

SHERWIN-WILLIAMS PAINT HEADQUARTERS

Course in Retail Paint Salesmanship

LESSON No. 2—SWP—

THE purpose of this bulletin is to place in your hands all the honest facts about SWP House Paint along with information about the various paints with which it must compete so that you will be best equipped to successfully meet and overcome this competition. Certainly it is not sufficient for you merely to honestly believe that SWP House Paint is the best on the market. This will get you nowhere unless you are capable of so completely demonstrating that fact to the customer that you can correct the cleverest misinterpretations of fact that may be employed by competitors and convince him that SWP is both superior and more economical for the work he is planning to do.

The very fact that The Sherwin-Williams Company is making all of the facts about different house paints available to customers through this information to its salesmen is evidence that this company has nothing to fear from open and honest competition. Over 60 years of paint making experience, joined with thorough scientific research enable us to attain higher standards of quality and provide greater values for the customer.

The ingredients of SWP House Paint are clearly printed on the label of every can, even



Close inspection of this beautiful home revealed this startling condition of neglected painting

though most states do not require it by law. Any competitor is free to copy these ingredients and some claim that they do use them—but the most important ingredient of all cannot be thus printed or thus copied, namely *that superior skill in the actual manufacture which is gained only through many years of practical experience in making quality paint.* There is no short cut through research and no empty claims can take the place of this practical experience in manufacture which results in the superiority of SWP, long demonstrated in actual use under all climatic conditions in every part of the world. This superior skill is the priceless thing The Sherwin-Williams Company has to sell above all its competitors. And, in order to safeguard this high quality and to make it dependable, no matter when or where a customer purchases a can of SWP, The Sherwin-Williams Company itself manufactures every important ingredient used in these paints, making them with machinery of Sherwin-Williams design and under the most exacting supervision. Because The Sherwin-Williams Company is the largest manufacturer of paints and varnishes in the world it naturally has the choice of world markets in the purchase of raw materials and those few ingredients which it is neither necessary or economical for the company to manufacture.

What house paint is

House paint is a liquid mixture of various pigments and liquids of such a nature that exposure on a surface causes the paint to take up oxygen from the air and harden to a lasting, weather resistant coating. The paint consists of



Well painted homes are the best indication of what paint is capable of.

0007-SWP-035641

two portions: (1) the pigments and (2) the liquids. It is the function of the pigments to hide the surface, provide the color and to protect the surface from the action of weather. It is the function of the liquids to cement the pigment particles into a continuous film and to bind them to the surface.

The liquids are divided, broadly, into three parts: (1) the oil is the lasting portion, often referred to as the life of the paint, (2) the thinner helps to make the paint easier to brush. It also enables the paint to better penetrate the wood and thus obtain a better bond. (3) the drier promotes the drying of the paint, that chemical process by which the oil changes from a liquid to a solid.

Examining the ingredients

THE ingredients used in making house paint are, by no means, *raw materials*. Linseed oil, white lead or any other ingredient you might mention are highly developed products, each one of them representing the sole output of many factories which sell their products to the paint manufacturers all over the country. And with the Sherwin-Williams Company each one of these ingredients is produced in its own separate factory, division or department under the supervision of its own staff of chemists, testers and research engineers.

The white pigments

The pigment portion of exterior house paints may contain one single pigment or a mixture of several, or even all, of the so-called hiding



This house in Massachusetts shows the results of excellent maintenance as well as good paint. SWP had protected the surface well and was in good condition for re-paint after 18 years exposure.

pigments such as White Lead, Leaded Zinc Oxide, Titanium Pigment, Antimony Oxide, Zinc Sulphide or Lithopone. The latter has not as yet been developed to the point where it can be considered satisfactory for use in a high grade exterior house paint. Inert pigments of various kinds are often used to cheapen the paint. Detailed description of these will be made later in the text.

We shall discuss the principal of these pigments which are in common enough use in house paints to require your knowledge of their characteristics, their good points and their undesirable features.

General characteristics

Each of the pigments just mentioned has the merit of certain desirable characteristics.



An extreme case—rotted in work—made rotten determining siding to fall out.

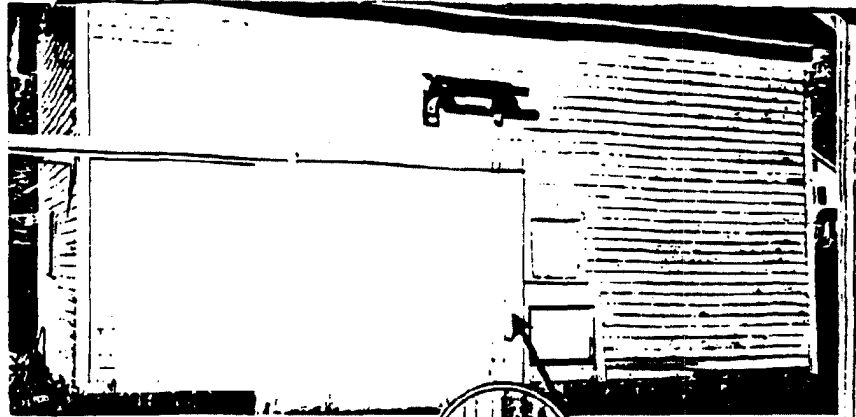
A typical "Cheap Paint" job. Paint is literally washed off the surface.

Page Two



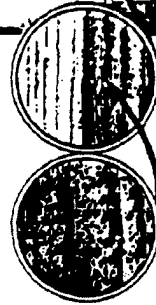
0007-SWP-035642

NOTE—This photo is not retouched. The paint
shown here has been cleaned or treated in any
way. Both ends of this building were shown
when painted in July, 1931.



