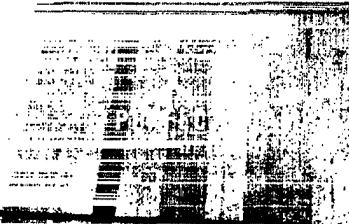


WORLD



MARCH 1947

VOL. 5 • NO. 3 • PUBLISHED FOR SHERWIN WILLIAMS EMPLOYEES

Government Guarantees...

FLAX

\$6.00 per bushel

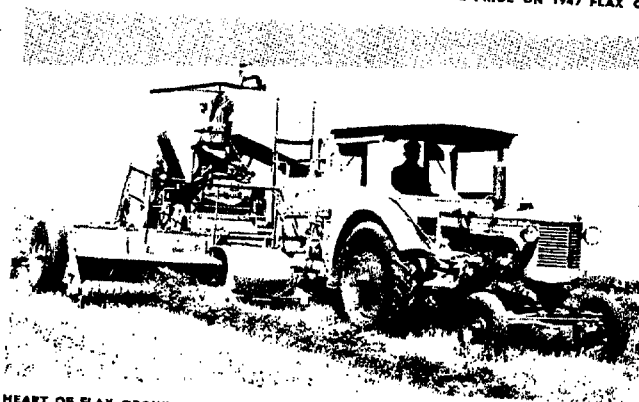
• New government support of flax, announced by the United States Department of Agriculture, sets the minimum price for the 1947 crop at \$6.00 per bushel delivered to the buyer in the Northwest.

Flax has the advantage of being one of the few crops that can be expected to return more per acre than other crops.

Take advantage of this guaranteed minimum price. Get your seed now and grow more flax.

FLAX DEVELOPMENT COMMITTEE
A NON-PROFIT ORGANIZATION
710 ROANOKE BUILDING • MINNEAPOLIS, MINNESOTA

GOVERNMENT GUARANTEES \$6. PER BUSHEL PRICE ON 1947 FLAX CROP TO INCREASE FLAX OUTPUT.

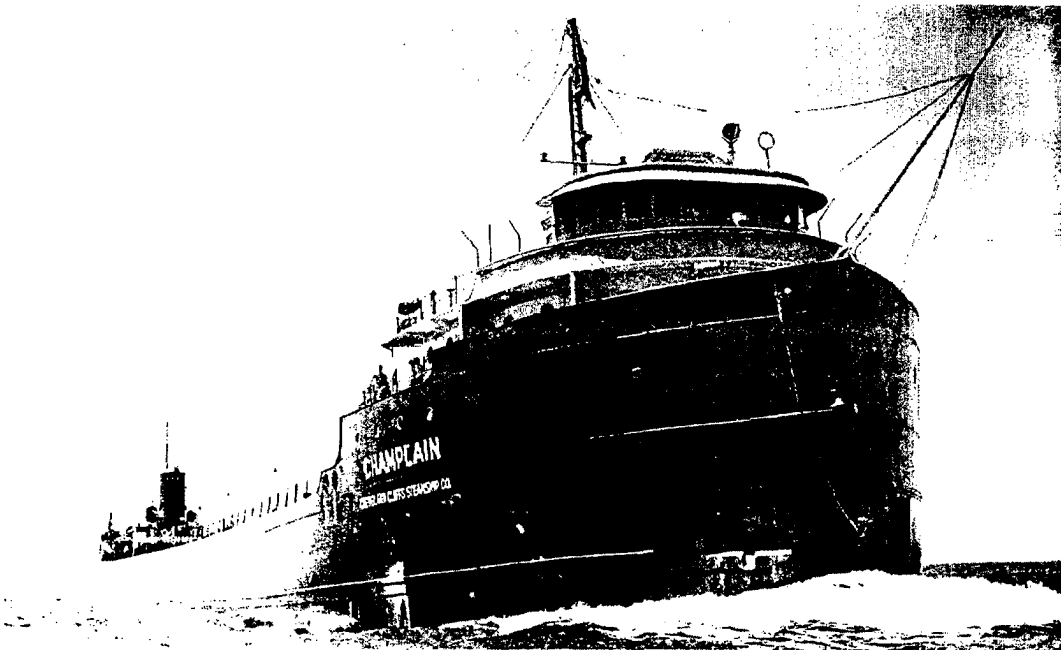


HEART OF FLAX GROWING Belt is North Dakota, Minnesota and Iowa. This year farmers in Ohio, Indiana and Michigan are urged to raise flax to eliminate present shortage. Half of this year's California and West Coast crop has been sold already for \$6.50 per bushel.



FLAX IS COMBINED, just as are wheat and small grains. Half of grain goes back to farmer as cattle meal after all oil is removed.

