



THE CHAMELEON



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Edited by E. W. Garfield

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A BUSY SUMMER



SPRING has come and gone. Some insist there wasn't any. And we can't argue with them. "Babe" Ruth says there were only five days in May fit to play ball. The same applied to painting weather, only more so. And June hasn't been much better so far. But we aren't making alibis and are busy in all departments trying to make up for the delayed sunshine. It looks now as though the Summer would be very active for painting in all sections. There is every evidence that July and August will be real painting months, with splendid prospects for a genuine Fall painting festival.

In the Sales Departments there may be some delayed vacations, as our big Sales Chief has asked all the sales force to be ready to take advantage of Summer painting activity by being on the job. Others will be taking the usual and customary recreation periods to refresh themselves for the months ahead.

Headquarters has been busy planning ahead for the coming year. District Managers will confer in Cleveland the latter part of June and between then and September 1st, everything will be put into shape for a flying start September 1st. Unusual plans, new and distinctive, will be ready and carried to the front line trenches before September 1st.

The Chameleon has been delayed, not because the Editor has Spring fever, but because there have been few fires, deaths, or important events of a news nature. We are putting out this June number because we feel we have sufficient news of interest to the staff, to make the issue welcome. Our policy will be to publish the Chameleon whenever we feel this way. Our best efforts will be put into these pages, so that when we do publish a magazine, it will be interesting, instructive, readable, welcome.

While most of you will be resting up some time during the Summer, the Editor will be on the job, keeping his eyes open for the sort of happenings that have made this magazine what it is. Take the camera along and let us in on your plans, whether a real vacation or just a "week-end."

It looks as though there will be a beehive of activity all Summer, as America paints up with our products. And those who may be called upon to work a little harder than usual will share in the satisfaction, when they do get their vacation, of feeling that they had a part in closing the fiscal year of 1923-24 in an avalanche of business. After all, we enjoy the things we work for the hardest.

"A real Summer to all!" is the Editor's wish.

History of Sherwin-Williams Products

By W. R. SIEPLEIN

NOTE: This is the second part, the first part having appeared in the March issue.

The earliest mention of drying oils as a paint vehicle is by Aetius, a Greek physician, in the beginning of the sixth century. This may have been Linseed Oil. Heraclius in the seventh century



A field of flax in bloom is a beautiful sight.

first mentions the mixing of oxide of lead with oil to make it dry quicker. In the library at Lucca is a manuscript of the eighth or ninth century giving a recipe for a transparent varnish composed of linseed oil and varnish gum, probably amber. Oil painting had been definitely established as early as A. D. 1100, though in an unsatisfactory form. In fact the art of painting was very crude until the fifteenth or sixteenth century when it underwent a transition from ancient to



A primitive, crude method of crushing the Tongnut.

modern art. About this time other oils such as poppy seed oil and walnut oil came to be much favored.



In a turpentine grove.

China Wood Oil or Tung Oil though employed by the Chinese for centuries in finishing their junks and for lacquers, was introduced into the manufacture of varnishes only about 25 years ago.

Fish Oils have evidently been used for many years and other seed oils and petroleum have also been widely used. But during all these centuries, Linseed Oil has been, by far, the chief oil for the paint industry.

Turpentine from European pine trees dates back for many centuries, but American turpentine that we know today was first developed by the early settlers in the southern states about 300 years ago.

Naphtha, of course, followed the discovery of petroleum in the United States when Col. Drake sunk his first oil well in Titusville, Pa., in 1859.

The varnish gum first used, no doubt, was amber, as it is found quite generally throughout Europe and beads made from it were found in the early British graves and Etruscan tombs. Other varnish gums such as Zanzibar, Sierra Leone, Benguela, Mastic, Sandarac, no doubt, preceded the modern Kauri and later Manilla, Brazilian and Congo gums. Shellac has been known to the natives in India for several thousand years and used as a varnish gum for some centuries, as a manuscript issued by Akbar, emperor of Hindustan in 1590, mentions the proportion of Shellac gum to be employed in varnish used for the woodwork of public buildings.

(This seems to be the first definite reference to specifications for paints or varnish materials.)

This background of ancient history brings paint and varnish products through centuries of slow progress down to 1866 when Henry Sherwin entered the business as a dealer in paints, oils, varnishes, etc., with Truman-Dunham & Co. In 1870 Mr. Williams came into the firm, the former partners retired and a new partnership was formed under the name Sherwin-Williams & Co. Mr. Fenn also entered the service during this year. In 1871 the partnership of Murphy-Sherwin & Co. was formed for the manufacture of varnishes. This connection continued for a number of years until in 1888 the interests were merged with the Sherwin-Williams Co. The manufacture of paint was first undertaken in 1873 when a building on the site of the present Cleveland plant was bought.

No authentic record of details exist prior to a small book started in Mr. Sherwin's own handwriting, October 25th, 1873. The first formula recorded is for Guaranteed Strictly Pure Raw Umber in Oil, the product being the highest quality it is possible to make. It is particularly interesting to note that this first formula



Method of locating deposits of varnish gum shows a complete system of code numbers for raw materials and forms practically the same as that in use today. The numbers (21) Raw Turkey Uml (2) Raw Linseed Oil and (7) Jap specified in this formula today carry the same meaning.



Chrome Greens first used in France in 1833

The cost was figured by a method in advance of the time and applied the same fundamental principles as are used for the basis of our present very complete cost accounting systems.



