

SHERWIN-WILLIAMS

PRICE LIST

No. 66

EFFECTIVE JANUARY 24, 1925

Prices Subject to Change Without Notice

MAKE YOUR STORE PAINT HEADQUARTERS

by carrying the full S-W Line

The Household Guide is creating a demand in your locality for our products by name and unless you carry them in stock we both lose business.

TERMS

On Paints, Varnishes and ODP Lead—sixty days net; 2% for cash within ten days from date of invoice.

On Turpentine, Linseed Oil, Dry Colors, Insecticide Material, and goods not of our own manufacture—thirty days net; 1% for cash within ten days from date of invoice.

IMPORTANT

Shortages or errors in billing must be reported within ten days from receipt of shipment to secure proper adjustment.

In making all shipments our responsibility ceases when we receive a signed bill of lading from the transportation company. Claims for losses and damage in transit must be filed with the transportation company by our customers. If shipments are received in a damaged condition, or short in the number of packages, be sure to have the freight agent make such notation on the paid expense bill. This will enable you to file and collect claim without affidavit.

WHERE TO REACH US

FACTORIES AND OFFICES

CLEVELAND, 501 Canal Road, N. W.
CHICAGO, 116th Street and Stephenson Avenue
NEWARK, Brown Street and Lister Avenue.
OAKLAND, Shellmound Avenue and Horton Street.

WAREHOUSES AND OFFICES

ALBANY, 447 Broadway.
AMARILLO, TEXAS, 501 S. Grant Street.
ASHTABULA, O., Hotel, Ashtabula Bldg.
ATLANTA, 53 North Broad Street.
BALTIMORE, McCormick Bldg., Barre and Light Streets.
BANGOR, ME., 75-85 French Street.
BINGHAMTON, N. Y., 162 Washington Street.
BIRMINGHAM, 2016-18 Third Avenue, North.
BOSTON, 11 Stillings Street.
BUFFALO, 102 Pearl Street.
CHARLOTTE, N. C., 426 South Tryon Street.
CHATTANOOGA, TENN., 924 Market Street.
CHICAGO, City Office and Warehouse, 2001 Pershing Place.
CINCINNATI, Sixth, corner Main Street.
COLUMBUS, 205 South High Street.
DALLAS, 1621 Wall Street.
DES MOINES, IOWA, 306-S S. W. 9th Street.
DENVER, 1629 Arapahoe Street.
DETROIT, 539 Woodward Avenue.
EL PASO, 216 North Stanton Street.
FORT WORTH, Houston and Fourth Streets.
HOUSTON, 2100 Fuston Avenue.
INDIANAPOLIS, 318 W. Georgia Street.
JACKSONVILLE, FLA., Union Terminal Warehouse
JOHNSON CITY, 256 Main Street.
KANSAS CITY, 1400 St. Louis Avenue.
KNOXVILLE, 317 Wall Avenue.
LITTLE ROCK, ARK., 720 Main Street.
LOS ANGELES, 652-4 Mission Street.
MINNEAPOLIS, 701 Third Street, North.
MONTREAL, 897 Centre Street.
NASHVILLE, Fifth Avenue, corner Union Street.
NEW ORLEANS, 317 Camp Street.
NEW YORK (Warehouse), 52 Thompson Street.
NEW YORK (Store), 116 West 32nd Street.
NEW YORK (Office), 292 Madison Avenue.
OKLAHOMA CITY, OKLA., 20 West California Avenue.
OMAHA, Corner Tenth and Dodge Streets.
PHILADELPHIA, Delaware Avenue and Chestnut Street.
PORTLAND, ORE., 449 Everett Street.
RICHMOND, VA., 1315 East Main Street.
ROCHESTER, 44 South Avenue.
SAGINAW, MICH., 622 Genesee Avenue.
SALT LAKE CITY, 53 West Broadway.
SAN ANTONIO, 135 West Commerce Street.
SAN FRANCISCO, 454 Second Street.
SCHENECTADY, 326 State Street.
SEATTLE, 512 First Avenue, South.
SPOKANE, 157 South Post Street.
ST. LOUIS, Second and Clinton Streets.
TORONTO, 1 Lamb Street.
TULSA, OKLAHOMA, 118 South Cheyenne Avenue.
UTICA, 49 Franklin Square.
VANCOUVER, 827 Powell Street.
WACO, 720 Austin Street.
WARREN, O., 101 Main Street.
WASHINGTON, D. C., 831 Munsey Building.
WICHITA FALLS, TEXAS, 518 Scott Avenue.
WINNIPEG, 110 Sutherland Avenue.

CREDIT POLICY

The Credit Policy of the Company is to give credit to whom credit is due, and in such measure as the facts in every case, after careful investigation, will justify. In other words, the Company does not gamble on credits or extend consideration in a haphazard manner. On the other hand it is always ready and willing to take into account such merit as the customer may possess, whether it be in the form of personal qualifications or in material resources, and to capitalize this in the shape of credit within definite bounds. The Company recognizes that credit granting is becoming to be more and more an exact science. Given certain facts as to a customer's character, paying proclivities and means, it is possible to form a reliable estimate as to the amount of credit he would reasonably be entitled to.

The predominating qualifications which the Company recognizes in the extension of credit are the following and in the order named:

- 1.—Character (Integrity).
- 2.—Capability (Experience and business knowledge).
- 3.—Capital (cash, stock in trade, real estate, etc.)

A further requisite, where large interests are involved, is the feature of fire insurance. Where it may develop that a customer is not adequately or fully insured, the Company cannot grant free credit without this element of indirect protection.

INVESTIGATION

Representatives sending in orders from new trade should accompany these with the fullest data obtainable while on the ground. Inquiry should be made as to the customer's local standing from the banks and others that may know of his affairs. If possible a signed financial statement should be obtained from the customer himself, if the order is of any consequence, setting forth his true financial condition at the time of his last inventory. The Company furnishes blanks for this purpose and every representative should have a supply of these on hand. As a further aid to the Credit Manager to quickly assemble all credit data, references of firms from whom the customer buys his principal supplies should accompany the orders. To the extent that representatives co-operate closely with the District Office in gathering this credit data and sending it in promptly, will the shipment of the order be facilitated and a harmonious relationship established.

TERMS

When taking orders from the trade a thorough understanding should be had, not only as to price and delivery, but also as to terms of sale. While the Company does not desire to assume an arbitrary or severe stand in the construction of terms, it nevertheless regards these as a distinct part of the sales contract and expects payments accordingly at discount or maturity dates. Where, by stress of circumstances, a customer needs additional accommodation in the way of extra time, this is, as a rule, freely granted within reasonable bounds, if the request is made on or before maturity of the account.

Representatives are urged to quote only standard terms, such as are set forth on the regular terms insert (page 2-A). Where Spring Stock Order Terms are quoted it is permissible and very often desirable, instead of giving April 1st dating, to quote maturities in three installments as follows: One-third due May 1st, one-third due June 1st, and one-third due July 1st. Customers lacking somewhat in responsibility and who have an indifferent reputation as to payment of their obligations at maturity, should be sold their Spring stock order requirements with the understanding that upon receipt of invoice they are to give trade acceptances in payment, the installments of which are to run concurrent as to time, with the terms as stated on invoice. In thus dividing these large payments, and anticipating them in the form of trade acceptances, it paves the way for convenient liquidation of stock orders.

COLLECTION

Payments are preferred in the form of voluntary remittances, either within the discount limit or at maturity. Accounts not paid when due, however, are placed in the process of collection by presentation of statement and if necessary by notice of draft, followed by draft drawn at sight. All accounts not paid within thirty days after maturity are listed on a monthly Past Due Report and each representative is supplied with a copy of those on his territory. This report is designed as a warning and danger signal, and it is expected that representatives will co-operate closely with the Credit Department to influence the payment of these accounts at the earliest date.

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If, at any time, complaints are registered by a customer as to the character of the correspondence received from the house, particularly having reference to either the collection or credit feature, copies of such objectionable correspondence should be asked for by representatives and nothing taken for granted without absolute proof. Representatives are often in a position to adjust minor differences or misunderstandings while on the ground. Should it develop, however, that the customer has cause for grievance, and that he has not been accorded due courtesy and consideration, the matter should be immediately reported to the District or Sales Manager in order that immediate amends may be made.

CONTROL OF CREDIT DEPARTMENT

The control of the Credit Department is vested in the Manager of Credits and Accounting, under whose direct supervision credit is granted and the collection of accounts controlled. No arbitrary action is taken, however, on his part, either in turning down an important order or in pressing the settlement of an obstinate account, without taking counsel with the District or Division Manager, and if possible with the representative. The Credit Manager, likewise, is responsible for all correspondence having reference to the rather delicate subject of credit and finance. It is understood that all letters written on these matters are to be couched in respectful, courteous and businesslike terms, with the idea of maintaining the dignity and conserving the interests of the Company, without in the least sacrificing the goodwill of the customer.

CO-OPERATION WITH OTHER DEPARTMENTS

It is the policy and aim of the Credit Department to co-operate closely with all other departments, particularly the Sales Department, with which it is so closely linked. It is, therefore, the constant aim of our Credit Managers to have their work and the influence of the department constructive rather than obstructive or destructive, with the end in view that a satisfied customer is the Company's best advertisement. The attitude of the Credit Department to the business as a whole is reflected in the following objective, namely: To secure the largest possible volume of sales; convert these into the highest percentage of cash in the shortest possible time, with a minimum of expense, and throughout the entire process to preserve trade harmony and goodwill.

SUNDRY OBSERVATIONS

People of poor credit usually betray themselves to the close observer. Our representative should be the best credit man connected with our business.

Bradstreet's W. D. and Dun's J. 3 are considered the limit between good and bad ratings for credit dealings of any consequence.

No representative, however brilliant, can succeed in the long run to his satisfaction or our own, who does not carefully avoid uncollectable and troublesome customers.

Names of new customers especially should be correctly and plainly written, sending letter head, bill head or card to insure accuracy.

We never understand that requests that no drafts be made mean any extension of time whatever.

It is understood that we are at liberty to charge interest at usual rates on accounts past due.

We never grant extension at its face, of note or acceptance not paid at maturity. Good faith is shown in payments of part, at least.

Sell no concern you would not personally trust with a like amount of money had you it to loan yourself.

All representatives are furnished with introduction cards to the offices of both Bradstreet and Dun. These should be used freely, especially in connection with new trade. Special reports may be obtained when desired through the same sources.

SHERWIN-WILLIAMS PRODUCTS

TERMS

The following are the terms which will be plainly stamped on all invoices, and customers' settlements will be expected in strict conformity therewith:

TRADE SALES

STANDARD TERMS ARE AS FOLLOWS:

For all regular goods including Varnishes and ODP (Lead).

60 DAYS NET; 2% for cash within 10 days from date of invoice.

Coal-Tar Products, Soaps, Linseed Oil, Turpentine, Dry Colors, Insecticide Materials and goods not of our manufacture:

30 DAYS NET; 1% discount for cash within 10 days from date of invoice.

SPECIAL SPRING STOCK ORDER TERMS

Special terms will apply on stock orders booked for shipment between November 1st and the following April 1st as specified below:

Insecticides may be invoiced in combination with paints and varnishes on stock order terms, but regular 30-day terms must apply on insecticide orders not shipped with paint stock orders. It is understood that no agency order of less than \$150.00, nor an assortment for a dealer for less than this amount will be considered a stock order. Also that these special terms will apply on only one shipment during any fiscal year. Where these terms apply they are in no case to include Linseed Oil, Turpentine, or other material specified above under the 30-day classification. All such items shall be written up on a separate order specifying 30-day terms.

"SPECIAL THIS BILL ONLY"

"60 days from April 1st, NET, 2% for cash if paid on or before April 10th.

SPECIALTY PRODUCTS DEPARTMENT

INSECTICIDES

30 DAYS NET; 1% for cash within 10 days from date of invoice.

COAL-TAR PRODUCTS

30 DAYS NET; 1% for cash within 10 days from date of invoice.

MANUFACTURERS' SALES DEPARTMENT

For all classes of Manufacturers' business (excepting Varnishes as below) including Agricultural Implement Manufacturers, Automobile and Carriage Manufacturers and Paint Shops, Industrial Plant Upkeep business, etc., our terms are:

30 DAYS NET; 1% for cash within 10 days from date of invoice.

Varnishes including Driers, Japans, Asphaltums and Insulating Varnishes, when sold to the Manufacturing trade will be billed as follows:

60 DAYS NET; 2% for cash within 10 days from date of invoice.

RAILWAY SALES DEPARTMENT

All business from Marine Accounts, Ship Chandleries, Railways, Street Railways and Car Manufacturing Companies will be billed as follows:

30 DAYS NET; 1% for cash within 10 days from date of invoice.

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VARNISH SALES DEPARTMENT

Clear Varnishes, Driers, Japans, Asphaltums and Insulating Varnishes are subject to the following terms:

60 DAYS NET: 2% for cash within 10 days from date of invoice.

DYE, CHEMICAL AND COLOR DEPARTMENT

Dyes, Intermediates, Chemicals and Dry Colors are billed:

30 DAYS NET: 1% for cash within 10 days from date of invoice.

RECAPITULATION

**30 DAYS NET. 1% DISCOUNT FOR CASH WITHIN
10 DAYS FROM DATE OF INVOICE.**

These terms apply on the following lines:

Coal-Tar Products, Soaps, Linseed Oil, Turpentine, Dry Colors, Insecticide Materials and goods not of our manufacture.

All M S D business except Varnishes, Driers, Japans, Asphaltums and Insulating Varnishes.

All Railway, Street Railway and Marine business.

All D C & C business, including Dyes, Intermediates, Chemicals, Dry Colors, etc.

**60 DAYS NET: 2% DISCOUNT FOR CASH WITHIN 10 DAYS
FROM DATE OF INVOICE.**

These terms apply on the following lines:

All Trade Sales goods, including Varnishes and O D P White Lead, except Specialty Products.

M S D Varnishes, including Driers, Japans, Asphaltums and Insulating Varnishes.

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CLASSIFICATION OF TRADE SALES BUSINESS

All sales to the following shall be classified as TRADE Sales:

All Merchants and jobbers who purchase goods for re-sale
All Insecticide, Kiltik and other Dip sales
Architects
Architectural Engineers
Structural Engineers
General Contractors
Painting Contractors
Foundation Contractors
Plaster Contractors
Cement Contractors
Construction Companies (except those owning and operating mills for the fabrication of steel)
Ready-Cut House Companies
Real Estate Companies
Estate Management Companies
Office Buildings
Large Apartment Houses
Hotels
Hospitals and Institutions
Schools and Colleges
All State Business (except sales of finishing materials to be used on manufactured products produced by prison labor)
County Upkeep Sales
All Municipal Business in cities under 200,000
Amusement Parks
Summer and Winter Resorts

**CLASSIFICATION OF MANUFACTURERS'
SALES BUSINESS**

All sales to the following shall be classified as MSD

- 1 Manufacturers using paint or varnish for finishing the products they sell, and the upkeep or maintenance of their plants and tenements.
- 2 Steel manufacturers and those who fabricate their own products.
- 3 Structural steel contractors such as Austin Co. and Stone & Webster, who have their own Engineering Department and who purchase paint for their shop and erection work.
- 4 Custom repair shops and garages for painting and finishing automobiles, carriages, etc. Also soaps, etc., sold to the service department but not material that will be resold over the counter.
- 5 All Municipal business of cities over 200,000 population. (Municipal business in cities of less than 200,000 is Trade Sales.)
- 6 State Government purchases for use in prisons, reformatories where they manufacture automobile tags, furniture, etc. (This does not include materials for maintenance of all State property and buildings, which is Trade Sales.)

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**CLASSIFICATION OF RAILWAY, STREET
RAILWAY AND MARINE BUSINESS**

All sales to the following shall be classified under this heading.

1. Steam Railroads.
2. Locomotive and Car Builders.
3. Street Railways and Traction Companies.
4. Steamship Lines.
5. Ship Yards of all types and sizes.
6. Oil Refiners and Pipe Line Companies.
7. All types of Packing-house business.
8. Bridge Builders.
9. All branches of U. S. Government.
10. Coal Producers.
11. All Plant Maintenance in connection with above industries.

Effective April 25, 1927

SHERWIN-WILLIAMS PRODUCTS

NEW ACCOUNTS

Agents

(a) Accounts classified as agents must be legitimate retail merchants maintaining a recognized establishment open during regular business hours.

(b) The opening agency stock order must total at least \$400, including 30 gallons of SWP of which not over half is White and the balance must consist of five colors. The remainder of the opening order must consist of an assortment of four or more other lines of Sherwin-Williams Products exclusive of ODP White Lead, Linseed Oil, Insecticides and Unmanufactured Sundries.

(c) For the benefit of those merchants who are heavily stocked with competitive lines but who want to take on our proposition, we establish agencies on the accumulative basis. In other words, if a merchant signifies his intention of taking the S-W agency, and gives the representative a small opening order with the understanding that he will replace his present lines with goods of our manufacture, we will give this merchant every advantage of our proposition, such as referring inquiries to him, etc. When the required purchases have been made, the account will be classified as an agency and the representative will get credit for a new agency at that time. The requirements for a new agency on the accumulative basis are as follows:

(d) The accumulated purchases must total at least \$600 and must include at least 30 gallons of SWP, of which not over half is White, and the balance must consist of five colors. The remainder of the accumulated purchases must consist of a representative assortment of four or more lines of shelf goods and is to be exclusive of ODP White Lead, Linseed Oil, Insecticides, and Unmanufactured Sundries. The accumulated purchases must be made during the twelve-month period following the date of the opening order.

(e) If a regular established agent sells his place of business and his successor continues the business and continues to handle our line, no credit is allowed for the new agent, but on the other hand, if the successor discontinues our line and stocks some other line, it should be reported promptly to the Sales Development Manager and the account will be cut off our agency list. If the representative is successful in again lining up this account, new agency credit will be given, provided the agency requirements as outlined in paragraph B are adhered to.

(f) When an agent burns out and immediately opens up again, new agency credit is not allowed, but if he remains out of business for more than 12 months and then opens up again, new agency credit is allowed if the representative sells an agency stock order as outlined in paragraph B.

Guide Line Agents

(a) For the purpose of distinguishing the better class of so-called full-line agents from the average run of our agencies, which do not stock the majority of our major lines, we have created the classification of "Guide Line Agent." On account of the fact that this type of agency is of more importance and is of more value to us than an agency which does not stock the majority of our major lines, it is our plan to do more for a Guide Line Agent than for an ordinary agent. It is to the credit of each representative to have as many Guide Line Agents on his territory as possible. The qualifications of a Guide Line Agent are, first of all, the requirements for a regular agency as described in paragraph B under the heading of Agents, but in addition, a Guide Line Agent is required to stock twelve of the following eighteen lines:

Caption 6 S W P	Caption 26 Old Dutch Enamel
" 7 Porch and Deck Paint	" 27B Rosinoid
" 8 Inside Floor Paint	" 32 Auto Enamel
" 10 Flo-Lac	" 35 Screen and Stove-Pipe Enamel,
" 12 Commonwealth Barn Paint	Aluminum and Gold Paints
" 13 Preservative Shingle Stain	" 100 Rogers Brushing Lacquer
" 14 Roof and Bridge Paint	Mar-act
" 23 Handcraft, Acid and Oil Stains	Scor-not
" 25 Flat-Tone	Resper
" 25D Semi-Lustre	

(b) It will not be considered that an agent is stocking any one of the above lines unless he purchases within twelve months' time a minimum of \$15 worth of the captions in question. SWP, of course, is exempted from this as the required purchases of that line have already been outlined in the above paragraphs under the caption of Agents.

(c) The purchases of all Guide Line Agents will be checked at the close of each fiscal year to determine their standing and those whose purchases fail to measure up to the above requirements will be reduced to "Agent" or "Class A Dealer" in classification.

Class A Dealers

(a) Class A Dealers: Credit will be given only when the goods are sold to a merchant for re-sale purposes.

(b) Accounts will be classified as Class A Dealers who carry a representative stock of our line, but who fail to qualify as agents, providing their initial or accumulative purchases over a period of a year are \$250 or more. This must consist of at least four lines (minimum of \$15 each) of S-W Products exclusive of ODP White Lead, Linseed Oil, Insecticides and Unmanufactured Sundries.

(c) When the representative sells goods to be shipped through the jobber he will be allowed credit for a new Class A Dealer only when our Class A Dealer requirements are adhered to, but no Class A Dealer credit will be allowed if a copy of the representative's order does not accompany his town report.

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Class B Dealers

In this classification we shall put all dealers other than strictly Insecticide Dealers who fail to qualify in Class A and whose initial or accumulative purchases amount to \$15 or more of our regular manufactured products.

Insecticide Dealers

- (a) Insecticide dealer credit will be given only when the goods are sold to a merchant for resale purposes.
- (b) Accounts will be classified as Insecticide dealers only when the initial or accumulative orders amount to \$15.
- (c) For Insecticide dealers established on the accumulative plan, the requirements must be as above specified and the required purchases must be made during a twelve months' period following the date of the opening order.
- (d) When the representative sells goods to be shipped through a jobber he will be allowed credit for a new Insecticide dealer only when our regular Insecticide dealer requirements are adhered to, but no new Insecticide dealer credit will be allowed if a copy of the representative's order does not accompany his town report. No new Insecticide dealer credit will be allowed for goods sold by the jobber's salesman.
- (e) Coal-Tar Products, Wood Preservatives, Dips, Disinfectants, etc., are not classified as Insecticides; consequently, they take the regular dealer requirements for new accounts.
- (f) Opening orders of Insecticides sold to large commercial orchards and other quantity consumers are not to be credited as new Insecticide dealers, but are to be credited as New Other Accounts.

Other Accounts

- (a) New other account credit will be allowed on purchases of regular manufactured merchandise made to a best possible agent (BPA) or a possible dealer (PD) when the purchase is less than \$15, but more than \$10, with the exception of Insecticides on which no new other account credit will be allowed.
- (b) New other account credit will be given for goods sold to MSD, Railway, Street Railway and Marine accounts, also to contracting painters, contractors and like accounts which cannot carry any other classification, but in no instance will new other account credit be allowed for goods sold to property-owners either direct or through agents or dealers.
- (c) New other account credit is given only when the initial or accumulative orders amount to \$10 worth of regular manufactured merchandise.
- (d) No new other account credit will be allowed for the sale of Linseed Oil or unmanufactured merchandise. New other account credit will, however, be given on the sale of ODP White Lead.
- (e) New other account credit will be allowed for sales made to cattlemen, commercial orchards, etc., who buy direct such products as dips, insecticides, etc.

Cutting Agents, Class A and B Dealers, Insecticide Dealers and Other Accounts

- (a) Regularly listed agents and Class A Dealers are to be cut from our list when they discontinue business, their paint department, our line in favor of a competitive agency, or for any other reason when they cease to buy our products.
- (b) When a regularly listed agent does not buy within the period of one fiscal year (September 1st to September 1st) at least \$250 worth of manufactured products, including twenty-four gallons of SWP (Sherwin-Williams Paint Prepared), but exclusive of Linseed Oil, ODP White Lead, Unmanufactured Sundries and Insecticides, he should be reduced to the classification of Class A Dealer.
- (c) When a Class A Dealer does not buy within the period of one fiscal year at least \$150 worth of Manufactured Products, exclusive of Linseed Oil, ODP White Lead, Unmanufactured Sundries and Insecticides, he should be cut from our list.
- (d) However, Sales Development Managers will not cut from their lists agents or Class A Dealers whose purchases have fallen behind until the representative agrees to cutting them and the Sales Manager approves it. Occasionally local conditions prevent a good agent or Class A Dealer from buying the minimum requirements during our fiscal year and in justice to this agent or Class A Dealer, we cannot cut them from our list until the representative decides this question.
- (e) Class B Dealers, Insecticide Dealers and other accounts are to be cut from the records when their purchases for the fiscal year (September 1st to September 1st) do not reach the required minimum purchase for the class of trade under which they are classified; also for any other reason as enumerated in paragraph "a."
- (f) Representatives should be prompt in advising their Sales Development Manager whenever an agent ceases to buy our products so he will be cut off our list. Representatives should be careful to see that their agency representation does not contain the names of merchants who do not carry our line, because sales comparisons are made on the basis of the number of agents in each territory. If the territories contain a number of dead agents, the representative suffers in the comparison.

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THE LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

The paints, varnishes, colors and specialties listed in the following pages include everything demanded in modern finishing. They will satisfactorily supply the paint and varnish needs of the painter and decorator, the sign-writer, the contractor and builder, the architect, the carriage custom and repair shop, the property owner, the farmer and the housewife.

We offer our line of products to the trade with the knowledge that they will fulfill every claim we make for them and, when used as intended, will always prove satisfactory.

Controlling as we do, the supply of nearly all important raw materials used in our products and maintaining chemical laboratories and testing-rooms where they are carefully examined for quality, we are able to offer goods of higher quality, which are more reliable and uniform than those made by less favorably situated makers. When pushed by a live, wide-awake merchant, Sherwin-Williams Paints and Varnishes will overcome competition, bring good trade and profits and give the dealer a reputation for reliable goods that will be one of his most valuable trade assets.

The Sherwin-Williams Co. was founded in 1866. Ever since that time we have held strictly to the highest standard of quality in paint and varnish making. We believed that the best goods would sell the best and our splendid success has proved we were right. Today we are the largest concern of the kind and expanding rapidly.

Our facilities include:

Factories in Cleveland, Chicago, Detroit, Montreal, Newark, Bound Brook, N. J., Oakland and London, England.

Warehouses and offices in principal cities from Atlantic to Pacific Ocean.

Representatives covering every important paint and varnish field in the world.

Linseed oil mills, where we make, treat and age strictly pure linseed oil for our products.

Lead and zinc mines and smelters, where we employ large forces of men to mine and convert these ores.

Intermediate, dye and chemical plants where we produce base materials for use in the manufacture of paints, stains, enamels, etc.

White lead plants, where we corrode white lead by the Old Dutch Process, and manufacture other lead products.

Acid manufacturing plants, producing great quantities of Acetic and other acids.

Dry color factories, the largest and best equipped in America, where our dry colors are made.

Lithopone plant, where the highest grade of Lithopone is produced for use in Flat-Tone and kindred products.

Dry Lime-Sulfur, Arsenate of Lead and Paris Green factories, where we make a complete line of insecticides and fungicides.

Varnish, japan and drier works, where these products are made exclusively.

Tin can factories that make the tin cans we use.

Printing plant, with modern presses, bindery, sampling and finishing department, etc., where our advertising and printing are economically handled.

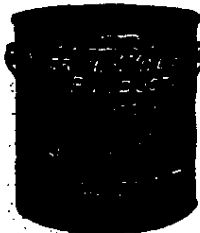
Machine shops, that make mills and machinery of our exclusive design.

These facilities enable us to make sure our goods are right from the foundation up and save us much in cost of manufacture that is put into the quality of the goods and the maintenance of a strict standard of service.

SWP

SHERWIN-WILLIAMS PAINT, PREPARED

FOR PAINTING BUILDINGS



The most durable and economical paint that can be made. There is no other material, either prepared or hand-mixed, that will give such uniformly good results. SWP is made from carefully selected materials possessing best paint qualities, thoroughly mixed in most scientific proportions to insure best results, and very finely ground in machinery of our own design.

On comparative test with lead and oil or cheaper materials, SWP will prove to cost less by the job, because it spreads more easily under the brush, saves the painter's time, covers the greatest number of square feet to the gallon, and wears the longest possible time. It will cover 350 square feet of average surface two coats to the gallon. Briefly, a given surface can be properly painted with SWP for a less average cost per annum than any other paint made, including pure white lead and oil.

SWP is made in one quality only, and that the very best that our long experience in high-grade paint-making indicates will give best results. SWP has been on the market for nearly 60 years and enjoys a higher reputation and larger sale than any other paint in the world.

SWP WHITES

OUTSIDE GLOSS WHITE

The most durable and economical white paint for general use on all exposed surfaces in all climates. S-W Outside Gloss White is a pure paint made from pure carbonate of lead, sulphate of lead, pure oxide of zinc and pure linseed oil, with the necessary drier and turpentine. There is no outside white paint made that will cover more surface per gallon, look as white and retain its whiteness and give such general satisfaction over a long period of time as S-W Outside Gloss White.

CHINA GLOSS WHITE

Slower drying and not quite so white as Inside Varnish White, but a very satisfactory finish on interiors where economy is of first importance.

FLAT WHITE

For finishing without a gloss or as a ground coat for S-W Inside Varnish White. The best paint for such purposes ever prepared for the market. Extensively used by contracting painters and decorators instead of lead, for flat coating.

INSIDE VARNISH WHITE

For producing a white, varnish finish on inside work. It dries better, works freer, and is more economical than the varnish whites under various names generally found on the market. Apply over two or more coats of Flat White.

SHERWIN-WILLIAMS PRODUCTS

A—

SWP

**SHERWIN-WILLIAMS PAINT
PREPARED**

	1/2 pta.	pta.	qts.	1/2 gals.	gals.	5-gal. cans	bbls.
Antique Brown, 499.....							
Apple Green, 456.....							
Black, 447.....							
Blue (for inside work), 369							
Blue Green, 404.....							
Brown Green, 478.....							
Cashmere Yellow, 387.....							
Colonial Yellow, 375.....							
Cream, 443.....							
Cream Gray, 366.....							
Golden Brown, 465.....							
Golden Yellow, 479.....							
Ivory, 495.....							
Light Lead, 383.....							
Modern Brown, 382.....	37	48	84	1 00	3 05	3 00	2 95
Pan Green, 383.....							
Pearl Gray, 479.....							
Primrose Yellow, 394.....							
Quaker Drab, 391.....							
Red, 367.....							
Rich Maroon, 382.....							
Sage Green, 335.....							
Sea Green, 384.....							
Silver Gray, 337.....							
Sky Blue, 464.....							
Stone, 361.....							
Straw, 385.....							
Tobacco Brown, 393.....							
Warm Drab, 483.....							
Willow Green, 461.....							
China Glass White.....							
Flat White.....	28	48	89	1 70	3 25	3 20	3 15
Outside Glass White.....							
French Crown Green, 383							
Inside Varnish White.....	29	51	94	1 80	3 45	3 40	3 35
Moss Green, 498.....							

Net Prices

Half-pints, 48 in case

Pints, 24 in case.

Quarts, 24 in case.

Half-gallons, 12 in case.

Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS

B—

ALUMINUM PAINT

Bright as Silver—Ready for Use

A lasting silver finish for use on radiators, ranges, water-boilers, gas, steam and water pipes, gas stoves, machinery, engines, etc. Also adapted for outside use on gas engines, boats, metal work, carriages, cupolas, etc. Gives most satisfactory results, because it is perfectly mixed and finely ground, works freely under the brush, has great spreading capacity, is fast in color, stands longest on outside exposure. Extreme heat and cold does not crack, peel, blister or discolor it. One coat covers a clean black surface. It has no disagreeable banana-like odor found in many other Aluminum paints.

$\frac{1}{2}$ pts.	$\frac{1}{4}$ pts.	$\frac{1}{2}$ pts.	pts.	qts.	gals.
25	40	65	1 15	2 05	7 50

Trade Discount 40%

One-eighth pints, 50 in case. Quarter pints, 48 in case. Half-pints, 48 in case.
Pints, 24 in case. Quarts, 24 in case. Gallons, 6 in case.

A—

AMERICAN WHITE

Paste form, ground in oil

A combination paste white made especially for plumbers' use and for general utility purposes.

