

INDUSTRIAL SALES DEPARTMENT

REPRESENTATIVES CONFIDENTIAL

PRICE LIST

EFFECTIVE FEBRUARY 24, 1936

Subject to change without Notice

Subject to Industrial "A" and "B" Schedule

TERMS: One per cent for cash 10 days from
date of invoice, or 30 days net



THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES: CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES
IN PRINCIPAL CITIES

MSD (K) 2-36 630

0007-SWP-042514

N23089

SHERWIN-WILLIAMS PRODUCTS

METALLIC PAINTS (Paste)

	25-lb. Pails	Drs. and ½-Drs
English Venetian Red, H (84).....	10	08
English Venetian Red, A (187).....	11	09
French Yellow Ochre, H (193).....	10	08
French Yellow Ochre, A (186).....	11	09

METAL PROTECTIVE PAINTS

The all-important factor in metal corrosion is moisture. No matter which theory of corrosion is subscribed to, all are dependent upon the presence of moisture as the necessary agent to promote corrosion. Sooner or later every paint film must perish under the destructive action of moisture—or weather.

After results of years of actual service we are satisfied that our line of Metal Protective Paints produce a film that will effectively exclude moisture and air, and resist the action of gases.

PURPOSE—For application to iron and steel, protecting it from corrosion.

APPLICATION—Either by brush or spray.

COVERING CAPACITY—Governed by the skill of the workman in application, the brushes used, spray equipment and air pressure, condition of surface and condition of weather. In general, one gallon will cover two to three tons of steel—depending upon the condition and type of product.

IMPORTANT POINTS TO REMEMBER—Surface to be painted must be free from dust, dirt, grease, oil and acids. All loose scale, loose paint and rust must first be removed by scraping with a broad knife or brushing with a wire brush.

TYPE OF PAINT—Metal protective paints are made by using any one of several different kinds of pigment combinations with the proper liquid treatment for each particular one. These may be classified as follows:

PRIMERS

Red Lead Paints.....S-W Liquid Red Lead.

S-W Reinforced Red Lead No. 44.

Composite Paints.....S-W Kromik Metal Primer No. 74.

CARBON PAINTS

Combination Carbon Paints.....S-W Metalastic.

METAL PROTECTIVE PAINTS—(Continued)

RED LEADS

Red lead is one of those metal protective pigments which wide and general use has made standard. It is an extremely heavy pigment, of a vivid color, rather more pink than orange. It is the heaviest form of lead and when used alone in paint makes a very unbalanced product. Like all pigments red lead has its proper uses and its limitations.

It can be, and is, forced into use beyond its limitations. It does serve certain purposes well but we consider many uses of red lead as extravagant, because less costly paints will perform the same service better and more economically.

ADVANTAGE—Superior for underwater surfaces of ships and structural steel in contact with water; inside of metal tanks holding water. When continually submerged under water the oil content of a paint is its weakest member, as it becomes softened, is easily abraded and rapidly loses protective value.

DISADVANTAGES—Red Lead is more costly than other paints.

It carries less oil than all other paints.

It is quickly affected by weather unless carefully and quickly covered so as to exclude air and thus prevent further and continued destructive drying or oxidation, which must occur when exposed to the air and sunlight.

Does not spread very far, because of having so little oil.

It is affected by some sulphurous fumes which turn it black.

Not recommended as a finishing coat.

LIQUID RED LEAD (Rx 5479)

56.....	2 80
1/2 drums.....	2 75

A pure red lead ground in a specially processed linseed oil, the entire treatment being designed to keep the pigment in suspension as thoroughly as possible. It will not settle out as quickly as the hand-mixed red leads.

USE—Primer for metal. Should be protected as soon as possible, with Metalastic or any other metal protective paint.

APPLICATION—By brush—full body.

By spray—Reduce up to 10% with Special Reducer No. 64 (02964).

COLOR—Red Lead.

GLOSS—Oil Finish.

DRYING—To touch—12 hours.

To recoat—24 hours.

