

1924

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IN THE STORES of the metropolis—in every hamlet, village and town—you will see this familiar trade-mark: a symbol of public approval. For nearly sixty years it has stood for the best there is in high-grade paints, stains, varnishes, enamels—a special finish for brightening up everything from a kitchen table to a Pullman coach.

On the following pages we show some of the most important products that will help to make your home more cheerful and cozy, and easy to keep clean. Perhaps you already appreciate how simple it is to refinish your worn floors or touch up an old and marred chair and make it like new again. If not, the merchant who sells Sherwin-Williams Paints and Varnishes will explain just how to go about things and provide you with the material necessary for the best results. The work is fascinating, and a few idle moments can be profitably spent now and then.

For the outside of your home, nothing will give better results than SWP (Sherwin-Williams Paint, Prepared). It represents the skill and experience of the most expert chemists in the country, pure, tested ingredients, and the achievement of modern machinery. The formula is shown on every can. Inferior paint is expensive at any price. Tell your painter to use SWP, because it covers more surface, looks better and lasts longer than any other paint.

Our agent will supply you with color-cards showing any lines in which you are interested. Should you desire a set of color-plates similar to those on the following pages, send a postal to our nearest office.

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SHERWIN-WILLIAMS PRODUCTS

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SHERWIN-WILLIAMS

Department of Decoration

Did you ever stop to realize that everything you look at or touch is of some color or other and that with nearly every object its color is the result of a finishing or protective coating? Your piano, furniture, floors, woodwork, walls, and every surface within and without the home, has some finish to protect it.

Who has selected the colors and finishes of all these objects about your home? Is there room for improvement? There is no



A View of S-W Decorative Department

thoughtful person who does not realize how important it is to his general welfare and health to have his home bright, cheery and in good repair. The big problem is what colors and finishes are necessary to produce the desired results. It is true economy, of course, to use the paint or varnish that the manufacturer recommends for each special surface, according to the wear it gets and the service it must deliver.

The Department of Decoration is your service department. Expert decorators are on the staff who are thoroughly competent to advise you, whether your problem con-

cerns a bank, county courthouse, church or merely a room or two in a simple little home. There is absolutely no obligation or expense involved in your acceptance of this service.

Simply write to the department and describe the work to be done. If you have blueprints or photos, send them. Our artists will then make up elevation sketches in the actual paints themselves, to show you just how the work will appear when finished. Painters, decorators, architects, building companies and owners are all equally welcome to any and all the help we can give. When writing for such co-operation always give us time, if possible, to work out the problem carefully. Each request is handled by itself and, of course, the more attention you pay to furnishing our decorators with complete information, the better they will be able to solve your problem correctly.

The typewritten schedule accompanying the sketches is your guide to the colors and materials necessary to the work, and with this and our especially prepared sketches, your decorator is all set to go right through with the work from start to finish with no further worry to yourself.

Do not put off writing to the Department of Decoration. The painting work can follow at your convenience, but you can profit immeasurably by having disposed of your problem and thus having the entire plan or scheme to think about at your leisure.

Send or ask the Sherwin-Williams agent for the Decorative Free Service Blank.



The Little Gray Cottage

The Little Gray Cottage

Who would think that this nook of the woods could be made so interesting? And yet this little dwelling is equally at home in the more open spot. It is low and rather rambling and nestles quite cozily down amongst the trees. The gray shingles should not be painted but finished in a preservative stain which will retain all the texture of the rough sawn cedar. The ivory white trim is responsible for the clean appearance of this color scheme.

Specifications

Roof Color—Sherwin-Williams Preservative Shingle Stain, A-21.
Body Color—Sherwin-Williams Preservative Shingle Stain, C-82.
Trim Color—SWP 496, Ivory.

Dutch Colonial Home

Much of the charm of this simple little home is due to the effective manner in which advantage has been taken of the natural surroundings. The little Dutch garden in the foreground provides color which makes one appreciate the clean combination of ivory and willow green all the more. Bright color has been introduced in the porch curtains and border flowers. Placing the living porch away from the front door affords greater privacy.

Specifications

Roof Color—Sherwin-Williams Preservative Shingle Stain B-41.
Body Color—SWP 496 Ivory.
Trim Color and Blinds—SWP 461, Willow Green.



A Happy Treatment for the Dutch Colonial House



A Neighborhood of Homes

Specifications for painting on page 11



A Small English Stucco Residence

Specifications for painting on page 11



A Home in Colonial Yellow

Specifications for painting on page 11



The Bungalow Home

Specifications for painting on page 11



A Charming Living-Room in Gray and Green

A Charming Living-Room in Gray and Green

What a pleasant surprise it is to come into a cool room such as this. Bright bits of color have been introduced very subtly in the gorgeous Chinese lacquered cabinet whose dull tan and red-orange seem to call for just such complementary spots of color as are furnished by the blue pillows in the lounging chair. A veritable splash of color is contributed by the lilies, whose tiger-like beauty furnishes a rare spirit for the general scheme. The stippled wall robs the room of all possibility of stiff formality.

Specifications

Ceiling Color—Sherwin-Williams Flat-Tone Ivory White.

Wall Color—Sherwin-Williams Flat-Tone Multi-Color Stipple Effect No. 25, requiring Flat-Tone Silver Gray foundation color stippled with Flat-Tone Silver Gray and Ivory. Put on with a sponge.

