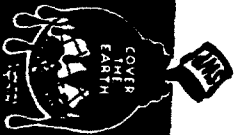


PAINTER CRAFT FINISHES

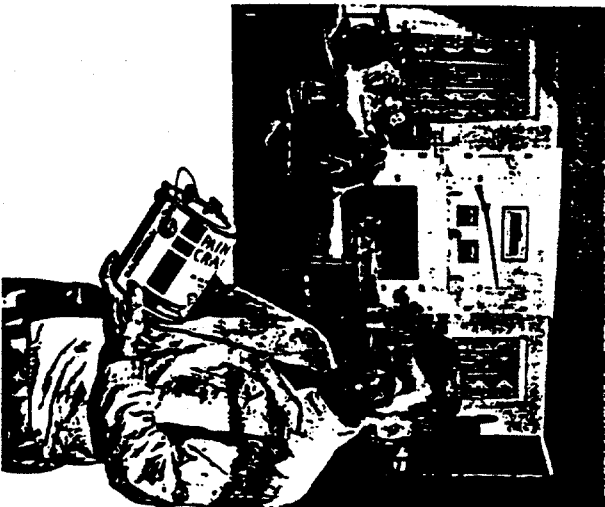
MADE EXCLUSIVELY
FOR THE
PROFESSIONAL PAINTER

MADE
SHERWIN



BY
WILLIAMS

0007-SWP-000001448



To Our Painter Friends

Painter friends—

Read this book. The story starts in the laboratories of Sherwin-Williams... and it ends in your bank book! It tells about profit... as well as about paint!

For Sherwin-Williams brings you a line of Painter Craft Finishes... finishes designed for painters exclusively... finishes engineered with the co-operation of experienced painters... to perform exactly the way painters want them to.

Enjoy the advantage of products whose brand name possesses customer confidence... PLUS... every desired feature that painters prize in paint performance.

SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

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SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

For
Professional
Painters

Try this experiment next time you quote your price on a difficult job — just say —

"You give you Sherwin-Williams Finishes throughout at this price."

Sherwin-Williams is a name that is respected and trusted the length and breadth of the country — by your customers — no matter where you may be located.

And this name is respected in your profession, too, because painters have learned that Sherwin-Williams paint engineers provide the goods that are of genuine help in meeting today's painting problems.

Here's what's back of S-W Painter Craft Finishes: Experience in formulating paint for every conceivable purpose — Experience of our painter customers in every state of the Union — and S-W factories where we make not only the paint, but every ingredient that goes into the paint. There is just no other way — THE PRODUCT MUST BE RIGHT.

And here is the important point that you want to know — THE PRICE IS RIGHT, TOO.

PAINTER CRAFT FINISHES will particularly appeal to painters because of the following features which are important to them in obtaining satisfactory and profitable jobs.

- 1—Exceptional Economy:—Painter Craft Finishes are attractively priced and represent exceptional value. Their UNEXCELLED EASE OF APPLICATION means more profit to the painter because of the time and labor saved.
- 2—The various white finishes can be manipulated by the painter to suit the conditions of surfaces which he is called upon to paint.
- 3—The white finishes are clean in tone and when tinted with Colors in Oil, they produce clean, sharp tints.
- 4—The wall finishes are full bodied so that they can be reduced as directed to suit the requirements of the particular job. When reduced they retain their hiding power and ease of application without sags or runs, and hold an exceptionally long wet edge.
- 5—The enamels and enamel undercoaters have excellent hiding power. They build and cover uniformly and hold their build on the edges of moldings, doors, etc., instead of pulling away.
- 6—The varieties represent the result of careful study and development of specific finishes to suit the present day requirements of practical painters.

THE SHERWIN-WILLIAMS CO.



The
Reasons
Why

SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Flat Wall Paint No. 7

An oil base flat wall paint that is intensely white and is unexcelled for easy brushing.

It is full bodied and can be thinned approximately one-half pint of thinner to the gallon but is exceptionally easy to brush as it comes in the package.

Flat Wall Paints

Flat Wall Paint No. 7 is tough, durable, and washable. It has excellent hiding and leveling qualities and will cover solid one coat over a first coat of S.W. Wall Primer and Sealer or Painter Craft Pigmented Wall Sealer No. 77. It holds a wet edge long enough for proper application under all conditions and dries overnight with a dull, uniform sheen.

A dull sheen gives a soft restful background to the furnishings in a room and makes this finish especially suitable for painting large surfaces, particularly ceilings, where wall paints having a higher sheen reflect light as glare and magnify shadows and imperfections in the plaster.

New surfaces or old finishes which are porous should first be primed and sealed.

Covering capacity: Approximately 500 to 600 square feet per gallon one coat on smooth surfaces; proportionately less on rough, sand finished or textured surfaces.



In flat wall residences.

SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Maintenance Wall Paint No. 3

A heavy bodied wall paint that is especially designed for maintenance painting.

It is tough and durable and dries overnight with an egg-shell gloss that will withstand repeated washing.

It has excellent hiding and spreads freely so that dirt and discolorations on the wall do not work up into the finish.

Maintenance Wall Paint No. 3 can be applied as it comes in the package for stipple work, or be reduced with one pint to one quart of thinner to the gallon of paint for brush work. For stipple or brush work, it holds a wet edge long enough for proper application under all conditions.

Egg Shell Wall Paints

New surfaces or old finishes which are porous should first be primed and sealed.

Covering capacity: Approximately 500 to 600 square feet per gallon one coat on smooth surfaces for brush work; proportionately less on rough, sand finished or textured surfaces or when stippled.

Blended Walls

A large number of attractive decorative effects ranging from antique to modern may be obtained by using Blending and Glazing Liquid No. 49 over foundation coats of flat wall paints, stipple wall paints or enamels. Page 13 of the catalogue describes the use of Blending and Glazing Liquid No. 49 to obtain various decorative effects.



Where quality equals economy.

SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Flat Wall Paint No. 11

An attractively priced flat wall paint that possesses the quality features of many flats that are more expensive.

It is full bodied and can be thinned approximately $\frac{1}{2}$ pint of thinner to the gallon if too heavy for certain work.

Flat Wall Paint No. 11 is exceptionally easy to apply, hides and levels well and holds a long wet edge.

Dries overnight with a dull, uniform finish.

On new surfaces or old finishes which are porous, the first coat should be Pigmented Wall Sealer No. 77.

Covering capacity: Approximately 500 square feet per gallon, one coat on smooth surfaces; proportionately less on rough, sand finished or textured surfaces.

Painting in Hot Weather

Although Painter Craft wall paints and stipple paints were developed to be reduced with either S-W Exolvent, turpentine or mineral spirits, S-W Exolvent is the most practical thinner to use when painting in hot or humid weather. S-W Exolvent lengthens the wet edge and imparts better flow to these finishes, which is desirable in hot weather when an ordinary thinner such as turpentine evaporates rapidly. Exolvent is also free from the objectionable odor of turpentine.

Economy in material cost.

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SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Interior Gloss No. 14

A full gloss finish of high quality for walls and woodwork. Has the hiding power of a wall paint with the leveling properties of an enamel, but does not run or sag. Spreads easily with a wall brush.

It may be applied on new wood surfaces without previous undercoating, but when used on walls and ceilings a first coat of Pigmented Wall Sealer No. 77 should be applied.

Interior Gloss No. 14 dries hard overnight with a deep, full gloss and will withstand repeated washing.

Covering capacity: Approximately 500 to 600 square feet per gallon one coat on average surfaces.

Interior Semi-Gloss No. 16

A high quality, semi-gloss finish for walls and woodwork. Has the hiding power of a wall paint. Although it levels out like an enamel, it does not run or sag. Spreads easily with a wall brush.

It may be applied on new wood surfaces without previous undercoating. When used on walls and ceilings, a first coat of Pigmented Wall Sealer No. 77 should be applied.

Interior Semi-Gloss No. 16 dries hard overnight with a rich, medium gloss and will withstand repeated washings.

Covering capacity: Approximately 500 square feet per gallon one coat on average surfaces.

Wall-Woodwork Finishes

A washable finish is important.

- 9 -



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Wall Paint Heavy Body No. 96

Wall Paint No. 96 is especially designed to be textured or stippled in a wide variety of decorative effects.

It is heavy bodied, has unexcelled hiding power and is surprisingly easy to apply. It holds a long wet edge and does not pick up and load the stippling brush.

Wall Paint No. 96 should always be applied over a suitable foundation coat that has the proper tooth and is free from suction. This may be obtained by priming and sealing the surface according to the directions on the package and then applying Wall Paint No. 96 as the final coat for texturing or stippling.

**Texturing
Wall
Paint**

Wall Paint No. 96 will produce a wide variety of beautiful relief effects such as:

DEEP PEBBLED STIPPLE: Obtained by brush stippling immediately.

BLOCK STIPPLE: Obtained by rounding off the edges of a block and pressing into the wet paint with a twisting motion.

SPONGE STIPPLE: Trim the bottom of a wood sponge to a flat surface. Apply the paint generously and stipple. For a rounded texture, stipple immediately. For a high, sharp effect, allow the paint to set for about 15 minutes.

BRUSH FANS: Brush mark the paint in a fanning motion with the bristle ends of the brush when applying.

BRUSH PRINTS: Apply either a light or heavy coat of paint according to depth of texture desired. Then press the bristle of the brush flat against the paint, changing the direction of the print constantly.

Paint textures with character.



