

PAINTER CRAFT FINISHES

**MADE FOR THE
PROFESSIONAL PAINTER**



**THE
BUDGET PAYMENT
PLAN**

**MADE
SHERWIN**



**BY
WILLIAMS**

N10738

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SHERWIN-WILLIAMS PAINTER FINISHES

INDEX

WALL PAINTS	Page
Flat Wall Paint No. 7.....	4
Flat Wall Paint No. 11.....	4
Maintenance Wall Paint No. 3.....	5
Interior Gloss No. 14.....	8
Interior Semi-Gloss No. 16.....	8
Wall Paint No. 96 Heavy Body.....	6
Stipple Paint No. 20.....	7
Blending and Glazing Liquid No. 49.....	11
WALL SEALERS OR FIRST COATERS	
Pigmented Wall Sealer No. 77.....	10
Tri-Seal.....	10
Wall Sealer Clear.....	11
SAVE-LITE	
Save-Lite Industrial Interior White Finishes.....	9
First Quality Oil Colors.....	15
ENAMELS AND ENAMEL UNDERCOATERS	
Kem-Name! Snow White.....	12
Synthetic Enamel No. 50.....	13
One Coat Enamel No. 39.....	13
XXX Enamel Undercoater.....	14
Enamel Undercoater No. 45.....	14
VARNISHES	
Mar-not.....	18
Mar-not Satin Finish.....	18
Excello Spar Varnish.....	19
Excello Floor and Trim Varnish.....	19
Excello Satin Finish Varnish.....	19
Quick Drying Varnish No. 65.....	19
Floor-Seal.....	18
MISCELLANEOUS	
Japan Drier No. 64.....	17
Flattig Oil.....	17
Mixing Oil.....	17
Exolvent.....	17
Preparite.....	16
Staincover.....	16
Taxite.....	17
Sherwin-Williams Brushes.....	24-25
S-W Budget Payment Plan.....	26-31
EXTERIOR FINISHES	
Aluminum Paint No. 5.....	22
Sash and Trim Black.....	23
SWP House Paint.....	20
SWP Undercoater.....	21
Stucco and Concrete Paint.....	22
ODF White Lead—Soft Paste—Heavy Paste.....	23
Zilo Lead and Zinc—Soft Paste—Heavy Paste.....	23

Index



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

For
Professional
Painters

Try this experiment next time you quote your price on a difficult job — just say —

"I'll give you Sherwin - Williams Finishes throughout at this price."

Sherwin-Williams is a name that is respected and trusted the length and breadth of the country — by your customers — no matter where you may be located.

And this name is respected in your profession, too, because painters have learned that Sherwin-Williams paint engineers provide the goods that are of genuine help in meeting today's painting problems.

Here's what's back of S-W Painter Craft Finishes: Experience in formulating paint for every conceivable purpose — Experience of our painter customers in every state of the Union — and S-W factories where we make not only the paint, but every ingredient that goes into the paint. There is just no other way — **THE PRODUCT MUST BE RIGHT.**

And here is the important point that you want to know — **THE PRICE IS RIGHT, TOO.**

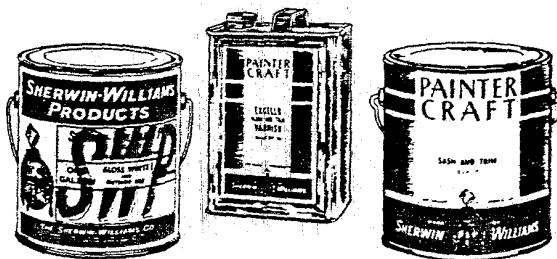
SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

PAINTER CRAFT FINISHES will particularly appeal to painters because of the following features, which are important to them in obtaining satisfactory and profitable jobs.

- 1—Exceptional Economy:—Painter Craft Finishes are attractively priced and represent exceptional value. Their UNEXCELLED EASE OF APPLICATION means more profit to the painter because of the time and labor saved.
- 2—The various white finishes can be manipulated by the painter to suit the conditions of surfaces which he is called upon to paint.
- 3—The white finishes are clean in tone and when tinted with Colors in Oil, they produce clean, sharp tints.
- 4—The wall finishes are full bodied so that they can be reduced as directed to suit the requirements of the particular job. When reduced they retain their hiding power and ease of application without sags or runs, and hold an exceptionally long wet edge.
- 5—The enamels and enamel undercoaters have excellent hiding power. They build and cover uniformly and hold their build on the edges of mouldings, doors, etc., instead of pulling away.
- 6—The varnishes represent the result of careful study and development of specific finishes to suit the present-day requirements of practical painters.

The
Reasons
Why

THE SHERWIN-WILLIAMS CO.



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Flat Wall Paint No. 7

An oil base flat wall paint that is intensely white and is unexcelled for easy brushing. It is full-bodied and will take one-half pint of thinner to the gallon, but is exceptionally easy to brush as it comes in the package.

Flat Wall Paint No. 7 is tough, durable and washable. It has excellent hiding and leveling qualities and will cover solid, one coat, over a first coat of primer and sealer. It holds a long wet edge and dries overnight with a dull uniform, sheen.

