

**SHERWIN-WILLIAMS
PRODUCTS**

Sherwin-Williams
DEC 9 1955

**Trade Sales
Catalog**



THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES: CLEVELAND 1, OHIO

SALES OFFICES: FACTORIES AND WAREHOUSES
IN PRINCIPAL CITIES

TS CAT. 11-55 162

Section No. 1

Introduction

THE Sherwin-Williams line of paints, varnishes, enamels, Super Kem-Tone, Kem-Glo and allied products is offered to the trade with the knowledge that they will fulfill every claim we make for them, and when used as intended, will prove satisfactory.

Since we control the source of many raw materials used in our products, and their quality is maintained in our testing laboratories, we are able to offer, consistently, goods of a more reliable and uniform quality than merchandise made by less favorably situated manufacturers.

New developments planned and tested for the future are introduced regularly as products of Sherwin-Williams Research, after field tests have proved their superior quality and raw materials become available.

The Sherwin-Williams Company was founded in 1866. Since that time it has always been our belief that high quality will produce the greatest volume of sales along with recurrent satisfied customers, which has been proved by our splendid success.

THE SHERWIN-WILLIAMS CO.

INDEX

PAGE	PAGE
Aerosol (Remover K2).....31	Oil Stain.....29,30
Alkyd Flat Enamel (Flat-Tone).....14	Paint and Varnish Remover
All Purpose Spar Varnish.....37	(Semi-Paste Taxite).....30
Aluminum Paint.....8,9	Paint and Varnish Remover (Taxite).....30
Applique (Super Kem-Tone).....19,20	Paint and Varnish Remover
Asbestos Siding Primer.....28	(Non-Flammable).....31
Asphalt Aluminum Paint.....8	Paste Wood Filler.....12
Asphaltum.....9	Plastic Patch.....17
Barn Paint (Commonwealth Ranch Red)10	Porch and Floor Enamel.....31
Brick and Stucco Paint.....9	Preparite.....32
Bronzing Liquid.....10	Primer, Concrete Floor.....10,11
Brushes (Kern).....23	Primer, Galvalite.....16
Brushing Lacquer.....23	Primer, Masonry and Asbestos Siding.....28
Chalkboard Staining.....10	Primer, Metal Rod.....29
Chrome Finish No. 21.....8	Primer, Walls (Wall Primer and Sealer)40
Colors, Tinting First Quality.....13	Primer, Wood Interior (Flat-Rite).....15
Colors, Tinting Kern.....22	Primer, Wood Exterior (SWP).....5
Commonwealth Paint.....10	R and B Utility Paint.....35
Concrete Floor Paint (Porch & Floor).....31	Remover K2 (Aerosol).....31
Concrete Floor Primer.....10,11	Reaper.....37
Concrete Wall Finish (Brick & Stucco) 9	Roller-Koster (Kern).....24,25
Deck Paint (Porch & Floor).....31	Rollers (Deshler).....28,27
Drier (Q. D.).....39	Schoolboard Staining (Chalkboard).....10
Enamel Undercoater (Flat-Rite).....15	Screen Enamel Black.....33
Enameloid.....11	Semi-Lustre.....32
Exolvent.....12	Semi-Paste Taxite
Farm, Ranch and Plantation White.....12	(Paint and Varnish Remover).....30
Filler, Paste Wood.....12	Shake Paint (SWP).....7
First Quality Tinting Colors.....13	Sher-Glide (Reflectorized).....33
Flat Black (Enameloid).....11	Sher-Glide (Traffic Zone).....33
Flat-Rite.....15	Shingle Stain.....34
Flat-Tone (Odorless).....14	Soap (Flaxcop).....18
Flaxcop.....16	Stain, Shingle.....34
Flo-Lac.....15	Stain, Varnish (Flo-Lac).....15
Floor Enamel (Porch & Floor).....31	Stain, Oil.....29,30
Floor-Seal.....38	Stove and Iron Enamel.....34
Fume-Resisting (SWP).....5	Stucco and Concrete Paint.....7,9
Galvalite.....16	Super Kem-Tone.....18
Glazing Liquid.....16	Super Kem-Tone Applique.....19,20
Graining Preparation (Flo-Lac).....15	SWP.....5,6,7
Gym Floor Finish.....39	Taxite (Paint and Varnish Remover).....30
Heat Resisting Aluminum Paint No. 23.. 9	Thinner (Exolvent).....12
House Paint (SWP).....5,6,7	Thinner, Lacquer.....28
Japan Drier (Q. D.).....39	Tinners Red.....34
Kem Glo.....21	Tinting Colors (First Quality).....13
Kem-Glo Gloss Modifier.....20	Tinting Colors, Kern.....22
Kem-Mamel Snow White.....17	Tractor and Implement Enamel.....35
Kem Paint Brush and Roller Cleaner... 22	Traffic Zone Paint (Sher-Glide).....33
Kem Tinting Colors.....22	Tray (Kem Painting).....25
Kem-Tone.....17	Trim Colors (SWP).....6
Lacquer, Brushing.....28	Turpentine.....35
Lacquer Thinner.....28	Undercoater, Enamel (Flat-Rite).....15
Lin-X Clear Gloss Varnish.....27	Undercoater, Exterior (SWP).....5
Mar-net.....36	Utility Paint, R and B.....35
Masonry and Asbestos Siding Primer... 28	Varnishes.....36,39
Metal Primer, Red.....20	Varnish Stain (Flo-Lac).....15
Mildew Resistant Additive.....29	Wall Finish (Brick and Stucco).....9
Non-Flammable Paint and Varnish	Wall Finish (Flat-Tone).....14
Remover.....31	Wall Finish (Semi-Lustre).....32
Odorless-Flat-Tone.....14	Wall Primer and Sealer.....40
Odorless Thinner.....15	Weed-No-More.....40
Oil Colors (First Quality).....13	Wood Filler, Paste.....12
	Zone Paint, Traffic (Sher-Glide).....33

SHERWIN-WILLIAMS PRODUCTS



SWP GLOSS HOUSE PAINT

More homes have been beautified and protected with SWP House Paint since 1880 than with any other brand. Reason . . . highest satisfaction by users.

SWP embodies the most up-to-date improvements known to paint science.

With this new SWP the home-owner gets these benefits:

Easier application—goes on one-third faster and easier than ever before.

Better appearance resulting from more uniform application.

A better looking house—longer. Colors are permanent—white stays whiter.

A house paint job that saves money because it lasts longer.

Time-Tested colors and 4 famous whites that retain their beauty through severe weather conditions.

SWP EXTERIOR UNDERCOATER No. 450, ready-to-use, primes and seals unpainted wood or badly weathered painted surfaces and uniforms weathered and sheltered surfaces. It dries to a dull coat—makes possible better, longer-lasting paint jobs.

(For stucco and masonry surfaces use SWP primer No. 461)

SWP 471 WHITE has been carefully formulated to produce a brilliant, true white, more lasting and more beautiful than ever before. This is accomplished, in part, by carefully controlled chalking. For one-coat work or for a white tinting base, refer to the information below.

Not to be tinted

SWP 473 TRIM and TINTING WHITE is especially intended for producing pastel colors or used as a white where resistance to chalk staining of adjacent surfaces such as brick or stone is desired. SWP 473 Trim and Tinting White may be blended with SWP Colors excepting 418 Solfast Red or tinted with Kern Tinting Colors excepting Green 404 or Orange 401 or tinted with S-W First Quality Tinting Colors excepting Dragon Red, Rose Lake, or Ultramarine Blue.

SWP 476 ONE-COAT WHITE is our best recommendation for a one-coat job over previously painted surfaces in good condition. It should not be tinted or mixed with other paints. It is heavy in body, has high opacity, but should only be applied over light shades, white, ivory, cream, or light gray, for best results. On dark surfaces or where the old paint film is badly checked, cracked, flaking, or peeling, our two-coat house paint system—Exterior Undercoater No. 450 and 471 White is recommended.

SWP 436 FUME RESISTING WHITE is formulated with special oils and pigments which impart a better appearance and added protection against decaying seaweed and fumes from factories, oil refineries, and coal furnaces. The "stay white" characteristic of Fume Resisting White is outstanding. This product is a companion product to the regular SWP 471 White for outside use and should be used only in those localities where chemical fumes cause objectionable darkening. Directions for applying SWP 436 Fume Resisting White are listed on the label which outlines the procedure to be followed in new work and the repainting of old surfaces.

SHERWIN-WILLIAMS PRODUCTS

SWP GLOSS HOUSE PAINT—Continued

SWP COLORS are clean, smart, and attractive. Controlled chalking permits the surface to be washed clean with each rain.

These 16 most preferred colors can now be expanded into an array of gorgeous new colors with merely a tube of Kem Tinting Color—see the SWP Exterior Color Cascade Display.

Lighter colors may be made by adding SWP 473 Trim and Tinting White, or darker by blending with SWP Trim colors excepting 418 Solfast Red, or tinting with S-W First Quality Tinting Colors excepting Dragon Red, Rose Lake or Ultramarine Blue.

SWP TRIM COLORS are especially formulated with extra-permanent colors and other highest quality ingredients to insure maximum durability and mildew resistance. These Trim Colors are used on shutters, window sash, doorways, grillwork and similar trim surfaces which are subjected to the same punishment as house siding. These bright Trim Colors give the finishing touch to an attractive house paint job.

Applied according to directions SWP produces the "required thickness" of the most durable house paints known today. It will stand up year after year.

SWP Exterior Undercoater No. 450—450-500 square feet per gallon, one coat.

SWP House Paint—500-550 square feet per gallon, one coat.

SWP 476 One-Coat White—400 square feet per gallon, one coat.

Color Card CG 538 616

	Pts.	Qts.	Gals.	5 Gals.
Exterior Undercoater, 450.....	XXXX			
White, 471				
Fume Resisting White, 436.....	XXXX			
Trim and Tinting White, 473.....				
One-Coat White, 476.....	XXXX			
Black, 467.....				XXXX
Berkeley Yellow, 459.....	XXXX			
Chelsea Gray, 474.....				
Ivory, 496.....				
Westchester Gray, 477.....				
Auburn Brown, 488.....	XXXX			XXXX
Winthrop Red, 460.....				
TRIM COLORS				
Hibernia Green, 487.....	XXXX			XXXX
Manor Brown, 495.....				
Royal Maroon, 497.....				
Sierra Red, 484.....				
Ardmore Green, 416.....	XXXX			XXXX
Terrace Green, 490.....				
Verdus Green, 417.....				
Solfast Red, 418.....	XXXX			XXXX
Tyrone Yellow, 489.....				
Uranian Blue, 498.....				

SHERWIN-WILLIAMS PRODUCTS

**SWP GLOSS HOUSE PAINT—Continued
DISCONTINUED COLORS**

	Qts.	Gals.	5 Gal.
Colonial Yellow, 465.....			
Geneva Cream, 478.....			
Plymouth Green, 458.....			
Woodland Brown, 493.....			XXXX
Hillcrest Green, 482.....			XXXX
Sagamore Green, 483.....			XXXX
Castilian Blue, 412.....			XXXX

SWP EXTERIOR VELVET FLAT PAINT

SWP Exterior Velvet Flat, the all-purpose paint, is designed for use on stucco, concrete, cement block, brick, masonry, wood shingle, shake, rough lumber, and asbestos shingle.

With this new SWP Exterior Velvet Flat Paint, homes, apartments, office and industrial buildings of stucco, masonry, shakes, and asbestos shingle are beautified and protected against the elements.

SWP Primer No. 61, ready to use, primes and seals unpainted stucco, cement block, brick, masonry, and asbestos shingle. Primer No. 61 is white and should be tinted with Kem Tinting Colors when the chosen finish coat requires a tinted primer.

SWP Exterior Velvet Flat Paint Undercoater Vehicle is designed especially for use with Everglade Green, Java Brown and Redwood on unpainted wood and all previously painted surfaces in good condition. (See label directions).

SWP Exterior Undercoater No. 450 is the undercoater to use with the other seven colors and white to prime and seal unpainted wood and all previously painted surfaces in good condition. (See label directions).

These 10 standard colors and white, and a tube of Kem Tinting Color expand into a rainbow of beautiful shades—see the Exterior Color Cascade Display.

It brushes on easily and covers solidly, producing a beautiful, long-lasting, exterior velvet flat finish.

The covering capacity will fluctuate depending upon the porosity and texture of the surface.

SWP Primer No. 61—200-400 square feet per gallon, one coat.

SWP Exterior Velvet Flat Paint—200-500 square feet per gallon, one coat.

Color Card CC 590 617

	Qts.	Gals.	5 Gal.
Primer No. 61, A1 W 61.....			
White, A1 W 11.....			
Antique Rose, A1 R 18.....			
Azure Blue, A1 L 17.....			
Desert Sand, A1 H 21.....			
Everglade Green, A1 G 81.....			
Flight Gray, A1 A 19.....			
Java Brown, A1 N 15.....			
Jersey Cream, A1 H 29.....			
Redwood, A1 M 23.....			
Sundale Yellow, A1 Y 27.....			
Yosemite Green, A1 G 25.....			
Undercoater Vehicle, A1 V 2.....			XXXX

*These colors stocked in 5 gallon cans at factory points only.

SHERWIN-WILLIAMS PRODUCTS

ALUMINUM PAINTS

ALUMINUM SPAR ENAMEL No. 29

An excellent utility paint for interior and exterior use, except for priming or repainting of exterior wood surfaces.

Aluminum Spar Enamel No. 29 is brilliant aluminum bronze paste combined with durable spar varnish in ready mixed form. Because of its excellent hiding qualities this paint will completely conceal a clean, black surface. It is easy to apply, brush or spray, dries quickly and gives good protection on exposed metal, concrete and brick surfaces. In fact the interior temperature of tanks, metal roofs and buildings is reduced when painted with Aluminum Spar Enamel No. 29.

Aluminum Spar Enamel No. 29 will withstand moderate heat and may be used on such items as hot water tanks, steam or hot water pipes, etc., covers densely and is anti-corrosive. It is excellent as a sealing coat on interior stained wood to prevent bleeding through on enamel work. It is free from obnoxious odors found in so many aluminum paints.

One gallon covers approximately 1,000 square feet, one coat on metal surfaces, slightly less on concrete and brick.

Quarts Gallons 5 Gallons
.....

ASPHALT ALUMINUM PAINT

An excellent combination of selected gilsonite asphalt and pure aluminum flakes provides an economical, bright silver, water repellent paint for outside use. It protects roofs (except wood shingles) and metal surfaces from deterioration and improves their appearance. Reduces temperature in hot weather—cuts heat losses in cold weather.

Asphalt Aluminum Paint is recommended for built up, slag or metal roofs, smooth or slate surfaced roll roofing, asphalt shingles, masonry, tar paper, tanks, metal silos and metal walls, flashings, etc. It is not recommended for surfaces which subsequently will be painted with oil paints or enamels.

This paint covers densely and one coat is usually sufficient for all surfaces except badly weathered asphalt shingles and tar paper, where two coats are recommended. One gallon covers approximately 300 to 400 square feet, one coat, on composition surfaces, 600 to 800 square feet, one coat, on metal surfaces. May be brushed or sprayed.

Gallons 5 Gallons
.....

