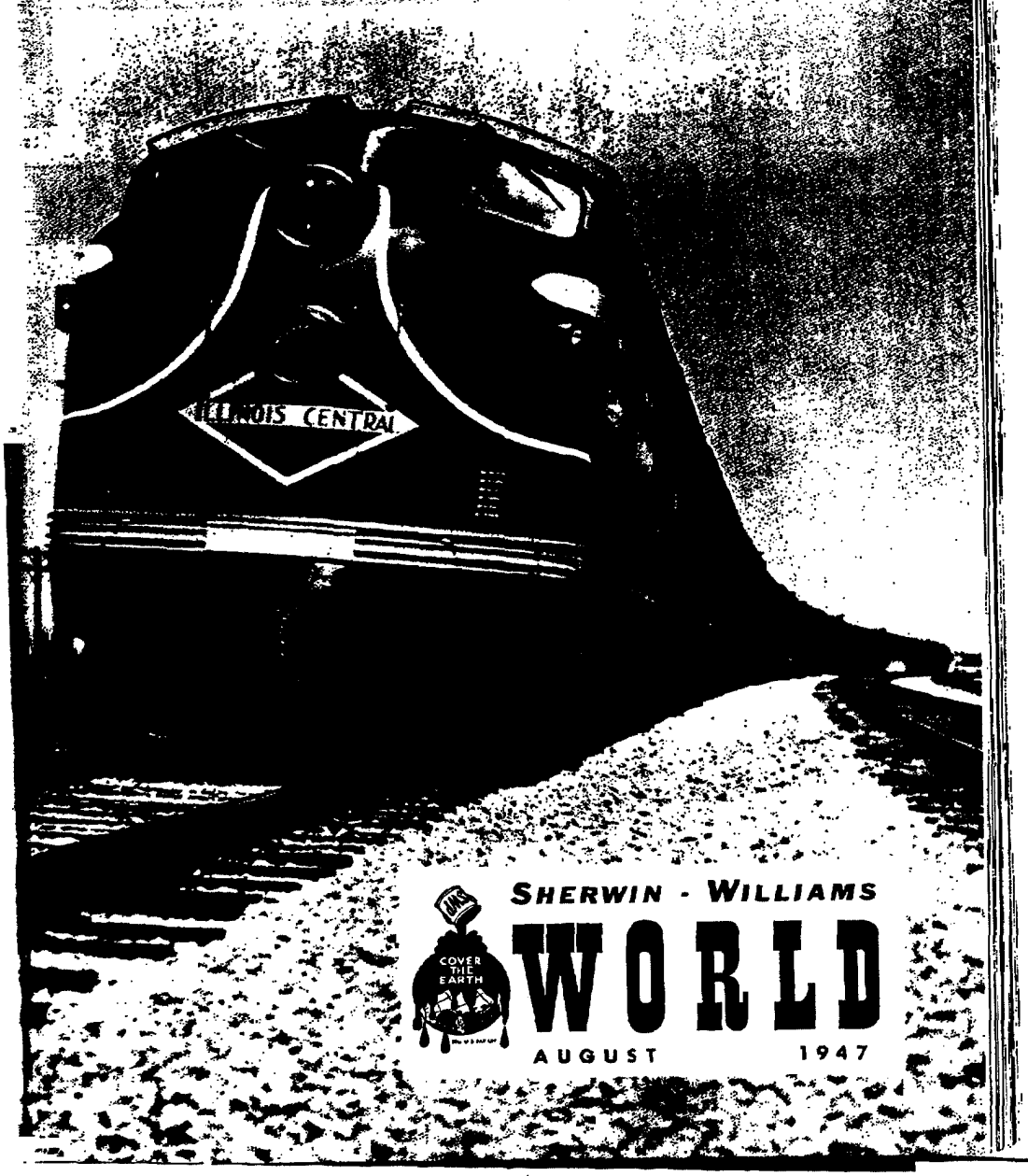

SHERWIN - WILLIAMS

WORLD

COVER THE EARTH

AUGUST 1947



EACH COACH HAS A DISTINCTIVE COLOR SCHEME. THE ONE ABOVE HAS A GREEN WALL AND CEILING WITH A YELLOW VESTIBULE.

0007-SWP-000119535



S-W KEM VARNISH ENHANCES THE NATURAL RICHNESS OF THE WOOD PANELING IN THE CHEERFUL OBSERVATION LOUNGE.

S-W FINISHES GLAMOURIZE NEW STREAMLINER

Kem Finishes Used Exclusively on "City of New Orleans"

DELIGHTED passengers are showering praises on the Illinois Central's new all-coach glamour train "the City of New Orleans" pictured in full color on the cover. Since its inaugural run from Chicago to New Orleans April 27 it has been the hit of the Mid-Western Transportation world.

