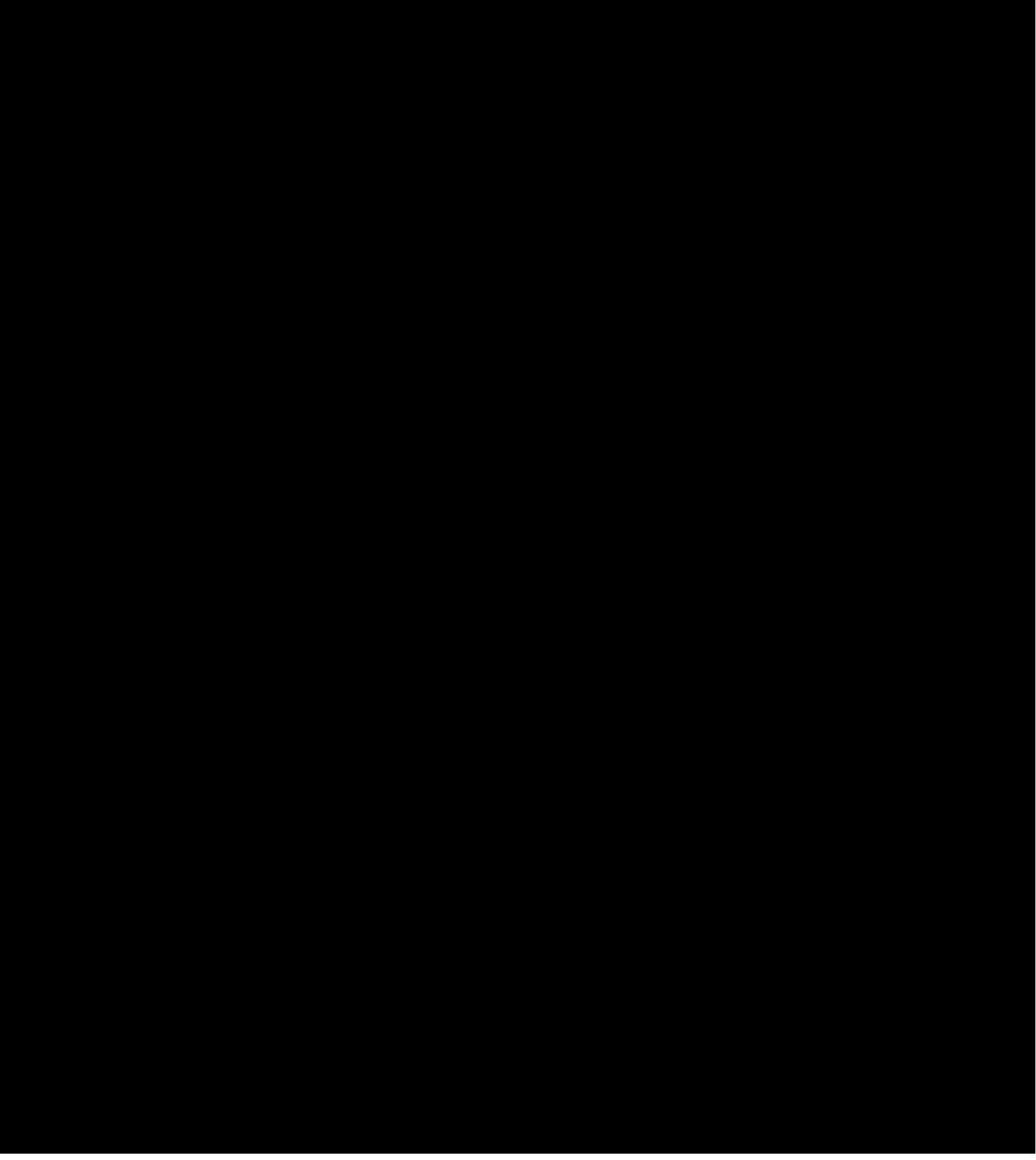




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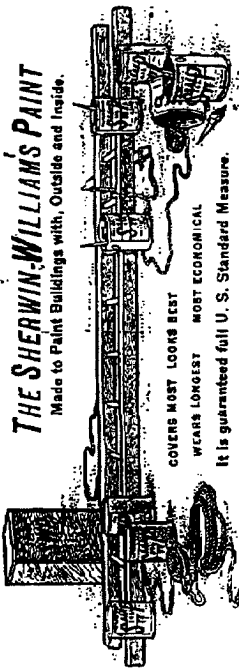
of *THE SHERWIN-WILLIAMS PRODUCTS* is issued with the intention that it be placed on the counter of the agent's store, or in some other conspicuous place, where it *can be looked into* by customers and visitors. Do not put it on your private desk or in any out of the way place. If properly placed it will give your customers an opportunity to become better acquainted with Sherwin-Williams Paints and Varnishes.

When the color folders or inserts in this book become soiled or torn, you can obtain others by writing and specifying just what ones are needed.

The Sherwin-Williams Co.

0007-SWP-041907

0007-SWP-000125295



WHY GOOD PREPARED PAINT IS BEST.

P AINT is sold in two ways—prepared and unprepared. Where you can trust the maker prepared paint is much the better.

