

SHERWIN-WILLIAMS

Semi-Lustre

A SATIN FINISH FOR INTERIOR USE



Trade Mark Registered

KITCHEN



Semi-Lustre walls wash very much like porcelain or tile. The finish is so hard and tight that grease from cooking does not penetrate. A mild soap dissolves it without injury. Semi-Lustre walls can be washed oftener because they wash easier. Dainty colors are finally practicable.

BATHROOMS

Do your bathroom walls get splashed? Very probably! Splash a clean wall and it dries spotty, as every housewife knows. But, because Semi-Lustre has such a hard, impermeable film, it takes just a whisk of a damp cloth to make it immaculate again. Disease germs cannot lodge in a Semi-Lustre wall.



STAIRWAYS



Fingermarks make a wall appear soiled and shabby quicker than anything else and the sticky, greasy prints of those mischievous little hands can cause the housewife unending difficulty—unless the walls are done in Semi-Lustre for easy washing.

LAUNDRY

Clothes come cleaner in a clean laundry. Your laundress can do better work if the walls and ceiling are done in a bright tint of Semi-Lustre to diffuse the light. Hide those dingy brick or tile walls that absorb the light and observe how much easier it becomes to do the same work and how much more cheery such a workroom can be.



THE ADVANTAGES OF USING SEMI-LUSTRE

THE WASHABLE SANITARY WALL FINISH

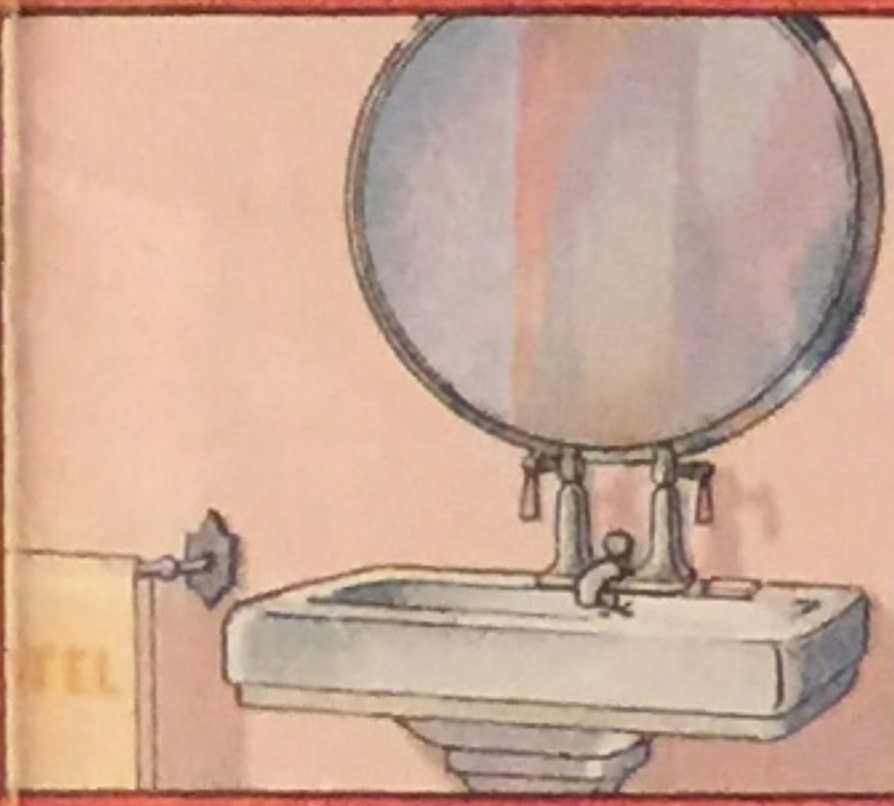
It will be easier to appreciate the degree of service that is built into Semi-Lustre, if we present a few illustrations taken right from everyday life. They will be recognized by every housewife because there's nothing new about the way that walls get dirty. And there's nothing unfamiliar about using soap and water to wash a soiled wall.

But—there's a decidedly modern development in the easy, satisfactory way a Semi-Lustre wall washes clean—"hospital-clean"—that degree of sanitary cleanness that leaves no room for doubt.

This washability of Semi-Lustre opens up entirely new opportunities in home decoration. Colors that were formerly regarded as "delicate" tints that had to be avoided because they soiled too easily are now called "dainty" tints, highly desirable in Semi-Lustre because they can be washed so easily.

Hallways that were formerly painted dark "so that finger marks wouldn't show" are now done in light, airy tints. Rooms are more cheerful and much easier to keep "picked up" and looking well when done in light tints of Semi-Lustre.

LAVATORY



Hotels and public buildings take special pride in the appearance of washrooms and lavatories and attach great importance to the wall finish used. They find that washrooms finished with Semi-Lustre require less attention to keep them sanitary. Semi-Lustre meets hospital tests for the most sanitary finish.