10	30
15	14

Net Prices

One-pound cans, 50 in case. Five-pound cans, 10 in case.

B—

AUTO SEAT DRESSING

Revives the appearance of scratched or old leather cushions and upholstery, hiding old marks or stains readily. Dries perfectly hard in an hour or two, with a rich, dull black finish. Is not affected by the heat of the body and will not soften or stick to clothing. It can be easily washed and kept clean.

$\frac{1}{2}$ pts.	pts.	qts.
65	1 15	2 10

Trade Discount 40%

Half-pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.

B—

AUTO TOP DRESSING

Ready for Use

An excellent dense black dressing for renewing finish on mohair, pantosets and similar tops, side curtains and upholstery of automobiles. Can also be used on leather furniture, traveling bags and other leather or imitation leather surfaces. On mohair it dries with a dull black finish, but on leather, pantosets and other imitation leathers it dries with an eggshell gloss. Dries perfectly hard in three or four hours; is easy to apply and does not show laps or streaks.

$\frac{1}{2}$ pts.	pts.	qts.	gals.
55	80	1 55	5 75

Trade Discount 40%

Half-pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.
Gallons, 6 in case

SHERWIN-WILLIAMS PRODUCTS

B— AUTO ENAMEL

Ready for Use

A line of enamels made especially for refinishing motor cars by the car owner himself. S-W Auto Enamels are very durable, elastic and waterproof, and on account of their easy working qualities, it is possible for one inexperienced in painting to secure a high-class finish on his car without the loss of time attending the usual paint-shop job. Dries in about 48 hours, depending upon atmospheric conditions. Outside exposure or repeated washing will not harm the finish.

	½ pta.	pta.	qts.	½ gals.	gals.
Black.....	65	85	1 70	3 10	6 00
Primer.....					
Clear.....					
Bisque Brown.....					
English Brewster Green.....					
*Everglade Green.....	70	1 20	2 20	4 20	8 00
*Millori Green.....					
*Royal Blue.....					
*Russet Tan.....					
Auto Gray.....					
*Battleship Gray.....					
Ivory.....					
*Motor Red.....	75	1 30	2 40	4 80	8 75
*Rich Wine.....					
*Sport Red.....					
*Virginia Cream.....					
White.....					

Trade Discount 40%

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 24 in case.

*To be discontinued when present stocks are exhausted.

B— AUTO TOUCH-UP BLACK

See page 42 for prices and full description.

ANNOUNCEMENT



Sherwin-Williams Opex Lacquers and Enamels

One of the most remarkable developments in the history of Automobile finishes has been the introduction by a number of manufacturers of well-known cars of a new finish, more beautiful, durable and lasting than the best varnish finish known. This new finish is known in the chemical world as a nitrocellulose product and is made by the chemical treatment of cotton.

Sherwin-Williams Dealers the world over, will be interested to know that the Sherwin-Williams Company has been following these developments closely and that we have a complete line of these finishes known as S-W Opex Lacquers and Enamels. This line embraces not only automobile finishes but also both clear finishes and enamels for all types of furniture and fixtures both wood and metal, toys, instruments, implements, etc.

Opex Lacquers and Enamels produce a film which is not easily marred, will not scratch or check. These finishes have the unique quality of actually improving in appearance with frequent polishing. Furthermore, they are not affected by water, heat, cold, alkalis or acids.

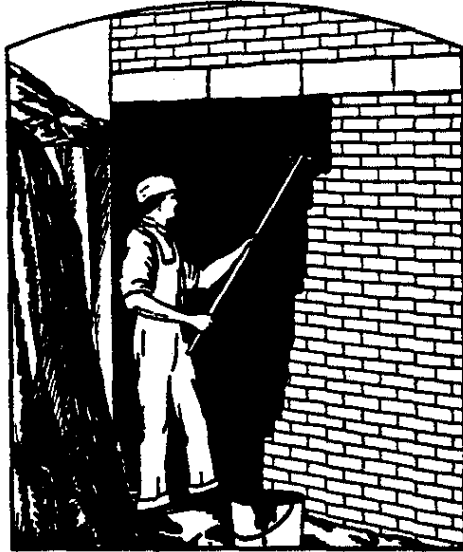
Opex Lacquers and Enamels are made for interior and exterior use in Clear Lacquers and a full range of attractive colors.

Opex Lacquers are applied by spraying or dipping but cannot be applied to other than very small surfaces by brushing.

Continued research of Opex Lacquers and Enamels will be made to develop suitable materials for all surfaces.

For further information and complete list of Opex Lacquers and Enamels, with descriptive literature, write to our nearest Sales Office.

SHERWIN-WILLIAMS PRODUCTS



A—

ANTYDAMP

Foundation Damp-Proofing

Antydamp is a very heavy black paint of asphalt type, which is applied to the exterior of concrete and masonry foundations below ground level to damp-proof basement walls. For ordinary damp-proofing two coats should be applied. Will cover approximately 40 square feet, two coats to the gallon. Is applied cold in original consistency, except in very cold weather when it is necessary to warm slightly before applying. Remains in an elastic condition indefinitely.

Every general contractor and foundation contractor is a prospect for the sale of Antydamp. Look for specifications calling for Antydamp in the part of the specifications which deal with foundations. For further information send for Form E518.

Where water is perpetually present in the land around the foundation, alternate layers of water-proofing felt must be employed.

3s	5s	bbls.
1 10	1 00	85

Net Prices

B—

BATH ENAMEL

A high quality and thoroughly satisfactory enamel for the exterior of bath tubs and bath room walls and woodwork. It produces a porcelain-like finish that is tough, tenacious and durable. On new work, use Bath Enamel Ground for undercoats.

	¼ pts.	½ pts.	pts.	qts.	gals.
Porcelain.....	30	55	90	1 00	5 75
Ground.....		55	85	1 55	5 40

Trade Discount 40%

Quarter-pints, 48 in case. Half-pints, 48 in case. Pints, 24 in case.
Quarts, 24 in case. Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS

B— BRAS-BRITE

Liquid Metal Polish

A liquid preparation for cleaning and polishing brass and other polished metals. By repeated tests and comparisons, Bras-Brite has proved to polish more quickly and easily, requiring but little rubbing. Will not harden in the package and will keep in perfect condition in any climate.

½ ptn.	ptn.	qtn.	½ gals.	gals.
35	50	80	1 40	2 40

Trade Discount 40%

Half-pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.
Half-gallons, 12 in case. Gallons, 6 in case.

B— BRIGHTEN-UP STAIN

A Stain and Varnish Combined

Produces a stained and varnished finish in one operation on old or new furniture, floors or woodwork. Is easily applied and does not show laps or brushmarks. Surfaces previously painted may be changed to imitate any of the woods represented in this list by first applying a coat of Brighten Up Stain Ground, and after thoroughly dry, follow with the color selected.

	½ ptn.	ptn.	qtn.	½ gals.	gals.
Dark Oak	30	45	70	1 25	2 30
Light Oak					4 25
Mahogany					
Walnut					
Ground					

Trade Discount 40%

Quarter-pints, 48 in case. Half-pints, 48 in case. Pints, 24 in case!
Quarts, 24 in case. Half-gallons, 12 in case. Gallons, 6 in case.

B— BRONZING LIQUID

Three satisfactory bronzing liquids for mixing with gold, aluminum and brass bronzes. These liquids are unexcelled for decorative work, for when mixed with bronzes they dry with a high gloss finish, and due to their splendid heat-resisting qualities, may be used on radiators, steam pipes, etc., without discoloring, peeling or blistering.

	½ ptn.	ptn.	qtn.	½ gals.	gals.	5¢
No. 1	--	70	1 20	2 20	4 00	3 95
No. 2	--	55	85	1 70	3 00	2 95
No. 3	35	50	80	1 40	2 50	2 45

1-ounce bottles, per dozen	2 75
3-ounce bottles, per dozen	3 15
5-ounce bottles, per dozen	3 75

Bottles put up in fancy cartons, containing one dozen, any size.

Trade Discount 33¼%

Half-pints, 48 in case. Pints, 24 in case. Quarts, 24 in case
Half-gallons, 12 in case Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS

B— CANOE ENAMEL

A line of bright distinctive colors for painting canoes, rowboats and other water craft. Permanent in color, finely ground in high-class water-resisting varnish, it successfully withstands exposure to fresh or salt water and sunshine. Dries hard enough to launch in 36 hours.

	½ ptn.	ptn.	qtn.
Black			
Grey			
Ivory	55	90	1 00
Medium Brown			
Sky Blue			
True Blue			
Carmine			
Light Green			
Orange	65	1 05	1 95
Wine			
Yellow			

Clear (See Renpar Varnish)

Trade Discount 40%

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 24 in case.

A— COMMONWEALTH BARN GRAY

An extremely popular gray paint for painting barns, sheds, corn cribs, roofs, silos, fences, etc. This paint shares the enviable reputation of Commonwealth Barn Red. It works easily, dries with a good gloss, has good covering capacity and great durability. It is an exceptional value for the price.

gal.	50	bbbl.
2 25	2 20	2 15

Net Prices

Gallons, 6 in case.

A— COMMONWEALTH BARN RED

A bright, handsome, true-toned red paint of quality, for barns, sheds, corn cribs, roofs, fences, etc. It works easily, covers solid with two coats, has good spreading capacity, and exceptionally long life, all of which makes it more economical to use than other barn paints on the market. Possesses splendid wood preserving qualities in addition to improving the appearance of building.

gal.	50	bbbl.
1 50	1 45	1 40

Net Prices

Gallons, 6 in case.

A— COMMONWEALTH PAINT

A line of bright, handsome colors for painting garages, fences, arbors, barns and other buildings where a durable and serviceable paint is desired at a moderate price. These paints are easily applied, have splendid covering capacity and dry with a handsome uniform oil gloss finish. When trimmed with white, these colors present a very pleasing appearance.

	½ gal.	gal.	50	bbbl.
Red	73	1 50	1 45	1 40
Grey	1 20	2 25	2 20	2 15
Green	1 33	2 50	2 45	2 40
Orange Yellow	1 38	2 60	2 55	2 50
White	1 43	2 70	2 65	2 60

Net Prices

Half gallons, 12 in case.

Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS



Flush On



Sweep Out

A— CONCRETE AND CEMENT HARDENER

Concrete and Cement Hardener applied to the surface of a cement floor, makes it hard as granite, prevents dusting or wearing of small particles and seals the floor against water or oils.

Concrete and Cement Hardener will treat from 60 to 100 square feet of cement surface, three applications, varying with the porosity of the surface. Seventy square feet may be taken as a basis for estimating. The first application is reduced in proportion of one part of Hardener to two parts of water. The second application should consist of equal parts of Hardener and water. The third application should be in proportion of two parts of Hardener to one part of water. Mix in a wooden pail, and flush onto the floor, sweeping out with a long-handled brush or broom. Each application should soak the floor, but all puddles remaining on the surface should be mopped up before leaving floors to dry, which usually requires 24 hours.

Concrete and Cement Hardener is of an acid nature and all barrels are treated with a soft scale wax to prevent the material seeping through the wooden staves of the barrel, and attacking the metal hoops and there should be no difficulty ordinarily in allowing Concrete and Cement Hardener to remain in barrels up to six months after the barrel is filled.

There is hardly a modern office building, hotel, manufacturing plant, garage, creamery, hospital or school erected today where the specifications do not call for the hardening of cement floors with a material like our Concrete and Cement Hardener. Descriptive enclosing slip E440. Complete directions for application—enclosing slip E515.

1-gal. jug	5-gal. carboy	30-gal. barrel	50-gal. barrel	3-barrel lots
2 10	1 90	1 65	1 60	1 50

Net Prices

Gallon jugs, 2 in case

SHERWIN-WILLIAMS PRODUCTS

A— CONCRETE FLOOR PAINT

Made especially for use on concrete and cement floors. The surface must be dry and free from dust and grease before application. Under ordinary conditions this material will dry over night and can be walked upon next day. Dries with a good gloss and will withstand hard wear. On new floors it is always best to first apply at least one coat of Concrete and Cement Hardener.

	qts.	½ gals.	gals.	5 gals.	bbls.
Dust Color.....					
Gray.....					
Light Brown.....					
Light Tan.....	73	1 38	2 90	2 85	2 50
Maroon.....					
Orange.....					
Black.....					
Yellow.....					

Net Prices

Quarts, 24 in case. Half gallons, 12 in case. Gallons, 6 in case.

A— CONCRETE WALL FINISH

A high quality oil paint manufactured especially for exterior use on concrete, cement, brick and stucco walls. Possesses extra heavy body, permitting reduction with linseed oil or turpentine, according to the porosity of the surface. Under ordinary circumstances two coats will produce a first-class job, and it is not necessary to use a primer or sealer first to obtain a satisfactory and waterproof surface. This material dries with a flat finish.

	gals.	5 gals.	bbls.
Buff.....			
Cream.....			
Dark Gray.....			
Extra Light Gray.....	2 80	2 75	2 70
Green Stain.....			
Light Gray.....			
Venetian Red.....			
White.....	2 80	2 85	2 80

Net Prices

Gallons, six in case.

A— COPPER PAINT

Made to protect wooden bottoms of vessels, launches and other craft from barnacles, worms, seaweed, etc. Contains more copper per gallon than other paints of this character, and is the most reliable and economical anti-fouling paint on the market. Freshly painted hulls can be put in the water while the paint is still wet.

	qts.	½ gals.	gals.	5 gals.
Brown.....	75	1 40	2 90	2 85
Red.....	80	1 50	2 85	2 80
Green.....	85	1 65	3 15	3 10

Net Prices

Quarts, 12 in case. Half-gallons, 12 in case. Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS

B— CORNISH EUREKA GOLD SIZE

A standard high-grade gold size manufactured under a secret process from high-grade materials. Used principally by carriage, car and sign painters and decorators for gold leaf, silver leaf, aluminum leaf, Florentine leaf, Dutch metal, or any other leaf known to the gilder's art. Is extensively used for gilding decorative work on interiors of churches, banks, theatres, passenger coaches, automobiles, sign painting, japanning, etc. Glides splendidly over a flat color the same as over varnish color or rubbing varnish. Will not sag or run to an edge. Its durability is unsurpassed. Can be varnished over without danger of cracking.

	¼ ptn.	½ ptn.	ptn.	qts.	½ gals.	gals.
Extra Quick.....						
Quick.....	40	65	1 15	2 10	3 95	7 50
Slow.....						

Trade Discount 33½%

Quarter pints, 48 in case. Half pints, 48 in case. Pints, 24 in case.
Quarts, 24 in case. Half gallons, 12 in case. Gallons, 6 in case.

B— CRACK AND SEAM FILLER

Ready for Use

An elastic composition for filling cracks, crevices and seams in old and new wood. Will not shrink or dry up like putty or other so-called Crack and Seam Fillers on the market. Gives a smooth surface over which to apply paint or varnish. Has considerably more bulk to the pound than the average competitive product and consequently goes much further. Apply with putty knife or palm of hand.

1-lb. cans	5-lb. cans
50	47

Trade Discount 40%

1-pound cans, 50 in case. 5-pound cans, 10 in case

B— DANCING FLOOR WAX

Powdered

An excellent preparation for waxing ball-room floors. Put up in sprinkler top cans, which makes application easy. Is used by the largest hotels, dancing academies, amusement parks, etc.

½-lb. cans	1-lb. cans
55	90

Trade Discount 40%

Half-pound cans, 25 in case. One-pound cans, 25 in case.

SHERWIN-WILLIAMS PRODUCTS

A—

DECOTINT

A Sanitary Cold Water Kalsomine

Manufactured in dry powdered form from carefully selected materials, and is so compounded that it requires only mixing with cold water to be ready for instant use. Is non-poisonous, contains no alkali, acid, or anything injurious to the health. Decotint produces a good sanitary wall finish, has splendid covering capacity, one pound covering from 80 to 100 square feet. A second coat can safely be applied as soon as first coat has become thoroughly dry.

	5-lb. pkgs.	per pound 100-lb. kegs	bbbl.
White.....	11	10 1/2	98
Tint.....	12	11 1/2	10

Trade Discounts 40%

5-pound pkgs. packed 10 to case.

C—

DRY COLORS

Our splendid facilities for the manufacture of Intermediates, Dyes and Chemicals used in producing Dry Colors place us in the foremost position for supplying Dry Colors of the highest quality for use in paints, stains, enamels, etc.

The Dry Colors listed here are, with few exceptions, the same as we use in the manufacture of our own high grade products, the majority being the product of our own dry color factories, and as such will be found vastly superior in color, tone, strength and fineness to the jobbing grade offered on the market.

Germanstown Lamp Black

One-pound papers.....	23
One quarter-pound papers.....	32

Ivory Black

	50	kegs	bbbl.
Powdered.....	19	15	13

Blues

Chemically Pure Chinese.....	71	67	55
Chemically Pure Millers.....	71	67	65
Chemically Pure Prussian.....	71	67	65
No. 1 Prussian.....	24	20	18
Ultramarine (C. U.).....	41	37	35

Browns

Imp. Raw Turkey Umber.....	14	10	08
Imp. Burnt Turkey Umber.....	14	10	08
Imp. Raw Italian Sienna.....	22	18	16
Imp. Burnt Italian Sienna.....	21	17	15
Vandyke.....	18	12	10

Greens

Chemically Pure Chrome, Light.....	43	39	37
Chemically Pure Chrome, Medium.....	45	41	39
Chemically Pure Chrome, Dark.....	49	45	43
French Green, Extra Light.....	20	16	14
French Green, Light.....	20 1/2	16 1/2	14 1/2
French Green, Medium.....	21	17	15
French Green, Dark.....	22	18	16
No. 1 Chrome, Light.....	18	12	10
No. 1 Chrome, Medium.....	16 1/2	12 1/2	10 1/2
No. 1 Chrome, Dark.....	17	13	11
No. 3 Chrome, Light.....	14 1/2	10 1/2	08 1/2
No. 3 Chrome, Medium.....	14 1/2	10 1/2	08 1/2
No. 3 Chrome, Dark.....	14 3/4	10 3/4	08 3/4

Effective March 14, 1927

SHERWIN-WILLIAMS PRODUCTS



One of the greatest developments our Technical Service Department has made in several years is the formulating of a new gloss enamel to which we have assigned the name "ENAMELASTIC."

In our own line, Enamelastic is second in quality only to Old Dutch Enamel, and it may be described as a long oil enamel of intense whiteness, with excellent leveling and flowing qualities, good hiding powers and other characteristics which a high gloss enamel must have to appeal to discriminating master painters. It may be readily tinted to an Ivory or any other shade.

It is a well-balanced white enamel suitable for all types of interior enamel work. Has been accepted by some of the largest Master Painters in the country, who are highly enthusiastic about it.

Dealers will want to stock Enamelastic Gloss and Dull to supply not only the painter demand, but also the home owner.

The merits of this product will popularize it with an ever increasing number of painters, decorators and home owners, who will insist on using it on the interior of residences, apartments and industrial buildings, where a high gloss, intensely white enamel is desired.

Flat-Rite is recommended for use as an Undercoater.

	Qts.	½ Gal.	Gal.	5 Gal.	Bbls.
White Enamel, Gloss.....	1.50	2.80	5.25	5.15	5.00
White Enamel, Dull.....	1.70	3.15	6.00	5.90	5.75

Trade Discount 40%

Quarts, 12 in case. Half Gallons, 6 in case.
Gallons, 4 in case.

SHERWIN-WILLIAMS PRODUCTS

C— DRY COLORS—Continued

	Reds	6s	kegs	bbls.
Imp. English Indian.....	28	25	23	
Imp. English Tawny.....	28	22	20	
Genuine English Rose Pink.....	34	30	28	
Non-Fading Red Lake.....	28	24	22	
Premier Non-Fading, Light.....	31	27	25	
Premier Non-Fading, Medium.....	31	27	25	
Premier Non-Fading, Dark.....	31	27	25	
American Vermilion.....	38	32	30	
Turkey, Dark.....	53	59	57	
Orange Mineral.....	..	..	..	
Red Lead.....	..	..	..	

	72 1/4	30
	lb.	lb.
	bags	bags
English Vermilion.....	..	..

	Yellows	6s	kegs	bbbs
Chem. Pure Chrome, Light.....	32	28	26	
Chem. Pure Chrome, Medium.....	32	28	26	
Chem. Pure Chrome, Orange.....	32	28	26	
Extra Chromt., Light.....	25	21	19	
Extra Chromt., Medium.....	25	21	19	
Extra Chromt., Orange.....	25	21	19	
No. 1 Chrome, Light.....	19	15	13	
No. 1 Chrome, Medium.....	19	15	13	
No. 1 Chrome, Orange.....	19	15	13	
No. 3 Chrome, Light.....	15	11	09	
No. 3 Chrome, Medium.....	15	11	09	
No. 3 Chrome, Orange.....	15	11	09	

Ochres			
Genuine Dutch Pink.....	..	..	..
Golden Ochre.....	..	..	..
Imp. French Ochre.....	..	..	..
Domestic Ochre.....	..	..	..

Whites			
Strictly Pure White Lead.....	..	..	..
Genuine Green Seal French Zinc.....	..	..	..
English Chf Paris White.....	..	..	..
Extra Bolted Gilders Whiting.....	..	..	..
Plaster Paris.....	..	..	..

Fillers			
Keystones.....	..	..	..
English.....	..	..	..

Metallic Paints			
English Venetian Red.....	..	..	..
Iron Ore Red.....	..	..	..
Prince's Metallic.....	..	..	..

Net Prices

SHERWIN-WILLIAMS PRODUCTS

A— EG-SHEL MILL WHITE

Ready for Use

An intensely white finish for interior walls, ceilings and woodwork of factories, mills, dairies, stores, etc. Dries with an egg-shell gloss and is particularly desirable for its light-diffusing qualities, without the objectionable glare reflected by a high gloss paint. On account of its heavy body it has splendid hiding qualities, covering dark or poorly painted surfaces perfectly with two coats. The first coat should be reduced 25% with turpentine or S-W Universal Thinner, which serves as a dilut and sealer. Second coat should be applied as it comes from the can.

	qts.	½ gals.	gals.	5 gal. cans	bbis.
EG-SHEL Mill White	75	1 40	2 65	2 80	2 55

Net Prices
Quarts, 24 in case. Half gallons, 12 in case.
Gallons, 6 in case.

B— EMPRESS LIQUID GOLD

Prepared Ready for Use

For decorating picture frames, mouldings, chairs, household novelties, etc. Put up in fancy cardboard boxes containing a bottle of Empress Liquid Gold and a brush, and packed in handsome cartons each containing one dozen outfits.

For dozen boxes	2 25
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Trade Discount 40%

12 bottles in carton. 12 cartons in case.

B— ENAMEL

A high-quality enamel for interior woodwork, walls, furniture, metal and wooden bedsteads, etc. Snow White is particularly popular with the master painters, due to its extreme whiteness, easy flowing and proper drying qualities. For best results use over S-W Flat-Rite Enamel Undercoater.

	¼ pts.	½ pts.	pts.	qts.	½ gals.	gals.
*French Gray						
*Forest Green						
*Gloss Black						
*Golden Brown						
*Gray						
*Ivory White	35	65	1 05	1 95	3 70	7 00
*Light Blue						
*Light Sage						
*Shell Pink						
*Snow White						
*Vermilion	40	70	1 25	2 30	4 45	8 50

Trade Discount 40%

Quarter pints, 48 in case. Half pints, 48 in case. Pints, 24 in case.
Quarts, 24 in case. Half gallons, 12 in case. Gallons, 6 in case.

*To be discontinued when present stocks are exhausted

SHERWIN-WILLIAMS PRODUCTS

B—

ENAMELOID

The Decorative Enamel

An enamel which dries with a beautiful porcelain-like finish, most durable and resistant to wear. While Enameloid was originally designed for the professional painter and is still a prime favorite with him, it is ideal for amateur use, in that it is most easily applied. This quality is essential, as is the long list of bright, attractive colors for refashioning of all types of furniture—sunroom sets, breakfast room sets, porch, bedroom and kitchen furniture, as well as wicker, rattan and metal furniture, pottery, glass, etc.

Can be washed repeatedly with soap and water, making it equally adaptable for finishing walls and ceilings of baths, kitchens, refrigerator rooms, laundries and similar surfaces where steam and vapors are present.

ENAMELOID DULL

There is a persistent demand for dull enamel finishes today, especially in White and Ivory. To meet this demand our Research Department has formulated our new Enameloid Dull and it's a splendid product in every way—works easily and levels out splendidly without the streaking common to ordinary dull enamels.

	1/4 pts.	1/2 pts.	pts.	qts.	1/2 gals.	gals.
Black.....						
Blue.....						
French Gray.....						
Ivory.....	30	55	90	1 00	3 05	5 75
Medium Brown.....						
Medium Gray.....						
Pink.....						
Sky Blue.....						
Tan.....						
White.....						
Ivory Dull.....	30	55	90	1 00	3 05	5 75
White Dull.....						
Carmine.....						
Grass Green.....						
Maroon.....	35	65	1 05	1 95	3 65	7 00
Orange.....						
Willow Green.....						
Yellow.....						

Trade Discount 40%

Quarter pints, 48 in case. Half pints, 48 in case. Pints, 24 in case.
Quarts, 24 in case. Half gallons, 12 in case. Gallons, 6 in case.

ENAMELOID BRUSH

We have now arranged to furnish the Special Enameloid Brush to our agents to sell for general enamel work. The Enameloid Brush is a soft hair, 8 1/2 inch brush, one inch wide. It was made especially for us for applying Enameloid. It is a wonderful value at this price.

Per Dozen \$3.75

Trade Discount 40%

Ask about the Enameloid Introductory Package Plan.

B—

ENGLISH VENETIAN RED

Ground in Oil

	12 1/2-lb. pails	25-lb. pails	100-lb. kegs
F.....	35	35	34
A.....	19	18	17
H.....	15	15	14

Trade Discount 25%

12 1/2, 4 in case. 25s, 4 in case

B—

FLAT BLACK

For producing a dull black wrought iron finish on wood or metal. Particularly suited for picture frames, mouldings, ornamental iron work, lamps, gas fixtures, etc. Is easily applied, has good covering capacity and splendid hiding power, covering solid with one coat. It is very durable.

1/4 pints	1/2 pts.	pts.	qts.	gals.
30	45	75	1 35	4 60

Trade Discount 40%

Quarter pints, 48 in case. Half pints, 48 in case.
Pints, 24 in case. Quarts, 24 in case. Gallons, 6 in case.

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SHERWIN-WILLIAMS PRODUCTS

B— FIRST QUALITY COLORS IN OIL

Paste Form

Used largely by master painters for tinting White Lead and other paints. Also used quite extensively for sign-writing purposes. S-W First Quality Colors in Oil represent the highest quality of colors ground in pure linseed oil. Are stronger in tinting power than any other oil colors on the market.

Cans and pails—prices per pound. Tubes—prices per dozen.

Blacks					
	large tubes	1-lb. cans	5-lb. cans	13 1/4-lb. pails	25-lb. pails
Ivory Drop.....	3 90	48	47	45	----
English Coach.....	3 90	48	47	45	----
Sign Painters.....	3 90	55	54	53	----
Lamp (CP).....	4 25	62	61	60	----
Lamp (102).....	3 90	55	54	53	----

Blues					
*Prussian.....	5 25	97	96	-----	-----
Cobalt.....	6 25	82	81	-----	-----
*Ultramarine.....	5 25	75	74	72	-----

Browns					
Raw and Burnt Turkey Umber.....	3 75	46	45	43	----
Raw and Burnt Italian Sienna.....	4 00	49	48	46	----
Vandyke.....	4 25	47	46	44	----

Greens					
Paris.....	5 00	87	86	-----	-----
Bronze.....	4 00	39	38	36	35
Chrome, L., M. and D.....	4 25	48	47	45	44

Reds					
Dragon Ballotia.....	5 00	1 50	1 49	1 47	1 46
Premier Non-Fading.....	5 00	85	84	82	81
English Vermilion.....	15 00	2 75	2 74	-----	-----
American Vermilion.....	5 40	80	79	-----	-----
English Rose Lake.....	5 00	74	73	-----	-----
English Rose Pink.....	5 00	74	73	-----	-----
Bright Tuscan.....	5 00	89	88	86	85
Tuscan.....	4 25	87	86	84	83
Turkey.....	5 50	87	86	-----	-----
Indian.....	4 40	85	84	82	81
English Venetian.....	3 95	39	38	36	35

Yellow					
Chrome—L. M. O. and D. O. (C.F.).....	4 80	84	83	81	80
Chrome, L. M. O. and D. O.....	4 25	85	84	82	81
Golden Ochre.....	3 70	41	40	38	37
French Yellow Ochre.....	3 80	36	35	33	32

Note: Colors marked (*) filled in 1/4-lb. cans add 6c to 1-lb. price; filled in 1/2-lb. cans add 26c to 1-lb. price.

Tubes are sold according to bulk, not weight.

On account of their large bulk it is impossible to furnish Blacks, Prussian Blue and Browns in 25-pound pails.

Trade Discount 25%.

1-pound cans, 50 in case. 5-pound cans, 10 in case.
12 1/2-pound pails, 4 in case. 25-pound pails, 4 in case.

S-W PLASTIC PAINT

6. A very interesting and significant development of recent years in the field of Interior Decorating, is that of Textured Wall Finishes. Their special appeal is that they give relief from the monotony of the usual smooth surface finished wall. They afford opportunity for the individuality of the architect, painter or owner to be expressed in innumerable varied artistic effects, such as soft stipples, high reliefs, scrambled effects, color mottling in relief, pebbled effects, "cobwebs," raised stencils, gold and aluminum gilding, raised tile effects, Travertine finish, imitations of Caen Stone, stone blocks and combinations of these effects. These textured finishes are finding their way into the construction of new hotels, theatres, restaurants, churches, courthouses, homes, and in fact nearly every kind of building where an interesting and original individual finish is desired.

The two outstanding materials that have heretofore been pushed on the market for producing these plastic finishes are Craftex and Textone, both water preparations, requiring special treatment for finishing as well as a size to apply them on. These have been on the market for several years and have proved more or less satisfactory. Their main drawback has been peeling where the underlying surface has not been properly sized, and a tendency to absorb the finishing colors when not properly sized on top of the plastic coat. They also have a tendency to work hard, set up too quick, cause trouble on laps, and have no flowing properties, which prevents the securing of the more beautiful soft rounded pebble effects.

The Paint Research Division has recognized this growing demand for Textured Finishes, and for a long time has been working along this line, and the result has been the development of a process which not only produces effects equal or superior to Craftex and Textone, but which also are more convenient and economical, more durable and more varied, and best of all which utilizes one of our principal regular Trade Sales lines, Flat-Tone.

The S-W Process is not a water-mix proposition. S-W Plastic Paint consists essentially of a mixture of our regular Flat-Tone with Whiting and Plaster of Paris, and for certain work asbestos fibre. Having an oil binder to supplement the action of the Plaster of Paris, it is unsurpassed for durability.

DIRECTIONS FOR HAND-MIXING S-W PLASTIC PAINT

Obtain Flat-Tone (of any desired shade), a good grade of bolted Guilder's Whiting, Plaster of Paris, a good light colored drier such as S-W White Liquid Drier, Dry-O-Nite or Japan Drier and for certain work, some very short fibred asbestos.

No exact proportions for mixing can be given, as this will vary depending upon the thickness and effect desired. However, the following may be considered as an approximate guide, and the user will find that he can get exactly the effect he desires by varying these proportions to suit the work.