Refreshing new color treatments both on the inside and out have been incorporated into this new beauty of the rails. Canary Yellow bands which run the length of the train against a dark brown on the top and a deep orange on the lower sides of the cars give the train the appearance of motion even when standing still. Interiors include gay yellows in many of the vestibules of the coaches with soft blues and greens on the walls to create a restful and pleasing atmosphere.

Much of the beauty of "The City," as it is proudly called by Illinois Central people, can be directly traced to the contribution made to it by Sherwin-Williams Kem Railway Finishing System.

Little does the casual traveler realize the man hours of testing, sampling, and production which took place at Sherwin-Williams laboratories and plants before paint was used to turn the steel frame into the shining beauty it is today.

Selling paint to railroads is a highly specialized, highly technical operation. It requires many hours of conference between Sherwin-Williams Transportation Representatives and railroad officials and still more between the Transportation Representative and the men in Sherwin-Williams laboratories who develop the exact colors and formulations for each job.

In this case, Ed O'Brien, Transportation Representative with headquarters in Chicago made the contact between the railroad and the laboratory. (Throughout the nation Sherwin-Williams has 13 Transportation Representatives who service railroads, car builders, airlines, steamship companies and others in the field.)

While "The City" was still on the planning boards, Sherwin-Williams men were busy making tests of the enamels recommended for it. The colors were developed by Ralph Hanan, Engineer of Color and Design of the Pullman Standard Car Manufacturing Co. Plans *called for the development of three* special colors for the exterior and 19 special colors for the interior.

The exterior colors, rust brown, deep orange and canary yellow, were selected because of their brilliance, their visibility at high speeds and their impressive beauty without being gaudy. These colors are in sharp contrast to the old blacks and standard greens which were so familiar on engines and coaches alike

0007-SWP-000119536



DINER-LOUNGE CAR is unique in its layout with a lunch counter serving ten, a cocktail booth with a capacity of eight and large section with seats for 22. Ceiling is off-white and panelling is walnut.



ED O'BRIEN, S-W RAILWAY representative in Chicago, left, and Formulators Lee Neff, standing, and Perry Stratton, conferred many times to be sure all specifications for the new streamliner were right.

for many years. In addition to color, durability was an important factor. "The City" is subjected to severe changes in temperature and weather conditions the year around on its trips from north to south and back. Therefore, Illinois Central officials specified they wanted the finest possible finishes throughout. Sherwin-Williams recommended its famed Kem Railway Enamel System which is known for its long life, greater gloss retention values and its ability to resist the elements. The exterior enamel is formulated with the highest grade organic colors which are incorporated into synthetic vehicles to insure the longest possible life of its natural color regardless of weather conditions.

In finishing the exterior, the raw steel was first primed with Kem Railway Steel Primer (904). This primer made a bond between the steel and the subsequent coats. A special surfacer made specifically for the job and a knifing surfacer were then used. The special surfacer filled the small irregularities and the knifing surfacer, a heavy paste, evened up the deep irregularities. As a final operation in surfacing, the entire surface was water sanded to insure maximum smoothness for the finish coats. The surface was then finished with three coats of Special Kem Railway Enamel.

Color, once again, was the dominant theme of the interior. A bit of the gay atmosphere of New Orleans and the South was captured with the bright yellows which were used to advantage in the vestibules of some of the coaches. The walls of the coaches were done in soft and cool blues and greens. These colors against the maroon upholstered fabrics create a pleasing and restful atmosphere. All interiors are finished with Kem Railway Primers and Surfacers and Kem Railway Semi-Gloss Interior Enamels. These interior Enamels are the finest made. They dry uniformly with a natural rubbed effect which saves many man hours needed for rubbing down high gloss enamels. They can be applied over any surface easier and faster than most other finishes. They retain their soft, natural rubbed effect even after repeated washing, and they diffuse light evenly and softly to insure maximum comfort.

Diners in the train are richly appointed in natural wood backgrounds. One is finished in walnut and the other in mahogany. Both are coated with Clear Varnish to bring out the natural richness of the grain of the wood and to preserve its beauty for many years.

This is but one of hundreds of examples of how the men of Sherwin-Williams Transportation Department combine their efforts with technical service and production departments to assist railroads, airlines and steamship companies to get the most in beauty and protection from paint. New glamour is in evidence in modern transportation because of the role paint, and particularly Sherwin-Williams is playing in developing better finishes for the greater enjoyment of travel-minded America.

EIGHT S-W REPRESENTATIVES WHO SERVICE AMERICA'S NETWORK OF RAILROADS WITH THE FAMED KEM RAILWAY FINISHING SYSTEM.



GEO. DORWART *Chicago* — ROBERT HILL *New York* — H. M. FABER *Chicago* — C. R. JARDEN *Philadelphia* — S. W. POWELL *St. Louis* — O. A. KING *Richmond* — W. YARNOUSE *Philadelphia* — JOHN SCHLENTZ *New York*

0007-SWP-000119537



VETERANS FROM FIVE STATES WHO ARE ENTERING THE RETAIL LUMBER AND BUILDING SUPPLY BUSINESS ENROLLED FOR THE COURSE



S-W REPRESENTATIVE George Dominick of Atlanta conducted the course. He was given a rating of excellent for his work.

