

INTER-OFFICE LETTER

FROM

Cleveland Hdqts.

OFFICE

Bid Sales

DEPT.

FOR North Olmsted

OFFICE

DATE November 11, 1952

MR. James Skala

SUBJECT History of The Sherwin-Williams Co.

ANSWERING LETTER OF

DICTATED BY

I wish to supplement my letter of yesterday giving you complete data for changes in the copy.

Old page No. 28 and 29 - New page No. 17

To insure plenty of space on this page for all features in connection with automotive finishes use the following copy and reduce the picture at the top of the page about 1/4 inch in height to provide another line for copy:

Subhead - Opex Lacquers and Kem Transport Enamels

In 1922 when lacquers were first used for finishing automobiles Sherwin-Williams introduced the Opex line. In 1932 Kem Transport Enamels were added. These lines include a complete range of primers, surfacers, and thinners. Also single-pigmented lacquers and enamels and mixing equipment are furnished enabling the finisher to blend to any color required for refinishing a car or truck.

At the bottom of the page use picture of S-W can truck which I left with you.

Old page No. 20 - New page No. 14

In my letter of yesterday in the 7th line describing insecticides use the words astonishingly large volume -----.

Old page No. 14 - New page No. 24

Use if possible at the bottom of the page a picture of the latest Style Guide Companion in addition to the latest Style Guide.

Old page No. 46 - New page No. 25

I mention in the new copy 15 modern high-speed presses. Since writing the new copy I have further information indicating there are 18 presses. Please verify and use the correct number.

New page 31A

There seems to be some mix up in my pages. Following immediately after old page 49 I had a page showing at the top the 1866 store on Superior St. as compared with a modern store at the bottom of the page. Note the attached typed copy. I believe you have a proof of this old page 49. This should be used without change except 800 branches, and show after old page 49.

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Old page 68

New page 46

Under 1880 - in new copy just given you omit the following sentence about Mr. Beardslee: He contributed more than any other one person to the high standard quality of S-W paint and varnish products.

On old page 73, new page 51 under 1928 include the above sentence concerning Mr. Beardslee which is being deleted from new page 46.

Old page 72

New page 47

Under 1910 add: White lead manufacture begun in Chicago.

Old page 73

New page 51

Change Acme name to Acme Quality Paints, Inc., Detroit.

Old page 75

New page 53

Under year 1944 put the last two sentences in the paragraph concerning Mr. Martin first in the paragraph instead of last.

Old page 71

New page 49

Under 1903, put the second paragraph concerning Mr. Williams first instead of last.

Old page 77

New page 55

Under 1947 add: White lead manufacture discontinued. Building used for new white enamel department.

Old page 77

Probably new page 56

New copy for 1948: Sales office moved from Kensington to 300 West Lake Street, downtown Chicago.

Old Chicago boiler house converted to varnish storage adding 400,000 gallons additional capacity.

Kem-Tone put on the market in new patented circle seal can.

Manufacturing plant erected at Mexico City.

Enlargement and modernization of Brazilian plant completed.

1949: Property acquired for factory in Atlanta, Ga. Warehouse building erected.

New warehouse building at Gibbsboro.

Extensive additions to plant at Dallas, Texas.

Day Glo and Painter Maintenance P 80 line added to trade sales products.

1950: Super Kem-Tone put on the market.

Alkyd varnish kettle installed at Newark.

New equipment for refrigerator and venetian blind enamel erected at Chicago, Newark, Detroit, and Los Angeles.

1951: Printing and Sampling Department moved to new plant at North Olmsted, Ohio. 70,000 square feet floor space, complete with new and modern equipment for printing, paint sheets, and making sample cards. 275 employees.

Extended Cleveland factory office and technical department into space vacated by Printing and Sampling Department.

New raw material warehouse at Newark. Remodeled B liquid paint making department.

New raw material warehouse at Gibbsboro

Additional raw material warehouse provided at Dayton. Synthetic varnish kettle installed.

Remodeled paint making equipment at Detroit.

Added ball-roller mills and tanks at Dallas.

Installed Super Kem-Tone manufacturing equipment at Oakland. Converted insecticide plant to warehouse.

Installed tin can manufacturing equipment at Hubbard, Ohio.

1952: Additional finished stock warehouse completed at Gibbsboro. Super Kem-Tone manufacturing equipment added.

Installed equipment for manufacturing Super Kem-Tone at Dayton.

Added equipment for making lithographed cans at Hubbard, Ohio

I am not yet able to give you the 1952 up-to-date figures for long service employees included in the last paragraph under the caption of Security on the page of new copy I gave you marked 25.

W.R. Siepman
Manager Bid Sales

WRS:ve
att.
cc REM