

MOUND CITY PAINT & COLOR CO.

Office and Factory, 508 North Second Street,
St. Louis, Mo.

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ENTERED,
FOLIO

R. O. THORNBURGH, President.
NORRIS B. GREGG, Secretary.

St. Louis, March, 1887.

TO DEALERS IN AND CONSUMERS OF PAINTS:

We have concluded that a standard should be established for the composition of Ready Mixed and Paste Paints, Colors, etc.

We think for Mixed and Paste Paints that either Lead or Zinc, or both together, and the necessary coloring, should be that standard.

If Barytes or Whiting is also used, we think that the covering capacity and general quality is reduced, besides cheapening the Paint.

That most manufacturers of Paints believe that Lead and Zinc are the proper pigments of which to make Mixed and Paste Paints, and that they have endeavored to establish that idea (or standard) in the trade, is shown by their advertising matter. (See extracts given on following pages.) We cannot find that any of them say that Barytes or Whiting (Carbonate of Lime) should be included.

Considering the immense difference in the value of Zinc and Lead, worth from 4 to 6 cents per pound, compared with Whiting and Barytes, worth from 1 to 1 1/2 cents per pound, the trade will readily see the great disadvantage under which those manufacturers are placed who use only Lead and Zinc for a base for Mixed and Paste Paints, by those manufacturers who use proportions of Barytes or Whiting, and who do not in their advertising or labels state that fact.

To overcome the great disadvantage under which we often find ourselves thereby placed, and believing that the manner in which some Mixed and Paste Paints were sold could only be made profitable by the use of cheaper materials, and knowing that by "Chemical Analysis" alone could we show the trade in a plain way the difference between our goods and others, we

caused careful "Chemical Analyses" to be made of our Paints and of Paints sold by other houses, with results as shown in the table given below:

We present to the trade for information the facts as found, with an explanation of our own goods. We state what our Paints contain, and show what some of the paints of other houses contain.

It is our purpose to continue making our Mixed paints just as we represent them, and to represent them exactly as they are.

When other paints are placed in competition with ours, we want them to contain substantially the same kind of ingredients that our goods contain, or we want to know, and to have the trade know, just what they are made of.

If we place on the market any Mixed or Paste Paint, including in its composition cheapening material, we intend to put it forward for what it is, and are willing to state what it contains.

When other establishments bring into competition with our Paints, at about the same prices, goods containing cheaper materials, and fail to state the fact, we propose, if necessary, to state it for them.

We simply wish to see all goods in our line, including those we manufacture, offered and sold for what they really are, and to actually contain only those things that they are advertised to contain.

We believe this to be fair, and, in a spirit of fairness to all, manufacturers, dealers and consumers alike, and in furtherance of our desire to see an actual Standard established and adhered to, this circular is published.

Packages of some of the prominent Ready Mixed and Paste Paints sold in this country were bought either direct from the manufacturers or in the open market. The composition of samples taken from these packages is given in the following table, as determined by

CHEMICAL ANALYSIS.

	Barytes.	Carbonate of Lime or Whiting.	Zinc.	Lead.	Color.	Strength in Lead, Zinc and Color.
Mound City Co.'s S. P. Prepared	—	—	62.14	55.86	2.00	100.00
" " Gloss Paint, O. W.	—	—	67.80	25.62	7.17	100.00
" " Gloss Paint	—	—	86.61	9.53	8.81	100.00
Sherwin, Williams Co., 1 Gal. Can Prepared Paint, Tint G 860.	20.41	—	49.67	26.51	2.11	78.29
" " 12 1/2 " " Pure Col'd Paint, Shade 10	29.77	—	62.93	—	5.92	58.85
Masury's Railroad Color, Shade 17, 12 1/2 Gal. Can	89.52	—	57.90	—	1.11	59.01
" " Liquid Color, 1 Gal. Can	89.04	—	58.10	—	1.42	59.62
F. W. Devoe & Co., 1/2 Gal. Can, Shade 591 (bought in Chicago)	34.47	—	42.82	18.67	8.73	65.12
" " (bought in New York)	37.74	11.10	38.64	6.45	6.07	51.16
C. T. Reynolds & Co. Strictly Pure House and Villa Paint (bought in Chicago)	7.07	88.48	21.36	80.06	2.17	53.69
" " House and Villa Paint (bought in New York)	51.64	—	80.78	7.91	9.67	48.26
F. Hammar Paint Co.'s Lead and Zinc Colors	58.44	—	16.28	19.70	5.88	41.66

These Black Lines show the comparative strength in Lead, Zinc and Color of the above mentioned paints. We have included the small percentages of Silica, Lime, Iron and undetermined matter reported by the chemists, with the color.