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VALUATION OF A SHIPLOAD OF FLAX JUMPED FROM \$400,000 IN 1941 TO \$1,750,000 LAST OCTOBER.

PRECIOUS CARGO

Price Jump in Flax Makes S-W Cargo Most Valuable in Great Lakes History

DOWN the Great Lakes last October sailed the most precious cargo ever to ride this inland waterway. The cargo, 6,000 tons of flaxseed, its value, \$1,750,000. Its destination, ... Sherman Williams, Cleveland, Linseed Oil Mfg.

In 1911 the same loadload of flax could have cost \$800,000. In this time it has risen from \$100,000 in 1911 and the flaxseed prices it's one of the big factors in the rising value of grain products.

LOW PRICE—LOW PRODUCTION

The price of flax for years was determined by the world market price. This price always tended to be lower than the American price and in turn kept American flax production down. American farmers had to receive 2½ to 3 times as much for their flax as they did for such competing crops as wheat, corn and oats to make it profitable to grow. Prior to the war the American

crop was less than half of the 50,000,000 bushels used annually by U. S. Industry.

The American crop dipped lower when substantial subsidies were granted on other crops and when the price of wheat rose to as much as \$2 a bushel while flaxseed was pegged at an OPA ceiling price of \$3.25 a bushel. This took place right at the time when the demand for oil reached an all time high. American manufacturers sought substitute oils to keep their production moving. They succeeded in securing additional perilla and china wood from countries in the Far East until Japan took them over. Each year the shortage of oil grew more serious until at one time, the world price on linseed oil was 27½ cents a pound except in the United States where the OPA kept the price at 14½ cents a pound. American paint manufacturers could not pay the high world linseed oil price and use this oil profitably in paint which was selling at an OPA price based on 14½ cents a pound oil.

Late in 1945 the government granted flax farmers an additional \$5 per acre flax subsidy, or approximately 50 cents on the bushel. The subsidy proved inadequate. Wheat, corn, etc. were still more profitable crops.

FARMERS GET LESS MEAL

The flax shortage also played a part in the recent meat shortage. Flax meal is recognized as the finest meal supplement for fattening cattle. Steers fed on a diet supplemented with flax meal outweigh steers fed on ordinary feed as much as 100 pounds. Normally one out of every two bushels of flax grown is returned to the farmer as meal after the oil has been removed. In the days when steak and chops were as scarce as king's jewels, part of the shortage could be directly traced to curtailed flax production.

Late last year the equivalent of an atomic explosion blew the flax price sky high. Price controls were removed when the United States supply was low and

CONTINUED ON NEXT PAGE

demand was at an unprecedented high. Flax jumped from \$3 a bushel to \$7.50 a bushel and linseed oil skyrocketed from 14½ cents a pound to 36 cents a pound as American sellers sought parity with the already high world market price.

PRICE AT ALL-TIME HIGH

The flax available was for sale at \$7.50 a bushel, the highest price in all history. Sherwin-Williams, the world's largest manufacturers of paint, had no choice. Its linseed oil reserve was depleted like everyone else's. Flax had to be bought at the prevailing price or production would have to be curtailed until the next year's flax crop was harvested.

At the new price for raw flaxseed the cost of manufacturing linseed oil jumped 255 percent over pre-war prices, yet at the same time with other material and labor costs also on the upswing, the cost of paint has risen only from 9 to 29 percent.

This new higher price for flaxseed will make it profitable for American farmers to plant larger flax acreage this year, but even this larger crop will not completely meet the demands of American industry for about two years. It must be remembered that prior to the war most flaxseed was imported from South America, Canada, India and other nations. Almost all of this crop is now sent to Europe for industrial use as well as for use in making margarine.

An indication of what the price of American flax will be this year can be seen from several recent developments. The government recently granted a "support" price to the flax farmer which guarantees him \$6 a bushel on his 1947 crop. California flax farmers already have sold half of this year's crop for a reported price of \$6.50 a bushel. These developments indicate there will be no appreciable drop in the cost of either flaxseed or linseed oil until at least 1948. Flaxseed harvested this year for linseed oil purposes will not find its way into paint until the spring and summer of 1948. The new guaranteed \$6 support price on flaxseed means that paint prices generally will remain at their present level until at least the end of 1948.



SHERWIN-WILLIAMS WORLD. Published for Sherwin-Williams employees. Address all correspondence to Sherwin-Williams World 18th Floor, Guild Hall Building, Cleveland 1, Ohio.

PRODUCTION PLANS FOR SPRING and SUMMER

Goal is 3,000,000
Gallons of S-W Top
Quality House Paint

THE company's plan to produce 3,000,000 gallons of top quality house paint during the spring and summer months of 1947 is welcome news to the thousands of dealers who handle Sherwin-Williams Paints and to the thousands of people who are employed in Sherwin-Williams offices and factories throughout the country.