For soft, low stipples, use approximately 1 gallon of Flat-Tone, 1 quart (dry measure) of Whiting, and 1 quart Plaster of Paris. A little drier may be added, if quick setting is desired; and the addition of $\frac{1}{2}$ to 1 pint of Asbestos Fibre will impart an interesting soft satin-like appearance, should this be desired.

SHERWIN-WILLIAMS PRODUCTS

For moderately raised effects and textures of medium high prominence use approximately 1 gallon of Flat-Tone, 2 quarts of Plaster of Paris, 1 quart Whiting, 1 to 1½ quarts Asbestos Fibre and ½ pint drier.

For extremely coarse textures and high relief work, use 1 gallon of Flat-Tone, 3 quarts Plaster of Paris, 1½ quarts Whiting, 1½ to 2 quarts Asbestos Fibre and ½ to 1 pint of drier.

It will be found that most of this textured work falls into the first class—that is, low relief work. For this class of work, the user need not add asbestos, unless he does so for the sake of the distinctive appearance imparted by asbestos. For the high relief work however, the use of Asbestos Fibre is of such good service in overcoming the tendency to crack, that it pays to include it, even though the number of materials required is increased thereby.

Before mixing, the Whiting and Plaster of Paris, should be sifted and all the dry materials used should be mixed together before adding to the Flat-Tone. Add the combined dry materials gradually to the Flat-Tone, beating the mixture to a smooth paste. Add the drier while beating.

APPLICATION

S-W Plastic Paint is usually applied with a brush. If a heavy relief is desired, apply the paint heavily; if low relief and soft stipples are wanted, use less paint. Most of the work is done with the brush, dabbing, pushing, pulling, or stippling as one goes along; but some fine and smooth finishes are produced by means of the plastic trowel or by using a smooth edge to drag over the rough surface.

"Travertine" plastering is done by stippling in the rough and then smoothing off each block with the trowel or straight edge. Blocks may be marked off with a stick of wood cut the desired width of the plaster joint, using a straight edge for lining and guiding. Low stippling in the thinner consistencies, will flow back to "pebbles" or may be "patted" back, etc. For sharp stippled work, use the plaster trowel, pushing it down and pulling it straight out. Different brushes produce different effects; and more than one brush may be used on the same job. A sponge may be used, and a coarse wad of rag, or many other tools, for different effects of texture, but this must all be left to the ingenuity of the painter who does the work. The possibilities are limited only by the imagination and ability of the painter.

Most of the marking of blocks, "Patting back," and other manipulation is done after the paint has set a bit.

STENCILING IN RELIEF

Very effective stenciling can be done over S-W Plastic Paint by using a stencil cut from linoleum or some such heavy material, the width or height of the relief being the same as the thickness of the stencil. Here we have a distinct advantage over anything heretofore suggested, as the water-mix propositions, such as Craftex will influence the stencil portion and in time ruin it while the oil proposition is the same as for ordinary stencil work.

Lay the stencil on the finished work when somewhat set or when dry. Apply the S-W Plastic Paint stencil color same as when covering the surface, either with a brush or with a spatula. Then smooth the whole by drawing the spatula or scraper over the stencil. It can be done almost as quickly as ordi-

SHERWIN-WILLIAMS PRODUCTS

nary stenciling. When the stencil is carefully lifted off, there is the ornament in high relief, outstanding and clear. Small figured stencils should not be used, but stencils with bold outstanding lines and effective designs will adapt themselves readily to this work.

Making a panel in soft stipple and the stiling in higher texture, edging off with a neat chain makes a very effective scheme.

Any color of Flat-Tone may be used to make Plastic Paint and IT IS FINISHED AS APPLIED. This is our distinct advantage, cutting the cost. A certain color may be mixed for panel, another for stiling and still another for the stenciling, and when these are applied no coloring is needed.

COLOR GLAZING AND MOTTLING

However, the work is most generally glazed, mottled or stippled, into the blended finishes. In this case use a light color of Flat-Tone or Flat-Tone White, and proceed as when stippling and blending for the regular Flat-Tone System effects, using the regular Glazing Liquid and Glazing Colors.

Stenciling may also be done with the ordinary Sherwin-Williams Company stencils and the interlocking stencils, exactly as for the regular Flat-Tone System Stencil Work, using the stencil colors in the regular way, when a relief stencil is not desired. In short, such work done upon the Plastic Paint can be handled in much the same manner as for Flat-Tone Finish in the smooth. The work can be finished in gilt or any kind of bronze, and it may be lined or striped in the regular way.

TIME REQUIRED FOR APPLICATION

This will depend on the capacity and efficiency of the mechanic doing the work, but an experienced painter should apply from 50 to 100 yards of the plastic finish in a day of eight hours. Where Caen Stone and Travertine plaster is required, the lining up and measuring of these blocks will, of course, take extra time, and it would not be safe at any time to set any regular standard or give any exact figures for this work. It all depends on who does it. Where blending and glazing is required, it will take the same time as for this work ordinarily done over Flat-Tone.

TYPE OF WORK RECOMMENDED

We do not recommend extreme high, sharp relief work because such surfaces catch dust and dirt readily and are hard to clean; and also because they have a tendency to crack and check. If, however, such work is desired, and cracking occurs, it can be remedied by applying over the plastic coat a scaling coat of half and half Flat-Tone and Flat-Tone Mixing Size, after which further mottling or color glazing can be carried out.

In general, more pleasing results will be obtained with soft rounded medium height effects, low relief stenciling, etc. Such surfaces may be easily cleaned by means of a soft bristle brush.

SHERWIN-WILLIAMS PRODUCTS

CONCERNING THE WALL UNDERNEATH

One very advantageous use for this kind of work is to decorate unsightly walls that have cracked or have imperfections in the plaster, or that could not be satisfactorily decorated in the ordinary ways. Of course, poor conditioned walls may need a priming coat of half Flat-Tone and half Flat-Tone Mixing Size to put them into good condition to receive the plastic coat.

It must be remembered that once you get this plastic coat on a wall it is difficult, if not impossible, to remove it without removing the plaster. Therefore, if you have any idea that you may some day wish to go back to smooth finished walls, you had better glue on a first coating of canvas or oil-cloth. Then if you get tired of the effect you have, you simply get back of the canvas or oilcloth and remove the whole thing, leaving the smooth plastered wall again. Low stipples may be sanded down, producing yet another pleasing "cob-web" appearance.

S-W Plastic Paint may be applied on most any kind of surface, even glass. However, for such surfaces as glass, it is necessary to lay out a sizing coat of Flat-Tone Mixing Size.

CONCLUSION

The above is only an outline of the possible usages and advantages of this process. Many other uses will suggest themselves to the alert, observing craftsman, especially as he becomes familiar with this work. For instance, beautiful decorative effects can be obtained on bottles, vases, or anything of that nature, by applying the plastic and then staining it, etc.

This proposition should prove to be a boon to most resourceful and energetic representatives. By concentrating upon a large contracting painter here and there who possesses imagination, resourcefulness and a little artistic ability, we should be able to get them enthusiastic over it.

A receptive hearing may be obtained everywhere, by simply displaying some of your exhibit panels made by yourself. This should be a means of greatly increasing your sales of Flat-Tone, especially in view of the fact that it takes a great deal more Flat-Tone to finish a wall in this manner than in the usual painting manner. Best of all, it affords opportunity for large volume business without the necessity of adding a special product to our lines.

SHERWIN-WILLIAMS PRODUCTS

A— FAMILY PAINT

A prepared paint for buildings outside and inside, where a moderate price paint is desired. Is ideal for general household use, cupboards, shelving, chairs, window frames, etc. Produces an oil gloss finish which will give uniform satisfaction.

	1/4 pta.	1/2 pta.	pta.	qts.	1/2 gals.	gals.	50 lb. bbls.
Ash Gray.....							
Black.....							
Beetle Green.....							
Brown.....							
Buff.....							
Cream.....							
French Gray.....							
Ivory.....							
Light Brown.....	15	23	35	68	1 28	2 40	2 36
Light Gray.....							
Light Lead.....							
Medium Brown.....							
Olive Brown.....							
Pine Green.....							
Red.....							
Sky Blue.....							
Straw.....							
Yellow.....							
Exterior White Gloss.....	16	23	39	71	1 35	2 55	2 50
Interior White Gloss.....							
Interior White Flat.....							
Dark Blue.....	17	26	44	81	1 55	2 95	2 90
Green.....							
Scarlet Vermilion.....	21	34	60	1 13	2 18	4 20	4 15

Net Prices

Quarter pints, 48 in case. Half pints, 48 in case. Pints, 24 in case.
Quarts, 24 in case. Half gallons, 12 in case. Gallons, 6 in case.

B— FLAT BRICK RED

Ground in Oil

For use on old and new brick walls to imitate the color of pressed brick or terra-cotta work. Although red is the only color carried in stock, special colors will be furnished on orders where quantity is sufficiently large to justify special grinding. Write for special prices in each case.

5-lb. cans	12 1/2-lb. pails	25-lb. pails
22	18	15

Trade Discount 25%

5-pound cans, 10 in case. 12 1/2-pound pails, 4 in case.
25-pound pails, 4 in case.

B— FLAT-RITE

Interior Enamel Undercoater

Flat-Rite Interior Enamel Undercoater is the highest grade of Michopene undercoater which it is possible to produce. It is an undercoater of the long oil type. Shows out well under the brush, levels admirably, has satisfactory spreading and drying qualities, is very opaque and exceedingly white. It will produce a very smooth, flat finish, which sands readily without gumming the paper.

This undercoater is intended for interior work only. It is furnished as the companion product and undercoater for our famous Old Dutch Enamel. For an undercoater for exterior enamel work, we recommend SWP Flat White. Packed in self-sealing cans in all sizes except five-gallon packages.

1/2 pta.	pta.	qts.	1/2 gals.	gals.	5 gals.
65	85	1 85	2 90	5 40	5 35

Trade Discount 40%

Half pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.
Half gallons, 12 in case. Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS

A—

Flat-Tone

A WASHABLE FLAT WALL PAINT

The ideal flat wall finish for artistic decoration of interior plastered walls, ceilings and woodwork of residences, office buildings, schools, hotels, theatres, churches, etc. It is durable and sanitary, lending itself readily to the most pleasing combinations, and is truly economical because the original beauty of the newly-decorated wall can be kept fresh and attractive, as Flat-Tone can be washed with soap and water. For this reason, Flat-Tone costs no more in the long run than an ordinary calcimine or dist., because it will easily outwear several such coats. Satisfactory jobs can be obtained with two coats. The first coat should be mixed with equal parts Flat-Tone Mixing Base, and the second coat applied as it comes from the can. Flat-Tone is recommended for renewing and refurbishing window shades.

	1/2 pnt.	pnt.	qts.	1/2 gal.	gal.	5 gal.	bbls.
Ivory.....	22	36	64	1 20	2 25	2 20	2 15
Ivory White.....							
White.....							
Bright Sage.....							
Buff.....							
Buff Stone.....							
Cash Stone.....							
Cocunut Brown.....							
Cream.....							
Forest Green.....							
Ivory Tan.....							
Light Yellow.....			64	1 20	2 25	2 20	2 15
Lichen Gray.....							
Older Tan.....							
Pale Amber.....							
Pale Green.....							
Pearl Gray.....							
Shell Pink.....							
Silver Gray.....							
Sky Blue.....							
Tan.....							

Net Prices

Half pints, 48 in case. Pints, 24 in case.
Quarts, 24 in case. Half gallons, 12 in case.
Gallons, 6 in case.

* To be discontinued when present stocks are exhausted
† New shades added to line.

B—

FLAT-TONE MIXING SIZE

Especially designed for use with Flat-Tone. For the average unpainted surface, Flat-Tone Mixing Size should be mixed with equal parts of Flat-Tone for the first coat, thereby giving a coat of size and a first color coat in one operation. On hard sealed surfaces, or surfaces that have been previously painted, one quart of Flat-Tone Mixing Size to a gallon of Flat-Tone is sufficient.

qts.	1/2 gal.	gal.	5 gal. case	bbls.
90	1 55	2 75	2 05	2 50

Trade Discount 33 1/3 %

Quarts, 24 in case. Half gallons, 12 in case.
Gallons, 6 in case.

B—

FLAXOAP

Flaxoap is an absolutely pure linseed oil soap, made from cold pressed linseed oil and potash, contains no animal fat whatever, no free caustic alkali, consequently can be used on the finest fabrics without fear of injury. Flaxoap lathers freely in hot or cold, hard or soft water. It is especially adapted to cleaning floors, woodwork, furniture, etc. Owing to the fact that pure linseed oil is the life of all paints and varnishes, Flaxoap is the best cleaner for all painted and varnished surfaces. It will be found most excellent for cleaning automobiles, carriages, windows, mirrors and cut glass. The housewife will find it particularly valuable in the cleaning of carpets and rugs. Complete directions shown on the label.

1 lb.	5 lb.	10 lb.	25 lb.	50 lb.	1/2 bbl.	bbl.
30	25	24	23	21	19	18

Discount 33 1/3 %

1-pound cans, 50 in case. 5-pound pails, 12 in case. 10-pound pails, 6 in case.
25-pound pails, 4 in case. 50-pound can, crated case.

Effective October 8, 1926

SHERWIN-WILLIAMS PRODUCTS

B— FLAT-TONE GLAZE AND STENCIL COLORS

Black		large tubes each
Ivory Drop.....		40
Blues		
Cobalt.....		60
Deep Cerulean.....		60
Ultramarine.....		55
Browns		
Raw Sienna.....		40
Burnt Sienna.....		40
Raw Umber.....		40
Burnt Umber.....		40
Golden.....		45
Japanese.....		45
Sepia.....		50
Vandyke.....		50
Greens		
Deep Olive.....		60
Emerald.....		60
Moss.....		55
Olive Lake.....		60
Sage Gray.....		60
Lakes		
Florentine.....		75
Permanent Crimson.....		75
Rose.....		65
Scarlet.....		75
Yellows		
Chrome, L. & M.....		50
Indian.....		75
Orange Lake.....		70
White		
Stencil.....		35
Stencil Medium (in 1/4 ounce bottles).....	each	22

Trade Discount 25%

A— FLAT-TONE GLAZING LIQUID

A superior blending liquid designed for use with Flat-Tone Glaze and Stencil Colors. Intended for use over Flat-Tone in producing Flat-Tone System Effects and the so-called mottled or tiffany wall effects. Also recommended for polychroming, wiped enamel finishes, parchment lamp shades, etc. Dries over night with dull or egg-shell sheen. Write to the Decorative Studio for further information.

pta.	qts.	gals.
75	1 35	4 65

Trade Discount 33 1/3%

Pints, 24 in case

Quarts, 12 in case.

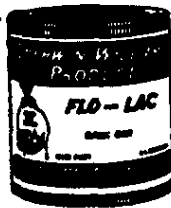
Gallons, 4 in case.

TS 67 (E) P26 105

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0007-SWP-000011791

SHERWIN-WILLIAMS PRODUCTS



B—

FLO-LAC

Formerly Floorlac

A Water-Resisting Varnish Stain

Flo-Lac produces a beautiful stained and varnished effect in one operation on furniture floors and woodwork, in fact, on any kind of a surface where a finish of this kind is desired. Flo-Lac represents the highest quality of stain scientifically combined with S-W Mar-not a water-resisting varnish. On new work it preserves to the greatest extent the beauty of the natural grain of the wood. Old work or surfaces previously painted can be changed to closely imitate the hardwoods represented in this list by first applying a coat of Flo-Lac Ground. Flo-Lac dries with a high varnish gloss, is tough, elastic and durable, and will not show scratches or heel marks. The permanent dyes used in Flo-Lac make it surfact.

	$\frac{1}{4}$ pta.	$\frac{1}{2}$ pta.	pta.	qta.	$\frac{1}{2}$ gals.	gals.
Clear.....						
Dark Mahogany.....						
Dark Oak.....	30	60	85	1 85	2 95	5 50
Extra Dark Mahogany.....						
Golden Oak.....						
Light Oak.....						
Walnut.....						
Ground.....	30	45	75	1 30	2 45	4 50

Trade Discount 40%

Quarter-pints, 48 in case.

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

Ask about the FLO-LAC TRIAL PACKAGE PLAN

B—

FLOOR-WIPE

A special preparation for cleaning and renewing the finish of waxed and varnished floors, waxed and varnished woodwork, furniture, etc. Makes old waxed or varnished surfaces look like new. A cloth should simply be dampened with the material and the floor wiped up just as an ordinary cleaning—no rubbing or polishing necessary. Works splendidly with any floor mop.

pta.	qta.	$\frac{1}{2}$ gals.	gals.
85	90	1 85	2 75

Trade Discount 40%

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

B—

FRENCH CROWN GREEN

Ground in Oil

A chrome green of very high quality, ground in linseed oil. This line of greens is unusually heavy, ground to an intensely fine texture, and possesses exceptional tinting strength. No better green can be found for window blinds, roofs, fence or any kind of painting where an intensely bright, permanent green is essential.

	1-lb. cans	5-lb. cans	per pound 12 $\frac{1}{4}$ -lb. pails	25-lb. pails
French Crown Green, Light.....				
French Crown Green, Medium.....	43	38	36	35
French Crown Green, Dark.....				
French Crown Green, Double Dark.....				

Trade Discount 25%

1-pound cans, 48 in case.

5-pound cans, 12 in case.

12 $\frac{1}{4}$ -pound pails, 4 in case.

25-pound pails, 4 in case.

SHERWIN-WILLIAMS PRODUCTS

A— GALVANIZED IRON PRIMER

For first coat on galvanized iron. A perfect undercoater for subsequent coats of paint, which prevent peeling or scaling, so common where ordinary oil paints are applied directly to galvanized iron. Absolutely dependable on interior or exterior surfaces, store-fronts, roofs, pianos, etc. Dries hard in 12 to 24 hours. For best results the succeeding coat of paint should be applied within 24 to 48 hours. Made only in one color—Gray.

	qts.	½ gals.	gals.	5 gals.	bbls.
Gray	70	1 33	2 80	2 45	2 40

Net Prices

Quarts, 24 in case. Half gallons, 12 in case.
Gallons, 6 in case.

B— GAS ENGINE ENAMEL

A line of high-grade, oil-proof enamels particularly adapted for finishing gas engines, automobile engines, tractors, pumps, farm implements, etc. Made to successfully withstand outside exposure and intense heat of the engine without cracking, checking or losing their gloss. Are easily applied, have long life and permanency of color. Not affected by lubricating oils or gasoline.

	½ pnt.	pnt.	qts.	gals.
Black	65	95	1 70	8 00
Clear	70	1 20	2 20	8 80
Dark Green				
Light Green				
Red	75	1 30	2 40	8 75
Gray				
Maroon				

Trade Discount 40%

Half pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.
Gallons, 6 in case.

B— GRAINING COLORS

Paste Form, in Oil

Used principally by Master Painters to imitate the grained effects of popular hardwoods. Colors should always be used over Graining Color Ground or Floorlac Ground.

1-lb. cans

Ash	50
Cherry	
Chestnut	
Dark Oak	
Light Oak	
Mahogany	
Maple	
Walnut	
Ground, L. and D.	

Trade Discount 25%

Fifty in case.

B— GRAINING PREPARATION

Ground in Water

A special preparation for producing the effect of the natural grain of woods on disfigured floors, interior woodwork, etc. For directions and more complete information, see label on package. Usually used in connection with Floorlac or Brighten-Up Stain.

½-pt. glass jars	pt. glass jars	qt. glass jars
40	65	1 10

Trade Discount 40%

Half pint jars, 48 in case. Pint jars, 24 in case.
Quart jars, 24 in case.

SHERWIN-WILLIAMS PRODUCTS

GRAPHITE

Ground in Oil

12 1/2-lb. pails	25-lb. pails
26	26

Trade Discount 25%

12 1/2-pound pails, 4 in case. 25-pound pails, 4 in case.

B—GRAPHITE PIPE-JOINT AND GASKET COMPOUND

Ground in Oil—Paste Form

Makes a perfectly tight joint with less labor and cost than red lead or other materials, and is addition allows the various strings on which it has been used to be un-coupled with very little labor and without loss or breakage, characteristic of red lead, cement or rust-set joints. No waste through growing hard in the package like red lead or other similar materials.

1-lb. cans	5-lb. cans	12 1/2-lb. pails	25-lb. pails
39	34	32	31

Trade Discount 25%

2-pound cans, 50 in case.
12 1/2-pound pails, 4 in case.

HAT-BRITE

For producing a finish on ladies' straw hats, palm leaf fans, wickerwork, basketry, leather bags, novelties, etc. Very easy to apply and dries uniform with a good gloss that is not affected by moisture and will not fade. Put up in 3 1/2-ounce bottle and packed in carton containing brush for applying and booklet of directions. Cartons are packed 12 to a container.

Clear		per dozen
Dark Green		2 1/4 - same bot
Dull Black		
Fawn Gray		
Gloss Black		
Gloss Black		
Gray		
Light Red		3 00
Light Blue		
Light Green		
Very Blue		
Orange		
Red		
Red Brown		
Brown		
Violet		

Trade Discount 40 %

12 bottles to carton, 12 cartons to case (1 gross)

HIGH POLISH FLUID WAX

Ready for Use

A liquid wax for finishing woodwork, floors, bowling alleys, furniture, etc. The application of our Fluid Wax is a great time and labor-saver, and produces dependable results. This material can be applied with a brush, levels out smooth and covers a great area of surface per gallon.

$\frac{1}{2}$ pta.	pta.	qts.	$\frac{1}{2}$ gals.	gals.
40	68	1 05	1 95	3 50

Trade Discount 48%

Half pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.
Half gallons, 12 in case. Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS

A— INSIDE FLOOR PAINT

The Enamel-like Finish

A varnish glass paint made to walk on. Quality is our first consideration in manufacture of our Inside Floor Paint, and for durability and satisfaction our colors have no equal. Under ordinary atmospheric conditions Inside Floor Paint will dry over night. Will stand repeated scrubbing with soap and water.

	qts.	½ gals.	gals.
No. 489 Dust Color			
No. 487 Gray			
No. 486 Light Brown			
No. 488 Light Tan			
No. 378 Maroon	72	1 28	2 00
No. 452 Orange			
No. 485 Slate			
No. 376 Yellow			

Net Prices

Quarts, 24 in case.

Gallons, 6 in case.

Half gallons, 12 in case.

A— KALSO

A Sanitary, Hot Water Kalsomine

A hot water kalsomine, manufactured in dry powdered form from carefully selected materials, including the right proportion of fine size, and only requiring to be mixed with boiling water. Is non-poisonous, contains no alkali or acids, or other harmful ingredients. Kalso can be applied to any clean interior surfaces such as plastered walls and ceilings, stone or brickwork, wood, baritep, etc. Covers wall with one coat.

	5-lb. pkgs.	per pound 100-lb. kegs	bbbls.
Tints	12	11 ½	10
White	11	10 ½	09

Trade Discount 40%

Twenty five-pound packages to case.

B— LIQUID GOLD

Ready for Use

A Liquid gold paint for use on radiators, hot air registers, steam and water pipes, sprinkler systems, also for picture frames, wickerwork, basketry and other decorative uses. Is not affected by heat, cold or moisture, and retains its brightness indefinitely.

½ pints	¼ pta.	½ pta.	pts.	qts.	gals.
30	48	80	1 45	2 70	10 00

Trade Discount 40%

Eight pints, 50 in case.
Pints 24 in case.

Quarter pints, 48 in case.
Quarts, 24 in case.

Half pints, 48 in case.
Gallons, 6 in case.

B— LUSTROLINE IMPERIAL GOLD ENAMEL

Bronze and Liquid Separate

A High-grade gold enamel for picture frames, mouldings, bedsteads, and other decorative purposes. Put up in fancy cardboard boxes containing a vial of the finest gold bronze powder, a bottle of bronzing liquid, a brush for application and a dish for mixing the bronze with the liquid. These outfits are packed in handsome display cartons of one dozen each.

Per dozen..... 4 80

Trade Discount 40%

12 bottles to carton.

12 cartons to case.

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SHERWIN-WILLIAMS PRODUCTS

B— MACHINE PAINT AND FILLER

Paste Form

Finely ground for filling and first coating rough castings.

25-lb. pails

Machine Paint, Shades A, B, C, D, E...	18
Machine Paint, Red	
Machine Filler, Dark	

Trade Discount 25%

Four pails in case.

A— MASTER PAINTER'S FLAT WHITE

A flat washable wall paint for plastered walls, ceilings, etc. Works freely and can be applied with a five or six-inch brush. Is durable and economical. Is also a splendid undercoater for all kinds of enamel work.

gals.	5 gals.	bbls.
2 20	2 16	2 10

Net Prices

Gallons, 6 in case.

B— MASTER PAINTERS OIL COLORS

A line of high grade colors in oil, put up net weight for master painter trade. The contents of the can is all "Color"—no inert pigments.

prices per pound

	1 lb. can	5 lb. cans	12 1/2 cans	25 lb. cans
Ivory Drop Black	40	39	37	..
English Coach Black	40	39	37	..
Sign Writers' Black	48	47	45	..
Lamp Black	48	47	45	..
Prussian Blue	94	93	91	..
Cobalt Blue	73	72	70	69
Ultramarine Blue	68	67	65	64
Raw and Burnt Umber	36	35	33	32
Raw and Burnt Sienna	40	39	37	36
Vandyke Brown	42	41	39	38
Paris Green	79	78	76	75
Bronze Green	37	36	34	33
Chrome Green, L M and D	40	39	37	36
Bulletin Red	63	62	60	59
American Vermilion	69	68	66	65
English Rose Lake	70	69	67	66
Tuscan Red	64	63	61	60
Turkey Red	60	59	57	56
Indian Red	50	49	47	46
English Venetian Red	32	31	29	28
Chrome Yellow, L M O and DO	63	62	60	59
Golden Ochre	34	33	31	30
Yellow Ochre	31	30	28	27

Trade Discount 25%

1-pound cans, 50 in case.

12 1/2-pound cans, 4 in case.

5-pound cans, 10 in case.

25-pound cans, 4 in case.

Effective May 23, 1927

SHERWIN-WILLIAMS PRODUCTS

A—

METALASTIC

A strictly high-grade liquid metal protective paint, finely ground, with good body and a covering capacity approximately 300 square feet on structural steel. This is a metal protective paint made from the best graphite, ground in pure linseed oil, and has no equal for preventing rust and corrosion of all metal surfaces. It is exceedingly elastic and yields readily to expansion and contraction.

	qts.	½ gals.	gals.	5 gals.	bbis.
Black, Brown.....	56	1 05	1 85	1 90	1 85
Gray, Green.....	61	1 15	2 15	2 10	2 05

Net Prices

Quarts, 12 in case.

Gallons, 4 in case.

Half-gallons, 6 in case.

B—

METRO-NAMEL UNDERCOATER

Metro-namel Undercoater is primarily a master painter's enamel undercoater. It is a long oil lithopone undercoater of good quality designed to give satisfactory results where an undercoater of moderate price is required.

Metro-namel Undercoater brushes very easily, levels well, dries in a most satisfactory manner, has good opacity and is extremely white. It sands freely without gumming the paper. It represents an exceptional value for the price at which it is sold.

Put up in one-gallon, double-tite, self-sealing cans only.

gals.
2 25

Net Prices

Gallons, 4 in case.

A—

MINE, MILL AND FACTORY COLORS

Ready for Use

A well selected line of colors made especially for decorating and preserving exteriors and interiors of employees' homes and other buildings around mines, mills and factories where a durable oil paint is required at a moderate cost.

	½ gals.	gals.	5 gals.	bbis.
Black.....				
Bright Red.....				
Dark Green.....	39	1 80	1 75	1 70
Light Yellow.....				
Metallic Brown.....				
Drab.....				
Ivy Green.....	1 25	2 35	2 30	2 25
Olive Green.....				
Slate.....				
Colonial Yellow.....				
French Gray.....	1 30	2 45	2 40	2 35
Moss Green.....				
Orange Yellow.....				
White.....	1 33	2 50	2 45	2 40

Net Prices

Half-gallons, 6 in case.

Gallons, 4 in case.

A—

NON-CORRODIBLE GRAPHITE PAINT

A splendid anti-rust paint for metal surfaces, with graphite for its pigment base. Produces an absolute self-sealing, non-porous film, is very elastic and durable.

qts.	½ gals.	gals.	5 gals.	bbis.
61	1 15	2 15	2 10	2 05

Net Prices

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

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SHERWIN-WILLIAMS PRODUCTS



SHERWIN-WILLIAMS OPEX AUTOMOTIVE FINISHES

A COMPLETE LINE

Sherwin-Williams OpeX offers a complete line from primer to enamel, with the correct surfacers, thinners, etc., all of which harmonize into a highly satisfactory result. This further offers an opportunity for convenience, responsibility and standardization that cannot be secured from any other source.

QUALITY

We use nothing but the highest grade raw materials in these products. Film scrap, celluloid, cheap solvents are not in our products. We ask you therefore to sell our proposition entirely on a quality basis. It would be absolutely impossible for any small manufacturer to have invested as much in technical skill and development as the Sherwin-Williams Company has already spent developing these finishes. There are cheaper products on the market, the same as there are cheaper paints than SWP. We are certain, however, that materials made from cheap raw materials, loaded with cheap gums and oils, may rub easier and appear more brilliant, but they will not stand up under the acid test of weathering.

HIGHER GLOSS

OpeX has a fuller, richer and higher gloss than competitive automotive enamels. It is a known fact which you probably well know, that OpeX without polishing has as high a degree of gloss as most competitive auto enamels have after polishing. This gloss is not obtained through the use of any substitutes that detract from the durability, but a research development of our own and one that we can manifestly be very proud of. OpeX enamels have a scientifically correct content of gum, which gives them a higher natural gloss, yet the film is not brittle but is tough and elastic.

HEAVIER FILM

OpeX enamels produce a better and heavier film, as they have a higher solid content, due to the quality and quantity of cotton used. This results in greater durability and covering capacity.

WORKING QUALITIES

OpeX not only gives a smoother finish, but also cuts down the work for the men handling the application. Less rubbing, sanding and polishing is required, and the coats flow on even. The large percentage of expensive medium and high boiling point solvents used in OpeX lacquers and thinners are responsible for giving the fine leveling outflow and smooth surface that is so apparent in the application of OpeX material.

OPEX LACQUER ENAMELS

OpeX enamels are vivid, full of life and fast in color. Like all Sherwin-Williams colors they are noted the world over for their permanence. OpeX enamels are water and weather-proof; and resist dirt and dust; snow and ice; sun and heat; oil and grease; scratches and wear; road oil and tar; alkali and battery acid.

AMOUNT NECESSARY FOR A CAR

The amount of material needed for a car, of course, varies with the size of the car and the number of coats applied. The following general information, however, should be sufficient:

It requires approximately one quart for one coat on the average size car. This includes the items of Metal Primer and Sealer, OpeX Primer, OpeX Sanding Surfacers, OpeX Binder Surfacers, OpeX Automotive Enamels.

The quantity of OpeX or Oil Glazing Putty per car depends, of course, on the condition of the metal, but only a few ounces to not more than a pound per car is necessary.

OpeX Thinner. The directions for thinning OpeX Finishes are described under each of the products on the next page.

