
SHERWIN-WILLIAMS
MODERN
METHOD
FLOOR
FINISHES

SHERWIN-WILLIAMS MODERN METHOD FLOOR FINISHES

A practical talk on the four present methods of finishing floors, with directions for obtaining each finish.

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS

CLEVELAND,
CHICAGO, NEW YORK, SAN FRANCISCO, MONTREAL,
KANSAS CITY, NEWARK, LOS ANGELES, TORONTO,
MINNEAPOLIS, BOSTON, SAN DIEGO, WINNIPEG,
CINCINNATI, SAVANNAH, PORTLAND, ORE. LONDON, ENG.

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Modern Method Floor Finishes

Any Floor—Any Style

WE have no desire to influence you in any way as to the style in which you shall finish your floors. We are no more interested in floor paint than in floor varnish, stain or wax. Our only interest is in giving the best goods to produce the finish you want, no matter what style you choose

MODERN METHOD FLOOR FINISHES represent a complete line of finishes for any style and any floor, old or new. You can select any one in the line and by carefully following our instructions be sure of getting the best wearing and best looking finish of the desired style that it is possible to get.

Painted and varnished floors are coming into more general use each year in all classes of homes. The change from carpeted floors is not a matter of taste and fashion alone. Cleanliness, healthfulness, and economy have had probably more to do with it than anything else. The dusty, germ collecting carpet, so hard to keep clean, was doomed to be supplanted, as soon as reputable manufacturers began to place good floor finishes on the market.

We describe in this booklet our line of Modern Method Floor Finishes, with directions for use.

Note the thought and study we have given the subject of Floor Finishes on page 16.

For color cards and prices see our agent whose name appears on the back cover.

THE SHERWIN-WILLIAMS CO.

SPECIALISTS IN GOOD FINISHES FOR FLOORS

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Painted Finish Inside

Painted finish is suitable for any room in the house, especially where floors are soft wood. Hard wood floors, such as maple, hard pine, oak, birch, etc., should have a varnish finish (see pages 8 and 11) and never be painted. The soft color effects that can be obtained with paint are especially pleasing. For bed rooms, halls, stairs, etc., where carpets were formerly used, a painted finish usually gives the best satisfaction. The ease with which a good painted surface can be scrubbed and cleaned makes it the standard for soft wood kitchen floors.

THE S-W. INSIDE FLOOR PAINT

combines the necessary durability with the quick drying qualities, wanted by the housewife, to better advantage than any other floor paint we have investigated in our long series of tests and comparisons. Most inside floor paints lack durability through the desire of the makers to have the paint dry too quickly. The S-W. Inside Floor Paint dries hard over night, if you must use the floor so soon, and will give you greater durability than any other paint under the same drying conditions; but if you are after the very best results, allow The S-W. Inside Floor Paint to dry forty-eight hours

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before using, and you will have a perfect painted floor. This is the method in which Inside Floor Paint is used by many of our large railway and steamship customers.

Colors: Orange, Light Tan, Gray, Dust Color, Yellow, Moss Green, Slate, Light Brown, and Red.

Size Packages: Quarts, half gallons and gallons.

DIRECTIONS FOR USE.

See that the surface is clean and entirely free from grease and moisture. The liquid on the top when the can is opened should be poured off into another can. Stir the pigment thoroughly with a paddle, then add the liquid, a little at a time, until all of it has been mixed with the paint, stirring constantly. Brush paint out well and work thoroughly into the pores of the wood. It is better to apply three thin coats than two heavy coats—they will wear better. Use a good bristle brush. Allow plenty of air to circulate through the room after painting—it hastens drying.

New floors and old floors not previously painted—Apply three coats. Allow plenty of time between coats. Inside Floor Paint dries hard over night and can be walked on next morning, but if best results are expected, forty-eight hours should be allowed between coats.

Old floors—Use at least two coats on old floors that have been previously painted. Better results may be obtained by using three.

If floor is cracked or boards have shrunk apart use The S-W. Crack and Seam Filler (see page 12).



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Painted Finish Outside

There is no choice in the finishing of porch floors and steps, except between good paint specially made for the purpose and ordinary paint. Paint gives the only durable finish for the hard usage and exposure porches get, but ordinary paint, or even that made for inside floors, is not good enough nor properly adapted. The right paint is made to dry slowly enough to give the requisite durability under the severest exposure and hard wear.

