



Lewis Berger & Sons Ltd

A NEW HISTORY

The Heritage

0007-SWP-040388

N29225

CONTENTS

INTRODUCTION	Page 1
<u>Chapter I</u> ORIGINS.	3
Ratcliff - Deed of Partnership - Limehouse - Marriage - Shadwell - Prussian Blue - Brother John - Neighbourhood - Business Activities.	
<u>Chapter II</u> HOMERTON 1780 - 1814.	9
Water Lane - Homerton Site - Lutheran Chapel - Commercial Developments - Berger letters - Continental Correspondents - Products - Nourse's text book - Family - Mansions in Clapton - John Berger's will.	
<u>Chapter III</u> 1814 - 1860.	15
Factory developments - Trouble with the Brook - New Products - Vermilion - Prussian Blue - Greens - Yellows - Steam power - Patent License - Staff - Family - Samuel Berger's starch factory.	
<u>Chapter IV</u> 1860 - 1914	22
Factory developments - extensive expansion - new plant - White Lead in Sheffield - Wm. Thorp. New colours - Paints - Staff - Limited Company - Wages - Sherwin Williams.	
Appendix I. Deed of Partnership 1766.	
2. Berger Family Tree.	
3. Homerton Locations 1892.	
4. Books and Documents in the Berger archives.	
5. A photograph 1906.	
6. Acknowledgements.	

0007-SWP-040389

0007-SWP-000123779

INTRODUCTION

In 1910 there was published a volume of some 12,000 words by Thomas B. Berger, - great, great grandson of the founder of the Company, entitled "A Century and a Half of the House of Berger". It may be fitting as a preliminary to this present work, to examine the earlier publication, and to indicate apparent weaknesses, some of which need not have occurred, in view of the more extensive documentary evidence easily available to the author, a member of both the Berger family and of the company, fifty years ago.

In his preface Thomas Berger offers the surprising suggestion that "history is not an absorbing subject", - an opinion, far from universally acceptable, and one not to be expected from the author of a historical work, however modest its pretensions. The book is not to be faulted because of its limited scope, which was no doubt intentional, but errors of fact and unnecessary vagueness in certain important particulars, appear to be worthy of correction and clarification, in so far as it is possible to do so. In the present "History" I have also attempted to expand aspects of the Company's developments, which were rather summarily treated in 1910. In an appendix to this volume the sources of information are indicated. Unfortunately, books, letters and documents relating to Company activities are very few and widely separated in time, so that a completely continuous story of commercial and technical progress is altogether impossible.

It would be churlish to say that "A Century and a Half of the House of Berger," has not been useful in helping to prepare this present outline, and where necessary, acknowledgements will be found.

Thomas B. Berger stated that Louis Steigenberger a colour chemist, came from Frankfurt to London in the "middle of the 18th century", at the age of 19. "He was accompanied by a brother named John, but they soon separated, so their interests and ambitions were evidently totally different." Louis, "had perfected a method, new to the world then, of manufacturing Prussian Blue". The year he began operations in London was 1760." He was said to have died in 1814 at the age of 73. The indications here, are that he arrived in this country sometime before 1760 and started manufacture ("operations") after some years in London.

0007-SWP-040390

0007-SWP-000123780

But if he came to London at 19 years of age and died in 1814 at 73 years, then his date of arrival was 1760 precisely, rather than "the middle of the century".

That the interests of Steigenberger and his brother John were totally different is untrue. John Steigenberger also lived in Shadwell, and at least five of his children were baptised in St. Pauls parish church, where four of Louis' children were also christened. Both Louis and John are described in the registers as "colour-makers." In 1780 John was living at an address (The Market, Shadwell) which was the same as that of his brother Louis, immediately before the latter's move to Homerton.

That Louis had perfected a new method of manufacturing Prussian Blue, would seem to be pure conjecture, but might have been so. By 1760 Prussian Blue had been known at least 50 years, and it may be unlikely that a youth of 19 had made any fundamental advance over published methods, of which several variations were known and probably used.

I have been unable to find documentary evidence that Lewis Steigenberger arrived in England in 1760, that his town of origin was Frankfurt, Germany, or that for a period he lived, (as was alleged by Jeffery Farnol) in Drury Lane. Information such as this may well have been passed down from father to son, and until contrary evidence is disclosed may be accepted as true, - but not proven.

0007-SWP-040391

0007-SWP-000123781

Chapter IV.

