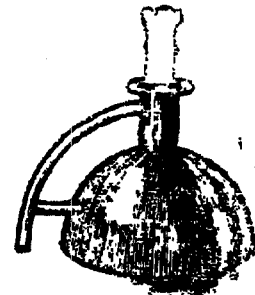
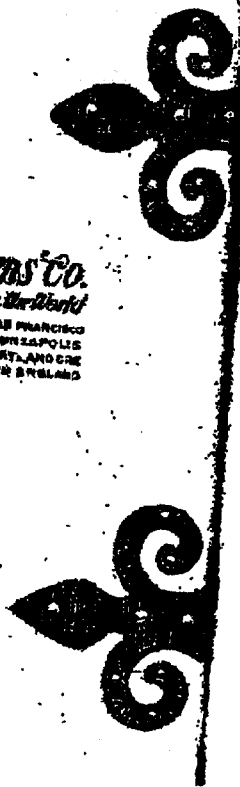


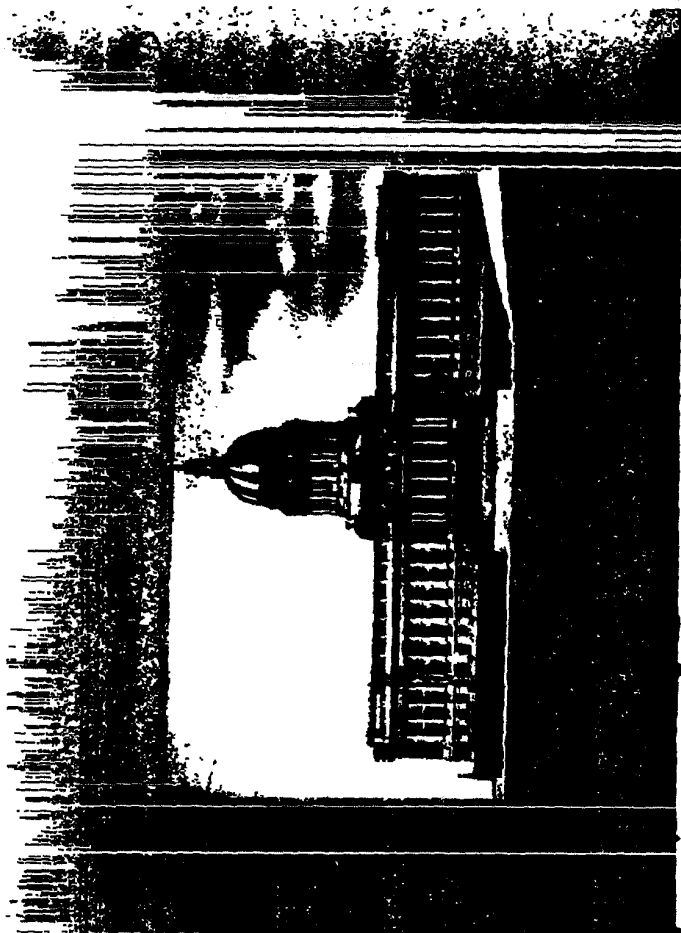
Spectra

November - December
1906

The Sherwin-Williams Co.
Largest Paint and Varnish Makers in the World

CLEVELAND CHICAGO NEW YORK MONTREAL SAN FRANCISCO
BOSTON HARTFORD NEWARK LOS ANGELES MINNEAPOLIS
KANSAS CITY PHOENIX PORTLAND PORTLAND OREGON
ST. LOUIS ST. PAUL SALT LAKE CITY SEATTLE SINGAPORE
SPRINGFIELD WASHINGTON WICHITA WYOMING



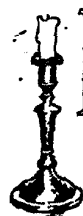


The Spectrum

VOL. I. NOV. & DEC., 1906 No. 9

Copyright, 1906, by The Sherwin-Williams Co.
All Rights Reserved

A WHITE ENAMEL ACHIEVEMENT.



