

7 SWP 35661-665

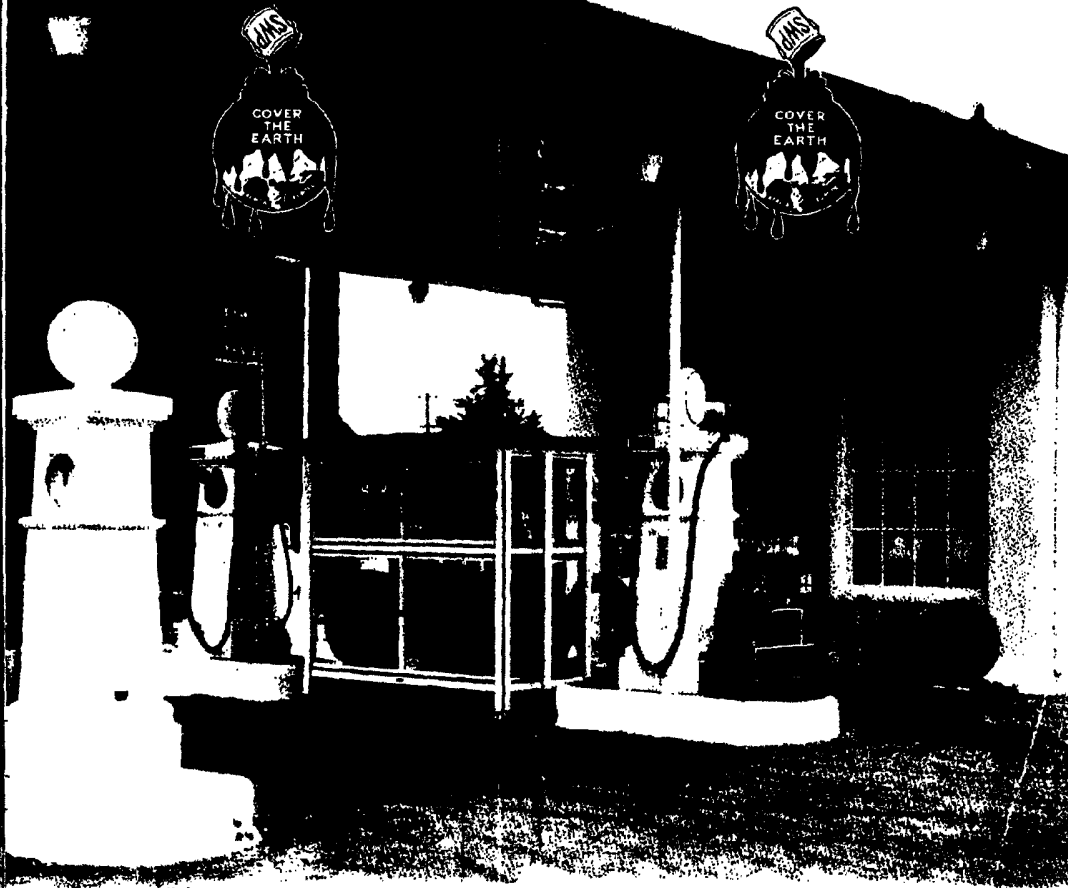
Archives 151

Removed from large Ring binder

SHERWIN-WILLIAMS

**SERVICE
STATION
FINISHES**

**SERVICE
STATION
FINISHES**



WHERE TO REACH US

ADMINISTRATION OFFICES

101 Prospect Ave., N. W., Cleveland, Ohio

WAREHOUSES AND OFFICES

Albany, N. Y.	Louisville, Ky.
Altoona, Pa.	Mansfield, Ohio
Amarillo, Texas	Memphis, Tenn.
Ashtabula, Ohio	Mexico City, Mex.
Atlanta, Ga.	Miami, Fla.
Austin, Texas	Milwaukee, Wis.
Baltimore, Md.	Minneapolis, Minn.
Bangor, Me.	Mobile, Ala.
Baton Rouge, La.	Monroe, La.
Beaumont, Texas	Montgomery, Ala.
Binghamton, N. Y.	Nashville, Tenn.
Birmingham, Ala.	Newark, N. J.
Boston, Mass.	New Haven, Conn.
Bridgeport, Conn.	New Orleans, La.
Brownsville, Texas	New York, N. Y.
Buffalo, N. Y.	Oakland, Calif.
Canton, Ohio	Oklahoma City, Okla.
Cedar Rapids, Iowa	Omaha, Nebr.
Charleston, S. C.	Pensacola, Fla.
Charlotte, N. C.	Peoria, Ill.
Chattanooga, Tenn.	Philadelphia, Pa.
Chicago, Ill.	Phoenix, Ariz.
Cincinnati, Ohio	Pittsburgh, Pa.
Cleveland, Ohio	Portland, Ore.
Colorado Springs, Colo.	Providence, R. I.
Columbia, S. C.	Richmond, Va.
Columbus, Ga.	Rochester, N. Y.
Columbus, Ohio	Salt Lake City, Utah
Dallas, Texas	San Antonio, Texas
Davenport, Iowa	San Francisco, Calif.
Decatur, Ill.	Savannah, Ga.
Denver, Colo.	Schenectady, N. Y.
Des Moines, Iowa	Seattle, Wash.
Detroit, Michigan	Sioux City, Iowa
El Paso, Texas	Spartanburg, S. C.
Evansville, Ind.	Spokane, Wash.
Fort Worth, Texas	Springfield, Ill.
Galveston, Texas	Springfield, Mass.
Hartford, Conn.	St. Louis, Mo.
Havana, Cuba	Syracuse, N. Y.
Houston, Texas	Tampa, Fla.
Huntington, W. Va.	Texarkana, Texas
Indianapolis, Ind.	Trenton, N. J.
Jackson, Miss.	Tulsa, Okla.
Jacksonville, Fla.	Uniontown, Pa.
Johnson City, N. Y.	Waco, Texas
Joplin, Mo.	Warren, Ohio
Kansas City, Mo.	Washington, D. C.
Knoxville, Tenn.	Wheeling, W. Va.
Little Rock, Ark.	Wichita Falls, Texas
Los Angeles, Calif.	Worcester, Mass.
	Youngstown, Ohio

SEMI-LUSTRE—A Satin Finish for Interiors

The ideal sanitary finish for interior walls and woodwork of gasoline stations and rest rooms. Dries to an extremely hard, tight finish that washes easily and has exceptional durability. Easily applied, good covering and economical.