VETS LEARN PAINT BUSINESS

S-W Conducts First Course at G. Tech

THE first training course of its kind in the country was recently conducted at Georgia Tech for 29 veterans who are entering the retail lumber and building supply business. The course was given under the supervision of the southern branch of the Retail Lumber & Building Supply Dealer's Council. Many of the largest manufacturers in the building supply field were asked to procure teachers for their respective products.

Sixteen courses were offered covering all phases of the lumber and building supply business. The Sherwin-Williams Company was honored by being selected as the organization to furnish the instructor for the paint course which ran for five complete days of the month-long course.

George D. Dominick, S-W Representative in Atlanta, was chosen by the Company as instructor because of his thorough familiarity with S-W operations and the paint business. Lectures covered all phases of the business from raw materials to advertising. Several members of the class commented that the course on paint was the most interesting and educational of all of the 16 courses offered. Official recognition of the excellent job done by Mr. Dominick came from Joseph G. Rowell, Counseller for the Lumber and Supply Dealers' Council who sponsored the course. He reported that Mr. Dominick was one of the seven out of 40 instructors who were rated excellent.

Attractive self-selling displays and panels, raw materials, the two S-W color movies in addition to visual aids from the sales and advertising departments were supplied from Cleveland by K. V. Benson, Merchandising Mgr. of Trade Sales, and L. W. Dasbach, Advertising Manager.

0007-SWP-000119538

Join 25-Year Club

THIRTEEN of the 19 S-W people who have recently completed their 25th year of service with the company are employed at Chicago. The others are from Coffeyville, Newark, Cleveland, Los Angeles and Atlanta. Sherwin-Williams congratulates all of these employees for their long and faithful service.



ANTON SNYDERS
Chicago, May 1

EVERETT L. DECKER
Chicago, May 3

JONATHAN D. HUGHES
Chicago, May 12



JOSEPH B. MOYO
Coffeyville, May 14

JOHN N. McDONALD
Chicago, May 16

JULIA STANCIK
Chicago, May 24

WALTER S. MIXTACKI
Chicago, May 26

JOSEPH H. FOULK
Coffeyville, May 27



GUS A. PETERSON
Chicago, June 1

NICHOLAS BOOTH
Chicago, June 7

LOUIS FROELICH
Cleveland, June 8

FRANK KNITTEL
Newark, June 15

FRED KUHN
Los Angeles, June 15



MONTE FRANK
Chicago, June 26

W. B. BELL
Atlanta, July 1

LESLIE J. VAN STONE
Chicago, July 1

JOHN A. HUBLEY
Chicago, July 17

E. E. DOUGLAS
Chicago, March 15

0007-SWP-000119539



DIRECTOR CHILD OF THE CHICAGO CHORAL CLUB ARRANGES PROGRAMS SO EACH CONCERT INCLUDES SONGS THAT FIT THE SEASON.

CHICAGO CHORAL CLUB

Four-year-old Group Earns Fine Reputation in Chicago

SHERWIN-WILLIAMS' Choral Club is well-known to lovers of music and song in the Chicago Area. It was organized in October, 1941 by Mr. Alan V. Child, an outstanding soloist of the Swedish Choral Club, Swedish Men's Club, and the Irish Hour in Chicago. During the last several years, Charles Edson has been president of the group.

The group gives two concerts each year at the Fenger High School Auditorium, and also gives a recital at the annual testimonial banquet in honor of the 25-year employees at the Shoreland Hotel.

Diane Pettenon, who studies at the American Conservatory of Music under Theodore Harrison, is soloist. She has won wide acclaim for her outstanding coloratura soprano since she made her debut at Orchestra Hall in May, last year. She plans to study abroad next year at the La Scala in Milan, Italy.

The chorus has rapidly grown and now includes 46 members all of whom are employed at the Chicago Plant.



DIANE PETTENON, outstanding coloratura soprano, is soloist. She is a student of the American Conservatory of Music. She made her debut in 1946 at Orchestra Hall. Next year she will study in Milan, Italy.

0007-SWP-000119540



CORN WAS FOUR FEET HIGH AND WEEDS ABOUT THREE FEET HIGH IN PAUL RHODES FIELD BEFORE WEED-NO-MORE WAS APPLIED.



FOUR DAYS AFTER APPLICATION OF WEED-NO-MORE WEEDS ARE DOWN AND CORN IS UNDAMAGED SAVING THE ENTIRE CORN CROP.

0007-SWP-000119541



HOME-MADE RIGS, SUCH AS THE ONE ABOVE WHICH SPRAYS FOUR ROWS, WERE PRESSED INTO SERVICE WHEN WEEDS THREATENED.

