

SHERWIN-WILLIAMS

PRODUCTS

offer our line of paints, varnishes, enamels, and other products that will fulfill every desire for color and protection when used as intended.

Since we control the source of the raw materials used in our products and maintain a constant inventory of them, we can assure you that our products are available when you need them.

Trade Sales

Catalog

offer you a complete and up-to-date catalog of our products. It contains detailed descriptions of all our products and their uses. It also contains a list of our sales representatives and their territories. It is a valuable reference for anyone interested in our products.

The Sherwin-Williams Company was founded in 1818. Since that time, we have been producing and selling the highest quality of paint products available. We believe in the value of our products and the success of our customers.



THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES: CLEVELAND 1, OHIO
SALES OFFICES, FACTORIES AND WAREHOUSES
IN PRINCIPAL CITIES

NO. 417, 11-22-1953

Introduction

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

Since we control the source of so many of the raw materials used in our products and maintain chemical laboratories and testing rooms where these materials are carefully examined for quality, we are able consistently to offer goods of more reliable and uniform quality than merchandise made by less favorably situated manufacturers.

New developments planned and tested for the future are regularly introduced as soon as field tests prove their superiority and raw materials become available—as products of Sherwin-Williams Research.

The Sherwin-Williams Company was founded in 1866. Ever since that time we have held strictly to the highest standard of quality in the products manufactured. We believe that the best goods would sell the best and our splendid success has proved we were right.

THE SHERWIN-WILLIAMS CO.

SHERWIN-WILLIAMS PRODUCTS

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SWP HOUSE PAINT

~~It's Weathered~~

SWP Weathered House Paint embodies the most up-to-date improvements known to paint science. Today's SWP is the finest house paint ever made by Sherwin-Williams, formulated with a carefully controlled selection of high quality pigments, oils and binders, to create a uniform paint surface. This insures a performance that is dependable and outstanding, giving the consumer unexcelled protection against—

- Excessive Loss of Gloss
- High Dirt Collection
- Uncontrolled Chalking
- Checking and Cracking
- Rapid Erosion
- Color Fading
- Industrial Fumes



6003

Being a prepared house paint which comes in proper consistency for use under most conditions, it should not be thinned in any way except as directed on the label. SWP is an economical Painters paint because:

1. Its close-knit film has stronger hiding power and requires less brushing to obtain solid covering.
2. Its controlled chalking offers the kind of surface which painters like to repaint.

Homes painted with SWP highest-quality house paint present a neat, well-kept appearance, well protected and have long lasting beauty.

SWP 471 Gloss White has been carefully formulated to produce a brilliant, true white, more lasting and more beautiful than ever before. This is accomplished, in part, by carefully controlled chalking and because of this SWP 471 Gloss White should never be tinted. For tinting purposes painters should use SWP 473 Tinting White. *white only*
For one-coat work use SWP 476

SWP 473 Tinting White is especially intended for producing pastel colors or used as a white where resistance to chalk staining of adjacent surfaces such as brick or stone is desired. SWP 473 Tinting White may be blended with SWP Colors except 418 Solfast Red or tinted with S-W First Quality Tinting Colors excepting Dragon Red, Rose Lake or Ultramarine Blue.

SWP 476 One-Coat White

The smart SWP colors are cleaner, more permanent, more attractive than they have ever been before. These colors may be made lighter by use of SWP Tinting White or darker by using S-W Tinting Colors. SWP jobs stand out conspicuously, giving beauty and protection that is retained much longer than those on which ordinary paints were used.

Ready-to-use SWP 450 Undercoater primes and seals badly weathered painted surfaces or unpainted wood and uniforms painted sheltered surfaces. It dries to a dull coat—makes possible better, longer-lasting paint jobs.

*Every drop of SWP House Paint is WEATHERATED for its ability to resist all these destructive factors before it is permitted to bear the Sherwin-Williams label.

SHERWIN-WILLIAMS PRODUCTS

SWP FUME RESISTING WHITE

SWP 436 Fume Resisting White is formulated with special oils and pigments which impart a better appearance and added protection against decaying seaweed and fumes from factories, oil refineries and coal furnaces. The "stay white" characteristic of Fume Resisting White is outstanding. This product is a companion product to the regular SWP 471 Gloss White for outside use and should be used only in those localities where chemical fumes cause objectionable darkening. Directions for applying SWP 436 Fume Resisting White are listed on the label which outlines the procedure to be followed in new work and the repainting of old surfaces.

SWP TRIM COLORS

SWP Trim Colors are specially formulated with extra-permanent colors and other highest quality ingredients to insure maximum durability and mildew resistance. These Trim Colors are used on shutters, window sash, doorways, grillwork and similar trim surfaces which are subjected to the same punishment as house siding.

Applied according to directions SWP produces the "required thickness" of the most durable house paint known today. It will stand up year after year. Approximate covering capacity: SWP 450 Undercoater—450-500 square feet per gallon, one coat. SWP House Paint—500-550 square feet per gallon, one coat. Color Card CC-522: 542

	Pints	Quarts	Gallons	5 Gallons
Black, 467.....				XXXX
Gloss White, 471.....				
Undercoater, 450.....				
Tinting White, 473.....				
Berkeley Yellow, 459.....				
Chelsea Gray, 474.....				
Colonial Yellow, 468.....	XXXX			
Fume Resisting White, 436.....				
Geneva Cream, 478.....				
Ivory, 496.....				
Plymouth Green, 458.....				
Westchester Gray, 477.....				
Woodland Brown, 493.....	XXXX			
TRIM COLORS				
Manor Brown, 495.....	XXXX			XXXX
Royal Maroon, 497.....				
Ardmore Green, 416.....				
Hillcrest Green, 482.....	XXXX			XXXX
Sagamore Green, 488.....				
Verdes Green, 417.....				
Castilian Blue, 412.....	XXXX			XXXX
Solfast Red, 418.....				

ALUMINUM PAINTS

ALUMINUM SPAR ENAMEL NO. 29

An excellent utility paint for interior and exterior use, except for priming or repainting of exterior wood surfaces.

Aluminum Spar Enamel No. 29 is brilliant aluminum bronze paste combined with durable spar varnish in ready mixed form. Because of its excellent hiding qualities this paint will completely conceal a clean, black surface. It is easy to apply, brush or spray, dries quickly and gives good protection on exposed metal, concrete and brick surfaces. In fact the interior temperature of tanks, metal roofs and buildings is reduced when painted with Aluminum Spar Enamel No. 29.

Aluminum Spar Enamel No. 29 will withstand moderate heat and may be used on such items as hot water tanks, steam or hot water pipes, etc., covers densely and is anti-corrosive. It is excellent as a sealing coat on interior stained wood to prevent bleeding through on enamel work. It is free from obnoxious odors found in so many aluminum paints.

One gallon covers approximately 1,000 square feet, one coat on metal surfaces, slightly less on concrete and brick.

Quarts Gallons 5 Gallons

ASPHALT ALUMINUM PAINT

An excellent combination of selected gilsonite asphalt and pure aluminum flakes provides an economical, bright silver, water repellent paint for outside use. It protects roofs (except wood shingles) and metal surfaces from deterioration and improves their appearance. Reduces temperature in hot weather—cuts heat losses in cold weather.

Asphalt Aluminum Paint is recommended for built up, slag or metal roofs, smooth or slate surfaced roll roofing, asphalt shingles, masonry, tar paper, tanks, metal silos and metal walls, flashings, etc. It is not recommended for surfaces which subsequently will be painted with oil paints or enamels.

This paint covers densely and one coat is usually sufficient. One gallon covers approximately 300 to 400 square feet, one coat, on composition surfaces, 600 to 800 square feet, one coat, on metal surfaces. May be brushed or sprayed.

Gallons 5 Gallons

CHROME FINISH NO. 21

Bright as its Name Implies

Chrome Finish No. 21 is a fast drying, highly reflective aluminum coating—protective, durable and decorative for use on metal surfaces such as radiators, pipes, automobile bumpers and hub caps, gas engines; also ornamental iron work, picture frames, household novelties etc. It can be used as a sealing coat on interior stained wood to prevent bleeding through on enamel work.

