

Paint Knowledge

THE average man knows little about paint or painting and is not attracted to the subject except on occasions, when he turns for intelligence to the painter or dealer, who naturally recommends the brand in which he is interested. The perfecting of Sterling Paint has employed our studious attention. Our works are equipped with the most modern machinery, manipulated by experienced paint making experts; our Laboratory is in charge of a practical chemist. With this knowledge, equipment, close observation and continual effort to improve, also our advantage in obtaining purest materials, the result is now a "Perfect Paint." Purity, Beauty of Finish, Economy, Durability and Permanence being the combination on which we base our earnest conviction that a better Paint Coating than Sterling Prepared Paint could not be made at any price.

Modernism vs. Fogyism

Years ago our great-grandfathers considered Lead and Oil the only paint coating to use. It was at that time, but listen:—It is just as unreasonable, ridiculous, just as short-sighted to put hand mixed Lead and Oil on a building today as it would be to transport produce across half the continent with oxen instead of by steam; to light your store with candles instead of oil, gas or electricity; to go hunting with an old flint-lock instead of a breech-loader; or return to any other of the primitive ways of doing things. Lead and Oil is "Fogyism"; Sterling Prepared Paints is "Modernism" and will outwear any White Lead made. Progress and improvement in making paint have been just as great as has marked any other department of industry, and Sterling Prepared Paint now represents the greatest progress in paint manufacture.

The Paint That Lasts

The lasting quality of Sterling prepared paint is secured by combining certain pigments, each having peculiar properties that are of value to perform certain work. Did you ever buy a PURE gold watch case, or chain? No, of course not. Knowing that the proper combinations of other metals with pure gold make it more durable, you buy 18 karat and get WEAR. On the same principle we use re-inforcing materials in Sterling Prepared Paint.

If a paint possesses the opacity (covering power) and easy working qualities of White Lead; the spreading and oil carrying capacity, whiteness and firmness of zinc; the porosity, permanence and binding qualities of an inert reinforcing pigment; then it is good paint. Only then will it wear for years; look well and protect well.

Pure White Lead is used for its body and covering capacity. However, white lead alone, when mixed with Linseed Oil soon saponifies the oil and the paint chalks.

Oxide of Zinc is used to add life and durability. Used alone it dries hard and brittle, cracks and peels; mixed with Lead, the combination lacks porosity and is apt to blister. We reinforce it with an inert pigment. These being woven together with strictly pure aged linseed oil by thorough mixing and perfect grinding, we get a paint of marvelous elasticity.

Elastic Paint

Get the following facts in your mind: Heat and cold cause wood to expand or contract, causing paint to crack or blister. **Sterling Paint is Elastic** and adapts itself to the atmospheric conditions of heat and cold and does not crack or blister. That is why Sterling Paint has become known as "the Paint that lasts."

"STERLING"
PURE PREPARED PAINT

"STERLING"
SPECIAL FLOOR PAINT

"STERLING"
SHINGLE STAIN

"STERLING"
PURE COLORS IN OIL AND JAPAN

"STERLING"
CARRIAGE PAINT

"STERLING"
WAGON AND IMPLEMENT PAINT

"STERLING"
VARNISH STAIN

"STERLING"
PURE WHITE LEAD

"STERLING"
ART ENAMEL

"STERLING"
ALUMINUM PAINT

"STERLING"
MACHINE PAINT AND FILLER

"STERLING"
CELEBRATED VARNISHES

Quantity Required

To ascertain the amount of paint needed for a job,	
Add length of both sides, }	36 feet
example }	36 "
Add length of both ends, }	28 "
example }	28 "
Multiply by average height, example . . . }	128 "
	23 "
Divide by	* 360/2944 sq. ft.
Two coats,	8 1-6 gals.

*One gallon of Sterling Paint will cover 360 square feet of average surface two coats. We could claim more but this is an average.

Directions

Surface to be Painted. First see that it is free from grease and soot. No paint will adhere to a dirty greasy surface. If the surface has been previously painted and the old paint is peeling, blistering, scaling off or cracking, thoroughly **brush, scrape or burn off all the old paint.** Never paint over such a surface. It will fall off later and bring the new paint with it. **See that the surface is perfectly dry,** free from moisture and frost. Dampness under a film of paint will only remain enclosed until the first warm sun converts the moisture into vapor, which raises the paint and causes blistering. **Paint in dry weather.** The best temperature is between 55 and 75 degrees. Never paint over new plastering until it has thoroughly dried out. **Cover all knots or sappy places** with shellac to prevent the pitch from coming through the paint later.

Priming. It is the foundation coat, therefore must be right. **Do not use ochre primer.** Do not thin the paint with adulterated Oils or Benzine.

For First Coat. On new work, Sterling primer will give perfect results. This also makes the best priming coat on plaster, brick or stone work, on account of absorption. Where this is not used for priming, add one half a gallon of Pure Raw Linseed Oil to each gallon of paint, stirring it well. Before applying the second coat, putty all nail holes, cracks, etc. For priming inside work, thin with turpentine only.

