BETTER LIGHT BETTER SIGHT SAYS:

PAINT FOR LIGHT . . . AS WELL AS FOR DECORATION

PAINT to see easier . . . PAINT for happier homes

Everybody wants his home to be a light, cheery place where reading or sewing can be done without eye strain. Therefore, when choosing colors for painting the rooms, it is well to remember that light colors reflect light while dark colors absorb light.

If a room hasn't enough light from windows, this defect must be counteracted in so far as possible by painting the ceiling with Flat-Tone White or Ivory—possibly employing one wall as well—in order to diffuse light throughout the room.

This does not mean that all surfaces must be painted in light tints. Eye strain results when the backgrounds we must look at are too bright. Reading is easier when light is reflected onto what we look at—and when walls are in a softer, lower color.

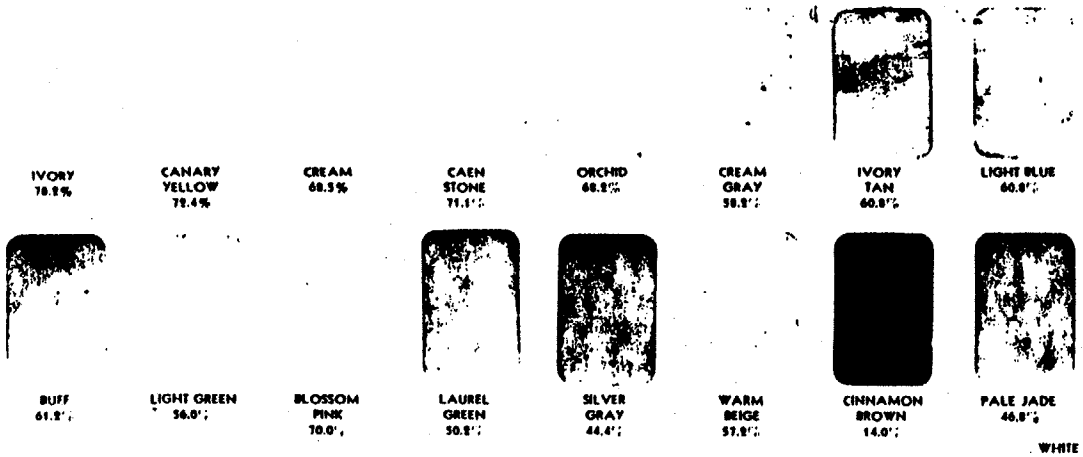
THE LIVING ROOM

In the living room, hall and study, color and style of decoration are important. In order to bring out the full beauty of room furnishings the general illumination of the room must be good.

A light colored ceiling diffuses light from either windows or the lamps in various parts of the room. This permits using richer softer colors for walls, woodwork and draperies.

When the style of decoration calls for dark wood paneling or for the ceiling painted in a deep color, the walls must, of necessity, become the reflectors of light, employing light tints like Ivory Tan, Cream Gray—or even White.

HOW MUCH LIGHT EACH COLOR REFLECTS



THE KITCHEN

In the kitchen, one should be able to read recipes with accuracy and ease, to examine pots and pans, dishes and cutlery for spotless cleanliness and to use sharp knives and work at the stove with perfect safety. Therefore light tints of washable Semi-Lustre are indispensable for kitchen walls and woodwork.

THE SEWING ROOM

Here the work is most exacting on the eyes. Here one sees best when the window light is good, supplemented with a good modern reading lamp—the ceiling painted with Flat-Tone White or Ivory and the walls in restful color—as low as Light Green 56% or Laurel Green 50.2% light reflection value.

THE LAUNDRY

In the laundries of many homes, windows are high and small. Here it is recommended that the open ceiling joists be covered with wall board and painted with Semi-Lustre or S-W Save-Lite Gloss White enamel. These finishes can be washed clean and will stay white.

Walls in basement laundries can be painted economically with S-W Casenite.

PAINT TO SEE BETTER—LIGHT TINTS OR WHITE GIVE YOU MORE FOR YOUR MONEY FOR THE ELECTRIC LIGHT YOU BURN

0007-SWP-000008362



THIS ROOM NEEDS PAINT

Even bright sunshine cannot penetrate far into a room with dingy walls and ceilings like these. This is most unfortunate because as we get older, our eyes require more light for comfortable reading or sewing.

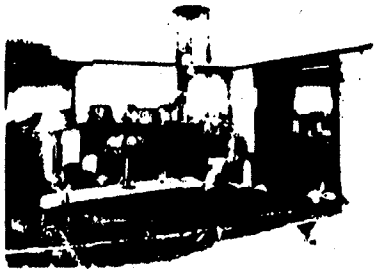
Eye strain has a bad effect upon health and a gloomy room is not only depressing upon the ones living there but is responsible for many preventable accidents.

●

AFTER PAINTING

What a difference painted walls and ceilings can make. Soft, pleasing light is carried to the farthest corner of this room. It is easy to read or sew anywhere in it. Flat-Tone Ivory ceilings are light-saving ceilings. Its velvety non-glare surface is ideally suited to diffuse light — it is kind to your eyes.

Before painting this room, the sight meter registered only 1 or 2 footcandles. After painting it showed 12 footcandles all over the room.





THIS SIGN REPRESENTS QUALITY IN

PAINT

AND ALL KINDRED PRODUCTS

TO GET THE BEST RESULTS

Follow the recommendations on the Sherwin-Williams Painting Guide, and you will use the right materials for the right purpose. Use Sherwin-Williams Brushes for satisfactory results. Most complaints come because wrong products or dirty or wrong type brushes were used. Buy the right ones and buy them from your Paint Headquarters the local Sherwin-Williams Dealer.

And if you have a good-sized job, hire a reputable master painter to do it for you. He knows his job. He takes pride in his work. Good materials and good workmanship are necessary to every painting job to give the maximum satisfaction, and with Sherwin-Williams Products and a good painter, you have that combination.

SHERWIN-WILLIAMS PAINTING GUIDE

FOR PAINTING, VARNISHING, STAINING AND ENAMELING

IMPORTANT—Each of the products specified below bears our name and trade mark

	TO PAINT Use product named below	TO VARNISH Use product named below	TO STAIN Use product named below	TO ENAMEL Use product named below
AUTOMOBILES	S-W Auto Enamel—Rapid Drying	S-W Respar Varnish		S-W Auto Enamel—Rapid Drying
AUTOMOBILE TOPS	S-W Auto Top Dressing			
BARNS, SILOS, OUT-BUILDINGS, Etc.	S-W Commonwealth Paint S-W R & B Utility Paint		S-W Preservative Shingle Stain	
BRICK, Exterior	SWP House Paint S-W Stucco and Concrete Paint			S-W Old Dutch Enamel
CEILINGS, Interior	S-W Flat-Tone S-W Semi-Lustre S-W Interior Gloss	S-W Mar-not (Wood) Varnish	S-W Woodcraft Stain S-W Flo-lac Varnish Stain	S-W Enameloid
Exterior	SWP House Paint	S-W Respar Varnish	S-W Oil Stain: for new wood	S-W Old Dutch Enamel
CONCRETE Walls Floors	S-W Stucco and Concrete Paint S-W Floor Enamel—Rapid Drying			S-W Floor Enamel—Rapid Drying
DOORS, Interior	S-W Semi-Lustre A satin finish for interior use	S-W Mar-not (Wood) Varnish: gloss S-W Mar-not Satin Finish Varnish	S-W Flo-lac—Varnish Stain S-W Woodcraft Stain	S-W Enameloid—Rapid Drying S-W Enamelastic S-W Kem-Nomel
Exterior	SWP House Paint	S-W Respar Varnish	S-W Oil Stain	S-W Old Dutch Enamel
FENCES, Wood	SWP House Paint S-W R&B Utility Paint		Preservative Shingle Stain POSITS S-W Carbolic-Oil	
Metal	S-W Metalastic—iron or wire only S-W R & B Utility Paint			
FLOORS, Interior Wood	S-W Floor Enamel—Rapid Drying	S-W Mar-not Fast-Dri Varnish	S-W Flo-lac—Varnish Stain	S-W Floor Enamel—Rapid Drying
Concrete	S-W Floor Enamel—Rapid Drying			S-W Floor Enamel—Rapid Drying
Porch	S-W Porch and Deck Paint			
FURNITURE, Indoors	S-W Enameloid—Rapid Drying	S-W Mar-not (Wood) Varnish	S-W Flo-lac—Varnish Stain	S-W Enameloid
Porch Lawn	S-W Enameloid—Rapid Drying S-W Auto Enamel	S-W Respar Varnish	S-W Oil Stain: for new wood	S-W Enameloid S-W Auto Enamel
HOUSE or GARAGE Exterior	SWP House Paint	S-W Respar Varnish	S-W Preservative Shingle Stain	S-W Old Dutch Enamel
IMPLEMENTS, TOOLS, TRACTORS, WAGONS, TRUCKS	S-W Tractor and Implement Paint	S-W Respar Varnish		S-W Tractor and Implement Paint
LINOLEUM (Printed)	S-W Floor Enamel—Rapid Drying	S-W Dex Linoleum Varnish	To Wax. S-W Flo-Wax	S-W Floor Enamel—Rapid Drying
RADIATORS	S-W Semi-Lustre S-W Flat-Tone S-W Aluminum or Gold Paint			S-W Enameloid—Rapid Drying
ROOFS, Shingle Metal Composition	S-W Roof Paint S-W R & B Utility Paint S-W Metalastic S-W Ebonol or S-W Liquid Roof Cement		WOOD SHINGLES S-W Preservative Shingle Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
WALLS, Interior	S-W Flat-Tone S-W Semi-Lustre S-W Interior Gloss S-W Casolite			S-W Enamelastic S-W Enameloid—Rapid Drying
WOODWORK, Interior	S-W Semi-Lustre S-W Interior Gloss	S-W Mar-not Varnish, Gloss S-W Mar-not Satin Finish Varnish	S-W Woodcraft Stain S-W Oil Stain S-W Flo-lac—Varnish Stain	S-W Old Dutch Enamel S-W Enameloid—Rapid Drying
S-W BRUSHES	For Painting	For Varnishing	For Staining	For Enameling

For removing Paint and Varnish use TAXITE—quick—easy—thorough—economical—can be used by anyone—on any surface.

THE SHERWIN-WILLIAMS CO.

For cleaning painted and varnished surfaces use FLAXOAP. Made from linseed oil—contains no free alkali—restores original lustre.

0007-SWP-00000363

TABLE OF COVERING CAPACITY – *SHERWIN-WILLIAMS* PRODUCTS

(Approximate on Average Surfaces)

S W P (House Paint)	400 sq. ft. per gallon two coats
Aluminum Paint	750 sq. ft. per gallon one coat
Auto Enamel	(1 quart will cover average car one coat)
Auto Top Dressing	One half pint will refinish one top
Bonding Cement	150 to 200 sq. ft. per 5 pounds
Commonwealth Barn Paint	500 sq. ft. per gallon one coat
Casenite	250 to 500 sq. ft. per 5 pounds
Commonwealth Paint	500 sq. ft. per gallon one coat
Crack and Seam Filler	20 sq. ft. per ½ pint one coat
Decotint	300 to 400 sq. ft. per 5 pounds
Ebonol (Metal)	200 sq. ft. per gallon one coat
Ebonol (Porous paper, felt or composition)	150 sq. ft. per gallon one coat
Ebonol (Old Wood)	100 sq. ft. per gallon one coat
Elastic Roof Cement	100 lbs. will cover 250 sq. ft. of smooth surface ⅛" thick one coat
Enamelastic Gloss or Satin Finish	300 sq. ft. per gallon one coat
Enameloid	400 sq. ft. per gallon one coat
Filler (Paste Wood)	30 sq. ft. per ½ pint one coat
Flat Black	700 sq. ft. per gallon one coat
Flat Brick Red	Reduced 100 per cent with raw linseed oil covers approximately 750 sq. ft. per gallon of reduced paint one coat
Flat-Rite	400 sq. ft. per gallon one coat
Flat-Tone	500 sq. ft. per gallon one coat
Flat-Tone Mixing Size (as size coat)	400 sq. ft. per gallon one coat
Flat-Tone Multi-color Effects	One quart for each stipple color to a room 12 ft. x 20 ft.
Flo-lac Colors	500 sq. ft. per gallon one coat
Flo-lac Ground	400 sq. ft. per gallon one coat
Floor Enamel	250 sq. ft. per gallon two coats
Floor Seal	500 sq. ft. per gallon one coat
Flo-Wax (Linoleum)	1500 sq. ft. per gallon one coat
Galvite	1000 sq. ft. per gallon one coat
Glazing Liquid	750 sq. ft. per gallon one coat
Graining Preparation	1500 sq. ft. per gallon one coat.
Interior Gloss	500 sq. ft. per gallon one coat
Kalso (smooth sized plaster)	300-400 sq. ft. per 5 pounds
Kalso (Brick, rough plaster, sand finish)	225 to 275 sq. ft. per 5 pounds
Kem-Namel	300 sq ft. per gallon one coat
Kromik Metal Primer (Flat surfaces)	600-700 sq. ft. per gallon one coat
Kromik Metal Primer (Bridges)	3 tons per gallon one coat
Kromik Metal Primer (Buildings)	2½ tons per gallon one coat
Liquid Gold	400 sq. ft. per gallon one coat
Liquid Roof Cement (Metal or non-absorbent surfaces)	1 to 1½ gallons per 100 sq. ft. one coat
(Old Composition Surfaces)	1½ to 2 gallons per 100 sq. ft. one coat
(Corrugated iron or tin surfaces)	2 to 2½ gallons per 100 sq. ft. one coat
Metalastic (Flat surfaces)	600-700 sq. ft. per gallon one coat
Metalastic (Bridges)	3¼ tons per gallon one coat
Metalastic (Buildings)	3 tons per gallon one coat
Old Dutch Enamel	300 sq. ft. per gallon one coat
Porch and Deck Paint	250 sq. ft. per gallon two coats
R. B. L. Rogers Brushing Lacquer	500 sq. ft. per gallon one coat
Red Lead (Liquid) (Structural Steel)	2 tons per gallon one coat
Red Lead (Liquid) (Flat metal surfaces)	450 sq. ft. per gallon one coat

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TABLE OF COVERING CAPACITY — *SHERWIN-WILLIAMS* PRODUCTS — CONTINUED

(Approximate on Average Surfaces)

R & B Utility Paint	500 sq. ft. per gallon one coat
Roof Paint	500 sq. ft. per gallon one coat
Schoolboard Slating	400 sq. ft. per gallon one coat
Screen Enamel	800-1000 sq. ft. per gallon one coat (1 quart will cover screens on average 8 room house one coat)
Semi-Lustre	500 sq. ft. per gallon one coat
Stain, Woodcraft	500 sq. ft. per gallon one coat
Stain, Oil	600 sq. ft. per gallon one coat
Stain, Preservative Shingle	150 sq. ft. per gallon one brush coat 100 sq. ft. per gallon one dip coat and one brush coat
Stove Pipe and Iron Enamel	800 to 1000 sq. ft. per gallon one coat
Stucco and Concrete Paint	150 sq. ft. per gallon one coat
Tractor and Implement Paint	400 sq. ft. per gallon one coat
Tri-Seal (For porous composition boards)	175 to 250 sq. ft. per gallon one coat
Wall Paint No. 96	
(Light stipple)	250 sq. ft. per gallon one coat
(Heavy stipple)	150 sq. ft. per gallon one coat
Wall Primer and Sealer	
Composition Boards (except porous type)	350-500 sq. ft. per gallon one coat
Sand Finish Plaster	300 sq. ft. per gallon one coat
Average Smooth Plaster	500 sq. ft. per gallon one coat
Tight Smooth Plaster	750 sq. ft. per gallon one coat
Wax, Liquid	2000 sq. ft. per gallon one coat
Wax, Prepared (Paste)	500 sq. ft. per pound one coat
Varnish	
Dex Linoleum	600-700 sq. ft. per gallon one coat
Mar-not Fast-Dri	550 sq. ft. per gallon one coat
Mar-not Satin-Finish	550 sq. ft. per gallon one coat
Rexpar	550 sq. ft. per gallon one coat
Shellac	500 sq. ft. per gallon one coat

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SHERWIN-WILLIAMS VARNIS

OUTDOOR EXPOSURE
SHERWIN-WILLIAMS REXPAR VARNISH

- Rexpar is made to withstand excessive moisture and exposure to weather.
- Use Rexpar wherever sun, rain and weather reach the varnished surface.
- Outdoor exposure causes ordinary varnishes to check, discolor and fail. This is because they are brittle and are unable to expand and contract with extremes of heat and cold.
- PLACES TO USE REXPAR VARNISH
  Outside varnished doors, porch ceilings, inside window sills and sash, varnished woodwork in kitchen, bath and laundry, iceboxes, boats, canoes, athletic goods, etc.

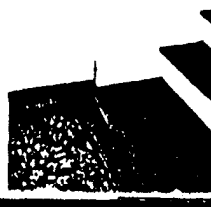
INTERIOR VARNISHING — S-W MAR-NOT V
Floors — Woodwork Trim — Furniture

- Mar-not Varnish is made to produce the toughest possible finish. mended by Sherwin-Williams for wood and linoleum floors, woodw furniture.
- For both hardwood and softwood floors.
- Does not chip off or powder white when scratched or bruised.
- You can dent the wood with a hammer but Mar-not will not flake
- Unaffected by alcohol solutions high as 50%. Gives dependabl for tables, the buffet or the cocktail bar.
- Not discolored or harmed in any way by water spilled or allowed the varnished surface. Rain water, acids, hot cooking grease, boiling do not injure Mar-not.
- Mar-not floors in flood areas reported unharmed by long submerge
- Ammonia and strong cleaning solutions likely to injure any typ finish are not needed to clean Mar-not floors.
- WARNING — Do not use shellac or any so-called first-coater und varnish — such finishes are brittle.



DULL-DRYING VARNISH
S-W MAR-NOT SATIN FINISH

- Dries to a beautiful dull-rub finish without hand rubbing.
- One Coat S-W White Shellac (thinned) and one Coat S-W Mar-not Satin Finish Varnish makes an ideal finish for interior woodwork where protection and washability are desired along with a "woody" unvarnished appearance.
- Wood moulding and carved work is difficult to varnish and rub dull. Mar-not Satin Finish does this work easily and beautifully.



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HOW MUCH TO BUY . . .

HANDY REFERENCE CHARTS LISTING MANY HOME FINISHING JOBS

Estimating Chart for SWP House Paint on page 12

Use this chart to help you determine how much finish you require. Sherwin-Williams finishes are uniform and dependable—you can always get more to complete a job if you run short. Be thrifty—don't buy more than you need. Your Sherwin-Williams Paint Headquarters dealer will gladly help you find other information in this book whenever you have a painting problem.

