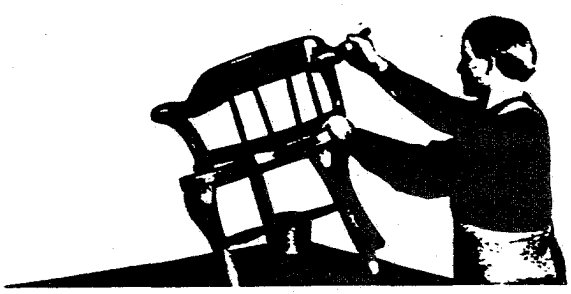
TRADE SALES VARNISHES

REPRESENTATIVES' CONFIDENTIAL PRICE-LIST

MASTER PAINTERS' VARNISH SPECIALTIES
FIRST COATERS AND LIQUID FILLERS
MISCELLANEOUS VARNISHES
CARRIAGE VARNISHES
DRIERS AND JAPANS
ASPHALTUMS
SHELLACS



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



Where the varnish is carefully filtered to remove all trace of sediment—a reason why SWV is so clear

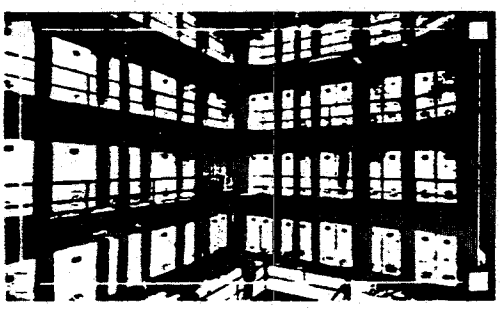
SHERWIN-WILLIAMS VARNISHES

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 manufacture all the linseed oil we use, and are thus able to control the quality of this all-important ingredient. We use the very finest quality of 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 lines of varnish 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.



One of the storage-rooms. This gives an idea of our extensive facilities. SWV is always mature and well-aged



Varnish experts test every batch of SWV before it leaves the factory. SWV is uniform and dependable

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CARRIAGE VARNISHES

BODY FINISHING

WHITEST BODY FINISHING

Absolutely the palest and highest grade body finishing varnish, unsurpassed for durability, transparency, depth of finish, also working and flowing qualities. For use as final coat for highest grade of work on bodies over white and the most delicate colors. Also highly recommended for use over all other colors, as its transparency brings out the full rich tone of the color, which is so desirable. Under favorable conditions, it dries dust-free in 6 to 8 hours, hard in about 3 days. One coat flowed on over Whitest Body Rubbing, results in a full well rounded out finish.

Price per gallon, in one-gallon cans.....$6 00

WEARING BODY FINISHING

A pale varnish of exceptional brilliancy for finishing-coats on best work, where extreme durability is required. It is sufficiently pale to permit of use over light and delicate colors. On account of its very easy working and flowing qualities, ample time is afforded to secure a perfect job on the largest panels. For best results, we recommend one coat over Extra Pale Body Rubbing. Dries dust-free in 6 to 8 hours, and hard in about 2 days.

Price per gallon, in one-gallon cans.....$5 50

CARRIAGE BODY FINISHING

As pale in color as Wearing Body Finishing, and designed particularly for one-coat finishing. Has excellent body, works and flows very freely under the brush, and dries with a full, rich, well rounded out finish. Under favorable conditions, will dry dust-free in 8 to 10 hours, and hard in about 2 days.

Price per gallon, in one-gallon cans.....$3 50

GEAR FINISHING

WHITEST GEAR FINISHING

Superfine quality for use over white and delicate colors. In point of color, is similar to our Whitest Body Finishing. As a pale gear finishing, it surpasses all others for color, brilliancy, working, flowing and durability. It is designed for use on rubbing parts of high-grade work. Intended for use over Color Varnish or our Whitest Gear Rubbing. Under favorable conditions, will dry dust-free in 4 to 5 hours, to handle in 24 hours, and hard in about 2 days.

Price per gallon, in one-gallon cans.....$5 25

ELASTIC GEAR FINISHING

Unquestionably the highest grade all-around gear finishing varnish made. Not quite as pale in color as Whitest Gear Finishing. It is unexcelled from the standpoint of lustre, durability, working and flowing qualities. Under favorable conditions, will dry dust-free in 6 to 8 hours, and hard in about 2 days.

Price per gallon, in one-gallon cans.....$5 00

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 color, unusual working and flowing qualities, body and rich lustre, is the selection of many carriage and automobile shops. Will dry dust-free in about 6 hours, hard enough to handle in 36 hours, and hard in 2 days.