Stencil Border—Design No. 7051, applied with White tinted with Flat-Tone Glaze and Stencil Color Deep Olive for the leaves; White tinted with Rose Lake for the flowers.

Floor, Oak—Sherwin-Williams Oak Paste Filler, Mar-not Varnish.

Rug—Dark blue-green.

A Cheerful Dining-Room in Modern Treatment

A combination in dull blue and old ivory is always clean and refreshing. The blue has been made possible for these walls by first graying the blue and then freshening it up by stippling over with the cream gray. The result is a soft tapestry-like texture altogether pleasing. The deep blue of the rug makes it possible to bring in the brighter blue of the conventional piece over the buffet. The yellow notes and the orange of the flowers and lamp shade are necessary for accent.

Specifications

Ceiling Color—Sherwin-Williams Flat-Tone Ivory White.

Upper Wall Color—Sherwin-Williams Flat-Tone Multi-Color Stipple Effect No. 40, requiring Flat-Tone Ivory Tan foundation color, stippled with Flat-Tone Silver Gray 2 parts, Cream 1 part. Put on with a sponge. Thin with 1 part Mixing Size to 3 parts Flat-Tone.

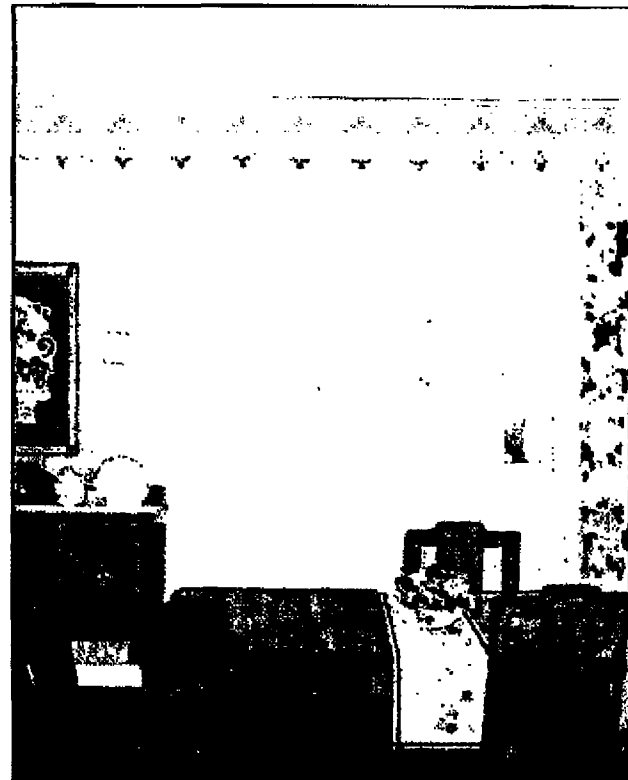
Stencil Border—Design No. 7072, applied with S-W Glaze and Stencil Colors; Flower centers, Orange Lake 1 part, Raw Sienna 1-6 part and White 1 part. Leaves, White tinted with Raw Sienna and Cobalt. Stems, White 1 part, Cobalt 1-8 part, and Raw Sienna 1-16 part. Flowers, Cobalt 1-2 part and White 1 part.

Lower Wall Color—Sherwin-Williams Flat-Tone Multi-Color Stipple Effect No. 27, requiring Flat-Tone Silver Gray and Pale Azure foundation color, stippled with Flat-Tone Silver Gray and Cream. Put on with a sponge. Thin with 1 part Mixing Size to 3 parts Flat-Tone.

Woodwork—S-W Old Dutch Enamel White.

Overdrapes—Figured cretonne.

Rug—Solid color, deep Chinese blue.



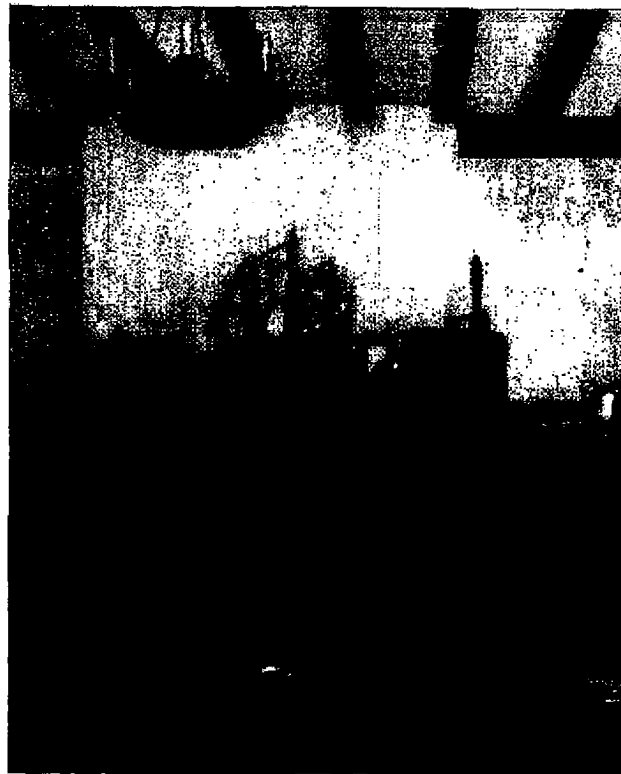
A Cheerful Dining-Room in Modern Treatment

A Man's Room

It is hardly necessary to say that this room may be the sanctum sanctorum of the college chap or possibly that same fellow grown up but still retaining his love for soft, rich tones whose sombre quality makes his book and pipe all the more friendly.

