



## General Industrial Price List

### REPRESENTATIVES CONFIDENTIAL PRICE LIST

EFFECTIVE MARCH 14, 1927

Subject to change without notice

#### TERMS:

One per cent for cash ten days from date of  
invoice, or thirty days net



***THE SHERWIN-WILLIAMS CO.***

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

# SHERWIN-WILLIAMS PRODUCTS



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THE SHERWIN-WILLIAMS CO.

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## SHERWIN-WILLIAMS PRODUCTS

### FOREWORD

Our aim in revising the Open General Industrial Price List at this time is not only to bring it up to date, incorporating all the late developments, but to simplify the price list for the benefit of the sales organization.

We have gone through the entire line item by item and have eliminated a large number of products listed in the previous price list. Where the production was very limited or the formula almost identical with some other more popular piece of goods, these items were dropped in this printing. The object in eliminating these items is to cut out waste in duplication of formulas and simplify the line so that each representative will know better which product to recommend in every case. The numbers previously listed are not necessarily dropped from the line and may be had on order for any accounts you may have established on these particular lacquers that were formerly listed but are not now shown.

The market today presents a considerably different condition than when we first started to market Open. At that time it was necessary to sell the advantages of using lacquer as a finish. Lacquer as a finish is now fully recognized and now requires a thorough knowledge of the product itself. Therefore we are required to sell Sherwin-Williams Open, not just the idea of lacquer. To assist in this necessary requisite we have added considerable information as to the outstanding qualities and uses of the individual products that have proven their merit over a period of years. We know beyond all question of doubt that these products are right and therefore we should concentrate on these products that have successfully withstood all competition at or near their price.

### PRICE REVISIONS

Carefully note the revision in prices on many of the items incorporated in this price list. In many cases substantial reductions will be found due to greatly increased production on these particular numbers.

These new prices are effective immediately but are not retroactive. It is also to be definitely understood that no special prices other than those shown in this price list are to be quoted to any prospective buyer irrespective of their purchasing power without obtaining the approval of Headquarters at Cleveland. Violations of this policy will be strictly dealt with by the Executive Sales Department.

**EFFICIENCY DATA**

The efficiency data on industrial finishing provided in the previous printing will be found in the Opex Representatives Sales Manual, Form B 476, plus considerable additional helpful information. However, for ready reference on the various subjects covered, we present herewith the following index:

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**SALESMANSHIP**

Today the business goes to the man who knows his products. You must know your line to sell it. This requires constant study. You must know what each product will do and will not do. Practical demonstrations on the customers' products under his individual shop conditions will sell the goods—not conversation. You must be ready to make tests to prove the superiority of Opex over a competitive piece of goods as to solid content, solvent mix, covering capacity, viscosity, degree of gloss, etc. You will have to study your customer's individual requirements, and you can only do this by going into his shop where the manufactured goods are actually being finished. Do not of course lose your contact with the Purchasing Department but work both ends toward the middle which is the finishing business involved.

**QUALITY**

Again we wish to stress the point that the customer gets just what he pays for. The more he will pay the more he will receive in covering, durability, and freedom from finishing troubles. As a general rule we are able to give the trade more value for an equal price because of extensive purchasing power and unparalleled manufacturing facilities. As with paints and varnishes, there are many grades of lacquers and if one insists on a low priced proposition reduction of quality must follow. The quality however, in these goods is cut considerably more than the price is reduced so that from the standpoint of intrinsic money value is the results obtained quality serves best in the final analysis.

**SPECIALS**

Requests for special formulations have at times been so numerous that they have slowed up production of our regular list of products. Considering the wide range of our Opex industrial line, we do not believe this is necessary and it is also true that these investigations cost at least \$25.00 each, which involves considerable expense to the company. It has also been definitely proven that not more than 10 per cent of the special investigations conducted have been properly followed up and resulted in business being established by the representatives who requested these specials. In view of this condition, we are asking your closer co-operation in cutting down the number of requests for specials and as a means toward this end call the following to your attention:

1. Carefully investigate the purpose for, and the conditions under which the material is to be used, to definitely determine whether or not one of our regular products would not be suitable for this work. Experience has proven that very often there is a product in our line much better adapted for the work than a competitive product we have been asked to match.
2. Before you make a request upon the manufacturing department for special products satisfy yourself completely that the immediate or annual requirements of the prospect are sufficient to justify the expense of an investigation.

**SPECIALS (Continued)**

NO. 1000000

3. Make out a special lacquer requirements report, No. 40773, definitely answering all questions incorporated on this report. Only in this way can the manufacturing department develop a product that will properly match the requirements necessary.

4. Send a wet sample of the goods to be matched direct to the Chemical Products Department at the Chicago plant, properly labeled so that the same may be identified by the correspondence and special lacquer requirements report sent in.

5. Make sure that you specify the name of the individual to whom the special formulation should be sent, in care of the company for whom this special was formulated so that it will surely reach the proper individual and not be lost in the stock-keeping or receiving department of your prospect. You should make it a point to be personally present when the material is tested.

6. After a test has been made a full report on the results should be made to the Chemical Products Department with a copy of your letter to your sales manager and also the General Lacquer Sales Department. This should be done whether the goods prove satisfactory or not as it is only in this way that the lacquer laboratory can best serve you.

All investigations or specials requested not covered as outlined above will not receive prompt or proper attention. In fact, unless your request for a special incorporates all these points your request is likely to be disregarded entirely, because it is absolutely necessary that you do your part fully to justify the effort and expense of a special investigation.

Executive Sales Department bulletin No. 25 definitely outlined the following: Unless you know there are at least 500 gallons of actual business throughout the year send in no samples or investigations below this limit.

**COMPLAINTS.**

Should any complaints occur, a careful and thorough investigation should be made for the purpose of determining the exact cause of the complaint. Every factor that may have a bearing upon the finished job from the bare metal or surface on through to the finishing coats should be taken into account. Complaints will not be fully recognized unless full information relative to the following points are covered in your complaint:

1. The kind of surface.
2. The preparation of the surface.
3. The kind and make of primer or sealer.
4. The kind and make of surfacer or filler.
5. The kind and make of thinner used.
6. The percentage of reduction of each coat.
7. The kind and make of enamel or clear.
8. The method of application.
9. The drying time between coats.
10. The number of coats in each operation.
11. Whether or not the material was thoroughly stirred in the package before using.
12. The appearance of the goods in the package.
13. Shop conditions:
  - (a) Cleanliness.
  - (b) Atmospheric Conditions.
  - (c) Knowledge of Finishing Practice.
14. The manufacturing dates and other identification marks stamped on the packages of the material in question.

Batch samples of each manufacture are kept at the lacquer laboratory for at least 6 months for the purpose of being able to determine at any time the quality of all manufactured goods. Inasmuch as these batches are generally made up in lots of 500 gallons at a time it is reasonable to expect that if only one complaint of a gallon is registered that it must be a local condition. Inasmuch as 999 other gallons of the very same manufacture have been out in the hands of the trade and given satisfactory results.

An uneven surface, not allowing full drying time of each coat, sealing in moisture, failing to stir the material thoroughly, and unfavorable shop conditions are the usual causes of trouble in lacquer finishes. Also make sure that the finishing conditions are right in that the ventilation, temperature and humidity will insure proper application. Check the spray equipment to make sure the gun and compressor are working properly and that neither oil nor moisture is going through the air or material lines. However, by handling complaints in the manner enumerated, this will not only save the company the cost of unnecessary adjustments but also teach the consumer how to better use our materials so as to avoid trouble and result in better all-around satisfied customers.

**SHIPPING INSTRUCTIONS**

Full and complete shipping instructions must be included on all orders. It is particularly important that the delivery be specified, such as "Parcel Post" or "Eg. press." All orders placed upon the factory are shipped L.C.L. unless otherwise specified. L.C.L. shipments are, of course, subject to considerable delay in delivery and this condition must be taken into account when the order for materials is placed on the factory.