SWP on left—WHITE

White Lead on right—very
GRAY



Close up of same white lead
film showing the character-
istic checking and brown.

found to the same degree in the other pigments. Quite naturally each of these pigments has certain well defined weaknesses or undesirable properties because there has never been found the one, 100% perfect paint pigment for outside exposure. In SWP, Sherwin-Williams House Paint, a blend of four of these pigments is used and the proportions of each have been so carefully worked out and determined by means of constant testing that fullest possible advantage has been taken of the strong, desirable features of each pigment. The result is, in our opinion—and quite completely justified by every exposure test—the closest possible approach to the ideal white house paint formula possible to produce. In paint chemistry, however, there have been more developments and improvements within the past ten years than were witnessed over the preceding 100 years. Sherwin-Williams paint engineers are constantly on the alert to take fullest advantage of every new material offered and every new method discovered for the improvement of even the smallest detail in paint making. The net result of this attitude upon their part is that while SWP House Paint is a 60 year old product, it is, at the same time, the

most modern, up-to-date finish we make—and we shall let nothing stand in the way of keeping it so.

White lead

THERE are two types of white lead in more or less general use in paint manufacture. Basic white lead carbonate is the better known to both the painter and the consumer. It is marketed as white lead in oil and is furnished in both soft paste and heavy paste consistency.

The other form is basic lead sulphate, commonly known as sublimed white lead because of the method of manufacture. This form of white lead is found in Sherwin-Williams OZLO Leaded Zinc, one of the pigments used in SWP.



The two source doors to the left are in
SWP House Paint and the two to the
right in lead and oil. This un-retouched
photo shows why your customer likes
SWP service. Observe how the windows
have rotted through the white lead.
This 2 1/2 year old job tells a story
better than words.

Page Three

0007-SWP-035643

0007-SWP-000113137

This important pigment will be described in detail later.

Advantages of white lead — strong adhesion

ONE of the most important virtues of white lead is its ability to adhere to the surface unusually well. It seldom fails through peeling as do paints with too high a zinc oxide content, for example. (The peeling referred to must not be confused with peeling caused by moisture behind the film or peeling over certain wood grain structures which will be described later.)

Relatively low oil-taking capacity

Because it requires less linseed oil to completely "wet" white lead in grinding it into paint than it does other pigments such as zinc oxide it is possible to pack a much greater weight of white lead pigment into a given amount of oil. In other words, there will be more of the metallic pigment upon the surface, the pigment particles will be packed closer together and the spaces between these particles to be filled by the linseed oil, will be smaller. This means that the oil, which is the perishable part of the paint film, will not be required to bridge over as much space between pigment particles.

These desirable properties make white lead a very important ingredient in outside house paint and account for its persistence for so many years as a house paint pigment.

The problem has always been to find a way to minimize certain very definite weaknesses of white lead as a paint pigment because it has certain properties which are very undesirable when used alone. As we use white lead in SWP these undesirable properties have been minimized to the greatest possible extent while fullest advantage has been taken of its virtues.

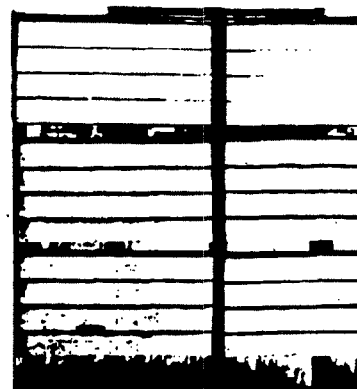
Undesireable qualities of white lead—less coverage per gallon

A dependable figure for the covering capacity of standard white lead paints on the average surface will be about 300 square feet to the gallon, two coats. Because of the blend of pigments used—and other manufacturing refinements SWP House Paint, on the same surface, will cover 400 square feet, per gallon, two coats. To be able to show a customer an initial saving of one-third the quantity of paint required to cover a given surface is a powerful argument for the economy of SWP as compared to "old-fashioned" white lead paint.

Excessive chalking

WHILE chalking is the ideal form for the weathering of the paint film because it leaves a good surface for re-painting, excessive chalking which is characteristic of white lead paints is very undesirable because it means not only lessened durability but unsatisfactory appearance. The reason for this excessive chalking can be readily explained to the customer.

Every one knows that ordinary soap is the product of the action of an alkali upon a vege-



Top row of panels—SWP White, strikingly clean. Bottom row white lead—badly soiled. Washing by rain produced superior appearance and a rough-textured paint film.



Painted panels exposed to the elements, open country at an angle of 45° provide the severest weather test. We conduct these tests regularly and examine the panels frequently. These tests are in addition to practical tests on buildings in various sections of the country, all of which help us in determining which combinations of ingredients make the best paint.

Page Four

0007-SWP-035644



Panel 16, 17, 18 were white lead tested to exactly match 4, 5, 3 directly below them. The center portion was carefully washed. SWP washed pretty clean retained the original tint. White Lead had lost the color and would not wash clean.

table oil or grease. White lead, like most lead salts, is alkaline in chemical reaction. When combined with linseed oil, a vegetable oil, it produces forms of lead soap which are relatively soft and are readily washed away by the rain. Those portions protected more or less from the rain—under the eaves, under projecting edges of clapboards, back under porches, etc., do not get washed away with the result that the side of the house becomes very blotchy and the general appearance so unattractive that the house really needs re-painting before the full life of the paint has been used up.

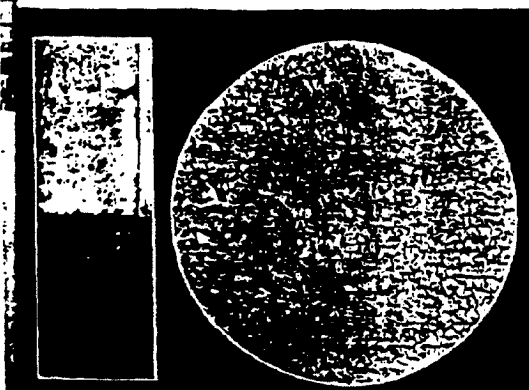
As the linseed oil in white lead paint disintegrates, as just described, it leaves a layer of loose particles of pigment on the surface which falls off, or is washed off and exposes the pigment below which, in turn, undergoes the same destructive action until the entire film is worn away. For years it was the constant endeavor of paint manufacturers to "temper" this excessive chalking of white lead with zinc oxide, with varying success because if an excess of zinc were used it resulted in paints which cracked and peeled badly, retained the dirt and had other undesirable features.

