

SHERWIN-WILLIAMS
PAINTS & VARNISHES



APRIL 1906							MAY						
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LEROY LUMBER CO.
Lumber, Paints, Oils, Varnishes,
Leroy, Tex.

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IMPORTANT FACTS ABOUT HOUSE PAINTING

The Kind of Paint to Use; How to Apply It; and How to
Get Attractive Color Combinations.

THE KIND OF PAINT TO USE.

THERE are three classes of house paint to choose from—good prepared paint, honestly and correctly mixed by machinery, ready for use; white lead and oil, bought separately and mixed for use by hand; and poor, low priced prepared paint made by those who are willing to sacrifice quality, and true economy, in order to sell "cheap".

Good prepared paint is the best to use. That it is better than the "cheap", low quality paint goes without saying. It is also much better than hand mixed lead and oil, as the following statements will show.

Some thirty odd years ago hand mixing of white lead and linseed oil was the only way of making house paint. In those days The Sherwin-Williams Company would have recommended it to you and would have told you how to be careful about the quality of the lead and the purity of the oil. But you would have had to do the mixing yourself or get a painter to do it, and no matter how good the lead or how pure the oil you would still have had an unsatisfactory paint.

Lead and oil when applied to a surface soon lose their lustre and powder and chalk badly on account of the saponification of the oil. Further than this, hand mixing can not thoroughly and properly incorporate the lead with the oil.

Since those days the quality and character of white lead have not improved any, but two other important improvements have been made.

First, it was discovered that the chalking and powdering of white lead could be overcome by the addition of oxide of zinc—a pigment that produces a harder surface, is whiter, combines better with the oil, keeps its lustre longer and spreads farther than the lead. Oxide of zinc alone would not make a satisfactory house paint any more than white lead alone, but the two, when properly combined, give excellent results.

The second important improvement is the substitution of machinery for hand work, by which the oil and pigment become more intimately united and the pigment more finely ground—two very vital points in the making of good paint.

With these marked advantages good prepared paint is rapidly displacing lead and oil, not only for house painting, but also in the large railway paint shops, in marine painting, and other places where the best and most economical results are required, and where the truth about paint values is thoroughly understood.

There are only three reasons why lead and oil are now used at all—the fixed habit of some who are slow to change from old methods to new; the prejudice of those who have been fooled by the "cheap", low quality paints; and the fact that the makers of white lead resent the introduction of oxide of zinc as a paint pigment and continue to urge the use of lead and oil alone in order to keep up the proportion of lead used.

In the manufacture of *THE SHERWIN-WILLIAMS PAINT, Prepared (S. W. P.)*, it has been our aim from the start to give



Painted with
THE SHERWIN-WILLIAMS PAINT
The best good prepared paint made.

Roof 461
Trimming 470
Roof 363
Gables 370
Sash 380
Porch 466

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a paint of such unquestioned quality as to be its own best argument against habit, prejudice and competition. It is a correct combination of pure white lead, pure oxide of zinc and pure linseed oil. It is ground and mixed with the greatest skill and care and will give the largest amount of satisfaction to the user, in durability, appearance, spreading qualities and economy. We have believed in the economical value of prepared house paint and have always made but the one quality—the best that can be produced.

As a result we have built up the largest paint business in the world, requiring five big factories, in Cleveland, Chicago, Newark, Montreal, and London, Eng., with offices and warehouses in the principal cities and thousands of retail agencies. There is no other paint so widely known and used. Its popularity is the best argument that can be advanced in favor of good prepared paint.

We maintain the quality of *S. W. P.* by controlling most of our raw materials and by manufacturing at so favorable a cost and in such large quantities that we never have to sacrifice quality to get a right selling price.

We operate our own lead and zinc mines and smelters, make all our own linseed oil, manufacture our own dry colors, design and build all our paint machinery, make all our tin cans and packing cases, and print our own labels. In these ways we are able to put into the quality of *S. W. P.* the profits that would otherwise go to outsiders in the purchase of materials. We are also able to get better quality and uniformity of materials.

The splendid quality of linseed oil we are able to produce in our mills is, alone, sufficient to give *S. W. P.* a great advantage over any other paint.

To sum it all up, there is no possible way of making a paint that is better than *S. W. P.* It will wear longer, hold its gloss longer, look better, cover more surface and prove more economical than any other paint.

HOW TO APPLY PAINT.

COMplete directions for the use of *S. W. P.* are given on each package, but we give here some of the principles of good painting that are necessary to obtain best results. A good job of painting is the sum of three factors—good paint, good surface, and good painter. We can furnish the paint only.



THE SHERWIN-WILLIAMS PAINT
Saves in material and in cost of application



THE SHERWIN-WILLIAMS PAINT
Stands in all climates. Retains its gloss.

First Floor Body	499
Second Floor Body	496
Trimming	481
Roof	311
Chimney	367
Sash	302

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We recommend the employment of a practical house painter wherever it is possible.

See that the surface is free from grease and soot. If the job has been previously painted and is peeling, scaling off, or cracking, burn off all the old paint. If this is not done, the new coat of paint cannot be expected to stick.

