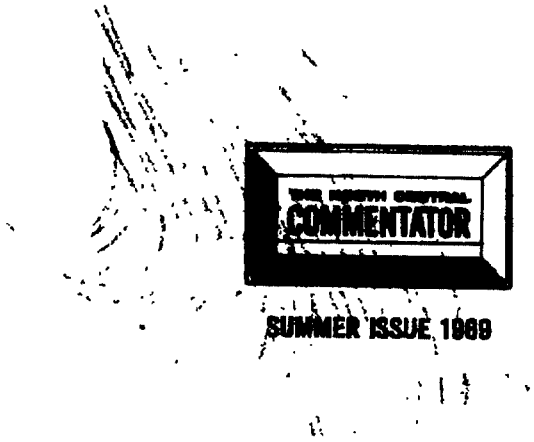
1889
(1 issue)
The North Central Commentator

(6)

N23380





SUMMER ISSUE 1969

0007-SWP-000128594

THE NORTH CENTRAL COMMENTATOR STAFF

EDITOR:

SUSAN MATHEWS
Regional Office
Cleveland, Ohio

FIELD REPORTERS:

GERTRUDE GABRENYA
Central Chemical Coatings
Cleveland, Ohio

SHARON SARNOWSKY
Division Office #12
Detroit, Michigan

JANET ELSIE
Division Office #88
Buffalo, New York

MARY REINHART
Division Office #115
Toledo, Ohio

MURIEL AUMAGHER
Division Office #112
Flint, Michigan

GERRI BUSEMAN
Division Office #74
Erie, Pennsylvania

FLORENCE SHEPHARD
Division Office #113
Canton, Ohio

EILEEN PORTER
Area Office #1147
Youngstown, Ohio

CINDY SHELDON
Division Office #61
Cleveland, Ohio

ROSE PEDRINELLI
Division Office #91
Pittsburgh, Pennsylvania

WHAT'S NEW?

If you've had an operation; if you're taking a vacation,
If your wife is in maternity; or if your son joins a fraternity
Let us know.
If you hire a secretary to replace the one you marry
If anything at all is brewing, let us know what you are doing.
We will put it down in print if you will only take a hint . . .
and let us know.

You and your doings make interesting news for
your COMMENTATOR. Let's hear from you!



0007-SWP-000128595

APPOINTMENT



NOBLE COULAM

All of us in the North Central Region very happily welcome Noble Coulam, newly-appointed Branch Installations Supervisor.

Mr. Coulam, originally from Missouri, began his career with the Company in 1941. With the outbreak of WW II, he went aboard the U.S.S. Washington and completed four years in the Navy. Mr. Coulam taught radar while stationed in Pearl Harbor.

On his return from the service, he continued with our Company as assistant branch manager under Earl Livingston in our Acme store in Hutchinson, Kansas. From 1947 to 1955, Mr. Coulam managed the Acme store in Atchison, and from 1955-1961 he managed the Acme store in Prairie Village, Kansas. He was promoted in 1959 to Acme Branch Installations Supervisor in Detroit and then in 1961 took over the position of District Manager, Acme Branches Department. Mr. Coulam, until his recent appointment, served as District Manager of K-Mart store in Michigan.

Mr. Coulam and his wife Anna Lee, a former high school English teacher, are the proud parents of two sons. Their new home is located in Bay Village, and we understand that it's undergoing a special beauty treatment — obviously with the help of S-W products and with the efforts of both Mr. and Mrs. Coulam's skillful handiwork.

We take this opportunity to congratulate Mr. Coulam and to wish him successful, happy years in his new capacity and in his new home.



0007-SWP-000128596

FORTIETH ANNIVERSARY—THOMAS E. FANCHER



Mr. Fancher flashes an easy smile, usually accompanied by a chuckle and a "How ya doin'!", and proudly displays his lovely leather-bound album.

Due tribute was paid to a man who has served our Company faithfully for the past forty years. In celebration of Thom Fancher's fortieth year with S-W, a luncheon party was given in the Erie Room of the Cleveland Sheraton Hotel, a gala occasion enjoyed by many of Thom's longstanding friends and associates. After an inspiring talk by Mr. Bassi, Mr. Fancher was presented with an accutron, electric calendar watch and a leather bound album of congratulatory letters and telegrams from his co-workers and friends, as well as a planter.

The festivities continued throughout the afternoon in the Regional Office where refreshments were enjoyed by many of the people who stopped by to offer congratulations to Thom.

Mr. Fancher's list of achievements is impressive and quite lengthy, a record which indicates that ambition and drive result in steady progress up the ladder of success.

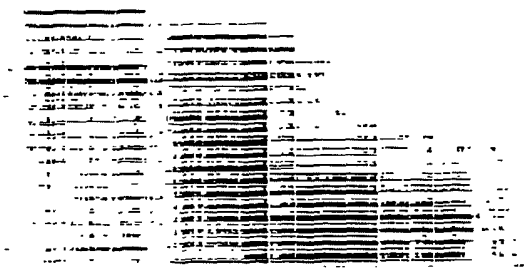
After leaving Cleveland College in February, 1929, he took an extended vacation spending most of his time traveling. On his return in May of that year, Mr. Fancher was hired as an Assistant Buyer of hard and durable goods in the Purchasing Department. In the fall of 1933, he was made Manager of Plant Personnel at the Cleveland Plant, and when the War Department asked S-W to operate a bomb and shell loading plant in Illinois several years later, Mr. Fancher was asked to be Personnel Director.

Mr. Fancher enlisted in the Armed Forces in 1943 and was assigned to the Information-Education Branch, Morale Services Section in Washington. On his return to the Company, Mr. Fancher entered the Sales Department in our Specialty Sales Division working on advertising, packaging and promotion of our post-war Agricultural Chemicals. The following year, he became Assistant to the General Trade Sales Manager, and soon after was promoted to Industrial Sales Representative covering Cleveland, Akron and Painesville. In 1951, Mr. Fancher was named Supervisor of Branch Industrial Sales in North Central Region, which then covered Ohio, Pennsylvania, New York, Michigan, West Virginia and Kentucky. Continuing in his established pattern of progress and promotion, Mr. Fancher became Painter, Maintenance & Industrial Sales Manager of North Central Region in 1959, handling both painting contractors and Industrial Product Finishes and Maintenance Sales. Because of the increased business, a Regional Painter Sales Manager was named in 1963 and Mr. Fancher took on his present position of Regional Industrial Chemical Coatings Sales Manager.

Mr. Fancher and his wife of thirty years, the former Mary Roger Dailly, have two children. David, a 1964 graduate of Bowling Green and former Captain in the Air Force, is now engaged in private industry. Mary Glenda, a graduate of the College of Wooster, received her Master's Degree in Library Science in June from Case Western Reserve University.

In addition to his outstanding performance, Mr. Fancher is a member of the National Association of Corrosion Engineers, First Vice Commander of his American Legion Post and past President of The Cleveland Paint, Varnish & Lacquer Association.

