

THE SHERWIN-WILLIAMS CO.

LARGEST PAINT AND VARNISH
MAKERS IN THE WORLD

CLEVELAND, NEW YORK, SAN FRANCISCO, MONTREAL,
CHICAGO, NEWARK, LOS ANGELES, TORONTO,
KANSAS CITY, BOSTON, SAN DIEGO, WINNIPEG,
MINNEAPOLIS, LONDON, ENG.

The products of this Company includes all kinds of paints and varnishes, made with the one idea of producing the right quality—products that, from the standpoint of the consumer, will be right for service and economy.

We have built our large business and gained our wide reputation on this principle: *We believe in the best for each purpose.*

THE SHERWIN-WILLIAMS PAINTS

FOR ALL KINDS OF
GOOD PAINTING

The secret of good painting lies in getting the right paint for each purpose. Each one of The Sherwin-Williams Paints is made exactly for its purpose and is the best you can use. Write for "B14" booklet, describing our household paint specialties.

THE SHERWIN-WILLIAMS VARNISHES

THEY'RE RIGHT

Our line includes good varnishes for all purposes, both for the practical painter and the householder. Here are three of our leaders:



A good old fashioned varnish for general use, outside and inside.



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



A durable floor varnish. Doesn't mar or show heel marks.

SPECIMEN COMBINATIONS

SHOWING BUILDINGS PAINTED WITH
THE SHERWIN-WILLIAMS PAINT

The illustrations in this folder show painting combinations that have been selected with the greatest care and have been approved by some of the leading architects of the country. The selections represent what is accepted as the best and most attractive method of present day decoration.

If none of the combinations shown here is sufficiently suggestive, send us a photograph, architect's drawing, or rough sketch of your buildings and we shall be glad to furnish you, free of charge, three harmonious combinations from which you can select.

The envelope on the last page contains a few samples of our most popular colors. If you want a full color card call on our agent whose name appears on front cover.

Read all we have to say about paint before you do any painting.



Painted with

THE SHERWIN-WILLIAMS PAINT
A Pure Lead, Zinc and Linseed Oil Paint.

Body 300
Trim and 400
Roof 200

0007-SWP-040847

HOUSE PAINT FACTS

THE SHERWIN-WILLIAMS PAINT (Prepared)

S. W. P. is the safest, best, and most economical house paint made. It does better work at less cost per job than any other paint, either ready prepared or hand mixed. It is a pure lead, zinc, and linseed oil paint.

When you paint, you have three materials from which to select—good prepared paint, like S. W. P., lead and oil mixed by hand, and "cheap" prepared paint.

"Cheap" prepared paint, however, should never be considered. "Cheap" paint offers no resistance to the weather. It contains poor pigments and poor oil and soon loses its color, life, and staying qualities. Even its apparent saving in cost per gallon is soon eaten up by its low covering capacity—it takes more gallons of it to paint a building.

So the choice of materials is narrowed down to good prepared paint, like S. W. P., and hand mixed lead and oil. Let us see which is better.

Hand mixed lead and oil has many disadvantages, one of the principal of which is the liability to impure materials. There is no way to test for purity and adaptability. Chances must be taken, with the result that at times impure materials are used. And the fact is often not discovered until too late to repair the damage done.

With good prepared paint, like S. W. P., you get an absolute certainty of pure materials.



Painted with

THE SHERWIN-WILLIAMS PAINT

Costs Least per Job Weats Longest

Body 807
Trimmed 859
Roof 634 (Dark Green)
Siding 807



Painted with

THE SHERWIN-WILLIAMS PAINT

Colors Brightest. Finish Smoothest.

Body 805
Gable 809
Trimmed 811
Siding 805 (Dark Green)
Roof 806

0007-SWP-040848

materials. Buying in large quantities, the reliable paint manufacturer is compelled to test his materials carefully—to make sure that they are right in every respect.

