

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

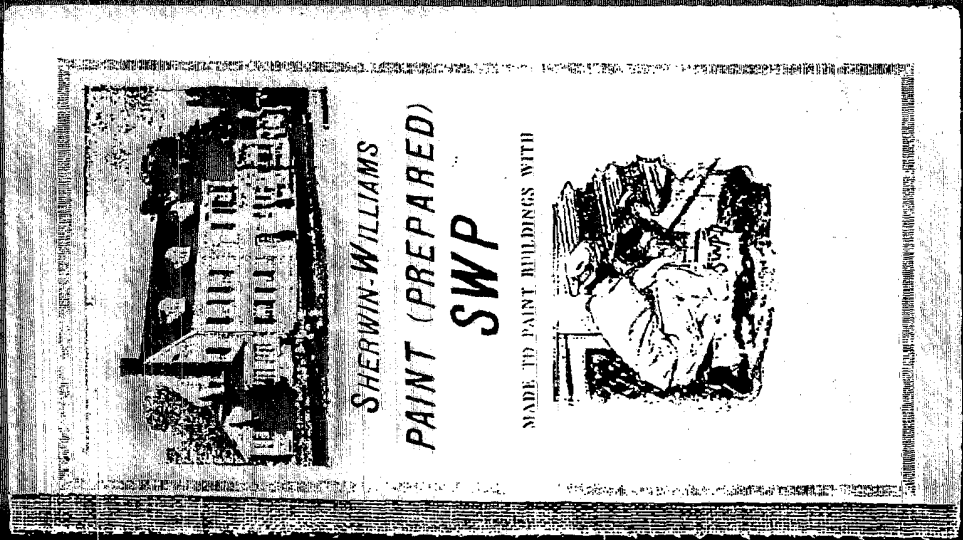
Matlack, Kern & Co.

203 Market Street Philadelphia, Pa.

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0007-SWP-040797



Body—SWP 482. Trimming—SWP 150H White. Siding—SWP 664s White. Roof and Gables—S.W. Preservative Shingle Stain B-41. Porch Floor—S.W. Porch and Deck Paint 44.



Body—SWP 478. Trimming—SWP 151. Siding—S.W. Black. Roof—S.W. Preservative Shingle Stain C-71. Porch Floor—S.W. Porch and Deck Paint 45.

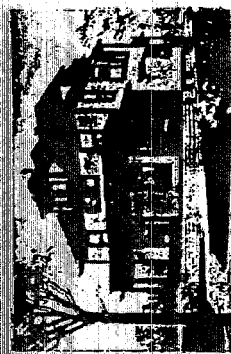
In buying paint you must not figure the cost at so much per gallon but at so much per year for the number of years' service that it will give.

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.

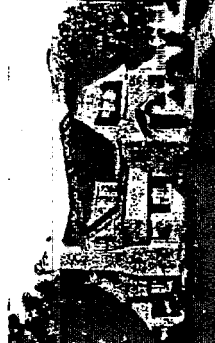
On the other hand, Sherwin-Williams Paint, Prepared, is the result of over forty-five years' experience in paint-testing and paint-making. It comes to the consumer ready to use, and he knows absolutely that every package contains a paint which is right in every respect.

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



Best—SWP 105. Trimming—SWP 11. Roof—SWP 105. Interior—SWP 105. Stain—SWP 105. Floor—SWP 105. Deck—SWP 105.

The Sherwin-Williams Company operates a Decorative Department for the purpose of helping you select color-schemes and paints most suitable to your house. This service is rendered free of charge—all you do, is to send a photograph, blue-print, or sketch of your house to the Decorative Department, 601 Canal Road, Cleveland, Ohio.

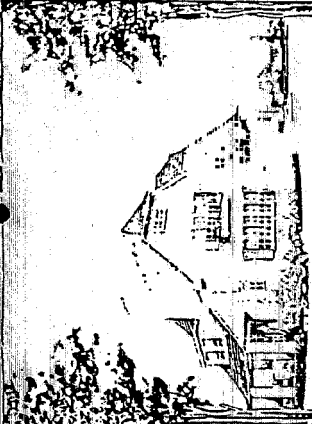


Best—SWP 105. Trimming—SWP 11. Roof—SWP 105. Interior—SWP 105. Stain—SWP 105. Floor—SWP 105. Deck—SWP 105.