Second Coat on new work or First Coat on Previously Painted Surface, add one quart of Raw Linseed Oil and one pint of Turpentine to each gallon of paint, stirring it well.

Finishing Coat. Use the paint as it comes in the can, **stirring it thoroughly from the bottom. Allow each coat to harden thoroughly** before putting on the succeeding one. (Still for best results, not more than one week.) Do not add any Japan or Dryer—Sterling Paint has just the right amount in it to dry properly. Lay on thick, but **brush out thin.** Three thin coats are better than two thick ones. The employment of a practical painter will ensure good work.

Sterling



The Paint That Lasts

STERLING
PREPARED
PAINTS

FOR
BUILDINGS
(Exterior and Interior)

MANUFACTURED BY
CANADIAN OIL COMPANIES
LIMITED
WHITE LEAD, COLOR & VARNISH MAKERS
TORONTO

DEPOTS
OTTAWA, MONTREAL, QUEBEC,
ST. JOHN, HALIFAX,
HAMILTON, LONDON, WINNIPEG,
EDMONTON, REGINA,
CALGARY



STERLING READY MIXED PAINTS

AGED LINSEED OIL
LEAD-ZINC



20		Trimming Colors 64 30 46
	OLD IVORY	
21		42 65 38
	CREAM	
22		39 60 61
	APPLE GREEN	
23		White 20 42
	COLONIAL YELLOW	
46		39 41 65
	BUFF	
45		50 65 49
	VANDYKE DRAB	
30		46 49 65
	CINNAMON BROWN	
65		21 46 30
	OLD ENGLISH BROWN	

12 Outside Gloss White.

34		Trimming Colors 61 42 23
	SILK GREEN	
28		42 60 49
	NILE GREEN	
29		White 22 42
	SYLVAN GREEN	
61		White 34 49
	NEW GREEN	
42		Good trimming for almost any shade
	MOSS GREEN	
60		Good general purpose green
	PERMANENT GREEN	
47*		For shutters, etc.
	WINDOW BLIND GREEN	
49		Good trimming for almost any shade
	BOTTLE GREEN	

* 14 Inside Gloss White.

33		Trimming Colors 61 42 23
	PALE BLUE	
63		Ceilings, moldings, etc.
	SKY BLUE	
56		For household use
	AZURE BLUE	
58		62 36 60
	SILVER GRAY	
35		White 42 62
	FRENCH GRAY	
62		White 58 42
	NEW GRAY	
36		White 38 49
	SLATE	
64		65 20 30
	TERRA BROWN	

* 16 Inside Flat White.

52		Trimming Colors For interior use
	SHELL PINK	
53		For household use
	LILAC	
26		65 42 41
	SALMON	
43*		Store fronts, porch chairs, etc.
	VERMILION	
39		Brick work and general purpose
	POMPEIAN RED	
55		White 21 29
	CHERRY RED	
50		White 42 49
	INDIAN RED	
41		For doors and trimmings
	MAROON	

18 Black.

"STERLING" SPECIAL FLOOR PAINT		
74 FLOOR		SILVER GRAY
80 FLOOR		SLATE
75 FLOOR		CANARY
73 FLOOR		CHROME YELLOW
76 FLOOR		GOLDEN OCHRE
77 FLOOR		RICH RED
81 FLOOR		MAROON

Nos. 14, 16, 43, 47 slightly higher in price.

Sterling Whites That are White

Outside Gloss White, for general painting on all kinds of buildings and exposed surfaces. Full bodied, very white and finely ground. Should not be used for inside painting as it is liable to turn yellow.

Inside Gloss White, for interior painting where a high varnish, or porcelain enamel finish is desired. Works free and dries hard. Best results are obtained by applying over one or more coats of Inside Flat White.

Inside Flat White, for interior painting where a gloss is not desired. It dries flat and hard. Makes good flat foundation coat for Inside Gloss White, enamel or varnish.

Sterling Primer

For **First Coat on Old Work** and **Priming Coat on New Work**. Scientifically made to overcome the bad effects caused by the use of cheap ochres or poor quality paints for foundation or first coating. For good painting "Sterling Primer" will produce much better and more lasting work than can be obtained by the use of materials of which the elasticity and chemical construction is unknown.

For Plaster, Brick and Cement work, on account of absorption, Sterling Primer will give best results.

Made in two shades. Light (under coat for light shades). Dark (under coat for dark shades).

Sterling Floor "Made To Walk On" Paint

Ready for use. Paint one day, use the next. Dries quickly with good gloss.

Will harden almost to stone.

Soap and water does not mar it.

Wears as Well on Outside as Inside Floors

For verandah and porch floors we recommend use of Sterling Primer for undercoat.

Painted Floors Are Sanitary