MAR-NOT VARNISH—Floor and Trim Varnish

Suggested use—	Size Package to purchase
Large Dining Room Table	1 pint
Gate-leg Table	½ pint
Radio Table	½ pint
Library Table	1 pint
Small End Table	½ pint
Console Table	½ pint
Kitchen Table	1 pint
Breakfast Room Table	1 pint
China Closet (average)	1 pint
Large Buffet	1 pint
Small Buffet	½ pint
Dining Room Chairs (6 chairs)	1 pint
Windsor Chair	½ pint
Kitchen Chair	½ pint
Spinet Desk	1 pint
Book Case	1 pint
Tea Cart	½ pint
Piano	1 quart
Phonograph	1 pint
Radio	½ pint
Four Poster Bed	1 pint
Bed with Solid Ends	1 quart
Child's Bed	1 pint
Toilet Seat	½ pint
Medicine Cabinet	½ pint

REXPAR VARNISH—

Surfaces exposed to weather and excessive dampness

Suggested use—	Quantity Required
Front Door	½ pint
Window Sills and Sash (2 windows)	½ pint
Porch Ceiling, 8 x 12 ft.	1 quart
Kitchen Door	½ pint
Kitchen Cupboard	1 pint
Ice Box	1 pint
Canoe	1 quart
Motor Boat	½ gallon

ENAMELOID—Rapid Drying Enamel

Suggested use	Size Package to purchase
Bath Tub (outside only)	½ pint
Bed Brass	½ pint
Bed, Wood average size	1 pint
Bedroom Woodwork, 9 x 12 2 doors, 2 windows	3 pints
Book Case average	½ pint
Breakfast Room Chair	1 pint
Breakfast Room Table	½ pint
Bread Box	1 pint
Cedar Chest average	½ pint
Desk	½ pint
Dresser	½ pint
Fernery	1 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
Woodwork Door average both sides	½ pint
Baseboard 1 ft. high, room 10 x 14	1 quart

0007-SWP-00008367



Painting by Rockwell Kent

HOMES THIS BOOK IS DEDICATED TO BEAUTY AND PROTECTION OF HOMES

Whether the home you plan to paint is large or small—use the very best house paint money can buy—and you'll find yourself money ahead. Good house paint can never be called a luxury. SWP provides lasting beauty which people seek where cost need be no consideration. SWP also provides enduring protection for homes which practice strictest economy!

In the making of good paint, honesty of purpose is but the necessary starting point. In making SWP, "traditions of the house," through 65 years making SWP an honest paint, continue to bring it the best modern paint science can offer. That's what keeps SWP modern. That's how Sherwin-Williams are able to provide beauty and protection in SWP with economy.

THE SHERWIN-WILLIAMS CO.

0007-SWP-00008368

The TWO STEPS *to a* BEAUTIFUL HOUSE PAINT JOB

It is Sherwin-Williams recommendation that painters follow these two steps in order to get finest possible house paint jobs with a finish that will have greater durability and will give lowest-cost paint protection.

the FIRST STEP *"Uniforming" the surface* with SWP Undercoater No. 450 in one single *foundation coat of exceptional* hiding and sealing power which will help to smoothen the surface uniformly.

the SECOND STEP *Protecting the surface* with SWP House Paint in a single weather-re-*sisting coat possessing unusual attractiveness* and lasting beauty.

NOTE: It is recommended that new houses be given three coats for best possible results. Directions are on label.



Your house properly painted with SWP Undercoater No. 450 and SWP House Paint, will wash as easily as this—clean as new

SWP IS WASHABLE

SWP is the modern, washable house paint that has every improvement, known to paint science, to give it splendid appearance and outstanding durability.

The reason SWP *washes so satisfactorily* is that it is unbelievably smooth. And, because weathering* does not discolor the paint or roughen it, SWP can be washed, year after year. This extra smoothness is put into SWP by the way we blend our 3 distinct kinds of paint pigments—grinding them in the refined linseed oil we make expressly for SWP.

In making SWP, we take the white lead carbonate, used in hand-mixing "lead-and-oil-paint" and we fortify it with S-W OZLO lead-zinc pigment for a tighter, smoother finish. Then we add titanium so that SWP weathers very gradually and evenly without becoming rough.

Its ability to produce such a solid-covering, smooth coating over new and weathered houses, alike, is a most convincing performance to any person accustomed to using either hand-mixed paint or conventional house paints.

*Except in districts having excessive fume conditions.

WOODEN HOUSES weather unevenly. The condition of the surfaces for re-painting depends upon whether that part of the building is exposed to sun and rain or is protected in some way as under the porch roof, cornices, etc. This is true, particularly, when houses go too long without painting. And it is usually more difficult to re-paint a house where cheap paint has been used.

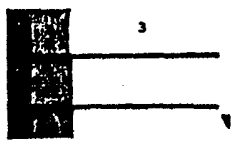
EXCESSIVE WEATHERING MAKES SURFACES EXTREMELY DIFFICULT TO PAINT



This is a seven-time enlargement of a weathered paint film which is cracking off and exposing the wood to weather. Thorough wirebrushing is needed to remove all loose paint and dirt.



This is a seven-time enlargement of a weathered paint film which has washed away exposing base wood. Such surfaces are extremely rough and porous. Sandpapering to smoothen the surface would greatly improve the appearance of the new finish.



Showing how one coat of SWP Undercoater No. 450 restores weathered surfaces

1. The original surface
2. Wirebrushed to remove loose paint and dirt
3. One normal coat of SWP Undercoater No. 450 brushed on as ideal foundation for a beautiful SWP paint job

Experienced painters always endeavor to "uniform" those unequal surfaces by adjusting their priming coat in various ways. But paints of limited *adaptability handicap them so that paint failures* have resulted in many cases which are difficult *to re-paint properly.*

The FOUNDATION COAT

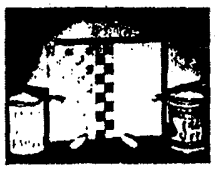
SWP Undercoater No. 450 comes prepared, ready to use on all wood surfaces WITHOUT SPECIAL THINNING for varying degrees of porosity or *non-porosity*—with the exception of certain cases where the addition of a small amount of raw linseed oil *is desirable*—*see* label directions.

The paint is of the highest quality and is made with the same pigments as SWP, *the proportions being* changed so as to produce an undercoater with strong adhesion and great hiding power. *These* pigments are blended and ground in a dual-purpose vehicle employing a combination of refined and processed linseed oils in a way not possible to duplicate by hand-mixing.

With this dependable factory made SWP Undercoater, the painter now can restore old, weathered houses to attractiveness simply by wirebrushing and cleaning the surface before priming.

GREATLY IMPROVED HIDING POWER

A spoonful of standard white lead mixed with linseed oil and an equal amount of SWP Undercoater were brushed over this checkerboard pattern on primed board. The extra hiding power of SWP Undercoater No. 450, illustrated here, means more beautiful house paint jobs over dark, dingy, weathered surfaces.





This house was painted with 2 different kinds of paint. SWP stayed white—the other paint was discolored by the fumes present in the air.

SWP RESISTS ATMOSPHERIC DISCOLORATION

When painted houses turn gray, dirt isn't always entirely to blame. Take this house, for example. It is one of two hundred built and painted at the same time. Some of the houses turned gray—all over. Some stayed white all over. This one is "half and half!" Two kinds of paint were used on this development project and it is not strange that the painters should mistake and use both kinds of paint on the same house in several cases.

Why did the houses stay WHITE when painted with SWP? Why did the other houses turn gray?

The answer is "sulphur fumes," present in the air in all neighborhoods, to which white lead paint is particularly susceptible.

In making SWP House Paint, we fortify our white lead with S-W OZLO lead-zinc pigment, also with titanium, the strongest-hiding white pigment known to paint science. OZLO has great resistance to "atmospheric discoloration" and titanium is not discolored at all by such fumes.

You are *safer* when you paint your house with SWP because its beauty and durability are fortified by fume-resisting pigments.

NOTE: In districts where fume conditions are excessive, use SWP Fume Resisting White No. 436 instead of regular SWP. (Ask your S-W Dealer.)

This lovely country home was painted with SWP but the painter "ran short" and placed out with white paint of another brand. Both paints matched, when new. But look what 18 month's exposure did to the paint he substituted!



0007-SWP-00000836



WHITE SWP HOUSE PAINT trimmed with VERDAS GREEN, L.

SWP WHITE HO

ARE WHITER AND STAY WHITE

1. ATMOSPHERE DOES NOT READILY DISC

Certain chemicals present in air everywhere attac paint, making it turn gray. S W P is able to resist better because its white lead is fortified with S-W TITANIUM-MAGNESIUM.

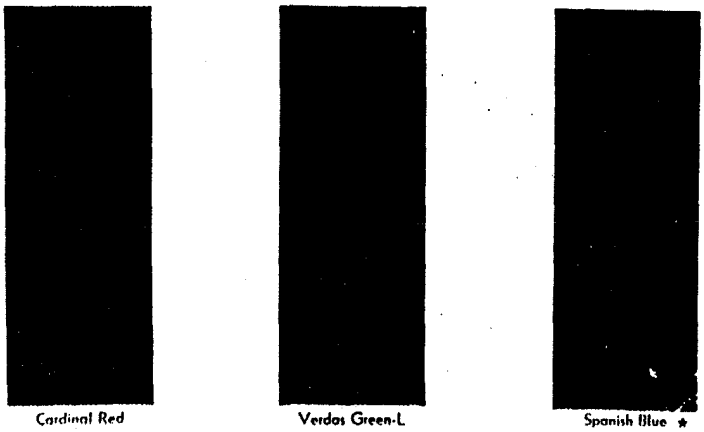
2. DOES NOT ROUGHEN WITH WEATHER

Dirt and soot stick to paint which roughens with Rain streaks the dirt and erodes the weather-c S W P chalks gradually and retains its smoothne more uniform appearance.

3. WASHES CLEAN WITH SOAP AND WAT

Only a smooth paint like S W P can be made n washing it with soap and water. S W P clean-wa sills, porches and doorways keep the house looki with little effort.

USE THESE S-W TRIM-BRITE COLORS on SHUTTERS and SASH

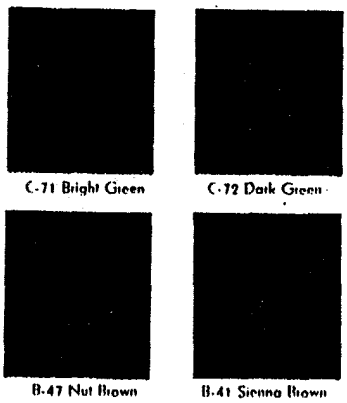


Cardinal Red | Verdas Green-L | Spanish Blue ★

★ This color to be replaced by Castilian Blue when present stocks are exhausted.

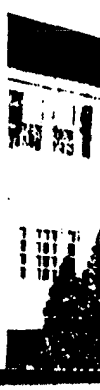
USE THESE ROOF COLORS

S-W PRESERVATIVE SHINGLE STAIN



C-71 Bright Green | C-72 Dark Green

B-47 Nut Brown | B-41 Sienna Brown



0007-SWP-00000837O

SWP HANDY ESTIMATING CHART . . . HOW TO USE IT . . .

The chart is based upon 20 feet as the average height of the house. Suppose the size of the house is 25 x 38 feet:

Find the figure 25 at the top of the chart; run down the column of figures below it:

Find the figure 38 at the side of the chart; run across the column of figures to the right of it.

The point where these lines intersect reads 7 which is the number of gallons of SWP required to paint the house, 2 coats.

To this is added the required amounts of raw linseed oil and S-W Exolvent or turpentine recommended.

TRIMMING COLOR

For the trimming color allow ⅛ as much SWP as is required for painting the body of the house.

SASH COLOR

Sash will require about ½ gallon of SWP for the average house.

HIRE A GOOD PAINTER. HE WILL SAVE YOU TIME AND MATERIAL AND GIVE YOU A BETTER LOOKING, BETTER WEARING JOB.

It is always advisable to buy sufficient material based on the estimated requirements. SWP colors are dependable—if you should run short—more paint of the same color can be quickly supplied.

WIDTH IN FEET \ LENGTH IN FEET	20	21	22	23	24	25	26	27	28	29	30	32	34	36	38	40	44	48	52
20	4½	4½	4½	4½	4½	5	5½	5½	5½	5½	5½	5½	6	6½	6½	6½	7½	7½	8
21	4½	4½	4½	5	5	5½	5½	5½	5½	5½	5½	5½	6½	6½	6½	6½	7½	7½	8½
22	4½	4½	4½	5	5½	5½	5½	5½	5½	5½	5½	6	6½	6½	6½	6½	7½	7½	8½
23	4½	5	5	5	5½	5½	5½	5½	5½	5½	6	6½	6½	6½	6½	7	7½	8	8½
24	4½	5	5½	5½	5½	5½	5½	5½	5½	6	6	6½	6½	6½	6½	7½	7½	8	8½
25	5	5½	5½	5½	5½	5½	5½	5½	6	6	6½	6½	6½	6½	7	7½	7½	8½	8½
26	5½	5½	5½	5½	5½	5½	5½	6	6	6½	6½	6½	6½	7	7	7½	7½	8½	8½
27	5½	5½	5½	5½	5½	5½	6	6	6½	6½	6½	6½	6½	7	7½	7½	8	8½	8½
28	5½	5½	5½	5½	5½	6	6	6½	6½	6½	6½	6½	6½	7½	7½	7½	8	8½	8½
29	5½	5½	5½	5½	6	6	6½	6½	6½	6½	6½	6½	7	7½	7½	8	8½	8½	9
30	5½	5½	5½	6	6	6½	6½	6½	6½	6½	6½	6½	7	7½	7½	8	8½	8½	9
32	5½	5½	6	6½	6½	6½	6½	6½	6½	6½	6½	7	7½	7½	7½	8½	8½	9	9½
34	6	6½	6½	6½	6½	6½	6½	6½	6½	7	7	7½	7½	7½	8	8½	8½	9½	9½
36	6½	6½	6½	6½	6½	6½	7	7	7½	7½	7½	7½	7½	8	8½	8½	8½	9½	9½
38	6½	6½	6½	6½	6½	7	7	7½	7½	7½	7½	7½	8	8½	8½	9	9	9½	10
40	6½	6½	6½	7	7½	7½	7½	7½	8	8	8	8	8½	8½	8½	9½	9½	9½	10½
44	7½	7½	7½	7½	7½	7½	7½	8	8	8½	8½	8½	8½	8½	9	9½	9½	10½	10½
48	7½	7½	7½	8	8	8½	8½	8½	8½	8½	8½	9	9	9½	9½	9½	10½	10½	11½
52	8	8½	8½	8½	8½	8½	8½	8½	8½	9	9	9½	9½	9½	10	10½	10½	11½	11½

SHERWIN-WILLIAMS FURNISH A COMPLETE LINE OF BRUSHES—A PROPER BRUSH ALWAYS MEANS A BETTER PAINT JOB

0007-SWP-000008371



SWP IVORY Trimmed with SWP WILLOW GREEN
ROOF S-W PRESERVATIVE STAIN C-76 INDIAN RED

SWP YELLOW HOUSES

HOLD THEIR COLOR LONGER . . . .

Sherwin-Williams make their own yellow tinting colors for use in SWP. That's why S W P yellows are so soft and pleasing. These yellows do not lose their character with age. Washing an S W P Yellow House with soap and water restores its attractiveness.

There is an S W P yellow to suit every taste — every one is true-toned, lasting and correct in color.

SWP fortified white pigments help keep SWP yellows attractive, too.

COVER THE EARTH
SHERWIN-WILLIAMS PAINTS

SWP CANARY YELLOW
trimmed with SWP WHITE

Sash S-W Verdas Green, L. BODY SWP 387 Trim or Shutters SWP White

SWP STRAW
trimmed with SWP IVORY

Sash SWP 499 BODY SWP 385 Trim or Shutters SWP 496

SWP GOLDEN YELLOW
trimmed with SWP MODERN BROWN

Sash SWP Black BODY SWP 470 Trim or Shutters SWP 388

SWP IVORY
trimmed with FIESTA YELLOW

Sash Trimbrite Fiesta Yellow BODY SWP 496 Shutters Trimbrite Fiesta Yellow

Use these Roof Colors—S-W PRESERVATIVE SHINGLE STAIN

B-41 Sienna Brown | B-47 Nut Brown | C-71 Bright Green | C-72 Dark Green

SWP COLONIAL YELLOW
trimmed with VERDAS GREEN, L.

ROOF S-W PRESERVATIVE STAIN B-41 SIENNA BROWN



0007-SWP-00000372



SWP SILVER GRAY trimmed with SWP OUTSIDE GLOSS WHITE
SHUTTERS –S-W VERDAS GREEN, L
ROOF · S-W PRESERVATIVE STAIN C-72 DARK GREEN

SWP SILVER GRAY
trimmed with SWP IVORY

Sash SWP 367 BODY SWP 357 Trim or Shutters SWP 496

SWP PEARL GRAY
trimmed with SWP SLATE

Sash SWP Black BODY – SWP 479 Trim or Shutters SWP 363

SWP LIGHT LEAD
trimmed with SWP IVORY

Sash SWP 461 BODY SWP 353 Trim or Shutters SWP 496

SWP CREAM GRAY
trimmed with SWP CREAM

Sash SWP 499 BODY SWP 360 Trim or Shutters SWP 462

0007-SWP-000008373

SWP GRAY HOUSES

PLEASING REFINEMENT WITHOUT SEVERITY

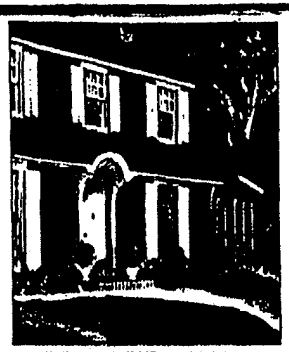
The beauty of S W P gray tints is in their softness. Purity of ingredients? Yes! But more than that—the precise toning of each tint by color experts makes them uniform, dependable and so true to color name. This accuracy of toning and thoroughness of mixing is not possible to accomplish by hand-mixing on the job. S W P grays are distinctive—and they last!



SWP CREAM GRAY
trimmed with
SWP
TOBACCO BROWN
ROOF S-W
PRESERVATIVE
STAIN B-41
SIENNA BROWN



SWP SILVER GRAY
trimmed with
SWP WHITE
ROOF S-W
PRESERVATIVE
STAIN C-71
BRIGHT GREEN



SWP ANTIQUE BROWN
trimmed with SWP IVORY
ROOF—S-W PRESERVATIVE STAIN -C-72 DARK GREEN



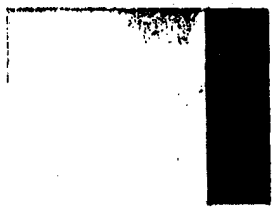
SWP MODERN BROWN
trimmed with SWP CREAM
ROOF—SWP MOSS GREEN (Reduced)

SWP BROWN HOUSES
MAKE YOU LIKE DARK PAINTED HOUSES!

SWP browns offer decided advantages over hand-mixed colors prepared on the job. They are formulated with pigments which give better protection and durability—they have better drying properties (many dark colors never do dry properly)—they show surprising ability to retain their depth of color.

