

SHERWIN-WILLIAMS



PAINTS & VARNISHES

APRIL 1908							MAY 1908							JUNE 1908							JULY 1908						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2		1	2	3	4	5	6			1	2	3	4	
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
AUG. 1908							SEPT. 1908							OCT. 1908							NOV. 1908						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5								1	2	3	4	5	6	7
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9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30					
DEC. 1908							JAN. 1909							FEB. 1909							MAR. 1909						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2								1	2	3	4	5	6	
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28							28	29	30	31			

R. N. BOWDEN,
Furniture, Paints, Oils, Varnishes, Etc.
Brookfield, Mo.

0007-SWP-038987

#71

N29071

SHERWIN-WILLIAMS PAINTS

Painting, Staining, and Varnishing

Brush, Roller, Spray Gun, etc.

Paint, Primer, Stain, Varnish, etc.

Shower, Siding, etc.

Shower, Siding, etc.

PAINTED WITH S. W. P.

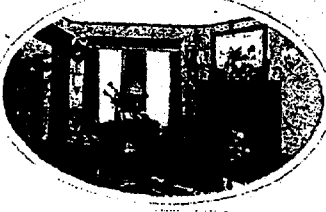
Brush, Roller, Spray Gun, etc.

Paint, Primer, Stain, Varnish, etc.

Shower, Siding, etc.

Shower, Siding, etc.







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Important Facts About Paints and Varnishes

EVERYONE should know what makes paints and varnishes good and suited to the work they are expected to do. It is as practical and economical to know this as it is to know what constitutes good food, good clothing or anything else you may buy.



Two important facts determine the paint or varnish to use on any surface. Be guided by them and you are always assured of the best results at the most economical cost. They are:

1st. *Select the paint, varnish, stain or enamel that is made expressly for the work you want to do or the surface you want to cover.*

Good results can no more be secured from a single finish made for many or all uses than all diseases can be cured with one medicine. If you want to paint the outside of your house, finish your floors, walls, woodwork, furniture—anything—buy a specialty—a product made expressly for your particular purpose.

2nd. *Use the best paints, varnishes or other finishes—the right quality goods—always.*

The best goods are sure to be the most economical. They give a better appearance, cover more surface, wear longer and in every way are more satisfactory. The reason is in the better raw materials, the better methods of manufacture and the greater care and experience of the makers. Never allow a dealer to tempt you to buy an inferior paint or varnish because of the saving of a few cents in first cost. You will get less for your money if you do—usually poor results and disappointment. Where a painter or decorator is employed this is doubly important. The cost of applying the paint or varnish is usually *double* the cost of the material itself. If the results are not satisfactory you lose both the cost of the material and the cost of the painter's time. Use the best—and you'll be safe.

The Sherwin-Williams Co. make a right product for every surface. We have three claims to your consideration: *The largest and best equipped manufacturing facilities, the greatest variety of products, the highest quality products.* In all of our paints, varnishes, stains and enamels our first consideration is to give *quality and adaptability*—the best for the purpose. We have aimed to make it impossible for any customer to get something better suited to his needs from some other manufacturer. This quality idea has made us the largest makers of paints and varnishes in the world. We own and operate five paint factories, five varnish factories, two dry color works, two japan and drier works, two linseed oil factories, lead and zinc mines, two smelting plants, three tin can factories, one box factory and large printing and binding facilities—in all 24 separate manufacturing industries. Our name has become the sterling mark to all paint and varnish products—your guide and protection in buying.

The Kind of Paint to Use on the Outside of Your Building

THERE are three classes of house paint—good prepared paint honestly and correctly mixed by machinery, ready to use; white lead and oil bought separately and mixed by hand; and poor low-priced paint made by those who are willing to sacrifice quality and true economy to sell "cheap." Good prepared paint is the best to use—it represents the best raw materials, the best methods of making and the best understanding of what is required in appearance and wear in paint. The manufacture of paint, like the manufacture of cloth or the production of grain, is far beyond old hand methods. The "cheap" ready-mixed paints are, of course, never to be considered. In the manufacture of Sherwin-Williams Paint, Prepared (S. W. P.), it has been our aim from the start to give a paint of such unquestionable quality as to be its own best argument against habit, prejudice and competition. Each S. W. P. color is handled in its formula and manipulation so as to obtain the greatest possible paint value. Made from carefully selected materials that possess best paint qualities, it is thoroughly mixed in the most scientific proportions to insure best results and very finely ground in machinery of our own design. S. W. P., on comparative test, will prove to cost less by the job, because it spreads easier under the brush, saving the painter's time, covers the greatest number of square feet to the gallon and wears the longest possible time. Briefly, a given surface can be properly painted with S. W. P. for a less average cost per year than any other paint made, including white lead and oil. S. W. P. is made in one quality only—the best our long experience in high-grade paint making indicates will give best results. It has been on the market nearly 40 years and enjoys a higher reputation and larger sale than any other paint in the world. It will cover 360 square feet two coats to the gallon, often more, depending on the condition of the surface. One trial of S. W. P. will prove its economy. For full directions for use, see the S. W. P. color card, or labels on each can.



For small structures, farm buildings, fences, bridges, and sheds built of rough lumber where a durable paint at a moderate cost is wanted, use Sherwin-Williams Creosote Paint. The creosote it contains helps arrest decay of worn surface.