Price per gallon, in one-gallon cans.....$4 25

ONE-COAT CARRIAGE

This is a very easy-working and moderately quick-drying finishing varnish. It is excellent for general repair-work, and will dry dust-free in 6 hours, and hard in 48 hours. A rich, high lustre. This is a varnish we can recommend highly.

Price per gallon, in one-gallon cans.....$4 25

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EXTRA PALE EXPRESS COACH

A pale durable varnish, very elastic. Has excellent body, works and flows freely on large surfaces; and is especially adapted for use on express and delivery-wagons, the gears of which are subjected to the hardest usage. Dries dust-free in 6 to 8 hours, hard enough to handle in 36 to 40 hours.

Price per gallon, in one-gallon cans.....$3 75

HARD-DRYING GEAR

A very durable, hard-drying varnish, medium pale in color, excellent body; works freely and flows out perfectly; dries overnight with a rich, high lustre. This is a varnish that we can recommend highly. Dries dust-free in 5 to 6 hours, and hard in 2 days.

Price per gallon, in one-gallon cans.....$3 00

WAGON COACH

A very durable finishing varnish for wagons and repair-work. It is light in color, has good body and lustre, works freely and dries dust-free in about 6 to 8 hours, hard in 2 days.

Price per gallon, in one-gallon cans.....$2 70

RUBBING

WHITEST BODY RUBBING

Designed for use under Whitest Body Finishing on finest grade of work over white or delicate colors. Particularly commendable, and also universally used on the darker shades, as the use of this varnish will avoid any discoloration and bring out to the best advantage the full, rich tone of the color. It is very elastic, dries dust-free in 6 to 8 hours and hard to rub, without sweating, in 36 to 48 hours.

Price per gallon, in one-gallon cans.....$5 50

EXTRA PALE BODY RUBBING

A very high-grade rubbing, extremely pale in color, works easily and levels perfectly; very elastic; dries dust-free in 4 to 5 hours, and hard to rub in 2 to 3 days, without danger of sweating.

Price per gallon, in one-gallon cans.....$4 50

PALE QUICK RUBBING

A pale Quick Rubbing Varnish of dependable quality, that can be used for quick work, flows and works freely, and can be rubbed in 36 to 48 hours without danger of sweating.

Price per gallon, in one-gallon cans.....$4 00

QUICK RUBBING

A very quick rubbing varnish, medium in color, so designed that it can be rubbed in 24 to 36 hours, and retain its full measure of elasticity and durability. A splendid general purpose rubbing.

Price per gallon, in one-gallon cans.....$3 25

GEAR RUBBING

Intended for use on gears on medium and cheaper grades of work. Medium in color, works freely, flows nicely; dries dust-free in 4 hours, and hard to rub in 2 days.

Price per gallon, in one-gallon cans.....$3 00

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SHERWIN-WILLIAMS VARNISHES

MASTER PAINTERS' SPECIALTIES



Intended for use on steamships, yachts, rowboats, canoes, outside doors, etc. It will stand severe exposure to salt spray or other moisture longer than any other varnish made. Dries free from dust in from 8 to 10 hours, and hard in from 36 to 48 hours.

Price per gallon, in one-gallon cans.....$4 75

MARINE SPAR

A first-class all 'round master painters' varnish. It is durable, elastic, heavy in body, but works easily. Without doubt one of the very best varnishes on the market for store-fronts, outside doors, window-sash and sills, bath-rooms, kitchens and all kinds of boat or marine work. Dries dust-free in 8 hours, hard in 2 days.

Price per gallon, in one-gallon cans.....$3 25



A good, old-fashioned varnish. It is an all-around painters' varnish; without exception the best one sold. *There is no varnish anywhere near its price which equals it.* It is durable and elastic, working freely and easily under the brush, and can always be depended upon to give entire satisfaction. It can be used inside as well as outside. For outside work, doors, boats, carriages, etc., and for inside work in bath-rooms, kitchens, on window-sills or inside blinds it will give unusual satisfaction. Kopal works freely and will wear well under the most severe exposure. Dries dust-free in 6 to 8 hours and becomes hard in about 2 days. It has won immense popularity, strictly upon its merits. It is by far the best value in varnish offered by anyone. Kopal is positively rosin free.

Price per gallon, in one-gallon cans.....$3 30

FEDERAL BUILDING

Made particularly to meet specifications of U. S. Government and similar work, where an absolutely pure varnish is required. It is guaranteed to contain not less than 25% of imported vegetable gums, and to be entirely free from petroleum products.
Federal Building Varnish is as tough, elastic and durable as a varnish can be made. It dries with a good, rich lustre, and if desired, can be rubbed with pumice-stone and oil or water to a dull finish, or can be polished.
Under favorable conditions, will dry dust-free in 6 to 8 hours; hard to rub in 3 to 4 days.