Mound City Co.'s	100 per ct.
Sherwin, Williams & Co.'s, Pre'd 75.29	"
" " Pure Col'd, 63.85	"
Masury's Railroad Color	59.01
" " Liquid color	59.02
F. W. Devoe & Co.	62.14
" " "	61.10
C. T. Reynolds & Co.	63.69
" " "	48.26
F. Hammar Paint Co.	41.66

COST OF ABOVE MATERIALS.

The market value of Dry Lead, Zinc, Barytes and Whiting in large lots in large packages, the way they are bought by paint manufacturers, is about as follows, at the date of this circular:

HIGHER PRICED WHITES.	LOWER PRICED WHITES.
Dry White Lead..... per lb., 5 1/2-6c.	Dry Barytes..... per lb., 1-1 1/2c.
" Zinc Oxide..... " 4-4 1/2c.	" Whiting, or Carbonate of Lime..... " 1-1c.
" Imported..... " 5 1/2-7c.	

Of these five principal white pigments, two, Lead and Zinc, possess GREAT BODY, and are STRONG WHITES.

FOR CHEMIST'S FULL REPORTS SEE FOLLOWING PAGES.

0007-SWP-040371

The Mound City Company for some time past made a really Strictly Pure Zinc and Lead Paint, and until a late date we believed that our goods had to compete with other brands of the same quality. We took it for granted without question that such was the case, for we found that some of the most prominent houses in the country manufacturing Mixed and Paste Paints, guaranteed the pigment base of their goods to be Lead, Zinc, and the necessary coloring matter to produce the different shades. Others seemed to avoid a direct guarantee of composition, but in their advertising matter mentioned Lead and Zinc in such a manner as to, we think, lead people to infer (we know we did) that their paints were made of those materials. In order to better illustrate what we mean, we publish extracts from the labels, circulars or pamphlets of some manufacturers, and also in that connection the "Chemist's Reports" in full on the different samples analyzed.

When double columns are used the right hand column will contain references to and extracts from (the extracts in Italics) the labels or circulars, pamphlets, etc. of some of the well known paint manufacturers of the country.

Extracts from pamphlet of
SHERWIN, WILLIAMS CO.
and analysis of samples taken from cans of their Paints.

No. 330.
ANALYTICAL AND ASSAY
LABORATORY.

JOHN C. JACKSON.

CHICAGO, Dec. 17, 1886.

Mound City Paint & Color Co.

DEAR SIR:—I have analyzed the sample of 1 gal. can Sherwin Williams Paint, tint G 360, and find it to contain as follows:

Purchased from Sherwin, Williams & Co. by myself.

Analysis of Paint free from Oil as far as possible.

Non-extractable substance (gum?) and Melastara 1.34 per ct.
Sulphate of Barite 20.41 "
Alumina and Silica .77 "
Iron Oxide 1.34 "
Sulphate of Lead .76 "
White Lead 25.78 "
Zinc Oxide 49.37 "
100.02 "

Very respectfully,
JOHN C. JACKSON,
Chemist & Assayer.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists,
St. Louis, Mo., Feb. 11, 1887.

Mound City Paint & Color Co.
GENTLEMEN:—A sample taken from a one quart size can of Sherwin Williams prepared paste, after extracting the oil gave upon analysis the following results:

Barytes 22.28 per ct.
Silica 0.85 "
Carbonate of Lime " "
" " " "
" " " "
Oxide of Iron and Alumina (by difference) 0.18 "
100.00

A considerable portion of Strontian Sulphate was determined with the Barytes.

Respectfully,
REGIS CHAUVENET & BRO.

