

SHERWIN-WILLIAMS

• COLOR •

CATALOGUE

FOR PAINTERS



PAINTER

COLOR CATALOGUE

PROPERTY OF

NAME _____
STREET _____
PHONE _____
CITY _____



THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES: CLEVELAND, OHIO
SALES OFFICES, FACTORIES AND WAREHOUSES
IN PRINCIPAL CITIES

Printed in U. S. A.

PAT. 9-40 31

0007-SWP-000008320

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EXTERIOR SURFACES

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EXTERIOR ENAMELS

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REFER TO SHERWIN-WILLIAMS COLOR CARDS FOR COMPLETE INFORMATION ON ALL PRODUCTS.

SHERWIN-WILLIAMS
SWP HOUSE PAINT

SWP is a prepared house paint of the highest quality in which pure white lead carbonate is combined with two other Sherwin-Williams paint pigments: S-W OZLO (lead-zinc,) and TITANIUM-magnesium, in a practical formulation that has successfully withstood every test in every climate.

S-W OZLO lead-zinc pigment fortifies SWP to control chalking and to make it more resistant to atmospheric discoloration.

In making OZLO pigment from the original ores, Sherwin-Williams fuse lead and zinc into ONE COMBINED PIGMENT which possesses the desired qualities of both metals and is superior to lead and zinc when used as separate pigments in house paint.

TITANIUM-magnesium is an important factor in the clean and lasting whiteness of SWP and its excellent hiding. This pigment also contributes to its toughness and its uniform controlled chalking.

SWP White and SWP Colors are made under the most careful supervision, from pigments, colors, oils, and driers of our own manufacture in order to insure a performance that is uniform and dependable.

SWP UNDERCOATER No. 450 is especially designed for the first coat on new wood, on normal repaint work and is particularly valuable for badly weathered surfaces.

SWP Undercoater contains the same tested pigments used in SWP. The proportions, naturally are different, as would be required for an undercoater.

SHERWIN-WILLIAMS
SWP HOUSE PAINT

(CONTINUED)

In SWP Undercoater we have a dual-purpose vehicle in which raw linseed oil (for priming) is combined with a special processed linseed oil (for sealing). With this priming-sealing vehicle is provided a greater pigment concentration so that SWP Undercoater has more actual *build* and *hiding* than can be obtained with either a hand-mixed paint or a house paint reduced for a prime coat.

Thus we are able to *uniform* surfaces in poor condition—to seal exposed wood—to smooth rough, checked surfaces—to dry with a "tooth" over hard, glossy, protected surfaces so that the finish coat goes on quicker, easier and without paint crawling.

SWP Undercoater is made in White only. When used under colors of SWP it should be tinted to a suitable ground color with S-W First Quality Colors in Oil. Another method of tinting the ground coat is by adding one pint of a darker color of SWP to each gallon of Undercoater 450. Browns require a quart of color to the gallon.

SWP is an economical Painters' paint because:

Its close-knit film has stronger hiding and requires less brushing to obtain solid covering.

Its controlled chalking offers the kind of surface which painters like to repaint.

Every SWP job will help the painter satisfy old customers and sell new ones because SWP jobs stand out conspicuously with lasting beauty and protection.

SHERWIN-WILLIAMS
SWP HOUSE PAINT

The *most* in hiding power, beauty and protection
and the *most* economical per job.

No. 496—Ivory

No. 462—Cream

No. 387—Canary Yellow

No. 470—Golden Yellow



No. 375—Colonial Yellow

No. 485—Warm Drab



No. 385—Straw

No. 393—Tobacco Brown



No. 499—Antique Brown

No. 382—Modern Brown



No. 382—Rich Maroon

No. 367—Red

No. 450 Undercoat White - No. 471 Outside Gloss White

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SHERWIN-WILLIAMS
SWP HOUSE PAINT
 (CONTINUED)

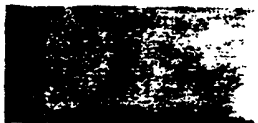


No. 383—Pea Green

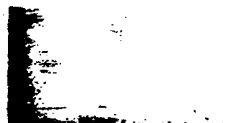
No. 357—Silver Gray

No. 360—Cream Gray

No. 479—Pearl Gray



No. 460—Apple Green



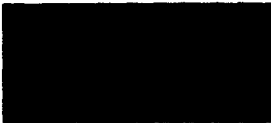
No. 353—Light Lead



No. 461—Willow Green



No. 498—Moss Green



No. 484—Bottle Green



No. 369—Blue



No. 399—French Crown, Green



No. 363—Slate

No. 471—Outside Gloss White

ALSO

No. 350—Inside Flat White

No. 436—Fume Resist'g White

No. 450—Undercoat White

No. 467—Black

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SHERWIN-WILLIAMS
TRIMBRITE COLORS

Vivid and permanent.
For trim, sash, trellises and blinds.



Spanish Orange

Fiesta Yellow



Cardinal Red



Verdes Green, Light



Castilian Blue



Mayfair Green

S-W MILDEW RESISTANT PASTE

For adding to exterior paints to treat outside surfaces in localities where mildew exists.

It should be mixed thoroughly into the paint to insure uniform mildew resistance.

Unless mildew conditions are severe, Mildew Resistant Paste should be used in the finish coat only.

Badly mildewed surfaces should first be washed thoroughly with a solution of 8 ounces of tri-sodium phosphate in a gallon of water. Rinse thoroughly and allow to dry before painting.

S-W GLAZ-KALK

For caulking door and window frames, metal sash and chimneys. Especially recommended for repairing cracks in stucco and concrete surfaces.

Glaz-Kalk never becomes brittle and hard like the ordinary putty which cracks and crumbles out. It will not stain. It is applied easily and quickly with a regular inexpensive caulking gun. Cream, Gray and White.

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SHERWIN-WILLIAMS

BRICK AND STUCCO PAINT

Weather protection with beauty that lasts.

A high quality oil paint that produces a smooth, tight and water-proof coating over stucco, concrete and brick surfaces. Brings out all the beauty of either rough or smooth stucco texture and dries with a dull finish.

Follow directions on the package. Do not thin with linseed oil or turpentine for first coat, use Brick and Stucco Mixing Sealer.

Cream Gray

Coral Tint

Cream



Gray

Terra Cotta

Canary Yellow

Brick & Stucco Paint White

S-W BONDING CEMENT PAINT

A dry powder cement paint designed for use on porous, unpainted masonry surfaces such as concrete, stucco, common brick or stone. It enters the pores of the surface and hardens to become a part of it. Damp surfaces can be painted. Use outside or inside for stucco homes, concrete office buildings, granaries, silos, concrete bridges and barns.