CHROME FINISH NO. 21

Bright as its Name Implies

Chrome Finish No. 21 is a fast drying, highly reflective aluminum coating—protective, durable and decorative for use on metal surfaces such as radiators, pipes, automobile bumpers and hub caps, gas engines; also ornamental iron work, picture frames, household novelties etc. It can be used as a sealing coat on interior stained wood to prevent bleeding through on enamel work.

It is easy to apply, covers densely and is anti-corrosive. One gallon covers approximately 1,000 square feet—one coat.

$\frac{1}{4}$ Pint $\frac{1}{2}$ Pint Pint Quart Gallon
.....

SHERWIN-WILLIAMS PRODUCTS

HEAT RESISTING ALUMINUM PAINT No. 23

Ready-mixed Heat-Resisting Aluminum Paint for interior surfaces will resist heat up to 1000°F. without blistering or discoloring. It produces a smooth, brilliant finish that is both durable and economical on pipes, radiators, hot water heaters, furnaces, hot plates, hot plate ovens, etc., Has excellent hiding qualities, one coat covering a surface completely.

Being mixed under controlled factory conditions, this paint is both uniform and reliable. For this reason it is convenient to use and may be applied by either brush or spray. It covers approximately 1000 square feet per gallon, one coat—dries free in 2 hours—hard in 10 hours.

½ Pint ¼ Pint Pint Quart Gallon

B ASPHALTUM

Sherwin-Williams B Asphaltum is an excellent, quick drying, hard finish for use on either metal or wood. It is especially good finish for utility purposes such as underside auto fenders, work table tops, desk framework, rough castings, etc., possessing alkali and acid-resisting qualities, does not grow brittle and forms a very hard, wear resistant surface. Works easily, covers well and dries dust free in 15 to 20 minutes. Can be brushed or dipped.

One gallon covers approximately 600 square feet.

½ Pint Pint Quart Gallon 5 Gallons

BRICK AND STUCCO PAINT WATERPROOFS AND BEAUTIFIES

Sherwin-Williams Brick and Stucco Paint is a high quality, semi-gloss oil paint made especially for exterior use on brick, concrete, cement, stone, stucco, and other types of masonry surfaces. It may be also applied to similar interior surfaces. When used according to directions, it will repel moisture, and cover all stains and discoloration. Because it prevents moisture from penetrating stucco, brick and cement, it lengthens the life of exterior walls, and keeps buildings dry.

Old or unpainted surfaces attract and retain dirt and soot. Use of this tight oil paint will beautify these surfaces, keep walls clean and buildings protected, presenting a tough, smooth, attractive surface to the weather.

For the first coat on unpainted, porous surfaces, apply a mixture consisting of equal parts Brick and Stucco Paint and Mixing Sealer. Do not substitute linseed oil or turpentine for thinning. Apply the second coat as it comes from the package. On old painted surfaces the first coat should be mixed of Brick & Stucco Paint and Mixing Sealer, amounts being determined by the porosity of the surface.

One gallon covers 300 to 450 square feet—one coat. Brick and Stucco Cream matches SWP Geneva Cream.

	Quart	Gallon	5 Gallons
White, 910.....			
Cream, 913.....	XXXX		
Mixing Sealer, 024.....			

SHERWIN-WILLIAMS PRODUCTS

BRONZING LIQUID No. 33

For interior use with aluminum powder or paste and gold bronze. Because Sherwin-Williams Bronzing Liquid binds the metal flakes together forming an unbroken shield, the resultant surface will impart a metallic effect. Bronzing Liquid No. 33, when used with metal powders or pastes, is suitable for decorative purposes, such as mirror and picture frames, radiators and metal work of all kinds, toys, wood trim, etc.

We recommend two pounds of aluminum powder or paste or four pounds of gold bronze be added to a gallon of Bronzing Liquid for best decorative purposes.

One gallon of Bronzing Liquid plus the recommended bronze covers approximately 1000 square feet—one coat.

1/2 Pint	Pint	Quart	Gallon
.....			

CHALKBOARD SLATING

The dull, slate-like finish of Sherwin-Williams Chalkboard Slating provides an excellent writing surface from which chalk erases readily and periodic washings will not harm.

An attractive green blends harmoniously with present-day interior decorations. Either the green or black gives the visibility and legibility which lighting experts deem necessary for chalk boards.

One coat covers solidly over properly sealed plaster or wall board; but two coats are preferable to give a thickness of coat for best serviceability. One gallon covers approximately 400 square feet,—one coat.

	1/2 Pint	Quart	Gallon
Black, 41.....			
Green, 43.....	xxxx		

COLONIAL BARN RED

COMMONWEALTH PAINT

Willow Years of experience have proved that Commonwealth Ranch Red and Ivy Green retain their attractive appearance and protective qualities longer than competitive brands.

Metal Commonwealth Paint is especially adapted for the painting of barns and other out-buildings, and both roofs and sidings (except composition roofs). It is also satisfactory for industrial plants, houses, fences, garages, etc. ~~It can also be used on brick and masonry by adding S-W Brick & Stucco Mixing Sealer as directed.~~

It is easy to apply and has very good covering capacity—approximately 600 square feet to the gallon, one coat. Color Card CC622-602

	Gallon	5 Gallons
Ranch Red, 60.....		
Ivy Green, 405.....		

Willow

CONCRETE FLOOR PRIMER

S-W Concrete Floor Primer is designed for use on new or unpainted cement or concrete floors as an undercoat for S-W Porch and Floor Enamel. It resists the alkali and moisture, always present in concrete, which attacks oil paints and enamels.

For satisfactory results, it is necessary to etch the floor before the application of this primer. This can be accomplished by the application of a solution of "Bowlene" or "Sani-Flush," two 1-lb. 6 oz. cans to a gallon of water. Spread well with a broom, 1 gallon solution to each 100 sq. ft. Allow to stand 10 minutes and flush off with hose. Allow to dry thoroughly about 48 hours before applying Concrete Floor Primer.

SHERWIN-WILLIAMS' PRODUCTS

CONCRETE FLOOR PRIMER—Continued

While S-W Concrete Floor Primer is resistant to alkali and moisture, it needs a finish coat of tough, hard-wearing S-W Porch and Floor Enamel. For best adhesion, the finish coat of S-W Porch and Floor Enamel should be applied within 48 hours.

One gallon of S-W Concrete Floor Primer covers approximately 300 square feet—one coat.

Quarts Gallons 5 Gallons

ENAMELOID[®]
INTERIOR-EXTERIOR ALKYD ENAMEL



S-W Enameloid is a high-quality enamel for those who prefer a high gloss.

It is easy to apply, has fast drying qualities, and one coat covers previously enameled surfaces without brush marks. Use Enameloid inside or out, on small or large surfaces, for walls and woodwork, furniture, and porch and lawn furniture (wood or metal). It is also recommended for kitchen, bath, and laundry rooms where steam and vapors are present.

This porcelain-like enamel is most durable, resists wear and can be washed repeatedly with soap and water.

This glass-smooth finish resists boiling water, hot cooking dishes, also stains from fruit juices, other beverages, etc.

The true sparkling alkyd non-yellowing White has such a tight, hard, glass-smooth surface because it is an alkyd type enamel. The colors stay bright and attractive after repeated washings.

Flat Black Enameloid has been formulated to produce a dull black, wrought iron finish on ornamental ironwork, lamps, gas fixtures, picture frames, moldings and similar surfaces. Flat Black should be applied with a camel hair or other soft type brush in smooth, even coats avoiding a heavy film and excessive brushing.

One gallon covers approximately 400 square feet—one coat. Color Card CC-551-598

	$\frac{1}{2}$ Pint	$\frac{1}{2}$ Pint	Pint	Quarts	Gallons
Black, 729.....					
Blue, 708.....					
Canton Jade, 705.....					
Dawn Gray, 702.....					
Flame Red, 721.....					
Flamingo, 751.....					
Flat Black, 780.....					
Ivory, 701.....					
Jonquil Yellow, 752.....					
Killarney Green, 728.....					
Limestone, 718.....					
Pastel Blue, 714.....					
Regal Turquoise, 745.....					
Rose Mist, 755.....					
Seaspray Green, 723.....					
White, 710.....					

SHERWIN-WILLIAMS PRODUCTS

EXOLVENT®
A Universal Thinner

6623
Economically priced Exolvent is an unusually good thinner for all kinds of paste and liquid paints, varnishes and enamels. (It should not be used for thinning Nitrocellulose Lacquers or Emulsion Paints). Being an excellent solvent with good penetrating power, it bites into the previous film which tends to reduce crawling difficulties over glossy surfaces. It is ideal to thin paints for either brushing, or spraying, providing a long, wet edge and an excellent flow of finishes in which it is used. Also, it has no objectionable odor.

Exolvent is an excellent cleaner for brushes as it leaves the bristle clean and resilient without any gummy residue.

Pints Quarts Gallons 5 Gallons
.....

FARM, RANCH AND PLANTATION WHITE

new copy
Farm, Ranch and Plantation White is made particularly for use on barns, cribs, silos, fences, etc. It is a ready mixed product, ready for use on either smooth or rough lumber. Being made of a lead-free formula, it is non-poisonous to animals. Farm, Ranch and Plantation White is an economical coating to use for protection against the elements.

It is furnished in brushing consistency but can be sprayed when reduced according to the directions on the label. For best results on new or weathered surfaces two coats should be applied. One coat on previously painted surfaces in normal condition will give excellent service.

Covering capacity will vary according to the porosity of the surface, but on the average one gallon will cover one coat approximately 400 square feet on new wood or 600 square feet on previously painted surfaces.

Gallons 5 Gallons
.....

FILLER—PASTE WOOD
FOR FILLING ALL OPEN-GRAIN HARDWOOD

S-W Paste Wood Filler is a dependable product for filling all open-grain wood such as oak, walnut, mahogany, ash, etc. It dries hard and will not shrink or break away from the pores of the wood. Being easy to wipe and sand, its use provides a smooth surface for varnish, shellac or other finishes.

When used on dark colored or stained open grained woods, the filler should be tinted to a similar color with S-W Oil Stain or S-W First Quality Tinting Colors. Reduced with S-W Exolvent, turpentine or benzine to the consistency of thick cream, one quart will fill approximately 120 square feet.

$\frac{1}{2}$ Pints Quarts Gallons

Natural Transparent, 1.....

SHERWIN-WILLIAMS PRODUCTS

FIRST QUALITY TINTING COLORS

The wide range of colors that can be secured with Sherwin-Williams First Quality Tinting Colors provides painters and decorators with an outstanding opportunity to meet requirements for popular pastel shades on interior and exterior surfaces.

First Quality Tinting Colors possess the following outstanding properties.

Consistency—the consistency of these colors prevent settling. A little stirring and they are ready to be added directly to a product.

Miscibility—Liquid portion selected to be compatible with oil, varnish and alkyd type products, Flats, Semi-Glosses, Enamels and House Paints. These colors are not recommended for water emulsion paints or lacquers.

Dispersion—Colors disperse easily and completely in product being tinted by small amount of stirring.

Fineness—All colors are finely ground and therefore do not harm the texture of any finish.

Intensity—Strong colors permit obtaining tints with minimum of added color.

Clarity—Clean colors made with the best materials available produce the bright tones preferred by discriminating decorators.

Permanent Oxide Green is especially recommended for coloring exterior and stucco paints—it is alkali proof, durable and fade proof.

Tinting Colors finely ground are supplied in tubes. They are especially suited for art work or tinting small quantities of paint or enamel.

Color Card CC-504

	Per Package		Per Tube	
	1/2 Pint	Quart	Small	Large
BLACK				
Lamp (CP).....				
BLUES				
Prussian.....			XXXX	
•Ultramarine.....		XXXX	XXXX	
PC Blue.....			XXXX	
BROWNS				
Raw and Burnt Umber.....				
Raw Sienna.....				
Burnt Sienna.....			XXXX	
GREENS				
Chrome Light.....				
Chrome Medium and Dark.....			XXXX	
Permanent Oxide.....				XXXX
PC Green.....			XXXX	
REDS				
•Dragon.....			XXXX	
Venetian.....				
•Rose Lake.....	XXXX	XXXX	XXXX	
YELLOWS				
Chrome, L, M and B.....			XXXX	
Yellow Ochre.....				
WHITE				
Flake White.....	XXXX	XXXX	XXXX	

*These colors are not recommended for exterior use.

SHERWIN-WILLIAMS PRODUCTS

FLAT-TONE ®
ALKYD FLAT ENAMEL
ODORLESS*

New Flat-Tone is a superior, odorless* alkyd enamel that dries with a subdued sheen. Flat-Tone, Alkyd Flat Enamel is ideal for all interior walls and woodwork.

The new odorless enamel will result in no pungent solvent odor during application. The alkyd binder will give ease in application, produce a uniform, tough surface that will withstand repeated washings.

Flat-Tone, Alkyd Flat Enamel is self-sealing over walls and woodwork. One coat will normally cover new plaster and previously finished surfaces of similar color. It may be advisable to apply two coats on some surfaces where additional coverage is desired. Priming the surface with S-W Wall Primer and Sealer tinted to the finish color is recommended for the best paint job on new plaster or where extensive repairs have been made.

Painters will appreciate the excellent brushability, good "wet edge", solid hiding power, and dependable uniformity since these characteristics will help them turn out economical and better jobs.

The 12 beautiful Flat-Tone colors can be extended to 93 colors as shown in the Color Cascade. This is done by the addition of only one tube of Kem Tinting Color to a standard color.

Flat-Tone, Alkyd Flat Enamel may be applied with brush, roller or spray. Normally applied at package consistency. If reduction is necessary, S-W Odorless Thinner should be used as ordinary thinners will destroy the odorless properties and alter the consistency characteristics.

*The odorless solvents used in Flat-Tone eliminate ordinary paint odors during application. A faint odor may be noticed during final drying stage as oils and resins oxidize. Although not apparent because of the odorless qualities, it is necessary that the room be well ventilated.

The spreading rate is approximately 500 square feet per gallon, one coat
Color Card CC575

	Quarts	Gallons	5 Gallons
Alaskan Turquoise, 863.....			
Crest Green, 878.....			
Delmar Gray, 868.....			
Florentine Ivory, 875.....			
Gulfstream Blue, 881.....			
Patio Pink, 862.....			
Saddle Tan, 879.....			
Sierra Green, 869.....			
White, 860.....			
Autumn Gold, 896.....			
Chartreuse Moderne, 866.....			
Parnell Green, 874.....			
Tapestry Yellow, 864.....			

SHERWIN-WILLIAMS PRODUCTS

ODORLESS THINNER

S-W Odorless Thinner is especially prepared and recommended for use with odorless paints or enamels to maintain their odorless characteristics.

It should be used for washing brushes or rollers when color changes are made in odorless paints or enamels. It is also recommended for washing and deodorizing brushes which have previously been used in ordinary paints or enamels or removed from a brushkeeper.

It is a companion product to new Odorless Flat-Tone. If reduction of Flat-Tone is necessary, S-W Odorless Thinner is the thinner to use. Although no odor is apparent, it is necessary that the room be well ventilated.

Quarts Gallons

6149

FLAT-RITE[®]

INTERIOR ENAMEL UNDERCOATER

Flat-Rite is an interior enamel undercoater of highest quality, extremely white and has excellent "hiding" power. It is very finely ground, so that it can be mixed with gloss enamels to produce an eggshell finish.

Flat-Rite flows onto the surface very evenly and has excellent leveling properties. It dries to a tight, flat finish which will hold out succeeding coats of enamel so as to produce a very beautiful effect. Surfaces on which Flat-Rite has been applied can be easily sanded when desired.