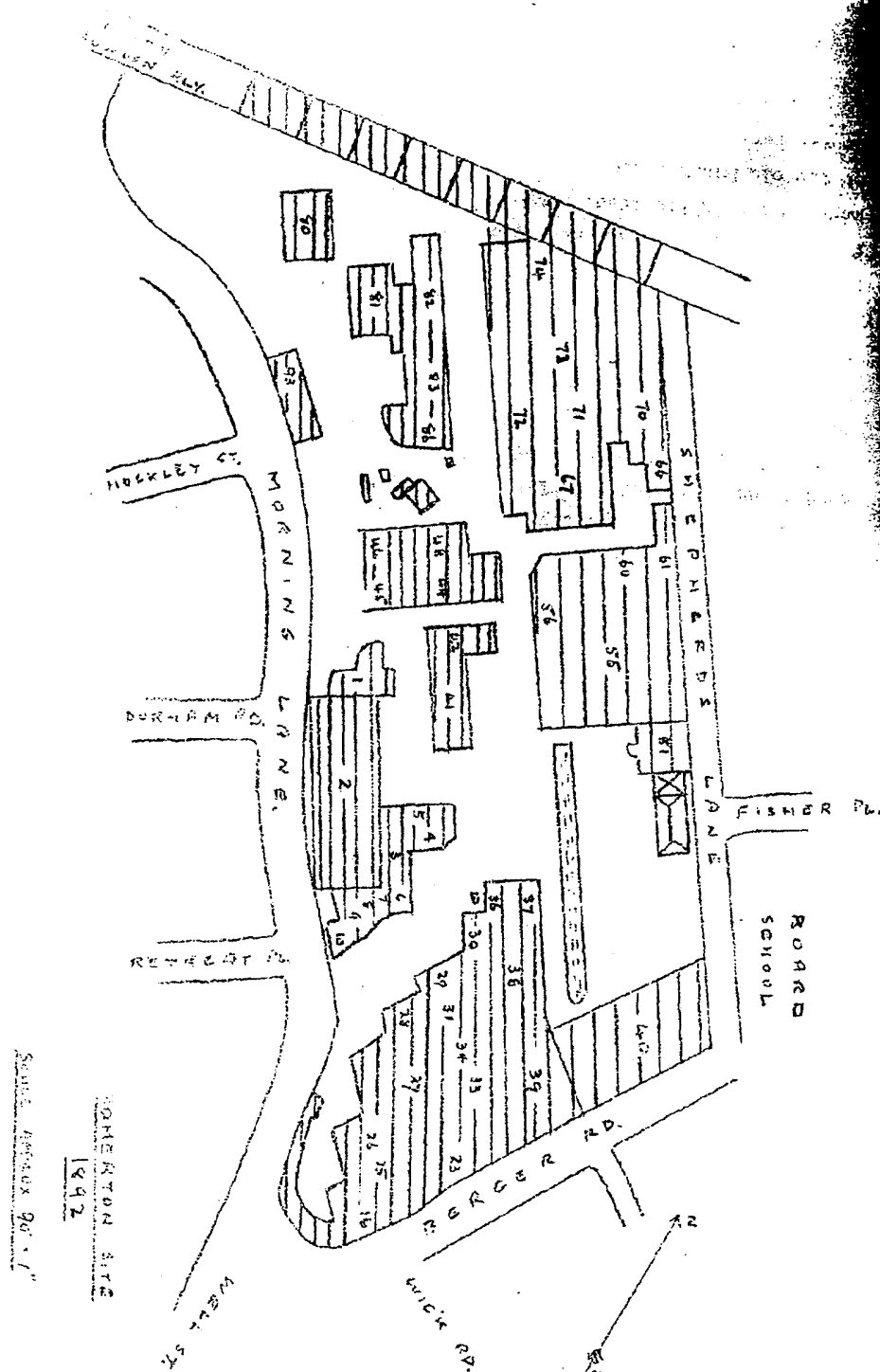
1860 - 1914.

Factory.