Effective May 23, 1927

SHERWIN-WILLIAMS PRODUCTS

C— OIL METAL PRIMERS

	Qts.	1s	5s
Oil Metal Primer Red No. 36.....	80	2 35	2 25
Oil Metal Primer White No. 36.....	81	2 85	2 75
Oil Metal Primer Yellow No. 36.....	81	2 85	2 75
Oil Metal Primer Red No. 12.....	80	2 35	2 25
Oil Metal Primer White No. 12.....	81	2 85	2 75
Oil Metal Primer Yellow No. 12.....	81	2 85	2 75

The above materials can be sprayed directly from the can or they can be slightly reduced with turpentine. Oil Primer Red, White and Yellow, No. 36 air dry in thirty-six hours, but where the shop is equipped with ovens for forced drying, will dry in five to six hours at 150 degrees Fahrenheit. The Oil Primer Red, White and Yellow No. 12, air dry in twelve hours, and are designed especially for custom shops where there is no installation of equipment for forced drying.

It is recognized that for best results a long oil primer such as our No. 36 should be used, but where the trade demands a shorter drying product, namely twelve hours or over night, we have designed the No. 12 primer to meet this demand.

C— OIL GLAZING PUTTY

Oil Glazing Putty No. 16 is used for glazing an entire body to serve as a surfacer and then is sealed in with a coat of Oil Primer No. 12 or No. 36. Air dries in eight hours. Can be baked in four hours at 150 degrees Fahrenheit, or two hours at 250 degrees Fahrenheit. If Oil Glazing Putty No. 16 is to be reduced, turpentine should be used.

While Oil Glazing Putty No. 16 is the best there is for glazing an entire body either with a knife or with a gun, Oil Glazing Putty No. 25530 gives much better results for spot puttying. The latter air dries throughout in one-half the time required for No. 16 and can be put on twice as thick.

	1s	5s	25s
Glazing Putty (Oil Base).....			
Glazing Putty No. 16 (Oil Base).....	28	23	21

OIL UNDERCOATER THINNER

On oil undercoatings turpentine is recommended as a thinner. Do not reduce oil undercoatings with Opeex Thinner.

C— OIL LIQUID SANDING SURFACER

	1's	5's
Oil Liquid Sanding Surfacers Red.....	3 00	2 90
Oil Liquid Sanding Surfacers Dark Gray.....	3 00	2 90
Oil Liquid Sanding Surfacers Light Gray.....	3 80	3 40

An Oil Liquid Sanding Surfacers that is ready for spraying as it comes in the package. If reduced, turpentine only must be used. Air dries in six hours so that two coats a day may be applied. Force dries in two hours at 150 degrees F. After drying it is water sanded with fine sandpaper to a smooth uniform surface. The Red Oxide Oil Liquid Sanding Surfacers is non-bleeding.

A— OPEX METAL PRIMERS—LACQUER PRIMERS

	1's	5's
Opeex Metal Primer Red.....	3 35	3 25
Opeex Metal Primer Black.....	3 05	2 95
Opeex Metal Primer Clear.....	2 85	2 85

Opeex Metal Primer air-dries in from ten to fifteen minutes, but for best results one hour should be allowed before the next coat is applied. Reduction for spraying, one part of Opeex Thinner No. 10 to two parts of Primer. Opeex Metal Primer should be used only on new work and not for use over old paint or varnish. We produce special finishes for use over old paint and varnish which are listed later in this price list.

The greatest possible care must be exercised in cleaning the metal to insure the proper adherence of Opeex Primers.

It is absolutely understood that the word "Opeex" will be used only on goods that are of a pyroxylin nature. Our Oil Primer, Surfacers and Fillers do not carry the "Opeex" label. This in order to distinguish between the two types of materials.

A— OPEX GLAZING PUTTY—LACQUER PUTTY

	One lb. tube
Opeex Glazing Putty Light.....	
Opeex Glazing Putty Dark.....	75

Opeex Glazing Putty is our answer to the call from Opeex Headquarters shops for a quick drying glazing putty in full keeping with present day finishing schedules. This excellent new product is offered the trade in handy economical one lb. (approximately) zinc tubes and the material can be squeezed onto the glazing knife just like tooth paste on a tooth brush. It is quick and easy to use for a fast hard and solid surfacing.

This product is used for the same purpose as the Oil Glazing Putty No. 16, excepting that it is of a pyroxylin nature. Is used for spot glazing and puttying. Dries in 15 to 20 minutes, although an hour should be allowed prior to the application of the next coat. Should only be thinned with Thinner No. 10, or Binder Thinner No. 2. Do not thin with any other material.

SHERWIN-WILLIAMS PRODUCTS

A— OPEX SANDING—LACQUER SURFACERS

	1s	5s
Opex Surfacers Light.....	4 25	4 15
Opex Surfacers Dark.....		

Opex Surfacers Light, and Opex Surfacers Dark, are supplied in heavy consistency and for spraying should be reduced with equal parts of Opex Thinner No. 10, or Opex Binder Thinner No. 2. If to be applied over an undercoating of an oil nature such as our Oil Primers and Sealers No. 35 or No. 12, the material should preferably be reduced with our Opex Binder Thinner No. 2. In other words, when any first coat of Opex (Pyroxylin) material is applied over an oil paint or varnish surface, either old or new, this first coat of Opex should be reduced to proper consistency with Opex Binder Thinner No. 2.

These two surfacers are designed for use over either the Oil Primers and Sealers or over the Opex Metal Primer Red. When applying over Oil Primer and Sealer, the first coat should be a very light or so-called dust coat. Subsequent coats can be applied more heavily. Always bear in mind that when applying Opex or pyroxylin materials over a primer, sealer, surfacer, etc., of an oil nature that the first coat should be put on very lightly as in this manner the solvents in the Opex finishes will not be present in sufficient volume to attack the oil undercoatings.

A— OPEX BINDER—LACQUER SURFACERS

	1s	5s
Opex Binder Surfacers Light.....	4 30	4 20
Opex Binder Surfacers Dark.....		

The Opex Binder Surfacers are used where an Opex finish is to be built over a surface previously painted or varnished and differ from the Opex Surfacers Light, and Opex Surfacers Dark, in that they are constructed in such a manner as to have the least possible effect on the old painted or varnished surface.

The Opex Binder Surfacers Light, and Opex Binder Surfacers Dark, are supplied in heavy consistency and for spraying should be reduced with at least equal parts of Opex Binder Thinner No. 2. Under no condition should these goods be reduced with any other thinner, as in doing so the value of the Opex Binder Surfacers for use over old paint will be minimized, if not entirely destroyed. In applying over the old painted or varnished surface after it has been properly prepared, spray on a very light dust coat which can be followed with heavier subsequent coats. Opex Binder Surfacers air-dry in fifteen to twenty minutes, but approximately one hour should be allowed between coats. Do not forget that these Binder Surfacers should be reduced only with Opex Binder Thinner No. 2, and nothing else. Be sure to caution every one using the Binder Surfacers regarding this point.

Inasmuch as our company is the only one that has successfully introduced to the trade a Binder Surfacers for use over the old paint and varnish finish, we have a mighty effective exclusive selling feature in this particular product. Its use not only permits the refinishing shop to use lacquers without the necessity of using the burn-off in every case, but consequently enables the refinisher to turn out a finished job in half or less the usual time, and at considerably less expense to the motor car owner. Its use also enables the motor car dealer to use lacquers on used cars where they could not use them where the burn-off process is used on account of the additional time and expense involved.

The Opex Binder Surfacers is not in any sense a cure-all and can not be used where the old paint is too badly cracked or ready to fall off. The old finish must necessarily be in good condition.

Being a heavy pigmented material, a slight adjustment in the gun is usually required. Cut down on the material—have it wet enough to flow on but not so it will run. The customary air pressure is needed to break it up thoroughly.

The Opex Binder Surfacers offers a new market to the refinishing shop and motor car dealer for finished jobs cheaper and quicker, particularly for the lower priced cars and used cars.

A— OPEX AUTOMOTIVE LACQUER ENAMELS

	qts.	1s	5s
Auto White	1 70	6 00	5 80
Coch Black and Regular Colors			
Burgundy Maroon (formerly Windsor Maroon).....	1 95	7 00	6 80
Chassis Black.....	2 25	2 15	

A good black for use on chassis frames and under parts of automobiles.

Opex Automotive Enamels for spraying should be reduced equal parts with Opex Thinner No. 10, except when used over an oil paint or varnish surface, when Opex Binder Thinner No. 2 only should be used. Air dries in from 15 to 20 minutes, but one hour should be allowed before applying the next coat. Do not overlook the fact that Opex Automotive Enamels will stand at least 100 per cent reduction for spraying. Remember, our Opex Automotive Enamels have considerably greater natural gloss prior to polishing than any other pyroxylin enamel now on the market. This is a very important point.

Effective May 23, 1927

SHERWIN-WILLIAMS PRODUCTS

A— OPEX THINNERS

	1's	5's	50 gal. Drums
Opex Binder Thinner No. 2.....	2 40	2 30	2 20

This thinner must be used exclusively where any Opex surfacers, enamels, etc., for automobile work are used over either oil undercoatings or old painted or varnished surfaces which are being prepared for a lacquer finish. When reduced with Opex Binder Thinner No. 2 better results will be obtained under certain conditions, namely, better flowing top finish. A 100% solvent thinner. Quick drying and excellent flowing qualities.

	1's	5's	50 gal. Drums
Opex Thinner No. 10.....	1 80	1 70	1 60

Opex Thinner No. 10 should be used for thinning all Opex, or products of a lacquer nature, excepting where the first Opex lacquer coat is applied over an oil paint or varnish surface, either new or old, in which case only our Opex Binder Thinner No. 2, Rr 04502, should be used. Contains no benzol, acetone, or other toxic materials. Has no solvents that are acid or alkaline to cause corrosion or discoloration on metal. Clean and water white. Odor not offensive or obnoxious. 100% volatile at ordinary room temperature. Not as good flow as Binder Thinner No. 2 but a little slower drying.

	1's	5's	50 gal. Drums
Opex Remover and Cleaner.....	1 70	1 00	80

This material is designed only for washing out air guns and general cleanup work around the shop. Must not be used for thinning any Opex finishes.

	1's	5's	Drums
Opex Retarder Thinner.....	2 20	2 10	2 00

Designed for use in damp weather when Pyroxylin materials generally are subject to blushing or frosting. If this occurs reduce with a special thinner made of one part of Opex Retarder and three parts of Opex Thinner No. 10 or Opex Binder Thinner No. 2. Every shop should have a gallon or two of Retarder Thinner on hand at all times throughout the warmer weather. Opex Retarder Thinner is made of high boiling point solvents, which slow down the rate of evaporation when mixed with Opex Thinner No. 10 as recommended above but should not be used straight.

A— OPEX STRIPING ENAMELS

Yellow Striping Enamel.....	75 per half pint
Black Striping Enamel.....	
Medium Blue Striping Enamel.....	
White Striping Enamel.....	
Red Striping Enamel.....	
Green Striping Enamel.....	
Ivory Striping Enamel.....	
Light Gray Striping Enamel.....	
Light Blue Striping Enamel.....	

The standard packages are half-pint varnish cans. Goods however can be supplied in gallon packages, if desired. The material should be reduced but slightly for striping. Use either No. 10, or Binder Thinner No. 2.

B— OPEX LACQUER POLISH

	Pts.	Gals.
Opex Lacquer Polish.....	75	5 00

Trade Discount - 40%

Opex Lacquer Polish is the result of over a year's development and tests for a perfectly balanced liquid lacquer polish. Note the pertinent sales pointers on this product.

Opex Lacquer Polish is easy to use, efficient, economical, and safe. Dampen a clean soft cloth and go over all the body. It will dry and flatten out by the time you are back to the point where you started. Go over the entire car rather than a panel at a time. Then rub and polish off with a clean soft cloth with but one thickness of the cloth between your hand and the surface and then watch the traffic scum go and the gloss come up. Try it out yourself—it adds "fire" to the sales talk. Remember though that no car should be polished directly in the sunlight and also that 28504 does not take the place of the polishing compound in the finishing room.

A— OPEX POLISHING COMPOUND

	Qts.	1's	5's
Opex Polishing Compound.....	1 20	4 00	3 76

Opex Polishing Compound does not grind or scratch the surface, but brings up a high luster. In applying the Lacquer, apply the usual number of coats and sand out with wet sandpaper after the last coat of enamel. A light spray of Opex Re-Flow Coat may then be applied which tends to smooth out any slight scratches caused by sanding. Then take a clean, dampened cloth and apply the Opex Polishing Compound, rubbing off with a clean, soft rag, which gives a dry, hard polish of excellent lustre.

Net Prices

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0007-SWP-000011801

SHERWIN-WILLIAMS PRODUCTS



B—

OLD DUTCH ENAMEL

"Beats the Dutch for Whiteness"

Here we have an enamel equal in every sense of the word to the best imported enamels. There is no other enamel made in America today that possesses the same high qualities of many of the imported enamels in durability and appearance. Old Dutch Enamel is not a varnish enamel and consists only of the highest quality finely ground zinc—ground in processed linseed oil. For this reason Old Dutch Enamel will not turn yellow with age nor "alligator" like varnish enamels. This is one of the nicest enamels to apply, as it flows remarkably free, does not "set up" quickly and can be worked over large panels without showing laps or streaks. Old Dutch Enamel comes in three shades: White, Ivory, and French Gray, approved and selected by the nation's leading architects and decorators. It is supplied in two finishes—gloss and egg-shell. Old Dutch Enamel can be used for both interior and exterior work.

For undercoats use S-W Flat-Ritz, the very finest enamel undercoater manufactured. See page 21.

	$\frac{1}{4}$ pta.	$\frac{1}{2}$ pta.	pta.	qts.	$\frac{1}{2}$ gals.	gals.
White (Gloss).....						
White (Dull Finish).....						
Ivory White (Gloss).....						
Ivory White (Dull Finish).....	40	70	1 25	2 35	4 35	8 00
French Gray (Gloss).....						
French Gray (Dull Finish).....						

Trade Discount 33 $\frac{1}{4}$ %

Quarter-pint a, 48 in case.
Quarts, 12 in case.

Half-pints, 48 in case.
Half-gallons, 6 in case.

Pints, 24 in case
Gallons, 4 in case.

SHERWIN-WILLIAMS PRODUCTS

B—

POLISH-OL

Cleans and polishes in one operation

Polish-ol is more than a furniture and woodwork polish; it is a paint and varnish "food" or reviving agent that brings out and intensifies the original finish, produces a handsome gloss and is not harmful to the finish. Being primarily manufacturers of highest grade paints, enamels and varnishes, we are interested in prolonging the life of finishes obtained with these materials, and offer Polish-ol as the best polish we can produce for furniture, woodwork, floors, pianos, victrolas, automobiles, etc.

The automobile owner will find it most effective for cleaning and polishing automobile bodies, fenders, radiators, in fact all finished parts.

bottles—per dozen		gallon
4-oz.	12-oz.	bottles
3 60	7 20	3 25

Trade Discount 60%

4-oz. bottles, 48 in case. Gallons, 4 in case. 12 oz. bottles, 48 in case.

A—

PORCH AND DECK PAINT

Especially prepared to withstand outside exposure and hard wear on porch floors, steps, decks of boats, etc. Is the best insurance against the elements and is not affected by repeated cleaning and scrubbing. Spreads easily and dries with a full gloss.

	qts.	½ gal.	gals.
No. 47 Deep Buff.....			
No. 48 Gray Stone.....			
No. 49 Light Gray.....	84	1 60	3 05
No. 50 Brown Stone.....			
No. 51 Dark Slate.....			
No. 52 Dark Gray.....			

Net Prices

Quarts, 24 in case. Half gallons, 12 in case.
Gallons, 6 in case.

B—

PREPARED WAX

Paste Form

A high-grade wax for floors and other woodwork. It is a wax that dries fairly quickly, works splendidly with or without a weighted floor brush, and holds its gloss indefinitely. Consumers like to use this wax because it has no objectionable odor, covers well, works easily and takes a high polish.

each	per pound	
½-lb. cans	1-lb. cans	5-lb. cans
45	80	75

Trade Discount 40%

Half-pound cans, 20 in case. One-pound cans, 10 in case.
Five-pound cans, 20 in case

A—

RED LEAD

See Perfect Method Red Lead, page 24

SHERWIN-WILLIAMS PRODUCTS

B— QUICK-DRYING COLORS

Ground in Japan

For use as color-coats in the finishing of automobiles, coaches, cars, carriages and other surfaces. Should be applied over suitable undercoatings and varnished over, or may be combined with varnish for making color-varnish coatings. These colors are recognized the world over as the standard of excellence in the finishing of fine vehicles and railway equipment. The peculiarities, the natural tendencies of working and wearing qualities of each individual color are carefully studied, and each is treated in such a way as to bring out its natural good qualities or minimize any inherent defects. They are brilliant in tone, possess best working, drying and fastening qualities, are uniform in color and grade and thoroughly reliable.

The following colors are filled in one-pound cans, also in five pound press cans, except where other packages are specified:

Blacks	per pound 1-lb. cans and 5-lb. press cans
Ivory Drop X.....	70
Ivory Drop XX.....	72
Ivory Drop XXX.....	75
English Coach, A.....	75
Special No. 120.....	59
Chemically Refined Lamp.....	55
Special Lamp Black, 30's.....	42

Whites	
Ivory.....	80
Pink.....	80
Special Pink.....	80
French Zinc in Vaseline.....	80
Bonnet.....	80
French Zinc.....	80
Silver.....	80
White Lead.....	72

Ground Colors	
Blue, L. No. 31.....	92
Blue, Special, No. 18.....	75
Vermilion, No. 43.....	84
Red, Light, No. 43.....	84
Red, Dark, No. 74.....	75
Carmine, No. 17.....	82
Scarlet, No. 74.....	75
Green, No. 34.....	85
Blue, No. 43.....	85
Blue, No. 34.....	92

Reds	
No. 40 French Carmine (Glass).....	\$ 34
English Vermilion, L and D.....	market
American Vermilion, L and D.....	82
Royal Durbar, L. No. 72.....	2 17
Royal Durbar, M and D.....	1 92
Puritan Scarlet, LL.....	1 50
Puritan Scarlet, L.....	1 50
Puritan Scarlet, M.....	1 50
Puritan Scarlet, D.....	1 50
Chinese Scarlet, L and M.....	1 87
Chinese Scarlet, D.....	1 82
Extra Permanent Vermilion.....	1 87
English Rose Pink.....	1 89
Carmois, L.....	82
Carmois, D.....	1 34
Tuscan.....	67
Indian, L and D.....	59
Royal (Venetian).....	59
Ibis Red.....	1 09
Turkish Crescent.....	1 67
Dragon's Blood.....	1 67
Premier Non-Fading Red, L.....	75
Premier Non-Fading Red, D.....	75
Orinoco Vermilion, D.....	1 42

Trade Discount 25%

*Colors to be discontinued when present stocks are exhausted

Effective November 10, 1925

SHERWIN-WILLIAMS PRODUCTS

B— QUICK-DRYING COLORS—Continued

Ground in Japan

per pound
1-lb. cans and
5-lb. press cans

Grays

Antelope.....	67
Arabian.....	80
Armour.....	72
Automobile Drab.....	67
Automobile D.....	75
Brown.....	75
Fawn.....	74
Gray Green.....	74
Maltese.....	75
Mercedes.....	75
Pearl.....	72
Quaker.....	75
Roaddust.....	72
Sage L. & D.....	75
Stone.....	72
Silver.....	72
Torpedo.....	75

Wines, Maroons and Lakes

Burgundy Wine, L. M. & D.....	1 17
Carmine Maroon.....	1 17
Carmine Lake.....	1 25
Claret Wine.....	1 00
Italian Carmine Lake.....	1 09
Rose Lake.....	1 34
Tuxedo Maroon.....	1 17
Victoria Wine Lake.....	1 00
Wine Color B.....	1 09
Wine Color D.....	1 00

Blues

Asure.....	82
Blue Devil.....	82
Cleveland L.....	1 09
Cleveland D.....	82
Crystal.....	84
Cygni L. M. & D.....	1 09
Copenhagen.....	1 00
Cadillac.....	1 09
Cobalt.....	1 17
English Violet.....	1 34
Imperial D.....	82
Limousine.....	1 09
Meteor.....	1 09
Normandy.....	1 00
Packard.....	1 00
Peerless.....	1 00
Prussian.....	1 17
Radium Violet.....	1 42
Rolls Royce.....	82
Sapphire L. & D.....	1 09
Silk.....	82
Ultramarine.....	1 09
Violet Blue.....	1 09
Violet Purple.....	1 34
Westchester L. M. & D.....	1 17
Yale L. & D.....	84

Trade Discount 25%

SHERWIN-WILLIAMS PRODUCTS

B— QUICK-DRYING COLORS—Continued

Ground in Japan

per pound
1-lb. cans and
5-lb. press cans

Greens

Apple L. & D.	1 00
Arcsia	1 25
Brewster, L. M. & D.	78
Cactus	1 00
Cadillac	75
Emerald, L. & D.	1 09
Extra Coach, L. M. & D.	84
English Surrey, L. & D.	84
Milori, L. M. & D.	1 09
Nonpareil	75
Olivet	75
Panama	75
Palmetto	92
Rockaway	75
Sphinx, L. & D.	1 17
Thistle	1 34

Yellows and Creams

Cream	74
Chrome L. M. O. & DO.	75
French Ivory	74
Golden Ochre	69
Gold Imitation	84
Jersey Cream	74
Metropolitan Cream	87
Naples Yellow	75
Pneumatic Yellow	67
Yellow Ochre	69

Large Tubes

per dozen
tubes

Chrome Yellow, L. M. O. & DO.	5 00
English Vermilion, Pale	20 00
Extra Coach Green, L. M. & D.	5 50
French Carmine, L. (Glaze)	10 00
French Carmine, No. 40 (Glaze)	25 00
Gold Imitation	5 00
Lining White	3 00
Mercedes Gray	5 50
Milori Green, L. M. & D.	5 50
Permanent Vermilion	3 00
Prussian Blue	5 00
Royal Darbar Red, M	10 00
Striping Black	5 00
Striping Blue	5 00
Torpedo Gray	5 50
Ultramarine Blue (Glaze)	5 00

Trade Discount 25%

Effective November 10, 1925

SHERWIN-WILLIAMS PRODUCTS

A—

Semi-Lustre

A SATIN-FINISH INTERIOR PAINT

An interior paint possessing the hard drying and washable qualities of enamel, that brushes out and works like an oil paint and dries with a half-enamel gloss.

Semi-Lustre is a prime favorite among master painters as well as consumers, because it is such a finely ground product that works as freely as an oil paint, levels out beautifully and covers well. Semi-Lustre dries with a smooth, satin-like finish that does not catch dirt easily, and may be readily washed with soap and water to restore its original lustre.

Semi-Lustre comes heavy enough in body to permit stippling. If the painter wishes to thin it he should use pure turpentine.

The 10 colors which, in addition to White, make up the Semi-Lustre line, have been carefully chosen. Included in this line are delicate tints and good strong colors which may be inter-mixed if desirable to attain a greater variety of colors.

The uses of Semi-Lustre are many. It has no equal as a finish for plaster walls or wallboard, in private homes, hospitals, schools, public buildings, etc., where this particular type of finish is desired. It is also highly recommended for use on woodwork in the same type of buildings, and has already proven a big favorite for bathrooms, kitchens and laundries.

Colors and Prices

	Qts.	½ Gals.	Gals.	5 Gals.	Bbls.
Buff.....					
Canary Yellow.....					
Ivory.....					
Pale Green.....					
Pink.....					
Powder Blue.....					
Putty Color.....	70	1 33	2 50	2 45	2 40
Rich Cream.....					
Silver Gray.....					
Warm Gray.....					
White.....					

Quarts, 12 in carton; half-gallons, 6 in carton; Gallons, 4 in carton.

Net Prices

NEW WORK—In painting porous surfaces such as rough and smooth plaster, plaster board, brick work and cement, it is absolutely necessary that they be thoroughly sealed to prevent spotting caused by the paint "striking in" in the more porous spots. It will, however, be found that the average surface will be sealed when a mixture of equal parts of Flat-Tone Mixing Sire and Semi-Lustre is used for the first coat. When used on new wood, Semi-Lustre should be reduced with one quart pure turpentine to the gallon of paint.

OLD WORK—The surface should be smooth and clean, and free from dust, grease and loose paint. Prime or seal all bare spots as directed above for the first coat on new work. When thoroughly dry, apply one or two coats Semi-Lustre just as it comes from the package.

This paint is supplied in the proper consistency, so no thinning is necessary. If, however, it seems too heavy for certain work, thin with a very slight amount of pure turpentine only. The first or sealing coat should be applied generously. Be sure that one coat is perfectly dry before a succeeding coat is applied.

SHERWIN-WILLIAMS PRODUCTS

A— ROOF AND BRIDGE PAINT

A utility paint for barns, fences, wooden or metal bridges, structural iron work, shingle or metal roofs, and other buildings of rough or finished lumber. Roof and Bridge Paint is made from high-grade materials and offers greater paint value at these economical prices than any other paints on the market. Quite heavy in body and will stand considerable reducing.

	gals.	5 gals.	bbbl.
Brown Green.....	1 40	1 35	1 30
Red, Black and Brown.....			
Gray Slate.....	1 55	1 50	1 45

Net Prices

Gallons, 6 in case.

B— SCHOOLBOARD SLATING

Manufactured exclusively for finishing school black boards. Dries uniformly with a dull slate-like finish, that makes an excellent writing surface. Old and worn blackboards can be quickly and inexpensively renewed with one or two coats.

	½ pta.	pta.	qts.	gals.
Black.....	50	80	1 40	4 25
Green.....	55	80	1 85	5 20

Trade Discount 40%

Half pints, 48 in case.

Pints, 24 in case.
Gallons, 6 in case.

Quarts, 24 in case.

B— SCREEN ENAMEL

For renewing old screens and preventing rust. Does not close up the mesh and dries with a high gloss that prevents dust and dirt from adhering to the screen.

	½ pta.	pta.	qts.	½ gals.	gals.
Black.....	35	50	80	1 35	2 35
Dark Green.....	40	65	1 05	1 95	3 50

Trade Discount 40%

Half pints, 48 in case.

Pints, 24 in case.
Half gallons, 12 in case.

Quarts, 24 in case.
Gallons, 6 in case.

A— SEMI-PASTE PAINT

For painting buildings outside and inside. Made in 13 colors and white. Is a composite paint manufactured in semi-paste form, requiring only the addition of linseed oil gallon for gallon. On account of its high lead and zinc content and exceptionally fine grinding, is a thoroughly economical paint to use.

	qts.	gals.	5	bbbl.
Regular Colors.....	85	3 10	3 05	3 00
White.....	80	3 25	3 20	3 15
French Crown Green.....	94	3 45	3 40	3 35

Net Prices

Quarts, 24 in case.

Gallons, 6 in case.

C— SHELLAC

	¼ pta.	½ pta.	pta.	qts.	½ gals.	gals.	5 gals.	bbbl.
Pure White.....	---	---	---	---	---	---	---	---
Pure Orange.....	---	---	---	---	---	---	---	---
Compound White.....	---	---	---	---	---	---	---	---
Compound Orange.....	---	---	---	---	---	---	---	---

Prices subject to market changes

Quarter pints, 48 in case.

Half pints, 24 in case.
Quarts, 12 in case.

Pints, 24 in case.
Gallons, 4 in case.

SHERWIN-WILLIAMS PRODUCTS

STAINS

B— ACID STAIN

Transparent stains that intensify and enhance the natural beauty of the woods on which they are applied. Easily applied without streaking, and absolutely true to color. They will not fade.

	1/2 ptn.	ptn.	price per bottle qts.	1/2 gals.
Fumed Oak.....	40	65	1 10	2 00
Silver Gray.....				
Antique Brown Mahogany ..	60	80	1 35	2 50
Dark Colonial Mahogany ---				
Light Mahogany.....				

Trade Discount 40%

Half pints, 48 in case.

Pints, 24 in case.
Half gallons, 12 in case.

Quarts, 24 in case.

B— GOLDEN OAK STAIN

For staining interior woodwork, doors, furniture, etc., where the popular shade known as Golden Oak is desired. This stain comes in concentrated form. To produce the standard shade of Golden Oak, this stain should be reduced with eight parts of turpentine or benzine to one part of the stain. It is very popular among painting contractors on account of its low cost as one gallon of the stain and eight gallons of benzine will produce nine gallons of Golden Oak Stain. Will not raise the grain of the wood. Requires little or no wiping.

1/2 ptn.	ptn.	qts.	1/2 gals.	gals.
40	65	1 05	1 35	3 50

Trade Discount 40%

Half pints, 48 in case.

Pints, 24 in case.
Half gallons, 12 in case.

Quarts, 24 in case.
Gallons, 6 in case.

B— HANDCRAFT STAIN

Spirit soluble, penetrating type

Highest grade artistic stains for use in finishing finest interior woodwork, furniture, etc. Are adaptable to hardwood and softwood alike. These stains are individual in tone, dry without showing streaks or brush marks and are permanent to light. Do not raise the grain of the wood, therefore require no sanding.

	1/2 ptn.	ptn.	qts.	gals.
Brown Oak.....				
Fumed Oak.....	40	70	1 30	4 35
Silver Gray.....				
Walnut.....				
Adam Brown.....				
Bog Oak.....				
Cathedral Oak.....	45	75	1 40	4 75
Early English Oak.....				
Green Weathered Oak.....				
Old English Oak.....				
Weathered Oak.....				
Light Mahogany	50	95	1 70	5 00
Extra Dark Mahogany	60	1 05	1 95	7 00
Handcraft Stain Reducer.....	35	55	95	3 00

Trade Discount 40%

Half pints, 48 in case.

Pints, 24 in case.
Gallons, 12 in case.

Quarts, 24 in case.

All Handcraft Stains are filled in tin cans, except Bog Oak, which on account of its acidity must be filled in glass bottles.

SHERWIN-WILLIAMS PRODUCTS

STAINS—Continued

B— OIL STAIN

Suitable for all types of new work, hard or soft woods. Easy to apply, uniform in color and quality, dry properly without raising the grain of the wood. Are permanent and dependable.

	1/2 pta.	pta.	qts.	1/2 gal.	gal.
Dark Oak.....					
Light Oak.....	40	60	1 00	1 80	3 25
Walnut.....					
Baldie Oak.....					
Brown Mahogany.....					
Colonial Oak.....					
Dark Mahogany.....	60	75	1 30	2 30	4 25
Light Mahogany.....					
Rich Mahogany.....					
Silver Gray.....					
Mass Green.....	65	95	1 70	3 20	6 00

Trade Discount 40%

Half pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.
Half gallons, 12 in case. Gallons, 6 in case.

A— PRESERVATIVE SHINGLE STAIN

This line, consisting of the popular shades of red, brown, green and gray, is manufactured on a high-quality basis. It is a line of penetrating stains—not thin paints that wash off with the first rain or that soon fade. These stains contain refined crocote and other liquids that penetrate and stain the wood to a considerable depth, and for this reason will maintain their color long after other stains have faded away. In our Greens, for instance, we use Chemically Pure Chrome Green and can point to thousands of green roofs throughout the country that are splendid testimonials to the permanency of this line.

	gal.	5 gal.	bbis.
A-21 Brown.....			
B-41 Red.....	1 15	1 05	1 00
B-46 Brown.....			
B-47 Brown.....			
C-71 Green.....	1 35	1 25	1 20
C-72 Green.....			
C-74 Green.....			
C-83 Gray.....	1 50	1 40	1 35

Net Prices

Gallons, 6 in case.

C— STENCILS

See pages 59-63

B— STOVE-PIPE AND IRON ENAMEL

For refinishing stove-pipes, grates and similar iron surfaces subjected to heat. Should be applied while the surface is slightly warm, and allowed to dry 24 hours before subjecting to high temperature, under which conditions it will be practically smokeless and will produce a better surface and wear longer than any other stove pipe enamel or stove-pipe varnish on the market.

