

THE SHERWIN-WILLIAMS CO.

**RETAIL
SALESMANSHIP
COURSE**



**HERE'S
HOW TO
SELL!**



QUESTIONS ASKED AND ANSWERED

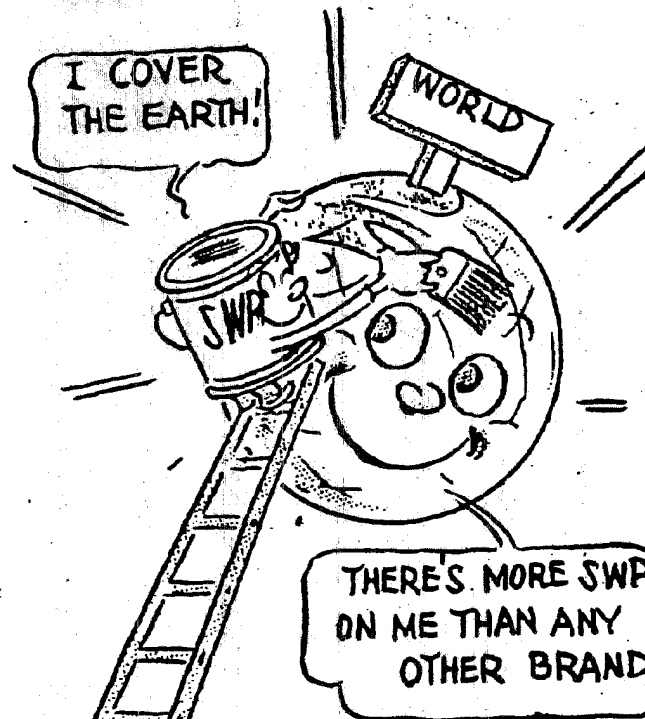
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CHAPTER II

SWP



HIGHEST QUALITY
UNIFORM & PERMANENT COLORS
ECONOMY

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QUESTIONS ASKED & ANSWERED ON SWP

Question #1:

WHY ARE WE ABLE TO MANUFACTURE SUCH HIGH QUALITY HOUSE PAINT AS SWP?

Answer: Over 60 years of paint manufacturing and scientific research have resulted in superior knowledge and skill. We manufacture every important ingredient. Then the finished product is made with machinery of our own design and under the most exacting supervision. Thus we are able to manufacture the highest quality paint obtainable.

Question #2:

WHY CAN'T OTHER MANUFACTURERS COPY SWP EXACTLY WITH OUR COMPLETE ANALYSIS ON EVERY PACKAGE?

Answer: The label analysis reveals the basic ingredients only but cannot show the real quality obtained through fineness of grind, secret methods of processing and manufacture gained through 60 years of scientific research and paint manufacturing experience.

Question #3:

WHY DON'T WE TERM THE INGREDIENTS OF SWP AS "RAW MATERIALS"?

Answer: Because all materials are further refined or processed before becoming a part of SWP.

Question #4:

GIVE THE IMPORTANT CHARACTERISTICS OF EACH
PIGMENT USED IN SWP #471 O.S. GLOSS WHITE.

Answer: White Lead Carbonate - strong adhesion to surface, less oil to wet it. Ozlo (White Lead Sulphate and Zinc Oxide) is really a fortifying pigment when used with lead because of slower rate of chalking. Creates a tighter film. Titanium Magnesium - whiter than lead or zinc - more hiding power - fume resisting.

Question #5:

WHAT IS THE DIFFERENCE BETWEEN SW OZLO
PIGMENT AND THE COMBINATION OF LEAD CAR-
BONATE AND ZINC OXIDE THAT OTHER MANUFAC-
TURERS USE IN WHITE PAINTS?

Answer: S-W Ozlo pigment gives all the advantages of both White Lead and Zinc Oxide without the faults of either. S-W Ozlo pigment is one single pigment always found to be a chemical union of sublimed White Lead and Zinc Oxide, whereas Lead (Carbonate or Sulphate) and Zinc Oxide always remain separate pigments whenever a manufacturer mixes and grinds them together.

Question #6:

WHY IS SWP SUPERIOR TO WHITE LEAD?

Answer: SWP is superior to White Lead because it hides better, spreads farther, is more economical and durable and is as easy to apply. It retains its color better and assures a more beautiful surface over a period of years. SWP washes beautifully.

