

Information of Interest and Help to the Painter
Concerning S-W First Quality Colors in Oil

AMERICAN VERMILION

One of the most brilliant colors for the decorator. Used more as a straight color than in mixtures. It is a very strong color and is not suitable for tinting purposes.

BURNT SIENNA

Because of its remarkable brilliancy and endurance it is particularly suited for floor work and for cherry and mahogany stains. Produces characteristic apricot tint with white.

BURNT UMBER

Indispensable in obtaining pleasing warm tints or warm tones of brown. A standard priming color—used with Ultramarine Blue in coloring for interior work. Commonly used with Ven Dyke Brown. A good stain color.

CARDINAL RED

A fairly brilliant red producing a cool, clear, cerise tint used especially for exterior work.

COBALT BLUE

The cobalt grades of Ultramarine Blue are lighter and clearer than the other grades. It should not be used for exterior work.

CHROME GREEN, DARK

One of the most brilliant colors for the decorator. It is a very strong color and is not suitable for tinting purposes. It is used principally as a straight color for deep-seated green. It is also used in obtaining deep shades like Tuffan Blue. In tinting it is close to a brownish green.

CHROME GREEN, LIGHT

Indispensable for producing the clean bright tints such as Lemure and Java Green. It is used in a green when used for exterior work. It is used in a green when used for exterior work. It is used in a green when used for exterior work.

CHROME GREEN, MEDIUM

Produces cooler shades such as Jade. Frequently used straight as a stain color.

CHROME YELLOW, LIGHT

Makes clean, sunny tints without objectionably green hues. Use with white for exterior work. Ultramarine. Carefully manufactured to prevent discoloration.

CHROME YELLOW, MEDIUM

Most useful neutral yellow tinting color. Very clear tone and suited for most exterior work.

CHROME YELLOW, ORANGE

Produces good peach tones. For Chinese Red use with Cardinal Red. It is brilliant and lightest when used in solid color and is excellent for making interior tints. It should not be used for exterior tinting.

ENGLISH ROSE LAKE

Produces fine, cool, solid tints and by combining with Ultramarine Blue and White, it produces rich, cool shades of Purple, Blue, etc. Particularly suited for painting. Tinting tints have good fastness to light.

ENGLISH VENETIAN RED

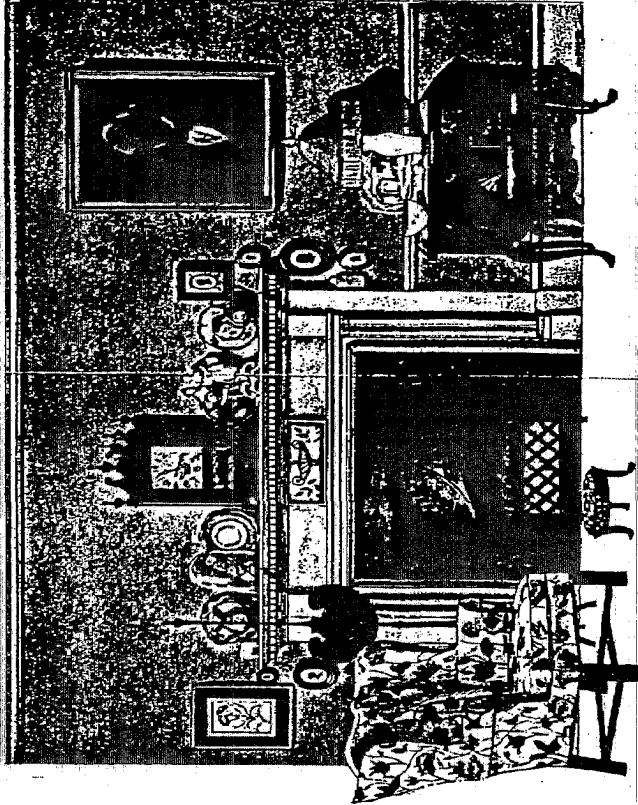
One of the most useful of decorative colors. Produces beautiful, soft, old rose tints and is used extensively as a tinting color and also for glazing and window effects and solid glazing.

SHERWIN-WILLIAMS

FIRST QUALITY COLORS IN OIL

FOR FINER TINTING AND DECORATING WORK OF ALL KINDS

THIS COLOR FOLDER has been carefully designed to assist the painter and decorator in executing the finer work which Sherwin-Williams First Quality Oil Colors make possible. The purity and cleanness of tone and effective tinting strength of these colors are illustrated in three types of work: 1. In tinting White (shown by the large samples below) 2. In tinting of Glazing Liquid for Tiffany work and 3. In staining of fine woods (shown on the reverse side of this folder.)



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—Continued—

FLAKE WHITE

Available in large and small sizes—for securing lighter tints of all colors.

IVORY DROP BLACK

Although much more expensive than Ivory Black, it is a much finer color. It is a good neutral tinting color.

JAPANESE BROWN

The most popular brown for glass work, clean and attractive and produces transparent tints of all colors.

LAMP BLACK

Produces tinting strength. Tint of a blue gray tone. By nature it is a good neutral tinting color.

PRUSSIAN BLUE

Its good tinting strength and cleanness of tone gives it a greenish blue tint. It is suitable for obtaining purple tints with red. Quite clear and transparent when used in thin coats. It is a good neutral tinting color.