One gallon covers approximately 400 square feet, one coat.

½ Pints Pints Quarts Gallons

6147

FLO-LAC[®]

~~FOR WOODWORK, FLOORS AND FURNITURE~~ STAINS AND VARNISHES IN ONE OPERATION

S-W Flo-Lac is a tough, hard-wearing varnish stain for use on woodwork, floors and furniture. It is easily applied with a soft brush and is ready for use after overnight drying. It resists sun, water, heel marks and scratching, and retains its gloss for a long period of time. The transparent nature of Flo-Lac does not tend to obscure the grain of the wood.

There are hundreds of uses for Flo-Lac. It is a splendid finish for floors, old furniture of all descriptions and all suitable interior surfaces. Having a wide variety of shades, it may be used for touching up worn and marred chairs, tables, and other furniture and woodwork most satisfactorily.

Discolored and painted surfaces can be made attractive by covering them with Flo-Lac Ground after which the desired color of Flo-Lac is applied. It is possible to imitate a wood grain effect by using Flo-Lac Graining Preparation.

One gallon of Ground Color covers approximately 400 square feet while the same quantity of Flo-Lac Colors cover approximately 500 square feet—one coat. Colors shown on the color card are representative of colors of Flo-Lac over Ground Color. Flo-Lac applied to new wood will result in darker shades than shown by the color card. CC-548.

	½ Pints	Pints	Quarts	Gallons
Dark Oak, 109.....				
Light Oak, 108.....				
Mahogany, 106.....		XXXX		
Maple, 111.....				
Walnut, 107.....				
Ground, 110.....		XXXX		
Graining Preparation, 112.....	XXXX			XXXX

SHERWIN-WILLIAMS PRODUCTS

FLAXOAP



The outstanding features of Flaxoap are: Provides plenty of suds—cleans exceptionally well—mild on the skin—may be used more safely than most other cleaning aids. Flaxoap is a pure Vegetable-Oil Soap of excellent quality, readily soluble in hot or cold, hard or soft water. A well-known household product, it is wonderful for any cleaning task where an efficient and safe cleaner is needed. The uniform high quality is your guarantee of satisfactory results.

Flaxoap is not only a remarkable cleansing agent but also a very satisfactory electrical cable lubricant. Electrical contractors and Public Utility Companies find Flaxoap, being in paste form, gives them just the right consistency to properly lubricate the cable which makes threading through conduits much easier. It's non-corrosive and remains pliable for a long time.

Per Package	Per Pound
1 Lb. 5 Lb.	40 Lb. Pail Drums

GALVITE

GALVANIZED IRON PRIMER

Galvite is a specially formulated primer designed for use on galvanized iron or other zinc coated metal surfaces, to prevent corrosion of these surfaces while providing an ideal surface for the application of any type of finishing coat. For best results when applying Galvite to new metal, it is important that the galvanized surface first be washed with S-W Exsolvent or naphtha to remove grease and oil used in the plating process.

Galvite adheres to the metal, provides tooth for the finishing coats, and has durability. Covers approximately 700 square feet per gallon and dries to touch in 8 hours—to recoat in 48 hours.

Quarts	Gallons	5 Gallons
--------	---------	-----------

GLAZING LIQUID

FOR BLENDING AND ANTIQUING

Glazing Liquid has been specially formulated for blending and antiquing work. When applied to a surface it is colorless unless tinted with S-W First Quality Tinting Colors. S-W Glazing Liquid is translucent and permits the color over which it is applied to show through when wiped and blended. It may be applied over most painted surfaces including S-W Flat-Tone, Semi-Lustre, Enameloid, Kem-Glo, or gold and silver bronze to produce so-called "mottled" or "tiffany" wall effect. It is also recommended for antiquing, polychroming, wiped enamel finishes, parchment lamp shades, etc.

It dries overnight to a dull or egg-shell lustre and, containing no wax, can be repainted without difficulty. Being a specially treated oil preparation of fairly heavy body, this Glazing Liquid may be washed easily with soap and water. Although S-W Glazing Liquid provides a very durable finish, in some instances, woodwork and pieces of furniture are subjected to extremely hard usage and, consequently, require additional protection. All glaze finishes can be coated with S-W Mar-hot Satin Finish Varnish to preserve the finish indefinitely and simplify washing.

One gallon covers approximately 750 square feet—one coat. Descriptive Folder E-751.

1/2 Pints	Quarts	Gallons
-----------	--------	---------

SHERWIN-WILLIAMS PRODUCTS

KEM-NAMEL SNOW WHITE GLOSS FOR INTERIOR AND EXTERIOR USE

Sherwin-Williams Kem-Name! Snow White Gloss is the highest quality full-gloss enamel. It has:

Remarkable hiding—One coat covers most previously enameled surfaces.

Excellent coverage—Covers approximately 400 square feet per gallon, one coat.

It is intensely white and holds its whiteness for a long time.

Easy brushing with exceptional flow and leveling.

Dries to touch in 2-3 hours.—Hard in 12-16 hours.

It can be tinted with First-Quality Tinting Colors.

For interior use where more than one coat is desired, apply the undercoater that is recommended for the job. For interior wood trim follow the directions using Flat-Rite as the undercoater on new work or where more than one coat is desired.

For exterior use, apply over SWP Exterior Undercoater No. 450 for the priming coat.

Quarts Gallons 5 Gallons

KEM-TONE®



A miracle wall paint for all types of interior painted or unpainted walls including plaster, wallboard, brick and cement; also canvas and wallpaper, provided they are adhering tightly to the wall.

Kem-Tone, a resin emulsion finish, is made with synthetic resins and tough durable oils. It comes in a paste form, requiring reduction with water only to a painting consistency. It dries with a beautiful flat matte finish that is washable.

Kem-Tone is exceptionally economical because it can be applied quickly and easily—dries in one hour and one coat covers practically all interior surfaces without a priming coat. Color Card KT 1 L

Belmont Ivory, 65401

Berkeley Green, 65435

Cameo Rose, 65417

Intense White, 65424

Midland Green, 65405

Pale Jonquil, 65406

Sheffield Gray, 65434

Willowick Blue, 65421

Yorktown White, 65400

Quarts Gallons 5 Gallons

KEM® PLASTIC PATCH

Kem Plastic Patch is a synthetic compound of plastic materials for repairing damaged walls and woodwork to be painted or enameled.

No muss, no under-cutting or soaking of the edges of old plaster are necessary. Mix with water—stir to a soft paste, apply with a flexible broad knife, putty knife or trowel.

Will adhere to surfaces without shrinking or cracking.

1 Lb. 2½ Lbs. 5 Lbs.

SHERWIN-WILLIAMS PRODUCTS

SUPER KEM-TONE® THE DE LUXE LATEX WALL PAINT



Super Kem-Tone is a ready-to-use latex wall paint—requires no thinning—applies like magic and dries in one hour to a beautiful velvet finish. It is exceptionally tough and durable and has amazing washability after three to four weeks.

Super Kem-Tone requires no special primer on previously painted walls, woodwork, over wallpaper, wallboard, dry wall construction, interior brick, plywood, flat or gloss paint.

Prime bare plaster with Wall Primer & Sealer tinted with Kem Tinting Colors, not to exceed 4 ozs, when the chosen Super Kem-Tone color requires a tinted primer.

The 22 standard colors of Super Kem-Tone can be extended to 130 beautiful decorator colors as shown in the Color Cascade by the addition of one tube Kem Tinting Color to the package of Super Kem-Tone. *Do not tint with oil colors.*

Additional colors can be made by the intermixing of two or more of the standard colors.

Super Kem-Tone may be applied with brush, roller or spray to produce a rubber-like finish impervious to water and dirt.

There is no paint odor and it is non-flammable.

One gallon covers approximately 450 square feet—one coat, on an average surface. *Color Card CC*

	Qts.	Gals.	*5 Gals.
Appleblossom, 67123.....			
Bermuda Turquoise, 67117.....			
Camellia Pink, 67103.....			
†Cashmere Blue, 67124.....			
Ceiling Flat White, 67121.....			
Glenwood Gray, 67104.....			
Linden Green, 67125.....			
Melodie Green, 67107.....			
Princess Ivory, 67101.....			
Ripple Green, 67105.....			
Sandalwood, 67114.....			
Shasta White, 67100.....			
Skyline Blue, 67106.....			
Sunbeam Yellow, 67102.....			
Sunset Rose, 67118.....			
Twilight Gray, 67127.....			
Wedgwood Blue, 67108.....			
Caprice Yellow, 67115.....			
Chartreuse, 67116.....			
Citron, 67126.....			
†Colony Blue, 67110.....			
Flamingo, 67113.....			
Monterey Red, 67109.....			
†Parklane Green, 67119.....			
Pinehurst Green, 67111.....			
Ramona Green, 67120.....			
†Spanish Brown, 67112.....			
Starlite Gold, 67122.....			

*All colors available in 5 gallon cans on special order.

†To be discontinued when present stocks are exhausted.

SHERWIN-WILLIAMS PRODUCTS

SUPER KEM-TONE *Applikay*

Opens up a whole new world of beauty for the home

The most wonderful decorating news in years . . . an easy way to achieve individual design effects for your walls in almost unlimited variety.

And the effects in a room are exquisite. You can work out color harmonies to tie in with your furnishings. You can put your walls in key with the textures of the fabrics you use. With Super Kem-Tone Applikay, you can give living and dining rooms, bedrooms and halls new elegance and greater distinction.

It's easy to do. You simply roll on your Applikay design over freshly applied Super Kem-Tone . . . the roller does all the work. The Applikay bonds itself firmly to the Super Kem-Tone with no "raised" or embossed lines . . . it's as smooth as printed silk. When dry, it's just as washable as Super Kem-Tone. And, you can paint right over it again, when you want to redecorate.

- Rolls on easily—Dries in 15 minutes.
- Use over Super Kem-Tone.
- It's inexpensive.
- One pint does the average room.
- Guaranteed washable after 30 days.
- Roller tools easily washed in water.

	Pints	Quarts
Crystal Green, 67605.....		
Frosty Lilac, 67604.....		
Medallion Yellow, 67601.....		
Moonmist White, 67600.....		
Radiant Pink, 67603.....		
Sapphire Blue, 67606.....		
Silver Gray, 67607.....		
Spun Gold, 67602.....		



Applikay ROLLER KIT

The Applikay Roller Kit consists of one design roller, one transfer roller, and the single handle on which both rollers operate.

These rollers snap off easily from the handle assembly for cleaning or for interchanging with different design rollers.

Applikay Roller Kits are available in each of the following ten designs.

Birchbark, 403.....	Complete Kit
Evening Star, 119.....	
Falling Feather, 404.....	
Homespun, 400.....	
Ivy, 115.....	
Jackstraw, 401.....	
Meadow Flower, 116.....	
Ming, 114.....	
Silken Fleece, 402.....	
Wheat, 112.....	

SHERWIN-WILLIAMS PRODUCTS

DESIGN ROLLER

These ten "decorator approved" designs offer a wide selection of Applikay's fashionable decorative schemes. They are easy to snap on to the handle assembly.

Birchbark, 103.....	} Design Roller
Evening Star, 113.....	
Falling Feather, 104.....	
Homespun, 100.....	
Ivy, 115.....	
Jackstraw, 101.....	
Meadow Flower, 116.....	
Ming, 114.....	
Silken Fleece, 102.....	
Wheat, 112.....	

TRANSFER ROLLER No. 77

A specially designed fabric roller which holds and transfers Super Kem-Tone Applikay to the Design Roller. It snaps on to the sturdy handle assembly easily. The Transfer Roller can be cleaned by washing with soap and water, then, rinsed in clear water and hung up to dry.

Each
.....

KEM-GLO® GLOSS MODIFIER

Kem-Glo Gloss Modifier is an outstanding new development of paint chemistry. It is designed for mixing with Kem-Glo to reduce or modify the lustre where the customer desires a lower sheen in living rooms, dining rooms and bedrooms than the regular Kem-Glo lustre.

This combination of Kem-Glo resins with a semi-transparent flattening pigment modifies the lustre of Kem-Glo without any change in workability, drying, washability, durability or color.

One part of Kem-Glo Gloss Modifier added to four parts of Kem-Glo produces a mellow sheen for decorative grandeur.

Pints Quarts
.....

SHERWIN-WILLIAMS PRODUCTS

KEM-GLO®

THE MIRACLE ALKYD ENAMEL



Kem-Glo is ready-to-use. Applies easily just as it comes in the can!

One coat covers most surfaces . . . no undercoater or wall primer needed. On unpainted plaster or wood apply 2 coats. On unpainted wood an equal part mixture of Kem-Glo and Gloss Modifier is an excellent first coat.

Use it over painted or unpainted surfaces, plaster, wood, brick, metal, walls and woodwork . . . interior and exterior furniture.

Dries in 3 to 4 hours . . . rooms "like new", ready-to-use in less than a day.

Has a smooth, tight surface that washes as easily as baked enamel!

Kem-Glo is manufactured in 22 standard colors, each of which matches the parallel Super Kem-Tone color carrying the same name.

The standard 22 colors of Kem-Glo can be extended to the 130 colors in the Color Cascade by adding one tube of Kem Tinting Color per package. Your customer has 130 matching colors in Super Kem-Tone and Kem-Glo from which to select in the Color Cascade.

ONE GALLON IS SUFFICIENT for entire kitchen—walls, woodwork and cabinets. Two quarts will do the average bathroom and one quart for woodwork in the average living room, dining room or bedroom.

Color Card CC-550-614

Appleblossom, 51426	*Parklane Green, 51419
Bermuda Turquoise, 51417	Pinehurst Green, 51412
Camellia Pink, 51409	Princess Ivory, 51401
Caprice Yellow, 51422	Ramona Green, 51423
*Cashmere Blue, 51426	Ripple Green, 51406
Chartreuse, 51416	Sandalwood, 51421
Citron, 51431	Skyline Blue, 51411
*Colony Blue, 51413	*Spanish Brown, 51415
Flamingo, 51420	Starlite Gold, 51424
Glenwood Gray, 51428	Stay White, 51400
Linden Green, 51427	Sunbeam Yellow, 51403
Melodie Green, 51429	Sunset Rose, 51418
Monterey Red, 51414	Twilight Gray, 51432
Wedgwood Blue, 51405	

*To be discontinued when present stocks are exhausted.

Pints Quarts Gallons

.....

SHERWIN-WILLIAMS PRODUCTS

KEM TINTING COLORS

Kem Tinting Colors are the revolutionary new fluid shading colors that mix and work equally well with Super Kem-Tone, latex wall paint, Kem-Glo, alkyd enamel and SWP, oil base paint.

It is now possible to make "out-of-this-world" colors by adding Kem Tinting Colors to Super Kem-Tone and Kem-Glo which cannot be obtained from base colors.

The use of the same Kem Tinting Color with the same color in Super Kem-Tone and Kem-Glo will result in new matching colors for both walls and woodwork.

With Super Kem-Tone and Kem-Glo supplied in circle-seal cans there is ample space to take the additional color up to the recommended limit—gallon; four ounces, quart; one ounce.

Kem Tinting Colors are pigment dispersions—they can not be used alone as paint—their fluid consistency and the convenient tubes in four sizes simplify any tinting program.