IT IS safe to say that white enamel has been the most difficult of all finishing propositions. White enamel has been the bugaboo of the architect, the decorator, and the manufacturer from the early time when white enamel effects became the vogue in the finishing of our grandmother's "front parlor." It has not been so difficult for the architect, for he could put it up to the decorator; and the decorator could keep out of trouble by blaming the manufacturer when the finish cracked or yellowed or went wrong. But the manufac-

123

~~Spectrum~~ turer—he had to confess that there were difficulties he could not overcome. And hence the time and operation and expense of a good white enamel job has been a thing to bankrupt a banker.

We've been manufacturing and selling white enamels for years. Just as good as any on the market, too. But we confess that we have never been satisfied with them or with any others, either, for we have tried them all out time and again.

For several years we have been conducting experiments in our laboratories and testing departments, working and studying and trying out materials and formulas to secure white enamels satisfactory in every way. We've been working to put into white enamel good working qualities, toughness and durability, a rich, full finish, and just the proper tone of white, or of ivory, or of cream, as the case might be.

In THE SPECTRUM last June we gave you an inkling of the close attainment of our desires. Since that announcement we have been busy perfecting and completing our new line—*Enamelastic*, we call it. This is a line of the highest quality white enamels for use in either interior or exterior finishing. Its points

124

of superiority are easier working and better flowing qualities, greater opacity or covering power, firmer yet more elastic drying, a cleaner and better toned white that remains white for the longest time, together with the fullest, richest finish. ~~Spectrum~~

Our success in *Enamelastic* has come through the application of the principle we employ throughout our business—a *special product for each purpose*. The difficulties in producing one white enamel for all uses are insurmountable,—like the making of one medicine to cure all ills,—and producing one enamel for one specific use is almost as difficult. When it is understood that we have put into *each* enamel for *each* specific purpose qualities that heretofore it has been impossible to combine in a single product, ours is a great triumph. *Enamelastic* includes—

Enamelastic, Exterior, for fine exterior decorative work.

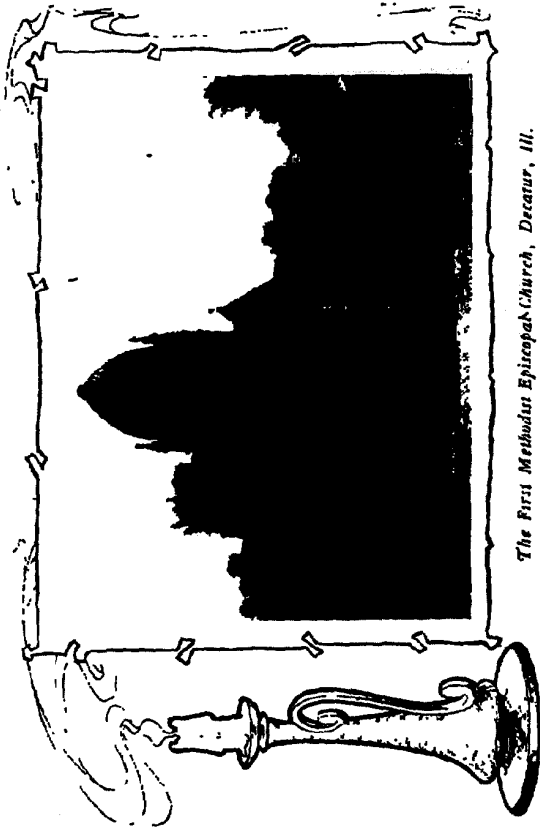
Enamelastic, Interior, for the finest grades of interior work where work is left in the gloss and rubbing is not required.

Enamelastic, Hard Drying Interior, for fine interior and high class ornamental and decorative work, intended for either a rubbed or polished finish.

Enamelastic, Dead Finish Interior, a flat, soft velvety finish that closely resembles rubbed work.