SWP browns cause you to see unsuspected charm in dark-painted houses.

SWP GOLDEN YELLOW
trimmed with SWP TOBACCO BROWN



Sash—SWP 496 BODY—SWP 470 Trim or Shutters—SWP 393

SWP MODERN BROWN
trimmed with SWP WARM DRAB



Sash—SWP 498 BODY—SWP 388 Trim or Shutters—SWP 485

SWP ANTIQUE BROWN
trimmed with SWP COLONIAL YELLOW



Sash—SWP Black BODY—SWP 499 Trim or Shutters—SWP 375

SWP TOBACCO BROWN
trimmed with S-W TRIMBRITE FIESTA YELLOW



Sash—SWP 388 BODY—SWP 393 Trim or Shutters—S-W Trimbrite Fiesta Yellow

SWP MODERN BROWN
trimmed with SWP STRAW



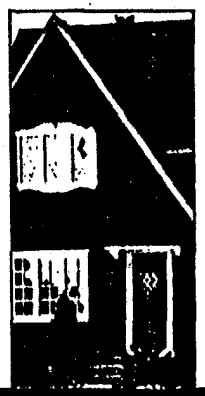
Sash SWP 496 BODY SWP 388 Trim or Shutters—SWP 385

SWP TOBACCO BROWN
trimmed with SWP CANARY YELLOW

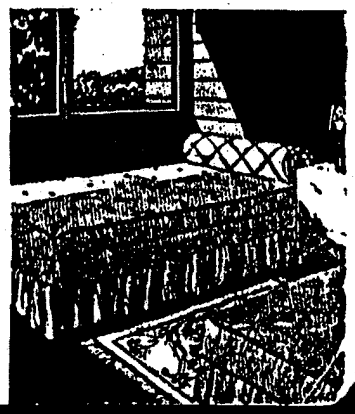


Sash—SWP Black BODY—SWP 393 Trim or Shutters—SWP 387

SWP TOBACCO BROWN
trimmed with SWP CREAM
ROOF—S-W PRESERVATIVE STAIN—B-47 NUT BROWN



SWP ANTIQUE BROWN
trimmed with S-W TRIMBRITE VERDAS GREEN-L



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17

SWP RENEWS SHINGLE HOUSES

Painted houses can renew their youth and present a changed appearance not possible with brick or stone construction. Shingle houses, too, often reach a stage when the owner turns to S W P House Paint to lighten and brighten up the color or to obtain a soft pastel gray or other light soft color that shingle stain cannot give him over his dark, weather stained house.

A shingle stain of the very highest quality can be produced with any one of the shades of S W P by thinning it as follows:

To each gallon of S W P House Paint add one gallon of S-W EXOLVENT universal thinner and ½ gallon of raw linseed oil.

This mixture will result in the best durability. But if two coats are applied and too much gloss results, more thinner and less oil may be used.

SEE THE SWP COLOR CARD ON PAGE 23



SWP LIGHT LEAD trimmed with SWP IVORY
ROOF—S-W PRESERVATIVE STAIN—B-46 THATCH BROWN

SWP WARM DRAB
trimmed with SWP CREAM
ROOF—S-W PRESERVATIVE STAIN
C-71 LIGHT GREEN





SWP WARM DRAB
trimmed with SWP MODERN BROWN
ROOF—S-W PRESERVATIVE STAIN
B-41 SIENNA BROWN

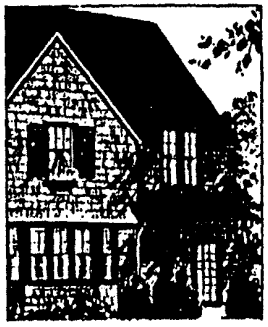
SWP TOBACCO BROWN
trimmed with SWP IVORY
ROOF—S-W PRESERVATIVE STAIN C-72 DARK GREEN



SWP CREAM GRAY
SHUTTERS—SWP ANTIQUE BROWN
SASH—SWP IVORY
ROOF—S-W PRESERVATIVE STAIN
B-41 SIENNA BROWN



SWP PEA GREEN
trimmed with SWP MOSS GREEN
ROOF—S-W PRESERVATIVE STAIN
B-41 SIENNA BROWN



SWP COLONIAL YELLOW
trimmed with SWP IVORY
ROOF—S-W PRESERVATIVE STAIN
B-46 THATCH BROWN



SWP PEA GREEN
SASH—SWP IVORY
SHUTTERS—SWP MOSS GREEN
ROOF—S-W PRESERVATIVE STAIN
B-46 THATCH BROWN



0007-SWP-00000837S

SWP YELLOW HOUSES . . . . . BROWN HOUSES

SWP CANARY YELLOW
trimmed with SWP ANTIQUE BROWN



Sash — SWP Black | BODY SWP 387 | Trim or Shutters — SWP 499

SWP CANARY YELLOW
trimmed with SWP WILLOW GREEN



Sash — SWP 485 | BODY SWP 387 | Trim or Shutters — SWP 461

SWP TOBACCO BROWN
trimmed with YELLOW & GRAY



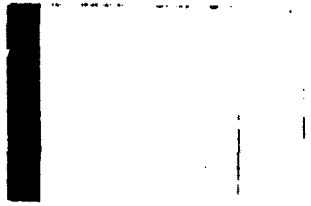
Trim & Sash SWP 360 | BODY SWP 393 | Shutters S-W Trimbite Fiesta Yellow

SWP TOBACCO BROWN
trimmed with SWP CANARY YELLOW



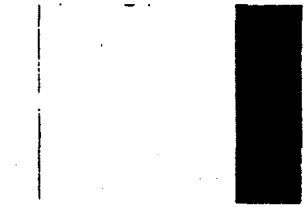
Sash SWP 496 | BODY SWP 393 | Trim or Shutters — SWP 387

SWP COLONIAL YELLOW
trimmed with SWP IVORY



Sash SWP 367 | BODY SWP 375 | Trim or Shutters — SWP 496

SWP COLONIAL YELLOW
trimmed with SWP ANTIQUE BROWN



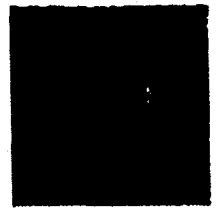
Sash SWP 496 | BODY SWP 375 | Trim or Shutters — SWP 499

SWP ANTIQUE BROWN
trimmed with SWP COLONIAL YELLOW



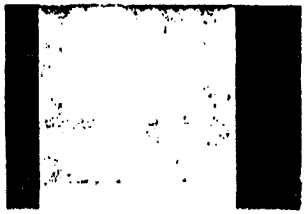
Sash — SWP Black | BODY SWP 499 | Trim or Shutters — SWP 375

SWP MODERN BROWN
trimmed with SWP CREAM



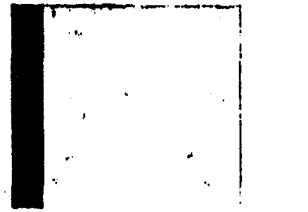
Sash SWP 462 | BODY SWP 388 | Trim or Shutters SWP 462

SWP STRAW
trimmed with SWP MODERN BROWN



Sash SWP Black | BODY SWP 385 | Trim or Shutters SWP 388

SWP GOLDEN YELLOW
trimmed with SWP CREAM



Sash SWP Black | BODY SWP 470 | Trim or Shutters SWP 462

SWP WARM DRAB
trimmed with SWP MODERN BROWN



Sash SWP 496 | BODY SWP 485 | Trim or Shutters SWP 388

SWP MODERN BROWN
trimmed with SWP WARM DRAB



Sash — SWP 496 | BODY SWP 388 | Trim or Shutters — SWP 485

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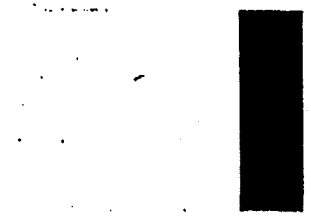
SWP GRAY HOUSES

SWP CREAM GRAY
trimmed with S-W TRIMBRITE CARDINAL RED



Sash— SWP 496 BODY SWP 360 Trim or Shutters— S-W TRIMBRITE CARDINAL RED

SWP SILVER GRAY
trimmed with SWP MOSS GREEN



Sash— SWP WHITE BODY—SWP 357 Trim or Shutters— SWP 498

SWP CREAM GRAY
trimmed with SWP WILLOW GREEN



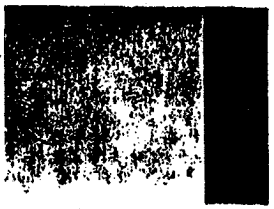
Sash— SWP 496 BODY—SWP 360 Trim or Shutters— SWP 461

SWP SILVER GRAY
trim with S-W TRIMBRITE CASTILIAN BLUE



Sash SWP WHITE BODY SWP 357 Trim or Shutters— S-W TRIMBRITE CASTILIAN BLUE

SWP WARM DRAB
trimmed with SWP RICH MAROON



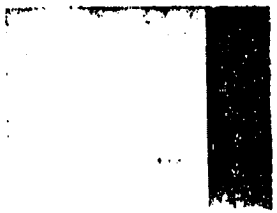
Sash— SWP 462 BODY—SWP 485 Trim or Shutters— SWP 382

SWP PEARL GRAY
trimmed with SWP WHITE



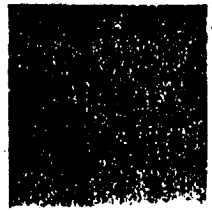
Sash— S-W TRIMBRITE CASTILIAN BLUE BODY—SWP 479 Trim or Shutters— SWP White

SWP LIGHT LEAD
trimmed with SWP SLATE



Sash— SWP WHITE BODY SWP 353 Trim or Shutters— SWP 363

SWP SLATE
trimmed with SWP SILVER GRAY



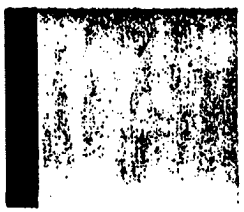
Sash— SWP WHITE BODY—SWP 363 Trim or Shutters— SWP 357

SWP WARM DRAB
trimmed with IVORY & RICH MAROON

Trim & Sash SWP 496 BODY—SWP 485 Shutters— SWP 382

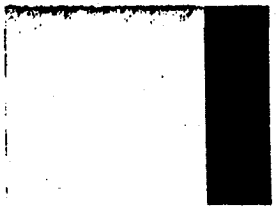
GREEN HOUSES

SWP PEA GREEN
trimmed with SWP IVORY



Sash— SWP 498 BODY SWP 383 Trim or Shutters SWP 496

SWP APPLE GREEN
trimmed with SWP MOSS GREEN



Sash SWP 496 BODY SWP 460 Trim or Shutters— SWP 498

SWP MOSS GREEN
trimmed with SWP APPLE GREEN

Sash SWP 496 BODY SWP 498 Trim or Shutters— SWP 460

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. . . . HOW TO GET BEST RESULTS W

HOW to ESTIMATE QUANTITY of PAINT NEEDED

An approximate estimate of the quantity of SWP required can be determined as follows:

Measure the distance around the building and multiply by the average height, which secures the square feet of siding.

Divide this number by 400 (the number of square feet SWP covers two coats to the gallon on the average surface). The number secured will give approximately the number of gallons of SWP to be used for the body, to be thinned as directed for each coat.

To secure amount required for trimming cornice, porch pillars, etc., take from one-eighth to one-fifth the quantity required for body — one-eighth if there is average trimming, and one-fifth when a house has an unusual amount of heavy trim, pillars, cornices, etc.

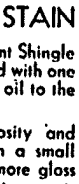
For porch ceilings, floors, etc., ascertain the square feet by multiplying the length by the breadth and divide that number by 400.

To REDUCE SWP to MAKE SHINGLE STAIN

SWP when properly reduced produces an excellent Shingle Stain. On the average surface it should be reduced with one gallon Exolvent and one-half gallon raw linseed oil to the gallon of SWP.

Since old shingles vary considerably in porosity and roughness it is advisable to try the mixture on a small section before going over the entire surface. If more gloss is desired increase the quantity of linseed oil. If two coats are applied a higher gloss may result. If too objectionable, it can be overcome by using less oil and more mineral spirits. However, greater durability is obtained with the mixture recommended above.

SHERWIN-WILLIAMS BRUSHES



The Sherwin-Williams Company recognizes three factors in the production of a good paint job: (1) A good painter; (2) Good Paint; (3) A good brush.

For best results with SWP we recommend either a 3½ inch or 4 inch S-W No. 10 or S-W No. 20 Brush.

For small jobs requiring one quart of paint we recommend a 2½ inch S-W No. 40 or S-W No. 60 Brush.

1. Always follow the directions on the can of paint you a
2. See that the surface is perfectly dry and clean.
3. Do not paint during freezing weather.
4. See that all pitchy places are treated properly, either b orange shellac before applying any paint. Shellac all
5. Remove all loose, scaly paint by scraping, wire-brushing
6. Do not use ochre as a primer.
7. Galvanized iron should be painted with Galvite, galvaniz
8. All other surfaces should be given a priming coat of includes new, unpainted wood, old, weathered lumbe proper condition; and the re-conditioning of neglected, b
9. Putty all nail holes and cracks AFTER the priming coat
10. Use only pure linseed oil and turpentine when thinning S
11. In damp, swampy localities, use more turpentine and les danger from mildew.
12. EMPLOY A GOOD EXPERIENCED PAINTER.

SWP UNDERCOATER

This is the "uniforming paint" recommended to be used over house in order to put them into proper condition for the finish

These are the advantages and the reasons for using SWP U houses—in preference to either lead-and-oil paint or SWP th

1. It comes prepared, ready to use without special thinn surfaces.
2. It has greater concentration of strong-hiding pigments so rough, weathered surfaces with one coat.
3. It is made with a special blend of refined linseed oil (fo (for sealing).
4. (a) It seals porous surfaces so that the finish coat does n quickly.
   (b) It dries with a uniform dull sheen with "tooth" ove surfaces so that the finish coat goes on easily witho a full, rich film.
5. It makes possible completely satisfactory 2-coat hous houses which, without SWP Undercoater No. 450, shoul

0007-SWP-00008378

SHERWIN-WILLIAMS HOUSE PAINT FOR LASTING CLEAR-TONED

TRIM or Shutters: Gloss White, 357, 479



363 SLATE

TRIM or Shutters: Gloss White, 353, 383; TRIM or Shutters: Glass White, 360, 393, 498, 485

357 SILVER GRAY

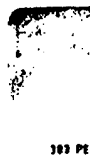
496 IVORY

462 CREAM

TRIM or Shutters: Gloss White, 485, 499, 470; TRIM or Shutters: 485, 360, 462



392 RICH MAROON





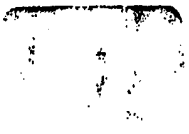
360 CREAM GRAY



479 PEARL GRAY

TRIM or Shutters: 496, 388, 383, Gloss White; TRIM or Shutters: Gloss White, 353, 363, 496; TRIM or Shutters: Gloss White, 357, 499, 461, 360

387 CANARY YELLOW



470 GOLDEN YELLOW

TRIM or Shutters: 462, Gloss White, 485, 499; TRIM or Shutters: 462, 383, 496, 375



393 TOBACCO BROWN





485 WARM ORAB



353 LIGHT LEAD

TRIM or Shutters: 462, 388, 389, Gloss White; TRIM or Shutters: Gloss White, 357, 363; TRIM or Shutters: Gloss White, 496, 388, 385

375 COLONIAL YELLOW



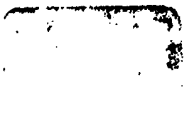
362 FR. CROWN GREEN

TRIM or Shutters: Gloss White, 360, 383, 496; TRIM or Shutters: Gloss White, 496, 387, 360

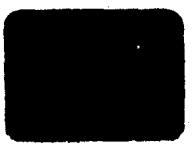


499 ANTIQUE BROWN





369 BLUE



367 RED

For Porch Ceilings etc.

Gloss White: 499, 496, 389



385 STRAW



460 APPLE GREEN

Gloss White: 461, 496, 387; 485, 462, Gloss White



388 MODERN BROWN



For Better Two-Coat Jobs — Use SWP Undercoater No. 450 for the First Coat.

*Trimbrite Colors are slightly higher in price than others on this page.



SWP is made also in Outside Gloss W
and in Black, ideal for sash and trim.

SWP Flat White is recommended as un
coater for exterior enamel work.

See complete directions on the can of p
you are using.

TRIMBRITE COLORS*

These trim colors are of the very finest quality, and are furnished in consistency ready for use.



CASTILIAN BLUE



VERDAS GREEN, LIGHT



SPANISH ORANGE

CARDINAL RED



MA...AIR GREEN

FIEST

0007-SWP-00008379

HINTS ON STAINING SHINGLE HOUSES . . . .

SHERWIN-WILLIAMS PRESERVATIVE SHINGLE STAINS

Ideal for wood shingles (not composition) on both the roof and the sides of the house.

Also recommended for staining wood siding and exterior wood beams. Bring out the natural beauty of the wood without obscuring the grain. Penetrating stains—penetrate and stain the wood to considerable depth—do not wash off like so-called stains which are merely thin paints.

They prevent the formation of fungus growth.

Rain water can be used—is not rendered injurious by S-W Shingle Stains applied to the roof surfaces.

Effective against attacks of wood-boring insects.

Contain refined creosote—S-W Preservative Shingle Stains have strong power to prevent decay in wood without the use of any additional protective coating.

May be applied by either dipping or brush methods.

COVERING CAPACITY

One gallon of Preservative Shingle Stain will cover 100 square feet, two coats or 150 square feet, one coat, if brushed. Two and one-half to two and three-quarters gallons will dip 1000 shingles, one coat. Three gallons will cover 1000 shingles one dipping and one brush coat. Only two-thirds of the length of the shingle need be dipped. It should be understood that the estimate for covering capacity can only be approximate, owing to the varying character of the shingles to be stained, whether dressed or rough, hard or soft, and to the manner of application. It will, however, be found reasonably accurate under normal conditions.

RENEWING STAINED SURFACES

If another shade is desired always apply two coats of the new and use a slightly lighter shade than is actually desired, as stains invariably dry out darker on old surfaces than on new.

If you simply want to renew and liven up the old finish, use the same color of stain previously used, adding one-half gallon of raw linseed oil to the gallon of stain.

SHERWIN-WILLIAMS BRUSHES

The Sherwin-Williams Company recognizes three factors in the production of a good paint job: (1) A good painter, (2) Good paint, (3) A good brush.



For large Preservative Shingle Stain jobs we recommend an S-W No. 5 or S-W No. 10 brush in the 4½ in. or 5 in. width. For small jobs we recommend an S-W No. 20, No. 30 or No. 75 brush.

0007-SWP-00000380



BODY PRESERVATIVE SHINGLE STAIN SILVER GRAY trimmed with SWP IVORY
ROOF PRESERVATIVE SHINGLE STAIN THATCH BROWN

STAINING WOOD SHINGLE

SHERWIN-WILLIAMS PRESERVATIVE SHI

For use on wood shingles, also wood siding and exteri
beams, etc., requiring a stain finish. Does not hide the
wood—economical, satisfactory.