Flat
Wall
Paints

No. 7 is especially suitable for painting large surfaces where paints having a higher sheen produce a glare and magnify imperfections in the plaster.

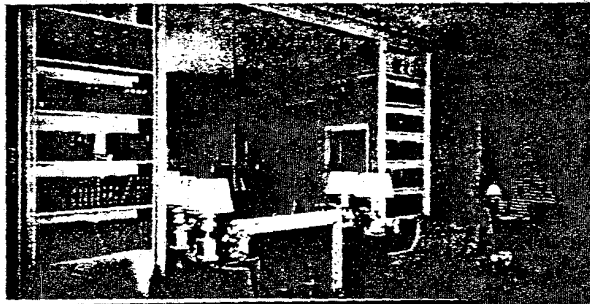
Covering capacity: Approximately 500 to 600 square feet per gallon, one coat, on smooth surfaces and proportionately less on rough, sand finish or textured surfaces.

Flat Wall Paint No. 11

An attractively priced flat wall paint that possesses the quality features of many flats that are more expensive. Is full-bodied and will take $\frac{1}{2}$ pint of thinner to the gallon.

Wall Paint No. 11 is exceptionally easy to apply, hides and levels well and holds a long wet edge.

In finest
residences.



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Dries overnight to a uniform, dull finish. On porous surfaces, the first coat should be Pigmented Wall Sealer No. 77.

Covering capacity: Approximately 500 square feet per gallon, one coat, on smooth surfaces; proportionately less on rough, sand finish or textured surfaces.

Maintenance Wall Paint No. 3

A heavy-bodied wall paint especially designed for maintenance painting.

It is tough and durable and dries overnight with an egg-shell gloss that will withstand repeated washing.

It has excellent hiding and spreads freely so that dirt and discolorations on the wall do not work up into the finish.

Maintenance Wall Paint No. 3 can be applied as it comes in the package, for stipple work, or be reduced with one pint to one quart of thinner to the gallon of paint, for brush work. For stipple or brush work, it holds a wet edge long enough for proper application under all conditions.

New surfaces or old finishes which are porous, should first be primed and sealed.

Covering capacity: Approximately 500 to 600 square feet per gallon, one coat, on smooth surfaces for brush work; proportionately less on rough, sand finish or textured surfaces — or when stippled.

**Egg Shell
Wall
Paint**



Where qual-
ity spells paint
economy.

Wall Paint No. 96

A flat wall paint especially designed to be textured or stippled. It is heavy-bodied, has unexcelled hiding power and is easy to apply. It holds a long wet edge and does not load the stippling brush.

Wall Paint No. 96 should always be applied over a primed and sealed surface which has proper tooth and is free from suction.

Wall Paint No. 96 will produce a wide variety of beautiful relief effects, such as:

DEEP PEBBLED STIPPLE: Obtained by brush stippling immediately.

BLOCK STIPPLE: Obtained by rounding off the edges of a block and pressing into the wet paint with a twisting motion.

BRUSH FANS: Brush mark the paint in a fanning motion with the bristle ends of the brush when applying.

BRUSH PRINTS: Apply either a light or a heavy coat of paint, according to the depth of texture desired. Then press the bristle of the brush flat against the paint, changing the direction of the prints constantly.

SPONGE STIPPLE: Trim the bottom of a wool sponge to a flat surface. Apply the paint generously and stipple. For a rounded texture, stipple immediately. For a high, sharp effect, allow the paint to set for about 15 minutes. Use the sponge dampened with water.

CLOSE-GRAIN DRAGGED EFFECT: Allow the paint to set slightly, then stipple. Brush the stipple lightly, downwards, with a dry wall brush to produce the dragged effect.

Wall Paint No. 96 also will produce either the **HIGH PEBBLE** stipple effects or the old **LEAD AND OIL SHARP STIPPLE**.

Covering capacity: For light stipple effects, approximately 250 square feet per gallon, one coat, or 150 square feet per gallon for heavy stipples or textures.

Texturing
Wall
Paint

Paint textures with character.



Stipple Wall Paint No. 20

A flat wall paint, heavy in body, for the lighter stipple and texture effects. Has unusual brushability with strong hiding power and dries overnight.

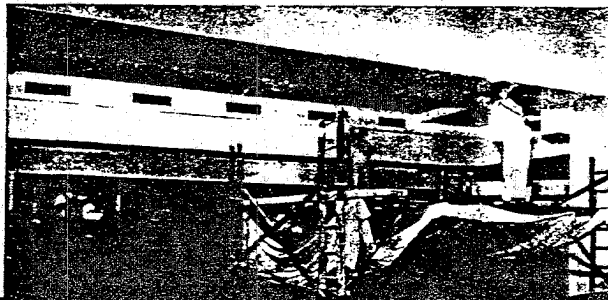
This paint is formulated to stay open long enough for two men to do a first class stippling job on average stretches. Too long a wet edge always results in a rounded flow-back where stippled immediately, running into a high, sharp stipple where the paint has stood longer, and showing stipple laps at the end of each stretch.

