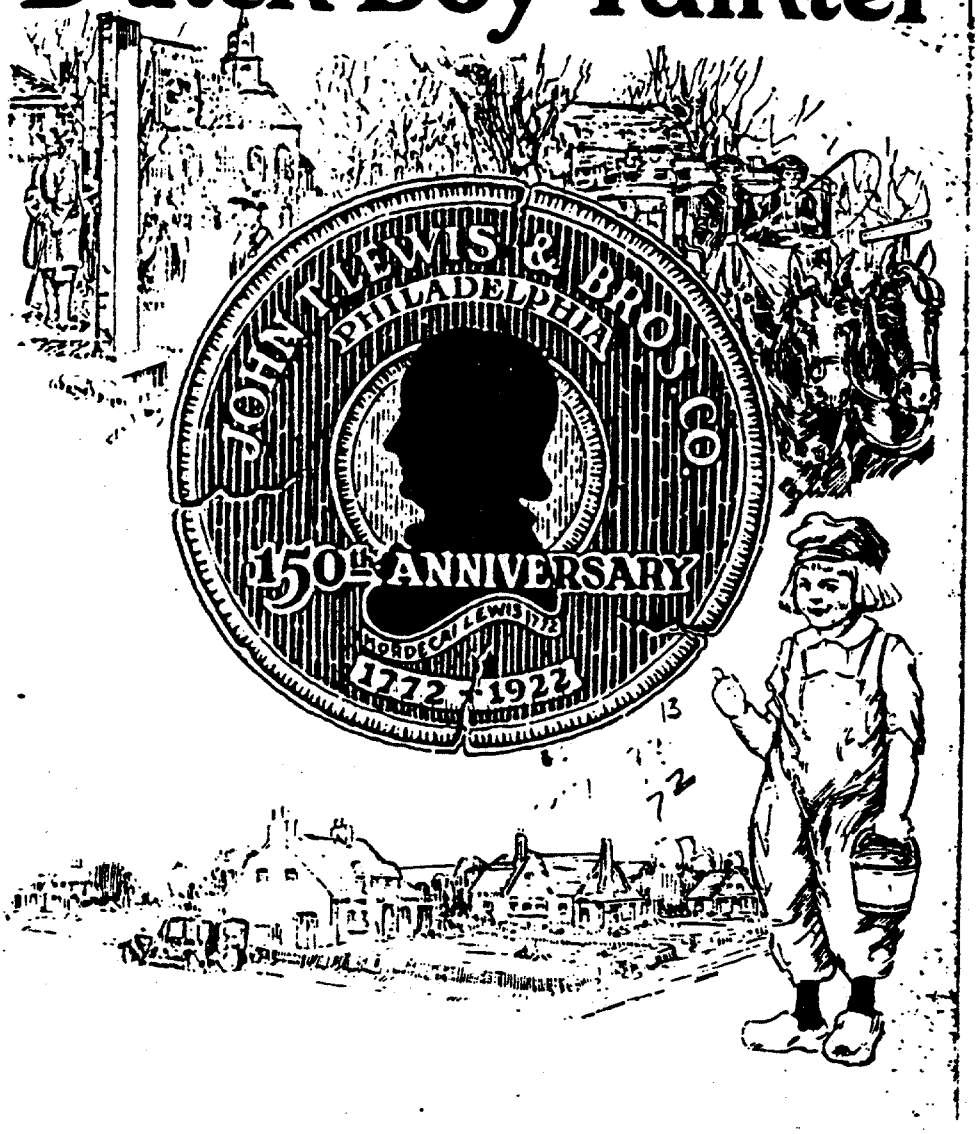
The Dutch Boy Painter



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FOR one hundred and fifty years the House of Lewis has been marketing paint materials and lead products—first as importers and then as manufacturers.

Mordecai Lewis, who was born in 1748, was the first of the line. He died in 1799 at which time the business was left to his sons, Mordecai and Samuel Neave Lewis. Samuel Neave Lewis was born in 1785 and died in 1841. The next heir was John T. Lewis, the grandson of Mordecai Lewis. He lived to the ripe old age of 80 years, being born in 1811 and dying in 1891. His son-in-law, Edward F. Beale, is president of John T. Lewis & Bros. Company today, and Leonard T. Beale, grandson of John T. Lewis and great-great-grandson of Mordecai Lewis, is secretary.

The Dutch Boy Painter

A MAGAZINE DEVOTED TO THE INTERESTS OF GOOD PAINTING

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150 Years of Progress

WHILE still the brilliant British redcoats swaggered thru the streets of colonial Philadelphia and shortly before the first Continental Congress met in Carpenter's Hall, a certain young gentleman, one Mordecai Lewis, was duly taken into the firm of Neave and Harman and the firm became known as Neave, Harman and Lewis. This occurred in 1772.