## REDUCTION

## **GALVANIZED METAL**

## DIPPING

**SHELLAC UNDER LACQUER**—The use of shellac under lacquer is a common practice in the furniture industry. The purpose of shellac is to provide a smooth, uniform surface for the lacquer to adhere to. Shellac is a natural resin that is dissolved in alcohol and applied to the wood surface. It dries to form a hard, clear film. Lacquer, on the other hand, is a synthetic resin that is dissolved in solvents and applied over the shellac. It dries to form a hard, clear film that is more resistant to wear and tear than shellac. The combination of shellac and lacquer provides a durable, protective finish for furniture. However, it is important to use the correct type of shellac and lacquer, and to apply them in the correct order and thickness, to ensure the best results. If you are unsure about the proper application of shellac and lacquer, it is best to consult with a professional finisher or a furniture expert.

**STANDARD OPEX PACKAGES**

**OPEX CLEAR LACQUERS**  
 1 gallon Square varnish can fitted with resealing cap.  
 5 gallon Square varnish can fitted with resealing cap.  
 30 gallon Returnable tin lined drum.  
 55 gallon Returnable tin lined drum.

**OPEX THINNERS**

1 gallon Square varnish can fitted with resealing cap.  
 5 gallon Square varnish can fitted with resealing cap.  
 30 gallon Returnable steel drum.  
 55 gallon Returnable steel drum.

**OPEX INDUSTRIAL ENAMELS**

1 gallon Doubletite friction or removable top can.  
 5 gallon Square can fitted with resealing cap pouring nozzle and 7 inch friction cap to permit stirring.  
 30 gallon Tight coopeage barrel fitted with agitator.  
 50 gallon Tight coopeage barrel fitted with agitator.

**OPEX INDUSTRIAL BRUSHING LACQUERS**  
 (For Industrial Use Only)

1 gallon Doubletite friction or removable top can.  
 5 gallon Square can fitted with resealing cap pouring nozzle and 7 inch friction cap to permit stirring.  
 30 gallon Tight coopeage barrel fitted with agitator.  
 50 gallon Tight coopeage barrel fitted with agitator.

**OPEX SURFACERS AND FILLERS**

1 gallon Doubletite friction or removable top can.  
 5 gallon Steel drum fitted with handle and removable head.

**OPEX AUTOMOBILE ENAMELS**

1 gallon friction top can fitted with screw cap.  
 5 gallon Square can fitted with resealing cap pouring nozzle and 7 inch friction cap to permit stirring.

**GLAZING PUTTY**

1 lb. Collapsible tube.  
 5 lb. Doubletite friction top can.

**\*RETURNABLE TIN LINED DRUMS**

30 gallon charged at \$9.00 each.  
 55 gallon charged at \$12.50 each.  
 Full credit allowed if returned freight paid to shipping point in good condition within 60 days.

**\*RETURNABLE STEEL DRUMS**

30 gallon charged at \$7.00 each.  
 55 gallon charged at \$10.00 each.  
 Full credit allowed if returned freight paid to shipping point in good condition within 60 days.

# SHERWIN-WILLIAMS PRODUCTS

## WOOD SEALERS

Although our latest recommended finishing schedule for a natural wood finish does not call for the use of a Wood Sealer over the filler, we are listing these Wood Sealers because of their being used for other purposes. It has been proven that Wood Sealer over a filler does not add to the depth or tone of finish and has a tendency to lessen the durability of the finishing coats and therefore it is an unnecessary operation. The clear finishing lacquer, such as 04584 or 04544, should be applied directly over the thoroughly dried transparent paste wood filler.

Wood Sealers, however, can be used as a sealer on new wood where lacquer enamels are used as the finishing coats. On open grain woods you can use the Wood Sealer or any clear lacquer, then follow with the Opex Wood Filler, 38501, and then finish up with the lacquer enamels in the shade desired. On close grained wood the lacquer enamels can be applied directly over the Wood Sealer or a clear lacquer, which serves as both a sealer and primer.

These Wood Sealers are also used quite extensively particularly on the Pacific Coast in automotive refinishing as a sealer to close the surface or porosity of the surface coats and to hold out the enamel coats. This practice, however, is not incorporated in our recommended systems for automotive finishing and Opex Clear Binder, No. 67, a straight cotton solution, no gum, described under Finishing Lacquers, would, in our opinion, much better serve this purpose.

| Ref   |                                                                    | 1's  | 5's  | Drums |
|-------|--------------------------------------------------------------------|------|------|-------|
| 04543 | Wood Sealer No. 43. High solid content. Good solvent mix.          | 2 40 | 3 30 | 3 20  |
| 04555 | Wood Sealer No. 55. (04543 thinned ready to spray)                 | 3 00 | 2 90 | 2 80  |
| 04559 | Wood Sealer No. 59. Higher in gum and lower in cotton than No. 43. | 2 90 | 2 80 | 2 70  |

## WOOD FINISHING LACQUERS

| Ref   |                                                                                                                                                                                                                                                                                                                                                                                                      | 1's  | 5's  | Tin-lined Drums |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|-----------------|
| 04544 | Wood Finishing Lacquer No. 44. High in cotton, low in gum. The toughest clear in our line, but does not build up as good as 04558 or 04584. Lays close to the wood.                                                                                                                                                                                                                                  | 3 00 | 2 90 | 2 80            |
| 04569 | Velvet Finish Lacquer No. 69. For producing a velvet or imitation rubbed finish on wood. High solid content and good solvent mixture.                                                                                                                                                                                                                                                                | 2 80 | 2 70 | 2 60            |
| 04590 | Wood Finishing Lacquer No. 90 (04544 thinned for spraying)                                                                                                                                                                                                                                                                                                                                           | 2 80 | 2 70 | 2 60            |
| 04595 | Velvet Finish No. 95. Same formulation as 04569 with the addition of an improved setting agent of non-setting pigment, which gives the best imitation of a rubbed finish yet developed. Is not gritty. It is usually only used as the last coat over gloss lacquer to give a rubbed effect. In case a duller finish is desired, may be used in the preceding coats and is easier to sand than 04584. | 2 80 | 2 70 | 2 60            |

## RESTORABLE TIN LINED DRUMS



# SHAW-WILLIAMS PRODUCTS

## WOOD FINISHING LACQUERS (Continued)

**Wood Finishing Lacquer No. 34.** The greatest value in wood finishing clears. High solid content at spraying consistency. Contains 24 per cent solids, about 10 per cent of which is straight low viscosity cotton. Approximately a like quantity of solids is made of a mixture of several gums which have been blended to give the maximum gloss, flow, ease of rubbing and prevent shrinking over a long period of time. The balance is made up of a high grade non-drying plasticiser combination to prevent brittleness. High percentage of medium and high boiling point solvents incorporated in the solvent mix to impart an excellent flow and resistance to blushing. Light and clear in color so that it can be used over light woods without discoloration. Not as tough or hard as 04544 but does not shrink. Where greater toughness on outside film is required a coat of 04544 can be applied. Comes in a consistency ready to spray but it may be reduced 10 per cent. Builds up fast. Three coats over close grain woods or well filled open grain woods gives an exceptional depth of finish. No sealer or undercoater necessary. A wash coat of wax-free shellac may be used, but is not recommended. Has a good natural gloss. Rubs out nicely with pumice and water. Best results obtained by allowing one day's drying time between coats whenever possible. 04534 is being successfully used by piano case manufacturers. The piano finishing schedule calls for one coat each day for four consecutive days and then allowing the last coat to air dry 48 hours before rubbing with FFF pumice and finishing up with FFF pumice rubbed out fine.

| Size  | 1's  | 5's  | Tin-lined Drums |
|-------|------|------|-----------------|
| 04534 | 2 80 | 2 80 | 2 40            |