	PER TUBE			
	1/4 oz.	1 oz.	2 oz.	4 oz.
*Black No. 407 67407.....				
*Blue No. 405 67405.....				
Brown No. 406 67406.....				
**Deep Blue No. 411 67411.....				
*Green No. 404 67404.....				
Ochre No. 402 67402.....				
*Orange No. 401 67401.....				
**Oxide Green No. 409 67409.....				
Red Oxide No. 400 67400.....				
Turquoise No. 410 67410.....				
Yellow No. 403 67403.....				

*Not available in 2 oz. size.

**Not available in 4 oz. size.

KEM PAINT BRUSH AND ROLLER CLEANER

Kem Paint Brush and Roller Cleaner is scientifically formulated for fast and easy cleaning of wet paint out of brushes and paint rollers. Will not harm Nylon, Neoceta, or pure Bristle brushes. Has minimum odor. Does not burn the hands.

4 to 6 tablespoonfuls will clean a 4-inch brush, or a 7-inch roller. Less for smaller brushes. Work the Cleaner thoroughly into the brush or roller. Then wash them out with the hands under a stream of cool water. Shake out excess water—wrap the brush to maintain the bristles in their original shape—hang up the roller to dry. They are then ready for the next paint job.

Will also clean paint-hardened brushes. Immerse the bristle of a paint-hardened brush in the Cleaner. Allow to remain until brush is softened—normally overnight. Then remove softened paint with a wire brush. Wash with cool running water. If brush is not thoroughly clean, repeat the above using fresh Cleaner.

Pints Quarts

.....

SHERWIN-WILLIAMS PRODUCTS

KEM FEATHER-FLO WALL BRUSH



The Kem Feather-Flo Wall Brush is designed and constructed so as to assure a satisfactory application of paint on large surfaces.

Recommended for applying Kem-Tone, Kem-Glo or Super Kem-Tone. Can also be used in other types of wall paint, enamel and varnishes.

Consumers or painters will find the streamlined type of beavertail handle fits snugly in the hand, and is comfortable to use, which makes painting easier.

Width 4 inches, thickness $\frac{1}{4}$ inches, length clear $3\frac{1}{4}$ inches.

The soft, silky Nylon bristle, set in rubber holds a generous amount of paint and helps spread it uniformly on the surface.

With the proper care (see directions on wrapper) this brush will retain its good qualities indefinitely.

Each

.....

KEM NEOCETA WALL BRUSH

Made with pure Neoceta Bristles—synthetic bristles that pick up and carry more paint than Chinese hog bristle.

Width 4 inches, thickness $\frac{3}{8}$ inches, length clear $3\frac{1}{4}$ inches.

Recommended for applying Kem-Tone, Kem-Glo or Super Kem-Tone. Can also be used in other types of wall paint, enamel and varnishes.

With reasonable care (see directions on wrapper) this brush will give long and satisfactory service.

Each

.....



KEM FEATHER-FLO TRIM BRUSH

Especially designed for applying Kem-Glo but can also be used in all types of paint, varnish and enamel.

Width $2\frac{1}{4}$ inches, thickness $\frac{1}{4}$ inches, length clear $2\frac{3}{4}$ inches.

The pure Nylon bristles are vulcanized in rubber for durability.

The streamlined beavertail handle fits snugly in the hand—is comfortable to use—makes painting easier.

Each

.....



SHERWIN-WILLIAMS PRODUCTS

KEM ROLLER-KOATERS

Now—paint rollers designed and made to do specific interior painting and decorating jobs, and do them better. With a single handle and a selection of rollers, the average individual can do an excellent job of "rolling on" all types of wall paints and enamels. Only seconds to change from one type of paint to another or from one color to another. These new Kem Rollers snap on to the sturdy maroon handle easily

**No. 1072 KEM DELUXE ROLLER-KOATER****For Extra Fine Wall Painting**

An especially deeply woven Dynel fabric on a special core that picks up and applies more paint per dip. This enables the user to obtain a much higher percentage of one-coat jobs in the fine stipple finish, so in demand.

The fabric is tapered and trimmed which permits roller painting to within one-half inch of woodwork or corners. The long wearing "Snap-On" Nylon end caps makes it easy to remove the cover for cleaning purposes.

This Kem Deluxe Roller-Koater is ideal for applying Super Kem-Tone or any oil base paint.

When used for latex paints, it is easily cleaned with soap and warm water. Oil paints can be cleaned with Kem Paint Brush and Roller Cleaner.

No. 1072 Kem Deluxe Roller-Koater.....	Each
No. 72 Kem Deluxe Roller Cover.....	

No. 1074 KEM DELUXE ROLLER-KOATER**For Finest Wall Enameling**

A closely woven Dynel fabric on a special core to apply Kern-Glo and other enamels on walls with a minimum of stipple. Picks up and applies more enamel per dip.

Provides for easier and better one-coat enamel jobs. Permits roller enameling to within one-half inch of woodwork or corners. The long wearing "Snap-On" Nylon end caps make it easy to remove the cover.

When used in enamels, the roller can easily be cleaned with Kem Paint Brush and Roller Cleaner.

No. 1074 Kem Deluxe Roller-Koater.....	Each
No. 74 Kem Deluxe Roller Cover.....	

No. 1070 KEM STANDARD ROLLER-KOATER**For Economical, All-Purpose Painting**

The Standard Roller is a more loosely woven Dynel fabric with a slightly shorter nap. An economical Roller-Koater for all-purpose painting. The heavy "Snap-On" plastic end caps makes it easy to remove the cover.

Applies latex paints, oil paints, and enamels equally well, but requires more frequent dipping than the Deluxe Roller. Operates as easily as the Deluxe Roller, yet requires slightly more time and care to do a one-coat job.

When used for latex paints, it can be cleaned with soap and warm water. Oil paints and enamels can be cleaned with Kem Paint Brush and Roller Cleaner.

No. 1070 Kem Standard Roller-Koater.....	Each
No. 70 Kem Standard Roller Cover.....	

SHERWIN-WILLIAMS PRODUCTS

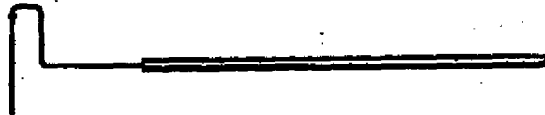
No. 1078 KEM CHIEFTAIN ROLLER-KOATER

Made of a combination of Dynel and Rayon fabric that has big paint "pick-up". Metal end caps. Handle attached with thumb screw for easy cover replacement.

No. 1078 Kem Chieftain Roller-Koater.....	Each
No. 78 Kem Chieftain Roller Cover.....	

No. 736 EXTENSION HANDLE

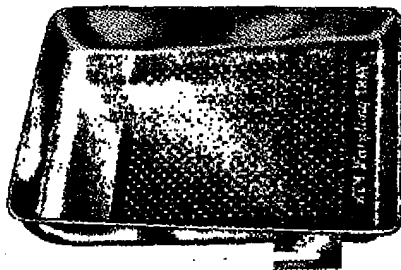
Here is a new handle that makes ceiling, wall and floor painting twice as easy and twice as fast.



This 36 inch extension handle snaps onto any of the deluxe or standard rollers easily and can be used intermittently with the regular 16 inch handle.

Each
.....

KEM PAINTING TRAY No. 500



Kem Painting Tray No. 500 is the best roller tray in any price bracket. Its size (11" x 16") makes it suitable for use with either 7" Kem Roller-Koaters, 7" Kem Applikay Rollers, or 9" Dasher Rollers.

The No. 500 Tray has a hob-nail bottom which completely eliminates roller skidding, and permits the roller to be quickly and evenly covered with paint. It has a new type of leg which extends completely across the bottom of the tray to eliminate "tip-over" when painting.

Each
.....

KEM PAINTING TRAY No. 600

The No. 600 Tray is for use with 7 inch or smaller rollers. It is a more economical, lighter weight tray with a "washboard" traction bottom to minimize roller skidding.

Each
.....

SHERWIN-WILLIAMS PRODUCTS

**No. 572 KEM DELUXE ROLLER-KOATER
AND TRAY KIT**

A combination package consisting of the Kern Painting Tray No. 500, and the No. 1072 Deluxe Kem Roller-Koater packed in an attractive counter display carton.

No. 572 Kit.....



**No. 570 KEM STANDARD ROLLER-KOATER
AND TRAY KIT**

A combination package consisting of the Kern Painting Tray No. 500, and the No. 1070 Kern Standard Roller-Koater packed in an attractive self-selling counter display carton.

No. 570 Kit.....

**No. 678 KEM CHIEFTAIN ROLLER-KOATER
AND TRAY KIT**

A combination package consisting of the Kern Painting Tray No. 600 and the No. 1078 Kern Chieftain Roller-Koater packed in an attractive self-selling counter display carton.

No. 678 Kit.....

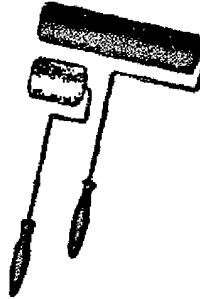
THE DESHLER ROLLER PAINTERS

Designed to the exacting specifications of professional painters with the Miracle Dynel Fabric.

Dynel, a man-made fiber is ideal for use in paint rollers. Actually holds more paint, and applies the paint in a smooth, even coat. Less dipping of the roller means less time spent on the job and more profit to the painter.

The Deshler Roller Painter comes in two sizes—9 inch for walls and large areas; and 3 inch for corners, baseboards and those hard-to-reach places. Both sizes feature the Deshler Comfort-Grip handle, and plastic end-cap which prevents paint from seeping into the roller when in use.

With "Snap-On" rollers, the painter can shift in a matter of seconds from one type of paint to another, or from one color to another.



DESHLER DELUXE ROLLER PAINTER

A deeply woven Dynel fabric assures a beautiful job with paint or enamel. Professional painters will find this custom-woven Dynel roller will handle latex paints, oil paints, and enamels with equal satisfaction.

When used for latex paints it is easily cleaned with soap and warm water. Oil paints and enamels require Kern Paint Brush and Roller Cleaner or paint thinner for cleaning.

DESHLER DELUXE ROLLER PAINTER	No. 1032—3 inch.....
	No. 1092—9 inch.....
DESHLER DELUXE ROLLER COVER	No. 32—3 inch.....
	No. 32—9 inch.....

SHERWIN-WILLIAMS PRODUCTS

DESHLER ROLLER PAINTERS (Continued)

DESHLER STANDARD ROLLER PAINTER

Made with a slightly shorter and more loosely woven Dynel fabric. An economical 9 inch roller for all purpose painting.

Applies enamels, latex-base paints, and oil-base paints equally well, but requires more frequent dipping than the Deluxe Roller.

Use soap and warm water for cleaning rollers used in latex paints, Kem Paint Brush and Roller Cleaner or paint thinner for oil paints and enamels.

No. 1090 DESHLER STANDARD ROLLER PAINTER.....

No. 90 DESHLER STANDARD ROLLER COVER.....

DESHLER STIPPLE ROLLER PAINTER

The Deshler Stipple Roller Painter is not intended to be a paint applicator. It is designed to give that smart stipple finish to freshly applied paint that is most accepted by smart decorators and painters today.

When used in latex paints, clean with soap and warm water. Clean out oil-base or stipple paints with Kem Paint Brush and Roller Cleaner or paint thinner.

DESHLER STIPPLE ROLLER PAINTER No. 1034—3 inch.....
No. 1094—9 inch.....

DESHLER STIPPLE ROLLER COVER No. 34—3 inch.....
No. 94—9 inch.....

LIN-X® CLEAR GLOSS VARNISH

For Interior and Exterior Use



Lin-X Clear Gloss is a transparent varnish that is tough. By combining these essential requisites of a good varnish it has unlimited uses, giving beauty and protection both inside and out. Resistant to boiling water, sizzling grease, fruit juices, even alcohol, it flows on smoothly and is easy to apply to printed linoleum, floors, furniture, woodwork, doors, etc. It is also easy to clean. This varnish is recommended as a top quality, all purpose, serviceable gloss finish.

NOTE: Neither Lin-X nor any other varnish is recommended for inlaid linoleum. One gallon covers approximately 550 square feet, one coat.

Pints Quarts Gallons

SHERWIN-WILLIAMS PRODUCTS

BRUSHING LACQUER CLEAR

S-W Clear Brushing Lacquer, a superior finish where speed is the dominating factor, dries in one hour and can be recoated in two hours. It dries fast—but not too fast to prevent easy brushing. A quick coat gives new sparkle, smooth finish and protection to worn surfaces which may be put back into use in a short time. Lacquered surfaces, smooth, hard and unusually durable, resist dirt and grime.

A beautiful, quick-drying, long-wearing finish over a great variety of surfaces is possible with S-W Brushing Lacquer. This lacquer may be used on most interior surfaces that can be varnished, such as: woodwork, furniture, floors as well as metal or glass articles.

Note—Clear Brushing Lacquer should not be used over mahogany stained woods or recently painted, varnished or enameled surfaces.

If the lacquer becomes too heavy for easy brushing, thin with S-W Lacquer Thinner and Brush Cleaner. One gallon covers approximately 400 square feet, one coat.

½ Pint Pint Quart

LACQUER THINNER AND BRUSH CLEANER

This is the only liquid that can be used for thinning S-W Brushing Lacquer Clear. When thinning is necessary it will produce easy flow and quicker application.

It is also recommended for cleaning brushes, removing lacquer from any surface or to take spots off hands and clothing.

½ Pint Quart

MASONRY AND ASBESTOS SIDING PRIMER

S-W Masonry and Asbestos Siding Primer is especially designed to prime exterior or interior cement, asbestos siding, stucco, brick and concrete walls. It seals the surface, resists alkali and produces an excellent undercoat over which to apply SWP House Paint, S-W Brick and Stucco Paint on exterior surfaces or S-W Flat-Tone and Semi-Lustre on interior walls. (Not to be used on wood).

It's alkali resisting properties make it a most important addition for the painting of surfaces where alkali is ever present, especially new or unpainted masonry surfaces. Asbestos siding, commonly known as asbestos shingle siding, can best be primed with S-W Masonry and Asbestos Siding Primer because it seals the surface and protects the finish coats of SWP Outside House Paint or S-W Brick and Stucco Paint from being attacked by alkali which saponify oil paints. A good full coat should be applied to asbestos shingles and masonry surfaces not previously painted to satisfy the high porosity.

For best results, surfaces of concrete or cinder blocks, with large voids, should be filled with a grout mixture before painting.

Surfaces that have previously been painted with any type of water paint should be thoroughly wire brushed before applying this primer.

S-W Masonry and Asbestos Siding Primer should be applied at package consistency. Allow 2-4 days drying time before applying the material selected as the finish coat.

Note—When a finish coat in color is selected, this primer may be tinted with S-W First Quality Tinting Colors, not to exceed one-half pint to the gallon.

Covering capacity: 200 square feet on asbestos siding or up to 500 square feet per gallon, one coat, according to the porosity of other surfaces.

Gallons 5 Gallons

SHERWIN-WILLIAMS PRODUCTS

METAL PRIMER RED

An economical, effective primer formulated particularly for use on structural and ornamental iron, steel and other surfaces which require protection from rusting. It should not be used over galvanized iron, galvaneal or other zinc-coated surfaces unless they have been exposed to the weather for at least a year.

Metal Primer Red possesses good weather-resistance and durability. One full coat gives a solid covering and a tough, flexible film that will have intimate adhesion to the metal surface over which it is applied. Its non-bleeding and low gloss characteristics have been designed to provide a foundation for interior or exterior paints and enamels. Allow 24 hours in normal drying weather before applying the finish coat.