Thus was undertaken the first step in the creation of the business which now bears the name of John T. Lewis & Bros. Company—a business which has expanded and flourished far beyond the dreams of its founders. Nineteen hundred and twenty-two marks its one hundred and fiftieth anniversary.

Philadelphia at the time Mordecai Lewis entered his new partnership was virtually the capital of the colonies; it was a gay social city, enlivened by glittering affairs and colorful gatherings. Commercially, politically and socially, it was a most important center.

Immediately after becoming a partner Mr. Lewis sailed for England and thence to Ireland and Scotland. It is recorded that "on March 13, 1772, Mordecai Lewis, merchant of Philadelphia, and a member of the firm of Neave, Harman and Lewis, received the freedom of the City of Glasgow."

Previous to this date the firm was importing and dealing in white-lead and red-lead, but just how long is not definitely known. According to an advertisement in the *Pennsylvania Packet*, the concern also sold "Gin in Casks, Choice Bordeaux Claret in cases of 50 bottles each, and Fine Lon-

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don Bottled Porter in Hampers."

In 1781, the same year that the surrender of the British commander, Lord Cornwallis, made the colonies an independent nation, Mordecai Lewis assumed sole control of the firm. This occurred some time before hostilities ceased and in his correspondence is seen the vexatious difficulties of carrying on his business because of the effective coast blockade of the British men-of-war. Some vessels were captured and others never knew at what port they would land once they left Europe. His anxiety was further increased by the fact that he owned many of the ships in which he imported his merchandise.



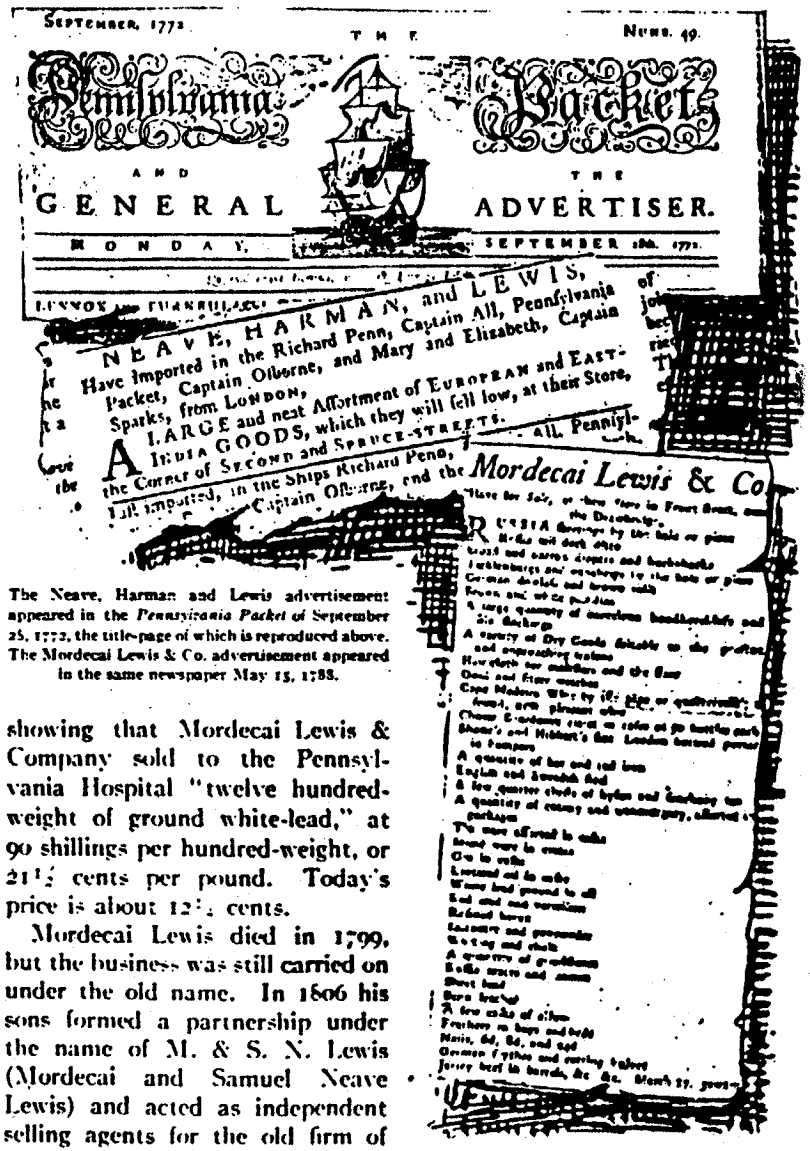
An interesting sidelight on the intensity of the feelings of the colonists in Pennsylvania against the mother country, is shown in a report which states that upon the safe arrival of a vessel in Baltimore, letters were sent to the Baltimore correspondents requesting that the goods be accompanied to Philadelphia with an affidavit before a magistrate that none had been produced in England, as otherwise they would be seized and confiscated as soon as they passed the Pennsylvania line.

