

# **SHERWIN-WILLIAMS**

## **PRODUCTS**

CONFIDENTIAL

NET

# **PRICE LIST**

No. 71

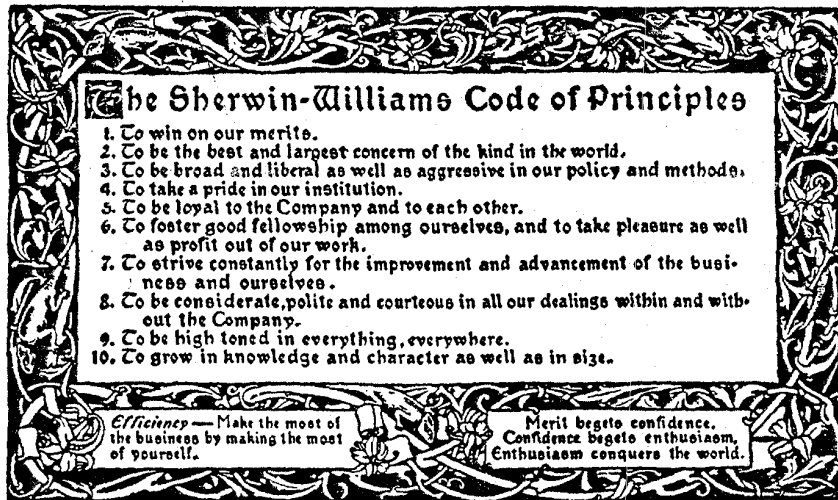
EFFECTIVE JUNE 3, 1932

Prices subject to change without notice



## **THE SHERWIN-WILLIAMS CO.**

SALES OFFICES AND WAREHOUSES  
IN PRINCIPAL CITIES



# Pricing Arrangements Changed

## NET PRICES ONLY

All prices quoted in this book are confidential net prices to dealers, subject to no trade discount.

For the convenience of our dealers in determining their net prices per gallon or per package and to facilitate the checking of invoices, we have changed our former pricing arrangement with this issue of our confidential dealers' price list and in the future will price everything, bulk goods and shelf goods alike, on a net dealers' basis.

Accompanying this price list is a suggested retail price schedule, which you will find convenient in pricing your stock on hand and future shipments.

Judging from suggestions we have received from many of our dealers on the subject of net pricing, we feel confident this new book will meet with general approval.

Yours very truly,

**THE SHERWIN-WILLIAMS COMPANY**

**SHERWIN-WILLIAMS**

# PRICE LIST

No. 71

Effective June 3, 1932

**ALL PRICES QUOTED ARE NET**

Subject to change without notice

MAKE YOUR STORE

## PAINT HEADQUARTERS

BY CARRYING THE FULL S-W LINE

### TERMS

On Paints, Varnishes, Lacquers, Coal-Tar Products and ODP Lead—60 days net; 2% for cash within 10 days from date of invoice.

On Turpentine, Linseed Oil, Reducers, Dry Colors, Insecticide Material and goods not of our own manufacture—30 days net; 1% for cash within 10 days from date of invoice.

Credit will not be issued on goods returned without our written authority.

### IMPORTANT

Shortages or errors in billing must be reported within ten days from receipt of shipment to secure proper adjustment.

In making all shipments our responsibility ceases when we receive a signed bill of lading from the transportation company. Claims for losses and damage in transit must be filed with the transportation company by our customers. If shipments are received in a damaged condition, or short in the number of packages, be sure to have the freight agent make such notation on the paid expense bill. This will enable you to file and collect claim without affidavit.

TS 71 (E) E32 1390

# THE SHERWIN-WILLIAMS COMPANY

GENERAL EXECUTIVE OFFICES  
MIDLAND BLDG., CLEVELAND, OHIO

*All Inquiries should be addressed to the nearest office*

ALBANY, N. Y., Colonia & Montgomery Streets  
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AMARILLO, TEXAS, 9th and Polk Sts.  
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ATLANTA, GA., 233 Peachtree Street  
AUSTIN, TEXAS, 817 Congress Street  
BALTIMORE, MD., Pratt and Green Streets  
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BINGHAMTON, N. Y., 162 Washington Street  
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WORCESTER, MASS., 24 Mechanic St., Cor. Norwich  
YOUNGSTOWN, OHIO, 271 West Federal Street



0007-SWP-000003930

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## **THE LARGEST PAINT AND VARNISH MAKERS IN THE WORLD**

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

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

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

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

### **Our facilities include:**

Factories in Cleveland, Chicago, Detroit, Montreal, Newark, Bound Brook, Oakland, Boston, Los Angeles, Lincoln, Dallas and London, England.

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

Representatives covering every important paint and varnish field in the world. Linseed oil mills, where we make, treat and age strictly pure linseed oil for our products.

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

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

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

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

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

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

Plants for manufacturing a complete line of insecticides and fungicides for use on fruit, vegetable and field crops.

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

Lacquer plant, where we manufacture a complete line of nitrocellulose lacquers and enamels.

An up-to-date plant for distilling coal-tar to make pitch paints, roof cements, stock dips, disinfectants and creosote wood preservatives.

Tin can factories that make the tin cans we use.

Printing plant, with modern presses, bindery, sampling and finishing department, etc., where our advertising and printing are economically handled.

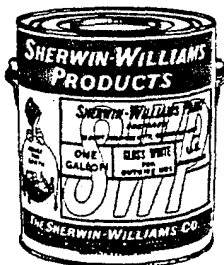
Machine shops, that make mills and machinery of our exclusive design.

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

# SWP

## SHERWIN-WILLIAMS PAINT, PREPARED

### For Painting Buildings



The most durable and economical paint that can be made. There is no other material, either prepared or hand-mixed, that will give such uniformly good results. SWP is made from carefully selected materials possessing best paint qualities, thoroughly mixed in most scientific proportions to insure best results, and very finely ground in machinery of our own design.

On comparative test with lead and oil or cheaper materials, SWP will prove to cost less by the job, because it spreads more easily under the brush, saves the painter's time, covers the greatest number of square feet to the gallon, and wears the longest possible time. It will cover 360 square feet of average surface two coats to the gallon. Briefly, a given surface can be properly painted with SWP for a less average cost per annum than any other paint made, including pure white lead and oil.

SWP is made in one quality only, and that the very best that our long experience in high-grade paint-making indicates will give best results. SWP has been on the market for nearly 60 years and enjoys a higher reputation and larger sale than any other paint in the world.

Color Card C, C-18

## SWP WHITES

### OUTSIDE GLOSS WHITE

The most durable and economical white paint for general use on all exposed surfaces in all climates, S-W Outside Gloss White is a pure paint made from pure carbonate of lead, sulphate of lead, pure oxide of zinc, titanium pigment and pure linseed oil, with the necessary drier and turpentine. There is no outside white paint made that will cover more surface per gallon, look as white and retain its whiteness and give such general satisfaction over a long period of time as S-W Outside Gloss White.

### CHINA GLOSS WHITE

A satisfactory interior enamel where economy is of the first importance.

### FLAT WHITE

For exterior use as a flat finish but more especially as an undercoat or ground coat for exterior enamels.

**SHERWIN-WILLIAMS PRODUCTS**

**S W P**

**SHERWIN-WILLIAMS PAINT PREPARED**

|                               | ½ pts. | pts. | qts. | ½ gals. | gals. | 5-gals. | drs. |
|-------------------------------|--------|------|------|---------|-------|---------|------|
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| Outside Gloss White.....      |        |      |      |         |       |         |      |
| French Crown Green, 362...    | 23     | 38   | 70   | 1 30    | 2 45  | 2 35    | 2 30 |
| Moss Green, 498.....          |        |      |      |         |       |         |      |

Packages designated \* will be discontinued September 1, 1932.

|                         |                     |                    |
|-------------------------|---------------------|--------------------|
| Half-pints, 48 in case  | Pints, 24 in case   | Quarts, 12 in case |
| Half-gallons, 6 in case | Gallons, 4 in case. |                    |

**BRIGHT TRIM COLORS**

The use of bright colors for trimming homes, particularly the stucco type, is increasing in popularity, and to meet a definite demand for these bright colors we have manufactured them in SWP quality.

Verdas Green is the popular shade for painting shutters, sash, etc. It is a beautiful vivid green and permanent as well.

All four of these colors are very desirable for the painting of store fronts.

|                     | ½ pts. | pts. | qts. | ½ gals. | gals. |
|---------------------|--------|------|------|---------|-------|
| Cardinal Red.....   |        |      |      |         |       |
| Verdas Green.....   | 30     | 52   | 97   | 1 85    | 3 60  |
| Spanish Blue.....   |        |      |      |         |       |
| Spanish Orange..... | 23     | 38   | 70   | 1 30    | 2 45  |

Packages designated \* will be discontinued September 1, 1932.

|                          |                     |                    |
|--------------------------|---------------------|--------------------|
| Half-pints, 48 in case.  | Pints, 24 in case.  | Quarts, 12 in case |
| Half-gallons, 6 in case. | Gallons, 4 in case. |                    |

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## SHERWIN-WILLIAMS PRODUCTS

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### ALUMINUM PAINT

Bright as Silver—Ready for Use

A lasting silver finish for use on radiators, ranges, water-boilers, gas, steam and water pipes, gas stoves, machinery, engines, etc. Also adapted for outside use on gas engines, boats, metal work, cornices, cupolas, oil tanks, etc. Gives most satisfactory results, because it is perfectly mixed and finely ground, works freely under the brush, has great spreading capacity, is fast in color, stands longest on outside exposure. Extreme heat and cold do not crack, peel, blister or discolor it. One coat covers a clean black surface. It has no disagreeable banana-like odor found in many other Aluminum paints.

| $\frac{1}{8}$ pts. | $\frac{1}{4}$ pts. | $\frac{1}{2}$ pts. | pts. | qts. | gals. |
|--------------------|--------------------|--------------------|------|------|-------|
| 13                 | 19                 | 28                 | 47   | 84   | 3 00  |

One-eighth pints, 50 in case. Quarter-pints, 48 in case. Half-pints, 48 in case.  
Pints, 24 in case. Quarts, 12 in case. Gallons, 4 in case.

### AMERICAN WHITE

Paste Form, Ground in Oil

A combination paste white made especially for plumbers' use and for general utility purposes.

| 1 lb. cans | 5 lb. cans |
|------------|------------|
| 13         | 11         |

One-pound cans, 48 in case. Five-pound cans, 12 in case.

### ANTYDAMP

Foundation Damp-Proofing

Antydamp is a very heavy black paint of asphalt type, which is applied to the exterior of concrete and masonry foundations below ground level to damp-proof basement walls. For ordinary *damp-proofing* two coats should be applied. Will cover approximately 40 square feet, two coats to the gallon. Is applied cold in original consistency, except in very cold weather when it is necessary to warm slightly before applying. Remains in an elastic condition indefinitely.

Every general contractor and foundation contractor is a prospect for the sale of Antydamp. Look for specifications calling for Antydamp in the part of the specifications which deals with foundations. For further information send for Form E518.

*Where water is perpetually present in the land around the foundation, alternate layers of waterproofing felt must be employed.*

| gals. | 5 gals. | drums |
|-------|---------|-------|
| 1 00  | 90      | 80    |

## SHERWIN-WILLIAMS PRODUCTS

### AUTO ENAMEL

(Rapid Drying)

A line of exterior enamels made especially for refinishing motor cars and other exterior surfaces requiring a tough, durable, elastic, waterproof enameled finish. On account of the easy working qualities of S-W Auto Enamel Rapid Drying, it is possible for one inexperienced in painting to secure a high-class finish. It is a perfect finish for boats, canoes, lawn furniture, fire hydrants, motors, gas engines, gasoline pumps, store fronts, etc.

S-W Auto Enamel Rapid Drying dries in about three to five hours, depending on the atmospheric conditions. Outside exposure or repeated washing will not harm the finish.

|                      | ½ pts. | pts. | qts. | ½ gals. | gals. |
|----------------------|--------|------|------|---------|-------|
| Black .....          | 28     | 47   | 85   | 1 60    | 3 00  |
| Capri Blue.....      | 33     | 56   | 1 03 | 1 97    | 3 75  |
| Cinnabar Green.....  |        |      |      |         |       |
| Cinnamon Brown.....  |        |      |      |         |       |
| Killarney Green..... |        |      |      |         |       |
| Orange.....          |        |      |      |         |       |
| Royal Blue.....      |        |      |      |         |       |
| Storm Gray.....      | 35     | 60   | 1 10 | 2 10    | 4 00  |
| White.....           |        |      |      |         |       |
| Yellow.....          |        |      |      |         |       |
| Deep Maroon.....     | 35     | 60   | 1 10 | 2 10    | 4 00  |
| Sport Red.....       |        |      |      |         |       |

Packages designated \* will be discontinued September 1, 1932.

Half-pints, 48 in case.      Pints, 24 in case.      Quarts, 12 in case.  
Half-gallons, 6 in case.      Gallons, 4 in case.

### AUTO SEAT DRESSING

Revives the appearance of scratched or old leather cushions and upholstery, hiding old marks or stains readily. Dries perfectly hard in an hour or two, with a rich, dull black finish. Is not affected by the heat of the body and will not soften or stick to clothing. It can be easily washed and kept clean.

| ½ pts. | pts. | qts. |
|--------|------|------|
| 32     | 55   | 1 00 |

Half-pints, 48 in case.      Pints, 24 in case.      Quarts, 12 in case.

### AUTO TOP DRESSING

An excellent dense black dressing for renewing finish on mohair, pantasote and similar tops and side curtains of automobiles. Can also be used on leather furniture, traveling bags and other leather or imitation leather surfaces. On mohair it dries with a dull black finish, but on leather, pantasote and other imitation leathers it dries with an eggshell gloss. Dries perfectly hard in three or four hours; is easy to apply and does not show laps or streaks.

| ½ pts. | pts. | qts. | gals. |
|--------|------|------|-------|
| 26     | 42   | 75   | 2 65  |

Half-pints, 48 in case.      Pints, 24 in case.      Quarts, 12 in case.  
Gallons, 4 in case.

## SHERWIN-WILLIAMS PRODUCTS

### BATH ENAMEL

A high quality and thoroughly satisfactory enamel for the exterior of bath tubs and bathroom walls and woodwork. It produces a porcelain-like finish that is tough, tenacious and durable. On new work, use Flat-Rite for undercoats.

|                            | $\frac{1}{4}$ pts.      | $\frac{1}{2}$ pts. | pts.                | qts. | gals. |
|----------------------------|-------------------------|--------------------|---------------------|------|-------|
| Porcelain.....             | 18                      | 27                 | 45                  | 81   | 2 85  |
| Quarter-pints, 48 in case. | Half-pints, 48 in case. |                    | Pints, 24 in case.  |      |       |
| Quarts, 12 in case.        |                         |                    | Gallons, 4 in case. |      |       |

### BRAS-BRITE

#### Liquid Metal Polish

A liquid preparation for cleaning and polishing brass and other polished metals. By repeated tests and comparisons, Bras-Brite has proved to polish more quickly and easily, requiring but little rubbing. Will not harden in the package and will keep in perfect condition in any climate.

| $\frac{1}{2}$ pts.       | pts. | qts.                | $\frac{1}{2}$ gals. | gals.               |
|--------------------------|------|---------------------|---------------------|---------------------|
| 16                       | 25   | 40                  | 75                  | 1 30                |
| Half-pints, 48 in case.  |      | Pints, 24 in case.  |                     | Quarts, 12 in case. |
| Half-gallons, 6 in case. |      | Gallons, 4 in case. |                     |                     |

### BRIGHTEN-UP STAIN

#### (Rapid Drying)

#### (Stains and Varnishes in One Operation)

Produces a stained and varnished finish on old or new furniture, floors or woodwork in one operation. This stain dries dust free quickly, showing no laps or brushmarks. Previously painted surfaces may be made to imitate any of the woods represented in this list by first applying a coat of Brighten-Up Stain Ground, letting it dry thoroughly before following with the desired finish. Color Card CC-143.

|                     | $\frac{1}{4}$ pts. | $\frac{1}{2}$ pts. | pts. | qts. | $\frac{1}{2}$ gals. | gals. |
|---------------------|--------------------|--------------------|------|------|---------------------|-------|
| American Walnut ... | 16                 | 22                 | 35   | 60   | 1 10                | 2 00  |
| Colonial Mahogany.. |                    |                    |      |      |                     |       |
| Dark Oak.....       |                    |                    |      |      |                     |       |
| Light Oak.....      |                    |                    |      |      |                     |       |
| Ground.....         |                    |                    |      |      |                     |       |

Packages designated \* will be discontinued September 1, 1932.

|                            |                          |                     |
|----------------------------|--------------------------|---------------------|
| Quarter-pints, 48 in case. | Half-pints, 48 in case.  | Pints, 24 in case.  |
| Quarts, 12 in case.        | Half-gallons, 6 in case. | Gallons, 4 in case. |

### BRONZING LIQUID

Two satisfactory bronzing liquids for mixing with gold, aluminum and brass bronzes. These liquids are unexcelled for decorative work, for when mixed with bronze they dry with a high gloss finish, and due to their splendid heat-resisting qualities, may be used on radiators, steam pipes, etc., without discoloring, peeling or blistering.

|            | $\frac{1}{4}$ pts. | $\frac{1}{2}$ pts. | pts. | qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. |
|------------|--------------------|--------------------|------|------|---------------------|-------|---------|
| No. 2..... |                    |                    | 28   | 47   | 85                  | 1 50  | 1 40    |
| No. 3..... | 13                 | 17                 | 25   | 41   | 72                  | 1 25  | 1 15    |

|                            |                         |
|----------------------------|-------------------------|
| Quarter-pints, 48 in case. | Half-pints, 48 in case. |
| Pints, 24 in case.         | Quarts, 24 in case.     |
| Half-gallons, 12 in case.  | Gallons, 6 in case.     |

## BRONZES

(Dry)

We offer the following Dry Bronzes to meet the requirements of the decorator, the painter, the consumer and the manufacturer.

The prices of Aluminum "A" and Lac Pale Gold No. 8 should prove unusually attractive to large users of Dry Bronzes. When mixed with S-W Bronzing Liquids, linseed oil or spar varnish, or combinations of both, these will make liquid bronze paints suitable for oil or water tanks, smokestacks, interior and exterior walls; in fact, all types of surfaces both inside and outside, where a bronze finish is desired.