It is easy to apply, covers densely and is anti-corrosive.

$\frac{1}{4}$ Pint $\frac{1}{2}$ Pint Pint Quarts Gallons

SHERWIN-WILLIAMS PRODUCTS

HEAT RESISTING ALUMINUM PAINT NO. 23

Ready-mixed Heat-Resisting Aluminum Paint for interior surfaces will resist heat up to 1000°F. without blistering or discoloring. It produces a smooth, brilliant finish that is both durable and economical on pipes, radiators, hot water heaters, furnaces, hot plates, hot plate ovens, etc., Has excellent hiding qualities, one coat covering a surface completely.

Being mixed under controlled factory conditions, this paint is both uniform and reliable. For this reason it is convenient to use and may be applied by either brush or spray. It covers approximately 1000 square feet per gallon, one coat—dries dust free in 2 hours—hard in 10 hours.

$\frac{1}{2}$ Pint	$\frac{1}{4}$ Pint	Pint	Quart	Gallon
.....				

B ASPHALTUM

Sherwin-Williams B Asphaltum is an excellent, quick drying, hard finish for use on either metal or wood. It is an especially good finish for utility purposes such as underside auto fenders, work table tops, desk framework, rough castings, etc., possessing alkali and acid-resisting qualities, does not grow brittle and forms a very hard, wear resistant surface. Works easily, covers well and dries dust free in 15 to 20 minutes. Can be brushed or dipped.

One gallon covers approximately 600 square feet.

$\frac{1}{2}$ Pint	Pint	Quart	Gallon	5 Gallons
.....				

6626

BRICK AND STUCCO PAINT WATERPROOFS AND BEAUTIFIES

Sherwin-Williams Brick and Stucco Paint is a high quality, semi-gloss oil paint made especially for exterior use on brick, concrete, cement, stone, stucco and other types of masonry surfaces. It may also be applied to similar interior surfaces. When used according to directions, it will repel moisture, and cover all stains and discoloration. Because it prevents moisture from penetrating stucco, brick and cement, it lengthens the life of exterior walls, and keeps buildings dry.

Old or unpainted surfaces attract and retain dirt and soot. Use of this tight oil paint will beautify these surfaces, keep walls clean and buildings protected, presenting a tough, smooth, attractive surface to the weather.

For the first coat on unpainted, porous surfaces, apply a mixture consisting of equal parts Brick and Stucco Paint and Mixing Sealer. Do not substitute linseed oil or turpentine for thinning. Apply the second coat as it comes from the package. On old painted surfaces the first coat should be a mixture of Brick & Stucco Paint and Mixing Sealer, amounts being determined by the porosity of the surface.

One gallon covers 300 to 450 square feet—one coat. Brick and Stucco Cream matches SWP Geneva Cream.

	Quart	Gallon	5 Gallons
Cream, 918.....			
White, 910.....			
Mixing Sealer, 024.....			

ENAMELOID

THE ALL PURPOSE ENAMEL

One Coat Covers

The ease of application, fast drying qualities, and the fact that one coat covers previously enameled surfaces without brush marks, makes Enameloid a very popular enamel for those who want a good finish at a minimum cost. Either inside or out, on small surfaces or large, for furniture, walls or woodwork, use Enameloid wherever you want a surface that is smooth, lustrous, full-gloss—and washable.



In a few hours Enameloid dries with a beautiful, full, porcelain-like finish which is most durable and resistant to wear, and may be washed repeatedly with soap and warm water. This immediately recommends its use for finishing the walls and ceiling of baths, kitchens, pantries, refrigerator rooms, laundries, and similar rooms where steam and vapors are present. A glass-smooth film of Enameloid resists boiling water, hot cooking dishes, also stains from fruit juices and other beverages.

Any homemaker will find it easy to apply Enameloid. Anyone can give lustrous, colorful beauty to interior furniture and woodwork as well as porch and lawn furniture. The resultant smooth hard finish makes it very easy to keep the surface clean and bright looking. Enameloid comes in a wide assortment of colors selected for their popularity and decorative value.

Flat Black Enameloid has been formulated to produce a dull black, wrought iron finish on ornamental ironwork, lamps, gas fixtures, picture frames, molding and similar surfaces. Flat Black should be applied with a camel hair or other soft type brush in smooth, even coats avoiding a heavy film and excessive brushing.

One gallon covers approximately 400 square feet—one coat. Color Card CC-524.

6223

Black, 729.....	1/2 Pint	1/2 Pint	Pint	Quart	Gallon
Blue, 708.....					
Canton Jade, 705.....					
Flame Red, 721.....					
Flamingo, 751.....					
Flat Black, 730.....					
Ivory, 701.....					
Jaquill Yellow, 752.....					
Killarney Green, 728.....					
Limestone, 718.....					
Pastel Blue, 714.....					
Regal Turquoise, 745.....					
Rose Mist, 755.....					
Seaspray Green, 723.....					
White, 710.....					

EXOLVENT

A Universal Thinner

Economically priced Exolvent is an unusually good thinner for all kinds of paste and liquid paints, varnishes and enamels. Being an excellent solvent with good penetrating power, it bites into the previous film which tends to reduce crawling difficulties over glossy surfaces. It is ideal to thin paints for either brushing, or spraying, providing a long, wet edge and an excellent flow of finishes in which it is used. Also, it has no objectionable odor.

Exolvent is an excellent cleaner for brushes as it leaves the bristle clean and resilient without any gummy residue.

1/2 Pint	Pint	Quart	Gallon	5 Gallons
.....				

— 10 —

Should not be used for thinning Nitrocellulose Lacquers or Emulsion Paints

SHERWIN-WILLIAMS PRODUCTS

FARM, RANCH AND PLANTATION CREOSOTE WHITE

Farm, Ranch and Plantation Creosote White is made particularly for use on barns, cribs, silos, fences, etc. It is a ready mixed product, ready for use on either smooth or rough lumber. Being made of a lead-free formula, it is non-poisonous to animals. Farm, Ranch and Plantation Creosote White is an economical coating to use for protection against the elements.

It is furnished in brushing consistency but can be sprayed when reduced according to the directions on the label. For best results on new or weathered surfaces two coats should be applied. One coat on previously painted surfaces in normal condition will give excellent service.

Covering capacity will vary according to the porosity of the surface, but on the average one gallon will cover one coat approximately 400 square feet on new wood or 600 square feet on previously painted surfaces.

Gallons 5 Gallons

FILLER—PASTE WOOD

FOR FILLING ALL OPEN-GRAIN HARDWOOD

S-W paste Wood Filler is a dependable product for filling all open-grain wood such as oak, walnut, mahogany, ash, etc. It dries hard and will not shrink or break away from the pores of the wood. Being easy to wipe and sand, its use provides a smooth surface for varnish, shellac or other finishes.

When used on dark colored or stained open grained woods, the filler should be tinted to a similar color with S-W Oil Stain or S-W Tinting Colors. Reduced with S-W Exolvent, turpentine or benzine to the consistency of thick cream, one quart will fill approximately 120 square feet.

$\frac{1}{2}$ Pint Quarts Gallons

Natural Transparent, 1.....

FIRST QUALITY TINTING COLORS

The wide range of colors that can be secured with Sherwin-Williams First Quality Tinting Colors provides painters and decorators with an outstanding opportunity to meet requirements for popular pastel shades on interior and exterior surfaces.

First Quality Tinting Colors possess the following outstanding properties:

Consistency—the consistency of these colors prevent settling. A little stirring and they are ready to be added directly to a product.

Miscibility—Liquid portion selected to be compatible with oil, varnish and alkyd type products, Flats, Semi-Glosses, Enamels and House Paints. These colors are not recommended for water emulsion paints or lacquers.

Dispersion—Colors disperse easily and completely in product being tinted by small amount of stirring.

Fineness—All colors are finely ground and therefore do not harm the texture of any finish.

Intensity—Strong colors permit obtaining tints with minimum of added color.

Clarity—Clean colors made with the best materials available produce the bright tones preferred by discriminating decorators.

