

SMP



**SHERWIN-
WILLIAMS
HOUSE PAINT**

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WILLIAMS
HOUSE PAINT**

0007-SMP-000008068

BRIGHT TRIM COLOR

This attractive new trim color is now available.



CARDINAL RED

can be made. It costs less per job and wears longer than any other paint, either ready prepared or mixed by hand. It is made in one quality only, and that the very best. It is sold the world over by established agents.

In the manufacture of SWP we spare neither skilled workmanship nor the quality of the materials used in making it the finest possible. Our unusual facilities and paint knowledge, gained from over 50 years of experience, enables us to manufacture a paint of greatest covering capacity, greatest durability, and therefore greatest economy.

SWP is prepared ready for use in a consistency as heavy as is ever required. Instructions for its application should be carefully followed in order to secure good results.

Two things are necessary to a really successful painting job—the best paint and the best painter. The master painter is an artist. He is trained. He knows his profession. He uses good equipment. He prepares the surface carefully. He applies the paint skillfully. He takes pride in his work. So when he applies fine old SWP it assures you a handsome job at the lowest paint cost per square foot of wall.

SWP, A PREPARED PAINT FOR BUILDINGS, OUTSIDE AND INSIDE - MADE BY

Sample Name	SWP	Sample Name	SWP
402 CREAM	100 101 102 103 104	254 SEA GREEN	100 101 102 103 104
406 IVORY	105 106 107 108 109	404 APPLE GREEN	100 101 102 103 104
307 CASARI YELLOW	110 111 112 113 114	303 PEACH GREEN	100 101 102 103 104
325 COGNAC YELLOW	115 116 117 118 119	405 SAGE GREEN	100 101 102 103 104
305 SIKAM	120 121 122 123 124	401 WILLOW GREEN	100 101 102 103 104
428 GOLDEN YELLOW	125 126 127 128 129	400 BIRCH GREEN	100 101 102 103 104
304 PRIMAVERA YELLOW	130 131 132 133 134	302 PINE GREEN AUTO.	100 101 102 103 104
400 GOLDEN BROWN	135 136 137 138 139	403 MUSTARD GREEN	100 101 102 103 104

Colors marked thus * also include Gloss White, China Gloss White, Flat White and Trade Varnish White, are higher in price than others.

SHERWIN-WILLIAMS

These trim colors are of the very finest quality and are furnished in consistency ready to use.

BRIGHT TRIM COLORS

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VILLAS CHEN

STAVISKI CHANCE

MANISHI ELKE

DIRECTIONS FOR USING VERDAS GREEN

Important—Stir Thoroughly

The surface should be thoroughly dry and free from all loose paint, grease or dirt. Do not apply in damp or cold weather. Be sure that your coat has dried thoroughly before a succeeding coat is applied.

(In new wood or old wood fully weathered, two coats of a neutral shade such as SWP 353 Light Lead or SWP 363 Slate should first be applied, tinting according to the directions on the can.)

Where dark colors have been applied, one coat of SWP 353 or SWP 363 will be sufficient. When used over iron or other metal surfaces, SW 363 combined with Primer should be used for the first coat.

Verdus fifteen should be used just as it comes in the package. If it seems too heavy for certain work, then slightly with pure turpentine. The food will usually be sufficient when used over the cream-mixed priming coat.

The amount of the poisonous nature of the material used in Verdo's form, it should not be used on roofs, gutters, or other surfaces from which water is needed.

0007-SWP-000008070

WHY GOOD PREPARED PAINT IS BEST

A L good prepared outside house paints contain lead, zinc and oil. Zinc is used in the form of oxide of zinc, and lead as sulphate of lead and carbonate of lead. Years of experimenting have demonstrated that carbonate of lead (white lead) alone, when used with zinc, does not give the highest degree of efficiency, but, when the right proportion of sulphate of lead is added, the combination is ideal.

The proportions in which the necessary pigments, oxide of zinc, carbonate of lead and sulphate of lead, are used, are important. When combined in the correct proportions, the paint will be far from satisfactory. It should therefore be borne in mind that the mere fact that a paint contains white lead and zinc, does not necessarily mean that the paint is good. The form in which the lead is used, and the correct proportions are most essential. Paint knowledge, skill and business integrity are just as important in the making of really good paint as are the sulphate of lead, carbonate of lead, oxide of zinc and pure linseed oil, even when used in the proper proportions.

The white base of SWP used in making the light tint and shades, is a correct combination of oxide of zinc, sulphate of lead, carbonate of lead, pure linseed oil, and the necessary drier and turpentine. The dark shades which do not permit the use of white base are made with corresponding selection and purity of materials. These materials are intelligently and honestly handled so as to give the maximum paint value in each can and each color.