A comparison of the plan of buildings in 1892 on page 22a compared with the 1861 plan, illustrates very well the extensive developments taking place in that 30 year period. A study of the items entered in the afore-mentioned ledger, in which new plant was recorded, reveals that considerable extensions were undertaken in the ten year period 1860 - 1870, following the death of John Berger. For example there is an item in August 1862 relating to roofing and slating the New Blue Place at a cost of £80. This building is almost certainly Location 40, marked on the 1892 plan. In January 1871 bricks were purchased at 33/- per 1000 for a new warehouse (Location 2). Between 1860 and 1870 were purchased twelve oak vats for Rose Pink making, of capacities from 500 gallons to more than 1000 gallons and prices from £13 to £30 each, two fir tubs for Vermilion (130 gallons each) eight oak vats for Prussian Blue (some at 1600 gallons capacity) three oak vats for Carmine (260 gallons each), and other vessels for Lakes, Chinese Blue, Dutch Pink, etc. A 660 gallon capacity copper vessel with an interval coil to take high-pressure steam, at a cost of £88:15:0 was also installed. That paint-making was carried out is indicated by an item for two granite rollers for a paint mill, 1ft.10 ins. long, and 1ft. in diameter at £7:10:0. A "grinding machine" was purchased in 1869 at £70. In the next ten years are recorded 8 pairs of mitre mortice wheels (18 inch diameter) with hornbeam cogs, at £66, and 15 ft. lengths of shafting; an 80 H.P. multi-tubular boiler to work at 60 lbs./sq.ins. pressure at £750; shafting, blocks, gearing etc. at £950; a new engine house, a new mill at £36:15:0; equipment for varnish sheds; 20,000 bricks, and a great variety of other items. Coal purchases averaged about 450 tons, and coke 1000 chaldrons per annum between 1760 and 1770. Something over 100 quarters of oats was required each year for feeding horses. This ledger indicates very well how capital was being spent on new buildings, and equipment, and particularly how Capel and Levis Berger were taking advantage of (a) steam-power, and (b) of larger production units to reduce manufacturing costs. No doubt this expansion and enlargement was to continue until 1890 when the area occupied by the factory was

0007-SWP-040392

0007-SWP-000123782



Scale: Approx 90' = 1"

CONCRETE SITE
1492

0007-SWP-040393

0007-SWP-000123783

almost the same as that in 1950, although certain buildings were to be replaced by new ones after 1918.

White Lead

About the time of the formation of the Limited Company, Bergers obtained control of Rawson, Barker & Co., a White Lead factory in Sheffield, and some 200 copy letters from 1880 to 1886 written by William Thorp, who managed this concern from London, have been preserved. White Lead poisoning was still a serious industrial hazard, and as late as the first decade of the twentieth century, there were 1300 recorded cases of lead poisoning in factories making this pigment. According to Charles Booth, White lead manufacture was regarded "as the last resort of the starving". At Sheffield were employed 32 men and 9 women, and strict measures were enforced to reduce the possibilities of sickness to a minimum. Respirators were in use, washing facilities and separate eating room were provided and medical care was available. Work people disregarding the rules were liable to instant dismissal. A daily allowance of ale was in 1887, on the advice of the Inspector of Factories replaced by one of lemonade, - a beverage made from sugar and water and a trace of sulphuric acid. Mr. Thorp anticipated a little difficulty over the introduction of this substitute, but there is no record of any serious repercussions. Writing in 1902 Lambert pointed out that lead sulphate was the only non-poisonous lead compound because of its insolubility in the gastric juices, and this belief may have rationalised the use of dilute sulphuric acid as an antidote. In 1912, however, Legge and Goadby were sceptical about the value of this, which was based on the assumption that the lead entered the body by being swallowed, whereas in fact far more was likely to be absorbed by other means. Moreover lead sulphate was found to dissolve in the gastric juices anyway.

Berger laboratories were responsible for analysis of lead used at Sheffield, and analytical methods were sufficiently accurate to return figures for other trace metals of less than 0.0005%. White lead was made from metallic lead, acetic acid and carbon dioxide, a modification of the old Dutch process, where CO_2 was generated from fermenting dung or tan bark.

Among activities of the Sheffield factory, was work carried out on

0007-SWP-040394

0007-SWP-000123784

preparation of a range of gum-varnishes, which anticipated the eventual production at Homerton. Red lead was also made.

Among the Thorp letters are opinions about new processes or patents concerning White lead manufacture, varnishes and machinery. Many communications are about new plant and buildings, or alterations to existing plant both at Homerton and Sheffield, and letters are included to the Metropolitan Board of Works, the Alliance Fire Assurance Co., the Home Office, the Income Tax authorities, and Gt. Northern Railway Co., - a range of interests which in our own day might be divided between the Company Secretary, the Works Manager, the Chief Chemist, the Chief Engineer and possibly the Research Manager. Thus William Thorp emerges as a practical chemical engineer, concerned about technical progress, anxious to please, tactful, energetic, just in his dealings with subordinates and with the best interests of the Company at heart, - a type of man whom Bergers have sought to encourage from the earliest days.

Other Products.

A laboratory notebook dated 1885 - 1901 describes experiments designed to improve or economise the production of Vermilion by the "Wet-process". Some 300 carefully controlled and recorded experiments are detailed. It seems that works batches varied from 200 to 400 lbs of Vermilion, and that 4 or 5 different shades could be obtained. The indications are that there was no certainty about which particular shade would be produced with any particular batch.