BODY—C-85 Silver Gray
TRIM—SWP Ivory

BODY—C-71 Bright Green
TRIM—SWP Cream Grey

BODY—C-74 Medium Green
TRIM—SWP Ivory

BODY—C-72 Dark Green
TRIM—SWP Ivory

BODY—B-41 Sienna Brown
TRIM—SWP Warm Drab

BODY—C-76 Indian Red
TRIM—SWP Cream

BODY—B-47 Nut Brown
TRIM—SWP Ivory

TRIMMING COLORS FOR PAINTING SHINGLE HOUSES

SWP SHERWIN-WILLIAMS HOUSE PAINT



BODY NUT BROWN SHINGLE STAIN
trimmed with SWP CANARY YELLOW
ROOF DARK GREEN SHINGLE STAIN

SWP
Ivory 496

SWP
Canary Yellow 387

S-W
Verdun Green, L.

SWP
Rich Maroon 389

SWP
Antique Brown 499

ROOF SI
BODY TH
(Reduced) tin



0007-SWP-00008381

HINTS ABOUT PAINTING STUCCO HOMES

Stucco has beauty but its attractiveness must be protected against two natural enemies — MOISTURE and DIRT.

The rough texture of most stucco homes provides lodgement for dirt—rain follows and causes streaking.

The one worth-while treatment for stucco houses is to apply a good oil paint

BECAUSE (1) it seals the surface against penetration of water.

(2) it smooths over the surface so that dirt does not adhere as readily and tends to wash off with rain.

PENETRATION OF MOISTURE

Unpainted stucco houses are frequently sufficiently porous to permit soaking with every rain. The picture below shows two houses of similar construction. The house to the left permits penetration of moisture. The house to the right is protected with S-W Stucco and Concrete Paint. The picture, taken immediately following a rain storm, tells its own story.

This dampness ruins interior furnishings, the house is unhealthful and the decay that goes on within the structure of the building results in heavy losses and repair bills.

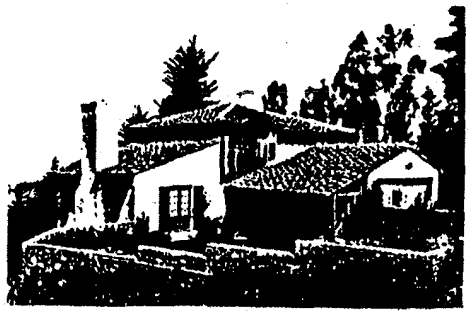




Avoid temporary cheap finishes whose color has nothing in the paint to protect it from washing off with rain. Such finishes · lime washes, cheap water paints, etc., do not have any sealing properties against moisture. It costs no more in labor to apply a genuine lasting coat of S-W STUCCO and CONCRETE PAINT than it does the temporary color coat that washes off with the first rain storm.

Complete directions for the proper application of S-W Stucco & Concrete Paint appear on each container. These directions should be carefully followed.

For best results a two-coat job is always recommended.



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S-W STUCCO PAINT
CREAM GRAY
trimmed with S-W SPANISH ORANGE



S-W STUCCO PAINT
CANARY YELLOW
trimmed with S-W SPANISH BLUE **

PAINTING STUCCO HOUSES

SHERWIN-WILLIAMS STUCCO AND CONC

WATER-PROOFS—PROTECTS—LASTINGLY BEAUTI

Don't waste time or money on temporary, non-protecting stucco
Stucco and Concrete Paint seals and beautifies the most por
durable economical two-coat job. Water cannot penetrate—
discolor and streak—the colors last.

S-W STUCCO PAINT CANARY YELLOW
trimmed with S-W SPANISH BLUE **



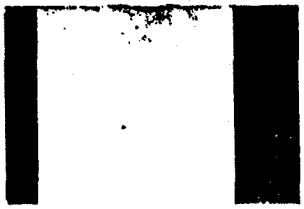
Sash	Body	S-W Stucco Paint	Trim
SWP White		Canary Yellow	S W Spanish Blue **

S-W STUCCO PAINT CREAM
trimmed with S-W SPANISH ORANGE



Sash	Body	S W Stucco Paint	Trim
SWP 369		Cream	S W Spanish Orange

S-W STUCCO PAINT SEA GREEN
trimmed with S-W VERDAS GREEN-L



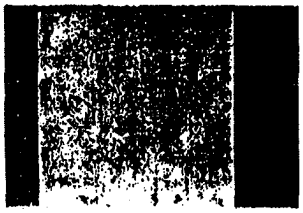
Sash	Body	S W Stucco Paint	Trim
SWP 369		Sea Green	S-W Verdas Green, L.

S-W STUCCO PAIN
trimmed with S-W C



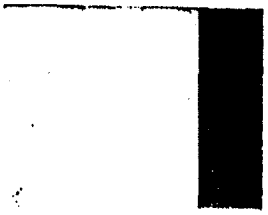
Sash	Body	S W
SWP 351*		Cream

S-W STUCCO PAINT TAN
trimmed with SWP ANTIQUE BROWN



Sash	Body	S W Stucco Paint	Trim
S W Spanish Orange		Tan	SWP 499

S-W STUCCO PAINT CORAL TINT
trimmed with S-W VERDAS GREEN, D. *



Sash	Body	S W Stucco Paint	Trim
SWP 496		Coral Tint	S W Verdas Green, D. *

* These colors to be discontinued when present stocks are exhausted.
** To be replaced by Castilian Blue when present stocks are exhausted.



BRICK HOUSE
S-W STUCCO WHITE
trimmed with SWP 499
ANTIQUE BROWN
ROOF INDIAN RED
SHINGLE STAIN C-76

0007-SWP-00000383



STUCCO PAINT CANARY YELLOW trimmed with S-W VERDAS GREEN-D

SHERWIN-WILLIAMS STUCCO AND CONCRE

WATER-PROOFS—PROTECTS—LASTINGLY BEAU

CANARY YELLOW

CREAM

CORAL TINT



SEA GREEN

GRAY

TAN

MIX THESE TINTS YOURSELF
by Combining Regular Colors as Indicated

Cream White Equal Parts	Coral Tint Cream Equal Parts	Coral Tint Sea Green Equal Parts	Gray 1 part White 4 parts
			
Coral Tint Cream Gray Equal Parts	Coral Tint Gray Equal Parts	White tinted with *Terra Cotta*	Terra Cotta 1 part Canary Yellow 3 parts



STUCCO PAINT
CORAL TINT
trimmed with SWP 362
FRENCH CROWN
GREEN, M.

0007-SWP-00000384

HINTS ON PAINTING PORCH FLOORS AND STEPS . . . .

1. When laying a new porch floor have the boards painted on the back and on the edges before nailing down. Prevents decay from underneath.

•

2. On old porches, remove any loose scaling paint, sandpaper rough places smooth. Coat in all bare spots with Porch and Deck Paint and let dry before painting the entire surface.

•

3. Select a clear, moderate day (60° to 70°) for painting—not too hot or too cold.

•

4. Be sure the surface is dry and clean. It pays to wash the porch with soap and water, rinse well and let dry before applying new paint.

•

5. Be careful to putty and paint all cracks, joints and crevices around posts and all places where water can enter. Water getting into the wood causes paint to peel and wood to warp, split and rot.

6. Paint porch floors and steps regularly. A can of S-W Porch and Deck Paint costs little and goes on easily and quickly. A neglected porch takes much time and frequently considerable expense repairing before it can be painted.

•

7. Be sure there is ventilation underneath wood floors otherwise wood rots. If the porch skirting goes clear to the ground, holes bored in both ends will assist in getting better ventilation.

•

8. S-W Porch and Deck Paint dries overnight to walk on.

•

9. If the porch ceiling has become dark or discolored, paint it in White or a light tint of SWP. This makes the porch more cheerful, makes reading easier and brings light into rooms adjoining the porch.

•

10. For varnished porch ceilings use S-W REXPAR Varnish. Before applying the varnish scrub the surface clean with soap and water and rinse well—do not varnish over a dirty surface.

0007-SWP-00008385







PAINTING PORCH FLOORS AND DECKS — WOOD — CANVAS — METAL

SHERWIN-WILLIAMS PORCH AND DECK PAINT

Spruces up the appearance of the house—makes the porch easy to clean—saves on children's clothes—keeps dirt out of the house—prevents decay.

COVERS APPROXIMATELY 250 square feet TWO COATS PER GALLON

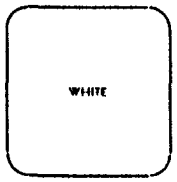


Dark Slate No. 51 | Lead Color No. 53 | Gray No. 69 | Gray Stone No. 48 | Neutral Brown No. 45 | Tile Red No. 46

PORCH CEILINGS

SWP *SHERWIN-WILLIAMS* HOUSE PAINT

These colors reflect light and cheer, both outside and inside the house.



SWP Silver Gray 357 | SWP White for Greatest Light Reflection | SWP Blue 369



0007-SWP-00000386

HINTS ON PAINTING INTERIOR FLOORS . . . .

S-W Floor Enamel produces a handsome enamel finish for floors. Easily applied — dries in
be walked on — intended for interior wood, linoleum or cement floors — durable — satisfactor

Saves cost of new linoleum or re-surfacing discolored wood floors.

DINGY, DISCOLORED WOOD FLOORS can ruin the appearance of any room. If the floor doesn't warrant the expense of scraping and re-surfacing, Floor Enamel offers an ideal way to make the floor attractive.

Worn linoleum—if not broken—is particularly fine, finished with Floor Enamel.

S-W Floor Enamel floors can be in one solid, all-over color or they can be patterned in various ways.

Square checks, stripes, borders, medalion designs with stencils —numerous pattern effects can be produced easily on wood, linoleum or cement floors with S-W Floor Enamel.

HOW TO CREATE A BASEM

1. Cover the ceiling joists with
2. Paint the ceiling and the wa
kalsomine in light cheerful ti
3. Paint the floor in a bright w
4. Gather together your older
magazine racks, etc. and fi
combinations suggested und
5. Paint exposed asbestos cov
with S-W Casenite same a
to location of pipe. On u
Enameloid will have better

CAUTION—

Consult with the S-W Dealer for his recommendations, DAMP BASEMENT FLOORS frequently present painting hazards. Your S-W Dealer can tell you the safest method to follow.

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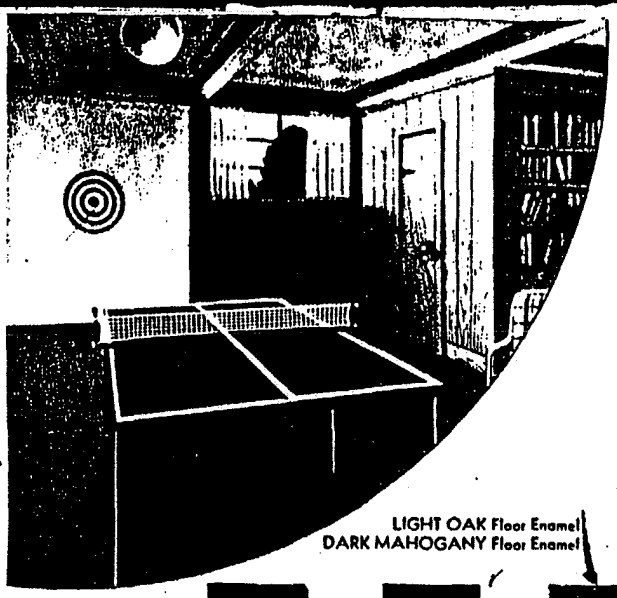


PAINTING INTERIOR FLOORS—WOOD—LINOLI

SHERWIN-WILLIAMS FLOOR EI

A hard-drying, tough-filmed enamel finish made to withstand footwe
covering an old, discolored surface with ease. Dries overnight ready
dust-free in 4-6 hours).

Floor Enamel is not discolored or harmed by water (hot or cold), by h
by things ordinarily spilled in the home. It washes clean without effort,
(S-W Flaxoap, pure linseed oil soap) and water. You don't need s
beautiful floors with Floor Enamel.

LIGHT OAK Floor Enamel
DARK MAHOGANY Floor Enamel



Gray Stone 356 | Slate 468 | Sand 455 | Gray 487 | Light Tan 488 | Light Oak 449 | Tile Red



Walnut 480



Blue
Slate 468 tinted with Prussian Blue Oil Color approximately ½ pint per gallon



Green
Gray 487 tinted with Chrome Green D, Oil Color approximately ½ pint per gallon

Dk. Mahogany 377

COVERS APPROXIMATELY 250 square feet smooth surface, TWO COATS per gallon.



DARK MAHOGANY
FLOOR ENAMEL
BORDER
ENAMELOID Black

0007-SWP-00000838

SHERWIN-WILLIAMS SEMI-LUSTRE . . .

FOR WALLS—WOODWORK

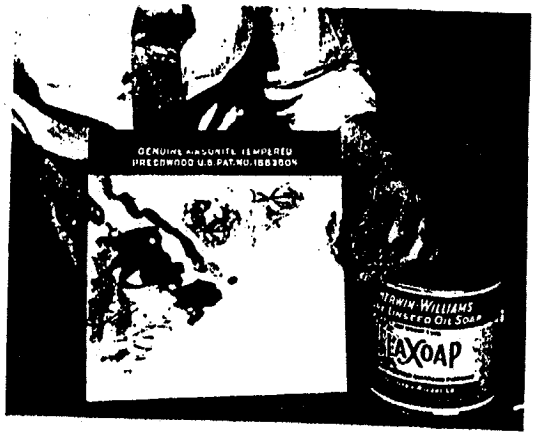
EASY TO WASH—KEEPS SANITARY—ATTRACTIVE

- Use it for KITCHENS—BATHROOMS
  LAUNDRIES—RECREATION ROOMS
  LAVATORIES—WORKSHOPS
  ALL HEAVY DUTY WALLS



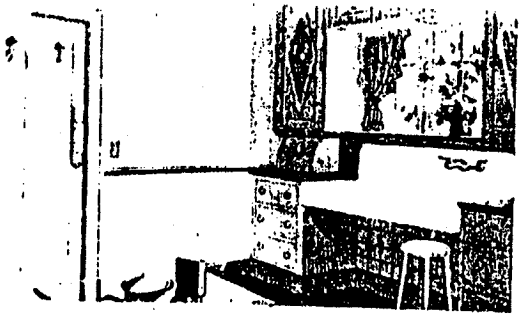
When SEMI-LUSTRE WALLS get DIRTY LIKE THIS

soap and warm water
WILL WASH THEM CLEAN LIKE THIS

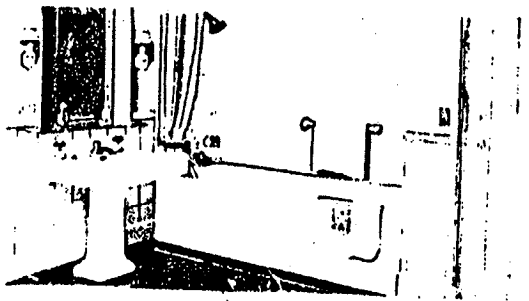


Recreation . .





Kitchens and Bath Rooms



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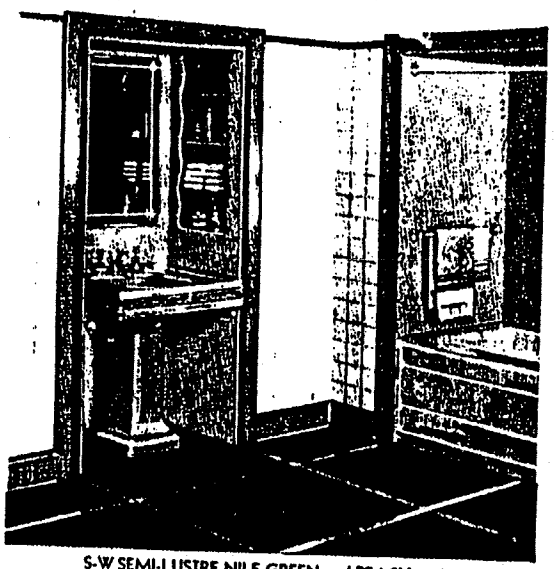


S-W SEMI-LUSTRE NILE GREEN and PEACH, with ENAMELOID TAUPE TRIM

A SATIN FINISH FOR INTERIOR WALLS—WOODWORK

SHERWIN-WILLIAMS SEMI-LUSTRE

- The Colors Last
- Germ-proof
- Care-free Recreation Room
- Easy to Clean
- Happy Kitchens
- Durable and Economical

CANARY YELLOW

IVORY WHITE

CREAM

PEACH

CREAM GRAY

TAUPE

*These colors especially for dado use

*FRENCH GREEN

NILE GREEN

SILVER GRAY

BUFF

*COCOA BEIGE

PALE GREEN

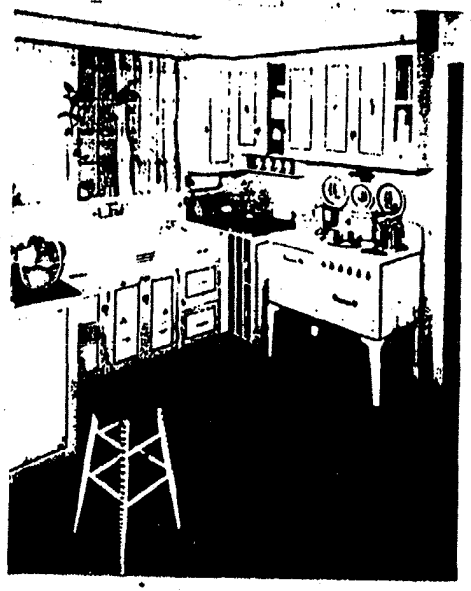
MIST BLUE

VOGUE BLUE

Also WHITE

COVERS APPROXIMATELY 500 square feet per gallon ONE COAT

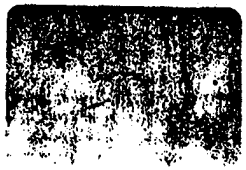
0007-SWP-00000839O



A GLOSS FINISH FOR INTERIOR WALLS—WOODWORK

SHERWIN-WILLIAMS INTERIOR GLOSS

- A rich full gloss enamel finish
- Long-wearing and easy to wash
- Solid covering
- An economical finish that is thoroughly dependable



PEACH

ASH GRAY

NILE GREEN

LIGHT GREEN

ORCHID

IVORY

BUFF

BEIGE

JONQUIL YELLOW

LIGHT DELPHINIUM BLUE

Also WHITE

0007-SWP-0000008391

HINTS ON ENAMEL FINISHING . . . .

In rooms where most of the furniture is stained or upholstered it is considered proper to introduce color accent by painting a table, chair, magazine rack, humidor, lamp base, small cabinet, curtain rods, etc. with Enameloid.

If in doubt as to correct colors to use, write to the Sherwin-Williams Decorative Studios, 601 Canal Road, Cleveland, Ohio. No charge or obligation.

Enameloid is a quality enamel so easy to apply that anyone can enjoy using it.

