

WORLD



IT'S A MATCH

SEE PAGE 7

MAY 1947

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PRETTY BETTY KELLING OF THE S-W GIBBSBORO PLANT, MODELS A STRIKING COTTON PRINT BLOUSE DYED WITH FIVE SHERDYE COLORS

SHERDYE ADDS DISTINCTIVE COLORS TO 1947 FABRICS

CHANCES are good that you own many garments which were dyed with Sherdye, Sherwin-Williams name on its textile printing colors.

Here's a partial list of the many types of clothing that are dyed with Sherdye: pajamas, shorts, cotton dresses, cotton house coats, printed shirts, and dry goods.

Sherdye is a relatively new development of Sherwin-Williams, making its bow on the market in 1940. The research work on the printing colors was initiated at the S-W Gibbsboro Plant in 1938. In April, 1939, Dr. N. E. Van Stone sent Dr. Max Silverman to Gibbsboro to organize a research team and set up a laboratory to push the

development. About that same time B. M. Van Cleve, general manager of the P. C. and C. Division, was placed in charge of marketing the product. First sales were made early in 1940 and production has steadily risen with each succeeding year.

Sherdye competes with the highest quality dyestuffs. It has the following

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WILLARD SHARP TESTS the tensile strength of a cotton. Sherdye usually makes the cloth stronger.



DR. MAX SILVERMAN, center, director of Sherdye research, points out the sharpness of print, and the clean-cut lines of a Sherdye print to Bob Hamilton, left, and Dr. Joe Kuhn, right.



FATHER AND SON, Bill Dodenschatz, Sr. and Jr., work together in the experimental laboratory.

four outstanding characteristics: 1. Excellent color fastness both to sunlight and to washing. 2. Sharpness of print: The outlines are clean cut and the prints show clearly the fine detail of the design. 3. The colors are especially bright and clean. 4. As many as 11

colors are possible in a single design.

Textile mills dye cloth with Sherdye in two ways. Prints are made from large engraved rolls similar to the rolls used on giant newspaper printing presses. Each roll carries a specific color. The cloth goes through as many

rolls as is needed to get the proper total design. Solid colored cloth is dyed by dipping the cloth in a Sherdye bath. In both cases the application of Sherdye is much simpler than dyeing with many conventional dyestuffs and in most cases Sherdye is more economical.



DOROTHY MACKEY and John Bigley test Sherdye padding colors on lab size replicas of textile plant dyeing machine. Roller squeezes excess dyeing liquid out of cloth. White cloth is dyed in this manner.



FOREMAN WES McFERREN, right, makes preliminary test of Sherdye bath for fineness of dispersion. Colloid mill operated by Jimmy Clark runs at high speed to insure proper emulsification.



JOE ASSAF GETS THE "ELECTRIC CHAIR"—A HOT SEAT AND A SHOCK—, AT CLEVELAND FELLOWSHIP CLUB INITIATION.

INITIATION

**15 Admitted to Fellowship Club
At First Hazing in Three Years**

CLEVELAND'S Fellowship Club served the customary hearty dinner

to its 15 victims before sending them to the "execution chamber" at the Club's initiation meeting last month. It was the first hazing party in three years.

New members took their medicine in good fun. They went to the electric chair where they got a "hot seat" and a minor shock; they jumped off a skyscraper while blindfolded only to find

terra firma one foot below; they survived the hot lead test when it turned out to be cold aluminum paint, and lastly they drank out of the "friendship cup"—coated with Limburger cheese. All survived without incident and today the club boasts a membership of 315.

The Club is sponsoring a baseball team in the city's industrial league.



TOM LEARNS he must sacrifice one finger hot lead bath to become a member of Club.



FRANK JACK SMILES when sees his finger is still there. Hot lead was cold aluminum paint.



INITIATION ENDS as (John Darga) new member, drinks from Limburger lined Friendship cup.

NEW 25-YEAR MEMBERS

All Time Total 765; 511 Still Active

MORE than 500 employees who have completed at least 25 years with the Company are in active service today. The all-time total of 25 year club members now numbers 765. A breakdown of this figure reveals 511 now on the active list of which 77 are women; 148 deceased; and 86 retired.

Congratulations to each of the new 25-year members.