Formulation books showing raw material and labour costs of about the same period describe manufacture of the following colours:-

- Blacks - Burned Ivory.
Drop Ivory.
- Blues - About 20 differently named colours, many of which are variations on "Prussian Blue", in which "spent-oxide" of iron may be used.
- Greens - 25 - 30 differently named colours, including "African", "Olympian", "Mineral", "Emerald", "Quaker", "Royal", "Litho", "French", and "Brunswick".

0007-SWP-040395

- Lakes - About 50 named varieties, in various colours, in which logwood chips, lima wood, cochineal, sapan wood, and quercitron bark figure. Coal-tar dyes such as eosine, rhodamine, erithryn, and phloxine are also used in addition to the natural plant extracts. (The commercial production of dyes had developed from Wm. Perkins' original synthesis of mauve in 1756).
- Pinks. - Dutch, English and Rose Pinks were still being made.
- Red. - About 40 are listed, including basic lead chromates, several modifications of red lead with eosine (Vermillionette), carmine and vermilion.
- Yellows - A wide variety of lead and zinc chromes, and cadmium sulphide.

The contact established between Bergers and the Sherwin Williams Co., of America in 1905, began an exchange of technical information between the two companies which is still, at the time of writing, very closely maintained, and forms a valuable link between technical progress on either side of the Atlantic. Among the earliest improvements in Berger products said to have resulted from Sherwin Williams, were the methods of grinding paint. By 1914 the Berger lists included Wagon and Implement Paint, (8/6d. per gallon) Buggy Gloss Paints (11/6 per gallon) Iron Protective Paints (7/- per gallon), and Coach Paints in either tins or collapsible tubes in at least 90 different shades with prices varying from 2/- to 10/- per lb. (Carmine Lake 48/-). Ready mixed paint was sold in 47 colours; and stainers, artists' colours, polishes, insecticides, paint removers and inks figured in the catalogue. A wide range of varnishes from linseed oil and natural resins were also made.

Staff.

In 1879 when Capel Berrow, then 70 years old and Lewis Curwood then 65, had been joint owners of the Company for almost 20 years, a decision was made to turn the firm into a limited company. In the first Articles of Association six directors are named - Capel B. Berger, Lewis C. Berger,

0007-SWP-040396

Arthur J. Berger, Gryffyd Allen, Frederick Gain, and William Thorp. The capital was £150,000 in 1500 shares of £100. Arthur J. Berger, the fourth son of Lewis Curwood was to be Managing Director with a salary of £1000 per year, increasing to £2000 if and when the Company paid 10% dividend. The Company solicitors were Wilde, Berger, and Moore, the Berger being Lewis John, the eldest son of Lewis Curwood. Gryffyd Allen, and Frederick Gain had been employees at Well Court prior to 1860, when, as we have seen, they were mentioned in the will of John Berger. Both Gain and Allen spent part of their careers as Berger representatives. Wm. Thorp was a chemist, and part of his duties was to be responsible for the Sheffield White Lead works.

On an earlier page in Chapter III we have mentioned Charles Henry Berger, who worked as a colour chemist in the factory. He was the only son of Capel Berrow and met an untimely end at the age of 28 in his father's house (Sion House) in Lower Clapton, otherwise he must have been expected to have inherited control of the Company in due course. The press report of the Coroner's inquest indicated that whilst suffering from a raging toothache he attempted to assuage the pain with carbolic acid, which he was apparently syphoning from a bottle into his mouth, when he was overcome, and lapsed into unconsciousness from which he never recovered. He was locked in his room at the time. Accidental death was returned.

By 1870, photograph taken at that time shows some 80 factory workers at Homerton alone, which together with office workers at Well Court and travellers, must have brought up the total figure to the 100 mark. At this time Bergers were paying 13/- to 15/- per week, with boys from 13 - 16 years, 6/- to 10/-. Pensions for retired workers started some time earlier. Working hours reached 80 - 90 per week. Although many workers stayed for long periods with the Company a good number were summarily dismissed. Causes of dismissal entered in the wages book include drunkenness, laziness, incivility, fighting, foul language, incitement, "throwing in the mill", and "refusing to work in the Blue Place." After the discharge of two employees appears on the one hand the laconic legend "lunatic", and on the other the mysterious, "an old soldier".

In 1879 a keg-maker was earning 30/-, a blacksmith 28/-, and operatives 15/- to 20/- per week.

0007-SWP-040397

Thomas Berger, a grandson of Lewis Curwood, and representative of the Company, states that by 1910, there were 400 workers at Homerton, and that since the firm began 13 employees had served over fifty years and 31 over thirty-five years, the latter including W. Maisey, H. Coppin and J.C. Norwood, who were still with the firm at that time.

