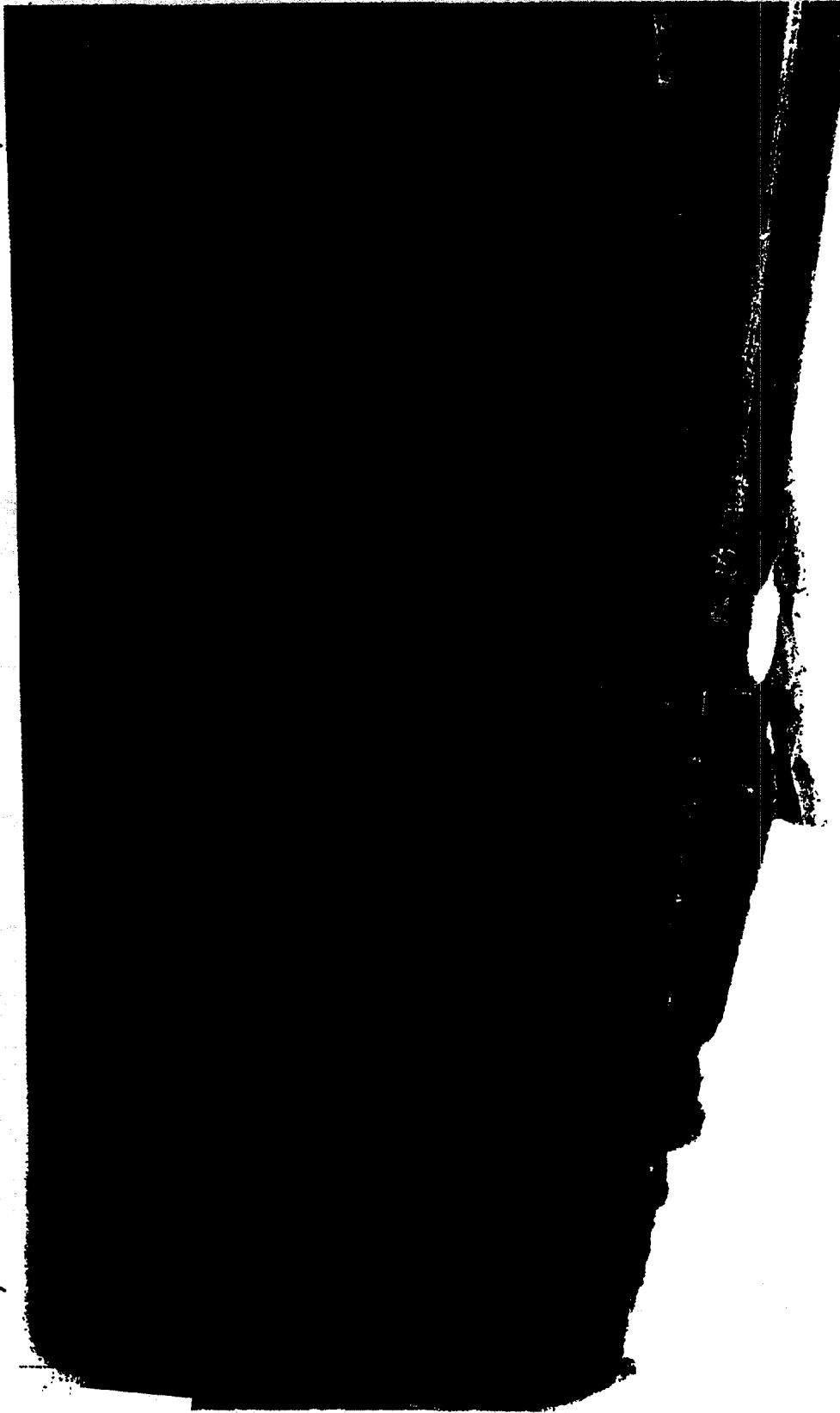


5w/10pc

7 SWP 36170-36297

Labeling



SWP HOUSE PAINT

AUBURN BROWN

FIRST COAT — Use SWP 450 Undercoat tinted with two ounces Kem Tinting Color Black or one-quarter pint S-W First Quality Tinting Color Lampblack to the gallon of SWP 450 Undercoat. Allow 2 to 4 days drying before recoating.

SECOND or FINISHING COAT — Use full body at package consistency. If too heavy for easy brushing, thin it sparingly with S-W Exsolvent or turpentine.

ADDITIONAL COAT (THIRD COAT) — Recommended for new or badly weathered surfaces, after the second coat has dried 2 to 4 days. Same as directed for second coat.