Furthermore, and most important, Mr. Fancher is a regular guy, an ever-smiling and always cheerful character who deserves an extra hearty congratulations which we all extend to him sincerely and truly.



0007-SWP-000128597

FORTIETH ANNIVERSARY—THOMAS E. FANCHER

Fun and frolic at the celebration of Thom Fancher's 40th anniversary party . . . .



0007-SWP-000128598

FORTIETH ANNIVERSARY



Forty Year man, Norman Nelssen, branch manager of our Detroit-Gratiot store, displays his new motor-driven lawn mower and edger.

FORTY YEARS with one company is a remarkable achievement and one that becomes more rare with time. A very ambitious young fellow who was employed March 18, 1929 in the Ad Service Department in Cleveland has attained this distinction.

From his start with the company, Mr. Nelssen has asserted himself as an industrious and good-natured employee who has always performed superbly with his co-workers.

Mr. Nelssen's favorite forms of recreation are ones that seem to be very popular with most of our North Central men. He enjoys bowling during the winter months, golfing in the summer and playing cards any time at all.

In celebration of his Fortieth Anniversary, Mr. Nelssen was honored at a buffet dinner attended by some forty friends from the greater Detroit area. He was presented with a sleek, new motor-driven lawn mower and edger, an appropriate and necessary item since it will allow him to spend less time caring for his lawn and more time enjoying himself on the golf course.

To Norm Nelssen, we wish many congratulations and continued success and happiness with The S-W Company.



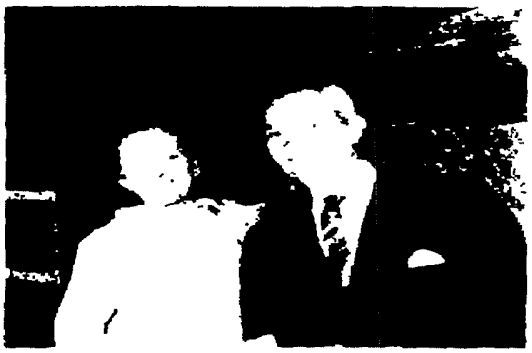
Mr. Bassi congratulates Norm during the festivities of the celebration.

0007-SWP-000128599

RETIREMENT—EDWIN PARRICK



L to R: Peg Parrick watches husband, Ed, testing his new rod. Bob Riley and Coffee Thomas are showing their pearly whites.



Posing prettily is the handsome couple, Ed and Peg Parrick. Note Peg's lovely orchid which was presented to her.

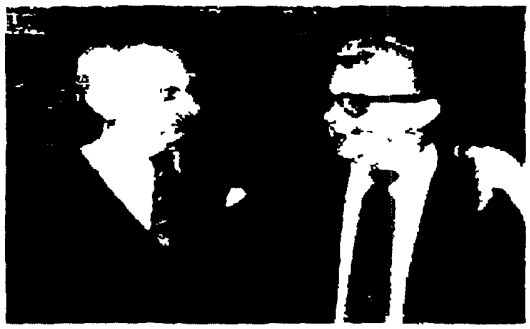
Edwin Parrick, former manager of the Ithaca, N.Y. branch, came to S-W on a cold day in March of 1940, and after 29 years of devoted service to the company, celebrated his retirement this past spring.

A dinner in his honor was enjoyed by about 30 friends and co-workers at The Station Restaurant. Coffee Thomas, N.Y.-Pa. Division Manager, presented Ed with a large leather-bound book of congratulatory letters. Ed was also presented with a complete fishing outfit — rod, reel, tackle box and even hat, a thoroughly delightful surprise for our avid fisherman. As the dinner party came to a close, and following a word or two, or three from Al Kvam, Buffalo Division Manager, Ed rose to the occasion with an extemporaneous speech concerning his years with S-W, his plans for retirement and for many extended fishing trips in Canada.

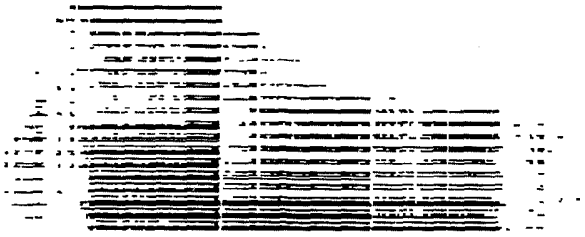
We all join together in wishing Ed many healthy, happy years of retirement.



Coffee proudly presents Ed with a king-sized album of letters from his friends and co-workers.



Ed and new branch manager Bob Riley, who begins where Ed left off.



0007-SWP-000128600

RETIREMENT—BETTY PHILLIPS

After fifteen years of dutiful service in the North Central Statistical Department, Mrs. Betty Phillips retired to the luxurious relaxation that retirement allows. No more hectic schedules to contend with; no more frantic evenings of rushing to meet the bus only to find that there's no seat available but only a long and crowded ride standing and swaying with the motion of the bus; no more rain, sleet, snow or unbearable heat to dull the spirits of an ever-cheerful Betty on the way to the office.



L to R, Dorothy McReynolds, Betty, and Jenny Colino standing before Betty's desk which overflowed with congratulatory cards.

Betty, who became Supervisor of the Statistical Department in 1960, has a ready wit and a keen sense of humor and always loves a good joke. With Betty as Supervisor there was always a harmonious atmosphere in the Statistical Department.

We know that Betty will have time now to do the things she likes most. We envision her working her way through mountains of crossword puzzles, engrossing herself with book after book and watching all the good television programs that her co-workers miss because of their unfortunately scheduled working hours.

In celebration of her retirement, Betty was presented with a large album of congratulatory letters from her many friends and associates of the North Central Region. Betty was honored at a luncheon at Higbee's Annex Room by all her many dear friends and received a lovely leather hand bag which contained a handsome check. On returning to the Regional Office, Betty welcomed warm-wishers throughout the afternoon, enjoying light conversation and pastries and coffee with them.

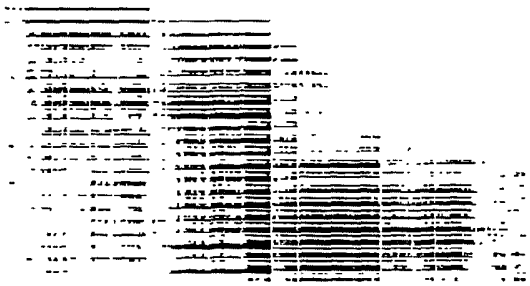
The Statistical Department as well as the entire North Central Regional Office misses the cheery ring of Betty's voice, and joins together in wishing her many happy healthy years to come in retirement.



L to R, Dorothy McReynolds, Carol Kreiger, Betty, Jenny Colino and Anne Stanko officially testing the icing of her beautifully decorated retirement cake.



Betty registers a look of surprise as she opens her new purse presented to her at the luncheon.