Dries in four hours under normal conditions.

Covers average surfaces in one coat if they are smooth and "paintable."

The gloss is rich and lasting.

Enameloid levels out free from brush marks.

Easy to clean. Stands hard service surprisingly well.

Designed for interior use but gives very satisfactory service on porch furniture not exposed constantly to sun, rain and weather.

For furniture, woodwork, toys, walls (where gloss finish is desired) and a host of other articles about the home made of wood, metal, glass or composition.

Trimming colors make any piece more attractive. They are not difficult to apply. Your S-W Dealer has brushes which make it easy to apply Enameloid trimming colors. (See page 41.)

A DECORATED PANEL
Before Antiquing — After



CHINA CLOSET
"Antiqued"



(See Directions on page 40)

ANTIQUE WHITE—Enameloid White glazed with First Quality Oil Colors RAW UMBER and WHITE mixed in equal parts*.

ANTIQUE IVORY—Enameloid Ivory glazed with RAW UMBER (for grayish tone) or JAPANESE BROWN (for a warmer tone)*.

ANTIQUE GREEN—Enameloid Lettuce Green glazed with BURNT UMBER*.

ANTIQUE JADE—Enameloid JADE GREEN glazed with RAW UMBER*.

ANTIQUE BLUE—Enameloid PASTEL BLUE glazed with BURNT UMBER and WHITE equal parts*.

ANTIQUE YELLOW — Enameloid SUNNY YELLOW glazed with VAN DYKE BROWN*.

ANTIQUE GRAY — Enameloid PEARL GRAY glazed with BLACK and CHROME GREEN-D equal parts*.

ANTIQUE RED—Enameloid FLAME RED glazed with BLACK (for maroon tone) or VAN DYKE BROWN (for a brown tone)*.

ANTIQUE GOLD — Enameloid GOLD glazed with BURNT UMBER*.

*All glaze colors to be thinned out to desired strength with S-W Glazing Liquid. Dries to an egg-shell lustre. Washable, but for additional protection apply one coat S-W Mat-not Satin Finish Varnish.

0007-SWP-00008392

RAPID DRYING WOODWORK AND FURNITUI

SHERWIN-WILLIAMS ENAMEL

- Favorite Colors
- Finest Quality Finish
- Easy Working
- Durable—Economical
- Rapid Drying
- Easy to Clean
- Makes Happy
- Glorifies the B

MILAN GREEN

PEARL GRAY

ORCHID

PASTEL BLUE

TAUPE

PEACH

LETTUCE GREEN

GOLD

SILVER

KILLARNEY GREEN

JADE

BLUE

MEDIUM BROWN

FLAME RED

CREAM

OLD IVORY

SUNNY YELLOW

ORANGE

Also BLACK and WHITE

COVERS APPROXIMATELY 400 square feet per gallon ONE COAT.



0007-SWP-00008393

ANTIQUING ENAMEL FINISHES . . . .

How to Use *SHERWIN-WILLIAMS* GLAZING LIQUID

In the Sherwin-Williams Decorative Studios we have been glazing enamel finishes for years. With S-W Glazing Liquid tinted with S-W First Quality Colors in Oil, you, too, can produce "antiqued" finishes of which any decorator might be proud. The directions are few and they are simple, in fact every step is illustrated to the right. Of course, you can do it—and enjoy creating these original effects of artistic beauty right in your own home.

TINTING COLORS

S-W First Quality Oil Colors, only, are recommended to tint S-W Glazing Liquid for antiquing. They are clear-toned, rich and produce beautiful, lasting tints. Do not use paint or enamel to tint Glazing Liquid.

The easiest and best way to tint Glazing Liquid is to pour a small quantity into a clean dish. Wet the brush with the Liquid and mix the color into this with the brush. When no lumps remain pour this creamy color into the amount of Glazing Liquid needed for the surface to be antiqued. Test the color by brushing a little onto the surface. If, however, you get it slightly too dark, simply wipe off more of the color when stippling.



HOW TO ANTIQUE A CHAIR, ROUND OR CARVED PIECES

1. The enameled finish must be clean, dry and hard. Brush the tinted Glazing Liquid over the entire surface, brushing the glaze well into the cracks. Stipple when wet.

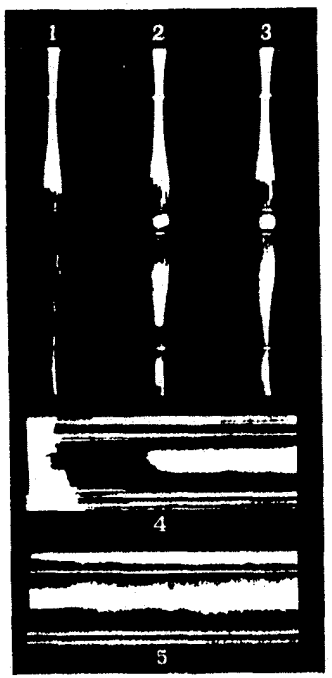
2. Wipe the glaze off the center of the knobs and off the small rings.

3. Stipple with a soft cloth so that the color blends smoothly from the clear enamel on the high places to the deeper tones in the low places

4. ANTIQUING MOULDING

Cornice, Baseboard, Door and Window Casings, etc. Brush the tinted Glazing Liquid over the entire surface, well into cracks. Wipe the center of wide curves, also the tops of the beading.

5. Stipple with a soft cloth and blend the color from clear enamel to the deeper tones. Then, before the glaze sets, drag a dry brush through the glaze to produce the grainy or "bone" appearance. This also takes out the surplus color in the cracks which the cloth can't reach. Flat base-boards or casings may be simply flat-stippled with the bead of mouldings wiped.



HOW TO ANTIQUE A DOOR PANEL OR A TABLE TOP



1. The enameled surface must be clean, dry and perfectly hard. Brush the tinted Glazing Liquid over the entire surface. Stippling or antiquing is done immediately while the glaze is wet.

2. With a clean soft cloth, roughly and not too cleanly, wipe out the center of the panel. Avoid leaving too sharp an edge when wiping.

3. Quickly stipple by pouncing the remaining wet glaze with a soft cheesecloth held crumpled in the hand. The effect should still be somewhat darker than the finished effect will be.

4. With a clean cloth blend the glaze from light to dark. Right half shows blending completed. Stipple from the center towards the edge.

5. Panel may be left in stipple texture, if desired. Illustration shows effect resulting from dragging a dry brush as a final operation to produce grained or "bone" texture that is so popular.

HOW MUCH DO YOU NEED?

A quarter pint of Glazing Liquid is more than enough for a large chair or end table and about ½ teaspoon of oil color will tint this amount. Two quarts will glaze the walls of the average living room and a large tube of Oil Color will be sufficient to tint this.

STIPPLING OR WIPING THE EFFECT

For a pronounced print, stipple the glazed surface with a crumpled cloth as soon as applied. For a smooth shaded effect pat the glaze with a smooth pad of cheesecloth. For a somewhat streaked "bone" effect permit the smooth shaded glaze to set until quite sticky, then wipe with a clean cheesecloth using straight strokes in one direction.

0007-SWP-00000839

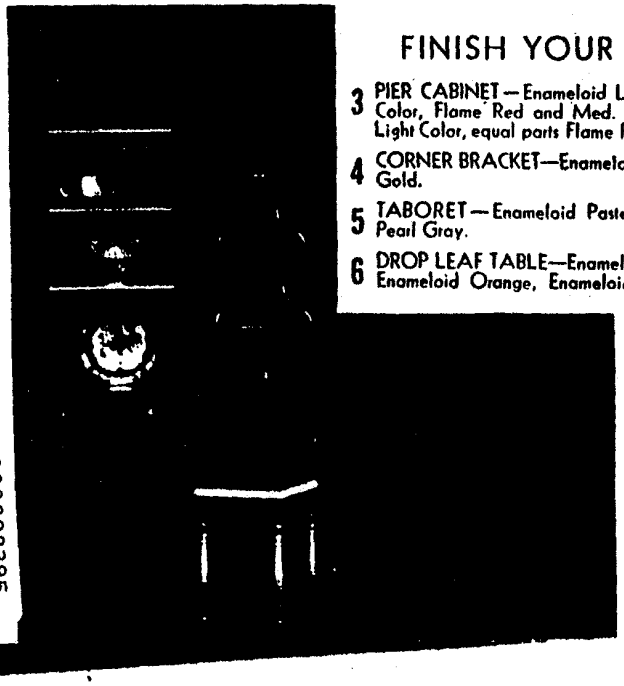
SOME ATTRACTIVE ENAMELOID COLOR COMBINAT

STRIPE	BODY	TRIM
Silver	Pearl Gray	Milan Green
Old Ivory	Peach	Pastel Blue
Black	Flame Red	Gold

STRIPE	BODY	TRIM
Pearl Gray	Cream	Milan Green
Silver	Old Ivory	Pastel Blue
Killarney Green	Lettuce Green	Old Ivory

STRIPE	BODY	TRIM
Flame Red	Sunny Yellow	Pearl Gray
Silver	Orchid	Old Ivory
Old Ivory	Pastel Blue	Pearl Gray

STRIPE	BODY
Pearl Gray	Cream
Silver	Milan Gree
Gold	Jade



FINISH YOUR FURNITURE WITH S-W ENAMELOID

3 PIER CABINET—Enameloid Lettuce Green; Dark Color, Flame Red and Med. Brown equal parts; Light Color, equal parts Flame Red and Pastel Blue.

4 CORNER BRACKET—Enameloid Jade, Enameloid Gold.

5 TABORET—Enameloid Pastel Blue, Enameloid Pearl Gray.

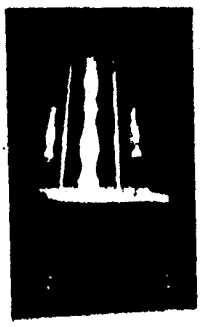
6 DROP LEAF TABLE—Enameloid Medium Brown, Enameloid Orange, Enameloid mixture Mustard.

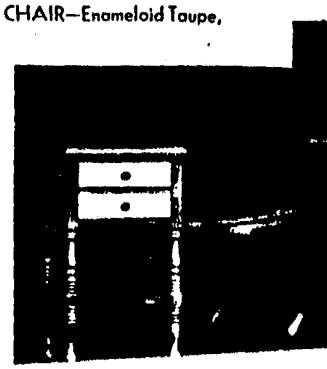
7 NIGHT STAND—Enameloid Milan Green, Enameloid Orchid, Enameloid Pearl Gray.

8 LUGGAGE STAND- Enameloid Blue, Enameloid Orange, Enameloid Taupe.

9 BOUDOIR DESK—Enameloid Taupe, Enameloid Milan Green, Enameloid mixture Apricot.

11 BREAKFAST ROOM CHAIR—Enameloid Taupe, Enameloid Jade.





0007-SWP-00008395



THREE KINDS OF FLAT-TONE WALLS

1. Beautiful plain velvety tints.
2. Sponge patterned with contrasting tints.
3. Over-glazed with Glazing Liquid tinted.



TIFFANY GLAZED

The wall is first painted all-over with a plain color of Flat-Tone (or Semi-Lustre) and allowed to dry. It is then covered with an application of S-W Glazing Liquid tinted with Oil Color. This is wiped with a cloth, pounced or stippled in various ways with a cloth or other materials before it sets. Many texture effects are thus produced.

(DIRECTIONS ON PAGE 48)

SPONGE STIPPLED

The wall is first painted all-over with a plain color of Flat-Tone. It is then patterned or textured with one or more contrasting tints of Flat-Tone which are printed over it with a sponge.

(DIRECTIONS ON PAGE 44)

0007-SWP-00000396

WASHABLE FLAT WAL

SHERWIN-WILLIAMS FL

- Perfect background for furnit
- Restful and pleasing to the e
- Perfect light diffusion withou
- Luxurious finish . . . economica
- Easy to produce finer decor





Silver Gray 46% LRV

Caen Stone 76% LRV

Cream 76% LRV

Ivory 79% LRV



Buff 64% LRV

Light Green 59% LRV

Canary Yellow 80% LRV

Orchid 68% LRV



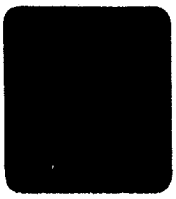
Warm Beige 59% LRV

Cream Gray 64% LRV

Laurel Green 44% LRV

Light Blue 58% LRV





Pale Jade 47% LRV

Cinnamon Brown 13% LRV

Blossom Pink 74% LRV

Ivory Tan 65% LRV

(LRV—Light Reflection Value)

DECORATIVE FLAT-TONE DEEP COLORS



Rose Tan

Thistle



Coral Rose



Cactus Green

Burgundy

Terra Cotta

Delft

COVERS APPROXIMATELY 500 square feet per gallon ONE COAT

43

0007-SWP-00000839



A sponge of even open texture on bottom.

FLAT-TONE SPONGE STIPPLE PATTERNS

HOW TO MAKE THEM . . . .

FOUNDATION COLOR

FIRST COAT—(Smooth or sand finish plaster and standard wall boards): S-W Wall Primer and Sealer. Apply generously. Let dry 24 hours.
(Porous insulating type boards): S-W Tri-Seal. Apply generously. Let dry 24 hours.

SECOND COAT—Flat-Tone in color specified for effect chosen. This coat not necessary to dry hard before sponge stippling.

STIPPLE OPERATION

PREPARATION OF SPONGE—Use a fair-sized sheep's wool sponge selected for even open texture on bottom. Wash out thoroughly in warm water. Trim bottom with scissors to flat surface. Clip out any solid spots likely to make dauby print. USE SPONGE QUITE DAMP WITH WATER when stippling.

STIPPLE COLOR—S-W Flat-Tone in colors (one or more) specified for the effect. Stipple color may be a Flat-Tone color, a combination or mixture of two Flat-Tone colors or a Flat-Tone color tinted with an oil color to a special shade.

LOADING THE SPONGE—Do NOT dip the sponge into the pail of paint. Pour out some of the stipple color onto a paper. Rub sponge into this, covering bottom. Tap off excess paint onto paper.

STIPPLING—Tap wall with a light firm stroke, placing each print next to—and slightly overlapping the preceeding one. Make prints uniform—re-load sponge frequently.

CLEANING SPONGE—Where a second stipple color is to be applied—and when finished stippling—wash sponge out in gasoline—then soapsuds and rinse. Second stipple color may follow first immediately, if desired.

CORNERS—Use small piece of sponge cut V-shape for corners.

CLEANING WOODWORK—Wipe paint off woodwork within half hour, using soft cloth and gasoline. Turpentine likely to dull gloss.

A SHIELD—A woodwork shield may be made of tin or cardboard 12" long. Handy to protect ceiling and woodwork from stippling sponge.

AMOUNT STIPPLE COLOR REQUIRED—*Usually safe to figure ¼ the amount of* Flat-Tone required for foundation coat for each stipple color.

ONE QUART OF STIPPLE COLOR FOR ROOM 12 x 20 FT.

A simple one-color stipple effect.

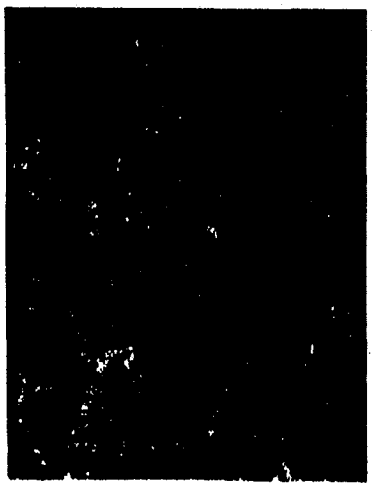


0007-SWP-00000398

SPONGE STIPPLED PATTERNS WITH CONTRASTING TINTS OF *S-W FLAT-*



Foundation Color — Flat-Tone IVORY TAN
Stipple Color — Flat-Tone CREAM



Foundation Color — Flat-Tone THISTLE
Stipple Color — Flat-Tone ROSE TAN

Foundation Color — Flat-Tone CORAL ROSE
Stipple Color — Flat-Tone BLOSSOM PINK

Foundation Color — Flat-Tone LIGHT GREEN
Stipple Color — Flat-Tone CANARY YELLOW
Flat-Tone ORCHID

Foundation Color — Flat-Tone IVO
Stipple Color — Flat-Tone CRE

SPONGE STIPPLE
MAKE COZY



0007-SWP-00000839

SHERWIN-WILLIAMS TWO-COAT WALL FINISHING SYSTEMS

(NOT RECOMMENDED FOR FINISHING WOOD)

FIRST COAT

(a) S-W Wall Primer and Sealer—For new or old plaster, smooth or sand finish, also standard wallboards. Old walls painted several times with flat wall paints are frequently as porous as unpainted plaster.

(b) S-W Tri-Seal—For new or old porous, insulating type wallboards.

SECOND COAT

(a) S-W Flat-Tone washable flat wall paint.

(b) S-W Semi-Lustre interior satin finish.

(c) S-W Interior Gloss—full gloss finish.

Practically all surfaces to be painted are porous and must be made tight with a priming and sealing coat of paint before applying the finishing coats. Where this is neglected—or where the sealing coat fails to do its work completely—the finishing coats soak into the surface—they dry out spotty—they do not wear well—they do not wash well—and even the application of an additional finishing coat does not make a good job.

S-W Wall Primer and Sealer will make the most porous plaster wall tight so that one coat of Flat-Tone or Semi-Lustre applied over it will produce a rich, handsome wall finish. Wall colors look more attractive applied over Wall Primer and Sealer because the finish "holds out"—does not look faded or "chalky"—is easy to wash and keep in good condition.

CAUTION—DO NOT apply Wall Primer and Sealer over porous insulating type thick spongy boards. These boards require a special primer, S-W Tri-Seal.

S-W TRI-SEAL is designed particularly for porous insulating wallboards. It fills the fibrous surface with pigment and seals it so that succeeding coats do not penetrate.

DO NOT apply Tri-Seal to ordinary plaster walls or standard wallboards—use Wall Primer and Sealer.

0007-SWS-00008400

SPONGE STIPPLED PATTERNS WITH CONTRASTING TINTS OF *S-W FLAT-TO*



Foundation Color Flat-Tone PALE JADE
Stipple Color Flat-Tone LIGHT GREEN



Foundation Color Flat-Tone SILVER GRAY
Stipple Color Flat-Tone CREAM GRAY

Foundation Color Flat-Tone LIGHT BLUE
Stipple Color Flat-Tone CAEN STONE

Foundation Color Flat-Tone CANARY YELLOW
Stipple Color Flat-Tone IVORY TAN

Foundation Color Flat-Tone CAEN STONE
Stipple Color Flat-Tone ORCHID

SPONGE STIPPLED WALLS ADD CHARM T



0007-SWP-000008401

OVER-GLAZE WALL AND WOODWORK FINISHES . . .

SHERWIN-WILLIAMS Glazing Liquid and Oil Colors



Producing the texture in the wall color by stippling with crumpled cloth

FOUNDATION COLOR—FIRST COAT *Wood Surfaces*—S-W Flat-Rite Enamel Undercoater (see "Antiquing Enamel" page 40).

