

These sheets are designed to fit an Elbe Modern Binder No 154 or 123L. Keep them in numerical order for ready reference

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"To Be Helpful"

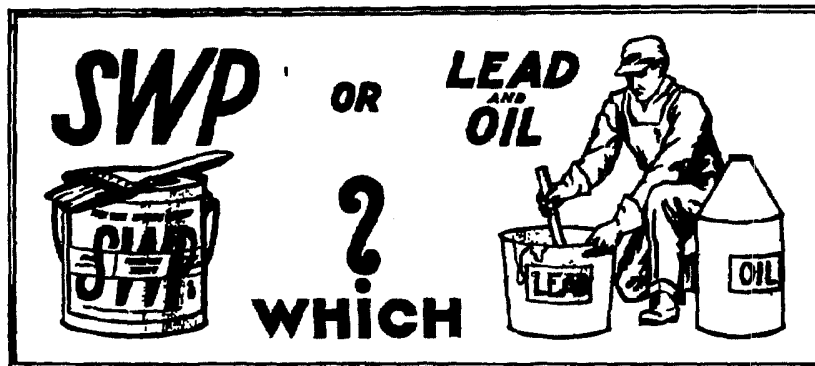
THE SHERWIN-WILLIAMS COMPANY

601 CANAL ROAD, N. W., CLEVELAND, OHIO

CONFIDENTIAL BULLETIN NUMBER NINE

SUBJECT: Lead and Oil

DATE April 29, 1921



By A. H. Van Voris, S-W Agent, Cobleskill, N. Y.

Speaking for Sherwin-Williams agents, may I ask: Aren't we overlooking some of the cardinal virtues of SWP—the Prepared Paint standby?

What is our principal competition? After all, isn't it a hand mixture of lead and oil and isn't it up to us, knowing what we do about the inherent superiority of SWP over lead and oil, to come out boldly at this time and to renew our own confidence so we can pass it on to our customers and show them the light?

We hear some talk about there being too much difference in price between SWP and lead and oil on today's markets. In my opinion, price should not enter into the question, because SWP is so infinitely superior to lead and oil as regards covering capacity and endurance that I don't see a fair comparison.

SWP is safeguarded right to the time the finished goods are placed in the consumer's hands through the S-W agents. The various steps in the process include the mining of the lead and zinc ores in the S-W mines in New Mexico; the smelting of these ores in Coffeyville, Kansas; the big shipments of flaxseed from the fields of the Northwest; the pressing of the linseed oil from the seed in the S-W oil mills; the purification and aging of the oil under S-W methods; the combining at the S-W factory points of the lead, the oil, the color and the oxide of zinc, together with the necessary driers and thinners and a small amount of inert to make a perfectly balanced paint.

This Bulletin sent to
Full S. & D. List
All Reps.
Same thing going from
Cleveland to all agents
direct, as May News
Letter, on April 28th.

The grinding and mixing of the paint in special machinery are safeguarded at every step. This fineness of grinding and mixing means smoothness in spreading as well as uniformity. It is easy to see that human hands could not possibly perform the task and give the unvarying result you get in SWP.

The finished product represents a weight made up of paint value. If it is true that SWP costs more than some other paint and figures more than lead and oil per gallon, don't overlook the extra paint value in the package, which means extra spreading and covering on the job, less paint per job, therefore less cost per job and less cost per year of service.

I have made up a little table which is conservative. While it may not apply to all sections of the country, look it over:

COMPARATIVE COSTS

Lead and Oil

White Lead, 100 lbs.....	\$0.14	\$14.00	
4 gallons linseed oil.....	1.00	4.00	
1 pint drier.....	.25	.25	
1 pint turpentine.....	.20	.20	
			\$18.45
Labor, 2 hours.....			2.00
			\$20.45

Makes seven gallons of paint.

Cost per gallon, \$2.92.

Covers 250 square feet, 2 coats per gallon.

Requires for house, 21½ gallons.....\$62.78

SWP

12 gallons (our retail price).....	\$4.25	\$51.00	
3 gallons linseed oil.....	1.00	3.00	
Labor, 1 hour.....	1.00	\$1.00	1.00
			\$55.00

Makes 15 gallons of paint.

Covers 350 square feet, 2 coats per gallon.

Saving to customer on material alone.....\$7.78

Of course, these figures will vary according to local conditions and price quotations.

You will see from this that there is an actual saving to the customer on SWP *vs.* Lead and Oil of quite an amount, and you must recognize further that there is no way of computing the difference in the length of life of SWP compared to lead and oil, which might run from 25 to 50 per cent additional service to the credit of SWP.