Stipple Wall Paint No. 20 may be reduced with S.W. Exolvent or with mineral spirits, the amount varying according to the type of work to be done. It stipples to a uniform, dull effect you can depend upon.

Stipple paints always require a foundation coat of primer and sealer that is free from suction and has the proper tooth for "taking" the paint.

Covering capacity: For a light stipple effect, approximately 250 to 300 square feet per gallon, one coat; proportionately less for a heavier stipple.

Stippling Wall Paint



Economy in
material cost.

-7-

Gloss
Wall
Paints

Interior Semi-Gloss No. 16

A high-grade quality, semi-gloss finish for walls and woodwork. Has the hiding power of a wall paint. Although it levels out like an enamel, it does not run or sag. Spreads easily with a wall brush.

It may be applied on new wood surfaces without previous undercoating. When used on walls and ceilings, a first coat of Pigmented Wall Sealer No. 77 should be applied.

Interior Semi-Gloss No. 16 dries hard overnight with a rich, half-gloss and will withstand repeated washings.

Covering capacity: Approximately 500 square feet per gallon, one coat, on average surfaces.

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, but does not run or sag. Spreads easily with a wall brush.

It may be applied on new wood surfaces without previous undercoating, but when used on walls and ceilings, a first coat of Pigmented Wall Sealer No. 77 should be applied.

Interior Gloss No. 14 dries hard overnight with a deep, full gloss and will withstand repeated washing.

Covering capacity: Approximately 500 to 600 square feet per gallon, one coat, on average surfaces.

A washable
finish is im-
portant.



SHERWIN-WILLIAMS PAINTER FINISHES

Save-Lite Industrial White Finishes

Flat White—

Eg-shel White—

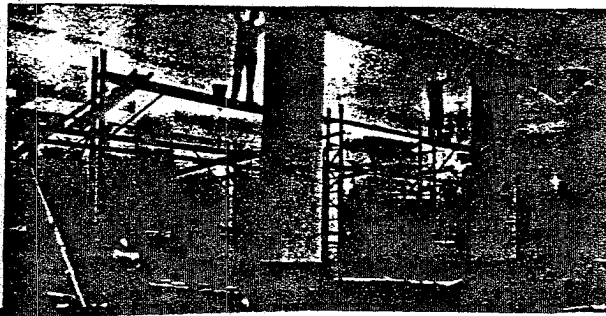
Gloss White

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. This produces a controlled daylighting effect which naturally increases the efficiency and production rate of employees as well as the quality of the work which they do.

Each type of Save-Lite is designed for a particular kind of service and should be applied according to the directions for the various surfaces. They are adapted equally well to brush or spray application.

Covering capacity: Approximately 400 to 500 square feet per gallon one brush coat or 375 square feet one spray coat per gallon.



Save-Lite
Interior White
Finishes

Best "stay-
white" rating.

Pigmented Wall Sealer No. 77

A full-bodied, pigmented first coater and sealer for inside surfaces of plaster, brick, concrete, tile and most composition boards.

Ordinarily one coat will prime and seal properly and furnish an excellent tooth for the next coat. If the surface is unusually porous, however, it may be necessary to apply a second coat, or at least, touch up the un-sealed spots.

Pigmented Wall Sealer No. 77 is easy brushing, levels well and dries overnight.

On the average surface, use as it comes from the can. If the surface is fairly tight, add approximately one quart of wall paint to the gallon of Wall Sealer No. 77.

Covering capacity: 300 to 550 square feet per gallon, one coat, varying according to the porosity of the surface.

First Coaters and Wall Sealers

Tri-Seal

An economical pigmented first coater for porous composition boards such as Masonite, Celotex, etc. It is not intended for plaster, brick, concrete, etc., on which Wall Sealer No. 77 is recommended. Tri-Seal not only primes and seals but also fills, which makes possible remarkable two-coat work on very porous boards.

Tri-Seal will cover from 150 to 200 square feet per gallon.

Ideal paint
foundation
coat.



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Wall Sealer Clear

A tough, elastic sealer which may be used as it comes in the package to seal unpainted and unseasoned plaster.

For best results, however, it should be mixed with Painter Craft Wall Paints in order to obtain some hiding and to prevent too high a gloss on the first coat.

Ordinarily, unpainted surfaces should be painted with a mixture of equal parts of wall paint and Wall Sealer Clear. On a tight surface, or one which has previously been painted, one quart of Wall Sealer Clear should be added to the gallon of wall paint.

Clear
Sealer

Blending and Glazing Liquid No. 40

A transparent liquid used, when tinted with oil colors, to produce Tiffany, Antique, blended or mottled effects on painted or enameled walls or woodwork. Will hold a print or texture without flowing together. CONTAINS NO WAX.

Also used as the liquid for oil colors in applying stencil designs or filling in outline stencils.

The surface to be glazed must be hard and tight. With flat wall paints, add one quart of primer and sealer to the gallon of paint. Allow the paint to dry for at least 48 hours before glazing.

The surface may be glazed in one or several colors. The predominant color is applied over more of the surface and the other, or secondary colors, are spotted in and blended with a brush and the entire surface then stippled.