Plaster or Standard Wallboard *Surfaces*—S-W Wall Primer and Sealer—apply and let dry 24 hours.

Porous Insulating Type Wallboards—S-W Tri-Seal—apply and let dry 24 hours.

SECOND COAT—(a) Flat-Tone in color specified for effect chosen (add one quart Wall Primer and Sealer to each gallon).

(b) Semi-Lustre in color specified for effect chosen.

(c) Enameloid usually used on woodwork or furniture, only.

"GLAZE", "TIFFANY" or "ANTIQUE" COAT—S-W Glazing Liquid tinted with S-W First Quality Oil Colors. One or several separate tints may be employed to produce the effect. When using two or more separate tints, make the same color strength. Add only enough oil color to Glazing Liquid to bring to color desired after stippling—not good practice to depend upon stippling off most of the glaze to make the effect light as desired.

APPLICATION (Two-color effect taken as example)

First Color—Work on small space roughly 4 feet wide—floor to ceiling. Brush on the stronger color in IRREGULAR SPOTS.

Use as much of the space as the room requires of that color.

Second Color—Fill in the remaining spaces with the second color. Overlap somewhat with the first color.

Blending Colors Together—Work the colors together with a brush where they join—BEFORE stippling the wall.

STIPPLING FOR TEXTURE—STIPPLE IMMEDIATELY WHILE GLAZE IS WET—KEEP DRAFTS OUT OF ROOM. It is possible to produce a wide variety of stipple textures on SMOOTH PLASTER. Sand-finish plaster, decorators' canvas, rough-textured plaster, as a rule, require only simple wiping with a cloth for a rich wall effect.

GRADUATED OR BLENDED EFFECT—Tint Glazing Liquid to color desired for darkest area (at baseboard). Dilute part of this with clear Glazing Liquid to tint wanted at lightest area (at ceiling).

APPLICATION—Brush on light tint—from ceiling to within two or three feet of floor. Brush on darker tint "fanning" it upwards into lighter glaze. Blend and smooth with brush—stipple from ceiling—down.

WIPE WOODWORK with soft clean cloth. Use tin or cardboard to shield glazed surfaces from wiping cloth.

NOTE: DO NOT LEAVE WET GLAZING RAGS—OR ANY OILY RAGS—IN A PILE—THEY ARE LIKELY TO IGNITE AND CAUSE FIRES.

A Blended Wall



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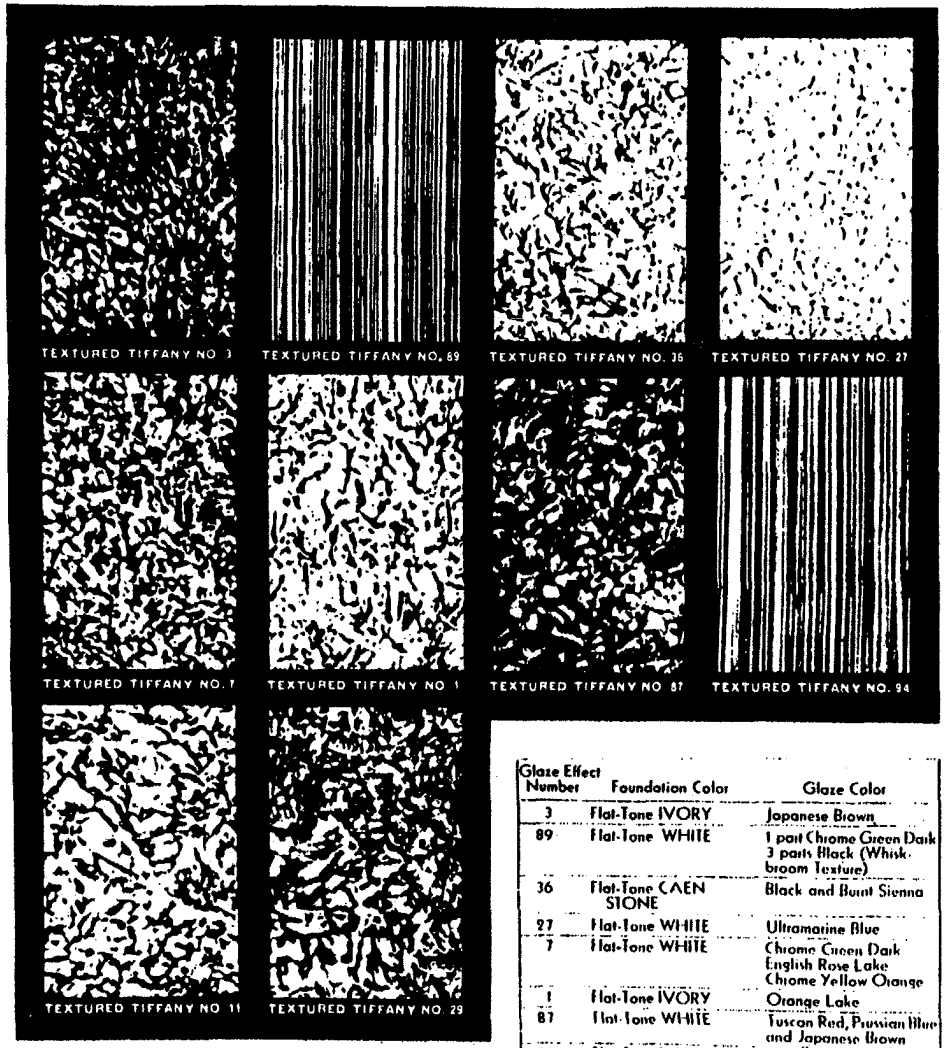
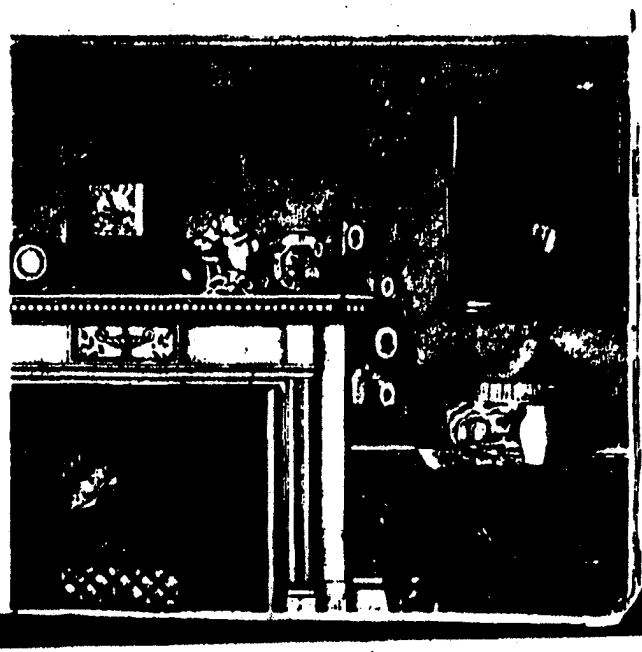


GLAZED FINISHES IN COLOR

FOR WALLS OVER S-W FLAT-TONE OR S-W SEMI-LUSTRE
FOR WOODWORK AND FURNITURE OVER S-W ENAMELOID

- Enriches the Decoration
- Washable—Practical—Economical
- Softer-toned Backgrounds
- Individual—Exclusive

Glaze Effect Number	Foundation Color	Glaze Color
3	Flat-Tone IVORY	Japanese Brown
89	Flat-Tone WHITE	1 part Chrome Green Dark 3 parts Black (Whiskbroom Texture)
36	Flat-Tone CAEN STONE	Black and Burnt Sienna
27	Flat-Tone WHITE	Ultramarine Blue
7	Flat-Tone WHITE	Chrome Green Dark English Rose Lake Chrome Yellow Orange
1	Flat-Tone IVORY	Orange Lake
87	Flat-Tone WHITE	Tuscan Red, Prussian Blue and Japanese Brown
94	Flat-Tone WHITE	Van Dyke Brown (Whiskbroom Texture)
11	Flat-Tone ORCHID	English Rose Lake and touch of Black
29	Flat-Tone WHITE	Ultramarine Blue and Burnt Sienna.



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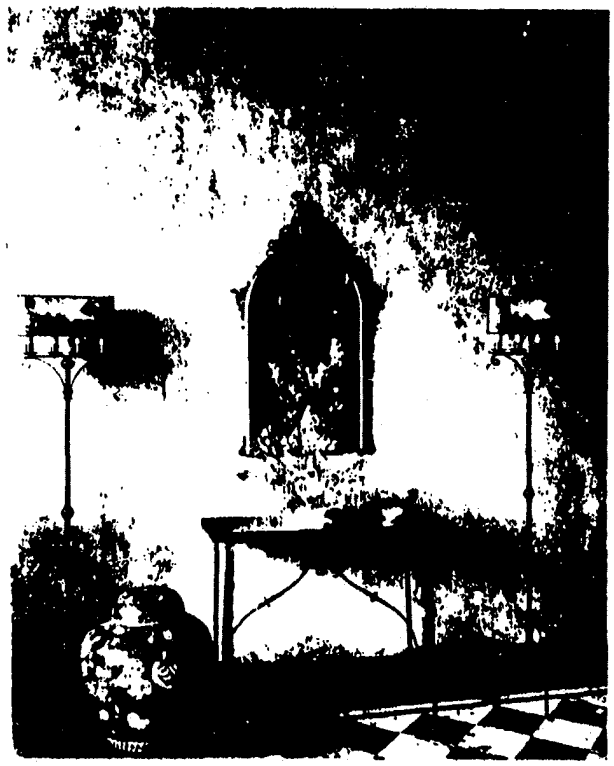
ROUGH-TEXTURED PAINT

No. 96 WALL PAINT

(HEAVY BODY)

Over new, unfinished plaster or wall board the first coat is S-W Wall Primer and Sealer. The second coat is No. 96 Wall Paint. This is heavy in body and is applied without thinning. Comes in White. Can be tinted with S-W First Quality Oil Colors or apply in white, let dry and color with S-W Glazing Liquid tinted with oil colors. Texture is emphasized by "highlighting" glaze coat by top-wiping with cloth.





BRUSH FANS
(Before Glazing)



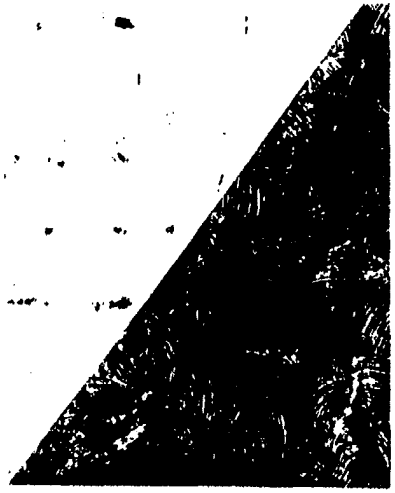
BRUSH FANS
(After Glazing)



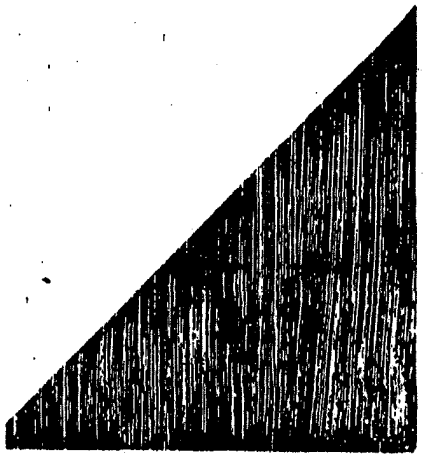
BLOCK PRINTS
(Before Glazing)



BLOCK PRINTS
(After Glazing)



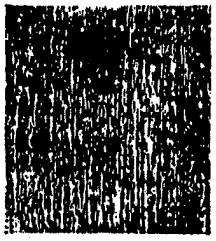
HEAVY APPLICATION BRUSH MARKING
(Before and After Glazing)



WHISK BROOM TEXTURE
(Before and After Glazing)



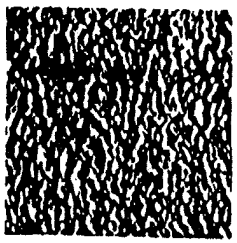
SIDE OF BRUSH PRINTS



GRASS CLOTH TEXTURE



SPONGE STIPPLE



DEEP PEBBLE
BRUSH STIPPLE

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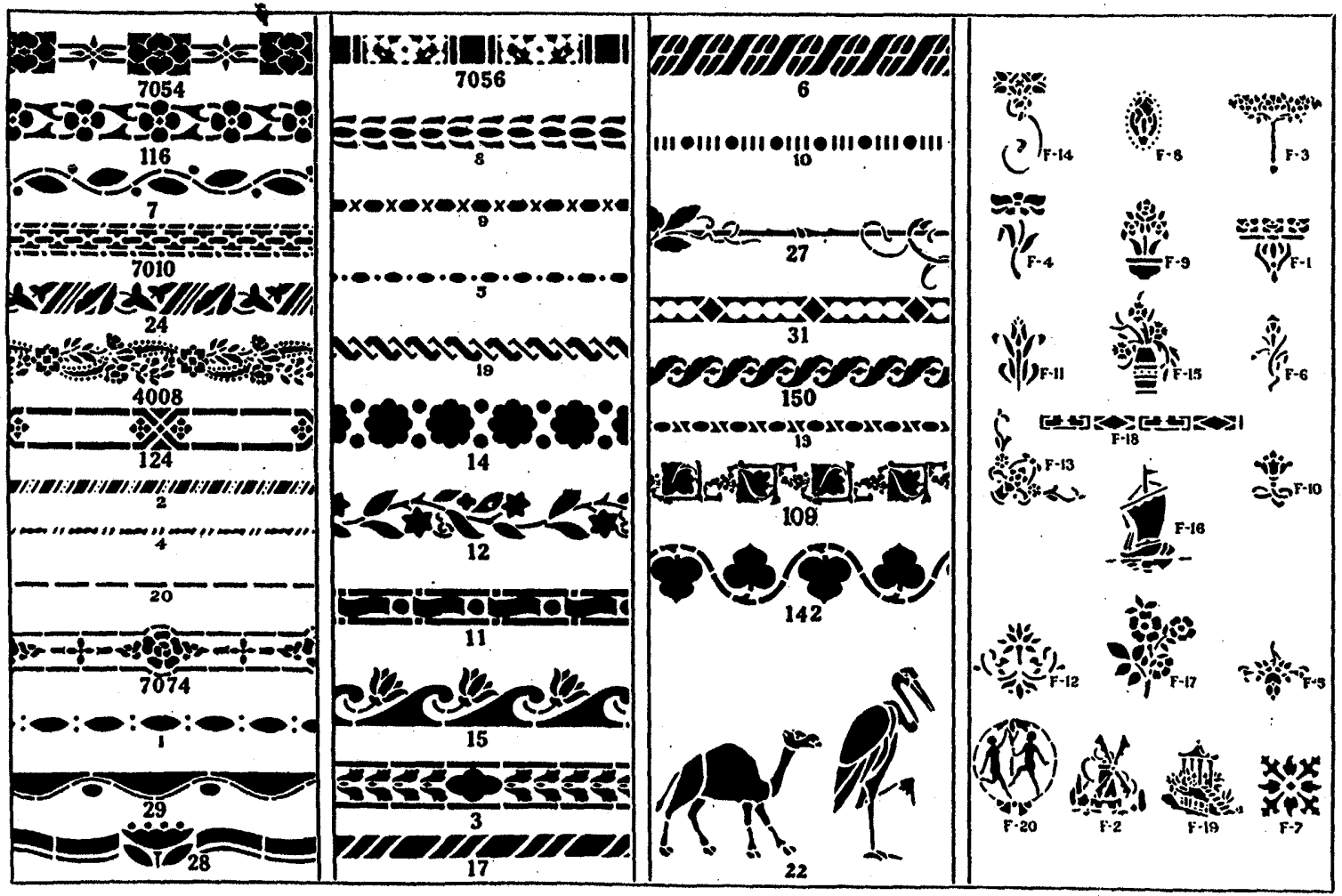
SHERWIN-WILLIAMS WALL STENCILS AND FURNITURE STENCILS



See Price List for Actual Size and Prices or Request Copy of Stencil Catalog

0007-SWP-00008405

SHERWIN-WILLIAMS FIRST

FOR TINTING HOUSE PAINT, ENAMEL, WALL PAINTS, TIFFANY GLAZE, STENCILS, FINEST DECORATING

GREAT STRENGTH, PURITY AND FINE GRIND MAKE THEM MORE ECONOMICAL AND SATISFACTORY FOR ALL TINTING

AMERICAN VERMILION

An exceptionally fine color for the decorator. Used more as a straight color than for tinting.

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.

BURNT UMBER

Indispensible 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.

CARDINAL RED

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

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.

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.

CHROME GREEN, LIGHT

Indispensible 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 YELLOW, LIGHT

Makes clean canary tints without objectionable green hue. Use with Prussian Blue avoiding Ultramarine. Carefully manufactured to prevent discoloring.

CHROME YELLOW, MEDIUM

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

CHROME YELLOW ORANGE

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

DRAGON RED

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

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.

ENGLISH VENETIAN RED

One of the most useful of decorative colors. Produces beautiful, soft old rose tints and is used extensively as a toning color and also for glazing and wiping effects and relief ornaments.

FLAKE WHITE

Available in tubes only—should be used for securing lighter shades of oil colors.

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.

JAPANESE BROWN

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

LAMP BLACK

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

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.

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.

ROSE MADDER

Particularly suited for glazing. Yields clean pink tints.

TUSCAN RED

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

ULTRAMARINE BLUE

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

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.

VERDAS GREEN, LIGHT

Verdas Green Light gives attractive shades of emerald green which cannot 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.

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.