In SWP the characteristic of chalking has been retained but in a controlled form. The chalking is more shallow and is observed to be general, over the entire surface without the heavy washing or erosion that is characteristic of white lead.

Comparison Photographs of White Lead and SWP

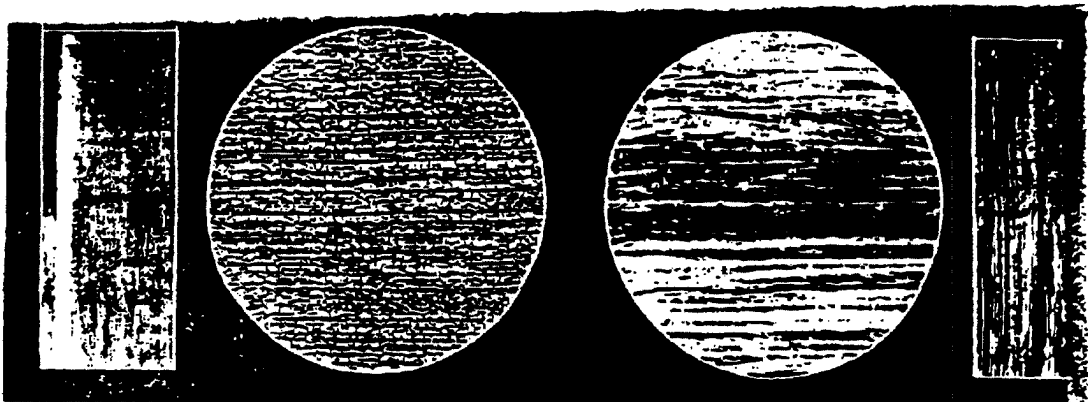
White Lead Panel exposed 2 years

SWP Panel with identical exposure



Page
Five

0007-SWP-035645



Here are two typical "Cheap Paint" failures, at left by checking—right by extreme chalking.

Checking and "alligatoring"

PAINTERS, generally, are acquainted with the fact that one of the characteristics of white lead is the checking or "alligatoring" always found on straight white lead paints after a year or two of exposure. Paint engineers explain this by saying that the surface oil loses its elasticity as the paint ages to the extent that it cannot expand or contract to the same degree as the under part of the film and is compelled to break into small "islands." These minute cracks become enlarged with the "washing" action of rain. After such a surface has been re-coated several times with straight white lead paint this checking often becomes so pronounced that it is impossible to obscure it with new paint and the surface requires a costly burn off job. SWP films do not fail in this way. Underneath a very shallow surface chalk the film is always found to be smooth, tight and lustrous, presenting an ideal surface for re-painting.

Discoloration

Straight white lead paint is very susceptible to sulphurous gases common in the atmosphere of industrial cities and locations close to railroad traffic and the film quickly takes a gray caste. SWP is much better able to resist these conditions because of the blend of pigments used, particularly in the use of Sherwin-Williams OZLO Leaded Zinc Pigment in which white lead and

zinc oxide are found in intimate chemical union. The characteristic roughness of the straight white lead film, in itself attracts and holds dirt to a more noticeable degree than the smoother film obtained with SWP.

Conclusions

There are many painters who are "dyed in the wool" lead and oil men and there are many consumers, as well, who believe that white lead paint is the "good old-fashioned" paint that is still the best there is, etc. With these customers an honest discussion of the virtues of white lead, as well as the undesirable features is effective, showing how these good qualities are retained in SWP while the undesirable characteristics have been overcome to the greatest possible degree through the use of the "balanced formula" and the blend of pigments used.

Zinc oxide

IN this discussion of zinc oxide we shall confine our remarks to commercial zinc oxide, an individual, separate pigment. As used in SWP zinc oxide is in chemical union with white lead as a part of Sherwin-Williams OZLO Leaded Zinc which will be discussed later.

Like white lead, zinc oxide has certain very desirable qualities while, at the same time, it has qualities which are just as undesirable.

Page 5-1

0007-SWP-035646

Desirable properties -- greater whiteness

ZINC oxide is considerably whiter than white lead and imparts whiteness to the paint to which it is added.

Retards chalking

When added to white lead paints zinc oxide is valuable in retarding the chalking of the film.

Detrimental features--non-chalking

Zinc oxide is not a desirable pigment to use alone for making a house paint because, instead of perishing by chalking, the film becomes very hard and brittle and perishes by cracking and peeling so that a most unsatisfactory surface is presented for re-painting. This is a point which the paint formulator must watch most carefully in making paints to which zinc oxide is added. The use of too much zinc causes the paint to take on the objectionable features of zinc.

Greater oil-taking capacity

IT requires more linseed oil to "wet" zinc oxide in grinding. This means that a gallon of linseed oil is able to carry fewer pounds of zinc oxide than of white lead—or that "you can add more linseed oil to a given weight of zinc oxide." This is one reason why zinc oxide might be used excessively in some paints when the price of linseed oil is down—it displaces some of the heavier white lead pigment making possible a paint of heavier consistency with less actual pigment contained. It takes only one-third as many pounds of zinc oxide to make a gallon of white paint as it does white lead!

In SWP we never revise the formula to take advantage of any fluctuation in the price of ingredients. When changes are made they are the result of years of research and testing and are only for the purpose of definitely improving the paint.