A FEW OF SHERWIN-WILLIAMS MOST POPULAR PRODUCTS

- FOR STAINING SHINGLES**
S-W Stained Shingle Stain. Made with cover-stains in all good shades.
- FOR INTERIORS, WALLS, ETC.**
S-W Interior Wall Paint. For a high gloss finish.
S-W Interior Wall Paint. For a high gloss finish.
S-W Interior Wall Paint. For a high gloss finish.
S-W Interior Wall Paint. For a high gloss finish.
- FOR FLOORS**
S-W Floor and Deck Paint. For painted finish.
S-W Floor and Deck Paint. For painted finish.
S-W Floor and Deck Paint. For painted finish.
- FOR OUTDOOR TRAILERS, DECORATING WOODWORK, ETC.**
S-W Outdoor Trailer Paint. For a high gloss finish.
S-W Outdoor Trailer Paint. For a high gloss finish.
S-W Outdoor Trailer Paint. For a high gloss finish.
- FOR POLISHING PLANTS, FURNITURE, ETC.**
S-W Polish Plant. For a high gloss finish.
S-W Polish Plant. For a high gloss finish.
S-W Polish Plant. For a high gloss finish.
- FOR ALL KINDS OF VARNISHING**
S-W Varnish. For a high gloss finish.
S-W Varnish. For a high gloss finish.
S-W Varnish. For a high gloss finish.
- FOR GENERAL CLEANING**
S-W Cleaner. For a high gloss finish.
S-W Cleaner. For a high gloss finish.
S-W Cleaner. For a high gloss finish.

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS
FACTORY: CLEVELAND, OHIO
SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES
231 E 10th St
CLEVELAND, OHIO



SHERWIN-WILLIAMS
SWP

A PAINT
PREPARED
FOR
DURABLE
EXTERIOR
USES

MAY	1916
S	1
M	2
T	3
W	4
T	5
F	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	



THE SHERWIN-WILLIAMS PAINT

PREPARED FOR DURABLE EXTERIOR USES

SWP

363

SWP

0007-SWP-040800

0007-SWP-040801

EXTENSION

Paint all exterior work with three coats of Sherwin-Williams Flat White in color.

use with pure zinc linseed oil and pure spirits turpentine as follows:

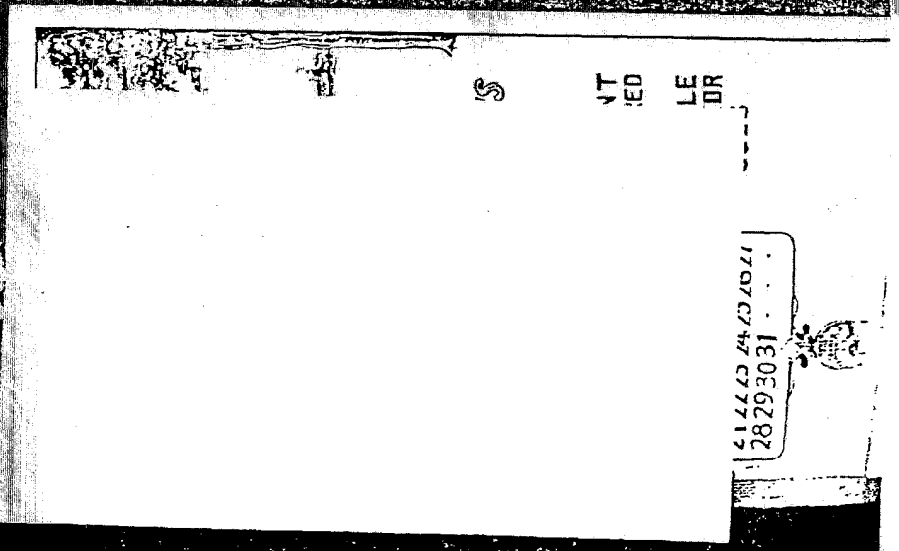
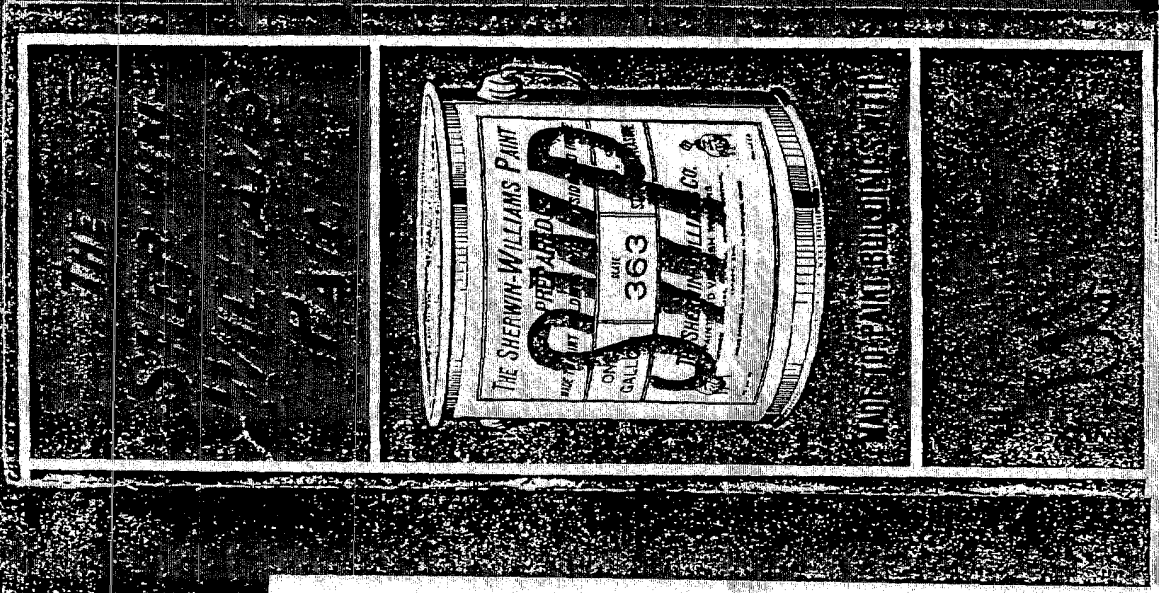
the bottom, cypress, Washington cedar, red cedar, but also (cypress, spruce and hemlock) in the prairie country.