0007-SWP-000128601

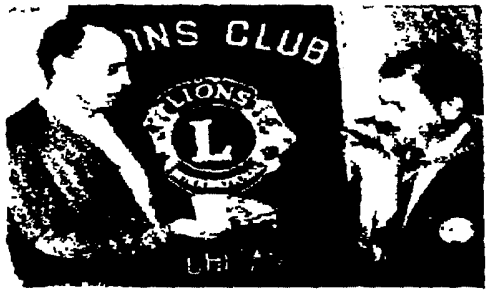
CONGRATULATIONS TO:



WILLIAM E. SCHAFER

Congratulations to the Outstanding New J.C. Of The Year, William Schafer, Manager of our Medina, Ohio branch. This award is given to the J.C. who has contributed the most to the club and to the community. In addition, he was elected as one of the vice presidents of the J.C.'s.

We are very proud to have a man on our staff who has taken the time to participate actively in his community and with the Jay Cees.



ROBERT WOLFORD

We extend warm congratulations to Bob Wolford, our Dealer Rep for Flint-Main and Saginaw. Bob, pictured above, was honored with the Safari Award presented by the Lions Club past president. He was also officially inaugurated as new Lions Club President in Fenton, Michigan.



JOSEPH L. PENDLETON

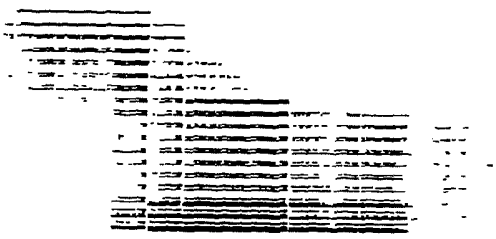
Congratulations are in order for Joseph L. Pendleton, Division Manager, Credits and Accounting in our Southern Michigan Division. Mr. Pendelton has been re-elected to the Board of Directors of the Credit Association of Northeastern Ohio.

Hearty congratulations and best wishes in your tenure of office.



CAROL KRIEGER

To Carol Krieger, secretary to G. W. Critz, Branch Operations Manager, we offer sincere congratulations. She is the proud owner of her second trophy which she won when her bowling team placed first in the recent ten-team league competition. Carol, a member of the S-W girls' bowling league for the past seven years, is the third highest scorer in the league.



0007-SWP-000128602

BRANCH MANAGER PROMOTIONS



JOSEPH ABDALLA
St. Clair Shores



IRV ANDERSON
Madison Heights, Mich.



GERALD BENJAMIN
Ionia, Michigan



ROBERT L. BROYLES
Adrian, Michigan



ALBERT L. BUTTS
Oswego, New York



KNUTE B. CARLSON
Batavia, New York



JOHN M. CURRY
Johnson City, N.Y.

0007-SWP-000128603

BRANCH MANAGER PROMOTIONS



BRUCE A. EDWARDS
Buffalo-Depew



BERNARD S. HAUGH
Lapeer, Michigan



JOSEPH A. LOFFREDO
Buffalo-Sheridan



D. J. NOGGLE
Wooster, Ohio



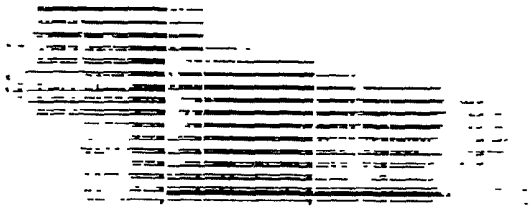
LILLIAN M. NOGGLE
Toledo-Lion Downtown



RONALD POTURALSKI
Toledo-Collingwood



ROBERT K. RILEY
Ithaca, New York



0007-SWP-000128604

ASSISTANT BRANCH MANAGER PROMOTIONS



PATRICK A. BAILEY
Highland Park, Michigan



STEVEN J. BALOG
Elmira, New York



BERNARD E. BEAM
Coraopolis, Pa.



WAYNE F. BONNELL
Sault Ste. Marie



LARRY D. CHAPMAN
Wooster, Ohio



RICHARD D'ANGELO
Franklin, Pa.



DANIEL V. DAVIES
Ellwood City, Pa.



LARRY J. DeCAMP
Saginaw, Michigan



TERRY LEE EDDY
Canton, Mellet Mall

0007-SWP-000128605

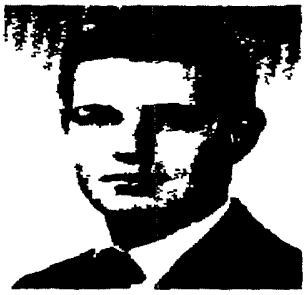
ASSISTANT BRANCH MANAGER PROMOTIONS



BRIAN E. HITCHCOCK
DuBois, Pa.



WINFIELD W. HOFFMAN
Butler, Pa.



TIMOTHY HUGHES
Buffalo-Sheridan



KEN W. KITNER
Binghamton, New York



GREGG T. KRUSOE
Cleveland-Broadway



SAMUEL E. LEWIS
Niles, Ohio



HERB McCULLOUGH
Madison Heights, Mich.



MRS. LEAH P. MARTIN
Albion, Michigan



PETER N. MARUCA
Northway Mall

0007-SWP-000128606

ASSISTANT BRANCH MANAGER PROMOTIONS



MICHAEL J. MIKOLAYEK
Detroit-Eastgate



ALLEN R. MIZER
Alma, Michigan



RONALD B. MORGAN
McKeesport, Pa.



THOMAS C. MURRAY
Cleveland-Northfield



WALTER ROMANIAK
Cleveland-Parmatown



KENNETH ROSS
Rochester-Panorama



CHARLES R. ROUSE, JR.
New Castle, Pa.



EUGENE H. RYBIJ
Buffalo-Smith Plaza



0007-SWP-000128607

ASSISTANT BRANCH MANAGER PROMOTIONS



CHARLES L. SMITH
Birmingham



GARY W. SHELDON
Cleveland-Southland



KENT SPAULDING
North Tonawanda, N.Y.



CLARK W. WHITEHEAD
Baden, Pa.



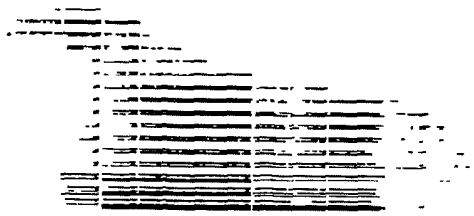
BARRY D. WILLIAMS
Midland, Michigan



KARL R. WILLIAMS
Olean, New York



ESTER WIRTH
Canton-Lloyd



0007-SWP-000128608

GRACO SPRAY EQUIPMENT INFORMATION MEETING

Last March our Sales Reps, pictured below in various group poses, attended an informative meeting held at the Graco Company. An excellent opportunity was provided for our Sales Reps to become better acquainted with the latest know-how in reference to servicing and selling spray equipment.





0007-SWP-000128609

GRAPHIC ARTS SEMINAR

The Voyager Inn, located in Youngstown, was the scene of the Graphic Arts Seminar conducted by Charles Ziroli last winter. Here is proof positive that our men enjoy themselves while at the same time they absorb many new and exciting concepts which help them work more effectively and efficiently.