Price per gallon, in one-gallon cans.....$3 25

PALE INTERIOR POLISHING

An extra pale varnish that works easily, flows out perfectly, rubs nicely to a perfect surface and takes a permanent high polish. Dries dust-free in 3 to 4 hours, hard enough to rub in 4 days and to polish on the fifth. This varnish produces a very beautiful, durable finish on good grades of interior or furniture work.

Price per gallon, in one-gallon cans.....$3 30



This is a varnish leader for interior use only. It is far superior to any hard oil finish and is excellent for all high-grade finishing and general varnishing around the house. It is sufficiently pale in color to admit of use on the finest and most delicate woods. Excello produces a high and lasting gloss which does not easily mar nor scratch. It is not easily affected by moisture. Works freely under the brush and flows out smoothly, drying dust-free in about 6 hours, and hard in 24 to 36 hours. It can be rubbed after 48 hours. Excello is another leader which has won immediate popularity on its merits.

Price per gallon, in one-gallon cans.....$2 75



(A WATER-PROOF FLOOR VARNISH)

Mar-not is a permanently durable floor varnish, possessing maximum *water* and wear resisting qualities. Because of its extreme toughness and elasticity, it is the most durable varnish made for floors, linoleum, oilcloth, etc. *Mar-not is made to walk upon.* Mar-not never mars white. It dries permanently hard very quickly. Mar-not has unusual working and covering properties, consequently it is most economical. It dries well overnight, and may be rubbed to a dull finish. It is equally as well adapted to old as to new floors, and is particularly recommended for office buildings, public institutions, etc., where greatest service is demanded under most severe conditions.
For best results, Mar-not should be applied directly to the wood, reducing the first coat about 10% with pure spirits turpentine—succeeding coats without reduction. Shellac or pigment first-coater should never be used under any good floor varnish, if satisfactory and permanent results are desired.
Light and perfect ventilation are indispensable to the proper drying and hardening of any finish, especially a floor varnish.
In refinishing old floors or previously varnished surfaces, care should be taken to see that surface is thoroughly cleansed—removing all traces of grease, etc.
Mar-not, though designed especially for floors, is perfectly suited for all high-grade interior woodwork where a finish of extreme durability is required.

Price per gallon, in one-gallon cans.....$3 00

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TRANSPARENT FLOOR

A moisture-proof floor varnish exceptionally tough and elastic which will not scratch nor mar from wear. It works easily, flows out nicely, dries dust-free in 5 to 6 hours, hard to walk upon the day after application, and thoroughly hard the second day.

Price per gallon, in one-gallon cans.....$2 80

HARD-DRYING FLOOR

A very pale varnish that works easily, dries hard overnight and is very durable.

Price per gallon, in one-gallon cans.....$2 60

No. 5 FLOOR

The best Floor Varnish obtainable for the price. It is of standard body, works and flows well. Under favorable conditions, dries to recoat in 24 hours, sufficiently hard to walk upon in 36 to 48 hours.

Price per gallon, in one-gallon cans.....$2 20

HARD-DRYING SEAT

A hard-drying varnish at a moderate price, suitable for church and school furniture and similar work. It dries with a full lustre and will not soften nor print under heat and pressure. Under favorable conditions, it dries dust-free in 4 hours, hard in 48 hours and can be rubbed.

Price per gallon, in one-gallon cans.....$3 00

No. 5 EXTERIOR

Unquestionably the best low-priced waterproof varnish obtainable. After thoroughly dry, it will stand submersion in water without turning white, is heavy in body, and quicker drying than the usual exterior varnishes. Recommended for boats and other exterior surfaces where water-resisting qualities are important and a cheaper varnish than Kopal or Durable Spar, is demanded. It is suitable for bath-rooms, kitchens and similar surfaces subjected to moisture. Dries dust-free in 4 to 5 hours, hard in 36 to 48 hours.

Price per gallon, in one-gallon cans.....$2 70

PALE DURABLE INTERIOR

An extra pale interior rubbing varnish that works easily, flows perfectly and dries promptly. Dries dust-free in 2 to 3 hours, hard enough to rub in 48 hours; will also take and retain a splendid polish. Intended for medium grades of interior or furniture work.