Board of Trade returns in 1886 from the paint, varnish and colour industry generally, showed 63% of workers to be earning less than 30/- per week, which was lower than the average rates paid in the rest of the chemical industry.

After 15 years as Managing Director, Arthur J. Berger resigned in 1894, when James W. Garson became General Manager and Secretary of the Company, and after the turn of the century was to be made a director. James Garson joined the firm in 1888 as an export clerk, so that his rise to the top was sensationally rapid. After his first appointment Garson went to manage branches which the Company had already established in America and Canada. The American duty on imported colours led to the closing down of the U.S. branch, and Garson returned to England and the management of the Home Company. His overseas experience encouraged him to develop foreign trade and representatives were sent to Africa, South America, India and Australia, and he himself continued to visit America and Canada, and it was through his friendship with W. H. Cottingham, a Canadian and President of the Sherwin Williams Co., that the close liaison sprang up between that Company and Bergers. In 1905 Cottingham became chairman of the Berger Board of Directors.

Family

Lewis Curwood, grandson of the Founder, married, after the death of his first wife, Sophia Ann Lee, daughter of a Hackney resident Stephen Lee, who was also the father of the Rt. Rev. James Prince Lee, first Bishop of Manchester. Whilst living in Berger House Lewis Curwood was churchwarden of Homerton; he died at the age of 90. His sons were not encouraged to enter the family business. The eldest, Lewis John, as we have seen became a solicitor and lived in Charles Street, Berkeley Square, and the second son Ernest Arthur embarked upon a military career, retiring as major-general after a distinguished career, during which he became aide-de-camp to the Earl of Carlisle, Lord Lieutenant of Ireland. He

0007-SWP-040398

0007-SWP-000123788

married a Tipperary woman, Margaret Catherine Brereton, who claimed direct descent from Sir Ralph Sadleir a Hackney worthy of the 16th century, Chief Secretary of State to Henry 8th, and later to hold office in Elizabeth's reign. The third son died young, and it was the fourth son Arthur John who was to become the firm's Managing Director as already noted.

Soldier Arthur John had eight children, only one of whom, the eldest, John Stephen, was born in England. It was John Stephen's son John Berger, a civil engineer, now living in Somerset and the keeper of the family records, who was kind enough to provide the author with details of the Berger descendants. A younger son of Arthur John, was the author of "A Century and a Half". Yet another son of the soldier, was the father of Charles Berger, now employed by the Company in Wellington, New Zealand.

0007-SWP-040399

0007-SWP-000123789

AND VARNISHES

by
BENNET

0007-SWP-040400

0007-SWP-000123790

Berger PAINTS

COLOURS
VARNISHES
DISTEMPERS
CELLULOSE
& SYNTHETIC
ENAMELS



*Mr. Berger made Fine
Colours in London in
1760*

1938

*being the One Hundred and Seventy-eighth
year of the establishment of*

LEWIS BERGER & SONS, LTD
HOMERTON, LONDON, E.9

GLASGOW · DUBLIN · DURBAN · SYDNEY
MELBOURNE · WELLINGTON

PAGE 1

0007-SWP-040401

0007-SWP-000123791

WORLD DISTRIBUTION

of Berger products is effected through the following Berger Factories, Depots and Agencies

BERGER FACTORIES

LONDON	Lewis Berger & Sons, Ltd., Homerton, London, E.9, England. Telephone No.: AMHerst 3321 (15 lines). Telegraphic Address: "Lewberg. Telex, London." Cable Address: "Lewberg, London." Codes used: Bentley's complete phrase, Bentley's second phrase. City Office: Brattenham House, Lancaster Place, Strand, W.C.2. Telephone No.: TEMple Bar 3938.
GLASGOW	Lewis Berger (Scotland), Ltd., Kerr Street, Glasgow, S.E. Telephone No.: BRIdgeton 947. Telegraphic Address: "Lewberger. Glasgow."
DUBLIN	Lewis Berger & Sons (Ireland), Ltd., 134 James's Street, Dublin. Telephone No.: Dublin 21913. Telegraphic Address: "Lewberg, Dublin."
DURBAN	Lewis Berger & Sons (South Africa), Ltd., 318 Gale St., Durban. P.O. Box No. 1045. Telephone No.: 483. Telegraphic Address: "Enamel."
SYDNEY	Lewis Berger & Sons (Australia), Ltd., Rhodes, Sydney, N.S.W. P.O. Box No. 23, Burwood. Telephone No.: UM 6651 (6 lines). Telegraphic Address: "Berger's Sydney."
MELBOURNE	Lewis Berger & Sons (A) Pty. Ltd. P.O. Box 1159-K, Melbourne, Victoria.
WELLINGTON	Lewis Berger & Sons (New Zealand), Ltd., Torrens Terrace, Wellington. P.O. Box No. 759. Telephone No.: Wellington 54-624. Telegraphic Address: "Berpaint, Wellington."
DAGENHAM	Lewis Berger & Sons, Ltd., Freshwater Road, Dagenham, Essex.