Specifications

Ceiling—Sherwin-Williams Flat-Tone Silver Gray and Cream.
Wall Color—Sherwin-Williams Flat-Tone Buff Stone and Pale Azure.
Woodwork and Beams—Sherwin-Williams Handcraft Stain Green Weathered Oak or Sherwin-Williams Acid Stain Silver Gray with a toner of Flat-Tone Buff Stone and Pale Azure, equal parts.
Floor—Sherwin-Williams Oil Stain Walnut, Sherwin-Williams Mar-not Varnish.
Floor Lamp—Metal standard with shade of mottled parchment paper.
Furniture—Figured tapestry velour.



A Man's Room



Breakfast Room in Blue and Tan

Breakfast Room in Blue and Tan

The breakfast room has come to be an institution in the American home. This is the chummy spot where the family gathers first thing in the morning.

In order to start the day out right, the breakfast room should furnish the needed stimulus in the form of clean, bright color, which should be in such refreshing combinations of tones as shown in this cut.

The enameled furniture can be so easily cleaned and the cretanne curtains give the feeling of sunshine even on a gray day, that somehow or other the bacon and eggs taste better here than they would in the formal dining-room.

Specifications

Ceiling Color—Sherwin-Williams Flat-Tone Ivory White.
Wall Color—Sherwin-Williams Flat-Tone Ivory Tan—Alternative wall color, Flat-Tone Cream.
Floor Oak—Protected with Mar-not Varnish — Alternative floor treatment, Battleship linoleum in shade of Tete de Negre, protected with Mar-not Varnish.
Table and Windsor Chairs—Finished in Enameloid Sky Blue.
Curtains—White cretanne figured in dull orange and blue.



A Hospitable Hall

A Hospitable Hall

The hall gives one his first impression of a home, which should be one of cheerful hospitality. Cream walls provide an air of sunshine in even the darkest room, and this hall seems to greet one with a sunny smile. The comfortable Windsor chair and glorious bouquet of golden-yellow flowers are evidences of thoughtful consideration provided for the friend who drops in for a moment's call.

The blue vase makes the yellow flowers more pleasing.

Specifications

Ceiling Color—Sherwin-Williams Flat-Tone Ivory White.

Wall Color—Sherwin-Williams Flat-Tone Cream or Flat-Tone Multi-Color Stipple Effect No. 32, requiring Flat-Tone Cream foundation color stippled with Flat-Tone Ivory for 1st mixture; 2nd mixture: Flat-Tone Silver Gray 1 part and Cream 2 parts. Put on with a sponge.

Woodwork Trim and Step Risers—Sherwin-Williams Old Dutch Enamel White.

Doors, Stairtreads, Handrails, Birch—Sherwin-Williams Acid Stain Dark Colonial Mahogany, protected with Sherwin-Williams Scar-not Varnish, Mar-not Varnish for stairtreads.

Floor, Oak—Oak Paste Filler, Mar-not Varnish.

Furniture—Dark Colonial Mahogany.

Rugs—Oriental or Anglo-Persian.

A Living-Room in Old Ivory, Blue and Mulberry

The simplicity of the wall treatment permits the attention to drop to the comfortable chairs and the full rich blue of the rug. The floor has been stained dark in tone to hold the scheme together and provide a feeling of repose and solidity. What a homey touch is furnished by the small bouquet of old-fashioned flowers—the invitation of the thoughtful mistress of this home that here one may sit down and refresh one's self.

Specifications

Ceiling Color—Sherwin-Williams Flat-Tone Ivory White.

Wall Color—Flat-Tone Ivory Tan.

Woodwork, Birch—Finished in Sherwin-Williams Acid Stain Antique Brown Mahogany, protected with Scar-not Varnish.

Floor—Finished in Oil Stain Walnut, protected with Mar-not Varnish.

Furniture (Jacobean)—Oak table protected with Scar-not Varnish, Cabinet finished in Velvet Finish No. 1044. Chairs upholstered in velour.

Rug—Solid color deep blue.

Floor Lamp—Shade finished in a two-color glaze effect requiring Glaze Color Deep Cerulean Blue and Alizarine Green.

Mantel—Finished in Old Dutch Enamel Ivory White, wiped in Glaze Color Raw Sienna and Japanese Brown, equal parts.



A Living-Room in Old Ivory, Blue and Mulberry

A Homey Living-Room

The soft grays, rendered doubly pleasing by the translucent, luminous quality of the glaze effect, give an added richness to the more intense tones of the furnishings of this room. A decidedly summery feeling is created by the cretonne cover which is to protect the tapestry chair for the summer months. The flowers and bright candy jars furnish the right accent.

The knitting, dropped for the moment, speaks eloquently for the comfort and livability of this room.

Specifications

Ceiling Color—Sherwin-Williams Flat-Tone Ivory White.

