

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.

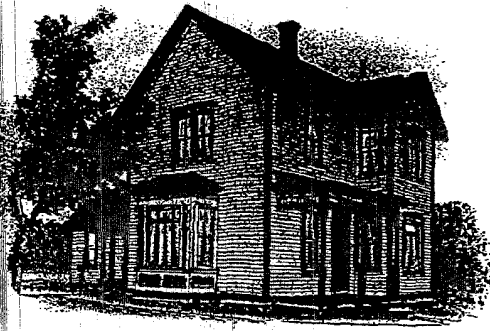
SPECIMEN COMBINATIONS SHOWING BUILDINGS PAINTED WITH THE SHERWIN-WILLIAMS PAINT

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
Zinc and
Lead
Red

MC
66
Black
WT

0007-SWP-040847

N28948

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., there is no liability to impure materials.



Painted with

THE SHERWIN-WILLIAMS PAINT

Costs Least per Job Wears Longest

Body 351
Trimmed 352
Roof 353 (Dark Green)
Knee 354



Painted with

THE SHERWIN-WILLIAMS PAINT

Colors Brightest. Finish Smoothest.

Body 355
Gable 356
Trimmed 357
Roof 358 (Dark Green)
Knee 359

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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.

Again, thorough mixing and fine grinding are as necessary to good paint as pure materials. Right mixing on exact formulas gives uniformity in color, consistency in working and certain qualities. Proper grinding gives fine, smooth 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 house 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.

Size 2-4
Tinted 991
Dark Black
Red 367



Size 421
Dark 364
Tinted 991
Red 367 (Dark Green)

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 1/4th 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.

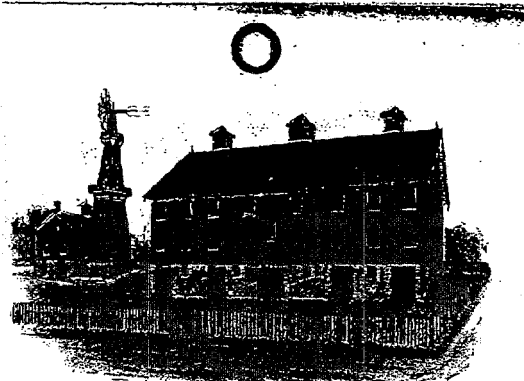
BE CAREFUL ABOUT THE PRIMING.

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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0007-SWP-000124242



Painted with

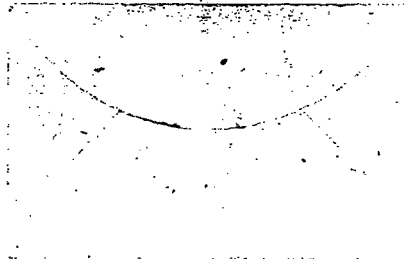
THE S-W. COMMONWEALTH BARN RED

Trimmed with The Sherwin-Williams Paint.

Body Commonwealth
Barn Red
Trimmed—Gloss White
Blinds—Semi Gloss—
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. Wear long.
THE S-W. VARNISH STAIN.—Stains and varnishes at one operation.
THE S-W. ALUMINUM PAINT.—Gives a bright silver finish.



1866

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0007-SWP-040852

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0007-SWP-040853

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 hard 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



1st Floor 406 Sable 261
2d " 279 Corvair 275
3d " 265 Black 260
Trimmed 261 Red 261

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.

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people of the habit they acquired during the many years that lead and oil were the only paint materials known, and hand mixing the only method of paint making. It is strange, too, that this habit should have taken such a hold on paint users, for it has always been admitted that pure white lead, when used alone with linseed oil, powders and chalks off and is soon washed away. And it is generally conceded that a lead paint in a short time fades and loses its original color.

After years of much fault finding, experience and study, the remedy was found in combining Zinc White with the lead and oil. Zinc White is whiter than lead, has a clearer tone, and retains its color much longer. It dries with a harder and better weather resisting surface. It holds a greater quantity of linseed oil, and the oil is the life of paint.

But zinc white dries very hard, and if used alone with linseed oil is



THE SHERWIN-WILLIAMS PAINT

MADE TO WALK ON
THE SHERWIN - WILLIAMS' FLOOR FINISHES.