## A-3 CLEAR HANDLE LACQUERS

These lacquers are made very viscous and are for the purpose of applying suitable finishes to brush handles, umbrella handles, broom handles, etc. In regard to brush handles and umbrella handles, the usual procedure is to thin the lacquer as much as half and half, and dip the parts. Others have had considerable success using the slow dip method. This method consists in drawing the part from the lacquer by a dipping machine at the rate of about 3 or 4 inches per minute. The part dries as it comes out and there is no drip to be removed. All three of the following dry with a gloss.

| Size                                                                                                                                                                                                                                                                                                                                    | 1's  | 5's  | Tin-lined Drums |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|-----------------|
| <b>04536</b> Handle Lacquer—Tougher and harder than No. 53. High solid content. Heavy bodied as 04553. Will stand equal reduction for dipping with No. 10 Thinner                                                                                                                                                                       | 3 10 | 3 00 | 2 80            |
| <b>04553</b> Handle Lacquer No. 53—Heavy bodied lacquer for brush handles. Gives tough and durable finish. Very high solid content. Heavy body. Will stand equal reduction with No. 10 Thinner for dipping. Clear in tone. Excellent for dipping handles, bobbins, etc., either straight one dip coat or two coats reduced 25 per cent. | 2 80 | 2 80 | 2 70            |
| <b>04545</b> Handle Lacquer No. 45—High in gum. Used principally for sealer where cheap first coat is required.                                                                                                                                                                                                                         | 2 10 | 2 00 | 1 80            |

## A-4 MIXING LACQUERS

While we emphatically advise against the use of shellac or shellac substitutes under lacquer (see Shellac Under Lacquer in Introductory efficiency data) we know these materials will be sold and used contrary to our advice and regardless of responsibility.

Mixing Lacquers are used where it is the desire of the finisher to add varying amounts of shellac to the Mixing Lacquer for finishing cheap wooden articles. The combination of pyroxylin and shellac gives a much tougher film than the shellac alone. **WHEN MIXING THE TWO ALWAYS ADD THE SHELLAC TO THE LACQUER AND NEVER THE LACQUER TO THE SHELLAC.** This precaution must be taken to prevent precipitation of the cotton.

| Size                                                                                                   | 1's  | 5's  | Tin-lined Drums |
|--------------------------------------------------------------------------------------------------------|------|------|-----------------|
| <b>04529</b> Mixing Lacquer No. 29—Good grade; can be used straight as well as mixed with the shellac. | 2 25 | 2 15 | 2 05            |
| <b>04561</b> Mixing Lacquer No. 61—Similar to No. 29, but cheaper solvent mixture.                     | 2 05 | 1 95 | 1 85            |

Lac. B (E) C27

## B—METAL LACQUERS

There are Metal Lacquers in our line sufficient to meet all demands of the metal trades, ranging from maximum to minimum gloss, in three grades of solvent mixtures. All of these Lacquers are made from a high-grade lacquer cotton and are a quality product in every respect.

### A QUALITY

| Rex   |                                                                                    | 1's  | 5's  | Tin-lined<br>Drums |
|-------|------------------------------------------------------------------------------------|------|------|--------------------|
| 04575 | Metal Lacquer—High gloss. High grade lacquer cotton with rich solvent mixture..... | 3 75 | 3 55 | 3 55               |

### B QUALITY

|       |                                                                                                                                                                                                                  |      |      |      |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 04549 | Metal Lacquer No. 49—Special use, brass, copper, bronze, especially durable. Higher grade product than Nos. 42 or 52. Dries with a gloss.....                                                                    | 3 05 | 2 95 | 2 85 |
| 04552 | Metal Lacquer No. 52—Good, all around metal lacquer, with good solvent mixture. Good adherence. Exceptional value. Big seller to manufacturers of electrical fixtures, lamp stands, etc. Dries with a gloss..... | 2 45 | 2 35 | 2 25 |

### C QUALITY

|       |                                                                                                              |      |      |      |
|-------|--------------------------------------------------------------------------------------------------------------|------|------|------|
| 04558 | Metal Lacquer—A good water-white lacquer with good gloss and good flexibility.....                           | 2 80 | 2 60 | 2 40 |
| 04542 | Metal Lacquer No. 42—Brass Lacquer. A good grade metal lacquer for general use. Dries with a semi-gloss..... | 2 35 | 2 25 | 2 15 |

## C—BRONZING LIQUIDS

Bronzing liquids are used with bronze, gold, and aluminum powders in very thin solutions. Used on all sorts of metal goods, lighting fixtures, chandeliers, etc., where a higher grade metal lacquer could not be used on account of the cost. This line should be entirely satisfactory both in quality and price for all accounts where bronzing liquids are used. These solutions are especially compounded so that bronze and aluminum powders can be added without danger of jelling. Frequently other manufacturers sell cheap metal lacquers whose quality is not on a par with our bronzing liquids. We would, therefore, suggest that where price is the deciding factor in the sale of metal lacquers, you offer our leaders in bronzing liquids, particularly 04551 and 04562. Aluminum bronze powder will not liver nearly as quickly as gold. Our Opex bronzing liquids are now made from a special cotton that will not liver in at least a day's time. Are ready for application as they come in the package, but in some cases will stand reduction from 10 to 15 per cent with Opex Thinner for tumbling or spraying with high pressure. General directions for mixing call for a ratio of one teaspoonful of bronze to two ounces of lacquer, plus 15 per cent Opex Thinner.

| Rex   |                                                                                                                                              | 1's  | 5's  | Tin-lined<br>Drums |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------|------|------|--------------------|
| 04562 | Bronzing Liquid No. 62—Semi-Gloss. Non-bluing. Good solvent mixture. Extreme value. Lighter in body than 04533. Dries with a semi-gloss..... | 1 95 | 1 85 | 1 75               |
| 04551 | Bronzing Liquid No. 51—Flexible, good grade. Good adherence. Dries with a semi-gloss.....                                                    | 1 85 | 1 75 | 1 65               |
| 04533 | Bronzing Liquid No. 33. Good grade. Heavy body. Good gloss. Dries with a gloss.....                                                          | 1 80 | 1 70 | 1 60               |
| 04531 | Bronzing Liquid No. 31. Cheapest grade. Fair gloss. Ready for application, requiring no thinner. Dries with a semi-gloss.....                | 1 65 | 1 55 | 1 45               |

## D—FINISHING LACQUERS (Water White)

Opex Clears may be formulated so as to be almost entirely impervious to the action of gasoline and other similar solvents. Some Opex Clears are not suitable for this use, because of the gum content, and enamels in general are attacked far more than the Clears because of their pigment content. For this reason, we have produced several high grade Clear Finishing Lacquers to be applied over the Pyroxylin Enamel as a finishing coat. Keep in mind, however, that we do not recommend clear lacquers as a finishing coat over enamels when it is to be subjected to the direct rays of the sun, which causes rapid breaking up of the clear film. All are filtered with the greatest care. These are made from a special type of the whitest and clearest cotton obtainable and there is no gum used in any of the following:

| Rex   |                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1's  | 5's  | Tin-lined<br>Drums |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|--------------------|
| 04567 | Clear Binder—High solid content. Originally formulated to be used as a Clear Binder over old paint. Can be sprayed clear or mixed equal parts with Binder Surfacer. Dries with a semi-gloss. Straight lacquer cotton solution. No gum. Excellent solvent mixture. Can also be used to seal the porosity of lacquer surfaces. Also recommended as the finishing coat over lacquer enamels to resist gasoline. No. 67 is not water white.... | 3 65 | 3 55 | 3 45               |