The balance of the line is recommended where the highest type of bronze decoration is desired. XXX Aluminum and Gold Bronzes are especially recommended for artists' use and automobile striping.

|                           | 1-lb. cans<br>per pound | 1-ounce papers<br>per ounce |
|---------------------------|-------------------------|-----------------------------|
| Aluminum "A" .....        | 65                      | 08                          |
| Lac Pale Gold No. 8 ..... | 70                      | 08                          |
| Pale Gold No. 5000 .....  | 80                      | 10                          |
| Pale Gold No. 10000 ..... | 1 10                    | 12                          |
| Natural Copper .....      | 1 05                    | 11                          |
| CMFL Aluminum XXX .....   | 1 85                    | 16                          |
| CMFL Gold XXX .....       | 1 85                    | 16                          |

*Prices in larger containers may be had on application.*

## CONCRETE AND CEMENT HARDENER

Concrete and Cement Hardener applied to the surface of a cement floor, makes it hard as granite, prevents dusting or wearing of small particles and seals the floor against water or oils.

Concrete and Cement Hardener will treat from 60 to 100 square feet of cement surface, three applications, varying with the porosity of the surface. Seventy square feet may be taken as a basis for estimating. The first application is reduced in proportion of one part of Hardener to two parts of water. The second application should consist of equal parts of Hardener and water. The third application should be in proportion of two parts of Hardener and one part of water. Mix in a wooden pail, and flush onto the floor, sweeping out with a long-handled brush or broom. Each application should soak the floor, but all puddles remaining on the surface should be mopped up before leaving floors to dry, which usually requires 24 hours.

There is hardly a modern office building, hotel, manufacturing plant, garage, creamery, hospital or school erected today where the specifications do not call for the hardening of cement floors with a material like our Concrete and Cement Hardener.

|               |                  |                   |                   |
|---------------|------------------|-------------------|-------------------|
| 1-gal.<br>jug | 5-gal.<br>carboy | 30-gal.<br>barrel | 50-gal.<br>barrel |
| 1 75          | 1 55             | 1 35              | 1 25              |

Gallon jugs, 4 in case.

## SHERWIN-WILLIAMS PRODUCTS

### COMMONWEALTH BARN GRAY

An extremely popular gray paint for painting barns, sheds, corn cribs, roofs, silos, fences, etc. This paint shares the enviable reputation of Commonwealth Barn Red. It works easily, dries with a good gloss, has good covering capacity and great durability. It is an exceptional value for the price. Color Card CC-46.

| qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. | drums |
|------|---------------------|-------|---------|-------|
| 47   | 87                  | 1 60  | 1 50    | 1 45  |

Packages designated \* will be discontinued September 1, 1932.

Quarts, 12 in case.      Half-gallons, 6 in case.      Gallons, 4 in case.

### COMMONWEALTH BARN RED

A bright, handsome, true-toned red paint of quality, for barns, sheds, corn cribs, roofs, fences, etc. It works easily, covers solid with two coats, has good spreading capacity and exceptionally long life, all of which makes it more economical to use than other barn paints on the market. Possesses splendid wood preserving qualities in addition to improving the appearance of the building. Color Card CC-131.

| qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. | drums |
|------|---------------------|-------|---------|-------|
| 35   | 62                  | 1 10  | 1 00    | 95    |

Packages designated \* will be discontinued September 1, 1932.

Quarts, 12 in case.      Half-gallons, 6 in case.      Gallons, 4 in case.

### COMMONWEALTH PAINT

A line of bright, handsome colors for painting garages, fences, arbors, barns and other buildings where a durable and serviceable paint is desired at a moderate price. These paints are easily applied, have splendid covering capacity and dry with a handsome uniform oil gloss finish. When trimmed with white, these colors present a very pleasing appearance. Color Card CC98.

|                    | qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. | drums |
|--------------------|------|---------------------|-------|---------|-------|
| Black.....         | 32   | 57                  | 1 00  | 90      | 85    |
| Brown.....         |      |                     |       |         |       |
| Red.....           | 35   | 62                  | 1 10  | 1 00    | 95    |
| Dark Green.....    | 42   | 77                  | 1 40  | 1 30    | 1 25  |
| Light Yellow.....  |      |                     |       |         |       |
| Ivy Green.....     | 47   | 87                  | 1 60  | 1 50    | 1 45  |
| Olive Green.....   |      |                     |       |         |       |
| Gray.....          |      |                     |       |         |       |
| Orange Yellow..... | 52   | 97                  | 1 80  | 1 70    | 1 65  |
| White.....         |      |                     |       |         |       |

Quarts, 12 in case.      Half-gallons, 6 in case.      Gallons, 4 in case

## SHERWIN-WILLIAMS PRODUCTS

### COPPER PAINT

Made to protect wooden bottoms of vessels, launches and other craft from barnacles, worms, seaweed, etc. Contains more copper per gallon than any other paints of this character, and is the most reliable and economical anti-fouling paint on the market. Freshly painted hulls can be put in the water while the paint is still wet.

|            | qts. | ½ gals. | gals. | 5 gals. |
|------------|------|---------|-------|---------|
| Brown..... | 60   | 1 12    | 2 10  | 2 00    |
| Red.....   | 65   | 1 20    | 2 25  | 2 15    |
| Green..... | 76   | 1 45    | 2 75  | 2 65    |

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

### CORNISH EUREKA GOLD SIZE

A standard high-grade gold size manufactured under a secret process from high-grade materials. Used principally by car and sign painters and decorators for gold leaf, silver leaf, aluminum leaf, Florentine leaf, Dutch metal, or any other leaf known to the gilder's art. Is extensively used for gilding decorative work on interiors of churches, banks, theaters, passenger coaches, automobiles, sign painting, japanning, etc. Gilds splendidly over a flat color the same as over varnish color or rubbing varnish. Will not sag or run to an edge. Its durability is unsurpassed. Can be varnished over without danger of cracking.

|                  | ¼ pts. | ½ pts. | pts. | qts. | ½ gals. | gals. |
|------------------|--------|--------|------|------|---------|-------|
| Extra Quick..... | 20     | 30     | 50   | 91   | 1 72    | 3 25  |
| Quick.....       |        |        |      |      |         |       |
| Slow.....        |        |        |      |      |         |       |

Quarter-pints, 48 in case.

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

### CRACK AND SEAM FILLER

An elastic composition for filling cracks, crevices and seams in old and new floors. Will not shrink or dry up like putty or other so-called Crack and Seam Fillers on the market. Gives a smooth surface over which to apply paint or varnish. Has considerably more bulk to the pound than the average competitive product and consequently goes much farther. Apply with putty knife or palm of hand.

1-lb. cans  
20

5-lb. cans  
18

1-pound cans, 48 in case.

5-pound cans, 12 in case

## SHERWIN-WILLIAMS PRODUCTS

### DECOTINT

#### A Sanitary Kalsomine Wall Finish

Manufactured in dry powdered form from carefully selected materials, and is so compounded that it requires only mixing with water to be ready for instant use. Is non-poisonous, contains no alkali, acid, or anything injurious to the health. Decotint produces a good sanitary wall finish, has splendid covering capacity, five pounds covering from 300 to 500 square feet.

Color Card CC-215.

|             | 5-lb.<br>pkgs. | 100-lb.<br>kegs | 350-lb.<br>bbls. |
|-------------|----------------|-----------------|------------------|
| White ..... | 06             | 05½             | 05               |
| Tints ..... | 06½            | 06              | 05½              |

5-pound pkgs. packed 10 in case.

### DRY COLORS

Our splendid facilities for the manufacture of Intermediates, Dyes and Chemicals used in producing Dry Colors place us in the foremost position for supplying Dry Colors of the highest quality for use in paints, stains, enamels, etc.

The Dry Colors listed here are, with few exceptions, the same as we use in the manufacture of our own high grade products, the majority being the product of our own dry color factories, and as such will be found vastly superior in color, tone strength and fineness to the jobbing grade offered on the market.

#### Germantown Lamp Black

|                                | per pound |
|--------------------------------|-----------|
| One-pound papers .....         | 21        |
| One-quarter-pound papers ..... | 31        |

#### Ivory Black

|                | 1s | 6s | kegs | bbls. |
|----------------|----|----|------|-------|
| Powdered ..... | .. | 15 | 12   | 11    |

#### Blues

|                               |    |    |    |    |
|-------------------------------|----|----|----|----|
| Chemically Pure Chinese ..... | 51 | 47 | 44 | 43 |
| No. 1 Prussian .....          | 20 | 16 | 13 | 12 |
| Ultramarine (C. U.) .....     | 32 | 28 | 25 | 24 |

#### Browns

|                                 |    |    |    |    |
|---------------------------------|----|----|----|----|
| Imp. Raw Turkey Umber .....     | 14 | 10 | 07 | 06 |
| Imp. Burnt Turkey Umber .....   | 14 | 10 | 07 | 06 |
| Imp. Raw Italian Sienna .....   | 19 | 15 | 12 | 11 |
| Imp. Burnt Italian Sienna ..... | 19 | 15 | 12 | 11 |
| Vandyke .....                   | 16 | 12 | 09 | 08 |

#### Greens

|                                      |     |     |     |     |
|--------------------------------------|-----|-----|-----|-----|
| Chemically Pure Chrome, Light .....  | ..  | 23  | 20  | 19  |
| Chemically Pure Chrome, Medium ..... | ..  | 27  | 24  | 23  |
| Chemically Pure Chrome, Dark .....   | ..  | 30  | 27  | 26  |
| No. 1 Chrome, Light .....            | 15  | 11  | 08  | 07  |
| No. 1 Chrome, Medium .....           | 15  | 11  | 08  | 07  |
| No. 1 Chrome, Dark .....             | 15½ | 11½ | 08½ | 07½ |
| No. 5 Chrome, Light .....            | ..  | 10½ | 07½ | 06½ |
| No. 5 Chrome, Medium .....           | ..  | 10½ | 07½ | 06½ |
| No. 5 Chrome, Dark .....             | ..  | 11  | 08  | 07  |

## SHERWIN-WILLIAMS PRODUCTS

### DRY COLORS—Continued

| Reds                         |    |    |      |       |
|------------------------------|----|----|------|-------|
|                              | 1s | 6s | kegs | bbls. |
| Imp. English Indian.....     | 23 | 19 | 16   | 15    |
| Imp. English Tuscan.....     | 23 | 19 | 16   | 15    |
| Oriental, Dark.....          | 20 | 16 | 13   | 12    |
| American Vermilion.....      | 27 | 23 | 20   | 19    |
| Turkey, Dark.....            | 37 | 33 | 30   | 29    |
| Orange Mineral.....          | .. | 19 | 16   | 15    |
| English Vermilion, Dark..... | .. | .. | ..   | ..    |

| Yellows                        |    |     |     |     |
|--------------------------------|----|-----|-----|-----|
| Chem. Pure Chrome, Light.....  | .. | 20  | 17  | 16  |
| Chem. Pure Chrome, Medium..... | .. | 20  | 17  | 16  |
| Chem. Pure Chrome, Orange..... | .. | 20  | 17  | 16  |
| No. 1 Chrome, Light.....       | 17 | 13  | 10  | 09  |
| No. 1 Chrome, Medium.....      | 17 | 13  | 10  | 09  |
| No. 1 Chrome, Orange.....      | 17 | 13  | 10  | 09  |
| No. 5 Chrome, Light.....       | .. | 10½ | 07½ | 06½ |
| No. 5 Chrome, Medium.....      | .. | 10½ | 07½ | 06½ |
| No. 5 Chrome, Orange.....      | .. | 10½ | 07½ | 06½ |

| Ochres                  |    |    |    |    |
|-------------------------|----|----|----|----|
| Genuine Dutch Pink..... | .. | .. | .. | .. |
| Imp. French Ochre.....  | .. | .. | .. | .. |

| Whites                              |    |    |    |    |
|-------------------------------------|----|----|----|----|
| Genuine Green Seal French Zinc..... | .. | .. | .. | .. |
| English Cliff Paris White.....      | .. | .. | .. | .. |
| Extra Bolted Gilders' Whiting.....  | .. | .. | .. | .. |
| Plaster Paris.....                  | .. | .. | .. | .. |

| Fillers       |    |    |    |    |
|---------------|----|----|----|----|
| Keystone..... | .. | .. | .. | .. |

| Metallic Paints           |    |    |    |    |
|---------------------------|----|----|----|----|
| English Venetian Red..... | .. | .. | .. | .. |
| Iron Ore Red.....         | .. | .. | .. | .. |
| Brown Metallic.....       | .. | .. | .. | .. |

### ENAMEL SPLIT COAT

Many painting contractors desire to have in their shop, for instant use, a ready-mixed split coat which is used as an intermediate coat between the priming coat of XXX Undercoater and final coat of Enamelastic or Enamelo, and for these we offer Enamel Split Coat.

The painter will welcome the opportunity to have a ready-mixed split coat on any large job as it saves him time and money than by mixing an undercoater and an enamel to produce a split coat, as well as gives him absolute uniformity of sheen and tightness to hold out the next coat of enamel.

The use of this product insures a job free from brushmarks. It is ideal for first coat on old work.

|                        | qts. | gals. | 5 gals. |
|------------------------|------|-------|---------|
| Enamel Split Coat..... | 72   | 2 60  | 2 50    |

Quarts, 12 in case.

Gallons, 4 in case.



Enamelastic is a long oil, high quality enamel for walls and woodwork. It dries with a good high gloss or satin finish.

Enamelastic may be described as a long oil enamel of intense whiteness with excellent leveling and flowing qualities, good hiding power and all other characteristics of the highest grade oil enamel which appeal to discriminate master painters. Enamelastic is so formulated that it can be tinted to any of the softest shades of ivories or greens without being thrown off shade, as is the case with extremely blued white enamel.

XXX Enamel Undercoater is recommended for use as an undercoater.

|                                 | qts. | gals. | 5 gals. |
|---------------------------------|------|-------|---------|
| White Enamel, Gloss.....        | 85   | 3 00  | 2 90    |
| White Enamel, Satin Finish..... |      |       |         |

Quarts, 12 in case.

Gallons, 4 in case.

## ENAMELO

Enamelo has been developed to take care of those jobs where quicker drying is necessary than is obtained with an oil type enamel such as Enamelastic.

Naturally a quicker drying enamel must be of the varnish type, but realizing the many faults of the usual varnish enamel, we aimed at eliminating as many of them as possible in Enamelo.

Enamelo dries dust free in 1½ hours, hard in 6 hours, and exceptionally hard overnight. It works unusually easy even with a four-inch brush on large wall surfaces, has remarkable covering for a varnish enamel, flows out smoothly and does not sag. Not intended to be sold in competition with Enamelastic but, instead, is a companion product sold where speed is of the greatest importance.

|                                 | qts. | gals. | 5 gals. |
|---------------------------------|------|-------|---------|
| Enamelo Gloss White Enamel..... | 85   | 3 00  | 2 90    |

Quarts, 12 in case.

Gallons, 4 in case.

## ENGLISH VENETIAN RED

Ground in Oil

|         | 12½-lb. pails | 25-lb. pails | 100-lb. kegs |
|---------|---------------|--------------|--------------|
| F.....  | 18            | 17           | 16           |
| A.....  | 10            | 09           | 08           |
| *H..... | 10            | 09           | 08           |

\*To be discontinued when present stocks are exhausted.

12½-lb. pails, 4 in case.

25-lb. pails, 4 in case

## SHERWIN-WILLIAMS PRODUCTS

### ENAMELOID

#### The Decorative Enamel

(Rapid Drying)

An enamel which dries with a beautiful porcelain-like finish, most durable and resistant to wear. While Enameloid was originally designed for the professional painter and is still a prime favorite with him, it is ideal for amateur use, in that it is most easily applied. This quality is essential, as is the long list of bright, attractive colors for refinishing of all types of furniture—sun-room sets, breakfast room sets, porch, bedroom and kitchen furniture, as well as wicker, rattan and metal furniture, pottery, glass, etc.

Can be washed repeatedly with soap and water, making it equally adaptable for finishing walls and ceilings of bathrooms, kitchens, refrigerator rooms, laundries and similar surfaces where steam and vapors are present. Color Card CC-133.

|                      | ¼ pts. | ½ pts. | pts. | qts. | ½ gals. | gals. |
|----------------------|--------|--------|------|------|---------|-------|
| Black.....           |        |        |      |      |         |       |
| Blue.....            |        |        |      |      |         |       |
| Canary Yellow.....   |        |        |      |      |         |       |
| Carmine.....         |        |        |      |      |         |       |
| Chinese Red.....     |        |        |      |      |         |       |
| French Gray.....     |        |        |      |      |         |       |
| Jade.....            |        |        |      |      |         |       |
| Killarney Green..... |        |        |      |      |         |       |
| Lavender.....        |        |        |      |      |         |       |
| Lettuce Green.....   |        |        |      |      |         |       |
| Maroon.....          |        |        |      |      |         |       |
| Medium Brown.....    |        |        |      |      |         |       |
| Medium Gray.....     | 17     | 26     | 44   | 77   | 1 45    | 2 70  |
| Milan Blue.....      |        |        |      |      |         |       |
| Old Ivory.....       |        |        |      |      |         |       |
| Orange.....          |        |        |      |      |         |       |
| Orchid.....          |        |        |      |      |         |       |
| Pastel Blue.....     |        |        |      |      |         |       |
| Platinum.....        |        |        |      |      |         |       |
| Rose.....            |        |        |      |      |         |       |
| Sky Blue.....        |        |        |      |      |         |       |
| Taupe.....           |        |        |      |      |         |       |
| White.....           |        |        |      |      |         |       |
| Yellow.....          |        |        |      |      |         |       |

### GOLD AND SILVER FINISH

Enameloid Gold and Silver Finishes are a recent addition to the Enameloid line. They are filled in double compartment cans, with the Gold and Silver bronzes and bronzing liquid separate.

The finish produced by these two products is of the highest order and present a far more brilliant and smoother finish than obtained with regular ready-mixed gold paint or aluminum paint. The vogue for silver or aluminum finish in interior decoration has created a big demand among consumers for a high quality silver finish.

Where consumers are more interested in price than quality of finish, they will be more than satisfied with Liquid Gold listed on page 28 and Aluminum Paint listed on page 10.

|                          | ⅛ pts. | ¼ pts. | ½ pts. | pts. | qts. | gals. |
|--------------------------|--------|--------|--------|------|------|-------|
| Silver Finish (Aluminum) | 20     | 29     | 40     | 65   | 1 15 | 3 90  |
| Gold Finish .....        | 28     | 41     | 66     | 1 15 | .... | ....  |

Eighth-pints 48 in case.

Quarter-pints, 48 in case.