CATH. LUKOWSKI
Chicago, March 1

H. S. SHERMAN
Cleveland, March 1



JOHN JACKSON
Coffeyville, March 1

W. L. LEWANDOWSKI
Chicago, March 1

JESS O. SMEDLEY
Chicago, March 1

ZYGMUNT KARLEWSKI
Newark, March 8

H. L. DENSON
No. Atlantic, March 15



LEONARD WHITCOMB
Cleveland, March 15

J. J. SNABEL
Cleveland, March 20

OTTO BREMER
Chicago, March 21

HARRY C. KRUM
Chicago, March 21

ISABELLE OSSENFORT
Winston-Salem, March 22



MARTIN C. CONNORS
Chicago, April 10

EDWARD WERNICKE
Chicago, April 11

JAMES BUROSKY
Chicago, April 12

OVERTON T. MAY
Coffeyville, April 20

DON JACK WHITE
Coffeyville, April 25



BILL AND JIM FAWCETT, LEFT, NEA. VARNISH COOK AT OAKLAND PLANT, CHECK THE TEMPERATURE OF A BATCH OF VARNISH.

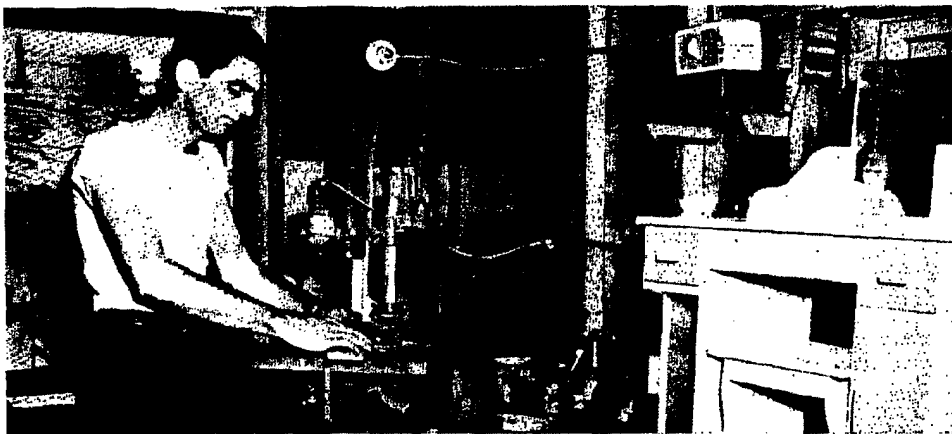
BILL BUDGE

World Cameraman Visits
Oakland Plant Foreman

WILLIAM J. BUDGE, 35-year old foreman of the Oakland plant has a fine reputation among his fellow workers.

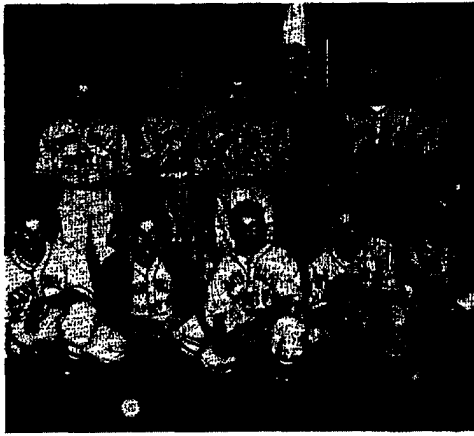
His familiarity with paint-making dates back to his youth. His father was Varnish Plant Superintendent at

Oakland prior to his death in 1911. Before Bill finished school, he got his first experience in paint-making as a part-time worker at the plant. He liked it. In September, 1930, he started on the regular payroll. Since that date, except for the 16 months he served in the

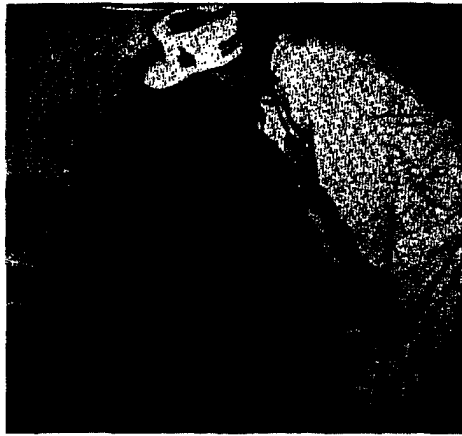


IN HIS HOME WORKSHOP BILL SPENDS MANY EVENING HOURS MAKING USEFUL ARTICLES LIKE THE DRESSING TABLE ON THE RIGHT

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BILL PITCHES FOR TEAM: Members are, top row, F. Peacock, E. Forsell, M. Baker, Bill, P. Martin, H. Caciati. Bottom row, the three Pacheco brothers, Harry McDonald and Andy Inakli.