UNPAINTED METAL SURFACES — Galvanized iron: first coat S-W Galvite, then two coats of this SWP color. Steel and iron: first coat S-W Rust Control Primer #49, then one or two coats of this SWP color.

CAUTION — DO NOT intermix this color with SWP Trim and Tinting Non-Chalking White. To vary the color use Kem Tinting Color — up to two ounces per gallon.

11-45

THE SHERWIN-WILLIAMS CO.
GENERAL OFFICES: CLEVELAND, OHIO 44101
MADE IN U. S. A.

DIRECTIONS: — PREPARING THE SURFACE

Surface must be thoroughly dry, clean, and free from grease. Do not paint in damp, foggy, or cold weather. Most finishes dry best at 65°F. or higher.



Check roof, down spouts, and flashings for leaks before painting.



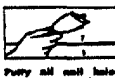
Remove loose dirt with brush or sandpaper. Replace spilt or broken siding.



Remove all loose or peeling paint, using wire brush, scraper, or blow torch.



Touch up bare spots.



Put all oil holes after first coat is dry and before applying finishing coat.

PREPARING THE PAINT

When paint has been in storage for some time the pigment may settle and oil may rise to the top. Pigments and oils must be thoroughly mixed as shown below.



Pour oil into a clean container of least two-thirds of the oil that has risen above the pigment.



Stir the pigment and remaining oil with a smooth paddle. Get down the edges bringing up the pigment.



Pour back the remaining liquid, stirring constantly until all has been added.

0007-SWP-036170

0007-SWP-000117577

3.785 LITERS



SHERWIN-WILLIAMS SWP HOUSE PAINT

No. 11-021

CAUTION!
COMBUSTIBLE

— Keep Away From Heat,
and Open Flame

CONTAINS LEAD
HARDWARE IF EATEN

Do not touch any very interior surfaces of this container. The plastic used for the rim of the container, or on window sills, trays, etc. are either finished in white, might be covered by lead. Avoid inhaling the vapors or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or drinking. Keep container closed when not in use.

Use with adequate
ventilation.

**KEEP OUT OF THE REACH
OF CHILDREN**

FOR WOOD AND METAL SURFACES

ASBESTOS DUST	
percentage of Weight	100%
chilly by Weight	100%
percentage of Fibers by Weight	100%
Ferric Teflon	63%
Iron Oxide	100%
Chlorine Oxide	100%
Sulfur	100%
percentage of Volume by Weight	100%
Neph Volatile	100%
Limestone, Gels	100%
Polymethyl Fatty Acid	100%
Allyl Acetate	100%
Volatile	100%
Mineral Oxide	100%

0007-SWP-000117578

THE MANUFACTURERS' RESPONSIBILITY IN COMPLYING WITH LABEL LAWS

by

John F. Green, PPG Industries

We can start this discussion with a series of questions: What is a label? Where did it come from? What good does it do? What are the legal implications? and finally: How do you go about composing a label that fits all conditions?

Webster's Dictionary defines a label as: "A piece of paper, parchment, metal, etc., affixed to anything to denote contents, ownership, directions, etc. ..."

Originally, labels were just that - a piece of paper affixed to a container to let you know that it contained; i.e., the label your grandmother put on her jar of preserves. With the great growth of prepackaging in the late 1800's and early part of this century, the manufacturer or packager utilized the label to advertise his product, particularly with the adoption of a brand name. The next logical step was to include a description of the product and/or directions for its use, and finally to utilize legal warnings to protect the customer and the manufacturer.

Recognizing that some packaged products were poisonous or harmful to a human if improperly used, government bodies began to require that such products be labeled with warnings (the familiar skull and crossbones) and in some cases instructions as to what to do if swallowed or otherwise misused. In certain products antidotes had to be spelled out.

In California, the Division of Industrial Safety (which was created in 1914) issued very comprehensive General Industry Safety Orders in 1943. These included Article 83: "Labeling of Injurious Substances". The thrust of these Orders was to require an employer to label containers of specified substances to warn employees of the hazards involved. Obviously, the employer would go

Remarks at the Seminar on Household Chemicals and Paints, San Francisco, California, November 17, 1970.