WEED-NO-MORE SAVES $2,000,000 CORN CROP

Agronomists Foresee New Era In Corn Production With Weeds Controlled

THE FIRST "mass experiment" in the use of Weed-No-More on a corn crop has apparently just saved over $2,000,000 worth of corn at a cost of less than $10,000 at Henderson, Kentucky, according to Dr. N. E. Van Stone, vice-president and research director of The Sherwin-Williams Co.

On viewing the results, Dr. L. W. Kephart, senior agronomist, Bureau of Plant Industry, U. S. Department of Agriculture, Beltsville, Maryland said, "This may be the birthday of a revolution in agriculture since the biggest national problem faced by the farmer is weed control."

The farmers at Henderson turned to agricultural type Weed-No-More late in June when corn crops were given up as lost as a result of excessively heavy rains which prevented the cultivation of the land and permitted weeds to grow so rapidly that they almost completely covered the corn. Facing the alternative of plowing up the entire corn fields and [illegible] with short-season crops, one farmer approached Sherwin-Williams agricultural research specialists who had been experimenting with the use of 2,4-D on corn crops.

Although S-W's experiments had not reached the stage of approval by state agricultural experimental stations, they indicated the corn might be saved by special application of high-concentration, low-dosage sprays of Weed-No-More. Within four days after one farm of 150 acres was treated by this method, it was seen that the weeds were wilted and fallen to the ground while the corn was undamaged.

Scores of neighboring farmers extended the weed-killing treatment to their own farms until 18,000 acres in all had been sprayed. The results were similarly successful and the farmers believe that most of the acreage will produce the usual yield of 50 to 60 bushels of corn per acre.

The weeds destroyed in the Henderson project were giant ragweed, *cocklebur, pigweed, morning glory* vine, blue vine, and wild sweet potato vine, weeds which infest all corn fields in the bottomland area. It was pointed out that the Henderson bottomlands provided a critical test for the application of the chemical weed-killer since weeds grow so vigorously and abundantly in that fertile soil.

The entire acreage was sprayed with tractor-borne equipment using for the most part home-built rigs made of standard parts with special spray nozzles and pumps flown to Mr. and Mrs. F. F. Kuhlman's Sherwin-Williams Branch at Henderson, Ky.

Some twenty leading U. S. Department of Agriculture and State University experimental station agriculturists visited Henderson July 23 at the invitation of Dr. Van Stone to inspect the results.

Dr. David L. Taylor, of the University of Chicago's Botany Research staff, on examining the root structure of corn plants treated with 2,4-D found them stronger and healthier and predicted an increase in crop yield of 20% over untreated corn at the end of the season. Others were equally enthusiastic.

Much of the credit for the success of the experiment can be contributed to the work done by Mr. and Mrs. F. F. Kuhlman and C. E. Anderson, of the Henderson, Ky., Branch and H. C. Galloway, L. M. Dezember, Roy Haley and E. Beer of Evansville, and James Dean of Crawfordsville.

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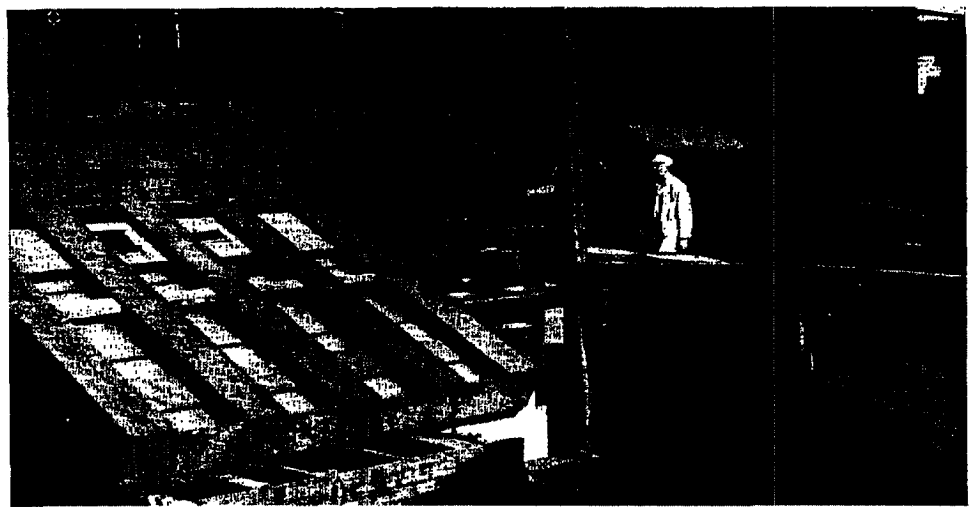


JOE CASSON WALKS FROM 10 TO 12 MILES DAILY ON HIS ROUNDS THROUGH THE HUGE 155 BUILDING CHICAGO PLANT.

JOE CASSON WALKS MILES TO PROTECT S-W PROPERTY

JOE CASSON is on the go from the time he changes into overalls to make his rounds at the huge Chicago plant until he ends his working hours at midnight or later.