Lead, when used alone with oil has many other defects. Soon after application it begins to powder and chalk off, leaving the surface of the building exposed to the weather, subject to decay, and unsightly in appearance. It also has a tendency to cause some of the most desirable colors to fade. When used alone as a white paint, it soon darkens and loses its original tone.

Good prepared paint, like S.W.P., however, has zinc white in it as well as lead and oil. The zinc white prevents chalking and powdering and does not cause fading. It also takes up more oil than lead, and the more oil there is in a paint the greater is its durability.

Some persons think that zinc white is used to cheapen paint. This is not true. Zinc white is dearer than white lead. It is used because combined with lead and oil in right proportions, as in S.W.P., it makes the best paint. The big railways, who use our products largely, always specify that zinc white must be used in the paint wanted for them.

Again, thorough mixing and fine grinding are as necessary to good paint as pure materials. Right mixing and exact formulas gives uniformity in color, consistency, working and covering qualities. Proper grinding gives the paint a fine finish and good appearance.

It is impossible to secure the same uniformity or as good mixing and grinding in lead and oil as in good prepared paint. It is hand work against machine work. It is guessing at quantities against mixing on exact formulas. Good prepared paint is best always.

The Sherwin-Williams Paint, S.W.P., is the best prepared paint made. It is manufactured from pure lead, pure zinc, and pure linseed oil, carefully tested for purity and adaptability, and combined on formulas that years of practical experience in making good paint have proved to be best. It is mixed and ground by machinery specially designed by ourselves and built in our own shops—machinery that no other manufacturer can duplicate, and that does its work better than any other paint machinery.

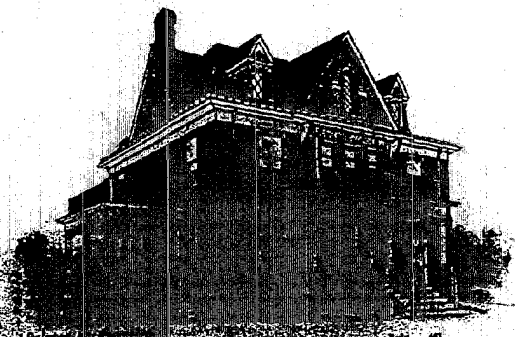
Put S.W.P. on your list and you will get satisfaction and save money, has come to be recognized as an axiom.

The Sherwin-Williams Co., the makers of S.W.P., are the largest paint and varnish makers by far, in the world. We began making paint nearly forty years ago in a small one story building. To-day we operate four large factories and have offices and warehouses in fourteen cities; our products are known and sold in every profitable paint field in the world. Our business has been built up on high quality giving us a world-wide reputation for first-class paints and varnishes, and no other kind. We control practically all our raw materials and are able to save much in cost of manufacture

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THE SHERWIN-WILLIAMS PAINT
Gives Best Protection Against Weather.

Color 254
Tinted 491
Dark 367



THE SHERWIN-WILLIAMS PAINT

Lasts Longest in Good Condition.

Color 254
Tinted 491
Dark 367
Dark Green 367

and to give best value and best service.

You will serve your own interests best by using our products. Ask **THE S.W.P. AGENCY** for color cards and further particulars.

GET OUR FULL COLOR CARD.

In the envelope on the last sheet will be found a selection from the forty-eight 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, 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.

Complete directions for painting will be found on the full color card and also on the top of each can.

HOW TO FIGURE QUANTITY.

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 1-10th 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.

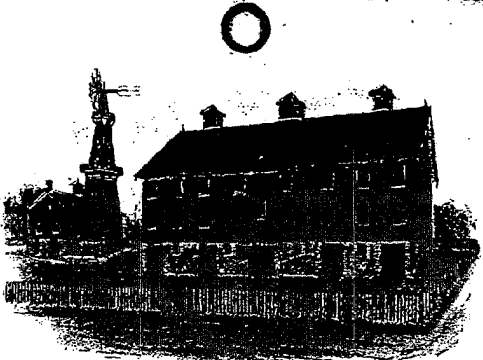
BE CAREFUL ABOUT THE PRIMING.

