

It is interesting to note that after long resistance, the National Lead Company have at last recognized that a high-grade prepared house paint is superior to lead in oil.

In 1887, 18 or 20 plants making white lead were combined to form what was then the "National Lead Trust". Trusts then were all the rage. The dictatorial power of such trusts soon brought about the Sherman Anti-Trust Law in 1890 to combat such "combinations in restraint of trade". The "National Lead Trust" was soon liquidated and with subsequent additions became the National Lead Company.

At that time and up until almost the present, National Lead Company have advocated that the best house paint was lead and oil mixed up by the painter on the job. They advocate that the "made-to-order" paint had many advantages over ready-mixed paint.

To a considerable extent they were right, but their comparison was with the first ready-mixed paint of the type offered on the market following the Averill Patent of 1867. This first ready-mixed paint was a most unfortunate concoction using only zinc oxide and whitening pigment mixed with linseed oil and combined with a large quantity of water and acetate of lead and silicate of soda and a very liberal addition of drier and benzine.

The chief advantages claimed by Averill was that his paint would not settle in the package and that the laborious operation of mixing lead and oil was eliminated. I quote Mr. Sherwin's own words covering his experience at the time ...

"I had no confidence in Averill's undertaking And little as I knew then about making paint, after seeing what materials he used, I came away content to vigorously oppose 'Patent' paint, as all liquid paint was called for many years. Averill soon had many imitators, and unfortunately for those who came after, imitated him too closely. Thus there came to be a well-founded prejudice against prepared paints. But the way had been opened to fill a long felt want, and gradually the larger and older manufacturers began to turn their attention to the production of paints in liquid form of reputable quality.

"With this handicap of prejudice and failure before us, we gave up our opposition to prepared paints, and put all of our energy into experiments to see if we could make a really good paint in liquid form. I need not tell you the results. Sherwin-Williams Paint was put on the market as the best paint that had ever been made. This claim has had abundant proof for over a third of a century, and today Sherwin-Williams Paint is the widest known, the best liked, and by far the most largely distributed of any in the world."

S.W.P. Outside House Paint was first put on the market on September 13, 1880 and since that time - up to June 1, 1947 - there have been manufactured 86,146,570 gallons. Note attached statement. Immediately, when put on the market in 1880, S.W.P. set a standard for high-grade prepared paint and took a leading position in the field. There have been many imitations and following Smerrin-Williams Company's lead, now many high-grade prepared paints are offered as the best material for exterior painting of wooden buildings.

The consumption of lead in oil has been constantly declining. Note statistics indicating that the volume is now only about 1/6 of what it was 25 years ago. A recent most important illustration of this was experience in the painting of many army camps. In November, 1940 we received a request for a bid on 35,000 gallons of lead and oil mixed by hand on the job for painting Camp Edwards. This was at the beginning of the erection of the many army camps all over the Country.

Recognizing the uneconomic and inefficient features of this method, I brought this fact to the attention of Dr. Gardner, suggesting that if possible, recommending to the Quartermaster General that these army camps be painted with prepared paint rather than lead mixed by hand on the job.

He consulted General Sommerville with the result that it was decided that the Quartermaster's Department would buy Federal Specification TT-P-38 lead zinc ready-mixed paint for all army camps and that the local generals would let contractors have cost plus fixed fee basis for the painting labor. Awards were made for a million gallons of ready-mixed paint.

Following immediately after this - February, 1941 - not being entirely satisfied with the lead zinc ready-mixed paint was the best for the purpose, General Sommerville called together ~~myself~~, Dr. Nickson, Chief of the Paint Section of the Bureau of Standards, Dr. Gardner, Scientific Section of the National Paint, Varnish and Lacquer Association, the best paint authorities in the Army and Navy and about a half dozen technical directors of the most prominent national paint manufacturers. Dr. Holley was included in this.

As a result of careful deliberations and thorough tests, the Government adopted Specification TT-P-40 as the standard for the painting of all Army and Navy shore buildings superseding former Spec. TT-P-38 lead zinc ready mixed paint, TT-P-138 lead ready-mixed paint, TT-P-101 Titanium ready-mixed paint and now all inquiries from all Federal departments for painting exterior of wooden buildings specified TT-P-40.