0007-SWP-000128610

THE ANNUAL PAINTER MAINTENANCE AND INDUSTRIAL MEETINGS

A quick look at the pictures below will tell anyone that our men work hard, pay attention, learn a lot and eat heartily at the meetings. The meetings pictured here were held in the various divisions; Flint, Detroit, Toledo, Cleveland, Buffalo, Erie, Pittsburgh and Akron.



0007-SWP-000128611

ACME MEETING

Pictured below are our Acme men where they met during February at the Howard Johnson Motor Lodge in Detroit.



0007-SWP-000128612

GRAND OPENINGS

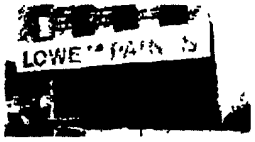
WOOSTER, OHIO (L)

The new downtown paint and decorating center officially marked its grand opening on April 10 with a ribbon cutting ceremony officiated by the Wooster Service Director.

The new store has approximately 2,800 sq. ft. of space and is staffed by D. J. Noggle, manager and Larry Chapman of Marshallville, assistant manager. Mr. Noggle, who resides in Wooster with his wife and two children, was formerly industrial salesman in the Toledo area.



D. J. Noggle, manager and Larry Chapman, assistant manager, survey their new home away from home.



The newly designed Lowe Brothers illuminated plexiglass fascia sign with new trademark is outstanding and really attracts attention.



This historical plaque, located on the side of our building, emphasizes its importance as a landmark.

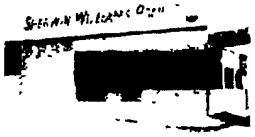
* *

NILES, OHIO

Formal opening of the new Niles branch store took place May 14 with a ribbon cutting ceremony. The store, newly located in the climatized Village Center Plaza, has added custom-made draperies, carpeting and unfinished furniture to its complete line of paints and wallpaper. Its spacious quarters cover 4,200 sq. ft.



L to R: Sam Lewis, Assistant manager and Jim Hancock, manager, acquaint themselves with their new location.



From the outside, and the inside as well, we have quite an impressive looking store.



Belle Meshot, color coordinator and consultant, assists customer in her selection.

0007-SWP-000128613

PAINESVILLE, OHIO

Our new Painesville branch, the largest retail sales floor area in the North Central Region with all the very latest set-ups in store merchandising, marked its grand opening May 21. The ribbon cutting ceremony was officiated by the Lake County Commissioner and a Painesville Township Trustee.

The new store offers total concept decorating with a wide variety of accent items available to the customer. Each department is well-planned and well-displayed, providing a pleasant and comfortable atmosphere for the customer. Clean, orderly displays make selections easier for the customer and create a genuine desire to buy.



The Wallpaper Department is arranged in an attractive assortment of patterns and colors in a manner that excites interest and encourages selection.



The new plexiglass sign, an eye-catcher, is effective in creating store traffic.



Mrs. Jack Cooper, color coordinator, and Pete Bernard, Cleveland Division Manager, pose in front of the grand opening window display.



Standing amid a grand assortment of lighting fixtures are Mr. and Mrs. Cooper (Jack's folks from Erie, Pa.), Jack, and his aunt, Peg Zirkelbach.

Our new one-stop decorating center is staffed by Jack Cooper, manager and his wife, color coordinator.



0007-SWP-000128614



Robert L. Gabig, a man of many interests.

Robert Gabig, manager of our Carnegie, Pa. store and acting chairman of the Men's Participation Division in The Diamond Jubilee Celebration of Carnegie, has a very busy schedule ahead of him.

In keeping with The Diamond Jubilee Celebration, all Carnegie and surrounding area residents are making every effort to have the town look as it did 75 years ago and to have the town reflect the struggles and sacrifices of their forefathers. One of the stipulations of "The Proclamation of The Brothers of The Brush" is that all males of the age when shaving is feasible, refrain from shaving from April until Celebration Week, August 16. The proclamation stipulates that all males who live or work in the confines of Carnegie as well as a goodly portion of the area must wear a hairy facial growth sufficient so that it can be readily seen and recognized at eight paces. All those who refuse to join The Brothers of The Brush will be dealt with as in the days of Carnegie's ancestors by a specially constituted police force known as Ye Keystone Kops.

Along with Mr. Gabig's leadership and participation in The Diamond Jubilee Celebration, he is a member of the Carnegie Community Action Committee, a member of the Board of Directors of the Confraternity of Christian Doctrine at his church and past president of the Carnegie Lions Club.

In addition to the various activities he enjoys, Mr. Gabig, proud father of eight, opened his home last August to a French foreign exchange student with a hearty welcome and a "there's-always-room-for-one-more" attitude. Eighteen year old Catherine Maingourd, or "Frenchie" as she is affectionately known, attended Carnegie High School and completed her senior year along with Patti Gabig, who also graduated last month. Catherine, who hails from Bernay, France, will join a group of other foreign exchange students this month in a tour of the U. S. She plans to return to France in August.

In order to keep up with her family's busy schedules, we're under the impression that Mrs. Gabig fortifies each active Gabig every morning with an ample supply of vitamin pills . . . and a good dose for herself as well. There seems to be no end to the bustle and involvement.



The Gabig siblings surrounding their foreign import are standing, back row: Ted, Bob and Andy. Seated: Ruthie, Patti, Catherine, Nancy and Carol.

0007-SWP-000128615



The Gold Digger from Adrian, Michigan: Richard L. Broyles

In the process of cleaning out the basement of the Adrian, Michigan Acme store in order to provide additional space for wallpaper bins, our branch manager, Richard Broyles made quite a startling discovery. He found some bones, which he thought at first were the remains of a dearly departed soul buried long ago and long since forgotten. Not wanting to disturb the permanent resting place of this unremembered, dismembered party of time past, Mr. Broyles called the Archeology Department of several of the colleges in town to alert an interested listener to his unique discovery. After several futile calls to various colleges resulting in no response, Mr. Broyles called the Chamber of Commerce to inform them of his find. The Chamber of Commerce put him in contact with Dr. Richard Madole, geologist and acting chairman of the Department of Earth and Science at Adrian College, Dr. Joseph Perez, professor of anthropolgy and sociology at the college and Mrs. Barbara Madole, archeologist who excavated and examined the fossilized bones.

It was established that the remains, until then sentimentally referred to as "Freddie", were of an artiodactyl (an even-toed, hoofed animal). While radio-carbon dating has not yet determined the time when this prehistoric animal lived, a reasonable guess would be that it roamed the area about 7,000 years ago, a time when Lenawee County was returning to a non-glacial condition with the recession of the immense continental glaciers that covered the area a few thousand years earlier. At that time a more northerly type of climate probably prevailed along with plants and animals today found to the north in Canada.

Dr. Claude W. Hibbard, curator of vertebrates at the Museum of Paleontology, University of Michigan, analyzed and identified the bones as being from the ankle and foot of an artiodactyl, too big to be a deer, too small to be an adult bison and probably not an elk. Considering that yaks have not been found in southern Michigan, the best bet is that the animal in question was a caribou.