**D—FINISHING LACQUERS (Continued)**

| Ref   |                                                                                                                                                                                                                                                                                                                                                                                                    | 1's  | 5's  | Tin-lined<br>Drums |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|--------------------|
| 04540 | Finishing Lacquer No. 40—High grade water-white. Medium solid content. Dries with semi-gloss.....                                                                                                                                                                                                                                                                                                  | 3 00 | 2 90 | 2 80               |
| 04574 | Finishing Lacquer No. 74—Medium solid content. Similar to 04560 except not quite as heavy body. Dries a little slower and has a small percentage of gum, but water-white. Particularly recommended as a finishing lacquer on silver plated ware. Dries with a semi-gloss. No. 74 takes the place of Metal Lacquer No. 63. Excellent for spraying handles. Covering solid on two sprayed coats..... | 2 75 | 2 65 | 2 55               |
| 04560 | Finishing Lacquer No. 60—Heavy body. Cheaper solvent mixture than 04540, but a very good finishing lacquer for general use. High grade lacquer cotton. Good solvent mixture. Dries with a semi-gloss.....                                                                                                                                                                                          | 2 65 | 2 55 | 2 45               |

**BROOM HANDLE FINISHES**

Specific requirements of a satisfactory product for the broom handle manufacturers are that it must have the utmost in hiding, a high gloss, a low price, and be thin enough in body to allow ease of dipping. Our present line fulfills all these. There should be no further necessity for specials on broom handle lacquers.

One method of finishing broom and mop handles is used universally, that being the squeegee system of dipping. Our enamels are furnished in a consistency ready for application and we recommend no further reduction. This not only insures that the product is used at its proper viscosity, but also eliminates the bother of mixing, thinning, etc.

We now offer to the trade a completely revised list of finishes, viz.:

| Ref   |                            | 1's  | 5's  | Agtr.<br>Bbls. |
|-------|----------------------------|------|------|----------------|
| 04603 | Handle Lacquer Clear.....  | 2 45 | 2 35 | 2 25           |
| 29004 | Handle Lacquer Red.....    |      |      |                |
| 29005 | Handle Lacquer White.....  | 2 70 | 2 60 | 2 50           |
| 29028 | Handle Lacquer Yellow..... |      |      |                |

**INDUSTRIAL ENAMELS**

**F—ENAMELS**

**31000—A Quality**—Automotive and Railway grades. (See Automotive Section for this grade.)

**30000—B Quality Spec.**—Highest grade industrial line.

**B QUALITY "SPECIAL"** White Enamels have 50 to 75 per cent more covering power than the B and C Quality Enamels. They have the best possible line-up of solvents and up to the present time we have not seen a single competing product to compare with them. High solid content that gives exceptional covering capacity due to the quality and quantity of lacquer cotton used.

**30000—B Quality**—Medium grade industrial line.

B Quality Enamels are formulated in quality and price to meet competing products ordinarily met in the trade. With large purchasers of Enamel, it may be necessary to substitute the 29000 or C Quality product in order to meet the price. We recommend that you make certain if possible of the type of goods we are competing against, as very often a grade of enamel equal to our C Quality, 29000 series, is being sold by competitive houses at a price equivalent to our B Quality. Somewhat better line-up of cotton, gum, and solvents than C Quality, but not as good as B Quality "Special." We should not confuse our B Quality "Special" Enamels with Enamels offered at lower prices.

**29000—C Quality**—Cheapest grade, industrial line.

No one price is applicable to the 29000 or 30000 line. However, in general the 30000 grade is always made up of better solvent mixtures, better quality of gum, and cotton, than the corresponding 29000 grade; and in the same way the highest possible grade product is the 31000 line. **IN MANY CASES INTERCHANGE OF 29000 AND 30000 IS POSSIBLE FOR NEARLY ALL INDUSTRIAL WORK BUT IN NO CASE SHOULD WE SUBSTITUTE THESE TWO GROUPS FOR THE HIGHEST "A" GRADE 31000 SERIES, WHICH IS MADE ESPECIALLY FOR OUTDOOR EXPOSURE AND GIVES THE BEST AND MOST DURABLE FINISH.**

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## SHERWIN-WILLIAMS PRODUCTS

The colors marked with an asterisk are shown on the Industrial Color Card Form No. CC 235.

The solvent mix contains no benzol or acetone or other toxic materials.

### WHITE ENAMELS

#### B QUALITY

##### "SPECIAL"

| Ref   |                                                                                                                                                                                                                                                                                         | 1's  | 5's  | Agtr.<br>Bbls. |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|----------------|
| 30046 | Gloss White Enamel No. 46—A high grade enamel with good gloss and good selection of solvents. Dries slower than most pyroxyline.....                                                                                                                                                    | 3 60 | 3 50 | 3 40           |
| 30301 | White Enamel No. 1—Identical in construction to 30046, with same amount and type of solids and solvents, excepting that it has slight amount of Blue to give a blue-white finish. Used extensively for finishing metal cabinets or other objects requiring a porcelain-like finish..... | 3 60 | 3 50 | 3 40           |
| 30055 | Semi-gloss White Enamel No. 55—Same quality as No. 46, but dries harder and faster and with less gloss.....                                                                                                                                                                             | 3 60 | 3 50 | 3 40           |
| 30095 | White Enamel No. 95—Particularly developed and successfully used by electric lighting fixture manufacturers. Is a combination of 30005 and 30055.....                                                                                                                                   | 3 46 | 3 35 | 3 26           |

#### B QUALITY

|        |                                                                                                                                                                                                                        |      |      |      |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|
| *30005 | Gloss White Enamel No. 5.....                                                                                                                                                                                          | 3 25 | 3 15 | 3 05 |
| 30004  | Semi-Gloss White Enamel No. 4—Good covering..                                                                                                                                                                          | 3 10 | 3 00 | 2 90 |
| 30052  | Flat White Enamel No. 52—Recommended especially where a quick, hard drying, dull white is required. This enamel may be buffed within 24 hours after application. Unexcelled for covering, gloss, flow and buffing..... | 3 10 | 3 00 | 2 90 |
| 30066  | Flat White Enamel No. 69—Slightly flatter than No. 30052. Excellent adherence.....                                                                                                                                     | 2 80 | 2 70 | 2 60 |

#### C QUALITY

|       |                                                                                                                                     |      |      |      |
|-------|-------------------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 29003 | Flat White Enamel No. 3—Same as 30069, excepting cheaper gums and solvents. Good covering..                                         | 2 65 | 2 55 | 2 45 |
| 29034 | Semi-Gloss White Enamel No. 34—Fair hiding. One of our heaviest moving products. Used successfully for architectural finishing..... | 2 55 | 2 45 | 2 35 |

### IVORY ENAMELS

#### B QUALITY

##### "SPECIAL"

|       |                                                                                                               |      |      |      |
|-------|---------------------------------------------------------------------------------------------------------------|------|------|------|
| 30096 | Ivory Enamel No. 96—Slightly darker than 30009. Same formulation as White 30055. Semi-gloss. Light Ivory..... | 3 65 | 3 55 | 3 45 |
|-------|---------------------------------------------------------------------------------------------------------------|------|------|------|

#### B QUALITY

|        |                                                                                                                             |      |      |      |
|--------|-----------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 30091  | Ivory Enamel No. 91—Medium covering. Non-bleeding. Semi-gloss with very slight brownish cast. Medium Ivory.....             | 3 30 | 3 20 | 3 10 |
| *30049 | Ivory Enamel No. 49—Medium covering. Non-bleeding. Semi-gloss. See color card. Medium Ivory.....                            | 3 30 | 3 20 | 3 10 |
| *30009 | Ivory Enamel No. 9—See color card. Medium covering. Non-bleeding. Semi-gloss. Same quality as White 30004. Light Ivory..... | 3 10 | 3 00 | 2 90 |

