

SECTION 2

PAINTER FINISHES

F. O. B. POINTS
OAKLAND, CALIF.
SAN FRANCISCO, CALIF.

2431B
MAY 7 1941



THE SHERWIN-WILLIAMS Co.

ADMINISTRATION OFFICES, CLEVELAND, OHIO
SALES OFFICES, FACTORIES AND WAREHOUSES
IN PRINCIPAL CITIES

Conf. Price Book CP 77 GRM 4-41

PAINTER FINISHES

INDEX — SECTION 2

Product	Page
Aluminum Spar Mixing Varnish.....	6
Commonwealth Mixing Sealer.....	1
Commonwealth Stucco Paint White and Cream.....	7
Enamel Undercoater White No. 115.....	2
Enamel Undercoater White No. 47.....	2
Enamels.....	4-5
Excello Floor and Trim.....	5
Excello Satin Finish No. 68.....	5
Excello Spar.....	5
Exterior Finishes.....	7-8
Full Synthetic Enamel Gloss White No. 72.....	4
Flatting Oil.....	8
Flat Wall White No. 32.....	2
Gloss White Enamel No. 68.....	4
Gloss White Enamel Stipple.....	4
Government Spar Varnish.....	6
Lead Mixing Oil.....	6
Lead-Zinc-Titanox Paste.....	8
Liquid Ozlo.....	7
Master Painters Paste White.....	8
Mixing Varnish Interior.....	6
Mixing Sealer (Spartite).....	8
One Coat Enamel Gloss White No. 39.....	4
One Coat Stucco Paint—White and Cream.....	7
One Coat Wall Flat White No. 19.....	3
One Coat Wall Flat Cream No. 20.....	3
Outside White Paste No. 60.....	8
Paste Undercoater White No. 12.....	2
Pigmented Synthetic Wall Sealer No. 78.....	1
Pigmented Wall Sealer No. 77.....	1
Spartite Mixing Sealer.....	8
Satin Finish Enamel No. 40.....	4
Sealers.....	1
Semi-Gloss White Enamel No. 22.....	5
Stipple Enamel Gloss White No. 16.....	4
Stipple Wall White No. 79.....	3
Stipple Wall White No. 61 (Heavy Body).....	3
Undercoaters.....	2
Varnishes.....	5-6
Wall Paints.....	2-3
Washable Wall White No. 21.....	3

PAINTER FINISHES

DISCOUNT SCHEDULE

For S-W Authorized Dealers Only

PAINTER FINISHES

Effective April 30, 1941

All items listed in Section 2—Painter Finishes, of the Confidential Price Book, are subject to a discount of 20 and 10 per cent off W (wholesale) prices.

Conf. Price Book CP 77

PAINTER FINISHES

SEALERS

PIGMENTED SYNTHETIC WALL SEALER No. 78

(Non-Penetrating Type)
—PX1705—

This is an exceptional product for sealing interior porous surfaces, including plaster, stucco, brick and wall board of all kinds, preparing same for subsequent coats of paint or enamel. This material is a non-penetrating type, is economical to use because it strikes in sufficiently to make a perfect bond, and at the same time requires the minimum of material, has good brushing qualities, good hiding, and dries to re-coat overnight. It may be tinted with S-W First Quality Oil Colors to any desired shade.

	W
Gallons.....	2 00
5 Gals.....	1 90

PIGMENTED SEALER No. 77

—27777—

Pigmented Wall Sealer No. 77 is, as the name implies, a pigmented sealer that is intended for use as a first coat on plastered walls, sand finish or putty coat, also for sealing previously painted surfaces.

It can be tinted with S-W First Quality Oil Colors to the desired shade.

	W
Gallons.....	1 90
5 Gals.....	1 80

COMMONWEALTH MIXING SEALER

—03915—

Commonwealth Mixing Sealer is specially made to be used with Commonwealth Stucco Paint and when incorporated with it for the first coat, in accordance with the directions on Commonwealth Stucco Paint Label, gives the paint adequate penetration for satisfactory priming and sufficient sealing to stop all normal suction.