Harvesting branches encrusted with crude shellac. Insert, the maled bug greatly enlarged.

The line of Guaranteed Strictly Pure Oil Colors was found to be much too good for the trade and cheaper lines of Oil Colors were produced shortly afterward, sold under the labels Standard Color Works, Imperial Color Works and Cambridge Color Co., Colors in Oil.

The labeling and branding of products from the very first has been most conscientious, great

care being used to make no mis-statements as to the quality of the product. Sherwin-Williams Co.'s name was used only on goods of the highest quality for the purpose intended, any other quality made did not show S-W name on the label.

The original paint factory on the Cuyahoga River, Cleveland, O., 1873

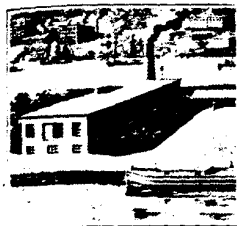
During this first year 83 different formulas were made, a total of 450,000 pounds. All this tonnage was oil paste paint and graded leads.

The earliest formula recorded and still in use without material change is Rex 8, American White, which was originally brought out under the label of Navy or Eagle White, October 31st, 1873.

At this time a line of Lead and Zinc tinted paints was produced under the label Cottage Colors, this later developed into the present PCP line.

Special paint for agricultural implements, is first recorded November, 1873. French Zinc in Varnish, China Gloss, was first made January, 1874, and has been continued under this same name and Rex number 24, unchanged to the present day. French Crown Green was first made in March, 1874, on the same formula and number as at the present time. Distemper Colors and Q. D. Colors were first made in May, 1874, and in October of the same year Graining Colors were produced, the formulas being practically the same as those now in use. The first liquid paint on record was a Blue Enamel made on March 5, 1875.

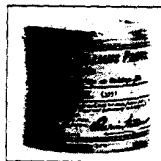
The manufacture of tin cans was taken up during 1875 and a special type of press can was patented in 1877.



Henry Alden Sherwin
About 1866



S. P. Fenn, 1870



The first can of SWP
Jan. 14, 1881

The Company soon found that paint grinding machinery available was far from what was required and concluded the only way to get a mill that was dependable for the high quality of product to which we aspired, was to design one for our own use. Accordingly about 1875 a great deal of study and engineering skill was devoted to the problem and the present type of standard S-W mill was the result. Many refinements have been added since but the fundamental idea was so far in advance of the time that the mills used by S-W today are our own manufacture and are far more efficient than any offered on the market.

First Quality Colors under this label were first produced in July, 1876. These goods were not then strictly pure, but represented a better quality than any other offered on the market, except the Guaranteed Strictly Pure Oil Colors which had been struggling along for the three years previous. It is very gratifying to note that this effort to supply the trade with the best possible quality bore fruit, as shortly afterward First Quality Oil Colors were improved to be strictly pure, using the same formula as the Guaranteed Strictly Pure Colors, and all other brands were discontinued.

In March, 1877, there was an attempt to market Strictly Pure Lead Tinted. There were ten colors and the goods were guaranteed to contain nothing but Strictly Pure Lead and Oil and coloring pigments.

For eighteen months this met with a very cold reception and in 1880 was discontinued and the manufacture of a lead and zinc colored paint was again resumed, then under the name of Pure Colored Paint.

In December, 1878, Osborn Family Paint was made, this being the first complete line of tinted prepared paints produced. It was a very good paint, the white being equal parts of lead and zinc, and the thinner, equal parts of pure boiled oil and turpentine, with a small proportion of turpentine drier.

We began our own printing in 1876 in one room with two small job presses and one Globe press, shortly after another Globe press was added.

Mr. Beardslee joined the Company in 1880 and shortly after became head of the Manufacturing Department. It was under his direction that the paint and varnish production grew to its present proportions.

SWP was first produced September 30, 1880, and originally was known as "Painters Prepared Paint." A few months later, January 14, 1881, the name Sherwin-Williams Paint was first used. A study of the literature brought out at the

time is particularly interesting, as it represents the first high grade prepared paint ever produced and to quote from Mr. Sherwin's Golden Jubilee Message:

"There had come 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 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. This claim has had abundant proof for over a third of a century and today Sherwin-Williams Paints are the widest known, the best liked, and by far the most largely distributed of any in the world."

There has been a constant improvement in quality since the original manufacture of SWP and it is quite evident that the Company's policy to manufacture the best possible paint for the purpose has been a very great force in uplifting the character and quality of paint making generally.

SWP was originally offered for practically any kind of painting but later as the uses became more specialized, other lines were produced. The first SWP color card refers to its use for floors, making special mention that several days must be allowed between coats and a week or two to dry hard before the after the last coat for it floor could be used. The public apparently were not willing to stand for this and in April, 1884, Special Floor Paint to dry over night was put on the market. Wood Stains and Paste Wood Fillers followed in 1885 and Creosote Paint was made as the most satisfactory paint for farm buildings, and in 1886 Roof and Bridge Paint was first made.



E. P. Williams
Jan., 1870



J. C. Beardslee,
1880

The present corporation—The Sherwin-Williams Co. was incorporated July 14, 1884. In 1888 the Company acquired the controlling interest in the Calumet Paint Co., of Chicago, then manufacturing paints for the Pullman Co. Mr. Martin came into the organization at this time.