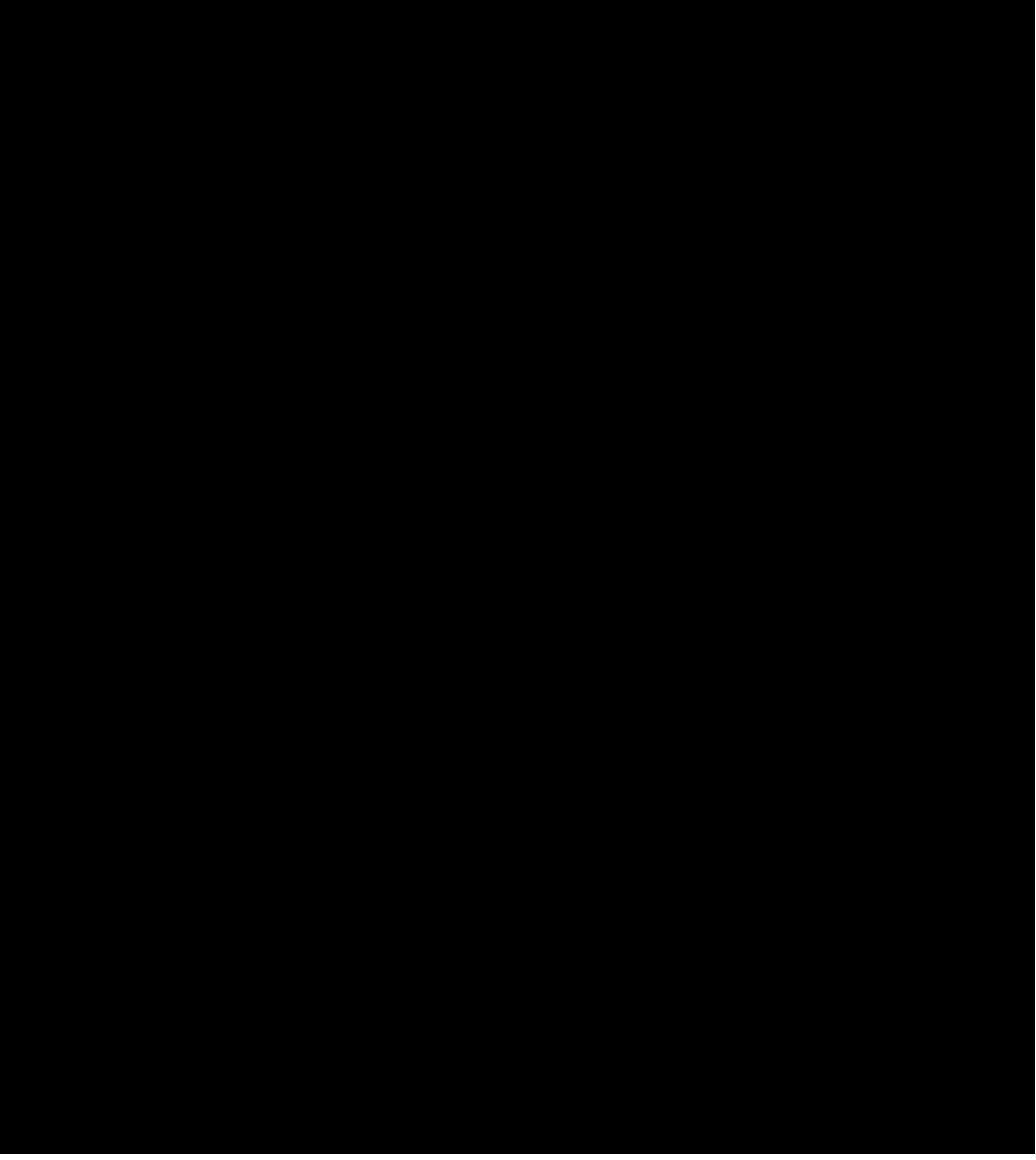




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CLEVELAND

TRADE SALES PROGRESS REPORT JUNE 1952

House Paints

The reformulation of Endurance House Paint Tints and the Pastel shades has been completed. The increased hiding is about 35 to 40%. We have prepared exterior exposure panels on the pastel shades over both old and new base to determine durability and color retention.