1/4 pta.	1/2 pta.	pta.
20	30	50

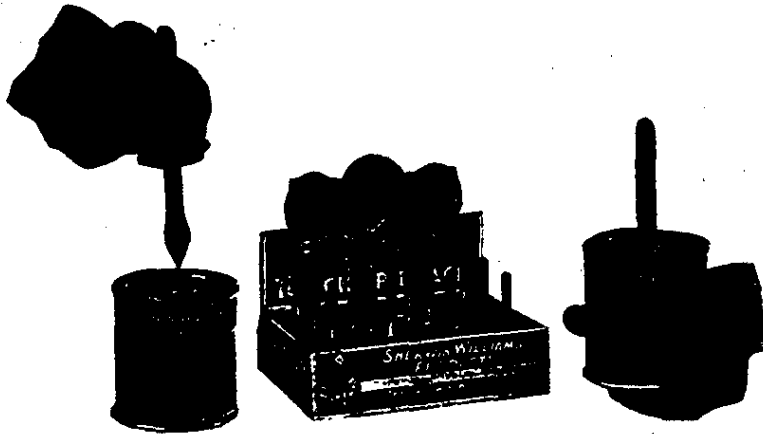
Trade Discount 40%

Quarter pints, 48 in case. Half pints, 48 in case. Pints, 24 in case.

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SHERWIN-WILLIAMS PRODUCTS



B— TOUCH-UP BLACK

Every car gets scratched at some time or other. And every car develops rust spots at various points, such as around bolt heads, windshield, hinges of the hood, etc. No matter how well the car may be kept washed, these marks remain and are the evidences of age in a car.

It is a simple matter to keep a car looking new if you have a can of enamel handy and a brush to apply it when these spots are first noticed, but the average man isn't so equipped.

Handy Touch-Up Black is always ready for use. The brush is soldered right through the cap of the can. A screwdriver pries open the cover in a jiffy and there is a dandy little fitch brush right in the enamel all ready to use. Touch up the worn spot, replace the cap in the can and Touch-Up Black is all ready for the next time—no trouble—no fuss and the brush won't harden.

The Touch-Up Brush is round and pointed so that it will neatly hit the smallest spot without smearing up the entire surface. It contains stock enough, however, to spread out for an inch-wide stroke if an entire door or panel must be coated.

Touch-Up Black dries dust free in half an hour and hard in a couple of hours. Has a brilliant high gloss and is a thoroughly satisfactory piece of goods in every way.

Touch-Up Black is shipped in corrugated boxes holding twelve cans each. An attractive counter display carton—a real automatic salesman—is provided and holds twelve cans. Anyone can use Touch-Up Black and it is recommended for a multitude of uses about the home where a gloss black finish is desired.

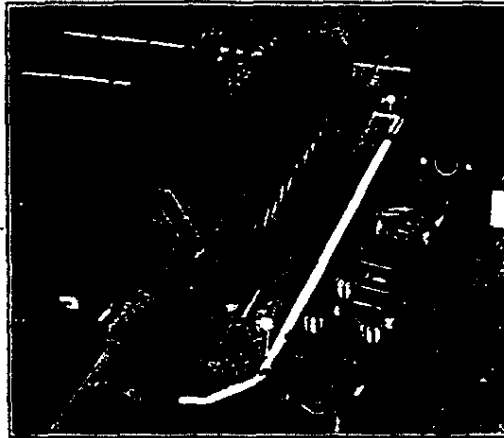
single cans	per dozen cans
20	10 00

Trade Discount, 33½%

Six dozen in case

Effective September 21, 1925

SHERWIN-WILLIAMS PRODUCTS



A—

TRAFFIC ZONE PAINT

For use on all kinds of pavement

The constantly increasing number of automobiles and trucks going into general use all over the country and the growing popularity of long distance touring and hauling by truck, have produced a volume of traffic that our present roads are scarcely able to accommodate. Even the smallest villages find their "through streets" jammed with a continuous procession of pleasure cars, truck and motor busses, all in a hurry to get somewhere.

This traffic all has to be regulated and handled both for convenience and safety of life and limb. The easiest, the cheapest and an effective way of regulating traffic is with pavement marking paint. There is an enormous demand for such a paint everywhere the automobile goes—large cities, towns, villages and even through the open country where traffic is heavy. Public sentiment is solidly back of these measures to reduce the tremendous loss of life and property through automobile accidents.

S-W Traffic Zone Paint White is an intensely white paint that stays white for a longer period of time than any product for this purpose we have ever seen. It is designed for painting on asphalt, wood, brick, stone and surfaced highways.

S-W Traffic Zone Paint Yellow and Orange have been developed for localities where White is not desirable. These colors have been standardised in many cities.

S-W Traffic Zone Paint Red is used in marking non-parking spaces about fire hydrants and danger zones in industrial plants.

Traffic Zone Paint is prepared in rather heavy consistency, and when considered too heavy for use should be thinned with naphtha. It dries with a flat finish, works easily and being finely ground, covers a maximum of area per gallon. One coat covers solid. Traffic Zone Paint may be applied by brush or spray methods.

Applied in average dry clear weather (not freezing), Traffic Zone Paint will dry in fifteen to twenty minutes and hard to stand traffic and remove barriers in forty-five minutes. Warm, favorable painting weather will greatly reduce this time, while application on a cold day in a shady spot will further retard the drying.

	gal.	5s	bbbl.
White	1 95	1 85	1 70
Yellow	2 10	2 00	1 85
Orange			
Red	2 95	2 75	2 60

Net Prices

Gallons, 5 in case

C—

TAXITE

(Paint and Varnish Remover)

Taxite is the name of our paint and varnish remover, which is both efficient and economical. Efficient because it cuts the paint and varnish in the shortest possible time, and economical because it saves time, labor and material. It works splendidly on upright surfaces, as it penetrates immediately and does not run off. Has no equal for removing old coats of paint and varnish, no matter how thick, quickly and effectively. Apply with a brush and allow to stand 10 or 15 minutes, then scrape off with a putty knife and clean the surface thoroughly with benzine or denatured alcohol. Taxite does not injure the skin, discolor or raise the grain of wood.

½ pta.	pta.	qta.	½ gal.	gal.
30	45	80	1 40	2 50

Trade Discount 25%

Where a dealer or agent purchases 24 gallons or more during a period of twelve months, he is entitled to an allowance of 5 cents per gallon from the above schedule of prices.

Half pints, 48 in case. Pints, 24 in case. Quarts, 12 in case.
Half gallons, 12 in case. Gallons, 12 in case.

Discount to Jobbers

Authorized jobbers listed by Chas. Old Chemical Company may be sold at above list prices, less 25 and 20%.

Additional Quantity Discounts to Jobbers

An additional discount of 5% from the above jobbers' prices may be given on purchases of 10 cases or more.

An additional discount of 7% from the above jobbers' prices may be given on purchases of 25 cases or more.

An additional discount of 10% from the above jobbers' prices may be given on purchases of 50 cases or more.

IMPORTANT NOTE

The above discounts may be allowed on accumulative orders provided the required quantities are ordered and shipped (or delivered) during the period of 12 months following the 1st day of September of any year.

Manufacturing accounts and other large consumers not mentioned below must be billed at not less than dealers' prices.

Net Prices for Special Trade

State, County and Municipal Governments, Railroads, Traction Companies, Steamship Lines, Car Building and Car Repairing Companies may be given discount of 5% from above jobbers' prices regardless of quantity.

U. S. Government may be given discount of 10% from the above jobbers' prices regardless of quantity.

C—

UNIVERSAL THINNER

This product was developed to fill a demand for a suitable thinner for all kinds of paste and liquid paints where turpentine is not absolutely essential. It should not be confused with the many petroleum distillates and mineral spirits which are offered as turpentine substitutes. Universal Thinner is not a substitute turpentine. Its solvent properties are approximately 80 per cent higher than the best mineral spirits.

Put up in 1 and 5-gallon cans, and barrels.

Prices on Application

(Subject to market fluctuations.)

B—

VERDELITE

The Satisfactory Green—Paint Form

A popular priced line of chrome greens manufactured in four shades, Light, Medium, Dark and Olive. Particularly adapted for store fronts, window blinds, roofs, etc. Offers splendid value for the money.

	1-lb. cans	12 1/2-lb. cans	25-lb. pails
L., M., D. and Olive.....	22	21	20

Trade Discount 25%.

Five pound cans, 10 in case. 12 1/2-pound cans, 4 in case.
25-pound pails, 4 in case.

B—

WAGON AND IMPLEMENT PAINT

For repainting farm machinery, tractors, wagons, implements and similar surfaces. Made in bright, permanent colors that dry with a high varnish gloss. Their use will prevent rust and decay of expensive farm machinery, hence are a good investment.

	pta.	qts.	1/2 gals.	gals.
Black.....	70	1 20	2 20	4 00
Blue.....	80	1 45	2 70	5 00
Green.....				
Yellow.....				
Red.....	90	1 55	2 95	5 80
White.....				

Trade Discount 40%

Pints, 24 in case.

Quarts, 24 in case.
Gallons, 6 in case.

Half gallons, 12 in case.

B—

WAX

See Prepared Wax, page 33.

A—

WHITE ZINC IN OIL

	1-lb. cans	5-lb. cans	12 1/2-lb. pails	25-lb. pails
S-W Green Seal French Zinc.....	33	28	28	25
S-W Red Seal French Zinc.....	32	27	25	24
Zinc White, G. W. M. (Green Seal).....	--	--	18 1/2	17 1/2
Zinc White, G. W. M. (Red Seal).....	--	--	18	17

Net Prices

1-pound cans, 50 in case.

12 1/2-pound pails, 4 in case.

5-pound cans, 10 in case.

25-pound pails, 4 in case.

B—

YELLOW OCHRE—(French)

Ground in Oil

	12 1/2-lb. pails	25-lb. pails	100-lb. kegs
F.....	33	32	31
A.....	19	18	17
H.....	17	16	15

Trade Discount 25%

12 1/2-pound pails, 4 in case.

25-pound pails, 4 in case.



Contents of Can:
 Pigment by weight.....90%
 Liquid by weight 10%
 100%

Composition of Liquid:
 Refined Linseed Oil...100%

Composition of Pigment:
 Lead Carbonate..... 65%
 Lead Sulphate..... 9%
 Zinc Oxide..... 25%
 100%

C— ZILO

Pure White Lead with Zinc added—Ground in Refined Linseed Oil

THIS GUARANTEE APPEARS ON EACH PACKAGE

GUARANTEE—This package is guaranteed to contain nothing other than the ingredients specified in the above declaration of contents.

White Zinc is universally acknowledged to be the right pigment to use with white lead to retard the objectionable chalking, characteristic of white lead paint. The proportion of zinc used, however, is most important, as zinc used alone shows faults just as objectionable as the chalking of white lead.

We offer Sherwin-Williams Zilo, pure lead with pure zinc added, not as a lead substitute, but as the modern paint pigment better than white lead. Zilo, used according to the directions on the package, will make a paint having a better and more lasting gloss than white lead paint and will be more economical and cost less by the job.

There's nothing radical about Zilo. Neither are there any untested theories involved in the making of it. Zilo is simply a factory-made, machine-ground combination of white lead and white zinc, put conveniently in the package ready to be let down with raw linseed oil and turpentine for use.

Zilo contains 75% pure white lead and 25% zinc oxide, the proportion most master painters advocate as ideal. However, if a painter has a job upon which he wants to use approximately 65% white lead and 15% zinc oxide and wants to be certain that he obtains pure zinc as well as pure white lead, all he has to do is to mix together 100 lbs. Zilo and 67 lbs. white lead. By mixing white lead and Zilo any amount of white zinc can be provided up to 25%. In other words, whenever you wish to add zinc to a white lead paint—Use Sherwin-Williams Zilo.

Zilo is an exceptionally finely ground pigment. The big practical advantage of this fineness of grinding is found in the greater bulk of Zilo—a hundred pounds of Zilo will take three pints more of linseed oil than the same amount of lead. This fineness means, also, that a gallon of Zilo paint will go further than a gallon of white lead paint because a thinner film of Zilo will hide the old surface, the Zilo pigment particles being finer and lying closer together.

The further advantage of using Zilo in preference to mixing your own lead and zinc is the cost.

Take your pencil and figure the best price at which you can buy 25 pounds of pure zinc oxide in pure refined linseed oil. To this add the figure you would have to pay for 75 pounds of strictly pure white lead today. Check your figures and compare the result with the price of Zilo. You will be surprised to find that Zilo costs you considerably less.

Zilo makes a noticeably whiter job than white lead. The pure white lead in Zilo makes it whiter not only when newly applied but it keeps Zilo whiter because white lead takes on a grayish cast when exposed to the weather. When used for tints and colors, Zilo produces a cleaner and more brilliant tone than white lead and does not lose its character through chalking as does white lead paint.

Zilo comes in the same sizes as Sherwin-Williams famous ODP White Lead—in 100 lb. kegs, 50 lb., and 25 lb. steel pails.

(See Special Price Card, Form E-356)

Trade
Varnish



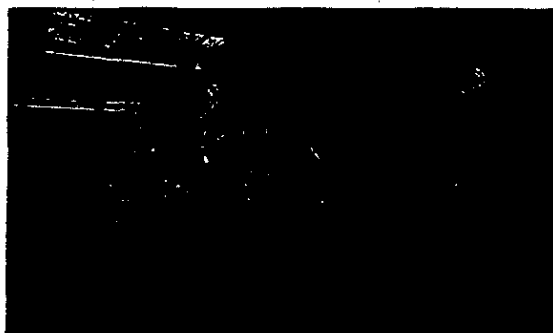
SHERWIN-WILLIAMS VARNISHES

The facilities afforded by the largest system of paint and varnish factories in the world, give us advantages for the manufacture of varnishes that cannot be duplicated in any other plant. We use the very finest quality oils and varnish gums, specially selected for each particular grade of varnish. Our chemical laboratories are complete in every detail so that we can apply every known test to both raw materials and finished products, and make sure that they are not only of highest quality, but conform to standard in every respect.

We list on the following pages the most largely used varnishes we manufacture. Each is designed to meet a specific requirement. All conditions which surround its use are taken carefully into consideration, and the varnish must demonstrate through practical test that it meets every requirement for the purpose intended, before it is placed on the market. S.W. Varnishes can always be depended upon to give satisfactory results. They have long since passed the experimental stage, and the success which has attended their use for many years is sufficient guarantee of their quality.

We also list a very complete line of Driers, Japans, Asphaltums, Shellacs, etc. Each product is the standard of quality for the purpose intended, and has been in use for years with entire satisfaction.

With such a complete and satisfactory line the dealer is in position to handle the varnish business in his locality to the very best advantage.



Some of our varnish free. Skilled varnish-makers combine the melted gums and linseed oil at high temperature

VARNISH LEADERS



The Waterproof Floor Varnish

Mar-not is a pale durable floor varnish, possessing maximum water-resisting qualities, designed for use on all floors, and particularly adapted to parquet flooring of oak, light maple or birch, as well as linoleum. Mar-not should be applied directly to the wood or linoleum, reducing the first coat slightly with pure spirits of turpentine (about one pint to the gallon), applying the succeeding coats without reduction. Do not use shellac or pigment first-coats of any kind under Mar-not. Mar-not is easily applied, flows out evenly, dries dust-free in two to three hours and can be walked on in twenty-four hours.



The Waterproof Interior Varnish

A pale, full-bodied varnish designed for the finest interior woodwork in homes, banks, office buildings, etc., where a strictly first-class finish is demanded. Dries with a full gloss so that it can be left in its natural state, if desired, or it can be rubbed to a dull finish with pumice-stone and oil or water in about forty-eight hours. Can also be polished.



The King of all Spar Varnishes

Rexpar represents the highest type of spar varnish, being very pale in color, full-bodied, producing a film that is both waterproof and weatherproof, successfully withstanding varying atmospheric conditions such as extreme heat and cold, snow, wind, salt spray and sun. It is therefore ideal for steamships, yachts, canoes, outside doors, porch ceilings, kitchens, bathrooms, etc. Dries dust-free in from two to three hours and hard enough to re-coat in from fifteen to eighteen hours.

Our varnish policy is "A special varnish for each special purpose," but if you want a single varnish for many purposes, use Rexpar (King of all Spar Varnishes.)



The Good Old-Fashioned Master Painters' Varnish

Kopal is a long-oil type of varnish of fairly light color, heavy in body, and has been popular for many years with master painters everywhere, on account of its high quality and utility. It is well adapted for use on front doors, porch ceilings, porch and lawn furniture, bathrooms, kitchen woodwork, etc. Dries dust-free in from four to five hours and can be re-coated in twenty-four to thirty-six hours.

EXCELLO—The Master Painters' General Interior Varnish

A pale varnish of heavy body that works freely. Dries dust-free in three to four hours and hard enough to rub in forty-eight hours. It dries with a high gloss and is far superior to any hard oil finish. Excelllo represents one of the best intrinsic values in our entire architectural line of varnishes.

No. 1 FLOOR

A pale medium-grade floor varnish. Dries dust-free in three to four hours. Has average toughness and elasticity, along with good water-resisting qualities.

No. 1 COACH

A low-priced coach varnish for the less expensive interior work. Dries hard in twenty-four hours, with a high gloss.

HARD OIL FINISH

*Pale in color. Dries hard over night. Recommended for medium-grade interior work of all kinds.

VELVET FINISH No. 1044

This varnish, instead of drying with a gloss, dries to imitate a dull rubbed surface, thereby doing away with the expense and labor of rubbing. Contains no wax. Shows little or no tendency to settle out in the package, and therefore is easily applied with uniform results. This varnish not tending to show laps or brush marks, can be applied over any other good varnish (or shellac) and does not spot white. Dries dust-free in two to three hours and hard over night.

MISSION-LAC

A varnish, light in body and medium in color, that dries quickly with a shellac-like finish and will withstand washing with water. Is intended both as a quick-drying first-coater, also as a finishing coat on surfaces stained in mission effects. One coat on top of stain produces a finish similar to that secured with a coat of shellac and a coat of wax. Can be successfully dipped as well as brushed. Dries dust-free in one hour and thoroughly hard in twenty-four hours.

FINEST WHITE DAMAR

Made from the finest grade of damar gum and intended for use in making white enamels. Also used by printers and lithographers.

For prices, see page 51.

FLOOR-SEAL

(The Wood Floor Preservative)

Floor-Seal is a pale light bodied water-resisting varnish for sealing and hardening wood floors. Unlike linseed oil and the cheaper paraffin oils used as preservatives, it does not hold the dust or tend to discolor the floors on which it is applied. Floor-Seal is brushed on the same as varnish. Two applications on new wood are recommended. The first coat penetrates into the pores of the wood so as to very nearly disappear while the second coat finishes the job of sealing. If a floor is coated with Floor-Seal, it may be washed without fear of injury. The wood itself is left sealed and hardened long after the thin varnish film on the surface of the floor is worn away.

It is especially adapted for use in schools, department stores, gymnasiums, office buildings, etc. It covers approximately 500 square feet per gallon, one coat.

FIRST COATERS

MISSION-LAC

(See description on page 48).

MARVELAC

Popularly priced spirit first coater, recommended in place of shellac. Used directly over stains. Marvelac brings out the brilliancy and depth of tone so greatly desired. Possesses wonderful sealing properties and is more water-resisting than shellac. Can be brushed, sprayed or dipped and comes ready for use. For best results should be thinned about 25 to 50 per cent with 188° proof denatured alcohol for dipping or spraying. Dries dust-free in a few minutes and sands in three to six hours without gumming the sandpaper.

LIQUID FILLER

A pigment sanding first-coater of the better type. Dries in twenty-four hours and sands to a perfect finish for succeeding varnish coats. Stir before using.

SHELLACINE

Quick drying pigment first-coater or liquid filler. Dries quickly and sands to a perfect finish. Should be thoroughly stirred.

DRIERS AND JAPANS

HERCULES DRIER

A high-grade concentrated dark drier of exceptional strength. Mixes readily with oil and will not curdle or separate. Will dry paste fillers promptly and thoroughly. Owing to its heavy body and great drying strength, it is most economical for the master painter. In proportion of one part drier to forty parts of oil, dries over night.

DRY-O-NITE

A master painters' ideal drier. Perfectly safe for accelerating drying of oil paints, etc. Will not separate, precipitate, burn, saponify or curdle, but thoroughly dries the paint, leaving an elastic, smooth, and wear-resisting surface.

JAPAN DRIER

A medium priced drier for general work, possessing medium color and good drying strength. Is thoroughly economical and satisfactory.

GOLD SIZE JAPAN

A pale heavy-bodied japan of superior quality. Its great strength makes it economical and it is perfectly safe to use with any mixture. A binder, which can be used with delicate colors without injury. Will properly harden rough stuff and facilitate the drying of all undercoats.

COACH PAINTERS' JAPAN

Specially prepared for the coach painter's use and thoroughly reliable for the preparation of all undercoatings. Acts as a hardening agent as well as a mixing japan and is always uniform.

ASPHALTUMS

FINEST TURPENTINE ASPHALTUM

Made from very finest black asphaltum, linseed oil and turpentine. Is absolutely the best asphaltum that can be produced. Has good body and can be reduced if desired.

No. 1 ASPHALTUM

Suitable for rough castings, sheet iron work, etc. Dries dust-free in fifteen to twenty minutes and can be handled in two to three hours.

"B" ASPHALTUM (Quick Drying)

A quick drying black asphaltum, sold at a popular price, yet offering exceptionally good value. Works easily, covers well and possesses exceptional alkali and acid resisting qualities.

For prices, see page 31.

AUTOMOBILE AND CARRIAGE VARNISHES

BERGER'S ENGLISH BODY FINISHING

A pale, heavy-bodied and durable varnish of great brilliancy designed for highest grade motor cars and carriages. Specially prepared with a view to easy working qualities and drying to meet the demands of the practical finisher in the custom shop. This varnish is made from the finest selected gums and oils, matured under ideal conditions which render it perfect for use. Special care is exercised in the aging process. This helps bring out the great brilliancy for which the varnish is noted.

BERGER'S ENGLISH PALE RUBBING

A pale, rubbing varnish designed for highest grade motor cars and carriages. Works freely and levels evenly. Dries to rub in twenty-four to thirty-six hours under normal conditions, although forty-eight hours should be allowed when shop conditions permit. This varnish is designed for mixing with colors, especially for the last or split-coat—when so mixed it will not curdle or thicken, as is so often the case with many present day Rubbing Varnishes of inferior quality. This varnish should be carefully rubbed or fatted, then followed by a full coat of Berger's English Body Finishing Varnish.

BERGER'S ENGLISH GEAR FINISHING

A pale, heavy-bodied, water-proof varnish for motor car chassis and gears, carriage wheels, etc. Works freely and flows evenly producing a deep, well-rounded finish of great brilliancy and exceptional durability. Sets out of dust in five to six hours and dries hard in twenty-four to thirty-six hours. Use at full body over color and striping coats.

WEARING BODY FINISHING

A high grade body finishing varnish, unsurpassed for durability. Has free working and leveling qualities, dries dust free in five to six hours, can be handled next day, and dries thoroughly hard in two to three days. Dries with a full, well-rounded out finish.

PALE BODY RUBBING

A very high grade rubbing varnish of dependable quality. Is pale in color, heavy in body, works and flows freely. Dries to rub in twenty-four to thirty-six hours. For best results allow forty-eight hours. Will not thicken when used in zinc and lead colors and therefore can be used in making a split-coat color varnish.

PALE PERFECTION GEAR

A very pale, durable, elastic, finishing varnish for running parts on a good grade of work over delicate colors, and on account of paleness, unusual working and flowing qualities, body and rich lustre, it is the selection of many carriage and automobile shops. Will dry dust free in about six hours, hard enough to handle in thirty-four hours and hard in two days.

QUICK RUBBING

Is pale in color. Dries dust free in two hours and can be rubbed in twenty-four to thirty-six hours. A splendid general purpose rubbing that holds out the finishing coat with a good full body.

Should not be used as a mixing varnish with zinc colors.

ELASTIC GEAR FINISHING

The highest grade all-around gear finishing that can be made. Is pale in color, has good body, works and flows freely, dries dust free in four to five hours, to handle in twenty-four hours and hard in thirty-six hours. Has a high lustre, is very elastic and durable.

MOTOR TRUCK AND WAGON VARNISHES

MOTOR TRUCK FINISHING

A high grade finishing varnish for motor truck and high grade wagon work. Is pale in color, heavy in body, works and flows freely, and dries to handle next day. Has a high lustre and is very elastic and durable.

MOTOR AND WAGON GEAR

A very pale, hard-drying varnish that can be used over delicate colors. Stands out with a good full body, dries to handle over night and has good water-resisting qualities.

DURABLE WAGON COACH

A high-grade long oil varnish for wagons, trucks, tractors, implements, etc., possessing maximum durability and water-resisting qualities. Is quite pale in color, has unusually good body and dries to handle over night. A thoroughly dependable varnish.

PALE DURABLE IMPLEMENT COACH

This is our leading implement coach varnish, which has long been a favorite of the largest manufacturers of agricultural implements in this country. It has unusual water-resisting qualities, and withstands the extreme tests of durability that harvestors, tractors and all other implements and farm machinery are subject to. Our unusually large output permits of this exceptionally low price.

For prices, see page 51

Effective June 26, 1925

SHERWIN-WILLIAMS PRODUCTS

B—

S-W VARNISHES

ARCHITECTURAL VARNISH LEADERS

	½ pts.	pts.	qts.	½ gals.	gals.
MAR-NOT	50	80	1 45	2 70	5 00
SCAR-NOT	50	80	1 45	2 70	5 00
REXPAR	55	95	1 70	3 20	6 00
VELVET FINISH No. 1044	50	80	1 45	2 70	5 00
Kopal	60	1 00	1 80	3 45	6 50
Excello	45	75	1 30	2 45	4 50
Durable Linoleum Finishing	50	80	1 45	2 70	5 00
No. 1 Floor	45	75	1 30	2 45	4 50
Hard Oil Finish	40	65	1 20	2 20	4 00
No. 1 Coach	45	75	1 30	2 45	4 50
Mission-lac	65	1 10	2 05	3 85	7 50
Finest White Damar	...	...	...	...	3 00
Floor-Seal	...	...	...	...	...

FIRST COATERS

Marvelac	70	1 20	2 20	4 00
Liquid Filler	60	1 00	1 50	3 25
Shellacine	...	90	1 55	2 75

DRIERS AND JAPANS

Hercules Drier	70	1 20	2 20	4 00
Dry-o-Nite	35	55	95	1 70
Japan Drier	35	55	80	1 45
Gold Size Japan	50	85	1 50	2 80
Coach Painters Japan	...	...	1 40	2 55

ASPHALTUMS

Finest Turpentine	45	75	1 30	2 45	4 50
No. 1	35	55	90	1 55	2 75
"B"	35	45	75	1 30	2 25

AUTOMOBILE AND CARRIAGE VARNISHES

BERGERS ENGLISH BODY FINISHING	...	2 30	...	8 50
BERGERS ENGLISH PALE RUBBING	...	2 05	...	7 50
BERGERS ENGLISH GEAR FINISHING	...	1 95	...	7 00
Wearing Body Finishing	1 20	2 20	4 20	8 00
Pale Durable Body Finishing	1 10	2 05	3 95	7 50
Pale Body Rubbing	1 05	1 90	3 55	6 75
Quick Rubbing	95	1 70	3 20	6 00
Pale Perfection Gear	1 00	1 80	3 45	6 50
Elastic Gear Finishing	95	1 70	3 20	6 00

MOTOR TRUCK AND WAGON FINISHING

Motor Truck Finishing	...	...	...	5 00
Motor and Wagon Gear	...	...	...	4 50
Durable Wagon Coach	...	...	...	3 75
Pale Durable Implement Coach	...	...	...	3 00

Trade Discount 33¼ %

For price in 5 gal. cans, deduct 10c per gal. from list price of 1 gal. can.
 For price in barrels, deduct 25c per gal. from list price of 1 gal. can.
 For price in 55 gal. drums, deduct 50c per gal. from list price of 1 gal. can. Drums charged extra and credit issued when returned in good condition, freight prepaid.

Half pints, 48 in case. Pints, 24 in case. Quarts, 24 in case.
 Half gallons, 12 in case. Gallons, 12 in case.

*To be discontinued when present stock is exhausted.

For full description of these Varnishes refer to pages 48-50

SHERWIN-WILLIAMS PRODUCTS

MORE PROFITS FOR YOU!

Any merchant who sells during a year's time, 15 or more gallons of Japan Drier, should be extremely interested in the Sherwin-Williams offer of special prices on driers in 15, 30 and 55 gallon drums.

All of the regularly listed standard Driers of Sherwin-Williams manufacture described in Page 49 of this price list can be purchased in drums at a saving of as high as 70c per gallon over the net dealer's price for one gallon cans. Through this favorable purchase, a merchant can secure a much more favorable profit for himself even should he pass on part of the saving to his customers.

This line-up of prices should also be attractive to Master Painters.

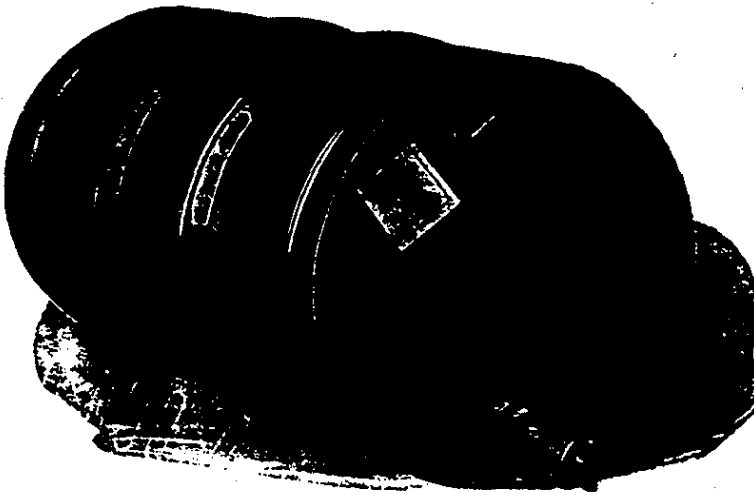
Product	15 Gallon Drums	30 Gallon Drums	55 Gallon Drums
Hercules Drier.....	1 90	1 85	1 80
Dry-o-Nite.....	1 40	1 35	1 30
Japan Drier.....	90	85	80

Net Prices

There will be a special charge shown below for each size of drum which will be refunded to the customer upon the return of the drum in good condition, freight prepaid.

15 gallon Drum charge.....	5 00
30 gallon Drum charge.....	7 00
55 gallon Drum charge.....	10 00

Faucets for Drums will be furnished only when specified on order



B—SPECIAL VARNISHES

Particularly recommended for Master Painter Trade

Not listed elsewhere in Trade Sales Price List

Superseding page 52a published February 10, 1925

LIST PRICES

	$\frac{1}{2}$ Pts.	Pts.	Qts.	$\frac{1}{2}$ s	1s	5s	Bbls.	Drums
Sovereign Interior (0367)	35	50	80	1 45	2 50	2 40	2 25	2 20
Pale Elastic Coach (01313).....					2 65	2 55	2 40	2 35
Pale Elastic Floor (0905).....					2 75	2 65	2 50	2 45
M. P. Floor Varnish (01307).....					3 25	3 15	3 00	2 95
M. P. General Interior Varnish (045).....					3 25	3 15	3 00	2 95
(0993) Low limit when specially labeled					2 85	2 75	2 60	2 55

Trade Discount 33 $\frac{1}{3}$ %**IMPORTANT NOTICE**

Under no circumstances will we fill any orders for these varnishes in packages other than sizes listed. Save yourself embarrassment and your customers disappointment by selling the packages listed above and no others.