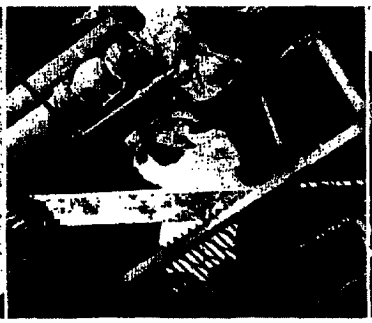
Joe is one of the dozen roundsmen at the plant who constantly check fire equipment, safety devices, valves and mills to ward against fire loss, accidents and plant damage. A complete trip around the plant takes several hours, and in the course of one shift it is not uncommon for a roundsman to walk from 15 to 20 miles. Joe has been in the protection business for the last 30 years. The first 20 he spent in Southern Illinois where he was employed in safety and rescue work. The last 10 he has been with Sherwin-Williams during which time he has been employed as a uniform guard, fire patrolman and in his present capacity. Last November prompt action on his part and on the part of a fellow guard saved the life of an employee.

He is a family man with five grown children. His oldest daughter, Eleanor, now married, formerly was employed in the Lacquer Test Department. The others are Lucille, 26, Stewart, 25, Robert, 23, now in the Navy, and Joe, Jr., 20, now in the Army Air Corps.

Amateur photography is his newest and best-liked hobby.



ROUNDSMAN GIVES first aid to injured employees after working hours and at times when Plant's registered nurse is not on duty.



JOE CHECKS MAIN steam valve for pressure. If it is not normal he immediately notifies the plant mechanic to make repairs.



JOE EXAMINES the dry valve sprinkler system which turns on automatically when fire breaks out in the plant.

0007-SWP-000119543



STEVE SKALA shows the form he used to tie the amateur record at Grantwood (68) a few years ago. He consistently scores in the low 70's.

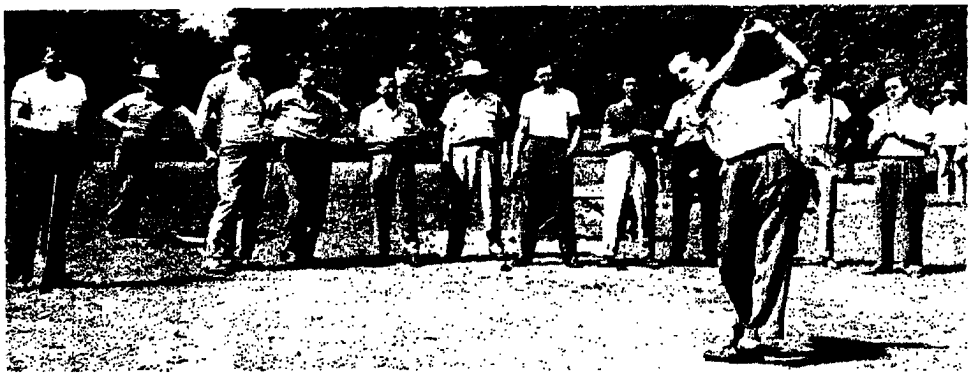
FRANCIS BOUDREAU lines one up which he sank to help bring his score for the day under the 100 mark.

MIKE KAVULLA who usually shoots in the money found his handicap of a 10 pound shot-put too much. He says he'll be tough next time.

CLEVELAND GOLF TOURNAMENT

Steve Skala's 79 was good enough to take first place in the S-W June tournament at Cleveland's Grantwood course. His closest rival was long hitter Tony Snabl, winner of the day's driving contest, who came home with an 85. Prize winners in addition to the two top men included Charles Zirolli, Robert Weidenkopf, Francis Boudreau, H. C. Lemke and L. B. McCarty.

These tournaments are monthly affairs. The August tournament, the big attraction of the year, always is known for its wonderful prizes and banquet.



ED EMRICK FOLLOWS THROUGH ON A BEAUTIFUL DRIVE UNRUFFLED BY THE HECKLING OF HAROLD SCHROEDER, L. EVANS, LARRY KACHELEIN, HAROLD WHITE, JOHN ASTON, JESSI ARCHIBALD, CLYDE COOK, TONY SARDY, ELMER EVENSON, JR. AND CHARLEY MATEJA.

0007-SWP-000119544



LONGEST DRIVE of the day was made by Tony Snead who belted one over 285 yards on the 19th hole. He is shown retreiving the ball.



HOWARD CABLE PULLED a typical Sammy Snead shot here when he missed an easy two foot putt while L. B. McCarthy looked on.



BILL WAGNER GETS NO SYMPATHY FROM THE GALLERY AS HE HITS THE DIRT FOR HIS NINTH STROKE ON THE 13TH HOLE.

0007-SWP-000119545

BUG BLASTER ENTRIES COME FROM ALL SECTIONS OF U. S.

SHERWIN-WILLIAMS people across the nation and in Canada responded enthusiastically to the opportunity of writing a two-line jingle for the Bug Blaster Contest.