HIDING—Good, one coat; solid, two coats.

COVERING CAPACITY—Structural steel for bridges and buildings from 1 1/2 to 2 1/2 tons to the gallon. Weight of beams vary considerably. Flat surfaces—400 to 500 square feet one coat.

FINISHING COATS—Metalastic or any other good metal protective paint.

SHERWIN-WILLIAMS PRODUCTS

RED LEADS (Continued)**REINFORCED RED LEAD No. 44 (Rx 16444)**

5s..... 2 10
STC Drs..... 2 00

A composition of red lead and inert pigments producing a paint that gives better results than most red leads as it does not have as high an oxidizing power and consequently allows the linseed oil to remain elastic for a much longer period. Has better working qualities and greater spreading power than red lead alone and equal, if not greater, opacity; does not settle hard as most red leads; can be easily broken up. Red Lead No. 44 is a 60% red lead and is comparable to the pigment requirements of WD40 specification. The vehicle is formulated to improve drying to meet the practical use of the material.

USE—Primer for metal. Should be protected as soon as possible with Metalastic or any other metal protective paint.

APPLICATION—By brush—full body.

By spray—Reduce up to 10% with Special Reducer No. 64 (02964).

COLOR—Red Lead.

GLOSS—Oil Finish.

DRYING—To touch—8 hours.
To recoat—36 hours.

HIDING—Good, one coat; solid, two coats.

COVERING CAPACITY—Structural steel for bridges and buildings from $1\frac{1}{2}$ to $2\frac{1}{2}$ tons to the gallon. Weight of beams vary considerably. Flat surfaces—400 to 600 square feet one coat.

FINISHING COATS—Metalastic or any other good metal protective paint.

PERFECT METHOD RED LEAD (Paste)

Perfect Method Red Lead Paste (19) See Lead Price Card 356.

SHERWIN-WILLIAMS PRODUCTS

COMPOSITE PAINT—KROMIK PRIMER

S-W KROMIK METAL PRIMER No. 74 (Rx 16174)

5s.....	1 90
STC Drs.....	1 80

Kromik Metal Primer No. 74 is recommended as the most effective and economical primer for iron and steel.

The formula is carefully balanced containing basic lead chromate in conjunction with white lead, zinc oxide, red lead, and a liberal amount of an iron oxide pigment, specially developed.

The finest refined linseed oil is used thereby eliminating all foots which are known to have a detrimental effect on the life of the primer.

Kromik Metal Primer No. 74 is non-bleeding and, therefore, can be used under white. In performance it levels well, has good opacity, and gives a good, tough, flexible film, and dries overnight to recoat.

It is less affected than Red Lead Paints by sulphur fumes and gases where it may be exposed to abrasion and defects in finishing coats.

The sheen of Kromik Metal Primer No. 74 is such that succeeding coats can be applied without any tendency of crawling.

APPLICATION:

By brush—use full body.
By spray—can be used full body; if thinning is necessary, use either Exsolvent or No. 74 Reducer or pure Turpentine.

COLOR:

Light Brown.

DRYING:

To touch—2 to 4 hours.
To recoat—12 to 18 hours.

COVERING CAPACITY:

Approximately 500 to 600 square feet to the gallon, one coat, depending upon condition of surface and application. Structural steel for bridges, 3 tons to the gallon. For buildings 2½ tons to the gallon.

FINISHING COATS:

Use Metalastic or other metal protective paint meeting the requirements of the customer.

NOTE: Kromik Metal Primer No. 74 should not be used over galvanized iron, galvaneal, or other zinc metal coated surfaces. As a primer for these surfaces, Industrial G & G Primer Rx 27783 should be used.

CARBON PAINTS

The use of carbon paints probably exceeds all other types. The reason for the extensive use of carbon paints is twofold.

1st—Carbon Paints have a splendid record of performance.

2nd—They are somewhat lower in cost than most metal protective paints.

The important points in favor of Carbon Paints are as follows:

Ease of working.

Strong covering or hiding.

Endurance and long wearing.