A booklet completely describing the goods will be issued shortly. Do you want one?

125



The First Methodist Episcopal Church, Decatur, Ill.

A BEAUTIFUL CHURCH.

S. R. Spear



SOMETIMES in the churches of the country is put the best effort that our architects have in them. Such structures offer an opportunity for artistic effects, combined with a quiet beauty peculiar to their purposes. This month a church edifice that is particularly pleasing in treatment is shown.

The illustration opposite and on the next page shows views of the exterior and interior of the new First Methodist Episcopal Church at Decatur, Ill. It was designed by Mr. S. R. Badgley of the firm of Badgley & Nicklas, Cleveland, and is a splendid representative of this type of architecture. Arbogast & Ballard were the contractors, and Mr. John Herman the master painter in charge of the finishing: both of Mattoon, Ill. *Sherwin-Williams Fillers and Varnishes* were used throughout.

The exterior dimensions of the church are 108 x 132 ft. The outside walls are faced with Bedford blue stone, with trimmings and tracery window frames of Bedford buff stone.



*Auditorium of the First Methodist Episcopal Church,
Decatur, Ill.*

Oak, chestnut and Southern pine are used for the interior woodwork, and it is needless to say that *S-W* *Furnishes* have brought out their inherent beauties well.

In addition to the main auditorium, which is 62 x 62 ft. in size, rooms are provided for all church purposes, including entertainment and club rooms. The total seating capacity of the church and Sunday school rooms is

128

1880 persons, and by the use of extra chairs 2000 can be seated within easy hearing and seeing distance of a speaker. *S-W*

Protect your buildings—the children of your brain—in their infancy with the right paints and varnishes and they will not bring discredit to you in their old age.

There is no stain on the escutcheon of the Sir Architect who writes *Sherwin-Williams Shingle Stains* in his specifications. They keep his honor bright and his reputation untarnished.

Trust what you know; and know what you trust.



129

**LITTLE JOURNEYS TO THE HOMES
OF FAMOUS MEN.**

III. COLUMBUS.

There was great excitement in the court of Spain.

A bareheaded man had rushed excitedly into the throne room.

He prostrated himself at the feet of Ferdinand and Isabella.

"I have discovered it!" he exclaimed, making a great effort to speak calmly.

"Discovered what?" And the crowned heads leaned forward in excited anticipation.

"That the earth is round!" he ejaculated.

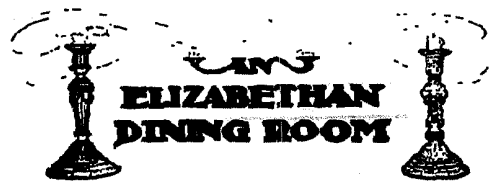
"Round? Round? How do you know?"

"Because *Sherwin-Williams Paints* in covering the earth drip from its sides!" was his triumphant rejoinder, as he produced a "Cover the Earth" poster.



And in the face of such overwhelming evidence of course everybody was convinced of his statement.

Thus did Columbus become famous.



OUR sketch this month is designed after the style of a period when panelled effects were very popular. It represents an Elizabethan dining room and is true to the artistic tendencies of that time, when beautiful results in interior finishing were sought after and secured.

The woodwork and furniture are of English oak; the ceiling is stucco, tinted, and the frieze is of canvas, with a design in wood colors, soft madder reds and dull greens. The seats and backs of the chairs are covered with a soft, rich brown leather, hand-tooled and slightly illuminated in the colors of the frieze. The floor covering is a long pile, hand-tufted rug, designed in colors to harmonize with the balance of the furnishings. There is no confusion of glaring effects by color contrasts being carried to the extreme, and the result is a rich, harmonious, beautifully proportioned room.



OUR specifications for finishing room shown in insert—mission finish.

