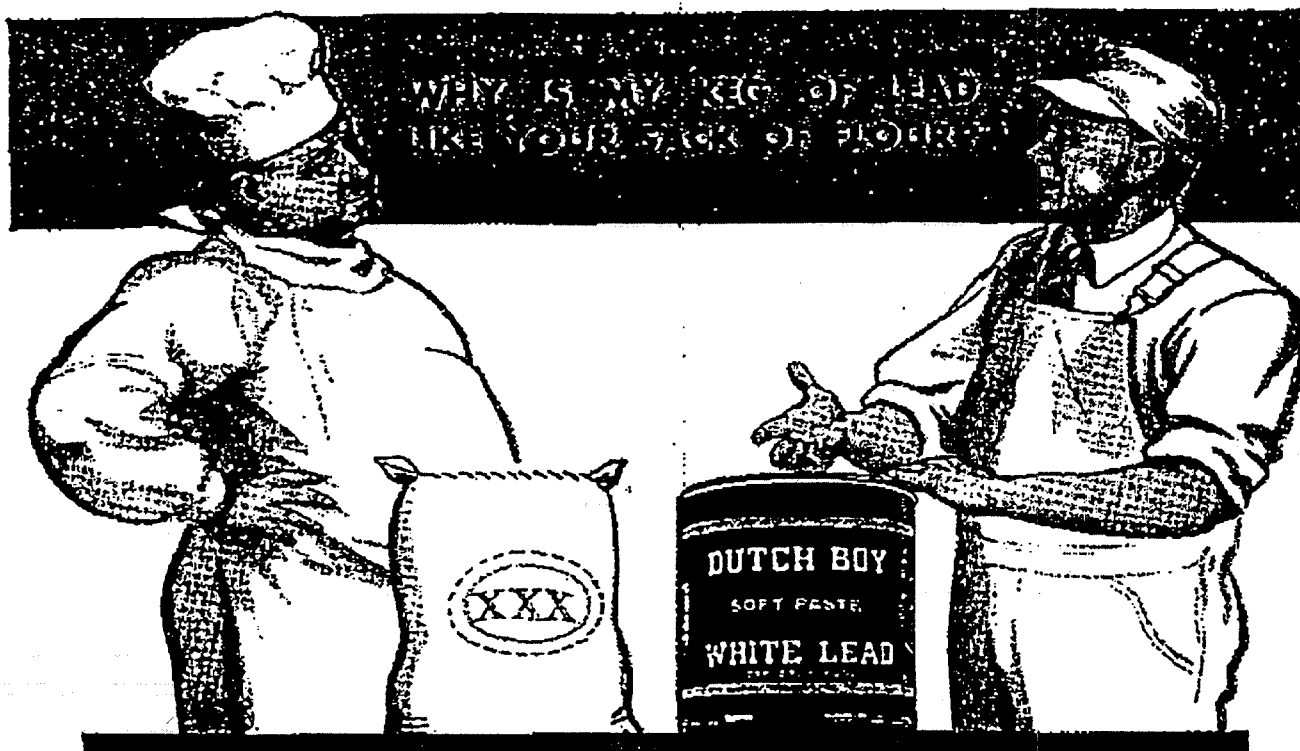


Now I've Got Both...



You painters who prefer paste white lead—the strictly pure article in easy-to-mix soft paste form—will find exactly what you want in the familiar black and orange keg. It's whiter than ever, hides better than ever and has better body. And it's as adaptable as ever—it's the base of paint for nearly all surfaces.

You painters who want white lead paint—the strictly pure 100% white lead article in ready-to-use form—will find exactly what you want in the brilliant new white and blue container. It's made to do a stand-out, stand-up job in just two coats even on bare outside wood.



WELL, in the first place, both white-lead and flour are standard, basic items—yours in food stores, mine in paint stores. Both are staples with country-wide distribution.

In the second place, both are commodities that most people understand. There is nothing mysterious about them . . . they're just good, pure, dependable materials.

In the third place, both are adaptable. I take white-lead, and with various oils and thinners, make many types of paint. You take flour as a base, and using other things with it, make bread, cake, cookies, biscuits and so on.