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

CLOSE GRAIN DRAGGED EFFECT: Allow the paint to set slightly, then stipple. Brush the stipple down lightly with a dry wall brush to produce a dragged effect.

Wall Paint No. 96 will also produce either the **HIGH PEBBLE** stipple effects or the old **LEAD AND OIL SHARP STIPPLE**.

Covering capacity: For a light stipple effect approximately 250 square feet per gallon one coat, or 150 square feet per gallon for a heavy stipple or texture.

Stipple Wall Paint No. 20

A flat wall paint heavy in body for the lighter stipple and texture effects. Has unusual brushability with strong hiding power and dries overnight.

This paint is formulated to stay open long enough for two men to do a first class stippling job on average stretches. Too long a wet edge always results in a rounded flow-back where stippled immediately, running into a high sharp stipple where the paint has stood longer, and showing stipple laps at the end of each stretch.

Stipple Wall Paint No. 20 stipples to a uniform, dull effect you can depend upon.

Stipple paints always require a tight foundation coat that is free from suction and has the proper tooth for applying the paint. On unpainted surfaces or very porous painted surfaces this may be obtained by applying a first coat of Wall Primer and Sealer or Painter Craft Pigmented Wall Sealer No. 77.

Stipple Wall Paint No. 20 may be reduced with S. W. E. solvent or mineral spirits, the amount varying according to the type of work to be done.

Covering capacity: For a light stipple effect approximately 250 to 300 square feet per gallon one coat. Proportionately less for a heavier stipple.

**Stipple
Wall
Paint**

Where quality is demanded.



Pigmented Wall Sealer No. 77

A full bodied, pigmented first coat and sealer for inside surfaces of plaster, brick, concrete, tile and most composition wall boards.

Ordinarily one coat will prime and seal properly and furnish an excellent tooth for the next coat. If the surface is unusually porous, however, it may be necessary to apply a second coat, or at least touch up the unsealed spots. Complete sealing is necessary to stop suction so that the finishing coat will be uniform.

Pigmented Wall Sealer No. 77 is easy brushing, levels well and dries overnight.

On the average surface, use as it comes from the can. If the surface is fairly light, add approximately one quart of wall paint to the gallon of Wall Sealer No. 77.

Covering capacity: 300 to 550 square feet per gallon one coat, varying according to the porosity of the surface.

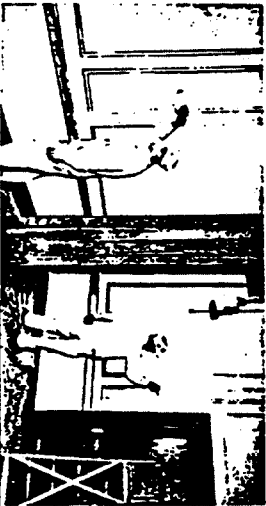
Wall Sealers or First Coaters

Wall Sealer Clear

A tough, elastic sealer which may be used as it comes in the package to seal unpainted and unseasoned plaster.

For best results, however, it should be mixed with Painter Craft Wall Paints in order to obtain some hiding and to prevent too high a gloss on the first coat.

Ordinary unpainted surfaces should be painted with a mixture of equal parts of wall paint and Wall Sealer Clear. On a light surface or one that has been previously painted, one quart of Wall Sealer Clear should be added to the gallon of wall paint.



Ideal paint
foundation
coat.

Blending and Glazing Liquid No. 49

A transparent liquid used, when tinted with oil colors, to produce Tiffany, Antique, blended or mottled effects on painted or enameled walls or woodwork. Will hold a print or texture without flowing together.

Also used as the liquid medium for oil colors in applying stencil designs or filling in outline stencils.

The surface to be glazed must be hard and tight. To obtain this with flat wall paints, add one quart of primer and sealer to the gallon of paint.

Allow the paint to dry at least 48 hours before glazing. This will hold out the glaze coat properly and permit the colors in the glaze coat to bind adequately to the painted surface. If the paint is not sufficiently hard and dry, a softening of the paint film may result, causing spotting, streaking or clouding of the wall.

The surface may be glazed in one or several colors, in which case separate cans of the glazing liquid are tinted, bringing each tint to the same strength of color. The predominant color can be applied to as large a surface as can be conveniently handled, and the other or secondary colors spotted in and blended with a brush. Then depending upon the effect desired, the surface should be stippled immediately with a stippling brush or pounced with a soft crumpled cloth or crumpled paper held loosely in the hand.

When properly applied, Painter Craft Blending and Glazing Liquid No. 49 dries to a pleasing egg-shell finish and can be washed.



Blending and Glazing Liquid

Blending "as
you like it."

SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Save-Lite Industrial Interior White Finishes

Flat White—

Egg-shell White—

Gloss White

Intensely white finishes of the highest quality that are designed to develop improved lighting conditions when used for interior walls, ceilings and woodwork of office buildings, factories, mills, shops, dairies, etc.