From the dealer's standpoint it means that for the first time in seven years, he will once again have S-W paint products in some quantity in his store. Through the war years, the S-W dealer was caught in the paint shortage. Fortunately, the development of such special products as Kem-Tone, and Lin-X and more recently Pestroy DDT and Weed-No-More kept his sales up during these uncertain years.

STEADY EMPLOYMENT

In the case of the company employees in factories and offices, this new schedule will insure continual steady employment for all.

In a statement to the press, Arthur W. Steudel, president of the company, said, "House paint has been extremely scarce due to severe shortages in lead, zinc, titanium, linseed oil and packages which have prevented us from manufacturing any appreciable quantity of house paint for many months. In fact, there is a backlog which represents constant shortages throughout the war period with a consequently increasing heavy demand. While most of the raw materials are still in severely short supply, by careful planning and coordinating, aided by slight improvement in incoming receipts of titanium and steel plate for packages, we can now see our way clear to again make SWP house paint. In keeping with our policy, which was maintained throughout the war, we will make only top quality."

MATERIALS UP 61%; PAINT 29%

In commenting on current paint prices, Mr. Steudel pointed out that while the costs on raw materials used

in the manufacture of paint have increased 61%, the current retail price of outside gloss house paint is only up 29%, or less than half as much as the raw material price increases.

He noted that the increase in paint prices is substantially less than the increase in linseed oil which has gone up 255%, leaded zinc 43% and white lead 41%. Increases in prices of other paints requiring less linseed oil are relatively smaller—flat wall paint is up 9%, and enamels 12%.

Mr. Steudel pointed out that the cost of a gallon of best quality house paint is still relatively small compared to the cost of a job as a whole and represents an increase of only \$5 to \$10 in the painting of an entire house, which is insignificant compared to the deterioration and cost of neglect through failure to paint. Even with the increase in the price of house paint, the high cost of raw materials has made the company's profit margin less per gallon than any time in its history.

DEALERS GET ALLOCATIONS

Dealers are now being given their house paint allocations and an opportunity to place their orders. Home owners are advised that they in turn should place their orders immediately with the local S-W dealer so they will be sure of getting some of this house paint as it is believed the demand will be such that even with this production it will not be nearly enough paint to go around.

The announcement also stated that the company is stepping up production of interior enamels and semi-gloss wall paints to the extent of 15 to 20% more than last year's substantial production.

Kem-Tone, already in heavy production, having passed the 87,000,000 gallon mark in its five year production period, is now being produced at the rate of 250,000 gallons per week.

The company is also re-instituting the manufacture of its popular Barn Red and Shingle Stain, neither line of which has been in production for some time.

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THESE MEN TAKE OVER NEW DUTIES



JAMES F. BEGG
Sales Manager Allied Special Products; was Division Manager Cleveland Sales Division.



WARREN MITCHELL
S. Prod. Sales Mgr., Cleve. Sales Div.; was Asst. Adv. Mgr., Pestroy, Weed-No-More.



GEORGE HINES
Field Supervisor Special Product Sales; was Div. Sales Manager Scott Paper Co.



EDWARD S. DEAN
Pac. Coast Dept. Store & Syn. Sales Mgr.; was Spec. Prod. Sales Manager, Oakland.



BERT A. MITCHELL
Midwest Zone Dept. Store Mgr.; was Special Prod. Sales Mgr. Minn. & Milwaukee Div.



PAUL BEWIE
Division Manager Northern Ohio Sales Div.; was Special Products Sales Mgr. Cleveland.



W. O. MICHAELS
Gen. Supt. of all Pac. Coast Mfg. & Tech. Operations; was Superintendent L. A. plant.



JAMES A. BRADLEY
General Superintendent of the Los Angeles Plant; was assistant superintendent.



J. C. WHITE
Richmond Division Manager; was Special Products Sales Manager, Gulf States Dist.

Special Products Men and East and West Coast Men Promoted

BOOMING sales of Sherwin-Williams expanding line of Special Products in recent months has resulted in further expansion of personnel to handle key selling jobs in this important end of the business.

New positions in the company have

been created to handle the heavy demand for Kem-Tone, Lin-X-Products, Pestroy DDT Products and Weed-No-More, the 2-4, D weed killer. Growing prominence and public acceptance of these products which are all "Products of Sherwin-Williams Research" means more opportunity for our expanding personnel. We have only begun to scratch the surface of the vast market which is in need of these Sherwin-

Williams developments. This year 98,000 new outlets are being added (see "Blitz" story in this issue of WORLD) to make it easier for all America to enjoy the benefits of these household necessities.