FLOOR AND DADO LACQUERS

The rapid drying of this finish, added to its good brushing, long life and resistance to oil and gasoline make it the best recommendation for painting floors so that they can be kept in clean and inviting appearance. Unpainted wood or concrete floors absorb oil and grease, not only making a fire hazard but a slippery floor and one that soils shoes and the customer's car interior.

Clean floors, before painting, with cleaning gasoline to remove oil or grease which interferes with drying of finishes.

S-W BRUSHES

Sherwin-Williams Brushes are "clean as a hound's tooth." Finishes spread cleaner, freer and cover better with an S-W Brush because — Each brush is scientifically built to suit a particular job — to do its work better and more economically. Use a better brush and you will get a better job — less sand-papery, less work and better looking.



THE SHERWIN-WILLIAMS Co.

LARGEST PAINT AND VARNISH MAKERS
IN THE WORLD

SERVICE STATION PAINTS

An oil and varnish type finish for exterior painting. Furnished in the standard shades adopted by oil companies. They are easily applied, dry to a good enamel gloss, cover well and set up quickly so as to not interfere with trade. They wear well and stand repeated washing.

ZONE MARKING PAINTS

(Traffic and Curb Paints)

Careful painting of islands, marking of driveways, traffic lanes, lines to pits, etc., attracts passing trade and is appreciated consideration of the customer's convenience.

These paints are designed to be used on asphalt, wood, brick, stone and surfaced highways and will not chip or flake off. Rapid drying. These paints are not softened or discolored by asphalt oils in pavement. Traffic Zone White is intensely white and retains its color for a long period of time.

Also furnished in lacquer type.

KEM PUMP AND EQUIPMENT ENAMELS

These enamels embody the very latest developments of our research laboratories and are specially formulated to meet the requirements of gasoline station maintenance and assure unusual retention of gloss and color. Resistant to gasoline spillage. Applied by brush as they come in the can. Dry rapidly with no interference to service.

