

The Origin of Liquid Paint Manufacture

The action Mr. Sherwin took in putting all of our energy into experiments to see if we could make a really good paint in liquid form resulted in the development of Osborn Family Paint in 1878. The formula for this is attached. A sample of the early package is in the historical collection.

The name Osborn Family Paint apparently was used because it was unwise to use the name Sherwin on a material against which the general public was becoming very prejudiced. The quality of the Averill patent paint was so inferior that the general public expected to find poor quality in anything called "patent paint", "ready-mixed paint", or "prepared paint".

However, Mr. Sherwin soon appreciated that there was a distinct advantage in supplying high-quality paint in ready-mixed form so that an amateur might not need to employ the services of a practical painter for a simple job. At that time all major jobs were handled by painters who prepared the paint from a mixture of white lead, linseed oil, etc., and tinting color.

Osborn Family Paint was very superior to ordinary prepared paints then offered. Finding that it received good public acceptance, Mr. Sherwin eventually decided to market the best paint possible, and in 1880 Sherwin Williams Paint was put on the market with a guarantee that it was superior to any other paint offered, including lead and oil, in the following words:

"We guarantee that this paint when properly used, will not crack, flake or chalk off and will cover more surface, work better, wear longer and permanently look better than other paints, including White Lead and Oil.

"We hereby agree to forfeit the value of the paint and the cost of applying it, if in any instance, it is not found as above represented."

This guarantee was applied to every package of S. W. P. and all of the literature for about ten years. At no time did it prove necessary to pay the forfeit offered.

W. R. Sieplain

11/2/49

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N23300

Averill Formula

1867

200 pounds zinc oxide

20 gallons linseed oil

5 pounds acetate of lead

10 pounds sulphate of zinc

Sufficient water to obtain a 3° Baumé solution of zinc and lead solution.

3 gallons silicate of soda solution 5° Baumé gravity.

6 gallons saturated solution lime water.

6 gallons linseed oil

6 gallons benzine

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