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.

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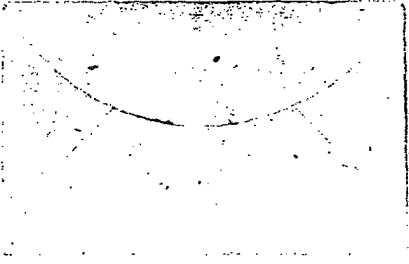
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Painted with
THE S-W. COMMONWEALTH BARN RED
 Trimmed with The Sherwin-Williams Paint.

Body Commonwealth
 Pure Red
 Trimmed—Blue White
 Blinds 301 (French—
 Green Green)

This envelope contains selected samples of the following paints:
THE SHERWIN-WILLIAMS PAINT.—Made to paint buildings with.
THE S-W. INSIDE FLOOR PAINT.—Stands hard wear.
THE S-W. COMMONWEALTH BARN RED.—An economical paint for barns.
THE S-W. WAGON AND IMPLEMENT PAINT.—Protects and preserves.
THE S-W. BUGGY PAINT.—Made in strong colors. Wears long.
THE S-W. VARNISH STAIN.—Stains and varnishes at one operation.
THE S-W. ALUMINUM PAINT.—Gives a bright silver finish.



186Y

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0007-SWP-040852

0007-SWP-000124244

Dark	268
Blue	267
Green and White	266
Red	265

THE SHERWIN-WILLIAMS PAINT

THE SHERWIN-WILLIAMS PAINTS.

FOR ALL KINDS OF GOOD PAINTING.

In addition to The Sherwin-Williams Paint, Prepared, for painting buildings, we make special paints for all purposes. No matter what you want to paint, we have the best material for the purpose that can be made.

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0007-SWP-000124245

What Paint to Use.

THE SHERWIN-WILLIAMS PAINT, Prepared (S. W. P.) is the safest and most economical material for painting buildings inside or outside. There is no other paint that can give as good results from every point of view. When you paint your house, you must choose between prepared paint ready for use, made by machinery, and lead and oil made by hand. The majority of paint users admit that good prepared paint is best in every respect, and some day it will be the only paint used. It is through habit and prejudice alone that the hand mixed article is used at all now-a-days. It is easy to prove that good prepared paint made from lead, zinc, and linseed oil is far better than a paint made from lead and oil alone, but it is hard to break.



Let Your
Sole
Representative
Know

THE SHERWIN-WILLIAMS PAINT

FOR A PERFECT FINISH USE
THE SHERWIN-WILLIAMS VARNISHES.

They can always be depended upon. No better made.
KOPAL—a perfect varnish for general use. It's
a good, old-fashioned varnish, and will be
found just the thing for finishing odd
jobs about the house. You can use
it anywhere, outside or inside.

0007-SWP-040854

people of the habit they acquired during the many years that lead and oil have been the only paint materials known and used. It is strange, too, that this habit should have been admitted that pure white lead, when used alone with linseed oil, would make a paint that would keep its original color. And it is generally conceded that a lead paint in a short time fades and loses its original color. After years of much study and study, the remedy was found in combining Zinc Oxide with the lead and oil. White Zinc Oxide, when used with lead and oil, retains its color and does not fade. It is generally held a greater quantity of lead and oil is needed for the life of the paint. But the white zinc oxide, when used alone with linseed oil, and



THE SHERWIN-WILLIAMS PAINT
MADE TO WALK ON
THE SHERWIN-WILLIAMS FLOOR FINISHES
For Inside Floors—See S.W. Index 7-1000
Also Floorings (Lustrous natural woods)
For Porch Floors—See S.W. Index 7-1000
For Variegated Floors—See S.W. Index 7-1000
For Varnish—See S.W. Index 7-1000
For Varnish—See S.W. Index 7-1000
For Varnish—See S.W. Index 7-1000
For Varnish—See S.W. Index 7-1000

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0007-SWP-000124247

Hable to crack and scale off. It is only when mixed with white lead in the proper proportions that the best results are obtained. One counteracts the bad effects of the other.