Painter Craft Blending and Glazing Liquid No. 49 dries to a pleasing egg-shell finish and can be washed.

Blending
Liquid



Blending "as
you like it."

- 11 -

Snow White Gloss — Snow White Egg Shell

A synthetic type enamel which has all the features an exacting painter demands in the highest grade enamel for his best work. Its remarkable hiding and covering, plus its unsurpassed toughness puts Kem-Namel in a class by itself. Painters all like the way it works.

Although Kem-Namel has excellent flowing and leveling properties, it builds uniformly and "stays put" without runs or sags.

The snow-whiteness of Kem-Namel and its ability to retain this whiteness is a distinct achievement.

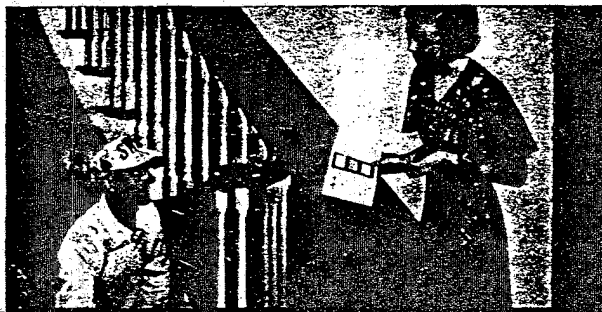
Kem-Namel can be tinted beautifully with oil color. However, oil colors should not be used to produce dark shades because the use of excessive amounts causes a reaction of the oil on the synthetic base of the enamel.

Kem-Namel dries dust-free in 2 to 3 hours and hard overnight. Best results are obtained over XXX Enamel Undercoater.

Covering capacity: Approximately 400 square feet per gallon one coat.

Enamels

Enamel work
you're proud
of.



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Synthetic Enamel No. 50

A synthetic resin enamel which is economically priced, is easy brushing and intensely white.

It has excellent hiding power, fine flowing and leveling qualities, builds to a uniform film without sags or runs.

Synthetic Enamel No. 50 dries dust-free in 2 to 3 hours, and hard overnight with a deep, rich gloss, tough, elastic, white film that will not turn color.

Covering capacity: Approximately 400 square feet per gallon one coat.

One Coat Enamel No. 39

A full-bodied enamel built especially for maintenance work where it is important to obtain one-coat hiding over old surfaces on "price" jobs.

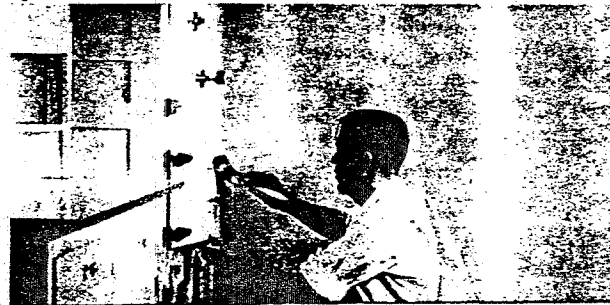
It has good whiteness, excellent hiding, a deep full gloss and dries overnight.

One Coat Enamel No. 39 is easy working and builds uniformly without sags or runs. While it has good leveling qualities, it holds its "build" uniformly in the corners of panels and on the edges of mouldings, etc., which is important for one coat work.

For ordinary work it should be applied as it comes in the package but can be thinned slightly if too heavy for certain work.

Covering capacity: Approximately 300 square feet per gallon one coat.

Enamels



One-coat for maintenance jobs.

XXX Enamel Undercoats.

An intensely white and finely ground enamel undercoater of highest quality. Has excellent brushing and leveling qualities and dries overnight to a tight, close-knit film which holds out the enamel beautifully. Only a minimum of sanding necessary.

It is especially suited for new work because it knits into and seals the pores of a surface and builds a substantial surface film.

XXX Enamel Undercoater is outstanding because of its extra fine grinding. Its fineness of grind makes it possible to mix it with almost any enamel — to produce a high grade dull enamel with varying degrees of sheen depending upon the amount of XXX Undercoater added.

Covering capacity: Approximately 400 square feet per gallon one coat.

Enamel Undercoater No. 4

An economical enamel undercoater that is easy brushing and intensely white. It is ground fine, and has good covering and leveling qualities. Dries to sand or recoat overnight and sands easily without gumming the paper.

Particularly suited for new work because it fills and seals the pores of the surface and builds a good surface film.

Mixed equal parts with enamel, it makes an excellent split coat on which to apply enamels as well as producing a beautiful dull finish with remarkable toughness.

Covering capacity: Approximately 300 square feet per gallon one coat.

Enamel
Under-
coaters

Quality, opacity,
exceptional
leveling.



SHERWIN-WILLIAMS PAINTER FINISHES

First Quality Oil Colors

"They don't make 'em any finer!"

A super-grind of the color gives the painter matchless enamel tints — correctness of tone in every single color — pure, exact — not loaded up with reinforcing agents.

Furnished in fluid consistency for quickest possible tinting — absolute uniformity of package consistency — no lumps to streak on the job.

These colors are also available in tubes for glazing and for mural painting.