Covering capacity: Approximately 600 square feet per gallon, one coat.

Quarts Gallons 5 Gallons

MILDEW RESISTANT ADDITIVE

Mildew is a fungus growth that attaches itself to painted surfaces and in many parts of the country is a source of trouble. It discolors paint and shortens its life.

S-W Mildew Resistant Additive is for use with paint, varnish or enamel in areas where mildew is prevalent and extra protection is needed against discoloration. For utmost protection in such areas undercoaters should also be treated.

Where ordinary mildew conditions exist add 2 ounces of Mildew Resistant Additive to the gallon of paint. For areas where extreme mildew conditions exist the amount of Mildew Resistant Additive should be doubled.

NOTE: Surfaces badly mildewed should be washed with a solution composed of 3 heaping tablespoons Spic and Span cleaner and 3 tablespoons Chlorox to one gallon warm water. Scrub the surface well with stiff scrub brush. After 5 to 10 minutes rinse surface thoroughly with clean water. Allow at least 48 hours of good drying weather before application of paint.

2 Ounces 4 Ounces

and/or 5 oz trisodium phosphate to 2 gallon of warm water

OIL STAIN

Sherwin-Williams penetrating Oil Stains are formulated to produce clean, sharp colors on new wood and for refinishing where the old finish has been completely removed. They bring out the full beauty and intensity of the grain. These stains produce uniform full tones without streaks or laps because they are made with the highest quality, most permanent pigments obtainable. Therefore they are highly recommended for finishing the finest interior woodwork such as wood paneling, exposed beams, floors and furniture and either rough or smooth exterior surfaces such as projecting timbers and wood trim.

These stains are rich and pleasing in color, non-bleeding and easy to handle. Variations of color in the wood can be controlled and a uniform effect produced by wiping more or less as required after the stain has "taken." Lighter effects can be secured by the addition of S-W Exolvent or turpentine.

SHERWIN-WILLIAMS PRODUCTS

OIL STAIN—Continued

After staining exterior surfaces such as eaves, projecting timbers, etc., a finish coat of Rexpar Varnish will give a weather resistant surface. Mar-not Gloss Varnish or Mar-not Satin Finish Varnish will give a gloss or smooth polished appearance on interior stained surfaces.

Covering capacity will vary according to the porosity of the surface. One gallon of Oil Stain will cover between 600 and 800 square feet on new wood, one coat. Color Card CC-637.

	½ Pint	Quarts	Gallons
Champagne, 337.....			
Dark Oak, 336.....			
Light Oak, 330.....			
Maple, 334.....			
Platinum, 343.....			
Walnut, 335.....			
Moss Green, 331.....			
Wheat, 333.....			
Red Mahogany, 332.....			

PAINT AND VARNISH REMOVERS

TAXITE ®

Water Rinsable Paint and Varnish Remover

Water rinsable Taxite is quick acting, penetrates old paint, varnish and enamel and softens them for easy removal within a short time.

After Taxite has softened the old film it can easily be removed with putty knife, scraper, or rags. Corners, mouldings, carvings, etc. may be cleaned out by using a small wire brush or steel wool.

Wash the surface with water or detergent and water solution to remove wax and remaining residue. A wash of S-W Exsolvent or turpentine can be used if preferred where grain raising or veneer wood may be a problem.

Do not use on linoleum, asphalt, or plastic tile.

Taxite is recommended for cleaning brushes made with pure bristle. Care should be exercised before using with brushes containing synthetic bristle. After cleaning brushes, rinse in cold water.

½ Pts. Qts. Gals. *5 Gals. *Drums

* On special orders.

SEMI-PASTE TAXITE

Paint and Varnish Remover

This heavy-bodied Taxite is ideal for removing paint, varnish and enamel from vertical surfaces. Has less tendency to run. Quickly penetrates and softens the film for easy removal within a short time. Will not raise the grain of the wood.

After the old film has been removed thoroughly wash or flush the surface with S-W Exsolvent or turpentine (where the film has contained shellac wash with alcohol) to remove wax and remaining residue.

Do not use on linoleum, asphalt or plastic tile.

Clean brushes used in Semi-Paste Taxite by rinsing in S-W Exsolvent then in soap and warm water.

Qts. Gals.

Good for
Latex
—
Scrape
film
with sand
paper

SHERWIN-WILLIAMS PRODUCTS

PAINT AND VARNISH REMOVERS—Continued

REMOVER 84

Non-Flammable—Water Rinsable

A water rinsing characteristic has been added to all the other qualities for which Rx 84 Non-Flammable Paint and Varnish Remover is noted.

In addition to the excellent job of quickly softening paint, varnish and enamel so they can easily be removed, Remover 84 removes latex paint films.

The one outstanding advantage of S-W Remover 84 is the non-flammable characteristic. It can be used where there are fire hazards. It can be more safely stocked. Regulations in many localities make this type remover very popular.

After softened paint has been removed with putty knife or steel wool, wash the surface with water or a detergent and water solution, or naphtha. Use naphtha on wood veneer.

Do not use on linoleum, asphalt or plastic tile.

Brushes used in Remover No. 84 should be rinsed in cool water immediately.

1/2 Pts.	Pts.	Qts.	Gals.
.....			

REMOVER K2

Spray-on—Rinse-off

The Aerosol Spray Method for removing coatings of paint, enamel, varnish, shellac and lacquer is much easier, cleaner, quicker, and safer.

Easier—Press the button and spray on. Cleaner—No run-off, no gooey brush.

Quicker—Acts fast, softened film lifts off. Safer—Non-flammable.

. . . and the old film can be wiped off with coarse rags or steel wool because it stays moist and remains workable.

After the old film has been removed simply wash the surface with a detergent and water solution. Veneered woods should be washed with turpentine or naphtha.

Do not use on linoleum, asphalt or plastic tile.

12 oz. Aerosol Package

6145

PORCH AND FLOOR ENAMEL

For All Interior And Exterior Floors

Sherwin-Williams Porch and Floor Enamel will give interior and exterior floors a rich, colorful and lasting finish. One easily applied coat covers solidly and restores the good looks of all but the most badly worn floors. This synthetic enamel dries overnight. Dust, dirt and grime wash off easily with such little effort.

Porch and Floor Enamel will resist hard wear and repeated cleaning and scrubbing—will withstand outside exposure to sun, water and gritty sand. It gives an extra-tough protection too, and is an ideal finish for interior and exterior wood or concrete* floors and steps, boat decks, metal stairs, dados, and printed linoleum.

*Sherwin-Williams Concrete Floor Primer is a must for unpainted concrete before applying Porch and Floor Enamel. Due to the presence of alkaline cement and moisture in concrete, this non-saponifiable primer is required. Simply follow the directions on the package in the treatment of the concrete to neutralize the alkali and etch the surface for better bondage. (Do not use S-W Concrete Floor Primer on previously painted surfaces.)

Porch and Floor Enamel covers approximately 500 square feet—one coat per gallon. Color Card CC-544-620

	Quarts	Gallons
Blue, 170.....		
Dark Gray, 153.....		
Dark Oak, 155.....		
Graystone, 150.....		
Green, 162.....		
Light Gray, 151.....		
Medium Gray, 152.....		
Oak, 154.....		
Red, 169.....		

SHERWIN-WILLIAMS PRODUCTS

PREPARITE®

Preparite is a clear, non-abrasive liquid developed specifically to simplify the work of enameling or varnishing over old surfaces.

A rag moistened with Preparite will remove wax, grease, polish, etc., from old surfaces. It deadens the gloss of varnish or enamel and temporarily creates a slight tack to which the new finish can bond and anchor firmly. It does not leave any caustic residue to be neutralized and washed off.

NOTE: Preparite should be used on old finishes only—never on a new finish or between-coat, as it is likely to soften and lift a new film. Avoid spattering on unwanted surfaces. Do not use on plastic tile. Preparite is also an excellent and effective brush cleaner.

1/4 Pint Pint Quart Gallon

6144

SEMI-LUSTRE®

SATIN-FINISH FOR WALLS AND WOODWORK

Semi-Lustre, an interior finish of high quality, is scientifically formulated to include the hard drying and washable qualities of an enamel, together with the brushing and working qualities of an oil paint. It "levels" beautifully without brush marks, covers well and dries with a soft pleasing gloss. Needing no undercoat on interior new wood, it is quick and easy to apply.



The uses of Semi-Lustre are manifold. It answers every problem as a wall and woodwork finish in hospitals, schools, public buildings, etc. Being a tough, hard-drying oil type finish, Semi-Lustre is well suited for heavy service on walls and woodwork, providing durability, washability and freedom from the harsh reflections of a full gloss wall finish.

Semi-Lustre is a popular wall finish for bathrooms, kitchens and laundries, where these nine colors blend their beauty in modern decoration. It dries with a smooth satin-lustre that does not catch dirt easily, and may be washed readily with soap and water to restore its original finish. The lustrous, durable film resists the steady beating these rooms must take.

The beautiful, mellow, satin glow produced with Semi-Lustre lends itself to the finishing of woodwork or wood trim throughout the home. Semi-Lustre colors match or harmonize with Flat-Tone and Super Kem-Tone shades for coordinated wall and trim decoration. It can also be tinted, if desired, with S-W First Quality Tinting Colors by which it is possible to secure a variety of shades.

Semi-Lustre dries to re-coat in 24 hours, and has a covering capacity approximately 500 square feet one coat per gallon on average surfaces, Color Card CC-516.

	Pint	Quart	Gallon	5 Gallons
Ivory, 201.....	XXXX			
White, 210.....				
Buttercup Yellow, 199.....	XXXX			XXXX
Camden Green, 192.....				
Flamingo, 197.....				
Madera Blue, 191.....				
Monticello Blue, 190.....				
Pastel Green, 203.....				
Winfield Gray, 200.....				
Yellow Chartreuse, 193.....				

SHERWIN-WILLIAMS PRODUCTS

SCREEN ENAMEL BLACK

Sherwin-Williams Screen Enamel Black is a durable high-gloss enamel formulated especially to withstand outside exposure, and prevent rusting of window and door screens. The use of Screen Enamel Black assures longer life for your screens and prevents unsightly corrosion stains on surfaces painted white or light tints.

In most cases, Screen Enamel Black may be applied as it comes in the package. However, if it is apparently too heavy for certain work, it may be thinned with Exolvent or turpentine without losing its protective qualities.

One quart covers the screens of an average 8 room house.

½ Pints Pints Quarts Gallons

SHER-GIDE [®] TRAFFIC MARKING PAINT

Sher-Gide is a quick drying Traffic Marking Paint for asphalt, concrete, brick, stone, and surfaced highways. It is also used for marking shipping, storing, and parking spaces in and about factories, institutions, schools, markets, etc. *Avoid application on ~~curbs~~ ^{curved} surfaces or thin films as "Black-Tex" customarily applies on ^{curved} surfaces.*

It is supplied in ready-to-use consistency for brushing purposes and conventional pavement marking equipment. Slight reduction with VM&P Naphtha may be necessary for spray application. Sher-Gide works easily and dries in ~~twenty minutes~~ ^{thirty minutes} on bright, clear days. *Dry to touch 30 min.*

Proper thickness of traffic stripe will insure long service. A coverage of 250-350 linear feet for a 4 inch stripe per gallon is preferred. *or 15 gal. per mile*

This paint will also serve as a binder for glass beads, which are dropped by suitable means on the wet paint immediately after it is applied.

White, A86 W 7.....	Gals. 5 Gal
Yellow, A86 Y 8.....	

SHER-GIDE [®] REFLECTORIZED TRAFFIC MARKING PAINT

ReflectORIZED Sher-Gide Traffic Marking Paint is designed to produce maximum reflectivity on streets and highways. It has excellent adhesion, color retention and non-bleeding qualities when applied over bituminous surfaces.

It is supplied with beads added, in ready-to-use consistency in conventional pavement marking equipment. The consistency may be adjusted with VM&P Naphtha if necessary. It works easily in clean equipment and dries in ~~thirty minutes~~ ^{thirty minutes} on bright, clear days. Proper thickness of traffic stripe will insure long service. A coverage of 250-350 linear feet for a 4 inch stripe per gallon is preferred. *clean*

White, A86 W 11.....	Gals. 5 Gals.
Yellow, A86 Y 12.....	

SHERWIN-WILLIAMS PRODUCTS

SHINGLE STAIN

Sherwin-Williams Shingle Stain is formulated with treated oils and color-fast pigments. This stain gives excellent protection for shingle roofs, shingle and rough-sawn siding, or any rough outside wood surface. It brings out the natural beauty of the grain of the wood and adds to it a rich and distinctive coloring.

Shingle Stain may be applied to shingles by dipping if the application is to be made to new shingles before they have been laid. Back priming through this method of application adds years to the life of the shingles.

The shades of Shingle Stain will vary according to the various types of wood applied to. It should be pointed out that the samples shown approximate only the shades which may be obtained when used on Red Cedar. S-W Shingle Stains are rich in color, warm and harmonious, and after they have aged they become even more soft and pleasing in tone. Since this Shingle Stain penetrates very deeply, stained surfaces retain their color exceedingly well.

A two coat application of S-W Shingle Stain is recommended for best results. They produce a more uniform finish and give additional protection. The first coat should be applied as it comes from the package. However, the final coat should be reduced with one pint of pure raw linseed oil for greater protection. This applies particularly where the stain is to be used on old weathered shingles.

One gallon covers approximately 150 square feet, one brush coat. Color Card CC-569.

Indian Red, 765.....	Gallons	5 Gallons
Nut Brown, 768.....		
Thatch Brown, 767.....		
Dark Green, 761.....		
Medium Green, 763.....		
Silver Gray, 771.....		

Not recommended for use on roofs

STOVE AND IRON ENAMEL

Stove and Iron Enamel is an all-purpose, glossy, heat resisting, utility finish for interior and exterior surfaces and metal surfaces subjected to heat. It may be used as a decorative finish on metal surfaces where a glossy, black finish is desired, such as stoves, pipes, iron trellises, hand rails, iron fences, etc.

One pint covers approximately 100 square feet, one coat.

$\frac{1}{4}$ Pint $\frac{1}{2}$ Pint Pint

TINNERS RED

Sherwin-Williams Tinnners Red is a high quality oil paint designed for priming and/or painting galvanized iron gutters, flashings, and drainspouts.

Before applying Tinnners Red to new galvanized iron we recommend that the surface be etched by washing with dilute acetic acid or vinegar.

Tinnners Red can also be used on structural steel and iron. It covers approximately 800 square feet per gallon.

Quarts Gallons 5 Gallons

.....

SHERWIN-WILLIAMS PRODUCTS

6145 TRACTOR AND IMPLEMENT ENAMEL

Tractor and Implement Enamels will give excellent service on tractors, farm implements, wagons, trucks and jeeps as well as garden tools, water pumps, mowing machines, wheel barrows, metal fences and all exterior wood or metal surfaces.

It is easy to apply and produces a tough, high gloss finish that resists the elements.

Valuable wood or metal equipment can be protected by this quick drying, easily-applied S-W Tractor and Implement Enamel by touching up rust spots or giving it a periodic painting.

The colors match standard colors of leading farm implement manufacturers.

Covers approximately 400 square feet per gallon, one coat. Color Card CC-571.

