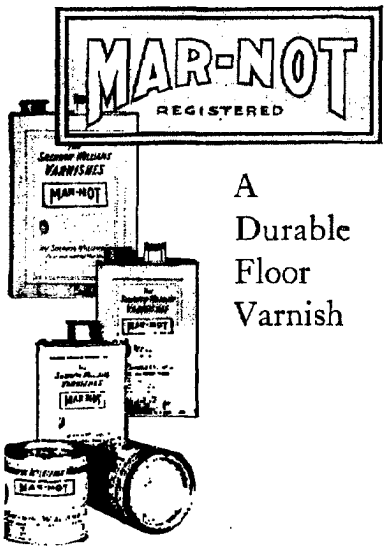
926
(9 PIECES)



A
Durable
Floor
Varnish

B39
x18d21

0007-SWP-000118450


Designed &
Printed by
the Dept. of
Publicity
of
The Sherwin-
Williams
Co.

Mar-not, a floor varnish made to be walked on.

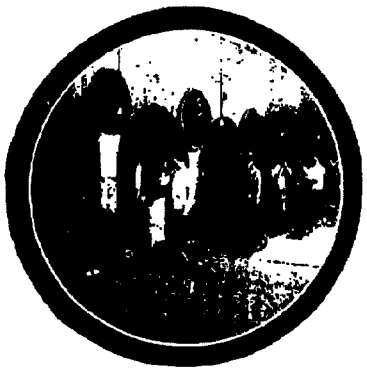
In Mar-not we have endeavored to produce a floor varnish that above all else will be durable—wear well.

We have put wearing quality above all other considerations. In many floor varnishes the first consideration is price, or quick drying, or big profits, and durability comes in as best it can after these details have been satisfied.

With Mar-not durability is first. It is made to be walked on. It presents a tough, elastic surface that is not easily scratched or marred. It is easy of appli-

0007-SWP-000118452

cation, flows out evenly under the brush and dries with a fine gloss, dust free, in eight hours. It can be walked on the day following application, but it is not thoroughly hard until the second day.



Varnish Kettles on the Fire in the Melting and Boiling Room

0007-SWP-000118453

Protect and make attractive that part of your house exposed to hardest usage.

The floors of a house are given harder usage than any other part of the building. In cases where they are being subjected to constant wear, without proper protection, their appearance is often more a source of regret than of satisfaction.

Unfinished floors cannot long remain presentable exposed as they are to all sorts of accidents, such as the spilling of liquids of a staining or greasy nature that instantly sink deep into the

0007-SWP-000118454

unprotected wood, leaving permanent and unsightly stains.

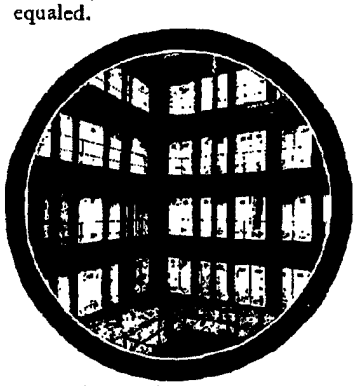
Carpets, linoleums, mattings and other solid coverings of this nature offer some protection, but are not desirable because of being unsanitary—often on the floors for months at a time, gathering dust, dirt and germs, thus becoming active sources of disease and contagion.

The modern idea is the finished floor; easy to keep clean; always bright and attractive. Rugs, though quite as handsome, are less costly than carpets. They are easily removed for cleaning, and because of their being readily shifted about, do not wear out so quickly.

Hardwood floors finished with

0007-SWP-000118455

varnish so as to bring out the natural color, grain and beauty of the wood, represent the highest class of floor finishing. For newly laid floors in parquetry or hardwood, for parlors, music rooms, dining rooms, reception rooms, hallways, stairs, and especially in offices, hospitals, public halls, and libraries, the varnished floor is unequaled.



A Corner in the Big Storage House "C". We are constantly aging over 300,000 gallons of varnish

0007-SWP-000118456

The making of a good and thoroughly reliable floor varnish.

The Sherwin-Williams Co. long ago recognized the importance of this subject of finished floors and have given it the largest amount of thought, attention and practical investigation.

