

SWP



Any one who uses, or ought to use
Paints and Varnishes, should remember we
are agents for

SHERWIN-WILLIAMS
PAINTS AND VARNISHES

Three letters—SWP—on a can of Sherwin-Williams Paint distinguishes it from cans of ordinary paint. It has all the spreading, covering and protecting powers, and all the durability that thorough grinding and mixing can give to paint. For fifty years this line has been the world's leader—that's why we chose it. We are leaders in style, workmanship and quality of products we sell; that's why Sherwin-Williams chose us as their agents. A pretty good reason why you should buy from

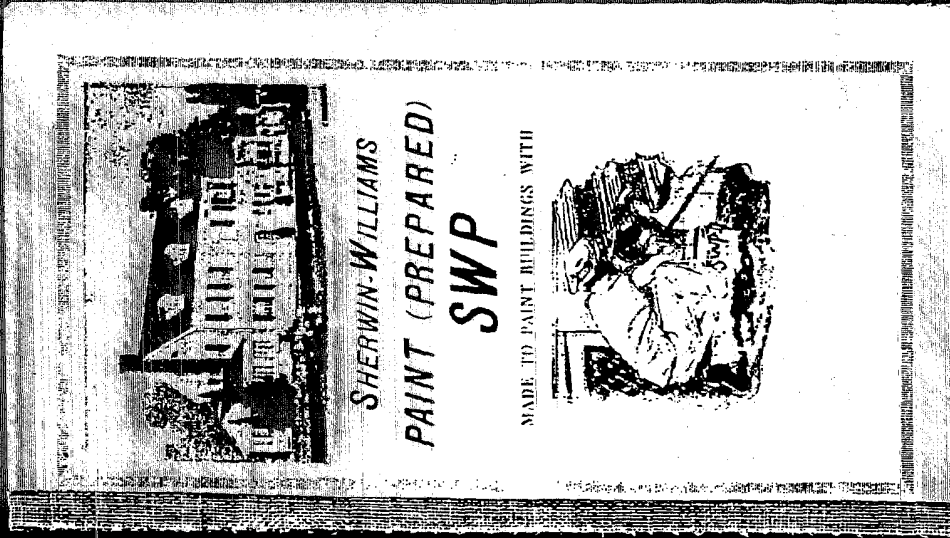
Matlack, Kern & Co.

203 Market Street Philadelphia, Pa.

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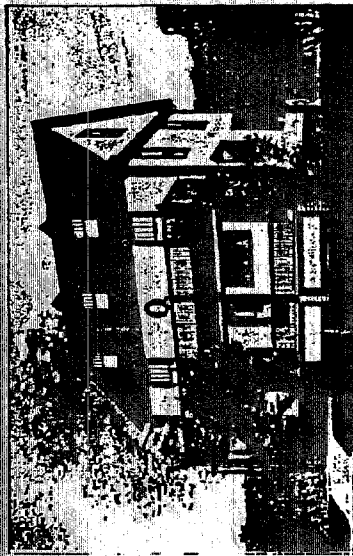


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Body—SWP 402. Trimming—SWP 401. Sash—SWP 401. Porch—SWP 401. Roof and Deck—SWP 401.



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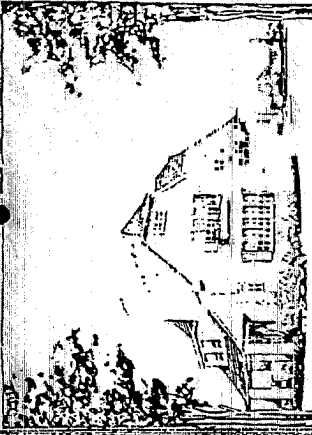
In buying paint you must not figure the cost at so much per gallon but at so much per year for the number of years' service that it will give.

The old-fashioned hand-mixed lead and oil when prepared by an experienced painter makes a fairly good paint, but it is not so good as a high-grade Prepared Paint such as Sherwin-Williams Paint. Here are the reasons: In the first place, hand-mixed paint is mixed by rule of thumb. There is no invariable scientific formula used. It is mixed in the bucket with a paddle so that the ingredients cannot be incorporated, therefore, it will not cover as much surface nor

give as impervious a paint film as a high-grade machine-made paint. The materials entering into it are used without any absolute guarantee as to their purity.

On the other hand, Sherwin-Williams Paint, Prepared, is the result of over forty-five years' experience in paint-testing and paint-making. It comes to the consumer ready to use, and he knows absolutely that every package contains a paint which is right in every respect.

If you want the best kind of painting job, ask your painter to use Sherwin-Williams Paint, Prepared.