#### C QUALITY

|       |                                                                                                     |      |      |      |
|-------|-----------------------------------------------------------------------------------------------------|------|------|------|
| 29043 | Ivory Enamel No. 43—Lighter in shade than 30049. Dries semi-gloss. Good covering. Medium Ivory..... | 2 80 | 2 70 | 2 60 |
|-------|-----------------------------------------------------------------------------------------------------|------|------|------|

# SHERWIN-WILLIAMS PRODUCTS

## GRAY ENAMELS

### B QUALITY "SPECIAL"

| Ref   |                                                                                                                                           | 1/2  | 5/8  | 1 1/4 |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------|------|------|-------|
| 30079 | Gray Enamel No. 79—Slightly lighter than 30023. Same quality as White 30055. Good covering. Non-bleeding. Dries with a gloss. Medium Gray | 3 60 | 3 50 | 3 40  |

### B QUALITY

|        |                                                                                                          |      |      |      |
|--------|----------------------------------------------------------------------------------------------------------|------|------|------|
| *30022 | Pearl Gray—See color card. Medium covering. Non-bleeding. Semi-gloss                                     | 3 25 | 3 15 | 3 05 |
| *30023 | Armor Gray Enamel—See color card. Same quality as White 30055. Medium covering. Non-bleeding. Semi-gloss | 3 25 | 3 15 | 3 05 |
| *30024 | Slate Gray Enamel. See color card. Medium covering. Non-bleeding. Semi-gloss                             | 3 10 | 3 00 | 2 90 |

### C QUALITY

|       |                                                                                                      |      |      |      |
|-------|------------------------------------------------------------------------------------------------------|------|------|------|
| 29054 | Gray Enamel No. 54—Very close to 30023 in shade. Dries with a semi-gloss. Good covering. Medium Gray | 2 80 | 2 70 | 2 60 |
|-------|------------------------------------------------------------------------------------------------------|------|------|------|

## BLACK ENAMELS

### B QUALITY "SPECIAL"

In our Industrial Blacks we use a high grade carbon black with no soluble black dye used to alter or intensify the color.

|       |                                                                                                                             |      |      |      |
|-------|-----------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 30044 | Semi-Gloss Black Enamel No. 44—50 per cent more covering than B and C Quality Blacks                                        | 3 60 | 3 40 | 3 30 |
| 30060 | Gloss Black Enamel No. 60—Same grade as 30044. Used in custom shops for a gloss finish on chassis, fenders and running gear | 3 50 | 3 40 | 3 30 |

### B QUALITY

|       |                                                                                                                                                                                                                                                                                                                                                                  |      |      |      |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 30099 | Black Enamel No. 99—A rubber finish black enamel particularly formulated for dipping small objects such as tools, handles, and other small wooden articles. Heavy in body and should be dipped with little or no reduction. Can also be used for a spraying enamel on cheap work and can be reduced equal parts for spraying and still have fairly good covering | 3 30 | 3 20 | 3 10 |
| 30039 | Gloss-Black Enamel No. 39                                                                                                                                                                                                                                                                                                                                        | 2 80 | 2 70 | 2 60 |

### C QUALITY

|        |                                                                   |      |      |      |
|--------|-------------------------------------------------------------------|------|------|------|
| 29053  | Dull Black Enamel No. 53—A rubber finish                          | 2 45 | 2 35 | 2 25 |
| *29033 | Semi-Gloss Black Enamel No. 33—With different pigments than No. 7 | 2 25 | 2 15 | 2 05 |
| 29059  | Gloss Black Enamel No. 59 (Chassis Black)                         | 2 25 | 2 15 | 2 05 |
| 29007  | Semi-Gloss Black Enamel No. 7—With cheap mixture of solvents      | 2 15 | 2 05 | 1 95 |

## RED ENAMELS

### B QUALITY "SPECIAL"

Every red pigment that can be used in manufacturing red lacquer enamel, excepting Iron Oxide and English Vermilion, bleed. Iron Oxide is not a satisfactory color for an enamel and the English Vermilion, because of its high cost, must necessarily be confined to the automotive grade.

|       |                                                               |      |      |      |
|-------|---------------------------------------------------------------|------|------|------|
| 30050 | Crimson Enamel No. 50 (Toluidine Pigment)—Same shade as 30018 | 4 25 | 4 15 | 4 05 |
| 30051 | Scarlet Enamel No. 51—Same shade as 30019                     | 3 80 | 3 70 | 3 60 |
| 30066 | Crimson Enamel No. 66 (Light Para Pigment)                    | 3 80 | 3 70 | 3 60 |

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# SHERWIN-WILLIAMS PRODUCTS

## RED ENAMELS (Continued)

### B QUALITY

| Ref    |                                             | 1's  | 5's  | Agtr<br>Bbls. |
|--------|---------------------------------------------|------|------|---------------|
| *30017 | Vermilion Enamel No. 17—See color card..... | 2 80 | 2 70 | 2 60          |
| *30018 | Crimson Enamel No. 18—See color card.....   | 2 80 | 2 70 | 2 60          |
| *30019 | Scarlet Enamel No. 19—See color card.....   | 2 80 | 2 70 | 2 60          |

### C QUALITY

|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |      |      |      |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 29006 | Red Enamel No. 6—Slightly darker than 30018 but not as good covering or hiding power.....                                                                                                                                                                                                                                                                                                                                                                                                                             | 2 15 | 2 05 | 1 95 |
| 29064 | Crank Case Sealer, Red Oxide—This product has been subjected to the most severe tests in actual practice against any competing crank case sealer or crank case enamel, stands up exceptionally well under the caustic and bristle brush treatment given in motor production factories, and both in price and quality is superior to any motor sealer produced being marketed in large quantities wherever it is desired to seal in any possible sandholes and other imperfections in the casting. Does not bleed..... | 1 95 | 1 85 | 1 75 |

## MAROONS

### B QUALITY

#### "SPECIAL"

|       |                                                                                                                                                                                                                              |      |      |      |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 30098 | Maroon Enamel No. 98—This enamel is non-bleeding and white or light colored enamel can be sprayed over it without the red bleeding through. This is the same high quality product as our other B Quality "SPECIAL" Enamels.. | 4 25 | 4 15 | 4 05 |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|

### B QUALITY

|        |                                             |      |      |      |
|--------|---------------------------------------------|------|------|------|
| *30020 | Red Mahogany Enamel No. 20—See color card.. | 3 10 | 3 00 | 2 90 |
|--------|---------------------------------------------|------|------|------|

## GREEN ENAMELS

### B QUALITY

#### "SPECIAL"

|       |                                                                                     |      |      |      |
|-------|-------------------------------------------------------------------------------------|------|------|------|
| 30097 | Green Enamel No. 97—Much lighter than 30029. Dries with a gloss. Good covering..... | 3 50 | 3 40 | 3 30 |
|-------|-------------------------------------------------------------------------------------|------|------|------|

### B QUALITY

|        |                                                                    |      |      |      |
|--------|--------------------------------------------------------------------|------|------|------|
| *30032 | Cactus Green Enamel—See color card.....                            | 3 10 | 3 00 | 2 90 |
| *30031 | Olive Green Enamel—See color card.....                             | 3 10 | 3 00 | 2 90 |
| *30029 | Green Enamel No. 29—A very yellow green. Fair covering. Gloss..... | 2 80 | 2 70 | 2 60 |
| *30030 | Forest Green Enamel—See color card. Fair covering. Semi-gloss..... | 2 80 | 2 70 | 2 60 |
| *30008 | Brewster Green Enamel—See color card.....                          | 2 80 | 2 70 | 2 60 |

## YELLOW AND ORANGE ENAMELS

### B QUALITY

#### "SPECIAL"

|       |                                                                                      |      |      |      |
|-------|--------------------------------------------------------------------------------------|------|------|------|
| 30068 | Deep Orange Enamel No. 68—Darker than 30013. Same quality and covering as 30058..... | 4 25 | 4 15 | 4 05 |
| 30058 | Lemon Yellow Enamel No. 58—Same shade as 30011. Good covering. Gloss.....            | 3 80 | 3 70 | 3 60 |