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

TS 71 (E) E32 1390

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0007-SWP-000003947

## SHERWIN-WILLIAMS PRODUCTS

### FAMILY PAINT

A prepared paint for buildings outside and inside, where a moderate price paint is desired. Is ideal for general household use, cupboards, shelving, chairs, window boxes, etc. Produces an oil gloss finish which will give uniform satisfaction. Color Card CC-101.

|                           | 1/2 pts. | pts. | qts. | 1 1/2 gals. | gals. | 5 gals. |
|---------------------------|----------|------|------|-------------|-------|---------|
| Ash Gray.....             |          |      |      |             |       |         |
| Black.....                |          |      |      |             |       |         |
| Bottle Green.....         |          |      |      |             |       |         |
| Brown.....                |          |      |      |             |       |         |
| Buff.....                 |          |      |      |             |       |         |
| Cream.....                |          |      |      |             |       |         |
| French Gray.....          |          |      |      |             |       |         |
| Ivory.....                |          |      |      |             |       |         |
| Light Brown.....          | 16       | 26   | 45   | 82          | 1 50  | 1 40    |
| Light Gray.....           |          |      |      |             |       |         |
| Light Lead.....           |          |      |      |             |       |         |
| Medium Brown.....         |          |      |      |             |       |         |
| Pea Green.....            |          |      |      |             |       |         |
| Red.....                  |          |      |      |             |       |         |
| Silver Gray.....          |          |      |      |             |       |         |
| Sky Blue.....             |          |      |      |             |       |         |
| Straw.....                |          |      |      |             |       |         |
| Yellow.....               |          |      |      |             |       |         |
| Exterior White Gloss..... | 17       | 27   | 47   | 87          | 1 60  | 1 50    |
| Interior White Gloss..... |          |      |      |             |       |         |
| Interior White Flat.....  |          |      |      |             |       |         |
| Dark Blue.....            | 20       | 33   | 60   | 1 10        | 2 05  | 1 95    |
| Green.....                |          |      |      |             |       |         |
| Scarlet Vermilion.....    | 25       | 43   | 80   | 1 50        | 2 85  | 2 75    |

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

### FILLER—PASTE WOOD

For Filling All Open-Grain Hardwood

|                                | 1-lb.<br>cans | 5-lb.<br>cans | 12 1/2-lb.<br>pails | 25-lb.<br>pails | 100-lb.<br>kegs |
|--------------------------------|---------------|---------------|---------------------|-----------------|-----------------|
| American Walnut.....           |               |               |                     |                 |                 |
| Golden Oak (Brown Mahog.)..... |               |               |                     |                 |                 |
| Mahogany.....                  | 14            | 12            | 11                  | 10              | 09              |
| Natural Oak.....               |               |               |                     |                 |                 |
| Transparent.....               |               |               |                     |                 |                 |

1-pound cans, 48 in case.

12 1/2-pound pails, 4 in case.

5-pound cans, 12 in case.

25-pound pails, 4 in case.

### FIRST QUALITY COLORS IN OIL

Paste Form

Used largely by master painters for tinting White Lead and other paints and enamels. Also used quite extensively for sign-writing purposes. S-W First Quality Colors in Oil represent the highest quality of colors ground in pure linseed oil. Are stronger in tinting power than any other oil colors on the market, are perfectly suited to produce Tiffany Glaze Effects. Color Card CC-160. Cans and pails—prices per lb. Small tubes—prices per doz. Large tubes—prices per tube.

|                    | small<br>tubes | large<br>tubes | 1-lb.<br>cans | 5-lb.<br>PC<br>and cans | 12 1/2-lb.<br>pails | 25-lb.<br>pails |
|--------------------|----------------|----------------|---------------|-------------------------|---------------------|-----------------|
| Ivory Drop.....    | 80             | 20             | 29            | 28                      | 27                  | ..              |
| English Coach..... | ..             | 20             | 29            | 28                      | 27                  | ..              |
| Sign Painters..... | ..             | 20             | 30            | 29                      | ..                  | ..              |
| Lamp (CP).....     | 80             | 20             | 31            | 30                      | 29                  | ..              |
| Lamp (102).....    | ..             | 20             | 30            | 29                      | ..                  | ..              |

Effective October 10, 1932

**SHERWIN-WILLIAMS PRODUCTS**

**FIRST QUALITY COLORS IN OIL**

**Paste Form**

Used largely by master painters for tinting White Lead and other paints and enamels. Also used quite extensively for sign-writing. S-W First Quality Colors in Oil represent the highest quality of colors ground in pure linseed oil. Are stronger in tinting power than any other oil colors, are perfectly suited to produce Tiffany Glaze Effects. Color Card CC-160.

|                                        | Cans   |       |       | Tubes          |            |
|----------------------------------------|--------|-------|-------|----------------|------------|
|                                        | ½ pts. | qts.  | gals. | small per doz. | large each |
| <b>Blacks</b>                          |        |       |       |                |            |
| Ivory Drop.....                        | 17     | 61    | 2 32  | 72             | 17         |
| English Coach.....                     | 17     | 61    | 2 32  | ..             | 17         |
| Sign Painters.....                     | 17     | 61    | 2 32  | ..             | 17         |
| Lamp (CP).....                         | 17     | 61    | 2 32  | 72             | 17         |
| <b>Blues</b>                           |        |       |       |                |            |
| Prussian.....                          | 28     | 1 05  | 4 08  | 72             | 22         |
| Cobalt.....                            | 37     | 1 41  | ....  | 72             | 22         |
| Ultramarine.....                       | 32     | 1 21  | 4 72  | 72             | 22         |
| Deep Cerulean.....                     | ..     | ....  | ....  | 72             | 30         |
| <b>Browns</b>                          |        |       |       |                |            |
| Raw and Burnt Turkey Umber.....        | 16     | 57    | 2 16  | 72             | 16         |
| Raw and Burnt Italian Sienna.....      | 20     | 73    | 2 80  | 72             | 20         |
| Vandyke.....                           | 16     | 57    | 2 16  | 72             | 16         |
| Japanese.....                          | ..     | ....  | ....  | 72             | 25         |
| <b>Greens</b>                          |        |       |       |                |            |
| Paris.....                             | 45     | 1 73  | ....  | 72             | 28         |
| Bronze.....                            | 22     | 81    | 3 12  | ..             | ..         |
| Chrome L., M. and D.....               | 27     | 1 01  | 3 92  | 72             | 22         |
| Deep Olive.....                        | ..     | ....  | ....  | 72             | 25         |
| Peacock.....                           | ..     | ....  | ....  | 72             | 30         |
| Olive Lake.....                        | ..     | ....  | ....  | 72             | 25         |
| <b>Reds</b>                            |        |       |       |                |            |
| Dragon.....                            | 70     | 2 73  | 10 80 | 72             | 40         |
| Cardinal.....                          | 35     | 1 33  | ....  | 72             | 25         |
| English Vermilion.....                 | 5 00   | 19 93 | ....  | 3 60           | 2 15       |
| American Vermilion.....                | 40     | 1 53  | ....  | 72             | 27         |
| Rose Madder.....                       | 34     | 1 29  | ....  | 72             | 25         |
| English Rose Lake.....                 | 50     | 1 93  | ....  | 72             | 35         |
| Permanent Crimson Lake.....            | ..     | ....  | ....  | 72             | 35         |
| Tuscan.....                            | 46     | 1 77  | ....  | 72             | 28         |
| Turkey.....                            | 50     | 1 93  | ....  | 72             | 30         |
| Indian.....                            | 32     | 1 21  | ....  | 72             | 25         |
| English Venetian.....                  | 16     | 57    | 2 16  | 72             | 16         |
| <b>Yellows</b>                         |        |       |       |                |            |
| Chrome—L. M. O. and D. O. (C. P.)..... | 38     | 1 45  | 5 68  | ..             | 30         |
| Chrome—L. M. O. and D. O.....          | 34     | 1 29  | 5 04  | 72             | 25         |
| Golden Ochre.....                      | 19     | 69    | 2 64  | 72             | 18         |
| French Yellow Ochre.....               | 15     | 53    | 2 00  | 72             | 15         |
| Orange Lake.....                       | ..     | ....  | ....  | 72             | 30         |
| Indian Yellow.....                     | ..     | ....  | ....  | 72             | 30         |
| <b>White</b>                           |        |       |       |                |            |
| Flake White.....                       | 60     | ....  | ....  | 72             | 30         |

All packages are sold according to bulk, not weight.

Small tubes, 12 in a box.

Half-pints, 48 in case.

Quarts, 12 in case.

Gallons, 2 in case.

**SHERWIN-WILLIAMS PRODUCTS**

**FIRST QUALITY COLORS IN OIL — Contd.**

|                                          | small<br>tubes | large<br>tubes | 1-lb.<br>cans | 5-lb.<br>PC<br>and cans | 12½-lb.<br>pails | 25-lb.<br>pails |
|------------------------------------------|----------------|----------------|---------------|-------------------------|------------------|-----------------|
| <b>Blues</b>                             |                |                |               |                         |                  |                 |
| *Prussian.....                           | 80             | 25             | 46            | 45                      | ..               | ..              |
| Cobalt.....                              | 80             | 25             | 43            | 42                      | ..               | ..              |
| *Ultramarine.....                        | 80             | 25             | 43            | 42                      | 41               | ..              |
| Deep Cerulean.....                       | 80             | 30             | ..            | ..                      | ..               | ..              |
| <b>Browns</b>                            |                |                |               |                         |                  |                 |
| Raw and Burnt<br>Turkey Umber.....       | 80             | 20             | 25            | 24                      | 23               | ..              |
| Raw and Burnt<br>Italian Sienna.....     | 80             | 20             | 29            | 28                      | 27               | ..              |
| Vandyke.....                             | 80             | 20             | 27            | 26                      | 25               | ..              |
| Japanese.....                            | 80             | 28             | ..            | ..                      | ..               | ..              |
| <b>Greens</b>                            |                |                |               |                         |                  |                 |
| Paris.....                               | 80             | 30             | 45            | 44                      | ..               | ..              |
| Bronze.....                              | ..             | ..             | 25            | 24                      | 23               | 22              |
| Chrome L., M. and D.....                 | 80             | 22             | 28            | 27                      | 26               | 25              |
| Deep Olive.....                          | 80             | 28             | ..            | ..                      | ..               | ..              |
| Peacock.....                             | 80             | 30             | ..            | ..                      | ..               | ..              |
| Olive Lake.....                          | 80             | 28             | ..            | ..                      | ..               | ..              |
| <b>Reds</b>                              |                |                |               |                         |                  |                 |
| Dragon.....                              | 1 20           | 40             | 85            | 84                      | 83               | 82              |
| Cardinal.....                            | 80             | 25             | 40            | 39                      | 38               | 37              |
| English Vermilion.....                   | 3 60           | 2 15           | 2 75          | 2 74                    | ..               | ..              |
| American Vermilion.....                  | 80             | 30             | 38            | 37                      | ..               | ..              |
| Rose Madder.....                         | 80             | 28             | 55            | 54                      | ..               | ..              |
| English Rose Lake.....                   | 96             | 46             | 65            | 64                      | ..               | ..              |
| Permanent Crimson<br>Lake.....           | 1 08           | 35             | ..            | ..                      | ..               | ..              |
| Tuscan.....                              | 80             | 28             | 48            | 47                      | 46               | 45              |
| Turkey.....                              | 80             | 40             | 60            | 59                      | ..               | ..              |
| Indian.....                              | 80             | 25             | 33            | 32                      | 31               | 30              |
| English Venetian.....                    | 80             | 20             | 20            | 19                      | 18               | 17              |
| <b>Yellows</b>                           |                |                |               |                         |                  |                 |
| Chrome—L. M. O.<br>and D. O. (C. P.).... | ..             | 30             | 39            | 38                      | 37               | 36              |
| Chrome—L. M. O.<br>and D. O.....         | 80             | 25             | 32            | 31                      | 30               | 29              |
| Golden Ochre.....                        | 80             | 20             | 24            | 23                      | 22               | 21              |
| French Yellow Ochre..                    | 80             | 20             | 20            | 19                      | 18               | 17              |
| Orange Lake.....                         | 80             | 30             | ..            | ..                      | ..               | ..              |
| Indian Yellow.....                       | 80             | 30             | ..            | ..                      | ..               | ..              |
| <b>White</b>                             |                |                |               |                         |                  |                 |
| Flake White.....                         | 80             | 28             | 36            | ..                      | ..               | ..              |

Note: Colors marked (\*) filled in ½-lb. cans add 6c to 1-lb. price; filled in ¼-lb. cans add 18c to 1-lb. price.

Tubes are sold according to bulk, not weight.

On account of their large bulk it is impossible to furnish Blacks, Blues and Browns in 25-pound pails.

Small tubes, 12 in a box.

1-pound cans, 48 in case.      5-pound P. C. and cans, 12 in case.  
12½-pound pails, 4 in case.      25-pound pails, 4 in case.

## SHERWIN-WILLIAMS PRODUCTS

### FLAT BLACK

For producing a dull black wrought iron finish on wood or metal. Particularly suited for picture frames, mouldings, ornamental iron work, lamps, gas fixtures, etc. Is easily applied, has good covering capacity and splendid hiding power, covering solid with one coat.

|                    |                    |      |      |       |
|--------------------|--------------------|------|------|-------|
| $\frac{1}{4}$ pts. | $\frac{1}{2}$ pts. | pts. | qts. | gals. |
| 16                 | 23                 | 38   | 66   | 2 25  |

Quarter-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-pints, 48 in case.

Gallons, 4 in case.

### FLAT BRICK RED

*Ground in Oil*

For use on old and new brick walls to imitate the color of pressed brick or terra-cotta work.

|            |                             |              |
|------------|-----------------------------|--------------|
| 5-lb. cans | 12 $\frac{1}{2}$ -lb. pails | 25-lb. pails |
| 13         | 12                          | 11           |

5-pound cans, 12 in case.

12 $\frac{1}{2}$ -pound pails, 4 in case.

25-pound pails, 4 in case.

### FLAT-RITE

Interior Enamel Undercoater

Flat-Rite Interior Enamel Undercoater is the highest grade of lithopone undercoater which it is possible to produce. It is an undercoater of the long oil type, flows out well under the brush, levels admirably, has satisfactory spreading and drying qualities, and is very opaque. It will produce a very smooth, flat finish, which sands readily without gumming the paper.

This undercoater is intended for interior work only. It is furnished as the companion product and undercoater for our famous Old Dutch Enamel. For an undercoater for exterior enamel work, we recommend SWP Flat White.

|            |                    |      |      |                     |       |         |
|------------|--------------------|------|------|---------------------|-------|---------|
|            | $\frac{1}{2}$ pts. | pts. | qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. |
| White..... | 24                 | 40   | 68   | 1 27                | 2 35  | 2 25    |

Half-pints, 48 in case.

Half-gallons, 6 in case.

Pints, 24 in case.

Quarts, 12 in case.

Gallons, 4 in case.

# Flat-Tone

## A WASHABLE FLAT WALL PAINT

The ideal flat wall finish for artistic decoration of interior walls and ceilings of residences, office buildings, schools, hotels, theaters, churches, etc. It is durable and sanitary, lending itself readily to the most pleasing combinations, and is truly economical because the original beauty of the newly decorated wall can be kept fresh and attractive, as Flat-Tone can be washed with soap and water. For this reason, Flat-Tone costs no more in the long run than an ordinary kalsomine or tint, because it will easily outwear several such coats. Satisfactory jobs can be obtained with two coats. The first coat should be mixed with equal parts Flat-Tone Mixing Size and the second coat applied as it comes from the can. Color Card CC-10.

|                    | ½ pts. | pts. | qts. | ½ gals. | gals. | 5 gals. |
|--------------------|--------|------|------|---------|-------|---------|
| Ivory.....         | 18     | 28   | 50   | 90      | 1 65  | 1 55    |
| White.....         |        |      |      |         |       |         |
| Bright Sage.....   |        |      |      |         |       |         |
| Buff.....          |        |      |      |         |       |         |
| Caen Stone.....    |        |      |      |         |       |         |
| Canary Yellow..... |        |      |      |         |       |         |
| Cocoanut Brown...  |        |      |      |         |       |         |
| Cream.....         |        |      |      |         |       |         |
| Cream Gray.....    |        |      |      |         |       |         |
| Forest Green.....  | ..     | ..   | 50   | 90      | 1 65  | 1 55    |
| Ivory Tan.....     |        |      |      |         |       |         |
| Olive Tan.....     |        |      |      |         |       |         |
| Orchid.....        |        |      |      |         |       |         |
| Pale Green.....    |        |      |      |         |       |         |
| Shell Pink.....    |        |      |      |         |       |         |
| Silver Gray.....   |        |      |      |         |       |         |
| Sky Blue.....      |        |      |      |         |       |         |

Packages designated \* will be discontinued September 1, 1932.

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

## FLAT-TONE MIXING SIZE

Especially designed for use with Flat-Tone. For the average unpainted surface, Flat-Tone Mixing Size should be mixed with equal parts of Flat-Tone for the first coat, thereby giving a coat of size and a first color in one operation. On hard scaled surfaces, or surfaces that have been previously painted, one quart of Flat-Tone Mixing Size to a gallon of Flat-Tone is sufficient.

| qts.                | ½ gals.             | gals.                    | 5 gals. |
|---------------------|---------------------|--------------------------|---------|
| 43                  | 77                  | 1 35                     | 1 25    |
| Quarts, 12 in case. |                     | Half-gallons, 6 in case. |         |
|                     | Gallons, 4 in case. |                          |         |

# Flat-Tone

## PLASTIC PIGMENT

Flat-Tone Plastic Pigment is a combination of carefully selected dry ingredients, properly bolted, which, when mixed with Flat-Tone, produces plastic wall paint of any consistency desired.

With Flat-Tone Plastic Pigment and Flat-Tone combined it is possible to obtain practically any texture in a wall finish with a range of soft stipples, high reliefs, pebbled effects, raised stencils, raised tile effects, Travertine Finish, imitations of caen stone, stone blocks, and combinations of these effects.

All the painter or consumer has to do is to add the Plastic Pigment to any color of Flat-Tone, stirring it all the while until the proper consistency is reached.

Plastic paint made with Plastic Pigment and Flat-Tone has many advantages over types of plastic paint. It is more economical (due not only to the saving per pound in the material, but the fact that fewer coats are necessary) and will produce a better type of texture wall finish than is possible with any other plastic paint on the market. It is also more elastic because it is an oil paint.

For full directions for use in conjunction with Flat-Tone, see booklet E-578.

|        |        |         |
|--------|--------|---------|
| 25-lb. | 50-lb. | 100-lb. |
| drum   | drum   | drum    |
| 07½    | 07     | 06½     |

## FLAT-TONE GLAZING LIQUID

A superior blending liquid designed for use with First Quality Oil Colors over Flat-Tone in producing Flat-Tone System Effects and the so-called mottled or tiffany wall effects. Also recommended for polychroming, wiped enamel finishes, parchment lamp shades, etc. Dries overnight with dull or egg-shell sheen. Write to the Decorative Studio for further information.

|                    |                     |                     |
|--------------------|---------------------|---------------------|
| pts.               | qts.                | gals.               |
| 35                 | 61                  | 2 15                |
| Pints, 24 in case. | Quarts, 12 in case. | Gallons, 4 in case. |

## FLAXOAP

Flaxoap is an absolutely pure linseed oil soap, made from cold pressed linseed oil and potash, contains no animal fat whatever, no free caustic alkali, consequently can be used on the finest fabrics without fear of injury. Flaxoap lathers freely in hot or cold, hard or soft water. It is especially adapted to cleaning floors, woodwork, furniture, etc. Owing to the fact that pure linseed oil is the life of all paints and varnishes, Flaxoap is the best cleaner for all painted and varnished surfaces. It will be found most excellent for cleaning automobiles, windows, mirrors and cut glass. The housewife will find it particularly valuable in the cleaning of carpets and rugs. Descriptive Folder E-534.

|       |       |       |        |        |        |       |       |
|-------|-------|-------|--------|--------|--------|-------|-------|
| 1-lb. | 2-lb. | 5-lb. | 10-lb. | 25-lb. | 50-lb. | ½     |       |
| cans  | cans  | pails | pails  | pails  | pails  | drums | drums |
| 16½   | 15    | 14    | 13     | 12     | 11     | 10    | 09    |

1-pound cans, 24 in case. 2-pound cans, 12 in case. 5-pound pails, 6 in case.  
10-pound pails, 4 in case. 25-pound pails, 1 in case.