Along with the creation of new jobs in the Special Products field, the company has made other promotions of experienced men in both the manufacturing and sales end of the organization.

BOWLING Is No. 1 S-W Winter Sport

THE most popular winter recreation among S-W people from coast to coast is bowling. Thousands of S-W men and women are numbered among the 16,000,000 bowlers in the nation who turn each week to this invigorating and highly competitive relaxation for recreation and good fun.

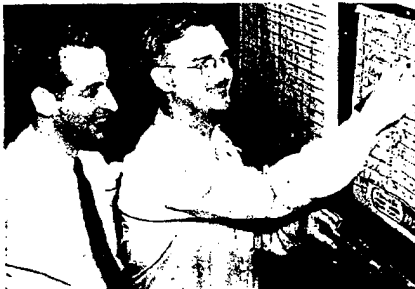
Outstanding in play this season is the perfect "300" game rolled by W. J. "Shorty" Lafond, captain of the Sherwin-Williams Oshkosh, Wis. team shown in action on the cover. Since he started bowling six years ago, Lafond has been up with the leaders. His present average is 191. He is 38, five feet, six and one half inches tall, and is married and has three children.

On this and the following page is a cross-section of the action which takes place across the nation when S-W men and women roll their weekly strikes, spares, and yes—even splits—for good fun.



OAKLAND: Stockkeeper team leads Oakland League. Team members, left to right, J. Mills, Capt., L. Silva, B. Coomes, E. Pin-

grey and A. Kelly. Best average, Bud LaChance, left, 169, high lady, H. Rasmussen, 125, and H. Winkler, with four 200 games.



CLEVELAND MEN: Two top bowlers of S-W's Cleveland teams are Ed Emrick, left, with high 3-game total of 697 and Charley Mateja,



marking score, with high individual game total of 186. Members of the top-ranking team are, left to right, Wayne Clelland,

Bob Weidenkopf, Harold White, Edward Lang and Harold Johnson. The league is composed of ten teams, each with six men.



LINSEED OIL MILL in Cleveland has two teams. High team includes, left to right, standing, H. Renighan, S. Strickland, L.

Moore; and seated, D. Crutcher, Reggie Rains, captain and high three-game series man, L. Ritchie and William McNary. High



man McNary, right, is shown speaking to his favorite pellet before shooting down the alley to keep his high average going strong.



CLEVELAND WOMEN: Lois Novak, extreme left, is high single game holder with 232; Helen McPherson, has high three game

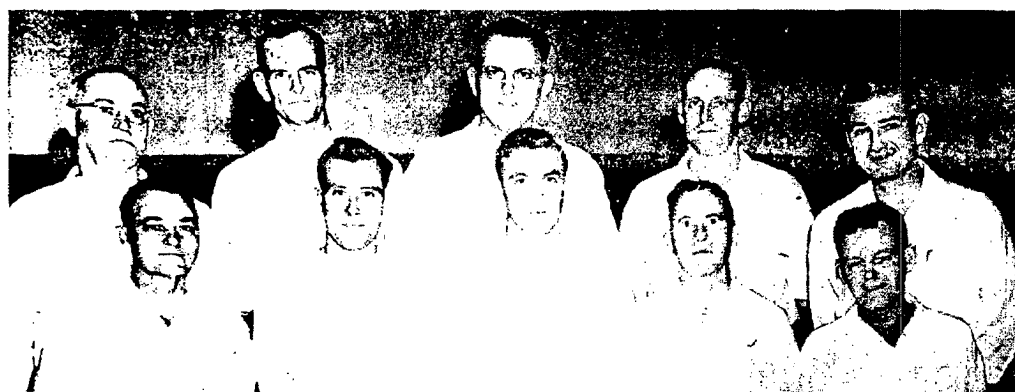
series with 545. High woman's team includes, left to right, J. Bidlak, H. McPherson, A. Michel, H. Potter and M. Cloherty.

Lucy Del Regno, right, is determined to improve enough before the season ends to get out of the "cellar" spot in the 60 girl leagues.



CHICAGO: "Peach Time" team, includes, standing l. to r., E. Young, L. McClurg, M. Panozza, kneeling, J. Monaco and L. Dickerson. George Mundo, rolls strike for his team in league play.

ROUND BROOK: Top team at this S-W Plant: Back row, l. to r., J. Pukowczyk, C. Gochilla, H. Mathews, J. Kostecki, J. Sawicks; front row, F. Sowa, F. Gilly, Pat Masotto, Capt. A. Nursanto.