These varnishes when billed at above list prices and discount will count on the Accumulative Discount Plan in addition to those listed on page 51.

VARNISH ACCUMULATIVE DISCOUNT PLAN

Under the Varnish Accumulative Discount Plan, a Trade Sales customer of any type can, by indicating his desire to do so, through placing an initial order totaling 12 gallons of varnishes, listed on pages 51 and 52a of the representatives' price list, or Old Dutch Enamel, or both, have an opportunity to secure extra discounts over and above the regular dealers' discount, by confining his purchases of varnish and enamels to this Company. If within a period of 12 months after the date of the initial varnish order, a Trade Sales account purchases 48 or more gallons of varnish and Old Dutch Enamel, he automatically becomes entitled to a cash refund at the expiration of the 12 months, in accordance with the Refund Schedule listed below.

This plan is particularly attractive to smaller accounts. All initial orders for varnish under the Accumulative Plan should be filed on the pink order blank, Form 40X71, which automatically indicates to our Accounting Departments that the customer is desirous of participating under the Accumulative Plan. Upon receipt of initial order, a special record card is then prepared for keeping record of subsequent purchases during the ensuing 12 months.

The following is the schedule of additional discounts over and above the regular 33 1/4% Dealers' Discount for accumulative purchases of varnish and Old Dutch Enamel over a period of twelve months:

- 48 Gallons purchased during 12 months entitles the customer to 5% refund.
- 96 Gallons purchased during 12 months entitles the customer to 10% refund.
- 180 Gallons purchased during 12 months entitles the customer to 15% refund.
- 360 Gallons purchased during 12 months entitles the customer to 20% refund.

SHERWIN-WILLIAMS PRODUCTS

B—

S-W VARNISHES**ARCHITECTURAL VARNISH LEADERS**

	½ pts.	pts.	qts.	½ gals.	gals.
MAR-NOT.....	50	80	1 45	2 70	5 00
MAR-NOT SATIN FINISH.....	50	80	1 45	2 70	5 00
SCAR-NOT.....	50	80	1 45	2 70	5 00
REXPAR.....	55	95	1 70	3 20	6 00
VELVET FINISH No. 1044.....	50	80	1 45	2 70	5 00
FLOOR-SEAL.....			95		3 00
No. 1 Floor.....	40	65	1 05	1 95	3 50
No. 1 Coach.....	40	65	1 05	1 95	3 50
Finest White Damar.....	65	1 10	2 05	3 95	7 50

FIRST COATERS

Marvelac, White.....	55	95	1 70	3 00
Marvelac, Orange.....	55	95	1 70	3 00
Liquid Filler.....	60	1 00	1 80	3 25
Shellacine.....		90	1 55	2 75

DRIERS AND JAPANS

Hercules Drier.....	70	1 10	2 05	3 75
White Liquid Drier.....	40	65	1 05	1 95
Dry-o-Nite.....	35	55	90	1 80
Japan Drier.....	30	45	70	1 20
Gold Size Japan.....	50	80	1 45	2 70
Coach Painters Japan.....			1 35	2 45

ASPHALTUMS

No. 1.....	35	50	80	1 45	2 50
"B".....	30	45	70	1 20	2 00

AUTOMOTIVE VARNISHES

ENGLISH BODY FINISHING.....		2 30		3 50
ENGLISH PALE RUBBING.....		2 05		7 50
ENGLISH GEAR FINISHING.....		1 95		7 00
Pale Durable Body Finishing.....	1 10	2 05	3 95	7 50
Pale Body Rubbing.....	1 05	1 90	3 55	6 75
Pale Perfection Gear.....	1 00	1 80	3 45	6 50
Quick Finishing.....	75	1 35	2 45	4 50
Quick Rubbing.....	65	1 05	1 95	3 50

MOTOR TRUCK AND WAGON FINISHING

Motor Truck Finishing.....				5 00
Motor and Wagon Gear.....				4 50

Trade Discount 33⅓%

For price in 5 gal. cans, deduct 10c per gal. from list price of 1 gal. can.

For price in barrels, deduct 25c per gal. from list price of 1 gal. cans.

For price in 55 gal. drums, deduct 30c per gal. from list price of 1 gal. can. Drums charged extra and credit issued when returned in good condition, freight prepaid.

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 12 in case.

Gallons, 6 in case.

For full description of these Varnishes refer to pages 52-54

C— MORE PROFITS FOR YOU!

Any merchant who sells during a year's time, 15 or more gallons of Japan Drier, should be extremely interested in the Sherwin-Williams offer of special prices on driers in 15, 30 and 55 gallon drums.

All of the regularly listed standard Driers of Sherwin-Williams manufacture described in page 53 of this price list can be purchased in drums at a saving of as high as 70c per gallon over the net dealer's price for one gallon cans. Through this favorable purchase, a merchant can secure a much more favorable profit for himself even should he pass on part of the saving to his customers.

This line-up of prices should also be attractive to Master Painters.

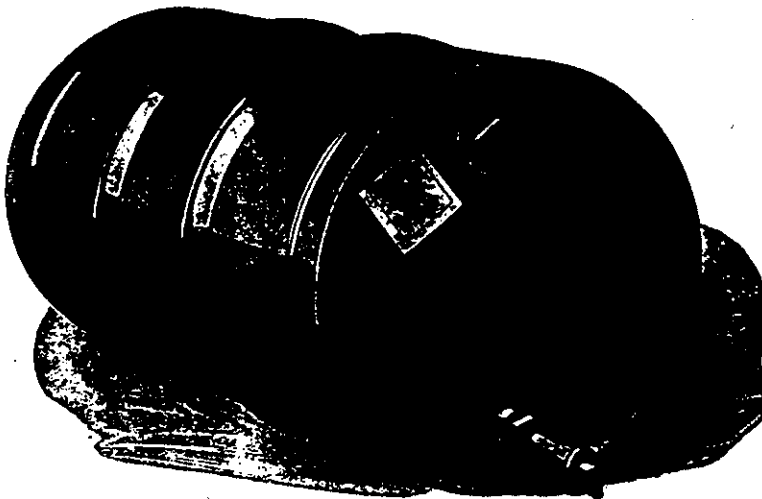
Product	15 Gallon Drums	30 Gallon Drums	55 Gallon Drums
Hercules Drier.....	1 90	1 85	1 80
White Liquid Drier.....	1 75	1 70	1 65
Dry-o-Nite.....	1 40	1 35	1 30
Japan Drier.....	90	85	80

Net Prices

There will be a special charge shown below for each size of drum which will be refunded to the customer upon the return of the drum in good condition, freight prepaid.

15 gallon Drum charge.....	5 00
30 gallon Drum charge.....	7 00
55 gallon Drum charge.....	10 00

Faucets for Drums will be furnished only when specified on order.



Effective November 14, 1927

SHERWIN-WILLIAMS PRODUCTS

Group A—

SHELLAC

PURE WHITE SHELLAC (4 lb. cut)

per dozen							
¼ pts.	½ pts.	pts.	qts.	½	1	2	bbbl.
2 00	3 25	48	88	1 65	2 05	3 85	2 75

PURE ORANGE SHELLAC (4 lb. cut)

per dozen							
¼ pts.	½ pts.	pts.	qts.	½	1	2	bbbl.
1 90	2 00	44	80	1 50	2 75	2 85	2 45

Eighth-pint bottles; \$1.50 dozen (Pure White Shellac)
Eighth-pint bottles; \$1.40 dozen (Pure Orange Shellac)

COMPOUND WHITE SHELLAC (4 lb. cut)

per dozen							
¼ pts.	½ pts.	pts.	qts.	½	1	2	bbbl.
1 80	2 90	43	78	1 40	2 00	3 80	2 30

COMPOUND ORANGE SHELLAC (4 lb. cut)

per dozen							
¼ pts.	½ pts.	pts.	qts.	½	1	2	bbbl.
1 70	2 65	39	69	1 25	2 30	2 20	2 00

Net Prices

Quarter-pints, 48 in case. Half-pints, 48 in case. Pints, 24 in case.
Quarts, 12 in case. Half-gallons, 12 in case. Gallons, 6 in case.
Eighth-pints—24 bottles to a carton—4 cartons in case.

Fives, ones and halves now furnished in metal packages.
4½ or 5-lb. cut Shellac can be furnished on special orders in quantities of 50 gallons or more.
4½-lb. cut 15c a gallon higher than 4-lb. Pure.
5-lb. cut 30c a gallon higher than 4-lb. Pure.

SHERWIN-WILLIAMS PRODUCTS**Group A—****SHELLAC****PURE WHITE SHELLAC (4 lb. cut)**

per dozen							
¼ pts.	½ pts.	pts.	qts.	½ g.	1 g.	5 g.	bbis.
2 00	3 25	48	88	1 65	3 05	2 98	2 75

PURE ORANGE SHELLAC (4 lb. cut)

per dozen							
¼ pts.	½ pts.	pts.	qts.	½ g.	1 g.	5 g.	bbis.
1 90	3 00	44	80	1 60	2 75	2 65	2 48

Eighth-pint bottles: \$1.50 dozen (Pure White Shellac)

Eighth-pint bottles: \$1.40 dozen (Pure Orange Shellac)

COMPOUND WHITE SHELLAC (4 lb. cut)

per dozen							
¼ pts.	½ pts.	pts.	qts.	½ g.	1 g.	5 g.	bbis.
1 80	2 90	43	75	1 40	2 60	2 50	2 30

COMPOUND ORANGE SHELLAC (4 lb. cut)

per dozen							
¼ pts.	½ pts.	pts.	qts.	½ g.	1 g.	5 g.	bbis.
1 70	2 65	39	69	1 28	2 30	2 20	2 00

Net Prices

Quarter-pints, 48 in case.

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 12 in case.

Gallons, 6 in case.

Eighth-pints—24 bottles to a carton—4 cartons in case.

Fives, ones and halves now furnished in metal packages.

4½ or 5-lb. cut Shellac can be furnished on special orders in quantities of 50 gallons or more.

4½-lb. cut 15c a gallon higher than 4-lb. Pure.

5-lb. cut 30c a gallon higher than 4-lb. Pure.

DRY LIME-SULFUR

("The Original")

Dry Lime-Sulfur is the most valuable new spraying product that has been developed in recent years. For a long time Lime-Sulfur Solution had been the standard dormant and summer spray for apples, pears, plums and many other tree fruits. Orchardists are familiar with the disadvantages connected with the use of Lime-Sulfur Solution. These include heavy handling of barrels, losses due to leakage, crystallization and freezing and freight on water.

Sherwin-Williams Dry Lime-Sulfur is a true Dry Lime-Sulfur. It is not a substitute for Lime-Sulfur Solution, but is standard 33 degree Beume Lime-Sulfur Solution in dry powdered form. It dissolves readily in water and will control insects and diseases just as effectively as Lime-Sulfur Solution.

Sherwin-Williams Dry Lime-Sulfur is an effective remedy for San Jose and Oyster-Shell Scale, Peach-Leaf Curl, Peach Blight, Peach Twig Borer, Blister-Mite, Apple and Pear Scab, Powdery Mildew of Apple, Red Spiders, Mites and Thrips of Citrus Fruits.

	C. L.	500 lbs. to C. L.	Less than 500 lbs.	Broken Cases
200 lb. drums.....	7½	8	9	--
12½ lb. bags (16 to a drum).....	8	8½	9½	--
100 lb. drums.....	8½	9	10	--
50 lb. drums.....	9½	10	11	--
25 lb. drums.....	10½	11	12	--
10 lb. cans (60 lbs. to case).....	13	16	17	19
5 lb. cans (30 lbs. to case).....	16	17	19	21
1 lb. cans (24 lbs. to case).....	17	19	21	23

PESTROY

Pestroy was especially designed by The Sherwin-Williams Company to meet the requirements of an all 'round spray for the home garden and orchard. It contains the correct amount of Bordeaux Mixture to prevent fungous diseases and the correct amount of Arsenate of Lead to control chewing insects. Pestroy is a most effective fungicide—it is also a most effective insecticide.

Pestroy will prevent fungous diseases, also control chewing insects and in addition will stimulate leaf growth. Pestroy is in dry powdered form and will keep indefinitely. It may be applied as a dust or a wet spray, whichever is preferred. If dusted it should be applied just as it comes from the package. If sprayed, directions given on the label and in the literature should be followed. Pestroy mixes freely with water and because of its extreme fineness, spreads and adheres well to the foliage assuring maximum protection for the longest time.

Pestroy is the ideal all 'round spray for the home garden and orchard.

	500 lbs. to C. L.	Less than 500 lbs.	Broken Cases
100 lb. drums.....	16	19	22
4 lb. bag (24 lbs. to case).....	17	20	22
1 lb. cartons (24 lbs. to case).....	26	28	30
½ lb. cartons (24 lbs. to case).....	28	32	34

TUBER-TONIC

Sherwin-Williams Tuber-Tonic is an ideal combined dry powdered insecticide and fungicide consisting of Paris Green and Bordeaux Mixture for exclusive use on potatoes to prevent early and late blight and to destroy potato "bugs" and other potato insects. It possesses the adhesiveness of arsenate of lead on account of its extreme fineness and will adhere to the potato plant for the longest possible time when applied either as a dust or as a wet spray. Tuber-Tonic is effective against blight and "bugs" when used at the rate of 1 1/2 to 3 pounds to 50 gallons of water.

	C. L.	500 Lbs. to C. L.	Less than 500 Lbs.	Broken Cases
100 lb. drums	21	22	25	--
50 lb. drums	22	23	26	--
25 lb. drums	23	24	27	--
5 lb. cartons (30 lbs. to case)	25	27	30	33
1 lb. cartons (24 lbs. to case)	28	30	33	36

FUNGI-BORDO

Sherwin-Williams Fungi-Bordo is an extremely fine, fluffy Bordeaux Mixture in dry powdered form. It is made of the best grade of lime and blue vitriol. S-W Fungi-Bordo mixes readily with water and stays well in suspension. It is very effective when applied as a dust.

Fungi-Bordo is a properly balanced Bordeaux mixture containing equal parts of lime and blue vitriol. When used at the rate of 6 lbs. to 50 gallons of water it will give a 3-3-50 Bordeaux formula--8 lbs. a 4-4-50 formula, 10 lbs. a 5-5-50 formula and 12 lbs. a 6-6-50 Bordeaux formula.

Sherwin-Williams Fungi-Bordo will control most fungous diseases of apples, pears, cherries, grapes, strawberries, and those of vegetables. The use of Fungi-Bordo eliminates all of the inconvenience connected with the making of home-made Bordeaux. It is better than commercial paste Bordeaux Mixture because it is more easily mixed with water, will not deteriorate and is more effective in the control of fungous diseases.

	C. L.	500 Lbs. to C. L.	Less than 500 Lbs.	Broken Cases
100 lb. drums	11	12	14	--
4 lb. bags (24 lbs. to case)	13	16	17	19
1 lb. cartons (24 lbs. to case)	19	22	24	28

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STOCK MARKET
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CASH AND CREDIT

GENERAL SPECIALTY SALES

Bulletin #65

November 1, 1926.

Subject: Dealer Prices on S-W Arsenate of Calcium.

Effective today, opening dealer prices on S-W Arsenate of Calcium will be as follows in the northern states east of the Rocky Mountains:

	<u>500 lbs. to C.L.</u>	<u>Less than 500#</u>	<u>Bro- ken Cases</u>
100-lb drums	.09	.11	---
4-lb bags (24# to case)	.09 $\frac{1}{2}$	.11 $\frac{1}{2}$	.13 $\frac{1}{2}$
1-lb cartons (24# to case)	.15	.19	.21

F. O. B. Factory or warehouse points, freight allowed on carloads.

Carload prices may be obtained from your sales manager. Bonafide jobbers shall be given carload prices regardless of quantity.

TERMS: 5% for cash May 1.
 4% " " June 1.
 3% " " July 1.
 2% " " Aug. 1.
 September 1, net.

NOTE: THE ABOVE PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

Yours very truly,

A. J. Gunderson, Mgr.
 Gen'l Specialty Sales

AJG:ML

Price list list Affiliated
 Companies All Representatives
 excepting Nashville, Richmond,
 Jacksonville, Memphis, Oklahoma,
 Dallas and Houston Divisions, al-
 so excepting retail stores in New
 Orleans, El Paso, Atlanta and Wich-
 ita Falls.

Mr. W.H. Sunderson

GENERAL SPECIALTY SALES

Bulletin #64

November 1, 1926.

Subject: Dealer Prices on S-W Arsenate of Lead.

Effective today, opening dealer prices on S-W Arsenate of Lead will be as follows:

	500 lbs. to C. L.	Less Than 500#	Bro- ken Cases
100-lb drums	.15 $\frac{1}{2}$	.17	--
4-lb bags (24# to case)	.15 $\frac{1}{2}$	.17	.19
1-lb cartons (24# to case)	.22	.25	.27

F. O. B., factory or warehouse points, freight allowed on carloads.

Carload prices may be obtained from your sales-
manager. Bonafide jobbers shall be given carload
prices regardless of quantity.

TERMS: 5% for cash May 1.
4% " " June 1.
3% " " July 1.
2% " " Aug. 1.
September 1, net.

NOTE: THE ABOVE PRICES APPLY TO ALL DISTRICTS
EAST OF THE ROCKY MOUNTAINS AND ARE SUBJECT TO CHANGE
WITHOUT NOTICE.

Yours very truly,

A. J. Gunderson, Mgr.
Gen'l Specialty Sales

AJG:ML
Price list list
All Representa-
tives, excepting
Pacific Coast Dis-
tricts. Affiliated
Companies.

SHERWIN-WILLIAMS PRODUCTS

DRY POWDERED ARSENATE OF LEAD

Sherwin-Williams Dry Powdered Arsenate of Lead is the lightest and sufficient arsenate of lead made. These properties insure good mixing and suspension and uniform and effective control of chewing insects. This material contains from 30 to 33 per cent of arsenic oxide and less than 1 per cent water soluble arsenic oxide. Consequently, maximum insect-killing is obtained without any injury to fruit or foliage. Whether used as a wet spray or as a dust, S-W Dry Powdered Arsenate of Lead will give maximum results.

	C. L.	500 Lbs. Up to C.L.	Less than 500 Lbs.	Broken Cases
100 lb. drums.....				
4 lb. bags (24 lbs. to case).....				
1 lb. cartons (24 lbs. to case).....				
1/4 lb. cartons (24 lbs. to case).....				

Opening prices to be announced on or before February 10th.

DRY ARSENATE OF CALCIUM

Sherwin-Williams Arsenate of Calcium complies with every government specification covering physical qualities and chemical analysis. It is of especial value applied as a dust in the control of Cotton Boll Weevil.

S-W Arsenate of Calcium comes in dry powdered form and is extremely fine, having a density of not less than 80 or more than 100 cubic inches to the pound. This insures even and economical distribution on the cotton plant. S-W Arsenate of Calcium contains not less than 40 per cent of arsenic oxide and less than 1/4 of one per cent of water soluble arsenic oxide. These qualities insure quick killing of the Boll Weevil without injury resulting to the cotton plants.

	C. L.	500 Lbs. Up to C.L.	Less than 500 Lbs.	Broken Cases
100 lb. drums.....				
4 lb. bags (24 lbs. to case).....				
1 lb. cartons (24 lbs. to case).....				

Opening prices to be announced on or before February 10th.

PARIS GREEN

Sherwin-Williams Paris Green is recognized by potato and tobacco growers as an old reliable and effective brand for the control of the Potato Bug and Tobacco Worm. It is also well known for its effectiveness against Grasshoppers, Army Worms and Cut-Worms. Sherwin-Williams Paris Green contains about 55 per cent of arsenious oxide which is in excess of that required by the government and about 1 1/2 per cent of water soluble arsenious oxide which is much less than that permitted by the government. It, therefore, insures utmost effectiveness with safety to foliage.

Sherwin-Williams Paris Green is extremely fine, therefore excels other brands in adhesiveness and covering qualities when used as a wet spray or as a dust.

	200 Lbs. and over	Less than 200 Lbs.	Broken Cases
Arsenic bags.....			
100 lb. steel drums.....			
14 lb. kits.....			
4 lb. cartons (48 lbs. to case).....			
1 lb. cartons (24 lbs. to case).....			
1/4 lb. cartons (24 lbs. to case).....			

Opening prices to be announced on or before February 10th.

LONDON PURPLE

The old reliable remedy for the Potato "Bug," Cotton Worm and Tobacco Worm, also Ants, Grasshoppers and Cut-Worms. London Purple has been in use since 1878. It was given the highest award at Crystal Palace, London, in 1891 and the gold medal at St. Louis, 1904.

It is a quick killing, economical poison, possessing exceptional adhesiveness and spreading qualities. It is specially recommended for the control of the Potato "Bug."

	200 Lbs. and over	Less than 200 Lbs.	Broken Cases
100 lb. steel drums.....	18	18	
4 lb. bags (24 lbs. to case).....	18	20	22
1 lb. cartons (24 lbs. to case).....	24	28	28
1/4 lb. cartons (24 lbs. to case).....	33	35	37

DRY LIME-SULFUR

("The Original")

Dry Lime-Sulfur is the most valuable new spraying product that has been developed in recent years. For a long time Lime-Sulfur Solution had been the standard dormant and summer spray for apples, pears, plums and many other tree fruits. Orchardists are familiar with the disadvantages connected with the use of Lime-Sulfur Solution. These include heavy handling of barrels, losses due to leakage, crystallization and freezing and freight on water.

Sherwin-Williams Dry Lime-Sulfur is a true Dry Lime-Sulfur. It is not a substitute for Lime-Sulfur Solution, but is standard 33° Baume Lime-Sulfur Solution in dry powdered form. It dissolves readily in water and will control insects and diseases just as effectively as Lime-Sulfur Solution.

Sherwin-Williams Dry Lime-Sulfur is an effective remedy for San Jose and Oyster-Shell Scale, Peach-Leaf Curl, Peach Blight, Peach Twig Borer, Blister-Mite, Apple and Pear Scab, Powdery Mildew of Apple, Red Spiders, Mites and Thrips of Citrus fruits.

	C. L.	500 Lbs. up to C. L.	Less than 500 Lbs.	Broken Cases
200 lb. steel drums.....	7 1/2	8	9	----
100 lb. steel drums.....	8 1/2	9	10	----
50 lb. steel drums.....	9 1/2	10	11	----
25 lb. steel drums.....	10 1/2	11	12	----
10 lb. cans (60 lbs. to case).....	12 1/2	14	16	19
5 lb. cans (30 lbs. to case).....	14 1/2	16	18	21
1 lb. cans (24 lbs. to case).....	16 1/2	18	20	23

FREE-MULSION

Free-Mulsion is a new and improved type oil emulsion spray developed by the Sherwin-Williams Company. It is made from carefully selected fractions of petroleum hydro-carbon oil, which extensive experimentation has proven to possess the highest insecticidal value.

It contains no soap or other alkaline substances which may be harmful to fruit and foliage and it mixes perfectly in all waters, hard or soft, and with lime sulfur or Bordeaux sprays.

Free-Mulsion is the trouble-free, soap-free oil emulsion spray.

It is especially recommended for use against the eggs of the Fruit Tree Leaf Roller, European Red Mite, Aphis and Red Spiders and for the control of Pear Psylla, Italian Pear Scale, Brown Apricot Scale and heavy infestations of San Jose Scale.

	C. L. or L. C. L.
Barrels or Drums.....	40c per gal.
5 gal. cans.....	65c " "
1 gal. cans.....	70c " "

Note—Above price includes the barrel and drum for which no rebate will be allowed.

GRASSHOPPER AND CUT-WORM BAIT

Sherwin-Williams Grasshopper and Cut-Worm Bait is a most effective remedy for Cut-Worms and Grasshoppers. It is a very deadly poison and contains ingredients that attract the pests and induces feeding. A small amount of water should be added to the Bait, sufficient to make a damp mash (not sloppy), before distribution. It should then be broadcasted about the field, garden or orchard to be protected, either in the early morning or in the evening, at the rate of about 5 or 7 pounds per acre.

	Per Lb.
100 lb. drums.....	8c
10 lb. cans (60 lbs. to case).....	12c
1 lb. cans (24 lbs. to case).....	16c

PESTROY

Pestroy was especially designed by The Sherwin-Williams Company to meet the requirements of an all 'round spray for the home garden and orchard. It contains the correct amount of Bordeaux Mixture to prevent fungous diseases and the correct amount of Arsenate of Lead to control chewing insects. Pestroy is a most effective fungicide—it is also a most effective insecticide.

Pestroy will prevent fungous diseases, also control chewing insects and in addition will stimulate leaf growth. Pestroy is in dry powdered form and will keep indefinitely. It may be applied as a dust or a wet spray, whichever is preferred. If dusted it should be applied just as it comes from the package. If sprayed, directions given on the label and in the literature should be followed. Pestroy mixes freely with water and because of its extreme fineness, spreads and adheres well to the foliage, assuring maximum protection for the longest time.

Pestroy is the ideal all 'round spray for the home garden and orchard.

	C. L.	500 Lbs. up to C. L.	Less than 500 Lbs.	Broken Cases
100 lb. steel drums.....	13	14	17	22
4 lb. bags (24 lbs. to case).....	15	16	19	22
1 lb. cartons (24 lbs. to case).....	21	24	27	30
1/2 lb. cartons (24 lbs. to case).....	24	27	30	33

TUBER-TONIC

Sherwin-Williams Tuber-Tonic is an ideal combined dry powdered insecticide and fungicide consisting of Paris Green and Bordeaux Mixture for exclusive use on potatoes to prevent early and late blight and to destroy potato "bugs" and other potato insects. It possesses the adhesiveness of arsenate of lead on account of its extreme fineness and will adhere to the potato plant for the longest possible time when applied either as a dust or as a wet spray. Tuber-Tonic is effective against Blight and "bugs" when used at the rate of 1 1/4 to 3 pounds to 50 gallons of water.

	C. L.	500 Lbs. up to C. L.	Less than 500 Lbs.	Broken Cases
100 lb. steel drums.....	21	22	25	--
50 lb. steel drums.....	22	23	26	--
25 lb. steel drums.....	23	24	27	--
5 lb. cartons (30 lbs. to case).....	26	27	30	33
1 lb. cartons (24 lbs. to case).....	28	30	33	36

FUNGI-BORDO

Sherwin-Williams Fungi-Bordo is an extremely fine, fluffy Bordeaux Mixture in dry powdered form. It is made of the best grade of Hme and blue vitriol. S-W Fungi-Bordo mixes readily with water and stays well in suspension. It is very effective when applied as a dust.

Fungi-Bordo is a properly balanced Bordeaux mixture containing equal parts of lime and blue vitriol. When used at the rate of 6 lbs. to 50 gallons of water it will give a 3-3-50 Bordeaux formula—8 lbs. a 4-4-50 formula, 10 lbs. a 5-5-50 formula and 12 lbs. a 6-6-50 Bordeaux formula.

Sherwin-Williams Fungi-Bordo will control most fungous diseases of apples, pears, cherries, grapes, strawberries, and those of vegetables. The use of Fungi-Bordo eliminates all of the inconvenience connected with the making of home-made Bordeaux. It is better than commercial paste Bordeaux Mixture because it is more easily mixed with water, will not deteriorate and is more effective in the control of fungous diseases.

	C. L.	500 Lbs. up to C. L.	Less than 500 Lbs.	Broken Cases
100 lb. steel drums.....	11	12	14	20
4 lb. bags (24 lbs. to case).....	13	15	17	22
1 lb. cartons (24 lbs. to case).....	19	22	24	27

BIRWIN-WILLIAMS PRODUCTS

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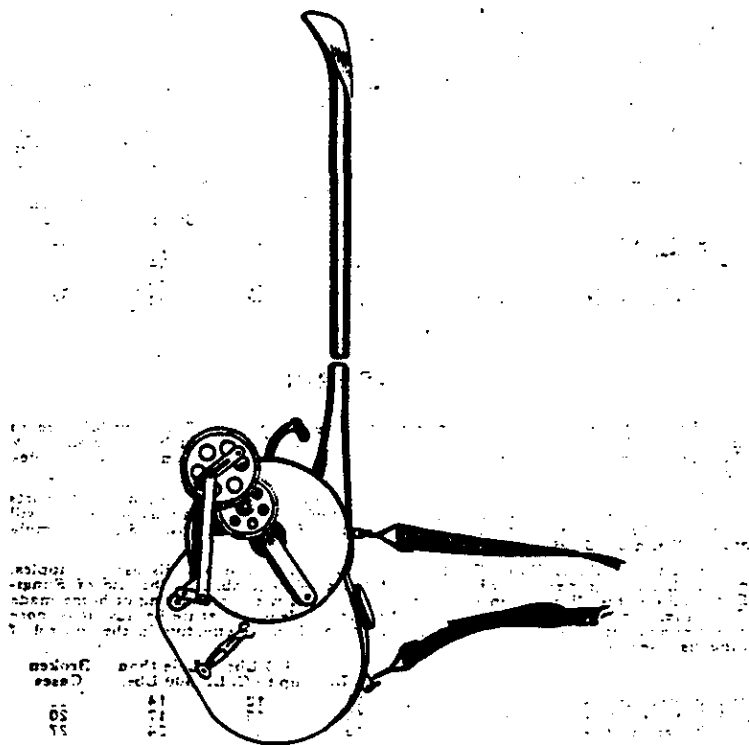
(K. S. O.)

An effective combination spray of arsenic and copper for use against chewing insects of potato, grape and general truck crops.

Used extensively by leading potato growers and truck gardeners.

	C. L.	500 Lbs. up to C. L.	Less than 500 Lbs.	Broken Cases
200 lb. drums.....	8	9	11	----
100 lb. drums.....	8	9	11	----
50 lb. drums.....	8	10	12	----
25 lb. drums.....	10	11	13	----
5 lb. cartons (50 lbs. to case).....	11	13	14	18
1 lb. cartons (24 lbs. to case).....	14	18	18	20

THE SPRINGFIELD DUSTER



Prices:

Lots of 100 machines or more.....\$ 50 each
Lots of less than 100 machines.....4 00 each

F.O.B. Cincinnati or our other warehouse points.

TERMS—April 1, 1% for cash in 10 days, 30 days net.

The Springfield Duster—An effective hand-duster used to apply Arsenate of Calcium against the Boll Weevil. The Springfield Duster insures an even distribution and may be used to dust vegetables, small fruits, tobacco and flowers.

CENTRAL SPECIALTY SALES

Bulletin No. 41

September 23, 1925

SUBJECT: Dealers' Prices on S-W Pruning Compound

S-W Pruning Compound has always been a logical part of our insecticide line. Wherever S-W Pruning Compound has been used the results have been entirely satisfactory.

WHERE TO SELL S-W PRUNING COMPOUND

The majority of dealers who handle insecticides can sell S-W Pruning Compound. Orchardists will buy it for use in early spring in connection with their pruning work. People owning a new shade trees or fruit trees also are possibilities.

In the larger cities landscape gardeners and nursery-men who give service in spraying and pruning trees on private grounds require considerable quantities of tree wound dressing. City foresters also use it on park trees.