SHERWIN-WILLIAMS
SWP

A PAINT
PREPARED
FOR
DURABLE
EXTERIOR
USES

MAY	1916
S	1
M	2
T	3
W	4
T	5
F	6
S	7
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4	11
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7	14
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18	25
19	26
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21	28
22	29
23	30
24	31



THE SHERWIN-WILLIAMS PAINT
PERMANENT
ON WALLS
363
SHERWIN-WILLIAMS CO.
MADE IN U.S.A.

0007-SWP-040800

SHERWIN-WILLIAMS PAINT, PREPARED
EXTERIOR

NEW LAMBER

Paint all exterior woodwork with three coats of Sherwin-Williams' Paint. Prepared in color as directed. The paint should be thinned for use with pure raw linseed oil and pure spirits turpentine, as follows:

For white pine, poplar, spruce, fir, gum selected, railroad California cedar and white selected, use as first coat. Sifts thinned with one gallon pure raw linseed oil and a tin of pure turpentine in each gallon of paint; for second coat use Sifts with one pint of pure turpentine in each gallon of paint; for third and last coat, make the paint just as comes from the barrel, except very dark colors, in which case use less oil and more turpentine should be used (in the priming coat).

For hemlock,ypress, Washington cedar, red cedar, hard pine (Georgia, Norway and Southern), use as first coat, S-V-P thinned with one-half gallon pure spirits turpentine and one-half gallon flaked oil to each gallon of paint; as second coat, use one-quarter gallon pure spirits turpentine to each gallon paint; for third coat, simply paint as it comes from the can.

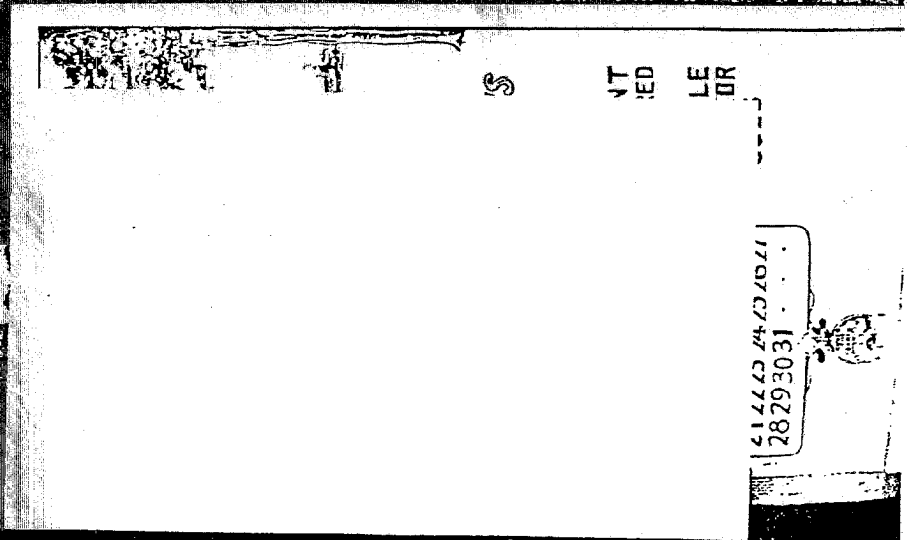
OLD LUMBER

In painting, all exterior workwork, such as the surface of steel, from grease, dirt, etc., apply the same coats of SW-1 in color as specified, making twenty-four to thirty-six thin layers between coats. The time between drying of one coat and the next should be 12 to 24 hours, depending on the humidity of the air. The surface should be kept free of dirt and dust. The surface should be kept free of dirt and dust. The surface should be kept free of dirt and dust.

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THE SHERWIN-WILLIAMS PAINT (PREPARED). F

Suitable Trimmers		Suitable Trimmers	
Coal Tint 457	485 486	Coal Tint 457	485 486
Pale Ivory Stone 482	391 460 461 Gloss White	Pale Ivory Stone 482	391 460 461 Gloss White
Canary Yellow 387	358 Gloss White 460 461	Canary Yellow 387	358 Gloss White 460 461
Straw 385	472 473 475 476	Straw 385	472 473 475 476
Primrose Yellow 394	Gloss White 460 461 462 360	Primrose Yellow 394	Gloss White 460 461 462 360
Dark Fawn 352	395 396 397 Gloss White	Dark Fawn 352	395 396 397 Gloss White
Golden Brown 466	462 463 464 465 466	Golden Brown 466	462 463 464 465 466
Olive Brown 372	360 361 362 Gloss White	Olive Brown 372	360 361 362 Gloss White
Colors marked thus (*) also Flat. White and Inside Varnish White, are higher in price than others on this list.		Colors marked thus (*) also Flat. White and Inside Varnish White, are higher in price than others on this list.	
Stir Paint thoroughly before applying		Stir	

THE SHERWIN - WILLIAMS PAINT (PREPARED). SWP is the most durable and economical paint. It costs less per job and wears longer than any other paint, either ready prepared or mixed by hand. Made in one quality only, the very best; there is no second grade. Sold the world over by established agents.

