

SHERWIN-WILLIAMS PRODUCTS



COVER
THE
EARTH

SHERWIN-WILLIAMS PAINT
SWP
 PREPARED
 FOR PAINTING BUILDINGS
ONE GLOSS WHITE
 U.S. STANDARD MEASURE
 FOR OUTSIDE USE

THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES AND FACTORY: CLEVELAND, OHIO
 OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES

MADE
IN
U.S.A.

Formula SWP Outside
Gloss White

SWP GLOSS WHITE	
Contents of Can:	
Pigment by weight	69%
Liquid by weight	31%
	100%
Composition of Pigment:	
White Lead Carbonate	43%
White Lead Sulphate	12%
Zinc Oxide	15%
Magnesium Silicate	30%
	100%
Composition of Liquid:	
Linseed Oil	56%
Drier	44%
	100%

Pc. 471

SWP vs. Mail Order Paint

A careful comparison of the analysis of Sears-Roeback & Co.'s best outside white paint "Seroco" and SWP Outside Gloss White should be of great interest to all our representatives, particularly our country representatives in whose territories mail order paint competition is felt.

First of all, let us consider the analysis of the two paints side by side, as indicated by the declaration on the respective labels, which were taken off the packages.

It should be observed that Sears-Roeback do not use any Carbonate of Lead Corroded White Lead, such as we use in SWP to the extent of 43%. Moreover, the total amount of White Lead and Zinc Oxide in Sears-Roeback paint is only 50% of the total pigment content. Just compare this with the lead and zinc content of SWP, which is 91%—practically double that of Sears-Roeback.

Calcium Carbonate, which appears on Sears-Roeback's declaration to the extent of nearly 1-3 of the pigment content, is nothing but limestone or chalk, often used in very cheap paints, but having no real paint value, is never used in high grade paint. In addition there is practically 10% of Barium Sulphate, otherwise known as Barytes, which is nothing

more nor less than a loader or extender for the paint, and placed there for the sole purpose of cheapening the product.

Briefly summarized, Seroco Outside White is only 50% pure, as according to their own declaration half of the pigment content consists of Calcium Carbonate, Barium Sulphate and Magnesium Silicate, all inert pigments. In other words, the mail order paint contains only 50% of what authorities recognize as standard ingredients for pure paint.

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