The painter will discover genuine economy in using these better colors. Time is always worth more than material — and S-W First Quality Colors save valuable time on the job through their dependability — their cleanness, strength and completely satisfying performance under most exacting conditions.

The painter can obtain the First Quality Oil Color color card from his local S-W Dealer without cost or obligation. This card shows the color let down with White Lead Paste, as well as in full strength. It also contains an interesting and useful description of each color and where — and where NOT to use certain colors.

First Quality
Oil
Colors

FROM THE ARTIST COMES THEIR CHARACTER

FROM THE LABORATORY COMES THEIR QUALITY

Tinting with
authority.

—15—

SHERWIN-WILLIAMS PAINTER FINISHES

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 will prepare 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.

Surface Preparation

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.

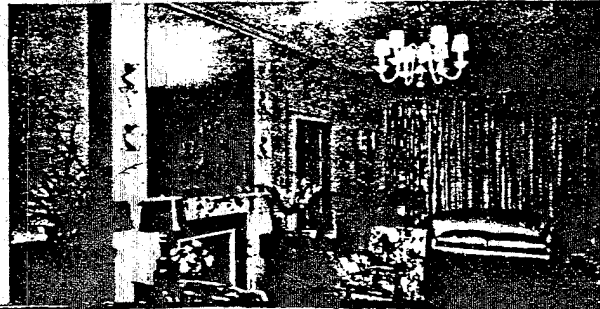
The average stained surface can be satisfactorily sealed with one full coat of Staincover. Staincover, itself may discolor but when dry it seals the stain thoroughly so that succeeding coats can be applied without danger of discoloration.

We recommend that all sanding be done before applying Staincover.

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 used as the first coat—never mixed with succeeding coats of undercoater or enamel.

Jobs prepared
right are last-
ing.



— 16 —

SHERWIN-WILLIAMS PAINTER FINISHES

Remover

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

Varnish Remover

Flatting

A most dependable and economical flatting oil for making flat wall paint from lead and oil.

When combined with White Lead (ODP) it produces a paint that works freely, levels nicely, holds a long wet edge and dries to a flat finish.

Mixing

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 flatting oil, turpentine or ordinary volatile thinners.

Oils and Thinners

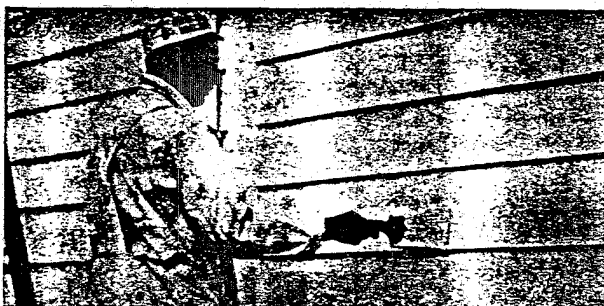
Exolver

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

Japan Drier No. 64

An economical and dependable Japan Drier for general use. It can be added satisfactorily to lead and oil and other paste oil paints, oil colors, linseed oil, etc., and mixes readily without curdling.

Drier



Preferred by
discriminating
Painters.

SHERWIN-WILLIAMS PAINTER FINISHES

Mar-no

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.

Varnishes

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.

Floor-Seal

Designed to toughen and harden wood floors for heavy-duty traffic. Protects by filling and sealing the pores of the wood with a minimum of surface film. Overnight drying.

Waterproof
varnish for
the front door.



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Exterior Spar Varnish

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, can be sanded in 24 hours, and can be rubbed after 48 hours.

Exterior Semi Gloss Varnish

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

Excelle Floor and Trim Varnish

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

Dries dust free in 1 to 2 hours, firm for ordinary use in 4 to 6 hours and hard in 10 to 12 hours. Can be rubbed after 48 hours.

Quick Drying Varnish No. 61

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

Dries dust free in 1 to 2 hours and hard in 6 to 8 hours.

Varnishes



Take no
chances with
floor varnish.

SWP

SHERWIN-WILLIAMS 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.

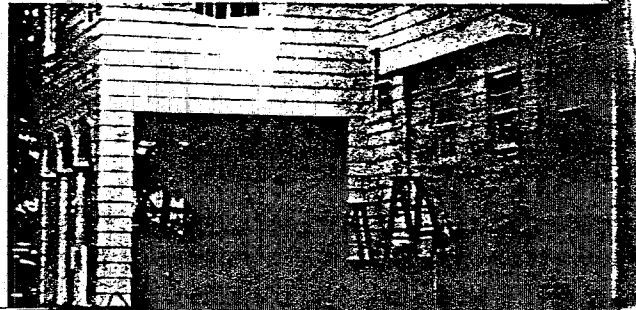
TITANIUM-magnesium is an important factor in the clean and lasting whiteness of SWP and its excellent hiding. This pigment also contributes to its toughness and its uniform controlled chalking.

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
House
Paint

The utmost
in paint
quality.



— 20 —

SHERWIN-WILLIAMS PAINTER FINISHES

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

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 handmixed 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 Oil Colors or up to 1 pint (Browns — 1 quart) of a darker color of SWP to each gallon of Undercoater.

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.

Covering capacity: 400 square feet per gallon two coats.