Question #7:

WHY ARE THE DARKER COLORS OF SWP COMPOSED PRINCIPALLY OF PURE COLOR AND OIL AND PRACTICALLY NONE OF THE AFOREMENTIONED PIGMENTS?

Answer: In order to have clear dark colors the pigments have to be used full strength. If lead, zinc, etc., are added, the colors become tints and lose their depth of color and brilliance.

Question #8:

THE FOLLOWING ARE THE EIGHT MORE IMPORTANT POINTS IN FAVOR OF SWP TO CONVEY TO THE CONSUMER.

Answer: Greater cover - Why? SWP covers more surface per gallon because it contains Ozlo, is finely ground which makes a closer knit film and greater opacity.

Quality of Covering - Why? SWP covers better because of the blend of pigments used, resulting in solid covering.

Permanent Colors - Why? The SWP colors are made from colors manufactured in The Sherwin-Williams Color Works, and are chemically pure and must pass the most rigid inspection. The earth colors used in the darker shades are selected from all parts of the world.

Uniformity - Why? The Sherwin-Williams Co. adheres rigidly to standards of materials, colors and workmanship, which absolutely guarantees uniformity.

Ease of application - Why? SWP applies easily because of the proper formulation of Ozlo, combined with the other pigments finely ground, and pure linseed oil, which gives the finest brushing qualities.

Maximum of Durability - Why? SWP is more durable because of the fine quality of the ingredients used in its careful manufacture, controlled chalking, uniform formulation and self-cleansing surface.

Beauty - Why? SWP covers both rough and smooth boards with a gleaming finish. The paint goes well into the corners and over the edges. There are no harsh brush marks or cloudy spots where the paint doesn't cover well.

Economy - Why? When using good paint (SWP) and having a good painter to apply it, this way is certain of the best results and long life, which is really saving money on the painting bill. Fewer gallons of SWP are required for each job because of its greater opacity.

Question #9:

THE HEAVIER AND THICKER THE PAINT, THE BETTER THE QUALITY - IS THAT TRUE?

Answer: A heavy and thick paint does not always signify better quality because it may be heavily loaded with inert pigments to gain weight, or it may have water added to give a false, thick consistency.

SWP UNDERCOATER #450

Question #10:

WHAT IS THE PURPOSE OF SWP UNDERCOATER #450?

Answer: To uniform either new or old surfaces and to produce an even degree of sheen and sealing, build and hiding, thus forming a surface that would be the most satisfactory and produce the longest-lived finish coat.

Question #11:

ARE THE PIGMENTS IN #450 UNDERCOATER DIFFERENT THAN IN OUTSIDE WHITE #471?

Answer: No. However there is more Carbonate of Lead in the undercoater for adhesion. The finish coat #471 contains more Ozlo to give greater fume resistance, and control chalking. The #450 does contain different oils than the #471.

Question #12:

HOW IS SWP #450 UNDERCOATER DIFFERENT FROM OTHER COMPETITIVE FIRST COATERS?

Answer: Most undercoaters are applied to prevent suction of the finish coat. SWP #450 does a two-fold job. Dual purpose oil (raw and processed oil) - raw oil for penetration, anchorage and bond - processed oil for sealing and uniforming. This combination also produces an eg-shell finish - perfect for the final re-coat job.

Question #13:

SHOULD SWP UNDERCOATER BE THINNED?

Answer: No. Because the addition of linseed oil throws the dual purpose oil out of balance. The oils in #450 are formulated to uniform surface, producing an egg-shell sheen over siding, unpainted or previously painted. The addition of more oil simply thins the mixture and as a consequence the product, as manufactured, loses some of its sealing qualities.

Question #14:

WRITE A SPECIFICATION AND COLOR RECOMMENDATION FOR PAINTING THE EXTERIOR OF A NEW 8-ROOM, 2-STORY RESIDENCE, FRAME CONSTRUCTION, (PINE LAP BOARDS) SHINGLE ROOF, GALVANIZED IRON GUTTERS AND DRAIN PIPE, FRONT PORCH STONE FLOOR WITH IRON RAILING, SOLID WALNUT FRONT DOOR. HOUSE IS SITUATED UNDER 3 LARGE SHADE TREES ON A LOT 100' X 160'. TYPE OF HOUSE MIGHT BE CLASSIFIED AS MODERN AMERICAN ARCHITECTURE. THERE ARE NO OTHER HOUSES ON THE BLOCK. THE TWO-CAR GARAGE IS AT THE REAR OF THE HOUSE. IT IS OF THE SAME CONSTRUCTION.