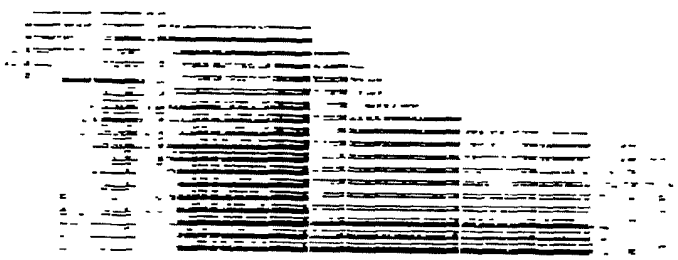
In concluding, one would have to assume that S-W branch managers are men of great diversity. Several months ago, one of our managers entertained an escaped chimpanzee, and now another manager makes a phenomenal discovery of fossilized bones . . . and they even have time to sell tremendous quantities of paint in their spare time!

* * * * * * * * * * * * * * * * * * *

During Easter the Parmatown, Ohio branch had a very inventive window display. Walter Romaniak, Assistant Manager, made many of the hand crafted Ukrainian objets d'art, and his mother's culinary skills provided the paska (bread) that was featured. All in all, the colorful display made for quite an eye-catching attraction.



This hand-crafted Ukrainian art display is the work of Walter Romaniak, Assistant Manager of our Parmatown, Ohio store.



0007-SWP-000128616

BRANCH NEWS



Carl Barnett, Ypsilanti, Michigan branch manager is obviously doing his thing.

Look! Up in Ypsilanti — It's a bird! It's a plane! It's Super Paintman! Faster than a speeding bullet (when serving customers). More powerful than a locomotive (when hauling about merchandise). Whether he's able to leap tall buildings in a single bound, however, is very questionable.

Actually, the robust speciman of manliness standing staunchly in two buckets of paint (and we hope he doesn't advise his customers to use S-W products similarly) happens to be none other than Carl Barnett, Man in the Polka Dot Shorts (one of his lesser-known titles).

Carl displays his 18 x 22 color cartoon, a product of his brother-in-law's creative and artistic ability, in the branch. We can imagine that it provokes many comments; good, bad and indifferent. We hope they find the cartoon as amusing as we do.

By the way, Carl wants it made clear that prints are available . . . at a nominal fee.



Victor D'Angelo, the sure-footed warrior of DuBois, displays his plaque awarded for the 145 lb. buck he shot.

Robin Hood works for S-W in the person of Victor D'Angelo, branch manager of our DuBois, Pa. store. As the story goes Vic went out and got himself a buck ($) the hard way — with a bow and arrow. It took one swift and well-aimed shot to down his buck, a four-point weighing in at 145 lbs. This was the first time Vic used his new bow, and now it has a place of honor on his plaque of achievement. Quite an accomplishment for a novice hunter of only two years!

Assistant branch manager, Steve Balog and his wife Sandy, not to be left out, both bagged a deer each in the big game country.

We wonder what other characteristics of Robin Hood have impressed our DuBois men!

0007-SWP-000128617

GOING AWAY PARTY—DORA WEISZER



Thelma Pilon pins a corsage on Dora's dress before dinner.



Enjoying a very lovely dinner with the girls.

Dora Weiszer, our wall paper saleslady at Detroit-Main, found it necessary to leave the S-W family for a while in order to devote more of her time to her home and family. It was only fitting and proper to celebrate Dora's farewell with a very special party. After all, she's a very special lady.

Mr. J. P. Patterson, Division Manager, presented Dora with a lovely corsage of pink and white carnations. The girls pitched together and presented her with a gift certificate at Winkelman's (her favorite!). After work, the girls took Dora out to dinner at Topinka's Country House where one and all enjoyed themselves.

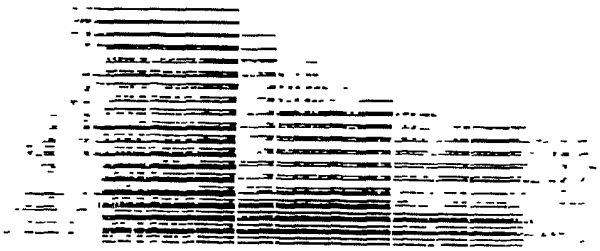
We all wish Dora would return soon to fill the void she created.



Gathered around Dora are her co-workers, L to R: Marilyn Brown, Thelma Pilon, Renee Almas and Sharon Sarnowsky.



Sincere surprise and utter delight is reflected in Dora's face as she receives a gift from the girls.



0007-SWP-000128618

NEW FACES

Detroit Division



BARBARA QUIST

Pert and alert Barbara, a recent addition to our Detroit Metro Credit Office, is presently a sophomore at Schoolcraft Community College in Livonia. Barbara's duties entail keeping the books; however, in the future she plans to teach elementary school.



LINDA FORAN

Another new bookkeeper in our Detroit Metro Credit Office is Linda Foran. Besides busying herself with her new office responsibilities, Linda, a newlywed of barely one year, spends a good bit of her time housekeeping, cooking and generally establishing herself in her new role.

North Central Regional Office



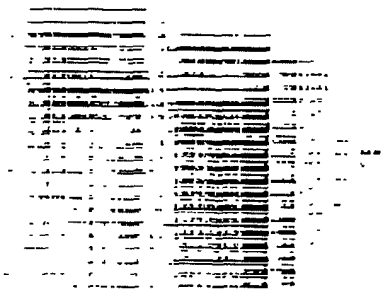
KAREN SAID

Karen, a 1964 graduate of Euclid High School, was formerly employed as a cashier and bookkeeper for four and one half years. Karen's interests are focused on baking, cooking and ceramic designs. She has joined the Company as part of the Cashier and Payroll Department.



JANICE ZIATS

The new secretary to George Musser, Regional Distribution Coordinator, is Janice Ziats. Janice, a 1966 graduate of Lincoln High School attended Cuyahoga Community College and plans to continue her education this fall in order that she might receive her B. A. She will work toward her degree during the evenings. Janice takes an avid interest in bowling, bicycling and baking.



0007-SWP-000128619

NEW FACES



LOWELL SOLENSKY

Lowell Solensky, Sales Service Assistant for the Central Chemical Coating Department, says he has no hobbies to speak of or interests that he can readily divulge for publication. His main claim to fame, so he states, is his home-grown mark of distinction — his moustache.



FINLEY LANIER

Finley Lanier, Sales Service Assistant for the Central Chemical Coating Department, hails from Memphis, Tenn. He enjoys bowling, swimming and is a habitual reader. Finley also plays the piano for relaxation and enjoyment.



ANNE GRUDEN

Anne Gruden, secretary to Lowell Solensky, is a newlywed. Just last month her husband left for his tour of duty in Viet Nam. Anne says she likes to keep herself busy by decorating her apartment and visiting with friends and relatives.