Some people think that zinc white is put into paint in order to cheapen it. That is not so. Zinc white is in no sense an adulterant, and is used solely because it is absolutely indispensable in the manufacture of the best paint.

There are many other arguments in favor of good prepared paint.

In addition to the use of zinc white, there must be fine grinding and thorough mixing in order to obtain the maximum covering capacity and wearing qualities. Hand work cannot accomplish this. Machinery is necessary, and machine grinding and mixing are obtained only in prepared paint. If you insist on using lead and oil alone you always get hand mixing.

Good prepared paint also reduces



THE SHERWIN-WILLIAMS PAINT

But
Selling
Prepared White
Oil (Dark Green)
Lead
Zinc

FOR RENEWING OLD FURNITURE AND WOODWORK
THE SHERWIN-WILLIAMS VARNISH STAIN.

It imitates the natural wood, staining and varnishing at one operation. Gives a handsome, durable finish, holds its color much longer than any similar article on the market. Is very easy to use.

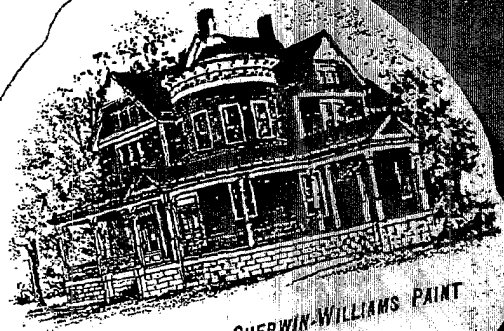
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the risk of getting impure materials. With hand mixed lead and oil there are many chances to take. The lead may not be pure, the oil may be adulterated, the turpentine or the dryer not right. If any one of them is wrong, poor paint is the certain result. With good prepared paint, made by a reputable manufacturer, there is only one very remote chance to take, and if the paint goes wrong it is easy to place the responsibility.

Having decided that good prepared paint is better than hand mixed lead and oil, the next question is, *which is the best prepared paint?* In deciding that point, it is always best to go by the reputation of the manufacturer.

The Sherwin-Williams Co. have been making good paint—the best paint it is possible to make—for over thirty years. We have never devoted any of our time to “cheap” paint. We believe that best paint pays both user and manufacturer best, and the



THE SHERWIN-WILLIAMS PAINT

White 401
 Green 402
 Yellow 403
 Red 404
 Blue 405

THE LEADING ENAMEL

THE SHERWIN-WILLIAMS ENAMEL PAINT.

For wood or iron furniture, for any inside use, where a high gloss finish is desired. No other enamel paint is so durable or so easy to apply. Does not crack or chip.

0007-SWP-040857

success we have made proves that we are right. From a small beginning we have built up our business on good quality until today we are the largest paint and varnish makers in the world.

We operate four large factories and have offices and warehouses in eleven cities. We possess facilities that no other paint maker has. We make, treat, and refine all our linseed oil, manufacture our dry colors; make all our varnishes, japans, and driers; make all our var- operate our own box factory; have our own painting plants; run our own machine shops for making the mills and machinery of our own ex- clusive design; and own a screw steamer for carrying our flax seed and lumber down the Great Lakes.

These facilities put within our control every important accessory of our business, and besides making us sure that our goods are right from the foundation up.



THE SHERWIN-WILLIAMS COMMONWEALTH BARN RED

This Red is made especially for use on barns, corn cribs, roofs, fences, etc. It is an economical, strong, bright red, clear in tone, very finely ground, and made with care. It will give you satisfaction and save you money.

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