For Inside Floors—Use S.W. Inside Floor Paint.
Also Floorlac. (Covers natural woods.)
For Porch Floors—Use S.W. Porch Floor Paint.
For Varnished Floors—Use S.W. Varnish Floor Finish.
For Wax Finish—Use S.W. Floor Wax.
For completely crack-free.
Use S.W. Crack and Seam Filler.

Blue 500
White 500
Green 500
Red 500
Black 500
Yellow 500
Orange 500
Purple 500
Brown 500
Pink 500
Gray 500
Silver 500
Gold 500
Copper 500
Bronze 500
Aluminum 500
Steel 500
Iron 500
Lead 500
Zinc 500
Tin 500
Nickel 500
Cadmium 500
Mercury 500
Silver 500
Gold 500
Copper 500
Bronze 500
Aluminum 500
Steel 500
Iron 500
Lead 500
Zinc 500
Tin 500
Nickel 500
Cadmium 500
Mercury 500

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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

For
Renewing
Old
Furniture
and
Woodwork

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, holding its
color much longer than any similar
article on the market. Is very
easy to use.

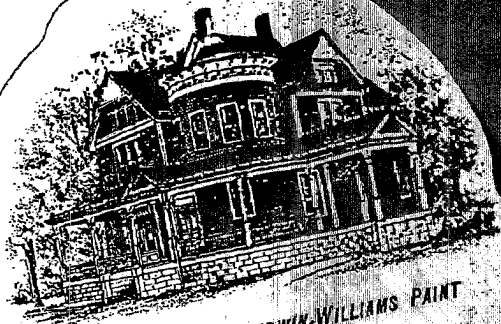
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the risk of getting impure material. With hand mixed lead and oil there are many chances to take. The lead may not be pure, the oil may be adulterated, the turpentine or the dryer not right. If any one of them is wrong, poor paint is the certain result. 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

Body 201
 Primer 202
 Trimmed 203
 Roof 204

THE LEADING ENAMEL

THE SHERWIN-WILLIAMS ENAMEL PAINT.

For wood or iron furniture or 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.

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0007-SWP-000124249

success we have made proves that we are right. From a small beginning until today we have built up our business on good quality paint 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 varnishing paint, run our own machine shops for making the mills and machinery of our own exclusive 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.

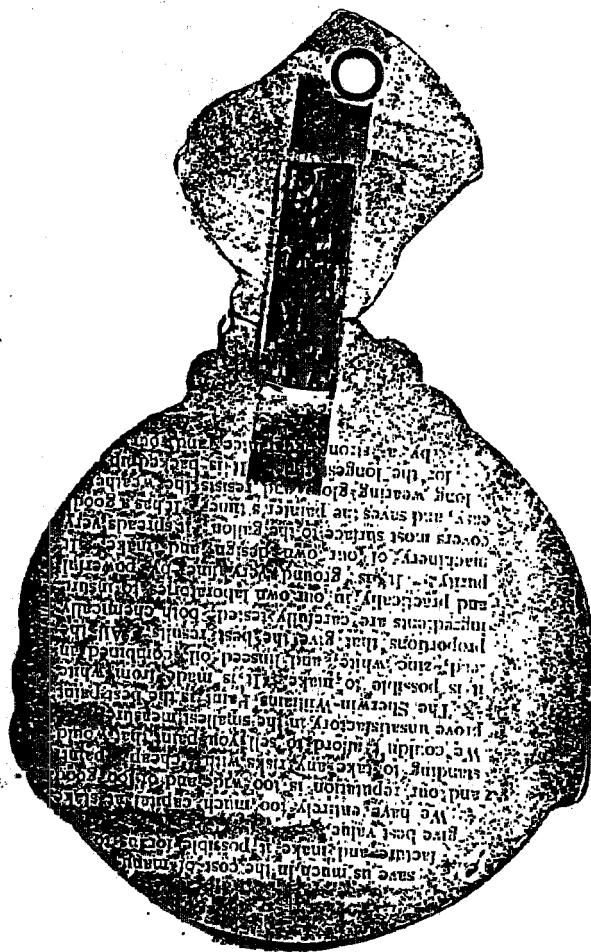


THE SHERWIN-WILLIAMS COMMONWEALTH BARN RED

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.

0007-SWP-040858

0007-SWP-000124250



0007-SWP-040859

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