Carbon Paints work easily because the pigment content is much less than occurs in the other classes and the oil content is greater. Carbon Paints cover particularly well because the various kinds of carbon which are suitable for use in these paints are very opaque.

Carbon Paints have great endurance. Carbon which is regarded as being useful for the purpose is inert. This means that it has no chemical action which might result in combining with the oils, driers or other elements present in the paint, therefore the binder is not weakened or destroyed, resulting in longer life to the film.

The extreme endurance which is characteristic of this class is brought about automatically by reason of the inertness of the pigment—thus permitting the oil to retain its life for a long period and furthermore by reason of carbon paints having great water shedding properties. This last qualification should have especial consideration when selecting paint to be applied to structural steel which is to be exposed directly to storms such as bridges, buildings having metal sidings, fire escapes, fences, etc.

COMBINATION CARBON PAINTS METALASTIC

Metalastic Paints are particularly well balanced and are intended for that work where the same kind of paint is to be used for each and every coat.

Metalastic is intended to be, and is, a general utility Metal Protective Paint. Theoretically this paint is right for the service that it is designed and recommended for and this theory is supported by more than thirty years of actual performance.

It should be remembered that a declaration of the composition of a paint may mean much or little. Inferior paints might easily be made having analysis similar to those of which we are so proud. The reason for this is that the analysis or composition is only a small part of the story. For instance, an apparently simple ingredient such as Linseed Oil may be good, bad, or indifferent. The same is true of every element entering into paints. This may alarm the consumer and cause him to ask what he is to do to safeguard himself. The answer is that when selecting paint he must go to those who have had experience and have learned too, what is proper and necessary and have earned a reputation by doing it, just as he does when he selects his food, clothing or other necessities. The service which the responsible manufacturer supplies automatically is sometimes overlooked or under-rated when the purchase of paints is contemplated. This service is of several kinds and is far reaching in value and effect. See CC-279.

SHERWIN-WILLIAMS PRODUCTS

COMBINATION CARBON PAINTS—(Continued)**METALASTIC, GREEN (Rx 9260)**

5s..... 1 75
STC Drs..... 1 65

USE—Finishing coat.

APPLICATION—By brush—full body.

By spray—reduce from 12½ to 25% with Special Reducer No. 64 (02964).

GLOSS—Oil Finish.

DRYING—To touch—8 to 10 hours.

To recoat—24 to 36 hours.

HIDING—Solid, one coat.

COVERING CAPACITY—Structural steel for bridges, 3¼ tons to the gallon.

For buildings—3 tons to the gallon.

Flat surfaces—600 square feet to the gallon, one coat.

METALASTIC, LIGHT GRAY (Rx 27399)

5s..... 1 75
STC Drs..... 1 65

USE—Finishing coat.

APPLICATION—By brush—full body.

By spray—reduce from 12½ to 25% with Special Reducer No. 64 (02964).

GLOSS—Oil Finish.

DRYING—To touch—10 to 12 hours.

To recoat—24 to 36 hours.

HIDING—Good, one coat; solid, two coats.

COVERING CAPACITY—Structural steel for bridges—3¼ tons to the gallon.

For buildings—3 tons to the gallon.

Flat surfaces—600 to 700 square feet to the gallon, one coat.

METALASTIC, DARK GRAY (Rx 9550)

5s..... 1 75
STC Drs..... 1 65

USE—Finishing coat.

APPLICATION—By brush—full body.

By spray—reduce from 12½ to 25% with Special Reducer No. 64 (02964).

GLOSS—Oil Finish.

DRYING—To touch—8 to 10 hours.

To recoat—36 hours.

HIDING—Solid, one coat.

COVERING CAPACITY—Structural steel for bridges, 3¼ tons to the gallon.

For buildings—3 tons to the gallon.

Flat surfaces—600 to 700 square feet to the gallon, one coat.

SHERWIN-WILLIAMS PRODUCTS

COMBINATION CARBON PAINTS—(Continued)

METALASTIC, BLACK (Rx 5891)

5s..... 1 55
STC Drs..... 1 45

USE—Finishing coat.