The colors used on porch floors should harmonize properly with the rest of the outside painting. Porch floors and steps should be painted once every year or two. It is economy to do so; besides it helps to improve the general appearance of the property.

THE S-W. PORCH FLOOR PAINT

offers the best possible protection for porch floors and steps. In its manufacture we keep well in mind the severe exposure and wear to which it is subjected. It is a paint that will give the best possible service under hard foot wear, exposure to rains and snow, and cleaning and scrubbing.

The Sherwin-Williams Porch Floor Paint is a full linseed oil paint that dries with a tough, elastic film capable of resisting most trying weather. We are more concerned in making it good—durable—than in producing a low priced paint. In consequence, through its easy working and splendid covering qualities and the long wear it gives, it is far more economical than either paints mixed by hand or lower priced prepared paint.

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Colors: Continental Yellow (45), Light Olive Drab (46), Deep Buff (47), Gray Stone (48), Light Gray (49), Dark Slate (51), Brown Stone (50).

Size Packages: Quarts, half gal., gallons.

DIRECTIONS FOR USE

See that the surface is free from grease and soot. If the job has been previously painted and is peeling, scaling off or cracking, burn or scrape off all the old paint. If this is not done the new coat will not stick. Be sure that the surface is perfectly dry. Stir the paint well. This is important. After stirring with stick or paddle, take two cans and pour paint back and forth from one to the other. Thin only as directed below. Apply paint in thin coats and brush out thoroughly. It is better to apply three thin coats than two heavy coats.

NEW FLOORS—FIRST COAT: Shellac [illegible] knotty, and pitchy spots. Thin paint gallon for [illegible] pure raw linseed oil and brush out well. *Do not use turpentine or oil.* When dry putty all nail holes. Allow paint to dry thoroughly before applying second coat.

SECOND COAT: Add one pint pure turpentine to each gallon of paint. Allow forty-eight hours between second and third coats.

THIRD COAT: Apply paint just as it comes from the can and brush out well. Always apply three coats on new work.

OLD FLOORS—First remove all loose paint. An open or porous surface should be treated the same as directed for new work.

FIRST COAT: Where surface is hard and smooth, add one pint of pure turpentine to each gallon of paint, and brush out evenly and well. Allow forty-eight hours before applying second coat.

SECOND COAT: Apply paint as it comes from the can and brush out thoroughly.

For best results, Outside Floor Paint should be allowed to dry for three days at least before being walked on. Four days would be better.



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Stained and Varnished Finish

How to finish soft wood or hard wood floors that have been previously finished or from which carpets have been removed is not the vexing question it used to be. A painted finish may not always suit the scheme of decoration, and the floors may not be in good enough condition for natural finish by varnishing, or they may have been previously painted, and a change now wanted. Such floors can be best treated by the use of the right kind of stain combined with varnish, which covers up the spots or other imperfections in the floor and produces a good varnished surface, imitating a variety of natural woods. The same method of finishing may also be used on newly laid floors, especially where the floor is of soft wood and not adapted to a natural varnish finish.

FLOORLAC

For Staining and Varnishing Floors at One Operation

is a specialty for finishing new, old or previously painted floors. With it the most expensive hard woods can be imitated.

Floorlac, while preserving to the greatest extent the beauty of the natural grain of the wood over which it is applied, is unlike the various dye-stain finishes on the market, in that Floorlac is stable in color and will not fade when exposed to light and sun, whereas most other finishes, while they may look all right when first put on, soon lose their brilliancy and fade out to very undesirable tones often within a weeks time.

Floorlac is durable in point of color as

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well as wearing qualities. It was the first article of its kind made specially adapted to meet the hard usage on floors. The varnish used in it is good floor varnish that will stand hard wear and hold its gloss.

Colors: Cherry, Oak, Green, Mahogany, Golden Oak, Walnut, Ground, and Clear.

Size Packages: Pts., qts., ½ gal., and gals.

DIRECTIONS FOR USE.

See that the floor is clean and dry and free from grease. Stir thoroughly from bottom before using. Brush out well. Allow plenty of air to circulate through room.

NEW FLOORS—On open grained woods, such as Oak, Ash, Chestnut, Walnut, and Butternut, first fill up pores with a coat of The S-W. Paste Filler in shade desired.