0007-SWP-036171

0007-SWP-000117579

back to the manufacturer or supplier of products he used to label his product before shipment. As far as the Paint Industry was concerned this covered only a few items such as Removers, Lacquer Thinner, and a few other special products. This was the start of the complicated and highly restrictive labeling laws which we know today. In 1960 Congress passed the "Federal Hazardous Substances Labeling Act". This Act raised many questions. Which products have to have warnings? Under what circumstances could warnings be waived? What warnings or cautions are required for what products? It was several years before all or most of these questions could be resolved, and in April 1965 the N.P.V.L.A. published its book "Paint Industry Labeling Laws and Regulations". I would recommend that any of you who don't have a copy obtain one. This is the most comprehensive work on this subject in our industry. Don't let its size scare you as the book contains summaries of all State label laws as well as the Federal law. It also contains suggested warnings and precautionary labels.

Every manufacturer of coatings, resins, or household chemicals has not only a legal obligation to conform to the labeling laws but also a moral obligation to warn his customers of hazards inherent in the use of his products. As an aside I might also say that you may be protecting yourself financially. The Federal Law provides for fines of up to \$3000 and prison terms for up to one year for non-compliance. In addition, in this day of Consumerism and Ecology the courts tend to be very harsh on companies who are accused of damaging the environment or the general public. As an example of what I'm talking about, one of our industrial customers had an employee who sued his company claiming he was physically harmed by the use of our product. Fortunately, the drums which we sold to this customer contained the proper warnings and the case was settled as far as we were concerned. It is better to err on the side of caution than the other way around.

0007-SWP-036172

Here is another note of caution: If you have products manufactured for you and your label is used on that product, you have the legal liability that the product is properly labeled.

The next question is: How do you comply with all of these rules and regulations? Unfortunately, there is no easy way - just hard concentrated work. This is my company's label manual. It contains seven sections.

Section I covers the label laws and regulations

Section II deals with label use and preparation

Section III deals with warnings

Section IV deals with directions for use

Section V deals with ingredient statements for the
States of Virginia, Montana and North Dakota

Section VI covers the subject of economic poisons

Section VII discusses the applicability of weights and
measures laws.

Most all of these subjects have a direct bearing on the design and content of your label.

How do you design a label that will be legal and still enhance your product?

Obviously, the art work that distinguishes your product and company should be the first consideration. The only restriction on this is that you leave enough space on the label (front and back) to enable you to include the directions, warnings, antidotes and other statements required by law. Incidentally, don't forget to properly mark your registered trade marks on your label.

0007-SWP-036173

0007-SWP-000117581

The next step is to include the legal warning in the proper size and in the designated place on the label. In order to properly label your product you must critically analyze each item as to content and hazard and then select the proper warning. The N.P.V.L.A. book contains 92 warnings - our book contains over 300.

Unless you are a manufacturer of a broad spectrum of products, relatively few of the warnings will be necessary. However, be sure that the warning you use is the proper one for that particular product. Some slight deviations may require different wording. As an example, a product with a flash point of 78°F. requires a different warning than one with a flash point of 82°F. Viscosity is also a factor; different labels are required for the same product if the viscosity is over or under 150 SSU. Some products require front panel warnings as well as back panel warnings. An example is lacquers with low flash points and products containing more than 1% lead as a metal.

After you have selected the proper warning then be sure it is incorporated on your label in the proper place and in the proper size type. Another point that is often overlooked by trade sales manufacturers is that a paint tinted at the point of sale for a consumer may also require a warning. Such a label is illustrated on page 59 of the N.P.V.L.A. book.

While most of the laws deal with products sold to the consumer and those which may enter a household, there are those which must have warning labels no matter where they are used - in an industrial plant, on a construction site or in an automotive paint shop. I refer specifically to the economic poison laws and those covering danger from explosion or fire. We have found it a good practice to put warning labels on most products whether legally required or not - witness the case referred to earlier with our industrial customer.

0007-SWP-036174

0007-SWP-000117582

Also, there are labels required for shipping under ICC rules - low flash point red labels, corrosive white labels, explosives, acids, etc. These are covered in the N.P.V.L.A. book.

Next, you must include the weights and measures designation. The California law says: "Contents of the container shall be plainly and conspicuously marked, branded, or otherwise indicated in the principal display panel of the container or on a label or a tag attached thereto". "Principal display panel" normally means the front panel, although on round cans the law will allow an area immediately adjacent to the front panel. In the case of partially filled containers such as tinting bases, the correct amount in the package must be shown.

In California, liquid measure must be shown in U.S. gallons, quarts, pints, etc., so that a partially filled container such as a tinting base cannot have its liquid contents shown as a fraction of a gallon (.94 gallon).

