

SWP

Do not fail to read the booklet entitled "The Right Use of Paint," as it contains helpful information.

The Sherwin-Williams Co. was one of the pioneers in making a prepared paint, and for many years has been manufacturing the best outside paint that can be made.

In order that our men may thoroughly understand the underlying reasons for the quality in SWP, the following will be of interest:

Pigment and Vehicle

Pigment is the solid material in paint, and the liquid or vehicle is the fluid portion. The thinner is that portion of the vehicle or liquid which is added to make the paint less heavy in body and more fluid. The drier is a combination of drying agents, generally in the form of liquids, which hastens the drying of the oil in the paint.

Opacity

Is the power of the paint to hide that over which it is spread.

Body

Is the thickness or consistency of the paint.

Density

By this term paint makers generally refer to the heaviness combined with the opacity of a pigment; that is, a pigment is said to be dense if it is both heavy and opaque.

Pigments

The pigments commonly used in making house paint are as follows:

White Lead (Carbonate of Lead—Old Dutch Process, ODP)

This is one of the oldest white pigments in use, and ranks highest in opacity. Chemically it is a combination of Hydrate and Carbonate of Lead, and is made by decomposing metallic lead in contact with acetic acid and tan bark over a period of several months. It is distinguished

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EFFICIENCY INFORMATION

ON

SWP



THE SHERWIN-WILLIAMS CO.

PAINT AND VARNISH MAKERS

FACTORIES: CLEVELAND, CHICAGO, NEWARK, MONTREAL,
LONDON ETC.

SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

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General

Neither of these pigments alone will make a desirable outside house paint, but the proper combination of them all produce the most desirable results that have as yet been attained. The reasons for this are as follows:

The density and opacity of Old Dutch Process White Lead are supplemented by the extreme whiteness of zinc, and its ability to spread over a large area. The hardness and extreme weather resisting qualities of zinc and lead sulphate effect and temper the tendency of Old Dutch Process White Lead to dust and flake off, and a proper mixture of the three pigments gives the maximum opacity, spreading power and durability, while leaving the paint film finally in the best condition for repainting. This is a very important item, because if new paint is to be applied over an old paint film of too hard and glossy a nature, the bond between the two coats is imperfect and peeling results.

The physical advantages of the above combination are even greater than the usual chemical advantages, and in order to understand them, one must draw a parallel between concrete work and paint. A wall made of straight cement would be very expensive and not particularly desirable. The same wall made of coarse stones would be very fragile and would not hold its shape. The same applies to sand alone, but if the wall is made of a concrete mixture properly proportioned between large stones, sand and pure cement, the most durable, economical and generally efficient results are obtained, because the sand fills up the holes between the large stones, and the cement fills the holes between the sand, and the whole mass is bound together with the greatest possible strength and compactness. In the same way in the mixture outlined above, the particles fit into one another, forming a more solid and wear-resisting film.

Other pigments are used in a similar way to obtain pure colors, but the numerous colors to go into the paint to obtain colors other than white, but the above mixture has been worked out over a long period of testing, experimenting and practical use, and represents the cumulative skill of The Sherwin-Williams Co. over fifty years' work.

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These pigments are all made by The Sherwin-Williams Co., working from their own mines, through their smelters, white lead plant, zinc refineries, etc., and we are the only paint makers today who prepare these pigments for our own use, and hence are able to put better quality of pigments into our paint than any other manufacturer.

Liquids

Linseed Oil

The principal liquid used in outside paint is Linseed Oil. Our linseed oil is prepared by the Company in its own linseed oil mills from the finest seed obtainable, and is crushed by a special process which leaves more of the impurities in the cake and gives a purer linseed oil than that commonly sold on the market.

Turpentine

The next important liquid in house paint is Turpentine. It is used because of its ability to dry or evaporate, and its ability to thin a paint to a greater degree in proportion to the volume added, than linseed oil. It also has the ability of causing paint to penetrate more and make a firmer bond with the coats underneath.

Drier

Japan Drier is a liquid which when added to linseed oil paints causes them to dry much faster than they otherwise would and is made by cooking oil and turpentine with lead manganese and other oxidizing chemicals.

General

The above explanation of the ingredients of SWP is given for the benefit of our representatives, but it is not recommended that this be generally discussed with customers and is only to be used when the agent or customer definitely requests information or asks as to the composition of our products.

The fact remains that today no house paint has yet been produced that will wear better, cover more, give equal protection at lower cost, or give such general satisfaction to the consumer and profit to the retailer as SWP. The

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