This TT-P-40 formula was almost exactly the same as S.W.P. Outside Gloss White. It had been ordered in very large quantities and during the past 5 or 6 years since its adoption, the Federal departments have used millions of gallons of it.

M.R.S.
JUN 20 1947

GUARANTEE APPEARING ON ALL SWP LABELS UP TO 1890

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 Pure 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.

THE SHERWIN-WILLIAMS CO.

MRS.
JUN 20 1947

0007-SWP-000001552

N11418.01

Feature used on SWP and many other color cards about 1900.

'Tis easier to copy than to originate. Would-be competitors are recognizing the superiority of our products, business methods, advertising features, etc., and in imitating them as they now do, they render us valuable service, and at the same time advertise their own incapacity. 'Tis the best that is imitated.

M.R.S.
JUN 20 1947

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N11418.02

TOTAL UNITED STATES
SALES
LEAD IN OIL (TONS)

1921	143,545
1922	153,395
1923	125,087
1924	114,872
1925	120,479
1926	111,845
1927	119,026
1928	111,923
1929	104,872
1930	69,592
1931	66,446
1932	46,720
1933	48,354
1934	56,165
1935	63,359
1936	71,025
1937	68,634
1938	74,885
1939	71,942
1940	53,765
1941	61,314
1942	48,948
1943	38,845
1944	39,276
1945	23,044
1946	25,274

M.R.S.
JUN 20 1947
copy this

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N11418.03

**FORMULA COMPARISON
CHRYSLER-WILLIAMS vs NATIONAL LEAD
HOUSE PAINT**

<u>SWP ULTRA WHITE</u>	<u>INGREDIENTS</u>	<u>DUTCH BOY BLEND PAINT</u>
64.0%	<u>Pigment</u>	64.1%
7.63%	White Lead, Basic Carbonate	14.27%
8.96%	White Lead, Basic Sulphate	12.65%
29.44%	Titanium-Magnesium	18.33%
—	Titanium-Dioxide	6.03%
17.92%	Zinc Oxide	12.82%
36.0%	<u>Vehicle</u>	35.9%
15.12%	Raw Linseed Oil	} 28.72%
10.08%	Heat Treated Linseed Oil	
5.40%	Liquid Drier	1.80%
5.40%	Mineral Spirits	5.38%
100.0% 100.00%		100.0% 100.00%

<u>SWP 450 UNDERCOATER</u>	<u>INGREDIENTS</u>	<u>DUTCH BOY PRIMER</u>
63.0%	<u>Pigment</u>	63.9%
28.35%	White Lead Basic Carbonate	} 31.95%
1.26%	White Lead Basic Carbonate	
27.09%	Titanium-Magnesium (Titanium Pigment)	31.95%
6.30%	Zinc Oxide	—
37.0%	<u>Vehicle</u>	36.1%
17.02%	Raw Linseed Oil	} 12.27%
5.55%	Heat Treated Linseed Oil	
—	Varnish	13.36%
5.55%	Liquid Drier	1.81%
8.88%	Mineral Spirits	8.66%
100.0% 100.00%		100.0% 100.00%

M.R.S.
JUN 23 1947

0007-SWP-000001555

N11418.04



FOR THE **HOME** THAT IS
CLOSE TO YOUR HEART!

... "Dutch Boy" Paints from foundation to roof
... the paints with the happy BLENDING



Each "Dutch Boy" Paint is specially blended for its particular purpose... blended to give you the most for your money under particular conditions of wear and exposure.

Your heart tells you, "Make the home you love beautiful, a home to be proud of." Your head tells you, "Protect your home well." Both are jobs for the "Dutch Boy."

"Dutch Boy" Blended Paints protect more than the house itself; they protect your hard-earned investment, too. For generations, "Dutch Boy" has guarded homes all over America, while adding to their beauty.

And here's a fact for every home-owner to consider: Each "Dutch Boy" Paint is specially blended to provide a particular kind of protection... blended for the wear or exposure it must meet.