Close grained woods, such as Maple, Birch, Hard Pine, and Sycamore, do not require the coat of Filler—simply apply Floorlac.

FIRST COAT FLOORLAC: Use as it comes from can, brushing out well. Let stand forty-eight hours, and before applying next coat see that floor is perfectly clean and free from dust.

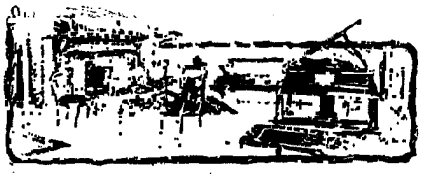
SECOND COAT: Apply coat of Floorlac Clear as it comes from the can. Brush out well, applying thin coat.

OLD FLOORS THAT HAVE BEEN PREVIOUSLY PAINTED—FIRST COAT: Apply coat of Floorlac Ground as it comes from the can. This is necessary in order to get proper surface on which to apply Floorlac in shade desired. Let dry for forty-eight hours.

SECOND COAT: Apply Floorlac in shade desired, brushing out well into a thin coat.

Two coats of Floorlac—one of ground and one of color—will ordinarily give good surface, but for extra fine finish apply a final coat of Floorlac Clear.

Allow Floorlac to dry for 24 hours before walking on, if best results are desired.



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Varnished Finish

Hardwood floors, finished with varnish so as to bring out the natural color and grain of the wood, represent the highest class of floor finishing. Such a finish is, however, scarcely possible on anything but newly laid floors. An old floor which has stood unfinished is so marred with dirt and dust as to show up badly through the transparent varnish. Such floors are better finished with Floorlac (see page 6). Newly laid parquetry floors, and hard wood parlor, music room, dining room, reception room and hallway and stair floors are usually varnish finish.

MAR-NOT

A Durable Floor Varnish.

meets all the requirements of good floor varnish in a more satisfactory way than any other floor varnish on the market.

It is not an easy matter to make good floor varnish—no harder problem confronts the varnish maker. In order to be right, floor varnish must possess three essential qualities: It must be easy of application; it must dry quickly, yet be elastic enough to wear well; it must not scratch or show heel marks readily.

Mar-not has all of these qualities. It works remarkably easy under the brush; it dries quickly, but not so quickly that its durability is impaired; it is tough and elastic and not easily marred or scratched under foot wear. It has a full finish that retains its original lustre for the longest possible time. In the manufacture of Mar-

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not we exercise the greatest care. Among other items that do not always receive the attention of varnish makers, we are particular to have Mar-not properly "aged" by allowing it to ripen and mature thoroughly in large storage tanks. Age means as much to varnish as it does to wine.

Size Packages: Pts., qts., ½ gal., and gals.

DIRECTIONS FOR USE.

Be very sure that the surface is thoroughly clean and entirely free from all grease and moisture. Floor Wax previously applied should be removed with turpentine. Varnish of any kind should not be applied on a cold or damp surface, or in a cold room. Best results will be obtained with Mar-not if the temperature of the room is about seventy degrees at the time of application. Always brush out well into a thin coat—a heavy coat of varnish on a floor will not dry properly. Use a good brush—best results will be obtained with a good bristle varnish brush.

NEW FLOORS—On open grained woods, such as Oak, Ash, Chestnut, and Butternut, first fill pores with coat of Paste Filler in shade desired, following directions given on page 7 under Floorlac. Close grained woods like Maple, Birch, Hard Pine and Sycamore, do not require filler.

FIRST COAT: It is usually thought advisable to thin the varnish with turpentine for first coat. Brush out evenly and well. Let dry for forty-eight hours and sand lightly with fine sandpaper before applying the next coat.

SECOND COAT: Apply Mar-not as it comes from the can. Brush out into a thin coat.

OLD FLOORS THAT HAVE BEEN PREVIOUSLY VARNISHED—Clean thoroughly with a weak solution of ammonia and clear cold water. Sand well with fine sandpaper before revarnishing. Apply one good coat of Mar-not brushed out well. If old finish is considerably worn, two coats of Marnet should be applied.



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Waxed Finish

A wax finish produces a polished effect, when used over a varnished or painted floor, and helps to bring out and preserve the finished surface.