Price per gallon, in one-gallon cans.....$2 25

PALE FLOWING CABINET

Is a medium pale, easy-working varnish, which flows out freely and dries dust-free in from 3 to 4 hours. It becomes hard in 24 hours and can be rubbed dull in 48 hours. It is especially suitable for interior finishing on medium-priced house work, and is very popular with the master painter, for whose use it is especially recommended.

Price per gallon, in one-gallon cans.....$2 15

No. 5 INTERIOR

A very pale varnish for interior work. This varnish is a great favorite with the master painter, because of its extremely pale color, fine working, flowing and drying qualities. It dries dust-free in 2 to 3 hours, hard overnight, and produces a rich, durable and elastic finish. Can be rubbed if desired.

Price per gallon, in one-gallon cans.....$2 00

LUSTRAL COACH

A varnish suitable for use on general interior work, furniture, etc. It is heavy in body, works freely, has a fine gloss and dries in about 24 hours.

Price per gallon, in one-gallon cans.....$1 85

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SHERWIN-WILLIAMS VARNISHES—*Continued*

INTERIOR COACH

An especially pale, easy-working varnish for interior use. Dries with a high lustre in 24 hours.

Price per gallon, in one-gallon cans.....$1 75

HIGH GLOSS INTERIOR

A very satisfactory cheap general interior varnish of good color, body and working qualities. It will dry in about 24 hours.

Price per gallon, in one-gallon cans.....$1 45

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SHERWIN-WILLIAMS VARNISHES

MISCELLANEOUS

DURABLE WOOD FINISH (EXTERIOR)

Will stand the severest outside exposure, and is not affected by weather or sun. Will not turn white nor lose its gloss, and is extremely durable. It is the very best varnish for store-fronts, doors, signs, etc. It dries dust-free in 6 to 8 hours and hard in 48 hours.

Price per gallon, in one-gallon cans.....$5 00

DURABLE WOOD FINISH (INTERIOR)

The most durable and lasting interior finish that can be produced. It is not affected by steam or water and will wear with perfect satisfaction in bath-rooms, kitchens, or laundries. It is very transparent and gives a desirable depth and richness of finish to the finest woods. It is exceedingly easy and smooth-working. It dries dust-free in about 6 hours, hard and with a rich lustre in 24 hours, and can be rubbed in 48 hours. To get the best results, the varnish itself should be used all the way through from foundation to finishing-coat. For *first* coat thin slightly with turpentine; for succeeding coats, use as it comes from the can.

Price per gallon, in one-gallon cans.....$4 00

BAR-TOP FINISH

This varnish is made especially for bar-tops and other surfaces subjected to severe usage. It will not turn white, spot or crack from alcohol or water, nor grow brittle and chip. It is medium pale in color, will dry dust-free in 5 to 6 hours, and becomes hard enough to rub in about 48 hours.

Price per gallon, in one-gallon cans.....$3 30

DURABLE HOUSEHOLD

As the name implies, this is a durable varnish that can be used on furniture, woodwork and floors with equal success. It is a tough and elastic varnish that will not mar nor scratch easily under foot-wear. Being specially adapted to the very hardest usage to which varnish can be put, it will also give the best satisfaction for other purposes about the house, where the wear is not as severe as it is on floors. It works well, flows out evenly under the brush and dries dust-free in 8 hours. Surfaces finished with Durable Household Varnish can be handled or walked upon next day; it becomes thoroughly hard by the second day.

Price per gallon, in one-gallon cans.....$3 00

FINEST WHITE DAMAR

Made from pure Batavia Damar Gum. It is water white and when properly used will not discolor the most delicate shades of any paint materials to which it may be added in making enamels, etc.

Price per gallon, in one-gallon cans.....$3 30

NO. 1 DAMAR

Similar to the above but not quite so light in color.

Price per gallon, in one-gallon cans.....$2 60

DURABLE LINOLEUM FINISHING

An elastic, durable floor varnish, especially suitable for Linoleum and Oilcloth. Pale in color, works easily, dries dust-free in 4 to 5 hours and hard overnight.

Price per gallon, in one-gallon cans.....$3 00

VELVET FINISH (FLAT DRYING)

A flat drying varnish specially intended as a last or finishing-coat on medium grade interiors (window-sills and other surfaces exposed to moisture excepted), in imitation of a rubbed finish. It is free-working and dries in 36 to 48 hours with a soft, velvety finish, closely resembling rubbed work, thereby saving the labor of rubbing necessary in the use of ordinary varnishes. Must be applied with fitch-brush over suitable foundation of Excello or some other good varnish, and should be well stirred before using.

Price per gallon, in one-gallon cans.....$3 50

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