



This is the world-famous RIPOLIN trade mark. It is familiar to every civilized country in the world but less well known in the United States than anywhere else. It is up to the salesman to see that every one of his customers prominently displays this trade mark. The more publicity RIPOLIN gets the easier it will be to sell.

RIPOLIN



WHAT IT IS

A BOOKLET FOR SALESMEN

Foreword

The purpose of this booklet is to present in compact form such information relative to RIPOLIN ENAMEL as the writer believes will be valuable to those engaged in the merchandising of this product. Some of the matters discussed will appear to many of the readers and users of this booklet to be elementary in the extreme; and in this connection the writer wishes to have borne in mind the fact that a number of these little books will be sent to our jobbers' salesmen, who in many instances are not nearly so well acquainted with factors in the enamel field as are our own men.

No attempt has been made to cover the entire field thoroughly. Rather it has been the writer's intent to bring before the salesmen common questions, together with their answers, which have arisen in the course of the writer's experience and in the course of the experience of the many salesmen with whom he has come in contact.

Unless specifically stated to the contrary, all data in this booklet refers to Architectural Ripolin only.

DWIGHT P. JOYCE,

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What is Enamel?

Enamel is made up of pigments such as Zinc, Lead, etc., ground in Varnish as compared to Paint which is made up of pigments ground in Linseed Oil or some other vegetable oil of similar character. Varnish is generally produced by melting a Gum or combination of Gums, adding vegetable oils and thinning with Turpentine or with one of the mineral solvents such as Gasoline, or Naphtha. A Varnish dries with a tough film and generally with a very high lasting gloss. This last is not necessarily so inasmuch as some Varnishes are made to dry with a dull finish. A film made up of Linseed Oil, the finest of the vegetable oils, is the standard of the Paint and Varnish industry as regards durability. However, a straight raw Linseed Oil film can not be polished or rubbed and has not the gloss and depth of finish required in an enamel. Consequently, a Varnish embodying the qualities of high gloss, depth of finish, and durability as near that of Linseed Oil as possible, is used in the manufacture of most high grade enamels.

Why is Ripolin Superior to Other Enamels as Regards Its Manufacture?

Early in the history of Varnish manufacture it was discovered that the proportions of Gum and Oil in a Varnish greatly influence its physical qualities.

A Varnish containing too much Gum was inclined to be brittle and one containing too little Gum was inclined to be too soft for example. Everyone acquainted with the Varnish industry knows that a "long-oil" Varnish is far more durable than a "short-oil" Varnish. However, if a Varnish is too long in oil its drying time is greatly increased and the resultant film is very soft. Of course, artificial driers can be added but these, if used in sufficient quantity to overcome the slow drying of a Varnish too long in oil will seriously impair the working and wearing qualities of the Varnish. Practically speaking, all high grade Enamels developed in this country consist of a pigment ground in a long-oil Varnish. The inventor of RIPOLIN ENAMEL evolved a vehicle (liquid) or rather series of vehicles consisting of practically nothing else but specially processed Linseed Oil which embodied all of the good qualities of the old Varnish exceptionally long in oil and none of the objectionable features. It is this entirely different patented secret process together with the very long aging which both these liquids and the finished enamel receive, which makes RIPOLIN ENAMEL the super-product that it is. Since its inception, American manufacturers of high grade Enamels have attempted unsuccessfully to solve this principle of Enamel manufacture. The various components of the Greater Glidden organization were among this num-

ber and it was because of their many fruitless attempts to duplicate Ripolin, the acknowledged standard of the Enamel field, that they finally decided to purchase from the Ripolin Company the American manufacturing and distributing rights for this product.

Is Ripolin as Manufactured in the United States the Equal of Foreign-made Ripolin?

The answer to this is very positively in the affirmative! During the first year of the manufacture of Ripolin in this country, samples of every batch were sent to Holland for approval before being put on the market. The Ripolin Company of Holland reported that we had not only duplicated the results of their manufacture but in some minor respects had even improved upon them. The American process is in every detail the exact duplicate of the Dutch process. This was accomplished by having our Chief Chemist sent over to Europe for a period of three months where he worked with the manufacturers in their plants until he mastered every detail of the process. It has been said previously that in some minor respects we have improved upon Dutch Ripolin. The writer wishes it to be understood that the improvement has not come through a change of process but through our ability to draw from better grades of raw materials than are obtainable in Europe.