	W
Gallons.....	1 80
5 Gals.....	1 70

Effective May 1, 1941
Conf. Price Book 77 CP (5) CRM
Supersedes Page Dated April 30, 1941

PAINTER FINISHES

UNDERCOATERS

ENAMEL UNDERCOATER WHITE No. 115

—26644—

An unexcelled enamel undercoater. The most exacting tests prove that it excels in brushing and working qualities, leveling, whiteness and close-knittedness, sands perfectly and easily, and holds out enamel to a uniform gloss.

	W
Gallons.....	2 21
5 Gals.....	2 11

ENAMEL UNDERCOATER WHITE No. 47

—23596—

This is a splendid product with which to meet competitive conditions. It is a quality product. It has the easy-working qualities of Enamel Undercoater White No. 115, flows out well, sands easily and holds out the finish coats to a uniform gloss.

	W
Gallons.....	1 81
5 Gals.....	1 71

PASTE UNDERCOATER WHITE No. 12

—64056—

This is a finely ground enamel undercoater in paste form, and properly reduced can be used as a first coater on interior walls and woodwork.

Made expressly for those Master Painters who prefer to use paste materials.

	W
Gallons.....	2 4
5 Gals.....	2 3

WALL PAINTS

FLAT WALL WHITE No. 32

—21687—

Flat Wall White No. 32 is formulated to give easy-brushing, good flow and good hiding, the three essentials in all Master Paints products.

May be tinted with S-W First Quality Oil Colors to the desired shade.

	W
Gallons.....	1 9
5 Gals.....	1 8

Effective May 1, 1941
Conf. Price Book 77 CP (5) CRM
Supersedes Page dated April 30, 1941

PAINTER FINISHES**SEALERS****PIGMENTED SYNTHETIC WALL SEALER No. 78**

(Non-Penetrating Type)

—PX1705—

This is an exceptional product for sealing interior porous surfaces, including plaster, stucco, brick and wall board of all kinds, preparing same for subsequent coats of paint or enamel. This material is a non-penetrating type, is economical to use because it strikes in sufficiently to make a perfect bond, and at the same time requires the minimum of material, has good brushing qualities, good hiding, and dries to re-coat overnight. It may be tinted with S-W First Quality Oil Colors to any desired shade.

Gallons.....	W	2 00
5 Gals.....		2 10

PIGMENTED SEALER No. 77

—27777—

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It can be tinted with S-W First Quality Oil Colors to the desired shade.

Gallons.....	W	1 90
5 Gals.....		1 80

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—03915—

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Gallons.....	W	1 80
5 Gals.....		1 70

Effective April 30, 1941

Conf. Price Book 77 CP (5) CRM

PAINTER FINISHES

UNDERCOATERS

ENAMEL UNDERCOATER WHITE No. 115

—26644—

An unexcelled enamel undercoater. The most exacting tests prove that it excels in brushing and working qualities, leveling, whiteness and close-knittedness, sands perfectly and easily, and holds out enamel to a uniform gloss.

	W
Gallons.....	2 2
5 Gals.....	2 1

ENAMEL UNDERCOATER WHITE No. 47

—23594—

This is a splendid product with which to meet competitive conditions. It is a quality product. It has the easy-working qualities of Enamel Undercoater White No. 115, flows out well, sands easily and holds out the finish coats to a uniform gloss.

	W
Gallons.....	1 8
5 Gals.....	1 7

PASTE UNDERCOATER WHITE No. 12

—64056—

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	W
Gallons.....	2 4
5 Gals.....	2 3

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—21687—

Flat Wall White No. 32 is formulated to give easy-brushing, good flow and good hiding, the three essentials in all Master Painter products.

May be tinted with S-W First Quality Oil Colors to the desired shade.