No wonder users enthusiastically tell their

friends, "Use 'Dutch Boy' House Paints." And when talking to friends about painting interior walls and ceilings, they're equally enthusiastic in praising washable "Wonsover," the oil wall paint that covers in one coat.

Discover how and why "Dutch Boy" Paints "go on" so well, and stay on so long. Mail the coupon for a free copy of *Blended Beauty for Your Home*. Send for it today. Look for the name of your "Dutch Boy" paint dealer under "Paint" in your classified telephone directory. Talk to him, or your painter, about "Dutch Boy" Blended Paint.

"Save the Surface and You Save All!"

"Dutch Boy" Bright White House Paint, BLENDED to clean itself, stay dazzling white and give long-time protection.

"Dutch Boy" Tinted House Paints BLENDED to remain true in color and stubbornly protective.

"Dutch Boy" Trim Colors BLENDED to provide durable, bright, glossy finishes

for sash, doors and trim.

"Dutch Boy" Porch and Floor Enamel, BLENDED to assure a tough surface resistant to weather and scuffing shoes.

"Dutch Boy" Primer-Undercoater, BLENDED to seal and hide. Used under Bright White or Tinted House Paint, produces a superior two-coat job... even on new wood!



*Reg. U.S. Pat. Off.

DUTCH BOY* PAINTS... For Exterior and Interior Surfaces

BETTER HOMES & GARDENS, APRIL, 1950

0007-SWP-000001556

N11418.05

Formula Comparison
Sherwin Williams vs. National Lead
House Paint.

SWP GLOSS WHITE

INGREDIENTS

DUTCH BOY
BLENDED PAINT

64.0%		<u>Pigment</u>	64.1%	
7.68%		White Lead, Basic Carbonate	14.27%	
8.96%		White Lead, Basic Sulphate	12.65%	
29.44%		Titanium Magnesium	18.33%	
—		Titanium Dioxide	6.03%	
17.92		Zinc Oxide	12.82%	
36%		<u>Vehicle</u>	35.9%	
15.12%		Raw Linseed Oil	}	28.72%
10.08%		Heat Treated Linseed Oil		
5.40%		Liquid Drier		1.80%
5.40%		Mineral Spirits		5.38%
100%	100%		100%	100%

SWP 450 UNDERCOATER

INGREDIENTS

DUTCH BOY PRIMER

63%		<u>Pigment</u>	63.9%	
28.35%		White Lead Basic Carbonate	}	31.95%
1.26%		White Lead Basic Sulphate		
27.09%		Titanium Magnesium	(Titanium Pigment)	31.95%
6.30%		Zinc Oxide		—
37%		<u>Vehicle</u>	36.1%	
17.02%		Raw Linseed Oil	}	12.27%
5.55%		Heat Treated " "		
—		Varnish		13.36%
5.55%		Liquid Drier		1.81
8.88%		Mineral Spirits		8.66
100%	100%		100%	100%

**FORMULA COMPARISON
SHEPWIN-WILLIAMS vs NATIONAL LEAD
HOUSE PAINT**

<u>SWP GLOSS WHITE</u>	<u>INGREDIENTS</u>	<u>DUTCH BOY BLENDED PAINT</u>
64.0%	<u>Pigment</u>	64.1%
7.68%	White Lead, Basic Carbonate	14.27%
8.96%	White Lead, Basic Sulphate	12.65%
29.44%	Titanium-Magnesium	18.33%
	Titanium-Dioxide	6.03%
17.92%	Zinc Oxide	12.82%
36.0%	<u>Vehicle</u>	35.9%
15.12%	Raw Linseed Oil	} 28.72%
10.08%	Heat Treated Linseed Oil	
5.40%	Liquid Drier	
5.40%	Mineral Spirits	
100.0%	100.00%	100.0% 100.00%