Woodswork—Oak, to be finished as follows: First coat, *S-B Handcraft Stain*, Brown Oak; second coat, *S-B Mission-lac*. Coat of *Mission-lac* when dry shall be sanded lightly with fine finishing paper, then waxed with *S-B Furniture Wax*. Should lighter shade of Brown Oak be desired, reduce the stain with *S-B Handcraft Stain Reducer*.

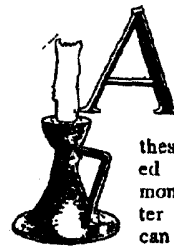
Floors—First coat shall be filled with *S-B Clear Oak*, transparent; second coat apply *S-B Mar-nol*, a durable floor varnish, thinned with pure spirits turpentine, 1/2 pint to the gallon; third coat, *S-B Mar-nol*, applied as it comes from the can; fourth coat, same as third coat; last coat, rub down with pumice stone and water and apply coat of *S-B Floor Wax* and polish with a soft cloth. A fine finish is specified for the floors in order to insure a harmonious effect throughout.

Ceiling—Rough plaster. First coat shall be sized with sizing made of *S-B Prime Hard Oil*, thinned gallon for gallon with pure spirits turpentine; second coat, apply *S-B Special Interior Color No. 625*; third coat, same as second coat; last coat shall be stippled.

Walls—Shall be first covered with canvas of a rough texture and then decorated according to design approved by architect.

TO BEGIN WITH.

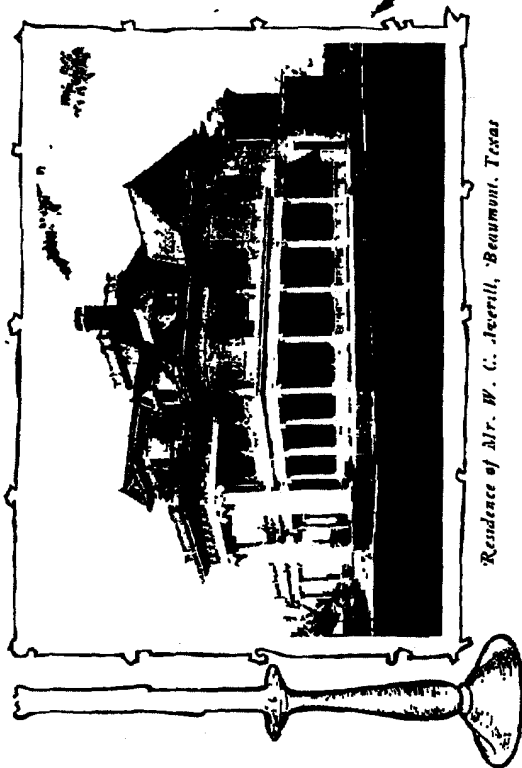
Spectator



AS we have intimated before in *THE SPECTATOR*, we still have a few palaces of justice up our sleeve that we have not shown in these pages. One is illustrated in our frontispiece this month, however. It is a matter of gratification that we can lay claim to materially assisting in finishing this handsome and imposing structure, the State House at Frankfort, Ky., now under course of construction. It but illustrates again the prestige of our paints and varnishes when placed in competition with other makes.

Mr. F. M. Andrews, Cincinnati, Ohio, was the architect of this building and suitable lines of our products are largely specified for the metal work and interior and exterior finishing. The W. P. Nelson Co., New York City, has the contract for painting.

It is estimated that the Frankfort State House will require three years for completion. It takes high rank with other structures of this nature throughout the country.



Residence of Mr. W. C. Averill, Beaumont, Texas

A TYPICAL SOUTHERN HOME.

THE accompanying photograph shows a typical Southern home at Beaumont, Texas. It is the residence of Mr. W. C. Averill, one of the oldest and best known architects in the state of Texas. Mr. H. C. Mauer, Beaumont, was the architect and Mr. O. C. Herrenkind the contractor.