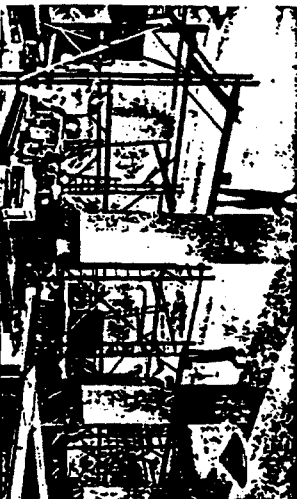
Save-Lite Interior White Finishes

Save-Lite gives the maximum light reflection and distributes the reflected light evenly. This produces a controlled daylighting effect which naturally increases the efficiency and production rate of employees as well as the quality of the work which they do.

Each type of Save-Lite is designed for a particular kind of service and should be applied according to the directions for the various surfaces. They are adapted equally well to brush or spray application.

Covering capacity: Approximately 400 to 500 square feet per gallon one brush coat or 375 square feet one spray coat per gallon.

Best "stay-white" rating.



SHERWIN-WILLIAMS PAINTER FINISHES

First Quality Oil Colors

"They don't make 'em any finer!"

A super-grind of the color gives the painter matchless enamel tints — correctness of tone in every single color — pure, exact — not loaded up with re-inforcing agents.

A complete line of yellows, reds, greens, blues, blacks, browns and glaze colors.

Furnished in fluid consistency for quickest possible tinting — absolute uniformity of package consistency — no lumps to streak on the job.

These colors are also available in tubes for glazing and for mural painting.

The painter will discover genuine economy in using these better colors. Time is always worth more than material — and S-W First Quality Colors save valuable time on the job through their dependability — their cleanness, strength and completely satisfying performance under most exacting conditions.

The painter can obtain the First Quality Oil Color color card from his local S-W Dealer without cost or obligation. This card shows the color let down with White, as well as in full strength. It also contains an interesting and useful description of each color and where — and where NOT to use certain colors.

First Quality Oil Colors

Tinting with
authority.

FROM THE ARTIST COMES THEIR CHARACTER



FROM THE LABORATORY COMES THEIR QUALITY

SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Enamelastic

(Gloss White—Satin Finish White)

A full oil enamel which has all the features an exciting painter expects in the highest grade oil enamel. It handles easily and has unusually strong hiding power.

Although Enamelastic has excellent flowing and leveling properties, it builds uniformly and stays put without runs or sags.

Enamelastic represents a distinct achievement in its clean whiteness and its ability to retain the whiteness with the minimum of yellowing. It takes the color of ivory or green tints without the oil shade cast that is objectionable with the extremely bluish white enamel.

Covering capacity: Approximately 300 square feet per gallon one coat.

Enamels

Oil Type Enamel No. 35

For painters who prefer the working qualities of an oil type enamel but want overnight drying. It has excellent hiding power and is intensely white. The gloss is rich and deep and stands up better than many enamels that are more expensive.

Oil Type Enamel No. 35 is easy working, has excellent flowing and leveling qualities and builds to a uniform film without sags or runs.

Covering capacity: Approximately 400 square feet per gallon one coat.

Enamel work
you're proud
of.

—16—



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

One Coat Enamel No. 39

A full bodied enamel built especially for maintenance work where it is important to obtain one-coat hiding over old surfaces.

It has good whiteness, excellent hiding, a deep full gloss and dries overnight.

One Coat Enamel No. 39 is easy working and builds uniformly without sags or runs. While it has good leveling qualities, it holds its "build" uniformly in the corners of panels and on the edges of moldings, etc., which is important for one coat work.

For ordinary work it should be applied as it comes in the package but can be thinned slightly if too heavy for certain work.

Covering capacity: Approximately 300 square feet per gallon one coat.

**Enamels
and Under-
Coaters**

XXX Enamel Undercoater

An intensely white and finely ground enamel undercoater of highest quality. Has excellent brushing and leveling qualities and dries overnight to a tight, close-film which holds out the enamel beautifully. Only a minimum of sanding necessary.

It is especially suited for new work because it knits into and seals the pores of a surface and builds a substantial surface film.

One-coat for
maintenance
jobs.

—17—



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

XXX Enamel Undercoater, — Continued

XXX Enamel Undercoater is outstanding because of its clean, fine gridding. Its fineness of grind makes it possible to mix it with enamel — particularly Enamelastic — to produce a high grade dull enamel with varying degrees of sheen depending upon the amount of XXX Undercoater added.

Thinning directions are on the package and vary according to the work to be done.

Covering capacity: Approximately 400 square feet per gallon one coat.