<u>SWP 450 UNDERCOATER</u>	<u>INGREDIENTS</u>	<u>DUTCH BOY PRIMER</u>
63.0%	<u>Pigment</u>	63.9%
28.35%	White Lead Basic Carbonate	} 31.95%
1.26%	White Lead Basic Carbonate	
27.09%	Titanium-Magnesium (Titanium Pigment)	31.95%
6.30%	Zinc Oxide	-----
37.0%	<u>Vehicle</u>	36.1%
17.02%	Raw Linseed Oil	} 12.27%
5.55%	Heat Treated Linseed Oil	
	Varnish	
5.55%	Liquid Drier	
8.88%	Mineral Spirits	13.36%
100.0%	100.00%	100.0% 100.00%

M.R.S.
JUN 23 1947

FORMULA COMPARISON
SHERWIN-WILLIAMS vs NATIONAL LEAD
HOUSE PAINT

SWP GLOSS WHITE		INGREDIENTS	DUTCH BOY ENAMELED PAINT	
64.0%		<u>Pigment</u>	64.1%	
	7.68%	White Lead, Basic Carbonate		14.27%
	8.96%	White Lead, Basic Sulphate		12.65%
	29.44%	Titanium-Magnesium		18.33%
		Titanium-Dioxide		6.03%
	17.92%	Zinc Oxide		12.82%
36.0%		<u>Vehicle</u>	35.9%	
	15.12%	Raw Linseed Oil	}	23.72%
	10.08%	Heat Treated Linseed Oil		
	5.40%	Liquid Drier		1.80%
	5.40%	Mineral Spirits		5.38%
100.0%	100.00%		100.0%	100.00%

SWP 450 UNDERCOATER		INGREDIENTS	DUTCH BOY PRIMER	
63.0%		<u>Pigment</u>	63.9%	
	28.35%	White Lead Basic Carbonate	}	31.95%
	1.26%	White Lead Basic Carbonate		
	27.09%	Titanium-Magnesium	(Titanium Pigment)	31.95%
	6.30%	Zinc Oxide		
37.0%		<u>Vehicle</u>	36.1%	
	17.02%	Raw Linseed Oil	}	12.27%
	5.55%	Heat Treated Linseed Oil		
		Varnish		13.36%
	5.55%	Liquid Drier		1.81%
	8.88%	Mineral Spirits		8.66%
100.0%	100.00%		100.0%	100.00%

M.R.S.
JUN 23 1947

0007-SWP-000001559



From the office of
C. M. LEMPERLY

6/30/47.

AWS MJF SBC
GGT GDW WRS ✓

Proposed Bulletin on "Dutch Boy"
Paint

On discussing this further with the Sales Department we have decided to hold up the bulletin for the present.

Instead we will deal with the subject at the District Sales Meetings. At that time we will have our contemplated SWP sales story to present and it is believed this will be a better approach and will remove any danger of some of our men getting the impression that we are unduly concerned about this competition, etc.

CML

the last published report of 1946.

Steel Industries: 1946 now only 16 as compared to 25 previous
SWP, on the other hand, has gone steadily forward and since 1880 we have produced over 86,000,000 gallons. This present year since January 1st, we have produced over 3,250,000 gallons of SWP, which tops our highest previous full year of 1942 (2,826,000 gallons) by 424,000 gallons.

Our research tests and exposures prove beyond any question of doubt that Sherwin-Williams' recommendation of a two-coat painting system with our 450 Undercoater as primer, followed by our SWP top coat is the finest painting recommendation we know how to make and shows an overwhelming superiority of this system in results obtained, notably, appearance, absence of film failure and protection of the surface.

But the secret is in SWP's famous formula which represents an experience and a "know how" that you just can't imitate.

We are not interested in a comparative formula analysis, nor should our representatives become involved in formula discussions. Suffice it to say that our famous SWP balanced formula is unequalled anywhere, and has been proven by such a wide experience in prepared paint making as to admit of no doubt or question.

The present SWP formulation as repeatedly announced by this office is the finest we have ever produced, but with all these outstanding advantages if we sit back and do not capitalize on our position the first thing we know we will wake up and find "Dutch Boy Blended House Paint" in the stores and stocks of a lot of our S-W Dealers.