All the arguments to the contrary notwithstanding, *never apply any kind of floor wax to the bare wood or over a floor that has been treated with filler only.* Floor wax alone offers no protection to the wood against grease, moisture, etc.; you must first varnish or paint the floor if you want it to keep clean and wear.

THE S-W. FLOOR WAX

is a first class protective and beautifying coat for use over floors first finished with Mar-not, Floorlac, Inside Floor Paint, or other similar products. It preserves and accentuates the finish.

Our long experience in the manufacture of all kinds of floor finishes has taught us the essential qualities of good floor wax. We know how to make it so it will serve its purpose exactly, so it will fit in with our other floor finishes. The Sherwin-Williams Floor Wax takes a high polish, wears well—does not show scratches or heel marks. It can be applied with a cloth and polished with a cloth.

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Size Packages: One, two and five pound tin cans.

DIRECTIONS FOR USE.

NEW FLOORS—On open grained woods first apply coat of *S-W. Paste Filler* as directed on page 7 under Floorlac. Follow this with coat of Mar-not. For good finish it is better to apply a second coat of Mar-not, but Floor Wax can be applied over the first coat of Mar-not if desired.

Apply the wax in a thin coat, as it comes from the can, with a soft rag. Put wax on about a square yard of the floor at a time and polish before proceeding further. In this way the highest polish is obtained. One coat of Floor Wax applied as directed will give a good finish, but if desired succeeding coats may be applied in same way.

The S-W. Floor Wax can also be applied over floors finished with Floorlac (page 7) or The S-W. Inside Floor Paint (page 3).

IMPORTANT—Never apply any kind of floor wax to the bare wood or over a floor that has been treated with filler only. If you want the floor to wear well you must varnish it in order to seal up the pores and protect the wood from moisture and grease. Water cannot be used on a floor treated simply with floor wax without the preparatory coat of varnish—it raises the grain and darkens the wood.

OLD FLOORS—If varnished or previously waxed, clean floor with a sponge or cloth dampened in clear cold water, or better still with turpentine, and then apply wax as directed.

In renewing waxed floors that have been properly finished with the protecting varnish coats, always wipe off with a dampened sponge in order to prevent too thick a coating of wax piling up.

Old wax can be completely removed from floors by cleaning with turpentine.



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For Unsightly Cracks and Seams

If your floors are old and the boards have shrunk apart, if they are cracked or if the floors are new and do not come together completely, it is advisable, before applying the paint, stain or varnish finish, to fill up the cracks and seams, else a smooth and uniformily even surface will not be secured. Then, too, if all open places in the floor are filled, they cannot become clogged with dust and dirt and the floor will be better looking and more sanitary in every respect, and it will be more easily kept clean.

THE S-W. CRACK AND SEAM FILLER is made especially for filling unsightly cracks and seams in floors. It can be used with complete satisfaction under any one of The Sherwin-Williams Modern Method Floor Finishes. It evens up the rough spots and gives a splendid surface on which to apply the finishing coats. It is much better than putty and other similar materials—as it is far more elastic and does not dry up, shrink and come out of the cracks. It is especially wise to use it on kitchen floors—it prevents the gathering of grease and water and the breeding of water bugs, roaches, and disease germs.

Packages : One, two, and five lb. cans.

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DIRECTIONS FOR USE.

Clean out the cracks thoroughly. Next apply to the entire floor first coat of finish decided upon, brushing well into cracks and seams; then apply the Filler with the palm of the hand, pressing downwards and across the cracks. On smooth places and in corners a putty knife may be used. After application, wipe off at once all surplus with a rough rag or burlap. When dry (in from twenty-four to forty-eight hours) follow with remaining coat of The S-W. Modern Method Floor Finish desired.

THE SHERWIN-WILLIAMS TAXITE

For Removing Old Paint or Varnish.

If your floors have been previously painted or varnished and are in such condition that the old coating must be removed before applying a new finish, use The Sherwin-Williams Taxite, the reliable paint and varnish remover. It softens paint and varnish so that they can be scraped off easily with a knife, and obviates the tedious and expensive burning off process.

Packages: Half pints, pints, quarts, half gallons, gallons, square cans.

DIRECTIONS FOR USE.