Next, the law requires that the name and place of the manufacturer be shown on the label.

There may be a few of you who, like my company, do business all over the United States, and if you sell your products in the State of Virginia or in New York City, you really have problems. We have found that if we conform to the laws of these two we can safely label and sell our products anywhere in the country. It is for this reason we show quantitative ingredient statement on all Trade Sales labels of products sold to the general public even though such information is not required in the Pacific Coast States.

Finally, you can use the remaining space (if any) for directions, a plug for your product, or anything else you want to say - providing it isn't illegal!

Briefly, gentlemen, that's what the law requires on a label and it behooves all of us to study this matter carefully and do the best we can to comply.

0007-SWP-036175

0007-SWP-000117583



DANGER: HARMFUL OR IRRITANT - FLAMMABLE
CONTAINS AROMATIC HYDROCARBONS AND LEAD - 200000
IF SWALLOWED, DO NOT INDUCE VOMITING -
SEEK MEDICAL IMMEDIATELY
Keep away from heat, sparks and open flame. Avoid breathing of vapor or spray mist. Avoid contact with skin. Do not take internally. Close container after using.
KEEP OUT OF THE REACH OF CHILDREN

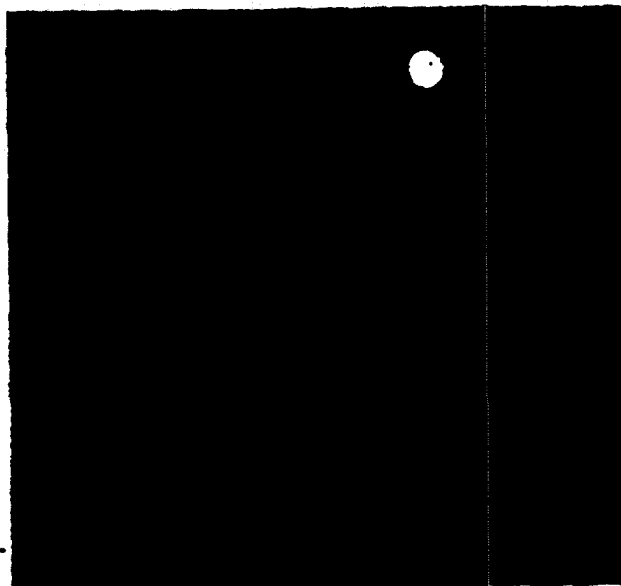
TO THE CONSUMER

Store drum out of sun and away from heat. Keep drums tightly closed. Do not empty by pressure. Replace drums immediately after emptying.

WARNING! - FLAMMABLE

Keep from heat, sparks and open flame. Avoid breathing of vapor or spray mist. Avoid contact with skin. Do not take internally. Close container after using.

USE WITH ADEQUATE VENTILATION
KEEP OUT OF THE REACH OF CHILDREN



TO THE CONSUMER

Store drum out of sun and away from heat. Keep drums tightly closed. Do not empty by pressure. Replace drums immediately after emptying.

DANGER - VAPOR HARMFUL - FLAMMABLE

CONTAINS AROMATIC HYDROCARBONS AND LEAD - 200000

Keep away from heat, sparks and open flame. Avoid breathing of vapor or spray mist. Avoid contact with skin. Do not take internally. Close container after using.
KEEP OUT OF THE REACH OF CHILDREN

USE WITH ADEQUATE VENTILATION
KEEP OUT OF THE REACH OF CHILDREN

0007-SWP-036176

0007-SWP-000117584

CAUTION! COMBUSTIBLE
KEEP AWAY FROM HEAT AND OPEN FLAME
CONTAINS LEAD **HAZARDOUS IF EATEN**
 Do not apply on any interior surfaces of a dwelling, or a place used for the care of children, or on vinyl, or on toys, cribs and other furniture which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or drinking. Keep container closed when not in use.
 Use with adequate ventilation.
KEEP OUT OF THE REACH OF CHILDREN Do 11-471

A

Use for 1/2 pint & pint labels

CAUTION! COMBUSTIBLE
Keep Away From Heat and Open Flame
CONTAINS LEAD **HAZARDOUS IF EATEN**
 Do not apply on any interior surfaces of a dwelling, or a place used for the care of children, or on vinyl, or on toys, cribs and other furniture which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or drinking. Keep container closed when not in use.
 Use with adequate ventilation.
KEEP OUT OF REACH OF CHILDREN Do 11-471