SWP has been paid the highest compliment of advertisements announcing "Dutch Boy Blended is a complete switch-over from the decades and ad and Oil.

is the "writing on the wall" following the reduction. According to the statistics put up, Bureau of Mines, Lead and Oil has steadily in 1922, to less than 60,000 short tons in

paint field leaves no doubt or question as to ad policy when he cast his lot with prepared 1880.

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is the "writing on the wall" following the reduction. According to the statistics put up, Bureau of Mines, Lead and Oil has steadily in 1922, to less than 60,000 short tons in

June 26, 1947.

"IT'S THE BEST THAT IS IMITATED"

To our Sales Organization:

Sherwin-Williams and good old SWP have been paid the highest compliment of their long careers in the recent national advertisements announcing "Tutch Boy Blended House Paint" ready to use. This represents a complete switch-over from the decades and generations of their advocacy of White Lead and Oil.

Their entry into the prepared paint field leaves no doubt or question as to the soundness of Mr. Sherwin's thinking and policy when he cast his lot with prepared paint and made the first gallon of SWP in 1880.

The above switch-over no doubt is the "writing on the wall" following the general trend of declining Lead and Oil production. According to the statistics put out by the U. S. Department of the Interior, Bureau of Mines, Lead and Oil has steadily declined from a high of 153,393 short tons in 1922, to less than 40,000 short tons in the last published report of 1944.

Steel Industries 1946 now only 1/6 as much as 25 years ago
SWP, on the other hand, has gone steadily forward and since 1880 we have produced over 66,000,000 gallons. This present year since January 1st, we have produced over 3,250,000 gallons of SWP, which tops our highest previous full year of 1942 (2,826,000 gallons) by 424,000 gallons.

Our research tests and exposures prove beyond any question of doubt that Sherwin-Williams' recommendation of a two-coat painting system with our 450 Undercoater as primer, followed by our SWP top coat is the finest painting recommendation we know how to make and shows an overwhelming superiority of this system in results obtained, notably, appearance, absence of film failure and protection of the surface.

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The present SWP formulation as repeatedly announced by this office is the finest we have ever produced, but with all these outstanding advantages if we sit back and do not capitalize on our position the first thing we know we will wake up and find "Tutch Boy Blended House Paint" in the stores and stocks of a lot of our S-W Dealers.

0007-SWP-000001561

N11418.08

As a matter of fact, that is just what we found over on the West Side the other day when we noticed quite a stock of this material in the store and window of one of our loyal old time S-W Dealers. He had been listening to competitive stories to the effect that Sherwin-Williams was "no longer interested in the paint business". In short, he had been sold "a bill of goods". It wasn't because he didn't have or couldn't get SWP, for he had it.

The interesting thing about this case is that when we questioned this dealer about putting in the stock he knew very little about his new purchase and thought he had been buying a "Liquid White Lead Paint". When we told him to look at the formula he was quite surprised when he read off such ingredients as Titanium, Zinc Oxide, etc., in addition to White Lead and Linseed Oil, Driers and other ingredients. He then began to realize - apparently for the first time - that he had "bought something" - had duplicated his paint stocks with an unknown "newcomer" into the field, and asking a retail price of 50¢ more per gallon than SWP. He said he had been promised a "semi-exclusive" arrangement whereby the manufacturer was only going to sell to twenty dealers in this County. It was pointed out that this may be true for the time being, during the introductory period - but what then?

We only mention this to point out what can happen, and what will happen, if we sit back and let it happen.

It will be interesting to see how these people handle the story of their new ready mixed paint when for years they have tried to fight the battle of Lead and Oil vs. ready mixed house paint.

What will be the story to the painter after all these years of telling him one thing and now switching over to what we have been pointing out to him for nearly seventy years?

In conclusion, I just want to say that I believe in these recent developments as reported here, we have the greatest sales opportunity we have ever had as an organization to go out and make the greatest capital of what I believe is one of the best things that has ever happened to us, if we are alert and "on the ball". But to do it we have got to tell our SWP story over and over again, demonstrate it, put in displays and leave no stone unturned to keep our story before the public, dealer, painting contractor - in fact, all users of paint.

For Ohi For Ohi The whole world must ^{agree} fall -
There's only one Paint that will cover the Earth
And that's S - W - P !