The making of a good and thoroughly reliable floor varnish is one of the hardest problems that confronts the honest varnish maker. A satisfactory floor varnish must not only be easy of application, flow out well under the brush, and dry with a handsome, durable gloss, but it must dry quickly

0007-SWP-000118457

and at the same time remain so elastic that it will not show marks of heels or furniture.

The Sherwin - Williams Mar-not, a durable floor varnish, has all of these qualities. It works remarkably easy under the brush; it dries quickly, but not so quickly that its durability is impaired; it is tough and elastic and not easily scratched or marred under foot wear. It has a full gloss finish that retains its original lustre for the longest possible time.

In the manufacture of Mar-not we exercise the greatest care both in the use of right materials and in the making. Pure linseed oil is one of the most important items in the manufacture of good varnish, and it is also one of the most dif-

0007-SWP-000118458

ficult articles for the ordinary manufacturer to obtain in its very best form. The linseed oil used in Mar-not is made in our own mills. We make and refine all our linseed oil.

The proper handling from the seed to the time it enters into the varnish has the closest attention of our Manufacturing Department. Our special oils for varnish making are made of our oldest and best raw oil, filtered before going to storage tanks and then well aged. By filtering, aging, and special handling, we remove all albumen, mucilaginous and other perishable constituents which are found in even the pure linseed oil of commerce. These ingredients are harmful and when left in the oil hasten decay.

Among other items that do not always gain the attention of varnish makers, we are particular to have Mar-not properly "aged" by allowing it to ripen and mature thoroughly in large storage tanks. Age means as much to varnish as it does to wine.

0007-SWP-000118459



General directions for use of Mar-not.

Be very sure that the surface is thoroughly dry, clean and smooth, and entirely free from all grease and moisture. If the wood is at all rough it should be well planed and sandpapered thoroughly. Varnish of any kind should not be used on a cold or damp surface. If any moisture is left it must find its way out somehow. New houses especially should be well dried out and thoroughly and uniformly heated before any finish is applied.

0007-SWP-000118460

The best results will be obtained with Mar-not if the temperature of both the room and the varnish is about seventy degrees Fahrenheit at the time of application.

All discoloration, plaster spots and dirt should be thoroughly removed.

Mar-not should be applied directly to the wood. Shellac or liquid fillers should never be used under it.

Always brush out well into a thin coat. A heavy coat of varnish on a floor will not dry properly. Use a good, clean brush—a bristle varnish brush is best.

For a dead or dull finish rub the second coat down when hard with fine pumice stone and oil; then wipe the floor perfectly dry and clean.

How to finish new floors.

On new floors the following specifications should be followed literally:

For open grained woods apply a coat of Sherwin-Williams Paste Filler of color selected, and before it is set hard, wipe off across the grain with burlap or

0007-SWP-000118461

excelsior. When dry, sandpaper lightly with oo sandpaper and apply *first coat* of Sherwin-Williams Mar-not, thinned with 25 per cent. of pure spirits of turpentine, which after being thoroughly agitated, should be allowed to stand over night before . . . . . wood. After 36 hours, . . . the surface with oo sandpaper and apply the *second coat of Mar-not as it comes from* the can; after 48 hours rub this surface with pumice stone and water, or pumice and oil, and polish the same with *Sherwin-Williams Furniture Polish*, if polished surface is desired.

For very best results three coats of Mar-not instead of two should be applied to a *new floor* before rubbing or polishing, as suggested.

How to finish old floors that have been previously varnished.

Clean thoroughly with a weak solution of ammonia and clear, cold water to remove all dirt and grease; sandpaper thoroughly with coarse and then with fine sandpaper, being careful to rub

0007-SWP-000118462

straight and with the grain—circular or coarse scratches will show through the last finish.

Apply one good coat of Mar-not, brushed out well—and one gallon should cover 400 to 450 square feet of floor surface, one coat, if the old varnish is not too much worn. If it is considerably worn, two coats of Mar-not should be applied, as recommended for new floors.



THE SHERWIN-WILLIAMS CO.

LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

Chicago.	New York.	Cleveland, San Francisco,	Montreal,
Kansas City,	Newark,	Los Angeles,	Toronto.
Minneapolis,	Boston.	San Diego.	Winnipeg
Cincinnati.	Savannah,	Portland, Ore.	London, Eng.

0007-SWP-000118463

SHERWIN-WILLIAMS

MAR-NOT
REGISTERED

A DURABLE FLOOR VARNISH