COFFEYVILLE TEAMS: Best S-W bowlers at Coffeyville from the Lithopone and Oxide teams competed recently in Kansas State

tourney. Lithopone team, left to right, Roy Jarrett, Ted Miller, Jess Bochner, William Mummert and Gail Carns. Oxide team:

Lester Rogers, Ivan Tesh, Robert Kindrick, Kenneth Keith and Charles Modlin. Teams get names from materials refined at plant.

S-W



SWEEPS ACROSS NATION

**Objective: 98,000 Grocery and Drug
Outlets For S-W Special Products**

SHERWIN-WILLIAMS "Blitz" operation is actually a mass invasion of the grocery and drug market to obtain 98,000 new retail outlets and \$29,247,120 in additional sales this year for Weed-No-More, Pestroy DDT and Lin-X wax products. Grocery and drug stores are natural outlets for these nationally famous products which are used in every home in the land. Therefore, on this "Blitz" invasion our salesmen will contact every independent grocery and drug store in the nation to sell these dealers on the advantages of selling "Products of Sherwin-Williams Research."

Civilian armchair strategists remember that during the war, a "Blitz" meant two things: First, the gathering of all available strength at one single point, then striking hard and fast, completely engulfing a designated area. Secondly,

leaving sufficient forces, after the main group has moved, for holding the ground gained and for further developing the area for future operations.

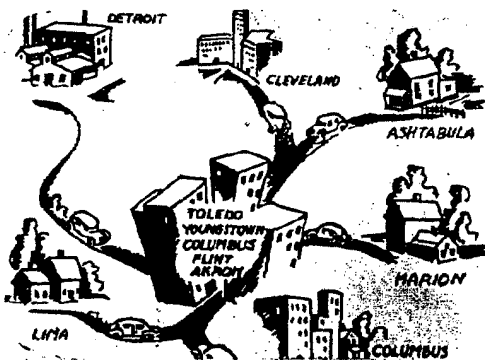
In the S-W "Blitz" plan, forces are gathered at a designated city by calling in city salesmen and special products salesmen from nearby cities. Each salesman is given a specific territory to work, usually at the rate of 12 calls a day during the "Blitz." When the drive opens he loads his car with S-W ammunition which includes a complete stock of all the Special Products, display material and Special Product advertising. On his calls the salesman acquaints the dealer with the products, tells him about the profit to be made from these products, and suggests to him how good display can mean more sales.

Early test "Blitz" campaigns proved that half of the dealers could be sold

by the salesmen on their first call. The "Blitz" continues until every store in the area has been contacted.

The second, and most important phase of our campaign is the follow-through . . . holding the dealers already sold . . . selling those accounts not sold during the "Blitz" . . . and developing our new dealers so they will sell more of our products. This phase is largely the responsibility of the Special Products salesmen. Tests prove that during this phase the salesman can average 20 calls a day, sell 25% of the dealers who were not sold in the initial "Blitz" and take care of the stock of all dealers on his route. He carries a stock and movement book which keeps him up to the minute on the status of each dealer. The book also makes it easy for the salesman to show the dealer the exact profit he has made on S-W Special Products. Because the dealer cannot possibly keep track of the profit he makes on each item he stocks in his store, he will welcome this service, and will gain confidence in the salesman. The result will be the salesman will be in a position to secure new and better shelf space for S-W products, more and larger floor displays and more sales for the dealer.

This new merchandising program is the most ambitious project of its kind in the history of the company. It is opening vast new markets of sales opportunities. To do the job, 400 new sales representatives already have been employed and another 150 are expected to be added within the next few months. In the long run it will insure continued heavy demand for the "Products of Sherwin-Williams Research" which will mean greater job opportunities and more security and a better future for everyone in the organization.



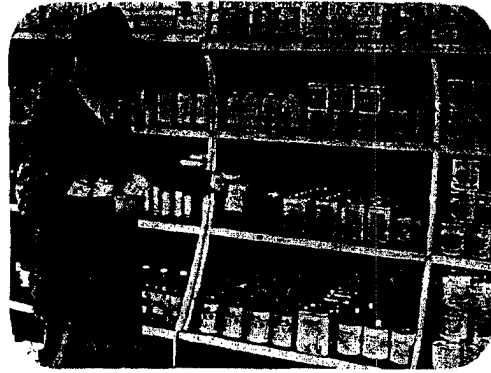
No. 1. BLITZ CREW IS FORMED by taking Special Products and City Salesmen from Division points and concentrating them in Blitz town. Crew varies from 5 to 20 according to size of Branch Town.



No. 2. SALESMAN CARRIES complete stock of special products in his car. Experience proves dealers are more apt to buy when the merchandise can be placed on sale as soon as the sale is made.