BERGER DEPOTS

BIRMINGHAM	Lewis Berger & Sons, Ltd., 39-40, Thorp Street (off Hurst Street), Birmingham, S. Telephone No.: MIDland 1065. Telegraphic Address: "Lewberger, Birmingham."
BRISTOL	Lewis Berger & Sons, Ltd., (Head Office and Stocks), 20-21 Broad Quay, Bristol. Telephone No.: 25331 (2 lines). Lewis Berger & Sons, Ltd., (Marine Dept.), 1 Queen Square, Bristol. Telephone No.: 22268.
CARDIFF	Lewis Berger & Sons, Ltd., 105, Bute Road, Cardiff. Telephone No.: 5260. Telegraphic Address: "Energetic."
LIVERPOOL	Lewis Berger & Sons, Ltd., 208, Vauxhall Road, Liverpool. Telephone No.: CENTral 2955. Telegraphic Address: "Lewberg."
NEWCASTLE	Lewis Berger & Sons, Ltd., 45, Corporation Street, Newcastle. Telephone No.: NEWcastle 20624. Telegraphic Address: "Lewberg."

Berger Distributing Agents are established in all the principal centres throughout the world. Names and addresses will be supplied on request.

GENERAL INFORMATION

Berger Trade Marks

The Trade Mark of a reputable Manufacturer is a valuable security for the buyer. By insisting on goods bearing the mark of proved worth he safeguards himself against the evils of substitution and ensures satisfaction. One or other of the Berger Trade Marks here illustrated identifies all Genuine Berger products and indicates that the material so marked is of the highest possible quality in its class.



Knowledge of Markets

With 178 years of good paint making and marketing to its credit, the House of Berger has an unrivalled knowledge of world markets and of the individual needs of paint buyers in those markets.

There is a Berger product for every conceivable surface, purpose and climate.

Foreign Weights and Measures

All Berger products are available in the standard weights and measures of foreign markets.

Direct Orders and Indent Orders

Berger products can be shipped either against direct orders, for approved accounts or, if preferred, through Indent Merchants.