Wall Color—Sherwin-Williams Flat-Tone System Effect No. 36, requiring a foundation color of Flat-Tone Caen Stone. Over this are applied two mixtures of Flat-Tone Glazing Liquid tinted with Flat-Tone Glaze and Stencil Colors Ivory Drop Black and Burnt Sienna respectively. These colors are applied to the wall and stippled with a crumpled cloth to produce texture.

Stencil Border—Design No. 3009. Outline applied with Glaze and Stencil Color Raw Umber and filled in with Glaze Colors Olive Lake, Raw Sienna and Orange Lake.

Woodwork Trim—Sherwin-Williams Old Dutch Enamel Ivory White.

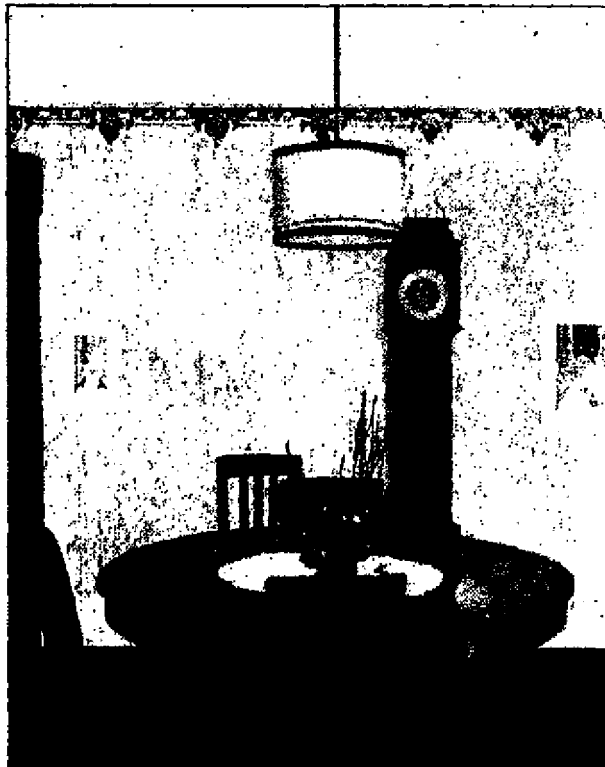
Doors, Birch—Sherwin-Williams Acid Stain Antique Brown Mahogany, protected with Sherwin-Williams Scar-not Varnish.

Floor, Oak—Sherwin-Williams Oak Paste Filler, Mar-not Varnish.

Rug—Figured brown.



A Homey Living-Room



A Dining-Room in the Spirit of Old Colony Days

A Dining-Room in the Spirit of Old Colony Days

The furnishings of this dining-room have been chosen from the simplest types available and the unpretentious lines of the table, chairs and clock make for a quiet dignity which is in very good taste.

The wall color, varying from soft blendings of blue and brown, gives a range of blue-grays, gray-greens and browns which seem to find their parent colors in the dark Colonial mahogany and rich green rug and admirably set off both to full advantage.

Specifications

Ceiling Color—Sherwin-Williams Flat-Tone Ivory White.

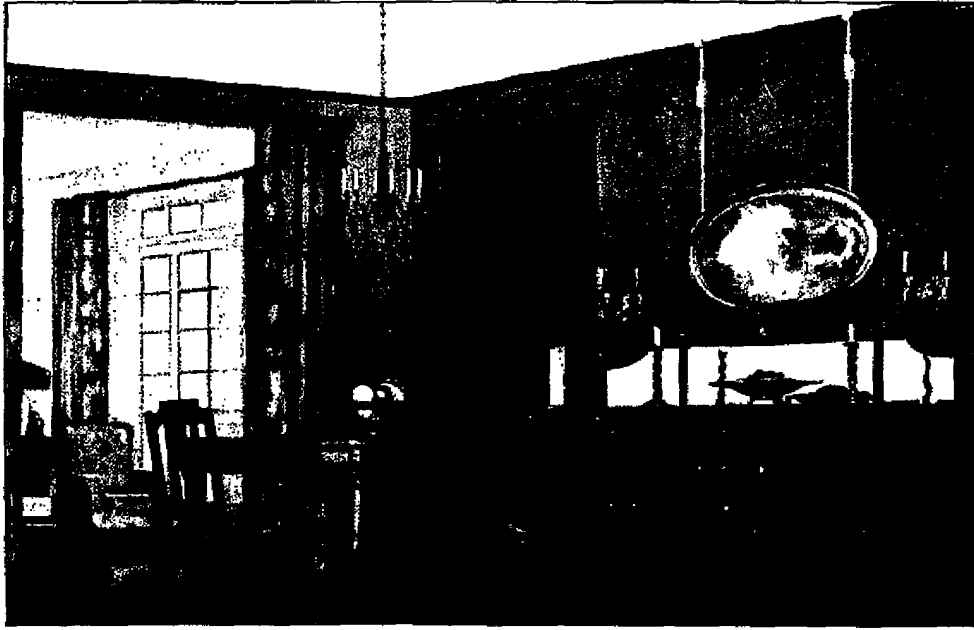
Wall Color—Sherwin-Williams Flat-Tone System Effect No. 29, requiring a foundation color of Flat-Tone Caen Stone. Over this are applied two mixtures of Sherwin-Williams Flat-Tone Glazing Liquid, tinted with Flat-Tone Glaze and Stencil Colors Japanese Brown and Cobalt Blue respectively. These are stippled with a crumpled cloth to produce texture.