Is Ripolin a Uniform Product or Does It Vary From One Batch to the Next?

RIPOLIN ENAMEL is the one product in the Paint and Varnish industry that shows no variation from one batch to the next. That is, a job can be started from a gallon of one batch and finished from a gallon of the next with neither painter nor observer being able to detect when one batch left off and the other started. The most rigid inspection system known to the industry is employed to keep this product uniform and always up to the same high standard. If the least little flaw appears that would perhaps pass unnoticed by the painter or layman, a production batch is rejected until that flaw is fully corrected to the satisfaction of a very particular inspection department.

Are There Many Complaints on Ripolin?

To the best of the writer's knowledge there never has been a legitimate complaint registered on RIPOLIN. This is something that can scarcely be said of any other product of similar nature.

What Is Meant by Gloss, Semi-Gloss and Flat?

GLOSS RIPOLIN is the highest lustre in which RIPOLIN ENAMEL is made. Gloss Enamels including RIPOLIN are "rubbed down" to a semi-gloss by the use of pumice stone and water or oil if this type of finish is desired.

SEMI-GLOSS RIPOLIN is the half gloss, half flat Ripolin sometimes known as "egg shell." It is manufactured by mixing the flat and the gloss in varying proportions and gives a finish which is the nearest approach to the hand-rubbed enamel finish that has yet been produced. Right here it may be stated that full Gloss Ripolin can be rubbed down to a semi-gloss just as easily as any other enamel on the market providing the user wishes to go to the extra labor expense of having this done.

FLAT RIPOLIN is just what the name implies—a pure Enamel with practically no lustre. Flat Ripolin may be "polished" to a beautiful semi-gloss by using a very fine grade of rotten stone and water or oil. This feature of being able to polish Flat Ripolin is one that to the writer's knowledge no other Enamel of foreign or domestic manufacture embodies.

As a matter of general information it may be stated that all factors considered a Gloss Enamel is more durable than a Semi-Gloss and a Semi-Gloss is more durable than a Flat.

What is Ripolin Undercoater and Why Do We Recommend That it be Used in Conjunction With Ripolin?

When Ripolin was first introduced into this country a suitable undercoater to be used in conjunction with it was unobtainable and consequently undercoat

ers made up of White Lead and Oil and containing varying additions of RIPOLIN ENAMEL in one of the three lustres were recommended. However, when we started to manufacture it in this country, we realized that while RIPOLIN ENAMEL over any undercoater is far superior to any other Enamel over the same undercoater that by making a special undercoat to go with Ripolin we would achieve finer results with a Ripolin job than had ever been achieved before. Consequently, this special undercoater was developed containing many of the same ingredients that go to make up RIPOLIN ENAMEL. This enamel undercoater is unquestionably the finest on the market today and when used under Ripolin produces a homogenous film from the bare surface to the last coat of enamel which will wear indefinitely. No Enamel is better than its undercoat. In other words, no matter how fine the Enamel may be if the undercoater be of poor quality or applied poorly the finest finish will suffer accordingly. If the undercoater cracks and chips so will the Enamel over it, no matter of what quality and if there are brush marks in the undercoater which are not sanded out the Enamel will not hide but will accentuate them.

It is always advisable to add GLOSS RIPOLIN ENAMEL to the final undercoat in the proportion of one part of GLOSS RIPOLIN to three parts of

RIPOLIN ENAMEL UNDERCOATER. This effectively stops all suction and presents a splendid surface for the finishing coats. A large proportion of the difficulties encountered by painters in enamel work is due to the fact that they neglect to add any Gloss to the last coat of undercoater.

Is Ripolin Manufactured in Colors?