KROMIK METAL PRIMER No. 74

Kromik Metal Primer No. 74 is recommended as an effective and economical primer for iron and steel. The formula

is carefully balanced, containing a basic lead chromate and a combination of white lead, zinc oxide, red lead and a liberal amount of an iron oxide pigment, specially developed by the calcination of iron carbonate.

The vehicle is of the very finest refined linseed oil, thereby eliminating all oil "foots" which are known to have detrimental effects upon the life of the primer.

Kromik Primer No. 74 is non-bleeding and therefore can be used under white. In performance it levels well, has good opacity and gives a good, tough, flexible film.

It is chemically neutral, after the film is dry, and is less affected than red lead by sulphur fumes and gases, where it may be exposed through abrasion and defects in finishing coats.

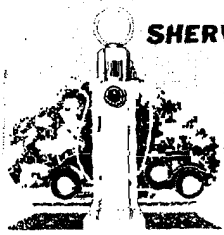
KEM SERVICE STATION PAINTS

In the formulation of Kem Station Paints we have been able to obtain a finish with better retention of gloss, freshness of color and a generally finer appearance than with older types of finishes. This not only lengthens the period before repainting is needed, but retains a greater degree of attractiveness.

These paints dry rapidly with a good oil gloss. The film is tough and elastic with excellent durability. Designed for exterior use on wood, metal and stucco.

GAS-RESISTING WHITE—Interior

Developed for use on interior walls and ceilings where unusual and severe hydrogen sulphide and sulphur fumes prevail. For use on plaster, brick, concrete, wood or composition board.



SHERWIN-WILLIAMS

Service Station Finishes

In developing this line of finishes our chief consideration has been to help solve the problem of economical gasoline service station finishing and maintenance.

Sherwin-Williams offers a complete line of quality finishes for the painting and refinishing of all surfaces usually found in and around gasoline stations. These products have built into them the required qualities of attractiveness, durability, ease of application and rapidity of drying as well as maximum protection.

Through the facilities of a warehouse distribution service that is unequaled in the field, Sherwin-Williams makes it possible for the oil company to insure complete color identification for all stations, no matter where they may be located. This service provides economy to the customer as well as convenience.

Sherwin-Williams Finishes are dependable the world over, because exact painting procedure can be written into general instructions to each station operator, eliminating waste of time and material.

A brief description of the finishes follows. More complete information will be furnished promptly by your nearest Sherwin-Williams office listed on this folder.

SERVICE STATION PAINT



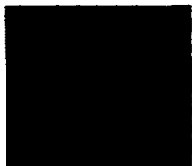
Sunset Red

White



National Green

Jersey Cream



Universal Green

Bright Yellow



Continental Blue



Yorkshire Yellow



Atlantic Blue



Orange Yellow

Also Black

SHERWIN-WILLIAMS SERVICE STATION FINISH

KEM SERVICE STATION PAINT



**KROMIK
METAL
PRIMER**



For Metal Priming



Medium Blue



Medium Green



Royal Blue



Dark Green

White

Ivory

Lemon Yellow

Red



Orange Yellow



Maroon

KEM PUMP AND EQUIPMENT ENAMELS



Naples Blue



Aluminum



Cream



Medium Yellow



Sage Green

Also Black

Medium Yellow

ZONE MARKING PAINT

Powder Blue

Ivory White



Medium Blue



Verdast Green



Orange Yellow



Yorkline Yellow

White

Yellow

Orchid

Cream



Dark Blue



Moss Green

Also Black and White



Tealblue Red



Violet Red



Orange

Also furnished in lacquer type.



Red

Silver Gray

Bull

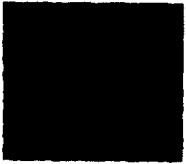
FLOOR and DADO
LACQUER



Gray Stone



Beach Brown



Steel Gray



Sun Tan



Gray



Walnut Brown



Dust Gray



Tile Red



Chocolate Brown



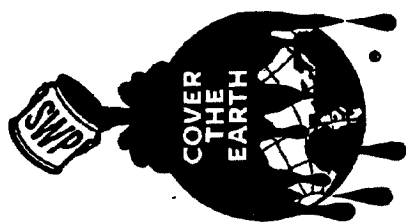
Maroon

7 SWP 36170 Label
SWP Auburn Brown

Folder 6

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" Labels - General - Misc.
September, 1966