	Quarts	Gallons
Black, 557.....		
Gray, 562.....		
Green, 552.....		
Yellow, 561.....		
Orange, 560.....		
Red, 553.....		

PURE SPIRITS OF TURPENTINE WOOD SULFATE

A product refined and purified in our Chicago Factory, S-W Pure Spirits of Turpentine is in many ways superior to pure gum spirits and more economical. Its solvent strength is at least equal and in some cases slightly better than gum spirits, and nearly twice that of mineral spirits. It has a mild odor and meets government specifications TT-T-801.

Turpentine is generally recommended by chemists for thinning outside house paint (when thinning is necessary) because they have learned through experience that its penetrating power gives two definite advantages:

- (1) Better adhesion over hard surfaces.
- (2) Avoidance of finish coat crawling over a slick priming coat.

Turpentine is also best for thinning varnishes. It prevents curdling, speeds up drying and cleans the brushes when the job is done.

Pints Quarts Gallons 5 Gallons

R AND B UTILITY PAINT

R and B Utility Paint is a general serviceable paint for any exterior surface where an economical paint is required. Made from salvage paints due to overgrinds, damaged containers, etc., including even our highest quality products, it is most applicable to paint jobs where a good Utility paint is needed and color is not a prime requisite. Garages, buildings, structural iron work, bridges, and metal roofs are among many suggested places where R and B Utility Paint may be used at a saving to the customer.

Reduce R and B Utility Paint with raw linseed oil, proportions depending upon type and porosity of the surface to be painted. One gallon covers approximately 500 square feet, one coat. Color Card CC-573.

	Gallons 5 Gallons
Black, 292.....	
Bronze Green, 293.....	
Brown, 294.....	
Gray Slate, 295.....	
Red, 296.....	

SHERWIN-WILLIAMS PRODUCTS

SHERWIN-WILLIAMS VARNISHES

MAR-NOT. ®

TOP QUALITY INTERIOR VARNISH

For Floors, Furniture and Woodwork



Mar-not Varnish is a highly water-resisting, serviceable and wear-resistant clear varnish formulated primarily for use on interior floors, woodwork and furniture. This top quality varnish is produced under close supervision and control throughout every step in its manufacture to assure its meeting many rigid tests, some of the most outstanding performance tests of which are listed below:

1. Dry to touch in not less than $\frac{1}{2}$ hour in order to assure good wet edge, brushability, and not over $2\frac{1}{2}$ hours to minimize dust catching.
2. Dry firm overnight for recoating (14 hours).
3. Dry tack free in 16 hours to test of paper pressed upon varnish or to withstand foot traffic.
4. Dry hard enough in 48 hours to permit rubbing with F.F. pumice and mineral oil.
5. Resists liquids such as fruit juices, tea, coffee and beverages, tests being performed on films which are 96 hours old.
6. Immersion in boiling water for one hour produces no visible effect. Likewise, immersion in cold water for 72 hours shows no apparent effect.
7. Wet neutral soap blocks, such as Ivory, placed on film for one hour, then rinsed off leave no permanent mark on the film.
8. Immersion in 50 per cent grain alcohol (188 proof cut to 94) for 16 hours shows only moderate softening, and recovery is complete in less than 1 hour. This compares with the effect of straight whiskey or gin left on the film overnight.

Because of its fine, full film and sharp lustre, Mar-not is popular as a trim varnish, as well as a finish for floors and furniture. One quick coat gives new beauty to any previously finished wood surface. Mar-not dries to a clear, smooth, hard finish that keeps dirt and grime from rubbing in. A sparkling clean surface is easily maintained by an occasional wiping with a damp cloth or mop.

To assure a beautiful, high quality and long wearing finish with Mar-not Varnish, it is of utmost importance that every effort be made to adequately prepare the surface for careful application of the varnish. The suggestions on the label of the can prepared for guidance should be followed closely to wind up with a varnish job of which any one will be proud.

One gallon covers approximately 550 square feet, one coat.

$\frac{1}{2}$ Pint	Pint	Quarts	Gallons
--------------------	------	--------	---------

SHERWIN-WILLIAMS PRODUCTS

MAR-NOT SATIN FINISH FOR FLOORS, FURNITURE AND WOODWORK

Mar-not Satin Finish gives floors, trim and furniture the beautiful, mellow smoothness of a fine hand-rubbed finish quickly and easily without the effort of rubbing. It stubbornly resists marring, scratching and scuffing and will stand up as ruggedly, as lastingly as the toughest gloss varnish. Mar-not Satin Finish is recommended wherever a clear varnish with a dull finishing sheen is needed for all types of woodwork, every type of wood floor.

Always apply over a prime coat of Mar-not Gloss varnish.

It dries dust-free in 3 hours and hard enough in 18 hours to withstand light foot traffic. Covers approximately 550 square feet per gallon, one coat.

1/2 Pints Pints Quarts Gallons
.....

REXPAP₉ KING OF ALL SPAR VARNISHES

Rexpar, a clear spar varnish, produces a tough elastic film that is very durable, able to withstand the wear and tear of varying weather conditions without water spotting or discoloring. It has extreme elasticity, excellent resistance to fresh and salt water, to wind and parching sun. These outstanding characteristics make Rexpar an ideal spar varnish for motor boats, station wagons, delivery trucks, and for all nautical and aeronautical varnish requirements. The use of Rexpar is highly recommended for kitchens, bathrooms, laundries and for window sills, outside doors, porch ceilings and other places in or around the home where surfaces are subject to much abuse from the elements.

We put into Rexpar the maximum amount of oils which give it elastic qualities and weather resisting properties. It will not turn white and dries elastic to be able to expand and contract without cracking under extreme variations of temperature.

This King of All Spar Varnishes is easily applied and can be had in many sized packages. It dries dust free in 2 to 3 hours, and hardens well overnight. Can be recoated in 15 to 18 hours. Covers approximately 550 square feet per gallon, one coat.

1/2 Pints Pints Quarts Gallons
.....

ALL PURPOSE SPAR VARNISH

Sherwin-Williams All Purpose Spar Varnish is a pale colored, hard drying varnish planned particularly for those interested in a general purpose varnish that possesses good coverage on floors, woodwork and exterior surfaces such as doors, porch ceilings, etc. for a minimum cost. This finish will resist chipping or cracking, scratching, scuffing, staining and water spotting. It will provide a good gloss surface and excellent protection.

This medium priced varnish is easy to apply, covers evenly and produces a smooth lustrous finish that resists hot and cold water, soaps and detergents. It dries dust free in 1 to 2 hours under normal conditions and can be walked upon lightly in 12 to 14 hours. It can be recoated after 18 hours.

Covers approximately 550 square feet per gallon, one coat.

Pints Quarts Gallons
.....

SHERWIN-WILLIAMS PRODUCTS

V 94 QUICK DRYING VARNISH FOR FLOORS AND WOODWORK

This quick drying varnish represents remarkable value and can be recommended to all who require moderately priced varnish. The gloss and elasticity, which are good, keep floors and woodwork protected and beautiful. Being a pale, light colored varnish, V 94 will produce a bright, clear finish over wood to which it is applied.

While of a fairly heavy body, this varnish does not require reduction, except on the first coat of new work where it is advisable to thin it with approximately one pint of S-W Exsolvent or turpentine to the gallon. It dries dust free in about 2 hours and hard in 18 hours. It can be sanded in 17 to 24 hours and rubbed in approximately 72 hours. It covers approximately 500 square feet per gallon, one coat.

Pints Quarts Gallons

.....

FLOOR-SEAL THE WOOD FLOOR HARDENER

S-W Floor-Seal, a wood floor surface sealer and hardener is not intended to produce a varnish film. It penetrates into the wood and hardens it from within by filling the pores and actually toughening the fibres of the wood itself. Dust does not adhere, dirt is quickly and easily removed, and heavy duty floors are kept looking their best.

Water and other liquids soon deteriorate wood flooring when it is left unprotected, resulting in discoloration and uncleanness. The fibrous condition of this surface holds dirt like a carpet. Ordinary floor oils also are unsatisfactory. They are dust catchers as they do not dry properly, and they darken and discolor wood.

Floors sealed with S-W Floor-Seal become tightly sealed, will not discolor with age and are water proofed.

Floor-Seal possesses the following outstanding advantages for use on wood floors in schoolrooms, stores, factories and mills where the service is too heavy for either a floor varnish, floor enamel or any surface finish.

1. Does not darken the wood as does hot linseed oil.
2. It dries completely and is not a dust-catcher as are linseed oil and other floor oils.
3. Floor-Seal does not make the floor slippery as do floor oils. Accident insurance companies recognize this fact.
4. A floor finished with Floor-Seal may be waxed for dancing with perfect satisfaction after drying six to eight days.
5. For regular maintenance after the floor is sealed, periodic applications of Wax are recommended.

One coat of Floor-Seal is our standard recommendation for hard wood floors as it is not intended to produce a varnish film over the surface. One coat will enter completely into the wood, leaving little or no surface film. It remains in the wood, maintaining a hardened wood surface even as the wood surface wears down. For soft wood floors two coats are usually required. Where Floor-Seal is to be applied to open grain woods, it is recommended that S-W Paste Wood Filler be used first.

Floor-Seal is economical and easy to apply. Brush or mop it on the wood, making certain favorable penetration has been made into the wood. One gallon will seal approximately 500 square feet, one coat.

Quarts Gallons 5 Gallons

.....

SHERWIN-WILLIAMS PRODUCTS

GYM FLOOR FINISH LUBRICATED TYPE—NON-SKID

double

S-W Gym Floor Finish is a superior, durable action finish that both penetrates the wood and forms a tough surface. Its admirable floor sealing qualities are especially recommended for gymnasium floors, schools and public buildings, although all wood floors subject to heavy traffic are given a surface that is easy to maintain and refinish because:

1. Seals against moisture and dirt.
2. Unsightly skid burns of rubber-soled or gym shoes are minimized.
3. Minimizes skidding—will add safety and speed to athletic contests because of its non-skidding qualities.

Gym Floor Finish is easy to apply—can be brushed or mopped on. It has a uniform gloss and build and dries very satisfactory overnight. The best non-skid characteristics are obtained by leaving the finish in the natural gloss but if desired the floor may be buffed after 24 hours drying with No. 0 steel wool to smooth the surface and provide an even velvet sheen.

Old painted or varnished floors should first be sanded to remove all the old finish. Open grain woods should first be filled with S-W Paste Wood Filler. Gym Floor Finish will penetrate into the wood, toughening and hardening it, while leaving a serviceable, hard surface which will wear evenly under heavy traffic.

Gym Floor Finish should be allowed to harden 6 to 8 days before applying wax.

One gallon will finish approximately 500 square feet, one coat.

Gallons 5 Gallons

.....

Q. D. DRIER

A quality drier for general use. Made from the best materials. It will dry linseed oil perfectly when mixed in the proportion of about one part of drier to twenty parts of oil. This drier will mix with oil without any indications of curdling or separations and will not affect the most delicate shades or tints when used in the proportions indicated above.

$\frac{1}{2}$ Pint Pint Quart Gallon 5 Gallons

.....

SHERWIN-WILLIAMS PRODUCTS

WALL PRIMER AND SEALER

Odorless*

This is the most effective primer and sealer to use on interior surfaces such as smooth finish, sand finish and textured plasters, wall board, brick, and concrete walls. It is not recommended for wood. It primes and seals walls and ceilings against suction, enabling succeeding coats to cover properly, evenly, and with greater ease.

The success of finished jobs invariably depends on the character of the foundation coat. Therefore, proper use of Wall Primer and Sealer will be instrumental in assuring best results whether on new work or old work. The absence of strong odor during application makes S-W Wall Primer and Sealer especially suitable for use in occupied quarters.

*The odorless solvents used in S-W Wall Primer and Sealer eliminate ordinary paint odors during application. A faint odor may be noticed during final drying stage as oils and resins oxidize. Although not apparent because of the odorless qualities, it is necessary that the room be well ventilated.

Supplied in White only, Wall Primer and Sealer may be tinted to a suitable ground color with S-W First Quality or Kern Tinting Colors. At least 24 hours should elapse for thorough drying between coats. Covering capacity: 800 to 550 square feet per gallon, one coat, varying according to the porosity of the wall.

Quarts Gallons 5 Gallons

WEED-NO-MORE



A really effective, selective weed killer made with the famous 2-4-D. Just spray Weed-No-More (reduced with water according to directions) on broad leaf lawn weeds and they will die, roots and all. Weed-No-More is not toxic and will not injure most common lawn grasses. A quart is enough for the average lawn for the entire season.

The handy plastic spray applicator screws on any standard gallon or half-gallon jug and delivers just the right amount of spray for easy, rapid application. The container and sprayer used for applying Weed-No-More should not be used for any other insecticide.

Pints Quarts Applicator

KEM PRODUCTS

KEM-TONE

A miracle wall paint for all types of interior painted or unpainted walls including plaster, wallboard, brick and cement; also canvas and wallpaper, provided they are adhering tightly to the wall.

Kem-Tone, a resin emulsion finish, is made with synthetic resins and tough durable oils. It comes in a paste form, requiring reduction with water only to a painting consistency. It dries with a beautiful flat matte finish that is washable.

Kem-Tone is exceptionally economical because it can be applied quickly and easily—dries in one hour and one coat covers practically all interior surfaces without a priming coat.

Belmont Ivory, 65401	Midland Green, 65405
Berkeley Green, 65485	Pale Jonquil, 65406
Carneo Rose, 65417	Sheffield Gray, 65434
Intense White, 65424	Willowick Blue, 65421
Yorktown White, 65400	

	Quarts	Gallons	5 Gallons
Dealer Price.....	90	2 75	2 59
Retail Price.....	1 50	4 35	4 25

Quarts: Packed 6 in a case.

Gallons: Packed 4 in a case.

*All colors available in 5 gallon cans on special order.

KEM PLASTIC PATCH

An all-purpose patching, surfacing and filling compound.



Kem Plastic Patch is a synthetic compound of plastic materials for repairing damaged walls and woodwork to be painted or enameled.

No muss, no under-cutting or soaking of the edges of old plaster are necessary. Mix with water—stir to a soft paste, apply with a flexible broad knife, putty knife or trowel.

Will adhere to surfaces without shrinking or cracking.

	1 lb.	2 1/4 lbs.	5 lbs.
Dealer Price.....per pkg.	17	40	64
Retail Price.....per pkg.	25	60	98

Packed: 12 1-lb. pkgs. in a case. 6 2 1/4-lb. pkgs. in a case. 6 5-lb. pkgs. in a case.

KEM-GLO GLOSS MODIFIER

Kem-Glo Gloss Modifier is designed for mixing with Kem-Glo to reduce or modify the lustre where the customer desires a lower sheen in living rooms, dining rooms and bedrooms than the regular Kem-Glo lustre.

This combination of Kem-Glo resins with a semi-transparent flattening pigment modifies the lustre of Kem-Glo without any change in workability, drying, washability, durability or color.

One part of Kem-Glo Gloss Modifier added to four parts of Kem-Glo produces a mellow sheen for decorative grandeur.

	Pints	Quarts
Dealer Price.....	91	1 61
Retail Price.....	1 52	2 59

Packed: 12 pints in a case. 6 quarts in a case.

Straight case discount, 24c per case in any color or size. See page 3.

