

SHERWIN-WILLIAMS

PRODUCTS

PRICE LIST

No. 66

EFFECTIVE JANUARY 24, 1925

Prices subject to change without notice

Prices F. O. B.

Atlanta, Ga.
Birmingham, Ala.
Chattanooga, Tenn.
Jacksonville, Fla.
Knoxville, Tenn.
Little Rock, Ark.
Oklahoma City, Okla.
Tulsa, Okla.

Official



THE SHERWIN-WILLIAMS CO.

**SALES OFFICES AND WAREHOUSES
IN PRINCIPAL CITIES**

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SHERWIN-WILLIAMS PRODUCTS

THE LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

The paints, varnishes, colors and specialties listed in the following pages include everything demanded in modern finishing. They will satisfactorily supply the paint and varnish needs of the painter and decorator, the sign-writer, the contractor and builder, the architect, the carriage custom and repair shop, the property owner, the farmer and the housewife.

We offer our line of products to the trade with the knowledge that they will fulfill every claim we make for them and, when used as intended, will always prove satisfactory.

Controlling as we do, the supply of nearly all important raw materials used in our products and maintaining chemical laboratories and testing-rooms where they are carefully examined for quality, we are able to offer goods of higher quality, which are more reliable and uniform than those made by less favorably situated makers. When pushed by a live, wide-awake merchant, Sherwin-Williams Paints and Varnishes will overcome competition, bring good trade and profits and give the dealer a reputation for reliable goods that will be one of his most valuable trade assets.

The Sherwin-Williams Co. was founded in 1866. Ever since that time we have held strictly to the highest standard of quality in paint and varnish making. We believed that the best goods would sell the best and our splendid success has proved we were right. Today we are the largest concern of the kind and expanding rapidly.

Our facilities include:

Factories in Cleveland, Chicago, Detroit, Montreal, Newark, Bound Brook, N. J., Oakland and London, England.

Warehouses and offices in principal cities from Atlantic to Pacific Ocean.

Representatives covering every important paint and varnish field in the world.

Linseed oil mills, where we make, treat and age strictly pure linseed oil for our products.

Lead and zinc mines and smelters, where we employ large forces of men to mine and convert these ores.

Intermediate, dye and chemical plants where we produce base materials for use in the manufacture of paints, stains, enamels, etc.

White lead plants, where we corrode white lead by the Old Dutch Process, and manufacture other lead products.

Acid manufacturing plants, producing great quantities of Acetic and other acids.

Dry color factories, the largest and best equipped in America, where our dry colors are made.

Lithopone plant, where the highest grade of Lithopone is produced for use in Flat-Tone and kindred products.

Dry Lime-Sulfur, Arsenate of Lead and Paris Green factories, where we make a complete line of insecticides and fungicides.

Varnish, jesses and drier works, where these products are made exclusively.

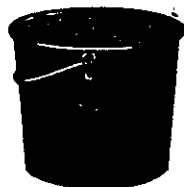
Tin can factories that make the tin cans we use.

Printing plant, with modern process, linotype, composing and finishing department, etc., where our advertising and printing are economically handled.

Machine shops, that make mills and machinery of our exclusive design.

These facilities enable us to make sure our goods are right from the foundation up and save us much in cost of manufacture that is put into the quality of the goods and the maintenance of a strict standard of service.

SHERWIN-WILLIAMS PRODUCTS



SHERWIN-WILLIAMS ODP WHITE LEAD

A strictly pure white lead manufactured on the Old Dutch Process of corrosion. It is ground in strictly pure refined linseed oil and is actually finer in texture than any other white lead on the market. ODP White Lead is soft in the package and easy to work up, yet it preserves a covering capacity and a wearing consistency which is unequalled. ODP White Lead is of the same high quality that is found in every other Sherwin-Williams product, whether it be a paint, varnish, stain or enamel.

ODP White Lead is put up in strong steel kegs that keep out the moisture and air and do not absorb the oil, hence the lead is always fresh and in as good condition as when it left the mill. When empty, the steel packages are easily cleaned and may be put to many different uses in the paint shop or around the house.