Profit to the dealer on SWP compared to lead and oil should not be overlooked. This varies, of course, depending on local quotations, but is a prime consideration to the dealer.

Get back of SWP hard right now and sell it. The company is giving unusual sales and advertising helps, including house job calls by its representatives, store demonstrations, property owner work, decorative service, direct-mail helps, national advertising, local electrotypes, window displays, store displays—admittedly the best advertising line of its kind in the country.

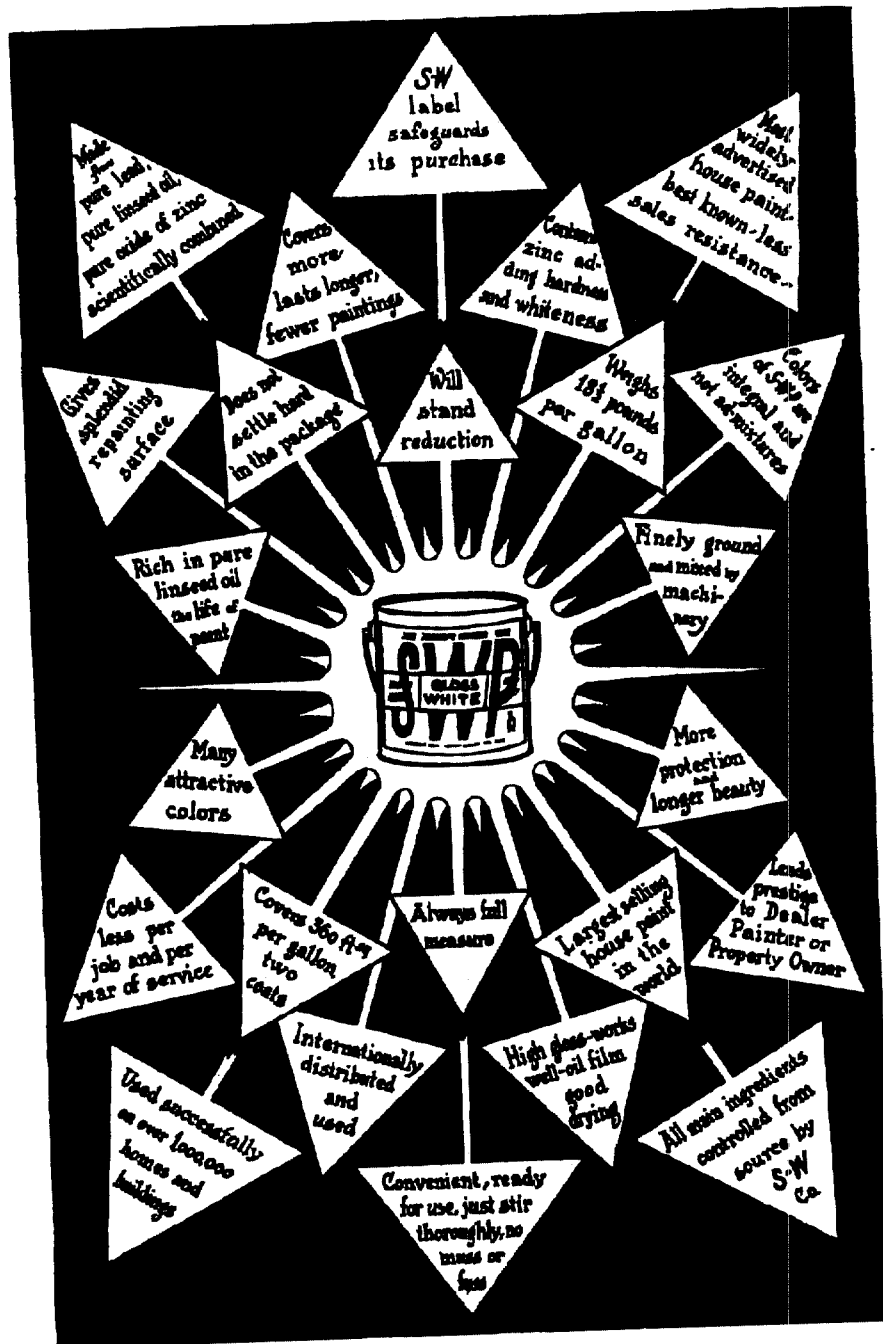


Chart based on arguments of A. H. Van Voris, Cobleskill, N. Y., S-W Agent

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