With your sack of flour, plus a few other ingredients, you have the makings for about everything a baker has to bake. And you don't need to tie up much money in stock.

With my keg or two of lead, plus a few oils and thinners and colors, I have the makings for about every type of paint my jobs demand. I don't have a big inventory of materials either, nor any waste to speak of, to dry up part of my profit.

PRIMING COAT
NEW EXTERIOR SURFACES

FLAT PAINT
INTERIOR PLASTER

FINISH COAT FLAT
WOOD STUCCO CRACKS ARTS

UNDERCOAT + SEMI-GLOSS
EXTERIOR WOOD & PLASTER

PRIMING COAT
INTERIOR WOOD & PLASTER

ENAMEL UNDERCOAT
INTERIOR WOOD

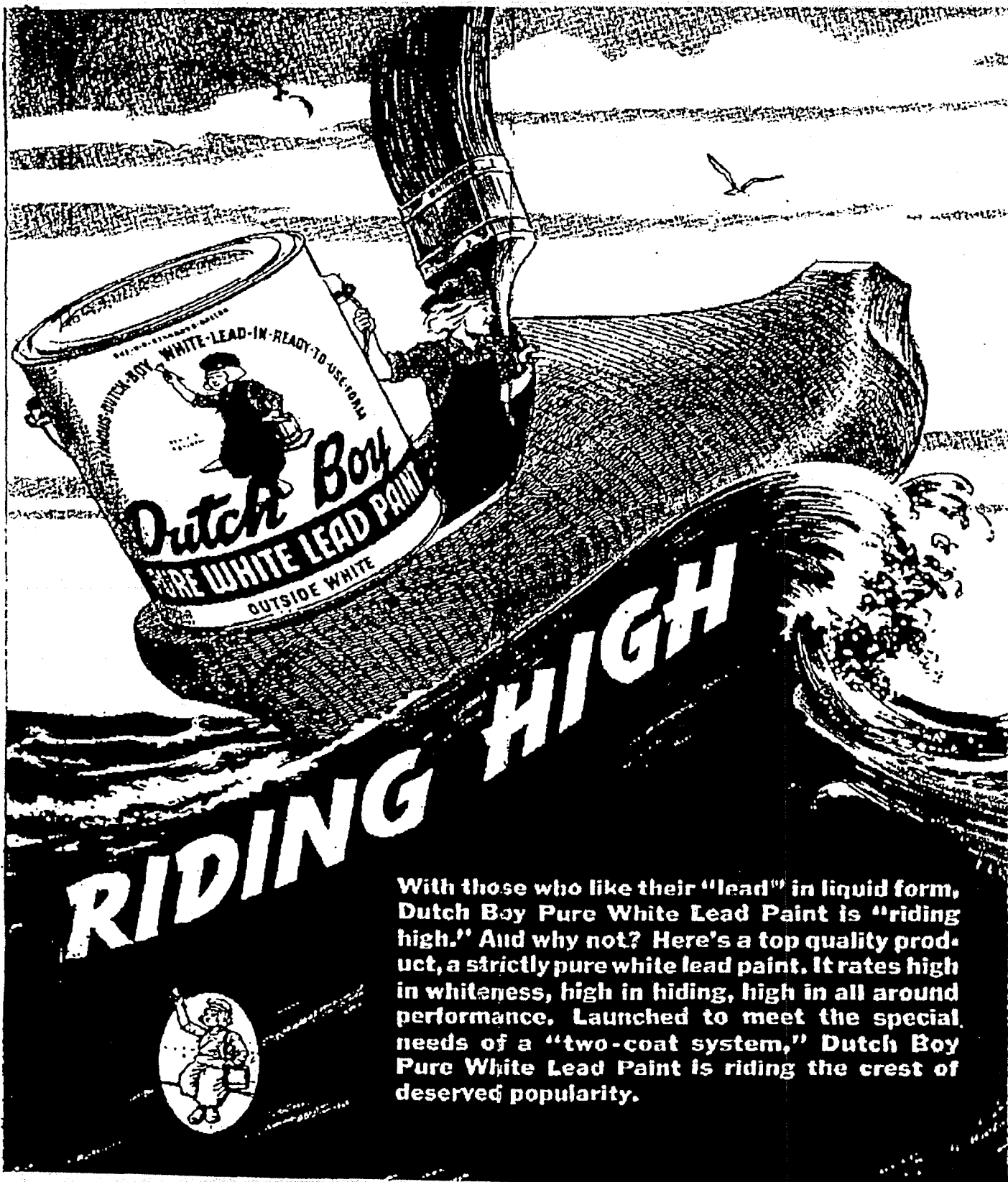
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With those who like their "lead" in liquid form, Dutch Boy Pure White Lead Paint is "riding high." And why not? Here's a top quality product, a strictly pure white lead paint. It rates high in whiteness, high in hiding, high in all around performance. Launched to meet the special needs of a "two-coat system," Dutch Boy Pure White Lead Paint is riding the crest of deserved popularity.

