

The Chameleon

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Spring Managers' Meeting

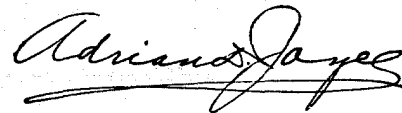
OUR Spring Managers' Meeting was a great success. The reports that the Managers brought with them from all parts of the country conclusively proved that our individual Representatives' Campaign was a success. Business conditions during February and March were pretty dubious, but the spirit of the February-Marchers overcame all obstacles.

Every one present at the meeting was very enthusiastic over the business conditions now prevailing, and it is the accepted opinion that each succeeding month to the end of our fiscal year will show big gains over the figures of last year.

It's a fine thing to be in a meeting with so many enthusiastic, optimistic, forward-looking men! It's inspiring to work shoulder to shoulder with these District Managers, Sales Managers and Department Managers for a whole week! It does us all good at headquarters—it makes us all realize once more what a splendid organization it is in which we are working.

The plans that were decided on for our next fiscal year are better plans and more fruitful plans than those that were formulated at our last meeting. We are planning for a big expansion of our business, and it is gratifying to know that we are to have the united support of our whole staff in making these plans work out to a successful conclusion.

Now, altogether! Let's finish the year triumphantly! Let's beat out the total figures for last year, so that next year we will have some figures worth beating.



General Manager Sales and Distribution

N15913

Things We Ought To Know About Paint and Painting

This is the first of two articles on this subject
by W. R. Sieplein, Superintendent of Costs



W. R. Sieplein

TH E R E are no doubt many of the younger men on the Company's staff who have not been able to learn much about paint, and who will welcome the opportunity to gather enough

general information to reply intelligently to questions that may be put to them about the Company's products.

It is the purpose of this and succeeding papers, to present some general facts, regarding paints and painting in a comprehensive manner, free from technical details, to assist those interested.

It seems almost superfluous to even mention the advantages of keeping a building well painted, as not only does good paint very much improve the appearance of the building, but it prolongs its life and increases its salable or rentable value far out of proportion of the cost of painting.

A satisfactory result in painting depends upon three things—the

material used, the application and the conditions of surface and weather.

The material may be the very finest quality and perfectly adapted for the purpose, but if the surface to be painted is not in fit condition or if the weather at the time be specially unfavorable, the best painter could not get a satisfactory result. A poor or inexperienced man may get poor results even if both material and conditions are perfect, therefore the services of a good experienced painter should always be employed.

The first and most important requisite for good painting is material of good quality particularly adapted for the purpose. In average house painting, even the best material represents only about one-third of the cost, and as the difference between the very best material and cheap adulterated stuff is not more than 25 or 30 per cent, the saving in the finished cost can be only about 10 per cent. Good paint will last so much longer, that the cost of keeping a house well painted over a period of years is only about half as much if the best material is used.

The natural question arises, what is the best material. That depends

on many things, particularly the surface to be painted, the finish desired and conditions to which it will be subjected.

It has always been the Company's policy to supply for every purpose a paint specially designed to meet the requirements. The various lines of goods are all fully covered in descriptive literature, and it is well for all interested to carefully read these features.

Practically all paints are composed of pigment and liquid, the pigment giving the desired color to the finished work, while the liquid serves as the medium to spread the pigment over the surface. In drying, it forms an impervious film over the pigment and binds it securely, thus forming a coat of paint to fully protect the surface painted. The pigments used are of such infinite variety that it is impossible to consider within the limits of such a paper, anything except the ones in most common use.

Naturally the greatest requirement for paint in the U. S. is that for outside of wooden houses. The most widely known and generally used of all paint materials for this purpose is white lead and linseed oil.

White Lead—carbonate of lead has been used as a white paint pigment for centuries. It was used by the Romans as early as the Eighth Century, and a patent on a process practically the same as the present Old Dutch Process was taken out in England in 1622. Many quick processes have been developed, but none have surpassed the time-honored Old Dutch Process in use for three centuries.

This is the method employed in the White Lead Department at Chicago, in making ODP Lead.

White Lead is so favorably considered because of its generally satisfactory quality, dense covering power, ease of manipulation and general absence of trouble. It has, however, some fatal defects, chief of which is the tendency to "chalk" off after an exposure of a year or two. It has a tendency to turn dark in a comparatively short time in manufacturing cities.