Use Casenite Deep Colors for tinting.

Eight colors and White.

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SHERWIN-WILLIAMS

PORCH AND DECK PAINT

Built to carry traffic. Weather resisting.



No. 60—Gray



No. 48—Gray Stone



No. 53—Lead Color



No. 45—Neutral Brown



No. 51—Dark Slate



No. 44—Tile Red

ZILO

Combination lead and zinc
75% Lead—25% Zinc
Paste and Soft Paste
Zilo makes a noticeably
whiter job than white lead.

ODP

ODP White Lead in Oil.
Paste and Soft Paste.
Soft in the package and easy
to work up.

GALVITE

The approved Galvanized Iron Primer.



Gray

Galvite adheres to the
metal, provides tooth for the
finishing coat.

For best results the suc-
ceeding coat of paint should
be applied in 24 to 48 hours.

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SHERWIN-WILLIAMS
PRESERVATIVE SHINGLE STAIN

Penetrates and Preserves.

Made with refined creosote and other liquids that stain and penetrate the wood to a considerable depth, thus holding their color long after other stains have faded. Stops decay—non-poisonous—prevents fungus growth.



C-82—Silver Gray



C-72—Dark Green



B-46—Thatch Brown



C-76—Indian Red



C-71—Bright Green



B-41—Sienna Brown



C-74—Medium Green



B-47—Nut Brown

CARBOLIC-OL

A highly penetrating wood preservative. For joists, sills, sub-flooring, silo staves, fence posts, etc.

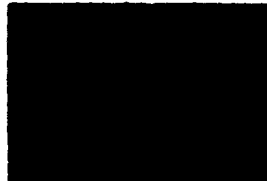
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**SHERWIN-WILLIAMS
R. & B. UTILITY PAINT**

For general exterior surfaces.



Gray Slate



Bronze Green



Brown



Red

Also Black

EBONOL ROOF COATING

A black coal tar coating for rubberoid and metal roofing, metal skylights, flashings and down spouts.

COMMONWEALTH BARN PAINT

Economical Protection.



Red



Gray

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SHERWIN-WILLIAMS
INTERIOR GLOSS

An enamel-like finish for interior walls and woodwork in popular pastel colors. Tough, durable and washable. One coat covers.

Percentage indicates light reflection value.

Ivory—77%

Peach—72%

Buff—69%

Asb Gray—52%

Beige—59%

Nile Green—46%

Jacquil Yellow—76%

Light Green—53%

Light Delphinium Blue—45%

Orchid—68%

Interior Gloss White

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COLOR SCHEMES for Kitchens, Bathrooms, Lavatories

INTERIOR GLOSS

CONTRASTING COLORS (Complementary Harmony)

RELATED COLORS (Analogous Harmony)

	No. 22	No. 22-A
Walls	BEIGE	BEIGE
Ceiling	Beige or White	Beige or White
Wood Trim	White or Ash Gray	White
Floors	Dark Green with White stripe	Warm Tan with Eggplant border and White stripe
	No. 23	No. 23-A
Walls	ASH GRAY	ASH GRAY
Ceiling	Ash Gray or White	Ash Gray or White
Wood Trim	White	White
Floors	Terra Cotta or Red with Black or Dark Green border and White stripe	Green Gray with Dark Green border and White stripe
	No. 24	No. 24-A
Walls	ORCHID	ORCHID
Ceiling	Orchid or White	Orchid or White
Wood Trim	Ash Gray or White	White
Floors	Green-gray with White or Dark Green stripe	Warm Gray with White stripe
	No. 25	No. 25-A
Walls	JONQUIL YELLOW	JONQUIL YELLOW
Ceiling	Light Delphinium Blue and White, equal parts	Jonquil Yellow
Wood Trim	White	Ivory or White
Floors	Dark Blue with Yellow or White stripe	Terra Cotta with White or Yellow stripe
	No. 26	No. 26-A
Walls	LIGHT GREEN	LIGHT GREEN
Ceiling	Ivory	Ivory
Wood Trim	Ivory	Ivory
Floors	Gray with Red or Terra Cotta stripe	Ivory with Green stripe

COLOR SCHEMES

for Kitchens, Bathrooms, Lavatories

(Continued)

INTERIOR GLOSS

CONTRASTING COLORS (Complementary Harmony)

RELATED COLORS (Analogous Harmony)

	No. 27	No. 27-A
Walls	PEACH	PEACH
Ceiling	Peach	Ivory
Wood Trim	White	Ivory
Floors	Blue with Peach stripe	Warm Gray with Eggplant border and White stripe
	No. 28	No. 28-A
Walls	BUFF	BUFF
Ceiling	Light Delphinium Blue	Ivory
Wood Trim	White	White or Ivory
Floors	Dark Blue with Buff or Orange stripe	Terra Cotta with White stripe
	No. 29	No. 29-A
Walls	IVORY	IVORY
Ceiling	Ivory	Ivory
Wood Trim	Ash Gray	Jonquil Yellow
Floors	Green-gray with Red stripe	Warm Tan with Terra Cotta stripe

SHERWIN-WILLIAMS
SEMI-LUSTRE

An amazingly washable semi-gloss finish
for walls and woodwork.

Percentage indicates light reflection value.

Cream Gray—63%

Canary Yellow—75%

Peach—70%

Cream—76%

Taupe—55%

Pale Green—58%

Mist Blue—60%

Buff—57%

Ivory White—78%

Vogue Blue—44%

Nile Green—50%

Silver Gray—46%



Cocoa Beige



French Green

Semi-Lustre White

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COLOR SCHEMES

for Kitchens, Bathrooms, Recreation Rooms

SEMI-LUSTRE

See Color Samples on Page 11

CONTRASTING COLORS (Complementary Harmony)

RELATED COLORS (Analogous Harmony)