Stencil Border—Design No. 7053, applied with Sherwin-Williams Glaze and Stencil Colors; Outlined with Raw Sienna and filled in with Raw Sienna, Olive Lake and Orange Lake.

Woodwork—Sherwin-Williams Old Dutch Enamel Ivory White, with carpet strip in Handcraft Stain Extra Dark Mahogany.

Floor, Oak—Oak Paste Filler, Mar-not Varnish.

Rug—Solid color dull green.



A Colorful Dining-Room

Specifications for painting on page 11



A Colonial Bedroom

Specifications for painting on page 11

Painting Specifications

For Color Plates shown on preceding pages

"A Neighborhood of Homes"—Page 4

House at left

Roof Color—S-W Preservative Shingle Stain B-41.
Body Color—S-W Concrete Finish Cream.
Trim Color—SWP 388 Modern Brown.
Sash Color—SWP 496 Ivory.
Front Door—S-W Handcraft Stain Brown Oak, protected with S-W Rexpax Varnish.

Center House

Roof Color—S-W Preservative Shingle Stain C-74.
Body and Trim Color—SWP Outside Gloss White.
Front Door and Benches—S-W Old Dutch Enamel White.
Blinds—SWP 461, Willow Green.

"A Small English Stucco House"—Page 4

Roof Color—S-W Preservative Shingle Stain B-41.
Body Color—S-W Concrete Finish Extra Light Gray.
Trim Color—(Window Casings and Sash), SWP 496, Ivory.
Door—S-W Handcraft Stain Weathered Oak, protected with S-W Rexpax Varnish.

"The Bungalow House"—Page 5

House at left

Roof Color—S-W Preservative Shingle Stain C-72.
Body Color—S-W Preservative Shingle Stain B-47.
Trim Color—SWP 391 Quaker Drab.
Front Door—Same as trim color.

Center House

Roof Color—S-W Preservative Shingle Stain B-41.
Body Color—S-W Concrete Finish Cream.
Trim Color—S-W 499, Antique Brown.
Front Door—S-W Handcraft Stain Fumed Oak, protected with S-W Rexpax Varnish.

"A Colorful Dining Room"—Page 10

Ceiling—S-W Flat-Tone Ivory or Ivory White.
Wall Color—S-W Flat-Tone Buff Stone or S-W Flat-Tone System Effect No. 3, requiring Flat-Tone Ivory foundation color and Glaze Color Japanese Brown.

Woodwork (Birch)—S-W Acid Stain Antique Brown Mahogany, protected with S-W Scar-not Varnish.
Floor (Oak)—S-W Golden Oak Paste Filler, Mar-not Varnish.

"A Colonial Bedroom"—Page 10

Ceiling Color—S-W Flat-Tone Ivory White.
Wall Color—Flat-Tone Multi-Color Stipple Effect No. 34, requiring Flat-Tone Pearl Gray foundation color, stippled with Flat-Tone Caen Stone. Put on with a sponge. (Foundation color, Pearl Gray, is to be tinted with one pint Pale Azure to the gallon of Pearl Gray.)
Stencil Design—No. 7054, requiring the following colors:

Leaves, White tinted with Raw Sienna; Flowers, White tinted with Cobalt.

Woodwork—Old Dutch Enamel Ivory White.
Floor (Oak)—Protected with Mar-not Varnish.
Furniture—Dark Colonial Mahogany.
Drapes and Lighting Fixtures—Figured silk or cretonne.
Curtains—White net.
Rag Rugs—In blue and black.

House at right

Roof Color—S-W Preservative Shingle Stain C-72.
Body Color—S-W Preservative Shingle Stain C-82.
Trim and Sash Color—SWP Gloss White.
Blinds—SWP 498, Moss Green.

Alternate Scheme for house at right

Roof Color—S-W Preservative Shingle Stain B-41.
Body and Trim—SWP 496, Ivory.
Sash Color and Blinds—SWP 355, Sage Green.

"A Home in Colonial Yellow"—Page 5

Roof Color—S-W Preservative Shingle Stain B-41
Body Color—SWP 375 Colonial Yellow.
Trim Color—SWP Outside Gloss White.
Front Door—S-W Old Dutch Enamel White.
Blinds—SWP 498, Moss Green.

House at right

Roof Color—S-W Carbolic-ol Shingle Stain Extra Dark.
Body Color—SWP 496, Ivory.
Trim Color—SWP 355, Sage Green.
Front Door—S-W Golden Oak Stain, protected with S-W Rexpax Varnish.

Consult This!