### B QUALITY

|        |                                                                                                                                                 |      |      |      |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|
| 30040  | Chrome Yellow Enamel—A straight Chrome Yellow pigment. Same shade as 31002 Automotive Century Yellow Medium. Good covering and solvent mix..... | 3 10 | 3 00 | 2 90 |
| *30011 | Lemon Yellow Enamel No. 11—See color card. Medium covering. Semi-gloss.....                                                                     | 2 80 | 2 70 | 2 60 |
| *30012 | Orange Yellow Enamel No. 12—See color card. Medium covering. Semi-gloss.....                                                                    | 2 80 | 2 70 | 2 60 |
| *30013 | Deep Orange Enamel No. 13—See color card. Medium covering. Gloss.....                                                                           | 2 80 | 2 70 | 2 60 |

### C QUALITY

|       |                                                                  |      |      |      |
|-------|------------------------------------------------------------------|------|------|------|
| 29069 | Yellow Enamel—Medium gloss. Good covering. Resists blushing..... | 2 50 | 2 40 | 2 30 |
|-------|------------------------------------------------------------------|------|------|------|

# SHERWIN-WILLIAMS PRODUCTS

## BLUE ENAMELS

### B QUALITY

#### "SPECIAL"

| Ref    |                                                                          | 1's  | 5's  | Agtr.<br>Bbls. |
|--------|--------------------------------------------------------------------------|------|------|----------------|
| 30078  | Blue Enamel—Shade between 30076 and 30077...                             | 3 80 | 3 40 | 3 30           |
| *30025 | Baby Blue Enamel No. 25—See color card. Medium covering. Semi-gloss..... | 3 80 | 3 40 | 3 30           |

### B QUALITY

|        |                                                                             |      |      |      |
|--------|-----------------------------------------------------------------------------|------|------|------|
| *30026 | Medium Blue Enamel No. 26—See color card. Fair covering. Gloss.....         | 2 80 | 2 70 | 2 80 |
| *30027 | Regal Blue Enamel No. 27—See color card. Almost Flat. Minimum covering..... | 2 80 | 2 70 | 2 80 |
| *30028 | Navy Blue Enamel No. 28—See color card. Minimum covering. Semi-gloss.....   | 2 80 | 2 70 | 2 80 |

### C QUALITY

|        |                                                                                             |      |      |      |
|--------|---------------------------------------------------------------------------------------------|------|------|------|
| .29945 | Light Blue Enamel No. 45—Shade between 30025 and 30026. Medium gloss. Good flexibility..... | 2 70 | 2 80 | 2 80 |
|--------|---------------------------------------------------------------------------------------------|------|------|------|

## BROWN ENAMELS

### B QUALITY

|        |                                                              |      |      |      |
|--------|--------------------------------------------------------------|------|------|------|
| *30002 | Medium Brown Enamel No. 2—See color card. Good gloss.....    | 3 00 | 2 90 | 2 80 |
| *30014 | Golden Brown Enamel No. 13—See color card. Medium gloss..... | 3 00 | 2 90 | 2 80 |
| *30021 | Mahogany Enamel No. 21—See color card. Medium gloss.....     | 3 00 | 2 90 | 2 80 |

## MISCELLANEOUS ENAMELS

|        |                                                                                 |      |      |      |
|--------|---------------------------------------------------------------------------------|------|------|------|
| *30015 | Flesh Enamel, Dull—See color card.....                                          | 3 80 | 3 40 | 3 30 |
| *30016 | Baby Pink Enamel—See color card. Medium covering. Non-bleeding. Semi-gloss..... | 3 50 | 3 40 | 3 30 |
| 30088  | Crackle Enamel Black.....                                                       | 3 00 | 2 90 | 2 80 |

This product is designed to give the special finish found on radio horns, furniture specialties, metal novelties, etc., where the undercoating shows through large cracks in the surface. Opex Crackle Enamels must be applied over a lacquer undercoating and must also have a finishing coat of clear lacquer. The undercoat can be any colored lacquer enamel or gold, silver, or bronze bronzing liquids. The heavier the coat and the cheaper the thinner used, the larger the black islands. A limited number of colors can be supplied in addition to black where orders for 25 gallons or more are secured.

## THINNERS

To obtain the highest grade work, smooth flowing out of the enamel, lacquer, one must use a high grade thinner. It is possible, however, for very cheap thinners to be used, especially with high price enamels or lacquers, but the result is never as satisfactory as when a good thinner is used. Therefore, in competition with other thinners, the price is not the only consideration, since one can thin in the winter time with the cheapest solvents, and get a fairly satisfactory surface. Our line of thinners is complete to meet all conditions from the ordinary to the highest grades and therefore specials on thinners will only be considered in extreme cases where very large volume business is concerned.

| Ref   |                                                                                                                                                          | 1's  | 5's  | 30 Gal.<br>Drums | 50 Gal.<br>Drums |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------------------|------------------|
| 04502 | Binder Thinner No. 2. 100 per cent solvent thinner. Quick drying and excellent flowing qualities. Particularly recommended for use over old paint..      | 2 40 | 2 35 | 2 30             | 2 25             |
| 04500 | Thinner No. 0. An exceptionally high grade industrial thinner. Slow drying. Good flowing. Rich in solvents. Resists blushing. Minimizes orange peel..... | 2 00 | 1 90 | 1 85             | 1 80             |

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# SHERWIN-WILLIAMS PRODUCTS

## THINNERS—Continued

| Ref   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 1's  | 5's  | 30 Gal.<br>Drums | 50 Gal.<br>Drums |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------------------|------------------|
| 04510 | Thinner No. 10. Our most popular thinner for general industrial and automotive use. Contains no benzol acetone or other toxic materials. Has no solvents which are acid or alkaline to cause corrosion or discoloration on metal. Clean and water white. Odor not offensive or obnoxious. Good flow. 100 per cent volatile at ordinary room temperature. Blush resisting. Extreme value. Dries quicker than No. 04500, not as quickly as Binder Thinner No. 2..... | 1 80 | 1 70 | 1 65             | 1 60             |
| 04505 | Thinner No. 5. A medium priced thinner for general industrial use. Can be substituted for No. 10 Thinner, but has a stronger odor and is not as resistant to blushing as No. 10. Carries 10 per cent more non-solvent and 5 per cent less medium and low boiling point solvents than No. 10 Thinner.....                                                                                                                                                           | 1 50 | 1 40 | 1 35             | 1 30             |
| 04503 | Thinner No. 3. A low priced thinner of fair quality to meet price competition. Good value for the money. Requires addition of Retarder Thinner in humid weather.....                                                                                                                                                                                                                                                                                               | 1 40 | 1 30 | 1 25             | 1 20             |

## OPEX GENERAL CLEANER

This material is designed only for washing out air guns and general clean-up around the shop. **SHOULD NOT BE USED FOR THINNING OPEX LACQUER ENAMELS.** Also used for cleaning off metal surfaces to remove all traces of wax or grease.

|       |                               |      |      |    |    |
|-------|-------------------------------|------|------|----|----|
| 04506 | Open Remover and Cleaner..... | 1 10 | 1 00 | 95 | 90 |
|-------|-------------------------------|------|------|----|----|