	W
Gallons.....	1 9
5 Gals.....	1 8

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PAINTER FINISHES

ONE COAT WALL PAINT FLAT

A one-coat, heavy-bodied flat wall paint. Formulated to give the maximum covering and hiding where a one-coat finish is required over previously painted surfaces, also over old calcimined walls and ceilings where the old surface is not flaking or peeling.

It may be tinted with S-W First Quality Oil Colors to the desired shade.

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White No. 19-26723.....	W	Gals. 5 Gals.
Cream No. 20-21686.....		2 00 1 90

WASHABLE WALL WHITE No. 21

—26721—

The ideal flat wall finish for all types of interior plastered surfaces, also wall board. It is durable, sanitary and can be readily washed with soap and water without streaking or smudging.

Washable Wall White No. 21 is economical because of its exceptional coverage and maximum durability, easily outwearing several coats of calcimine.

It will cover solidly one coat over a properly sealed surface and can be tinted with S-W First Quality Oil Colors to the desired shade.

Endorsed by Masters Painters everywhere.

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Gallons.....	W	2 05
5 Gals.....		1 95

STIPPLE WALL WHITE No. 79

—26637—

Stipple Wall White No. 79 is formulated primarily to produce high pebble stipple effects but can also be used for all types of textured finishes. It is not intended as a heavy-bodied wall paint, but it can be used as such and will produce many types of beautiful wall finishes.

It is a splendid foundation over which to apply glaze and color effects.

It may be tinted to the desired shade with S-W First Quality Oil Colors.

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Gallons.....	W	2 45
5 Gals.....		2 35

STIPPLE WALL PAINT WHITE No. 61

(Heavy Body)

—54761—

This heavy-bodied Stipple Paint is priced to meet competitive conditions, but should not be confused with inferior quality products generally offered. May be used as a heavy-body flat wall paint. Can be tinted with First Quality Colors in Oil. Gives a good foundation over which to apply Glaze Colors.

Gallons.....	W	1 80
5 Gals.....		1 70

Effective April 30, 1941
Conf. Price Book 77 CP (5) CRM

PAINTER FINISHES

ENAMELS

STIPPLE ENAMEL GLOSS WHITE No. 16

—OX3447—

A Gloss White Enamel of heavy body, especially formulated for heavy gloss stipple work on walls, ceilings and woodwork. Easy brushing, good opacity, and holds its stipple well. May be tinted if required with First Quality Colors in Oil.

Gallons.....	W
5 Gals.....	2 40
	2 30

ONE COAT ENAMEL GLOSS WHITE No. 39

—64061—

In One Coat Enamel Gloss White we offer the maximum opacity, durability, gloss, flow and ease of application it is possible to combine in a one-coat enamel product.

One Coat Enamel is a long oil product and is especially suitable for occupied homes, factories and offices where speed in the application is an essential requirement.

One Coat Enamel is the painter's friend, as it enables him to obtain solid covering in one coat work over either flat white or over old enamel finish.

Gallons.....	W
5 Gals.....	2 80
	2 70

FULL SYNTHETIC ENAMEL GLOSS WHITE No. 72

—64059—

A full synthetic enamel that can be tinted with S-W First Quality Oil Colors. Can be intermixed with oil flats and enamels. Can be reduced with linseed oil, S-W Exolvent, turpentine or mineral spirits.

An ideal enamel for sunroom, breakfast room, kitchen walls and all interior woodwork where a fast drying, durable enamel is desired.

Dries to touch in two hours, for use in six to eight hours. Brushes freely, flows out well and dries with a full gloss finish.

Gallons.....	W
5 Gals.....	3 45
	3 35

GLOSS WHITE ENAMEL No. 68

—64077—

This is a combination-type enamel which works freely under the brush, spreads well, flows out well, does not sag and dries with a full, rich gloss.

Dries to handle in eight to ten hours and hard in twenty-four.