With the coming of peace, great anxiety was expressed lest there should be a widespread commercial panic on account of an expected drop in prices on imported merchandise which the blockade had naturally made sky-high. The circumstance suggests the present situation when many fear the consequences of an influx of European products.

On January 16, 1781, the firm which had now become Mordecai Lewis & Company, opened an account in the Bank of North America which had only been chartered by an Act of Congress nine days before. It is interesting to note that thru the succeeding generations this account has been continuously kept open, and in consequence it today enjoys the distinction of being the oldest bank account of the oldest bank in the United States.

After the withdrawal of the British forces, Philadelphia became more prominent than ever. The national convention which framed our present constitution met there in 1787 and from 1790 to 1800 the city was the national capital.

The firm kept step with the city's progress and continued to do business on an ever-increasing scale. There is in possession of the company an original bill dated May 1, 1787,


SEPTEMBER, 1772. THE No. 49.

Pennsylvania Packet AND GENERAL ADVERTISER.

MONDAY, SEPTEMBER 28th, 1772.

NEAVE, HARMAN, and LEWIS,
Have Imported in the Richard Penn, Captain All, Pennsylvania Packet, Captain Osborne, and Mary and Elizabeth, Captain Sparks, from LONDON,
A LARGE and neat Assortment of EUROPEAN and EAST-INDIA GOODS, which they will sell low, at their Store, the Corner of SECOND and SPRUCE-STREETS.
Lately Imported, in the Ships Richard Penn, Captain Osborne, and the

Mordecai Lewis & Co

The Neave, Harman and Lewis advertisement appeared in the *Pennsylvania Packet* of September 28, 1772, the title-page of which is reproduced above. The Mordecai Lewis & Co. advertisement appeared in the same newspaper May 15, 1788.

showing that Mordecai Lewis & Company sold to the Pennsylvania Hospital "twelve hundred-weight of ground white-lead," at 90 shillings per hundred-weight, or 21½ cents per pound. Today's price is about 12½ cents.

Mordecai Lewis died in 1799, but the business was still carried on under the old name. In 1806 his sons formed a partnership under the name of M. & S. N. Lewis (Mordecai and Samuel Neave Lewis) and acted as independent selling agents for the old firm of Mordecai Lewis & Company. Later the two concerns were consolidated

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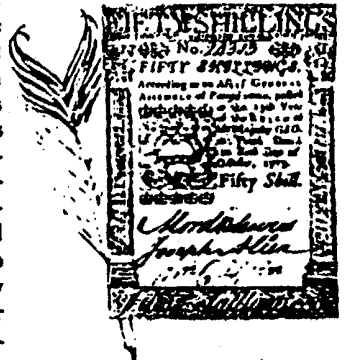
under the firm name of John T. Lewis and Brothers.

A foreshadowing of future expansion is seen in the acquirement by Mordecai and Samuel Neave Lewis of the lead works of Joseph and John Richards in 1820, where was actively commenced the manufacture of white-lead and lead oxides. More to insure a perfectly pure product for use in the manufacture of their white-lead than for immediate profit, the firm shortly afterwards also undertook the production of linseed oil and colors, setting a rigorous standard for purity which has never been lost sight of since.



Mordecai Lewis was one of twenty Pennsylvanians who were appointed by the King of England to affix their signatures to paper currency during the Colonial period.

In 1849 the factory was removed to Thompson and Huntington Streets, Philadelphia, which is the site of the present works. Flowing past it at that time was a large stream known as "Gunner's Run." Upon it the company's picturesque boat daily plied its way between the factory and the office and warehouse on Front Street. That was many years ago. Long since the once proud stream was covered over and now serves the city in the lowly capacity of a sewer.

It was in 1856 that John T. Lewis, grandson of Mordecai Lewis, effected the consolidation of the Mordecai Lewis and M. & S. N. Lewis concerns under the firm name of John T. Lewis and Brothers, the business becoming incorporated under the title of John T. Lewis & Bros. Company in 1888.

Edward F. Beale, son-in-law of John T. Lewis, entered the company in 1875, and was elected president in 1889, the same year in which National Lead Company acquired a controlling interest. Mr. Beale is today the active head of John T. Lewis & Bros. Company. Leonard T. Beale, grandson of John T. Lewis, and great-great-grandson of Mordecai Lewis, is secretary of the company, to which office he was elected in 1907.