IN CONFERENCE with his immediate superior, R. W. Hammond, Varnish Plant Superintendent Bill discusses one of the raw material problems which must be solved to keep production on schedule.

U. S. Army, paint-making has been his chosen work.

Upon his return from service, Bill was made foreman of the Varnish Plant and now carries out those duties which go toward the smooth operation of this part of the Oakland plant. Actually the plant is in Emeryville, but due to

its proximity to Oakland, it is known as the Oakland Plant.

One of Bill's favorite stops on his rounds these days is the P. & V. laboratory where his pretty fiancée, Peggy Rathbone, is employed (see cover) as a secretary. Wedding bells are not far distant for Bill and Peggy.

This spring Bill is once again holding down an important pitching assignment for the Oakland S-W baseball team which last year was runner-up in the Oakland City Tournament.

Bill now lives at home with his mother. He spends many enjoyable hours at his favorite hobby — woodworking.



PROPER THINNING IS essential to quality varnish. Bill is on the job to see that Arvid Peterson adds the correct amount of thinner to the batch. Uniform high quality of product is an S-W essential.



NEW EMPLOYEE, Della Berlin is shown how to operate a capping machine in the filling department by Lloyd Silva, Filling Room Foreman, while Bill looks on to see that every detail is covered.



THIS ADVERTISEMENT introducing the BUG BLASTER to gardeners throughout the nation appears in the May 19 issue of LIFE magazine. It will be read by over 22,500,000 people.

NEWEST TRIUMPH OF S-W RESEARCH

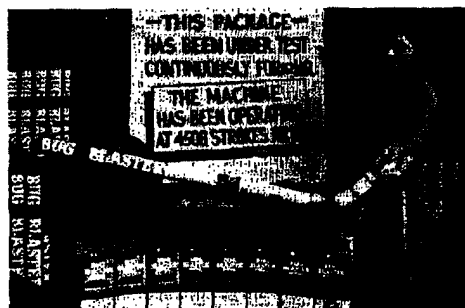
THIS spring you'll have your first opportunity to try "Bug Blaster", newest "Product of Sherwin-Williams Research." Here's a new product for use in the garden which will find wide acceptance among America's fast-growing throng of home gardeners. It does a big job around the garden. "Bug Blaster" kills insects, bugs and diseases which ruin the beauty and productivity of both flower and vegetable gardens. It does the job fast, easily and economically. It contains a perfect blend of multi-purpose insect and fungus dust. Included in its mixture is the modern miracle powder DDT and wonder working Rotenone, plus other proven insecticides and fungicides in a handy, easy-to-use giant 36 inch pump gun package.

Garden bug and disease control has been confusing, expensive and back-breaking in the past. Confusing—because most gardeners never were quite sure what product to use, where to use it and how often. Expensive—because complete garden control required the use of several pest control products to do the entire job. Back-breaking—because the packages were so designed that it was necessary to stoop, bend and kneel to apply in areas where it would be most effective.

Now all this is ended. Bug Blaster is a complete all-purpose dust which comes ready to use. There is no preparation or mixing necessary. It contains enough dust (two pounds) for the average size garden for an entire season.



OLD-FASHIONED WAY: Before BUG BLASTER revolutionized garden care, this scene was familiar. Now with the giant 36" pump gun there's no need for kneeling and back-breaking toil.



GUN BUILT TO LAST: Here is positive proof that the BUG BLASTER gun will give long service. Ann Sarko of Bound Brook holds the gun which has been pumped 2½ million times.

GET A BUG BLASTER FREE

Write a Winning 2-Line Jingle
24 Awards

Here's your chance to have some fun and get a BUG BLASTER and a two-pound refill free.

All you have to do is write a two line jingle about BUG BLASTER. Here's a sample:

You bet I need a Bug Blaster

To Make My Garden Grow Faster.

It's easy, and remember you have 24 chances to win. The S-W WORLD will give away 24 BUG BLASTERS and 24 refills to the best 24 jingle writers in the Sherwin-Williams organization. This contest is strictly a Sherwin-Williams party. It's open only to S-W people and their families. You may enter as often as you wish. (No top from any S-W paint can, nor any other can, box top, tube, carton or package is required.) All you need send is your two-line jingle.