Entries came from practically every state in the union. Some of the contestants liked the idea so well they wrote a half-dozen jingles just to make sure. The list of winners in the opposite column is interesting in several respects. One of the winners is E. F. Kaneen, a former S-W representative who spent 30 years in the field for the company before he retired in 1944. Canada had two winners, K. A. Mackenzie and Clifford W. Smith, both of Montreal. The S-W Branch at Aurora, Illinois also contributed two winning jingles: one from the store manager, N. C. Lewis, and the other from the cashier, E. L. Slattery.

In addition to the winners special recognition is given to the "Fifteen Damsels of the New York P C and C" who wrote ballad which appears below which we have taken the liberty to entitle "Ode to the Wolves!" Each one of these girls has been sent a three-ounce package of Pestroy 10% DDT powder to help them in their predicament. All the other winners have been sent their Bug Blasters and refills.

Among the winning jingles were the following:

Wherever the Bug Blaster has been sold.
It was found that insects never grow old.

Before breaking backs by bending
Buy Bug Blaster's bargain blending.

Are you and your garden on the outs?
Get a Bug Blaster and stop those pouts.

A Bug Blaster costs only one ninety-eight
It will save your garden from a horrible fate.

A cutworm awoke in a terrible fright
She dreamt that a Bug Blaster chased her all night.

Ode to the Wolves

Tho' the girls of the New York P C and C
each have their "pet" idiosyncrasy
When we're challenged as at present by the S-W news
we're right up in front to express all our views.

Sure we like the BUG BLASTER—though we are City folks
for our penthouse gardens have callers we've named
"Joe Dokes."

But we found that a blow or two from the BUG BLASTER
Saves fuming and fretting—cause it kills the bugs faster.

And while it's now easy to get rid of such pests
we've still one great worry that upsets our rest.

It's the large number of wolves in this fair city of ours
looking for the little girls that they can devour.

So keep us in mind when you need new ideas
and help the Fair Sex get rid of the fears.

And if you really want to assist us Sweet Dames in distress
keep right on the job and invent something to rid us of
the pests.

THE FIFTEEN DAMSELS OF THE
NEW YORK P C & C

CONTEST WINNERS

E. A. ERNST
Branch Manager
744 Penn Avenue
Wilkinsburg, Pa.

E. L. SLATTERY
Cashier
41 Galena Blvd.
Aurora, Ill.

R. H. SMART Jr.
Industrial Sales
240 Shea Place
Houston, Texas

CHARLES N. CAMPBELL
Credit Manager
1592 Hancock St.
Quincy 69, Mass.

PHILLIP KILLEY
Draftsman
115th St. & Champlain Ave.
Chicago, Ill.

W. H. JARMUSH
5560 East 106 Street
Cleveland 5, Ohio

J. J. DEVINE
Newark Plant No. 4
Newark, N. J.

MARJORIE HILL
General Accounting Dept.
Cleveland, Ohio

MRS. JOHN JACKSON
111 East New St.
Coffeyville, Kansas

CARL F. SPRAGUE
Packaging Methods Dept.
Cleveland, Ohio

JOHN W. GRANT
918 West Beardsley
Champaign, Ill.

JOHN P. MACHTENES
Sales Department
Chicago, Illinois

E. F. KANEEN
Retired 1944
3206 Perlita Ave.
Los Angeles, Calif.

DAN WILLIAMSON
Montgomery Branch
33 Commerce St.
Montgomery, Ala.

RALPH D. COVELL
General Account Dept.
Cleveland, Ohio

N. C. LEWIS
Branch Manager
41 Galena Blvd.
Aurora, Ill.

MRS. JACOB R. HOOKS
1711 Bay Avenue
Hampton, Va.

CLIFF ERIKSON
No. Central Sales
116 St. Clair Ave. N.W.
Cleveland, Ohio

MARY E. POWELL
Louisville Branch
315-17 W. Jefferson St.
Louisville, Ky.

WALTER FEATHERS, Jr.
410 South Road St.
Johnson City, Tenn.

CLIFFORD W. SMITH
2875 Centre Street
Montreal Factory
Montreal, Canada

A. W. STEINMETZ
Denver Branch
1632-34 Arapahoe
Denver, Colo.

M. HAYDEN
8115 Oak Street
New Orleans, La.

K. A. MACKENZIE
Adv. Dept.
P. O. Box 489
Montreal, Canada

0007-SWP-000119546

SWP—A GREAT READY-MIXED HOUSE PAINT FOR 67 YEARS

S-W's Amazing Guarantee Proved Faith in Product

By W. R. SIEPLEIN

VERY few people realize how fortunate they are in being able to buy paint in small packages prepared ready for use. Fifty or seventy-five years ago such prepared paint did not exist. If any house, furniture or anything was to be painted, the only way to accomplish it was to employ an experienced painter who knew how to mix the ingredients to make the required paint.