B

Use for quart labels

CAUTION! COMBUSTIBLE Do 11-471
Keep Away From Heat and Open Flame
CONTAINS LEAD **HAZARDOUS IF EATEN**
 Do not apply on any interior surfaces of a dwelling, or a place used for the care of children, or on vinyl, or on toys, cribs and other furniture which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or drinking. Keep container closed when not in use.
 Use with adequate ventilation.
KEEP OUT OF THE REACH OF CHILDREN

C

Use for gallon and 5 gallon labels

0007-SWP-036177

0007-SWP-000117585

CAUTION
CONTAINS BARIUM OR
OTHER SUBSTANCES
HARMFUL IF EATEN

Do not apply on any interior surface of a dwelling, or a place used for the care of children, or on window sill, toys, cribs, other furniture or any place which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating and smoking. Keep container closed when not in use.

KEEP OUT OF THE REACH
OF CHILDREN 3c (4-71)

0007-SWP-036178

0007-SWP-000117586

CAUTION
CONTAINS BARIUM OR
OTHER SUBSTANCES
HARMFUL IF EATEN
Do not apply on any interior surface of a dwelling, or a place used for the care of children, or on window sill, toys, cribs, other furniture or any place which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating and smoking. Keep container closed when not in use.
KEEP OUT OF THE REACH
OF CHILDREN 3c (4-71)



0007-SWP-036179

0007-SWP-000117587

WARNING—CONTAINS LEAD.
DRIED FILM OF THIS SUBSTANCE MAY BE
HARMFUL IF EATEN OR CHEWED.
KEEP OUT OF THE REACH OF CHILDREN.
Do not apply on toys and other children's
articles, furniture or interior surfaces of
any dwelling or facility which may
be occupied or used by children.

S 3994

WARNING—CONTAINS LEAD. DRIED FILM OF THIS
SUBSTANCE MAY BE HARMFUL IF EATEN OR CHEWED.
KEEP OUT OF THE REACH OF CHILDREN.
Do not apply on toys and other children's articles,
furniture or interior surfaces of any dwelling
or facility which may be occupied
or used by children.

S 3993

WARNING—CONTAINS LEAD. DRIED FILM OF THIS
SUBSTANCE MAY BE HARMFUL IF EATEN OR CHEWED.
KEEP OUT OF THE REACH OF CHILDREN.
Do not apply on toys and other children's articles,
furniture or interior surfaces of any dwelling
or facility which may be occupied
or used by children.

S 3993

0007-SWP-036180

0007-SWP-000117588

Reduction Recommendations for this Soft Paste White Lead

NEW WORK—Salt Wood	FIRST COAT	SECOND COAT	THIRD COAT
White Lead	100 Pounds	100 Pounds	100 Pounds
Pure Raw Linseed Oil	4 Gallons*	1½ Gallons*	3 Gallons*
Pure Turpentine	1½ Gallons	1½ Gallons	
Drier	1 Pint	1 Pint	1 Pint
Makes	9 Gallons	6 Gallons	6½ Gallons
*If Boiled Linseed Oil is used omit Drier.			
REDUCING TABLE FOR 12½, 25 AND 50-POUND PACKAGES			
50 pound Kegs—Divide the above quantities by 2			
25 pound Kegs—Divide the above quantities by 4			
12½ pound Kegs—Divide the above quantities by 8			

IMPORTANT • • READ THIS

Important Note—Do not spoil the high quality of this White Lead by mixing with it cheap oil and cheap drier. **USE THE BEST.**

Add the oil a little at a time and stir in each portion thoroughly.

Resinous Wood—Reduce as directed above except the first coat should have larger percentage of Pure Turpentine.

Previously Painted Surfaces—When in good condition, reduce as directed above for second and third coats.

Unpainted Old Weathered Lumber—Reduce as directed above. The first coat should have larger percentage of Pure Raw Linseed Oil.

Since conditions and surfaces vary, no definite amount can be given.

Flat Finish—For flat finish on interior walls and woodwork, mix the contents of 100 pound pail with two gallons of Flattening Oil for brush work.

Caution—Allow each coat to dry. In all painting, give plenty of time for each coat to dry before applying another. Inside work should have twenty-four hours and outside work two or three days between coats.

0007-SWP-036181

0007-SWP-000117589

MEMORANDUM
FOR INSIDE CORRESPONDENCE ONLY

For R. A. Bradley Office _____ Date 5-9-51
From _____ Office _____
Subject Zilo soft Paste ODP white tint Answering Letter of _____ By _____

Herewith attached Zilo and ODP labels with
thinning directions. We haven't shipped any
of these labels out in the past 3 years.
I have fair stocks of the labels - but small
stocks of thinning instructions.