For best results brush on a full coat of Taxite and as soon as the old paint or varnish becomes soft, which requires at least ten minutes, remove with scraping knife. Apply a second coat of Taxite if necessary. Clean the surface at once carefully with benzine, gasoline, or wood alcohol. Taxite will not raise the grain of the wood or injure the skin.



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General Hints

The way to have good looking floors is first to finish them properly and then take care of them.

Do not buy floor finishes on a price basis alone. Be guided by the reputation of the maker for high quality and honest goods.

Do not paint or varnish hard wood kitchen floors, such as Maple, Hard Oak, Birch, etc. It is best to keep them white by scrubbing.

On soft wood kitchen floors and on floors of dish closets and pantries, use The S-W. Inside Floor Paints (see directions on page 3), first filling the cracks and crevices with The S-W. Crack and Seam Filler.

For a border around rugs use Floorlac, or The S-W. Inside Floor Paint as directed for new and old floors.

An average sized room requires a border of about two feet wide, though the taste of the user will of course regulate this matter in each case.

If a special finish is wanted or if you are undecided how to finish the floors in the different rooms, write us describing furniture, decorations, etc., and we shall be glad to give you special directions and combinations.

Very attractive floor effects can be secured by finishing the center of the floor in one color and running around it a border of another color. The different shades of Inside Floor Paint and Floorlac give a very artistic finish.

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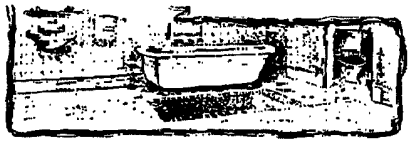
The following combinations may be found helpful:

Inside Floor Paint Center	Inside Floor Paint Border
Light Brown (466)	Red (453)
Gray (487)	Slate (468)
Dust Color (469)	Light Brown (466)
Yellow (376)	Light Tan (488)
Red (453)	Light Brown (466)
Slate (468)	Light Brown (466)
Light Tan (488)	Yellow (376)
Orange (452)	Light Tan (488)

Inside Floor Paint Center	Floorlac Border
Red (453)	Green
Light Brown (466)	Cherry
Slate (468)	Mahogany
Dust Color (469)	Oak
Gray (487)	Cherry
Yellow (376)	Oak
Light Tan (488)	Mahogany
Orange (452)	Oak

Floorlac may also be used to a good advantage for the center painting, with border of Inside Floor Paint, reversing the combinations just given.

THE S-W. MODERN METHOD FLOOR FINISHES can be bought of the dealer whose name appears on back cover.



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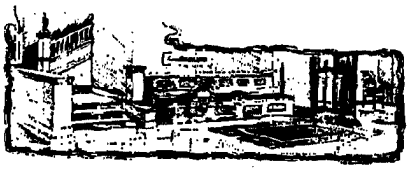
Our Efforts to Obtain Good Floor Finishes

We long ago recognized the importance of good Floor Finishes and gave the subject much thought and study. The hard conditions under which the paint or varnish must be expected to last did not make the proposition an easy one. We are frank to state that there is no class of paint or varnish products that demands so much of the manufacturers as floor finishes. They require the utmost care and skill in their preparation. It is easy to make floor finishes *to sell*—but it is not easy to make them *to wear*—to give satisfaction after they are on your floor.

We have worked the subject out conscientiously and have spent a great deal of time and money in experiment. We have employed every means at the command of our large organization to obtain a line of floor finishes that would be right in every respect, each one the best for its purpose that could be made. *Modern Method Floor Finishes* are intended primarily to give the user satisfaction.

The Sherwin-Williams reputation for high quality is back of each package. We could not afford to offer the line unless it would bear out all the claims we make for it.

See our agent, whose name appears on the back cover, for color cards and prices.



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SHERWIN-WILLIAMS
MODERN METHOD
FLOOR FINISHES

FOR FINISHING OLD OR NEW
FLOORS IN ANY STYLE DESIRED

For Painted Finish.
Inside Floors—*The S-W. Inside Floor Paint.*
Porch Floors—*The S-W. Porch Floor Paint.*

For Varnished Finish.
Natural—*Mar-not,* A Durable Floor Varnish.
Stained—*Floorlac,* Stain & Varnish Combined

For Waxed Finish.
The S-W. Floor Wax.

For Unsightly Cracks in Old Floors.
The S-W. Crack and Seam Filler.

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