Enamel Undercoater No. 45

An economical enamel undercoater that is easy brushing and intensely white. It is ground fine, and has good covering and leveling qualities. Dries to sand or recoat overnight and sands easily without gumming the paper.

Particularly suited for new work because it fills and seals the pores of the surface and builds a good surface film.

Mixed equal parts with Oil Type Enamel No. 35, it makes an excellent spill coat on which to apply enamels as well as producing a beautiful dull finish with remarkable toughness.

Thinning directions are on the package and vary according to the work to be done.

Covering capacity: Approximately 300 square feet per gallon one coat.

Painters "are known by their undercoaters."



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Japan Drier No. 64

An economical and dependable Japan Drier for general use. It can be added satisfactorily to lead and oil and other paste oil paints, oil colors, linseed oil, etc.

The amount of drier to be used depends upon the material to which it is added, but it mixes readily without curdling.

Flattening Oil

The most dependable and economical flattening oil on the market for making flat wall paint from lead and oil.

When combined with White Lead (ODP) it produces a paint that works freely under the brush, levels nicely, retains a satisfactory wet edge that avoids laps and brush marks, and dries to a flat finish.

In mixing, add a small amount of Flattening Oil at a time, stirring constantly.

Exolvent

S-W Exolvent is an attractively priced thinner which imparts better flow to the paint materials to which it is added.

It is a much better solvent than ordinary mineral spirits and has good penetrating qualities, but unlike turpentine it doesn't have an objectionable odor.

Exolvent is very satisfactory for washing out paint, varnish and enamel brushes (not lacquer). It leaves the bristle clean and resilient and without the stickiness of turpentine. It is also more economical to use.

Miscellaneous

SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Excello Spar Varnish

A spar varnish that has exceptionally good water resisting qualities for exterior and interior surfaces.

Dries dust free in 2 to 3 hours, hard in 18 hours and can be sanded in 24 hours. It can be rubbed after 48 hours.

It should be applied as it comes in the package except for first coat on new wood when it should be thinned with one pint of S-W Exolvent, turpentine or mineral spirits to the gallon.

Covering capacity: Approximately 550 square feet per gallon one coat.

Varnishes

Excello Satin Finish Varnish

An easy working varnish that dries to a dull, rubbed finish. Contains no wax. It works best when flowed on freely with the least amount of brushing and should be used without reduction. It can be applied over shellac but for best results it should be used over a good gloss varnish.

Dries dust free in 1 to 2 hours and hard in 18 hours. It can be rubbed after 48 hours if desired in order to cut dust specks and improve the depth of the finish.

Covering capacity: Approximately 500 square feet per gallon one coat.

Waterproof varnish for the floor door.



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SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Excello Floor and Trim Varnish

An easy brushing but fairly heavy-bodied varnish for use on interior floors and woodwork. Dries to a tough, full gloss finish.

Dries dust free in 1 to 2 hours, firm for ordinary use in 4 to 6 hours and hard in 10 to 12 hours. Rubs beautifully with pumice stone and oil or pumice stone and water after drying 48 hours.

It should be applied as it comes in the package except for first coat on new wood when it should be thinned with one pint of S-W Exolvent, turpentine or mineral spirits to the gallon.

Covering capacity: Approximately 500 square feet per gallon one coat.

Varnishes

Quick Drying Varnish No. 65

A moderately priced, quick drying varnish for interior floors and woodwork. It has good gloss, toughness and elasticity.

Dries dust free in 1 to 2 hours and hard in 6 to 8 hours. It can be sanded in 10 to 14 hours and rubbed in approximately 24 to 36 hours.

Covering capacity: Approximately 550 square feet per gallon one coat.

Take no chances with floor varnish.



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SHERWIN-WILLIAMS PAINTER FINISHES

SWP

SHERWIN-WILLIAMS HOUSE PAINT

SWP is the most durable and economical paint that can be made and is the standard of thousands of painters who buy on the basis of high quality plus practical and dependable performance.

SWP is made from materials that have been carefully selected as possessing the best paint qualities. To insure the best results these materials are thoroughly mixed in the most scientific proportions and finely ground in machinery of our own design.

SWP is a practical and balanced formulation, combining White Lead Carbonate, S.W. Oleo, (White Lead Sulphate and Zinc Oxide) and pure Titanium Dioxide thoroughly ground in Linseed Oil and Japan Drier.

S.W. Oleo was developed by Sherwin-Williams' research laboratories and is controlled solely by The Sherwin-Williams Company. It is White Lead Sulphate and Zinc Oxide in intimate chemical union as one pigment. The chemical combination of these two pigments in one form has produced a single pigment that contains all of the desirable characteristics of both Lead Sulphate and Zinc Oxide while eliminating the undesirable features which each contains when used in paint as a separate pigment.

SHERWIN-WILLIAMS PAINTER FINISHES

No other paint, either ready mixed or prepared by the painter, will give such uniformly good results.