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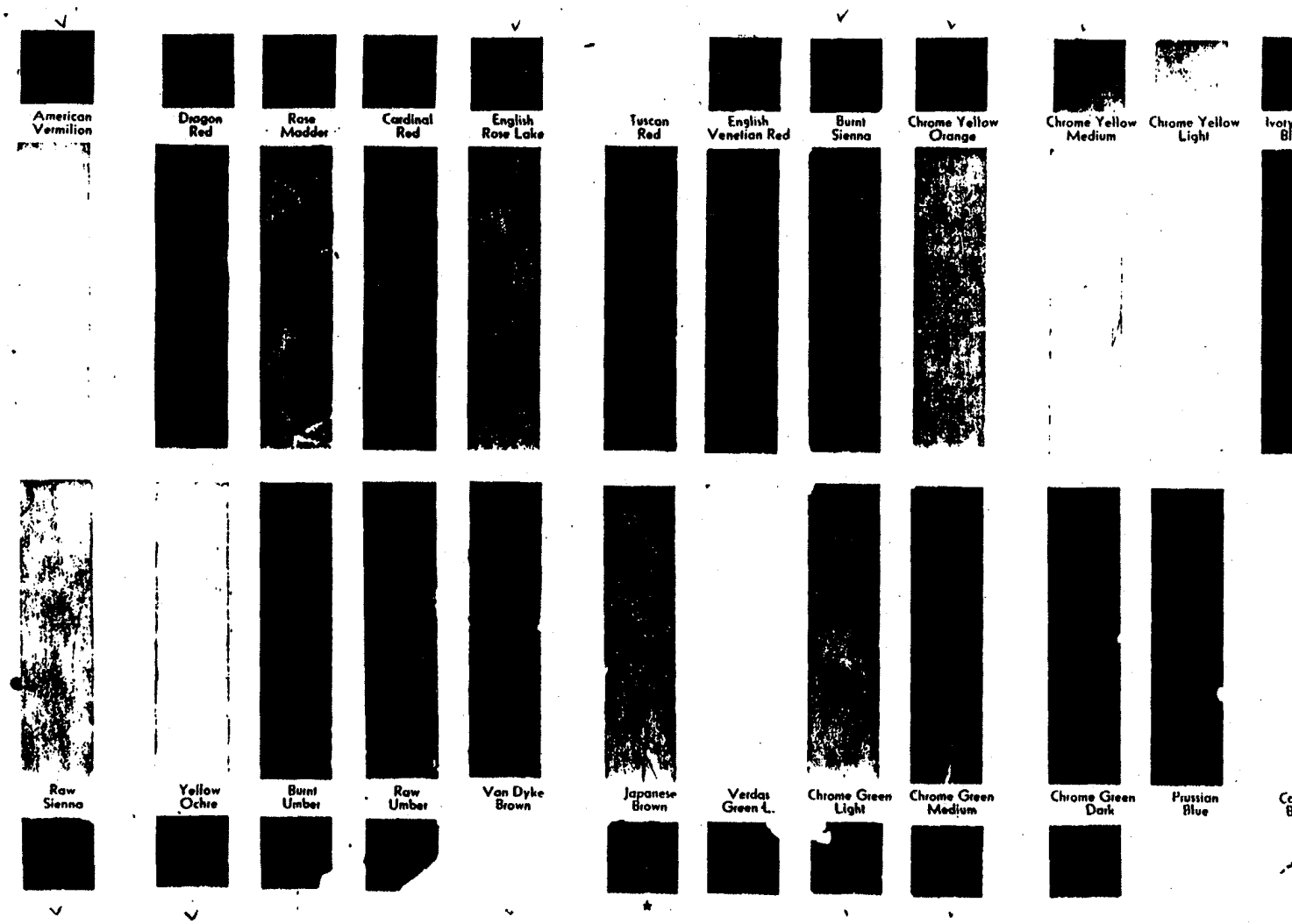
QUALITY COLORS IN OIL



Small squares show colors full strength. Large samples show colors let down with white, in the proportion of ½ pt. of color to 25 lbs. paste white lead.

★ In large and small tubes only.

0007-SWP-000008407

SHERWIN-WILLIAMS WOODCRAFT STAINS . . . .

. . . . PENETRATING OIL TYPE—FOR INTERIOR SURFACES—NEW UN-FINISHED WO

1. Woodcraft Stain Maple on maple.
2. Woodcraft Stain Moss Green on firwood.
3. Woodcraft Stain Walnut on birch.
4. Woodcraft Stain Golden Oak on firwood.
5. Woodcraft Stain Dark Mahogany on birch.
6. Woodcraft Stain Weathered Oak on plain oak.
7. Woodcraft Stain Adam Brown on figured gum.
8. Woodcraft Stain Dark Oak on quarter sawed oak.

Maple on Maple

1

Moss Green on Firwood

2

Walnut on Birch

3

Dark Mahogany on Birch

5

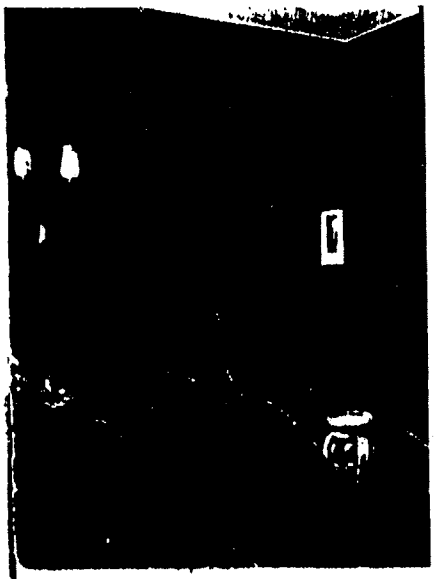
Weathered Oak on Plain Oak

6

Adam Brown on Figured Gum

7

You Buy Wood Stain for a Lifetime · Buy the Best



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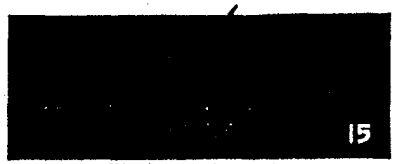
0007-SWP-00000808



Dark Oak on Oak



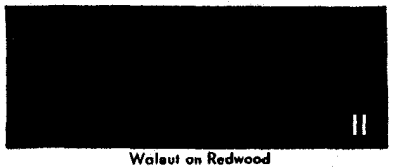
Weathered Oak on Oak



Moss Green on Redwood



Dark Mahogany on Birch



Walnut on Redwood



Walnut on Birch



Dark Oak on Yellow Pine



Golden Oak on Birch



Walnut on Firwood



Moss Green on Redwood



Moss Green on Redwood



Walnut on Redwood

9 DARK OAK ON OAK
One part of stain · 8 parts Reducer.

10 MOSS GREEN ON REDWOOD
One part stain 12 parts Reducer. Toner S-W Flat-Tone Silver Gray.

11 WALNUT ON REDWOOD
One part stain 4 parts Reducer. Toner S-W Flat-Tone Silver Gray.

12 DARK OAK ON YELLOW PINE.

13 WALNUT ON FIRWOOD

14 MOSS GREEN ON REDWOOD
One part stain 8 parts Reducer.

15 WEATHERED OAK ON OAK
One part stain 1 part Reducer. Toner S-W Flat-Tone Silver Gray.

16 DARK MAHOGANY ON BIRCH
One part stain 1 part Reducer.

17 WALNUT ON BIRCH
One part stain · 1 part Reducer.

18 GOLDEN OAK ON BIRCH.

19 MOSS GREEN ON REDWOOD
One part stain 12 parts Reducer.

20 WALNUT ON REDWOOD.

0007-SWP-000008409

STAINING NEW WOODWORK

PENETRATING OIL STAINS . . . .

S-W WOODCRAFT STAINS

- For both hard and soft woods
- Richer, cleaner staining
- Do not raise the grain
- Colors not obtainable in ordinary oil stains
- Easily applied—wipe when desired for uniformity

STAINS MODIFIED WITH
WOODCRAFT STAIN REDUCER
ON VARIOUS WOODS



Woods reveal their beauty when correctly stained.

SHERWIN-WILLIAMS KEM-NAMEL SNOW WHITE

GLOSS and EGG SHELL

Intensely White, Synthetic, High-Grade Interior Enamel

- Intense Whiteness
- Easy Flowing
- Quick Drying
- Excellent Hiding
- Tough --Durable --Fle
- Withstands Repeated

Kem-Namel is a modern synthetic enamel, which has longer life and is more resistant to wear than the old-fashioned type enamels. Kem is available in a full, deep gloss also an egg shell gloss where a pleasing imitation of a rubbed finish is desired.

Kem-Namel Snow White Gloss produces an enamel finish that is a close approach to a porcelain vitreous finish. It has the brilliant tile-like appearance of porcelain and retains that appearance both in gloss and permanency of whiteness. It is tough, durable, flexible and will stand knocks and abuse without cracking or chipping off.



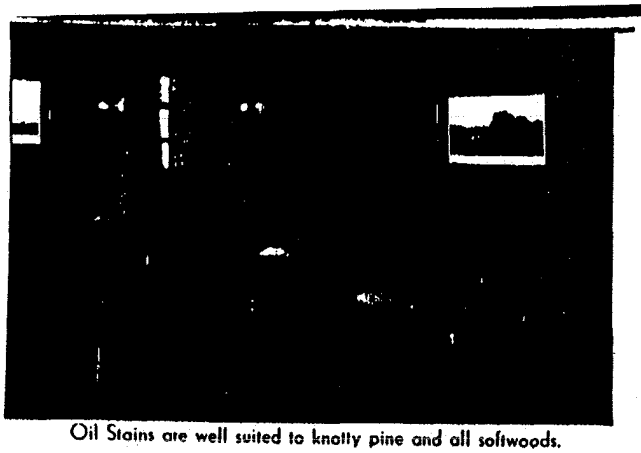
As the name implies, Kem-Namel Snow White is intensely white and stays white long after mo with age. The pigments and synthetic ve not discolor. It is excellent for use on ki refrigerators, etc., where a "stay-white" fi

Because Kem-Namel Snow White can b ideal for kitchens, bathrooms, woodwork, surface where the finest enamel finish is de

Kem-Namel is quick-drying and can be drying. It has excellent flowing and leveling applied. Kem-Namel may be tinted be with oil colors, but tinting to deep colors sl

Where an enamel finish is desired for entry-ways, porch columns, etc., S-W Ol type product, is recommended.

0007-SWP-00000810



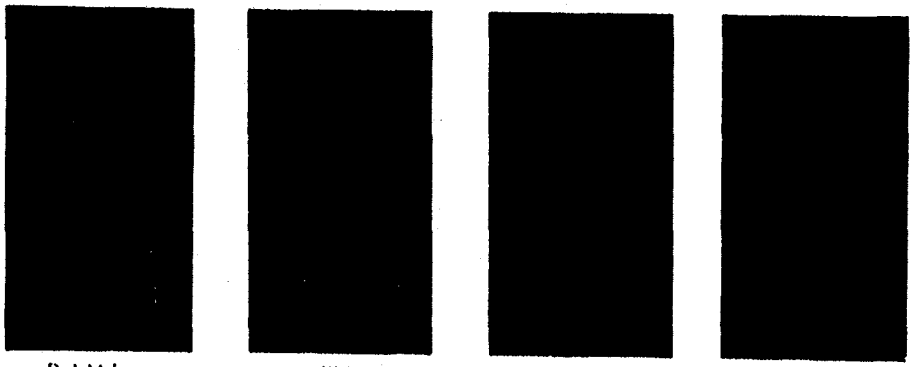
Oil Stains are well suited to knotty pine and all softwoods.

STAINING WOOD FLOORS—EXTERIOR DO

NEW OR UNFINISHED SOFT WOOD T

S-W OIL STAIN—NON-FADING—ECONOM

- Lowest cost dependable wood stain
- Requires no shellac or sealing coat
- Can be wiped for shaded panels
- Ideal for softwood trim of uneven hardness
- Recommended for staining exterior trim



Dark Mahogany | Walnut | Golden Oak | Dark Oak | Light Mahogany | Light Oak

NOTE: Various woods cause stains to appear differently. Always try the stain on sample of the wood first.

0007-SWP-00000811

PROTECT YOUR LINOLEUM . . . .

If your choice is the protection and durability of a hard, tough, elastic, wear-resisting varnish, use DEX LINOLEUM VARNISH. It not only protects the pattern from wear but prevents dirt from grinding into the surface. It is easy to apply and easy to keep clean. Scrubbing is unnecessary—simply wipe up the floor with a damp cloth. Dex Linoleum Varnish is pale in color and causes a minimum of discoloration on the lightest patterns. Dries in four hours.

If your preference is a wax type of finish you will enjoy the ease of application and the speed with which a beautiful waxed finish can be obtained without rubbing or polishing by using Flo-Wax. Simply moisten the applicator with water, pour a small amount of Flo-Wax on the floor and go over your linoleum surface. After drying for about 20 minutes the surface will have a uniform finish—self-polished—ready for service.



S-W FLO-WAX
For Lovely Waxed Floors

DEX LINOLEUM VARNISH
For a Lasting Varnish Finish

You will find cleaning your linoleum floor can be done easily and quickly.



0007-SWP-00008412



RESTORE WORN AND FADED WOOD
FURNITURE AND FLOORS WITH *S-W* FLO

FLO-LAC SUGGESTIONS

Walnut chairs, bookcases, tables

Mahogany beds, dresser, buffet

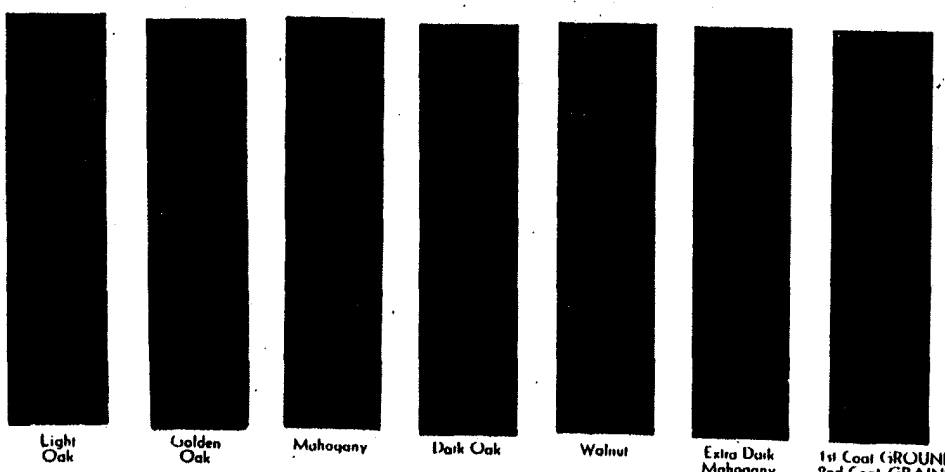
Dark Oak floors display rugs better

Light Oak—bright sunny bedrooms



- Stain and Varnish at same time
- Restores faded woodwork
- Makes light finishes match wal mahogany pieces
- Water does not harm Flo-lac
- Exceedingly tough and durable
- Rapid Drying
- Easy to apply

STAINS AND VARNISHES IN ONE OPERATION



COVERS APPROXIMATELY 500 square feet per gallon ONE COAT

0007-SWP-00000413

ROOF REPAIRING —*SHERWIN-WILLIAMS* ROOF COATINGS AND CEMENTS

EBONOL—Glossy utility black for metal and tar paper or composition roofs (not wood)

LIQUID ROOF CEMENT (RED, GREEN, BLACK)—Spread with roofing brush. STAYS ELASTIC

ELASTIC ROOF CEMENT (RED, GREEN, BLACK.)—Spread with trowel. Fills holes and flashings—vertical surfaces.



Applying Ebonol

CORRUGATED, GALVANIZED IRON AND TIN

COATING

Apply one heavy coat of S-W Ebonol.

PATCHING

If the roof leaks, patch the large holes with S-W Elastic Roof Cement. Repair all flashings—apply Elastic Roof Cement ¼ inch thick. Then apply coat of cement to the entire surface. Use either Liquid or Elastic Roof Cement, depending upon condition of roof.

COVERING CAPACITY on this surface:

EBONOL—150 to 175 square feet per gallon.

LIQUID ROOF CEMENT—100 square feet require 1 to 1½ gallons.

ELASTIC ROOF CEMENT—100 pounds cover approximately 250 square feet ⅛ inch thick.

NOTE: Use Ebonol Reducer to clean Ebonol brushes – also to thin Ebonol and hasten drying.

TAR PAPER, PITCH and COMPOSITION

COATING

Sweep off all loose material. If the roofing has not dried out, apply one heavy coat S-W Liquid Roof Cement.

For dried out roofing, first prime with a generous coat of Ebonol. Then apply one full coating Liquid Roof Cement.

Liquid Roof Cement not intended for any kind of shingle roof.

PATCHING

Fasten all loose flashing and cover with ⅛ inch coating of Elastic Roof Cement.

Large holes—patch as follows: Coat edges around hole with Elastic Roof Cement. Then cut out piece of tin, roofing material, etc., larger than the hole, lay over hole and cover entire surface with Elastic Roof Cement.

REPAIRING GUTTERS

If gutters are corroded, apply ⅛ inch coating of Liquid Roof Cement with stiff 4-inch brush.

Repair holes in gutters by same method described FOR PATCHING TAR PAPER and COMPOSITION surfaces.

REPAIRING FLASHES—Common cause of leaks

Fasten loose flashing. Coat with Elastic Roof Cement ¼ inch thick.

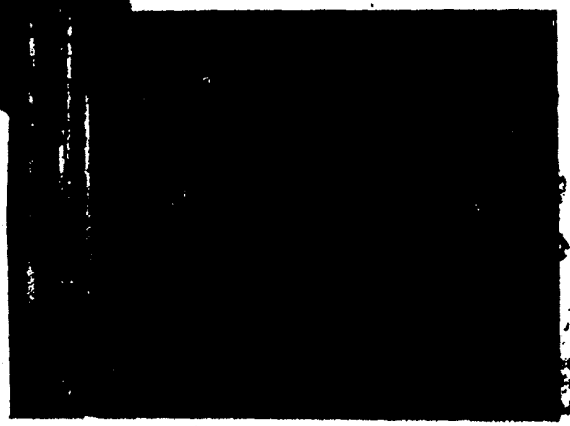
REPAIRING VALLEYS

Where valleys are in fairly good condition apply Liquid Roof Cement. For badly worn valleys, cut strip of 45-pound felt, tin, composition, etc. Coat one side ¼ inch thick with Elastic Roof Cement, lay over surface to be repaired (cemented side down), then cover the repair with heavy coat of Elastic Roof Cement.

COVERING CAPACITY ON THIS SURFACE

LIQUID ROOF CEMENT—approximately 75 square feet per gallon.

ELASTIC ROOF CEMENT—250 square feet smooth surface ⅛ inch thick per gallon.



Liquid Roof Cement (left)
Elastic Roof Cement (right)

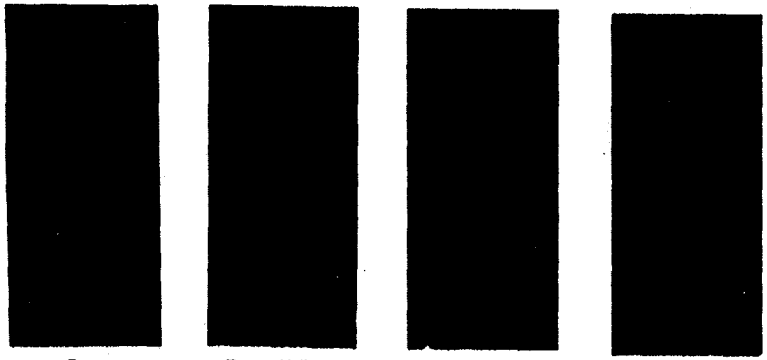
0007-SWP-00000414



PAINTING BARNS—GARAGES—WAREHOUSES ETC.