## SHERWIN-WILLIAMS PRODUCTS

### FLO-LAC

A Water-Resisting Varnish Stain  
(Rapid Drying)

Flo-Lac produces a beautiful stained and varnished effect in one operation on furniture, floors and woodwork, in fact, on any kind of a surface where a finish of this kind is desired. Flo-Lac represents the highest quality of stain scientifically combined with S-W Mar-not, a water-resisting varnish. On new work it preserves to the greatest extent the beauty of the natural grain of the wood. Old work or surfaces previously painted can be changed to closely imitate the hardwoods represented in this list by first applying a coat of Flo-Lac Ground. Flo-Lac dries with a high varnish gloss, is tough, elastic and durable, and will not show scratches or heel marks. The permanent dyes used in Flo-Lac make it sunfast. Color Card CC-130

|                          | 1/4 pts. | 1/2 pts. | pts. | qts. | 1/2 gals. | gals. |
|--------------------------|----------|----------|------|------|-----------|-------|
| Dark Mahogany.....       | 17       | 25       | 41   | 73   | 1 37      | 2 55  |
| Dark Oak.....            |          |          |      |      |           |       |
| Extra Dark Mahogany..... |          |          |      |      |           |       |
| Golden Oak.....          |          |          |      |      |           |       |
| Light Oak.....           | 16       | 23       | 38   | 66   | 1 22      | 2 25  |
| Walnut.....              |          |          |      |      |           |       |
| Ground.....              |          |          |      |      |           |       |

Packages designated \* will be discontinued September 1, 1932

|                           |                          |                     |
|---------------------------|--------------------------|---------------------|
| Quarter-pints, 48 in case | Half-pints, 48 in case.  | Pints, 24 in case.  |
| Quarts, 12 in case.       | Half-gallons, 6 in case. | Gallons, 4 in case. |

### FLOOR-WIPE

A special preparation for cleaning and renewing the finish of waxed and varnished floors, waxed and varnished woodwork, furniture, etc. Makes old waxed or varnished surfaces look like new. A cloth should simply be dampened with the material and the floor wiped up just as an ordinary cleaning—no rubbing or polishing necessary. Works splendidly with any floor mop.

| pts. | qts. | 1/2 gals. | gals. |
|------|------|-----------|-------|
| 28   | 47   | 85        | 1 50  |

|                    |                     |                          |
|--------------------|---------------------|--------------------------|
| Pints, 24 in case. | Quarts, 12 in case. | Half-gallons, 6 in case. |
|                    | Gallons, 4 in case. |                          |

### FRENCH CROWN GREEN

Ground in Oil

A chrome green of very high quality, ground in linseed oil. This line of greens is unusually bulky, ground to an intensely fine texture, and possesses exceptional tinting strength. No better green can be found for window blinds, roofs, fence or any kind of painting where an intensely bright, permanent green is essential.

|                                     | per pound |       |            |        |
|-------------------------------------|-----------|-------|------------|--------|
|                                     | 1-lb.     | 5-lb. | 12 1/2-lb. | 25-lb. |
|                                     | cans      | cans  | pails      | pails  |
| French Crown Green, Light.....      | 21        | 19    | 18         | 17     |
| French Crown Green, Medium.....     |           |       |            |        |
| French Crown Green, Dark.....       |           |       |            |        |
| French Crown Green, Double Dark.... |           |       |            |        |

1-pound cans, 48 in case.

12 1/2-pound pails, 4 in case.

5-pound cans, 12 in case.

25-pound pails, 4 in case.

## FLOOR ENAMEL

*(Rapid Drying)*

**For Wood and Concrete Floors**

A high-class enamel paint, made to walk on. Expense has not been spared in the manufacture of Floor Enamel; consequently this line has no equal for durability and dependability. Floors finished with this Enamel will stand hard usage and repeated scrubbing with soap and water.

Floor Enamel will give enduring service on concrete and cement floors in the home, factory or showroom. Basement floors will take on an attractive appearance from the use of Floor Enamel, and the housewife will appreciate a substantial sanitary finish so easily kept clean. Color Card CC-280.

|         |                   |      |      |         |       |
|---------|-------------------|------|------|---------|-------|
| No. 469 | Dust Color.....   |      |      |         |       |
| No. 487 | Gray.....         | pts. | qts. | ½ gals. | gals. |
| No. 356 | Gray Stone.....   |      |      |         |       |
| No. 449 | Light Oak.....    |      |      |         |       |
| No. 488 | Light Tan.....    | 34   | 60   | 1 12    | 2 10  |
| No. 378 | Mahogany.....     |      |      |         |       |
| No. 384 | Oak.....          |      |      |         |       |
| No. 468 | Slate.....        |      |      |         |       |
| No. 454 | Tile Red.....     |      |      |         |       |
| No. 480 | Walnut Brown..... |      |      |         |       |

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

## GALVANIZED IRON PRIMER

For first coat on galvanized iron. A perfect undercoater for subsequent coats of paint, which prevent peeling or scaling, so common where ordinary oil paints are applied directly to galvanized iron. Absolutely dependable on interior or exterior surfaces, store-fronts, roofs, pinnacles, etc. Dries hard in 12 to 24 hours. For best results the succeeding coat of paint should be applied within 24 to 48 hours. Made only in one color—Gray.

|           |      |         |       |         |
|-----------|------|---------|-------|---------|
|           | qts. | ½ gals. | gals. | 5 gals. |
| Gray..... | 53   | 1 00    | 1 85  | 1 75    |

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

## GRAINING COLORS

**Paste Form, in Oil**

Used principally by Master Painters to imitate the grained effects of popular hardwoods. Colors can be used over Flo-Lac Ground.

|                        |  |            |
|------------------------|--|------------|
| Dark Oak.....          |  | 1-lb. cans |
| Light Oak (Maple)..... |  |            |
| Mahogany (Cherry)..... |  | 30         |
| Walnut.....            |  |            |

48 in case.

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**SHERWIN-WILLIAMS PRODUCTS**

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**GRAINING PREPARATION****Ground in Water**

A special preparation for producing the effect of the natural grain of woods on disfigured floors, interior woodwork, etc. For directions and more complete information, see label on package. Usually used in connection with Flo-Lac or Brighten-Up Stain.

|                  |                |                |
|------------------|----------------|----------------|
| ½-pt. glass jars | pt. glass jars | qt. glass jars |
| 21               | 33             | 50             |

Half-pint jars, 48 in case.

Quart jars, 12 in case.

Pint jars, 24 in case.

**GRAPHITE****Ground in Oil**

|               |              |
|---------------|--------------|
| 12½-lb. pails | 25-lb. pails |
| 14            | 13           |

12½-pound pails, 4 in case.

25-pound pails, 4 in case.

**GRAPHITE PIPE-JOINT AND GASKET COMPOUND****Ground in Oil—Paste Form**

Makes a perfectly tight joint with less labor and cost than red lead or other materials, and in addition allows the various fittings on which it has been used to be uncoupled with very little labor and without loss or breakage, characteristic of red lead, cement or rust-set joints. No waste through growing hard in the package like red lead or other similar materials.

|               |               |                  |                 |
|---------------|---------------|------------------|-----------------|
| 1-lb.<br>cans | 5-lb.<br>cans | 12½-lb.<br>pails | 25-lb.<br>pails |
| 17            | 15            | 14               | 13              |

1-pound cans, 48 in case.

12½-pound pails, 4 in case.

5-pound cans, 12 in case.

25-pound pails, 4 in case.

**KROMIK METAL PRIMER**

Our standard primer for metal work of all kinds that is to be exposed to weather or to moisture at any time.

Kromik has four characteristics which make it the very best primer possible to produce for metal: Economy. Kromik costs less by the gallon than red lead. It works easier and costs less to apply it. Prevents corrosion. Kromik is made with lead chromates which prevent the corrosion of metal. Stands abuse. Is not affected by sulfur compounds in the air. Is tough, stands up under shipping. Tight film. Oils and pigments are perfectly balanced so as to make a water-tight, gas-tight film.

Kromik Metal Primer has almost the weather-resisting power of a metal finishing coat and when covered with S-W Metalastic makes a complete and perfect protective coating for structural steel, bridges, fire escapes, iron fences, corrugated iron sheds, gutters and every metal surface requiring protection from moisture and rust.

|      |        |        |
|------|--------|--------|
| qts. | 1-gal. | 5 gals |
| 52   | 1 80   | 1 70   |

Quarts, 12 in case.

Gallons, 4 in case.

## SHERWIN-WILLIAMS PRODUCTS

### LIQUID GOLD

#### Ready for Use

A liquid gold paint for use on radiators, hot air registers, steam and water pipes, sprinkler systems, also for picture frames, wickerwork, basketry and other decorative uses. Is not affected by heat, cold or moisture, and retains its brightness indefinitely.

| $\frac{1}{8}$ pts. | $\frac{1}{4}$ pts. | $\frac{1}{2}$ pts. | pts. | qts. | gals. |
|--------------------|--------------------|--------------------|------|------|-------|
| 15                 | 22                 | 35                 | 60   | 1 10 | 4 00  |

Eighth-pints, 50 in case.    Quarter-pints, 48 in case.    Half-pints, 48 in case.  
Pints, 24 in case.    Quarts, 12 in case.    Gallons, 4 in case.

### MASTER PAINTER'S FLAT WHITE

A flat washable wall paint for walls, ceilings, etc. Works freely and can be applied with a five or six-inch brush. Is durable and economical.

| gals. | 5 gals. | drums |
|-------|---------|-------|
| 1 55  | 1 45    | 1 40  |

Gallons, 4 in case.

### METALASTIC

A strictly high-grade liquid metal protective paint, finely ground, with good body and a covering capacity approximately 800 square feet on structural steel. This is a metal protective paint made from the best graphite, ground in pure linseed oil, and has no equal for preventing rust and corrosion of all metal surfaces. It is exceedingly elastic and yields readily to expansion and contraction. Color Card CC-279.

|             | qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. |
|-------------|------|---------------------|-------|---------|
| Black.....} | 45   | 82                  | 1 50  | 1 40    |
| Brown.....} |      |                     |       |         |
| Gray.....}  | 50   | 92                  | 1 70  | 1 60    |
| Green.....} |      |                     |       |         |

Quarts, 12 in case.    Half-gallons, 6 in case.    Gallons, 4 in case.

### NON-CORRODIBLE GRAPHITE PAINT

A splendid anti-rust paint for metal surfaces, with graphite for its pigment base. Produces an absolute self-sealing, non-porous film; is very elastic and durable.

| qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. |
|------|---------------------|-------|---------|
| 45   | 82                  | 1 50  | 1 40    |

Quarts, 12 in case.    Half-gallons, 6 in case.    Gallons, 4 in case.



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

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

ODP White Lead is also available in soft paste form in 12½ and 25-lb. pails and 50 and 100-lb. kegs.

For Prices See Special Price Card, Form E-356



"Beats the Dutch for Whiteness"

Here we have an enamel equal in every sense of the word to the best imported enamels. There is no other enamel made in America today that possesses the same high qualities of many of the imported enamels in durability and appearance. Old Dutch Enamel is not a varnish enamel and consists only of the highest quality finely ground zinc—ground in processed linseed oil. For this reason Old Dutch Enamel will not turn yellow with age nor "alligator" like varnish enamels. This is one of the nicest enamels to apply as it flows remarkably free, does not "set up" quickly and can be worked over large panels without showing laps or streaks. Old Dutch Enamel comes in three shades: White, Ivory, and French Gray, approved and selected by the nation's leading architects and decorators. It is supplied in two finishes—gloss and eggshell. Old Dutch Enamel can be used for both interior and exterior work.

For undercoats use S-W Flat-Rite, for interior surfaces, the very finest enamel undercoater manufactured. On exterior surfaces use SWP Flat White.

|                               | ½ pts. | pts. | qts. | ½ gals. | gals. |
|-------------------------------|--------|------|------|---------|-------|
| White (Gloss).....            | 36     | 65   | 1 15 | 2 25    | 4 25  |
| White (Dull Finish).....      | ..     | 65   | 1 15 | 2 25    | 4 25  |
| Old Ivory (Gloss).....        |        |      |      |         |       |
| Old Ivory (Dull Finish).....  |        |      |      |         |       |
| French Gray (Gloss).....      |        |      |      |         |       |
| French Gray (Dull Finish).... |        |      |      |         |       |

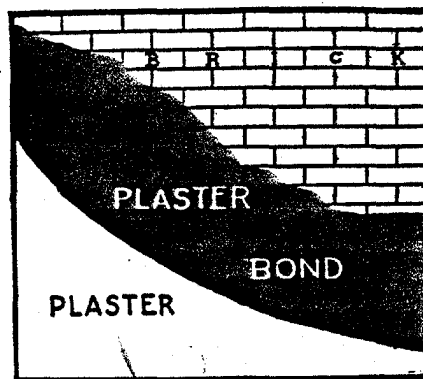
Half-pints, 48 in case.

Pints, 24 in case.

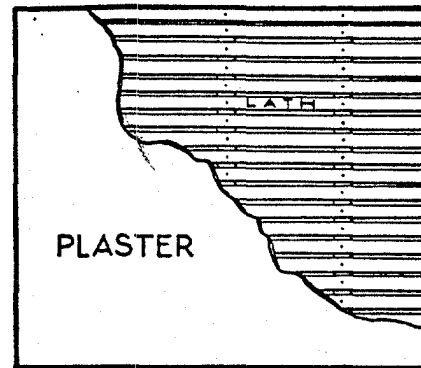
Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.



PLASTER BOND METHOD.



OLD METHOD.

## PLASTER BOND

For Damp-Proofing Inside Walls Above Grade

Plaster Bond is black paint of asphalt type, to be applied without heating on inside brick, building tile, or concrete walls above grade, before plaster is applied, to act as a damp-proofing. Applied by brush or by spray method. One coat only required. Covers approximately 150 square feet to the gallon, varying with porosity of the wall. Dries slowly. Twenty-four hours after Plaster Bond has been applied, it is in the tacky condition ideal for application of plaster. As the plaster dries out, the Plaster Bond also dries, resulting in a tenacious bond.

Plaster Bond is sold almost exclusively to plasterers and general contractors. Specifications calling for Plaster Bond will be found under plastering specifications and not under painting specifications. Descriptive enclosing slip, including directions for application, Form E-517.

Plaster Bond damp-proofs interior walls above grade, prevents staining of plaster and makes furring or lathing unnecessary.

Plaster Bond should never be applied to ceilings.

| gals. | 5 gals. | drums |
|-------|---------|-------|
| 1 00  | 90      | 80    |

Gallons, 4 in case.

## PASTE WHITE PAINT

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

|            | 12½-lb.<br>pails | 25-lb.<br>pails | 50-lb.<br>kegs | 100-lb.<br>kegs |
|------------|------------------|-----------------|----------------|-----------------|
| White..... | 11¼              | 10¼             | 10             | 09¾             |

12½-pound pails, 4 to case.

25-pound pails, 4 to case.

## SHERWIN-WILLIAMS PRODUCTS

### PERMENTO

A White Cold Water Paint for Outside Use

Permento is designed especially for use on the exterior of buildings, air-shafts, fences, sawmills and other similar structures. Owing to its great disinfecting qualities, it is an ideal coating for cattle barns, pens, chicken-coops, etc.

Five pounds of Permento, when mixed with cold water to the proper consistency, will make one gallon of paint which will cover about 200 square feet of an average surface.

|              |               |
|--------------|---------------|
| 100-lb. kegs | 350-lb. bbls. |
| 06½          | 06            |

### POLISH-OL

Cleans and Polishes in One Operation

Polish-ol is more than a furniture and woodwork polish; it is a paint and varnish "food" or reviving agent that brings out and intensifies the original finish, produces a handsome gloss and is not harmful to the finish. Being primarily manufacturers of highest grade paints, enamels and varnishes, we are interested in prolonging the life of finishes obtained with these materials, and offer Polish-ol as the best polish we can produce for furniture, woodwork, floors, pianos, victrolas, automobiles, etc.