Titanium pigment-- desirable properties

1. Whiter than either Zinc Oxide or White Lead.

Page Seven

2. Greater Opacity and Hiding Power Than Zinc Oxide or White Lead.

3. High Resistance to Sulphurous Gases.

This is a new pigment, i. e., it has come into greater use in recent years after undergoing certain manufacturing refinements. "The public must be satisfied" is a familiar axiom and this applies to house paint as well as it does to anything else. In recent years there has been a very definite demand for greater whiteness and greater opacity in white paints. How to accomplish this without sacrificing durability was no easy task.

The Sherwin-Williams Research Laboratories were given this problem a number of years ago and it was only after a period of years, when they had concluded practical tests extending over several years' time that they were willing to announce an improvement in SWP Outside Gloss White. They found that by adding a definite percentage of Titanium Pigment and by properly balancing the formula they were able to achieve the desired results. This amount had to be determined with infinite care because Sherwin-Williams could not afford to sacrifice or reduce even slightly the established quality of SWP simply to make a better "initial showing." While it adds nothing to the durability, Titanium Pigment does contribute whiteness, opacity and resistance to atmospheric conditions. And while even greater whiteness and opacity could be secured by increasing the amount of Titanium Pigment used you may be certain that The Sherwin-Williams Co. shall never do so at the expense of durability.

Not used in tints

TITANIUM Pigment is not used in the tints or colors of SWP because our tests have shown that colors are affected and there is a tendency for them to lighten up when standing for a time in the can. *However* when SWP Outside Gloss White (containing Titanium Pigment) is tinted *on the job* and the paint is used right away, the color is not affected and there need be no hesitancy about recommending tinting SWP White to any desired tint with Sherwin-Williams First Quality Oil Colors.

0007-SWP-035647

Lithopone

LITHOPONE is one of the newer pigments and is a triumph of chemical engineering. Scientifically designed equipment together with research and chemical control have developed and improved this pigment so that it is used very extensively for the manufacture of interior flat wall paints, undercoaters and interior enamels.

But while it is a highly desirable pigment for such interior paints, at its present stage of development it is not considered a satisfactory pigment for making high grade exterior house paint. There are, however, many cheap paste paints, semi-paste and ready mixed outside paints where lithopone is employed in combination with other pigments.

Why is lithopone used in some outside paints?

The most important reason, of course, is that lithopone costs less than other white pigments. It does produce a paint that is whiter than white lead paint, although it is not as white as zinc oxide. When mixed in house paint consistency it has hiding power equal to white lead and superior to zinc oxide. The big objection to its use in exterior paint is the fact that it is extremely soft and causes excessive chalking. To overcome this softness zinc oxide is added. However, so much zinc oxide must be added to accomplish this that the hiding power is badly affected because of the weaker hiding power of the zinc oxide. There are a number of paints on the market with certain percentages of Lithopone, zinc oxide and inert pigments but these do not measure up to the standards our customers have a right to expect of Sherwin-Williams.

Inert pigments

Inert pigments are used in varying quantities in low-priced and in cheap paints. While they are white pigments they become practically transparent and colorless when ground into paint and therefore do not contribute anything to the hiding power of the paint. Those most

commonly used are calcium carbonate, barium sulphate, silica, calcium sulphate and magnesium silicate. There are certain cases when their use in small quantities for the purpose of keeping heavy pigments in suspension is not considered as an adulteration but the general use of these "extenders" should be condemned because they do not contribute anything towards durability but are used because they are low priced.

The exceptions to this, of course, are the shades of house paint in which the earth colors are used, such as ochre, umber, sienna, venetian red, etc. Inert pigments are a part of these earth colors in their natural state, therefore are not to be considered as adulterants. The same can be said of certain chemical colors which, of necessity, must be precipitated upon inert bases. But, when inert pigments are added in large quantities to white or light tints they should be regarded with suspicion by the customer. In addition, their use may cause the paint to crack and peel in weathering and thus result in heavy re-paint expense.

Sherwin-Williams Ozlo leaded zinc

WE have purposely left this pigment to the last in order to permit the reader to gain the clearest possible picture of the problem of determining the best possible pigment for use in exterior house paint.

Sherwin-Williams OZLO Leaded Zinc is distinctly a Sherwin-Williams creation. All the pigments we have been discussing can be obtained in good quality on the open market. But while there are other leaded zinc pigments on the market none of them provide the same characteristics found in Sherwin-Williams OZLO Leaded Zinc which will be described in the discussion following.

What is Sherwin-Williams Ozlo Leaded Zinc?

Chemically, OZLO is a mixture of sublimed white lead (lead sulphate) and zinc oxide. However when these two separate pigments are mixed together they produce an entirely different paint than does Sherwin-Williams OZLO.

Page Eight

0007-SWP-035648

0007-SWP-000113142

THE reason is that they remain separate pigments in whatever mixture they are used. But Sherwin-Williams OZLO is actually one single pigment and is always found to be a chemical mixture of sublimed white lead and zinc oxide—every smallest particle of it—whether examined by microscope, X-ray or chemical analysis. For in making Sherwin-Williams OZLO Leaded Zinc Pigment the metallic ores are smelted in the furnace and are "sublimed" out in fumes which, upon cooling are collected in bags as the fine pigment that is further ground and processed as OZLO.

Characteristics of Sherwin-Williams Ozlo Leaded Zinc

1. Whiter than white lead (either lead carbonate or lead sulphate) and is almost as white as straight zinc oxide.
2. It has superior opacity and hiding power to mere mechanical mixtures of white lead and zinc oxide.
3. Higher resistance to sulphurous gases.
4. Slower rate of chalking.
5. Freedom from cracking, "alligatoring" and peeling.