Before paints were prepared and sold ready for use the principal materials used for painting were white lead and linseed oil mixed by hand. Some still think that these ingredients make the best paint. They do not. They are good as far as they go, but they do not go far enough. It has been found, by many severe tests and much careful experimenting that better paint can be produced by combining zinc and a very small percentage of inert material in right proportions with the lead and pure linseed oil.

The zinc counteracts the tendency of the lead to powder and chalk, greatly increasing the life of the paint. It also makes a whiter paint. The inert material helps to soften the zinc and through its capacity for absorbing oil enables us to get the largest possible quantity of pure linseed oil into each gallon. This is important, as pure linseed oil more than any other of the ingredients gives durability and life to the paint. All good prepared paints contain zinc and a small percentage of inert material as well as lead and oil.

The proportion in which the necessary pigments are used is important. When combined in wrong 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. Paint knowledge, skill and business integrity are quite as essential to the making of really good paint, as lead, zinc and pure linseed oil.

The *Sherwin-Williams Paint (Prepared)*, *S. W. P.* is a correct combination of lead and zinc, with the addition of a small percentage of inert pigment intelligently and honestly handled so as to give the maximum paint value in each can and each color. The *Sherwin-Williams Paint* represents the best understanding of paint needs—the best technical and practical paint knowledge in the field today. It has been on the market for thirty years and is now sold in practically every important paint field in the world. It enjoys a higher reputation and a wider sale than any other paint on the market. It has achieved its success, because it has been giving better results to the painter and property owner than can be obtained from other paints. The quality of *S. W. P.* is the cause of our business success, and if we could improve that quality in any way we would do so.

The man who buys lead and oil and prepares it himself, or has a painter prepare it, can not possibly make a paint equal to the *Sherwin-Williams Paint*. It is a case of hand work against machine work; it is guessing at the quantities and mixing with a stick against combining on exact formulas and grinding with powerful machinery; it is taking a chance on the quality of the raw materials against the certainty of our laboratories give. If it were not for prejudice no one would ever buy lead and oil when they could get the *Sherwin-Williams Paint* with its guarantee of superior quality.

We use the finest grades of paint materials, and with special machinery, of our own design, built in our own machine shops are able to make a paint that has the greatest covering capacity, greatest durability, and therefore the greatest economy. *S. W. P.* produces the handsomest finish and is the cheapest as well as the *Best* paint made.

NOTE.—The paint linseed oil in *S. W. P.* is of our own manufacture and is of a greatly improved quality—very important factor in the durability of *S. W. P.*

THE SELECTION OF COLORS.

I F you have any doubts as to what color can give the matter proper attention, send to us appears on this folder) a photograph or arch drawings to be painted. If you have no photographs, state what their present color is, and dimensions of structures and conditions of surface. We will prepare and send to you specifications of paint required. *No charge whatever* is made.

QUANTITY OF S. W. P. REQUIRED.

T O ascertain the quantity of *S. W. P.* required the building; multiply that by the average divide that by 300, (the number of square feet which will give you approximately the body; then take 1-8th to 1-5th of this quantity and *other trimmings*; ascertain the square feet as before, by 300, which will give you the quantity required.

DIRECTIONS FOR USING S. W. P.

T HE *Sherwin-Williams Paint* is prepared in ever required. Under some circumstances with the directions which appear on the *1/2* can possible employ a good paint.

Stir the paint thoroughly from the bottom by *Success in painting* depends upon the use surface under favorable conditions. The important and what not to do and how to avoid it. The *Sherwin-Williams Paint* is made, and used properly will give perfect results. (Good results should never be expected when there is an *Odor* Primer, particularly when there is a surface which is wet or frosty, or a surface which is covered with smoke, or a surface which is green or pitchy lumber.

After a previous coat of paint which is not **BE PARTICULAR ABOUT THE PRIMING.**

I F cracking, peeling or scaling occurs on built the majority of cases, traceable to the priming. The importance of a correct priming condition, and if that is wrong, no paint can be priming: the very best is none too good.

The *Sherwin-Williams Liquid Primer* is a solution on which to apply good paint. It costs either paste or dry. It is furnished in heavy *raw* linseed oil to each gallon of primer. It is light straw color, over which the body and trim paint may be applied.

Don't throw this folder away. You'll need it *S. W. P.* is sold only through dealers who *if* further information is desired in regard *agents.* We are glad to answer all inquiries.

THE SHERWIN-WILLIAMS PAINT (Prepared), FOR BUILDINGS, OUTSIDE AND INSIDE. MADE BY

SUITABLE THINNESS	SUITABLE THICKNESS	SUITABLE THINNESS	SUITABLE THICKNESS
457	481	357	387
458		380	404
459	482	485	497
460		381	405
461		375	406
462		470	412
463		392	447
464		455	462
465		375	496
466		486	498
467		382	502
468		478	504
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MADE BY THE LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

SUITABLE TRIMMERS	384	479	SUITABLE TRIMMERS	400	401	SUITABLE TRIMMERS	400	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000
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S. W. P. IS ALSO MADE IN BLACK AND METALLIC
SHOWN ON 579

SHOWN SHOWN ON * AND BLACK WHITE AND METALLIC SHOWN
WHITE AND METALLIC IN WHITE AND METALLIC ON THE FRONT

0007-SWP-041911

0007-SWP-000125299