SWP
Under-
Coater



Distinguished
homes painted
with SWP.

— 21 —

SHERWIN-WILLIAMS PAINTER FINISHES

Stucco and Concrete Paint

An oil paint of the best quality for painting brick, stucco and concrete walls. Dries to a velvet sheen that makes surface imperfections less conspicuous but brings out all of the beauty of rough or smooth stucco surfaces.

Stucco and Concrete Paint helps materially to waterproof the surface, retarding the penetration of moisture through the walls. This eliminates the dampness existing in many stucco houses and makes them more healthful. It also eliminates the damage which dampness causes to interior decorations and furnishings.

Stucco and Concrete Paint sheds dirt well and can be washed like new.

Do not thin with linseed oil or turpentine for first coat—use S-W Stucco and Concrete Mixing Sealer.

Covering capacity: Approximately 150 square feet per gallon one coat on average stucco surfaces.

Stucco and Concrete Paint

Aluminum Paint No. 3

A weather and heat resisting aluminum paint for exterior and interior surfaces of metal, concrete and wood. It is mixed ready for use but does not darken or discolor in the package.

It is finely ground, works freely and has exceptional spreading capacity. It covers solid one coat but two coats should be applied to obtain maximum wear and durability.

Dries dust-free in 2 to 4 hours and hard overnight.

Covering capacity: Approximately 750 square feet per gallon one coat on smooth surfaces.

Aluminum Paint

Stucco and Concrete Paint on Brick.



SHERWIN-WILLIAMS PAINTER FINISHES

ODP White Lead

(Heavy Paste and Soft Paste)

A Strictly Pure White Lead of the Highest Quality.

Our method of manufacture produces a type of white lead carbonate which possesses the greatest possible whiteness.

ODP is furnished in both heavy paste and in soft paste consistencies. It is always uniform, dependable and easy to mix and we recommend it to the most particular users — wherever white lead is required.

Reduction recommendations for Soft and Heavy Paste ODP are in the package.

ZILO Lead and Zinc

(Heavy Paste and Soft Paste)

Zilo is guaranteed to contain nothing but strictly pure white lead carbonate, white lead sulphate and zinc oxide, ground in pure refined linseed oil (Pure turpentine is included in the Zilo furnished in soft paste consistency).

Reduction recommendations for Soft and Heavy Paste Zilo are in the package.

Sash and Trim Black

A full gloss black for painting wood or metal sash and trim, ornamental iron work, fire escapes and other exterior surfaces where a high quality, durable black finish is required. Covers solid and dries hard overnight. Furnished ready-to-use.



**ODP
White
Lead**

**ZILO
Lead and
Zinc**

Sash Black

**A
Sherwin-
Williams
Paint for
every
purpose.**

SHERWIN-WILLIAMS BRUSHES

A good brush adds skill to the hand that guides it. But a poor brush is like a car with a flat tire — you can't "get anywhere" until you change — regardless of the skill of the operator.

Successful jobs with paint depend upon the proper application of the paint — and proper application requires good brushes suited to the job.

Sherwin-Williams Brushes are made of the best quality pure China bristle, exclusively. This bristle is cleaned, boiled 4 hours and treated to bring out the fine working qualities the painter finds in S-W Brushes — their ease of spreading the finish, the greater opacity obtained and the superior appearance of the job.

S-W
Brushes

Experienced brushmakers — men who have spent their lives at the bench making brushes — build this quality bristle into the finely balanced tools that painters like — brushes that do better work with less effort — brushes that wear and make more money for the painter.

FLAT METAL BOUND BRUSHES



S-W No. 5

Width	Length Clear
3½"	4½"
4"	5½"
4½"	5½"
5"	5½"

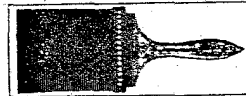
S-W No. 10

Width	Length Clear
3"	4½"
3½"	4½"
4"	4½"
4½"	4½"
5"	4½"

S-W No. 20

Width	Length Clear
3"	3½"
3½"	3½"
4"	4½"
4½"	4½"
5"	4½"

OPEN CENTER STUCCO BRUSHES



S-W No. 110

Size	Width	Length Clear
No. 25	3"	4½"
No. 30	3½"	4½"
No. 35	4"	5"
No. 40	4½"	5"

S-W No. 111

Size	Width	Length Clear
No. 30	3½"	4½"
No. 35	4"	5"
No. 40	4½"	5"

S-W No. 150

Size	Width	Length Clear
No. 30	3½"	4½"
No. 35	4"	4½"
No. 40	4½"	4½"

SHERWIN-WILLIAMS BRUSHES

SOLID CENTER STUCCO BRUSHES



S-W No. 135		
Size	Width	Length Clear
No. 25	3"	4"
No. 30	3 1/2"	4 1/2"
No. 35	4"	4 1/2"
No. 40	4 1/2"	4 1/2"

S-W No. 130

Size	Width	Length Clear
No. 30	3 1/2"	4 1/2"
No. 35	4"	4 1/2"
No. 40	4 1/2"	4 1/2"