	No. 30	No. 30-A
Walls	CANARY YELLOW	CANARY YELLOW
Ceiling	Mist Blue	Canary Yellow
Wood Trim	Mist Blue	White
Floors	Deep Red or Terra Cotta with Black border and White stripe	Terra Cotta with Black border and Yellow stripe
	No. 31	No. 31-A
Walls	NILE GREEN	NILE GREEN
Ceiling	Nile Green	Canary Yellow
Wood Trim	White	Canary Yellow
Floors	Terra Cotta with Eggplant border and Light Green or White stripe	Dark Green, Brown or Sienna-Red with Black border and Yellow stripe
	No. 32	No. 32-A
Walls	CREAM	CREAM
Ceiling	Cream	Cream
Wood Trim	Nile Green	*Warm White
Floors	Light Green with Dark Green border and White stripe	Light Tan or Buff with Red stripe
	No. 33	No. 33-A
Walls	MIST BLUE	MIST BLUE
Ceiling	White or Mist Blue	White or Mist Blue
Wood Trim	White	White
Floors	Eggplant or Terra Cotta with White stripe	Black with darker Blue border and White stripe
	No. 34	No. 34-A
Walls	SILVER GRAY	SILVER GRAY
Ceiling	White	White
Wood Trim	White	White
Floors	Rose-red or Terra Cotta with White stripe	Black with Light Blue border and White stripe

*See Suggested Enamel Trim Colors on Page 24

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COLOR SCHEMES

For Kitchens, Bathrooms, Recreation Rooms

(Continued)

SEMI-LUSTRE

See Color Samples on Page 11

	CONTRASTING COLORS (Complementary Harmony)	RELATED COLORS (Analogous Harmony)
	No. 35	No. 35-A
Walls	FRENCH GREEN	FRENCH GREEN
Ceiling	French Green or White	French Green and White, equal parts
Wood Trim	White	White
Floors	Eggplant or Sienna-red with Dark Green border and White stripe	Light Green with Dark Green border and White stripe
	No. 36	No. 36-A
Walls	VOGUE BLUE	VOGUE BLUE
Ceiling	White	Vogue Blue
Wood Trim	*Pale Jonquil or Light Peach	White
Floors	Blue-gray with Terra Cotta border and White stripe	Blue-gray with Dark Blue bor- der and White stripe
	No. 37	No. 37-A
Walls	CREAM GRAY	CREAM GRAY
Ceiling	Peach	Cream Gray
Wood Trim	*Cool White	*Warm White
Floors	Green with Black border and White stripe	Warm Gray with Rose stripe
	No. 38	No. 38-A
Walls	PEACH	PEACH
Ceiling	White	Peach and White, equal parts
Wood Trim	White	Cream Gray
Floors	Medium Blue with Dark Blue border and Peach or White stripe	Gray with Black border and Peach or White stripe
	No. 39	No. 39-A
Walls	PALE GREEN	PALE GREEN
Ceiling	Pale Green	Pale Green
Wood Trim	White	White
Floors	Eggplant with White stripe	Dark Green with White or Light Green stripe

*See Suggested Enamel Trim Colors on Page 24

COLOR SCHEMES

for Kitchens, Bathrooms, Recreation Rooms

(Continued)

SEMI-LUSTRE

See Color Samples on Page 11

CONTRASTING COLORS (Complementary Harmony)

RELATED COLORS (Analogous Harmony)

	No. 40	No. 40-A
Walls	BUFF	BUFF
Ceiling	Ivory White	Ivory White
Wood Trim	Vogue Blue	*Ivory or Beige Pink
Floors	Blue with Black border and White stripe	Terra Cotta with Black border and White stripe
	No. 41	No. 41-A
Walls	IVORY WHITE	IVORY WHITE
Ceiling	Mist Blue	Ivory White
Wood Trim	Mist Blue	Cream Gray
Floors	Gray with Blue border and White stripe	Beige-tan with Eggplant border and White stripe
	No. 42	No. 42-A
Walls	TAUPE	TAUPE
Ceiling	Taupe	Taupe
Wood Trim	White	White
Floors	Light Green with Black border and White stripe	Eggplant with White stripe
	No. 43	No. 43-A
Walls	COCOA BEIGE	COCOA BEIGE
Ceiling	Canary Yellow	Cream
Wood Trim	Ivory White	*Pale Jonquil
Floors	Dark Green with Eggplant border and White or Yellow stripe	Eggplant with Yellow stripe

*See Suggested Enamel Trim Colors on Page 24

SHERWIN-WILLIAMS

FLAT-TONE

Washable flat wall colors.

Soft and restful pastel shades, also deep wall colors.

Easy to apply.

Percentage indicates light reflection value.

Caen Stone—71.1%

Pale Jade—46.8%

Light Blue—60.8%

Buff—61.2%

Canary Yellow—72.4%

Laurel Green—50.2%

Orchid—68.2%

Silver Gray—44.4%

Warm Beige—57.2%

Ivory—78.2%

Cream Gray—58.2%

Blossom Pink—70%

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SHERWIN-WILLIAMS
FLAT-TONE—(CONTINUED)

Washable Flat Wall Colors
Soft and restful pastel shades, also deep wall colors.
Easy to apply.

Percentage indicates light reflection value.

Cream—68.5%



Ivory Tan—60.8%

Cinnamon Brown—14%



Light Green—56%



Rose Tan—42%



Thistle—28%

Coral Rose—40.2%



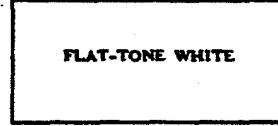
Cactus Green—34.9%



Burgundy—12.4%



Terra Cotta—29.5%



Delft—16%

FLAT-TONE WHITE

COLOR SCHEMES

for Living Rooms, Dining Rooms, Bed Rooms, etc.

FLAT-TONE

See Color Samples of Flat-Tone on Pages 14 and 15

	CONTRASTING COLORS (Complementary Harmony)	RELATED COLORS (Analogous Harmony)
	No. 1	No. 1-A
Walls	LAUREL GREEN	LAUREL GREEN
Ceiling	Cream Gray	Light Green
Wood Trim	* Ivory	* Match wall color or Ivory
Floors	Burgundy	Dark Green
Drapes (Pred.)	Burgundy	Ivory
Drapes (Accent)	Gold and Green	Green, Deep Red and Gold
	No. 2	No. 2-A
Walls	SILVER GRAY	SILVER GRAY
Ceiling	Caen Stone	Cool White
Wood Trim	* Warm White	* Match wall color or Cool White
Floors	Dark Blue	Smoke Gray
Drapes (Pred.)	Deep Red or Coral-rose	Light Blue
Drapes (Accent)	Blue, Green and Gold	Rose, Gold and Blue-green
	No. 3	No. 3-A
Walls	CREAM	CREAM
Ceiling	Ivory	Ivory
Wood Trim	* Turquoise	* Cool White
Floors	Dark Blue-green	Walnut Brown
Drapes (Pred.)	Turquoise	Cream
Drapes (Accent)	Gold, Blue-green, Violet-red	Rust, Yellow-green and Violet-red
	No. 4	No. 4-A
Walls	IVORY TAN	IVORY TAN
Ceiling	Ivory	Ivory
Wood Trim	* Ice Green	* Ivory
Floors	Dark Blue-green	Walnut Brown
Drapes (Pred.)	Light Green	Gold or Tan
Drapes (Accent)	Dark Green, Orange-red or Rust	Olive Green, Rust and Violet-red