SHERWIN-WILLIAMS HOUSEHOLD PAINTING GUIDE 				
SURFACE	TO PAINT— USE PRODUCT NAMED BELOW	TO VARNISH— USE PRODUCT NAMED BELOW	TO STAIN— USE PRODUCT NAMED BELOW	TO ENAMEL— USE PRODUCT NAMED BELOW
AUTOMOBILES.....	S-W Auto Enamel	S-W Auto Enamel Clear		S-W Auto Enamel
AUTOMOBILE TOPS AND SEATS.....	S-W Auto Top and S-W Auto Seat Dressing			
BRICK.....	SWP House Paint S-W Concrete Wall Finish			Old Dutch Enamel
CEILINGS, Interior...	Flat-Tone	Scar-Not Varnish	S-W Handcraft Stain Floorlac	Enameloid
Exterior...	SWP House Paint	Respar Varnish	S-W Oil Stain	Old Dutch Enamel
CONCRETE.....	S-W Concrete Wall Finish			
DOORS, Interior.....	SWP House Paint	Scar-Not Varnish Velvet Finish No. 1044	Floorlac S-W Handcraft Stain	Enameloid
Exterior.....	SWP House Paint	Respar Varnish	S-W Oil Stain	Old Dutch Enamel
FENCES.....	SWP House Paint Metalastic S-W Roof and Bridge Paint		S-W Preservative Shingle Stain	
FLOORS, Interior (wood).....	S-W Inside Floor Paint	Mat-Not Varnish	Floorlac	S-W Inside Floor Paint
Concrete.....	S-W Concrete Floor Finish			S-W Concrete Floor Finish
Porch.....	S-W Porch and Deck Paint			
FURNITURE, Interior Porch.....	Enameloid	Scar-Not Varnish Respar Varnish	Floorlac S-W Oil Stain	Old Dutch Enamel Enameloid
HOUSE OR GARAGE Exterior.....	SWP House Paint	Respar Varnish	S-W Preservative Shingle Stain	Old Dutch Enamel
LINOLEUM.....	S-W Inside Floor Paint	Mat-Not Varnish		S-W Inside Floor Paint
RADIATORS.....	Flat-Tone S-W Aluminium or Gold Paint			Enameloid
ROOF, Shingle..... Metal..... Composition.....	S-W Roof and Bridge Paint Metalastic Ebonol		S-W Preservative Shingle Stain	
SCREENS.....	S-W Screen Enamel			S-W Screen Enamel
TOYS.....	S-W Family Paint	Respar Varnish	Floorlac	Enameloid
WALLS, Interior (Plaster or Wallboard).....	Flat-Tone SWP House Paint			Old Dutch Enamel Enameloid
WICKER.....	Enameloid	Respar Varnish	Floorlac	Old Dutch Enamel
WOODWORK Interior.....	SWP House Paint Flat-Tone	Scar-Not Varnish Velvet Finish No. 1044	S-W Handcraft Stain S-W Oil Stain Floorlac	Old Dutch Enamel Enameloid
For Removing Paint and Varnish use Tectin—quick—easy —thorough—econom- ical—can be used by anyone—on any surface.		SHERWIN-WILLIAMS PAINTS AND VARNISHES		For Cleaning Painted and Varnished Sur- faces use Flaxoap. Made from linseed oil—contains no free alkali—restores origi- nal luster.

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Stops Mistakes in Painting.

HOUSEHOLD GUIDE

For Painting, Varnishing, Staining and Enameling

IMPORTANT: Each of the products specified below bears our name and trade mark



TRADE MARK



	TO PAINT Use product named below	TO VARNISH Use product named below	TO STAIN Use product named below	TO ENAMEL- Use product named below
AUTOMOBILES.....	S-W Auto Enamel: for the newer paint jobs	S-W Auto Enamel Clear: a colorless varnish		S-W Auto Enamel: assorted colors
AUTOMOBILE TOPS AND SEATS.....	S-W Auto Top and S-W Auto Seat Dressing			
BARN, SLO, OUT- BUILDINGS, Etc.....	S-W Concrete Wall Paint: bars red, base gray S-W Roof and Bridge Paint: 7 colors		S-W Preservative Shingle Stain: 10 colors	
BOATS AND CANOES	SWP Prepared Paint	Roxbury Varnish		S-W Auto Enamel: assorted colors
BRICK.....	SWP House Paint: a full oil S-W Concrete Wall Finish: dull finish			Old Dutch Enamel: full gloss for outside exposure
CEILINGS, Interior.....	Flat-Tone: the washable, flat all paint	Scar-Not Varnish: for wood- work only	S-W Handcraft Stain: penetrating spirit stain for new hard wood Floorlac: varnish and stain combined, new or old wood	Enameloid: assorted colors
Exterior.....	SWP House Paint	Roxbury Varnish: weather resisting	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory, glass or rub- ber effect
CONCRETE.....	S-W Concrete Wall Finish: a paint, resists weather			
DOORS, Interior.....	SWP House Paint	Scar-Not Varnish: glass Vulcan Finish Varnish No. 1064: dries to a dull finish without rubbing	Floorlac: a varnish and stain combined S-W Handcraft Stain: penetrating spirit stain for new wood only	Enameloid: assorted colors
Exterior.....	SWP House Paint	Roxbury Varnish: weather resisting spar varnish	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory. For interior and exterior use
FENCES.....	SWP House Paint: Metallic (iron or wire only) S-W Roof and Bridge Paint for rough work		S-W Preservative Shingle Stain	
FLOORS, Interior (wood)...	S-W Inside Floor Paint: stands repeated scrubbing	Mar-Not Varnish: water resisting, heel-proof	Floorlac: a varnish and stain combined	S-W Inside Floor Paint: the enamel-like finish
Concrete.....	S-W Concrete Floor Finish: wears well, washes well			S-W Concrete Floor Finish: high gloss, durable
Parth.....	S-W Parth and Deck Paint			
FURNITURE, Interior.....	Enameloid: the decorative enamel	Scar-Not Varnish: stands hard usage	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, glass or rub- ber effect
Exterior.....	Enameloid: assorted colors	Roxbury Varnish: weather resisting	S-W Oil Stain: for new wood	Enameloid: assorted colors
HOUSE OR GARAGE Exterior (Shutters, Flower Boxes, Gutters, etc.).....	SWP House Paint	Roxbury Varnish: weather resisting	S-W Preservative Shingle Stain	Old Dutch Enamel: on facing glass
IMPLEMENTS, TOOLS, TRACTORS, WAGONS, TRUCKS.....	S-W Wagon and Implements Paint	Roxbury Varnish		
LINOLEUM.....	S-W Inside Floor Paint: stands repeated scrubbing	Mar-Not Varnish: protects the pattern		S-W Inside Floor Paint: the enamel-like finish
RADIATORS.....	Flat-Tone: the washable, flat all paint S-W Aluminum or Gold Paint			Enameloid: assorted colors
ROOFS, Shingle Metal Composition.....	S-W Roof and Bridge Paint: Metallic Enamel: black coal tar paint		S-W Preservative Shingle Stain	
SCREENS.....	S-W Screen Enamel			S-W Screen Enamel
TOYS.....	S-W Family Paint: assorted colors	Roxbury Varnish	Floorlac: (inside use) a var- nish and stain combined	Enameloid: assorted colors
WALLS, Interior (Plaster or Wallboard).....	Flat-Tone: the washable, flat all paint SWP House Paint: a full oil gloss			Old Dutch Enamel: white, gray, ivory, glass or rubber effect Enameloid: assorted colors
WICKER Furniture, Baby Carriages, Furniture, Baskets.....	Enameloid: high gloss assorted colors	Roxbury Varnish: durable, elastic	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, glass or rub- ber effect
WOODWORK, Interior.....	SWP House Paint: glass Flat-Tone: the washable, flat all paint	Scar-Not Varnish: high gloss but can be rub- bed to a dull finish Vulcan Finish Varnish No. 1064: dries dull without rubbing	S-W Handcraft Stain: penetrating spirit stain for new hardwood S-W Oil Stain: for new soft wood Floorlac: for new or old wood, a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, glass or rubber effect, or imitation Enameloid: assorted colors