THE SHERWIN - WILLIAMS Co. have been in business for fifty years, and all that time they have held strictly to the highest standard of quality in paint and varnish making. It has been their belief that best goods will always sell best, and the present immense business of the Company is proof they are right.

THE SHERWIN - WILLIAMS Co. are the largest paint and varnish manufacturers in the world, operating five large plants—at Cleveland, Chicago, Newark, Montreal and London, Eng., with offices and warehouses in all principal cities. Our products are sold and used in every important paint market in the world.

THE SHERWIN - WILLIAMS VARNISHES are just as good as the Sherwin-Williams Paints. They're right—always give good results. A special varnish for each special purpose. Sold by SWP Agents.

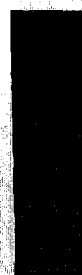
GLOSS WHITE—The Outside Whites in the SWP line are the most durable and economical white paints for general use on all exposed surfaces.

***FLAT WHITE**—For finishing without gloss, or as a foundation for Inside Varnish White. It is the best paint for this purpose ever prepared for the market. Use as many coats as required to produce the desired effect.

***INSIDE VARNISH WHITE**—For producing a white varnish finish on inside work. It dries better, works freer and is more economical to use than the varnish whites under various names generally found on the market. *Apply over a solid ground of Flat White*, which is best obtained by using SWP Flat White.

CHINA GLOSS WHITE—Slower drying and not quite so white as Inside Varnish White, but very satisfactory for ivory finish on interiors where economy is of first importance.

IDE. MADE BY THE LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

		
Apple Green 460	Pearl Gray 479	Willow Green 460
Apple Green 461	Pearl Gray 480	Willow Green 461
Gloss White 372	Gray 381	Green 462
		382
		
Citron Green 472	Apple Green for Porch Furniture, etc. 464	Permanent Lardinal Red 463
Green 478		*
384		
		
Pea Green 383	Blue for Inside Work 369	Moss Green for Doors, Sash, Store Fronts, etc. 498
Gloss White 391		*
387		
388		
		
Sea Green 354	Quaker Drab 391	Modern Brown 388
354		
		
Green Stone 358	Lavender for Painted Fences and Inside Work 361	Bronze Green White 475
358		
		
Sage Green 355	Red 367	Rich Maroon for Doors, Sash, etc. 382
355		
		
Lincoln Green 371	French Crown Green Medium 362	Bottle Green 485
371	*	484
		
French Crown Green Dark 366	Antique Brown 499	Teak Brown Dark Gloss 485
*	385	485

SWP is also made in Black, No. 467, Metallic Brown, No. 370, Rich Red, No. 497 and French Crown Green, No. 485. See sample card of these three colors (continued on reverse)

Stir Paint thoroughly before applying

Stir Paint thoroughly before applying

0007-SWP-040804

THE SHERWIN-WILLIAMS PAINT, MADE TO PAINT BUILDINGS, OUTSIDE AND INSIDE

WHY GOOD PREPARED PAINT IS BEST

Paints may be purchased ready-made or the materials may be purchased and the paint manufactured by hand. Where you can trust the maker, the prepared paint is much the better. Before paints were prepared and sold ready for use the principal materials used in making paint by hand were White Lead and Linseed Oil. These materials did not make an ideal paint. They were good as far as they went, but they did not give a finish. It has been found by more severe tests and much careful experimenting that better paint can be produced by combining zinc in right proportions with pure lead and pure linseed oil. The zinc counteracts the tendency of the lead to powder and chink, greatly increasing the life of the paint. It also makes a whiter paint, and, when used with lead as a base for the various colored shades of paint, it serves to make a combination that takes the coloring matter readily. Then, too, the combination of zinc and lead enables the manufacturer to get the largest possible quantity of linseed oil from each gallon. This is important, as pure linseed oil, more than any other ingredient, gives durability and life to the paint.

All good prepared paints contain zinc, lead 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 alone, when used with zinc, does not give the highest degree of efficiency, but, when combined with the right proportion of sulphate of lead, 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 very essential. Paint knowledge, skill and long experience are quite 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 how of the Sherwin-Williams Paint, Prepared (SWP), used in making the various shades, is a correct combination of oxide of zinc, sulphate of lead, carbonate of lead, and the pure

linseed oil. This White in SWP is an absolutely pure paint containing nothing but pure carbonate of lead (PbCO₃), pure sulphate of lead, pure oxide of zinc, and pure linseed oil, with the necessary driers and solvents. These materials are intelligently and honestly handled so as to give the maximum paint value in each can and each color.