* See Suggested Enamel Trim Colors on Page 24

COLOR SCHEMES

for Living Rooms, Dining Rooms, Bed Rooms, etc.
(Continued)

FLAT-TONE

See Color Samples of Flat-Tone on Pages 14 and 15

	CONTRASTING COLORS (Complementary Harmony)	RELATED COLORS (Analogous Harmony)
	No. 5	No. 5-A
Walls	LIGHT GREEN	LIGHT GREEN
Ceiling	Caen Stone	Ivory
Wood Trim	*Rose, Beige Pink	*Cool White or match wall color
Floor	Henna-rose	Dark Yellow-green
Drapes (Pred.)	Pale Yellow	Chartreuse
Drapes (Accent)	Henna-rose, Green and Red-violet	Rust, Orange-yellow and Red-violet
	No. 6	No. 6-A
Walls	BLOSSOM PINK	BLOSSOM PINK
Ceiling	White or Ivory	Caen Stone
Wood Trim	*Cool White or Ivory	*Warm White or Ivory
Drapes (Pred.)	Chartreuse	Deep Pink
Drapes (Accent)	Gold, Rose and Green	Gold, Mauve and Green
	No. 7	No. 7-A
Walls	ORCHID	ORCHID
Ceiling	Ivory	Ivory
Wood Trim	*Cool White (or tinted to match Enameloid Pearl Gray)	*Warm White or same as walls
Floors	Gray-yellow-green	Eggplant
Drapes (Pred.)	Yellow-green	Ivory or Gray
Drapes (Accent)	Blue-green, Mauve, and Yellow Orange	Mauve, Yellow and Blue-green
	No. 8	No. 8-A
Walls	LIGHT BLUE	LIGHT BLUE
Ceiling	Caen Stone	White
Wood Trim	*Beige Pink or Warm White	*Horizon Blue or Cool White
Floor	Peach or Coral Rose	Dark Blue
Drapes (Pred.)	Peach	White
Drapes (Accent)	Yellow-green, Blue and Coral	Blue, Coral and Purple-red

*See Suggested Enamel Trim Colors on Page 24

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COLOR SCHEMES for Living Rooms, Dining Rooms, Bed Rooms, etc. (Continued)

FLAT-TONE

See Color Samples of Flat-Tone on Pages 14 and 15

	CONTRASTING COLORS (Complementary Harmony)	RELATED COLORS (Analogous Harmony)
	No. 9	No. 9-A
Walls	CORAL ROSE	CORAL ROSE
Ceiling	Ivory	Warm Beige
Wood Trim	* Pebble Gray	* Ivory or Beige Pink
Floor	Turquoise	Red-brown or Rust
Drapes (Pred.)	Turquoise	Warm Gray or Beige
Drapes (Accent)	Purple and Yellow-red	Deep Coral and Turquoise
	No. 10	No. 10-A
Walls	PALE JADE	PALE JADE
Ceiling	Cream Gray or Ivory	Ivory
Wood Trim	* Ivory or Pebble Gray	* Cool White
Floor	Henna-rose	Blue-green
Drapes (Pred.)	Gold	Ivory or Beige
Drapes (Accent)	Henna-rose, Green and Mauve	Green, Yellow and Rust
	No. 11	No. 11-A
Walls	WARM BEIGE	WARM BEIGE
Ceiling	Ivory	Ivory
Wood Trim	* Chartreuse or Cool White	* Ivory or Beige Pink
Floor	Blue-green	Walnut Brown or Mauve Taupe
Drapes (Pred.)	Ivory	Light Beige
Drapes (Accent)	Blue-green, Yellow and Rust	Yellow-green, Mauve and Rust
	No. 12	No. 12-A
Walls	CREAM GRAY	CREAM GRAY
Ceiling	Ivory or Blossom Pink	Ivory
Wood Trim	* Beige Pink or Warm White	* Cool White
Floor	Burgundy or Eggplant	Dark Yellow-green
Drapes (Pred.)	Cream Gray or Ivory	Beige
Drapes (Accent)	Yellow-green, Orange and Purple-red	Blue, Green and Orange-red

* See Suggested Enamel Trim Colors on Page 24

COLOR SCHEMES

for Living Rooms, Dining Rooms, Bed Rooms, etc.
(Continued)

FLAT-TONE

See Color Samples of Flat-Tone on Pages 14 and 15

	CONTRASTING COLORS (Complementary Harmony)	RELATED COLORS (Analogous Harmony)
	No. 13	No. 13-A
Walls	CANARY YELLOW	CANARY YELLOW
Ceiling	Ivory	Ivory
Wood Trim	* Ivory or Warm White	* Ivory
Floor	Green-blue	Brown or Beige
Drapes (Pred.)	Rust	Deep Yellow or Gold
Drapes (Accent)	Green-blue and Orange	Yellow-green and Rust
	No. 14	No. 14-A
Walls	ROSE TAN	ROSE TAN
Ceiling	Ivory	Caen Stone
Wood Trim	* Ivory or enamel tinted to match Enameloid Pearl Gray	* Ivory or Warm White
Floor	Blue-green	Mauve-taupe
Drapes (Pred.)	Blue-green	Rose Tan
Drapes (Accent)	Rose and Gold	Blue-green and Gold
	No. 15	No. 15-A
Walls	BURGUNDY	BURGUNDY
Ceiling	Cream Gray	Warm Beige
Wood Trim	* Pebble Gray or Cool White	* Beige Pink or Warm White
Floor	Deep Green	Eggplant
Drapes (Pred.)	Pale Yellow or Gold	Warm Beige
Drapes (Accent)	Green, Yellow, Red	Blue, Turquoise, Terra Cotta
	No. 16	No. 16-A
Walls	THISTLE	THISTLE
Ceiling	Ivory	Rose Tan
Wood Trim	* Pale Jonquil	* Pebble Gray
Floor	Jade or Lime Green	Eggplant
Drapes (Pred.)	Pale Yellow	Warm Beige
Drapes (Accent)	Purple, Chartreuse and Jade	Chartreuse, Purple and Gold

* See Suggested Enamel Trim Colors on Page 24

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COLOR SCHEMES

for Living Rooms, Dining Rooms, Bed Rooms, etc.