Try your luck. This may be your chance to win.

Entries will be judged on their sincerity, cleverness and appropriateness.

All entries must be postmarked not later than June 28th. Winners will be announced in the July S-W "WORLD."

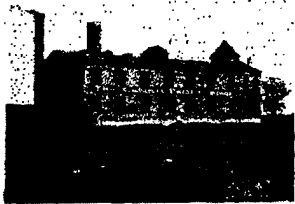
Send all entries to The Sherwin-Williams WORLD, 1905 Terminal Tower, Cleveland 13, Ohio.

The Story of SHERWIN-WILLIAMS

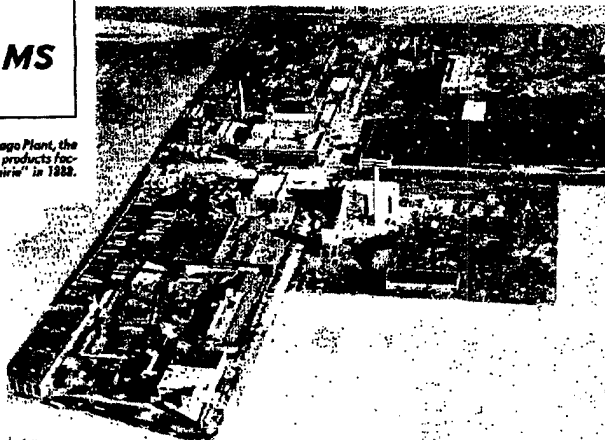
BY W. R. SIEPLEIN

"Tall Oaks from Little Acorns Grow." So grew the Chicago Plant, the World's largest paint, varnish, lacquer and associated products factory. All grown from one building out in the "lone prairie" in 1888.

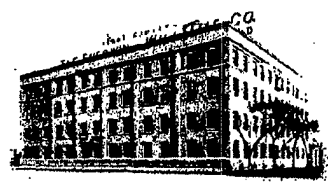
1947 . . CHICAGO PLANT TODAY occupies 100 acres, 160 buildings, 1,300,000 square feet of floor space, employs 2,500 people. Produces paints, varnishes, lacquers, synthetic resins, waxes, dry and dispersed colors, chemical products, white lead, turpentine, specialties and tin cans. Many new and original products and manufacturing processes have been developed using the most modern equipment.



1888 . . CALUMET PAINT FACTORY (present building 18) built by Pullman Company for manufacture of their railway car paints, was bought by Sherwin-Williams. Equipment one stone mill and twelve small iron mills for coach colors. A sleg crusher, pulverizer and two stone mills for freight car paints. Mr. Martin employed in 1890 as Superintendent. Staff a dozen men.



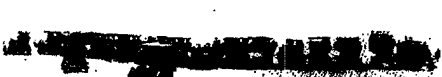
1899 . . TWELVE 30-INCH S. W. standard mills installed. H. J. Hain becomes Superintendent.



1903 . . NEW OFFICE BUILDING (No. 15 and 13). Having outgrown the quarters at Stewart Avenue, the Chicago office and warehouse were moved to Kensington to be consolidated with the factory.



1903-4 . . DRY COLOR AND INSECTICIDE DEPT. (No. 110-114) moved from Cleveland to Chicago. 1934 insecticide manufacture transferred to Bound Brook.



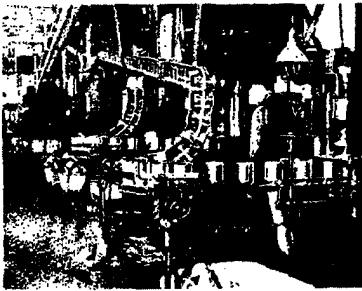
1904 . . CONVENTION AT CHICAGO to show off the new plant. Representatives travelled in automobiles from downtown hotels to Kensington.



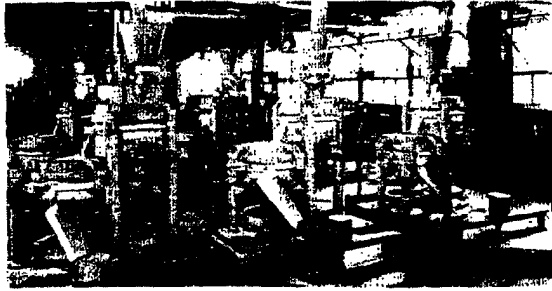
1910 . . WHITE LEAD DEPARTMENT. Old Dutch process was installed for making Dry White Lead and O.D.P. Lead in Oil. A Quick-Process plant corroding lead in cylinders was added in 1921. This is the only process now operating. Old Dutch Process being too slow was discontinued altogether in 1943.