Effective today Dealer's prices on S-W Pruning Compound will be as follows:

Quarts (24 to case)	\$.41
Cr's (12 to case)	1.35
Dbl's	1.25

F.O.B. Warehouse Points

These prices are on the Eastern basis-add the following freight differentials for other points including:

Bangor, Evansville, Fargo, Kansas City, Memphis, Wash- ville, New Orleans, Omaha, Saginaw and Sioux Falls	5¢
Atlanta, Birmingham, Chattanooga, Jacksonville, Knoxville, Little Rock, Oklahoma City and Tulsa	10¢
Amarillo, Dallas, Denver and Houston	15¢

Page #2

Bulletin No. 41

September 23, 1925

El Paso, Los Angeles, San Francisco, Portland, Seattle
and Spokane 20¢

Salt Lake City 25¢

A. J. Gunderson

ASSISTANT MANAGER

ATTN: HIS

Police List List

SHERWIN-WILLIAMS PRODUCTS

**ASSORTMENT AND QUANTITY DISCOUNTS
ON COAL TAR PRODUCTS**

EBONOL	PHENOLENE
QUICK DRYING EBONOL	S-W DISINFECTANT
EBONOL REDUCER	OYLAPINE
LIQUID ROOF CEMENTS	50 PER CENT CRESOL
ELASTIC ROOF CEMENTS	LIQUOR CRESOLIS COMPOSITUS U.S.P.
	S-W CLOSET CHEMICAL
	PINE OIL CLOSET CHEMICAL
S-W SHEEP DIP	CARBOLIC-OL
FLY SPRAY	CARBOLIC-OL SHINGLE STAINS

Effective April 10, 1925, we will allow the following discounts to dealers on quantity purchases of the foregoing products:

100 gallons.....	10% discount
200 gallons.....	15% discount

These discounts will apply to all products excepting Elastic Roof Cements on which the following discount will be allowed:

500 pounds.....	1/2c per pound discount
-----------------	-------------------------

When Elastic Roof Cements are included in an assortment purchase ten pounds should be considered as equal to one gallon.

The foregoing discounts are not cumulative but apply to quantities shipped and billed at one time which may include a single product or an assortment of all products.

These assortment and quantity discounts will apply to agents who have signed contracts and whose maximum discount for goods in Group A is 10%. When such customers buy 100 or 200 gallon assortments the above assortment discounts may be deducted from the invoice.

Customers who have enjoyed jobbers prices in the past but who have not yet signed agency contracts, are not eligible to the above assortment discounts, and under no circumstances should the assortments be even mentioned to them as they are already enjoying the limit that we can give them in the way of discounts.

This proposition should enable you to establish virtually a Guide Line of Coal-Tar Products with our own dealers as well as with the many other dealers on your territories who should be logical buyers.

Coal Tar
Products

0007-SWP-000011841

SHERWIN-WILLIAMS
COAL-TAR PRODUCTS

PRICE LIST
EFFECTIVE SEPTEMBER 2, 1925



THE SHERWIN-WILLIAMS CO.

**ADMINISTRATION OFFICES AND FACTORY, CLEVELAND, OHIO
SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES**

TS-CT (E) K25 1031

0007-SWP-000011842

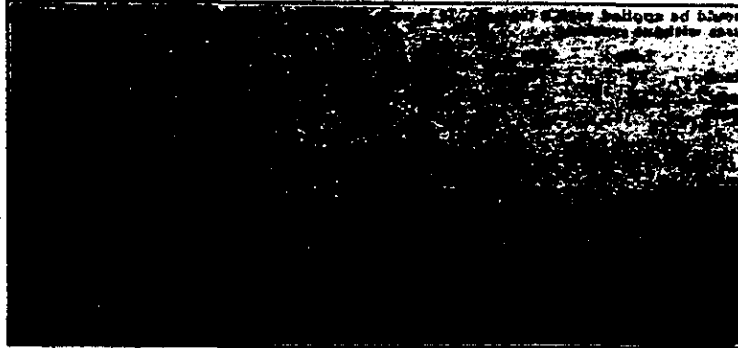
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COAL-TAR PRODUCTS

Roof Paints and Roof Cements.
Wood Preservatives.
Stock Dips and Disinfectants.

17210. RICHARD C. BROWN

1. The first part of the report is a general statement of the purpose of the study and the objectives of the investigation. It also includes a brief review of the literature on the subject.



Sherwin-Williams Coal-Tar Products are manufactured in a thoroughly up-to-date plant at Chicago—a partial view of which is shown here

SHERWIN-WILLIAMS PRODUCTS

ROOF PAINTS AND ROOF CEMENTS

A—

EBONOL

Ebonol is an excellent black paint for general exterior upkeep work. It is acid free, durable and highly recommended as a roof painting prepared or so-called "rubber" roofing, metal skylights, flashings and downspouts. It has a splendid body and will not run or dry out under the heat rays of the sun. Becomes set in 24 hours.

In thinning Ebonol use only Ebonol Reducer.

1s	5s	drums
75	60	45

Net Prices

Gallons, 6 in case

A—

EBONOL REDUCER

A reducer made to reduce Ebonol down to a thinner consistency, and make it so that it will set more quickly.

1s	5s	drums
70	55	40

Net Prices

Gallons, 12 in case

A—

QUICK DRYING EBONOL

Similar paint to Ebonol except it is not quite so heavy bodied and dries quicker. A reducer is put in it which permits this product to set in about eight hours.

1s	5s	drums
80	65	50

Net Prices

Gallons, 12 in case

A—

ELASTIC ROOF CEMENT

S-W Elastic Roof Cement is offered in three colors, black, red and green. It is an effective combination of pitches, oils and long asbestos fibre recommended for patching large holes, joining and relining gutters, eave-troughs, down-spouts, drain pipes, valleys, skylights, chimney flashings and cornices. S-W Elastic Roof Cement should be applied with a trowel. It is very durable and will stand extreme temperatures without cracking.

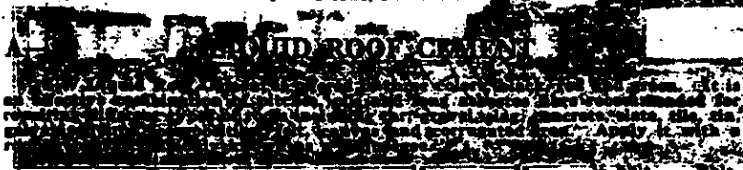
	1-lb.	5-lb.	25-lb.	50-lb.	100-lb.	½ bbl.	5bbl.
Black.....	12	10	87½	95	95½	95½	95
Red.....	18	15	12	11	10	10	99
Green.....							

Net Prices

One-pound cans, 24 in case.

Five-pound cans, 6 in case.

25-pound cans, 2 in case.



	1s	5s	½ bbl.	5bbl.
Black.....	85	70	65	60
Red.....	1 25	1 10	1 05	1 00
Green.....				

and Net Prices in 10 cases

Gallons, 6 in case.

SHERWIN-WILLIAMS PRODUCTS

WOOD PRESERVATIVES

as known and described
and registered under the
Trade Mark of the
SHERWIN-WILLIAMS COMPANY

CARBOLIC-OL

Carbolic-OL is a superior grade of anthracene oil derived in the distillation of coal-tar. It is recommended for spraying or painting the interior of poultry houses to kill Mites, Fowl Ticks or "Blue Bugs" and Stick-Tight Fleas; also for preserving fence posts, flooring, sills, silo staves and other wood products against decay.

	1s	5s	Drums
Net Prices	90	75	65

Net Prices

Gallons, 12 in case.

A— CARBOLIC-OL SHINGLE STAIN

Carbolic-OL Shingle Stain is a wood preservative oil of great penetrative qualities and will insure maximum water and weather resisting properties which are needed for wood and shingles. It comes in two shades, light and dark brown. This product will add prolonged life to shingles.

	1s	5s	Drums
Light	90	75	65
Dark			

Net Prices

Gallons, 12 in case.

STOCK DIPS

A— PHENO-DIP

(Standardised)

Pheno-Dip is a standardised coal-tar stock dip and disinfectant having a carbolic acid coefficient ranging from 5 to 6 by the Hygienic Laboratory Method. It is recommended for use as a dip for cattle, sheep, horses, swine, goats and poultry and as a disinfectant for general use about the farm.

	Qts.	1s	5s	Drums
Standardised	40	1 15	1 00	85

Net Prices

Quarts, 24 in case.

Gallons, 12 in case.

KILTIK D

Kiltik D is a highly concentrated arsenical dip made especially to destroy the cattle tick. It has been approved by the Bureau of Animal Industry of the United States Department of Agriculture as being effective for official dipping. It is used primarily in the Southern states where the cattle tick has been a serious problem. Kiltik D is uniform in quality and is recognized as one of the most effective products of its kind on the market.

Prices on Application

Gallons, 12 in case.

A— FLY SPRAY

Fly Spray is a liquid preparation which should be used without being diluted as a spray on cattle and horses, to repel flies and gnats and other insects which attack these animals during the warm summer months. Every dairy farmer or general farmer should use Fly Spray during the summer months. Will not taint milk. When applied to horses and cattle, it will remain effective for several hours.

	Qts.	1s	5s	Drums
Net Prices	35	90	75	65

Quarts, 24 in case.

Gallons, 12 in case.

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SHERWIN-WILLIAMS PRODUCTS

A— HARMLESS SHEEP MARKING LIQUID

This is a paint made in three colors, which will absolutely adhere to the wool in spite of all weather conditions. It is a big favorite with particular sheep raisers, because it holds its color on the wool, yet will wash out in the scouring process. It is unquestionably the finest sheep marking liquid produced.

	1s	5s	Bbls.
Black.....	1 40	1 35	1 30
Red.....	1 45	1 40	1 35
Green.....	1 50	1 45	1 40

Net Prices

Gallons, 6 in case.

A— SHEEP BRANDING PAINT

Sheep Branding Paint differs from Harmless Sheep Marking Liquid in that it is a permanent dye which will not leave the wool even in the scouring process. It is made in only one color—black, and will satisfy sheep raisers who want an absolutely permanent mark.

	1s	5s	Bbls.
	1 35	1 30	1 25

Net Prices

Gallons, 6 in case.

DISINFECTANTS

A—

OYLAPINE

Odor of the Southern Pine

Oylapine is an especially prepared efficient disinfectant and deodorant with a very pleasant odor. It is composed of emulsified pine-tar oil and is for use in the home, in theatres or other public meeting places where a disinfectant with a pleasant odor is desired.

Qts.	1s	5s	Drums
45	1 40	1 25	1 15

Net Prices

Quarts, 24 in case.

Gallons, 12 in case.

A—

PHENOLENE

Phenylene is a standardized coal-tar dip having a carbolic acid coefficient ranging from 5 to 8 by the Hygienic Laboratory Method. It is recommended for disinfecting floors, drains and lavatories in homes, schools, churches, offices, factories, railroad coaches and depots. Phenylene makes a perfect milky emulsion when diluted with water.

Qts.	1s	5s	Drums
40	1 45	1 30	85

Net Prices

Quarts, 24 in case.

Gallons, 12 in case.

A—

S-W DISINFECTANT

A coal-tar disinfectant two to three times more powerful than carbolic acid. For general disinfectant purposes, spraying or dipping.

Drums only.

50c per gallon net.

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0007-SWP-000011846

SHERWIN-WILLIAMS PRODUCTS

DISINFECTANTS—Continued**A—S-W LIQUOR CRESOLIS COMPOSITUS U. S. P.**

S-W Liquor Cresolis Compositus, U. S. P., is a disinfectant made according to the specifications outlined in the United States Pharmacopoeia, an official book of formulae and methods for the manufacture of drugs. It is used principally in hospitals to make antiseptic solutions for washing wounds and sterilizing instruments.

Qts.	1s	5s	Drums
85	1 80	1 65	1 65

Net Prices

Quarts, 24 in case.

Gallons, 12 in case.

A— S-W 50% CRESOL

S-W 50% Cresol Solution is an official substitute for Liquor Cresolis Compositus, U. S. P., and is recognized by the Bureau of Animal Industry of the United States Department of Agriculture as an effective disinfectant for use in stock pens, cattle cars, stock yards and other places where live stock may run or are shipped interstate.

1s	5s	Drums
1 70	1 65	1 45

Net Prices

Gallons, 12 in case.

A— S-W PINE-OIL CLOSET CHEMICAL

S-W Pine-Oil Closet Chemical is similar in efficiency to S-W Closet Chemical excepting that it is pine oil disinfectant instead of a coal-tar disinfectant. S-W Pine Oil Closet Chemical has a pleasant odor and is an efficient germicide. It forms a permanent milky emulsion when mixed with water.

1s	5s	Drums
1 40	1 25	1 15

Net Prices

Gallons, 12 in case.

A— S-W CLOSET CHEMICAL

S-W Closet Chemical is an effective coal-tar disinfectant designed for use in sanitary indoor closets. It forms a perfect milky emulsion when mixed with water and possesses strong deodorizing and disinfectant properties.

1s	5s	Drums
85	70	60

Net Prices

Gallons, 12 in case.

Effective Nov. 5, 1927

SHERWIN-WILLIAMS PRODUCTS

ROOF PAINTS AND ROOF CEMENTS

A—

EBONOL

EBONOL is an excellent black paint for general exterior upkeep work. It is sold free, durable and highly recommended as a roof paint on prepared or so-called "rubber" roofing, metal skylights, flashings and downspouts. It has a splendid body and will not run or dry out under the heat rays of the sun. Becomes set in 24 hours.

In thinning Ebonol use only Ebonol Reducer.

1c	5c	drums
75	60	45

Net Prices

Gallons, 4 in case.

A—

EBONOL REDUCER

A reducer made to reduce Ebonol down to a thinner consistency, and make it so that it will set more quickly.

1c	5c	drums
70	55	40

Net Prices

Gallons, 4 in case.

A—

QUICK DRYING EBONOL

Similar paint to Ebonol except it is not quite so heavy bodied and dries quicker. A reducer is put in it which permits this product to set in about eight hours.

1c	5c	drums
80	65	50

Net Prices

Gallons, 4 in case.

A—

ELASTIC ROOF CEMENT

S-W Elastic Roof Cement is offered in three colors, black, red and green. It is an effective combination of pitches, oils and long asbestos fibre recommended for patching large holes, joining and raling gutters, eave-troughs, down-spouts, drain pipes, valleys, skylights, chimney flashings and cornices. S-W Elastic Roof Cement should be applied with a trowel. It is very durable and will stand extreme temperatures without cracking.

	1-lb.	5-lb.	25-lb.	50-lb.	100-lb.	½ bbl.	bbl.
Black.....	12	10	07½	06	05½	05½	05
Red.....	18	16	12	11	10	10	09
Green.....							

Net Prices

One-pound cans, 24 in case. 25-pound cans, 8 in case. Five-pound cans, 6 in case.

A—

LIQUID ROOF CEMENT

S-W Liquid Roof Cement is offered in three colors, black, red and green. It is an effective combination of pitches, oils and long asbestos fibre, recommended for repairing different types of roofs, including tar, gravel, slag, concrete, slate, tile, tin, galvanized iron, composition, felt, canvas and corrugated iron. Apply it with a roofing brush commonly known as a "squeegee."

	1c	5c	½ bbl.	bbl.
Black.....	85	70	65	60
Red.....	1 25	1 10	1 05	1 00
Green.....				

Net Prices

Gallons, 4 in case.

TS 67 (E) P27

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0007-SWP-000011848

SHERWIN-WILLIAMS PRODUCTS

STEELWOOD PRESERVATIVES

A— CARBOLIC-OL

Carbolic-OL is a superior grade of anthracene oil derived in the distillation of coal-tar. It is recommended for spraying or painting the interior of poultry houses to kill Mites, Fowl Ticks, etc., Blue-Bugs, and Stick-Tight Flies; also for preserving fence posts, flooring, sills, etc. staves and other wood products against decay.

1c	5c	Drums
80	75	65

Net Prices
Gallons, 4 in case.

A— CARBOLIC-OL SHINGLE STAIN

Carbolic-OL Shingle Stain is a wood preservative oil of great penetrative qualities and will insure maximum water and weather resisting properties which are needed for wood and shingles. It comes in two shades, light and dark colors. This product will add prolonged life to shingles.

Light	1c	5c	Drums
Dark	80	75	65

Net Prices
Gallons, 4 in case.

STOCK DIPS

A— PHENO-DIP

(Standardized)

Pheno-Dip is a standardized coal-tar stock dip and disinfectant having a carbolic acid coefficient ranging from 5 to 6 by the Hygienic Laboratory Method. It is recommended for use as a dip for cattle, sheep, horses, swine, goats and poultry and as a disinfectant for general use about the farm.

Qts.	1c	5c	Drums
40	1 15	1 00	85

Quarts, 12 in case.

Gallons, 4 in case.

A— S-W STOCK DIP

S-W Stock Dip is a standardized coal-tar stock dip having a carbolic acid coefficient ranging from 2-3 by the Hygienic Laboratory Method. It is recommended for use as a dip for cattle, sheep, horses, swine, goats and poultry, and as a disinfectant for general use about the farm.

1c	5c	15-gal. drums	30-gal. drums	50-gal. drums
80	75	65	55	50

Net Prices
Gallons, 4 in case

KILTIK D

Kiltik D is a highly concentrated arsenical dip made especially to destroy the cattle tick. It has been approved by the Bureau of Animal Industry of the United States Department of Agriculture as being effective for official dipping. It is used primarily in the Southern states where the cattle tick has been a serious problem. Kiltik D is uniform in quality and is recognized as one of the most effective products of its kind on the market.

PRICES FOR 100 LBS. (100 LBS. DRUMS)

Prices on Application

Gallons, 4 in case.

A— FLY SPRAY

Fly Spray is a liquid preparation which should be used without being diluted as a spray on cattle and horses, to repel flies and gnats and other insects which attack these animals during the summer months. Will not taint milk. When applied to horses and cattle, it will remain effective for several hours.

Qts.	1c	5c	Drums
30	75	70	65

Net Prices

Quarts, 12 in case.

Gallons, 4 in case.

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Effective Nov. 5, 1927

SHERWIN-WILLIAMS PRODUCTS

A— HARMLESS SHEEP MARKING LIQUID

This is a paint made in three colors, which will absolutely adhere to the wool in spite of all weather conditions. It is a big favorite with particular sheep raisers, because it holds its color on the wool, without wash out in the scouring process. It is indisputably the finest sheep marking liquid produced.

	1s	5s	bbis.
Black.....	1 40	1 35	1 30
Red.....	1 45	1 40	1 35
Green.....	1 50	1 45	1 40

Net Prices

Gallons, 4 in case.

A— SHEEP BRANDING PAINT

Sheep Branding Paint differs from Harmless Sheep Marking Liquid in that it is a permanent dye which will not leave the wool even in the scouring process. It is made in only one color—black, and will satisfy sheep raisers who want an absolutely permanent mark.

	1s	5s	bbis.
	1 35	1 30	1 25

Net Prices

Gallons, 4 in case.

DISINFECTANTS

A— OYLAPINE

Odor of the Southern Pine

Oylapine is an especially prepared efficient disinfectant and deodorant with a very pleasant odor. It is composed of emulsified pine-tar oil and is for use in the home, in theatres or other public meeting places where a disinfectant with a pleasant odor is desired.

Qts.	1s	5s	Drums
45	1 40	1 25	1 15

Net Prices

Quarts, 12 in case.

Gallons, 4 in case.

A— PHENOLENE

Phenolene is a standardized coal-tar dip having a carbolic acid coefficient ranging from 5 to 6 by the Hygienic Laboratory Method. It is recommended for disinfecting floors, drains and lavatories in homes, schools, churches, offices, factories, railroad coaches and depots. Phenolene makes a perfect milky emulsion when diluted with water.

Qts.	1s	5s	Drums
40	1 15	1 00	85

Net Prices

Quarts, 12 in case.

Gallons, 4 in case.

A— S-W DISINFECTANT

A coal-tar disinfectant two to three times more powerful than carbolic acid. For general disinfectant purposes, spraying or dipping.

Drums only.

50c per gallon net.

TS 67 (E) P27

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0007-SWP-000011850

SHERWIN-WILLIAMS PRODUCTS

DISINFECTANTS—Continued

A—S-W LIQUOR CRESOLIS COMPOSITUS U. S. P.

S-W Liquor Cresolis Compositus, U. S. P., is a disinfectant made according to the specifications outlined in the United States Pharmacopoeia, an official book of formulas and methods for the manufacture of drugs. It is used principally in hospitals to make antiseptic solutions for washing wounds and sterilizing instruments.

Qts.	1s	5s	Drums
70	2 25	2 10	2 00

Net Prices

Quarts, 12 in case.

Gallons, 4 in case.

A—CRESOLEX

A commercial substitute for Liquor Cresolis Compositus U. S. P.

Qts.	1s	5s	Drums
65	1 80	1 65	1 65

Net Prices

Quarts, 12 in case.

Gallons, 4 in case.

A—S-W 50% CRESOL

S-W 50% Cresol Solution is an official substitute for Liquor Cresolis Compositus, U. S. P., and is recognized by the Bureau of Animal Industry of the United States, Department of Agriculture, as an effective disinfectant for use in stock pens, cattle cars, stockyards and other places where live stock may run or are shipped interstate.

1s	5s	Drums
1 70	1 85	1 45

Net Prices

Gallons, 4 in case.

A—S-W PINE-OIL CLOSET CHEMICAL

S-W Pine-Oil Closet Chemical is similar in efficiency to S-W Closet Chemical excepting that it is pine oil disinfectant instead of a coal-tar disinfectant. S-W Pine Oil Closet Chemical has a pleasant odor and is an efficient germicide. It forms a permanent milky emulsion when mixed with water.

1s	5s	Drums
1 70	1 85	1 45

Net Prices

Gallons, 4 in case.

A—S-W CLOSET CHEMICAL

S-W Closet Chemical is an effective coal-tar disinfectant designed for use in sanitary indoor closets. It forms a perfect milky emulsion when mixed with water and possesses strong deodorizing and disinfectant properties.

1s	5s	Drums
85	70	60

Net Prices

Gallons, 4 in case.

COLORS FOR FLAT-TONE SYSTEM EFFECTS

Flat-Tone Glass Colors are especially prepared for use on walls, ceilings and relief work to produce rich, transparent glass effects over a suitable groundwork of opaque color. By using these colors in connection with Flat-Tone Glazing Liquid over a suitable groundwork, such as S-W Flat-Tone or ODP White Lead, the experienced decorator or painter can obtain an infinite variety of shades, with tones of great depth and beauty of color, and of a character impossible with any other finish. Owing to the variety of effects obtained, it is always possible to finish walls and ceilings in perfect harmony with the rest of the color-scheme, not only in an endless variety of colors, but also in effects, ranging from the simple transparent glass to a two or three-color mottled and blended effect. Flat-Tone Glass Colors are ground in oil to impalpable fineness, and by the addition of Flat-Tone Glazing Liquid can be reduced to the most delicate tones, yet always retaining their brilliancy, no matter what the reduction. They are extremely transparent, lack any tendency to clouding and blend admirably with suitable groundwork, giving a depth of color usually found only in rich fabrics. They are adapted for use in the most elaborate stencil decorations on walls and ceilings—both for application of the stencil itself and for "tinting in" the design.

SYSTEM	GROUND COLOR	GLAZE COLOR
No. 1	Flat-Tone Ivory	Orange Lake
No. 3	Flat-Tone Ivory	Japanese Brown
No. 11	Flat-Tone Lichen Gray	Moss Green
No. 12	Flat-Tone Ivory	Golden Brown and Olive Lake
No. 13	Flat-Tone Lichen Gray	Sepia Brown
No. 16	Flat-Tone Lichen Gray	Deep Olive
No. 18	Flat-Tone Cream	Deep Cerulean
No. 25	Flat-Tone White	Sage Gray
No. 27	Flat-Tone Ivory	Cobalt Blue
No. 29	Flat-Tone Caen Stone	Cobalt Blue and Japanese Brown
No. 31	Flat-Tone Cream	Orange Lake and Cobalt Blue
No. 33	Flat-Tone Ivory	Raw Sienna and Cobalt Blue
No. 35	Flat-Tone Caen Stone	Rose Lake
No. 36	Flat-Tone Caen Stone	Ivory Drop Black and Burnt Sienna
No. 37	Flat-Tone Ivory-Tan	Japanese Brown and Cobalt Blue
No. 38	Flat-Tone Caen Stone	Sage Gray
No. 39	Flat-Tone Buff	Persian Brown
No. 41	Flat-Tone Buff	Rose Lake
No. 42	Flat-Tone Pearl Gray	Ivory Drop Black
No. 47	Flat-Tone Ivory Tan	Cobalt Blue
No. 48	Flat-Tone Caen Stone	Ivory Drop Black and Raw Sienna
No. 49	Flat-Tone Silver Gray and Cream equal parts	Ivory Drop Black

Flat-Tone Glass and Stencil Colors are furnished in large tubes only; for prices, see page 25.

FLAT-TONE MULTI-COLOR STIPPLE EFFECTS

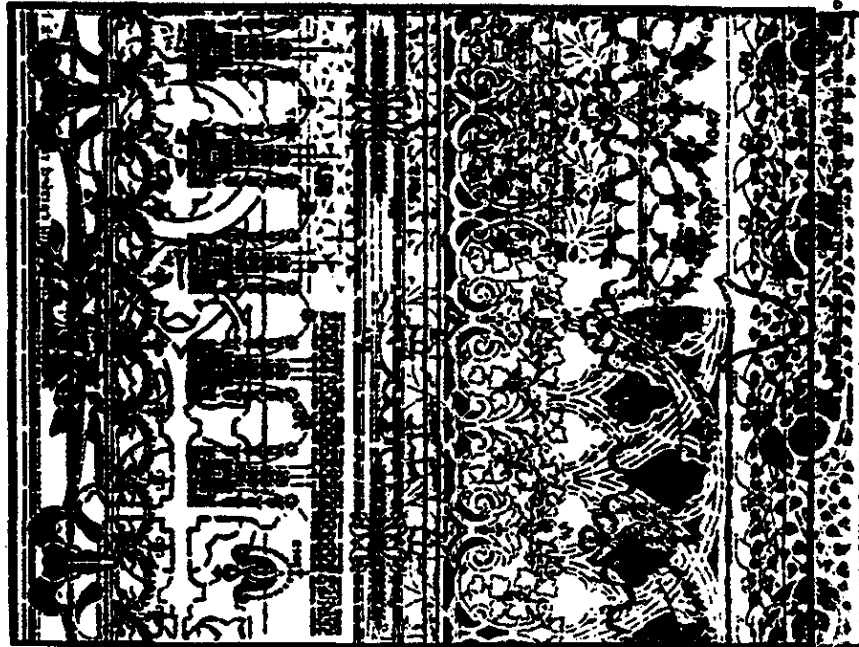
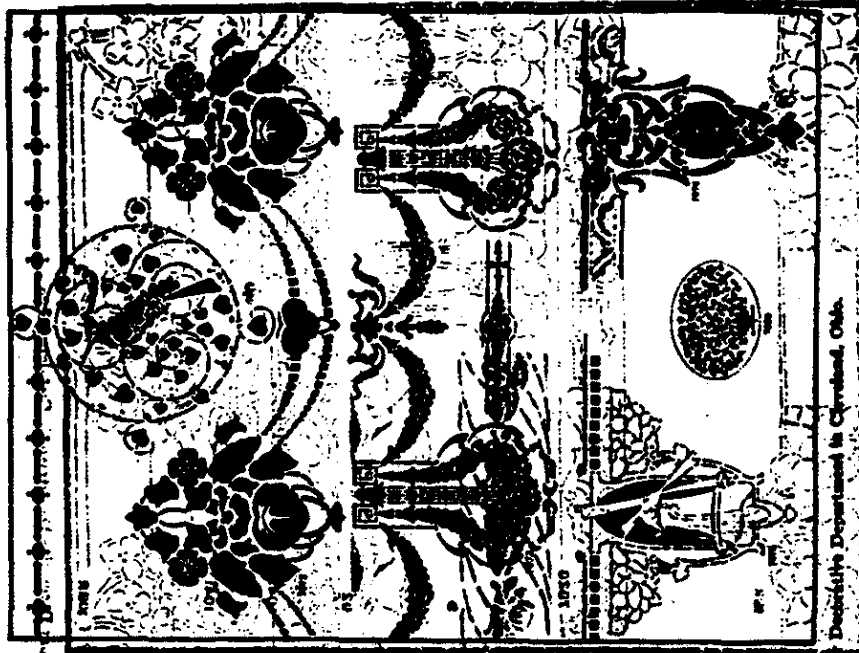
There is a well defined demand for a decorated wall which shall have an interesting and pleasing texture to relieve the severity of the wall painted in a simple plain color. While there are at present beautiful mottled effects which can be produced with S-W Glazing Materials, the demand has been for a stippled wall effect, which should require no special tinting colors, and which should be simple to produce.

The Flat-Tone Multi-Color process requires no special colors, only the regular colors of Flat-Tone shown in our color card, CC 10. A sponge is used to apply the stipple colors over the foundation color effect. This is done by rubbing the sponge into a small quantity of Flat-Tone which has been poured out on a board, being careful that the sponge does not take up too much paint so as to blur when applied to the wall. The sponge acts just like a rubber stamp, and makes a print of its own texture upon the wall. The more interesting the texture of the sponge, the more interesting will be the print upon the wall. Choose a sponge, therefore, with this in mind, selecting one of good size. Slice the bottom off with a large knife before wetting, and wash the sponge out in clean warm water. It is then ready to use.

For full directions, see Form S-1672.

EFFECT NO.	FOUNDATION COLOR	STIPPLE COLOR
4	Flat-Tone Pale Azure	Flat-Tone Pale Azure and White, equal parts.
7	Flat-Tone Shell Pink and White	Flat-Tone Shell Pink, 1 part and White, 2 parts.
9	Flat-Tone Bright Sage	Flat-Tone 1st mixture, Shell Pink 2 parts and Pale Azure 1 part. 2nd mixture, Buff and Shell Pink, equal parts. 3rd mixture, Ivory and Silver Gray, equal parts.
10	Flat-Tone Silver Gray	Flat-Tone 1st mixture, Shell Pink, 2nd mixture, Ivory.
14	Flat-Tone Silver Gray	Flat-Tone 1st mixture, Shell Pink, 2nd mixture, Ivory Tan.
17	Flat-Tone Caen Stone	Flat-Tone Pale Azure and White, equal parts.
22	Flat-Tone Buff Stone	Flat-Tone Bright Sage and Buff, equal parts.
23	Flat-Tone Bright Sage	Flat-Tone Bright Sage and Buff, equal parts.
24	Flat-Tone Silver Gray	Flat-Tone 1st mixture, Bright Sage and Ivory Tan. 2nd mixture, Buff and Shell Pink.
25	Flat-Tone Silver Gray	Flat-Tone Silver Gray and Ivory.
26	Flat-Tone Silver Gray and Caen Stone	Flat-Tone Silver Gray and Cream.
27	Flat-Tone Silver Gray and Pale Azure	Flat-Tone Silver Gray and Cream.
28	Flat-Tone Ivory	Flat-Tone Silver Gray, 1 part and Ivory, 2 parts.
29	Flat-Tone Silver Gray and Shell Pink	Flat-Tone Silver Gray 2 parts, and Ivory, 1 part.
30	Flat-Tone Cream	Flat-Tone Ivory.
31	Flat-Tone Shell Pink and Cream	Flat-Tone Silver Gray, 1 part and Ivory, 2 parts.
32	Flat-Tone Cream	Flat-Tone 1st mixture, Ivory. 2nd mixture, Silver Gray 1 part and Cream, 2 parts.
33	Flat-Tone Lichen Gray	Flat-Tone Ivory.
34	Flat-Tone Pearl Gray, tinted with Pale Azure, 1 pint to a gallon	Flat-Tone Caen Stone.
35	Flat-Tone Pale Azure	Flat-Tone Silver Gray and Cream.
39	Flat-Tone Buff Stone and Pale Azure equal parts	Flat-Tone 1st mixture, Buff and Bright Sage, equal parts. 2nd mixture, Silver Gray and Cream, equal parts.
40	Flat-Tone Ivory Tan	Flat-Tone Silver Gray, 2 parts and Cream 1 part.
43	Flat-Tone Coconut Brown	Flat-Tone Coconut Brown and Tan, equal parts.
44	Flat-Tone Tan	Flat-Tone Tan and Buff, equal parts.
45	Flat-Tone Buff Stone	Flat-Tone Buff Stone, one part Ivory-Tan, two parts.