The automobile owner will find it most effective for cleaning and polishing automobile bodies, fenders, radiators, in fact all finished parts.

| bottles<br>per dozen      | gallon<br>bottles           |
|---------------------------|-----------------------------|
| 4-oz.      12-oz.         |                             |
| 2 28      3 96            | 1 65                        |
| 4-oz. bottles, 48 in case | 12-oz. bottles, 24 in case. |
| Gallons, 4 in case.       |                             |

### PORCH AND DECK PAINT

(Rapid Drying)

Especially prepared to withstand outside exposure and hard wear on porch floors, steps, decks of boats, etc. Is the best insurance against the elements and is not affected by repeated cleaning and scrubbing. Spreads easily and dries with a full gloss. Color Card CC-124.

|                           | qts. | ½-gals. | gals. |
|---------------------------|------|---------|-------|
| No. 51 Dark Slate.....    |      |         |       |
| No. 69 Dark Gray.....     |      |         |       |
| No. 48 Gray Stone.....    | 60   | 1 10    | 2 05  |
| No. 45 Neutral Brown..... |      |         |       |
| No. 46 Tile Red.....      |      |         |       |

Quarts, 12 in case.      Half-gallons, 6 in case.      Gallons, 4 in case

# QUICK DRYING COLORS

## Ground in Japan

For use as color-coats on automobiles, trucks, wagons, railway coaches, signs, novelty furniture, etc. Should be applied over suitable undercoatings and varnished over, or may be combined with varnish for making color varnish coatings. They can also be used for tinting enamels without retarding the drying. The peculiarities, the natural tendencies of working and wearing qualities of each individual color have been carefully studied, and each is treated in such a way as to bring out its natural good qualities. They are brilliant in tone, possess best working, drying and flattening qualities, are uniform in color and grade, ground exceedingly fine and thoroughly reliable. Color Card CC-304.

|                              | per pound<br>1-lb. cans<br>and 5-lb.<br>press cans |                                 | per pound<br>1-lb. cans<br>and 5-lb.<br>press cans |
|------------------------------|----------------------------------------------------|---------------------------------|----------------------------------------------------|
| <b>BLACKS</b>                |                                                    | <b>WINE</b>                     |                                                    |
| Ivory Drop.....              | .37                                                | Wine Color, B.....              | .62                                                |
| Ivory Drop XXX.....          | .40                                                | <b>BLUES</b>                    |                                                    |
| English Coach A.....         | .37                                                | Azure.....                      | .50                                                |
| Chemically Refined Lamp..... | .37                                                | Packard.....                    | .56                                                |
| Special Lamp.....            | .31                                                | Prussian.....                   | .69                                                |
| <b>WHITES</b>                |                                                    | Ultramarine.....                | .62                                                |
| Flake.....                   | .37                                                | Yale, L. and D.....             | .44                                                |
| French Zinc.....             | .44                                                | <b>YELLOWS AND CREAMS</b>       |                                                    |
| <b>GROUND</b>                |                                                    | Chrome, L., M., O. and DO... .. | .50                                                |
| Red L. No. 43.....           | .37                                                | Golden Ochre.....               | .37                                                |
| <b>REDS</b>                  |                                                    | Imitation Gold.....             | .37                                                |
| Carmosine L.....             | .50                                                | Metropolitan Cream.....         | .37                                                |
| English Rose Pink.....       | .62                                                | Yellow Ochre.....               | .37                                                |
| English Vermilion, D.....    | market                                             | <b>GREENS</b>                   |                                                    |
| French Carmine No. 40.....   | 5.00                                               | Brewster, M.....                | .44                                                |
| Ibis.....                    | .50                                                | Emerald, L.....                 | .56                                                |
| Mohawk, D.....               | .62                                                | Extra Coach, L., M. and D... .. | .50                                                |
| Permanent Vermilion.....     | .62                                                | Olivet.....                     | .44                                                |
| Premier Non-Fading, L.....   | .37                                                | Border.....                     | .44                                                |
| Royal Durbar, L.....         | 1.20                                               | <b>LARGE TUBES</b>              |                                                    |
| Royal Durbar, D.....         | .88                                                |                                 | per tube                                           |
| Royal Durbar, M.....         | .82                                                | Chrome Yellow, L., M. and O. .. | .25                                                |
| Royal Venetian.....          | .37                                                | Flake White.....                | .25                                                |
| Spartan, D.....              | .62                                                | French Carmine, No. 40.....     | 1.20                                               |
| Tuscan.....                  | .37                                                | Imitation Gold.....             | .25                                                |
| <b>BROWNS</b>                |                                                    | Permanent Vermilion.....        | .25                                                |
| Golden Tan.....              | .44                                                | Royal Durbar Red, M.....        | .38                                                |
| Quaker.....                  | .37                                                | Striping Black.....             | .20                                                |
| Raw and Burnt Sienna.....    | .37                                                | Striping Blue.....              | .32                                                |
| Raw and Burnt Umber.....     | .37                                                | Striping Green.....             | .25                                                |
| Vandyke.....                 | .44                                                |                                 |                                                    |
| <b>GRAYS</b>                 |                                                    |                                 |                                                    |
| Pearl.....                   | .44                                                |                                 |                                                    |
| Silver.....                  | .44                                                |                                 |                                                    |

## RED LEADS

### LIQUID RED LEAD

Is especially formulated to make an easier working Red Lead Paint and to give greater spreading power than ordinary Red Lead.

This material will remain in suspension in the package longer than the average Liquid Red Lead. Breaks up more readily to form an easy working paint with lower oxidizing rate to allow the linseed oil film to remain elastic for the longest time possible.

|       |         |
|-------|---------|
| gals. | 5 gals. |
| 2 00  | 1 90    |

Gallons, 4 in case.

### PERFECT METHOD RED LEAD

Ground in Oil

For plumbing, painting and general utility purposes.

|               |               |                 |                |
|---------------|---------------|-----------------|----------------|
| 1-lb.<br>cans | 5-lb.<br>cans | 12½-lb.<br>cans | 25-lb.<br>cans |
| 18½           | 16½           | 14½             | 13½            |

1-pound cans, 48 in case.

12½-pound pails, 4 in case.

5-pound cans, 12 in case.

25-pound pails, 4 in case.

### ROOF AND BRIDGE PAINT

A utility paint for barns, fences, wooden or metal bridges, structural iron work, shingle or metal roofs, and other buildings of rough or finished lumber. Roof and Bridge Paint is made from high-grade materials and offers greater paint value at these economical prices than any other paints on the market. Quite heavy in body and will stand considerable reducing. Covers about 480 square feet one coat per gallon. Color Card CC-140.

|                   | ½ gals. | gals. | 5 gals. | drums |
|-------------------|---------|-------|---------|-------|
| Black.....        | 57      | 1 00  | 90      | 85    |
| Brown.....        |         |       |         |       |
| Bronze Green..... |         |       |         |       |
| Red.....          |         |       |         |       |
| Gray Slate.....   | 65      | 1 15  | 1 05    | 1 00  |

Packages designated \* will be discontinued September 1, 1932.

Half-gallons, 6 in case.

Gallons, 4 in case.



## BRUSHING LACQUER

A wonderful brushing lacquer, superior to anything on the market.

Rogers Brushing Lacquer dries in one hour, can be re-coated in two hours, dries with an excellent gloss, far better than any competitive product, has less odor than any competitive product and affects the old paint or varnish to a less extent than any material now on the market.

Rogers Brushing Lacquer quickly renews shabby furniture, floors, stairways, woodwork, cabinets, bric-a-brac, toys, etc. Color Card RBL-1.

|                                       | ¼ pts. | ½ pts. | pts. | qts. | ½ gals.* | gals. |
|---------------------------------------|--------|--------|------|------|----------|-------|
| Beige Brown.....                      |        |        |      |      |          |       |
| Black.....                            |        |        |      |      |          |       |
| Buckingham Gray...                    |        |        |      |      |          |       |
| Carminc.....                          |        |        |      |      |          |       |
| Cinnamon Brown...                     |        |        |      |      |          |       |
| Chinese Red.....                      |        |        |      |      |          |       |
| Forest Green.....                     |        |        |      |      |          |       |
| French Gray.....                      |        |        |      |      |          |       |
| Holland Blue.....                     |        |        |      |      |          |       |
| Indian Yellow.....                    |        |        |      |      |          |       |
| Ivory.....                            |        |        |      |      |          |       |
| Jade Green.....                       |        |        |      |      |          |       |
| Jungle Green.....                     |        |        |      |      |          |       |
| Lettuce Green.....                    | 19     | 28     | 47   | 85   | 1 60     | 3 00  |
| Navy Blue.....                        |        |        |      |      |          |       |
| Oak.....                              |        |        |      |      |          |       |
| Orange.....                           |        |        |      |      |          |       |
| Rattan.....                           |        |        |      |      |          |       |
| Rich Blue.....                        |        |        |      |      |          |       |
| Rich Wine.....                        |        |        |      |      |          |       |
| Russet Tan.....                       |        |        |      |      |          |       |
| Sage Gray.....                        |        |        |      |      |          |       |
| Sahara Sand.....                      |        |        |      |      |          |       |
| Slate.....                            |        |        |      |      |          |       |
| Stem Green.....                       |        |        |      |      |          |       |
| Turquoise.....                        |        |        |      |      |          |       |
| Vogue Blue.....                       |        |        |      |      |          |       |
| White and Flat White                  |        |        |      |      |          |       |
| Pastel Blue.....                      | 19     | 28     | 47   | 85   | ..       | 3 00  |
| Luxine Green.....                     |        |        |      |      |          |       |
| Orchid.....                           |        |        |      |      |          |       |
| Platinum.....                         |        |        |      |      |          |       |
| Clear.....                            | ..     | 28     | 47   | 85   | ..       | 3 00  |
| Linoleum Clear.....                   |        |        |      |      |          |       |
| Wallpaper Lacquer —<br>Colorless..... | ..     | ..     | ..   | 85   | ..       | 3 00  |
| Thinner and Brush<br>Cleaner.....     | ..     | 15     | ..   | 55   | ..       | 1 75  |

Packages designated \* will be discontinued September 1, 1932.

Quarter-pints, 48 to case.      Half-pints, 48 to case.      Pints, 24 to case.  
Quarts, 12 to case.      Half-gallons, 6 to case.      Gallons, 6 to case.

## SHERWIN-WILLIAMS PRODUCTS

### SALAMANDER BLACK

Salamander Black is made expressly for use on smoke-stacks, flues, boiler fronts and all superheated surfaces. It is a splendid preservative for the metal and affords adequate protection from rust. It dries quickly with a full, hard, glossy surface and withstands extreme heat without blistering, scaling or cracking.

This paint covers approximately 600 square feet to the gallon, one coat, when applied over the cold metal. However, when the surface is warm the covering capacity is relatively smaller.

| qts. | gals. | 5 gals. |
|------|-------|---------|
| 35   | 1 10  | 1 00    |

Quarts, 12 in case.

Gallons, 4 in case.

### SAVE-LITE INTERIOR WHITES

Intensely white finishes for interior walls, ceilings and woodwork of factories, mills, dairies, etc. The Eg-Shel finish is particularly desirable for its light-diffusing qualities. Use Wall Primer and Sealer as an undercoater on new or porous walls of plaster, brick, concrete or composition board for either the Eg-Shel or Gloss.

Use Flat-Rite or XXX Enamel Undercoater as the primer for new wood.

For repainting reduce Save-Lite Eg-Shel 25 per cent with Universal Thinner—the Gloss finish should be preceded with an undercoater.

|                    | qts. | $\frac{1}{2}$ gals. | gals. | 5 gals. |
|--------------------|------|---------------------|-------|---------|
| Eg-Shel White..... | 57   | 1 07                | 2 00  | 1 90    |
| Gloss White .....  | 64   | ....                | 2 25  | 2 15    |

Packages designated \* will be discontinued September 1, 1932.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

### SCHOOLBOARD SLATING

Manufactured exclusively for finishing school blackboards. Dries uniformly with a dull slate-like finish that makes an excellent writing surface. Old and worn blackboards can be quickly and inexpensively renewed with one or two coats.

|            | $\frac{1}{2}$ pts. | pts. | qts. | gals. |
|------------|--------------------|------|------|-------|
| Black..... | 23                 | 38   | 65   | 2 25  |
| Green..... | 25                 | 42   | 75   | 2 65  |

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Gallons, 4 in case.

### SCREEN ENAMEL

For renewing old screens and preventing rust. Does not close up the mesh and dries with a high gloss that prevents dust and dirt from adhering to the screen.

|                 | $\frac{1}{2}$ pts. | pts. | qts. | $\frac{1}{2}$ gals. | gals. |
|-----------------|--------------------|------|------|---------------------|-------|
| Black.....      | 17                 | 24   | 40   | 70                  | 1 20  |
| Dark Green..... | 20                 | 31   | 53   | 97                  | 1 75  |

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

# Semi-Lustre

## A SATIN FINISH FOR INTERIOR USE

An interior finish possessing the hard drying and washable qualities of enamel, that brushes out and works like an oil paint and dries with a half-enamel gloss.

Semi-Lustre is a prime favorite among master painters as well as consumers, because it is such a finely ground product that works as freely as an oil paint, levels out beautifully and covers well. Semi-Lustre dries with a smooth, satin-like finish that does not catch dirt easily and may be readily washed with soap and water to restore its original lustre.

The line of colors, which, in addition to White, make up the Semi-Lustre line, has been carefully chosen. Included in this line are delicate tints and good strong colors which may be intermixed if desirable to attain a greater variety of colors.

The uses of Semi-Lustre are many. It has no equal as a finish for plaster walls or wallboard, in private homes, hospitals, schools, public buildings, etc., where this particular type of finish is desired. It is also highly recommended for use on woodwork in the same type of buildings, and has already proven a big favorite for bathrooms, kitchens and laundries. Color Card CC-241.

|                     |          |      |      |           |       |         |
|---------------------|----------|------|------|-----------|-------|---------|
| Bright Sage .....   | 1/2 pts. | pts. | qts. | 1/2 gals. | gals. | 5 gals. |
| Buff .....          |          |      |      |           |       |         |
| Canary Yellow ..... |          |      |      |           |       |         |
| Cream .....         |          |      |      |           |       |         |
| Cream Gray .....    |          |      |      |           |       |         |
| Ivory White .....   | 20       | 32   | 56   | 1 05      | 1 95  | 1 85    |
| Light Pink .....    |          |      |      |           |       |         |
| Orchid .....        |          |      |      |           |       |         |
| Pale Green .....    |          |      |      |           |       |         |
| Poudre Blue .....   |          |      |      |           |       |         |
| Silver Gray .....   |          |      |      |           |       |         |
| Taupe (New) .....   |          |      |      |           |       |         |
| White .....         |          |      |      |           |       |         |

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 6 in case.

Gallons, 4 in case.

## SEMI-PASTE PAINT

For painting buildings outside and inside. Made in 12 colors and white. Is a composite paint manufactured in semi-paste form, requiring only the addition of linseed oil gallon for gallon. On account of its high lead and zinc content and exceptionally fine grinding, it is a thoroughly economical paint to use. Color Card CC-87.

|                          |                          |           |                     |         |
|--------------------------|--------------------------|-----------|---------------------|---------|
|                          | qts.                     | 1/2 gals. | gals.               | 5 gals. |
| Regular Colors .....     | 60                       | 1 10      | 2 05                | 1 95    |
| White .....              | 62                       | 1 17      | 2 20                | 2 10    |
| French Crown Green ..... | 70                       | 1 30      | 2 45                | 2 35    |
| Quarts, 12 in case.      | Half-gallons, 6 in case. |           | Gallons, 4 in case. |         |

## SHELLAC

Our Pure White and Orange Shellac is 4-lb. cut and is offered at the market price.

### Prices on Application

Eighth-pints (24 bottles to a carton), 4 cartons in case.  
 Quarter-pints, 48 in case. Half-pints, 48 in case. Pints, 24 in case.  
 Quarts, 12 in case. Half-gallons, 12 in case. Gallons, 6 in case.

# STAINS

## ACID STAIN

Transparent stains that intensify and enhance the natural beauty of the woods on which they are applied. Easily applied without streaking and absolutely true to color. They will not fade. Color Card CC-171.

|                             | ½ pts. | pts. | qts. | ½ gals. |
|-----------------------------|--------|------|------|---------|
| Fumed Oak.....              | 23     | 37   | 60   | 1 00    |
| Silver Gray.....            |        |      |      |         |
| Antique Brown Mahogany..... | 28     | 45   | 73   | 1 25    |
| Dark Colonial Mahogany..... |        |      |      |         |
| Light Mahogany.....         |        |      |      |         |

Half-pints, 48 in case.

Pints, 24 in case.  
Half-gallons, 6 in case.

Quarts, 12 in case.

## GOLDEN OAK STAIN

For staining interior woodwork, doors, furniture, etc., where the popular shade known as Golden Oak is desired. This stain comes in concentrated form. To produce the standard shade of Golden Oak, this stain should be reduced with eight parts of turpentine or benzine to one part of the stain. It is very popular among painting contractors on account of its low cost as one gallon of the stain and eight gallons of benzine will produce nine gallons of Golden Oak Stain. Will not raise the grain of the wood. Requires little or no wiping.

| ½ pts. | pts. | qts. | ½ gals. | gals. |
|--------|------|------|---------|-------|
| 19     | 30   | 50   | 90      | 1 60  |

Half-pints, 48 in case.

Half-gallons, 6 in case.

Pints, 24 in case.

Quarts, 12 in case.  
Gallons, 4 in case.

## OIL STAIN

Suitable for all types of new work, hard or soft woods. Easy to apply, uniform in color and quality, dry properly without raising the grain of the wood. Are permanent and dependable. Color Card CC-129.

|                      | ½ pts. | pts. | qts. | ½ gals. | gals. |
|----------------------|--------|------|------|---------|-------|
| Colonial Oak.....    | 19     | 30   | 48   | 87      | 1 55  |
| Dark Oak.....        |        |      |      |         |       |
| Light Oak.....       |        |      |      |         |       |
| Walnut.....          |        |      |      |         |       |
| †Brown Mahogany..... | 21     | 33   | 57   | 1 05    | 1 90  |
| Dark Mahogany.....   |        |      |      |         |       |
| Light Mahogany.....  |        |      |      |         |       |
| †Rich Mahogany.....  |        |      |      |         |       |
| Silver Gray.....     | 27     | 45   | 81   | 1 52    | 2 85  |
| Moss Green.....      |        |      |      |         |       |

†Recommended for interior use only.

Packages designated \* will be discontinued September 1, 1932.

Half-pints, 48 in case.

Half-gallons, 6 in case.

Pints, 24 in case.

Quarts, 12 in case.  
Gallons, 4 in case.

## SHERWIN-WILLIAMS PRODUCTS

### STAINS — Continued

#### HANDCRAFT STAIN

##### Spirit Soluble, Penetrating Type

Highest grade artistic stains for use in finishing finest interior woodwork, furniture, etc. Are adaptable to hardwood and softwood alike. These stains are individual in tone, dry without showing streaks or brushmarks. Do not raise the grain of the wood, therefore require no sanding. Color card CC-119.

|                              | ½ pts. | pts. | qts. | gals. |
|------------------------------|--------|------|------|-------|
| Adam Brown.....              | 22     | 35   | 60   | 2 00  |
| †Early English.....          |        |      |      |       |
| Fumed Oak.....               |        |      |      |       |
| †Ivy Green.....              |        |      |      |       |
| Nut Brown.....               |        |      |      |       |
| Silver Gray.....             |        |      |      |       |
| Walnut.....                  |        |      |      |       |
| Weathered.....               | 25     | 41   | 72   | 2 50  |
| Extra Dark Mahogany.....     |        |      |      |       |
| Light Mahogany.....          |        |      |      |       |
| Handcraft Stain Reducer..... | 17     | 24   | 38   | 1 15  |

† To be discontinued when present stocks are exhausted.

Half-pints, 48 in case.      Pints, 24 in case.      Quarts, 12 in case.  
Gallons, 6 in case.

All Handcraft Stains are filled in tin cans, except Ivy Green and Silver Gray, which on account of their acidity must be filled in glass bottles.

Gallon bottles, 4 in case.