SCHOOL ROOMS

The way children often treat their school building walls leaves no doubt that ordinary wall paint would never do. Finger marks, pencil marks, ink spots or grimy dirt—all wash off a Semi-Lustre wall quickly and easily. Thus the walls can be light-diffusing, cheerful, and strictly sanitary at the same time.



TESTED PAINT SERVICE

There is a Sherwin-Williams Product for every kind of surface to be finished—an endless array of uses is made of S-W finishes on articles which you use every day in addition to the finishes which serve

to beautify the home you live in. When you need a finishing product of any kind, let Sherwin-Williams help you make that finish better, more satisfactory and more economical.

THE SHERWIN-WILLIAMS CO.

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



FINGER MARKS

Here is the most striking demonstration of all because it is practical. Observe how greasy finger marks wash off clean on Semi-Lustre because grease does not penetrate it. A different condition appears on the left half finished with ordinary wall paint. The dirty grease had penetrated into the paint and would not wash off.



GREASE SMUDGE



This panel was held over a pan of frying meat. It became covered with hot fat. It was then held over a smoking lamp. The lower half was then washed with Flaxoap and water. Semi-Lustre came out of this merciless test as good as new. The ordinary wall paint is entirely ruined. No housewife would ever punish her walls like this.

INK SPOT TEST

Office and public buildings judge the finish by its resistance to ink spots. Observe that the ink had penetrated the left half in ordinary wall paint and would not wash off. Not a trace remains on the lower half of Semi-Lustre, however. Both were treated alike and were washed alike with S-W Flaxoap and water. Ink does not penetrate Semi-Lustre.



IODINE TEST



Hospital authorities judge the effectiveness of their wall finishes by the ability to wash off dried iodine stains with soap and water. The left half of this panel is ordinary wall paint. Observe that the stain does not come off while Semi-Lustre on the right washes perfectly clean with Flaxoap and water.

DIRECTIONS FOR USING

Be sure to read and follow directions on the can. The covering capacity of Sherwin-Williams Semi-Lustre on surfaces which have been properly sized is approximately 350 square feet per gallon one coat.

NEW WORK

Unpainted Plaster, Wallboard, Brick, Concrete Walls.

First Coat: Sherwin-Williams Wall Primer and Sealer should be applied freely and allowed to dry thoroughly. This is the only way to prevent the finish drying spotty which would not only look unsightly but would not wash well or wear well. Follow directions on the package.

Second Coat: Apply Sherwin-Williams Semi-Lustre using it in the consistency as it comes in the can.

Note: Where three coat work is planned, the second coat should consist of Sherwin-Williams Semi-Lustre with one pint of turpentine added to the gallon. For the third coat use Sherwin-Williams Semi-Lustre as it comes in the can.

OLD WORK

The surface must be smooth, clean and free from dust, grease and loose paint. Water paints or kalsomine on the wall should be washed off, the wall allowed to dry completely and then painted with Sherwin-Williams Wall Primer and Sealer same as for unpainted walls.

First Coat: Apply one coat of Sherwin-Williams Wall Primer and Sealer to all bare spots and patches. Let dry. If the wall is porous apply one coat of Sherwin-Williams Wall Primer and Sealer over the entire surface.

On surfaces in fairly good condition or for those portions of the wall which are fairly tight, the first coat should consist of Sherwin-Williams Wall Primer and Sealer to which two quarts of Sherwin-Williams Semi-Lustre have been added to the gallon.

Second Coat: Apply Sherwin-Williams Semi-Lustre as it comes in the can.

Note: Where three coat work is planned, the second coat should consist of Sherwin-Williams Semi-Lustre with one pint of turpentine added to the gallon. For the third coat use Sherwin-Williams Semi-Lustre as it comes in the can.

NEW OR UNPAINTED WOODWORK OR FURNITURE

First Coat: Apply Sherwin-Williams Semi-Lustre to which one pint of pure turpentine has been added to the gallon.

Second Coat: Apply Sherwin-Williams Semi-Lustre in the consistency as it comes in the can.

Note: Where three-coat work is planned, the second coat of Sherwin-Williams Semi-Lustre should be thinned with one pint of turpentine to the gallon. The third coat is to be applied without thinning.

PREVIOUSLY FINISHED WOODWORK OR FURNITURE

The surface should be washed carefully, preferably with Sherwin-Williams Flaxoap (pure linseed oil soap) and warm water. Rinse thoroughly. When dry, sandpaper thoroughly to smooth the surface and remove the gloss. This is necessary to avoid danger of chipping of the finish later.

Apply one or two coats of Sherwin-Williams Semi-Lustre in the consistency as it comes in the package.

AIDS TO BRIGHTER, CLEANER HOMES



SHERWIN-WILLIAMS FLAXOAP

This 100% pure linseed oil soap is ideal for all household cleaning purposes. It leaves varnished floors, woodwork and furniture clean and new in appearance. Sherwin-Williams Flaxoap is a

splendid cleanser for the finest rugs or carpets.