No. 3. PRODUCTS ARE SHOWN to dealer along with advertising material to show how he profits by selling Special Products. Salesmen stress national acceptance and high profit to dealer.



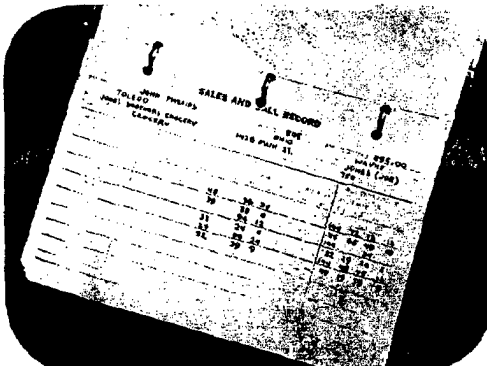
No. 4. STOCK IS IMMEDIATELY placed on shelves when sale is made. Usually at this point the dealer's interest is high and he will give favorable shelf and floor space to S-W Special Products.



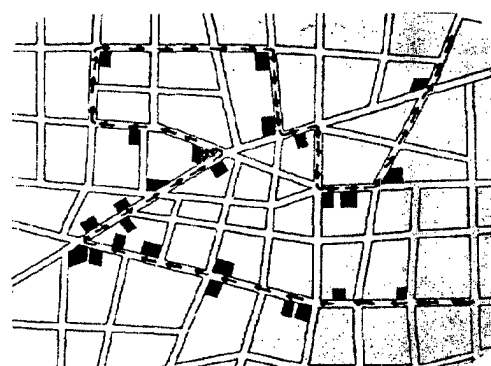
No. 5. SALESMAN SUGGESTS place in store where merchandise can be best displayed. He brings in cases of each product and builds a tested and proven selling display for the dealer on the spot.



No. 6. COMPLETED DISPLAY: Usually it is between 52 and 54 inches from the floor to make the products within easy reach. It's not a "touch me not". Built to make customers stop and buy.



No. 7. ON FOLLOW THROUGH calls the Special Products salesman makes complete check of stock, both sold and on hand. With this information the salesman can tell dealer what stock is needed.



No. 8. BY MAKING 20 CALLS per day on a route basis, follow through man knows the movement of S-W Products in territory. Success is assured when all phases of the plan are followed completely.

Branch Personnel Learn Business From Ground Up

32 Years of Progress Backs Knoxville Claim as Paint Service Center

A SURPRISINGLY large percentage of men now in important positions in the Company received their early training in the paint business in our Branches. Many started as clerks, next became salesmen, Branch Managers and then were appointed to an executive post. These men learned the paint business from the ground up through their experience in the field. Chances for promotion within the Branches have increased with the addition of more personnel to sell S-W's fast growing line of Special Products. A typical example is the Knoxville, Tenn. Branch which has grown from an organization of five to eleven since its beginning in 1915.

Present manager is Tom Ford who joined the Branch in 1925 as a salesman. The oldest employee in the point of service is Matilda Burns who was employed as an office clerk one month after the branch was opened by J. E. Comer, first manager of the Branch. Today she is assistant cashier.

This month as Miss Burns celebrated her 32nd anniversary at the Knoxville Branch she recalled the early days when most products were on shelves and in showcases out of the customers' reach. Through the years, she has witnessed the gradual trend which has resulted in the modern merchandising methods of today. Like the other members of the Knoxville Branch she is proud of the progress that has been made in developing the Branch to the point where it is recognized as the Paint Service Center of the community. Rapid expansion of Special Product sales recently has given new opportunity to many of the newcomers in the organization.

Most of the people in the organization were employed since 1910. C. R. Gouldby who was employed as a truck driver in 1910 is now branch salesman. Here are the stops he made between the two jobs: Shipping clerk, 1941, moved to Bristol, Tenn. Branch as cashier and salesman the same year, left for military service in 1942; returned to Knoxville Branch in 1946 as storekeeper, and in September appointed Branch salesman.

Both J. H. Hill and H. P. Lane who were employed as city salesmen in 1914 are now Special Products salesmen.

Through the years the branch interior has been frequently changed to keep pace with the buying tempo of the times. Today's interior is modern, bright and inviting. Most products are out in the open to take advantage of the trend to "self-selling" methods which are increasing Branch sales.



LONGEST SERVICE: Matilda Burns was employed by J. E. Comer, first manager of the Knoxville Branch, as a stenographer in March, 1915, one month after the Branch opened. She is now asst. cashier.



CITY SALESMAN H. E. Hammer, left, and Tom Ford, Branch Manager. Ford joined S-W in 1925, and worked his way up from truck driver, floor salesman and city salesman to manager of the Branch.