Answer: GENERAL SPECIFICATIONS: All material used in the painting of the exterior of house shall be materials manufactured by The Sherwin-Williams Co. No painting is to be done in damp or foggy weather and sufficient time is to be allowed between coats to insure thorough drying. Materials requiring thinning are to be thinned strictly in accordance with these specifications and are to be thoroughly mixed. Paint-

ing is to be done by competent mechanics using proper tools in order that the final finish will be smooth and free from brush marks and laps.

BODY OF HOUSE (Exterior): All knots and pitchy places in weather-boarding are to be coated with pure orange shellac before application of first coat. The entire exterior of the residence and garage, unless otherwise specified herein, is to receive three coats of Sherwin-Williams SWP Undercoater #450 and #471 Outside White Paint, thinned for each coat according to label instructions. All nail holes, cracks, etc., requiring putty, to be puttied after first coat has been applied and dried, using pure Linseed Oil or white lead putty.

BLINDS OR SHUTTERS AND LATTICE-WORK: All blinds or shutters and wood lattice-work, if used, are to be painted with three coats of Sherwin-Williams Paint as follows: All coats to be SWP #362 Fr. Crown Green, thinned according to label instructions.

WOOD SHINGLES: The wood shingles on resident and garage are to have one dip coat and one brush coat of Sherwin-Williams Preservative Shingle Stain, Dk. Green #C-72. Shingles to be dipped in stain about two-thirds from end and placed in loose pile to dry before being installed on roof. The one-brush coat is to be applied after the shingles are nailed in place on the roof.

GALVANIZED GUTTERS AND DOWN-SPOUTS:

Gutters and down-spouts to be painted are to be washed with a 5% Acetic Acid Solution before painting. The first coat is to be Sherwin-Williams "Galvite" thinned with 1 Pt. Pure Turpentine per gallon and when dry, to be painted with two additional coats of SWP #471 Gloss White, thinned as for the second and third coats for body of house. Inside of gutters to be treated the same as outside. The second coat is to be applied to gutters and down spouts within 24 to 48 hours after prime coat is applied, weather permitting.

MASONRY AND CHIMNEYS: The outside of curtain-wall foundations, either brick, stucco or concrete, and the outside of all chimneys both above roof and outside chimneys from ground up, where face-brick are not used, are to be painted with two coats of Sherwin-Williams White Stucco and Concrete Paint, thinned as follows: First coat: 1 gal. Stucco and Concrete Paint, 1 gal. Stucco and Concrete Mixing Sealer. Second coat: The Stucco and Concrete Paint is to be applied as it comes from the can. At least 72 hours drying time shall be allowed between coats.

EXTERIOR PORCH CEILINGS: Exterior porch ceilings to be finished with three coats of Sherwin-Williams Rexpa Varnish. The first coat to be thinned with 1 Pt. Pure Turpentine per gallon of Rexpa Varnish. Second and third coats to be applied as the material

comes from the can. The first and second coats are to be sanded lightly with fine sand paper when thoroughly dry.

SOLID WALNUT FRONT DOOR: Front walnut door to be filled with S-W Paste Wood Filler, tinted to natural color of wood and allowed to thoroughly dry then sand with fine sand paper to a smooth surface. The door is then to be finished with three coats of Rexpar Varnish, sanding lightly between coats. After third coat has thoroughly dried (at least 72 hours) rub to a velvet finish with pumice stone and water.

FRONT PORCH IRON RAILING: Iron railing on front porch to be cleaned of all foreign matter and given one coat of Kromik Metal Primer, followed by two coats of Kem or Auto Enamel Black.

CAST IRON FOUNDATION VENTILATORS: To be treated the same as front porch iron railing.

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In recommending a color scheme for a house, proper consideration should be given to the surroundings, whether a large or small house, the mode of architecture, etc. In other words, a house not situated close to others could use any type of color scheme. A light shade gives an impression of a larger house, etc. Read "Simple Fundamentals of Color" in a later chapter.