SHERWIN-WILLIAMS FLO-WAX

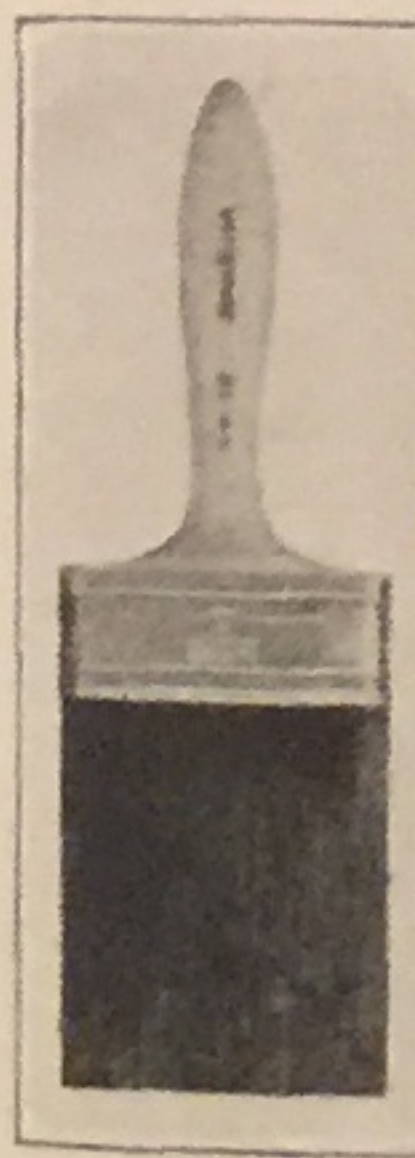
Produces a beautiful waxed finish on varnished or linoleum floors without rubbing or polishing.

Sherwin-Williams Flo-Wax represents the latest development in floor wax. Simply spread it with the applicator — it dries in 20 minutes and you use the room without any further work.



SHERWIN-WILLIAMS BRUSHES

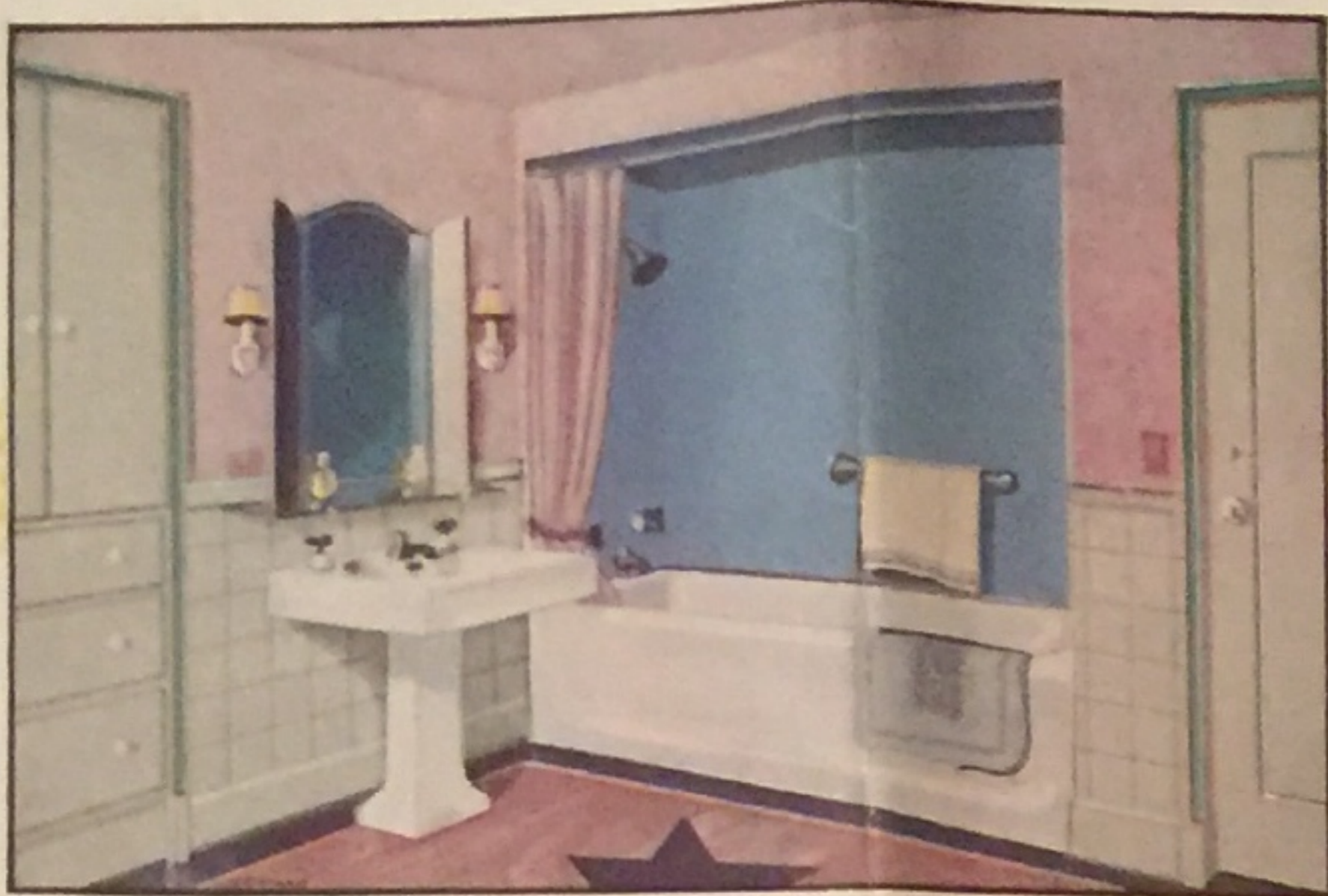
There are three factors essential to the production of a good paint job: {1} a good painter; {2} good paint; {3} a good brush. Sherwin-Williams Brushes are the best that the finest skill with high quality material can produce. They furnish the painter with the right kind of working tool for every type of job. On the smaller jobs around the house that you do yourself, you, too, will get better results if you use the right kind of brush. You'll find exactly the right brush in the Sherwin-Williams line — at Paint Headquarters.