To overcome these defects, zinc oxide is generally used in combination with white lead. The oxide is whiter than lead and resists the action of gases keeping its color much better and wearing very well. When used alone, it has, however, some tendency to dry very hard and crack. The right combination of lead and zinc offsets the bad features of each, and produces a paint much more durable, which does not chalk off or crack, is much whiter and wears much longer.

Lead sulphate has also met with much favor. Recently there has come into the market a combined sulphate of lead and oxide of zinc pigment, made by fusing an ore containing about two-thirds zinc and one-third lead. The product of our own mine and smelter "Ozlo" Zinc Lead pigment is the best known pigment of this kind. This makes an exceptionally good paint, which is remarkable for whiteness, covering power, spreading capacity and durability. Apparently the combination of lead and zinc in the ore gives a better result than the subsequent mixing together of the two separate materials. (Continued Page 13)

Things We Ought to Know About Paint and Painting

(Continued)

For several years the American Society of Testing Materials and the National Paint Manufacturers Association have been making many exhaustive tests at Atlantic City, Washington, Pittsburgh, Nashville, Fargo, etc., to determine what materials were best suited for various purposes. The general result has been what combination paints using white lead and zinc oxide with some lead sulphate combined with a small percentage of some inert material, such as whiting or barytes are the best materials for a white paint, showing the greatest durability and the least tendency to chalk or crack or to become discolored, and presenting a good surface for repainting in three to five years. Such paints can not be satisfactorily mixed by the painter, and SWP is specially designed to suit this need.

These tests have also proven that in a couple of years, white lead paint presented a rough, chalked, discolored and disintegrated surface worn in many cases nearly to the wood. This was particularly noticeable near the sea-coast and in the neighborhood of Pittsburgh.

The coloring material used in SWP in combination with the white base to produce the desired shade or tint is most carefully selected for permanence of color and quality of tone.

Good judgment must be used in selecting the colors for painting. There is such an infinite variety of color combination that no rule can

be given except that everything should be done to procure harmony in the finished effect. To this end a good general guide is to use neutral tones, these will harmonize with the surroundings, be in keeping with the style of architecture and will not offend the eye. The best blending of colors is obtained by using for the body of the house a light tint produced with some of the strong colors used for the trim. This combination is often reversed, using a dark body color with a light trim.

Much also depends on the liquid used, in preparing the paint. It must dry perfectly in a short time and form an impervious tough film that will wear well. It must also penetrate the surface over which it is applied so as to form the proper bond or key to hold the protective coating of paint permanently in place. The best known and most satisfactory of all paint oils is linseed oil, but through a great shortage in flax crop three or four years ago a number of other oils were largely used. None, however, remain in much favor except for very special purposes. A drier of some kind is generally blended with the oil to facilitate drying.

Much of the quality of paint depends upon the proper mixing and grinding. Paints improperly mixed and ground will not spread as well, will not be as uniform in color or present as good a finish, as that which has been thoroughly mixed and finely ground by the machinery adapted for the purpose. Also the mixing together of ingredients that

do not blend properly is often the cause of early failure of the paint.

Varnish is usually composed of a gum, which is first melted then cooked with linseed or similar oil and then reduced with turpentine or other solvents. The quality of varnish depends quite as much on the proper method of cooking, reducing, filtering and storage, as

on the quality of the gum, oil and thinner.

In the foregoing paper I have endeavored to explain the most important features of Sherwin-Williams painting materials, and in next month's issue will present an article on application of paints and the preparation of the surface to obtain satisfactory results.



Cleveland Staff Picnic at Woodland Park

THE Managers and Foremen of the different departments decided to have the Annual Picnic of the Cleveland Staff at Woodland Park, on Friday, July 23, 1915.

Woodland Park is near Ashtabula, Ohio, and in recent years has been one of the most popular picnic-grounds in Ohio. This site was

selected after due consideration being given the many other grounds.

Mr. H. J. Hain is Chairman of the Picnic Committee, and everybody places implicit confidence in his ability to make the 1915 Picnic a great success. Full details in regard to the arrangements will be announced in *The Chameleon* later.

Here's Your Chance to Win a \$10 Prize

MOST of The S-W Co. picnics will be held in July. For many years *The Chameleon* Board has had difficulty in obtaining a complete description of these joyful affairs. This year we wish to have the news come direct from the participants and give everybody a chance to describe these occasions.

A Prize of \$10 will be given to the person having the most complete and interestingly written description of his or her picnic. The description should be typewritten and in the hands of the Editorial Board not later than August 15, 1915.

Complete details will be given in the *June Chameleon*. Watch for it. A chance for you to make \$10.