S-W No. 132

Size	Width	Length Clear
No. 30	3 1/2"	4 1/2"
No. 35	4"	4 1/2"
No. 40	4 1/2"	4 1/2"

S-W No. 151

Size	Width	Length Clear
No. 30	3 1/2"	4 1/2"
No. 35	4"	4 1/2"

FLAT VARNISH BRUSHES



S-W No. 200		
Width	Length Clear	
1 1/2"	3"	
2"	3 1/2"	
2 1/2"	3 1/2"	
3"	3 1/2"	
3 1/2"	4"	



S-W No. 204		
Size	Width	Length Clear
No. 2	1 1/2"	3 1/2"
No. 3	2 1/2"	3 1/2"
No. 4	2 1/2"	3 1/2"
No. 5	3 1/2"	3 1/2"

S-W No. 210		
Width	Length Clear	
1"	2 1/4"	
1 1/2"	2 1/4"	
2"	2 1/4"	
2 1/2"	3"	
3"	3 1/4"	

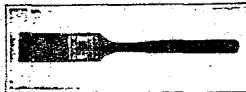
S-W No. 208		
Size	Width	Length Clear
No. 2	1 1/2"	2 1/2"
No. 3	2 1/2"	3 1/2"
No. 4	2 1/2"	3 1/2"
No. 5	3 1/2"	3 1/2"

OVAL VARNISH BRUSHES—S-W No. 31



Size	Width	Length Clear
No. 6	1 1/4"	2 1/4"
No. 8	2 1/4"	3 1/4"
No. 10	2 1/4"	3 1/4"
No. 12	2 1/4"	3 1/4"
No. 14	2 1/4"	4 1/4"

FLAT SASH TOOL—S-W No. 400



Width	Length Clear
1"	2 1/4"
1 1/2"	2 1/2"
2"	2 1/2"
2 1/2"	3"

OVAL SASH TOOL—S-W No. 41

Size	Width	Length Clear
No. 2	3/4"	1 1/2"
No. 3	3/4"	1 1/4"



Size	Width	Length Clear
No. 4	1 1/4"	1 1/4"
No. 5	1 1/4"	1 1/4"
No. 6	1 1/4"	1 1/4"
No. 7	1 1/4"	2 1/4"
No. 8	1 1/4"	2 1/4"
No. 9	1 1/4"	2 1/4"
No. 10	1 1/4"	2 1/4"
No. 12	1 1/4"	2 1/4"

S-W
Brushes

HOW TO GET

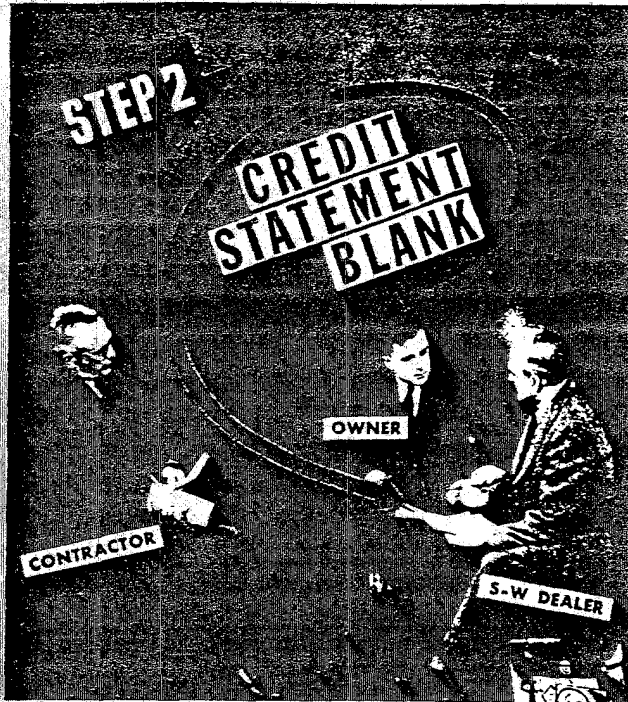
S-W Budget
Payment
Plan



1. Estimate the Job . . .

When a prospect wants to "buy" a paint job on easy payments, get in touch with the local Sherwin-Williams dealer. He will be glad to go to the prospect's house with you to help you and your customer with the details of the Sherwin-Williams Budget Payment Plan. At the time of this first visit, make out your regular estimate of the complete cost of the job—labor, materials, etc.

PAINT JOBS



Step-by-Step
Instructions

2. Get the Credit Statement . . .

Your Sherwin-Williams dealer will have the proper credit statement blank when he goes with you on the first visit. He will help you and your customer fill out this blank and will take care of all details of the loan. Upon approval of the loan, by the finance company, your dealer will deliver to you the necessary Sherwin-Williams paint—and give you the word to go ahead with the job.

— 27 —

AND GET PAID

Step-by-Step
Instructions



3. Get Completion Signature

Upon completion of the job, ask your Sherwin-Williams dealer for a "completion certificate." Get it signed by your customer. If a note was not signed by the customer at the time of your first visit, get it signed by both the home owner and his wife. Have the note made payable to you. Deliver the "completion certificate", the Dealer-Contractor-Applicator Statement and the note to the Sherwin-Williams dealer, all properly signed.