NOTE: Best results can only be
had by following the carefully
prepared directions on labels.

THE SHERWIN-WILLIAMS CO.

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For best results in painting, varnishing, staining and enameling follow the recommendations on the HOUSEHOLD GUIDE.

Your Sherwin-Williams dealer is familiar with the HOUSEHOLD GUIDE and carries the items shown on it. He can give you some helpful suggestions such as the right amount of material for your job, as well as the right material, the proper kind of brush to use and tell you whether or not such things as sand paper, turpentine, undercoater and paint and varnish remover are necessary.

For decorative suggestions write The Department of Decoration, The Sherwin-Williams Co., 601 Canal Rd., Cleveland, Ohio.

This department is maintained for the sole purpose of helping to plan the best color treatment for the decorating of homes and all kinds of public buildings. Suggestions are prepared for each individual request and are illustrated by elevation sketches in the actual goods. Information is gladly given on all painting and decorating problems. You are under no obligation in writing to this department.

Whenever possible send blue prints, a Kodak snap shot, or rough pencil sketch of the rooms for which you wish suggestions.

The services of a reliable painter are desirable and to be recommended.

16 1/2
8
128
SWP

SHERWIN-WILLIAMS PAINT, PREPARED

SWP is the most durable and economical paint that can be made. It costs less per job and wears longer than any other paint, either ready prepared or mixed by hand. It is made in one quality only, and that the very best. It is sold the world over by established agents.

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 formulæ; 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

Suitable Trimmers		Suitable Trimmers		Suitable Trimmers		
Green 482	288 385 388 488	Sea Green 334	335 481 Gloss White		Sky Blue 494	For Porch Ceilings, etc.
Wavy 485	305 481 488 488	Apple Green 488	481 Gloss White		Blue 489	For Inside Use
Donkey Yellow 387	Gloss White 481 489	Pea Green 388	486 488 484		Tobacco Brown 482	485 487
Colonial Yellow 478	481 Gloss White 489 499 498	Sage Green 485	488 334 488		Antique Brown 489	483 481 484
Straw 485	481 483 488	Willow Green 481	486 488 488		Modern Brown 488	487 481 488
Golden Yellow 478	488 488 489 488	Wash Green 488 ★	For Doors, Sash, Stair Fronts, etc.		Red 487	486 488 488 For Brick work
Primrose Yellow 384	488 Gloss White 488	Tr. Crown Green Mediana 382 ★			Rich Brown 484	For Doors, Sash, etc.
Golden Brown 485	375 388 387 388	Brown Green 475	382 Gloss White 488		Bottle Green 484	488 481

Colors marked thus ★ also Outside Gloss White, China Gloss White, Flat White and Inside Varnish White, are higher in price than others on this folder. SWP is also made in Black, N

DIRECTIONS FOR USE

NEW WOOD—Outside.