SWP is an economical Painter's paint because:

- 1—The close-knit film has stronger hiding and requires less brushing to obtain solid covering. This saves time and cost.
- 2—SWP's stronger hiding and unequalled spreading power actually require fewer gallons of paint to complete the job, which gives the painter an advantageous material cost.
- 3—Controlled shallow chalking offers the kind of surface which painters like to repaint because they can do it easier and more economically.

SWP painted jobs are an enduring advertisement for the painter because:

- 1—The beauty of SWP is lasting. The chemically made colors used in SWP are made in our own factories where we make certain of their quality and permanence.
- 2—The pigment formulation does not discolor readily from sulphur fumes in the atmosphere as does straight white lead paint.
- 3—SWP will look and wear better over the longest period of time. Its controlled shallow chalking keeps the film smooth and unbroken without weather eroding or "gullying" to look blotchy or hold discoloration.

Covering capacity: 400 square feet per gallon two coats.

SWP House Paint

Distinguished
homes paint
with SWP.



SHERWIN-WILLIAMS PAINTER FINISHES

Stucco and Concrete Paint

An oil paint of the best quality for painting brick, stucco and concrete walls. Dries to a velvet sheen that makes surface imperfections less conspicuous but brings out all of the beauty of rough or smooth stucco surfaces.

Stucco and Concrete Paint provides complete water-proofing of the surface which stops the penetration of moisture through the wall. This eliminates the dampness existing in most stucco houses and makes them more healthful and easy to heat. It also eliminates the damage which dampness causes to interior decorations and furnishings. These advantages are not obtained by the various other stucco, brick and concrete finishes which fail to provide complete water-proofing of the surface.

Stucco and Concrete Paint sheds dirt well and can be washed like new.

Covering capacity: Approximately 150 square feet per gallon one coat on average stucco surfaces.

Stucco and
Concrete
Paint on
Brick.



SHERWIN-WILLIAMS PAINTER CRAFT FINISHES

Aluminum Paint No. 5

A weather and heat resisting aluminum paint for exterior and interior surfaces of metal, concrete and wood. It is mixed ready for use but does not darken or discolor in the package.

Because it is finely ground it works freely and has exceptional spreading capacity. It covers solid one coat but two coats should be applied to obtain maximum wear and durability.

Unpainted structural and other steel and iron surfaces, except galvanized, should receive a first coat of Kronik Metal Primer No. 74 — a rust preventing metal primer.

Aluminum Paint No. 5 dries dust free in 2 to 4 hours and hard overnight.

Covering capacity: Approximately 750 square feet per gallon one coat on smooth surfaces.

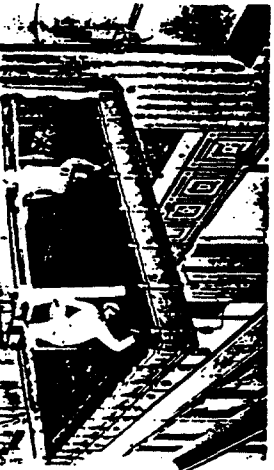
Aluminum
Paint
Sash Black

Sash and Trim Black

A full gloss black for painting wood or metal sash and trim, ornamental iron work, fire escapes and other exterior surfaces where a high quality, durable black finish is required. Covers solid and dries hard overnight.

Sash and Trim Black is furnished in a ready-to-use consistency, but may be thinned slightly with turpentine for the first coat.

A
Sherwin-
Williams
Paint for
every
purpose.



SHERWIN-WILLIAMS PAINTER FINISHES

ODP White Lead

(Heavy Paste—Soft Paste)

A Strictly Pure White Lead of the Highest Quality.

ODP White Lead is made in Sherwin-Williams' corroding plant from double-refined, de-silverized corroding lead. It is ground in refined linseed oil that is pressed from select flaxseed in Sherwin-Williams' Linseed Oil Mill.

The method of manufacture produces a type of white lead carbonate which possesses the greatest possible whiteness and whose purity is attested by the following guarantee which appears on every package of ODP White Lead:

"We warrant that our ODP White Lead contains only Strictly Pure White Lead ground in strictly pure linseed oil and turpentine and will pay one hundred dollars for any adulteration contained therein."

ODP is furnished in both heavy paste and in soft paste consistencies. It is always uniform, dependable and easy to mix and we recommend it to the most particular users — wherever white lead is required.

Reduction recommendations for Soft and Heavy Paste ODP are in the package.

Comes in 12½, 25, 50 and 100 pound steel kegs.

A real quality
Lead.