Gallons.....	W
5 Gals.....	2 50
	2 40

SATIN FINISH ENAMEL No. 40

—PX1775—

This is a heavy-body Satin Finish Enamel having exceptionally good spread and ease of application. One of its outstanding merits is that within an hour's time after application the material will show its true degree of gloss. It has good hiding properties, flows out smoothly and gives a uniform sheen. For high grade uniform results apply over a gloss enamel foundation.

Gallons.....	W
5 Gals.....	2 75
	2 60

Effective April 30, 1941

PAINTER FINISHES

SEMI-GLOSS WHITE ENAMEL No. 22

For Walls and Woodwork
—26722—

An interior semi-gloss finish which possesses the hard-drying and washable qualities so much desired in modern homes, schools, hospitals and public buildings. Brushes out well, covers well and works like an oil paint. Dries without showing laps or brush marks.

S-W Semi-Gloss White Enamel No. 22 is a durable washable finish that produces a soft, mellow lustre on such surfaces as sand or smooth plaster, brick, tile, concrete, cement or composition boards and for wood trim.

	W
Gallons.....	2 55
5 Gals.....	2 45

VARNISHES

EXCELLO SPAR

—01396—

A varnish whose water resisting properties are especially good. Dries dust free in 2 to 3 hours and hard in 18 hours. Can be sanded in 24 hours. May be rubbed after allowing sufficient time to harden completely.

	W
Gallons.....	3 70
5 Gals.....	3 60

EXCELLO FLOOR AND TRIM

—01399—

Fairly heavy-bodied but capable of easy brushing. Dries dust free in 1 to 2 hours and hard in 10 to 12 hours, dependent upon drying conditions. Can be sanded and recoated in 24 hours, and will resist printing after normal drying of 48 hours. Dries to an exceedingly tough film and provides a high gloss elastic finish. Can be rubbed satisfactorily with pumice-stone and oil or water after drying 48 hours.

	W
Gallons.....	2 75
5 Gals.....	2 65

EXCELLO SATIN FINISH No. 68

—01868—

Dries dust free in 1 to 2 hours and hard in 18 hours to a dull rubbed effect, but permits rubbing after 48 hours if desired, in order to cut out dust specks and improve the general sheen. Works best when flowed on with the least amount of brushing which makes it especially adapted to master painter work on big jobs where the saving in labor represents a sizable item. Should be used as received, without reduction, and always applied over a good gloss varnish.

	W
Gallons.....	2 70
5 Gals.....	2 60

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Conf. Price Book 77 CP (5) CRM

PAINTER FINISHES

GOVERNMENT SPAR VARNISH

—0311—

A Water-Resistant Spar Varnish used by many painters where competitive conditions require the use of a good quality Spar.

	W
Gallons.....	1 90
5 Gals.....	1 80

ALUMINUM SPAR MIXING VARNISH

For Interior and Exterior Use

—03346—

A regular aluminum mixing vehicle for those desiring to mix aluminum bronze.

	W
Gallons.....	1 70
5 Gals.....	1 60

MIXING VARNISH INTERIOR

—01073—

A general purpose interior mixing varnish for the painters who prefer the use of paste paints.

	W
Gallons.....	1 50
5 Gals.....	1 40

LEAD MIXING OIL

—03921—

A mixing vehicle to be used with ODP White Lead or Zilo for stucco, brick or concrete surfaces.

	W
Gallons.....	1 75
5 Gals.....	1 65

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PAINTER FINISHES

EXTERIOR FINISHES

LIQUID OZLO

Outside White Paint

—63109—

In New Mexico from the mines of The Sherwin-Williams Co. comes a metallic ore that combines lead and zinc in an intimate chemical union, the way nature made it.

This ore is refined in the Sherwin-Williams' smelters under 2000 deg. F. such an intense heat that the lead and zinc pass off as vapors and is cooled and condensed into the form of a snowy white pigment, finer than the finest flour. This pigment contains nothing but the purest zinc oxide and the purest lead sulphate.