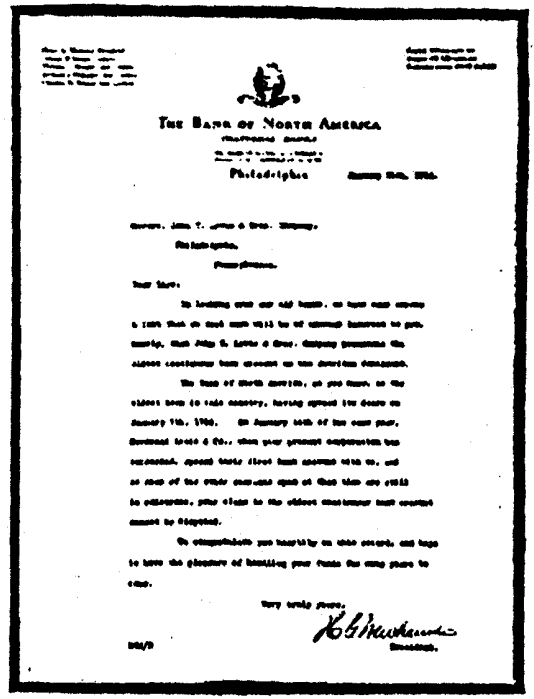
For more than a hundred years, from 1806 to 1909, to be exact, M. and S. N. Lewis or their descendants occupied premises at 231 Front Street. At first this location was in the heart of the business district and for a long time they had many other business houses for neighbors. One by one these neighbors wended their way to other sections of the city until the Lewis Company only remained. Tho business constantly expanded until the once ample quarters had become woefully inadequate, the associations of a hundred years' time made the thought of

abandoning it almost a sacrilege.

But the insistent demand of increasing business could finally be no longer ignored. In 1909 the firm moved to the vastly more commodious quarters in the Lafayette Building in Philadelphia, where from their offices can be seen historical Independence Hall, with its bell tower clearly outlined below them.

Two years later the company entered the metal field, acquiring a factory in Baltimore, Md., where babbitt metal, solders and similar metals have been produced from that time on.

Having passed thru the Revolutionary War and every struggle that has been staged in this country thereafter, John T. Lewis & Brothers Company was somewhat of a veteran when the United States entered the World War in 1917. Thru long discipline and experience the company was equipped and ready to play its part and meet the sudden and excessive



Letter from the president of The Bank of North America, the oldest bank in this country, in which he states that John T. Lewis & Bros. Company "possesses the oldest continuous bank account on the American Continent."

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demands for its materials. Tons of white-lead and red-lead and the necessary linseed oil were furnished to the Army and Navy Departments, and to Hog Island and other shipbuilding plants of the United States Shipping Board.

Many of the huge trucks army ploughing their way thru shell-torn roads in France, and ambulances recklessly racing into murderous fire, as well as the signal corps systems and submarines, were fitted with storage batteries made with Lewis lead oxides. In fact, so great became the demand for these lead oxides that a new plant had to be erected for their exclusive manufacture.

From the plant in Baltimore came carloads of solder and babbitt metals to serve the Government industriously tho inconspicuously.

In the Baltimore plant was also installed machinery for the more sinister purpose of making shrapnel balls. The booming cannon over there devoured them faster than they could be produced in the original Baltimore plant, however, and at the urgent request of the Federal Government, another plant with a capacity of 500 tons in twenty-four hours was erected. In spite of the almost overwhelming difficulties caused by labor and material shortages, the plant was ready for operation in something less than six months.

Another war-time service was the supplying of chrome colors to the Bureau of Printing and Engraving for printing Liberty Bonds. These colors are used in printing the one-cent postage stamp and the dollar bill.

Officers of
John T. Lewis & Bros. Company
President
EDWARD F. BEALE
Vice-President and Treasurer
WOODRUFF JONES
Secretary
LEONARD T. BEALE
Board of Directors
E. J. CORNISH, R. P. ROWE, EDWARD F. BEALE, WOODRUFF JONES and LEONARD T. BEALE.

The services of John T. Lewis & Brothers Company were recognized by the Government at the close of the war by the issuance of the following order:

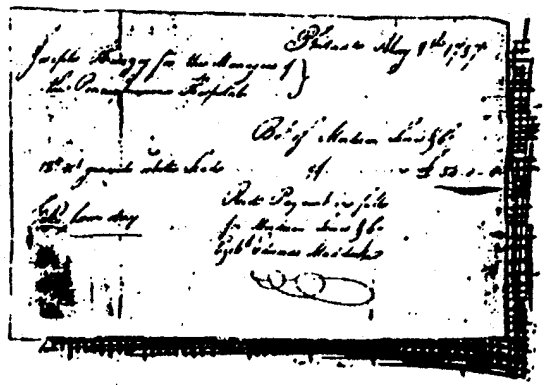
The War Department of the United States of America recognizes in this award for distinguished service the loyalty, energy and efficiency in the performance of the war work by which John T. Lewis & Bros. Co. aided materially in obtaining victory for the arms of the United States of America in the war with the Imperial German government and the Imperial and Royal Austro-Hungarian government.