SHERWIN-WILLIAMS PRODUCTS

FIRST QUALITY TINTING COLORS—Continued

First Quality Tinting Colors like all S-W products contain refinements which our technical research prescribe. Permanent Oxide Green is evidence of this fact. This new green is especially recommended for coloring exterior and stucco paints—it is alkali proof, durable and fade proof.

Tinting Colors finely ground are supplied in tubes. They are especially suited for art work or tinting small quantities of paint or enamel.

Color Card CC-504.

	Per Package			Per Tube	
	1/4 Pint	Quarts	Gallons	Small	Large
BLACK					
Lamp (CP).....					
BLUES					
Prussian.....			XXXX		
Ultramarine.....		XXXX	XXXX		
PC Blue.....			XXXX		
BROWNS					
Raw and Burnt Umber.....					
Raw Sienna.....					
Burnt Sienna.....			XXXX		
GREENS					
Chrome, Light.....					
Chrome, Medium and Dark.....			XXXX		
Permanent Oxide.....				XXXX	XXXX
PC Green.....			XXXX		
REDS					
Dragon.....			XXXX		
Venetian.....					
Rose Lake.....	XXXX	XXXX	XXXX		
YELLOW					
Chrome, L, M and D.....			XXXX		
Yellow Ochre.....					
WHITE					
Flake White.....	XXXX	XXXX	XXXX		

FLAXOAP

(PASTE)



The outstanding features of Flaxoap are: Provides plenty of suds—cleans exceptionally well—mild on the skin—may be used more safely than most other cleaning aids. Paste Flaxoap is a pure Vegetable-Oil Soap of excellent quality, readily soluble in hot or cold, hard or soft water. A well-known household product, it is wonderful for any cleaning task where an efficient and safe cleaner is needed. The uniform high quality is your guarantee of satisfactory results.

Per Package
1 Lb. 5 Lb.

Per Pound
40 Lb. Pall Drums

ONE FLAT-TONE COAT

A Truly Superior Washable One-Coat Flat Wall Paint

Flat-Tone is a superior, one coat, washable flat wall paint, stain resistant and self-sealing. It produces a beautiful, soft wall finish of the finest quality for interior walls and ceilings. Its beauty is of a very practical nature because—

6250



- Covers most surfaces in one coat.
- No primers, sealers or undercoat needed.
- Applies like magic from the package—no thinning required.
- No drag—no pull—easy to apply.
- Levels to a beautiful, flat finish.
- Dries to touch in 4 hours—hard over-night.
- Gives uniform, durable flat finish over new or old surfaces.
- Has superior stain resistance and washability.
- May be applied with brush, spray or Roller-Koater.

The 12 beautiful colors are scientifically blended to harmonize with all modern and period home furnishings. These shades may be altered to suit individual taste in decoration by intermixing either with another color or through the addition of S-W Tinting Colors.

Painters will appreciate the many advantages of One-Coat Flat-Tone which help them turn out better jobs economically such as: excellent brushability, good "wet edge," solid hiding power, dependable uniformity and attractive colors.

One gallon of Flat-Tone covers approximately 500 square feet, one coat. Color Card CC-515.

	Quarts	Gallons	5 Gallons
Cottage Ivory, 805.....			
White, 810.....			
Carnation Pink, 834.....			
Dawn Blue, 808.....			
Seafoam Green, 803.....			
Soft Gray, 839.....			XXXX
Spring Green, 823.....			
Sunburst Yellow, 838.....			
Briar Rose, 840.....			
Fairfield Blue, 842.....			
Highland Green, 841.....			XXXX
Winslow Brown, 837.....			
Yellow Chartreuse, 836.....			

FLAT-TONE CONVERTING LIQUID

Have walls and woodwork harmonize or match EXACTLY in the very latest, modern fashion by using only one paint which can be made suitable for all interior work. Flat-Tone can be easily transformed into an excellent woodwork finish by just adding one-half pint Flat-Tone Converting Liquid to a gallon of any deep shade selected, one pint to any pastel color and white. Flat-Tone Converting Liquid makes Flat-Tone more appropriate for woodwork—gives it a slight increase in sheen which makes it more washable—adds firmness one needs for serviceability.

1/2 Pint Pint
.....

SHERWIN-WILLIAMS PRODUCTS

6149

FLAT-RITE INTERIOR ENAMEL UNDERCOATER

Flat-Rite is an interior enamel undercoater of highest quality which embraces latest developments of our Research Laboratories in a scientifically formulated enamel undercoater.

This product which is extremely white, has excellent "hiding" power. It is very finely ground, so that it can be mixed with highest quality gloss enamels to produce eggshell finish.

Flat-Rite flows onto the surface very evenly and has excellent leveling properties. It dries to a tight, flat finish which will hold out succeeding coats of enamel so as to produce a very beautiful effect. Surfaces on which Flat-Rite has been applied can be easily sanded when desired.

One gallon covers approximately 400 square feet, one coat.

1/2 Pint	Pint	Quart	Gallon
.....			

6147

FLO-LAC FOR WOODWORK, FLOORS AND FURNITURE STAINS AND VARNISHES IN ONE OPERATION

S-W Flo-Lac is a tough, hard-wearing varnish stain for use on woodwork, floors and furniture. It is easily applied with a soft brush and is ready for use after overnight drying. It resists sun, water, heat marks and scratching, and retains its gloss for a long period of time. The transparent nature of Flo-Lac does not tend to obscure the grain of the wood.

There are hundreds of uses for Flo-Lac. It is a splendid finish for floors, old furniture of all descriptions and all suitable interior surfaces. Having a wide variety of shades, it may be used for touching up worn and marred chairs, tables, radios and other furniture and woodwork most satisfactorily.

Discolored and painted surfaces can be made attractive by covering them with Flo-Lac Ground after which the desired color of Flo-Lac is applied. It is possible to imitate a wood grain effect by using Flo-Lac Graining Preparation.

One gallon of Ground Color covers approximately 400 square feet while the same quantity of Flo-Lac Colors cover approximately 500 square feet—one coat. Colors shown on the color card are representative of colors of Flo-Lac over Ground Color. Flo-Lac applied to new wood will result in darker shades than that shown by the color card. CC-468 548

	1/2 Pint	Pint	Quart	Gallon
Dark Oak, 109.....		XXXX		
Light Oak, 108.....		XXXX		
Mahogany, 106.....		XXXX		
Maple, 111.....		XXXX		
Walnut, 107.....		XXXX		
Ground, 110.....		XXXX		XXXX
Graining Preparation, 112.....	XXXX			XXXX

GALVITE
GALVANIZED IRON PRIMER GRAY

Galvite is a specially formulated primer designed for use on galvanized iron or other zinc coated metal surfaces, to prevent corrosion of these surfaces while providing an ideal surface for the application of any type of finishing coat. For best results when applying Galvite to new metal, it is important that the galvanized surface first be washed with one of the recommended proprietary chemical preparations. Dilute acetic acid, vinegar, or copper sulfate solutions may also be used for this purpose.

Galvite adheres to the metal, provides tooth for the finishing coats, and has durability. Covers approximately 700 square feet per gallon and dries to touch in 8 hours—to recoat in 48 hours.

Quarts	Gallons	5 Gallons
.....		

GLAZING LIQUID
FOR BLENDING AND ANTIQUING

Glazing Liquid has been specially formulated for blending and antiquing work. When applied to a surface it is colorless unless tinted with First Quality Tinting Colors. S-W Glazing Liquid is translucent and permits the color over which it is applied to show through when wiped and blended. It may be applied over most painted surfaces including Flat-Tone, Semi-Lustre, Enameloid or gold and silver bronze of leaf to produce so-called "mottled" or "tiffany" wall effect. It is also recommended for antiquing, polychroming, wiped enamel finishes, parchment lamp shades, etc.

It dries overnight to a dull or egg-shell lustre and, containing no wax, can be repainted without difficulty. Being a specially treated oil preparation of fairly heavy body, this Glazing Liquid may be washed easily with soap and water. Although S-W Glazing Liquid provides a very durable finish, in some instances, woodwork and pieces of furniture are subjected to extremely hard usage and, consequently, require additional protection. All glaze finishes can be coated with Mar-not Satin Finish Varnish to preserve the finish indefinitely and simplify washing.

