

COMPETITION ON LEADOIL.

A number of inquiries have reached us from various Division Offices during the past few months regarding Leadoil which is being marketed by the National Lead Co., of New York, Leadoil Company of Brooklyn, Munn's Kalsomine Company and others.

The oil is being marketed for flatting White Lead for inside use. We are giving below copy of a report made by Mr. Lutes under date of August 14th, in order that you may understand the character of the oil that is being sold for the purpose indicated, and the difficulties that attend the use of same.

A number of inquiries have been received from various Division Sales Offices asking for information relative to Lead Oil which I presume is being marketed by the National Lead Co., and I might mention that there are other similar liquids being marketed by other concerns to be used for thinning White Lead for inside work.

Reg Lead thinned with this liquid gives a paint which works very well under the brush, covers well and shows somewhat more gloss than our inside wall paint Flat-tone. In order to make a paint that works very well under the brush and covers satisfactorily, 100# of White Lead is thinned with 3 gallons of the Reducer. The drying of the paint so made is somewhat slower than that of Flat-tone.

It seems to me that this competition should not be very troublesome to the boys because the paint so made is not so good color, the finish is not so pleasing and the cost per gallon of paint I should judge is greater. The question of just what the cost is all depends upon the price at which the lead and oil and thinner are sold at. When these prices are known, then it is easy to determine the cost per gallon 100# of Lead thinned with 3 gallons would yield 5-5/8 gallons of paint. "

We can supply a Reducer of the same character at a price of 55¢ in drums, 65¢ in 5's and 70¢ in 1's, Rx 01306.

We do not consider it advisable to give this information out generally, believing that if we recommend such a Reducer for flatting white lead, it would mitigate against the sale of our regular Flat-tone.

I will leave it to your good judgment to convey this information to any of the men in your District who come in contact with this Leadoil proposition.

J.H. Letter
9-21-16.

N40029