KEM PRODUCTS

KEM-GLO

THE MIRACLE ALKYD ENAMEL



The superb tile-like finish for walls and ceilings in kitchens, bathrooms, nurseries, playrooms, hallways and for all interior woodwork, KEM-GLO is the miracle achievement of modern paint chemistry; scientifically engineered and manufactured to produce an amazingly tough, durable finish that looks and washes like baked enamel.

KEM-GLO is also a superior finish for interior and exterior furniture, either wood or metal.

*See catalogue
These standards
Undercoater*

KEM-GLO comes ready to use, brushes on like magic, covers most surfaces in one coat and dries in three to four hours under normal conditions.

ONE COAT COVERS—Most surfaces require one coat only (dark-colored surfaces may require a second coat).

NO WALL PRIMER NEEDED when applying to wall surfaces.

NO ENAMEL UNDERCOATER NEEDED when applying to wood surfaces. Bare wood requires two coats.

DRIES IN THREE TO FOUR HOURS—A second coat may be applied after four or five hours.

COLORS MATCH SUPER KEM-TONE.

MAY BE INTERMIXED OR TINTED with Kem-Glo deep colors or Kem Tinting Colors to produce a large variety of stylish pastel shades.

ONE GALLON IS SUFFICIENT for entire kitchen—walls, woodwork and cabinets. Two quarts will do the average bathroom and one quart for woodwork in the average living room, dining room and bedroom.

Appleblossom, 51425	Pinehurst Green, 51412
Bermuda Turquoise, 51417	Princess Ivory, 51401
Camellia Pink, 51409	Ramona Green, 51423
Caprice Yellow, 51422	Ripple Green, 51406
*Cashmere Blue, 51426	Sandalwood, 51421
Chartreuse, 51416	Skyline Blue, 51411
Citron, 51431	*Spanish Brown, 51415
*Colony Blue, 51413	Starlite Gold, 51424
Flamingo, 51420	Stay White, 51400
Glenwood Gray, 51428	Sunbeam Yellow, 51403
Linden Green, 51427	Sunset Rose, 51418
Melodie Green, 51429	Twilight Gray, 51432
Monterey Red, 51414	Wedgwood, Blue 51405
*Parklane Green, 51419	

	Pints	Quarts	Gallons
Dealer Price.....	91	1 61	5 40
Retail Price.....	1 52	2 59	8 69

Packed: 12 pints in a case. 6 quarts in a case. 4 gallons in a case.

*To be discontinued when present stocks are exhausted.

Straight case discount, 24c per case in any color or size. See page 3.

KEM PRODUCTS

No. 130 KEM TINTING COLOR ASSORTMENT

This assortment provides each dealer with Merchandise and Selling Tools. It is offered on a co-operative basis, contains a Traffic Stopper, a quick sales Color Selector, and other sales aids:

162 Kem Tinting Color Tubes

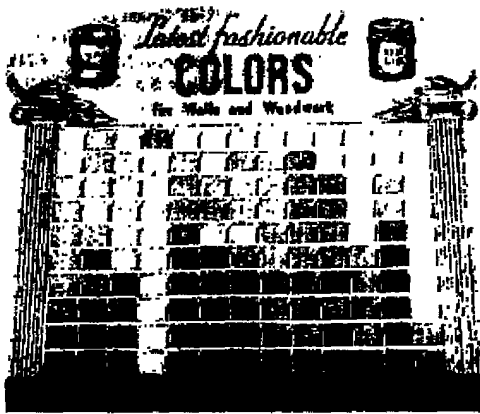
1 Cascade of Color

1800 Color Chips

1 Decor-Aider Color Harmony Book

25 Decor-Aider Color Chip Holders

Co-operative Price—Dealer Net \$69.50.



No. 90 KEM TINTING COLOR ASSORTMENT

An assortment on a co-operative basis to provide dealers with Merchandise and Selling Tools. It contains a Traffic Stopper and other sales aids:

162 Kem Tinting Color Tubes

1 Cascade of Color

540 Color Chips

25 Decor-Aider Color Chip Holders

Co-operative Price—Dealer Net \$59.75.

KEM PRODUCTS

KEM TINTING COLORS

Kem Tinting Colors are the revolutionary new fluid shading colors that mix and work equally well with Super Kem-Tone, latex wall paint and Kem-Glo, alkyd enamel.

It is now possible to make "out-of-this world" colors by adding Kem Tinting Colors to Super Kem-Tone and Kem-Glo which cannot be obtained from base colors.

With Super Kem-Tone and Kem-Glo supplied in circle-seal cans there is ample space to take the additional color up to the recommended limit—gallon: four ounces, quart: one ounce.

Kem Tinting Colors are pigment dispersions—they cannot be used alone as paint—their fluid consistency and the convenient tubes in three sizes simplify any tinting program.

Black No. 407	67407	*Orange No. 401	67401
*Blue No. 405	67405	**Oxide Green No. 409	67409
Brown No. 406	67406	Red Oxide No. 400	67400
**Deep Blue No. 411	67411	- Turquoise No. 410	67410
*Green No. 404	67404	Yellow No. 403	67403
Ochre No. 402	67402		

	1/4 oz.	1 oz.	2 oz.	4 oz.
Dealer Net Price, full box.....per tube	21	80	89	48
Retail Price.....per tube	35	50	65	80

Packed: 6 of each size tube and color in a box.

*Not available in the 2 oz. size.

**Not available in the 4 oz. size.

No case discount on Kem Tinting Colors.

KEM PAINT BRUSH AND ROLLER CLEANER

Kem Paint Brush and Roller Cleaner is scientifically formulated for fast and easy cleaning of wet paint out of brushes and paint rollers. Will not harm Nylon, Neoceta, or pure Bristle brushes. Has minimum odor. Does not burn the hands.

4 to 6 tablespoonfuls will clean a 4-inch brush, or a 7-inch roller. Less for smaller brushes. Work the Cleaner thoroughly into the brush or roller. Then wash them out with the hands under a stream of cool water. Shake out excess water—wrap the brush to maintain the bristles in their original shape—hang up the roller to dry. They are then ready for the next paint job.

Will also clean paint-hardened brushes. Immerse the bristle of a paint-hardened brush in the Cleaner. Allow to remain until brush is softened—normally overnight. Then remove softened paint with a wire brush. Wash with cool running water. If brush is not thoroughly clean, repeat the above using fresh Cleaner.

	Pints	Quarts
Dealer Price.....	48	84
Retail Price.....	75	1 35

Packed: 12 pints in a case. 6 quarts in a case.

Straight case discount, 24c per case in any size.

KEM PRODUCTS

SUPER KEM-TONE *Applikay*

Applikay—the new—the unusual—in home decoration enhances the Super Kem-Tone foundation color with a design that expresses individuality and beauty at a modest cost.

The eight colors of Applikay plus the regular colors of Super Kem-Tone, Intermixtures, and the ten Design Rollers offer an unlimited range of wall decoration, and they're so lovely.

- Rolls on easily—no mess—no spatter—no drip.
- Use it over Super Kem-Tone.
- One quart does the average room.
- Ready to use. Dries in 15 minutes.
- Guaranteed washable after 30 days.
- Roller tools easily and quickly washed in water.

Crystal Green, 67605.....		Pints	Quarts	5/19/54 A H B Gals
Frosty Lilac, 67604.....				
Medallion Yellow, 67601.....				
Moonmist White, 67600.....	Dealer Price.....	1 33	2 25	7.95
Radiant Pink, 67603.....	Retail Price.....	2 19	3 69	
Sapphire Blue, 67606.....				
Silvery Gray, 67607.....				
Spun Gold, 67602.....				

Pints: Packed 12 in a case. Quarts: Packed 6 in a case.

Straight case discount, 24c per case in any color or size.



Applikay ROLLER KIT

The right tools make it easier to do a job, and their proper use results in a better job. The Applikay Roller Kit contains the tools for applying Applikay Designs to walls.

The Applikay Roller Kit contains twin rollers (Design and Transfer), the single handle on which they operate, a Design Hand Stamp and Tray Screen together with instructions for use.

Applikay Roller Kits are available in each of the five designs.

Birchbark, 403.....				5/14/55 W A J Handle only
Falling Feather, 404.....	Dealer Price.....	4 73	9 2	
Homespun, 400.....	Retail Price.....	7 69	14 8	
Jackstraw, 401.....				
Silken Fleece, 402.....				

Packed 6 Kits in a case.

Straight case discount, 72c per case in any design.

KEM PRODUCTS

Applikatay DESIGN ROLLERS

Each of the ten decorator approved Applikatay designs is available separately. The simple snap on feature makes it easy to interchange the designs on the handle assembly.

Birchbark, 103	Evening Star, 113
Falling Feather, 104	Ivy, 115
Homespun, 100	Meadow Flower, 116
Jackstraw, 101	Ming, 114
Silken Fleece, 102	Wheat, 112

Dealer Price.....	2 84
Retail Price.....	4 67

Packed 6 in a case.

Straight case discount, 24c per case in any design.

TRANSFER ROLLER NO. 77

A specially designed fabric roller which holds and transfers Super Kem-Tone Applikatay to the Design Roller. It snaps on to the sturdy handle assembly easily. The Transfer Roller can be cleaned by washing with soap and water, then, rinsed in clear water and hung up to dry.

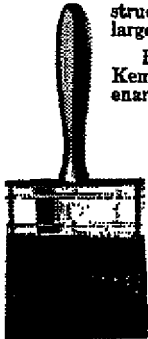
Dealer Price.....	85
Retail Price.....	1 38

Packed 12 in a case.

Straight case discount, 24c per case.

KEM PRODUCTS

KEM FEATHER-FLO WALL BRUSH



The Kem Feather-Flo Wall Brush is designed and constructed so as to assure a satisfactory application of paint on large surfaces.

Recommended for applying Kem-Tone, Kem-Glo or Super Kem-Tone. Can also be used in other types of wall paint, enamel and varnishes.

Consumers or painters will find the streamlined type of beavertail handle fits snugly in the hand, and is comfortable to use, which makes painting easier.

Width 4 inches, thickness $\frac{3}{8}$ inches, length clear $3\frac{1}{4}$ inches.

The soft, silky Nylon bristle, set in rubber, holds a generous amount of paint and helps spread it uniformly on the surface.

With the proper care (see directions on wrapper) this brush will retain its good qualities indefinitely.

Dealer Net Price.....each 1 88

Retail Price.....each 2 98

One dozen Kem Feather-Flo Wall Brushes are packed in display carton—Dealer Net Price \$22.56.

KEM NEOCETA WALL BRUSH

Made with pure Neoceta Bristles—synthetic bristles that pick up and carry more paint than Chinese hog bristle.

Width 4 inches, thickness $\frac{3}{8}$ inches, length clear $3\frac{1}{4}$ inches.

Recommended for applying Kem-Tone, Kem-Glo or Super Kem-Tone. Can also be used in other types of wall paint, enamel and varnishes.

With reasonable care (see directions on wrapper) this brush will give long and satisfactory service.

Dealer Net Price.....each 1 49

Retail Price.....each 2 39

One dozen Kem 4 inch Neoceta Wall Brushes are packed in a display carton—Dealer Net Price \$17.88.



KEM FEATHER-FLO TRIM BRUSH

Especially designed for applying Kem-Glo but can also be used in all types of paint, varnish and enamel.

Width $2\frac{1}{4}$ inches, thickness $\frac{3}{8}$ inches, length clear $2\frac{3}{4}$ inches.

The pure Nylon bristle are vulcanized in rubber for durability.

The streamlined beavertail handle fits snugly in the hand—is comfortable to use—makes painting easier.

Dealer Net Price.....each 1 08

Retail Price.....each 1 69

Two dozen Kem Feather-Flo Trim Brushes are packed in a Self-Seller display carton—Dealer Net Price \$25.92.

No case discount on above brushes.



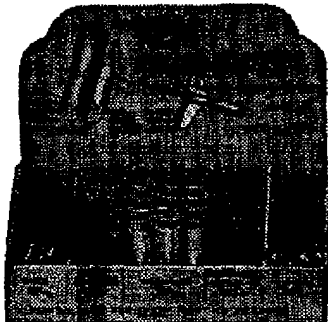
KEM PRODUCTS

KEM ROLLER-KOATERS

Now—paint rollers designed and made to do specific interior painting and decorating jobs, and do them better. With a single handle and a selection of rollers, the average individual can do an excellent job of "rolling on" all types of wall paints and enamels. Only seconds to change from one type of paint to another or from one color to another. These new Kem Rollers snap on to the sturdy maroon handle easily.



No. 220 KEM ROLLER-KOATER ASSORTMENT



This assortment includes:

A handsome merchandiser display.
12 No. 72 Kem Deluxe Roller Covers
12 No. 74 Kem Deluxe Roller Covers.
18 No. 70 Kem Standard Roller Covers.
24 Handles.

An ideal unit for automatic self-selling technique.

No. 220 Complete 66 piece unit—

Dealer Net Price..... \$37.20
Retail Value..... 61.74

BARGAIN SPECIAL—For a limited time only we will give an extra dozen handles **FREE** with every order for a No. 220 Kem Roller-Koater Assortment.

No. 550 ROLLER-KOATER ASSORTMENT

"Lamp Post" Flasher Display

A customer-attracting Roller-Koater display for space-saving counter use. Light in lamp flashes on and off making display a real traffic stopper.

This self-serve sales builder includes:

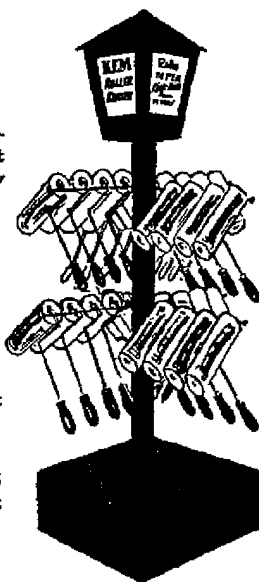
The Lamp Post Merchandiser

12 No. 1072 Kem Deluxe Roller-Koaters
24 No. 1070 Kem Standard Roller-Koaters
36 No. 1078 Kem Chieftain Roller-Koaters
12 No. 500 Kem Painting Trays
12 No. 600 Kem Painting Trays

Ideally merchandises a complete assortment of Kem Rollers and Trays.

No. 550 Complete 96 piece unit—

Dealer Net Price \$ 69.95
Retail Value 113.49



KEM PRODUCTS

KEM ROLLERS (Continued)

No. 1072 KEM DELUXE ROLLER-KOATER

For Extra Fine Wall Painting

An especially deeply woven Dynel fabric on a special core that picks up and applies more paint per dip. This enables the user to obtain a much higher percentage of one-coat jobs in the fine stipple finish, so in demand.

The fabric is tapered and trimmed which permits roller painting to within one-half inch of woodwork or corners. The long wearing "Snap-On" Nylon end caps makes it easy to remove the cover for cleaning purposes.

This Kem Deluxe Roller-Koater is ideal for applying Super Kem-Tone or any oil base paint.

When used for latex paints, it is easily cleaned with soap and warm water. Oil paints can be cleaned with Kem Paint Brush and Roller Cleaner.

Dealer Price.....each 1 23

Retail Price.....each 1 98

Packed one dozen in a case.

No. 72 KEM DELUXE ROLLER COVER

These covers described above are available at the following prices:

Dealer Price.....each 85

Retail Price.....each 1 38

Packaged in an attractive plastic bag, packed one dozen in a case.

No. 1074 KEM DELUXE ROLLER-KOATER

For Finest Wall Enameling

A closely woven Dynel fabric on a special core to apply Kem-Glo and other enamels on walls with a minimum of stipple. Picks up and applies more enamel per dip.