But far more comprehensive are the materials the company produces for peace-time service. The ending of the war did not end the need for the lead oxides. Today thousands of automobiles are started with them. Another product made by the company—antimonial lead—is also an important element in a storage battery. And in the bearings of the engine of your car may also be found bearing metal made by Lewis.

The luxury of many a bath is made possible by Lewis lead pipe used in plumbing connections. And the white enamel on tubs is made with Lewis white-lead. You could never have the conveniences of a daily newspaper were it not for the type metals such as are made by Lewis.

The tubing for player pianos is made by Lewis, as is the lead oxide used in the manufacture of hot water bags, rubber tires, baseballs and a dozen other rubber articles. These same oxides (in varying qualities) are an important ingredient in the manufacture of your cut glass bowls, window glass and other kinds of glass. Beautiful stained glass windows in churches are held together by Lewis came lead. The gleaming linoleum on your kitchen floor is often made with Lewis linseed oil and tinted with their colors. But the most important lead products manufactured by the company are Lewis Dutch Boy white-lead and red-lead. Millions of dollars' worth of property is yearly beautified and protected from deterioration by the use of these paint materials.

Could the spirits of men who worked in the Lewis factories in the beginning but visit them today they would find much to wonder and marvel at. They would look in vain for the steep incline up which they used to wheel heavy barrel-loads of lead buckles to the corroding stacks. Now the buckles are picked up by a powerful traveling hoist which transports them to the corroding stack, and when some three months later the buckles have been slowly corroded into white-lead they would see the same hoists transfer them to the millhouse where every step in the manufacturing process is handled automatically. They would not recognize their brother workers in their fresh working garments, and they might wonder at the daily baths they take. In those days they were not accustomed to having a doctor in constant attend-



Reproduction of an original bill for a shipment of white-lead, submitted May 1, 1787, to the Pennsylvania Hospital by Mordecai Lewis & Company.

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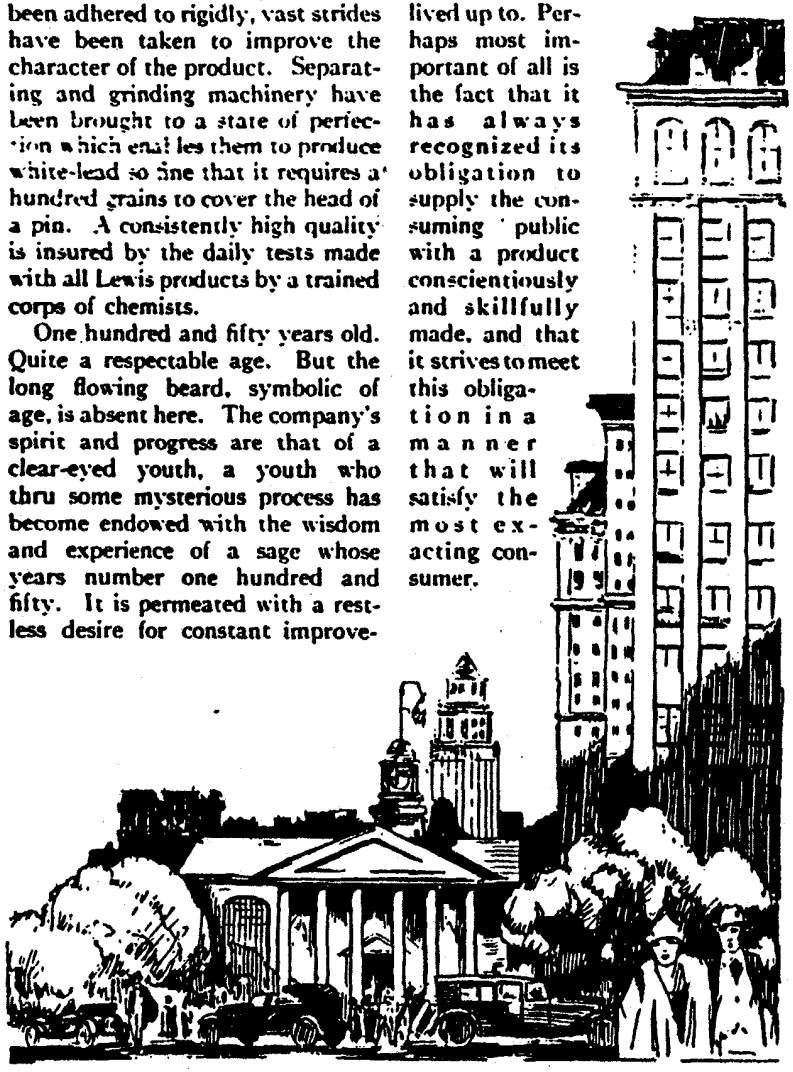
ance upon them, giving them free advice and service to keep them in the best possible health.