JOHN C. JACKSON.
CHICAGO, Dec. 23, 1886.

Mound City Paint & Color Co.

DEAR SIR:—I have analyzed the sample of 104 lb. can Sherwin Williams Co.'s Pure Colored Paint, and find it to contain as follows:

Purchased from Sherwin, Williams & Co., Chicago, by myself.
Analysis of Paint free from oil.
Organic Substance 1.12 per ct.
Silica .64 "
Carbonate of Lime 2.85 "
Sulphate of Lime 1.11 "
Iron Oxide 1.82 "
Sulphate of Barite 23.77 "
Zinc Oxide 82.95 "
99.74

Very respectfully,
JOHN C. JACKSON,
Chemist & Assayer.

The Sherwin-Williams Co. in 1886 issued a pamphlet entitled "The Sherwin-Williams Paint." On page 5, under the heading, "The Reason Why," they state that "an impression has long prevailed that Lead was the only pigment suitable for paint. While it is true that Carbonate of Lead possesses some of the best elements for paint, it is also true that another respect it is deficient. The merits of Oxide of Zinc have become so well established that it is positively known that a more durable surface and a much smoother appearance are secured by using these two pigments in suitable proportions." On page 7, following a dozen or so lines of praise of Sherwin-Williams Paint, they say "it spreads out under the brush as any well mixed lead and zinc does." Again on page 28 they state that this paint "admits of being rubbed out under the brush like any lead, zinc and oil paint."

praise the merits of Lead and Zinc, and particularly Zinc, and make no mention of Barytes whatever; but it will be seen by annexed certificates of analysis how much Barytes was found in the cans analyzed.

On the inside of the back cover of this pamphlet we find the following words under the heading of

The Guarantee Subject.

Since some of the most worthless paints in the market are guaranteed in the strongest terms into which the English language can be converted, it is humiliating to us to be obliged to conform to a custom so much abused. We would not do so were it not that our paint is constantly being introduced to permit us, from their position in life, have and become the character and standing of our concern, established many years, and our valuable reputation as producers of the finest prepared pigments, used by railway companies, carriage manufacturers, fresco and decorative artists, and others throughout the land. (We respectfully ask if our name alone on any article we send out is not a stronger guarantee than any that can be written by those who have suddenly taken up the mixing of paint, who possess few, if any, of the facilities and little of the knowledge and experience of an old and extensive establishment like ours.)

We find no special guarantee or language referring to the composition of Sherwin-Williams' Pure Colored Paint. Opposite this, however, is Prof. Jackson's certificate of analysis, on sample taken from a can, purchased by himself.

Evidence is wanting to show that many other Paint manufacturers, as well as the Sherwin-Williams Co. believe in Lead and Zinc as really good pigments, for their labels and printed matter prove it, but chemical analysis shows that some of them use large proportions of other and cheaper materials, the merits of which they do not advertise.

Extracts from pamphlet and labels of
C. T. RAYNOLDS & CO.

and analysis of samples taken from cans of their Paints.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists,
709 Pine Street,
St. Louis, Mo., March 1, 1887.

Mound City Paint & Color Co.

GENTLEMEN:—Sample of C. T. Reynolds & Co.'s House and Villa Paint—Silver Gray—New York and Chicago, (one gallon can) yields upon analysis annexed results.

Barytes 51.74 per ct.
Oxide of Zinc 20.78 "
White Lead 7.91 "
Silica 7.98 "
Organic Matter, Lead Oxides, &c. (diff.) 2.10 "

Respectfully,
REGIS CHAUVENET & BRO.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists.

St. Louis, Mo., Jan. 23, '87.

Mound City Paint & Color Co.

GENTLEMEN:—Sample of "Raynolds' House and Villa Pure Paints," herein described, has been subjected to complete analysis, after extraction of the oil, with annexed results.

Barytes 64.8 per ct.
Oxide of Zinc 20.34 "
Carbonate of Lime " "
" " " "
" " " "
" " " "

Umina 1.02 "
Carbonate of Magnesia 0.55 "

Respectfully,
REGIS CHAUVENET & BRO.

No. 332.
ANALYTICAL AND ASSAY
LABORATORY.