GLOSS RIPOLIN is manufactured in the following tints: Ivory, Cream, Light Grey, Pearl Grey, Pink, Light Blue, and Sea Green. But two tints are regularly manufactured in the Semi-Gloss—Light Grey and Ivory. Nothing but the White is manufactured in the Flat. For quantities of twenty-five gallons or more we will tint specially. Most good painters are capable of tinting Ripolin to the proper shade by using pure colors ground in Japan and thinned with Turpentine. If the shade desired is a color rather than a tint it is our recommendation that it be not attempted by the simple addition of colors but that it be referred to us and especially formulated. The addition of too much color in Japan to Ripolin will impair its wearing qualities inasmuch as the liquid is not homogenous with Ripolin liquids.

Is It Necessary to Tint Ripolin Undercoater Where Tinted Ripolin is Used as a Final Coat?

No, it is not necessary as far as the resultant finish is concerned. Any of the

Ripolin tints have sufficient covering and hiding powers even in one coat to be simply brushed over a white undercoater. For this reason Ripolin Undercoater is made only in the White. However, if the painter desires the undercoater tinted he himself can do so with very little trouble. The only advantage of a colored Undercoater under Ripolin tints is in a case where the surface will be subject to extreme wear. In this case the outer film might be cut through and of course a tinted undercoat would not show where a white one would. However, such cases as this last which have been mentioned are so rare as to be practically negligible. There are hundreds of homes all over the country where Ivory Ripolin has been used over a white undercoat with very satisfactory results.

Is White American Manufactured Ripolin as White as Competitive Enamels?

This is a question that has very often come up. The addition of a small portion of blue or black to any Paint or Enamel made out of pure white pigments will make the finished surface appear whiter than if the Paint or Enamel were used without the addition of blue or black. Most domestic Enamel manufacturers add blue or black to their product. These various Enamels are spoken of as having a "bluish cast" or a "greyish" cast. No blue or black is added to RIPOLIN ENAMEL with the consequence that it is of a perfect

natural white. As a matter of scientific fact Ripolin is actually whiter than other Enamels and the effect produced by the addition of a small portion of blue or black is simply an optical illusion.

Will White Ripolin Enamel Turn Yellow?

WHITE RIPOLIN or any other white Enamel will turn yellow when kept from the light. However, Ripolin Enamel will recover its original whiteness more rapidly and more perfectly when again exposed to the light than will any other Enamel.

Will Gloss Ripolin Enamel Lose Its Original Lustre After Having Been Applied for Some time?

No, it will not. RIPOLIN ENAMEL has not the sharp dazzling lustre which some domestic Enamels possess when they are first applied. However, no domestic Enamel having this sharp tinny lustre can retain it over even a short period of time. The original lustre of RIPOLIN ENAMEL is of a deep rich penetrating type that has never been duplicated. Furthermore, it retains this beautiful depth of finish throughout the life of the Enamel film.

Does Ripolin Have to be Thinned Down or is It Ready for Use?

Ripolin comes from the can in what we believe the proper consistency for use. Should the painter desire to thin it slightly this may be done with pure

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Turpentine, if good judgment is used or more safely with our special Ripolin thinners which embody practically all of the liquids in Ripolin.

Does Ripolin Flow Better Than Other Enamels?

Ripolin flows and "sheets out" better than any other Enamel known.

Does Ripolin Cover Better Than Other Enamels?

Ripolin covers better and has far more opacity than any other Enamel foreign or domestic. It will cover 800 feet to the gallon one coat which is about 25 percent more than any other Enamel. Due to its great opacity a job can be done with fewer coats of Ripolin than with any other Enamel.

Is it True That Ripolin Brushes Harder Than Other Enamels?

A few painters have claimed that Ripolin brushes harder than other Enamels, that it is an "arm breaker," etc. The fact of the matter is that Ripolin is heavier in body than domestic Enamels and this gives the painter the idea that it is sure to brush harder even before he has tried it. Many competitive Enamels are so very much thinner in body that in comparing them with Ripolin it is like comparing water and heavy lubricating oil. However, as a matter of fact the brushing of Ripolin

on a surface is no more difficult than brushing other Enamels on the same surface.