Tho the old Dutch process has been adhered to rigidly, vast strides have been taken to improve the character of the product. Separating and grinding machinery have been brought to a state of perfection which enables them to produce white-lead so fine that it requires a hundred grains to cover the head of a pin. A consistently high quality is insured by the daily tests made with all Lewis products by a trained corps of chemists.

One hundred and fifty years old. Quite a respectable age. But the long flowing beard, symbolic of age, is absent here. The company's spirit and progress are that of a clear-eyed youth, a youth who thru some mysterious process has become endowed with the wisdom and experience of a sage whose years number one hundred and fifty. It is permeated with a restless desire for constant improvement, never content to view complacently the progress of the past as a monument which cannot be bettered. Ideals have been created and lived up to. Perhaps most important of all is the fact that it has always recognized its obligation to supply the consuming public with a product conscientiously and skillfully made, and that it strives to meet this obligation in a manner that will satisfy the most exacting consumer.



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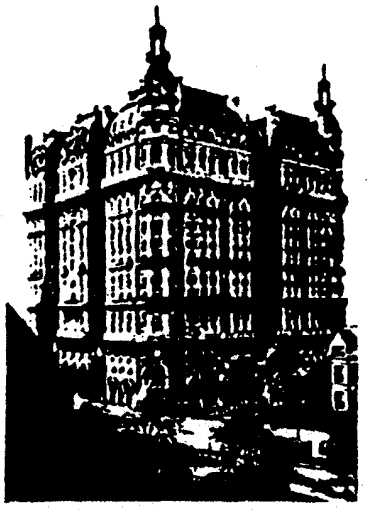
Color Invites Hotel Guests to "Come Again"

TIME was when the bedroom walls of hotels were bedecked with what apparently were meant to be huge red roses, or possibly there would be a flock of bluebirds of a blue such as bluebirds never were. The dining room, lounging room and other rooms would disclose similar atrocities. And this type of "hotel" still dots the country today.



Ansonia Hotel, New York, N. Y.

In pleasant contrast, however, is the modern hotel with its lobbies that invite one a step farther, lounging rooms in which one really wants to lounge, dining rooms and grills in which somehow the food is more savory, bedrooms which are soothing and restful. Embodied in a single word, what the traveler looks for today—unconsciously for the most part—is atmosphere. The man who knows how to use color can create this atmosphere.

Recently a representative of THE DUTCH BOY PAINTER was conducted thru the Ansonia Hotel, New York City, by the master painter, Mr. Livingston. Paint headquarters are on the top floor.

Except in the case of several suites of permanent guests, all guest rooms are painted in tones of old ivory. The rooms are painted about every two or three years, generally a floor at a time. Mr. Livingston does not use a dead flat finish, but favors an egg-shell finish. The hallways are painted a light green. All woodwork receives one coat of flat paint and is finished with a coat of enamel. A charming note is given the large panelled dining room with light pinks blending into pinks of darker hue. Richness and warmth are given the lobby with a Spanish leather effect on the walls—a Tiffany finish—produced by mixing reds, greens, burnt umber and sienna.

Mr. Livingston uses nothing but Dutch Boy paint materials. Their

washability, he says, makes them most satisfactory both from the standpoint of sanitation and low-cost maintenance.

It will be seen from the foregoing that there is nothing pretentious about the choice of color in the Ansonia. There does not have to be anything pretentious in the decorative scheme in any hotel to create an atmosphere of cheerful warmth and charm. Certainly bunches of garish crimson roses or flocks of unnaturally blue bluebirds will not create it. Color—rather, the proper use of color—is in the ascendant today. It is a factor which the hotel owner cannot afford to ignore—that is, if he would establish his hotel as a place to which his guests are glad to come again.

National Lead Company maintains a department of decoration, the staff of which will be glad to make suggestions to any one desiring them.

An Historical Church

It was one of the complaints of the early settlers in America that tho they had left England to escape religious persecution, many of them encountered an equally fierce opposition in the colonies as well.