#### PRESERVATIVE SHINGLE STAIN

This line, consisting of the popular shades of red, brown, green and gray, is manufactured on a high-quality basis. It is a line of penetrating stains—not thin paints that wash off with the first rain or that soon fade. These stains contain refined creosote and other liquids that penetrate and stain the wood to a considerable depth, and for this reason will maintain their color long after other stains have faded away. In our Greens, for instance, we use Chemically Pure Chrome Green and can point to thousands of green roofs throughout the country that are splendid testimonials to the permanency of this line. Color card CC-38.

|                        | gals. | 5 gals. | drums |
|------------------------|-------|---------|-------|
| B-41 Sienna Brown..... | 90    | 80      | 75    |
| B-46 Thatch Brown..... |       |         |       |
| B-47 Nut Brown.....    |       |         |       |
| C-76 Indian Red.....   |       |         |       |
| C-71 Bright Green..... | 1 10  | 1 00    | 95    |
| C-72 Dark Green.....   |       |         |       |
| C-74 Medium Green..... |       |         |       |
| C-82 Silver Gray.....  | 1 25  | 1 15    | 1 10  |

Gallons, 4 in case.

## SHERWIN-WILLIAMS PRODUCTS

### STOVE-PIPE AND IRON ENAMEL

For refinishing stove-pipes, grates and similar iron surfaces subjected to heat. Should be applied while the surface is slightly warm, and allowed to dry 24 hours before subjecting to high temperature, under which conditions it will be practically smokeless and will produce a better surface and wear longer than any other stove-pipe enamel or stove-pipe varnish on the market.

| $\frac{1}{4}$ pts. | $\frac{1}{2}$ pts. | pts. |
|--------------------|--------------------|------|
| 10                 | 16                 | 25   |

Quarter-pints, 48 in case.      Half-pints, 48 in case.      Pints, 24 in case

### STUCCO AND CONCRETE PAINT

#### Waterproofs and Beautifies

A high quality oil paint manufactured especially for exterior use on concrete, cement, brick and stucco surfaces. Can also be used for interior work on similar surfaces.

Ordinarily two coats will produce a first-class job. The first or prime coat should be applied in the mixture of two parts of paint and one part of Stucco and Concrete Paint Reducer. This combination will generally seal the most porous surface, enabling one to get a smooth uniform finish by applying the second coat as it comes from the package.

Stucco and Concrete Paint dries with a semi-gloss. Requires 24 hours drying time and 48-72 hours should be allowed for re-coating under normal drying conditions. Covering capacity ranges from 150 to 250 square feet per gallon, two coats. Color card, CC-283.

|                     |      |       |         |
|---------------------|------|-------|---------|
| Cream .....         | qts. | gals. | 5 gals. |
| Canary Yellow ..... |      |       |         |
| Tan .....           |      |       |         |
| Sea Green .....     | .... | 2 05  | 1 95    |
| Coral Tint .....    |      |       |         |
| Cream Gray .....    |      |       |         |
| Gray .....          |      |       |         |
| Terra Cotta .....   |      |       |         |
| Wh .....            | .... | 2 20  | 2 10    |
| Reducer .....       | 45   | 1 40  | ....    |

Quarts, 24 in case.      Gallons Paint, 4 in case.      Reducer, 6 in case.

### TAXITE

#### (Paint and Varnish Remover)

Taxite is the name of our paint and varnish remover, which is both efficient and economical. Efficient because it cuts the paint and varnish in the shortest possible time and economical because it saves time, labor and material. It works splendidly on upright surfaces, as it penetrates immediately and does not run off. Has no equal for removing old coats of paint and varnish, no matter how thick, quickly and effectively. Apply with a brush and allow to stand 10 or 15 minutes, then scrape off with a putty knife and clean the surface thoroughly with benzine or denatured alcohol. Taxite does not injure the skin, discolor or raise the grain of the wood.

| $\frac{1}{2}$ pts. | pts. | qts. | $\frac{1}{2}$ gals. | gals. |
|--------------------|------|------|---------------------|-------|
| 17                 | 25   | 40   | 70                  | 1 20  |

Half-pints, 48 in case.      Pints, 24 in case.      Quarts, 24 in case.  
Half-gallons, 12 in case.      Gallons, 6 in case.

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## TOUCH-UP BLACK



Handy Touch-Up Black is always ready for use. The brush is soldered right through the cap of the can. A screwdriver pries open the cover in a jiffy and there is a dandy little fitch brush right in the enamel all ready to use. Touch up the worn spot, replace the cap in the can and Touch-Up Black is all ready for the next time—no trouble—no fuss and the brush won't harden.

The Touch-Up brush is round and pointed so that it will neatly hit the smallest spot without smearing up the entire surface. It contains stock enough, however, to spread out for an inch-wide stroke if an entire door or panel must be coated.

Touch-Up Black dries free in half an hour and hard in a couple of hours. Has a brilliant high gloss and is a thoroughly satisfactory piece of goods in every way.

Touch-Up Black is shipped in corrugated boxes holding 12 half-pint cans each.

|             |                |
|-------------|----------------|
| single cans | per dozen cans |
| 42          | 4 44           |

Four dozen in case.

## TRAFFIC ZONE PAINT

For Use on all Kinds of Pavement

Traffic Zone Paint White is an intensely white paint that stays white for a longer period of time than any product for this purpose we have ever seen. It is designed for painting on asphalt, wood, brick, stone and surfaced high-ways.

Traffic Zone Paint Yellow and Orange have been developed for localities where white is not desirable. These colors have been standardized in many cities.

Traffic Zone Paint is prepared in ready-to-use consistency, and when considered too heavy should be thinned with naphtha. It dries with a flat finish, works easily and, being finely ground, covers a maximum of area per gallon. One coat covers solid. Traffic Zone Paint may be applied by brush or spray methods.

Applied in average dry clear weather (not freezing), Traffic Zone Paint will dry in fifteen to twenty minutes. Warm, favorable painting weather will greatly reduce this time, while application on a cold day in a shady spot will further retard the drying. Color Card CC-243.

|             | gals. | 5 gals. |
|-------------|-------|---------|
| White.....  | 1 50  | 1 40    |
| Yellow..... | 1 60  | 1 50    |
| Orange..... |       |         |
| Red .....   | 2 35  | 2 25    |

Gallons, 4 in case.

## UNIVERSAL THINNER

This product was developed to fill a demand for a suitable thinner for all kinds of paste and liquid paints where turpentine is not absolutely essential. It should not be confused with the many petroleum distillates and mineral spirits which are offered as turpentine substitutes. Universal Thinner is not a substitute turpentine. Its solvent properties are approximately 60 per cent higher than the best mineral spirits.

|      |      |       |         |       |
|------|------|-------|---------|-------|
| pts. | qts. | gals. | 5 gals. | drums |
| .... | .... | ....  | ....    | ....  |

### Prices on Application

|                    |                     |
|--------------------|---------------------|
| Pints, 24 in case. | Quarts, 12 in case. |
| Gallons, 4 in case |                     |

## VERDELITE

### The Satisfactory Green—Paste Form

A popular priced line of chrome greens manufactured in three shades, Light, Medium and Dark. Particularly adapted for store fronts, window blinds, roofs, etc. Offers splendid value for the money. Color Card CC-34.

|              | 5-lb.<br>cans | 12½-lb.<br>cans | 25-lb.<br>pails |
|--------------|---------------|-----------------|-----------------|
| Light .....  | 17            | 16              | 15              |
| Dark .....   | 12            | 11              | 10              |
| Medium ..... |               |                 |                 |

|                            |                            |
|----------------------------|----------------------------|
| 5-pound cans, 12 in case.  | 12½-pound cans, 4 in case. |
| 25-pound pails, 4 in case. |                            |

## WAGON AND IMPLEMENT PAINT

For repairing farm machinery, tractors, wagons, implements and similar surfaces. Made in bright, permanent colors that dry with a high varnish gloss. Their use will prevent rust and decay of expensive farm machinery, hence is a good investment. Color Card CC-157.

|              | pts. | qts. | ½ gals. | gals. |
|--------------|------|------|---------|-------|
| Black.....   | 36   | 62   | 1 14    | 2 10  |
| Blue.....    | 40   | 70   | 1 30    | 2 40  |
| † Gray.....  |      |      |         |       |
| Green.....   |      |      |         |       |
| Yellow.....  |      |      |         |       |
| Red.....     | 43   | 77   | 1 44    | 2 70  |
| ** Wine..... |      |      |         |       |

Packages designated \* will be discontinued September 1, 1932.

\*\* To be discontinued when present stocks are exhausted.

† Not available in half-gallons.

|                     |                     |                          |
|---------------------|---------------------|--------------------------|
| Pints, 24 in case.  | Quarts, 12 in case. | Half-gallons, 6 in case. |
| Gallons, 4 in case. |                     |                          |

## WALL PAINT No. 96

(Heavy Body)

Wall Paint No. 96 was developed to meet the demand for a deep pebble stipple. This is not intended as just a heavy bodied wall paint and should be sold only when the painter wishes to produce a stipple of the old lead and oil sharp stipple, or the high pebble stipple.

The material should be applied as it comes in the package and the height of the stipple depends upon the amount of material applied uniformly on the surface. The round top edge of the stipple depends upon the time the painter waits before stippling after applying the material. Usually four to five minutes produces the average round pebble stipple, depending upon drafts in the room and natural drying conditions.

Painters will find this an ideal product to produce many types of beautiful wall finishes, either tinting it and leaving it in a stipple effect or glazing over with many possible beautiful glaze and color effects.

|       |         |
|-------|---------|
| gals. | 5 gals. |
| 1 85  | 1 75    |

Gallons, 4 in case.

## WALL PRIMER AND SEALER

Wall Primer and Sealer is just what the name implies, a primer and sealer for all types and kinds of walls in mills, public and office buildings and homes.

A wall primer and sealer to be satisfactory must naturally prime and seal the wall against as much suction as possible so that the succeeding coat will stand out properly and that is just exactly what Wall Primer and Sealer does. Every contractor and painter is a prospective customer for this product.

|      |       |         |
|------|-------|---------|
| qts. | gals. | 5 gals. |
| 49   | 1 65  | 1 55    |

Quarts, 12 in case.

Gallons, 4 in case.

## WHITE ZINC IN OIL

|                                        | 1-lb.<br>cans | 5-lb.<br>cans | 12½-lb.<br>pails | 25-lb.<br>pails |
|----------------------------------------|---------------|---------------|------------------|-----------------|
| S-W Green Seal French Zinc.....        | 22            | 20            | 19               | 18              |
| S-W Red Seal French Zinc.....          | 21            | 19            | 18               | 17              |
| Zinc White, G. W. M. (Green Seal)..... | ..            | ..            | 14               | 13              |
| Zinc White, G. W. M. (Red Seal).....   | ..            | ..            | 13               | 12              |

1-pound cans, 48 in case.

12½-pound pails, 4 in case.

5-pound cans, 12 in case.

25-pound pails, 4 in case.

# WAXES

## DANCING FLOOR WAX

Powdered

An excellent preparation for waxing ballroom floors. Put up in sprinkler-top cans, which makes application easy. Is used by the largest hotels, dancing academies, amusement parks, etc.

|                                        |                           |
|----------------------------------------|---------------------------|
| $\frac{1}{2}$ -lb cans                 | 1-lb. cans                |
| 33                                     | 54                        |
| $\frac{1}{2}$ -pound cans, 48 in case. | 1-pound cans, 24 in case. |

## LIQUID WAX

A liquid wax for finishing woodwork, floors, bowling alleys, furniture, etc. The application of our Liquid Wax is a great time and labor-saver, and produces dependable results. This material can be applied with a brush, levels out smooth and covers a great area of surface per gallon.

|                           |                     |      |                     |       |
|---------------------------|---------------------|------|---------------------|-------|
| $\frac{1}{2}$ pts.        | pts.                | qts. | $\frac{1}{2}$ gals. | gals. |
| 23                        | 37                  | 63   | 1 15                | 2 10  |
| Half-pints, 48 in case.   | Pints, 24 in case.  |      | Quarts, 24 in case. |       |
| Half-gallons, 12 in case. | Gallons, 6 in case. |      |                     |       |

## PREPARED WAX

Paste Form

A high-grade wax for floors and other woodwork. It is a wax that dries fairly quick, works splendidly with or without a weighted floor brush or electric polisher, and holds its gloss indefinitely. Consumers like to use this wax because it has no objectionable odor, covers well, works easily and takes a high polish.

|                              |      |                              |           |
|------------------------------|------|------------------------------|-----------|
|                              | each |                              | per pound |
| $\frac{1}{2}$ -lb.           |      | 1-lb.                        | 5-lb.     |
| cans                         |      | cans                         | pails     |
| 24                           |      | 42                           | 39        |
| Half-pound cans, 48 in case. |      | One-pound cans, 48 in case.  |           |
|                              |      | Five-pound pails, 6 in case. |           |

## SHERWIN-WILLIAMS PRODUCTS



### FLO-WAX

#### An Instantaneous Protective Polish

Flo-Wax is an ideal wax-like finish for linoleum, hardwood, rubber tile composition or painted floors. It is practically colorless and will not change the color of a floor other than to brighten it. It is as simple to apply as wiping a floor with soap and water. It eliminates the labor of rubbing and polishing, which is necessary with the usual wax finish.

Flo-Wax can be applied to a floor surface either with a soft cloth or with a wide paint brush or kalsomine brush. It is exceedingly easy to apply. After thoroughly wetting the surface of the floor it should be allowed to dry for 12 to 20 minutes to a surface that is hard, dry and lustrous.

Flo-Wax is a wonderful time-saver. Once used, its advantages are so apparent that the consumer becomes an enthusiastic advocate of its merits. Periodic applications of Flo-Wax keep floors lustrous and attractive and protects the surface against wear.

Keep from freezing.

| pts.               | qts.                | gals.              |
|--------------------|---------------------|--------------------|
| 40                 | 65                  | 2 20               |
| Pints, 24 in case. | Quarts, 12 in case. | Gallons, 6 in case |

## XXX ENAMEL UNDERCOATER

Unquestionably the best master painter enamel undercoater on the market. The most exacting tests prove that it excels in brushing and working qualities, leveling, whiteness and close-knittedness. XXX Enamel Undercoater sands perfectly and holds out enamel beautifully.

This undercoater, as well as other S-W undercoaters, can be mixed readily with either Old Dutch Enamel or Enamelastic when desired, in the case of split coats. For first-coat work this material should be thinned with one pint of raw oil and one pint of turpentine to the gallon on hardwoods; on softwoods one quart of raw oil and one-half pint turpentine to the gallon. For use over Wall Primer and Sealer on wall work reduce with one pint turpentine and one quart of enamel to the gallon.

Many painters are making their own dull enamels, particularly to satisfy the demand of their customers as to degree of sheen, which varies on different jobs.

Most painters have found this very difficult to accomplish when using the average wall paint or enamel undercoater, in that they were not ground fine enough or clean enough to produce a good dull enamel when mixed with gloss enamel.

XXX Enamel Undercoater stands out alone because of its clean, fine grinding. It mixes perfectly with Enamel, particularly Enamelastic, to produce a high grade dull enamel with varying degrees of sheen depending upon the mixture.

| qts.                | gals. | 5 gals.             |
|---------------------|-------|---------------------|
| 60                  | 2 10  | 2 00                |
| Quarts, 12 in case. |       | Gallons, 4 in case. |

## YELLOW OCHRE (French)

Ground in Oil

|         | 12½-lb.<br>pails | 25-lb.<br>pails | 100-lb.<br>kegs |
|---------|------------------|-----------------|-----------------|
| F.....  | 18               | 17              | 16              |
| A.....  | 11               | 10              | 09              |
| *H..... | 11               | 10              | 09              |

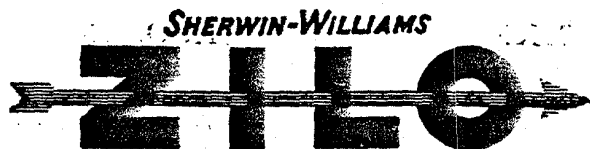
\*To be discontinued when present stocks are exhausted.

12½-pound pails, 4 in case.      25-pound pails, 4 in case.

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## SHERWIN-WILLIAMS PRODUCTS

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(Pure White Lead With Zinc Added)

(White Lead 75%, Zinc Oxide 25%, Ground in Linseed Oil)

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

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

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

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

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

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

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

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

Also available in soft paste form.

Zilo comes in 100-lb. and 50-lb. kegs, 25-lb. steel pails.

(See Special Price Card, Form E-356)

## **SHERWIN-WILLIAMS VARNISHES**

The facilities afforded by the largest system of paint and varnish factories in the world give us advantages for the manufacture of varnishes that cannot be duplicated in any other plant. We use the very finest quality oils and varnish gums, specially selected for each particular grade of varnish. Our chemical laboratories are complete in every detail so that we can apply every known test to both raw materials and finished products, and make sure that they are not only of highest quality, but conform to standard in every respect.

We list on the following pages the most largely used varnishes we manufacture. Each is designed to meet a specific requirement. All conditions which surround its use are taken carefully into consideration, and the varnish must demonstrate through practical test that it meets every requirement for the purpose intended, before it is placed on the market. S-W Varnishes can always be depended upon to give satisfactory results. They have long since passed the experimental stage, and the success which has attended their use for many years is sufficient guarantee of their quality.

We also list a very complete line of Driers, Japans, Asphaltums, First Coaters. Each product is the standard of quality for the purpose intended, and has been in use for years with entire satisfaction.

With such a complete and satisfactory line the dealer is in position to handle the varnish business in his locality to the very best advantage.

## **VARNISH LEADERS**

### **MAR-NOT**

#### **Fast-Dri—The Water-Resisting Floor Varnish**

Modern in construction, but with a proven reputation for quality and service. Produces a rich, full finish on the work; easy working, elastic and long wearing. Built to stand scuffing and scratching. Dries dust-free in 1 hour; hard enough to re-coat in 4 hours; in 6 to 8 hours is hard enough to walk on; and in 24 hours, can be rubbed. Its Fast-Dri feature is a distinct advantage to all users, particularly where rooms cannot conveniently be out of service, jobs where the painter must get ready for new tenants to move in, etc.

While not essentially a trim and furniture varnish, yet it is suitable for woodwork and other interior surfaces such as window sills and other surfaces not directly exposed to the weather.

Mar-not should be applied directly to the wood or linoleum, reducing the first coat slightly with pure spirits of turpentine (about one pint to the gallon), applying the succeeding coats without reduction. Do not use shellac or pigment first-coaters of any kind under Mar-not.

#### **MAR-NOT SATIN FINISH**

Mar-not Satin Finish is an architectural finishing varnish which was designed for use on floors. This product, when used over two coats of Mar-not Varnish, will produce a beautiful dull rubbed finish without the labor of hand rubbing or waxing. Apply freely, brushing just enough to spread evenly. It dries dust-free in three hours; and hard enough to walk on overnight. Use only one coat over two coats of Mar-not or an elastic varnish.

### **SCAR-NOT**

#### **The Water-Resisting Interior Varnish**

A pale, full-bodied varnish designed for the finest interior woodwork in homes, banks, office buildings, etc., where a strictly first-class finish is demanded. Dries with a full gloss so that it can be left in its natural state, if desired, or it can be rubbed to a dull finish with pumice-stone and oil or water in about forty-eight hours. Can also be polished.

