

TRADE SALES PROGRESS REPORT
MAY 1951

House Paints

Leaded Zinc

Comparison of #61 Leigh 35% Leaded Zinc with our W-6 as purchased from American Zinc Sales was made in Endurance House Paint. Paints were exposed as a two coat system in order to accelerate failures. After 15 months the paint containing #61 Leigh showed slightly more chalking. After 19 months the paint containing the #61 Leigh showed cracking and checking. After 24 months the W-6 was just starting to show cracking and checking while the #61 Leigh paint has become progressively worse.

Williamsburg Greens

These have been furnished in a light and dark shade for Texas area. These were originally formulated in regular Endurance quality using G-74 (Cyan Green) as green tinting color. About a year ago Texas Division asked for a better quality to give better gloss and color retention. In reformulating consideration was given to the use of G-73 (Chrome Oxide) in place of G-74 as well as incorporating alkyd varnish and decreasing the extender content. The following conclusions may be drawn after one year exposure.

1. The new type formulations show much better color and gloss retention than the older type.
2. Lower extender content and higher color pigment content show better color and gloss content even in the alkyd quality.
3. No appreciable difference shown between use of G-73 and G-74.

Imperial House Paint Y-1867

A series of tests in which we are making vehicle studies of replacements for GRV-1717, long soya oil alkyds have been out 22 months. The only point of interest is that where the GRV-1717 solids were replaced with V-872 solids the paint has started to show cracking.

Chalking Tests on Anatase Titanium Pigments

The panels having south vertical exposure show slight but uniform rate of chalking. The north panels do not show any appreciable chalking as yet. This test has only run 6 months so that not too much could be expected unless certain samples were more likely to show chalking than others.

Tectum Board

A new cheap building board has been finished with several paints and put on exposure at the request of the manufacturer. This board is more applicable to interior dry wall construction and we question how well it will stand up outside unless frequently painted.

Flat Wall Paints

Work continuing on W-3375 Flat in which Wood Oil was to be replaced. This is a varnish problem mainly. If our next efforts to make a satisfactory replacement for the wood oil varnish 2-KZ-405 fail, it will be advisable to change the type of flat somewhat.

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Enamels

We examined a series of so-called alkyd extenders produced by Price Varnish Co. These appeared to be oleoresinous varnishes. We compared them with V-357 which we use extensively for extending alkyds in our Trade Sales items other than whites. They have no advantages over V-357 and would be higher in price. We would not recommend either the Price varnishes or V-357 for extending alkyds in white enamels such as Japalac or Ripolin as this would sacrifice color.

Graphic ArtsBulletin Colors

Hazing tendency in Bulletin Colors has been overcome by reducing Multiflex III, W-140 content then adjusting body with O-325. Since the amount of W-140 used had not been exceptionally great, we wondered if the Multiflex III had more affect on the gloss than the regular grade of Multiflex. A comparison of the two grades shows that the III grade does cause hazing if used in very large amounts. Our findings warrant further investigations of the III grade.

Factory Letters

Gray Locker Enamel, GL-60787, formulated in Florenamel quality in shade of Y-1859 for Columbus schools.

Cream Hi-gloss S. S. Enamel GL-60869 and Green Higloss S. S. Enamel GL-60868 were formulated to match Glidden Sign Color. These will be used in manufacturing Glidden signs.

#130 Primrose Yellow S. S. Enamel GL-60899 and #152 Lt. Blue S. S. Enamel GL-60900 were formulated in the 171 line quality. The #130 and #152 refer to the Standard O. A. Colors. We did not have these two colors set up as stock. Quart samples were submitted to customer.

Dark Green, GL-60825, and Lt. Green, GL-60826 are Bulletin Colors and were formulated for Friendship International Airport.

H. G. Hayward

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