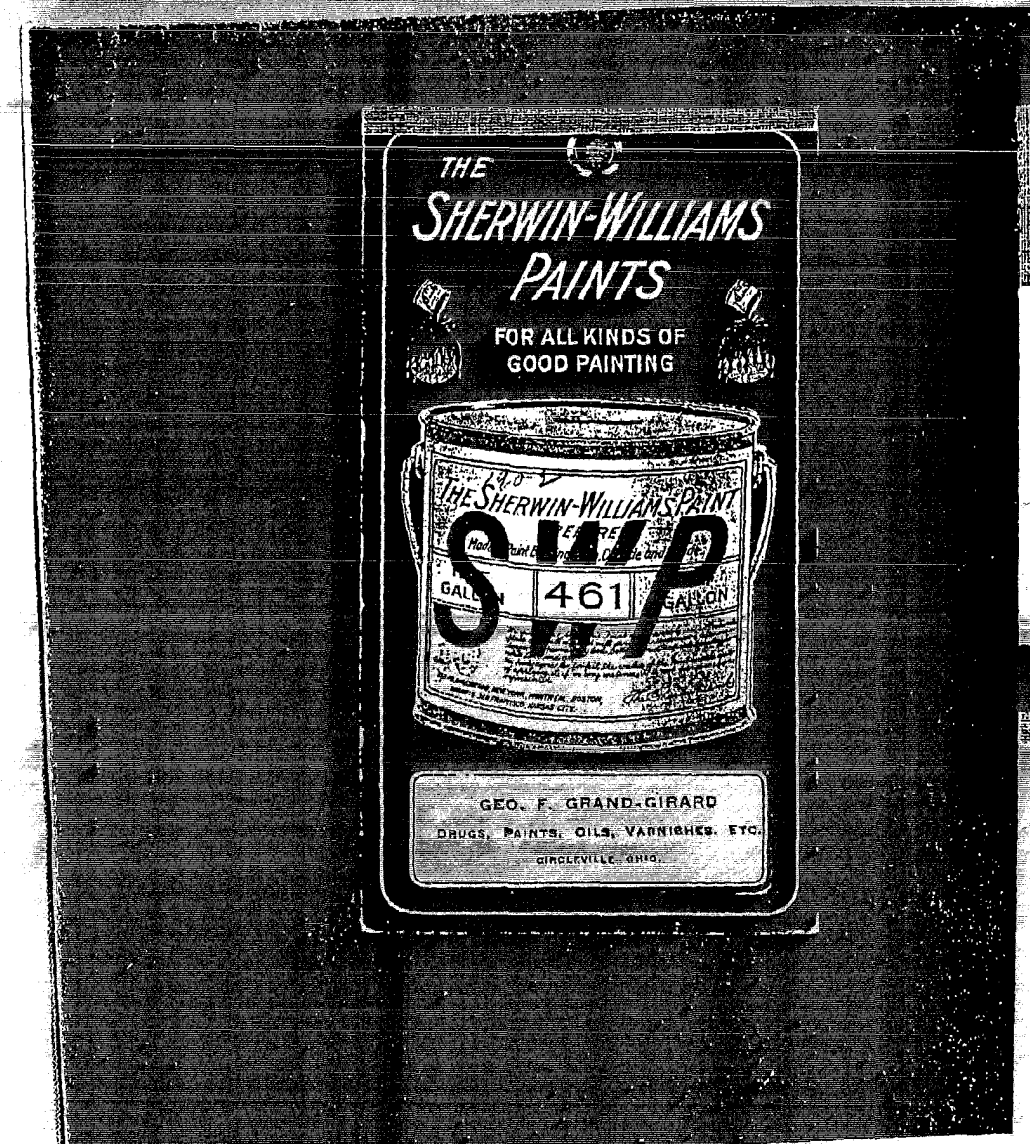
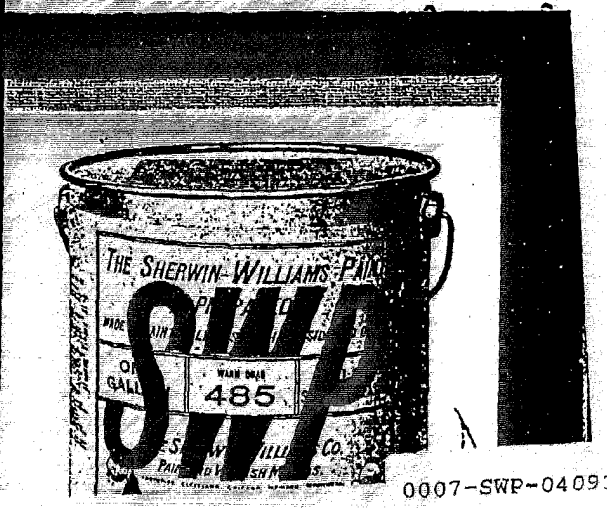


