

Bulletin No 536

January 21, 1927

Subject: SWP vs. LEAD AND OIL

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Believing that it will be helpful to all Representatives and Store Managers to have a schedule of figures as a basis for comparing the cost to the average property owner, of painting his house with lead and oil as against the cost of painting it with SWP, I have prepared some figures based on the prevailing prices of white lead in oil, turpentine and linseed oil, as well as the retail price of SWP.

This schedule shows that even in first cost it is cheaper for the property owner to paint with SWP at a saving of \$2.56 for an average house job, which will increase or diminish somewhat in different localities where the consumer's market prices of lead and oil and the retail price of SWP vary from the figures named in this schedule.

You will notice that in figuring the lead and oil job I have added \$2.00 for labor. I consider this very low -- as it is less than the cost of two hours labor, and I do not think you will find many painters who can break up 200 pounds of lead, mix in the necessary amount of linseed oil and turpentine and then tint it to the desired color in two hours. Most painters would take three or three and a half hours to do this job, as tinting is usually a slow operation with them. Another thing, I have not figured in the cost of oil colors in figuring the lead and oil job -- we throw that in with the labor.

Realizing that there will be some variance between the retail prices named in my schedule and those prevailing in our various divisions, I am going to ask each Sales Manager immediately to draw up a schedule similar to this, based on the retail prices prevailing in his territory, having the schedules mimeographed or typewritten and sent to each representative in his division. We want our representatives to have these figures with them at all times so that when they call on property owners who are figuring on painting with linseed oil, they can convert them to the economy and satisfaction of painting with SWP.

We want our representatives to have this schedule with them when holding their store meetings, which will be very frequent from now on, so they can present these figures to our agents and their clerks and thus teach them how to break down the arguments of property owners who are inclined toward lead and oil.

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Our representatives may find that a number of agents and some of the clerks too, are of the belief that it is cheaper to paint with lead and oil than SWP, and it will be a positive revelation to them when our representatives spring these figures in the store meetings.

Representatives in doing this should use a large sheet of wrapping paper tacked to the wall, and with black crayon write down these figures, explaining them item by item so both agent and the clerks can visualize the whole operation.

Please take care of this matter right away, refiguring the attached schedule according to your own prices, and send it to each of your T/S representatives with your helpful comments, together with your suggestions as to where to use the information and how to use it. Please do a real job of this and send me a copy of your bulletin and revised figures.

Yours very truly,


Manager.

LFC-L

Dist Mgrs
Sales Mgrs (T/S)
Sales Dev Mgrs
Retail Store Mgrs
GAM EDW SWG EJD GMS
CML NMC CGB RTC HEB

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