Carl Melink

0007-SWP-036182

0007-SWP-000117590

V Henderson of N.Y. P.O. # 1
inquired regarding a label order
from National Lead at Perth County.

ordered 3000 25# rock 500

3000 100# " 800

5000 wearing " 1000

N.L. also received invoice and are
paying.

MS 11-10

0007-SWP-036183

0007-SWP-000117591

CLASS OF SERVICE DESIRED	
TELEGRAM	
DAY LETTER	
NIGHT MESSAGE	
NIGHT LETTER	
Mark X opposite class of service desired otherwise the message will be transmitted as a full-rate telegram.	

TELEGRAM SENT BY
THE SHERWIN-WILLIAMS CO.

☐ VIA WESTERN UNION



☐ TELETYPE

Send the following message subject to the terms of the transmitter which are hereby agreed to.

RECEIVER'S No.

CHECK

TIME FILED

From City Cleveland Date May 27, 1960 Time 3:50 PM Authority _____
 To The Sherwin-Williams Company - S. E. Henderson
 Street Address 260 Madison Avenue City New York 17 State New York

BALANCE OF LABEL ORDER WILL BE SHIPPED TO NATIONAL LEAD TONCHING.

NORTH OASTED CHECKING BILLING.

Charge to: VP-79 Packings Specification Department (Sched) M. T. Simpson

2074

WORD YOUR TELEGRAM INTELLIGENTLY AND CONSIDER
CAREFULLY THE COST AND THE TIME GRANTED

HOUSE COPY

0007-SWP-036184 . .

0007-SWP-000117592

Cleveland
Mrs. Simmons - 11th Mid. -
Cleveland

Purchasing

#16 New York PC&C

May 12, 1960

S.H. Henderson

National Lead Co.

*White -
T. J. Sel...*

We understand that you have had some discussion with National Lead of Perth Amboy, N.J. regarding an invoice received for labels. We do not have any more background on this, but would like to state that the invoice #8 1960 National Lead is very much in order. MAY 13 1960

When you discuss this with the party at National Lead, please point out that there must be a charge for these labels inasmuch as National Lead includes a charge for labels used on their invoices.

If you need any further information, please advise, or have the party at National Lead contact us directly.

9

D.C. Jasmund:bh
cc MYS

M. Y. S
MAY 13 1960

0007-SWP-036185

0007-SWP-000117593

NICK GUS
JAN 13 1963
LABEL DEPT.

CAUTION! COMBUSTIBLE
KEEP AWAY FROM HEAT AND OPEN FLAMES
CONTAINS LEAD
HARMFUL IF EATEN
Do not apply to any interior surfaces of a dwelling, or a place used for the care of children, or on window sills, toys, cribs and other furniture which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or smoking. Keep container closed when not in use.
Use with adequate ventilation.
KEEP OUT OF THE REACH OF CHILDREN 2a (1-62)

A

Use for 1/2 pint & pint labels

CAUTION! COMBUSTIBLE
Keep Away From Heat and Open Flame
CONTAINS LEAD
HARMFUL IF EATEN
Do not apply on any interior surfaces of a dwelling, or a place used for the care of children, or on window sills, toys, cribs and other furniture which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or smoking. Keep container closed when not in use.
Use with adequate ventilation.
KEEP OUT OF REACH OF CHILDREN 2a (1-62)

B

Use for quart labels

CAUTION! COMBUSTIBLE
Keep Away From Heat, and Open Flame
CONTAINS LEAD
HARMFUL IF EATEN
Do not apply on any interior surfaces of a dwelling, or a place used for the care of children, or on window sills, toys, cribs and other furniture which might be chewed by children. Avoid breathing vapor or spray mist and prolonged contact with skin. Wash thoroughly after handling and before eating or smoking. Keep container closed when not in use.
Use with adequate ventilation.
KEEP OUT OF THE REACH OF CHILDREN 2a (1-62)

C

Use for gallon and 5 gallon labels

NICK GUS
JAN 21 1963
LABEL DEPT.

