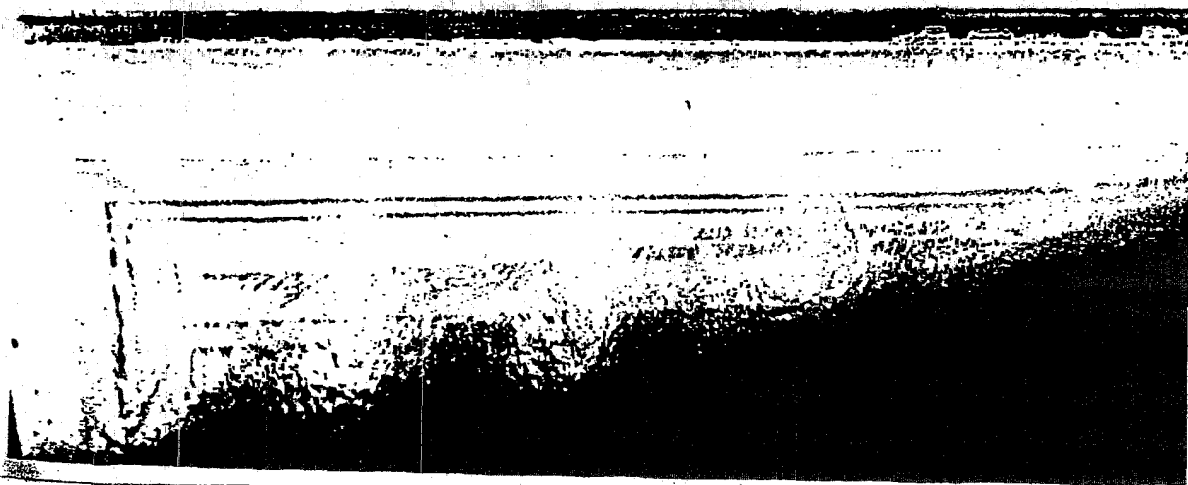
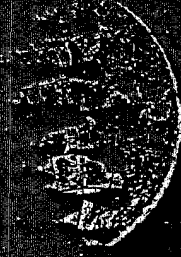
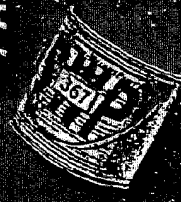






THE
SHERWIN-WILLIAMS
PAINTS



COVER THE EARTH.



THE
SHERWIN-WILLIAMS
PAINT



0007-SWP-040877

THE SHERWIN-WILLIAMS PAINT



THE SHERWIN-WILLIAMS PAINT (prepared) is the most durable and economical paint. No other, either ready-made or made by hand, equals it. Put up in quarts, half gallons, gallons and five gallon packages.

THE SHERWIN-WILLIAMS CO. has been making paint for over twenty-five years. All that time has been 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, and throughout the world. More gallons are sold than of any other brand. Made in one quality only, the very best. There is no second grade.



THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS.

CLEVELAND. BOSTON.
CHICAGO. TORONTO.
NEW YORK. SAN FRANCISCO.
MONTREAL. KANSAS CITY.

C-1001

THE SHERWIN-WILLIAMS PAINT (Prepared)

DIFFERENTIAL THICKNESS	
462	
482	
480	
387	
375	
392	
456	
472	

THE SHERWIN-WILLIAMS PAINT (Prepared.)

Made to paint buildings with, outside and inside.



SWP PAINT (prepared)
 is a durable and economical paint.
 ready-made or made by hand,
 in quarts, half gallons,
 gallon packages.

SWP CO. has been mak-
 ing for twenty-five years. All
 is given to just one thing,
 to paint. The result is,

SWP CO. is the largest
 Prepared Paint in the

SWP FACTORIES are
 the very best in Men,
 Machinery and Materials.

SWP PAINT is sold in
 the United States and Can-
 ada throughout the world.
 more sold than of any other

paint only, the very best.
 and grade.

SWP WILLIAMS CO.
 BAKERS.

SUITABLE TRIMMERS.		SUITABLE TRIMMERS.	
462	461	457	450
482	461	365	391
480	461	470	456
387	461	352	456
375	461	486	472
392	461	372	393
456	461	366	475
472	461	393	473
			472
			393
			475
			473
			472
			452
			375
			473
			452
			375
			385
			360
			476
			354
			387
			472
			391
			385
			486
			391
			462

SHERWIN-WILLIAMS PAINT (Prepared) SHERWIN-WILLIAMS PAINT (Prepared). Made to paint buildings with, outside and inside.

SUITABLE TRIMMERS		SUITABLE TRIMMERS		SUITABLE TRIMMERS	
462	462	478	472	479	462
	462		372		462
	462		498		462
	462		470		462
482	482	354	472	464	464
	482		371		464
	482		387		464
	482		461		464
480	480	460	462	391	462
	480		461		462
	480		461		462
	480		461		462
397	397	355	432	361	432
	397		375		432
	397		354		432
	397		371		432
375	375	371	356	367	356
	375		375		375
	375		478		375
	375		367		375
392	392	481	460	362	460
	392		482		482
	392		457		457
456	456	382	Rich. Maroon, for Doors, Sash, Etc.	370	Metallie Brown, Very strong and durable.
	456				
472	472	475	Bronze Green, for Doors, Sash, Store Fronts, Etc.	484	For Doors, Sash, Store Fronts, Etc.
	472				

COLORED NAMES THIS (S) AND FLAT WHITE AND INSIDE VARNISH WHITE ARE HIGHER IN PRICE THAN OTHERS IN THIS FOLDER.



S. W.

BETTER
CANNOT

GLOSS WHITE.

