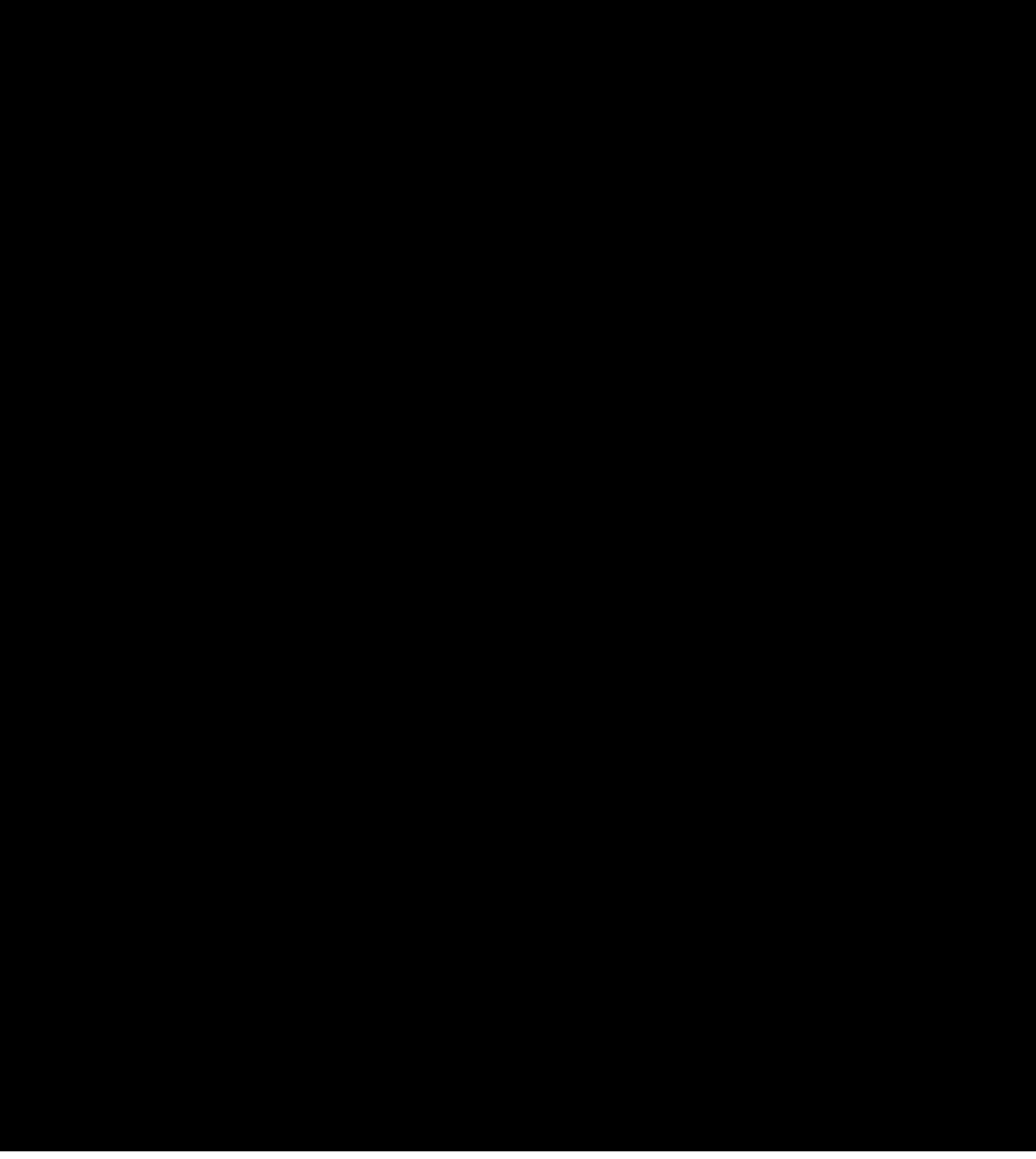




GLD007021

CLEVELAND

TRADE SALES PROGRESS REPORT
FEBRUARY, 1952

House Paints

1-W-117 was formulated for a lower priced paint than Y-1800 to meet competition in the Southeastern Division. There has been some objection to Y-2200 in that lithopone is shown in the analysis. The 1-W-117 has the lithopone replaced with Titanium Calcium Pigment, W-180. We also added 1 oz./gal. of Nuocide 321. The analysis is as follows. (Paint will be labeled "Weathercote".)

Pigment	62.0%
Vehicle	38.0%
	100.0%

Pigment:

Titanium Magnesium	27.0%
Titanium Calcium	16.2%
35% Leaded Zinc Oxide	25.4%
Calcium Carbonate	25.9%
Magnesium Silicate	5.5%
	100.0%

Vehicle:

Linseed Oil	39.0%
Soya Oil	26.6%
Mineral Spirits	32.5%
Liquid Drier	1.9%
	100.0%

The Central Sales division are selling the same formula, without the 321 Nuocide, to the department store trade under a "Quality" label as GL-61766.

The Duxton Division submitted a sample of Lead Silicate S-137 which they made up as a match for National Lead Company's 45X. Laboratory rub-outs showed the color of 45X to be slightly whiter than S-137. Paints have been ground out over the Endurance Y-1800, Zincolith Y-2000 and Tint Base Y-1804 formulas and have been put out on exposure. The specific gravity of the 45X and S-137 check out very closely. The properties of the finished paints made with the two pigments were very similar.

Kadox Zinc Oxide W-128 was tried as an additive to house paint formulations to note whether any puffing effect would take place. No reaction occurred.

The weatherometer tests comparing Armstrong's Low Luster Green with Grylight Green Y-1828 have run 1171 hours. Both films were in excellent condition except for color. Y-1828 faded with a yellowish cast and moderate chalking. Armstrong Green chalked less and faded to a blue-green cast. The exterior exposure tests do not show any appreciable change as yet.

Factory Letters

Western Auto Company. Four new colors were submitted to this customer for their line of auto enamels, two of which have now been approved:

Sea Mist Green	GL-61489
Desert Sand	GL-61491

GLD007022

STAINING

Dictated
From: W. D. Dickinson Date: Monday, June 24, 1963 For: Mr. R. Summerell
City: New Orleans #4 JUNE 25, 1963 Cleveland 14
CC: Mr. R. H. Stephens, Carrollton #16
Mr. R. W. Davenport, Cleveland 14
Mr. Noel Duvic, N.O. #4
Mr. D. S. Mennell, N.O. #4
Mr. G. H. Mutersbaugh, Cleveland 14)
Subject: 1 - W - 126-A Lead-Free Primer
Mr. W. D. Kinsell, Jr. Cleveland 14
Mr. P. C. Herzog
Coatings & Resins Research Center
12430 Elmwood Ave., Clev. 11
Mr. S. T. Howell - Elmwood Ave.
Mr. Charles Ledoux, Monroe, La.

In consideration of the heavy expense incurred in the Southern District for the past three years on brown-staining of SPRED HOUSE PAINT, we will immediately convert to the

1 - W - 126-A HOUSE PAINT PRIMER

in hopes of eliminating this problem in the future.

Although we have approximately 3 to 4 weeks' supply of the lead - raw materials at New Orleans, we will nevertheless switch immediately over to the new formula and will utilize the old raw materials in other productions.

From all that has transpired with regard to this problem during the past 3 years, it appears that this problem may well be resolved now with these changes going into effect.

W. D. DICKINSON

WDD:mik

GLD007028