THE SHERWIN-WILLIAMS CO.

Semi-Lustre

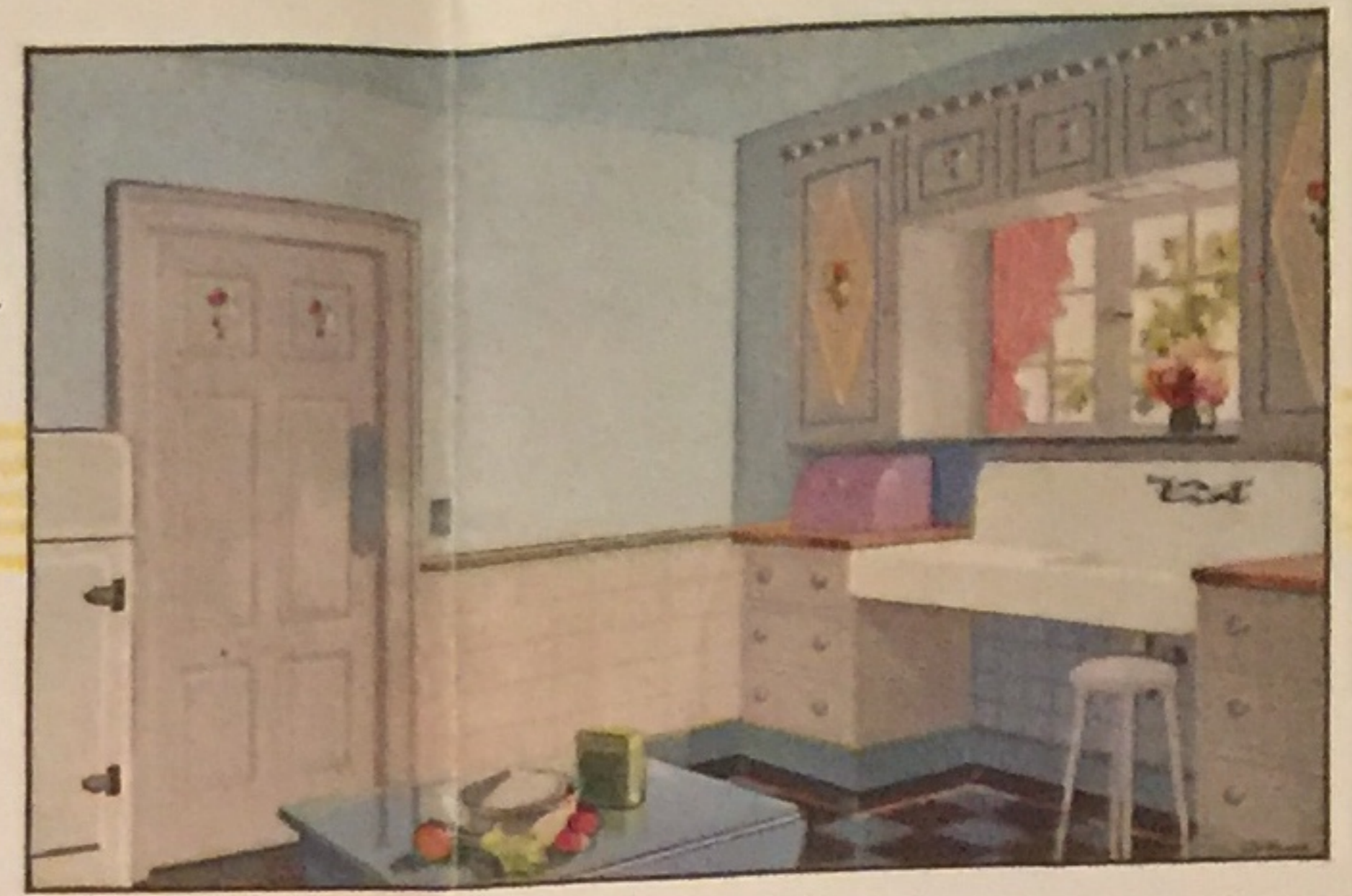


THE KITCHEN, BATH, STAIRWAY AND PLAYROOM

No part of the home is a source of more pride and satisfaction to the housewife than a clean, airy, modern kitchen. Semi-Lustre plays just as important a part in modernizing a kitchen as running water does, and a new stove. The appetizing odors of savory cooking are usually enjoyed by everyone except the person who has struggled with washing kitchen walls. How that greasy dirt does stick to ordinary wall paints! But "kitchen grease" cannot work into a Semi-Lustre wall. It lies wholly on the surface and any mild soap that dissolves grease makes a Semi-Lustre wall clean as a whistle again without any of the hard work one might expect.