Our carbonate of lead is made by the Old Dutch Process, in the most modern and up-to-date plant in this country. Our sulphate of lead and oxide of zinc are made in our own factories from ores mined in our own mines. Our linseed oil is made in our own linseed oil mill from the best quality of flaxseed. It is possible to buy,

The Sherwin-Williams Paint represents the best understanding of paint needs—the best technical and practical paint knowledge in the field today. It has been on the market for fifty years, and is sold in practically every important paint field in the world. It enjoys a higher reputation and a wider sale than any other paint on the market. It has achieved its success because it has always given better results than can be obtained from other paints.

The man who buys lead and oil and prepares it himself, or who has a painter prepare it, cannot possibly make a paint equal to the Sherwin-Williams Paint. It is a case of handwork against exact formulas and grinding with powerful machinery. It is taking chances on the quality of the raw materials against the certainty given us by our laboratories. It is not for prejudice no one would ever buy lead and oil when they could get the Sherwin-Williams Paints with their superior quality. We use the finest grades of paint materials and special machinery of our own design, built in our own machine shops, and are able to make a paint that has the greatest covering capacity, greatest durability, and, therefore, the greatest economy. SWP produces the hand-painted finish and is the most economical as well as the best paint made.

THE SELECTION OF COLORS

If you have any doubt as to what color combination to use on your house, or are too busy to give the matter proper attention, send to us

direct or through our nearest agent (whose name appears on this folder) a photograph or architect's elevation drawing of your house or building to be painted. If you have no photograph or drawing, send a short description of your building. State what their present color is, and if much foliage is near or not. Give general dimensions of windows and condition of surfaces. On receipt of this information our Executive Department will prepare and send to you specifications, giving most appropriate colors and the quantity of paint required. They will be glad to suggest color combinations, and work out color schemes for interior decorations also. No charge whatever is made for this work.

QUANTITY OF SWP REQUIRED

To ascertain the quantity of SWP required for two coats: Measure the distance around the building; multiply that by the average height, which will give the square feet of siding; divide that by 160 (the number of square feet SWP covers two coats to the gallon), which will give you approximately the number of gallons of SWP to buy for the body; then add one-eighth to one-fifth of this quantity, which will give you the amount for the corners and other trimmings, and so on. If you are in the square feet in floor and ceiling of garages, then divide each, as before, by 160, which will give you the quantity to buy.

DIRECTIONS FOR USING SWP

The Sherwin-Williams Paint is prepared ready for use and is as heavy in consistency as is ever required. Under some circumstances it must be thinned before use, in accordance with the directions which appear on the package. Where possible employ a good painter. Stir the paint thoroughly from the bottom and pour it back and forth from six to ten times from one bucket to another, before attempting to use it.

Success in painting depends upon the use of good material properly mixed and stirred up to uniform consistency and carefully applied on a proper surface under favorable conditions. The important thing is to know what to do and how

to do it, and what not to do and how to avoid it. The Sherwin-Williams Paint is the best painting material made, and used properly will give perfect results.

Good results should never be expected when paint is applied under the following conditions: Over an ochre primer, particularly when mixed with heated linseed oil.

Over a surface which is wet and frosty.

Over a surface which is covered with smoke or grease.

Over green or pippy lumber.

Over a previous coat of paint which is not thoroughly dry.

RE PARTICULAR ABOUT THE PRIMING

If cracking, peeling or scaling occurs on buildings painted with good prepared paint, it is, in the majority of cases, traceable to the priming coat. The importance of a correct priming coat is not generally appreciated. It is the foundation; and if that is wrong no paint can wear satisfactorily. Anything is not good enough for priming; the very best is none too good.

The Sherwin-Williams Liquid Primers are scientific undercoats and make the best foundation on which to apply good paint. They cost no more than primers made from cheap oil, either paste or dry. They are furnished in heavy form and for all usual surfaces should be thinned with two gallons of pure raw linseed oil and one quart to three pints of pure spirits turpentine to each gallon of primer. They are ground very fine, making them go farther. Made in gray and yellow colors, over which the body and finishing colors will show up well. They are put up in the same size packages as SWP.

Don't throw this folder away. You'll need it some day, even if you don't want to paint today. SWP is sold only through dealers who have secured the agency for its sale.

If further information is desired in regard to any of our paints, write us or apply to our Agents. We are glad to answer all inquiries.