One gallon covers approximately 750 square feet—one coat. Descriptive Folder E-751.

½ Pints	Quarts	Gallons
.....		

KEM-NAMEL SNOW WHITE GLOSS
FOR INTERIOR AND EXTERIOR USE

Sherwin-Williams Kem-Namel Snow White Gloss is a high quality gloss enamel. Its remarkable hiding and covering plus its unsurpassed toughness puts Kem-Namel in a class by itself. The intense whiteness and rich, full gloss, the extremely easy brushing and perfect flow are a combination of outstanding qualities which results in one of the most attractive enamel finishes it is possible to produce.

Not only does Kem-Namel Snow White have a beautiful whiteness immediately after application, but it retains that whiteness for an exceptionally long time. This enamel can also be tinted with S-W Tinting Colors to any desired pastel shade.

Kem-Namel Snow White Gloss represents a formulation of the highest quality raw materials which assures a smooth enamel finished surface. For best results it should be applied over the undercoater recommended for the particular job, depending upon whether it is an exterior surface or an interior wall, woodwork, plaster, etc. It dries dust free in 2 to 8 hours—hard in 12 to 16 hours, covering approximately 400 square feet per gallon, one coat.

Quarts	Gallons	5 Gallons
.....		

SUPER KEM-TONE
THE DE LUXE WALL PAINT



Super Kem-Tone—the new miracle development of paint chemistry—is scientifically formulated from oils and newly developed chemicals. It is ready to use—requires no thinning—applies like magic—dries in one hour to a beautiful, velvet finish. Super Kem-Tone is exceptionally tough and durable and has amazing washability.

This new paint can be applied on any and all kinds of walls and woodwork; wallpaper, wallboard, dry wall construction, interior brick, plywood, flat and gloss paint. Exhaustive tests prove the following qualities of Super Kem-Tone.

- Rubber-like finish impervious to water and dirt.
- Alkali resistant—can be washed with soap and water or any good household paint cleaner.
- Amazing washability after three or four weeks.
- No primer is needed, a self sealing paint.
- Uniform coverage over wall paper, plaster and dry wall construction.
- Easy to apply—goes on like magic.
- Fast drying—Dries in one hour. Allow overnight drying between coats.
- Two coats, properly applied, gives a uniform finish over any surface.
- Brush, roller-coat or spray without reduction.
- No paint odor—non-inflammable.

Super Kem-Tone comes in 20 popular colors. They may be mixed with each other to produce additional attractive shades.

Color Card CC-531.

	Quarts	Gallons	*5 Gallons
Bermuda Turquoise, 67117.....			
Camellia Pink, 67103.....			
Ceiling Flat White, 67121.....			
Glenwood Gray, 67104.....			
Melodie Green, 67107.....			
Princess Ivory, 67101.....			
Ripple Green, 67105.....			
Sandalwood, 67114.....			
Shasta White, 67100.....			
Skyline Blue, 67106.....			
Sunbeam Yellow, 67102.....			
Sunset Rose, 67118.....			
Wedgwood Blue, 67108.....			
Caprice Yellow, 67115.....			
Chartreuse, 67116.....			
Colony Blue, 67110.....			
Flamingo, 67113.....			
Monterey Red, 67109.....			
Parklane Green, 67119.....			
Pinehurst Green, 67111.....			
Ramona Green, 67120.....			
Spanish Brown, 67112.....			

*All colors available in 5 gallon cans on special order.

KEM-TONE



A miracle wall paint for all types of interior painted or unpainted walls including plaster, wallboard, brick and cement; also canvas and wallpaper, provided they are adhering tightly to the wall.

Kem-Tone, a resin emulsion finish, is made with synthetic resins and tough durable oils. It comes in a paste form, requiring reduction with water only to a painting consistency. It dries with a beautiful flat matte finish that is washable.

Kem-Tone is exceptionally economical because it can be applied quickly and easily—dries in one hour and one coat covers practically all interior surfaces without a priming coat.

Belmont Ivory, 65401
Berkeley Green, 65435
Cameo Rose, 65417
Heather Rose, 65423
Intense White, 65424

Midland Green, 65405
Pale Jonquil, 65406
Sheffield Gray, 65434
Willowick Blue, 65421
Yorktown White, 65400

Quarts	Gallons	6 Gallons
.....		

KEM PLASTIC PATCH

An all-purpose patching, surfacing and filling compound



Kem Plastic Patch is a synthetic compound of plastic materials for repairing damaged walls and woodwork to be painted or enameled.

No muss, no under-cutting or soaking of the edges of old plaster are necessary. Mix with water—stir to a soft paste, apply with a flexible broad knife, putty knife or trowel.

Will adhere to surfaces without shrinking or cracking.

1 Lb.	2½ Lbs.	5 Lbs.
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KEM-GLO

THE MIRACLE LUSTRE-ENAMEL OF MODERN PAINT CHEMISTRY



The superb tile-like finish for walls and ceilings in kitchens, bathrooms, nurseries, playrooms, hallways and for all interior woodwork, KEM-GLO is the miracle achievement of modern paint chemistry; scientifically engineered and manufactured to produce an amazingly tough, durable finish that looks and washes like baked enamel.

KEM-GLO is also a superior finish for interior and exterior furniture, either wood or metal.

KEM-GLO comes ready to use, brushes on like magic, covers most surfaces in one coat and dries in three to four hours under normal conditions.

ONE COAT COVERS—Most surfaces require one coat only (dark-colored surfaces may require a second coat).

NO WALL PRIMER NEEDED when applying to wall surfaces.

NO ENAMEL UNDERCOATER NEEDED when applying to wood surfaces.

DRIES IN THREE TO FOUR HOURS—A second coat may be applied after four or five hours.

COLORS MATCH OR HARMONIZE with Kam-Tone and Super Kam-Tone Colors.

MAY BE INTERMIXED OR TINTED with Kem-Glo deep colors to produce a large variety of sytlish pastel shades.

ONE GALLON IS SUFFICIENT for entire kitchen—walls, woodwork and cabinets. Two quarts will do the average bathroom and one quart for woodwork in the average living room, dining room and bedroom.

Color Card CC-519

Alpine Blue, 51411	Hunter Green, 51419
Arbor Green, 51408	Mandalay Ivory, 51401
Blacay Blue, 51413	Maywood Green, 51406
Canasta Red, 51414	Pampas Green, 51412
Canterbury Gray, 51410	Prairie Rose, 51418
Capri Blue, 51405	Ramona Green, 51423
Caprice Yellow, 51422	Rose Coral, 51409
Chartreuse, 51416	Sandalwood, 51421
Cordova Brown, 51415	Stay White, 51400
Crystal Turquoise, 51417	Sunbury Yellow, 51403
Flamingo, 51420	

Pints Quarts Gallons

KEM-GLO GLOSS MODIFIER

Kem-Glo Gloss Modifier is an outstanding new development of paint chemistry. It is designed for mixing with Kem-Glo to reduce or modify the lustre where the customer desires a lower sheen in living rooms, dining rooms and bedrooms than the regular Kem-Glo lustre.

This combination of Kem-Glo resins with a semi-transparent flatting pigment modifies the lustre of Kem-Glo without any change in workability, drying, washability, durability or color.

One part of Kem-Glo Gloss Modifier added to four parts of Kem-Glo produces a mellow sheen for decorative grandeur.

Pints Quarts

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KEM NYLON WALL BRUSH



The Kem 4 inch Nylon Wall Brush is designed and constructed so as to assure a satisfactory application of paint on large surfaces.

Recommended for applying Kem-Tone, Kem-Glo or Super Kem-Tone. Can also be used in other types of wall paint, enamel and varnishes.

Consumers or painters will find the streamlined type of beavertail handle fits snugly in the hand, and is comfortable to use, which makes painting easier.

Width 4 inches, thickness $\frac{1}{8}$ inches, length clear $3\frac{1}{4}$ inches.