1914-18 . . CHEMICAL PRODUCTS DEPT. established Sherwin-Williams in a leading position making intermediates no longer obtainable from Germany. Many chemists employed including Dr. Van Stone, Messrs. May, Miller, Dory, Deeds, Bingham, Sammerville and Weber.



1920 . . . TIN CAN DEPARTMENT transferred from Cleveland. J. L. Cunningham, Superintendent. Present annual capacity 125,000,000 cans. Plant for lithographed cans being added.



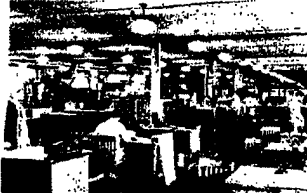
1921 . . . NEW ENAMEL DEPARTMENT added to provide for much increased demand for high quality enamels and other liquid paints. Equipment fifteen tandem mills, four roller mills, thirty-eight mixers, thirty-eight thinning tanks. Daily capacity 4,000 gallons.



1922 . . . LACQUER MANUFACTURE BEGUN (buildings 510-544). Heavy demand for quick-drying automobile finish. Dr. Van Stoes in charge. Fred Long employed. Many industrial product lacquers now sold under name of Opes.



1935 . . . NEW ENLARGED FACTORY OFFICE was established in a central location in building No. 531 to more conveniently account for all cost details of many added products and new factory operations.



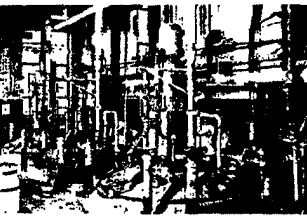
1935 . . . ALLIED RESEARCH LABORATORY established top floor building 531 to consolidate research and development of paint, enamel and vehicle formels for Sherwin-Williams and Affiliated Companies.



1941 . . . NEW WAREHOUSE (building 28) floor space 215,000 square feet—5 acres erected to provide for stock of many new products being made at Chicago. Modern equipment. Increase in business already crowds this large area.



1938 . . . NEW SYNTHETIC RESIN VARNISH plant installed to make Alkyd and Phenolic and similar varnish, are rapidly displacing also resinous varnishes. Research laboratory transferred from Cleveland.



1941 . . . ADDITIONAL CHEMICAL PRODUCTS BUILDING (No. 659) erected to produce many items for military purposes, synthetic rubber and lubricating oils—also providing new processes for some of the intermediates used in color making.



1946 . . . NEW POWER PLANT will soon be in full operation to provide steam and compressed air beyond electrical power procured from outside sources. Equipped with most modern boilers, air compressors, auxiliary machinery, coal and ash handling devices.

NEW FACILITIES

Cleveland and Newark Enlarge Office Space



UPTOWN NEWARK is the new location of the Sherwin-Williams North Atlantic Trade Sales and Accounting offices. The Newark Branch is on the main floor.

NEW OFFICE FACILITIES were recently opened in Newark and Cleveland for the North Atlantic and North Central Districts, respectively.

The three-story building at 32 Central Ave. in Newark has been completely remodeled to house the Newark Branch which is on the first floor; the North Atlantic Trade Sales and Accounting offices on the second floor; and the Export Sales and Traffic and the Eastern Industrial Zone offices on the third floor.

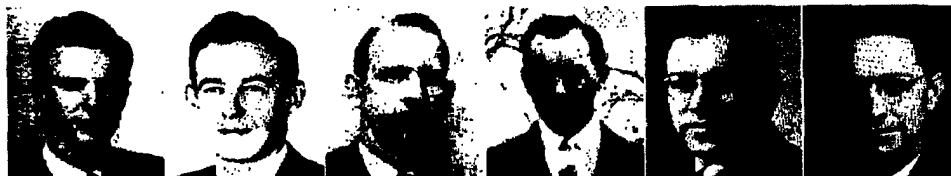
In Cleveland, the North Central District Sales headquarters have been moved to completely remodeled facilities in the Swift Building.

The move involves 100 employees who service the territory of Western New York, Western Pennsylvania, West Virginia, Kentucky, Ohio and E. Michigan.