WHY WE SEI



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THE SHERWIN-WILLIAMS PAINT
ARE YOU GOING TO PAINT?
If so, (use of postal card attached on the back of this calendar and mail it at once to The Sherwin-Williams Co., stating what you intend to paint and they will send you valuable information about painting and varnishing, free of any cost.
THE SHERWIN-WILLIAMS
485
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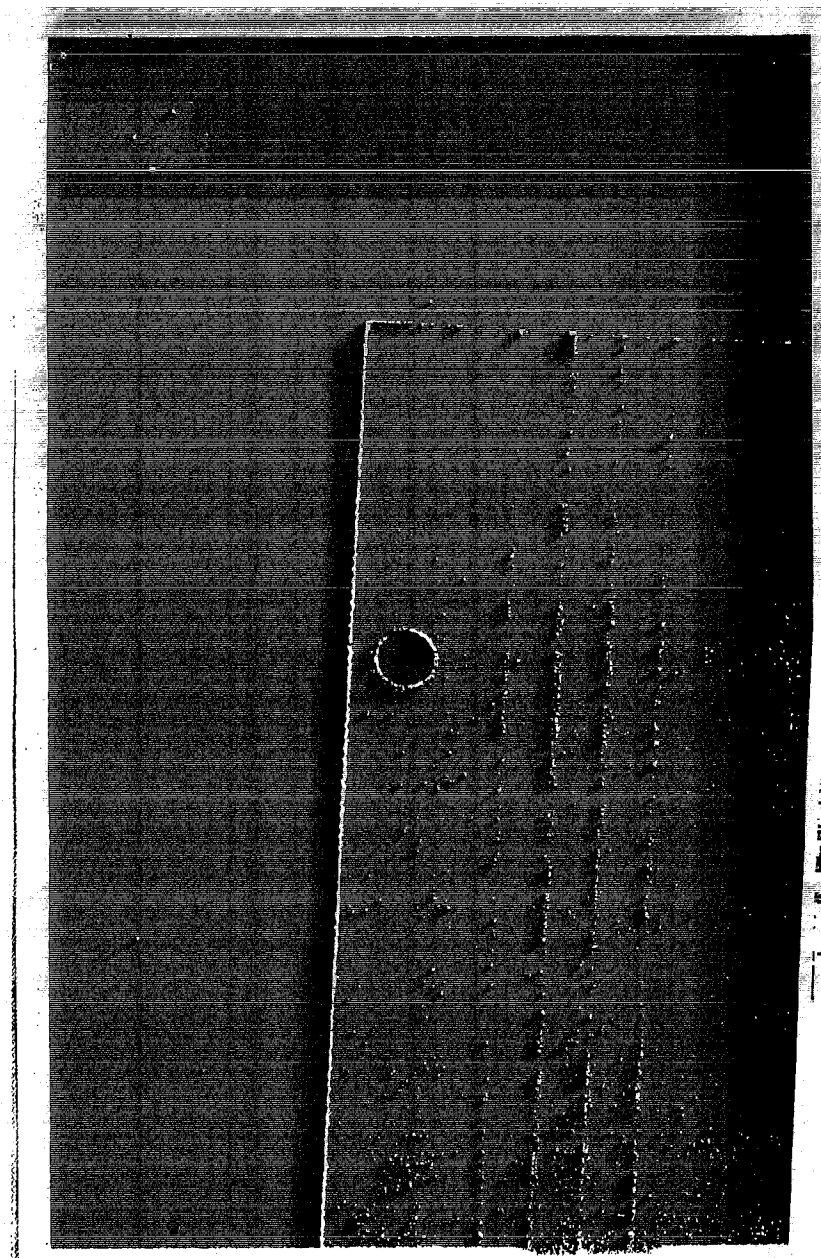




THE TRUTH ABOUT PAINT

THE SHERWIN-WILLIAMS PAINT (Prepared) is made for painting buildings, outside and inside. It will do it better and at less cost than any other paint material known.