Mr. Averill is an enthusiastic advocate of S. W. P. and our other lines, so it was but natural that he should see that our goods were used on his house. Over two hundred gallons of our Gloss White was required for the painting, as well as a large quantity of S. W. *Porch Floor Paint* and *Kepel* and *Mar-net* varnishes. The intense whiteness of the residence has been the occasion of much comment, and as will be noted in the reproduction, the effect is especially pleasing.

The large, roomy porches are a special feature of this house and give it a comfortable, homelike air which robs it of much of the stillness which houses of this style of design frequently have, without detracting from its stateliness.



ARCHITECTS' NIGHTS

III

STORY OF THE CANNY CATIFF.

IN a certain far city there was a Canny Catiff who was also a patron of the fine arts and a benefactor to humanity. He had amassed much riches in the course of an honorable and upright life, but their weight had become heavy upon him, for though he spent prodigious sums the interest from his wherewithal still rapidly accrued. Knowing that he could not take this wealth to his next abiding place, he became sore distressed and lamented thus: "Here am I, a man of many years and have but a little way yet to go in the world. Behold if I die with

this wealth upon me, my many relatives will contend among themselves for its possession. I am a man of peace. What shall I do to avoid this great calamity?"

Whereupon in his dilemma he sought counsel of one who was not related to him. "It is not difficult for you to spend your mazuma," exclaimed his counsellor: "build but many libraries in all parts of the land, for the dissemination of useful knowledge and as a monument to your generosity, and it will be quickly dissipated. Moreover, is this not a worthy object and of much benefit to the book trust? Surely, and the Common People will not fail to bear you in memory long after your relatives have forgotten you."

So it came to pass that the Canny Catiff was delighted at this prospect and proceeded to the execution of the proposed plan. He quickly called unto him the architects of the country and made known his desires. And these men, seeing many big things for the fortunate one who pleased the benefactor, returned to their abodes and became exceedingly busy.



Spectro

It chanced therefore, that when the competition closed it was found that the plans and specifications which had been submitted had exhausted the paper stock of the realm, and the Canny Catiff was compelled to work many hours overtime before he finished his task of selection. But having finally reached a decision, he called before him those who had brought him their work and addressed them thus:

"Of all the points which I have considered in making selection of these plans and specifications, be it known that that of durability I have deemed most important. It is my desire and intent in building these structures that they shall be permanent and a monument to my name. From the beginning to the end it is necessary that the plans and specifications shall be the best that can be secured. The finishing is an especially important part to be considered. The metal and wood must both have adequate protection. Therefore, bearing these important things in mind, I have awarded the work to the Wise Architect who specified *Sherman Williams Paints and Varnishes*



Sherman Williams Paints and Varnishes
Kalam's Choice and Recommendation

throughout, for it is an accepted fact that these are the standard of excellence the world over." **Spectro**

This announcement having been made, those architects who had not considered their own best interests and those of the Catiff, but who had specified other goods, went out and took a pledge of good conduct for the future.

And when the relatives of the Catiff heard what he had done they knew that his memory would flourish even as the green bay tree—and then some.



Spectrum

AS OUR OFFICE BOY SEES IT.

The doctor, an' the lawyer, an' the architect—
all three.
Are an awful whole lot bigger than either you
or me.
But I don't care how big they are, how clever,
rich, an' wise.
I wouldn't swap my place for theirs—'cause
they can't advertise.

Frenzied finance is tame in comparison with
a frenzied client. Forestall complaints by
specifying *Sherwin-Williams Products* at the
start.

Use *S. W. P.* and the world paints with you;
use other brands and you paint alone.



436



The Sherwin-Williams Co.
Largest Paint and Varnish Makers in the World

BOSTON CHICAGO NEW YORK MONTREAL SAN FRANCISCO
ST. LOUIS ST. PAUL NEWARK LOS ANGELES MINNEAPOLIS
INDIANAPOLIS PHOENIX WINNIPEG SAN DIEGO PORTLAND ORE
N. Y. ALBANY BALTIMORE SAVANNAH LONDON ENGLAND