SUSAN MARTON

New secretary to Bruce Campbell, Sales Manager of Eastern Automotive Zone, is Sue Marton. Sue has been a member of the S-W family for the past 13 years. Formerly, she was a part of the Traffic Department. Sue is a member of the BUG club and a member of the S-W girls bowling team.



0007-SWP-000128620

THE GRADUATES



DAVID KVAM

David Kvam, son of A. N. Kvam, Division Manager of Buffalo-Rochester, graduated last month from Kenmore West Senior High School. David, a National Honor Society member, was active in the orchestra, choir and dramatic club. In addition to playing Nathan Detroit in Guys and Dolls, he has appeared in all class shows and musicals since entering high school. This summer, apart from his regular work schedule, David is appearing in Finnian's Rainbow, a production presented by a Kenmore Theatrical Group.

In September, David will enter Brockport State College where he plans to take courses toward being an art teacher.



PAULA HARRINGTON

A recent graduate of St. Francis Xavier High School in Ecorse, Michigan is Paula Ruth Harrington, daughter of Russell M. Harrington, Division Credit Manager in our Detroit Division. Paula has not yet formulated any definite plans for the future, but judging from her picture, it's our guess that modeling would be the profession for sure success.

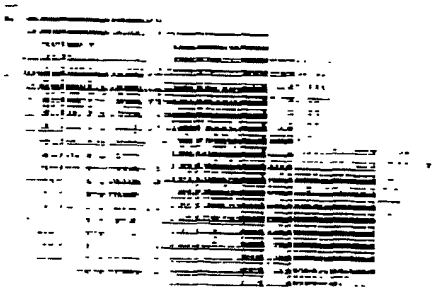


LINDA KAY GREEN

Linda Kay Green, daughter of John L. Green, manager of our Battle Creek, Michigan branch, graduated from Pennfield High School last month. She is presently studying at Kellogg Community College on a part-time basis but will continue there full time in the Fall.

Linda, a very sports-minded young lady, has been active in all school sports programs. In the summer she has been playing on a women's traveling fast-pitch softball team which two years ago won the state championship league. Last year the team on which she played took second place in the state finals.

Teaching Sunday School and participating in church-organized teen groups are other interests that keep Linda busy. Also, as a member of Junior Achievement, Linda acted as vice president in charge of sales.



0007-SWP-000128621

THE GRADUATES



CHARLYNE A. MILLER

A recent graduate of Jamestown High School is Charlyne Miller, daughter of our Jamestown, N. Y. branch, Charles W. Miller. Charlyne was an active member of the Latin Club, the Dramatic Club, the American Field Service and National Honor Society. This fall she will be attending Plattsburg State College where she will be majoring in pediatric nursing.



PATTI GABIG

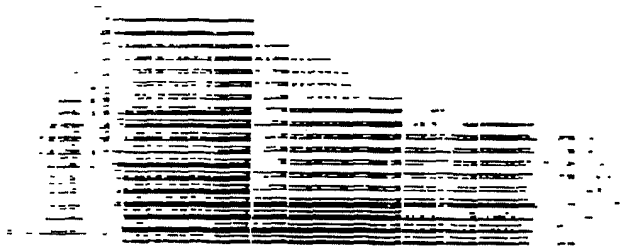
Patti Gabig, daughter of Bob Gabig, Carnegie, Pa. branch manager, graduated last month from Carnegie High School. Patti is presently working part-time as a bookkeeper and will continue to do so for the duration of the summer. She plans to enter Lillian S. Kaufmann School of Nursing, an affiliate of the University of Pittsburgh and the Montefiore Hospital this autumn.

* *

S-W IN THE NEWS

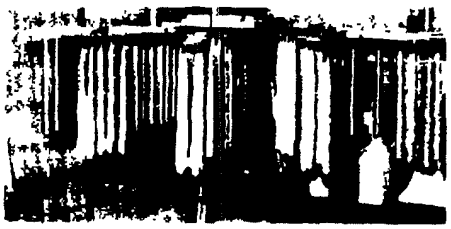
Appearing in The Cleveland Press this past February was an article noting the progress of the city's newly created Housing Clinic which was opened in August of last year. The assignment of the Housing Clinic is to work with owners of homes which are in poor condition and in need of repair and assist these homeowners with improvements so that they meet the minimum housing standards demanded by the city. Prior to the creation of the Housing Clinic, negligent homeowners were taken to court for failure to comply with orders to bring their homes up to minimum housing standards. Now these needy families are given assistance in helping themselves repair their homes without going to court and paying fines or going to the Workhouse.

It was noted that The Sherwin-Williams Company donated fifty gallons of paint as a contribution to the Housing Clinic. Accompanying the article there appeared a picture of a home economist giving a gallon of Kem-Glo paint to a needy homeowner.



0007-SWP-000128622

The art of candle-making, an almost forgotten task done primarily by machine today, was one of the routine crafts practiced in nearly every home 100 years ago. For many hundreds of years, candles were the chief source of artificial light. Most families had candle moulds, and some large houses even had candle-making rooms. Candles were generally made in the kitchen where the family gathered around the fireplace.



Mr. Rowland's self-styled candle wheel on which we see hanging several dozen pairs of candles.

This exacting art is one of the many interesting hobbies that Max E. Rowland, Branch Personnel Manager, and his wife pursue. Especially before holiday seasons, Mr. and Mrs. Rowland find themselves busy creating lovely hand-dipped candles, each pair individually styled and each a genuine work of art. They follow the age-old method of making candles, an unheard of and lengthy process in today's fast-paced world of modernization.

Mr. and Mrs. Rowland became interested in making candles a number of years ago and actually re-styled their basement into a candle production room in order to fulfill their needs. Because information regarding the various processes of this very secretive craft is limited, Mr. and Mrs. Rowland had quite a difficult time at the onset of their project. In an effort to secure information for their hobby, Mr. Rowland contacted some candle-making factories but found that either they were reluctant to divulge any of their closely-guarded trade secrets or else they had abandoned the production of hand-dipped candles for the machine-made kinds. Relying somewhat on basic techniques suggested in some books (and books teaching the art of candle-making are truly scarce), they experimented with many types of candle moulds and different kinds of waxes until they found methods that produced satisfactory results . . . and indeed the results are excellent.

In addition, Mr. and Mrs. Rowland are antique buffs, which indirectly provides them with hints for their candle-making projects. Oftentimes at auctions or in antique stores, they come across unusual and unique antique candle moulds and add them to their ever-growing assortment of equipment.



Displayed on his tile inlaid table (of his own skillful design) are Mr. Rowland's tools of the trade.

Mr. and Mrs. Rowland, an uncommonly creative and versatile couple, can boast (although they don't) of other hobbies, such as making jewelry and detailed tile inlay tables as well as collecting pewter, including Williamsburg and antique pieces. Furthermore, both Mr. and Mrs. Rowland find the time in the spring, summer and autumn months to devote their energies to their outdoor hobby, gardening.