In 1866 when Henry Sherwin started in the paint business with Truman Dunham in Cleveland, prepared paint was practically unknown. Painting was not a job to be done by the amateur. He didn't know how to produce the materials needed and he had nothing like a cook book recipe such as his wife had for mince pie.

In 1867 D. R. Averill was granted a patent for a prepared paint that would not settle in the package. In developing this paint, he seemed to apply almost all of his attention to the non-settling feature, overlooking the need for good covering and wearing quality. Sherwin at this time made nothing except lead and paste paints. He had not yet attempted to make any paint ready for use.



First Can of SWP

Reaction Unfavorable

Mr. Sherwin knew Averill and was invited to visit his plant to see how his paint was made. To quote his own words written for a booklet prepared for the Company's 50th Anniversary Convention in 1916 . . . "Though I had no confidence in Averill's undertaking, I was on friendly terms with him, and one day he invited me, with two other men, out to his little factory to witness his process, in order that he might be prepared for legal fights over the patents. 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, they 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."

The first can of SWP was filled in September 1, 1880. This paint was very superior to anything then on the market. It was the best formula that they could make with the limited paint-making knowledge at the time.

"Revolutionary" Paint

This was a revolutionary paint at that time. Mr. Sherwin had so much confidence in it that the literature and labels carried the following guarantee which was continued up until 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 White Lead in 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."

At no time did SWP fail in this broad claim and there were no cases in which the Company had to forfeit the value of the paint and the cost of applying it as covered by the above guarantee.

SWP immediately set a high standard for house paints, leading the Industry away from the cheap ready mixed paints then offered to an unsuspecting public. Gradually other manufacturers discontinued the production of paints of low quality. SWP attained an undisputed lead in the field.

90 Million Gallons Sold

Since the beginning, this position has been maintained through constant research and improvement in the formula and manufacturing methods. Nearly 90 million gallons have been produced and during the current year the production will be over 3½ million gallons. From the very first, it has been the policy to make SWP superior in every feature. Today as always, SWP is the finest house paint on the market and is so fool-proof that almost any amateur can do a fine job. Professional painters find it most satisfactory and economical to use.

As a further confirmation of the high quality of SWP, the Army authorities in 1911 thoroughly investigated the question with the best technical knowledge in the country including Dr. Hickson of the Bureau of Standards, Dr. Gardner of the National Paint, Varnish and Lacquer Association, technical experts from a half-dozen of the paint manufacturing companies, and authorities in the War and Navy Departments.

After exhaustive investigations, it was decided to set up a specification, TT-P-10, which was then made the standard for painting exterior wooden buildings. This TT-P-10 is very close to the formula for SWP High Grade Exterior House Paints.



Over 90 Million Gallons of SWP Sold

New Paint Improved

There has been considerable improvement in the current formula for SWP compared to that offered before the war. The new paint has many advantages over former formulas and has greater durability and better appearance. In the new SWP the linseed oil is treated so that more of the oil is held in the film where it does the most good, instead of to the wood where it can be . The increased flow of the new paint means there are very few brush marks to mar the finish and catch dirt. Better dispersion of the pigments improves the gloss. The new paint dries faster and dries through more thoroughly to better withstand unsatisfactory weather conditions. In every way it is superior to any SWP Paint ever offered before.

THE GUARANTEE SUBJECT

(Reprinted from the S-W 1887 Color Card)

Since some of the most worthless paints in the market are guaranteed in the strongest terms, into which the English language can be construed, it is humiliating to us to be obliged to conform to a custom so much abused. We would not do so were it not that our paint is constantly being introduced to people who, from their position in life, have not known the character and standing of our concern, established many years, and our valuable reputation as producers of the finest prepared pigments, used by railway companies, carriage manufacturers, fresco and decorative artists, and others throughout the land. We respectfully ask if our name alone on any article we send out is not a stronger guarantee than any that can be written by those who have suddenly taken up the mixing of paint, who possess less, if any, of the facilities and little of the knowledge and experience of an old and extensive establishment like ours.

On the margin of this page we print a facsimile of the guarantee we put on each package of The Sherwin-Williams Paint. It is a rule with us to say nothing to run down competitors or their products. Knowing that facts, when made known, will prove all that we desire.

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.

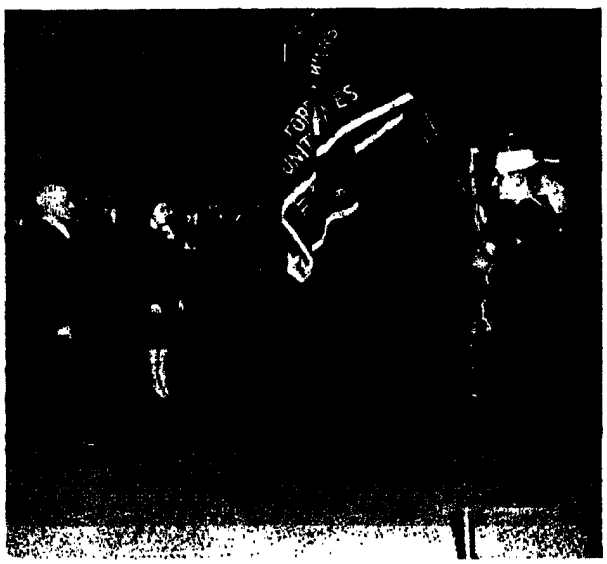
The Sherwin-Williams Co.