The soft, silky Nylon bristle, set in rubber holds a generous amount of paint and helps spread it uniformly on the surface.

With the proper care (see directions on wrapper) this brush will retain its good qualities indefinitely.

Each

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KEM NEOCETA WALL BRUSH

Made with pure Neoceta Bristles—synthetic bristles that pick up and carry more paint than Chinese hog bristle.

Width 4 inches, thickness $\frac{1}{8}$ inches, length clear $3\frac{1}{4}$ inches.

Recommended for applying Kem-Tone, Kem-Glo or Super Kem-Tone. Can also be used in other types of wall paint, enamel and varnishes.

With reasonable care (see directions on wrapper) this brush will give long and satisfactory service.

Each

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KEM NYLON TRIM BRUSH



Especially designed for applying Kem-Glo but can also be used in all types of paint, varnish and enamel.

Width $2\frac{1}{4}$ inches, thickness $\frac{1}{8}$ inches, length clear $2\frac{1}{4}$ inches.

The pure Nylon bristle are vulcanized in rubber for durability.

The streamlined beavertail handle fits snugly in the hand —is comfortable to use—makes painting easier.

Each

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KEM SUPER CUSHION ROLLER-KOATER No. 100

An excellent quality Roller-Koater at an economical price.

The super-cushion cover is made from heavy resilient wool that is especially selected for applying Super Kem-Tone, Kem-Glo and Kem-Tone. Will also produce superior jobs with other types of paints and enamels.

The improved design provides a new lightweight Roller-Koater that is streamlined, well balanced and easy to use.

Each



KEM DELUXE ROLLER-KOATER No. 500

A top quality Roller-Koater for both professional painter and consumer use.

The DeLuxe cover is made from long resilient wool especially selected for Faster—Easier—Better application of Super Kem-Tone, Kem-Glo and Kem-Tone. Will also produce superior jobs with other types of paints and enamels.

The DeLuxe cover picks up and applies a heavier, more uniform coat of paint, thus enabling the customer to obtain a higher percentage of one coat jobs.

It is an exceptionally lightweight, well balanced, easy-to-use painting tool. The DeLuxe Roller-Koater is equipped with removable sleeve so that customer can change from one color to another without stopping to wash out the roller.

Each

REMOVABLE SLEEVES

Available for use with the Kem DeLuxe Roller-Koater. By purchasing extra sleeves customers can change from one color to another without stopping to wash out Roller-Koater.

Each

SHERWIN-WILLIAMS PRODUCTS

LIN-X CLEAR GLOSS VARNISH

For Interior and Exterior Use



Lin-X Clear Gloss is a transparent varnish that is tough. By combining these essential requisites of a good varnish it has unlimited uses, giving beauty and protection both inside and out. Resistant to boiling water, sizzling grease, fruit juices, even alcohol, it flows on smoothly and is easy to apply to printed linoleum, floors, furniture, woodwork, doors, etc. It is also easy to clean. This varnish is recommended as a top quality, all purpose, serviceable gloss finish.

NOTE: Neither Lin-X nor any other varnish is recommended for inlaid linoleum. One gallon covers approximately 550 square feet, one coat.

Pints Quarts Gallons 5 Gallons

MASONRY AND ASBESTOS SIDING PRIMER *Not for Wood*

S-W Masonry and Asbestos Siding Primer is especially designed to prime exterior or interior asbestos siding, stucco, brick and concrete walls. It seals the surface, resists alkali and produces an excellent undercoater over which to apply SWP House Paint, S-W Brick and Stucco Paint on exterior surfaces or S-W One Coat Flat-Tone and Semi-Lustre on interior walls.

It's alkali resisting properties make it a most important addition for the painting of surfaces where alkali is ever present, especially new or unpainted masonry surfaces. Asbestos siding, commonly known as asbestos shingle siding, can best be primed with S-W Masonry and Asbestos Siding Primer because it seals the surface and protects the finish coats of SWP Outside House Paint or S-W Brick and Stucco Paint from being attacked by alkali which saponify oil paints. A good full coat should be applied to this type siding not previously painted to satisfy the high porosity.

Previously painted surfaces that are firm may be primed with S-W Masonry and Asbestos Siding Primer. The Sherwin-Williams Co. assumes no liability for application to dusty, scaly, sandy or otherwise inferior surfaces.

Surfaces that have previously been painted with any type of water paint should be thoroughly wire brushed before applying this primer.

S-W Masonry and Asbestos Siding Primer should be applied at package consistency or reduced slightly, if necessary, with turpentine. Allow 2-4 days drying time before applying the material selected as the finish coat.

Covering capacity: 200 to 500 square feet per gallon, one coat, varying according to the porosity of the surface.

Gallons 5 Gallons

METAL PRIMER RED

An economical, effective primer formulated particularly for use on structural and ornamental iron, steel and other surfaces which require protection from rusting. It should not be used over galvanized iron, galvaneal or other zinc-coated surfaces unless they have been exposed to the weather for at least a year, or have been given special washing treatment to neutralize the chemicals used in the plating process.

Metal Primer Red possesses good weather-resistance and durability. One full coat gives a solid covering and a tough, flexible film that will have intimate adhesion to the metal surface over which it is applied. Its overnight dry, non-bleeding and low gloss characteristics have been designed to provide a foundation for interior or exterior paints and enamels.

Covering capacity: Approximately 600 square feet per gallon, one coat.

Quarts Gallons 5 Gallons

SHERWIN-WILLIAMS PRODUCTS

MILDEW RESISTANT ADDITIVE

Mildew is a fungus growth that attaches itself to painted surfaces and in many parts of the country is a source of trouble. It discolors paint and shortens its life.

S-W Mildew Resistant Additive is for use with paint, varnish or enamel in areas where mildew is prevalent and extra protection is needed against discoloration. For utmost protection in such areas undercoaters should also be treated.

Where ordinary mildew conditions exist add 2 ounces of Mildew Resistant Additive to the gallon of paint. For areas where extreme mildew conditions exist the amount of Mildew Resistant Additive should be doubled.

NOTE: Surfaces badly mildewed should be washed with a solution composed of 8 heaping tablespoons Spic and Span cleaner and 8 tablespoons Chlorox to one gallon warm water. Scrub the surface well with stiff scrub brush. After 5 to 10 minutes rinse surface thoroughly with clean water. Allow at least 48 hours of good drying weather before application of paint.

2 Ounces 4 Ounces
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NON-INFLAMMABLE PAINT AND VARNISH REMOVER

As the name suggests—one of the outstanding advantages of Sherwin-Williams Paint and Varnish Remover Rx 84 is the non-inflammable, non-combustible characteristics. It can be used where there are fire hazards. It can be more safely stocked. Regulations in many localities will make this type remover very popular.

In addition it does an excellent job—acts quickly—softens paint, varnish and enamel films so they can easily be removed. It will not damage the surface or raise the grain.

Non-Inflammable Paint and Varnish Remover is not recommended for cleaning brushes.

$\frac{1}{2}$ Pint Pint Quarts Gallons
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BRUSHING LACQUER CLEAR

S-W Clear Brushing Lacquer, a superior finish where speed is the dominating factor, dries in one hour and can be recoated in two hours. It dries fast—but not too fast to prevent easy brushing. A quick coat gives new sparkle, smooth finish and protection to worn surfaces which may be put back into use in a short time. They are then easily kept clean and sanitary. Lacquered surfaces, smooth, hard and unusually durable, resist dirt and grime.

A beautiful, quick-drying, long-wearing finish over a great variety of surfaces is possible with S-W Brushing Lacquer. It goes on quickly and easily—minimum brushing achieves a full, even surface. This lacquer may be used on most interior surfaces that can be varnished, such as: woodwork, furniture, floors as well as metal or glass articles.

Note—Clear Brushing Lacquer should not be used over mahogany stained woods or recently painted, varnished or enameled surfaces.

If the lacquer becomes too heavy for easy brushing, thin with S-W Lacquer Thinner and Brush Cleaner. One gallon covers approximately 400 square feet, one coat.