Use Sherwin-Williams Preservative Shingle Stain on shingled barns, roofs, gables or wherever shingles are used. They are made with creosote in 23 good shades. They are strong in staining power, permanent and effective. Ask for box containing samples on wood.

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Paints and Varnishes For Household Uses.



For a *High Gloss Finish* on inside walls, ceilings and woodwork, use **S-W. ENAMELOID**. It is easy to apply — comes in beautiful colors, also white and black.

For an *Egg-Shell Gloss Finish* on inside walls, ceilings and woodwork, use **S-W. SPECIAL INTERIOR COLORS** — an oil paint that can be washed with soap and water without injury.

For *Enamel Effects* on walls, woodwork, chairs, tables, bedsteads, iron furniture, wicker work, etc., use **S-W. ENAMEL** — with a soft bristle brush, and you can get beautiful results at a small cost.

For a *Painted Finish* on cupboards, baseboards, shelving, flower stands, kitchen furniture, etc., use **S-W. FAMILY PAINT**. Anyone can apply it. Stands scrubbing and wear — just the finish for dozens of things about the house.

For *Staining and Varnishing in one Operation* — floors, furniture and woodwork, use **S-W. FLOORLAC**. It is made with good tough varnish and stains that do not fade. Imitates the popular hard woods. The best finish of the kind on the market.

For *Painting and Varnishing* buggies, boats, carriages, porch and lawn furniture — all surfaces exposed to the weather — use **S-W. BUOY PAINT**. Made in a good line of colors.

For *Radiators, Gas Pipes, Stoves, Picture Frames, etc.* — use **S-W. ALUMINUM PAINT** for a silver finish, it has no disagreeable odor; **S-W. IMPERIAL GOLD ENAMEL** for a gold finish, **S-W. RADIATOR ENAMEL** for a colored enamel finish.

For *Varnishing* — on woodwork outside or inside, use **S-W. KOPAL**, a general purpose varnish. On interior finishing (floors excepted), use **S-W. EXCELLO** — much better than hard oil. (See floors.)

For *removing Paint or Varnish from any Surface* — use **S-W. TAXITE**. Does not injure hands or work. Quick and reliable. Applied with a brush.

For *Polishing Furniture* — use **S-W. FURNITURE POLISH**. Safe for piano or finest mahogany table. It cleans and polishes. Apply with a cloth and polish with a cloth.

For *Re-fitting Old Screens* — use **S-W. SCREEN ENAMEL** — prevents rust — makes screens last a long time — good for the frames, too.

For *Old Stove Pipes and other Surfaces Subjected to Heat*, use **S-W. STOVE PIPE AND IRON ENAMEL**. Saves expense of buying new ones, easy to apply. No bad odor if applied to warm surface.



For Finishing Floors — In Any Style

Use **S-W. INSIDE FLOOR PAINT** on inside floors. Especially suited to old floors in bed rooms, bath, stairs and kitchens. Combines durability and quick drying qualities. Made in good colors.

Use **S-W. FLOOR WAX** for wood floors. Offers best possible protection and finish. Resists dirt, wear and scrubbing and cleaning. It dries with a tough, elastic film that retains a bright, clear appearance.

Use **S-W. FLOORLAC** for painting and varnishing floors in imitation of hard wood at one operation. Extremely durable.

Use **S-W. MAR-NOT** for varnishing floors. The most durable floor varnish made at any price.

Not easily scratched or injured.

Use **S-W. FLOOR WAX** or **S-W. DANCING FLOOR WAX** where a mixed finish is desired. Takes a high polish, wears well and does not show foot marks. Can be applied and polished with a cloth.

Dancing Floor Wax comes in sprayer for top coats.

Use **S-W. CRACK AND SEAM FILLER** for unsightly cracks and seams. Fills up rough spots, fills up cracks and provides splendid surface over which to finish. Does not dry up and come out of cracks. Apply with putty knife or palm of hand.



THE SHERWIN-WILLIAMS CO.

LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

FACTORIES: CLEVELAND, CHICAGO, NEWARK, MONTREAL, LONDON, ENGLAND.
SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

Helpful Booklets on Painting and Varnishing

The following booklets are full of helpful information. They are sent free upon request:

B-21 — "The Truth About Paint" — Treats in an interesting way of the manufacture of S. W. P. and suggests proper paints and varnishes for household uses.

B-19 — "Modern Method Floor Finishes" — Tells how to finish any floor in any style.

B-20 — "Paints and Varnishes for the Home" — A valuable booklet on the proper finish for all household uses — contains many suggestions for attractive finishes and colors.

B-43 — "Who Makes Best Paints and Varnishes?" — A book on the scope and requirements of paint and varnish products and how The Sherwin-Williams Co. supplies in high quality finishes.

This envelope contains color samples of a few popular shades of S. W. P. and some household paints. They may help you select suitable color combinations. See our Agent, whose name is on this circular, and get color cards and full information.

Our Special Artists are at Your Service.

The color combinations shown on houses on the last page of this circular have been selected with great care by our special artists. They may suggest suitable colors for your house. If they do not suit you, ask the S. W. Agent for a full color card, or send us photograph or architect's drawing of house or building to be painted. Our special artists will then send you specifications giving colors most appropriate. When you want advice about the choice of color scheme and suitable finishes for interior decorations, send photograph or description of your rooms and our experts will tell you how to finish the floors, the walls, the woodwork, and the furniture if desired. They will tell you what shades and tones will give a harmonious and highly artistic effect. This service will cost you nothing.

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