Does Ripolin Dry in the Same Length of Time Required by Competitive Enamels?

RIPOLIN dries in the same time required by other high grade enamels on the market. In fact it loses its "tack" (stickiness to the touch) sooner than other high quality Enamels.

Is Ripolin More Durable Than Any Other Enamel?

RIPOLIN ENAMEL is unquestionably the most durable Enamel ever produced. There is practically no limit as to how long it will wear. We have records here at headquarters evidencing the fact that there are a number of cases where Ripolin is still in perfect condition after having been applied for periods in some cases exceeding twenty years.

Is Ripolin Higher in Price Than Any Other Enamel?

While the price per gallon is higher than any other Enamel, domestic or foreign, at the same time when the greater covering and hiding qualities and above all the unequaled durability are considered it will be found that Ripolin is probably the least expensive quality product known to the Paint and Varnish industry and represents the best investment. In Ripolin as in everything

else one pays for what he gets. Ripolin should not be looked upon as a luxury in the Paint and Varnish field but a high grade high priced product whose good qualities make it far more economical in the end than a low grade cheap product.

Where Can Ripolin Be Used?

Ripolin is not only a perfect Enamel as the term is understood in this country but it is also in reality an Enamel Paint suitable for any surface interior or exterior where beauty and extreme durability are the prime requisites. It is unaffected by change of temperature, climate or moisture. Where other Enamels disintegrate upon coming in contact with salt air, disinfectants, soap, mild acid solutions, constant washing, etc., Ripolin remains unaffected. It is ideal for homes, schools, hotels, hospitals, creameries, boats, etc. Because of its washableness and wearing properties Ripolin has long been in demand in hospitals. The full gloss is unsurpassed in the operating room and the Semi-Gloss and Flat in the wards and private rooms. Ripolin also possesses powerful aseptic properties, germ cultures dying in a shorter time on a Ripolin panel than on a piece of plate glass. Salesmen should make it a point to call regularly on all hospitals in their territories.

What is the Ripolin Specification Book?

This is a booklet prepared particularly for architects but containing specific information very valuable to the salesman and individual consumer relative to the details of the application of Ripolin on any desired surface. A copy or copies will gladly be sent upon request. In this connection the writer wishes to bring before the readers of this booklet the very important fact that the architect furnishes one of the most if not the most important factor in the sale of Ripolin. In practically every case it is the architect who determines the kind of Enamel that is to be used in a building. Due to an extensive architectural promoting campaign started in this country by the original distributors of Ripolin and continued and enlarged upon by us, practically every good architect or firm of architects in the United States and Canada is thoroughly familiar with this product. A large proportion of them specify it regularly. It is up to the individual salesman to make regular calls upon the architect in his locality with the idea of persuading the ones who do not already specify Ripolin to do so, and to find out the jobs and see that Ripolin is used where it has been specified. After Ripolin has once been specified the salesman's job does not end. It is up to him to get in touch with the painting contractor and sell Ripolin to him, also. Many architects

will not specify Ripolin alone but will specify "Ripolin or equal." Again, it is up to the individual salesman to sell to the architect, or what is perhaps more important, to the painter, the fact that there is no equal for Ripolin.

Is Ripolin Enamel a Well-Advertised Product?

The sale of RIPOLIN ENAMEL is backed up by extensive advertising in national and trade publications of the highest quality. Considerable local newspaper advertising is also carried on. In addition to this 90,000 painters regularly receive mailings which constantly bring to their attention the splendid qualities of RIPOLIN ENAMEL.

If any salesman whether he be a salesman for one of the companies making up the Greater Glidden Organization or for a jobber distributing the products of one of the companies of the Greater Glidden Organization has any questions to ask regarding the statements made herein or desires any additional information will address the Ripolin Department of The Glidden Company at Cleveland, Ohio, his inquiry will be very promptly attended to. This also applies to information regarding Motor Truck, Industrial, and Railway Ripolin which divisions of the Ripolin field have not been touched in this booklet.

LET'S SELL MORE RIPOLIN!