The only line. The white paint surfaces. I but being a slightly yellow light.

FLAT WHITE.

For finishing. It is the best prepared for coats as required effect.

INSIDE VARNISH.

For producing side work. It is more economical whites, and found on the ground work obtained by

CHINA GLOSS.

Slower drying the Inside Varnish factory for 1 where economical

S. W. P. is also made in Black

0007-SWP-

0007-SWP-000124272

THE SHERWIN-WILLIAMS PAINT

is made for painting buildings;
outside and inside.
It is guaranteed full
U. S. standard measure.



THE SHERWIN-WILLIAMS PAINT

COVERS MOST.
LOOKS BEST.
WEARS LONGEST.
MOST ECONOMICAL.
FULL MEASURE.

WHY PREPARED PAINT IS BEST.

PAINT is sold in two ways—prepared and unprepared. Where you can trust the maker prepared paint is much the best.

Before paints were prepared and sold ready for use the principal materials sold for painting were white lead and linseed oil. Some still think these ingredients make the best paint. They do not. They are good as far as they go, but they don't go far enough. It has been found by many severe tests and much careful experimenting that zinc added to lead and oil makes a much better paint.

It is well known that white lead soon after it's applied powders and chalks, and for this reason is not durable. By adding zinc this tendency is corrected, and the paint lasts much longer. Good prepared paint contains zinc as well as lead and oil.

There is much prejudice against prepared paint, due to the many cheap mixtures that are on the market.

It's unfortunately a very easy matter to adulterate prepared paint and this is so frequently done that its reputation has suffered. It should not be forgotten, however, that lead and oil are as easily, and as often, adulterated. There is a good deal more risk in using paint made from them than in using a prepared paint that bears the name of a reputable manufacturer.

THE SHERWIN-WILLIAMS PAINT (prepared) enjoys a higher reputation, as well as a larger sale, than any other prepared paint in the world. It has been on the market for over twenty-five years and is sold in all parts of this continent and in many other parts of the globe. It's a genuine linseed oil, lead and zinc paint.

The sale of it increases every year. It is as good as it's possible to make paint. The man who buys lead and oil and prepares it himself, or has a painter prepare it, can't possibly make a paint equal to THE SHERWIN-WILLIAMS PAINT (prepared). It's hand work against machine work. It's mixing with a stick and guessing, at the quantities against mixing and grinding with powerful and exact machinery. There's no comparison. If it were not for prejudice no body would ever buy lead and oil when they could get THE SHERWIN-WILLIAMS PAINT.

We use the finest grades of paint materials and with our special machinery, made from our own patterns, we are able to make a paint that has the greatest covering capacity, greatest durability and therefore the greatest economy. It's the cheapest as well as the best.

THE SELECTION OF COLORS.

If you have any doubt as to what color combination to use on your building, to give the matter proper attention, send to us direct, or through (whose name appears on this folder) a photograph or architect's elevation of the house or building to be painted. If you have no photograph or drawing, give a description of your buildings. State what their color is, and if much faded. Give general dimensions of structures, and condition of surfaces. On receipt of our special artist will prepare and send to you specifications giving colors most suitable for the quantity required. No charge whatever is made for this work.

QUANTITY OF S. W. P. REQUIRED.

To ascertain the quantity required for two coats: Measure the distance of the building, multiply that by the average height, which will give the square feet of the building. Divide that by 300, which will give you approximately the number of gallons required for the body; then take 1-8th to 1-6th of this quantity, which will give the quantity for the cornice and other trimmings. Ascertain the square feet in floors and ceiling and divide each, as before, by 300, which will give the quantity to buy.

For an average eight-room house about one quart of paint will answer for the trimmings and other small work.

Old and weatherbeaten and brick surfaces require more paint than others. Previously painted surfaces should always have two coats, thinning the first coat with Pure Raw Linseed Oil only, at least a half gallon of oil to each gallon of paint.

The best results will be obtained on new work by the use of THE S. W. P. two coats of S. W. P.

DIRECTIONS FOR USING S. W. P.

THE Sherwin-Williams Paint is prepared ready for use, and it is as heavy as is ever required. Under some circumstances it may be thinned with Pure Raw Linseed Oil or Spirits of Turpentine should be used for the first coat. Turpentine should be used sparingly and only in the first coat. The use of turpentine is unnecessary, and Boiled Oil should never be used. The Sherwin-Williams Paint should be applied over a primer mixed with Boiled Oil. Stir the paint thoroughly from the bottom of the can before attempting to use it.

Brush out S. W. P. thoroughly. It has body, and should be spread out; perfect film and does better work. Employ a good painter.

BE PARTICULAR ABOUT THE PRIMING.

Cracking, peeling or scaling occurs on buildings painted with good paint, in the majority of cases, traceable to the priming coat.

The importance of a correct priming coat is not generally appreciated. The foundation, and if that is wrong, no paint can wear satisfactorily. An insufficient priming is the very best is none too good.

THE SHERWIN-WILLIAMS LIQUID PRIMER is a scientific under-coating and foundation on which to apply good paint.

It costs no more than a primer made from cheap Ochre, either paste or dry, in heavy form and should be thinned with a gallon of pure Raw Linseed Oil to each gallon of primer. It is ground very fine, making it go farther. It is a light straw color, over which the coloring colors will show up well. It is put up in the same packages as S. W. P. in one, two, three, four and five gallon packages.

Don't throw this folder away. If you don't need paint today, keep it and you may need it some day.

S. W. P. 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 to us at once. We are glad to answer all inquiries.

SHERWIN-WILLIAMS

SWP

WEATHERATED*
HOUSE PAINT

gives your home

Extra Protection



SUN

RAIN

SNOW

IC