3.785 LITERS



SHERWIN-WILLIAMS
SWP
HOUSE PAINT

FOR WOOD AND METAL SURFACES

SWP	
AUBURN BROWN	
Element of Weight.....	22%
Vehicle by Weight.....	78%
Composition of Element by Weight:.....	
Vanilla.....	100%
Pearle Yellow.....	100%
Iron Oxide.....	100%
Sliver Oxide.....	100%
Silicate.....	100%
Composition of Vehicle by Weight:.....	
Vanish.....	100%
*Non Vol. 1%.....	100%
Tri-Phenyl Phosphate.....	100%
Tri-Phenyl Fatty Acid.....	58%
Alkyl Resin.....	42%
Vanillin.....	100%
M n n-1 Solvents.....	2a (1-62)
G-3-05	
A2N14	

A2N14

SWP HOUSE PAINT

AUBURN BROWN

FIRST COAT — Use SWP 450 Undercoater tinted with two ounces Kem Tinting Color Black or one-quarter pint S-W First Quality Tinting Color Lampblack to the gallon of SWP 450 Undercoater. Allow 2 to 4 days drying before recoating.

SECOND or FINISHING COAT — Use full body at package consistency. If too heavy for easy brushing, thin it sparingly with S-W Exolvent or turpentine.

ADDITIONAL COAT (THIRD COAT) — Recommended for new or badly weathered surfaces, after the second coat has dried 2 to 4 days. Same as directed for second coat.

UNPAINTED METAL SURFACES — Galvanized iron: first coat S-W Galvite, then two coats of this SWP color. Steel and iron: first coat S-W Rust Control Primer #49, then one or two coats of this SWP color.

CAUTION — DO NOT intermix this color with SWP Trim and Tinting Non-Chalking White. To vary the color use Kem Tinting Color — up to two ounces per gallon.

11-65

THE SHERWIN-WILLIAMS CO.

GENERAL OFFICES: CLEVELAND, OHIO 44101
MADE IN U. S. A.

DIRECTIONS: — PREPARING THE SURFACE

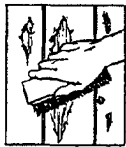
Surface must be thoroughly dry, clean, and free from grease. Do not paint in damp, foggy, or cold weather. Most finishes dry best at 65°F. or higher.



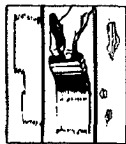
Check roof, down spouts, and flashings for leaks before painting.



Remove loose dirt with duster or sandpaper. Replace split or broken siding.



Remove all loose or peeling paint, using wire brush, scraper, or blow torch.



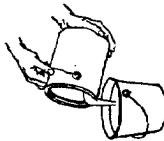
Touch up bare spots.



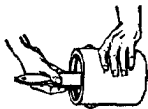
Putty all nail holes after first coat is dry and before applying finishing coat.

PREPARING THE PAINT

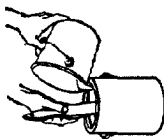
When paint has been in storage for some time the pigment may settle and oil may rise to the top. Pigments and oils must be thoroughly mixed as shown below.



Pour off into a clean container at least two-thirds of the oil that has risen above the pigment.



Stir the pigment and remaining oil with a smooth paddle. Get around the edges bringing up the pigment.



Pour back the remaining liquid, stirring constantly until all has been added.

2a (1-62)

CAUTION!

COMBUSTIBLE

Keep Away From Heat, and Open Flame

CONTAINS LEAD

HARMFUL IF EATEN

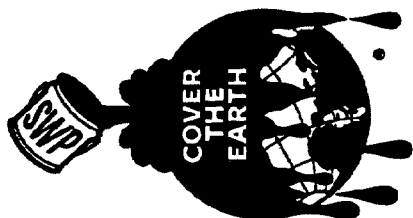
Do not apply on any interior surfaces of a dwelling, or a place used for the care of children, or on window sills, toys, cribs and other furniture which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or smoking. Keep container closed when not in use.

Use with adequate ventilation.