One of the outstanding features of the new N. Central offices is its ultra modern lighting system which gives each person a minimum of 40 foot candles desk level.



EXCELLENT LIGHTING FOR CLOSE OFFICE WORK HAS BEEN INSTALLED IN THE N.C. DISTRICT OFFICES IN SWIFT BUILDING, CLEVELAND.



C. E. WELLS, JR.
Miami, Fla.

E. H. HARRISON
Decatur, Ala.

R. F. HEUMANN
St. Louis, Mo.

J. H. TAYLOR
Easton, Pa.

G. H. DEAN
Sheridan, Wyo.

W. R. CULLEN
Ogden, Utah



W. T. LANSING
Rapid City, S. D.

W. E. ADAIR
Dalton, Ala.

D. D. KRALL
Inglewood, Calif.

G. V. HEADRICK
Fort Myers, Fla.

SIDNEY SMITH
Torrance, Calif.

C. F. DALTON
Cleveland, Ohio

NEW JOB ASSIGNMENTS

12 NEW BRANCH MANAGERS APPOINTED 8 GET NEW ASSIGNMENTS IN PLANTS

Experienced Salesmen Named To Managementships

TWELVE new Branch Managers have been appointed since March 1. The appointments blanket the nation from Florida to California. The majority of the new managers earned their new responsibility after serving in the Branches as cashiers, city salesmen, stockkeepers, and store salesmen. Several held three or more positions before being promoted to manager.

Here briefly is their S-W background:

WINTHROP R. CULLEN: Cashier-in-training at Kansas City, 1942; cashier, Denver; transferred to Ogden, Utah as manager March, 1947. **GEORGE H. DEAN:** Cashier at Sheridan, Wyo., 1946; appointed manager March, 1947. **WILLIAM T. LANSING:** Manager-in-training Des Moines, 1944; transferred to Eau Claire, Wis., and Sheridan, Wyo., appointed manager at Rapid City, S. D., March, 1947.

RICHARD F. HEUMANN: Credit manager St. Louis (Belmont) May, 1936; appointed manager St. Louis (Welton) March, 1937. **DENVER D. KRALL:** City salesman Beverly Hills September, 1946; named manager Inglewood, Calif., March, 1947.

SIDNEY SMITH: Store salesman Torrance, Calif., March, 1946; then city salesman, ap-

pointed manager Santa Barbara, Calif., March, 1947.

CHARLES F. DALTON: Office boy Cleveland factory, 1936; city salesman, 1940; military service, 1941-45; re-employed as wallpaper manager, then cashier at Cleveland (St. Clair) Branch, appointed manager March, 1947.

CARL S. WELLS, Jr.: Specialty salesman Miami Branch, 1946; appointed manager April, 1947.

EDWIN H. HARRISON: Store salesman Florence, Ala., 1940; Army, 1942-45; cashier at Decatur, specialty salesman at Birmingham; appointed manager at Decatur, Ala., March, 1947.

GEORGE V. HEADRICK: Cashier at Chattanooga, Tenn., manager at Fort Myers, Fla., March, 1947.

JOHN H. TAYLOR: Manager-in-training Trenton, N. J., 1946; manager Easton, Pa., March, 1947.

WARREN E. ADAIR: Manager-in-training Tampa, Fla., city salesman and specialty salesman Chattanooga, Tenn., manager Dothan, Ala.,

8 Move Up In Newark, Cleveland and Oakland

Most new assignments in plants go to men with long experience with S-W.

FRANK LEWANDOWSKI: Began with S-W in 1926, worked as millman and shiner; promoted to foreman "D" Dept., Newark.

FRANK GUSTON: Started as chauffeur in 1926; transferred to shipping floor; promoted to foreman of the Packing Dept., Newark.

FRANK SENTER: Laboratory Assistant in Technical Dept., 1943; Assistant Paint Formulator; promoted to formulator in control of Kem-Tone production, Newark.

K. RICHARD BURNS: Production engineer, 1916; promoted to Paint Production manager, Newark.

HOWARD W. EARLE: P. & S. elevator operator, 1936; sprayer, label chiller, Army, 1942-46; retired as assistant in foreman; promoted to foreman of P. & S. A.A. Finishing Dept., Cleveland.

PAUL ZAUNER: P. & S. stock room clerk, 1937; moved to varnish dept.; assistant foreman of Precision Finishing; promoted to foreman P. & S. Bindery, Cleveland.