$\frac{1}{2}$ Pint Pint Quarts
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SHERWIN-WILLIAMS PRODUCTS

WALPAPER LACQUER

S-W Wallpaper Lacquer is especially designed for use over wallpaper. It is a good, safe, dependable preservative for wallpaper and, when brushed on, gives it a moisture resisting finish. Wallpaper thus treated can be washed with soap and water.

This clear, colorless liquid will not alter the appearance of the paper in any way. In fact, it is almost impossible to see that anything has been applied. However, occasionally bleeding colors are used in the printing of wallpapers and other types of paper have a spongy surface which shows all brush marks when treated with protective coatings. It is therefore advisable to test the lacquer in some obscure corner or on a left-over sample before proceeding.

It is easy to apply. A room can be quickly done with a wide soft bristle brush. Covering capacity approximately 600 square feet per gallon, one coat.

Quarts

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LACQUER THINNER AND BRUSH CLEANER

This is the only liquid that can be used for thinning S-W Brushing Lacquer Clear and Wallpaper Lacquer. When thinning is necessary it will produce easy flow and quicker application.

It is also recommended for cleaning brushes, removing lacquer from any surface or to take spots off hands and clothing.

$\frac{1}{2}$ Pints Quarts

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6624

OIL STAIN

Sherwin-Williams penetrating Oil Stains are formulated to produce clean, sharp colors on new wood and for refinishing where the old finish has been completely removed. They bring out the full beauty and intensity of the grain. These stains produce uniform full tones without streaks or laps because they are made with the highest quality, most permanent pigments obtainable. Therefore they are highly recommended for finishing the finest interior woodwork such as wood paneling, exposed beams, floors and furniture and either rough or smooth exterior surfaces such as plank faced walls, siding, projecting timbers and wood trim.

These stains are rich and pleasing in color, non-bleeding and easy to handle. Variations of color in the wood can be controlled and a uniform effect produced by wiping more or less as required after the stain has "taken." Lighter effects can be secured by the addition of S-W Evolvent or turpentine.

After staining exterior surfaces such as eaves, projecting timbers, etc., a finish coat of Rexpar Varnish will give a weather resistant surface. Mar-not Gloss Varnish or Mar-not Satin Finish Varnish will give a gloss or smooth polished appearance on interior stained surfaces.

Covering capacity will vary according to the porosity of the surface. One gallon of Oil Stain will cover between 600 and 800 square feet on new wood, one coat. Color Card CC-494-537

	$\frac{1}{2}$ Pints	Quarts	Gallons
Champagne, 337.....			
Dark Oak, 336.....			
Light Oak, 330.....			
Maple, 334.....			
Platinum, 343.....			
Walnut, 335.....			
Moss Green, 331.....			
Wheat, 333.....			
Red Mahogany, 332.....			

6145

PORCH AND FLOOR ENAMEL FOR ALL INTERIOR AND EXTERIOR FLOORS

Sherwin-Williams Porch and Floor Enamel will give interior and exterior floors a rich, colorful and lasting finish. One easily applied coat covers solidly and restores the good looks of all but the most badly worn floors. This synthetic enamel dries overnight. Dust, dirt and grime wash off easily with such little effort.

Porch and Floor Enamel will resist hard wear and repeated cleaning and scrubbing—will withstand outside exposure to sun, water and gritty sand. It is an extra-tough protection too, an ideal finish for interior and exterior floors and steps, boat decks, metal stairs, dados, and dry concrete floors above-grade levels.

Porch and Floor Enamel is not recommended for concrete floors laid directly on the ground. Paint applied to such surfaces will invariably peel or powder off due to the presence of moisture that would aid saponification by the concrete.

Alkaline cement floors must be neutralized by applying a wash made up of 8 pounds Zinc Sulphate to the gallon of water in order to allow proper drying of the paint film. Allow to dry thoroughly before painting.

Covers approximately 500 square feet—one coat per gallon. Color Card CC-522: 544

	Quarts	Gallons
Blue, 170.....		
Dark Gray, 153.....		
Dark Oak, 155.....		
Graystone, 150.....		
Green, 162.....		
Light Gray, 151.....		
Medium Gray, 152.....		
Oak, 154.....		
Red, 169.....		

PREPARITE

Preparite is a clear, non-abrasive liquid developed specifically to simplify the work of enameling or varnishing over old surfaces.

A rag moistened with Preparite will remove wax, grease, polish, etc., from old surfaces. It deadens the gloss of varnish or enamel and temporarily creates a slight tack to which the new finish can bond and anchor firmly. It does not leave any caustic residue to be neutralized and washed off.

NOTE: Preparite should be used on old finishes only—never on a new finish or a between-coat, as it is likely to soften and lift a new film. Preparite is also an excellent and effective brush cleaner.

1/2 Pints	Pints	Quarts	Gallons
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SHERWIN-WILLIAMS PRODUCTS

SCREEN ENAMEL BLACK

Sherwin-Williams Screen Enamel Black is a durable high-gloss enamel formulated especially to withstand outside exposure, and prevent rusting of window and door screens. The use of Screen Enamel Black assures longer life for your screens and prevents unsightly corrosion stains on surfaces painted white or light tints.

For best results when using Screen Enamel Black on these surfaces, be sure the surfaces are dry, clean and free from all loose dirt or paint. The use of a wire brush will clean the surface adequately with a minimum of effort.

In most cases, Screen Enamel Black may be applied as it comes in the package. However, if it is apparently too heavy for certain work, it may be thinned with Exolvent or turpentine without losing its protective qualities.

One quart covers the screens of an average 8 room house.

1/2 Pint Pint Quart Gallon

6744

SEMI-LUSTRE

SATIN-FINISH FOR WALLS AND WOODWORK

Semi-Lustre, an interior finish of high quality, is scientifically formulated to include the hard drying and washable qualities of an enamel, together with the brushing and working qualities of an oil paint. It "levels" beautifully without brush marks, covers well and dries with a soft pleasing gloss. Needing no undercoat on interior new wood, it is quick and easy to apply.



The uses of Semi-Lustre are manifold. It answers every problem as a wall and woodwork finish in hospitals, schools, public buildings, etc. Being a tough, hard-drying oil type finish, Semi-Lustre is well suited for heavy service on walls and woodwork, providing durability, washability and freedom from the harsh reflections of a full gloss wall finish.

Semi-Lustre is a popular wall finish for bathrooms, kitchens and laundries, where these nine colors lend their beauty in modern decoration. It dries with a smooth satin-lustre that does not catch dirt easily, and may be washed readily with soap and water to restore its original finish. The lustrous, durable film resists the steady beating these rooms must take.

The beautiful, mellow, satin glow produced with Semi-Lustre lends itself to the finishing of woodwork or wood trim throughout the home. Semi-Lustre colors match or harmonize with Flat-Tone and Kera-Tone shades for coordinated wall and trim decoration. It can also be tinted, if desired, with S-W Tinting Colors by which it is possible to secure a variety of shades.

Semi-Lustre dries to re-coat in 24 hours, and has a covering capacity approximately 500 square feet one coat per gallon on average surfaces. Color Card CC-515.

	Pint	Quart	Gallon	5 Gallons
Ivory, 201.....				
White, 210.....				
Buttercup Yellow, 199.....				
Camden Green, 192.....				
Flamingo, 197.....				
Madera Blue, 191.....	XXXX			XXXX
Monticello Blue, 190.....				
Pastel Green, 203.....				
Winfield Gray, 200.....				
Yellow Chartreuse, 193.....				

4629

SHINGLE STAIN

Sherwin-Williams Shingle Stain is formulated with treated oils and color-fast pigments. This stain gives excellent protection for shingle roofs, shingle and rough-sawn siding, or any rough outside wood surface. It brings out the natural beauty of the grain of the wood and adds to it a rich and distinctive coloring.

Shingle Stain may be applied to shingles by dipping if the application is to be made to new shingles before they have been laid. Back priming through this method of application adds years to the life of the shingles.