In comparison with many leaded-zincs on the market Sherwin-Williams OZLO Leaded Zinc has proven its superiority in many ways. These are listed as follows:

(a). It has a uniform small particle size with no excessive proportion of either very fine or unusually large crystals. This uniformity is not found in some other leaded zinc pigments some of which show an excess of fine and others of large particles. As a result, our laboratories find that OZLO shows more lead characteristics than zinc while in some other leaded zinc pigments the zinc characteristics predominate—for example OZLO paint chalks instead of cracking, etc.

(b). A definite chemical constitution of combined lead and zinc wherein full advantage is taken of the lead content by extreme care in the furnace and of each ingredient in the mix. As in

the manufacture of all Sherwin-Williams Paints, every step in the manufacture of OZLO is under complete control of an engineering staff in charge.

(c). Paint films are obtained which possess the balanced characteristics of lead and zinc without the preponderance of zinc properties which is the weakness of many other leaded zincs.

(d). It retains the ease of brushing characteristic of lead paints.

(e). Better durability of film.

(f). Greatly reduced tendency for the paint liquids to be affected in the package.

(g). OZLO is not only the best single white, hiding pigment but it is actually better, by test, than a combination of any two other pigments.

It is most important that the paint salesman study the foregoing properties which have been developed in this most unique Sherwin-Williams pigment, Sherwin-Williams OZLO. It is necessary to have a complete conception of the value of this pigment in order to appreciate the true basis for the superiority of SWP.

THERE will always be certain manufacturers who will endeavor to market a house paint at a lesser price than SWP where the familiar argument is advanced "Our paint is made upon exactly the same formula as that of a 'leading paint manufacturer' but it sells for less money. Why pay more?" Certainly they can combine the same ingredients in the same proportions as quoted on the SWP label. BUT, disregarding for the moment Sherwin-Williams skill of manufacture gained in making SWP for over 60 years, it is clear, from the foregoing discussion of OZLO that no manufacturer can even approach SWP quality who is limited to mechanical mixtures of lead and zinc for his formula. He may duplicate the chemical printed formula but, without OZLO, he misses the mark by a wide margin. There is only one OZLO. Its development over a long period of years resulted from a desire upon the part of Sherwin-Williams' executives to add even greater durability to SWP. And Sherwin-Williams chemists have done the rest.

Page Nine

0007-SWP-035649

0007-SWP-000113143

Types of paint competition you must meet with SWP

1. White Lead in Oil (Paste and Soft Paste).
2. Paste Paints (other than straight white lead).
3. Other manufacturers' best prepared paints.
4. Cheap prepared paints.

We have already discussed the limitations of a straight white lead paint. Paste paints will be the next subject:

Paste paints (other than straight white lead)

UNDER these classifications one will find a multitude and variety of formulations. They may be various mixtures of Lead, Zinc, Lithopone, Titanium Pigment and inert pigments. In many instances they are simply built to sell at a price, their formulation being completely at variance with all known facts on durability. But the best one can expect is the degree of protection paid for because it is seldom that even this is realized.

Cheap pastes and semi-paste may be heavily loaded with inert pigments. In some cases there will be found a high lithopone content added to gain greater hiding and whiteness, but having poor durability. Or there may be combinations of Zinc Oxide and Titanium Pigment which often crack and peel because of the high zinc content employed to overcome the excessive chalking of the Titanium Pigment.

Requirements of law

WHILE a few states require an analysis of the contents to be shown on the label, most states do not make this compulsory. Obviously, if other than accepted exterior paint pigments have been used, or if the liquid or vehicle is not of an approved mixture, an analysis is not going to be printed on that cheap paste label unless the law requires it. Unfortunately, of course, the customer is not sufficiently versed in paint formulation to recognize a bad formula, even if it were printed on the label, assuming that

because the formula is printed it must be satisfactory. The intelligent paint sales clerk has an unusual opportunity here to render a real service to the customer in explaining how such cheap, undesirable formulas cannot possibly deliver economical paint protection.

SWP formulas on every label

Whether the law requires it or not every can of SWP has the analysis printed on the label. We are proud to declare it knowing that it is the best paint on the market for the purpose intended.

Comparisons of paste paint with SWP

In any comparison with SWP the customer should give consideration to:

(a). Extra labor costs in breaking up paste and semi-paste paints. It is a point worthy of observing that it is a manufacturing achievement to produce a prepared paint which may be stirred up ready for application as easily as SWP. All this is, of course, sidestepped and avoided in making paste paints.

(b). Lack of whiteness as compared with SWP (see suggested comparative test No. 1 on page 14.)

(c). Reduce to brushing consistency for finishing coat and make comparative test No. 2 on page 14, to show superior hiding and spreading of SWP.

(d). Where the composition of the paste or semi-paste paint is declared discuss the formula with the customer on the basis of the foregoing information. Point out the lack of economy and the danger of using excessive amounts of certain pigments as well as the use of such "cheapeners" as Lithopone and inert pigments.

Unfortunately there is no immediate test you can make that will show the customer how the paint job will look after several years exposure or what the condition will be when repainting becomes necessary. You can, however refer to the various photographs shown on pages 3-6 where characteristic paint failures are illustrated.

Page Ten

0007-SWP-035650

0007-SWP-000113144

Other manufacturer's best grade prepared paints

From time to time you will have prospective customers who have used other manufacturers' best grade paints with what they felt was completely satisfactory results. If the analysis is shown on the package and indicates an unusually high percentage of one pigment or another, the foregoing information should be used to advantage.

The practical comparison tests should then follow, as outlined on page 14.

In making comparative test No. 3, bear in mind that many manufacturers build their sales story around a heavy white so that this test may not reveal as striking a contrast as you might expect. In such cases take one of the light tints, such as SWP 496, 462 or 387 and compare with a similar color in the competitive line and note the difference. Some of the SWP light tints are even heavier than the White. This is necessary because certain light tints are characteristically weaker in opacity than white and additional pigment is provided in SWP to equalize this difference.