SHERMAN WILLIAMS PRODUCTS



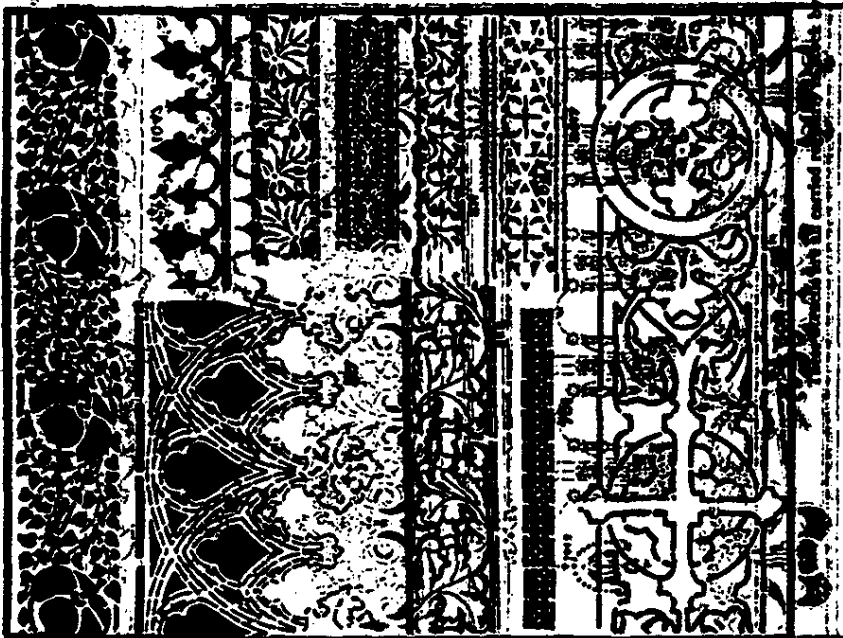
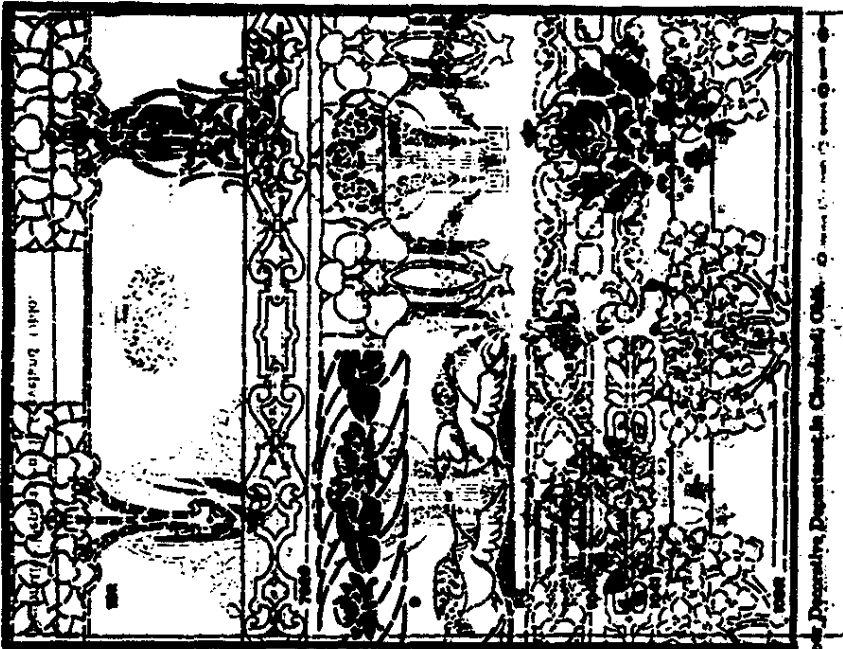
Write The Department of Decoration for new catalogue of Furniture, Stencils
and Decalcomania Patterns.

T866 (K) A25

- 61 -

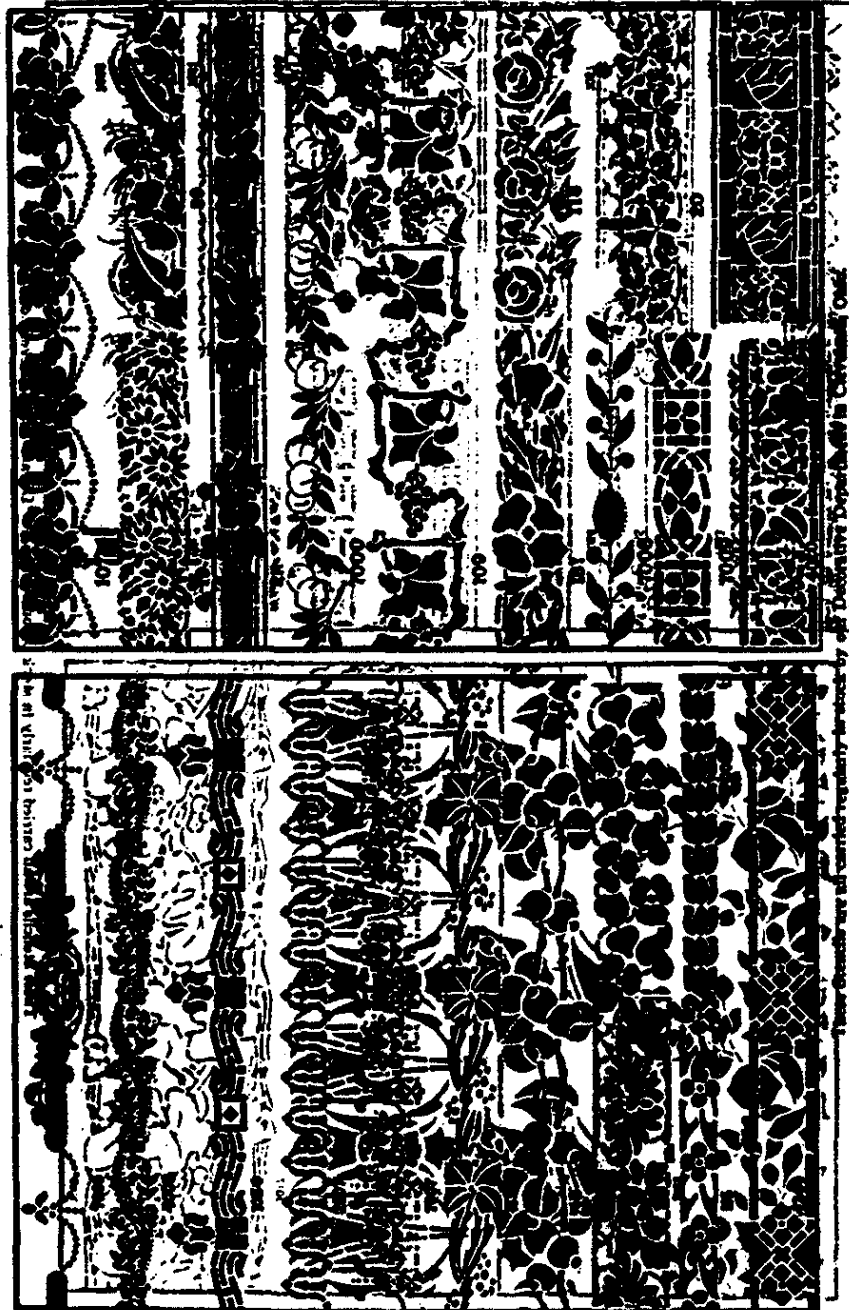
0007-SWP-000011854

SHERWIN-WILLIAMS PRODUCTS



The Department of Decoration for new catalogue of Furniture, Screens and Decalcomania Patterns.

SHERWIN-WILLIAMS PRODUCTS



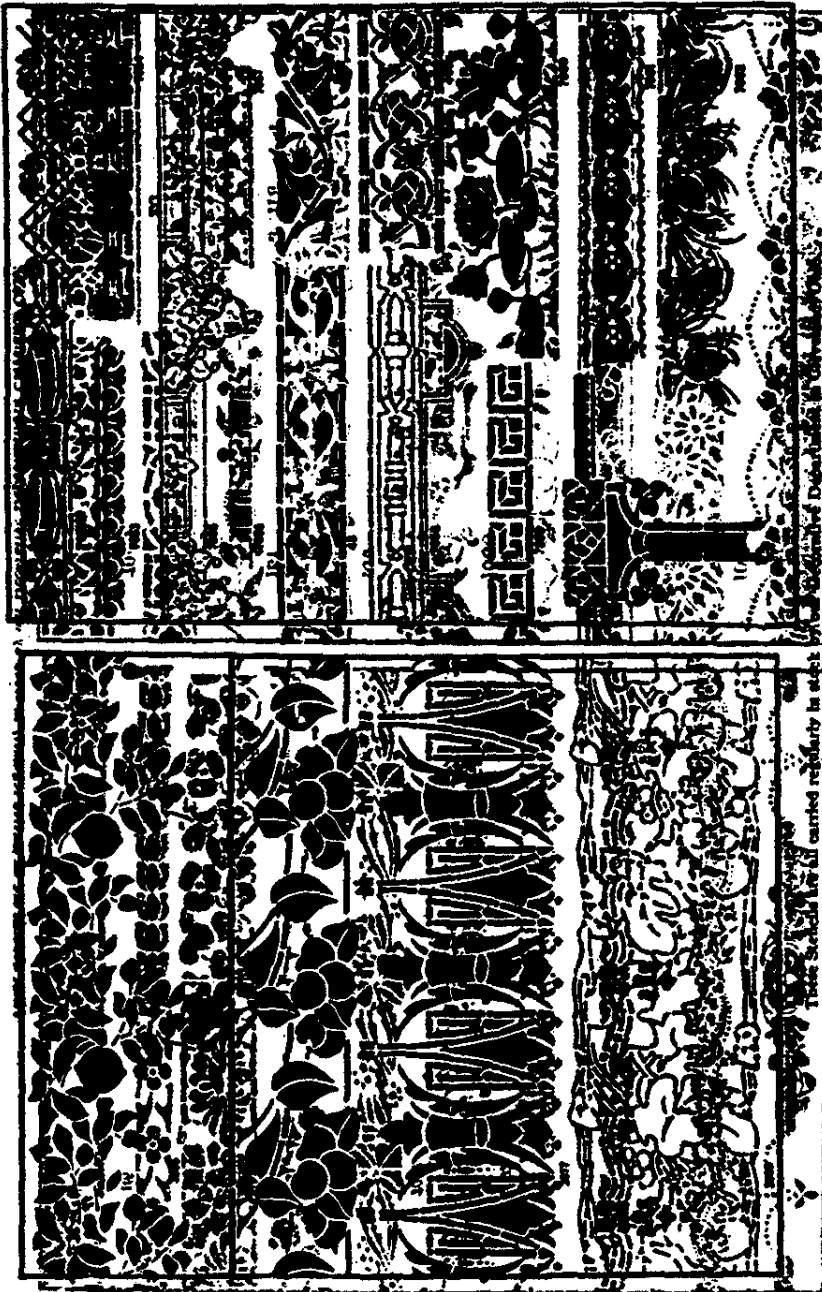
Write The Department of Decoration for new catalogue of Furniture, Damask and Decalcomania Patterns.

TS 66 (E) A35

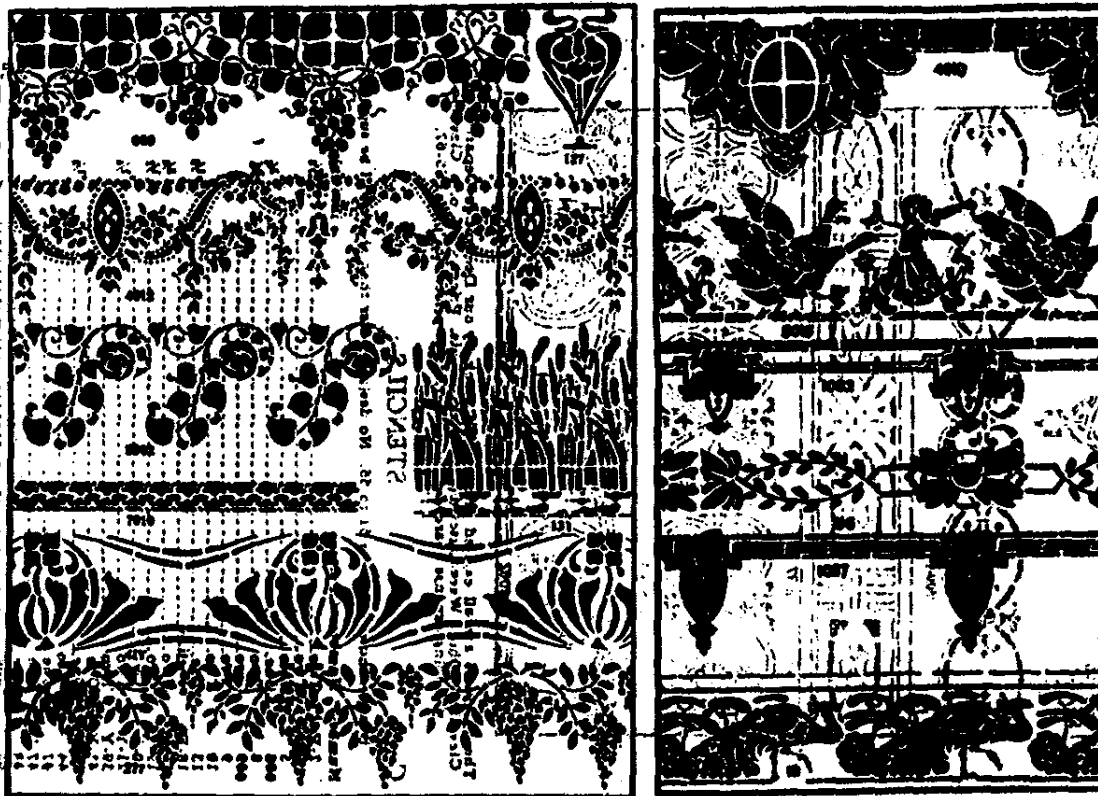
— 65 —

0007-SWP-000011856

SHERRIN WILLIAMS PRODUCTS



Write The Department of Decorative Arts, Bureau of Landmarks, Washington, D.C. for more information on these and other decorative patterns.



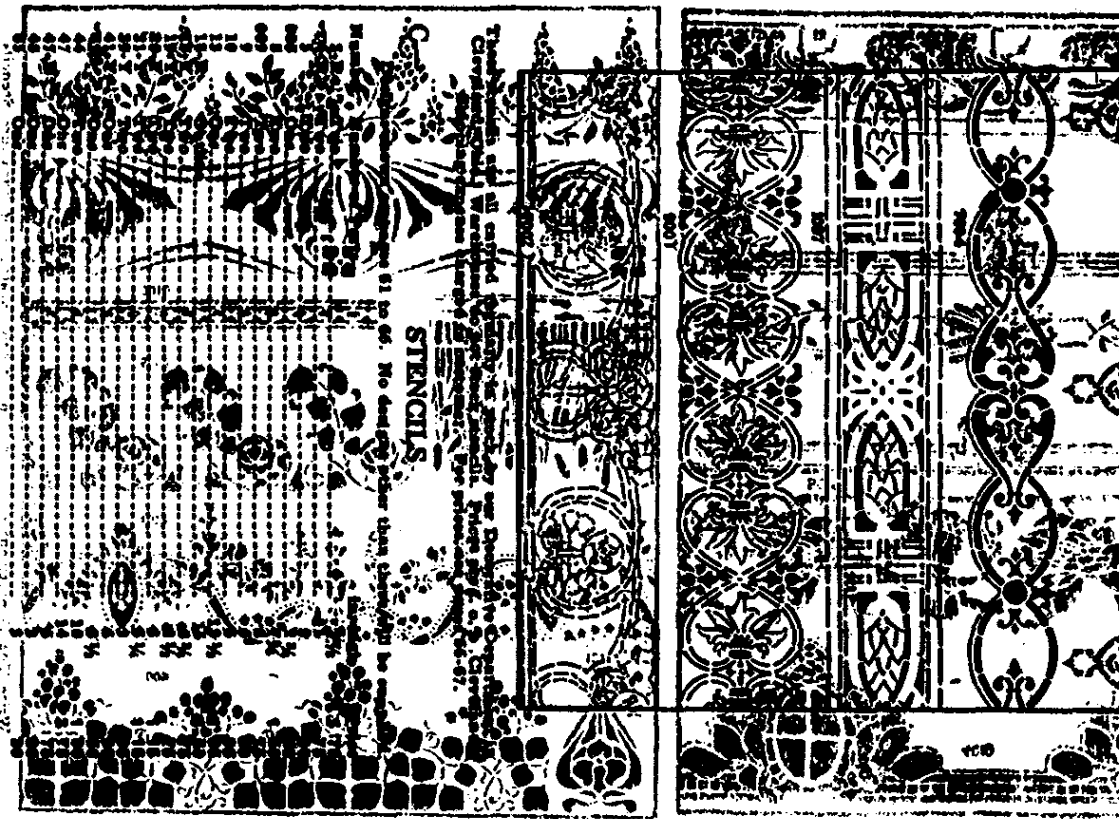
Write The Department of Decorations for new catalogue of Furniture Stencils
and Decorations Patterns.
78 06 (E) A13

— 65 —

These Stencils are all carried regularly in stock by our Decorative Department in Cleveland, Ohio.

0007-SWP-000011858

These are the designs of the various stencils used in the printing of the book.



— 66 —

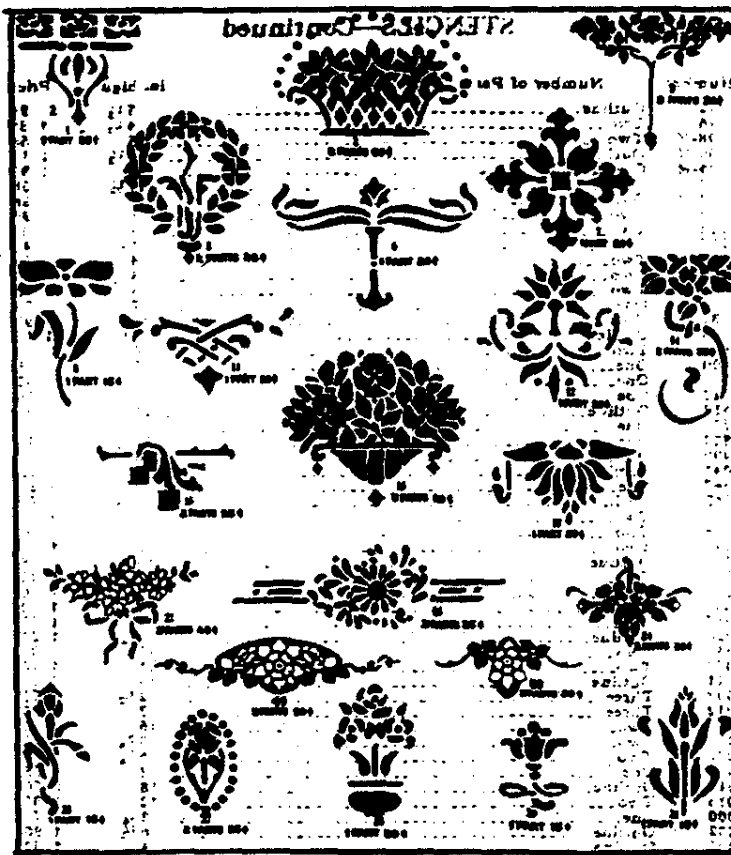
SHERWIN-WILLIAMS PRODUCTS

STENCILS-Continued

Number	Number of Parts	In. Mo.	Price
91	Outline	1 1/2	1.00
92	Two	1 1/2	1.00
93-Y	Two	1 1/2	1.00
100-R	Outline	1 1/2	1.00
104-R	Outline	1 1/2	1.00
107-R	Two	1 1/2	1.00
108-R	Outline	1 1/2	1.00
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298	Two	1 1/2	1.00
299	Two	1 1/2	1.00
300	Two	1 1/2	1.00

Trade Discount 25%

SHERWIN-WILLIAMS PRODUCTS



SUGGESTED COLOR COMBINATIONS FOR STENCILS

Stencil No. 1 on Enameloid Ivory—	Flowers, Enameloid Orange.	80
	Leaves, Enameloid Willow Green.	010
Stencil No. 1 on Enameloid Lattice—	Flowers, Enameloid Chinese Red.	110
	Leaves, Enameloid Jade.	050
Stencil No. 3 on Enameloid French Gray—	Leaves, Enameloid Yellow.	020
	Stems, Enameloid Black on O.	120
	Flowers, Enameloid Rose.	120
Stencil No. 5 on Enameloid Peach Blow—	Leaves, Enameloid Ivory and Willow.	010
	Green, equal parts.	010
	Stems, Enameloid Tan.	020
	Flowers, Enameloid Orange.	120
Stencil No. 7 on Enameloid Ivory—	Basket, Enameloid Tan.	020
	Leaves, Enameloid Willow Green.	020
	Flowers, Enameloid Orange.	120
Stencil No. 9 on Enameloid Pampas Gray—	Basket, Enameloid Black.	120
	Leaves, Enameloid Grass Green.	120
	Flowers, Enameloid Orange or Chinese Red.	120
Stencil No. 5 on Enameloid Sky Blue—	Leaves, Enameloid Jade.	050
	Stems, Enameloid Medium Brown.	050
	Flowers, Enameloid Blue.	050
Stencil No. 7 on Enameloid Chinese Red.	Gold Bronze or Enameloid Black.	050
Stencil No. 16 on Enameloid Orchid—	Basket, Enameloid Black.	120
	Leaves, Enameloid Medium Gray and Willow Green, equal parts.	120
	Flowers, Enameloid Deep Orchid.	120

For additional combinations
write for S1998

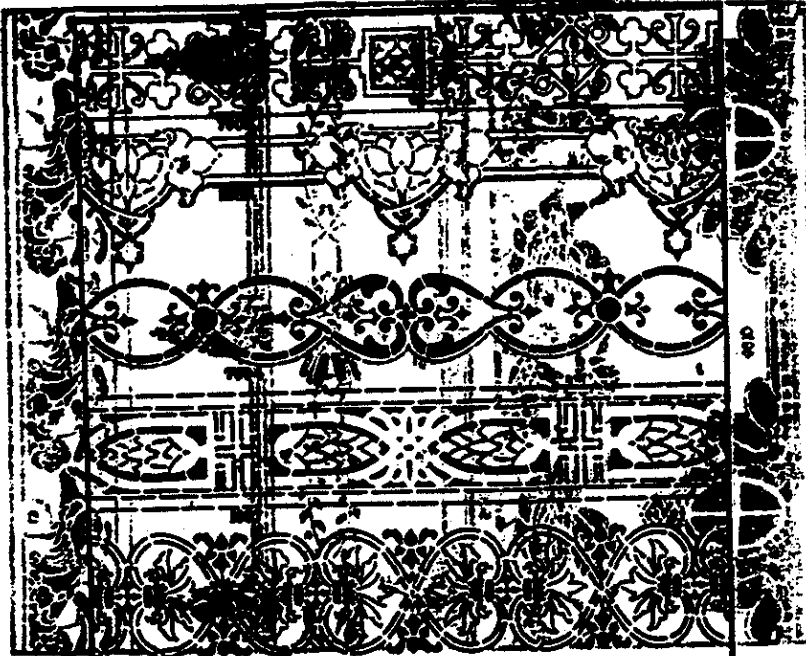


These Stencils are all carried regularly in stock by our Decorative Studio in Cleveland, Ohio

Write our Decorative Studio for new catalog of Furniture Stencils and Decorative Patterns
 7867 D27 701

0007-SWP-000011862

SHERIDAN WILLIAMS PRODUCTS



The borders are all carried on the back of the decorative border in color. If desired, they may be carried on the back of the decorative border in color. If desired, they may be carried on the back of the decorative border in color.

STENCILS			
No.	Price	No.	Price
1	.65	101	.65
2	.65	102	.65
3	.65	103	.65
4	.65	104	.65
5	.65	105	.65
6	.65	106	.65
7	.65	107	.65
8	.65	108	.65
9	.65	109	.65
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99	.65	199	.65
100	.65	200	.65

Write for the complete Stencil Catalog to the Sheridan Williams Products Company, 1101 .25 litqA. svitce113

Effective April 25, 1927

STERN WILKINS PRODUCTS

STENCILS - Continued

MADE IN U.S.A.

No.	No. of Parts	in. high		No. of Parts	in. high	Price
106-R	Outline	9	1 1/2	7002-Y	Two	3 1/2
109	Two	5	45	7003	One	8
113	Two	3	30	7011	Outline	18
116	One	3 1/4	20	7015	One	1 1/2
118	Two	4 1/4	55	7000	One	3 1/4
124	Two	3 1/4	20	7002	Outline	6 1/2
125-R	Two	6	30	7003	Outline	4 1/4
127	One	7	20	7004	Outline	4 1/4
127-R	Two	10	1 80	7006	Three	3
128-Y	Outline	6 1/4	55	7007	Two	3
408	Two	4 1/4	55	7008	One	3 1/4
500	One	6	70	7009	Two	3 1/4
511	One	4 1/4	35	7010	Two	1 1/2
512	One	6 1/4	45	7012	One	5 1/4
517	Outline	24 1/4	1 80	7020	Outline	4
701	One	3 1/4	25	7030	Two	6
822	Outline	11 1/4	25	7051	Two	4
900-Y	Outline	5	1 10	7052	One	3
1041-Y	Outline	3 1/4	35	7053	Two	2
1047	One	14 1/4	1 15	7054	Two	3 1/4
1048	Outline	7 1/4	1 10	7055	Outline	5 1/4
1052	Two	6 1/4	1 60	7056	One	1 1/4
1054	Two	4	30	7057	One	1 1/4
1057	Two	12 1/4	45	7058	Outline	4
1057-R	Outline	5 1/4	65	7059	One	2 1/4
1057-Y	Outline	3 1/4	35	7060	Two	4 1/4
1058	Two	12	95	7061	Three	3 1/4
1059	Outline	11 1/4	1 80	7062	Two	4 1/4
1071	One	8	85	7071	Two	1 1/4
1072	Outline	6 1/4	1 15	7072	Three	1 1/4
1073	Two	10	90	7073	Four	1 1/4
1074	Two	11	1 80	7074	Two	3 1/4
1111	Outline	15	5 75	7075	Two	1 1/4
1112	Three	3 1/4	70	7076	Two	1 1/4
1113	Three	3 1/4	2 15	7077	Outline	1 1/4
1114	Two	16	1 85	7078	Outline	2 1/4
1115	Two	8 1/4	35	7079	Outline	2 1/4

SUGGESTED COLOR COMBINATIONS FOR STENCILS

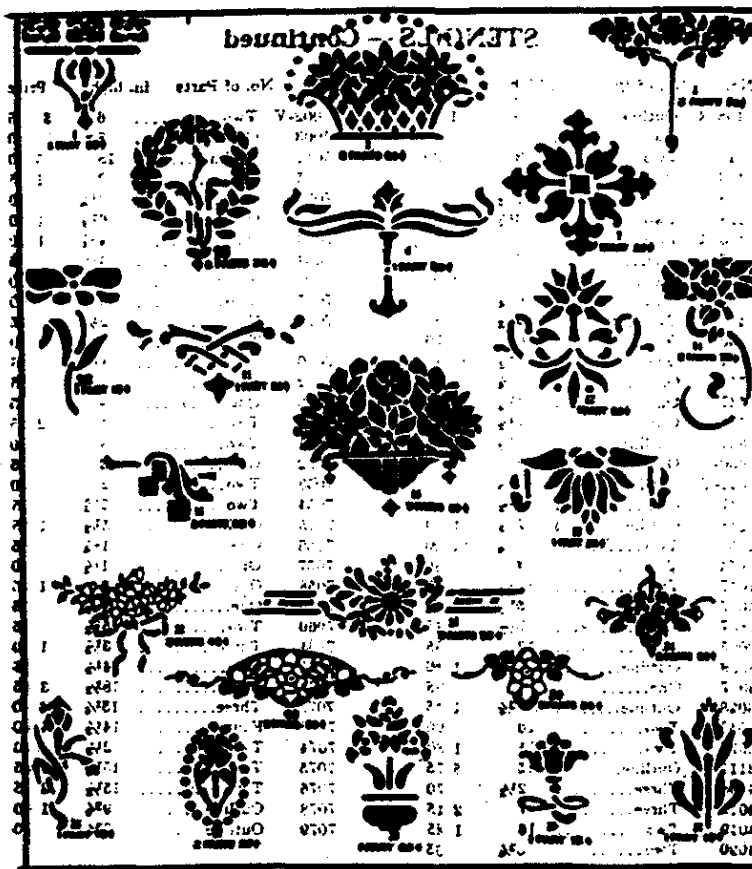
Write on each stencil the following combinations of colors and shades of colors:

Stencil No. 1 on background of light blue
Stencil No. 2 on background of light blue
Stencil No. 3 on background of light blue
Stencil No. 4 on background of light blue
Stencil No. 5 on background of light blue
Stencil No. 6 on background of light blue
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Stencil No. 100 on background of light blue

T861 D27 701

0007-SWP-000011864

SHERRILL-WILLIAMS PRODUCTS



SUGGESTED COLOR COMBINATIONS FOR STENCILS

Stencil No. 1 on Enamel Ivory—	Flowers, Enamel Orange.
	Leaves, Enamel Willow Green.
Stencil No. 1 on Enamel Lattice—	Flowers, Enamel Chinese Red.
	Leaves, Enamel Jade.
Stencil No. 5 on Enamel French Gray—	Leaves, Enamel Jade.
	Stems, Enamel Black.
	Flowers, Enamel Rose.
Stencil No. 5 on Enamel Peach Blot—	Leaves, Enamel Ivory and Willow Green, equal parts.
	Stems, Enamel Tan.
	Flowers, Enamel Orange.
Stencil No. 3 on Enamel Ivory—	Leaves, Enamel Tan.
	Leaves, Enamel Willow Green.
	Flowers, Enamel Orange.
Stencil No. 2 on Enamel Pampas Gray—	Leaves, Enamel Black.
	Leaves, Enamel Green Green.
	Flowers, Enamel Orange or Chinese Red.
Stencil No. 3 on Enamel Sky Blue—	Leaves, Enamel Jade.
	Stems, Enamel Medium Brown.
	Flowers, Enamel Blue.
Stencil No. 7 on Enamel Chinese Red.	Gold Bronze or Enamel Black.
Stencil No. 16 on Enamel Orchid—	Leaves, Enamel Black.
	Leaves, Enamel Medium Gray and Willow Green, equal parts.
	Flowers, Enamel Deep Orchid.

For additional combinations
write for S1924