## VARNISH LEADERS—Continued



### The King of all Spar Varnishes

Rexpar represents the highest type of spar varnish, being very pale in color, full-bodied, producing a film that is both waterproof and weatherproof, successfully withstands varying atmospheric conditions such as extreme heat and cold, snow, wind, salt spray and sun. It is therefore ideal for steamships, yachts, canoes, outside doors, porch ceilings, kitchens, bathrooms, etc. Dries dust-free in from two to three hours and hard enough to re-coat in from fifteen to eighteen hours.

Our varnish policy is "A special varnish for each special purpose," but if you want a single varnish for many purposes, use Rexpar (King of all Spar Varnishes).

### VELVET FINISH No. 1044 The Varnish for Dull Rubbed Effect

This varnish, instead of drying with a gloss, dries to imitate a dull rubbed surface, thereby doing away with the expense and labor of rubbing. Contains no wax. Shows little or no tendency to settle out in the package, and therefore is easily applied with uniform results. This varnish not tending to show laps or brushmarks, can be applied over any other good varnish (or shellac) and does not spot white. Dries dust-free in two to three hours and hard overnight.

### FLOOR-SEAL The Wood Floor Hardener

Floor-Seal is designed to enter into a wood floor and to harden it from within by filling the pores or open cells of the wood and by actually toughening the fibers of the wood itself. Floor-Seal is not intended to produce a varnish finish over the surface. Our regular floor varnishes are furnished for this purpose. For this reason one coat of Floor-Seal is our standard recommendation for wood floors both in hard and so-called softwoods. This one coat will enter completely into the wood, leaving little or no surface film, but it remains in the wood sealing it against penetration of moisture and maintaining a hardened wood surface even as the wood surface wears down.

Floor-Seal possesses the following outstanding advantages for use on wood floors in schoolrooms, gymnasium floors, factory and mill floors and all similar heavy duty wood floors where the service is too heavy for either a floor varnish, floor enamel or any surface finish:

*Floor-Seal does not darken the wood as does hot linseed oil.*

*Floor-Seal dries completely and is not a dust-catcher as are linseed oil and other floor oils on the market.*

*Floor-Seal does not make the floor slippery as do floor oils. Accident insurance companies recognize this fact.*

*A floor finished in Floor-Seal may be waxed for dancing with perfect satisfaction. It does not wash out of floors as do oils.*

*Note—Where the customer insists upon applying two coats of Floor-Seal, allow forty-eight hours for drying before applying the second coat.*

### FINEST WHITE DAMAR

Made from the finest grade of damar gum and intended for use in making white enamels. Also used by printers and lithographers.



## MASTER PAINTER VARNISHES

The EXCELLO Master Painter Varnish Line is designed for the master painter. These varnishes are made to meet the master painter's requirements in exactly the same satisfactory way as do Wall Primer and Sealer and its companion products.

### EXCELLO FLOOR AND TRIM

Fairly heavy bodied but capable of easy brushing. Dries dust free in 2 to 3 hours and hard in 12 to 16 hours, dependent upon drying conditions. Can be sanded and re-coated in 24 hours and will resist printing after normal drying of 48 hours. Dries to an exceedingly tough film and provides a high gloss elastic finish. Can be rubbed satisfactorily with pumice-stone and oil or water after drying 48 hours. For NEW WORK the first coat should be thinned 15 per cent with turpentine or Universal Thinner, the following coats being applied without reduction. Its free working enables the painter to cover the maximum amount of surface in a day's time.

### EXCELLO SPAR

A varnish whose water resisting properties are especially good. Dries dust free in 3 to 4 hours and hard in 18 hours. Can be sanded in 24 hours. May be rubbed after allowing sufficient time to harden completely. Particularly applicable for all surfaces subject to severe exposure.

### EXCELLO SATIN FINISH

Dries to a dull rubbed effect without rubbing, but permits rubbing after 48 hours if desired, in order to cut out dust specks and improve the general sheen. Dries dust free in 1 to 2 hours and hard in 18 hours. Works best when flowed on with the least amount of brushing, which makes it especially adapted to master painter work on big jobs where the saving in labor represents a sizeable item. Should be used as received, without reduction, and always applied over a good gloss varnish.

## MEDIUM PRICED VARNISHES

### V 90 For Floors and Woodwork

This varnish has average toughness and elasticity, along with good water resisting quality. The color is fairly pale and it has a high gloss. It dries dust free in 2 to 3 hours and hard in 12 to 18 hours. Can be sanded in 24 hours and rubbed in approximately 48 hours.

### V 93 EXTERIOR SPAR

An attractively priced spar varnish which has exceptionally good water resisting qualities—fairly pale in color. Dries with a high gloss, as well as having good elasticity. Dries dust free in 3 to 4 hours, hard in 18 to 24 hours. The film can be sanded after drying 24 hours.

### V 94 QUICK DRYING For Floors and Woodwork

This quick drying varnish presents remarkable value and can be recommended to all who require a moderately priced quick drying varnish. The gloss and elasticity are good. Dries dust free in  $\frac{1}{2}$  hour and hard in 4 to 6 hours. It can be sanded in 10 to 14 hours and rubbed in approximately 24 hours.

## **FIRST COATERS**

### **MARVELAC**

Popularly priced spirit first coater, recommended in place of shellac. Used directly over stains. Marvelac brings out the brilliancy and depth of tone so greatly desired. Possesses wonderful sealing properties and is more water-resisting than shellac. Can be brushed, sprayed or dipped, and comes ready for use. For best results should be thinned about 25 to 50 per cent with 188-degree proof denatured alcohol for dipping or spraying. Dries dust-free in a few minutes and sands in 3 to 6 hours without gumming the sandpaper.

### **LIQUID FILLER**

A pigment sanding first-coater of the better type. Dries in 24 hours and sands to a perfect finish for succeeding varnish coats. Stir before using.

## **DRIERS AND JAPANS**

### **HERCULES DRIER**

A high grade concentrated drier of exceptional strength. It mixes readily with oil and will not curdle or separate. Will dry paste fillers promptly and perfectly. The master painter will find this to be the most economical he can purchase owing to its heavy body and great drying strength. Dries in the proportion of one part drier to forty parts of oil overnight. This is the drier we use in SWP colors. There can be no stronger recommendation.

### **WHITE LIQUID DRIER**

The strongest and most powerful white liquid drier that can be made from the best obtainable materials. It is unequalled for drying and mixing qualities. It will dry linseed oil perfectly when mixed in the proportion of about one gallon of drier to twenty gallons of oil. This drier will mix with oil without any indications of curdling or separation and will not affect the most delicate shades or tints.

### **DRY-O-NITE**

The master painter's ideal drier, a perfectly safe drier for general use. It mixes readily with oil, paints, etc. Will not separate, precipitate, burn, saponify or curdle, but thoroughly dries oil, paint, etc., leaving an elastic, smooth and wear-resisting surface. Unlike most driers, the painting materials to which it has been added as directed will dry perfectly from the inside out, thus entirely precluding the possibility of surface drying. There is no drier made which will more readily and thoroughly mix with linseed oil and oil paints without separation.

### **JAPAN DRIER**

A strong, economical drier, in no way to be compared with the cheaper qualities offered generally under a similar name.

### **GOLD SIZE JAPAN**

A pale, heavy-bodied japan of superior quality. Its great strength makes it economical and it is perfectly safe to use with any mixture. A binder, which can be used with delicate colors without injury. Will properly harden rough stuff and facilitate the drying of all undercoats.

### **COACH PAINTERS' JAPAN**

Specially prepared for the coach painter's use and thoroughly reliable for the preparation of all undercoatings. Acts as a hardening agent as well as a mixing japan and is always uniform.

## ASPHALTUMS

### No. 1 ASPHALTUM

Suitable for rough castings, sheet iron work, etc. Dries dust-free in fifteen to twenty minutes and can be handled in two to three hours.

### "B" ASPHALTUM (Quick Drying)

A quick-drying black asphaltum, sold at a popular price, yet offering exceptionally good value. Works easily, covers well and possesses exceptional alkali and acid-resisting qualities.

## S-W FLATTING OIL

There probably always will be painters who prefer a hand-mixed flat wall paint to a standard prepared wall paint, especially among those who have learned to appreciate the good working qualities of S-W Old Dutch Process White Lead.

You can now furnish these customers S-W Flattening Oil as a dependable and satisfactory product. It bears our standard label and painters will find it equal to the best on the market.

S-W Flattening Oil when combined with Pure White Lead makes a paint that dries with a flat finish, works freely under the brush, levels well and retains a satisfactory wet edge to avoid laps and brush marks.

Mix Flattening Oil with White Lead exactly the same as if mixing Linseed Oil with White Lead, that is, adding a little oil at a time and stirring constantly.

**SHERWIN-WILLIAMS PRODUCTS**

**S-W VARNISHES**

**ARCHITECTURAL VARNISH LEADERS**

|                             | $\frac{1}{2}$ pts. | pts. | qts. | $\frac{1}{2}$ gals. | gals. |
|-----------------------------|--------------------|------|------|---------------------|-------|
| MAR-NOT (Fast-Dri).....     | 26                 | 43   | 76   | 1 42                | 2 65  |
| MAR-NOT SATIN FINISH....    | 26                 | 43   | 76   | 1 42                | 2 65  |
| SCAR-NOT.....               | 26                 | 43   | 76   | 1 42                | 2 65  |
| REXPAR.....                 | 30                 | 51   | 93   | 1 77                | 3 35  |
| VELVET FINISH No. 1044...   | 26                 | 43   | 76   | 1 42                | 2 65  |
| FLOOR-SEAL.....             | ..                 | ..   | 48   | ..                  | 1 55  |
| Excello Floor and Trim..... | ..                 | ..   | ..   | ..                  | 1 95  |
| Excello Spar.....           | ..                 | ..   | ..   | ..                  | 2 65  |
| Excello Satin Finish.....   | ..                 | ..   | ..   | ..                  | 2 10  |
| V 94 Quick Drying.....      | 20                 | 30   | 51   | 92                  | 1 65  |
| V 93 Exterior Spar.....     | 19                 | 28   | 47   | 84                  | 1 50  |
| V 90 Floor and Woodwork.... | 18                 | 26   | 43   | 77                  | 1 35  |
| Finest White Damar.....     | 28                 | 47   | 85   | 1 60                | 3 00  |

**FIRST COATERS**

|                       |    |    |    |      |      |
|-----------------------|----|----|----|------|------|
| Marvelac, White.....  | .. | .. | .. | ..   | 1 50 |
| Marvelac, Orange..... | .. | .. | .. | ..   | 1 50 |
| Liquid Filler.....    | .. | 33 | 56 | 1 02 | 1 85 |

**DRIERS AND JAPANS**

|                           |    |    |    |      |      |
|---------------------------|----|----|----|------|------|
| Hercules Drier.....       | .. | 32 | 55 | 1 00 | 1 80 |
| White Liquid Drier.....   | 20 | 30 | 51 | 92   | 1 65 |
| Dry-O-Nite.....           | 19 | 28 | 46 | 82   | 1 45 |
| Japan Drier.....          | 16 | 23 | 36 | 62   | 1 05 |
| Gold Size Japan.....      | 26 | 43 | 76 | 1 42 | 2 65 |
| Coach Painters Japan..... | .. | .. | 68 | 1 27 | 2 35 |

**ASPHALTUMS**

|            |    |    |    |    |      |
|------------|----|----|----|----|------|
| No. 1..... | 17 | 24 | 40 | 70 | 1 20 |
| "B".....   | 15 | 20 | 31 | 52 | 85   |

**FLATTING OIL**

|                  |    |    |    |    |    |
|------------------|----|----|----|----|----|
| Flattng Oil..... | .. | .. | .. | .. | 90 |
|------------------|----|----|----|----|----|

**DECORATIVE VARNISH**

|                       | $\frac{1}{8}$ pts. | $\frac{1}{4}$ pts. |
|-----------------------|--------------------|--------------------|
| Transfer Varnish..... | 1 68               | 2 88               |

For price in 5-gal. cans, deduct 10c per gal. from price of 1-gal. cans.

For price in non-returnable drums, deduct 15c per gal. from price of 1-gal. cans.

Eighth-pints, 48 in case.

Quarter-pints, 48 in case.

Half-pints, 48 in case.

Pints, 24 in case.

Quarts, 12 in case.

Half-gallons, 12 in case.

Gallons, 6 in case.

For full description of these Varnishes, refer to pages 47-51.

## INSECTICIDES AND FUNGICIDES

### DRY POWDERED ARSENATE OF LEAD

Sherwin-Williams Dry Powdered Arsenate of Lead is the lightest and fluffiest arsenate of lead made. These properties insure good mixing and suspension, and uniform and effective control of chewing insects. This material contains from 30 to 33 per cent of arsenic oxide and less than 1 per cent water soluble arsenic oxide. Consequently maximum insect-killing is obtained without any injury to fruit or foliage. Whether used as wet spray or as a dust, S-W Dry Powdered Arsenate of Lead will give maximum results.

Prices on Application

### DRY ARSENATE OF CALCIUM

Sherwin-Williams Arsenate of Calcium complies with every government specification covering physical qualities and chemical analysis. It is of especial value applied as a dust in the control of Cotton Boll Weevil.

S-W Arsenate of Calcium comes in dry powdered form and is extremely fine, having a density of not less than 80 or more than 100 cubic inches to the pound. This insures even and economical distribution on the cotton plant. S-W Arsenate of Calcium contains not less than 40 per cent of arsenic oxide and less than  $\frac{1}{4}$  of one per cent of water soluble arsenic oxide. These qualities insure quick killing of the Boll Weevil without injury resulting to the cotton plants.

Prices on Application

### DRY LIME-SULFUR

("The Original")

Dry Lime-Sulfur is the most valuable new spraying product that has been developed in recent years. For a long time Lime-Sulfur Solution had been the standard dormant and summer spray for apples, pears, plums and many other fruit trees. Orchardists are familiar with the disadvantages connected with the use of Lime-Sulfur Solution. These include heavy handling of barrels, losses due to leakage, crystallization and freezing and freight on water.

Sherwin-Williams Dry Lime-Sulfur is a true Dry Lime-Sulfur. It is not a substitute for Lime-Sulfur Solution, but is standard 33-degree Baume Lime-Sulfur Solution in dry powdered form. It dissolves readily in water and will control insects and diseases just as effectively as Lime-Sulfur Solution.

Sherwin-Williams Dry Lime-Sulfur is an effective remedy for San Jose and Oyster-Shell Scale, Peach-Leaf Curl, Peach Blight, Peach Twig Borer, Blister-Mite, Apple and Pear Scab, Powdery Mildew of Apples, Red Spiders, Mites and Thrips of citrus fruits.

Prices on Application

### PARIS GREEN

Sherwin-Williams Paris Green is recognized by potato and tobacco growers as an old reliable and effective brand for the control of the Potato Bug and the Tobacco Worm. It is also effective against grasshoppers, armyworms and cutworms. S-W Paris Green will kill insects quickly because it contains about 55 per cent of arsenious oxide, which is in excess of that required by the government. S-W Paris Green contains less than  $1\frac{1}{2}$  per cent water soluble arsenious oxide.

S-W Paris Green is extremely fine and excels all other brands in suspension qualities when used as a wet spray and is more economical and effective when used as a dust.

Prices on Application

## INSECTICIDES AND FUNGICIDES -- Contd.

### FUNGI-BORDO

Sherwin-Williams Fungi-Bordo is an extremely fluffy Bordeaux Mixture in dry powdered form. It is made of the best grade of lime and blue vitriol. S-W Fungi-Bordo mixes readily with water and stays well in suspension. It is very effective when applied as a dust.

Fungi-Bordo is a properly balanced Bordeaux Mixture containing equal parts of lime and blue vitriol. When used at the rate of 6 lbs. to 50 gallons of water it will give a 3-3-50 Bordeaux formula—8 lbs. a 4-4-50 formula, 10 lbs. a 5-5-50 formula and 12 lbs. a 6-6-50 Bordeaux formula.

Sherwin-Williams Fungi-Bordo will control most fungous diseases of apples, pears, cherries, grapes, strawberries and those of vegetables. The use of Fungi-Bordo eliminates all of the inconvenience connected with the making of home-made Bordeaux. It is better than commercial paste Bordeaux Mixture because it is more easily mixed with water, will not deteriorate and is more effective in the control of fungous diseases.

#### Prices on Application

### PESTROY

Sherwin-Williams Pestroy is a convenient ready-to-mix combined insecticide and fungicide consisting of Dry Bordeaux Mixture and Arsenate of Lead for use on fruits and vegetables. It is extremely fine and stays well in suspension when applied as a wet spray. S-W Pestroy may be applied as a dust both effectively and economically.

S-W Pestroy contains 85 per cent of Dry Bordeaux Mixture and 15 per cent of Dry Arsenate of Lead. This combination will insure a properly balanced spray mixture.

S-W Pestroy should be used to control chewing insects and fungous diseases of apples, pears, quinces, cherries, grapes, currants, gooseberries, potatoes, tomatoes, cucumbers, egg-plant and beans.

#### Prices on Application

### LONDON PURPLE

The old reliable remedy for potato "bugs," cotton worms, ants, grasshoppers, cut-worms, etc.

An economical spray possessing quick killing properties and adhesiveness. May be applied as a dust or wet spray.

#### Prices on Application

### PRUNING COMPOUND

Sherwin-Williams Pruning Compound is the best material to apply to large wounds made in pruning both fruit and shade trees. If large cut surfaces remain unprotected against weathering and disease, enormous damage may result.

Sherwin-Williams Pruning Compound is a ready-for-the-brush antiseptic, tree-wound dressing, which will prevent cracking or weathering.

|                       | qts. | gals.               | 5-gals. |
|-----------------------|------|---------------------|---------|
| Dark Green Olive..... | 45   | 1 50                | 1 40    |
| Quarts, 12 in case.   |      | Gallons, 4 in case. |         |

## BLACK ROOF PAINTS AND ROOF CEMENTS

### EBONOL

Ebonol is an excellent black paint for general exterior upkeep work. It is acid free, durable and highly recommended as a roof paint on prepared or so-called "rubber" roofing, metal skylights, flashings and down-spouts. It has a splendid body and will not run or dry out under the heat rays of the sun. Becomes set in 24 hours. Enclosing Slip E-576.

In thinning Ebonol use only Ebonol Reducer.

| gals. | 5-gals. | 30-gal.<br>drums | 50-gal.<br>drums |
|-------|---------|------------------|------------------|
| 60    | 50      | 48               | 45               |

Gallons, 4 in case.

### EBONOL REDUCER

A reducer made to reduce Ebonol down to a thinner consistency, and make it so that it will set more quickly.

| gals. | 5-gals. | 50-gal. drums |
|-------|---------|---------------|
| 55    | 45      | 40            |

Gallons, 4 in case.