(Continued)

FLAT-TONE

See Color Samples of Flat-Tone on Pages 14 and 15

	CONTRASTING COLORS (Complementary Harmony)	RELATED COLORS (Analogous Harmony)
	No. 17	No. 17-A
Walls	TERRA COTTA	TERRA COTTA
Ceiling	Canary Yellow	Ivory
Wood Trim	*Cool White or Ivory	*Ivory or Light Peach
Floor	Dark Blue	Rust
Drapes (Prod.)	Cream or Pale Yellow	Gold
Drapes (Accent)	Blue, Terra Cotta, Dark Red	Green, Purple and Rust
	No. 18	No. 18-A
Walls	DELFT	DELFT
Ceiling	Ivory	Ivory
Wood Trim	*Warm White	*Pebble Gray
Floor	Burgundy	Deep Blue
Drapes (Prod.)	Beige	Pearl Gray
Drapes (Accent)	Red, Gold and Blue	Blue, Gold and Rust
	No. 19	No. 19-A
Walls	CACTUS GREEN	CACTUS GREEN
Ceiling	Cream Gray or Ivory	Light Green
Wood Trim	*Warm White or Ivory	*Ivory or Pebble Gray
Floor	Burgundy	Blue-green
Drapes (Prod.)	Gold	Beige
Drapes (Accent)	Burgundy and Green	Rust, Gold and Green
	No. 20	No. 20-A
Walls	CINNAMON BROWN	CINNAMON BROWN
Ceiling	Coral Rose	Warm Beige
Wood Trim	*Ivory or Pale Jonquil	*Beige Pink
Floor	Blue	Rose-beige or Biscuit
Drapes (Prod.)	Yellow	Coral Rose
Drapes (Accent)	Blue, Turquoise and Coral	Blue-green and Purple
	No. 21	No. 21-A
Walls	BUFF	BUFF
Ceiling	Light Blue or Ivory	Ivory or Cream
Wood Trim	*Cool White	*Ivory or Beige Pink
Floor	Dark Blue	Walnut Brown
Drapes (Prod.)	Dark Blue	Buff
Drapes (Accent)	Orange, Green and Violet-red	Brown, Orange and Green

*See Suggested Enamel Trim Colors on Page 24

SHERWIN-WILLIAMS
INTERIOR WALL FINISHES

SATIN-GLO

A high quality, full-bodied wall finish that dries with a sheen between a flat and a semi-gloss paint. Tough and durable, with excellent washability. Can be re-coated without sealing the surface. White only.

SAVE-LITE

Intensely white finishes of the highest quality that are designed to develop improved lighting conditions when used for interior walls, ceilings and woodwork of office buildings, factories, mills, shops, dairies, etc.

Save-Lite gives the maximum light reflection and distributes the reflected light evenly. The Gloss, Eggshell and Flat White are designed for a particular kind of service and should be applied according to directions on the package.

TRI-SEAL

A first coater that primes, seals and fills porous composition wall boards such as masonite, celotex, etc. Not intended for plaster, brick or concrete.

WALL PRIMER AND SEALER

A penetrating type of pigmented first coater for priming and sealing inside plaster, brick and cement walls and the less porous composition wall boards.

Excellent brushing. Dries overnight with a slight tack and tooth which make the next coats easy to apply uniformly with minimum brushing.

GLAZING LIQUID

Has long wet edge and will hold the print or texture without flowing back. Dries to an eggshell finish which may be washed. Contains no wax which simplifies re-finishing.

PAINTER CRAFT FINISHES

FLAT WALL PAINT No. 7

An oil base flat wall paint that is easy brushing and intensely white. Tough, durable and washable. Holds long wet edge and has excellent hiding and leveling qualities. White only.

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SHERWIN-WILLIAMS
INTERIOR WALL FINISHES

(CONTINUED)

MAINTENANCE WALL PAINT No. 3
EGG-SHELL

A heavy-bodied wall paint for maintenance painting where one-coat covering is important. Dries overnight with an eggshell gloss that will withstand repeated washing. For a pebble stipple apply as it comes from the package. For brush work reduce with one pint to one quart of thinner. Can be repainted without priming. White only.

FLAT WALL PAINT No. 11

An attractively priced flat wall paint that possesses the quality features of many flats that are more expensive. Exceptionally easy to apply, hides and levels well and holds a long wet edge. Dries to a very dull finish. White only.

INTERIOR GLOSS No. 14

A full gloss finish of high quality for walls and woodwork. Has the hiding power of a wall paint with the leveling properties of an enamel. Spreads easily with a wall brush. White only.

INTERIOR SEMI-GLOSS No. 16

A high quality semi-gloss finish for walls and woodwork. Has the hiding power of a wall paint but levels like an enamel without runs or sags. White only.

WALL PAINT HEAVY BODY No. 96

A flat paint especially designed to be textured or stippled in a wide variety of decorative effects.

It is heavy-bodied, has unexcelled hiding power and is surprisingly easy to apply. It holds a long wet edge and does not pick up and load the stippling brush. White only.

STIPPLE WALL PAINT No. 20

A flat wall paint for the lighter stipple and texture effects. Has unusual brushability with strong hiding power. Stays open long enough to do a first-class stippling job on average stretches. White only.

PIGMENTED WALL SEALER No. 77

A pigmented first coater and sealer for inside surfaces of plaster, brick, concrete, tile and most composition wall boards. Dries overnight with an excellent tooth for the next coat of paint.

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**SHERWIN-WILLIAMS
CASENITE**

A dry powder casein water finish for inside walls.
Requires no sizing. Has good hiding
and spreads easily.

Five pounds of Casenite will make one gallon of liquid paint.
Casenite Deep Colors and Black available for tinting purposes—oil
colors should not be used.

No. 301—Ivory

No. 305—Gray

No. 302—Cream

No. 306—Light Blue



No. 303—Buff

No. 307—Pink

No. 304—Taupe

No. 308—Green

Casenite White

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SHERWIN-WILLIAMS
DECO-PASTE

A paste casein water finish for interior walls.

Deca-Sene Paste Toner Colors available for tinting purposes. Oil Colors should not be used.

No. 321—Ivory

No. 325—Gray

No. 322—Cream

No. 326—Light Blue

No. 323—Buff

No. 327—Pink

No. 324—Taupe

No. 328—Green

Deco-Paste White

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**SHERWIN-WILLIAMS
DECOTINT**

A sanitary cold water kalsomine.