It is not often that we find people who take such painstaking care to create and preserve near-perfect works of art; however, it is a pleasure, when we do, to know that we can find such people among the members of the S-W family.

0007-SWP-000128623

DIAPER PARADE

We hate to lose a hard-working gal, especially one who's been faithful to the Company since 1955, but there's no better reason for doing so. The stork has come to visit Dolores Chegan.

Dolores, former secretary to Bruce Campbell, Sales Manager, E. A. Z. for the past eight years, recently changed her occupation of full-time S-W employee to full-time housewife and is preparing for still another change of status in just one month. She and her husband Bob are expecting their first child, a boy they hope (but we're certain they'll settle for a bouncing baby girl!). Just last year the happy couple bought a new home in Parma Heights and are now busy preparing it for their coming addition.

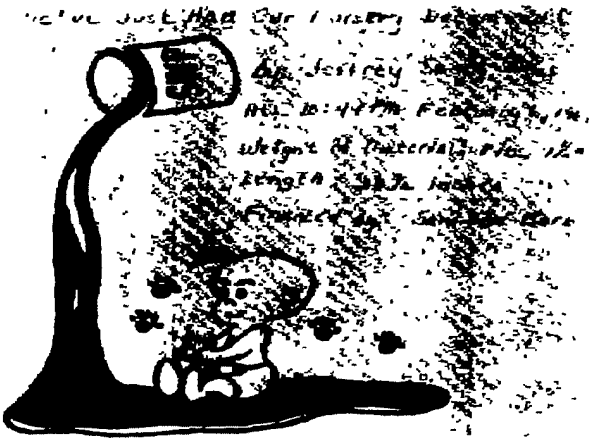


Charla Drake (left), secretary to E. F. Emerick, helps Dolores open gifts at her baby shower.

On May 14, Dolores was honored at a farewell and congratulatory luncheon at the Steak Joynt. She was presented a two month diaper service compliments of S-W, and from the girls she received a car seat, a swing and various items to make her (and baby) quite happy. She was also given a surprise shower at her sister's home just recently on the date of her sixth wedding anniversary.

We all wish Dolores and Bob the best of happiness and good wishes.

* *



Sam Ross, PMI-3 Rep at our Butler, Pa. branch sent us this very clever birth announcement. We find it quite imaginative, and we think you will, too!

0007-SWP-000128624

BABIES! BABIES! BABIES!



MARY AILEEN NOVOTNY

Ray and Eileen Novotny are the proud parents of the angelic little sweetheart pictured above. Mary Aileen, born January 12, 1969, weighed 7 lbs. 15 oz. at birth. If the picture of her is indicative of things to come, her parents might well start her on opera lessons early!



JOHN DAVID KULA

Geraldine (Nadwodny) Kula, formerly secretary to T. E. Fancher, and husband John became parents of a bouncing baby boy on March 25 of this year. John David weighed 7 lbs. 13 oz. at birth. The Kula family now reside in their new home in Brookpart, Ohio.



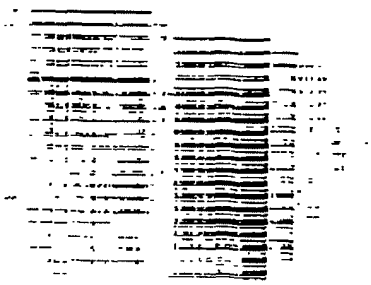
KAREN BETH CERNY

Ed and Carole Cerny have a delightful new addition to their family in the person of Karen Beth, their first daughter and second child. Karen, a healthy and happy little lady, joined the Cerny's just a short time after Mother's Day — May 16, 1969. She weighed 8 lbs. 1 oz. at birth. Karen lives with her Mommy and Daddy, who is PMI Rep. at Cleve-Southgate, and her big brother Stevie, who is three years old. The Cerny family resides in Bedford, Ohio



CURTIS LEE BENJAMIN

The newest addition to the Benjamin family is Curtis Lee, born May 1, 1969. Curtis, who rocked the scales at a mighty 9 lbs. 9 oz. at birth, is the number one son for proud parents Gerald and Judy. Gerald, manager of our Ionia, Michigan branch indicates with a knowing tone that his son is sure to be Regional Director come 1998. Look out, Mr. Bass!



0007-SWP-000128625

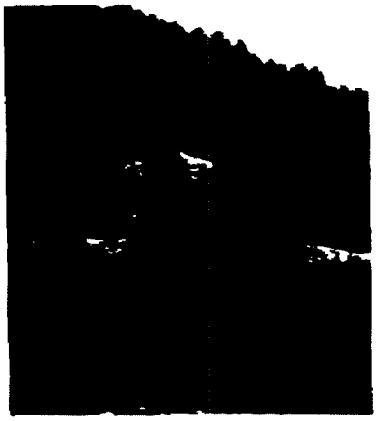
WEDDING NEWS



DIANE KNOUS

Diane Knous, inside sales clerk at the Toledo-Lion Downtown store, has some very exciting plans for this summer. She and George A. Buck will be married on July 5 in Asbury Methodist Church in Toledo. George, who is stationed in Norfolk, Virginia aboard Air Craft Carrier U.S.S. Yorktown, and Diane will spend a two week honeymoon in the South. Diane will return to Toledo, and George will go aboard the carrier on a cruise. In January of next year, they plan to start "keeping house" somewhere near his base.

Congratulations to newlyweds, Bud and Lola Sprouse, pictured at right on their honeymoon at Smoky Mountain National Park. Bud is PMI-3 salesman at Erie, Pa. Main.



BUD AND LOLA SPROUSE



DAWN MODRALL WOOD

Congratulations to Dawn Modrall Wood, daughter of Pat Modrall, Credit Manager of our Toledo-Acme branch. Dawn and Pvt. Ronald J. Wood of Sylvania, Ohio were married on April 18th in Bethany Baptist Church. Pat designed Dawn's Spanish styled wedding gown and then put herself to work sewing it as well as her own dress and coat and the bridesmaids' head-dresses. She also prepared the tea sandwiches and the hors d'oeuvres for the reception which was attended by over 200 guests and held at the V. F. W. Post in Sylvania, Ohio.

Dawn will join her husband after he has completed his Advanced Training at F. Polk, Louisiana.

0007-SWP-000128626

THIS 'N THAT



LILLIAN NOGGLE, Manager of our Toledo-Lion Downtown store with two of her nine grandchildren.

Mrs. Noggle managed to catch her two little tow-headed grandsons, and with the aid of a cardboard carton, kept them still long enough to take a picture. Pictured are Glenn and Gregg Andrews. Mrs. Noggle, mother of five sons and one daughter, as well as grandmother to five girls and four boys, says her "grandma bracelet" is getting mighty heavy. There's a great possibility that Mrs. Noggle may find it necessary to have two "grandma bracelets", one for each hand, and a "grandma necklace" too!



JOHN H. THOMAS and Mr. Baldwin

John H. Thomas, former Supervisor, Branch Installations, is pictured here receiving a hearty handshake and congratulations from Mr. Baldwin at the Long Service Dinner. Mr. Thomas, now in retirement, resides with his wife in Pinellas Park, Florida.