RAW SIENNA

Preferred for use with Chrome Yellow. Lacks for Green and Ivory Black. It is a good neutral tinting color.

RAW UMBER

Produces tinting strength. Tint of a blue gray tone. By nature it is a good neutral tinting color.

ROSE MADDER

Produces tinting strength. Tint of a blue gray tone. By nature it is a good neutral tinting color.

TUSCAN RED

Suitable for interior decoration; develops pleasing warm tints. Used by many painters as a stain color.

ULTRAMARINE BLUE

One of the most brilliant colors for the decorator. It is a very strong color and is not suitable for tinting purposes. It is used principally as a straight color for deep-seated blue. It is also used in obtaining deep shades like Tuffan Blue. In tinting it is close to a brownish green.

VAN DYKE BROWN

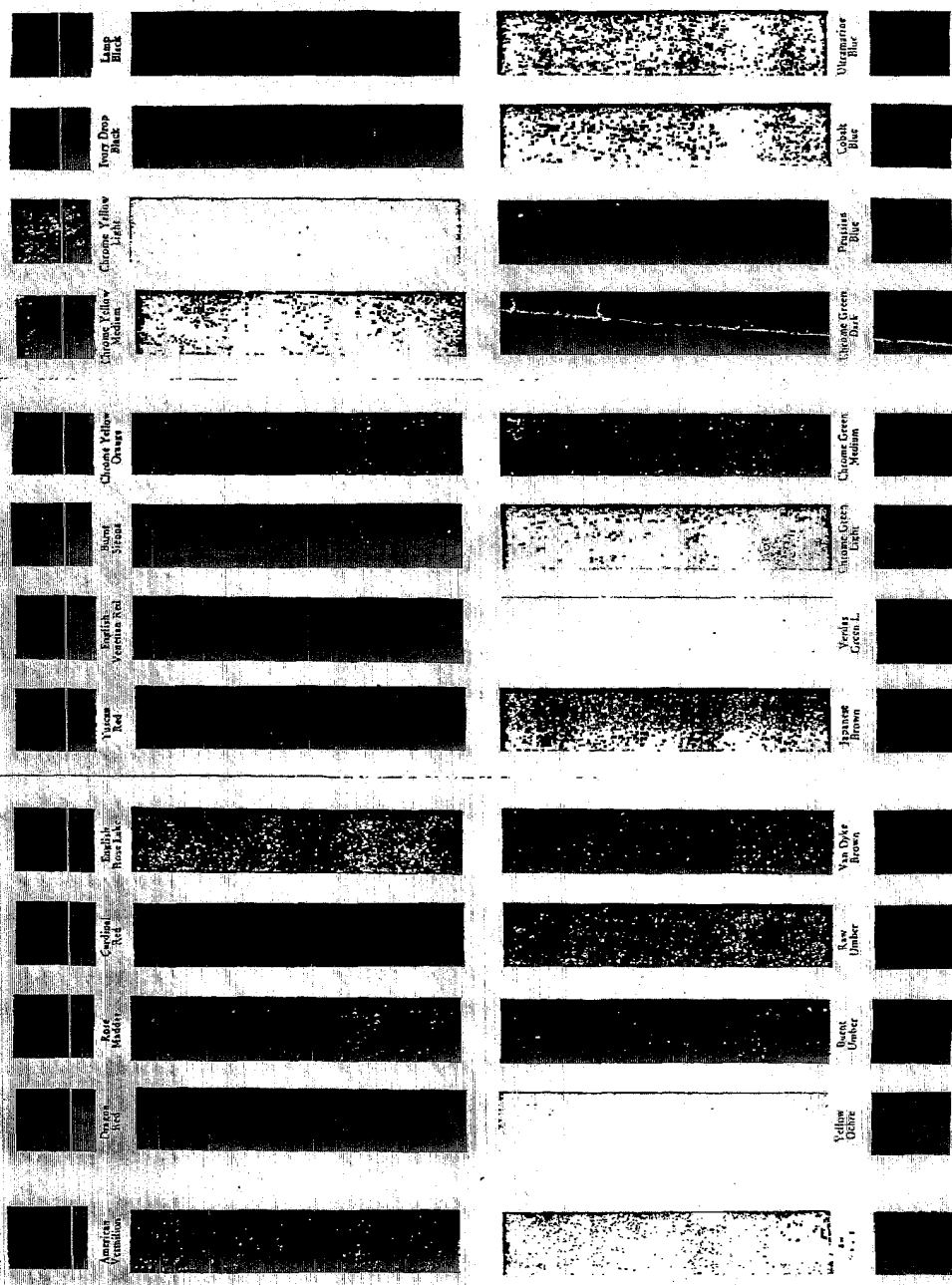
Produces tinting strength. Tint of a blue gray tone. By nature it is a good neutral tinting color.

VERDAS GREEN LIGHT

Produces tinting strength. Tint of a blue gray tone. By nature it is a good neutral tinting color.

YELLOW OCHRE

Produces tinting strength. Tint of a blue gray tone. By nature it is a good neutral tinting color.



NOTE: The small squares show the colors in full strength. Large samples show colors let down with white in the proportion of 1/2 pint of color to 25 pounds of paste white lead.



* Furnished in large and small tubes only.

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