See that the surface is perfectly dry. Moisture is what often causes blistering, cracking, scaling and like troubles. Moisture is always present in green or pitchy lumber, and after rain, a heavy dew, or a fog.

Do not paint over pitted surfaces and expect satisfactory results. No paint can do well on such surfaces.

Do not thin a surface. Any paint

will "run" thinning S. W. P. Boiled oil

never d surface in bad condition for

painting it dries through and through

and leaves a good hard surface for repainting.

Never add Japan to the paint to hasten drying. S. W. P. has just the quantity of dryer in it to dry safely and properly.

Do not use ochres for primer. The priming coat is the foundation coat, and if not right, good painting cannot be done.

THE SHERWIN-WILLIAMS PRIMERS, Light and Dark, are made specially to give best results. Where they are not used this S. W. P. with one gallon of pure raw linseed oil and from a pint to a quart of pure spirits of turpentine to each gallon of paint, for the priming coat. For detailed directions for the use of THE SHERWIN-WILLIAMS PRIMER or S. W. P., see top label on each package.

For best results on new work, apply one coat of SHERWIN-WILLIAMS PRIMER, (light or dark, as is required by the finishing color demanded) and two coats of paint. It is false economy to use only two coats of paint on new work. Don't expect best results unless you use a primer and two coats.

Apply the paint in thin coats. Brush it out thoroughly. Any paint put on too thick is liable to crack and peel, and is responsible for more unsatisfactory results than any other one cause.

Do not let one coat of paint stand for any length of time before applying the next coat and expect good results. Each coat must be applied one after the other in reasonable time if long wear is expected.

HOW TO GET GOOD COLOR COMBINATIONS.

THE illustrations in this folder show painting combinations that have been selected with greatest care and approved by leading architects. The selections are representative of the best and most attractive schemes of present day decoration. If none of the combinations shown is sufficiently suggestive, send us a photograph, architect's drawing, or rough sketch of your buildings and we shall furnish you, free of charge, three special harmonious combinations from which you can select.

In the envelope on second last page will be found a selection from the regularly made S. W. P. shades, including white and black. If these sample colors do not suit you ask the agent, whose name appears on the front cover, for a full color card.

For painting *White*: The Sherwin-Williams Gloss White should be used for outside. For inside work we make Inside Varnish White, China Gloss White, and Flat White.

HOW TO FIGURE QUANTITY.

THE amount of S. W. P. required for two coats: Measure the average height, which is by 300, which will give S. W. P. to buy for the body, then take 1-8th to 1-5th of this quantity, which will give you the amount for the cornice and other trimmings; ascertain the square feet in floors and ceilings of porches, then 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 do for doors and sash.

S. W. P. will cover 300 square feet of surface, two coats to the gallon, or more depending upon the condition of the surface. Lead and oil will cover only 225 to 250 square feet two coats to the gallon.

GENERAL PAINTING AND VARNISHING.

GOOD paint makes home bright and cheerful inside as well as outside. It is only necessary to use the right paint on the right surface to get happy results. Besides house paint we make special paints for all special uses. Select the one that is made for your purpose and it will prove both satisfactory and economical. The following are some of our Household Specialties:

S-W. MODERN METHOD FLOOR FINISHES—See next page.

S-W. ENAMEL—For a high gloss finish on inside walls, ceilings, and woodwork. Made in beautiful shades, and black and white.

S-W. SPECIAL INTERIOR COLORS—For an egg shell gloss finish on inside walls, ceilings, and woodwork.

S-W. ENAMEL—For a hard, high gloss finish on chairs, tables, bedsteads, iron furniture, wicker work, etc.

S-W. FAMILY PAINT—For cupboards, baseboards, shelves, etc.

S-W. FLOORLAC—For staining and varnishing at one operation. Imitates the popular natural woods. It was originally made for use on floors, but because of its great durability for that purpose, has come into general use for furniture, woodwork, etc. It is made with good tough floor varnish, and the colors do not fade, as most similar products do.

S-W. PORCH AND LAWN FURNITURE ENAMEL—For porch and lawn furniture. Does not soften under heat or stick to clothing.

S-W. BUGGY PAINT—For buggies, boats, carriages, canoes, etc.

S-W. ALUMINUM PAINT—For a silver finish on radiators, gas, steam and water pipes, mail boxes, fixtures, etc.

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Painted with

THE SHERWIN-WILLIAMS PAINT

Covers most, looks best, wears longest.

5/8
4/3
4/1
4/1
Chimneys 261
Porch Floor 44



Painted with

THE SHERWIN-WILLIAMS PAINT

Gives uniformly good results at lowest cost.

5/8
Trimming 491
Roof 371
Sash 361
Porch Floor 44
Chimneys 261

S-W. EMPRESS GOLD PAINT AND IMPERIAL GOLD ENAMEL—For a gold finish on radiators, stoves, pipes, picture frames, and little things about the house.

S-W. RADIATOR ENAMEL—For a colored enamel finish on radiators, gas pipes, stoves, etc.