The shades of Shingle Stain will vary according to the various types of wood applied to. It should be pointed out that the samples shown approximate only the shades which may be obtained when used on Red Cedar. S-W Shingle Stains are rich in color, warm and harmonious, and after they have aged they become even more soft and pleasing in tone. Since this Shingle Stain penetrates very deeply, stained surfaces retain their color exceedingly well.

A two coat application of S-W Shingle Stain is recommended for best results. They produce a more uniform finish and give additional protection. The first coat should be applied as it comes from the package. However, the final coat should be reduced with one pint of pure raw linseed oil for greater protection. This applies particularly where the stain is to be used on old weathered shingles.

One gallon covers approximately 150 square feet, one brush coat. Color Card CC-522.

Indian Red, 755.....	} Gallons 5 Gallons
Nut Brown, 758.....	
Thatch Brown, 757.....	
Dark Green, 761.....	
Medium Green, 763.....	
Silver Gray, 771.....	

STOVE AND IRON ENAMEL

Stove and Iron Enamel is an all-purpose, glossy, heat resisting, utility finish for interior and exterior surfaces and metal surfaces subjected to heat. It may be used as a decorative finish on metal surfaces where a glossy, black finish is desired, such as: stoves, pipes, iron trellises, hand rails, iron fences, etc.

One pint covers approximately 100 square feet, one coat.

1/4 Pint 1/4 Pint Pint

1785

TAXITE

PAINT AND VARNISH REMOVER

Quick-acting Taxite penetrates old paints, varnishes and enamels and softens them for easy removal within a short time. After the Taxite has softened the old film, it can easily be removed with a putty knife, scraper or rags. Corners, moldings, carvings, etc. may be cleaned out by using a small wire brush or steel wool.

Taxite does not damage the surface, raise the grain or loosen veneers as do removers made with water.

After the old film has been removed, wash the surface thoroughly with a rag moistened with S-W Ecolvent or turpentine to eliminate the wax and all remaining residue. Use alcohol as a wash for shellacked surfaces.

Taxite is recommended for cleaning brushes made with hog bristle. Care should be exercised before using with brushes containing synthetic bristle.

1/4 Pint Quart Gallons

SHERWIN-WILLIAMS PRODUCTS

TINNERS RED

Sherwin-Williams Tinnens Red is a high quality oil paint designed for priming and/or painting galvanized iron gutters, flashings and drainspouts.

Before applying Tinnens Red to new galvanized iron we recommend that the surface be etched by washing with dilute acetic acid or vinegar.

Tinnens Red can also be used on structural steel, iron, brick or wood. It covers approximately 800 square feet on metal surfaces or 600 square feet on wood surfaces per gallon.

Quarts Gallons 5 Gallons

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6148

TRACTOR AND IMPLEMENT ENAMEL

Tractor and Implement Enamels will give excellent service on tractors, farm implements, wagons, trucks and jeeps as well as garden tools, water pumps, mowing machines, wheel barrows, metal fences and all exterior wood or metal surfaces.

It is easy to apply and produces a tough, high gloss finish that resists the elements.

Valuable wood or metal equipment can be protected by this quick drying, easily-applied S-W Tractor and Implement Enamel by touching up rust spots or giving it a periodic painting.

The colors match standard colors of leading farm implement manufacturers.

Covers approximately 400 square feet per gallon, one coat. Color Card CC-522.

	Quarts	Gallons
Black, 557.....		
Gray, 562.....	}	
Green, 562.....		
Yellow, 561.....		
Orange, 560.....		
Red, 563.....		

TRAFFIC ZONE PAINT

S-W Traffic Zone Paint is designed for painting on asphalt, wood, brick, stone and surfaced highways. It is also used for marking of shipping, storing and parking spaces in and about factories, institutions, schools, markets, etc.

This flat finish zone paint is supplied in ready-to-use consistency for brushing purposes. Slight reduction with naphtha or gasoline may be necessary for spray application. It works easily and covers a maximum of area per gallon, solid, one coat. Do not attempt painting at or below freezing temperatures. On bright, clear days, it will dry in about twenty minutes, while on cold, dull days it will require thirty to forty minutes.

One gallon will cover approximately 400 linear feet, 4 inches wide, one brush coat.

	Gallons	5 Gallons
White, 37.....		
Yellow, 38.....		

SHERWIN-WILLIAMS PRODUCTS

PURE SPIRITS OF TURPENTINE
WOOD SULFATE--03914

A product refined and purified in our Chicago Factory. S-W Pure Spirits of Turpentine is in many ways superior to pure gum spirits and more economical. Its solvent strength is at least equal and in some cases slightly better than gum spirits, and nearly twice that of mineral spirits. It has a mild odor and meets government specifications TT-T-801.

Turpentine is generally recommended by chemists for thinning outside house paint (when thinning is necessary) because they have learned through experience that its penetrating power gives two definite advantages: (1) Better adhesion over hard surfaces (2) Avoidance of finish coat crawling over a slick priming coat.

Turpentine is also best for thinning varnishes. It prevents curdling, speeds up drying and cleans the brushes when the job is done.

Pints	Quarts	Gallons	5 Gallons
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Value

UTILITY PAINT R AND B

R and B Utility Paint is a general serviceable paint for any exterior surface where a good quality, economical paint is required. Made from salvage paints due to overgrinds, damaged containers, etc., including even our highest quality products, it is most applicable to paint jobs where an excellent Utility paint is needed and color is not a prime requisite. Summer cottages, garages, buildings, structural iron work, bridges, roofs, (except composition) are among many suggested places where R and B Utility Paint may be used at a saving to the customer.

Reduces R and B Utility Paint with raw linseed oil, proportions depending upon type and porosity of the surface to be painted. One gallon covers approximately 500 square feet, one coat. Color Card CC-522.

	Gallons	5 Gallons
Black, 292.....		
Bronze Green, 293.....		
Brown, 294.....		
Gray Slate, 295.....		
Red, 296.....		

SHERWIN-WILLIAMS VARNISHES

MAR-NOT

TOP QUALITY INTERIOR VARNISH

For Floors, Furniture and Woodwork



Mar-not Varnish is a highly water-resisting, serviceable and wear-resistant clear varnish formulated primarily for use on interior floors, woodwork and furniture. This top quality varnish is produced under close supervision and control throughout every step in its manufacture to assure its meeting many rigid tests, some of the most outstanding performance tests of which are listed below:

1. Dry to touch in not less than $\frac{1}{2}$ hour in order to assure good wet edge, brushability, and not over $2\frac{1}{2}$ hours to minimize dust catching.
2. Dry firm overnight for recoating (14 hours).
3. Dry tack free in 16 hours to test of paper pressed upon varnish or to withstand foot traffic.
4. Dry hard enough in 48 hours to permit rubbing with F.F. pumice and mineral oil.
5. Resists liquids such as fruit juices, tea, coffee and beverages, tests being performed on films which are 96 hours old.
6. Immersion in boiling water for one hour produces no visible effect. Likewise, immersion in cold water for 72 hours shows no apparent effect.
7. Wet neutral soap blocks, such as Ivory, placed on film for one hour, then rinsed off leave no permanent mark on the film.
8. Immersion in 50 per cent grain alcohol (188 proof cut to 94) for 16 hours shows only moderate softening, and recovery is complete in less than 1 hour. This compares with the effect of straight whakey or gin left on the film overnight.

Because of its fine, full film and sharp lustre, Mar-not is popular as a trim varnish, as well as a finish for floors and furniture. One quick coat gives new beauty to any previously finished wood surface. Mar-not dries to a clear, smooth, hard finish that keeps dirt and grime from rubbing in. A sparkling clean surface is easily maintained by an occasional wiping with a damp cloth or mop.

To assure a beautiful, high quality and long wearing finish with Mar-not Varnish, it is of utmost importance that every effort be made to adequately prepare the surface for careful application of the varnish. The suggestions on the label of the can prepared for guidance should be followed closely to wind up with a varnish job of which any one will be proud.

One gallon covers approximately 550 square feet, one coat.