First Coat or Primer—For very soft wood or old weathered lumber, add one gallon pure linseed oil and one quart pure spirits of 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 pure spirits of 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 re-painting, 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 spirits of 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 pitchy surfaces are properly treated either by burning or by sealing with good Orange Shellac.
3. All knots should be carefully shal-lacked.
4. Make sure that the paint is mixed and stirred thoroughly before using.
5. Use only pure raw linseed oil when oil is necessary and never use boiled oil in any primers or for thinning SWP.
6. Do not paint in frosty weather or over a too glossy surface.
7. Whenever possible, employ a good practical painter.
8. In damp, swampy localities avoid mildew troubles 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 height, which secures the square feet of surface. 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.

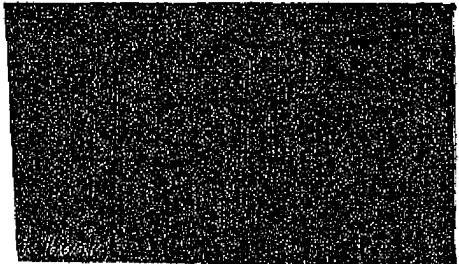
For porch ceilings, floors, etc., ascertain the square feet by multiplying the length by the breadth and divide that number by 360.

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—This paint is used for work where a varnish white is desired. Apply over a solid ground of SWP Inside Varnish White dries better, works 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, China Gloss White or other enamel; 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 interiors only where economy is of the first importance. SWP China Gloss White is slower drying and not quite so white as SWP Inside Varnish White. It gives a washable and durable finish.

LIST OF SHERWIN-WILLIAMS PRODUCTS

- For Buildings, Outside and Inside**
Sherwin-Williams Paint Prepared (SWP)
Respar. A weatherproof varnish.
- For Staining Shingles**
Preservative Shingle Stain. Made with crocote.
- For Barns, Roofs, Fences, etc.**
Commonwealth Barn Paint (Red and Grey).
Commonwealth Paint. For garages, arbors, fences, etc.
- Elumol.* An elastic black paint for roofs.
Roof and Bridge Paint. Five serviceable colors.
Carbolite-ol. A high grade wood preservative.
- For Interiors, Walls, etc.**
Enameloid or Old Dutch Enamel.
Flak-Tone. A washable flat wall paint.
Family Paint. A durable oil paint.
- For Floors**
Porch and Deck Paint
Floorlac. A varnish.
Inside Floor Paint.
Mar-nol. The waterproof floor varnish.
Freya Floor. wax finish, hardwood floors
Crack. 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.
Floorlac. A varnish stain.
Seer-nol. A waterproof varnish for interior wood work and furniture.
Respar. 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 to use.
Gold Paint. For a gold finish.
Stove-Pipe and Iron Enamel.
- For Autos, Buggies, Boats, etc.**
Auto Enamel.
Auto and Buggy Paint.
Auto Top Dressing.
- For Re-Coloring Straw Hats**
Hot Bruc.
- 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.
Bray-Brite. Liquid metal polish.
- Disinfectants**
Phenolene. A powerful coal-tar disinfectant.
Oxyapine. Odor of the Southern pine.
- Coal-Tar Products**
 We are large distillers of coal-tar products and are in position to supply a variety of specialties made on this line.
- 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

C. M. W.

Latest and Most Approved

For Exterior



No. 1

Body—SWP No. 375
Trim—SWP Outside Gloss White
Sash—SWP Outside Gloss White

No. 2

Body—SWP No. 360
Trim—SWP No. 393
Sash—SWP Black

No. 3

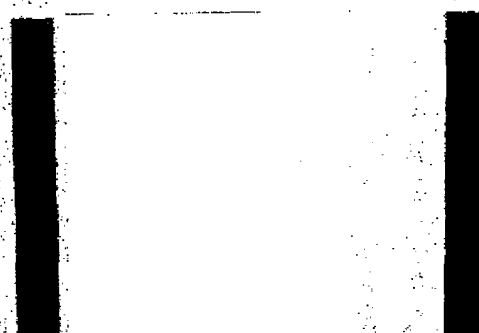
Body—SWP No. 360
Trim—SWP No. 462 or 496
Sash—SWP Black

SWP
SHERWIN-WILLIAMS
HOUSE PAINT
READY FOR USE



No. 4

Body—SWP No. 393
Trim—SWP No. 462 or 496
Sash—SWP Black



No. 5

Body—SWP No. 470
Trim—SWP No. 486
Sash—SWP No. 393

No. 6

Body—SWP No. 486
Trim—SWP No. 462 or 496
Sash—SWP Black

Color cards and folders must not be removed from this book, nor color chips torn out

Color Combinations

Painting

No. 7

Body—SWP No. 387
Trim—SWP Outside Gloss White
Sash—SWP No. 498

No. 8

Body—SWP No. 357
Trim—SWP Outside Gloss White
Sash—SWP Outside Gloss White

No. 9

Body—SWP No. 353
Trim—SWP Outside Gloss White
Sash—SWP Outside Gloss White

SWP

SHERWIN-WILLIAMS

HOUSE PAINT

READY FOR USE

No. 10

Body—SWP No. 462 or 496
Trim—SWP No. 393
Sash—SWP Black

No. 11

Body—SWP No. 462
Trim—SWP Gloss White
Sash—SWP Gloss White

No. 12

Body—SWP No. 354
Trim—SWP Gloss White
Sash—SWP Gloss White

Color cards and folders must not be removed from this book, nor color chips torn out