S-W WHITES

SWP OUTSIDE GLOSS WHITE—This paint is the most desirable and economical white paint for general use on all exposed surfaces.

SWP INSIDE VARNISH WHITE—For inside work where a variety of shades is desired. Apply over a solid ground of SWP Flat White. SWP Inside Varnish White dries faster, wears more freely and is more economical to use than the ordinary white, under various conditions, generally based on the market.

SWP FLAT WHITE—A foundation for SWP Inside Varnish White, China Glaze White or other enamel, or for finishing without a gloss. These coats will satisfactorily prepare a satisfactory foundation for enamel paint in any form when used for exterior work where a flat finish is desired.

SWP CHINA GLOSS WHITE—A satisfactory finish for interior work where economy is of the first importance. SWP's China Gloss White is devoid of dirt and lead, quite as white as SWP Inside Varnish White. It gives a washable and durable finish.

DIRECTIONS FOR USE

NEW WOOD—Outside.

First Coat or Primer—For very soft wood or for old weathered lumber, add one gallon pure raw linseed oil and one quart pure turpentine to each gallon of SWP.

For resistance woods, such as yellow pine, cypress, or cedar, add two quarts pure raw linseed oil and one quart pure turpentine to each gallon of SWP.

Second Coat—Add one pint of pure turpentine to each gallon of SWP.

Third Coat—To each gallon of SWP, a pint to a quart of pure raw linseed oil may be added.

OLD WOOD—Outside.
Before SWP is applied over a previously painted surface, these precautions should be taken:

1. See that the surface is free from dirt, grease and soil. Wash with soap and water if necessary—rinse thoroughly.

2. See that the surface is perfectly dry.

3. If the surface is in good condition for repainting, apply SWP as directed for second and third coats on new wood.

4. If the previous paint is peeling, scaling or cracking, burn off all the old paint or scrape and clean off all loose paint with a stiff wire brush. Then follow directions for first coat on new wood for all bare spots, and second and third coats on balance of surface.

When repainting old work carrying good gloss such as is often found, particularly under the eaves, it is advisable to add more turpentine to the first coat in order to obtain a better surface over which to apply the first coat.

OLD LUMBER WHICH HAS NEVER BEEN PAINTED—Lumber exposed to the weather for years without the protection of paint is not only dry, but very porous, so that special attention must be given to the first coat.

First Coat—Thin SWP bulk for bulk with raw linseed oil and add a pint to a quart of pure turpentine to each gallon of paint.

Second and Third Coats—Follow as directed for new wood.

HOW TO GET GOOD RESULTS

1. Follow directions on can.

2. See that surface is perfectly dry.

3. See that all pitting, scaling or peeling with second coat is removed by sanding or by peeling with good thinner. Stir, etc.

4. All seams should be carefully abraded, and all loose paint removed before painting.

5. Paint thoroughly before painting.

6. Do not mix paint with anything after painting.

7. Do not mix paint with anything after painting.

QUANTITY OF SWP REQUIRED

An approximate estimate of the quantity of SWP required can be determined as follows:

Measure the distance around the building and multiply by the average height, which secures the square feet of siding.

Divide this number by 360 (the number of square feet SWP covers two coats to the gallon on the average surface). The number secured will give approximately the number of gallons of SWP to be used for the body, to be thinned as directed for each coat.

To secure amount required for trimming cornice, porch pilfers, etc., take from one-eighth to one-fifth the quantity required for body—one-eighth if there is average trimming, and one-fifth when a house has an unusual amount of heavy trim, pilfers, cornices, etc.

For porch ceilings, floors, etc., ascertain the square feet by multiplying the length by the breadth and divide that number by 360.

THE SELECTION OF COLORS

The colors shown on the color card with one or two exceptions, can be satisfactorily employed for the painting of the body of the house or building, and can be suitably trimmed with these colors listed under "Suitable Trimmers." Three different combinations have been arranged for each body color, but other combinations are possible, the selection depending greatly upon the owner's preference, the style of construction, and the color treatments of nearby buildings.

If none of the trimmers appeal to the house owner, or if there is any doubt as to the proper selection of a body color, expert advice upon just such questions as these will be given free of charge upon request. Address the Decorative Studio, The Sherwin-Williams Co., 601 Canal Road, Cleveland, Ohio. A complete description of the house and surroundings, a photograph or blueprint with other information which can be furnished, will be of service to the experts in submitting you a combination of suitable colors. Suitable interior recommendations will also be made.

HOW TO MIX SWP PROPERLY

1. Shake the package violently.

2. Pour off into another package most of the liquid that has raised above the pigment.

3. Stir the pigment and remaining oil with a smooth, wide paddle until the mass is smooth and entirely uniform throughout.