JOHN C. JACKSON.

CHICAGO, Jan. 8, 1887.

Mound City Paint & Color Co.

DEAR SIR:—I have analyzed the sample of C. T. Reynolds & Co.'s House and Villa Paint No. 88, and found it to contain as follows:

Purchased from C. T. Reynolds & Co. by myself.

Analysis of Substance freed from Oil.

Sulphate of Barytes 7.07 per ct.
Silica .60 "
Iron Oxide and Alumina 2.17 "
White Lead 30.06 "
Zinc Oxide 21.36 "
Carbonate of Lime (Whiting) 88.48 "
99.74

Very respectfully,
JOHN C. JACKSON,
Chemist & Assayer.

On page 7 of a pamphlet devoted to C. T. Reynolds & Co.'s House and Villa Paints, they say "Of this principle many instances might be given, but to avoid prolixity we will mention but one, and that is the judicious combination of Carbonate of Lead with Oxide of Zinc, which forms the basis of 'House and Villa' Paints." The softer and less cohesive substance of the lead tempers the hardness of the Zinc, and the result is a Paint of great toughness, tenacity and elasticity altogether unexcelled.

On page 8 they say, "In the

"Our formula is as unchangeable as the laws of the Medes and Persians." Hence our friends may rely with absolute confidence upon getting Paints composed of the best materials, and manufactured with the greatest care."

Analysis of a can of their House and Villa paint showed its composition to be not wholly Lead, Zinc and coloring material, but that the sample analyzed contained 38.15 per cent. of Carbonate of Lime and 17.77 per cent. of Barytes as well. Sample from another can, bought in New York, was found to contain 51.74 Barytes.

The label on can of Raynolds' House and Villa Paint bought in Chicago bore these words:

This Paint being composed of Pure Carbonate of Lead, Oxide of Zinc and Linseed Oil, tinted with fine durable colors (Whites excepted), finely incorporated by the aid of powerful and especially adapted machinery and reduced with the best solvents, produces upon application a surface that will not peel, blister or rub off, unaffected by temperature or moisture, and being of greater covering capacity, is thereby superior to Pure White Lead mixed in the ordinary way, and is sold in accordance with the following Guarantee. We hereby guarantee the contents of this package to be composed of Strictly Pure Materials.

Any building proving unsatisfactory when painted, we agree to forfeit the value of the Paint, provided the directions have been fully adhered to.

0007-SWP-040372

Extracts from pamphlet of
JNO. W. MASURY & SON,
and analysis of samples taken from cans of their Paints.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists.

St. Louis, Mo., Jan. 28, 1887.

Mound City Paint & Color Co.

GENTLEMEN—Sample of Masury's Railroad paint taken from can bought in the open market by our employe yields upon analysis results as follows:

Baryta..... 25.44 per ct.
Oxide of Zinc..... 52.80 "
White Lead..... 12.20 "
Oxide of Iron and
Alumina, (by difference)..... 9.56 "

The greater part of the last figure (56 pr. ct.) is silica, the iron and alumina present being due, probably, to the coloring matter of the paint.

The following is the description of the package. The can was of the twenty-five pound size, and bore upon the top the inscription: "Railroad paint, manufactured by Jno. W. Masury & Son, New York and Chicago. Ready-made color for exterior of country houses."

In the middle of this label was the figure 2 in red. On the side of the same was a second paper label, bearing the words—

"Warranted Superior Railroad ready-made color," and below

handwritten, "Patented April 25th, 1887."

The label also bore a representation of a railroad train, and in red ink the words

"Beware."

REGIS CHAUVENET & BRO.
No. 333.

ANALYTICAL AND ASSAY
LABORATORY.

JOHN C. JACKSON.

CHICAGO, Dec. 21, 1886.

Mound City Paint & Color Co.

DEAR SIR—I have analyzed the sample of 1 gal. can John W. Masury & Son's Gray C. Drab Liquid Colors, and find it to contain as follows:

Purchased from Wadsworth, Howland & Co., Agents, Chicago, by myself.
Analysis of Paint freed from Oil.
Non extractive matter and moisture..... 1.10 per ct.
Silica..... .15 "
Iron Oxide..... .98 "
Sulphate Baryta..... 29.52 "
Zinc Oxide..... 51.90 "

99.63
Very respectfully,
JOHN C. JACKSON,
Chemist & Assayer.

No. 334.