INDEX

GLOSS PAINTS	Page	DRIERS	Page
POMPEIAN—Save-a-cost ENAMEL PAINT	6-7	SPEEDRIUM—Universal Medium	38
SYNTHETIC POMPEIAN—Enamel Paint	6-7	HOMERIC DRIERS	38
SEMI-LUSTRE POMPEIAN	8	ORIALASTIC	38
VARNOL Gloss Paint	9	PALE TEREBINE	39
ROCKGLOSS Finishing Paint	10-11	UNIVERSAL TEREBINE	39
HARDGLOSS Paint	10-11	BERGER PATENT DRIERS	39
FLAT PAINTS		PRIMERS	
WET-EDGE MATONE—Flat Oil Enamel	12-13	READY MIXED PRIMER	40
MATROIL—Washable Water Paint de Luxe	14-15	PASTE PRIMER	40
MAISSONE—Oil-bound Washable Water Paint	16-17	METAPRYM Aluminium Wood Primer	40
OIL PAINTS AND GREENHOUSE PAINTS		ROOFING COMPOUNDS	
B.P.—Pure Prepared Decorators' Paint	18-19	TILO	41
ENGLISH WHITE LEAD PAINT (White and Colours)	20-21	PAINT REMOVERS	
MAINTENANCE PAINT	20-21	SOLYDID	42
J.J.T. White Paint	22	ROSE BRAND PAINT REMOVER	42
WAVERLEY WHITE	22	MELTIC	43
BULQUITE	22	SNAP	43
IMPERIAL WHITE	23	PASTE PAINTS	
HOMERTON GENUINE ENGLISH WHITE LEAD PAINT	23	SUPERFINE DECORATORS' OIL COLOURS	44
CONSERVATORY WHITE	24	OIL COLOURS	44
GENUINE GREENHOUSE WHITE	24	COACH PAINTERS' COLOURS	44
SILVER GREENHOUSE PAINT	24	GROUND ZINC OXIDE	45
SILVER GREENHOUSE PAINT "B"	24	GROUND ZINC WHITE	45
GREENHOUSE GLOSS WHITE	24	COLOURS GROUND IN TURPENTINE	45
METAL PROTECTIVE PAINTS		COLOURS GROUND IN WATER	45
METALAC and GRAPHINT	25 & 30	GENUINE WHITE LEAD IN OIL	45
LASTIKON	25 & 30	GENERAL	
LEQUID—World-famous Metal Primer	27 & 30	SURTINT—Strong Liquid Stainers	46
NITON—"first aid" to Galvanised Iron	27	DAMP RESISTER PAINT	47
GALVANISED IRON PRIMER	27 & 30	VATRILAC—Black Enamel for lining all fermentation plant, etc.	47
PERMANOID—Aluminium Paint	28 & 30	CONCOAT—Waterproofing and Beautifier of Concrete and Cement	48-49
EBONITE—Bituminous Coating	28	FACITE—Facsimile Stone Paint	48-49
FENINIUM—The Paint coat of mail	28 & 30	ARMACOTE	50
PROMEUM PRIMER	26 & 30	ARBOREUM	50
PROMEUM FINISHING PAINT	26 & 30	IGNOT—Fire Resisting Paint	51
PROMEUM SILVER PAINT	26 & 30	ROAD LINE ENAMELS	51
LEADIUM Liquid Metallic Lead Paint	29	BLACKBOARD SLATING	52
ENAMELS		BRONZING MEDIUMS	52
EXILAC—The Easy-working White Enamel	31	NITRO-CELLULOSE BRONZING MEDIUMS	52
ENAMELAC	31	DUXBAK—Colourless Waterproofing	53
BERGLOSS	31	SEAL-IC—Insulator and Colour-proofer	53
WHITE STAIRCASE ENAMEL	32	SURFEX—Plastic Paint	54
PERQUITE—Brilliant White Enamel	32	ROSE BRAND FAST CEILING WHITE	54
PRODUCTS FOR THE TREATMENT OF RUST		FLOODLITE FACTORY WHITE	55
PROXCELIN Rust Remover	33	DUSSEAL	55
RUX	33	MERCURY BRAND LEADLESS WHITE (in paste form and ready mixed)	56
NILOX	33	ROSE BRAND LEADLESS WHITE (in paste form and ready mixed)	56
CELLULOSE PRODUCTS		VARNISHES	57-58
MURAL PROXCELIN	34 & 35	FRENCH POLISHES	58
CELOSIGN—Cellulose Enamel for signs	34-35	BERGER HOUSE PAINTS	59
GRAINING PAINTS		SUNDRIES	60
SCAUMBLE	36		
UNDERCOATS			
WUNDERCOTE	37		
OPAQUE WHITE	37		

MATROIL

OIL - BOUND

WASHABLE WATER PAINT DE LUXE

In Paste Form

Many water paints are called "washable"—few will stand the water-and-scrub-brush test. They absorb water—and to stand real washing a surface must be quite non-absorbent. Matroil is non-absorbent—and therefore really washable—because it contains OIL. Yet you thin it with water. Besides making it really washable the oil gives Matroil great durability.

Matroil is a japan-bound paste—easily mixed for use with cold water, and very economical in use. Directly the first coat is dry, a second coat can be applied and goes on easily without "working up" the first coat. Two coats cover solid.

When thinned with Matroil Thinners it is perfectly safe on ordinary new plaster that has dried out.

The Matroil finish is smooth and dead flat, and if desired (for dadoes, etc.) can be varnished over with excellent results. All colours are fast to light and unaffected by lime in plaster walls—all are intermixable and leadless, non-poisonous, disinfectant and fire-resisting.

Matroil is also useful as a primer for oil paint finish—as a filler and priming coat on new woodwork—and as an undercoat for moderately priced enamel work.

One cwt. covers 500 to 600 square yards.

For outside work, please specify Matroil Special Weather Resisting quality which must be thinned with Matroil Thinners.

Matroil is put up in 4-lb., 7-lb. and 14-lb. handsome decorated tins and in 14-lb., 28-lb., 56-lb. and 112-lb. kegs.

Important—The Government factory regulations in Great Britain which impose lime washing every 14 months, permit surfaces painted with Matroil to remain for 3 years without repainting.



MATROIL THINNERS. For thinning Matroil for use on absorbent surfaces inside and on outside work. Normally the use of this thinner is sufficient to stop suction. In 1-gall. tins and 5-gall. drums.

MATROIL PRIMER. For stopping suction on very porous surfaces before applying Matroil. It can be mixed with white lead or ordinary stainers in oil to act as a primer. In 1-gall. and 5-gall. drums.