D112—Yellow

D131—Pale Green

D129—Straw

D123—Jade

D126—Cream White

D132—Rose Tan

D103—Ivory

D125—Pink

D130—Light Cream

D121—Light Blue

D128—Dark Cream

D133—Chinese Blue

D114—Sand

D115—Gray

Decotint White

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SUGGESTED ENAMEL TINTS

Made by tinting the following Sherwin-Williams Enamels:
Old Dutch, Enamelastic, Kem-Namel Snow White
or Synthetic Enamel No. 50

Cool White



Turquoise

Warm White

Beige Pink

Ivory

Pebble Gray



Light Peach

Horizon Blue

Chartreuse

Ice Green

Pale Jonquil

Rose Beige

Directions for tinting on back of page.

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The following Colors produced with WHITE tinted
with FIRST QUALITY OIL COLORS as follows:

COOL WHITE

White tinted with Raw Umber, Yellow Ochre.

WARM WHITE

White tinted with Van Dyke Brown, Yellow Ochre.

IVORY

White tinted with Yellow Ochre, Chrome Yellow
Light.

LIGHT PEACH

White tinted with Chrome Yellow Orange, Chrome
Yellow Medium, Yellow Ochre.

CHARTREUSE

White tinted with Chrome Green Light, Chrome
Yellow Medium, Raw Umber.

PALE JONQUIL

White tinted with Chrome Yellow Medium, Yellow
Ochre.

TURQUOISE

White tinted with Prussian Blue, Chrome Green
Light, Raw Umber.

BEIGE PINK

White tinted with Chrome Yellow Orange, Yellow
Ochre, Raw Umber.

PEBBLE GRAY

White tinted with Raw Umber, Chrome Yellow
Medium, Chrome Yellow Light.

HORIZON BLUE

White tinted with Prussian Blue, Raw Umber,
Lamp Black.

ICE GREEN

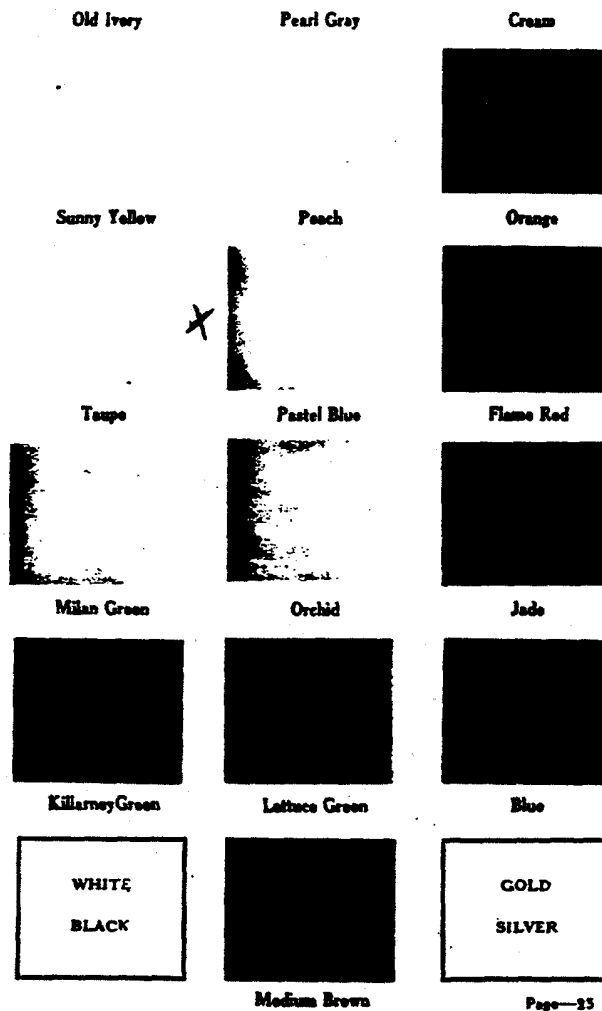
White tinted with Chrome Green Medium, Chrome
Green Light, Raw Umber.

ROSE BEIGE

White tinted with Burnt Sienna, Lamp Black.

SHERWIN-WILLIAMS ENAMELOID

A solid covering decorative enamel for interior surfaces.
High Gloss. Rapid drying.



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SHERWIN-WILLIAMS
ENAMELS AND UNDERCOATERS

OLD DUTCH ENAMEL

The finest quality full oil enamel for inside or outside finishing. Excellent flowing and leveling. Dries in 48 hours. Made in White only. Gloss only.

KEM-NAMEL SNOW WHITE

A synthetic resin enamel that produces a beautiful snow white finish. For interior surfaces only. Exceptionally tough and durable. Excellent flowing and leveling. Dries dust free in 2 to 3 hours and hard overnight. Snow White Gloss and Snow White Egg Shell.

ENAMELASTIC

A full oil enamel of intense whiteness for walls and woodwork. Exceptional leveling without sagging. Dries in 24 to 36 hours.

Made in White only. Gloss and Satin Finish.

SYNTHETIC ENAMEL No. 50

An excellent hiding, full gloss and intensely white synthetic resin enamel. For interior surfaces only. Moderately priced. Dries dust-free in two hours and hard overnight. White only.

ONE COAT ENAMEL No. 39

An economical enamel that gives one coat hiding over old surfaces. Easy working, full-bodied and builds uniformly without sags or runs. Has good whiteness, a deep full gloss and dries overnight. White only.

SEMI-LUSTRE

An amazingly washable semi-gloss finish for walls and woodwork. Easy to apply. Levels like an enamel. In popular colors. See page 11.

XXX ENAMEL UNDERCOATER

Intensely white and finely ground enamel undercoater that has excellent brushing, hiding and leveling. Dries hard overnight with a tight, smooth finish. Requires minimum sanding. White only.

ENAMEL UNDERCOATER No. 45

An economical enamel undercoater that is easy brushing and intensely white. It is ground fine and has good hiding and leveling. Dries to sand or recoat overnight and sands easily. White only.

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SHERWIN-WILLIAMS
FLOOR ENAMEL

For interior floors—wood, concrete or linoleum.

Rapid drying. Easy brushing.



No. 487—Gray



No. 488—Light Tan



No. 454—Tile Red



No. 384—Oak



No. 468—Slate



No. 377—Dark Mahogany



No. 449—Light Oak



No. 356—Gray Stone



No. 455—Sand



No. 480—Walnut Brown



Green

Gray No. 487 tinted with
Chrome Green D. Oil Color



Blue

Slate No. 468 tinted with
Prussian Blue Oil Color

SHERWIN-WILLIAMS
WOODCRAFT STAIN

Penetrating oil type stain for soft and hard woods.
Colors rich and clear.