4. Begin turning the surplus oil a little at a time, until all has been added, stirring constantly.

5. Then pour the paint back and forth from one pail to another from six to ten times, each time, to secure about one-quarter of the paint in the pail which is...

LIST OF S

FOR BUILDING

FOR STAINING

FOR VARNISHING

FOR PAINTING

FOR STAINING

FOR VARNISHING

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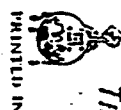
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FOR VARNISHING

FOR PAINTING

FOR STAINING

0007-SWP-000008072



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DIRECTIONS FOR USE

NEW WOOD—Outside.

First Coat or Primer—For very soft wood or for old weathered lumber, add one gallon pure raw linseed oil and one quart pure turpentine to each gallon of SWP.

For medium woods, such as yellow pine, cypress, or cedar, add two quarts pure raw linseed oil and one quart pure turpentine to each gallon of SWP.

Second Coat—Add one pint of pure turpentine to each gallon of SWP.

Third Coat—To each gallon of SWP, add a quart of pure raw linseed oil and one quart of pure turpentine.

OLD WOOD—Outside.

Before SWP is applied over a previously painted surface, these precautions should be taken:

1. See that the surface is free from dirt, grease and dirt. Wash with soap and water if necessary—rinse thoroughly.
2. See that the surface is perfectly dry.
3. If the surface is in good condition for repainting, apply SWP as directed for second and third coats on new wood.
4. If the previous paint is peeling, scaling or cracking, burn off all the old paint or scrape and clean off all loose paint with a stiff wire brush. Then follow directions for first coat on new wood for all bare spots, and second and third coats on balance of surface.

When repainting old work carrying good glass such as is often found, particularly under the eaves, it is advisable to add more turpentine to the first coat in order to obtain a better surface over which to apply the first coat.

OLD LUMBER WHICH HAS NEVER BEEN PAINTED—Lumber exposed to the weather for years without the protection of paint is not only dry, but very porous, so that special attention must be given to the first coat.

First Coat—Thin SWP bulk for bulk with raw linseed oil and add a pint to a quart of pure turpentine to each gallon of paint.

Second and Third Coats—Follow as directed for new wood.

HOW TO GET GOOD RESULTS

1. Follow directions on can.
2. See that surface is perfectly dry.
3. See that all old paint is removed or by scaling with special scaler 24-48.
4. All knots should be carefully obliterated.
5. Make sure that the paint is mixed and stirred thoroughly before using.
6. Stir most of the paint in a bucket before using.
7. Use the brush or roller as directed.
8. Use only pure raw linseed oil when oil is necessary and never use linseed oil in any form or for thinning SWP.
9. Do not paint in frosty weather or over a too-thin surface.
10. Whenever possible employ a good practical painter.
11. In damp, swampy localities good rubbing should be done after application and the lumber oil in the brush.

QUANTITY OF SWP REQUIRED

An approximate estimate of the quantity of SWP required can be determined as follows:

Measure the distance around the building and multiply by the average height, which secures the square feet of siding.

Divide this number by 360 (the number of square feet SWP covers two coats to the surface of the average surface). The number secured will give approximately the number of gallons of SWP to be used for the body, to be thinned as directed for each coat.

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If none of the thinners appeal to the house owner, or if there is any doubt as to the proper selection of a body color, expert advice upon just such questions as these will be given free of charge upon request. Address the Decorative Studio, The Sherwin-Williams Co., 601 Canal Road, Cleveland, Ohio. A complete description of the house and surroundings, a photograph or blueprint with other information which can be furnished, will be of service to the experts in submitting you a combination of suitable colors. Suitable interior recommendations will also be made.

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2. Pour off into another package most of the liquid that has raised above the pigment.
3. Stir the pigment and remaining oil with a smooth, wide paddle until the mass is smooth and entirely uniform throughout.
4. Begin retinning the surplus oil, a little at a time, until all has been added, stirring constantly.
5. Then pour the paint back and forth from one pail to another from six to ten times, until the paint is nearly equal in quantity of the paint in the pail which is being cupped.

LIST OF SHERWIN-WILLIAMS PRODUCTS

FOR BUILDINGS OUTSIDE

Sherwin-Williams Paint Primer (SWP).

Resistor. A medium-sealing varnish.

FOR STAINING SHINGLES

For exterior Shingle Stain. Made with copal.

FOR BARN, ROOF, FENCES, ETC.

Commonwealth Barn Paint (Red and Green).

Green. An elastic black paint for roofs.

Black Roof Cement. Asphalt like roof cement, in black, red and green.

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THE SHERWIN-WILLIAMS CO.

ADMINISTRATIVE OFFICES AND FACTORY:

CLEVELAND, OHIO

SALES REPRESENTATIVES AND AGENTS IN

EVERY PART OF THE WORLD

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