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SHERWIN-WILLIAMS PAINTER FINISHES

ZILO Lead and Zinc

(Heavy Paste—Soft Paste)

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

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

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

These advantages are obtained through fortifying white lead carbonate by grinding it together with S-W Ozlo. Ozlo is pure white lead sulphate in intimate chemical union with pure zinc oxide so that the white lead and the zinc oxide are, in actuality, one single pigment. Ozlo was developed by the Sherwin-Williams' research laboratories and is controlled solely by The Sherwin-Williams Company.

Reduction recommendations for Soft and Heavy Paste Zilo are in the package.

Comes in 12½, 25, 50 and 100 pound steel kegs.



Unaquealed
for hand-
mixed paint.

— 27 —

2110
Lead and
Zinc

SHERWIN-WILLIAMS PAINTER FINISHES

SHERWIN-WILLIAMS BRUSHES

A good brush adds skill to the hand that guides it. But a poor brush is like a car with a flat tire—you can't "get anywhere" until you change—regardless of the cleverness of the operator.

Successful jobs with paint depend upon the proper application of the paint—and proper application requires good brushes suited to the job.

Sherwin-Williams Brushes are made of the best quality pure China bristles, exclusively. This bristle is cleaned, boiled 4 hours and treated to bring out the fine working qualities the plaster finds in S-W Brushes—their ease of spreading the finish, the greater speed obtained and the superior appearance of the job.

Experienced brushmakers—men who have spent their lives at the bench making brushes—build this quality bristle into the finely balanced tools that painters like—brushes that do better work with less effort—brushes that wear longer and make more money for the painter.

S-W
Brushes

FLAT METAL BOUND BRUSHES



S-W No.	Width	Length	Clear
8	3 1/2"	4 1/2"	4 1/2"
9	4 1/2"	5 1/2"	5 1/2"
10	5 1/2"	6 1/2"	6 1/2"

S-W No.	Width	Length	Clear
10	3"	4 1/2"	4 1/2"
11	3 1/2"	5 1/2"	5 1/2"
12	4 1/2"	6 1/2"	6 1/2"
13	5 1/2"	7 1/2"	7 1/2"
14	6 1/2"	8 1/2"	8 1/2"
15	7 1/2"	9 1/2"	9 1/2"

OPEN CENTER STUCCO BRUSHES



S-W No.	Width	Length	Clear
110	3 1/2"	4 1/2"	4 1/2"
111	4 1/2"	5 1/2"	5 1/2"
112	5 1/2"	6 1/2"	6 1/2"
113	6 1/2"	7 1/2"	7 1/2"
114	7 1/2"	8 1/2"	8 1/2"
115	8 1/2"	9 1/2"	9 1/2"

S-W No.	Width	Length	Clear
116	3 1/2"	4 1/2"	4 1/2"
117	4 1/2"	5 1/2"	5 1/2"
118	5 1/2"	6 1/2"	6 1/2"
119	6 1/2"	7 1/2"	7 1/2"
120	7 1/2"	8 1/2"	8 1/2"
121	8 1/2"	9 1/2"	9 1/2"

SOLID CENTER STUCCO BRUSHES



S-W No.	Width	Length	Clear
130	3 1/2"	4 1/2"	4 1/2"
131	4 1/2"	5 1/2"	5 1/2"
132	5 1/2"	6 1/2"	6 1/2"
133	6 1/2"	7 1/2"	7 1/2"
134	7 1/2"	8 1/2"	8 1/2"
135	8 1/2"	9 1/2"	9 1/2"

S-W No.	Width	Length	Clear
136	3 1/2"	4 1/2"	4 1/2"
137	4 1/2"	5 1/2"	5 1/2"
138	5 1/2"	6 1/2"	6 1/2"
139	6 1/2"	7 1/2"	7 1/2"
140	7 1/2"	8 1/2"	8 1/2"
141	8 1/2"	9 1/2"	9 1/2"

FLAT VARNISH BRUSHES



S-W No.	Width	Length	Clear
200	3 1/2"	4 1/2"	4 1/2"
201	4 1/2"	5 1/2"	5 1/2"
202	5 1/2"	6 1/2"	6 1/2"
203	6 1/2"	7 1/2"	7 1/2"
204	7 1/2"	8 1/2"	8 1/2"
205	8 1/2"	9 1/2"	9 1/2"

S-W No.	Width	Length	Clear
206	3 1/2"	4 1/2"	4 1/2"
207	4 1/2"	5 1/2"	5 1/2"
208	5 1/2"	6 1/2"	6 1/2"
209	6 1/2"	7 1/2"	7 1/2"
210	7 1/2"	8 1/2"	8 1/2"
211	8 1/2"	9 1/2"	9 1/2"

OVAL VARNISH BRUSHES



S-W No.	Width	Length	Clear
310	3 1/2"	4 1/2"	4 1/2"
311	4 1/2"	5 1/2"	5 1/2"
312	5 1/2"	6 1/2"	6 1/2"
313	6 1/2"	7 1/2"	7 1/2"
314	7 1/2"	8 1/2"	8 1/2"
315	8 1/2"	9 1/2"	9 1/2"