Ceiling—Semi-Lustre Silver Gray.
Walls—Semi-Lustre Light Pink.
Dado—Semi-Lustre Silver Gray.
Trimming Colors—Enameloid Black, Enameloid Aluminum.

Ceiling, Walls, Semi-Lustre Orchid glazed (if desired with Oil Color Rose Lake (3 parts), Black (1 part) in S-W Glazing Liquid.
Tub recess, Semi-Lustre Poudre Blue.
Woodwork, Enameloid Platinum, trimmed with Milan Green.
Floor Linoleum protected with Rogers Linoleum Lacquer.

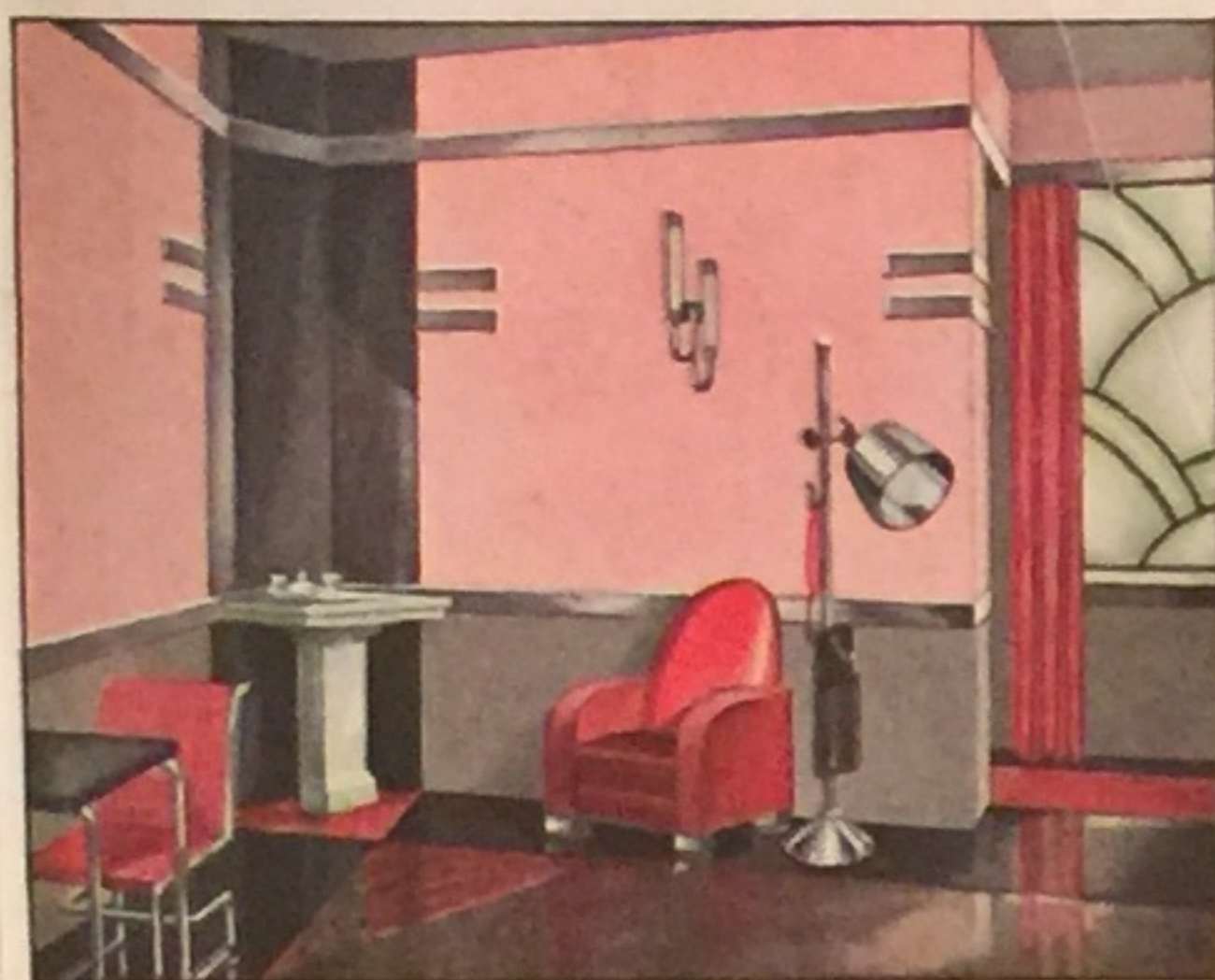


Ceiling, Walls, Semi-Lustre Poudre Blue and White mixed in equal parts.
Dado, Semi-Lustre Cream Gray.
Woodwork, Enameloid Pastel Blue.
Doors, Cabinets, Enameloid French Gray and Ivory mixed in equal parts.
Floor Linoleum protected with Rogers Linoleum Lacquer.