Fortunately free from this oppression, however, were the founders of the old St. Joseph's Church, built in Philadelphia in 1733. In this church the congregation devoutly met, unhampered by the irksome restrictions inflicted upon several other faiths. The church was founded with a membership of forty.

St. Joseph's was the first Catholic church to be established in Philadelphia and is one of the oldest churches in the United States. The chapel was originally built adjoining the Friends' Almshouse and was remodelled in 1776, contemporaneously with the beginning of the Revolutionary War. The present building, a picture of which accompanies this article, was constructed in 1838.



A number of the paintings in the original building were received from England, only three of which still remain. The interior has been greatly admired by many artists. It was recently repainted by Adolph Frei, of Philadelphia, with Dutch Boy white-lead.

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BETWEEN FRIENDS

by Albert B. Tibbets

"I DID as per your last letter, sent the postal and my figure," writes a painter of an Iowa city, in relating a recent experience he had with The Never Fail Plan. "Waited two days and then made a personal call. After a short talk he signed my contract and said 'Go to it.' He also stated he received plenty of literature from you folks, and said to me, 'Of course, your bid is much higher than some of the others, but I believe you will do the best job and use the best materials.' He then showed me a written bid of one painter—$142.50. My bid was $175, a difference of $32.50—and I got the job! That's a boost for the Dutch Boy and The Never Fail Plan. Many thanks for your help." A first class advertising job and a first class painter is a combination that is sure to produce results—results as satisfying as Mr. Boyer obtained. We said "a first class painter" advisedly, because The Never Fail Plan is given only to well-established, capable and reliable painters. If you can qualify, write our nearest branch for The Never Fail Plan.

Let's make June our *greatest* paint and varnish June.

A painter friend of ours, E. W. Reed, of Andalusia, Ill., has asked us to submit the following to his fellow craftsmen: "A painter who has followed the lure of the oils for twenty-two years, during which time he scaled the highest spires in the country as a steeplejack, worked on swings far above the din of the city traffic, battled with rusty smoke stacks that barely missed nosing their way into the clouds, held down long extension ladders in the role of a house painter—then slipped from the second to the bottom step on a ladder and broke a leg in two places. Can you beat it?"

We know a grocer who believes in encouraging kickers to kick.

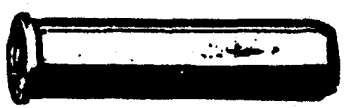
And he does it with the following, printed on the back of statements sent out by his store: "Be quick to kick if things seem wrong, but kick to me and make it strong. To make things right gives me delight, if I am wrong and you are right." There is an excellent bit of business psychology in this. Too often customers either thru timidity, indifference or vindictiveness fail to make a complaint—real or imaginary—against merchandise or service. Instead, they simply go elsewhere. This is unfair to the merchant, as in most cases an adjustment or an explanation will satisfy the customer. With his bit of doggerel our grocer has made a pleasant attempt to solve the problem. The friendly spirit which permeates it has encouraged timid and indifferent customers to bring their complaints to him, and has even made the chronic kicker more reasonable. He reports that it has been very effective.

Many a business opportunity is lost thru inaction when special crowds such as conventions are in town. People are sure to "window shop" while in town, and if the displays are attractive and the prices right, or if interest is won by some special act of hospitality or by a demonstration—immediate and in some cases future business will surely follow.

Prepare Now for the Summer Slump

Start The Never Fail Plan working for you *now*, and it will help drum up business for you during the slack season this summer. It has helped overcome the summer painting bugaboo for other painters. It will do as much for you. But don't delay! Write our nearest branch *today* for The Never Fail Plan.

NATIONAL LEAD COMPANY
New York Boston Cincinnati
Cleveland Buffalo Chicago
San Francisco St. Louis
JOHN T. LEWIS & BROS. CO.
Philadelphia
NATIONAL LEAD & OIL CO.
Pittsburgh



All-Brass .410 (12M/M) Shot-Shells

To meet the rapidly growing demand for .410-gauge shot-shell, we have developed a shell of this size with a brass instead of a paper case. It is 2 inches long, but holds as much powder and shot as a 2½-inch paper shell. Water proof, of course, it can't swell or bulge, can't cut off, can't deteriorate in stock or storage from absorption of moisture.

Costs only as much as a 2-inch paper shell.

If you sell ammunition, try some of these. You'll find them good sellers.

United States Cartridge Company
111 Broadway, New York, N. Y.

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The experience of all our people and the facilities of our research laboratories are at your command. Address your request for information to The Dutch Boy Painter, National Lead Company, 111 Broadway, New York, N. Y., and your letter will receive prompt attention by the proper person.