For Prices See Special Price Card, Form E-354

A— PASTE WHITE PAINT

This is a composite paint manufactured from high quality pigments ground in pure linseed oil to a paste form. On account of its bulk and unusually fine grinding, it will take one gallon more oil per hundred pounds than a similar quantity of white lead. For this reason it is more economical than lead, and on account of its slat content will cover more surface per gallon and outwear a paint made from lead alone.

	12 1/2 lb.	25 lb.	50-lb. kegs	100-lb. kegs
White.....	16	14	13 1/4	13 1/2

Net Prices

12 1/2 lb. 4 to case.

25 lb. 4 to case.

B— PASTE WOOD FILLER

For filling all open-grain hardwood.

	1-lb. cans	5-lb. cans	12 1/2-lb. pails	25-lb. pails	100-lb. kegs
Antique Oak.....					
Golden Oak.....					
Golden Oak, Dark.....					
Mahogany.....					
Oak.....	20	24	21 1/2	20 1/2	19 1/2
Red Oak.....					
Transparent.....					
Walnut.....					

Trade Discount 25%

1-pound cans, 50 in case.

12 1/2-lb. cans, 4 in case.

5-pound cans, 10 in case.

25-pound cans, 4 in case.

SHERWIN-WILLIAMS PRODUCTS



Contents of Can:
 Pigment by weight....90%
 Liquid by weight 10%
 100%

Composition of Liquid:
 Refined Linseed Oil....100%

Composition of Pigment:
 Lead Carbonate..... 64%
 Lead Sulphate..... 9%
 Zinc Oxide..... 25%
 100%

C—

ZILO

Pure White Lead with Zinc added—Ground in Refined Linseed Oil

THIS GUARANTEE APPEARS ON EACH PACKAGE

GUARANTEE—This package is guaranteed to contain nothing other than the ingredients specified in the above declaration of contents.

White Zinc is universally acknowledged to be the right pigment to use with white lead to retard the objectionable chalking, characteristic of white lead paint. The proportion of zinc used, however, is most important, as zinc used alone shows faults just as objectionable as the chalking of white lead.

We offer Sherwin-Williams Zilo, pure lead with pure zinc added, not as a lead substitute, but as the modern paint pigment better than white lead. Zilo, used according to the directions on the package, will make a paint having a better and more lasting gloss than white lead paint and will be more economical and cost less by the job.

There's nothing radical about Zilo. Neither are there any untested theories involved in the making of it. Zilo is simply a factory-made, machine-ground combination of white lead and white zinc, put conveniently in the package ready to be let down with raw linseed oil and turpentine for use.

Zilo contains 75% pure white lead and 25% zinc oxide, the proportion most master painters advocate as ideal. However, if a painter has a job upon which he wants to use approximately 85% white lead and 15% zinc oxide and wants to be certain that he obtains pure zinc as well as pure white lead, all he has to do is to mix together 100 lbs. Zilo and 67 lbs. white lead. By mixing white lead and Zilo any amount of white zinc can be provided up to 25%. In other words, whenever you wish to add zinc to a white lead paint—Use Sherwin-Williams Zilo.

Zilo is an exceptionally finely ground pigment. The big practical advantage of this fineness of grinding is found in the greater bulk of Zilo—a hundred pounds of Zilo will take three pints more of linseed oil than the same amount of lead. This fineness means, also, that a gallon of Zilo paint will go further than a gallon of white lead paint because a thinner film of Zilo will hide the old surface, the Zilo pigment particles being finer and lying closer together.

—The further advantage of using Zilo is preference to mixing your own lead and zinc is the cost.

Take your pencil and figure the best price at which you can buy 25 pounds of pure zinc oxide in pure refined linseed oil. To this add the figure you would have to pay for 75 pounds of strictly pure white lead today. Check your figures and compare the result with the price of Zilo. You will be surprised to find that Zilo costs you considerably less.

Zilo makes a noticeably whiter job than white lead. The pure white zinc in Zilo makes it whiter not only when newly applied but it keeps Zilo whiter because white lead takes on a grayish cast when exposed to the weather. When used for tints and colors, Zilo produces a cleaner and more brilliant tone than white lead and does not lose its character through chalking as does white lead paint.

Zilo comes in the same sizes as Sherwin-Williams famous ODP White Lead—in 100 lb. bags, 50 lb., and 25 lb. steel pails.

(See Special Price Card, Form E-356)