Cheap prepared paints

LIKE the paste and semi-paste paints made to sell at a price, cheap prepared paints are cheap in per-gallon price, only. In recent years the market has been flooded with cheap paints by unscrupulous manufacturers more intent upon obtaining the purchaser's dollar than in giving him any value in return. Quite naturally, even less thought was given to the matter of staying in business to serve this customer with repeat business. Through it all Sherwin-Williams continued to urge quality—the famous "Applesauce" campaign for example—and continued to improve SWP through all means at our command in order to give the customer the greatest possible value for his paint dollar.

Spreading test

CHEAP paints do not spread as far as SWP. Use comparative test No. 2 on page 14. It takes more gallons of cheap paint to cover a given

surface than it does SWP so the total material cost for the job is usually just as much—and sometimes more—than when SWP is used.

Remember it costs more in labor to apply cheap paint because the painter must spread more gallons and requires much more time in attempting to produce a good looking job with cheap paint.

Lack of durability

SWP will outwear these cheap paints by several years. The user of cheap paints often paints twice while the far-seeing quality paint buyer paints only once. Thus, in order to save (?) a dollar or two at the beginning he is compelled to pay the labor bill all over again when his cheap paint job is crying out for renewal. Remember that the cost for labor is always a bigger item than the cost of the paint used.

General summary of advantages found in SWP

WE reproduce on pages 12 and 13 the summary of advantages which is printed in full color in every SWP color card. We expect every sales clerk to make himself thoroughly familiar with this.

The Pigment Combination of SWP

Of course the pigment content of SWP must, of necessity, vary with the different colors. For convenience they are grouped as follows:

(a). *SWP Outside Gloss White*: The pigments used are White Lead Carbonate, Sherwin-Williams OZLO Leaded Zinc (composed of White Lead Sulphate and Zinc Oxide), and Titanium Pigment.

(b). *SWP Light Tints*: Contain the same pigments as the White with the exception that no Titanium Pigment is used (Reasons explained in the text on page 7.) Also tinting colors are required.

(c). *SWP Dark Colors*: The very nature of the dark colors precludes the possibility of using white pigments in their formulation. The basic color is either an earth color or a manufactured color, depending upon the shade.

Page Eleven

0007-SWP-035651

0007-SWP-000113145

MENTION THESE DEFINITE ADVANTAGES

1. Greater covering

SWP will cover approximately 400 square feet per gallon, 2 coats on the average surface while many paints will cover only 250 or 300 square feet on the same surface. This means that fewer gallons of SWP are required.

2. Maximum durability

Long after cheaper paints have failed, SWP will continue to protect, preserve and beautify

the surface. Longer service means less frequent repainting, a very important item since labor expense is the largest part of the cost of any paint job.

3. Ease of application

SWP spreads onto the surface with unusual ease. This means less labor is required to apply a given amount of paint.

QUALITY OF MANUFACTURE

It would be possible for The Sherwin-Williams Company to cut the cost of SWP House Paint per gallon if we were willing to use ordinary commercial linseed oil and the cheaper grades of lead and zinc pigments—and we could still show a similar formula! But such grades of materials are not used in SWP. It costs more to make SWP but it's worth more, in protection, on your house.

P I G M E N T S



White pigments vary greatly and have most important bearing upon the purity of color, appearance and durability of the paint, also the cost and ease of its application. We manufacture and control these pigments in our own plants. Not only are the finest materials used but every process in manufacture is designed to make these pigments particularly suited for use in SWP.

L I N S E E D O I L

Separating weed seeds from the flaxseed, filtering the oil, removing the mucilaginous matter and aging in storage tanks are but a few of the many processes carried out with scrupulous care by Sherwin-Williams before the oil may be used in SWP. Inferior linseed oil makes inferior paint, no matter how fine the colors and the pigments may be.



L I F E O F T H E P A I N T

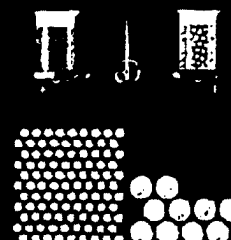
The Cover-the-Earth Trade-Mark is the W

C O L O R S

SWP White—most beautiful—most lasting white—most durable house paint known to science today. SWP Tints and Colors—this color card shows how true to character and how clear-tinted they are—are made with colors chemically evolved in S-W Color Works. The "earth colors" are selected from choicest stocks and are subject to rigid inspection before use in SWP.



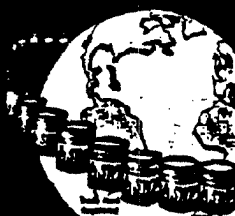
F I N E G R I N D I N G



How can a gallon of SWP cover so much more surface than another paint which may weigh just as much and be made on a good formula? Here is a picture of two boxes, each containing the same amount of shot but with one batch considerably smaller than the other. Observe how much more surface the small size shot cover. The same principle applies to SWP as compared to paints not ground as finely—SWP always covers more.

D E P E N D A B L E U N I F O R M I T Y

From one end of the civilized world to the other—the can of SWP you purchase is always the same dependable good paint—today, tomorrow or whenever you want it. Faithful adherence to standards of materials, color and workmanship mean that you can always go back and be certain that the new can of SWP will be correct in color and the same excellent quality wherever or whenever you buy it.



Page Twelve

0007-SWP-035652

0007-SWP-000113146

4. Beauty

While SWP House Paint has been formulated to give the greatest degree of durability at the lowest cost "per year of service" it also maintains a lastingly beautiful, clean, smooth and rich looking finish throughout its years of service.

5. Economy

The combination of lower labor cost, fewer gallons of paint and greater number of years service means a lower cost per year for the house protected with SWP. The customer should be made to realize that the thing which counts is

the cost of the entire job (labor and material) averaged over the number of years during which the paint delivers satisfactory service. Bear in mind that labor may be as much as two-thirds the cost of the paint job.