Revised formulations put through on new base:

Colonial Yellow Endurance House Paint	Y-1831-D
Ivory " " "	Y-1856-A
Cream " " "	Y-1857-A
Lt. Gray " " "	Y-1859-A
Med. Gray " " "	Y-1860-A

Williamsburg Green. Light, 1-G-110-A, and Dark, 1-G-111-A, have been on exposure two years now. The newer formulas made with Chromium Oxide show better color and gloss retention than the older type made with Cyan Green G-74. The alkyd reinforced vehicles are also showing the expected improved gloss retention. Decreasing the amount of extender improves color retention. Replacing asbestine with Multiflex W-140 shows a definite edge for color retention.

Lead Silicate Pigments, Goodlass Wall and Lead Industries. Four different samples from this company were compared with 45X Lead Silicate Pigment from National Lead. Grinds were made over the Y-1800-X Endurance formula. A blank paint containing 35% Leaded Zinc was included in this test. At the end of 36 months all four of the paints containing the Goodlass Silicates have failed badly by checking and flaking. The paint containing 45X Lead Silicate is very close to the W-6 formula although it appears to show more erosion.

Flat Wall Paints

Work has continued on Alkyd Flats. We have received a shipment of the Washburn's #3540 and a plant production will be run over the formulation we have considered the best. Evaluation of odorless solvents has also continued. Philips Petroleum and American Oil thinners appear to be the best of a number we have examined. We have prepared samples of a wall sealer and a gloss enamel which will be submitted to Swift & Co. These products will be put on test by the Swift Co. against competitor products. Odor is at a minimum.

Copper-8-Quinolinolate

The March and April issues of "Modern Sanitation" contained articles on the use of Copper-8-Quinolinolate as a fungicidal agent in paints for meat packing plants. We had several inquiries from our customers. We have investigated this compound, and find that it has high staining power and cannot be used in white enamels. The cost of the recommended amounts is about 3 to 10 times the cost of #321 Muodex (phenyl mercury naphthenate) which we incorporate in Sani-giene.

These articles also claim that the use of #321 Muodex is not permitted in food plants. We have called these articles to the attention of the Muodex Co. They

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also produce a copper-8-quinolinolate but have not pushed it for use in white paints or enamels. We have asked our Chicago salesman to contact the Armour Co., since the authors of these papers were Armour men.

Wood Decking

In many of the Southern textile mills, the floors are built with heavy, 3-inch wood decking. This decking is pretreated with pentachlorophenol reduced 1:10 with light fuel oil. There are two important problems of painting where this decking serves as a ceiling of a floor below. One is proper dry and adhesion. The other is to have paints which will stand a great deal of moisture since there is a terrific amount of condensation in these textile mills. We obtained sections of this decking and tried out several systems. After painting, these sections were placed in the old humidity chamber for a period of several weeks where the paints were soaking wet constantly. The best system was:

Prime Coat -- GL-52323 - Mildew Resistant Wood Primer & Sealer.

Finish Coat-- #1003 Sani-giene Mildew Resistant High Gloss White Enamel.

The second best system was two coats of Plinamel White, Y-810. We also recommended that all knots be sealed with #56 Knot Sealer. We are now trying to have an actual test run in one of these mills.

Factory Letters

J. D. Hedin Const. Co. Lt. Yellow Rubber Base Paint, GL-62058, was formulated to match the V-30 in the Veteran's Administration Color System. It is of regular Plinamel quality.

Duquesne Statuary & Art Supply Co. Bright Red Plinamel, GL-62023, was formulated for use on cement statuary. Material may be reduced 2 or 3 to 1 with a 50:50 mixture of S-23 and S-57 for spray. Material dries in 25 to 30 minutes.

Seneca Ordnance Depot. #37 Lt. Yellow Plinamel, GL-62118, was formulated to approximately match #132 Lemon Yellow in the Post-ad Line.

Thompson Products Co. Exterior Green Sash Enamel, GL-62114, formulated in long-oil quality to match customer's chip. Extreme color durability also required.

Wm. Downie Co. Brown Eggshell Enamel, GL-62126, formulated in quality of 12-W-86 to match submitted chip.

H. G. Fayward

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