## OPEX RETARDER

All Pyroxline in damp warm weather are subject to blushing or frosting. Retarders mixed with the thinner in the proportion of about one part Retarder to three parts Thinner is used in the place of regular Thinner in the usual way. In very rare cases, the humidity may be so high as to require as much as a half and half mixture of Retarder and Thinner. The action of the Retarder necessarily slows down the drying. Every consumer of Pyroxline should keep some Retarder in stock for the time when weather conditions cause trouble in application. Other ways to assist in clearing up this trouble is to have the article sprayed and material at the same temperature, and sprayed in as warm and dry a room as possible. Made up of a high percentage of medium and high boiling point solvents. Its price does not indicate the character of the solvent mixture, as the company sacrifices its profit on this product to encourage its use on the part of our customers to overcome blushing on damp, humid days. It is very slow drying and cannot be used straight, but must be mixed with another OpeX Thinner, preferably No. 10 Thinner in the proportion recommended above.

| Ref   |                       | 1's  | 5's  | 30 Gal.<br>Drums | 50 Gal.<br>Drums |
|-------|-----------------------|------|------|------------------|------------------|
| 04511 | Retarder Thinner..... | 2 20 | 2 10 | 2 05             | 2 00             |



## OIL PRIMERS AND SURFACERS

For many industrial purposes where OPEX will be used as a finishing coat, an Oil Primer and probably an Oil Surfer will be desired as for best adherence on a built-up finish, nothing better than oil primers and oil surfacers have been perfected. It is necessary, however, that the oil primers and oil surfacers be especially formulated so as to be impervious to the action of the solvents used with OPEX or any other Pyroxylin enamels. We therefore refer you to the oil primers and oil surfacers listed in the automotive section of the OPEX price list, all of which are certain to be successful for any purpose where an oil primer and an oil surfer is desired.

As a general rule, better results will be obtained by using oil base undercoaters because they are more fool-proof and the average user will obtain better results. Of course, the oil undercoaters require considerable more time for drying, but where drying time is not imperative, they are easier to use. The oil primers have excellent adhesion, extra good elasticity, fair filling properties and are very easy to sand. The oil surfacers have good adhesion, fair elasticity, excellent filling and very good sanding qualities.

Where oil primers and oil surfacers would be used in large quantities for special manufacturing purposes and where a quality of material at a lower price than the automotive primers and surfacers is required, we are prepared to make up special products so that there will be no question about the suitability and adaptability of the primer recommended meeting the individual requirements of the consumer.

Therefore, for all sundry industrial purposes, we would recommend the use of the automotive primers and surfacers which we know to be the best on the market for finishing over with lacquer enamels.

For further detailed information on oil primers and surfacers, refer to the OPEX Automotive Price List.

## OPEX PRIMERS

Where a quick-drying primer of Pyroxylin nature is desired, we offer a well-tried formula in our Metal Primer Clear No. 64. This is designed to spray directly over the clean metal surface, whether it is smooth or rough, and over it apply OpeX Surfer, or OpeX Enamel if no surfer is required.

It is not a question of lacquer primer not having as good adhesion as oil primers, but that oil primers are more fool-proof. Lacquer primers will not adhere or dry where there is the slightest trace of wax, grease or dirt. One hour should be allowed for drying time between coats. Lacquer primers are hard to sand and where sanded six to eight hours should be allowed for a thorough drying of the film. Lacquer primers have fair elasticity but rather poor filling properties.

There is a saying that when in doubt use No. 64 Clear Metal Primer. While that is not entirely true still No. 64 is an exceptionally fine piece of goods and has a wide range of adaptability. It is designed to be a Clear Metal Primer, and for that use is unexcelled. Its adhesiveness makes it a high grade undercoater for any of our lacquer materials. By using this material it is often possible to finish an article in one full enamel coat instead of a priming coat followed by two enamel coats. Where this is done, mix about 25 per cent of the enamel with the primer for first coat and after allowing this to dry for approximately one hour follow with a full coat of enamel. The enamel added to the primer enables the enamel coat to cover completely as well as serving as a guide coat in spraying. Where one coat work is absolutely necessary mix about 25 per cent of No. 64 to the enamel, which will increase the adherence of the enamel.

Where one coat aluminum, gold, or bronze finish is desired it is possible to use No. 64 as a bronzing liquid mixing the powder with a primer and applying the mixture direct to the article being finished. This system is also adaptable where a gold or aluminum ground coat is wanted under a crackle finish. OpeX Clear Metal Primer No. 64 is also used in some cases as a finishing coat over oil paint. One principal specific case is on lamp shades of parchment material hand painted with oil colors such as our First Quality Colors in Oil. This material adheres to the shades extremely well and makes a very durable washable finish.

OpeX Clear Metal Primer No. 64 air dries in 10 to 15 minutes and is ready for handling or recoating in an hour's time. It should be reduced with OpeX Thinner approximately one part of Thinner to two parts of Primer. 04564 is for new work only and not for over the old paint. There are custom shops, however, that use No. 64 where they sand through the primer to the bare metal, which they touch up with No. 64 although they may have originally primed with the oil primer.

| Ref   |                                                                                                                                                                    | 1's  | 5's  | Tin-lined<br>Drums |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|--------------------|
| 28501 | OpeX Metal Primer Red—This product is identical with 04564 except a color has been added which serves as a guide in spraying. Reduce 50 per cent for spraying..... | 3 35 | 3 25 | 3 15               |
| 28503 | OpeX Metal Primer Black—Same quality as 28501 except it is thinned ready for spraying.....                                                                         | 3 05 | 2 95 | 2 85               |
| 04564 | Metal Primer Clear No. 64.....                                                                                                                                     | 2 95 | 2 85 | 2 75               |

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## SHERWIN-WILLIAMS PRODUCTS

### OPEX PRIMERS—Continued

#### SPECIAL CAUTION

As a special caution, we wish to mention here that in spraying OpeX Enamel or any Pyroxylin enamel over oil primers and surfacers or any oil paint or varnish product to always apply the first coat of lacquer very lightly. Sometimes it is advisable to barely mist on the first coat in order to avoid lifting the oil film.

### OPEX WOOD FILLERS

These fillers are designed to fill in and level off depressions in the wood. Since these products are heavily pigmented, they will not have the adherence of an enamel or clear, and they should be used over a sealer or primer such as 04564, 04584 or 04543 to get better adherence.

OpeX Wood Fillers have recently been improved so as to give greater covering, better filling, and more adherence as well as being easier to sand.

In finishing wood, where it is desired to level off depressions, the typical procedure is as follows:

1. Seal wood with Clear Lacquer.
2. Spray OpeX Filler, reduced with OpeX Thinner. Allow 1 1/2 hours to dry. Apply subsequent coats, if necessary, and sand.
3. Apply OpeX Enamel over this Filler. Two or more coats if desired.

| Rex   |                   | 1's  | 5's  | Agtr.<br>Bbls. |
|-------|-------------------|------|------|----------------|
| 28801 | Filler White..... | 2 95 | 2 85 | 2 75           |
| 28804 | Filler Black..... | 2 95 | 2 85 | 2 75           |

Any color of Filler can be mixed by the consumer by the use of one part of Enamel to four or five parts of White Filler, Rx 28801.

### SPECIAL WOOD FINISHING LACQUER ENAMELS

These Special Wood Finishing Lacquer Enamels are similar in formulation to our C Quality line of Industrial Spraying Enamels and were especially developed to meet the requirements of the furniture and wood finishing trade. They are furnished with a consistency requiring from 25 to 33 per cent reduction, depending upon the finishing condition. Either No. 10 or No. 5 Thinner may be used, preferably No. 10.

These Special Wood Finishing Lacquer Enamels have been formulated to give the greatest possible value and to sell at a price that will secure the business. Do not confine your efforts to the sale of this product to the furniture manufacturers alone, but also solicit the business of the department stores, retail furniture stores, hospitals and automobile paint shops that are going into this class of work as a possible side line.