6. Covering qualities

5. SWP House Paint has greater hiding power than most paints because of the blend of pigments used. This extra hiding power makes it possible to obtain solid covering, handsome paint jobs over even the most difficult surfaces and often eliminates the "extra cost" required when paints deficient in hiding power are used.

ECONOMY OF USE

EVEN in the first cost of application SWP costs less money for the painting of your house than if ordinary paint were used. Fewer gallons of SWP are needed and fewer hours of labor are consumed. Year by year your satisfaction continues to increase as you see SWP keeping your home more attractive, in addition to the complete protection of the surfaces against decay and repair bills.

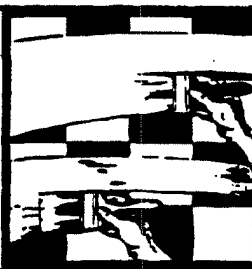
COVERS MORE SURFACE

Simple addition.
Payments made by Sherman Williams Co. for 100 sq. ft. of SWP House Paint.
Costs made by Sherman Williams Co. for 100 sq. ft. of ordinary paint.
Sum Total: The Total House Paint Covering Spreading Working.
The total in the sum of all parts covering any job and total must be less.

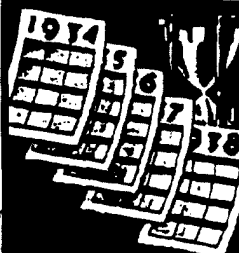
The quality of materials used and our method of manufacture results in SWP having a covering capacity of 400 square feet, under average conditions, one coat to the gallon. This figure may vary, depending upon the condition and the porosity of the surface. It is easy to make paint that will cover considerably more surface but at the sacrifice of appearance, durability and economy. SWP always makes a beautiful finish and is most economical to use.

ECONOMY OF APPLICATION

It is easily possible to save 10% on labor cost of painting a house by using SWP. The paint hides the surface so completely and it takes so much less effort in making the paint look well — without laps or cloudy spots — that the painter can cover more surface in a day with SWP than with any other paint. The paint that saves on labor cost actually costs you less, no matter what the cost by the gallon may be.



DURABILITY



Why is SWP more durable? Fine grinding packs the pigments into a tighter film, better protected by the linseed oil. Engineers tell us, also, that the surface is better protected by the paint that spreads easily — the painter can cover the surface better — especially in difficult places to brush — and the paint film is more uniform. Best of ingredients also make SWP more durable.

CLOSER KNIT FILM

With SWP the painter finds it much easier to hide an old, discolored surface. This is because its extremely fine ground pigments make a closer knit film of greater opacity. Each particle is also better protected with its film of linseed oil than is possible when the paint is not ground to this same fineness. It costs more to make SWP but its closer knit film doubles its protective value.



FOUR-TO-ONE PREFERENCE

Impartial, independent investigators report to us that there is a preference of 4 to 1 for Sherwin-Williams Products in all parts of the country. There can be no other reason for this preference than that people everywhere know that they can depend upon Sherwin-Williams for quality paints. And for this reason this famous Cover-the-Earth trade-mark has come to be the World's Best Guarantee of Paint Quality.



REDUCES YOUR COST

World's Greatest Guarantee of Paint Quality

Page Thirteen

0007-SWP-035653

0007-SWP-000113147

COMPARATIVE TESTS

Use These Tests to Show the Superiority and the Economy of Using
SWP House Paint

No. 1--To show superior whiteness of SWP

THE difference in whiteness is often noticeable in the package. By painting SWP alongside the paint in question, the difference will be quite noticeable. Use different brushes for each in order to avoid carrying one paint into the other.

Bear in mind that we could make a whiter SWP Outside Gloss White if we didn't consider



On the actual board the contrast in whiteness of SWP as compared with white lead is striking.

the wearing qualities of first importance. Paints carrying too high a percentage of Titanium will be whiter but will wear away too rapidly. The proper proportion of Titanium Pigment is used in SWP and results in the ideal combination of pigments, each of which properly reinforces the others.

No. 2--To show superior spreading and hiding of SWP

Measure out a level teaspoonful of each paint to be tested, scraping a knife across the top to insure correct and equal amount of each.

Empty onto a board, always using a board with a pronounced grain, as it will more clearly demonstrate any lack of hiding power. Then



The SWP requires no special stain board with heavy grain and a blackboard.

Photo Fourteen

spread out with the finger as far as it will go and still hide the surface solidly. Try to do the best job possible with each paint in order that the customer may see the test is being made fairly. Because SWP spreads easily and covers so well, it will cover more surface than most paints. Of course if the competitive paint is unusually thin, it will probably spread as far as SWP, but in that case it will be deficient in hiding quality. In any event it will take more of the competitive paint to cover a given area solidly. If the difference in spreading is unusually great, a further test can be made by endeavoring to spread the competitive paint as far as the SWP was spread to show the great difference in hiding.

SWP should be reduced with one quart raw linseed oil as recommended for the finishing coat.

No. 3--To compare the weight

WHILE many manufacturers aim to have a heavy white, they do not give the same consideration to the tints. Therefore take an ivory or cream or other very light tint and weigh them. A balance scale is very effective if available. Place the competitive can on the scale first, then place the SWP can on the other side and let your customer see how the extra weight of SWP over-balances the competitive paint.

No. 4--To bring out importance of fine grinding

The finer grind of SWP is an added cost which we feel is justified since it increases the hiding and improves the beauty of the painted surface. To show how fineness of grind improves

Here the greater smoothing power and superior hiding power of SWP over white lead are very pronounced.



0007-SWP-035654

hiding, take a piece of black cloth and lay it on the counter. On one side place a teaspoonful of powdered sugar and on the other an equal amount of granulated sugar. Take hold of the top of the cloth and let the sugar run down. It will be noted that because of the smaller particles the powdered sugar will leave a more nearly solid covered surface than does the granulated sugar, because the particles are able to get closer together. That same thing happens in SWP, the pigment particles are closer together, thus obtaining a better bond to the surface and giving extra hiding and greater spreading.

