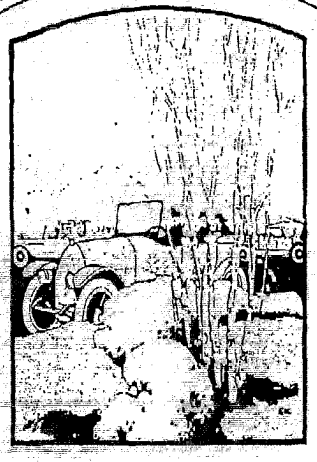
SHERWIN-WILLIAMS
UNDER COATINGS
and
GROUND COLORS



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SHERWIN-WILLIAMS

UNDERCOATINGS AND GROUND COLORS

DURING the half century or more in which we have been manufacturing Paints and Varnishes for all purposes, we have established an enviable reputation among the best known builders for the uniform excellence of our finishes.

In these times of advanced methods used to obtain production necessary to meet the demand, we must forget the old time methods of finishing, such as Lead and Oil. We will deal with the usual and more frequent questions that may come up as to the best and quickest way of finishing.

THE SHERWIN-WILLIAMS CO.

Factories at
CLEVELAND, CHICAGO, NEWARK, SAN FRANCISCO,
(CHESTERFIELD)

SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

SHERWIN-WILLIAMS

PRIMERS

Red Oxide Metal Body Primer, No. 34

Red Oxide Metal Body Primer No. 66

Metal Body Primer Dark Gray

Light Gray Primer

Dark Gray Primer

Dark Body Primer, Wood

Metal Chassis Primer, Light Gray

Metal Chassis Primer, Black

SHERWIN-WILLIAMS

SUR-FAS-RITE

(SANDING SURFACER)

Cream

Dark Gray

Yellow

Blue

Maroon

Light Gray

Green

Red

SHERWIN-WILLIAMS

ROUGH STUFF

Dark

SHERWIN-WILLIAMS

BODY LEAD COAT

Red

Color Folder showing Quick-Drying Colors (CC121) and Color Folder of Free-Flowing Color Varnishes (CC128) upon application.

SHERWIN-WILLIA

GROUND COL

SHERWIN-WILLIAMS
ROUGH STUFF

Dark

SHERWIN-WILLIAMS
BODY LEAD COAT

Red

Color Folder showing Quick-Drying Colors (CC121) and Color Folder of Free-Flowing Color Varnishes (CC128) upon application.

SHERWIN-WILLIAMS
GROUND COLORS

Blue No. 13

Blue No. 31

Blue No. 24

Special Blue No. 18

Red No. 3

Red No. 74

Green No. 31

Carmine No. 17

SHERWIN-WILLIAMS
GEAR FILLERS

Cream

Yellow

Lt. Gray

Red, Light

Red, Dark

Maroon

Also Black

INTERIOR PAINTING

GUIDE

For Various Types

of

Wall Board

THE SHERWIN-WILLIAMS CO.

Sales Offices and Warehouses
in
Principal Cities

SHERWIN-WILLIAMS

PRIMERS

IT is needless to elaborate on the important fact that the surface to be painted must be free from grease or any other injurious conditions that may exist to hinder the obtaining of a satisfactory finish.

Primers are the first coat applied to metal or wood surfaces for a correct foundation for the following coats. If your priming coat is not up to standard and the materials used in its construction are not correct in every detail, no matter how good your succeeding coats may be, your finish is sure to suffer. Why? Because, if made of improper material, the Metal Primer will not have that elastic or tenacious quality necessary to make it stick to the metal and hold the succeeding coats to it. Metal Primers do not contain as much oil as Wood Primers, because there is little or no absorption to the metal. In place of this oil a varnish is used that has been treated for this particular purpose. Our Wood Primers contain a good percentage of oil that penetrates the wood and seals the surface in preparation for the following coats. A Metal Primer should not be recommended for wood or a Wood Primer for metal. Metal Primers should dry to re-coat in twenty-four hours and Wood Primers in forty-eight hours.

Use an ox hair brush for Metal Primers and a bristle brush for Wood Primers.