ANALYTICAL AND ASSAY
LABORATORY.

JOHN C. JACKSON.

CHICAGO, Dec. 21, 1886.

Mound City Paint & Color Co.

DEAR SIR—I have analyzed the sample of 1 gal. can John W. Masury & Son's Gray C. Drab Liquid Colors, and find it to contain as follows:

Purchased from Wadsworth, Howland & Co. by myself.
Analysis of Paint freed from Oil.
Non extractive matter and moisture..... 1.10 per ct.
Silica..... .15 "
Iron Oxide..... .98 "
Sulphate Baryta..... 29.52 "
Zinc Oxide..... 51.90 "

99.63
Very respectfully,
JOHN C. JACKSON,
Chemist & Assayer.

No. 335.

ANALYTICAL AND ASSAY
LABORATORY.

JOHN C. JACKSON.

CHICAGO, Dec. 21, 1886.

Mound City Paint & Color Co.

DEAR SIR—I have analyzed the sample of 1 gal. can John W. Masury & Son's Gray C. Drab Liquid Colors, and find it to contain as follows:

Purchased from Wadsworth, Howland & Co. by myself.
Analysis of Paint freed from Oil.
Non extractive matter and moisture..... 1.10 per ct.
Silica..... .15 "
Iron Oxide..... .98 "
Sulphate Baryta..... 29.52 "
Zinc Oxide..... 51.90 "

99.63
Very respectfully,
JOHN C. JACKSON,
Chemist & Assayer.

No. 336.

ANALYTICAL AND ASSAY
LABORATORY.

JOHN C. JACKSON.

Extracts from Sample Card of
F. W. DEVOS & CO.'S
Paints and analysis of samples taken from cans of their Paints.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists.

St. Louis, Mo., March 1, 1887.

Mound City Paint & Color Co.

GENTLEMEN—Sample of F. W. Devos & Co.'s Mixed Paint ready for use yields annexed results:

Baryta..... 37.74 per ct.
Oxide of Zinc..... 38.54 "
Carbonate of Lime..... 11.10 "
Silica..... 3.72 "
White Lead..... 8.45 "
Organic Matter, Oxide
of Iron (difference)..... 2.35 "

100.00
Respectfully,
REGIS CHAUVENET & BRO.

JOHN C. JACKSON.

CHICAGO, Dec. 23, 1886.

Mound City Paint & Color Co.

DEAR SIR—I have analyzed the sample of 1 gal. can F. W. Devos & Co.'s Mixed Paint No. 99, and find it to contain as follows:

Purchased of Coffin, Devos & Co., Chicago, by myself.
Analysis of Paint freed from Oil.
Baryta..... 45 per ct.
Oxide of Zinc..... 38.54 "
Carbonate of Lime..... 11.10 "
Silica..... 3.72 "
White Lead..... 8.45 "
Sulphate of Baryta..... 34.47 "
Zinc Oxide..... 42.82 "

100.00
Very respectfully,
JOHN C. JACKSON,
Chemist & Assayer.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists.

St. Louis, Mo., Jan. 28, 1887.

Mound City Paint & Color Co.

GENTLEMEN—Sample of F. W. Devos & Co.'s Pure Prepared Paint (O. W.) taken from package herein described, yields upon analysis results as follows:

Silica..... 18.57 per ct.
Oxide of Zinc..... 38.54 "
Carbonate of Lime..... 11.10 "
Silica..... 3.72 "
White Lead..... 8.45 "
Sulphate of Baryta..... 34.47 "
Zinc Oxide..... 42.82 "

100.00
The Lead was calculated as Sulphate: It is present in the sample part as Sulphate and part as Carbonate.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists.

St. Louis, Mo., March 1, 1887.

Mound City Paint & Color Co.