0007-SWP-036186

ATTACHMENT **LABEL ANALYSIS -- LABEL CAUTION**

NOTIFICATION OF CHANGE BY THE TECHNICAL DEPARTMENT

To: See Distribution - Item 8 Date: 3-3-69

Rx No.: A2 W 4 Product: S/P Gloss White House Paint

Card No.: 17 Conc. Date: 3-3-69 Label Anal. Letter: E Label Caution 2a

Pigment by Weight 57 %

Titanium Dioxide	15 %
Lead - Lead: Zinc Oxide	10 %
Silicates	24 %
	%
	%
	%
	%

Parallel Rexes:

B46 W 10

Vehicle by Weight 43 %

Processed Linseed Oil	16 %
High Polymer Oil	5 %
Mineral Spirits	15 %
Driers	2 %
	%
	%
	%
	%
	%

100.0%

Prepared / Signed by Formulator who prepares the Signed by Lab Director of and
Label Analysis Technical Department

This department recommends the following action as regards the stock of labels now on hand showing the previous label:

Print new label at once for all stock of labels of previous label.	Recommend changing label as they run out.
---	--

0007-SWP-036187

0007-SWP-000117595

LABEL NUMBER WORK SHEET

RA _____ Date _____
 C. No. _____ Date Recd. _____ Label Anal. Letter _____

Q. No.	Material No.	PICMENT	ANALYSIS TO APPEARANCE
1.	1		
2.	2		
3.	3		
4.	4		
5.	5		
6.	6		
7.	7		
8.	8		
9.	9		
10.	10		
11.	11		
12.	12		
13.	13		
14.	14		
15.	15		
16.	16		
17.	17		
18.	18		
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88.	88		
89.	89		
90.	90		
91.	91		
92.	92		
93.	93		
94.	94		
95.	95		
96.	96		
97.	97		
98.	98		
99.	99		
100.	100		

PIGMENT BY WEIGHT

Total Lba. Pigment = 6%

Lbs.	Material No.	NVM.	Wt. NVM.	VEHICLE

- VEHICLE BY WEIGHT _____;

2260: 1000

0007-SWP-036188

0007-SWP-000117596

ATTACHMENT C

ADVANCE NOTIFICATION
POSSIBLE CHANGE IN LABEL
DESIGN, COPY, ANALYSIS, OR CAUTION

Date _____ 196__

To: Manager of Package Specification Dept., Cleveland

Product or Line _____

Box Number(s) _____

Proposed Change _____

Probable date to go into effect _____

Recommendation for present label stocks:

(a) Maintain normal inventory _____

(b) Maintain minimum inventory _____

(c) Discontinue printing, but use present stocks _____

(d) Consider obsolete and hold for disposition _____

(e) Other _____

Other Remarks: _____

Signed _____

Department _____

NOTIFIED AS SOON AS ANY CHANGE IN LABEL

AND THAT THE PROPOSED CHANGE, PLEASE ADVISE

DEPARTMENT, CLEVELAND OHIO.

0007-SWP-036189

0007-SWP-000117597

Product Information

SELLING POWER THROUGH PRODUCT KNOWLEDGE

Pb
m



STANDARD DEPARTMENT
DEPARTMENT OF THE ARMY
WASHINGTON, D.C. 20315

MERCURY-LEAD

5-10-71
3-71

The current concern of mercury and lead as health hazards has prompted inquiries from customers and dealers regarding the presence of these materials in our paint. For your information and guidance, these are the facts:

MERCURY

We no longer use mercury compounds in any of our Institutional Trade Sales, Professional Coatings and Branch Chemical Coatings products. Older stocks of products, such as A-100, Lenox Exterior, Lenox Floor Enamel, Hi-Level Latex, Ken Wamel and other latex semi-gloss enamels, Duxell Latex Caulking Compound, and Classic Antiquing, may contain mercury in rather insignificant amounts. This was due to the presence of added mercury as a preservative.

The current mercury type mildew resistant additive will be discontinued and replaced with a non-mercurial type now being developed.

LEAD

All of our products recommended and sold for interior work meet the current requirement of the 266.1 Committee of the American Standards Association. This 266.1 Standard requires that the dried film shall not contain more than 1% lead. Most of our interior products are either lead free or substantially below this figure.

While certain exterior coatings and metal primers do have more than 1% lead, such items carry a conspicuous caution on the label warning the consumer that the product does contain lead, is harmful if eaten, and must not be applied on any interior surface. We recommend that you examine various exterior product labels to become familiar with the caution statement in order to point it out to a customer, to be of maximum assistance. Of prime importance, is the fact that all the exterior coatings for use in or on residential buildings are being reworked in order that all these products will have a lead content less than 1%. This program has a completion date of September 1, 1971.