This pigment in combination with linseed oil and mineral drier, thoroughly mixed and finely ground on high-speed roller mills, is the product which we offer to the painter as "S-W Liquid Ozlo."

The extreme fineness of the pigments in Liquid Ozlo permits of the use of more oil and gives a closer bond and tighter film. This gives greater covering capacity, durability and economy.

It is fume-resisting and does not discolor in the presence of hydrogen sulphide and other harmful gases to the same extent as other lead pigments. It comes in liquid form and therefore saves the valuable time of mixing that is necessary in all paste materials.

It wears to a good surface for repainting. It is an economical, convenient, high quality exterior paint formulated especially for painters' use.

S-W Liquid Ozlo is manufactured in white only and can be tinted to the desired shade with S-W First Quality Oil Colors.

	W
Gallons.....	2 45
5 Gals.....	2 35

COMMONWEALTH STUCCO PAINT

A full oil paint manufactured especially for exterior use on concrete, cement, brick and stucco surfaces. Can also be used for interior work.

	W
White—26641.....	Gals. 5 Gals.
Cream—26638.....	2 55 2 45

ONE COAT STUCCO PAINT

This product, as the name implies, is a one-coat finish for exterior stucco and concrete surfaces.

It is formulated to give solid covering and excellent adhesion in one-coat work and may be used on all types of surfaces where high quality two-coat work, such as is recommended by our Brick and Stucco Paint system, is not possible.

One Coat Stucco Paint is not subject to the same degree of discoloration or staining common to the so-called "water" or "casein" stucco finishes.

	W
White—63108.....	Gals. 5 Gals.
Cream—63106.....	2 45 2 35

Effective April 30, 1941
Conf. Price Book 77 CP (5) CRM

PAINTER FINISHES

LEAD-ZINC-TITANOX PASTE

—26156—

As the name implies, it is a combination of Lead, Zinc and Titanox in the proper proportion to give maximum covering and durability when used for exterior exposure. Ground in pure Refined Linseed Oil.

Gallons (Net weight 25 lbs. per gal.).....	W
5 Gals. (Net weight 25 lbs. per gal.).....	3 5
	8 4

OUTSIDE WHITE PASTE No. 60

—26060—

May be used wherever an outside paste is required, or it may be used to fortify interior or exterior paints.

20s Per Cwt.....	W
50s Per Cwt.....	11 0
100s Per Cwt.....	10 7
	10 5

MASTER PAINTERS PASTE WHITE

—26846—

A high quality exterior white paste. It should be recommended wherever first quality white pastes are demanded.

The painter who prefers paste paints will find in Master Painter Paste White those easy-working and good covering qualities demanded in this type product.

20s Per Cwt.....	W
50s Per Cwt.....	13 7
100s Per Cwt.....	13 5
	13 2

SPECIALTIES

SPARTITE MIXING SEALER

—02957—

Spartite Mixing Sealer is a high quality clear Spar, giving additional toughness and tightness when mixed with interior or exterior finishes.

Spartite Mixing Sealer is an excellent reinforcing vehicle when used with outside semi-paste paints or Lead in Oil.

Especially useful when humid or other adverse weather conditions make it necessary to speed up the drying.

Read the label directions for use in Flat Wall Paints, Enamel Undercoaters, and as a preventative for screen rust.

Gallons.....	W
5 Gals.....	1 8
	1 7

FLATTING OIL

—01306—

Where the "hand-mix" method for obtaining flat finishes is desired, we recommend S-W Flattening Oil as the most dependable and economical product on the market. When combined with White Lead (ODP) it produces a paint that works freely under the brush, levels nicely, retains a satisfactory wet edge to avoid laps and brush marks and dries to a flat finish.

In mixing, add a little Flattening Oil at a time, stirring constantly.

Gallons.....	W
5 Gals.....	1 4
	1 1

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