SHERWIN-WILLIAMS COMMONWEALTH PAINT

- Utmost in Paint protection at the lowest possible price
- Best known barn paint
- Prosperous farms well painted
- Adds to value of property
- Distinctive colors
- Durable — retains good appearance
- Profitable to apply in slack season



Gray | Orange Yellow | Ivy Green | Red

COVERS APPROXIMATELY 250 square feet per gallon TWO COATS



0007-SWP-00000415



S-W OPEX POLISH—Cleans and Polishes

SHERWIN-WILLIAMS AUTO SPECIALTIES

• AUTO ENAMEL— makes the car like new

As smooth as a new-car finish—no brushmarks—rich mirror-like gloss. Auto Enamel goes on so easily it's fun to use. One coat covers any smooth, clean metal surface. Stylish up-to-date colors—dry to touch in 2 hours—hard enough to use in 8 hours under ordinary conditions.

• FLAXOAP

A pure linseed oil soap that is thoroughly efficient for car and garage use—mild but effective. Just dissolve this jelly-like soap in water wash and rinse. Will not harm the skin.

• AUTO TOP DRESSING

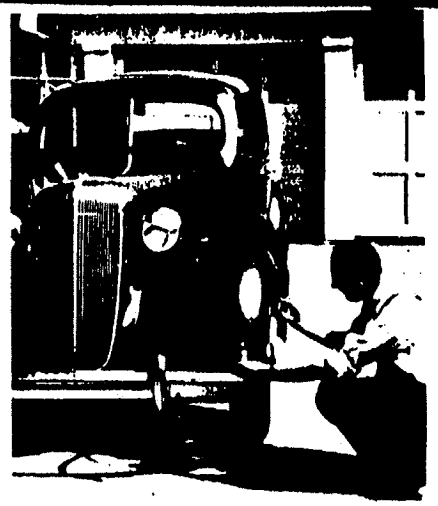
Easily and quickly applied—no brushmarks or laps—dries dust-free in an hour ready for service. A good looking black—in egg-shell lustre. Waterproofs the fabric—prevents drying out—adds greatly to appearance of the car.

• OPEX POLISH

For both lacquer and new synthetic auto finishes. Removes road film and weathered pigment. Finish easily cleaned and brought to a waxed polish that protects from weather. Can be used regularly without harming or cutting through the finish.

• TOUCH-UP BLACK—brush in the can

Lacquer type finish—blends in with finest black finishes—can be rubbed and polished if desired. Fine full gloss—spreads easily without brushmarks—brush always ready in the can—can be applied without changing clothes—dries without delay.



A handy can of Touch Up Black

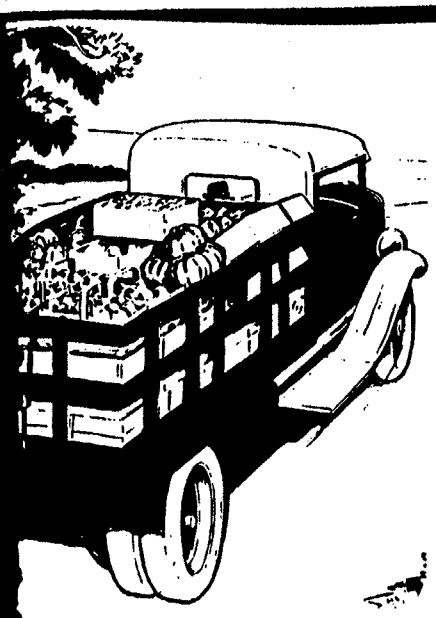
S-W AUTO ENAMEL makes the car like new



S-W AUTO TOP DRESSING



0007-SWP-00000816



PAINTING WAGONS—TOOLS—IMPLEMENTS—TRACTORS—



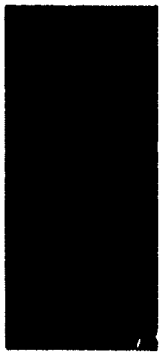
SHERWIN-WILLIAMS
TRACTOR AND IMPLEMENT PA

This is an enamel type finish that "goes o
paint and wears like iron." Gives good de
able service without a lot of fuss!


BLACK

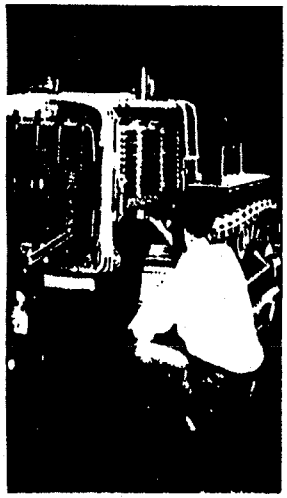

GREEN


GRAY


DARK BLUE


YELLOW


RED



- A 50c can of paint protects a $100 tool!
- Painting equipment is the best kind of thrift
- Paint identifies your equipment
- Neglect—not use—destroys equipment
- Designed to withstand hard service.

COVERS APPROXIMATELY 400 Square Feet ONE COAT



0007-SWP-00000841?

CLEANING AIDS . . . .

SHERWIN-WILLIAMS

- **FLAXOAP . . . pure linseed oil soap**

  Approved by Good Housekeeping — recommended for cleaning varnished floors, woodwork, windows, glassware, etc. Excellent general cleaner, women have used and liked for years.

- **POLISH-OL . . . for finest furniture**

  Cleans and polishes varnished, lacquered or enameled furniture and woodwork. Leaves dry brilliant polish that does not show greasy "bloom" or fingermarks.

- **FLO-WAX . . . self polishing floor wax**

  Simply spread it on with a cloth or applicator. It's dry in 20 minutes ready for use . . . no rubbing . . . no polishing. For finished floors or linoleum.

- **PREPARED WAX . . . superior paste wax**

  A harder drying wax with better appearance and better wear. Rubs easily to a beautiful polish without special equipment or tiresome effort. A quality product in every way.

- **FLOOR-WIPE . . . for the daily dust mop**

  Helps the housewife make the daily dusting of finished floors a simpler task. Handy, convenient, goes a long way.

- **BRAS-BRITE . . . really cleans metal**

  The new popularity of brass and copper articles calls for Bras-Brite which brings out hidden beauties in metal craft. Easy, quick and satisfactory to use.



S W FLOOR WIPE

S-W POLISH-OL



S W FLAXOAP



0007-SWP-00000418

SHERWIN-WILLIAMS METAL FINISHES . . .

KROMIK METAL PRIMER

For priming metal surfaces—excepting galvanized iron. Our very best recommendation for use on all structural steel, bridges, exposed metal about houses and buildings. Intended to be used under various finishing coats such as Metalastic, SWP, etc.

GALVITE—Galvanized Iron Primer

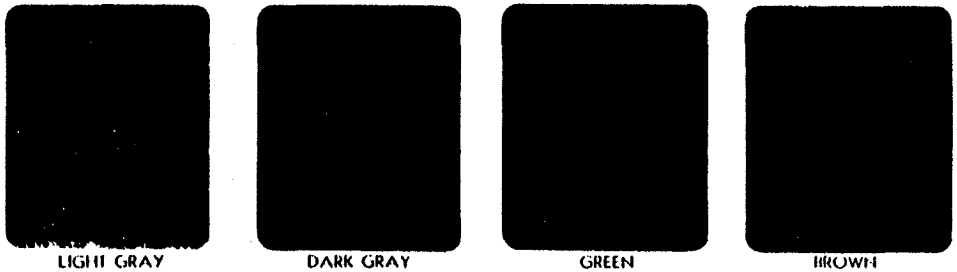
Scientifically made primer to prevent the peeling of paint common to most jobs of painting galvanized iron. Prevents the corrosion of the zinc coating which takes place under ordinary paint coatings. Can be used under Metalastic or SWP finishing coats—thoroughly economical.

ALUMINUM PAINT

Best quality bronze in a weather-resisting liquid of Sherwin-Williams own make. It is a practical, attractive finish for metal surfaces where a silver finish is desired.

SHERWIN-WILLIAMS METALASTIC

• THE ALL-AROUND METAL PROTECTIVE PAINT . . . .



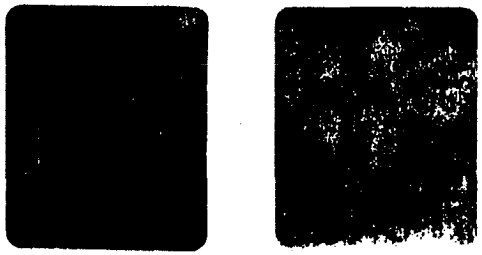
LIGHT GRAY | DARK GRAY | GREEN | BROWN

Also BLACK

COVERS APPROXIMATELY 600 700 square feet per gallon ONE COAT, flat surfaces

3½ tons per gallon, one coat on bridges. 3 tons per gallon, one coat on buildings.

PRIMERS



KROMIK METAL PRIMER | GALVITE, (Galvanized Iron Primer)

ALUMINUM PAINT



0007-SWP-00008419

S-W CRACK AND SEAM FILLER

An elastic composition for filling cracks, crevices and seams in old and new floors. Does not shrink or dry up like putty or many other so-called crack and seam fillers on the market. Can be applied with either the palm of the hand or a putty knife. Makes a smooth surface over which to apply either paint or varnish. It is more bulky than other similar products and is more economical to use. Method of using makes accurate covering capacity impossible to furnish. Comes in "natural" color.

S-W EXOLVENT

This is a modern paint and varnish thinner which can be used with definite advantage instead of turpentine—except where *turpentine* is absolutely necessary. (1) It is low in price; (2) Exolvent has no objectionable odor; (3) Evaporates *completely without any sticky residue*—an advantage in cleaning brushes; (4) Comes in sealed cans under S-W Label—*dependable quality*.

S-W FLAT BLACK

For producing a dull black wrought iron finish on wood, metal or *composition surfaces*. Easy to apply. Covers approximately 700 square feet per gallon.

S-W STOVE PIPE AND IRON ENAMEL

For finishing stove pipes, grates and similar iron surfaces subjected to heat. Apply while surface is slightly warm, let dry 24 hours *before heating to assure freedom from smoking*. Approximately 800 square feet per gallon.

S-W GLAZ-KALK

An elastic caulking compound which never becomes hard or brittle. It seals, fills, and repairs cracks in all types of materials such as wood, stone, stucco and brick, preventing penetration of moisture, dust and wind. Generally applied with any standard caulking gun but can be knifed in by hand, as well. Makes buildings warmer in winter, prevents damage to interior due to rain or snow penetrating partitions. Comes in Gray, Cream and White.



MANY USES FOR S-W GLAZ-KALK

S-W PASTE WOOD FILLER

Wood filler is applied to such open-grain woods as oak, chestnut, walnut or mahogany to fill the open pores of the wood before varnishing. This levels the surface so that the varnish does not sink in and result in an uneven finish. So-called "*liquid fillers*" are not recommended. They dry brittle and crack. S-W Paste Wood Filler, thinned to brushing consistency with S-W *Exolvent or turpentine* is furnished in Natural Oak, Golden Brown and Transparent. They are intended to be applied AFTER the wood stain (*if any*) and allowed 24 hours for drying. One half pint, thinned as directed, covers approximately 30 square feet.

S-W PLEASURE CRAFT FINISHES

Sherwin-Williams manufactures a complete line of finishes for motor boats, launches, sea sleds, yachts and all types of craft, both pleasure and commercial. These comprise the following, and color cards will be gladly furnished: Hull Paints, Deck Finishes, Cabin Finishes, Engine Enamels, Bilge Paints, Marine Aluminum and Marine Spar Varnishes. Special finishes are provided to protect the vessel against the various marine growths common to both fresh and salt water shipping.

S-W SCREEN ENAMEL

For renewing old screens and preventing rust. Does not clog up the mesh. Can be used for both wire and frames. Dries hard and glossy—does not have any stickiness to hold the dust. One quart will coat screens of the average 8-room house, one coat. Comes in Black and Bright Green.

S-W TAXITE—Paint and Varnish Remover

(Liquid and Semi-Paste)

A safe, effective product that makes it easy to remove old paint, varnish or lacquer finishes. Applied to the surface it softens the old finish quickly so that it can be lifted off *without effort or injury to the wood* using a dull putty knife or small vegetable brush. Comes in both regular liquid *form and in semi-paste consistency* both of which are very effective removers. After Taxiting, wipe surface clean with *turpentine before applying new finish*. Do *not use on* linoleum, composition or cloth surfaces.

00007-SWP-00000420



SHERWIN-WILLIAMS R & B UTILITY PA

- A SPLENDID GENERAL PURPOSE PAINT

BROWN | RED | GRAY SLATE | BRONZE GRE

Also BLACK

COVERS APPROXIMATELY 500 square feet per gallon ONE COAT

SHERWIN-WILLIAMS ROOF PAINT

- A QUALITY PAINT FOR USE ON ROOFS, BARNS, ETC.

BRIGHT GREEN No. 21 | RED No. 22 | GRAY No. 20

COVERS APPROXIMATELY 500 square feet per gallon ONE COAT



0007-SWP-00000842

SHERWIN-WILLIAMS ZILO ZINC-LEAD-OIL

Zilo is the modern paint pigment, of highest quality, made by Sherwin-Williams to give the painter a paste paint possessing the basic advantages found in SWP Sherwin-Williams House Paint.

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

The white lead carbonate used in Zilo is S-W ODP White Lead—which may also be bought separately — the finest quality white lead possible to produce.

COMPOSITION OF LIQUID

Refined linseed oil	100%

COMPOSITION OF PIGMENT

Basic White Lead carbonate	62%
Basic Lead sulphate	13%
Zinc Oxide	25%
	100%

CONTENTS OF PACKAGE BY WEIGHT

Pigment	90%
Liquid	10%
	100%

There are several well-defined advantages Zilo brings to the painter who uses paste paint to "mix his own."

These advantages are obtained through fortifying white lead carbonate by grinding it together with S-W OZLO. Ozlo is pure white lead sulphate in intimate chemical union with pure zinc oxide so that the white lead and the zinc oxide are, in actuality, one single pigment.

How Does S-W OZLO Fortify White Lead Paint?

1. RESISTS ATMOSPHERIC DISCOLORATION

White lead carbonate, used alone, is readily affected by sulphur fumes present in the air, even in residential districts — wherever there is natural gas or wherever coal is burned. A chemical reaction occurs in which white lead carbonate is changed to black lead sulphide.

White lead SULPHATE used in making Ozlo is not readily affected by these conditions — and zinc oxide is not affected at all.

Because Zilo is fortified by OZLO it retains its whiteness longer than straight white lead (carbonate) paint and tints made with Zilo retain their character and clarity much longer.

2. BETTER WEATHERING CHARACTERISTICS

Progressive painters are now familiar with the benefits derived when white lead paint is "tempered" with zinc oxide. We list them for reference:

1. Control to reduce severity of chalking.
2. Elimination of characteristic lead "check."
3. Smoother paint film—better retention of gloss.
4. Finer general appearance—due to freedom from erosion or "washing."
5. Takes more oil than lead — greater opacity permits greater spread.
6. WASHABILITY—Zilo washes clean with soap and water.

SHERWIN-WILLIAMS ODP WHITE LEAD

A strictly pure white lead ground in refined linseed oil.

A white lead that is fine in texture.

Furnished in both regular paste and in soft paste consistency.

ODP White Lead is always found soft in the package and easy to work up.

Labor cost for preparing a batch of paint with ODP is consistently lower.

Made under strictest supervision in Sherwin-Williams own lead corroding plants. Modern processing, wet grinding are able to produce a more uniform particle size which not only causes the pigment to be easier to reduce from paste to brushing consistency, but makes a paint which painters like for its better behavior under the brush.

The ideal pigment to use wherever white lead is to be added to paint on the job.

Painters stiffen up white lead with bolted whiting for a superior grade of putty for filling nail holes in woodwork, etc.

SHERWIN-WILLIAMS LIQUID RED LEAD

Specially formulated to provide a superior red lead paint in ready mixed form. Remains in suspension in the package longer than the average paint of this type.

Liquid red lead is easily stirred and brought to proper brushing consistency and does not settle out objectionably while using.

Liquid red lead dries to a more elastic film than straight red lead in oil because of its controlled oxidizing action.

Easier to handle and brush than old-fashioned red lead paint and gives very satisfactory service, economically. Can be used for all purposes where a more costly red lead paint is specified with the exception of surfaces constantly submerged under water.

0007-SWP-00000422

SHERWIN-WILLIAMS WATER PAINTS . . . .

S-W CASENITE

THE PERFECTED WALL FINISH

Casenite is a water paint which not only produces a more beautiful tinted wall but is a finish that can be sponged lightly with soap and water to remove finger marks and soil.

Casenite contains a greater amount of casein binder than most other paints of similar nature. This gives Casenite definite points of superiority:

1. It has greater durability.
2. It is self-sealing, requiring no special sizing coat.
3. It is odorless, both during application and when drying.
4. It keeps a long wet edge—easy to cover large surfaces without laps.
5. Made with true paint pigments, ground WET with the casein binder on regular paint mills—no mere "dry mix" of pigments and binder. This makes Casenite easier to mix, makes it flow out with less brush-marking.
6. Casenite makes a smooth, tight wall finish—does not rub off on the clothes.

S-W CASENITE POSITIVE COLORS

These are lime proof colors ground in casein. Intended for tinting S-W Casenite and S-W Bonding Cement Paint to special shades.

These colors are used also for sign work, posters and backgrounds because they have better durability than ordinary show card colors.

S-W ART COLORS

Come in 12 brilliant colors, also Black and White, the finest dry powder art colors possible to make. Particularly valuable for interior fresco decorating, for theatrical sign work, window signs and backgrounds. They are used extensively in kindergarten work, school and college art classes.

S-W WALL SIZE

This is a hot water wall size to be used in glue-sizing walls in preparation for kalsomining, a quality product affording economy and greater satisfaction than with ordinary glue sizes sold at lower prices.

S-W BONDING CEMENT PAINT

FOR EXTERIOR AND INTERIOR MASONRY WALLS, STUCCO, CONCRETE AND UN-GLAZED BRICK OR TILE

Comes in dry powder form to be mixed with water. A high percentage of cement is incorporated to give Bonding Cement Paint its quicker setting, its harder finish and its superior waterproofing properties.

S-W Bonding Cement Paint can be used to "dry up" damp or even wet basement walls. But it is not intended to be applied to "green" stucco until a week or more has elapsed for sufficient "curing."

Painters prefer S-W Bonding Cement Paint because other cement paints contain so much lime that burns and sore hands result which is not the case with S-W Bonding Cement Paint.

Comes in 8 attractive shades and in White. Ask to see color card.

S-W PATCHING PLASTER

Allows more time to work the material into cracks and breaks in the plaster. This makes it easier to get a smooth patch that can be painted or papered without being conspicuous. Does not shrink or swell in hardening. Easier to use than plaster paris.

S-W DECOTINT

A REALLY FINE COLD WATER KALSOMINE

Decotint has a velvety smoothness and greater opacity due to the true paint pigments used which are wet-ground on regular paint mills—no mere "dry-mix" of pigment and binder. 14 colors and white.

S-W KALSO

THE ECONOMICAL HOT WATER KALSOMINE

Kalso owes its fine quality to the use of more and higher quality binder, the wet-grinding of true paint pigments on standard paint mills and the accurate tinting to standards rigidly maintained. Finest quality, non-fading colors. 10 pastel tints and White. Ask to see color card.

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