S-W. TACKLE—For removing old paint or varnish from any surface. Applied with a brush. Does not harm hands or wood.

S-W. PRESERVATIVE SHINGLE STAIN—For staining and preserving shingle roofs and sidings.

SHERWIN-WILLIAMS VARNISHES are as widely known as Sherwin-Williams Paints. They have the same high quality and give the same satisfaction. Varnish making is a large and separate part of our business. We have the most modern equipment, the skilled workmen, the experience and desire to make our varnish as good as can be made. It's impossible to buy varnishes that give better results or greater economy. We make a complete line of varnishes for all household uses. Four of our principal varnish specialties are:

KOPAL—A general purpose varnish for use outside or inside. Fine for bath rooms, kitchens, woodwork around sinks, outside doors, boxes, carriages, etc.

EXCELLO—A leader for inside use (floors excepted). Better than hard oil finish.

MAR-NOT—A durable floor varnish. Does not mar or show heel marks readily.

S-W. EXTRA FURNITURE VARNISH—A splendid varnish of medium price for finishing tables, chairs and other household furniture.

Write for a "B-34" booklet—it gives complete description of The S-W. Household Specialties. Our "B-39" booklet on finishing floors will also be sent upon request. (See next page.)



THE SHERWIN-WILLIAMS CO.

LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

FACTORIES
CLEVELAND, CHICAGO, MONTREAL, NEWARK, LONDON, ENG.
OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

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THE
LIVING
ROOM



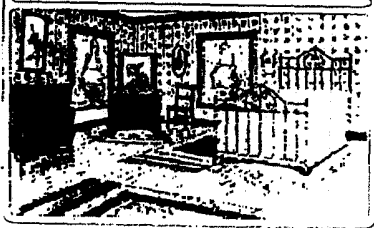
FLOOR,
Floorlac, Mahogany
WOODWORK,
Floorlac
Golden Oak
WALLS,
Special Interior
Color 116
CEILING,
Special Interior
Color 823

THE
DINING
ROOM



FLOOR,
Inside Floor
Paint No. 168
WOODWORK,
Floorlac, Walnut
WALLS,
Spec. Int. Color 481
FIREES,
Spec. Int. Color 431
CEILING,
Spec. Int. Color 431
WINDOW SEAT,
Floorlac, Oak

THE
BED
ROOM



FLOOR,
Floorlac
Oak
WOODWORK,
Floorlac
Green

THE FINISHING OF FLOORS, OLD AND NEW.

THERE are many good reasons why painted and varnished floors are rapidly taking the place of dusty, germ collecting carpets. They look clean, are more healthful and more economical. They are made for finishing old or new floors. By following our instructions obtain the best looking and best wearing finish it's possible to get.

For Painted Finish Inside.

Painted finish is suitable for any room in the house, especially where carpets were formerly used. It is made in good colors and suitable sized packages. It is made in good colors and

For Painted Finish Outside.

Paint made for inside floors, or ordinary paint, is not adapted to the severe outside exposure to weather. THE S-W. PORCH FLOOR PAINT offers the best possible service under hard foot wear, exposure to rain and snow, cleaning and scrubbing. It dries with a tough, elastic film and retains a bright, clean appearance for the longest time.

Stained and Varnished Finish.

Where a painted finish does not suit the scheme of decoration and floors are not suited to natural finishing, a stained and varnished finish is just what is wanted.

S-W. FLOORLAC stains and varnishes old, new or previously painted floors. It imitates perfectly the most expensive hard woods. Floorlac is extremely durable and will not fade like many other similar products on the market.

Varnished Finish.

It brings out the natural color and grain of the wood. It is a good floor varnish in a more satisfactory way than any other floor varnish on the market. It is tough and elastic and not easily marred or scratched. Mar-not retains its lustre for the longest possible time and is sure to please.

Waxed Finish.

A waxed finish produces a polished effect when used on varnished or painted floors and helps to bring out and preserve the finished surface.

THE S-W. FLOOR WAX takes a high polish, wears well, and does not show scratches or heel marks. It can be applied and polished with a cloth. It protects and improves the finish of Mar-not, Floorlac, Inside Floor Paint, and other similar products.

For Unsightly Cracks and Seams.

Where boards have shrunk apart or cracked in old floors or do not come together completely in new floors, use

THE S-W. CRACK AND SEAM FILLER—it is made especially for filling unsightly cracks and seams in floors. It cures up rough spots and gives a splendid surface on which to apply the finishing coats. Crack and Seam Filler is elastic, and does not dry up, shrink or come out of cracks.

Ask our agent or write the nearest office for a "B-16" booklet. It gives complete and correct directions and advice on the methods of finishing any floor in any style desired.

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Body S. W. Creosote
 Valer. Red Oxide
 Trimming S. W. F.
 Roof Green White
 Doors and Windows
 S. W. F. 660
 Stalls 100

Painted with
THE S-W. CREOSOTE PAINT
 Trimmed with The Sherwin-Williams Paints.

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