Maple on Maple



Moss Green on Fir



Walnut on Birch



Golden Oak on Fir



Dark Mahogany on Birch

Weathered Oak on Oak



Adam Brown on Gum

Dk. Oak on Quarter Sawn Oak

Use Woodcraft Stain Reducer in order to obtain lighter tones.

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SHERWIN-WILLIAMS OIL STAIN

Dependable performance with color uniformity.
For new woods only.



Light Oak



Dark Oak



Light Mahogany



Walnut



Dark Mahogany



Golden Oak

SHERWIN-WILLIAMS VARNISHES

MAR-NOT (FAST DRI)

A pale varnish with full rich gloss that produces an exceedingly tough and long-wearing finish on floors, woodwork, and furniture. Easy working, waterproof and alcohol resistant.

Dust free in 1 hour, hard enough to walk on in 6 to 8 hours.

Woodwork and furniture can be recoated in 4 hours. Can be rubbed after 24 hours.

MAR-NOT SATIN FINISH

The finishing coat for floors, woodwork or furniture to produce a dull rubbed effect. Contains no wax, has little tendency to settle. Is easily applied without showing brush marks or laps. Produces a uniform satin finish.

Dries dust free in 2 to 3 hours and hard overnight.

SHERWIN-WILLIAMS VARNISHES

(CONTINUED)

REXPAR

A pale full-bodied spar varnish of the highest quality. Weather-proof and water-proof. Successfully withstands varying atmospheric conditions such as heat and cold, rain, snow, wind, salt spray and sunlight.

Dust-free in 2 to 3 hours. Hard enough to recoat in 15 to 18 hours.

FLOOR-SEAL

Designed to toughen and harden wood floors for heavy-duty traffic. It leaves a minimum of surface film but protects by penetration—filling and sealing the pores of the wood and actually toughening and hardening the fibres of the wood itself.

Ready for use—requires no heating. Easy to apply with a large brush or applicator. Dries hard overnight. Does not catch dust. Is not greasy or slippery—waxes beautifully.

It is not recommended as a surface finish over floors previously varnished or saturated with mineral oils, paraffin, etc.

PAINTER CRAFT VARNISHES

EXCELLO SPAR

A spar varnish with exceptionally good water-resisting qualities for exterior and interior surfaces.

Dries dust-free in 2 to 3 hours, hard in 18 hours and can be sanded in 24 hours. Can be rubbed after 48 hours.

EXCELLO FLOOR AND TRIM

An easy-brushing and fairly heavy-bodied varnish for use on interior floors and woodwork. Dries with a tough, full gloss finish.

Dries dust-free in 1 to 2 hours, and hard in 10 to 12 hours. Can be rubbed after 48 hours.

EXCELLO SATIN FINISH

An easy-working varnish that dries with a dull rubbed effect. Contains no wax. It can be applied over shellac but for best results it should be used over a good gloss varnish.

Dries dust-free in 1 to 2 hours and hard in 18 hours. Can be rubbed after 48 hours if desired in order to cut dust specks and improve the depth of finish.

QUICK DRYING VARNISH No. 65

A moderately priced quick drying varnish for interior floors and woodwork. Has good gloss, toughness and elasticity.

Dries dust-free in 1 to 2 hours and hard in 6 to 8 hours. Can be sanded in 10 to 14 hours and rubbed in approximately 24 to 36 hours.

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INFORMATION OF INTEREST AND HELP TO THE PAINTER CONCERNING S-W FIRST QUALITY COLORS IN OIL

LAMP BLACK

Strongest tinting strength. Tints of a blue-gray tone. By nature slower drying, requiring use of more drier. Use as a base color because of superior opacity.

IVORY DROP BLACK

Although much below Lamp Black in tinting strength Ivory Drop Black is preferred where a pure jet black is required. It is of a brownish cast in tints. Is a good normal drying color.

VAN DYKE BROWN

Yields pleasing taupe shades. Gives a good mahogany tone glazed over Burnt Sienna—makes a beautiful verde antique glazed over Pale Green. Makes an excellent Walnut or Dark Oak Stain over Pine.

BURNT UMBER

Indispensable in obtaining pleasing warm grays or warm tones of brown. A standard graining color—used with Ultramarine Blue it provides a great range of Oak and Walnut shades. Commonly used with Van Dyke Brown. A good glaze color.

RAW SIENNA

Preferred for use with Chrome Yellow Light for Cream and Ivory tints. Combines with Chrome Yellow Medium for soft, rich Colonial Yellow. Used for warming gray tints. Makes a pleasing oyster white with Raw Umber and White. Is effective as a glaze color.

RAW UMBER

Extensively used in toning down bright tints. Added to Chrome Green Light to produce Moss Green and Bronze Green. Effective as an over-glaze for antique finishes. A strong drying color because it contains manganese.

BURNT SIENNA

Because of its remarkable brilliance and translucence it is particularly suited for glaze work and for cherry and mahogany stains. Produces characteristic apricot tints with white.

CHROME YELLOW, LIGHT

Makes clean canary tints without objectionable green hue. Use with Prussian Blue avoiding Ultramarine. Carefully manufactured to prevent discoloring. Strong opacity makes it unsuited for glaze work.

CHROME YELLOW, MEDIUM

Most useful neutral yellow tinting color. Very clean tone and suited for finest enamel work.

YELLOW OCHRE

A clean brownish yellow very useful in producing attractive brown shades. Tobacco Brown and Antique Brown are obtained by combining with Venetian Red and Black. Not as translucent for glazing as Raw Sienna.

CHROME YELLOW ORANGE

Produces good peach tints. For Chinese Red use with Cardinal Red. Used widely as a straight decorative color.

PRUSSIAN BLUE

Has good tinting strength and clearness of tone. Has a greenish hue and is suitable for producing Peacock Blue shades and greens but should not be used for obtaining purple tints with red. Quite clear and translucent when used thin or in glaze. The Blue to use on exterior work.

SHERWIN-WILLIAMS
FIRST QUALITY COLORS IN OIL

Superior tinting strength producing clean tones
of dependable durability.



Lamp Black



Ivory Drop Black



Van Dyke Brown



Burnt Umber



Raw Sienna

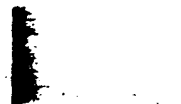


Raw Umber



Burnt Sienna

Chrome Yellow Light



Chrome Yellow Medium



Yellow Ochre



Chrome Yellow Orange



Prussian Blue

NOTE: The dark samples show the colors in full strength. The light samples show colors let down with one-half pint of color to 25 pounds ODP white lead paste.