So much is printed and said about paint and paint materials, it's difficult for anybody contemplating painting to determine what is best to use.

The principal fight is between lead and oil on the one hand, and the great host of brands of prepared or mixed paint on the other.

The truth is this.

For a long period of time the best known materials for painting were lead and linseed oil. These two articles, while they were best at the time, were always felt to be wanting, [illegible] and admitted that lead



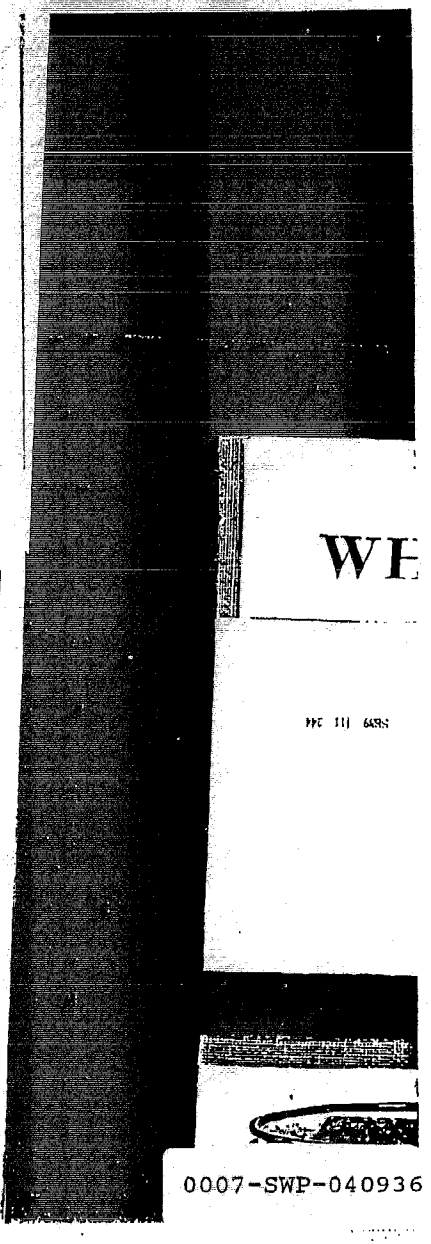
THE SHERWIN-WILLIAMS PAINT

If you have varnishing to do you can do it best and most economically with

THE SHERWIN-WILLIAMS VARNISHES.

They can always be depended upon for a perfect finish.

KOPAL—a perfect varnish for general use. It's the leading varnish specialty on the market and will be found just the thing for finishing odd jobs about the house. You can use it anywhere.



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alone, mixed with linseed oil, quickly loses its lustre, powders up, and is soon washed away.

After long years of searching and experimenting for some means of remedying these defects, it was found that by adding a proportion of oxide of zinc to the lead, a harder and more durable surface of paint was obtained. The paint was also of a better color, as zinc is whiter than lead, and it kept its lustre longer. In addition to this, it covered more surface, the zinc having greater spreading properties than lead. This makes it more economical for the consumer.

Now the only question is, is it better to buy the lead, zinc and linseed oil and mix your own paint, or buy them prepared. If you can trust the maker, it's better, much better, to buy them prepared—ready for use. It is not possible to mix paint in a small way in a keg, with a stick, or by some other crude method, and have it equal to a paint thoroughly mixed and finely ground by machinery. It's machine work against hand work. It's guessing at quantities compared with working on exact formulas. The small buyer can't test his materials to make sure they are pure, while the large manufacturer must do so to protect himself.

The only trouble in buying prepared paint is that there are so many inferior brands on the



THE SHERWIN-WILLIAMS PAINT

You can finish old or new floors, in any style, always with the best results, by using

THE SHERWIN-WILLIAMS FLOOR FINISHES.

For Inside Floors—THE S.-W. INSIDE FLOOR PAINT
Also FLOORLAC. (Imitates natural woods.)
For Porch Floors—THE S.-W. PORCH FLOOR PAINT
For Varnished Floors—THE S.-W. DURABLE FLOOR VARNISH
For producing a Wax Finish—THE S.-W. FLOOR WAX.
For unsightly cracks—THE S.-W. CRACK FILLER.

MADE TO WALK ON

WH

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safe way is to go by the reputation of the maker.

