

TRADE SALES LABORATORY PROGRESS REPORT
JULY 1950

House Paints

Exposure panels on comparisons, National Lead 45X Lead Silicate vs. W-6 35% Leaded Zinc, have been examined after 18 months exposure. The package stability of these paints were also examined. The formulas used for these comparisons were Y-1800X (Endurance White), Y-1804 (Endurance Tint Base) tinted Gray, Y-1828 (Crylight Green), and Y-2000 (Zincolith). The following conclusions may be drawn.

1. The use of 45X for W-6 doesn't affect the package stability of our exterior type paints.
2. The use of 45X for W-6 in Y-1800 and Y-1828 has not noticeably affected the durability as far as tests have gone. 45X actually gives a whiter paint.
3. Using 45X for W-6 does give lower initial gloss but this difference is eliminated after a few months.
4. The use of 45X in combination with lithopone doesn't give as durable paint as W-6. Both the Y-1804 Endurance Tint and Y-2000 are showing failure by checking.

We have checked back with the National Lead Company salesman and learned that their laboratory have never made any test with 45X in exterior paints containing lithopone.

Tests of Ozark 12-38 Leaded Zinc with W-35 10% Leaded Zinc from American Chemet do not indicate any differences.

Catalyzed Oil in House Paints: Two oils, prepared by Varnish Research, contained .05% and .15% of the catalyst (B-methyl anthraquinone). A similar oil, Admoline, made by Archer-Daniels-Midland was also compared with O-286 regular kettle bodied linseed oil used in house paints. Each oil was ground out over Y-1800X formula. Package stability of all three catalyzed oil paints were satisfactory after 17 months. Exterior exposures were all satisfactory.

Factory Letters

Further work has been done on Ford Company. Ford has requested that we submit only a few samples at a time.

The work has been completed on the Oldsmobile Division Specifications.

Graphic Arts

Bulletin Colors: The presentation of our Bulletin Color Line by Mr. Smedley at the Chicago meeting of the Standardization Committee of the Outdoor Advertising Assoc. was very impressive and well taken. At this meeting, the committee revised the Basic Color Chart of 1936. Representatives of most of the large outdoor advertising companies make up this committee. A number of the paint companies were asked to attend this meeting and offer suggestions. Among these were Socony, Sherwin-Williams Chicago Bronze, O'Brien, DuPont, Patterson Sargent, and Glidden. The old line of 28 colors was cut to 19 colors. Several new colors were added. Socony had ten colors approved, Glidden six approved, and Sherwin-Williams one. Eight of the approved Socony colors were practically identical with our colors.