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**INFORMATION OF INTEREST AND HELP TO
THE PAINTER CONCERNING
S-W FIRST QUALITY COLORS IN OIL**

COBALT BLUE

Is a Cobalt shade of Ultramarine Blue and is lighter and cleaner than Ultramarine. Like Ultramarine, it should not be used for exterior tinting.

ULTRAMARINE BLUE

Not as powerful in tinting as Prussian Blue but indispensable because its "reddish" hue makes it suitable for use with Rose Lake for the violet tints. Suitable for glazing. Use Prussian Blue for exterior tinting.

VERDAS GREEN LIGHT

Verdas Green Light gives attractive shades of emerald green which can not be obtained with Chrome Green, and which are similar to those made with Paris Green. It is, however, non-poisonous, and is fast to light, giving very permanent shades, both of which qualities are very desirable in a green pigment.

CHROME GREEN, LIGHT

Indispensable for producing the clean bright tints such as Lettuce and Satin Green. It lets down to a green when added to white rather than on the blue cast. In modifying with blue use Prussian Blue and avoid Ultramarine which reacts chemically with chrome colors.

CHROME GREEN, MEDIUM

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

CHROME GREEN, DARK

A simpler naming of Chrome Greens would designate them as "Yellow," "Medium" and "Blue," the "dark" being the blue grade. It is used principally as a straight color for deep neutral green. It is also useful in obtaining deep shades like Italian Blue. In light tint, it is close to a Robin's Egg Blue.

CARDINAL RED

A fairly brilliant red, producing good clear Caries tint, but is a bleeding color.

ROSE MADDER

Particularly suited for glazing. Yields clean pink tints.

DRAGON RED

Its great brilliance and fastness to light make it one of our largest sellers for bulletin work. It is also excellent for making pinks.

AMERICAN VERMILION

An exceptionally fine color for the decorator.

TUSCAN RED

Develops pleasing mauve tints. Used by many painters as a sash color.

ENGLISH VENETIAN RED

One of the most useful of decorative colors, produces beautiful, soft Old Rose tints and used extensively as a toning color and also for glazing and wiped effects and relief ornament.

ENGLISH ROSE LAKE

Provides most attractive orchid tints and by combining with Ultramarine Blue and White, it produces richest shades of Purple, Plum, etc. Particularly suited for glazing. Tints have good fastness to light.

JAPANESE BROWN

The most popular brown for glass work, clean and attractive and combines easily with other colors for tiffany blends.

SHERWIN-WILLIAMS
FIRST QUALITY COLORS IN OIL
(CONTINUED)



Cobalt Blue



Ultramarine Blue



Verdun Green Light



Chrome Green Light



Chrome Green Medium



Chrome Green Dark



Cardinal Red



Rose Madder



Dragon Red



American Vermilion



Tuscan Red



English Venetian Red



English Rose Lake



*Japanese Brown

Color marked * particularly suited to Tiffany Glaze work.

SHERWIN-WILLIAMS PREPARITE

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

A cloth moistened with PREPARITE will remove wax, grease, polish, etc., from old surfaces. It does not leave any caustic residue to be neutralized and washed off.

It deadens the gloss of varnish or enamel and temporarily creates a slight tack to which the new finish can bond and anchor firmly without crawling or pulling away.

PREPARITE smooths the old finish without the work and dust of sanding and without the danger of heavy sandpaper scratches or cutting through on edges and corners.

On a glossy surface that is clean, sanding of the old finish may be omitted. Add four ounces of PREPARITE to the gallon of varnish or enamel to insure a deep, firm bond and prevent the customary shelling when applied over an unsanded surface.

PREPARITE should be used on old finishes only—never on a new finish or a between-coat, as it is likely to soften and lift a new film.

STAINCOVER

Staincover is a specially formulated flat white paint that combines the unusual characteristics of an enamel undercoater and a stain sealer. It will hide and seal mahogany, asphaltum or coal tar stain or other surfaces that are difficult to enamel because of the bleeding qualities of stains previously used.

The average stained surface can be satisfactorily sealed with one full coat of Staincover. It may discolor but when dry the stain is thoroughly sealed so that succeeding coats can be applied without danger of discoloration.

Staincover has the hiding of an enamel undercoater and presents an ideal surface for finishing coats of enamels or paints. Should be applied freely, making certain that all checks and cracks are thoroughly filled and sealed. On the edges of moldings where it is difficult to apply a full coat, a second coat should be applied. Under normal drying conditions it can be refinished in 5 to 6 hours.

Staincover is designed specifically for sealing and should only be applied on a thoroughly dry surface. Never mix with succeeding coats of undercoater or enamel.

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SHERWIN-WILLIAMS

TIFFANY GLAZED EFFECTS

Textured Tiffany Glaze work is produced with S-W Glazing Liquid tinted with S-W First Quality Oil Colors. It may be applied over any solid color such as Flat-Tone, Semi-Lustre, Enameloid or gold and silver bronze or leaf. S-W Glazing Liquid is a specially treated oil preparation of fairly heavy body which dries to an egg-shell lustre and washes easily with soap and water. No wax is used in it and it may be re-coated without trouble.

A wide variety of textures may be produced in S-W Textured Tiffany work because S-W Glazing Liquid will take and hold most interesting prints or stippling effects—it does not “flow back.” A stippling brush is used for a smooth texture and by stippling with a sponge, a crumpled cloth, tissue paper or newspaper, the texture or print can be enlarged and made more prominent to suit the size of the room or the panel being decorated.

P M PAINT OIL

For reducing outside paints of all kinds (SWP excepted). Is tough, elastic and acts both as a drier and hardener.

PAINTER CRAFT FLATTING OIL

A most economical and dependable flattening oil for making flat wall paint from White Lead in Oil. When combined with White Lead (ODP) it produces a paint that works freely, levels nicely and holds a good wet edge.

PAINTER CRAFT MIXING OIL

A processed oil for reducing White Lead in Oil for flat or stipple finishes or for mixing with Painter Craft Stipple Paint to obtain a lead texture stipple. Mixing oil gives longer wet edge than flattening oil, turpentine or ordinary volatile thinners.

EXOLVENT

An excellent thinner for paints, varnishes and enamels that lengthens the wet edge and imparts better flow. No objectionable odor. Excellent for washing brushes.

TAXITE

A paint and varnish remover. Economical because it penetrates and works quickly. Made in liquid and semi-paste.