GENTLEMEN—Sample of F. W. Devos & Co.'s Pure Prepared Paint, Cincinnati and St. Louis, 1 gallon size, yields, upon analysis, annexed results:

Silica..... 30.34 per ct.
Oxide of Zinc..... 38.54 "
Carbonate of Lime..... 33.75 "
Lead, Oxide of Iron
and organic matter..... 1.07 "

100.00
Respectfully,
REGIS CHAUVENET & BRO.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists.

St. Louis, Mo., March 1, 1887.

Mound City Paint & Color Co.

GENTLEMEN—Sample twenty-five pound can of F. W. Devos & Co.'s Lead and Zinc Colors—guaranteed two-thirds pure lead and one-third zinc, prepared and ground especially for practical painters, Cincinnati, yields, upon analysis, annexed results:

Baryta..... 58.44 per ct.
Oxide of Zinc..... 18.23 "
White Lead..... 19.70 "
Silica..... 1.94 "
Organic Matter, Oxide
of Iron (diff.)..... 1.54 "

100.00
Respectfully,
REGIS CHAUVENET & BRO.

F. W. Devos & Co. seem not to have specifically guaranteed the composition of the shades of their Mixed Paints, as far as we have seen.

On one of their sample cards appears the following:

SAMPLE CARD, FIFTY-SIX
DESIRABLE SHADES.

NOTICE.
We guarantee that the Paint contained in this package is strictly pure in every respect. It is composed only of strictly pure White Lead Carbonate of Lead and Pure White Zinc (Oxide of Zinc), combined with Pure Linseed Oil, and sufficient Turpentine and Drier to ensure proper covering. It contains no Benzine, Alkali, Water or any other impurities. This

THIS GUARANTEE APPEARS ON EVERY PACKAGE OF INSIDE AND OUTSIDE WHITE.

Then follows a fac-simile of their label, which is similar to labels on cans analyzed. The samples analyzed were taken from two cans of F. W. Devos & Co.'s shade 99, on which the above notice or guarantee did not appear.

Extracts from Labels of
F. HAMMAR CO.

and analysis of samples taken from cans of their Paints.

These words were found on Paints bearing the label of the F. Hammar Paint Co.:

"We hereby guarantee our Prepared Paints to be a combination of White Lead and best selected Zinc, ground in pure Linseed Oil. Further they are superior in every respect to pure White Lead alone."

On can of F. Hammar Paint Co.'s Lead and Zinc Colors.

Guaranteed two-thirds Pure Lead and one-third Zinc, prepared and ground especially for practical painters.

0007-SWP-040373

Some years ago a circular was issued, giving the composition of some cheap or adulterated White Leads, branded Strictly Pure. The composition of three of these was as follows:

Barytes.....	28.70	86.52	51.30
Zinc.....	23.40	19.38	12.52
White Lead.....	47.90	44.00	35.18

Are the Paints we have mentioned very different in any way from what a Paint would be if mixed with adulterated Leads of this class and the necessary coloring matter?

Now we do not use Barytes, Whiting or China Clay as a part of our Mound City Co.'s S. P. Prepared or Gloss Paints, because those articles have little or no body, and because we believe that they are not proper materials to use in those Paints.

We guarantee the Outside and Inside Whites and all the light shades (which comprise over 80 per cent. of the sales) of our Mixed Paints to be made either of Zinc or of both Lead and Zinc, which does not mean that they are partly Lead and Zinc and the balance something else, worth from 1 cent to 1 1/2 cent per pound, but all Lead and Zinc, except the necessary coloring material. The Greens, Dark Reds, Browns, etc., are of course prepared from colors and not from Lead or Zinc.

We know that although Barytes, Whiting, etc., have perhaps a proper place in some bright colors, the only use we could find for them in our Mixed Paints would be to help fill up the can and add weight to the paint at a much less cost than if only Lead and Zinc were used, or in other words, to replace just so much Lead and Zinc, and leave for us the great difference in the value of those materials as an additional profit. Read the guarantee we publish of our Prepared Paint and certificate of Analysis annexed.

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists,
708 Pine Street,
St. Louis, Mo., March 1, 1887.

Mound City Paint & Color Co.,
St. Louis, Mo.

Coloring matter, undetermined 2.00
100.00

This paint is made of pure materials, mixed in accordance with the guarantee upon the can. The label bears the trade mark of a red horse shoe.