APPLICATION—By brush—full body.

By spray—reduce from 12½ to 25% with Special Reducer No. 64 (02964).

GLOSS—Oil Finish.

DRYING—To touch—10 hours.

To recoat—24 to 36 hours.

HIDING—Solid, one coat.

COVERING CAPACITY—Structural steel for bridges—3¼ tons to the gallon.

For buildings—3 tons to the gallon.

Flat surfaces—600 to 700 square feet to the gallon, one coat.

METALASTIC, BROWN (Rx 5993)

5s..... 1 55
STC Drs..... 1 45

USE—Finishing coat.

APPLICATION—By brush—full body.

By spray—reduce from 12½ to 25% with Special Reducer No. 64 (02964).

GLOSS—Oil Finish.

DRYING—To touch—10 hours.

To recoat—24 to 36 hours.

HIDING—Solid, one coat.

COVERING CAPACITY—Structural steel for bridges—3¼ tons to the gallon.

For buildings—3 tons to the gallon.

Flat surfaces—600 to 700 square feet to the gallon, one coat.

BLUE LEAD PAINT (Rx 27457)

5s..... 2 35
STC Drs..... 2 25

This is a Tennessee State Highway Department specification paint. It is offered where there is a requirement for this type of product. Some states and engineers have a preference for blue lead paints. There are a number of specifications for blue lead paint, but we offer the above as a good balanced product which will give good service on demand.

USE—Primer or finishing coat.

APPLICATION—By brush—full body.

By spray—reduce from 12½ to 25% with Special Reducer No. 64 (02964).

GLOSS—Oil Finish.

COLOR—Medium Gray.

DRYING—To touch—10 to 12 hours.

To recoat—24 to 36 hours.

HIDING—Good, one coat; solid, two coats.

COVERING CAPACITY—Structural steel for bridges—3¼ tons to the gallon.

For buildings—3 tons to the gallon.

Flat surfaces—600 to 700 square feet to the gallon, one coat.

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SHERWIN-WILLIAMS PRODUCTS

COMBINATION CARBON PAINTS—(Continued)

CARBON BLACK (Rx 15219)

5s.....	1 20
STC Drs.....	1 10

METALLIC BROWN (Rx 15220)

5s.....	1 20
STC Drs.....	1 10

METALLIC GREEN (Rx 413)

5s.....	1 30
STC Drs.....	1 20

GRAPHITE BLACK (Rx 16333)

5s.....	1 20
STC Drs.....	1 10

All of the above paints are designed for the same uses as Metalastic but are lower in cost, representing excellent value at the price.

USE—Finishing coat.

APPLICATION—By brush—full body.

By spray—reduce 12½% with 0974 or naphtha.

GLOSS—Oil Finish.

DRYING—To touch—8 to 10 hours.

To recoat—24 hours.

HIDING—Good, one coat.

COVERING CAPACITY—Approximately 600 square feet to the gallon, one coat on flat surfaces.

SPECIAL REDUCER No. 64 (Rx 02964)

5s.....	1 10
Drs.....	1 00

This is a combination reducer for use in reducing oil paints for spraying purposes. It is combined of Oil, Resins, Driers, and Thinners of the proper balance which makes it a better reducer than turpentine or naphtha. It acts not only as a thinning agent but permits the paint film to flow out smooth without sagging.

NON-CORRODIBLE ACID-RESISTING PAINT

A scientifically prepared coating for use upon metal surfaces subjected to the action of gases, acid or their fumes, salt water, ammonia, and other disintegrating agents.

Especially adapted for use upon smelters or buildings adjacent which are subjected to sulphuric acid fumes, or upon vinegar works and similarly exposed locations.

It is unaffected by any of the destroying agents referred to, except after extended exposure, and upon properly cleaned surfaces, will promptly arrest and prevent further destruction of metal to which it is applied.

	1s	5s	Drs.
Black (0228).....	90	80	70