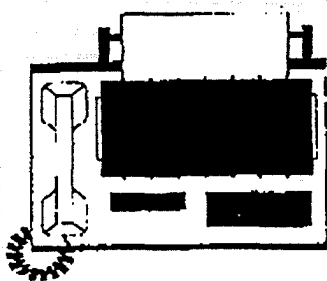
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Fax Transmission

No. of pages incl. this one: 7

To: Bob McDonald

Company: Sherrin-Williams

Fax Number: (216) 515-4400

From: Susan Chandler

Date: 7.14.99

If you do not receive all pages, please contact:

Connecticut Historical Commission
59 South Prospect Street
Hartford, CT 06106
Phone: (860) 566-3005
Fax: (860) 566-5078

Subject: Copy of letter as requested.

Many thanks for your assistance.

Special Instructions: _____

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PAGE 01

N15831

7-SWP-0053257



STATE OF CONNECTICUT
CONNECTICUT HISTORICAL COMMISSION

May 26, 1999

Mr. Stu Bedford
Dutch Boy Paints
c/o Sherwin-Williams
101 Prospect Avenue, 18 M
Cleveland, OH 44115

Subject: Request for Permission to Reprint Illustration
Dutch Boy Painter magazine

Dear Mr. Bedford:

Dr. David A. Poirier, of the Connecticut Historical Commission, and Dr. Kenneth Feder, of Central Connecticut State University, are working with Greenwood Publishing Group to compile an edited volume focusing on various natural and man-made hazards that may surround archaeological field investigations.

The volume is intended to provide professional archaeologists with useful information in preparing risk analyses and exposure assessments. Each paper identifies a potential hazard, discusses health safety implications, and offers constructive advice to guide future fieldwork. The academic and professional archaeological community is the projected audience for the volume, rather than the general public.

The article dealing with lead hazards, of which I am co-author, has a section which describes the history and popularity of lead additives to paint. Because Dutch Boy was a leader in the paint industry during the height of this period, reprinting a typical advertisement seems appropriate for educational purposes as part of this paper. The article is intended to be purely factual and no opinions (adverse or otherwise) about the paint industry or the use of lead as an additive are expressed.

The article does not identify lead as a major hazard for archaeologists and only recommends a few common sense precautions in dealing with potentially lead-contaminated sites.

Enclosed are a selection of illustrations taken from *Dutch Boy Painter* magazine which would suit our purpose for this publication. If there is one (or more) that you would be kind enough to approve for this specific use, we would be extremely grateful. The published illustration will acknowledge, "courtesy of Sherwin-Williams" or whatever other notation your company prefers.

TEL: (860) 566-3003 e-mail: ethist@neca.com FAX: (860) 566-5078
39 SOUTH PROSPECT ST. - HARTFORD, CONN 06106 - 1901
AN EQUAL OPPORTUNITY EMPLOYER

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Letter to Mr. Bedford
May 26, 1999
Page Two

Many thanks again for your gracious assistance. Please contact me or Dr. Poirier,
Staff Archaeologist, should you have further questions concerning the publication or
this request.

