

0007-SWP-040977

THE
SHEPHERD-WATKINS

1888
A. M. Ballard



N-WILLIAMS

1888

Hand

N28970

IMPORTANT REGARDING THE USE OF PAINT.

Through lack of proper care paint is often applied to unseasoned, damp or sappy lumber. The usual result is, after a few months' exposure the paint, if a good, hard, perfect film, blisters and peels off, or if all lead or metallic, spots and chalks off. Either result being no fault of the paint, the consumer should see that the surface is in suitable condition before the paint is applied. Again, much new lumber, even when dry, is so soft or spongy that if a coat of thick paint (good or bad) be applied directly on the wood the paint is liable to spot or peel off; therefore, to insure a suitable foundation for paint on new woods, or on a very old weather-worn surface, *prime* with pure Linseed Oil slightly thickened with S.-W. PAINT No. 365, or any other good paint. Priming paint should be principally Linseed Oil, and well dried before a regular coat of paint is applied.

THE SHERWIN-WILLIAMS

This Paint, prepared for use in white, choice line of colors, is unquestionably superior to anything of the kind ever before produced. Made of the best materials in correct proportions, and by the most skillfully adapted machinery the preparation is perfect.

This Paint is offered to the public on its merits, and the enthusiastic endorsement of thousands who have used it.

MANUFACTURED ONLY BY

THE SHERWIN-WILLIAMS COMPANY

CLEVELAND,
CHICAGO,
NEW YORK.

THE SHERWIN-WILLIAMS PAINT.

360

387

386

354

SUPPLEMENT OF NEW COLORS.

457

458

456

455

NOTIFICATION.—On January 1st, 1889, the manufacture of Colors Nos. 356, 361, 368 and 368 was discontinued. Combination No. 793 becomes a regular color, and will be kept in stock.

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368

THE SHERWIN-WILLIAMS PAINT.

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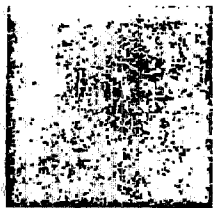
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0007-SWP-000124372

THE SHERWIN-WILLIAMS PAINT.

380			387
386			354
357			391
375			355
361			390
351			371
353			368

THE SHERWIN-WILLIAMS

385		
384		

QUANTITY REQUIRED.

As outside painting on buildings usually consists of two coats over a previously painted surface; or, if on a surface never before painted, preceded by a primary coat, it is customary to estimate the quantity of paint required for two coats. Surfaces are so variable in condition that no rule can be given which will be found applicable to all cases. An experienced practical painter can judge as to this.

Actual tests which have been made show that one gallon of THE SHERWIN-WILLIAMS PAINT will cover with two coats 300 square feet of smooth surface in average condition. Many who have purchased on this basis have had paint left, because the surface was in excellent condition and the paint applied by good workmen. Others, calculating on the same basis, have been disappointed and obliged to buy more, but found on investigation that the variation from the quantity prescribed by the rule was due to one or more of the following causes:

1. *Mismeasurement.* There is danger of making mistakes in measuring the surface of a building to be painted, even among those who are accustomed to make estimates, so complex are the architectural features on some buildings, and so variable are the nature and condition of surfaces. After careful measurement has been made for a job, from $12\frac{1}{2}$ to $18\frac{1}{2}$ per cent. should be added to the simple surface dimensions, on account of the edges and slope to siting.

2. *Rough or Porous Surface.* This may be either brick or wood; in the latter case inferior new lumber or old weather-beaten surfaces, which the paint has long since ceased to properly protect.

3. *Improper Application, i. e.,* spreading it on too thick, or "flowing" it on, perhaps using a wide, flat brush. This way of spreading paint is recommended by manufacturers of cheap or alkali paints, but is not adapted to this nor to any other properly made paint.

4. *Temperature.* Much more paint is used on a given surface in cold weather than in warm, because it is not so pliant and free working.

After having found the total number of square feet of surface to be painted, add 10 per cent. for waste and paint that will unavoidably be taken up in beads, edges, cracks, etc., where it cannot be thoroughly brushed out. Divide the total number of square feet by 300, and the result will give the number of gallons of THE SHERWIN-WILLIAMS PAINT to buy.

Attention is called to the fact that nearly all other manufacturers of mixed paints are obliged to give a rule for the covering capacity of their paints, requiring from 15 to 25 per cent. more than this, simply because THE Sherwin-Williams Paint is properly made, and of pure materials, and therefore admits of being rubbed out under the brush like any pure lead, zinc and oil paint, not requiring to be "flowed on," as the manufacturers of cheap paints di-

THE GUARANTEE SUBJECT.

Since some of the most worthless paints in the market are guaranteed in the strongest terms into which the English language can be construed, it is humiliating to us to be obliged to conform to a custom so much abused. We have not known the character and standing of our concern, established many years, and our valuable reputation as producers of the finest prepared pigments, used by railway companies, carriage manufacturers, fresco and decorative artists, and others throughout the land. We respectfully ask if our name alone on any article we send out is not a stronger guarantee than any that can be written by those who have suddenly taken up the mixing of paint, who possess few, if any, of the facilities and little of the knowledge and experience of an old and extensive establishment. On the margin of this page we print a facsimile of the guarantee we put on each package of THE SHERWIN-WILLIAMS PAINT. It is a rule with us to say nothing to run down competitors or their products, knowing that facts, when made known, will prove all that we desire.

We guarantee that this paint, when properly used, will not crack, flake or scale off, and will cover more surfaces, more better, more longer and more uniformly, less better than other paints, including pure white lead and oil.

We hereby agree to forfeit the value of the paint and the cost of applying it, if in any instance it is not found as above recommended.

The Sherwin-Williams Co.

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