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(1 COLOR PAPER)



Inspection of this bridge, protected by the new coat of KROMIK, shows that the film is perfect even after more than one year's exposure without further care.

KROMIK METAL PRIMER

Is distinctively an original Sherwin-Williams formulation. In Kromik, which is a composite paint, all the desirable properties of oxides of iron, red lead and basic lead chromates have been blended to obtain a paint that has repeatedly demonstrated most unusual value as a metal protective paint — in all parts of the world.

APPLICATION:

By brush—use full body.
By spray—Reduce up to 12 1/4% with 0974 or naphtha.

COLOR:

Golden Brown.

GLOSS:

Oil Finish.

DRYING:

To touch—8 hours.
To recoat—24 to 36 hours.

HIDING:

Good, one coat; solid, two coats.

COVERING CAPACITY:

Structural steel for bridges, 4 mts to the gallon. For buildings, 2 1/2 tons to the gallon. Flat surfaces—600 to 700 square feet to the gallon, one coat.

FINISHING COATS:

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

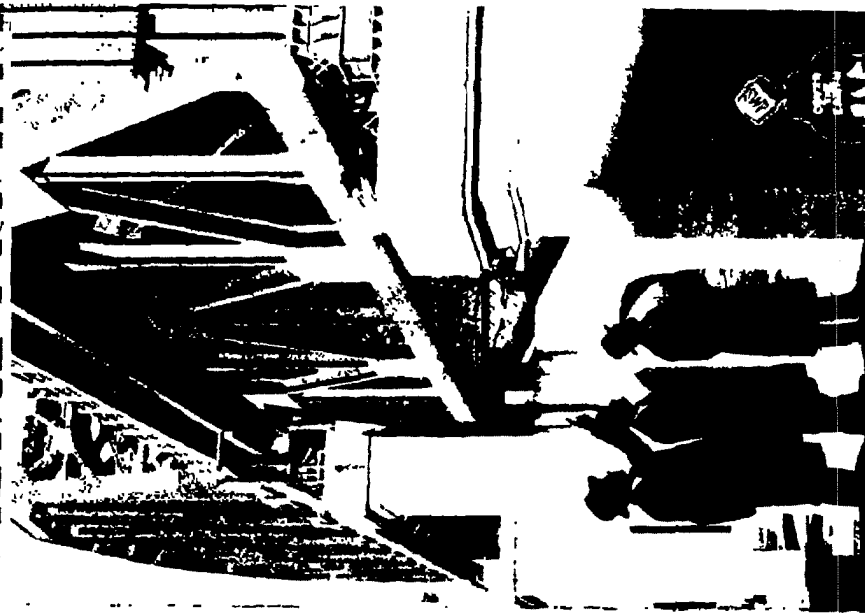
WHERE TO REACH US

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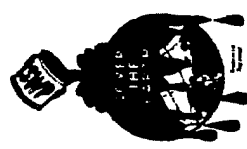
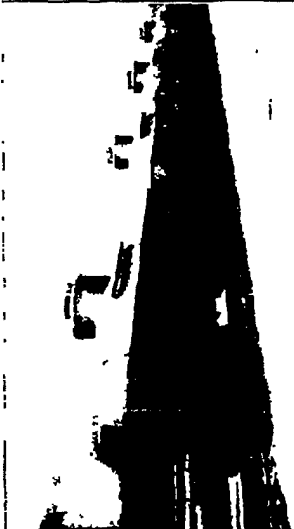
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SHERWIN-WILLIAMS KROMIK METAL PRIMER



FOR METAL SURFACES
EXPOSED TO THE WEATHER

KROMIK METAL PRIMER



FOUR REASONS WHY WE STANDARDIZE ON KROMIK AS OUR BEST METAL PRIMER

- 1 KROMIK IS ECONOMICAL**
Cost per square foot is the controlling factor on the big building operation today. Its superior covering capacity and the extreme ease of brushing combine to give Kromik a most favorable cost for labor. Even tho Kromik did not cost less per gallon than standard red lead primers its outstanding mechanical advantages would still make it the most economical primer on the market.
- 2 KROMIK MAKES STEEL PASSIVE**
Kromik is built on a lead chromate base. Paints containing chromates seem to have the power to inhibit corrosion and this type of paint made uniformly excellent showings at the Atlantic City Test Boards under the supervision of the American Society for Testing Materials.

This "cheat" indicates how necessary it is to use a true working primer like KROMIK. Surfaces difficult to cover are better protected with KROMIK because the painter can spread it easier and make a better job.

**SHERWIN-
WILLIAMS
KROMIK
METAL
PRIMER**

3 KROMIK IS AN IDEAL SHOP COAT
It has strong normal drying. The film is of medium thickness and will stand more abuse and knocking about in transit than any other primer we know of. It is not as readily affected by sulphurous fumes in the air as a red lead primer and has shown remarkable durability on numerous jobs where the steel has been exposed to the weather for several months before the finishing coat was applied.

**4 KROMIK PRESENTS A TIGHT
IMPERVIOUS FILM**

Good paint is fully as much the result of careful balance in formulation as it is in quality of ingredients. In Kromik the pigments are so balanced as to afford the maximum support to the oil film, with the result that the paint dries with a tightness that excludes moisture and prevents the penetration of gases. Kromik was designed primarily as a primer but is nearly as weather-resisting as a regular metal protective finishing coat.

Kromik is recommended as the best metal primer for use on structural steel, bridges, storage tanks, railway equipment and all metal work exposed to the weather. New galvanized iron should be treated before applying KROMIK or any other metal protective paint. Weathered galvanized iron, however, may be safely primed.