KEEP OUT OF THE REACH OF CHILDREN

U. S. GALLON

3.785 LITERS

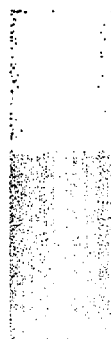


SHERWIN-WILLIAMS

SWP

HOUSE PAINT

SWP	
AUBURN BROWN	
Pigment by Weight.....	22%
Vehicle by Weight.....	78%
Composition of Pigment by Weight:	
Barium Sulfate.....	100%
Iron Oxide.....	18%
Copper Oxide.....	11%
Silicates.....	100%
Composition of Vehicle by Weight:	
Vinyl.....	100%
Neoprene.....	100%
Latex.....	58%
Resin.....	42%
Oil.....	100%
G-K 65	24 (1-82)
A2 N 14	



FOR WOOD AND METAL SURFACES

SWP HOUSE PAINT

AUBURN BROWN

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CAUTION — DO NOT intermix this color with SWP Trim and Tinting Non-Chalking White. To vary the color use Kem Tinting Color — up to two ounces per gallon.

11-65

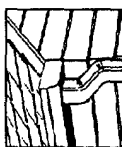
THE SHERWIN-WILLIAMS CO.

GENERAL OFFICES: CLEVELAND, OHIO 44101

MADE IN U. S. A.

DIRECTIONS: — PREPARING THE SURFACE

Surface must be thoroughly dry, clean, and free from grease. Do not paint in damp, foggy, or cold weather. Most finishes dry best at 65°F. or higher.



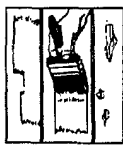
Check roof, down spouts, and flashings for leaks before painting.



Remove loose dirt with duster or sandpaper. Replace split or broken siding.



Remove all loose or peeling paint, using wire brush, scraper, or blow torch.



Touch up bare spots.



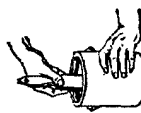
Putty all nail holes after first coat is dry and before applying finishing coat.

PREPARING THE PAINT

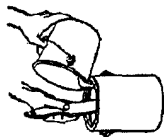
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Pour back the remaining liquid, stirring constantly until oil has been added.

2a (1-62)

CAUTION!

COMBUSTIBLE

Keep Away From Heat, and Open Flame

CONTAINS LEAD

HARMFUL IF EATEN

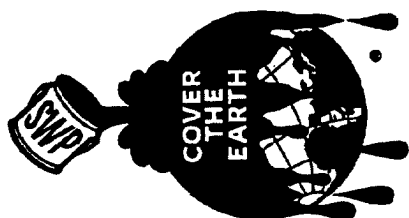
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Use with adequate ventilation.

KEEP OUT OF THE REACH OF CHILDREN

U. S. GALLON

3.785 LITERS



SHERWIN-WILLIAMS

SWP

HOUSE PAINT

FOR WOOD AND METAL SURFACES

SWP	
AUBURN BROWN	
Pigment by Weight.....	22%
Volatile by Weight.....	78%
Volatile by Volume.....	100%
Composition of Pigment by Weight:	
Prerite Yellow.....	82%
Iron Oxide.....	18%
Carbon Black.....	8%
Bismuth.....	11%
Blended.....	100%
Composition of Vehicle by Weight:	
Varnish.....	58%
Linseed Oil.....	42%
Palmitic Fatty Acid.....	58%
Alkyd Resin.....	42%
Mineral Spirits.....	100%
G-E 05.....	9a (1-62)
A2 N 14	

SWP HOUSE PAINT

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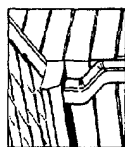
11-65

THE SHERWIN-WILLIAMS Co.

GENERAL OFFICES: CLEVELAND, OHIO 44101
MADE IN U. S. A.

DIRECTIONS: — PREPARING THE SURFACE

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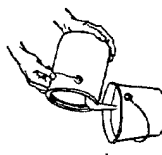
Touch up bare spots.



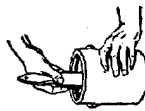
Patch all nail holes after first coat is dry and before applying finishing coat.

PREPARING THE PAINT

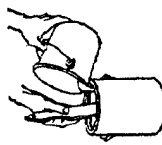
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2a (1-52)

CAUTION!

COMBUSTIBLE

Keep Away From Heat, and Open Flame

CONTAINS LEAD

HARMFUL IF EATEN

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