$\frac{1}{2}$ Pint	Pint	Quarts	Gallons
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MAR-NOT SATIN FINISH FOR FLOORS, FURNITURE AND WOODWORK

Mar-not Satin Finish gives floors, trim and furniture the beautiful, mellow smoothness of a fine hand-rubbed finish quickly and easily without the effort of rubbing. It stubbornly resists marring, scratching and scuffing and will stand up as ruggedly, as lastingly as the toughest gloss varnish. Mar-not Satin Finish is recommended wherever a clear varnish with a dull finishing sheen is needed for all types of woodwork, every type of wood floor.

Always apply over a prime coat of Mar-not Gloss varnish.

It dries dust-free in 3 hours and hard enough in 18 hours to withstand light foot traffic. Covers approximately 550 square feet per gallon, one coat. Color Card CC-473.

1/4 Pints	Pints	Quarts	Gallons
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REXPAR KING OF ALL SPAR VARNISHES

Rexpar, a colorless spar varnish, produces a tough elastic film that is very durable, able to withstand the wear and tear of varying weather conditions without water spotting or discoloring. It has extreme elasticity, absolute resistance to fresh and salt water, to wind and parching sun. These outstanding characteristics make Rexpar an ideal spar varnish for motor boats, station wagons, delivery trucks, and for all nautical and aeronautical varnish requirements. The use of Rexpar is highly recommended for kitchens, bathrooms, laundries and for window sills, outside doors, porch ceilings and other places in or around the home where surfaces are subjected to much abuse from the elements.

We put into Rexpar the maximum amount of oils which give it elastic qualities and weather resisting properties. It will not turn white and dries elastic to be able to expand and contract without cracking under extreme variations of temperature.

This King of All Spar Varnishes is easily applied and can be had in many sized packages. It dries dust free in 2 to 3 hours, can be recoated in 15 to 18 hours. Covers approximately 550 square feet per gallon, one coat.

1/4 Pints	Pints	Quarts	Gallons
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ALL PURPOSE SPAR VARNISH

Sherwin-Williams All Purpose Spar Varnish is a pale colored, hard drying varnish planned particularly for those interested in a general purpose varnish that possesses good coverage on floors, woodwork and exterior surfaces such as doors, porch ceilings, etc. for a minimum cost. This finish will resist chipping or cracking, scratching, scuffing, staining and water spotting. It will provide a good gloss surface and excellent protection.

This medium priced varnish is easy to apply, covers evenly and produces a smooth lustrous finish that resists hot and cold water, soaps and detergents. It dries dust free in 1 to 2 hours under normal conditions and can be walked upon lightly in 12 to 14 hours. It can be recoated after 18 hours.

All Purpose Spar Varnish (V98) covers approximately 550 square feet per gallon, one coat.

1/4 Pints	Pints	Quarts	Gallons
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SHERWIN-WILLIAMS PRODUCTS

V 94 QUICK DRYING VARNISH FOR FLOORS AND WOODWORK

This quick drying varnish represents remarkable value and can be recommended to all who require moderately priced varnish. The gloss and elasticity, which are good, keep floors and woodwork protected and beautiful. Being a pale, light colored varnish, V 94 will produce a bright, clear finish over wood to which it is applied.

While of a fairly heavy body, this varnish does not require reduction, except on the first coat of new work where it is advisable to thin it with approximately one pint of S-W Exsolvent or turpentine to the gallon. It dries dust free in about 2 hours and hard in 18 hours. It can be sanded in 17 to 24 hours and rubbed in approximately 72 hours. It covers approximately 500 square feet per gallon, one coat.

1/2 Pints	Pints	Quarts	Gallons
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FLOOR-SEAL THE WOOD FLOOR HARDENER

S-W Floor-Seal, a wood floor surface sealer and hardener is not intended to produce a varnish film. It penetrates into the wood and hardens it from within by filling the pores and actually toughening the fibres of the wood itself. Dust does not adhere, dirt is quickly and easily removed, and heavy duty floors are kept looking their best.

Water and other liquids soon deteriorate wood flooring when it is left unprotected, resulting in discoloration and uncleanness. The fibrous condition of this surface holds dirt like a carpet. Ordinary floor oils also are unsatisfactory. They are dust catchers as they do not dry properly, and they darken and discolor wood.

Floors sealed with S-W Floor-Seal become tightly sealed, will not discolor with age and are water proofed.

Floor-Seal possesses the following outstanding advantages for use on wood floors in schoolrooms, stores, factories and mills where the service is too heavy for either a floor varnish, floor enamel or any surface finish.

1. Does not darken the wood as does hot linseed oil.
2. It dries completely and is not a dust-catcher as are linseed oil and other floor oils.
3. Floor-Seal does not make the floor slippery as do floor oils. Accident insurance companies recognize this fact.
4. A floor finished with Floor-Seal may be waxed for dancing with perfect satisfaction after drying six to eight days.
5. For regular maintenance after the floor is sealed, periodic applications of Wax is recommended.

One coat of Floor-Seal is our standard recommendation for hard wood floors as it is not intended to produce a varnish film over the surface. One coat will enter completely into the wood, leaving little or no surface film. It remains in the wood, maintaining a hardened wood surface even as the wood surface wears down. For soft wood floors two coats are usually required. Where Floor-Seal is to be applied to open grain woods, it is recommended that S-W Paste Wood Filler be used first.

Floor-Seal is economical and easy to apply. Brush or mop it on the wood, making certain favorable penetration has been made into the wood. One gallon will seal approximately 500 square feet, one coat.

Quarts	Gallons	5 Gallons
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GYM FLOOR FINISH LUBRICATED TYPE—NON-SKID

S-W Gym Floor Finish is a superior, double action finish that both penetrates the wood and forms a tough surface. It's admirable floor sealing qualities are especially recommended for gymnasium floors, schools and public buildings, although all wood floors subject to heavy traffic are given a surface that is easy to maintain and refinish because:

1. Seals against moisture and dirt.
2. Unsightly skid burns of rubber-soled or gym shoes are minimized.
3. Minimizes skidding—will add safety and speed to athletic contests because of its non-skidding qualities.

Gym Floor Finish is easy to apply—can be brushed or mopped on. It has a uniform gloss and build and dries very satisfactory overnight. The best non-skid characteristics are obtained by leaving the finish in the natural gloss but if desired the floor may be buffed after 24 hours drying with No. 0 steel wool to smooth the surface and provide an even velvet sheen.

Old painted or varnished floors should first be sanded to remove all the old finish. Open grain woods should first be filled with S-W Paste Wood Filler. Gym Floor Finish will penetrate into the wood, toughening and hardening it, while leaving a serviceable, hard surface which will wear evenly under heavy traffic.

Gym Floor Finish should be allowed to harden 6 to 8 days before applying wax.

One gallon will finish approximately 500 square feet, one coat.

Gallons	5 Gallons
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Q. D. DRIER

A quality drier for general use. Made from the best materials. It will dry linseed oil perfectly when mixed in the proportion of about one part of drier to twenty parts of oil. This drier will mix with oil without any indications of curdling or separations and will not affect the most delicate shades or tints when used in the proportions indicated above.

1/2 Pint	Pints	Quarts	Gallons	5 Gallons
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6627

WALL PRIMER AND SEALER



This is the most effective primer and sealer for brick and concrete interior walls, all types of plaster such as smooth, sand finish and textured, standard wallboard and unglazed tile. It is not recommended over wood. It primes and seals walls against suction, enabling succeeding coats to cover properly, evenly and with greater ease. It is equally efficient in sealing any porous surface and will not crack or peel. Possessing considerable opacity, it causes the second coat to stand out so that one coat of S-W Flat-Tone or S-W Semi-Lustre over Wall Primer and Sealer is usually sufficient to produce a good job.

The success of finished jobs invariably depends on the character of the foundation coat. Therefore, proper use of Wall Primer and Sealer will be instrumental in assuring best results whether on new work or old work.

Coming in White only, Wall Primer and Sealer may be tinted to a suitable ground color with S-W Tinting Colors. At least 24 hours should elapse for thorough drying between coats. Covering capacity: 300 to 550 square feet per gallon, one coat, varying according to the porosity of the wall.

Quarts	Gallons	5 Gallons
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