STANDARD SHADES OF MATROIL

OIL-BOUND WASHABLE WATER PAINT DE LUXE

25 BROKEN WHITE	34 PARCHMENT	13 FLESH	41 EAU-DE-NIL
28 IVORY	8 CORK	46 MARGARET ROSE	47 ADAMS GREEN
1 CREAM	43 DAWN GREY	17 CORAL PINK	46 HOLYROOD GREEN
4 BISCUIT	24 MOTH GREY	18 INDIAN PINK	44 LICHEN
6 CHAMOIS	9 PALE LICHEN	37 BRICK RED	42 BLUE GREEN
5 BUFF	19 PORCELAIN	48-51-52-53* ROSE	47 HILL GREEN
45 PASTEL YELLOW	55 PALE WEDGWOOD BLUE	49 PALE VENETIAN	31 PALE SEA GREEN
40 PALE CORN YELLOW	44 LIGHT BLUE	30 MAROON	32 VERDANT GREEN
7 TEA ROSE	59 HAMBROUGH BLUE	33 SCARLET*	33 ART GREEN
57 CORONATION GOLD	47 FINE BLUE	34 LILAC*	45 POLARIS GREEN*
42 OLD GOLD*	48 ELECTRIC BLUE	44 BUCKINGHAM LILAC	44 HOSIERY*
46 TANGERINE*	29 ELECTRIC BLUE	38 LILAC	58 CORONATION GREEN
11 RURAL BROWN			53 BRIGHT GREEN*
12 ALBURN TAN			54 LAUREL GREEN*

MATROIL is made also in BLACK and WHITE

* These colours are slightly higher in price than others.

0007-SWP-040405

0007-SWP-000123795

Berger
**ENGLISH WHITE
LEAD PAINT**

IN WHITE AND COLOURS

READY FOR USE

In purity Berger English White Lead Paint is beyond reproach—containing only carefully selected ingredients.

These ingredients are more finely ground and carefully strained than is possible without the high-efficiency of the Berger manufacturing plant and process. The pure paint reaches you perfectly amalgamated and in ideal condition—ready for use.

Finest grinding and closest amalgamation of pigment and liquids make Berger English White Lead Paint supreme in spreading capacity, ease of working, and hiding power—enable it to give a better, more close-knit film having longer life and better protective power than those of the generality of paints.

Because of the strength and power of the famous Berger pigments used the colours retain their cleanness and beauty when ordinary paints have grown dull and lifeless.

Berger English White Lead Paint is suitable for wood or iron; in normal conditions it dries in 10 to 12 hours and is hard overnight. It gives a full oil-gloss finish; all colours may be intermixed or reduced with the White to produce other shades.

One cwt. covers 300 square yards.

THE BERGER GUARANTEE
ENGLISH WHITE LEAD PAINT
IS

Guaranteed

MADE ONLY FROM

(1) English White Lead (Carbonate), (2) Genuine Linseed Oil, (3) Genuine American Spirits of Turpentine and (4) a special highly concentrated Berger Drier.



**WHITE LEAD PAINT IN
COLOURS**

Berger White Lead Paint in colours is based on English White Lead with addition of Berger high grade Strong Stainers. Each shade contains the maximum quantity of English White Lead which the nature of the colour permits.

White, flat white, broken white and colours in 1-lb., 2-lb., 4-lb., 7-lb. and 14-lb. lever lid tins (varying in size according to density of colour, so that the possibility of skinning is minimised).

Also in 28-lb. and 1-cwt. drums.

Berger
MAINTENANCE PAINT

READY FOR USE

Tough, hard-wearing weather-resisting paint, designed to give utmost protection to exposed structures, such as barns, outbuildings, etc.—and equally effective on iron roofs, gutters, rainpipes, bridges, girders, railings, etc.

One gallon covers 70 to 80 square yards one coat solid over almost any surface.
In ½-gall. and 1-gall. tins, and 5-gall. drums and barrels.

STANDARD SHADES OF BERGER
ENGLISH WHITE LEAD PAINT
 IN COLOURS

32 IVORY	34 ORANGE	34 LT. GREY
37 LT. STONE	36 IMPERIAL RED	40 MIDDLE SLATE
34 LT. BUFF	41 INDIAN RED	35 LT. BLUE
35 STONE COLOUR	42 TUSCAN RED	* 49 AZURE BLUE
36 BUFF	40 OXIDE	43 PALE GREEN
37 MIDDLE STONE	55 CHOCOLATE	44 LT. GREEN
38 MIDDLE OAK	57 DARK CHOCOLATE	45 DARK GREEN
39 TERRA COTTA	59 OLIVE GREEN	

ALSO IN WHITE, FLAT WHITE, BROKEN WHITE AND BLACK
 * To ensure colour retention it is recommended that a coat of varnish be applied over this shade.

STANDARD SHADES OF
BERGER MAINTENANCE PAINT

RED	GREEN	DARK GREY	BRIGHT RED OXIDE
-----	-------	-----------	------------------

0007-SWP-040407

0007-SWP-000123797