FOR PUBLIC BUILDINGS, SHOPS, HOSPITALS, SCHOOLS

It is not enough that hospital walls shall look clean. They must be strictly sanitary and must present no difficulty to interfere with quick, easy washing. As a test for hardness in resisting wear, and for tightness in preventing the penetration and lodging of disease germs, hospital authorities prescribe the iodine and ink tests illustrated on the back of this folder. These unretouched photographs show clearly how satisfactorily Semi-Lustre meets these tests. Semi-Lustre meets the practical tests, demanded by the painter, of opacity, free-brushing and leveling out of brushmarks, in an equally convincing manner.

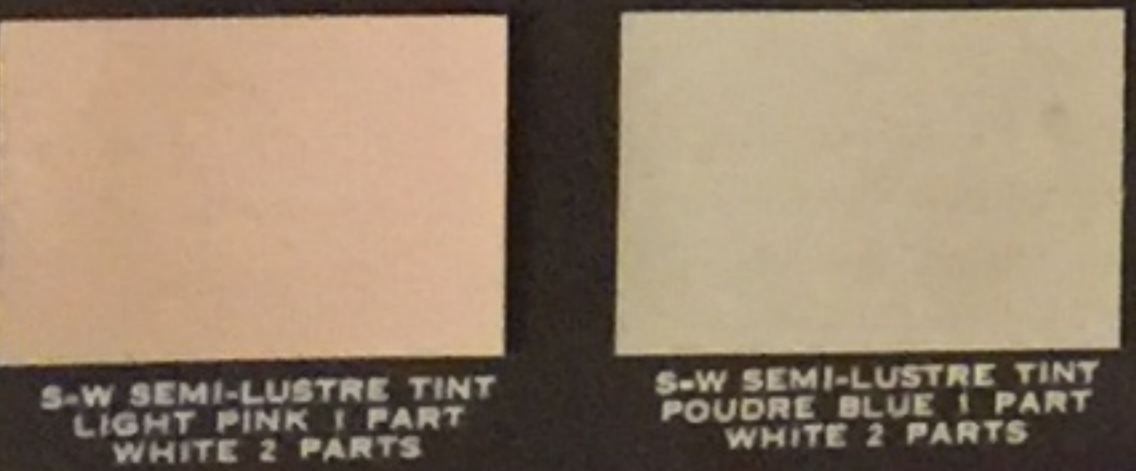
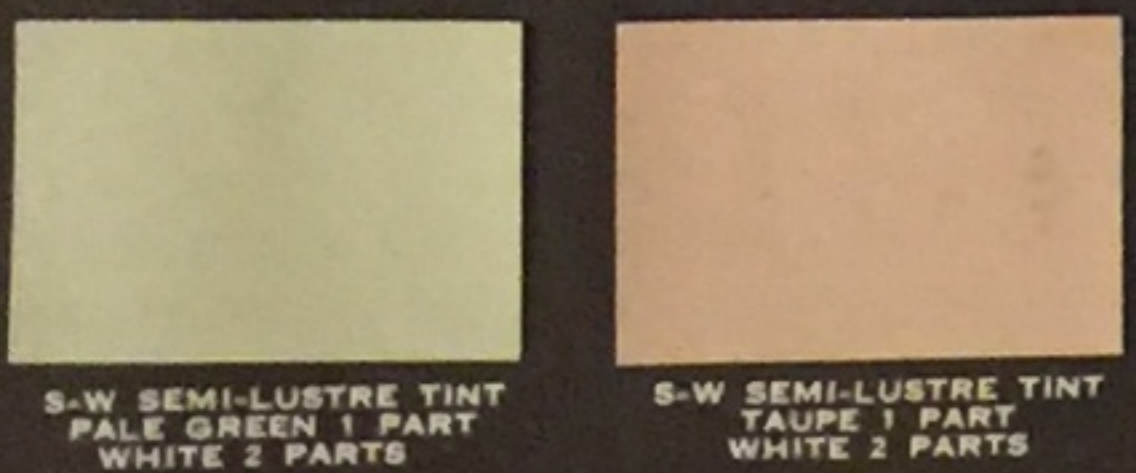
Ceiling—Semi-Lustre Canary Yellow.
Cornice—Semi-Lustre Buff.
Walls—Semi-Lustre Canary Yellow.
Stair-ball—Semi-Lustre Pale Green.