Respectfully,
REGIS CHAUVENET & BRO.

Herewith we give certificates on our Gloss Paints:

REGIS CHAUVENET & BRO.,
Analytical & Consulting Chemists,
708 Pine Street,
St. Louis, Mo., March 1, 1887.

Mound City Paint & Color Co.,

GENTLEMEN—Sample taken from can of Ready-Mixed Gloss Paint, manufactured by the Mound City Co., yields annexed results.

Oxide of Zinc 87.50 per ct.
White Lead 12.50
Organic matter and undetermined 7.17
100.00

Respectfully,
REGIS CHAUVENET & BRO.

Perhaps it will not be out of place here to describe as shortly as possible the properties of Lead and Zinc, the Heavy Bodied and Strong Whites, as one class, and Barytes and Whiting, the Poor Bodied and Weak Whites, as the other class.

HEAVY BODIED WHITES.

WHITE LEAD. ZINC OXIDE.

POOR BODIED WHITES.

BARYTES. WHITING.
WHITE CLAY.

By body, we mean that their covering capacity is great, or

that they possess the property of covering or hiding any darker material over which they are spread as a paint.

The practical painter who reads this understands and uses the term, "body," and from his craft we believe came its use as a word describing in itself one of the most valuable and necessary properties of a paint.

We maintain that Lead and Zinc have great body, while Barytes, Whiting or China Clay have little or no body as an oil paint. When we come to classify the Weak and Strong Whites we find that we must arrange them in the same way we did the Heavy and Poor Bodied Whites.

STRONG WHITES.

WHITE LEAD. ZINC OXIDE.

WEAK WHITES.

BARYTES. WHITING.
WHITE CLAY.

By "Strong Whites," we mean that Lead and Zinc resist the effect of mixture with color to a much greater extent than other whites, or that a much lighter shade is produced when either Lead or Zinc is mixed with any color, than an equal weight of Barytes, Whiting, or Clay would make when mixed with equal quantities of the same color. In other words, their character as white and lightening influence is great, and we therefore call them "Strong Whites."

Lead and Zinc each possess to a great extent the property of absorbing or combining with oil, while Barytes is quite deficient in this respect.

While saying so much in praise of Zinc and Lead we wish to call attention to the fact that Barytes and Whiting have perhaps one proper use in manufacturing Paints, and that is in reducing high priced chemical colors so as to bring them within the range of commercial use. Barytes and Whiting being Weak Whites, and having no character of their own as Whites, will assume exactly the hue of any strong bright color, such as a Green, Chrome Yellow, Prussian Blue or Lake, with which they may be mixed. Lead or Zinc on the other hand, being Strong Whites, would shade such colors down and make a tinted white or faded paint, instead of a bright color.

Nearly all the regular brands of Chrome Yellows, Prussian Blues, Greens, etc., contain more or less Whiting or Barytes, and in the Greens and Tuscan Red shades of our Mixed Paints only can they be found, and there only because we are forced to use colors containing them.

It will be seen that Strontia is reported as being present in one of the paints analyzed. It may be present with the Barytes of some of the others, as it is often found in nature associated with heavy spar, from which the Barytes of commerce is ground, and has the same general chemical properties that Barytes has. Dana's Mineralogy mentions its presence in the Barytes of several localities in Germany, and investigation showed its presence in large proportion in a sample of German Barytes in our possession. Same sample contained Sulphate of Lime.

We think that it is generally understood that a large proportion of the mixed paints sold in this country have a limited proportion of the oil replaced with other binding liquids. Our Gloss is a high grade Paint of that class, and has stood the test of many years wear on buildings in many parts of the United States, and is still in good condition. We could name a number of good and reliable Paints of the same class that have long enjoyed an excellent reputation and a good trade.

Our S. P. Prepared Paint is made of all Linseed Oil and Turpentine Japan, White Lead, Zinc and Coloring Material. The Gloss and Prepared are each Strictly Pure Paints of their respective classes, and are sold to the trade at prices proportionate to their cost.

MOUND CITY PAINT & COLOR CO.,

ST. LOUIS, MO.

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