YESTERDAY: Opening day at the Knoxville Branch in February, 1915 was a proud day for Store Manager J. E. Comer, extreme left and his staff of four. Everything was in order including the cuspidors. With Mr. Comer are W. W. Haynes, E. J. W. Schmitt, Walter Klingerberg and Mr. Marshall. Notice the contrast in decorations, lighting, stock arrangement and counter displays with the picture below.



TODAY: The Knoxville Branch is an excellent example of the modernizing program which is making many S-W Branches truly Paint Service Centers. It is brightly-illuminated, well-decorated with many attractive displays for easier buying and more sales. Left to right, are T. M. Ford, H. E. Hammer, L. C. Wickser, J. H. Hill, I. Hodges, Della Turner, C. R. Goolsby, A. T. Dudenbostel and Matilda Burns.



THE GLEBA FAMILY: (LEFT TO RIGHT) WALTER, RONALD, 9, MRS. GLEBA, LARRY, 2, RICHARD, 17, LEONARD, 21.

MEET WALTER GLEBA... BALL MILL FLOOR MAN

Started at Cleveland Plant
23 Years Ago as Paint Mixer

THE initial mixing operation in making paint is the responsibility of the Ball Mill Floor Man. He directs the activities of a crew of men who feed the proper amounts of pigments and linseed oil into huge ball mills where the ingredients are mixed into paint. Ball Mill Floor Men get their orders from foremen who in turn receive their orders from the manufacturing department.

Orders specify the type of paint to be made, the materials needed for the batch, and the length of time the batch is to be mixed. From these orders which are called "mix" requisitions in the plant, the Ball Mill Floor Man determines the supplies needed for the day's operation. Once the supplies are ordered, and the crew has received its instructions, the Ball Mill Floor Man moves from mill to mill, checking the work of the crew, and making sure all orders are carried out to the letter. When a batch is completed, he makes a viscosity test before sending a sample of the paint to the official sampling department where the tester makes many checks to assure that the paint comes up to specifications in every way.

Walter Gleba, is the Ball Mill Floor Man in Department K at the Cleveland

Caval Road Plant. He is typical of the men who do this job in Sherwin-Will-



LEAVING FOR WORK, Walter bids goodbay to his wife and youngest son, Larry. Walter has a reputation for always being on time.

iams plants across the nation. Walter started in the paint business 23 years ago in S-W's Cleveland plant as a paint mixer. In 1919 he was promoted to a filler, and in 1925 to a roller mill grinder. Like other Ball Mill Floor Men he is thoroughly familiar with all phases of paint making.

On the job he's all business, except during the lunch hour when he enjoys a game of rummy with members of his crew in the company club room.

After work, except for the one night in the week when he bows, Walter turns his attention to his wife, Rose, and his four sons. Leonard, the oldest boy is 21, an ex-Navy man and now an employee at the S-W sampling department at the Cleveland Plant. His other sons are Richard, 17, Ronald, 9, and Larry 2.

Walter takes great pride in his home which he purchased seven years ago. Last year he installed fluorescent lighting in the basement and painted it from floor to ceiling in an attractive color scheme. The basement with its ping pong table and a juke box which Walter bought two years ago is the family recreation room.

The pictures on this and the following two pages show Walter at work, and how he spends his leisure hours at home.



WALTER'S FIRST STOP on the job is his foreman's office (Tony Snable), where he gets requisitions for the day's production schedule.



BALL MILL OPERATORS get "Rex's"—meaning requisitions—from Walter. Each "Rex" contains paint formula. In the crew are, l. to r., Al Hadley, Steve Visocky, Steve Filla, Andy Schleimer, George McCarthy, Chester Zaleski, Curley Morgan, Stanley Kresina.



SAMPLES PAINT: Cheesecloth keeps impurities out of test. Mixing varies from 20 to 60 hrs. at 100 to 150 depending on formula.



VISCOSITY TEST: After paint cools to 75°, Walter uses stop watch to check flow to make sure mixed paint meets viscosity test.



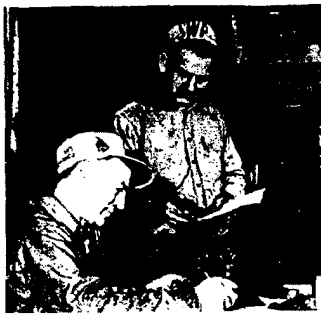
WALTER THEN TAKES THE SAMPLE to the official tester (Mike Garr) who makes several other tests before giving the O.K. for filling.



AT LUNCH WALTER has a sandwich, a hot cup of coffee and as often as possible a piece of pineapple pie, his favorite. At lunch, l. to r., J. Kurnat, J. Javorek, Walter, A. Kornowski, J. Dargaj, R. Rauch.