Sincerely,



Susan R. Chandler
Historical Architect

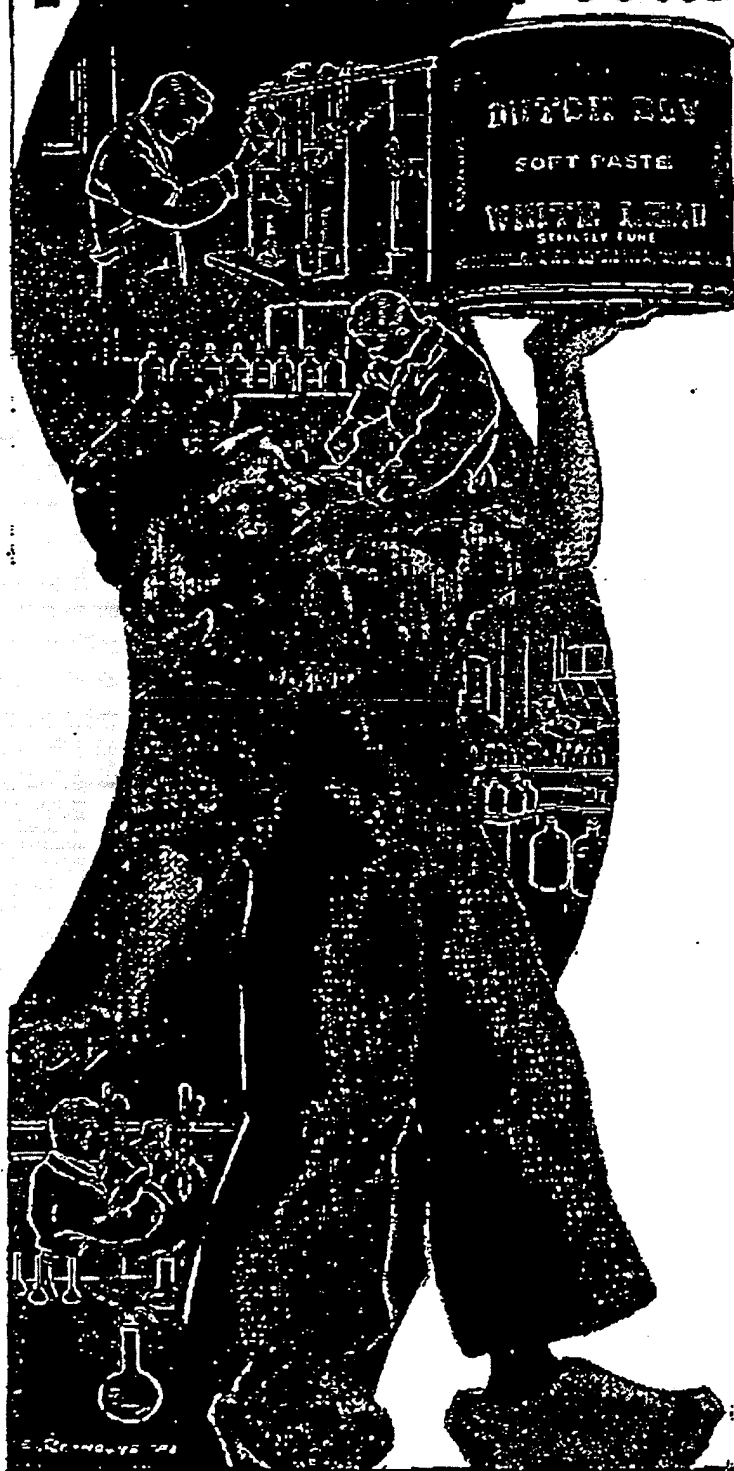
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PAGE .03

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IT'S EASY *When you know how*



To RAISE a product's quality—

To BOOST its paint value—

Is not as easy as it may seem,

Especially when the product has

Always enjoyed top rating.

However, a staff of earnest

Seekers-for-something-better,

(Usually called research men)

With skill born of experience,

Working in Dutch Boy "labs"

Have improved on perfection—

Which is to say: They have made

Dutch Boy paste White Lead

An even better white lead—

Made it *three ways better*:

(One) In Whiteness,

(Two) In Hiding,

(Three) In Body.

Today's Dutch Boy White Lead

Gives you these improvements,

Besides unparalleled economy

And unequalled adaptability.

There's proof in every keg.