Provides for easier and better one-coat enamel jobs. Permits roller enameling to within one-half inch of woodwork or corners. The long wearing "Snap-On" Nylon end caps make it easy to remove the cover.

When used in enamels, the roller can easily be cleaned with Kem Paint Brush and Roller Cleaner.

Dealer Price.....each 1 23

Retail Price.....each 1 98

Packed one dozen in a case.

No. 74 KEM DELUXE ROLLER COVER

These covers described above are available at the following prices:

Dealer Price.....each 85

Retail Price.....each 1 38

Packaged in an attractive plastic bag, packed one dozen in a case.

Straight case discount, 24c per case. See page 3.

KEM PRODUCTS

KEM ROLLERS (Continued)

No. 1070 KEM STANDARD ROLLER-KOATER

For Economical, All-Purpose Painting

The Standard Roller is a more loosely woven Dynel fabric with a slightly shorter nap. An economical Roller-Koater for all-purpose painting. The heavy "Snap-On" plastic end caps makes it easy to remove the cover.

Applies latex paints, oil paints, and enamels equally well, but requires more frequent dipping than the Deluxe Roller. Operates as easily as the Deluxe Roller, yet requires slightly more time and care to do a one-coat job.

When used for latex paints, it can be cleaned with soap and warm water. Oil paints and enamels can be cleaned with Kem Paint Brush and Roller Cleaner.

Dealer Price.....each 88
Retail Price.....each 1 39

Packed one dozen in a case.

No. 70 KEM STANDARD ROLLER COVER

These covers described above are available at the following prices:

Dealer Price.....each 50
Retail Price.....each 79

Packaged in an attractive plastic bag. Packed one dozen in a case.

No. 1078 KEM CHIEFTAIN ROLLER-KOATER

Made of a combination of Dynel and Rayon fabric that has big paint "pick-up". Metal end caps. Handle attached with thumb screw for easy cover replacement.

Dealer Price.....each 67
Retail Price.....each 1 00

Packed one dozen in a case.

No. 78 KEM CHIEFTAIN ROLLER COVER

These covers described above are available at the following prices:

Dealer Price.....each 41
Retail Price.....each 60

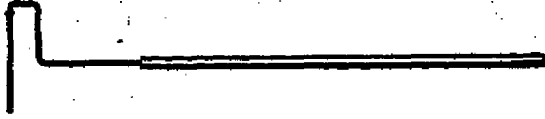
Packaged in an attractive plastic bag. Packed one dozen in a case.

Straight case discount, 24c per case. See page 3.

KEM PRODUCTS

No. 736 EXTENSION HANDLE

Here is a new handle that makes ceiling, wall and floor painting twice as easy and twice as fast.



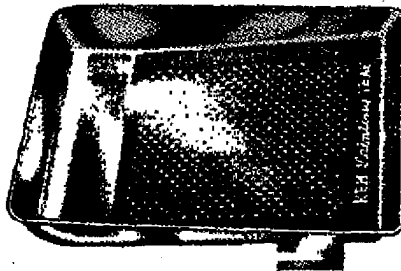
This 36 inch extension handle snaps onto any of the deluxe or standard rollers easily and can be used intermittently with the regular 15 inch handle.

Dealer Price.....each 61
Retail Price.....each 98

Packed one dozen in a case.

Straight case discount, 24c per case.

KEM PAINTING TRAY No. 500



Kem Painting Tray No. 500 is the best roller tray in any price bracket. Its size (11" x 15") makes it suitable for use with either 7" Kem Roller-Koaters, 7" Kem Applikay Rollers, or 9" Dasher Rollers.

The No. 500 Tray has a hob-nail bottom which completely eliminates roller skidding, and permits the roller to be quickly and evenly covered with paint. It has a new type of leg which extends completely across the bottom of the tray to eliminate "tip-over" when painting.

Dealer Price.....each .62
Retail Price.....each 1 00

Packed 12 in a case.

Straight case discount, 24c per case.

KEM PAINTING TRAY No. 600

The No. 600 Tray is for use with 7 inch or smaller rollers. It is a more economical, lighter weight tray with a "washboard" traction bottom to minimize roller skidding.

Dealer Price.....each 44
Retail Price.....each 69

Packed 12 in a case.
Straight case discount, 24c per case.

SP10 (KT1) 9-55 88

— 15 —

KEM PRODUCTS

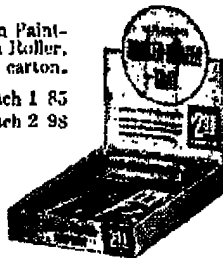
No. 572 KEM DELUXE ROLLER-KOATER AND TRAY KIT

A combination package consisting of the Kem Painting Tray No. 500, and the No. 1072 Deluxe Kem Roller-Koater packed in an attractive counter display carton.

Dealer Price.....each 1 85
Retail Price.....each 2 98

Packed 5 kits in a case.

Straight case discount, 24c per case.



No. 570 KEM STANDARD ROLLER-KOATER AND TRAY KIT

A combination package consisting of the Kem Painting Tray No. 500, and the No. 1070 Kern Standard Roller-Koater packed in an attractive self-selling counter display carton.

Dealer Price.....each 1 50
Retail Price.....each 2 39

Packed 5 kits in a case.

Straight case discount, 24c per case.

No. 678 KEM CHIEFTAIN ROLLER-KOATER AND TRAY KIT

A combination package consisting of the Kem Painting Tray No. 600 and the No. 1078 Kem Chieftain Roller-Koater packed in an attractive self-selling counter display carton.

Dealer Price.....each 1 11
Retail Price.....each 1 69

Packed 5 Kits in a case.

Straight case discount, 24c per case.

KEM PRODUCTS

**SUPER KEM-TONE
CUSTOM TONER COLORS**

Super Kem-Tone Custom Toner Colors are formulated with the same characteristics that have made Super Kem-Tone "The De Luxe Wall Paint" wherever it has been used.

These 5 Custom Toner Colors can be intermixed, or mixed with other Super Kem-Tone Colors to produce hundreds of shades and tints desired for any particular job, or they can be used full strength for deep colors Modern decorators so often insist upon.

Black, 67204	Red, 67200
Blue, 67202	Yellow, 67201
Orange, 67203	

	*Pints	Quarto	*Gallons
Dealer Price.....	74	1 30	4 47
Retail Price.....	1 23	2 15	7 30

Packed: 12 pints in a carton, 6 quarts in a carton, 4 gallons in a carton.

*To be discontinued when present stocks are exhausted.

**KEM-GLO
CUSTOM TONER COLORS**

Kem-Glo Custom Toner Colors will produce the same amazingly tough, durable finish for which Kem-Glo has become famous.

Here are 5 deep Toner Colors which can be intermixed, or mixed with other Kem-Glo colors to produce innumerable shades and tints, or used as they come from the package when real deep colors or black are desired.

Black, 51604	Red, 51600
Blue, 51602	Yellow, 51601
Orange, 51603	

	*Pints	Quarto
Dealer Price.....	1 02	1 82
Retail Price.....	1 70	2 98

Packed: 12 pints in a carton, 6 quarts in a carton.

*To be discontinued when present stocks are exhausted.

Straight case discount, 24c per case in any color or size. See page 2

These prices Fair-Traded in all states where
Fair-Trade Laws are in effect.

EFFECTIVE MARCH 8, 1955

PRICE LIST OF INTERMIXTURES**SUPER KEM-TONE
STYLE GUIDE COMPANION INTERMIXTURES**

	Quarts	Gallons
Retail Price.....	2 50	7 00
Dealer Net Price.....	1 50	4 21

CUSTOM COLOR CATALOG INTERMIXTURES**HOUSE & GARDEN COLORS****Group A**

Antique White	French Lilac	Pastel Willow
Blueberry	Gunmetal	Pebble
Carnation	Hot Chocolate	Phlox Pink
Cerulean Blue	Mocha	Porcelain Blue
Citron	Pastel Carnation	Sand
Cloud Gray	Pastel Citron	Sandalwood
Clover Pink	Pastel Cloud Gray	Sky Blue
Dove Gray	Pastel Dresden Blue	Spruce
Dresden Blue	Pastel Green Olive	Willow
Driftwood	Pastel Sandalwood	Wisteria
Forest	Pastel Sky Blue	

	Quarts	Gallons
Retail Price.....	2 60	7 28
Dealer Net Price.....	1 56	4 37

Group B

Avacado	Green Olive	Nasturtium
Bitter Green	Leaf	Siamese Pink
Cherry	Lemon Peel	Sprout
Dark Bronze	Middy Blue	Suede Brown
Flame	Mustard	Terra Cotta

	Quarts	Gallons
Retail Price.....	2 95	8 28
Dealer Net Price.....	1 77	4 97

Group C

Cardinal Red (Monterey Red, 67109)

	Quarts	Gallons
Retail Price.....	1 88	5 85
Dealer Broken Case Price.....	1 14	3 70

CANNON TOWEL COLORS**Group A**

Aqua	Lagoon Green	Sky Blue
Aquamarine	Limelight	Sun Gold
Baby Pink	Mimosa Yellow	Sunrise Peach
Flamingo	Moonlight Yellow	Sunset Rose
Gray Mist	Radiant Rose	
Green Spray	Shell Pink	

	Quarts	Gallons
Retail Price.....	2 60	7 28
Dealer Net Price.....	1 56	4 37

Group B

Forest Green	Rocket Blue
Lightning Pink	Sapphire

	Quarts	Gallons
Retail Price.....	2 95	8 28
Dealer Net Price.....	1 77	4 97

Kem Mix (KT1) 8-55 476

— 1 —

Section No. 8

0007-SWP-000188355

PRICE LIST OF INTERMIXTURES

SUPER KEM-TONE

CUSTOM COLOR CATALOG INTERMIXTURES (Cont.)

CRANE COLORS

Citrus Yellow	Pale Jade	Sky Blue		
French Gray	Persian Red	Suntan		
India Ivory	Shell Pink			
			Quarts	Gallons
Retail Price.....			2 60	7 28
Dealer Net Price.....			1 56	4 37

A M C PERSPECTIVE COLORS

Group A				
Red	Sandalwood			
			Quarts	Gallons
Retail Price.....			2 60	7 28
Dealer Net Price.....			1 56	4 37

Group B				
Avocado	Brown Walnut	Myrtle Green		
Black Walnut	Gold	Nite Blue		
Brick	Greige	Pumpkin		
			Quarts	Gallons
Retail Price.....			2 95	8 28
Dealer Net Price.....			1 77	4 97

COLONIAL COLORS

Group A				
Colonial Aqua	Colonial Green Gray	Colonial Sage		
Colonial Beige	Colonial Ivory	Colonial Sand		
Colonial Blue	Colonial Lichen	Colonial Sea Green		
Colonial Blue Gray	Colonial Pale Green	Colonial Shadow Green		
Colonial Brown	Colonial Pastel Blue	Colonial Tan		
Colonial Buff	Colonial Pearl	Colonial Yellow		
Colonial Gray	Colonial Red			
Colonial Green	Colonial Rose			
			Quarts	Gallons
Retail Price.....			2 60	7 28
Dealer Net Price.....			1 56	4 37

Group B				
Colonial Autumn Red	Colonial Gold			
			Quarts	Gallons
Retail Price.....			2 95	8 28
Dealer Net Price.....			1 77	4 97

PRICE LIST OF INTERMIXTURES

KEM-GLO

STYLE GUIDE COMPANION INTERMIXTURES

	Quarts	Gallons
Retail Price	3 47	10 08
Dealer Net Price	2 08	6 08

CUSTOM COLOR CATALOG INTERMIXTURES

HOUSE & GARDEN COLORS

Group A

Antique White	Mocha	Phlox Pink
Avacado	Pastel Carnation	Porcelain Blue
Carnation	Pastel Citron	Sand
Citron	Pastel Cloud Gray	Sandalwood
Cloud Gray	Pastel Dresden Blue	Sky Blue
Clover Pink	Pastel Green Olive	Spruce
Dresden Blue	Pastel Sandalwood	Suede Brown
Driftwood	Pastel Sky Blue	Terra Cotta
Dove Gray	Pastel Willow	Willow
Forest	Pebble	Wisteria
Hot Chocolate		

	Quarts	Gallons
Retail Price	3 47	10 35
Dealer Net Price	2 08	6 21

Group B

Bitter Green	French Lilac	Mustard
Blueberry	Green Olive	Nasturtium
Cerulean Blue	Gunmetal	Persimmon
Cherry	Leaf	Siamese Pink
Dark Bronze	Lemon Peel	Sprout
Flame	Middy Blue	

	Quarts	Gallons
Retail Price	3 72	11 05
Dealer Net Price	2 23	6 63

Group C

Cardinal Red (Monterey Red, 51414)

	Quarts	Gallons
Retail Price	2 59	8 69
Dealer Broken Case Price	1 61	5 40

CANNON TOWEL COLORS

Comb spun Percale Colors

Aquamarine	Moonlight Yellow	Sunrise Peach
Lagoon Green	Shell Pink	Sunset Rose

	Quarts	Gallons
Retail Price	3 47	10 35
Dealer Net Price	2 08	6 21

PRICE LIST OF INTERMIXTURES

KEM-GLO

CUSTOM COLOR CATALOG INTERMIXTURES (Cont.)

TERRY CLOTH COLORS

Group A		
Aqua	Gray Mist	Radiant Rose
Baby Pink	Greenspray	Sky Blue
Flamingo	Mimosa Yellow	
		Quarts Gallons
Retail Price.....		3 47 10 35
Dealer Net Price.....		2 08 6 21

Group B		
Forest Green	Limelight	Rocket Blue
Lightning Pink	Sun Gold	Sapphire
		Quarts Gallons
Retail Price.....		3 72 11 05
Dealer Net Price.....		2 23 6 63

CRANE COLORS

Group A		
Citrus Yellow	Pale Jade	Shell Pink
French Gray	Persian Red	Suntan
India Ivory	Sky Blue	
		Quarts Gallons
Retail Price.....		3 47 10 35
Dealer Net Price.....		2 08 6 21

A M C PERSPECTIVE COLORS

Group A		
Red	Greige	
		Quarts Gallons
Retail Price.....		3 47 10 35
Dealer Net Price.....		2 08 6 21

Group B		
Avocado	Brown Walnut	Nite Blue
Black Walnut	Gold	Pumpkin
Brick	Myrtle Green	Sandalwood
		Quarts Gallons
Retail Price.....		3 72 11 05
Dealer Net Price.....		2 23 6 63

COLONIAL COLORS

Group A		
Colonial Aqua	Colonial Green Gray	Colonial Rose
Colonial Beige	Colonial Ivory	Colonial Sage
Colonial Blue	Colonial Lichen	Colonial Sand
Colonial Blue Gray	Colonial Pale Green	Colonial Sea Green
Colonial Brown	Colonial Pastel Blue	Colonial Shadow Green
Colonial Buff	Colonial Pearl	Colonial Tan
Colonial Gray	Colonial Red	Colonial Yellow
		Quarts Gallons
Retail Price.....		3 47 10 35
Dealer Net Price.....		2 08 6 21

Group B		
Colonial Autumn Red	Colonial Green	Colonial Gold
		Quarts Gallons
Retail Price.....		3 72 11 05
Dealer Net Price.....		2 28 6 63

These prices Fair-Traded in all states where
Fair-Trade Laws are in effect.