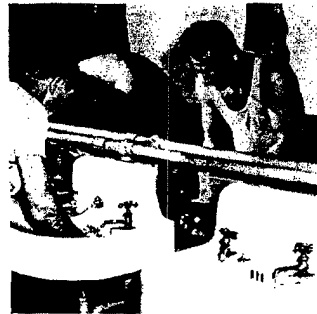
RUMMY IS POPULAR after-lunch game. Walter deals while players and kibitzers await action. Left to right, Joseph Fertal, Edward Turk, Joseph Mihalik, Walter, Bill Meisel and Dewey Cramer.



WITH ALL TESTS COMPLETED, Walter turns information over to Foreman (Billy Cramer) who is in charge of filling department.



JUST BEFORE QUITTING TIME Walter marks instructions on the huge ball mills for night watchman so he will know which to run.



WITH THE DAY'S WORK ENDED Walter cleans up before leaving for home or for an evening at the bowling alley with the gang.

WHEN DAY IS DONE . . . Many Hobbies Occupy Walter's Evening Hours



JUKE BOX IS FAMILY FAVORITE. Walter bought it two years ago. Likes to play polkas and "Give Me Five Minutes More."



RICHARD, SECOND OLDEST of the four boys, and Dad enjoy a fast game of ping-pong. Leonard is top player in family. Dad is second. Mrs. Gleba, Roland, 9, and Larry 2, watch. Walter is proud of his modern basement which he refurnished as a play room.



HOME MOVIES, Walter's newest hobby are enjoyed by the whole family, but especially by the two younger boys. Most popular of all are Walter's own movies of Larry taken from birth. Other family favorites are Mickey Mouse and Donald Duck. He has an 8 mm. projector.



LITTLE LARRY AND HIS TEDDY are first in bed every night. Whenever Daddy is home, it's always his job to put Larry to bed.

NEW 25-YEAR CLUB MEMBERS

THE Sherwin-Williams people pictured on this page have completed a quarter of a century of service with the Company since January 1, 1917. Three are employed at Coffeyville. Two are employed at Chicago, and one each at

Newark, Cleveland, St. Louis, Portland and Providence. Congratulations to all for their loyal service and the part they have played in making Sherwin-Williams the outstanding organization in the paint business today.



DAVID C. ONESLAGER
Coffeyville, January 2, 1922



CONRAD VAUCH
Newark, January 9, 1922



EARL BERRY
Coffeyville, January 10, 1922



GEORGE SABUL
Cleveland, January 16, 1922



STANLEY POWELL
St. Louis, January 18, 1922



JOHN HOBSCHEID
Chicago, February 9, 1922



JOHN WILLIAM POWELL
Coffeyville, February 14, 1922



JAMES WILSON
Chicago, February 16, 1922



THOMAS M. BARRY
Portland, February 19, 1922



R. S. BELCHER
Providence, February 28, 1922



P. C. & C. DIVISION EMPLOYEES AND THEIR FAMILIES AS THEY GATHERED FOR ANNIVERSARY PARTY.



E. TURNER injects a note of humor by reading telegram advising Miss Gaffey her 25 years of trial service with P.C. & C. have ended.

P. C. and C. PARTY

Honor 3 Employees Hired
In 1921 By Mr. Steudel

HONORS for 25 years of long and faithful service with the company's Eastern Pigment, Chemical and Color Division were bestowed on Margaret M. Gaffey, Paul J. McMullen and Arthur Zimmerman at a recent dinner party at the Williams Club in New York City.

All three were employed by Arthur W. Steudel, in 1921, at the time when he was manager of the Eastern P.C.&C. Division. Miss Gaffey was employed as a general clerk. Today she is first assistant

to B. M. Van Cleave, general manager of P.C.&C. Mr. McMullen started as a salesman. Now he has an enviable reputation for his work as the company's representative in the printing industry and other allied trades. Mr. Zimmerman moved up from color matcher to his present position as General Superintendent of the Brooklyn Pigment, Chemical & Color warehouse.

Today on almost any printed matter bearing color you will find either the pigments or the colors in the inks have been furnished by the P.C.&C. Division. There are few printing ink manufacturers from coast-to-coast who do not purchase materials from this Division which has offices in New York, Chicago, Cleveland and Oakland. It also supplies vehicles to the plastic trades and many raw materials for dyestuff manufacturers.



B. M. VAN CLEAVE, general manager P. C. and C. Division, presents watches and certificates to Arthur Zimmerman, Paul McMullen and Margaret Gaffey for 25-years of faithful service with the New York Division at a party at the Williams Club, N. Y. C.



HONORED GUEST Miss Margaret Gaffey watches while her mother cuts the first slice of the 25th Anniversary cake at the party.