0007-SWP-000119547

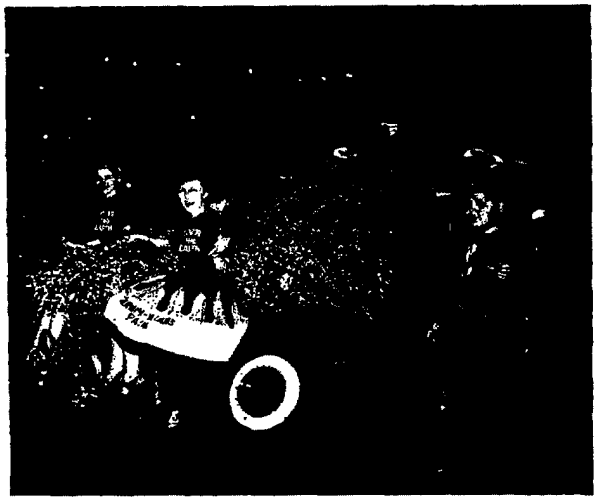
PICTURES TO THE EDITOR



CHARLEY ZIROLI, *Weed-No-More Gen.* Sales Mgr. can't understand why golf courses have roughs when there is Weed-No-More and he has it for sale.



THE AMERICAN FLAG AND POST COLORS WERE PRESENTED BY SHERWIN-WILLIAMS to the Wally Burns Memorial Post, V.F.W. at Homewood, Illinois last April in honor of Wally Burns, the first Chicago employee of the Company to die in the war.



BRANCH MANAGER V. L. BLASING'S Sherwin-Williams float took second prize in the Northwest Blossom Festival held in Bellingham, Washington, this summer.



MEET SHERWIN WILLIAMS OF 1947, the son of Cecil D. Williams of Kingsport, Tenn. S-W color cards were used to announce the birth.

The Sherwin-Williams **WORLD** *is published for Sherwin-Williams employees. Address correspondence to 1301 Terminal Tower, Cleveland 13, Ohio.*

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SHERWIN-WILLIAMS

First

COAST-TO-COAST

BOWLING TOURNAMENT



W. J. Lafond
S-W Oshkosh
"300" Bowler

O. K. Bowlers! Here it is!
Sherwin-Williams first coast-to-coast bowling tournament.

You are eligible—that is if you bowl. All you have to do to enter the tournament is fill in the entry blank below and send it to the Sherwin-Williams WORLD, 11th Floor Midland Building, Cleveland, Ohio, postmarked not later than October 1.

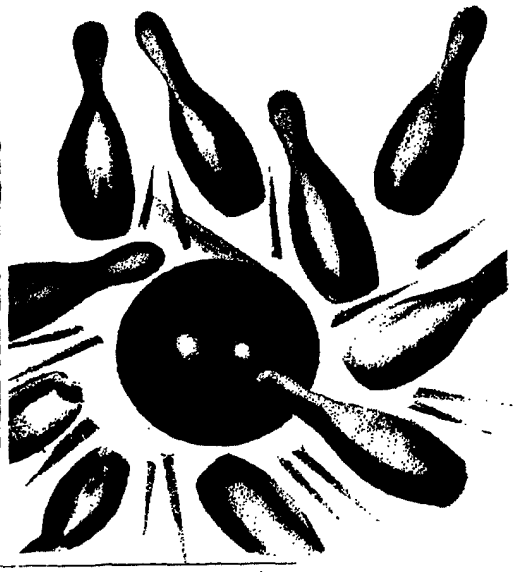
If you bowl with a Sherwin-Williams team, the league secretary may enter the entire team, or group of teams which bowl in the league. All he has to do is submit the information requested on the entry blank for each player he enters in the tournament.

The first tournament will be held late in October or early in November. Scores for one night only will be counted in the tournament. This definitely is an advantage to the low-score bowlers. Someone with a hot streak on the right night may run off with the top prize.

Complete tournament rules and a list of the prizes will be announced in the next edition of the WORLD.

At present the tournament will be for individual scores only. Later in the year a tournament matching teams across the nation is planned.

First year bowlers who have not established an average are not eligible for this tournament. They should not feel slighted, however, as they will be eligible for future tournaments after they have established an average.



S-W BOWLING TOURNAMENT
ENTRY BLANK

Name .....

Address .....
(Home)

City ..... State .....

Plant, Office or Store Address Where Employed .....

.....

Last Year's Average if any .....

Where Do You Bowl? .....
(Name of Alley)

On what team (if more than one, list the one where you made the highest average) .....

.....

Who can we call to certify your score for the S-W Tournament? .....

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