The SHERWIN-WILLIAMS *Co.*, makers of The Sherwin-Williams Paint (prepared), have been making paint for more than twenty-five years, and today are the largest paint makers in the world. Our whole thought and effort has been to make *good* paint. Our time has been spent finding out how to make paint that would look the best, last the longest and be most economical. We are not more interested in lead than in zinc, nor in zinc than lead. We would use all lead if we thought it would make the best paint for all uses. But we know from knowledge purchased by our many years of hard earned experience that the two combined together in proper proportions with genuine linseed oil, make the best paint, and this is how *S. W. P.* is made. There is no secret about it.

Avoid cheap mixtures if you want a good job, and remember that in buying paint, the cost by pound or gallon is not the true measure of economy. It's the superior covering power, as well as durability, that makes *S. W. P.* cheaper than other paints.

To sum it all up, there is no possible way of making a paint that is better than *S. W. P.* You'll be sure in using it. Results are what count.

THE CHOICE OF COLORS

Good paint is better than wall paper. It is better for health, cleanliness and beauty.

THE *S-W* SPECIAL INTERIOR COLORS

are made in the most fashionable shades. Prepared ready for brushing. Give a velvet finish. Wear well, stand scrubbing and are easy to apply.

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sample colors do not suit you ask the agent, whose name appears on the back, for a *full* color sheet showing all shades.

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.

If you have any doubt as to what color combination to use on your house, or are too busy to give the matter proper attention, send us direct, or through our nearest agent, a photograph or architect's elevation drawing of the house or buildings to be painted. Our special artist will then send you specifications giving the colors most appropriate. No charge whatever is made for this work.

ABOUT PRIMING.

THE importance of a correct priming coat is not generally appreciated. It is the foundation, and if that is wrong, no paint can wear satisfactorily. Anything is not good enough for priming; the very best is none too good.

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

QUANTITY REQUIRED.

TO ascertain the quantity of *S. W. P.* required for two coats: Measure the distance around the building, multiply that by the average height, which will give the square feet of siding; divide that by 300, which will give you approximately the number of gallons of *S. W. P.* to buy for the body, then take 1-8th to 1-5th of this [illegible] which will give you the amount for the cornice



THE SHERWIN-WILLIAMS PAINT

You can refinish old or worn furniture yourself—make it look good as new at small expense by using

THE SHERWIN-WILLIAMS VARNISH STAIN

It imitates the natural woods, staining and varnishing at one operation. Gives a handsome, durable finish. Is very easy to use.

THE SHERWIN-WILLIAMS ENAMEL PAINT.

For wood or iron furniture, where a high gloss finish is desired. No other enamel paint is so durable or so easy to apply.

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FOR BUILDINGS, OUTSIDE AND INSIDE, AND ROOFS.
Use THE SHERWIN-WILLIAMS PAINT (prepared).
For the priming coat—Use the S-W. Liquid Primer.

FOR INTERIORS, WALLS, Etc.
Use THE S-W. SPECIAL INTERIOR COLORS.
For white varnish finish use S. W. P. Inside Varnish White.

FOR FLOORS.
Use THE S-W. FLOOR FINISHES.
For Inside Floors—The S-W. Inside Floor Paint or Floorlac. (Imitates natural woods.)
For Porch Floors—The S-W. Porch Floor Paint.
For Varnished Floors—The S-W. Durable Floor Varnish.
For producing a wax finish—The S-W. Floor Wax.
For unsightly cracks—The S-W. Crack Filler.

FOR CUPBOARDS, SHELVES, Etc.
Use THE S-W. FAMILY PAINT.
Durable oil paint. Can be washed.

FOR BARNS, ROOFS, FENCES, Etc.
Use THE S-W. CREOSOTE PAINT or ROOF AND BRIDGE PAINT.
Inexpensive paint for protecting and preserving all rough wood surfaces.

FOR BUGGIES, BOATS, PORCH CHAIRS Etc.
Use THE S-W. BUGGY PAINT.
A varnish paint specially suited for outside exposure.

FOR CHAIRS, TABLES, Etc.
Use THE S-W. ENAMEL PAINT.
Has high lustre, made in fourteen tints.

FOR STAINING AND VARNISHING AT SAME OPERATION ON FURNITURE, WOODWORK, &c.
Use THE S-W. VARNISH STAIN.

THE SHERWIN-WILLIAMS PAINT

SAMPLES OF COLORS IN THIS ENVELOPE

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