

S-W Enameloid

Sherwin-Williams Enameloid is a first-quality varnish enamel intended to be used on woodwork and furniture, porch and lawn furniture and on walls and ceilings in such rooms as kitchens and baths, hospital rooms, etc.

We have been making Enameloid for twenty-three years. It has always been a favorite with both the professional painter and the amateur because it brushes on so smoothly and because it levels out to a rich, lustrous porcelain-like finish.

Surfaces protected with Enameloid are sanitary. The finish is so tight and firm that dirt cannot enter the film. Hospitals use it because it stands repeated washing. Enameloid is the logical finish for your kitchen and bathroom.

The variety of decorative effects is almost without limit in Enameloid. The line provides all the primary colors, rich and true, permanent and non-fading. The Ivory and the French Gray are correct, just as you would expect them to be. Maroon is a wonderful color. Mixed with White it yields the loveliest of Orchids; with pink it produces a delightful Rose and with Sky Blue you obtain a rich Mauve. Lettuce and a whole family of entrancing greens are at your beck and call with Grass Green tinting Ivory or White.

Take time to enjoy the pages provided here showing what The Joy of Color means to your home with Enameloid.



ENAMELOID
FOR THE
PROFESSIONAL
PAINTER

ENAMELOID
FOR THE
HOME OWNER



0007-SWP-000003484

N10789

S-W Enameloid

Some uses for Enameloid with approximate costs and quantities required

SUGGESTED USE	APPROXIMATE COST	SIZE PACKAGE TO PURCHASE	HELPFUL SUGGESTIONS
Bath Tub (outside only)		½ pint	Sandpaper No. 1, No. ½ for smoothing wood. No. ½, No. 0 for finishing wood and for sandpapering priming coat. No. 0, 00 or No. 0000 for sandpapering undercoat. No. 00 for sandpapering enamel coats. Linseed Oil (raw) for thinning priming coat. Turpentine for general thinning. Enamel Brushes: Fitch, Russian Ox Hair. 1 inch brush for general small surfaces. 2½ inch for general woodwork. 3½ or 4 inch for kitchen and bathroom walls. Enamel Undercoater, Flat-Rite essential for a satisfactory enamel finish. Transfer Patterns. Flower Designs. Geometric Pattern Effects. Nursery Figures, comics, etc.
Bed, Brass		½ pint	
Bed, Wood, Average size		1 pint	
Bed Room Woodwork, 9x12—2 doors, 2 windows		3 pints	
Book Case, average		½ pint	
Breakfast Room Chair		¼ pint	
Breakfast Room Table		½ pint	
Bread Box		¼ pint	
Cedar Chest, average		½ pint	
Desk		½ pint	
Dresser		½ pint	
Fernery		¼ pint	
Ice Box, medium size		½ pint	
Hoosier Kitchen Cabinet		1 pint	
Phonograph		½ pint	
Porch Chair, wicker		½ pint	
Sewing Machine		½ pint	
Tea Wagon		½ pint	
Washing Machine		½ pint	
Woodwork, Door, average, both sides		½ pint	
Baseboard, 1 ft. high, room 10x14		1 quart	



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The Enameloid Three-Coat System for Furniture and Woodwork

This system makes it very simple and easy to produce a smooth, attractive and durable enamel finish for furniture and woodwork surfaces about the home. The panel reproduced in the illustration at the left represents the three-coat system and that shown at the right the Enameloid Five-Coat System, recommended for finest work.



THE BARE WOOD

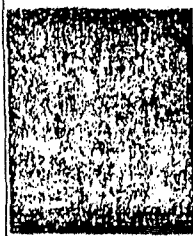
Sandpaper smooth, finishing with No. 1/2 sandpaper. Protect from moisture and dampness. "Backpaint" with lead and oil all woodwork before installing.

THE PRIMING COAT

Flat-Rite Enamel Undercoater thinned with 1 pint raw linseed oil and 1 pint pure turpentine to the gallon. Apply just as soon as new woodwork is prepared. Will exclude moisture.

THE SECOND COAT

Enameloid (in color desired) and Flat-Rite (White) mixed in equal parts. Sandpaper with 00 sandpaper when hard.



THE THIRD COAT

Enameloid in the desired color applied without reduction. USE A GOOD BRUSH.

Enameloid Three-Coat System
A most practical all around method

The system described here is the simplest method possible to employ for good results. For the best possible enamel finish—for that rich, full, tile-like finish which reminds one of fine china—two additional coats of Flat-Rite Enamel Undercoater are necessary, as illustrated in the five-coat system shown at the right. These coats follow directly after the priming coat and are followed by the coat of equal parts Enameloid and Flat-Rite (second coat of the three-coat system.)

Importance of a Good Brush

Brush marks become especially conspicuous in enamel work. Two precautions will help avoid them:

First: Purchase the best quality fine bristle brush you can get. Even a professional finisher cannot produce a good enamel finish with a cheap, coarse brush.

Second: Use the correct enamel undercoater, Flat-Rite. Stir it thoroughly and add oil and turpentine as directed so that the materials will work as they should and flow out as smoothly as possible.

Importance of Sandpapering

The big difference between the finish on your piano and the average amateur job of woodwork or furniture finishing is simply the result of careful sandpapering and the use of clean brushes. Take time to sandpaper carefully. Rub out all rough spots or specks of dust and level off brush marks. Avoid sandpapering through the edges.

Note: Be sure that your brush is clean. New brushes are usually dusty.

Tinting the Undercoater

Use S-W First Quality Oil Colors when special tints of enamel or undercoater are desired. Tinting the Flat-Rite Undercoater to match the color of the enamel gives a more beautiful, richer finish.

THE BARE WOOD

Sandpaper carefully to a smooth surface finishing with No. 1/2 sandpaper. Protect from moisture and dampness. "Backpaint" with lead and oil all woodwork before installing.

THE PRIMING COAT

Flat-Rite Enamel Undercoater thinned with 1 pint raw linseed oil and 1 pint pure turpentine to the gallon. Apply just as soon as new woodwork is prepared. Will exclude moisture.

THE SECOND COAT

Flat-Rite Enamel Undercoater. If necessary, thin with turpentine only. Sandpaper smooth with No. 0 sandpaper.

THE THIRD COAT

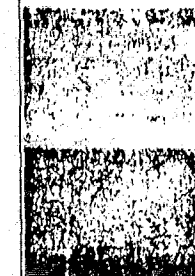
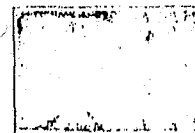
Same as second coat.

THE FOURTH COAT

Enameloid (in color desired) and Flat-Rite (White) mixed in equal parts. Sandpaper smooth when hard with No. 00 sandpaper.

THE FIFTH COAT

Enameloid in the desired color applied without reduction.



Enameloid Five-Coat System
For finest results on woodwork

The same methods described here will produce superior results with Old Dutch Enamel