Treating Worn Varnished Floors

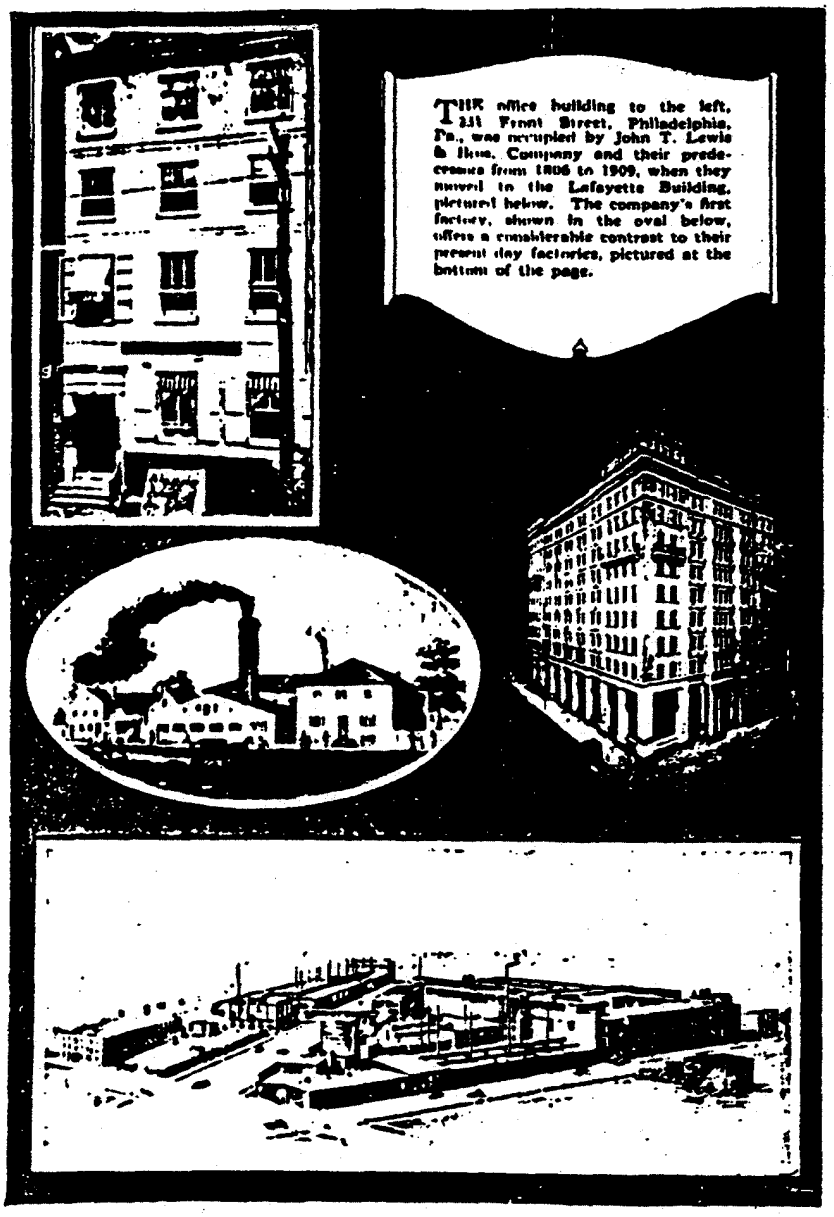
What's the best treatment for a floor on which the varnish has worn white in spots?

Answer—If the floor is in a bad condition, remove all the old varnish. The varnish should be removed with soda solution or varnish remover, using some oxalic acid to bleach the dark spots. The floor should then be washed with vinegar and water. Any rough places should be sandpapered down and the floor should then be completely finished with varnish or shellac. A job not quite so satisfactory may be produced by washing the worn spots and bleaching them with oxalic acid. They may then be stained up to match the floor as nearly as possible and the entire floor varnished. This will probably not give a very satisfactory result, but is a much cheaper treatment.

Obtaining Mottled Effects

I want to know how to mix paint to mottle or high-light walls. I do not want to use a glaze.

Answer—The ground coat should be first put on and allowed to become perfectly dry. The ground coat should have a semi-gloss. The work may then be finished with one or more different colors blended over the ground coat and the different colors should be mixed separately to a rather heavy paint with about half oil and half turpentine. These colors should be applied over the ground coat by simply putting them on in spots scattered over the surface, using a different brush for each color. The large spots of color may then be blended together and more or less wiped out with a wad of cheese cloth until the desired blend is obtained.



THE office building to the left, 231 Front Street, Philadelphia, Pa., was occupied by John T. Lewis & Bros. Company and their predecessors from 1806 to 1909, when they moved to the Lafayette Building, pictured below. The company's first factory, shown in the oval below, offers a considerable contrast to their present day factories, pictured at the bottom of the page.

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