### QUICK DRYING EBONOL

Similar paint to Ebonol except it is not quite so heavy bodied and dries quicker. A reducer is put in it which permits this product to set in about eight hours.

| gals. | 5-gals. | 30-gal.<br>drums | 50-gal.<br>drums |
|-------|---------|------------------|------------------|
| 65    | 55      | 53               | 50               |

Gallons, 4 in case.

### LIQUID ROOF CEMENT

S-W Liquid Roof Cement is offered in three colors, black, red and green. It is an effective combination of pitches, oils and long asbestos fibre recommended for repairing different types of roofs, including tar, gravel, slag, concrete, slate, tile, tin, galvanized iron, composition, felt, canvas and corrugated iron. Apply it with a roofing brush commonly known as a "squeegee."

|            | gals. | 5-gals. | 30-gal.<br>drums | 50-gal.<br>drums |
|------------|-------|---------|------------------|------------------|
| Black..... | 60    | 50      | 48               | 45               |
| Red.....   | 1 15  | 1 05    | 1 03             | 1 00             |
| Green..... |       |         |                  |                  |

Gallons, 4 in case.

## SHERWIN-WILLIAMS PRODUCTS

### ROOF PAINTS AND ROOF CEMENTS—Contd.

#### ELASTIC ROOF CEMENT

S-W Elastic Roof Cement is offered in three colors, black, red and green. It is an effective combination of pitches, oils and long asbestos fibre recommended for patching large holes, joining and relining gutters, eave-troughs, down-spouts, drain pipes, valleys, skylights, chimney flashings and cornices. S-W Elastic Roof Cement should be applied with a trowel. It is very durable and will stand extreme temperatures without cracking.

|            | 1-lb.<br>cans | 5-lb.<br>cans | 10-lb.<br>pails | 25-lb.<br>pails | 100-lb.<br>drums | half<br>drums | drums |
|------------|---------------|---------------|-----------------|-----------------|------------------|---------------|-------|
| Black..... | 11            | 09            | 08              | 07½             | 05½              | 05½           | 05    |
| Red.....   | 15            | 13            | ..              | 11½             | 09½              | 09½           | 09    |
| Green..... |               |               |                 |                 |                  |               |       |

1-pound cans, 24 in case.  
10-pound pails, 6 in case.

5-pound cans, 6 in case.  
25-pound pails, 2 in case.

### WOOD PRESERVATIVES

#### CARBOLIC-OL

Carbolic-OL is a superior grade of anthracene oil derived in the distillation of coal-tar. It is recommended especially for preserving fence posts, flooring, sills, silo staves and other wood products against decay.

| gals. | 5 gals. | 30-gal. drums | 50-gal. drums |
|-------|---------|---------------|---------------|
| 75    | 65      | 63            | 60            |

Gallons, 4 in case.

#### S-W CREOSOTE

(Wood Preservative and Mite Oil)

S-W Creosote is similar to Carbolic-OL, excepting that it is somewhat lower in specific gravity and volatilizes at lower temperatures than Carbolic-OL. S-W Creosote meets the specifications of A. R. E. A. No. 1 Creosote Oil, the standard wood preservative of the American Railway Engineering Association. Not to be used as a shingle stain.

S-W Creosote is recommended for spraying or painting the interior of poultry houses to kill mites, fowl ticks or "blue bugs" and stick tight fleas; also for preserving wood.

| gals. | 5 gals. | 30-gal. drums | 50-gal. drums |
|-------|---------|---------------|---------------|
| 60    | 50      | 48            | 45            |

Gallons, 4 in case.

#### CARBOLIC-OL SHINGLE STAIN

Carbolic-OL Shingle Stain is a wood preservative oil of great penetrative qualities and will insure maximum water and weather resisting properties which are needed for wood and shingles. It comes in two shades, light and dark brown. This product will add prolonged life to shingles.

|             | gals. | 5 gals. | 30-gal. drs. | 50-gal. drs. |
|-------------|-------|---------|--------------|--------------|
| Light ..... | 80    | 70      | 68           | 65           |
| Dark .....  |       |         |              |              |

Gallons, 4 in case.

## STOCK DIPS

### PHENO-DIP

(Standardized)

Pheno-Dip is a standardized coal-tar stock dip and disinfectant having a carbolic acid coefficient ranging from 5 to 6 by the Hygienic Laboratory Method. It is recommended for use as a dip for cattle, sheep, horses, swine, goats and poultry and as a disinfectant for general use about the farm.

| qts.                | gals. | 5 gals. | 30-gal.<br>drums    | 50-gal.<br>drums |
|---------------------|-------|---------|---------------------|------------------|
| 25                  | 75    | 65      | 63                  | 60               |
| Quarts, 12 in case. |       |         | Gallons, 4 in case. |                  |

### S-W STOCK DIP

S-W Stock Dip is a standardized coal-tar stock dip having a carbolic acid coefficient ranging from 2 to 3 by the Hygienic Laboratory Method. It is recommended for use as a dip for cattle, sheep, horses, swine, goats and poultry, and as a disinfectant for general use about the farm.

| gals. | 5 gals. | 30-gal.<br>drums | 50-gal.<br>drums |
|-------|---------|------------------|------------------|
| 60    | 50      | 48               | 45               |

Gallons, 4 in case.

### KILTIK D

Kiltik D is a highly concentrated arsenical dip made especially to destroy the cattle tick. It has been approved by the Bureau of Animal Industry of the United States Department of Agriculture as being effective for official dipping. It is used primarily in the Southern States where the cattle tick has been a serious problem. Kiltik D is uniform in quality and is recognized as one of the most effective products of its kind on the market.

| 1 gal. | 5 gals. | 50-gal. drums |
|--------|---------|---------------|
|--------|---------|---------------|

Prices on Application

Gallons, 4 in case.

### DARK FLY SPRAY

Fly Spray is a liquid preparation which should be used without being diluted as a spray on cattle and horses, to repel flies and gnats and other insects which attack these animals during the summer months. Will not taint milk. When applied to horses and cattle, it will remain effective for several hours.

| qts.                | 1 gal. | 5 gals. | 30-gal.<br>drums    | 50-gal.<br>drums |
|---------------------|--------|---------|---------------------|------------------|
| 25                  | 65     | 55      | 53                  | 50               |
| Quarts, 12 in case. |        |         | Gallons, 4 in case. |                  |

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**SHERWIN-WILLIAMS PRODUCTS**

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**PYRETHRUM FLY SPRAY**

Pyrethrum Fly Spray is a light colored fly spray for use on cattle and horses. It kills flies and gnats and is also an excellent fly repellent, which will remain active for several hours. Will not taint milk, nor burn the skin.

| qts. | 1 gal. | 5 gals. | 30-gal.<br>drums | 50-gal.<br>drums |
|------|--------|---------|------------------|------------------|
| 30   | 95     | 85      | 83               | 80               |

Quarts, 12 in case.

Gallons, 4 in case.

**HARMLESS SHEEP MARKING LIQUID**

This is a paint made in three colors, which will absolutely adhere to the wool in spite of all weather conditions. It is a big favorite with particular sheep raisers, because it holds its color on the wool, yet will wash out in the scouring process. It is unquestionably the finest sheep marking liquid produced.

|            | gals. | 5 gals. | drums |
|------------|-------|---------|-------|
| Black..... | 1 25  | 1 15    | 1 10  |
| Red.....   | 1 30  | 1 20    | 1 15  |
| Green..... | 1 35  | 1 25    | 1 20  |

Gallons, 4 in case.

**SHEEP BRANDING PAINT**

Sheep Branding Paint differs from Harmless Sheep Marking Liquid in that it is a permanent dye which will not leave the wool even in the scouring process. It is made in only one color—black, and will satisfy sheep raisers who want an absolutely permanent mark.

| gals. | 5 gals. | drums |
|-------|---------|-------|
| 1 20  | 1 10    | 1 05  |

Gallons, 4 in case.

## DISINFECTANTS

### OYLAPINE

"Odor of the Southern Pine"

Oylapine is an especially prepared efficient disinfectant and deodorant with a very pleasant odor. It is composed of emulsified pine-tar oil and is for use in the home, in theatres or other public meeting places where a disinfectant with a pleasant odor is desired.

| qts.                | gals. | 5 gals. | 30-gal. drums       | 50-gal. drums |
|---------------------|-------|---------|---------------------|---------------|
| 35                  | 1 10  | 1 00    | 98                  | 95            |
| Quarts, 12 in case. |       |         | Gallons, 4 in case. |               |

### PHENOLENE

Phenolene is a standardized coal-tar dip having a carbolic acid coefficient ranging from 5 to 6 by the Hygienic Laboratory Method. It is recommended for disinfecting floors, drains and lavatories in homes, schools, churches, offices, factories, railroad coaches and depots. Phenolene makes a perfect milky emulsion when diluted with water.

| qts.                | gals. | 5 gals. | 30-gal. drums       | 50-gal. drums |
|---------------------|-------|---------|---------------------|---------------|
| 25                  | 75    | 65      | 63                  | 60            |
| Quarts, 12 in case. |       |         | Gallons, 4 in case. |               |

### S-W DISINFECTANT

A coal-tar disinfectant two to three times more powerful than carbolic acid. For general disinfectant purposes, spraying or dipping.

| 30-gal. drums | 50-gal. drums |
|---------------|---------------|
| 48            | 45            |

### S-W LIQUOR CRESOLIS COMPOSITUS U. S. P.

S-W Liquor Cresolis Compositus U. S. P. is a disinfectant made according to the specifications outlined in the United States Pharmacopoeia, an official book of formulae and methods for the manufacture of drugs. It is used principally in hospitals to make antiseptic solutions for washing wounds and sterilizing instruments.

| qts.                | gals. | 5 gals. | 30-gal. drums       | 50-gal. drums |
|---------------------|-------|---------|---------------------|---------------|
| 45                  | 1 55  | 1 45    | 1 43                | 1 40          |
| Quarts, 12 in case. |       |         | Gallons, 4 in case. |               |

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**SHERWIN-WILLIAMS PRODUCTS**

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**DISINFECTANTS—Continued****CRESOLEX**

A commercial substitute for Liquor Cresolis Compositus U. S. P.

| qts.                | gals. | 5 gals. | 30-gal. drums       | 50-gal. drums |
|---------------------|-------|---------|---------------------|---------------|
| 30                  | 1 10  | 1 00    | 98                  | 95            |
| Quarts, 12 in case. |       |         | Gallons, 4 in case. |               |

**S-W 50% CRESOL**

S-W 50% Cresol Solution is an official substitute for Liquor Cresolis Compositus U. S. P. and is recognized by the Bureau of Animal Industry of the United States Department of Agriculture as an effective disinfectant for use in stock pens, cattle cars, stockyards and other places where livestock may run or are shipped interstate.

| gals. | 5 gals. | 30-gal. drums | 50-gal. drums |
|-------|---------|---------------|---------------|
| 80    | 70      | 68            | 65            |

Gallons, 4 in case.

**S-W PINE-OIL CLOSET CHEMICAL**

S-W Pine-Oil Closet Chemical is similar in efficiency to S-W Closet Chemical excepting that it is pine oil disinfectant instead of a coal-tar disinfectant. S-W Pine Oil Closet Chemical has a pleasant odor and is an efficient germicide. It forms a permanent milky emulsion when mixed with water.

| gals. | 5 gals. | 30-gal. drums | 50-gal. drums |
|-------|---------|---------------|---------------|
| 1 10  | 1 00    | 98            | 95            |

Gallons, 4 in case.

**S-W CLOSET CHEMICAL**

S-W Closet Chemical is an effective coal-tar disinfectant designed for use in sanitary indoor closets. It forms a perfect milky emulsion when mixed with water and possesses strong deodorizing and disinfectant properties.

| gals. | 5 gals. | 30-gal. drums | 50-gal. drums |
|-------|---------|---------------|---------------|
| 60    | 50      | 48            | 45            |

Gallons, 4 in case.

MEMO

0007-SWP-000003990

MEMO

0007-SWP-000003991

MEMO

0007-SWP-00003992

MEMO

0007-SWP-000003993

# Stop Mistakes in Painting

| <div style="text-align: center;">  <b>SHERWIN-WILLIAMS</b><br/> <b>PAINTING GUIDE</b><br/>           For Painting, Varnishing, Staining and Enameling<br/>           IMPORTANT: Each of the products specified below bears our name and trade mark         </div> |                                                                  |                                                                                 |                                                                      |                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                    | TO PAINT<br>Use product named below                              | TO VARNISH<br>Use product named below                                           | TO STAIN<br>Use product named below                                  | TO ENAMEL<br>Use product named below  |
| AUTOMOBILES.....                                                                                                                                                                                                                                                                                                                                   | S-W Auto Enamel                                                  | S-W Resper Varnish                                                              |                                                                      | S-W Auto Enamel                       |
| AUTOMOBILE TOPS,<br>SEATS.....                                                                                                                                                                                                                                                                                                                     | S-W Auto Top Dressing<br>S-W Auto Seat Dressing                  |                                                                                 |                                                                      |                                       |
| BARN, SILO, OUT-<br>BUILDING, Etc.....                                                                                                                                                                                                                                                                                                             | S-W Commonweath Paint<br>S-W Roof and Bridge Paint               |                                                                                 | S-W Preservative<br>Shingle Stain                                    |                                       |
| BRICK, Exterior.....                                                                                                                                                                                                                                                                                                                               | S-W House Paint<br>S-W Stucco & Concrete Paint                   |                                                                                 |                                                                      | S-W Old Dutch Enamel                  |
| CEILINGS, Interior.....                                                                                                                                                                                                                                                                                                                            | S-W Flat-Tone<br>S-W Semi-Lustre—A Satin<br>Finish               | S-W Scar-net Varnish                                                            | S-W Handcraft Stain<br>S-W Flo-Lac—Varnish<br>Stain                  | S-W Enameloid<br>S-W Enameloid        |
| Exterior.....                                                                                                                                                                                                                                                                                                                                      | S-W House Paint                                                  | S-W Resper Varnish                                                              | S-W Oil Stain: for new<br>wood                                       | S-W Old Dutch Enamel                  |
| CONCRETE Walls<br>Floors.....                                                                                                                                                                                                                                                                                                                      | S-W Stucco & Concrete Paint<br>S-W Floor Enamel                  |                                                                                 |                                                                      | S-W Floor Enamel                      |
| DOORS, Interior.....                                                                                                                                                                                                                                                                                                                               | S-W Semi-Lustre—A Satin<br>Finish                                | S-W Scar-net Varnish:<br>gloss<br>S-W Velvet Finish Var-<br>nish No. 1044: dull | S-W Flo-Lac—Varnish<br>Stain<br>S-W Handcraft Stain                  | S-W Enameloid<br>S-W Enameloid        |
| Exterior.....                                                                                                                                                                                                                                                                                                                                      | S-W House Paint                                                  | S-W Resper Varnish                                                              | S-W Oil Stain                                                        | S-W Old Dutch Enamel                  |
| FENCES, Wood.....                                                                                                                                                                                                                                                                                                                                  | S-W House Paint<br>S-W Commonweath Paint                         |                                                                                 | S-W Preservative<br>Shingle Stain<br>POSTS<br>S-W Carbolic           |                                       |
| Metal.....                                                                                                                                                                                                                                                                                                                                         | S-W Metalastic—iron or wire<br>only<br>S-W Roof and Bridge Paint |                                                                                 |                                                                      |                                       |
| FLOORS, Inter. (wood)                                                                                                                                                                                                                                                                                                                              | S-W Floor Enamel                                                 | S-W Mar-net Varnish                                                             | S-W Flo-Lac—Varnish<br>Stain                                         | S-W Floor Enamel                      |
| Concrete.....                                                                                                                                                                                                                                                                                                                                      | S-W Floor Enamel                                                 |                                                                                 |                                                                      | S-W Floor Enamel                      |
| Porch.....                                                                                                                                                                                                                                                                                                                                         | S-W Porch and Deck Paint                                         |                                                                                 |                                                                      |                                       |
| FURNITURE, Interiors.....                                                                                                                                                                                                                                                                                                                          | S-W Enameloid                                                    | S-W Scar-net Varnish                                                            | S-W Flo-Lac—Varnish<br>Stain                                         | S-W Old Dutch Enamel<br>S-W Enameloid |
| Porch.....                                                                                                                                                                                                                                                                                                                                         | S-W Enameloid<br>S-W Auto Enamel                                 | S-W Resper Varnish                                                              | S-W Oil Stain: for new<br>wood                                       | S-W Enameloid<br>S-W Auto Enamel      |
| HOUSE OR GARAGE<br>Exterior.....                                                                                                                                                                                                                                                                                                                   | S-W House Paint                                                  | S-W Resper Varnish                                                              | S-W Preservative<br>Shingle Stain                                    | S-W Old Dutch Enamel                  |
| IMPLEMENT, TOOL,<br>TRACTOR, WAGON,<br>TRUCKS.....                                                                                                                                                                                                                                                                                                 | S-W Wagon and Implement<br>Paint                                 | S-W Resper Varnish                                                              |                                                                      | S-W Auto Enamel                       |
| LINOLEUM (Printed).....                                                                                                                                                                                                                                                                                                                            | S-W Floor Enamel                                                 | S-W Mar-net Varnish                                                             |                                                                      | S-W Floor Enamel                      |
| RADIATORS.....                                                                                                                                                                                                                                                                                                                                     | S-W Flat-Tone<br>S-W Aluminum or Gold Paint                      |                                                                                 |                                                                      | S-W Enameloid                         |
| ROOFS, Shingle.....                                                                                                                                                                                                                                                                                                                                | S-W Roof and Bridge Paint                                        |                                                                                 | WOOD SHINGLES<br>S-W Preservative<br>Shingle Stain<br>S-W Carbolic   |                                       |
| Metal<br>Composition.....                                                                                                                                                                                                                                                                                                                          | S-W Metalastic<br>S-W Etanol or S-W Liquid<br>Roof Cement        |                                                                                 |                                                                      |                                       |
| SCREENS.....                                                                                                                                                                                                                                                                                                                                       | S-W Screen Enamel                                                |                                                                                 |                                                                      | S-W Screen Enamel                     |
| WALLS, Interior.....                                                                                                                                                                                                                                                                                                                               | S-W Flat-Tone<br>S-W Semi-Lustre—A Satin<br>Finish               |                                                                                 |                                                                      | S-W Enameloid<br>S-W Enameloid        |
| WOODWORK, Interior                                                                                                                                                                                                                                                                                                                                 | S-W Semi-Lustre—A Satin<br>Finish<br>S-W Flat-Tone: Sat Satin    | S-W Scar-net Varnish<br>S-W Velvet Finish Var-<br>nish No. 1044: dull           | S-W Handcraft Stain<br>S-W Oil Stain<br>S-W Flo-Lac—Varnish<br>Stain | S-W Old Dutch Enamel<br>S-W Enameloid |

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alkali—restores original  
luster.

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