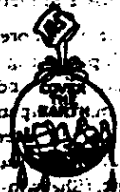


Improvement or Adulteration?

A brief explanation of the reasons for Magnesium Silicate in SWP



THE SHERWIN-WILLIAMS CO.

CLEVELAND, OHIO

Improvement or Adulteration?

Any logical minded person would take violent exception to the statement that Science has made no progress in the past one hundred years. Is it then any more logical to assume that just as great progress has not been made in the science of paint-making and painting during the past one hundred years?

One hundred years ago, Science was not very conspicuous in either the manufacture or the application of paint. In those days there was no such thing as prepared paint, sold ready for use in tin packages. White Lead was ground into oil and mixed by hand by painters and other consumers. Most buildings were painted white, largely because of the cost of tinting colors and the difficulty experienced by the painter on the job matching the various batches of paint mixed by him.

The year of 1865 saw the advent of the prepared-paint idea, known at that time as "Patent Paint." People looked askance at this "too modern" a departure from the old order of things. Wiseacres wagged their heads and stoutly maintained that the Patent Paint idea was doomed to a short life and a painful death.

Yet the idea behind prepared paint resulted in the establishment of a great industry, and today prepared paint, made according to formulae developed by scientists after years of research work and ground to impalpable fineness and thoroughly incorporated with oils, by powerful machines, is not only desired but demanded by the paint consuming public.

The Sherwin-Williams Company, which is today the largest manufacturer of prepared paint in the world and the recognised leader in the paint and varnish industry, is proud of the fact that it was one of the first to manufacture prepared paints, not only in this country, but in the world. The success of this Company is largely traceable to the determined policy of its founders that only the purest materials, best suited to the production of high quality, durable and economical paints should be used in the manufacture of their products.

This policy has been jealously watched over by the Management of The Sherwin-Williams Company for nearly sixty years, and the fact that the consuming public is cognizant of this policy is demonstrated by the tremendous demand for Sherwin-Williams Products.

When Science said, "A better and more durable paint can be manufactured by including a definite small percentage of so-called inert pigments with the scientific combination of white Lead and zinc oxide," the Research Department of The Sherwin-Williams Company hearkened. After a number of years of investigation, it was definitely determined by The Sherwin-Williams Research Department that the addition of a certain percentage of inert pigments into the famous SWP Paint, (Sherwin-Williams Prepared House Paint) would result in a paint which would outwear SWP made without that pigment, and would result in satisfaction to the users.

A specific percentage of inert pigment was then definitely made a part of the SWP formula. The introduction of the use of inert pigment in Prepared Sherwin-Williams Paints is not something new. This was done before children who are now attending high school ever saw the light of day, yet there are many who still look upon the use of such inert pigments as magnesium silicate as an "adulteration." It is for this reason that this article has been written to definitely place the true facts of the case before the consumer and the merchant who supplies the consumer.

You have heard that copper is added to gold, and zinc and tin are added to copper to form alloys that are harder and more resistant to wear and possess a physical quality not obtainable from gold or silver alone. Grandmother's eighteen carat gold wedding ring was a huge glistening thing on the day that she took her marriage vows, but today it is thin and fragile thru wear. If her eighteen carat ring had been alloyed with copper to the point where the fourteen carat mark could have honestly been stamped upon it, there would have been a great deal more of the ring left today.

The addition of magnesium silicate to SWP has the same effect upon that paint that copper has in strengthening and hardening gold. It makes possible a paint that will wear longer and look better, and that is what every property owner having houses and buildings to keep up is most anxious to secure.

The use of magnesium silicate in SWP also is possessed of another function, viz.: to keep the heavier pigments of lead and zinc in suspension in the liquid of the paint so that it will not harden on the bottom of the package and result in dissatisfaction to the consumer and loss to the merchant. Magnesium silicate, or asbestine as it is sometimes known, is quite similar in composition and structure to asbestos fibre having a long fibre, while magnesium silicate has a much shorter fibre. Because of this fibre or columnar structure magnesium silicate is sometimes spoken of as "propping up" the heavier pigment.

In conclusion, it is fitting that the opinion of recognised authorities in paint chemistry be cited. In Chapter II. of a work by Dr. Maximilian Toch, written in 1916, "The Chemistry and Technology of Paints", the following statement is made—"The moment a specific amount of inert filler, such as magnesium silicate is added to white lead and zinc oxide paints, their resistance to atmospheric conditions is largely increased."

The following is an extract from the report made in 1909 to Dr. F. B. Ladd, Director of Agricultural Station at the North Dakota Agricultural College of Fargo, N. D., for publication, covering the findings of inspectors reviewing the so-called North Dakota Test-Fences on the grounds of the North Dakota Experiment Station at Fargo, prepared under the direction of Dr. Ladd, who is a recognised authority on paint composition and labeling, and is now a member of the U. S. Senate.

"The wear of paints made solely from white lead and zinc oxide seemed to indicate that the addition of a specific percentage of a third pigment of an inert nature would be beneficial.

. . .

"It was conclusively demonstrated that mixtures of white lead and zinc oxide, properly blended with specific percentages of reinforcing pigment such as Asbestine, Barytes, Silica and Calcium Carbonate, have proved most satisfactory from every standpoint, and are superior to mixtures of Prime White Pigments not reinforced with inert pigment."

(Signed) Henry A. Gardner, Director
Scientific Section, Paint Manufacturers Assoc. of the U. S.

(Signed) Geo. Butler, Official Painter, Atlantic City Test-Fence, Master House Painters and Decorators Assoc. of Philadelphia.

(Signed) Charles Mac Nichol, Master Painter, Washington, D. C.