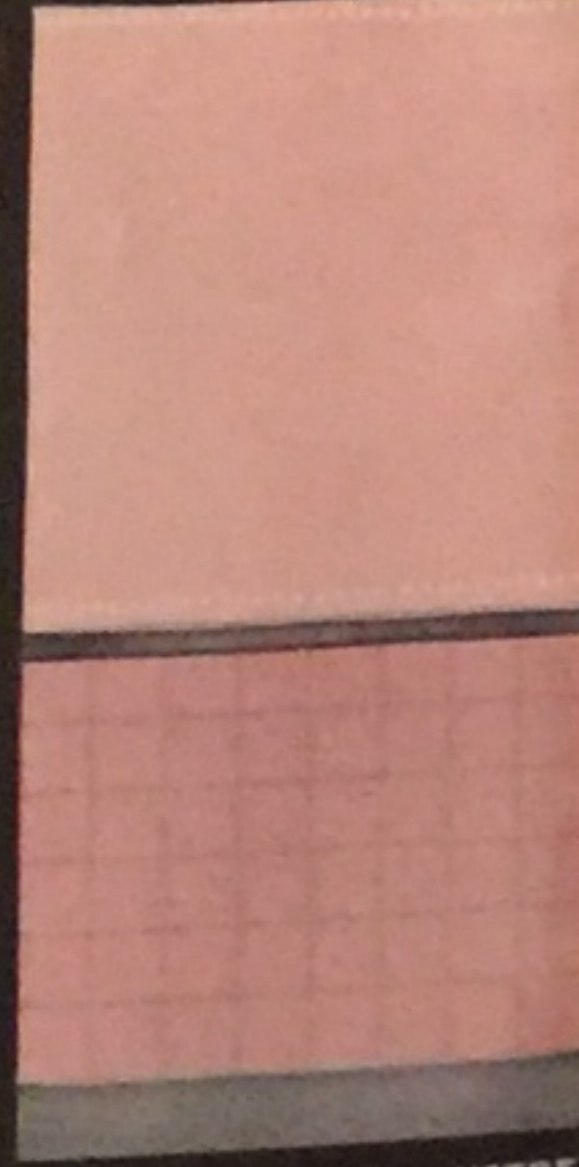
TINTS

TO BE MIXED BY PURCHASER

In small rooms even the lightest tints take on stronger color than might be expected, especially where walls and ceilings are in the same color. Adding Sherwin-Williams Semi-Lustre White to the colors takes care of this.



CEILING, WALLS—S-W SEMI-LUSTRE WHITE
DADO—S-W ENAMELOID JADE AND PLATINUM MIXED EQUAL PARTS.
WOODWORK—S-W ENAMELOID PLATINUM.



CEILING—S-W SEMI-LUSTRE IVORY WHITE
WALLS—S-W SEMI-LUSTRE LIGHT PINK AND WHITE MIXED EQUAL PARTS.
DADO—S-W SEMI-LUSTRE LIGHT PINK
WOODWORK—S-W ENAMELOID FRENCH GRAY