LEWIS P. HARRIS: Chemist at Yackum Lab., 1936; transferred to Oakland as research chemist; served in army as Major; promoted to Sup. of Insecticides Production, Oakland.

GEORGE H. LEARNED, Jr.: Assistant to the Chief Insecticide Chemist, 1943; promoted to Chief Insecticide Chemist, Oakland, Calif.



F. LEWANDOWSKI
Foreman

HOWARD W. EARLE
Foreman

K. R. BURNS
Paint Pro. Mgr.

FRANK SENTER
Formulator

G. H. LEARNED, JR.
Chief In. Chemist

FRANK GUSTON
Foreman

PAUL ZAUNER
Foreman

LEWIS P. HARRIS
Supl. Insecticides



LARGE CROWD WATCHES FLUSH COLOR DEPT. AND THE VARNISH DEPT. OPEN CHICAGO S.W. LEAGUE SOFTBALL COMPETITION.

BASEBALL OPENER

Noon Hour Games Attract
Large Crowds At Chicago

FOR the third consecutive year soft ball has captivated the interest of most of the employees at the Chicago plant. Nearly every day the entire personnel turns out at noon to watch the S.W. teams battle it out on the company diamond in the plant grounds.

This year 14 teams are entered in the league. Each team has a roster of from 15 to 20 players which means that close to 300 employees actively participate.

Games are played only at noon and end at the 12:30 p.m. whistle. Usually a regulation five-inning game is completed in the allotted time. If not, only the even innings count in

the scoring. If five innings are completed, play continues until 12:30 p.m. and once again only even innings are counted in the scoring, except when the scoring in the additional innings is in favor of the team having its outs.

Slow ball pitching is the style employed with no lead off on base until the ball is hit.

Games are played until early in September when the eight high teams compete in a tournament. The first place winner during the regular season can clinch the championship by eliminating all other teams. Otherwise the winner of the regular schedule must play a two out of three series with the tournament winner. Usually 600 to 800 employees watch these final games.

Teams entered this year are as follows: Warehouse, Paint Dept., Lacquer Dept., Flush Color, Tin Can, Paint Testers, P. & V. Finishing, Receiving & Stores, Chemical Products, Varnish, Laboratories, Sales Office, Mechanical Stores, and Dry Color.

The heavy hitting Paint Department team, champions the last two years, once again stands out as the team to beat.

PICTURES TO THE EDITOR



J. F. DYKSTRA AND S. A. MITCHELL enjoy a weed-killing outing along Lake Michigan in Chicago with NW coed Ann Vaughley.



BOUND BROOK HAS its own "Frank Sinatra" in the person of David H. Jones who is shown here doing his crooning specialty at a recent 25-year dinner party.



DEEP SEA FISHING is popular sport with L. A. plant people. Fishermen are C. J. and J. C. Weber, W. O. Michaels, F. J. Bonner, K. A. and V. S. Pickrell.



NEW, MODERN store recently opened in Shanghai by Frank Chang who has distributed Sherwin-Williams products throughout China since the start of the Far Eastern war.



E. Y. BENSON, Mfr. Mgr. Trade Sales, won 26 prizes (4 Top of Breed—13 first) at recent National Poultry Exhibition in Cleveland.

The Sherwin-Williams WORLD is published for Sherwin-Williams employees. Address all correspondence to The Sherwin-Williams WORLD, 1901 Terminal Tower Building, Cleveland 15, Ohio.



RADIO'S BIGGEST JACKPOT WINNER GETS COMPLETE S-W PAINTING JOB

"... and tonight we have another grand prize to add to radio's biggest jackpot," said Ralph Edwards, master of ceremonies, of the "Truth and Consequences" network show. "Sherwin-Williams is giving a complete house paint job to the winner."

That Saturday night and the next Saturday night the mysterious "Mrs. Hush" still remained unidentified. On the night of March 15 a housewife in Lock Haven, Pa. answered her telephone. The voice from

Hollywood asked her to identify "Mrs. Hush." Without hesitation Mrs. W. H. McCormick said "Clara Bow." "You've won" shouted Mr. Edwards. On and on he went telling her the prizes she had won which totalled \$17,590, radio's biggest jackpot.

On four successive Saturday nights the contest focused the attention of 25,000,000 people on Sherwin-Williams paints. More than 25,000,000 people saw the above picture as it appeared in Life magazine.