Certain products in the Professional Coatings and Chemical Coatings lines, such as metal primers, are applied either professionally or in the process of fabrication and, therefore, are not subject to the lead regulations. Again, these materials are clearly identified by the caution statement on the label and are not intended for use on residential buildings.

We have been constantly aware of excluding any raw materials in any of our products which would be harmful to the consumer when used for the originally intended purposes. To be even more conscientious, every effort is made to make our products as free as possible from any known harmful ingredient.

Stacy
J. J. Wolf

10000 2 71 10000

0007-SWP-036190

0007-SWP-000117598

Cleveland

Research Admin.

September 23, 1971

Exterior House Paint
Lead Elimination

The labels for Private Label House Paints are being redesigned. This needs to be expedited. Design and copy must be provided quickly or there is some risk of being out of stock.

The status and plans for S-W and Allied House Paints for the various groups of formulas are:

Group I - House Paint Whites. - Factory batches of the formulas have been made and formulas are ready for release except formulas for Rogers which have been released. S-W and Allied labels are ready for printing at North Olmsted. Formulas will be released the week of October 11 and production on new formula should start around November 1. Mr. Ayres will handle zinc oxide requirements. Mr. Painting will advise factories to order new (1a caution) labels and to destroy old (2a caution) labels after receipt of the new labels - and to recheck that the label used is in accordance with formula card requirements.

Group II - Undercoaters. - Shade of undercoater is to be changed. Formula will be issued week of October 11. S-W A2 V 5 labels are in factories. Allied labels are ready for printing. Mr. Painting will advise factories to order labels, etc. as noted above.

Group III - Oil to Alkyd Quality. - Formulas have been issued for these four colors. S-W labels to be printed this week. Allied labels ready for printing. Mr. Painting has advised the factories to coordinate labels with formulas.

Group IV and V - Alkyd Colors. - Target date for completion is January 1. Where there is no change in label analysis, formulas will be released when ready. Where a change in label analysis is required, the formulas will be released when new labels are available. Mr. Teub should be advised when the labels are completed so that formulas can be issued and Mr. Painting advised.

JJLennetti:AM

To - DAA JCK JJW RST WIP RSW FXE

cc - GED GHR WNG PAT RSB JHL RAY IES RAN OGS JWS

Development Laboratory Directors (HMA JAM CJB CHE HTO PCB CHI ILC RAN RCH
OKS DFM RSB RFP RRS)

0007-SWP-036191

0007-SWP-000117599

September 20, 1971

LABEL:

No person shall sell, or hold for sale any lead based substance for household use including but not limited to paint and lacquer unless said lead-based substance is in a secure container bearing a label on its front on which appears the following statement in $\frac{1}{8}$ inch type:

" WARNING: CONTAINS LEAD. POISONOUS
IF EATEN. DO NOT USE INSIDE APART-
MENTS OR HOMES, ON OUTSIDE SURFACES
WITHIN THE REACH OF CHILDREN, OR ON
TOYS, FURNITURE, OR OTHER OBJECTS
THAT MIGHT BE CHEWED BY CHILDREN.
ALL SUCH USES ARE PUNISHABLE BY LAW."

No person shall sell or hold for sale any non-lead based paint or lacquer unless the container bears a label on its front on which appears the following wording:

THIS PAINT CONTAINS LESS THAN ____% LEAD. SAFE
FOR INTERIOR USE.

0007-SWP-036192

0007-SWP-000117600

FOR PRODUCTS CONTAINING OVER 0.5% LEAD IN DRIED FILM:

Viscosity: Over 100 SUS, 21 Centistokes. (100°F)

Flash Point: 81°F to and including 150°F (T. O. C.)

(FACE PANEL)

WARNING
CONTAINS LEAD
DRIED FILM OF THIS PAINT
MAY BE HARMFUL IF EARLY ON CHILDREN - CORROSIBLE
See Precautions on (Side or Back) Panel.*

(BACK PANEL)

Do not apply on any interior or exterior surface of a structure intended for human habitation such as residential dwellings, hospitals, dormitories, or community facilities.

Do not apply on furniture or other objects used in places of human habitation or on toys and other children's articles.

Keep away from heat and open flame. Avoid breathing vapor or spray mist and prolonged contact with skin. Do not take internally. Keep container closed when not in use.

Use only with adequate ventilation.
KEEP OUT OF THE REACH OF CHILDREN

*** Identify Panel with proper word**

2- (5-73)

0007-SWP-036193

0007-SWP-000117601