FOR THEM **NOW!**



Step-by-Step
Instructions

4. Get Your Money . . . in 24 Hours

The Sherwin-Williams Dealer will forward the signed forms to the finance company who will mail your check *the same day* they receive the forms properly made out and executed. You get *full payment* without any credit risk or collection worries. The entire responsibility for credit and collection is in the hands of the finance company. What could be quicker, easier, simpler?

— 29 —

SHERWIN-WILLIAMS BUDGET PAYMENT PLAN

CHECK THESE ADVANTAGES AND DETAILS

Advantages and Details

1. No down payment required by property owner.
2. No payments due from property owner until one month after job is completed.
3. The painter gets his money 100% when the job is finished. No collection worries. No bad debts.
4. The painter is not responsible for the customer's payments to the finance company. His only responsibility is to turn out a satisfactory workmanlike job.
5. The painter gets complete cooperation from the Sherwin-Williams dealer.
6. Any painter may use the S-W Budget Payment Plan if he is approved by the Sherwin-Williams dealer and uses Sherwin-Williams paints and varnishes exclusively on his Budget Payment jobs.
7. Amounts from \$60 to \$2,500 may be financed.
8. Up to 18 months for customer to pay for the job with low F. H. A. rates of 5%.
9. Contracts may be made for painting, decorating and wall-papering of private homes, cottages, apartment buildings, retail stores, hotels and business buildings. Contracts may include repairing floors, gutters, roofs, siding, woodwork, patching of plaster, etc.
10. Any painter who is authorized by the Sherwin-Williams dealer to finance jobs under the Sherwin-Williams Budget Payment Plan can get the necessary supply of the forms upon application at the dealer's store.

SHERWIN-WILLIAMS BUDGET PAYMENT PLAN

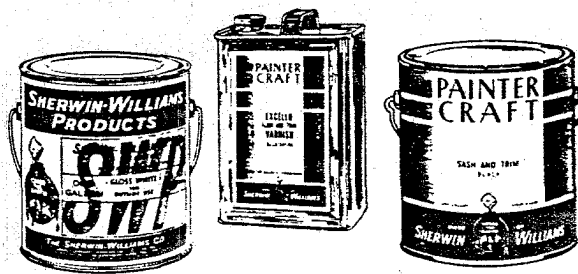
PAYMENT SCHEDULE
FOR HANDLING OF *SHERWIN-WILLIAMS*
BUDGET PAYMENT PLAN NOTES

PAINTER'S PRICE Labor and Material	12 MONTHLY PAYMENTS		18 MONTHLY PAYMENTS	
	Amount of Note	Amount of Each Payment	Amount of Note	Amount of Each Payment
60.00	63.15	5.26		
70.00	73.68	6.14		
80.00	84.21	7.02		
90.00	94.73	7.90	96.92	5.38
100.00	105.26	8.77	107.69	5.98
110.00	115.79	9.65	118.46	6.58
120.00	126.32	10.53	129.23	7.18
130.00	136.84	11.40	140.00	7.78
140.00	147.37	12.28	150.77	8.38
150.00	157.89	13.16	161.54	8.97
160.00	168.42	14.03	172.31	9.57
170.00	178.95	14.91	183.08	10.17
180.00	189.47	15.79	193.85	10.77
190.00	200.00	16.67	204.62	11.37
200.00	210.53	17.54	215.38	11.97
210.00	221.05	18.42	226.15	12.56
220.00	231.58	19.30	236.92	13.16
230.00	242.11	20.17	247.69	13.76
240.00	252.63	21.05	258.46	14.36
250.00	263.16	21.93	269.23	14.96
260.00	273.68	22.81	280.00	15.56
270.00	284.21	23.68	290.77	16.15
280.00	294.74	24.56	301.54	16.75
290.00	305.26	25.44	312.31	17.35
300.00	315.79	26.31	323.08	17.95
310.00	326.32	27.19	333.85	18.55
320.00	336.84	28.07	344.62	19.15
330.00	347.37	28.95	355.38	19.74
340.00	357.89	29.82	366.15	20.34
350.00	368.42	30.70	376.92	20.94
360.00	378.95	31.58	387.69	21.54
370.00	389.47	32.45	398.46	22.14
380.00	400.00	33.33	409.23	22.74
390.00	410.53	34.21	420.00	23.33
400.00	421.05	35.09	430.77	23.93
500.00	526.32	43.86	538.46	29.91

SW Budget
Payment
Schedule

ADD TO ABOVE WHEN FIGURING ODD DOLLAR
AMOUNTS (SUCH AS \$236.00)

\$1.00	\$1.05	\$0.09	\$1.07	\$0.06
2.00	2.10	.18	2.15	.12
3.00	3.15	.27	3.23	.18
4.00	4.21	.36	4.30	.24
5.00	5.26	.44	5.38	.30
6.00	6.31	.53	6.46	.36
7.00	7.36	.62	7.53	.42
8.00	8.42	.71	8.61	.48
9.00	9.47	.79	9.69	.54



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B605 Ins. 1-39 453

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Printed in U. S. A.

B605 Cov. 1-40 454

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