In the OPEX Wood Finishing Booklet, E 569, you will find illustrated these 15 Special Wood Finishing Lacquer Enamels in shades that match today's most popular colors. There is a very definite vogue for colored furniture—soft, warm tints that have a distinctive color appeal to the feminine buying power of the country. These shades combine beauty with unusual durability. Your unlimited prospects and customers are sure to enthusiastically approve of these radiant OPEX Special Wood Finishing Lacquer Enamels.

| Rex   |                     | 1's  | 5's  | Bbls. |
|-------|---------------------|------|------|-------|
| 29008 | Ivory.....          |      |      |       |
| 29010 | Orange.....         |      |      |       |
| 29011 | Arabian Tan.....    |      |      |       |
| 29012 | French Gray.....    |      |      |       |
| 29013 | Amethyst.....       |      |      |       |
| 29014 | Lenox Blue.....     |      |      |       |
| 29016 | Tandil.....         |      |      |       |
| 29018 | Midas.....          |      |      |       |
| 29017 | Apple Green.....    |      |      |       |
| 29018 | Olive.....          | 2 80 | 2 70 | 2 60  |
| 29019 | Chinese Red.....    |      |      |       |
| 29020 | Rose.....           |      |      |       |
| 29021 | Rich Wine.....      |      |      |       |
| 29022 | Turquoise Blue..... |      |      |       |
| 29023 | Neptune Blue.....   |      |      |       |
| 29024 | White.....          |      |      |       |
| 29025 | Black.....          |      |      |       |
| 29026 | Yellow.....         |      |      |       |
| 29022 | Crimson.....        |      |      |       |

## SHERWIN-WILLIAMS INDUSTRIAL BRUSHING LACQUER

Sherwin-Williams Industrial Brushing Lacquer is put up especially to meet the rapidly growing demand for brushing lacquer by the industrial, furniture, railway and marine trade.

Sherwin-Williams Industrial Brushing Lacquer possesses all the good qualities of Rogers Brushing Lacquer—in fact, it is the same formula—dries while you wait, is easy to apply, flows out smoothly, and gives a porcelain-like, durable finish.

Full directions as to its use and application, together with color chips of the shades that tie the line can be found in the Sherwin-Williams Brushing Lacquer Color Card, CC 253. The colors are practically the same as shown on the Rogers color card, with following exceptions:

- Slate, which will be known as Medium Gray.
- Russet Tan, which will be known as Tan.
- Cinnamon Brown, which will be known as Medium Brown.
- Rich Wine, which will be known as Maroon.
- Indian Yellow, which will be known as yellow.
- Turquoise, which will be known as Sky Blue.
- Forest Green, which will be known as Grass Green, and
- Rich Blue, which will be known as Blue.

Two new colors—Pink and Floor Brown—are also added to this line.

Where necessary, special shades will be formulated on orders for 25 gallons or more.

Arrangements have been made whereby gallon packages of Rogers stock can be quickly re-labeled.

It is to be definitely understood that the sale of Sherwin-Williams Industrial Brushing Lacquer is to be confined to industrial, MSD, railway, and marine accounts only. All accounts classified as trade sales should be sold Rogers Brushing Lacquer.

| Ref   |                    | 1's  | 5's  | Agtr.<br>Bbls. |
|-------|--------------------|------|------|----------------|
| 30101 | White.....         |      |      |                |
| 30102 | Black.....         |      |      |                |
| 30103 | Ivory.....         |      |      |                |
| 30104 | French Gray.....   |      |      |                |
| 30105 | Medium Gray.....   |      |      |                |
| 30107 | Tan.....           |      |      |                |
| 30108 | Medium Brown.....  |      |      |                |
| 30109 | Maroon.....        |      |      |                |
| 30110 | Yellow.....        |      |      |                |
| 30111 | Orange.....        |      |      |                |
| 30112 | Sky Blue.....      | 3 70 | 3 60 | 3 60           |
| 30113 | Oak.....           |      |      |                |
| 30114 | Grass Green.....   |      |      |                |
| 30115 | Blue.....          |      |      |                |
| 30116 | Carmine.....       |      |      |                |
| 30117 | Floor Brown.....   |      |      |                |
| 30118 | Sahara Sand.....   |      |      |                |
| 30119 | Sage Gray.....     |      |      |                |
| 30120 | Rattan.....        |      |      |                |
| 30121 | Stem Green.....    |      |      |                |
| 30122 | Chinese Red.....   |      |      |                |
| 30123 | Flat White.....    |      |      |                |
| 30124 | Olive Green.....   |      |      |                |
| 04988 | Clear Lacquer..... |      |      |                |
| 04885 | Thinner.....       | 3 10 | 3 00 | 2 90           |

Reduction of 20c per gallon is permissible both on the Enamels and Thinner where orders are secured for 100 gallons or more.

## SERVICE STATION BRUSHING LACQUERS

Service Station Brushing Lacquers for large gasoline producers and distributors were specially formulated to resist the effects of gasoline and oil. While their biggest sales will be for finishing service station gasoline pumps they can also be used to excellent advantage in the general maintenance of service stations and their equipment for the finishing and renewing of compressors, piping, tanks, valves, as well as for floors, walls, and woodwork.

Service Station Brushing Lacquers are applied similar to our other brushing lacquers and have the same advantages of quick drying, durability, and beauty of finish. They can be used on metal or wood and over old or new surfaces. They are of full body, ready for use as they come in the package, which permits brushing sufficiently to allow the finish to go on easily and smoothly without laps.

Full directions for their use will be found on the Service Station Brushing Lacquer Color Card, Form CC 259, which also serves to illustrate and describe the range of 11 practical colors plus Aluminum, Black, White and Clear. These bright vivid colors represent exact color matches of the pump enamel standards of all the leading petroleum producers. Where desired innumerable shades and tints can be produced by intermixing.

There are hundreds of gasoline service stations in every territory. Every one is a prospect for these specially formulated quick drying brushing lacquers. Service Station Brushing Lacquers open up an entirely new and lucrative avenue of sales that will prove most worthwhile cultivating.

Gasoline has a tendency to attack the gum in lacquers. Service Station Brushing Lacquers contain a minimum gum content and have special plasticizers to give the necessary flow and leveling out required for a satisfactory brushing lacquer.

Here is what the colors represent:

|                      |                         |
|----------------------|-------------------------|
| California Blue..... | Standard Oil Company    |
| Rainbow Blue.....    | Sun Oil Company         |
| Hoosier Blue.....    | Standard Oil Company    |
| Vermilion Red.....   | Standard Oil and Texaco |
| Mephisto Red.....    | Sinclair                |
| Texas Green.....     | Texaco                  |
| Field Green.....     | Sinclair                |
| Sun Yellow.....      | Sun Oil and Shell       |
| White.....           | Standard and National   |

Aluminum can also be used to excellent advantage for finishing storage tanks as well as reducing evaporation losses. Tulsa Brown is a floor color. Oklahoma Gray and Florida Orange will serve the independent stations as well as be used for trim colors and thus round out the line so as to take care of every finishing requirement of service stations excepting the exterior of the building itself, and you have the right finish in the paint line for that too.

|       |                      | Oz.  | 1's  |
|-------|----------------------|------|------|
| 30125 | California Blue..... |      |      |
| 30126 | Rainbow Blue.....    |      |      |
| 30127 | Hoosier Blue.....    |      |      |
| 30128 | Vermilion Red.....   |      |      |
| 30129 | Mephisto Red.....    |      |      |
| 30130 | Texas Green.....     | 1.55 | 5.50 |
| 30131 | Field Green.....     |      |      |
| 30132 | Aluminum.....        |      |      |
| 30133 | Sun Yellow.....      |      |      |
| 30134 | Florida Orange.....  |      |      |
| 30135 | Tulsa Brown.....     |      |      |
| 30136 | Oklahoma Gray.....   |      |      |
| 30137 | White No. 101.....   |      |      |
| 30138 | Black No. 102.....   |      |      |
| 04981 | Clear.....           | 1.10 | 3.00 |
| 04981 | Thinner.....         | .95  | 2.10 |