.

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