YOU DON'T SAY!

If you can't read this, don't feel badly. It's not a misprint or a poorly reproduced ad. This is merely the result of being a world-wide paint company. The above ad appeared in a newspaper in Beirut, Lebanon, and we thought you might be interested in seeing it. Our Creative Department is seriously questioning the results of such an ad — were it to appear in an American newspaper.

* * * * * * * * * * * * * * * * * * * *

S-W IN THE NEWS

E. Colin Baldwin, president of our Company, has been named Cleveland chairman of the 1969 United Negro College Fund campaign. The campaign to raise $225,000 in the Cleveland area began April 8 at a luncheon in Hollenden House.

The national goal of the fund is $9 million. The funds are sought for 38 predominately Negro colleges throughout the United States. Approximately 300 Cleveland area students are enrolled in UNCF colleges.



0007-SWP-000128627

FROM THE ANNALS OF S-W HISTORY

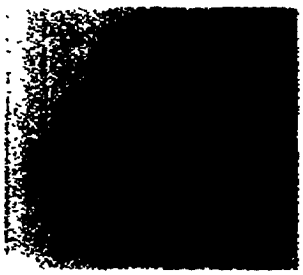
From deep in the past, some twenty years ago,
come the youthful-looking faces you see here below.
If you're clever, you'll know, with only one guess
who is who — even before they confess!



1._____



2._____



3._____



4._____



5._____



6._____

0007-SWP-000128628

FROM THE ANNALS OF S-W HISTORY



7. _____



8. _____



9. _____



10. _____

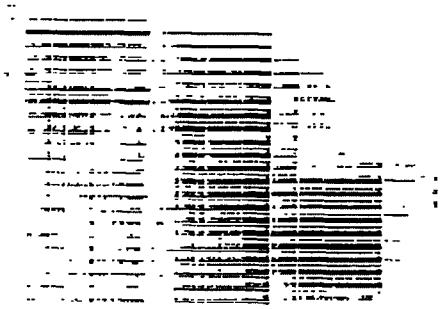


11. _____



12. _____

If you've tried to identify them with no success,
We'll relieve your mind next issue so you won't have to guess!



0007-SWP-000128629

THE NORTH CENTRAL COMMENTATOR STAFF

We are grateful to those of you who take the time from busy schedules to send us information regarding Company celebrations, civic or social appointments, noteworthy accomplishments, weddings, births, graduations and other news concerning our people and their families.

We appreciate your keeping us informed of what is occurring throughout the Region . . . be it in the course of outside activities, Company business, or even "monkey business". However, if our house organ is to represent the entire Region, it's necessary for us to hear from all of you. Don't rely on the other fellow's letting us in on what's happening to you and those around you — you be the one!

The Commentator is only as good as your contributions, so it is the responsibility of all to make it an interesting publication. It's your messenger. Make good use of it.

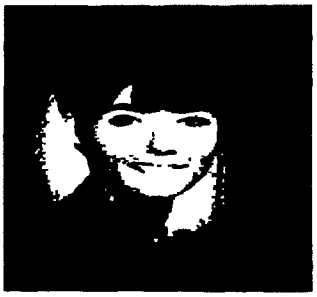
Below assembled are our field reporters.



MURIEL AUMAGHER
No. Michigan Division



GERRI BUSEMAN
N.Y.-Pa. Division



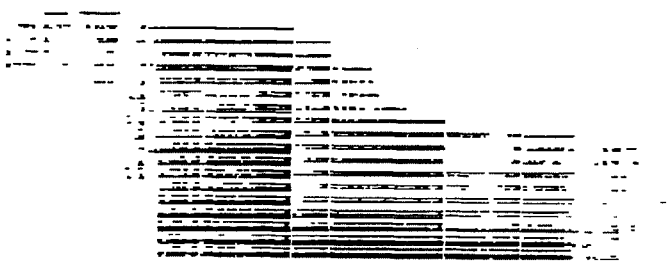
JANET ELSIE
Buff.-Roch. Division



GERTRUDE GABRENYA
Central Chemical Coatings



EILEEN PORTER
Youngstown Area



0007-SWP-00012863C

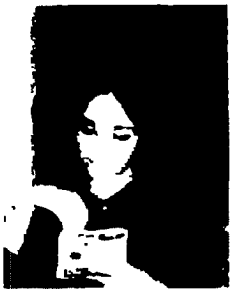
THE NORTH CENTRAL COMMENTATOR STAFF



ROSE PEDRINELLI
S.W.-Pa. Division



MARY REINHART
So. Michigan Division



SHARON SARNOWSKY
Detroit Division



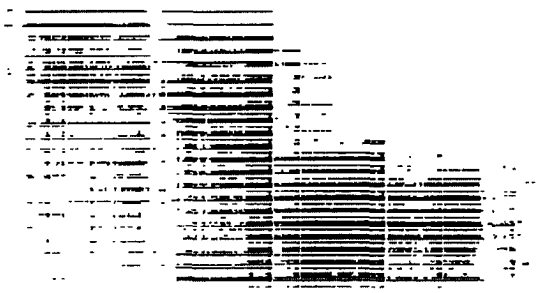
CINDY SHELDON
Cleveland Division



FLORENCE SHEPHARD
No. Ohio Division



SUSAN P. MATHEWS, Editor
North Central Region Office



0007-SWP-000128631

Born free?

Presumably
we are all
born
without rank
or rancor.
The doctor
pats your backside
and you come
bawling onto
the scene
with neither
wooden nor
silver spoon
to your name.
At what age
did *you* learn
to accept the
Aztec
and reject
the Zulu?
There is no
such thing as a
born bigot.
The baby comes
into an ideologically
antiseptic world.
It can contract
hatred only as
it contracts disease—
from an *adult*.
Clothe your
child's body with
the best that
is within your means.
Cloak his mind with
the best that
is in your heart.
Air pollution
is a problem of a
decade.
Thought pollution is
a problem of
the ages.



This message is from **Newsweek**

COPYRIGHT 1970 BY NEWSWEEK, INC.



0007-SWP-000128632

THE NORTH CENTRAL
COMMENTATOR

Editor
SUSAN P. MATHEWS
Regional Offices
116-128 St. Clair Ave., N.W.
Cleveland, Ohio 44101

PUBLISHED FOR THE MEMBERS OF
THE NORTH CENTRAL REGIONAL FAMILY
THE SHERWIN-WILLIAMS COMPANY



SHERWIN-WILLIAMS

CODE OF PRINCIPLES

To win on our merits by making products of the highest quality.

To be liberal and aggressive in our policies and methods.

To be considerate and courteous in the conduct of our business.

To be loyal to our Company and fellow employees.

To take pride and pleasure in our work.

To strive constantly for improvement in all that we do.

To grow in character as well as in size.

To be the best and most successful Company in our industry.

2 889

0007-SWP-00012863