FLAT SASH TOOL



S-W No.	Width	Length	Clear
400	3 1/2"	4 1/2"	4 1/2"
401	4 1/2"	5 1/2"	5 1/2"
402	5 1/2"	6 1/2"	6 1/2"
403	6 1/2"	7 1/2"	7 1/2"
404	7 1/2"	8 1/2"	8 1/2"
405	8 1/2"	9 1/2"	9 1/2"

OVAL SASH TOOL



S-W No.	Width	Length	Clear
425	3 1/2"	4 1/2"	4 1/2"
426	4 1/2"	5 1/2"	5 1/2"
427	5 1/2"	6 1/2"	6 1/2"
428	6 1/2"	7 1/2"	7 1/2"
429	7 1/2"	8 1/2"	8 1/2"
430	8 1/2"	9 1/2"	9 1/2"

S-W
Brushes

INDEX

of Additional S-W Products
for the PAINTER

Exterior Surfaces

Boarding Cement Paint

Dry powder water finish 8 colors and white.

Carbolic oil

A penetrating wood preservative.

Commonwealth Barn Red and Gray

Economical protection.

Ebonol

All-purpose exterior black.

Galvite

Galvanized iron primer.

Glass-Foil

Non-hardening caulking compound, 5 colors, White and Black.

Kromb Metal Primer No. 74

Rust inhibiting primer for iron and steel.

Porch and Deck Paint

Wear-resisting enamel paint, 6 colors.

Preservative Shingle Stain

Penetrates and preserves, 8 colors.

R & B Utility Paint

Economy maintenance exterior paint, 4 colors and black.

Trim-Brite Colors

Finest quality for shutters, etc. 10 vivid permanent colors.

Interior Wall Finishes

Casemite

Dry powder washable water finish, 8 colors and White.

Decolite

Finest quality cold water washable, 15 colors and White.

Flair-Tone

S.W. Leader washable flat wall paint, 16 colors and White.

Glasing Liquid

Bleeding and glazing — holds a stain.

Satin-Glo

Interior satin finish—white only.

Semi-Lustrite

Amazing washable finish for walls and woodwork. 12 colors and white.

Tri-Seal

Primer, sealer, fills porous wall boards.

Wall Primer and Sealer

Finest pigmented first-coat for plaster and standard wall boards.

Interior Enamels and Undercoaters

Enameloid

Rapid drying first quality enamel for interior use, 16 colors and White and Black.

Flair-Bite

Heavy body enamel undercoater. Strongest hiding, easy sanding.

Floor Enamel

Rapid drying enamel paint for wood, concrete or linoleum, 10 colors.

Mero-Namel

For general use — over night drying.

Mero-Namel Undercoat

Practical and economical.

Old Dutch Enamel

Full oil — for finest work both interior and exterior, White and Ivory, Gloss, Dull.

Semi-Lustrite

Semi-Gloss finish — practical, economical. 12 colors and white.

Exterior Enamel

Old Dutch Enamel

Full oil enamel — utmost in quality.

Stains for Unfinished Wood Surfaces

Oil Stain

Better quality — ready to use for new wood — 9 colors.

Preservative Shingle Stain

Wood shingles, beams, siding. Penetrates and preserves, 6 colors.

Woodcraft Stain

First quality, penetrating oil type stain, 8 colors.

Varnish Stains

Flair-Bite

Stain and varnish in one operation. Best quality, water-resisting varnish, 6 colors.

Oil Colors

First Quality Colors in Oil

Supreme quality, finest grade for enamel tinting, stronger tinting, true character colors — complete line.

Special
IndexSpecial
Index

SHERWIN-WILLIAMS PAINTER FINISHES

Varnishes

Mar-nol Fast-dri

Best quality floor and woodwork. Good build, tough, durable, not discolored by water or alcohol.

Respor Varnish

Stands weather exposure. Dries over night — best quality.

**Velvet Finish Varnish
No. 1044**

Dull-rub finishing coat for interior woodwork, furniture.

Floor-Seal

Wood hardener for new or un-finished hard or soft wood floors. Penetrates, no surface film. Dries like varnish.

Wood Preservatives

Preservative Shingle Soak

Wood shingles, siding, half-timber architecture, 8 colors.

Special Index

Carbolicol

A highly penetrating wood preservative.

Metal Protective Finishes

Metalastic

Best all-around metal protective paint.

Cathive

Modern galvanized iron primer.

Kromak Metal Primer No. 74

Best inhibitive primer, best quality.

Liquid Red Lead

Prepared liquid red lead paint.

Paint and Varnish Remover

Toxile

Both liquid and semi-paste. Efficient, quick, safe and economical.