

SHERWIN-WILLIAMS COLORS, PAINTS and VARNISHES FOR THE MASTER PAINTER



THE SHERWIN-WILLIAMS COMPANY

LARGEST PAINT AND VARNISH MAKERS IN THE WORLD

CLEVELAND, CHICAGO, NEW YORK, MONTREAL, SAN FRANCISCO, BOSTON, KANSAS CITY, NEWARK, LOS ANGELES, MINNEAPOLIS, CINCINNATI, TORONTO, WINNIPEG, PHILADELPHIA, PORTLAND, ORE., ST. LOUIS, BUFFALO, SPOKANE, DALLAS, TEX., VANCOUVER, DENVER, HOUSTON, OMAHA, SAVANNAH, SEATTLE, LONDON, ENG.

Introduction

IN this book we describe briefly the products we make for the use of the master painter and decorator. Owing to the wide range of finishes used by the master workman, we shall not attempt to go into minute details with regard to the directions for use on each product, but will give rather a short outline of the practical purposes for which each is intended. If further information is desired, we will be very glad to furnish it on application.

More than 90 per cent. of the Sherwin-Williams Paints, Varnishes, Enamels, Stains and Colors are made for practical painters. Our business—the output of our factories—is dependent upon them. Painting and finishing is a science that requires skill and experience. Years ago we saw the coming demand for a wide variety of effects in outside and inside decorations and studied the many conditions under which goods must be used.

One of the most valuable assets The Sherwin-Williams Co. has today is the co-operation and good will of the painter. We are proud of it and work unceasingly to stimulate the more general use of paint and varnish by the house owner in order to furnish the painter better opportunities for business and to provide the best product that can be made for his every purpose.

Our business is built on *quality*. We make a special product for each specific purpose and just as good as can possibly be made for that particular use. We have always believed that the best goods would give the greatest satisfaction and bring the best reputation and ultimate trade to the makers and to the men who apply them. Experience has proved this to be right. As our business has increased, so has the business of the host of painters who use our products. We stand ready to help each individual painter in every possible way, to solve the problems, remedy his troubles, and make suggestions that may enable him to acquire a reputation that will be a source of constant demand for his services.

We are able to do this effectively because of the all-embracing character of our line. It includes finishes for every purpose. If there are any questions you want answered or information not given in the following pages, write us direct. We'll do our best to help you.

How We Control Our Raw Materials

SO far as possible we control the quality of the raw materials used in products by producing them ourselves. We thus have a great advantage to start with in the manufacture of high quality goods.

Our linseed oil mills are one of the most important of our manufacturing facilities. Our mills in Cleveland have every equipment for producing a large output of highest quality oil. The storage for flaxseed is more than 400,000 bushels. The presses, filters and storage capacity for aging the oil are equal to 5,500 bushels or 280 barrels of oil a day. We also make linseed oil in Montreal, where we are favorably located to manufacture it for our Canadian trade.

We own and operate large zinc and lead mines and smelters. The mines are the famous Graphic and Ida Hill group in Magdalena, N. M.; the smelters are located at Coffeyville, Kans., and Joplin, Mo. These facilities are modern and supply us with the highest quality of materials made under our own supervision. They are always right and always uniform.

Our dry color factories at Chicago and London are the largest and best equipped in the world, producing the highest grades of vermilions, lakes, greens,

yellows, etc. Hence we are provided with dry stocks that we know are of best quality and thoroughly reliable.

We also employ a large staff of chemists; and of every batch of lead and zinc, every tank of linseed oil, every barrel of turpentine, two samples are taken. One of these goes to the chemical laboratory, where it is carefully examined for its chemical properties. The other goes to the testing rooms, where it is tested for its working and drying qualities, color, etc.

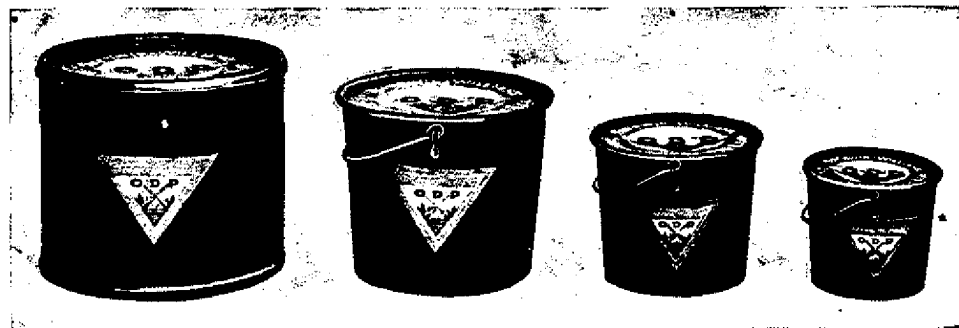
This is adhered to absolutely in all our factories, not as a matter of form, but as an additional safeguard to our high quality.

We also manufacture our own Old Dutch Process Lead. The reason for making our own lead is not only due to the fact that our consumption of carbonate of lead is very large, but also to the fact, as we make, sell and distribute a complete line of paint and varnish products we feel that it is decidedly to our best interest to furnish the trade with a strictly pure grade of White Lead.

Our Stack House, where we make O D P Lead is 213 feet long, 84 feet wide and contains 16 stacks, with provision for adding any number of new stacks from time to time as the growth of the business may require. Each stack has a capacity of 10,000 pots, each pot holding about 25 pounds of lead. The Mill Building in our plant is 150 feet long, 75 feet wide and five stories high, and contains grinding machines, casting kettles, buckle casting machines, etc. In making our O D P Lead we use only the best double refined, desilverized pig lead. This is shipped us in car lots and samples are taken and tested from each car before the lead is corroded. By this thorough method of checking the raw product that goes into our White Lead, and by careful and up-to-date means of manufacture, we are able to produce a lead which we know will be absolutely satisfactory in every particular and one which will meet exactly the guarantee shown on every package of Old Dutch Process Lead which we manufacture, and which is:

"This package is warranted to contain nothing but Strictly Pure White Lead, ground in Strictly Pure Linseed Oil, and we will pay one ounce of gold for every ounce of adulteration that it may be found to contain."

All the processes of O D P Lead manufacture are supervised by men who have had years of experience in the lead business.



Our ODP Lead Containers