OLD LUMBER

In painting old exterior woodwork, see that the surface is free from grease, sand, etc. Apply two coats of SAE in color as directed, allowing

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DR

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.

Suitable Trimmers		
Coral Tint	485	
457	391	
	456	
	486	
Pale Brimstone	391	
482	355	
	461	
	Gloss White	
Canary Yellow	358	
387	Gloss White	
	486	
	461	
Straw	472	
385	393	
	475	
	473	
Primrose Yellow	Gloss White	
394	461	
	462	
	360	
Dark Fawn	375	
352	393	
	457	
	Gloss White	
Golden Brown	462	
486	460	
	360	
	473	
Olive Brown	360	
372	387	
	391	
	Gloss White	

Colors marked thus (*), also Flat White and Inside Varnish White, are higher in price than others on this folder.

Stir Paint thoroughly before

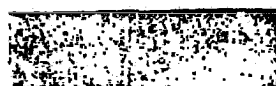
MADE BY THE LARGEST PAINT AND VARNISH MAKERS IN THE WORLD



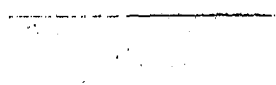
Suitable
Trimmers
Apple Green 462
464
Gloss White 460
372



Citron Green 472
478
372
374



Pea Green 383
Gloss White 391
481



Sea Green 472
354
371
387
436



Green Stone 486
358
375
462
371



Sage Green 354
355
375
478
367

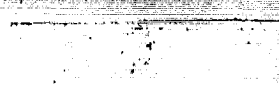


Lincoln Green 354
371
375
478
367

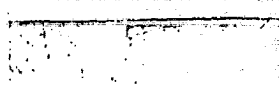


French Crown Green Dark 366
*

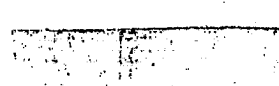
Stir Paint thoroughly before applying



Suitable
Trimmers
Pearl Gray 479
Gloss White 482
351
352



Sky Blue for Porch Ceilings, Porch Furniture, etc. 464



Blue for Inside Work 369



Quaker Drab 478
391
375
496



Lavender for Porch Ceilings and Inside Work 361



Red 475
367
375
478
For Brick Work, Very Durable



French Crown Green Medium 362
*



Antique Brown 486
499
457
391
385

Stir Paint thoroughly before applying

SWP is also made in B. No. 370, Rich Red, No. D.E. No. 389. Sample furnished on request.

box

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14 15 1
21 22 2
28 29 3