COMPLETE LINE OF REGULAR

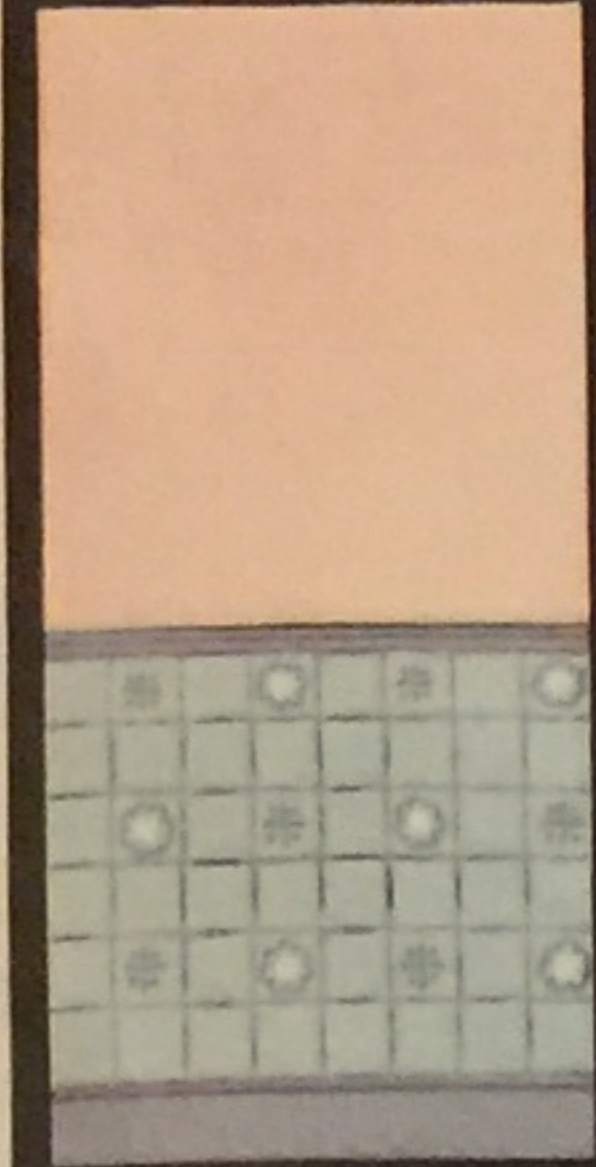
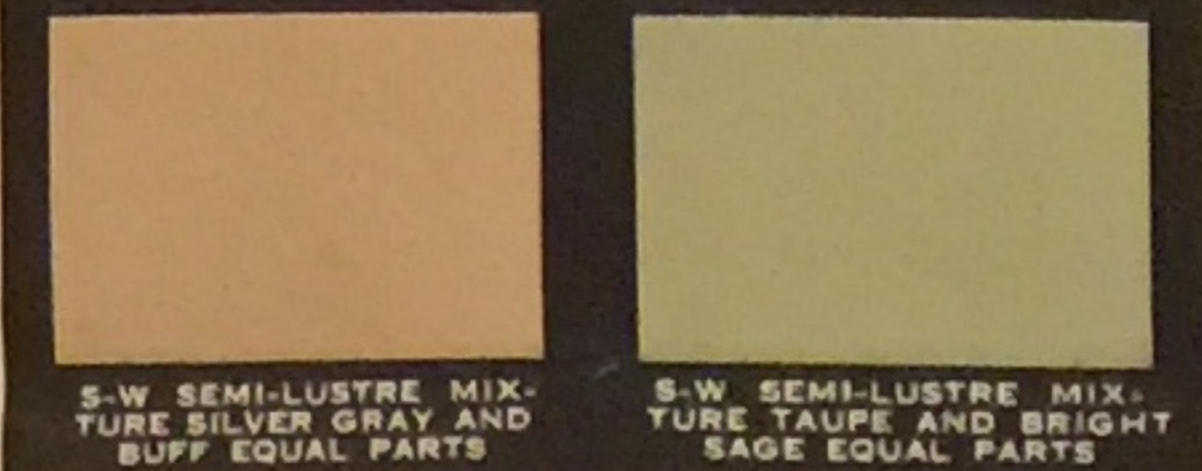
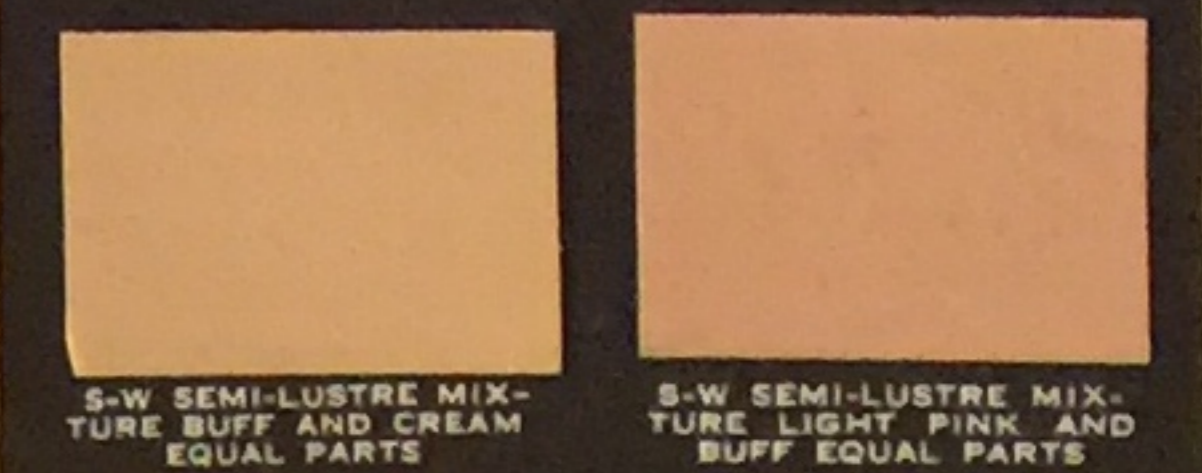
SHERWIN-WILLIAMS SEMI-LUSTRE COLORS



MIXTURES

TO BE MIXED BY PURCHASER

Delightful "in-between tints" are secured by intermixing Sherwin-Williams Semi-Lustre colors. This opportunity for greater choice of fine tints is appreciated by everyone. All colors may be intermixed as desired.



CEILING, WALLS—S-W SEMI-LUSTRE CREAM.
DADO—S-W SEMI-LUSTRE POUFRE BLUE AND WHITE MIXED EQUAL PARTS.
WOODWORK—S-W ENAMELOID PASTEL BLUE.



CEILING, WALLS—S-W SEMI-LUSTRE TAUPE.
DADO—S-W SEMI-LUSTRE SILVER GRAY.
WOODWORK—S-W ENAMELOID CHINESE RED.