The following general comments are for the purpose of assisting you in giving information to your trade that will help them to obtain better paint jobs.

When to repaint

MANY home owners have their property repainted when the surface appears soiled. Such owners are looking more at the decorative than the preservative value of the paint.

This procedure is highly desirable provided they do not repaint until the surface has at least started to chalk. If a surface is repainted often, before chalking begins, a heavy film will be built up which may eventually become so thick that it will start to crack and peel.

Repainting periodically in a systematic way will preserve and protect the surface, and unless there are some construction defects, these properties will always remain in excellent condition.

There are some home owners who put off painting as long as possible, often to the point where the paint film has lost not only its decorative value but its protective qualities as well. This is dangerous and expensive because the bare wood will become exposed to the elements, nails will become loosened permitting moisture to penetrate and rust the nails, cracks will open in the siding, offering other passages for moisture to enter during driving rains. Much of the paint then flakes and peels off and since the old coating must serve as the foundation for the

new paint, the customary methods of repainting will not produce a first-class or lasting paint job.

All of this old paint remaining on the surface should be burned off, an expensive but very necessary operation if best results are to be secured. And it is an expense that could have been avoided had the surface been repainted systematically and periodically before the paint film had failed completely in its function of protecting and preserving the surface to which it was applied.

Whenever you see a house that is starting to show the need of paint, point out to the owner the economical importance of painting for protection, before it is too late. Under average conditions, for maximum protection, surfaces should be repainted approximately every three or four years.

The importance of putty

MANY people do not realize the important part that putty plays in maintaining a satisfactory and pleasing paint job. Much of the peeling on homes today is traceable to present-day speed of construction. Many homes were built to sell at a price, which meant as little as possible was spent for the paint job and naturally little or no putty was used. The paint soon broke away from cracks and nail holes, and under such conditions moisture penetrated after rains and soaked the back of the siding. The sun drew the moisture towards the surface, where it blistered the paint and later caused peeling. This is not a paint defect, although many home owners seem to think so. It could have been avoided in many instances had the surface been thoroughly puttied after the prime coat. Such peeling paint should be burned off, otherwise there will be a repetition of the same difficulty. Unless the owner is willing to spend the slight amount extra for thorough puttying, similar conditions will prevail when the time comes to repaint.

We cannot urge too strongly the advisability of discussing this phase of the paint job with the customer. Impress on him the wisdom of a thorough putty job. On one-coat work this cannot be done, as the putty will not adhere

satisfactorily unless one coat of paint is applied before any puttying is done. Surfaces in the condition requiring considerable puttying should have two coats of paint, with the puttying done between coats.

Seal the surface tight with putty and prevent moisture from penetrating. If this procedure is followed on every repainting operation, SWP House Paint will preserve, protect and beautify the surface indefinitely unless there are certain construction defects or too long a period intervenes between each repainting operation.

Thinning paints, different types of surface

SINCE so many different woods are used in construction work today, and because these woods have different characteristics, it is necessary to thin the paint differently, depending on the wood that is to be painted.

One cannot, for instance, use the same method of reducing the paint for the so-called soft woods such as white pine and poplar, which have soft fibre and open grain, offering easy anchorage and penetration, as one would on hard, resinous woods such as pitch pine, fir or cypress. Pitch pine and fir sometimes have a gum-coated fibre and pores completely filled with hard gums and resins. On these, oil and pigment penetrate but slightly, while turpentine is more effective than linseed oil. That is why larger amounts of turpentine are used for the first or priming coat on such woods than are used on the soft woods.

Cypress has an oily fibre and should be thinned the same as the hard resinous woods, except it is advisable to replace a part of the turpentine with a more volatile thinner, such as solvent naphtha, which more readily dissolves the oil, permitting better penetration.

The greatest care has been given to the reduction recommendations for SWP printed on the labels and color cards. They are the result of a large number of tests on all types of surfaces. Study and learn what these recommendations are so you can use them intelligently when discussing SWP with your trade.

In investigating complaints we find in many cases failure is due to improper thinning. Either excessive chalking because insufficient linseed oil was used on a porous surface, or peeling due to improper anchorage or penetration of the first coat, because too much linseed oil and not enough turpentine was used for the first coat on hard, resinous woods, or crawling on hard glossy surfaces where too much linseed oil was added to the first coat on old work, one or the other is responsible for many paint failures and complaints.

Proper thinning, therefore, has a very important bearing on the ultimate durability of the paint job and can assist in eliminating unwarranted complaints.

Aluminum paint as a primer

The question sometimes arises as to the suitability of Aluminum Paint as a primer for exterior surfaces. We have been making comparative tests over a period of years and have found from these tests that better results are obtained with three coats of SWP House Paint than when Aluminum Paint is substituted for the first coat. Examination of surfaces has shown aluminum particles standing on end and protruding thru the finish coat instead of "leafing" or laying flat on the surface as they are supposed to do. This has a tendency to give a gray or dirty appearance to a white film in contrast to the clean, white secured when three coats are SWP Outside Gloss White. In the many tests which have been conducted in our laboratories, decidedly better results and a more uniform finish has been obtained where surface finish has been built up with SWP only.

Causes of paint failures on sidewalk

In the pocket on the inside of the back cover you will find a copy of Circular No. 355 issued by the Educational Bureau of the American Paint and Varnish Manufacturers' Association entitled "Causes of Paint Failure on Sidewalks" by Otto R. Hartwig. This circular explains and illustrates clearly causes of paint failures which you should study because it will often enable you to trace the reason for paint failures.

Page 5-111

0007-SWP-035656

0007-SWP-000113150