Before any other coats are applied, your priming coat should be lightly sanded, after which one coat of Body Lead Coat can be applied. Body Lead Coat consists of half primer and half lead and oil. Body Lead Coat is our regular listed material and should be reduced with pure spirits of turpentine to a brushing consistency. This material will dry in twenty-four hours. Now any imperfections should be hard puttied and on wood bodies, nail holes and plugs should be puttied.

Hard putty is usually a shop-mixed material and is a mixture of dry white lead, rubbing varnish and japan drier. To this mixture add as much dry white lead as the mixture will take until you get a putty that will roll between the fingers without sticking.

SHERWIN-WILLIAMS

SUR-FAS-RITE

(SANDING SURFACER)

Many automobile manufacturers and custom shops have adopted a shorter method of finishing and refinishing in order to keep the car out of operation only for the shortest possible time.

The principal difference in the schedule compared with our regular high grade method is the use of Sur-Fas-Rite (Sanding Surfacers) instead of Rough Stuff.

Sur-Fas-Rite can be applied either directly over the Primer or over a checked surface for the purpose of filling so that when sanded out it will give a surface that is smooth, close knit and elastic to avoid the possibility of the color and finishing coats sinking in.

Sur-Fas-Rite is supplied in semi-paste form and can be used for knifing or thinned with pure spirits of turpentine to brushing or spraying consistency. At least two or three coats of Sur-Fas-Rite should be applied to produce a good surface and only the last coat should be sanded.

Sur-Fas-Rite should be allowed to air dry twelve hours or force dry two hours at 160 degrees Fahrenheit for recoating or sanding.

For knifing, use 3¼-inch glazing knife. For brushing, use an ox-hair brush. Sand to a surface with No. ½ sandpaper, finishing with No. 0 sandpaper, so all fine scratches will be removed.

SHERWIN-WILLIAMS

ROUGH STUFF

IF a finer job is required, Rough Stuff should be used. For the finest or best grade of work a Body Lead Coat should be applied over the primer. It is a good plan to have your Body Lead Coat a little different shade than your Rough Stuff regular, because when the rubber rubs through the Rough Stuff regular to the Body Lead Coat, which is a different shade, he knows he has gone his limit.

Four coats of Rough Stuff regular should now be applied after being reduced eighteen pounds to one-half gallon of pure spirits of turpentine, which will produce 1½ gallons of material ready for use. Each coat should be allowed to dry over night, except in cases where the manufacturer is equipped with drying ovens. When the force drying system is used, each coat should be dried 2½ hours at 160 degrees Fahrenheit.

Rough Stuff cannot be sanded. Why? Because it contains a larger percentage of oil and a longer oil varnish than ordinary surfacers do, as referred to above. Rough Stuff should be brought to a surface with a rubbing brick and water. This operation, of course, takes longer than sanding and costs considerably more, but it also produces a better surface to apply your finishing coats over to get a more durable and high grade finish. After your Rough Stuff has been rubbed to a surface, it is always policy to allow the body to dry out thoroughly before applying any other coats.

SHERWIN-WILLIAMS

GEAR FILLERS

USED for the purpose of filling the pores of hickory wheels the same as Sanding Surfacers are used for surfacing. Gear Fillers are ground much finer than Sanding Surfacers. They produce a smooth, elastic surface ready to receive the Ground Coat or Free Flowing Color Varnish. Ground coats are very seldom used on wheels. The Gear Filler coat takes its place and Free Flowing Color Varnish can be applied directly over it after the Gear Filler has been lightly sanded.

Use camel hair brush to apply Gear Fillers.

SHERWIN-WILLIAMS

GROUND COLORS

THE Ground Coat is a Q-D Color that has been ground in japan and when reduced with pure spirits of turpentine to the proper consistency, it should cover the Rough Stuff solid and dry flat ready to receive the Color Varnish coat. In selecting the ground coat the shade of the Color Varnish that is to be used should be taken into consideration. The ground color should be as close to the Color Varnish as possible so that a solid covered job can be obtained. Regular Quick Drying Colors can also be used for ground coats, providing they cover solid, such as Grays or Greens. The same Quick Drying Color that has been decided upon for the finishing of the car can be used for this purpose.

Use camel hair brush to apply Ground or Quick Drying Colors.