SHERWIN WILLIAMS

WORLD

OCTOBER - NOVEMBER 1948 VOL. 7, No. 1



"HARVEST TIME"

N23727



Newark's busy Market Street as viewed from the courthouse steps by Oscar Rodriguez and Alice Saunders, S-W's Newark office.

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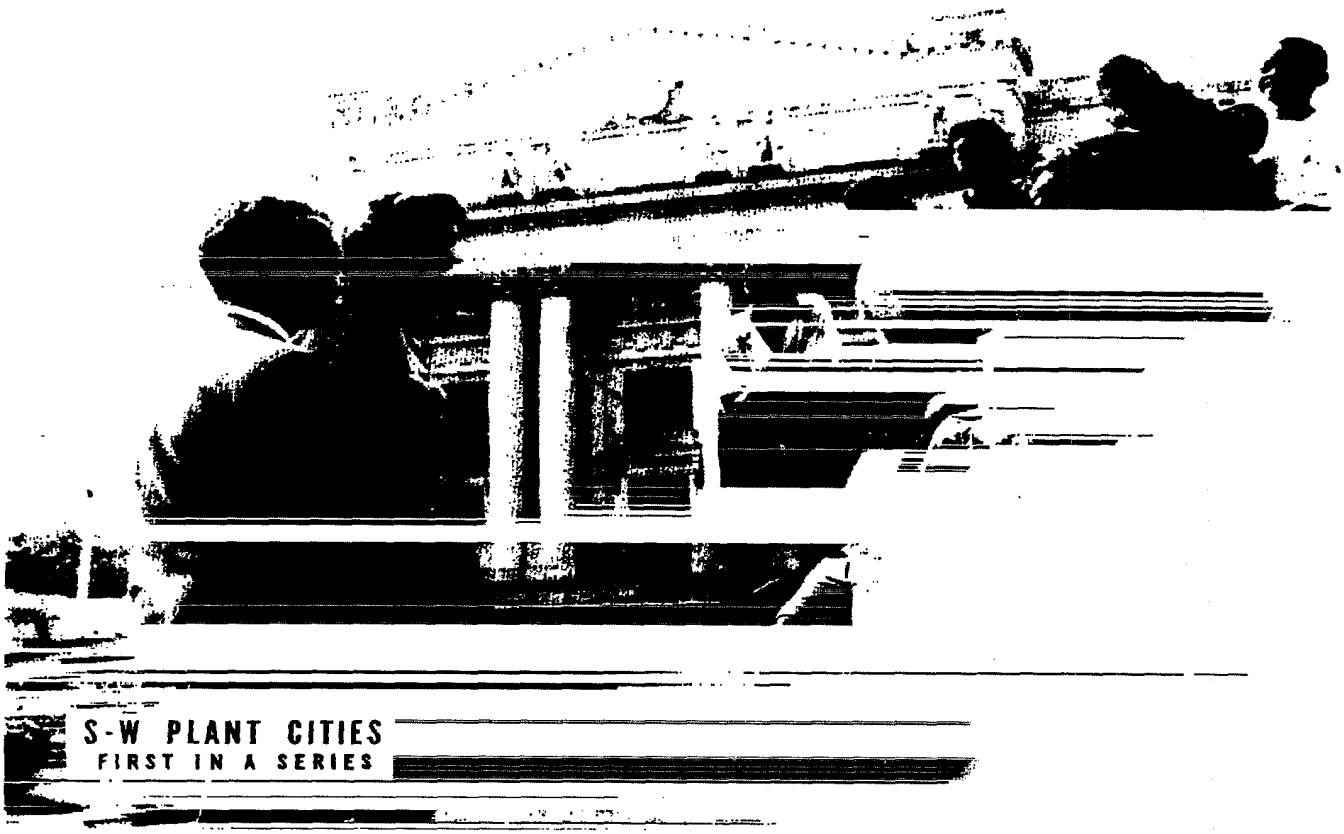

S-W PLANT CITIES
FIRST IN A SERIES

OSCAR AND ALICE SMILE AT A GROUP OF CHILDREN SURROUNDING STATUE OF LINCOLN BY GUTZON BORGLUM WHICH IS SITUATED IN FRONT OF COURTHOUSE.

NEWARK IS FIRST STOP ON PLANT CITY "TOUR"

New Jersey city became the home of The Sherwin-Williams Company's eastern operation in 1900.

An odd assortment of goods including gun-powder, lead, axes and beer was the original purchase price of the land near the mouth of the Passaic River that today is Newark, New Jersey, center of Sherwin-Williams' eastern operations.

In 1666, Captain Robert Treat bought the site from the Hackensack Indians for a small band of Connecticut colonists. They founded the community of Milford at the point where the Passaic River joins Newark Bay. Soon afterward, the colony was renamed Newark.

For many years the little group of Puritans retained the New England atmosphere about their community, but when industrialization began, immigrants from all over the world came to work in Newark factories.

One of the factors leading to industrialization was the invention of celluloid by John Wesley Hyatt in 1869. This was the start of the great plastics industry and the use of celluloid for movie films was a basic contribution to the vast movie industry.

Another inventor, Thomas A. Edison, well-known to every American, conducted his many experiments in West Orange, one of Newark's many beautiful suburbs. West Orange is now the site of Edison Industries.

Today, Newark is a thriving metropolis of about 500,000 population. It is the home of a great many diversified industries among which Sherwin-Williams shares a place of prominence with Ronson Lighter, General Electric, Wiss Cutlery, and Hoffman Beverage Company. S-W began operations in Newark in 1900. The insurance business is one of the city's greatest. Over 30 insurance companies have offices in Newark, including Mutual Benefit Life Insurance, and The Prudential Insurance Company.

Newark boasts excellent transportation facilities by rail, air, water, and road. Eight railroad lines come into four stations located in the city. Port Newark, enlarged and made serviceable during World War I, takes care of all types of shipping.

The school now famed as Princeton University was once the College of New Jersey located in Newark. The city has always been a leader in education. It was the first city in this country to have summer schools, the second to have year-around schools and the third city in the United States to have public high schools.

The several fine legitimate theatres in Newark are often testing grounds for Broadway plays.

The Sherwin-Williams Company is proud to have one of its plants located in Newark, New Jersey, and to be numbered among the many well-known organizations with factories and offices there.

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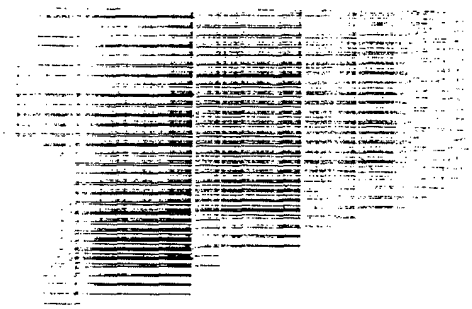

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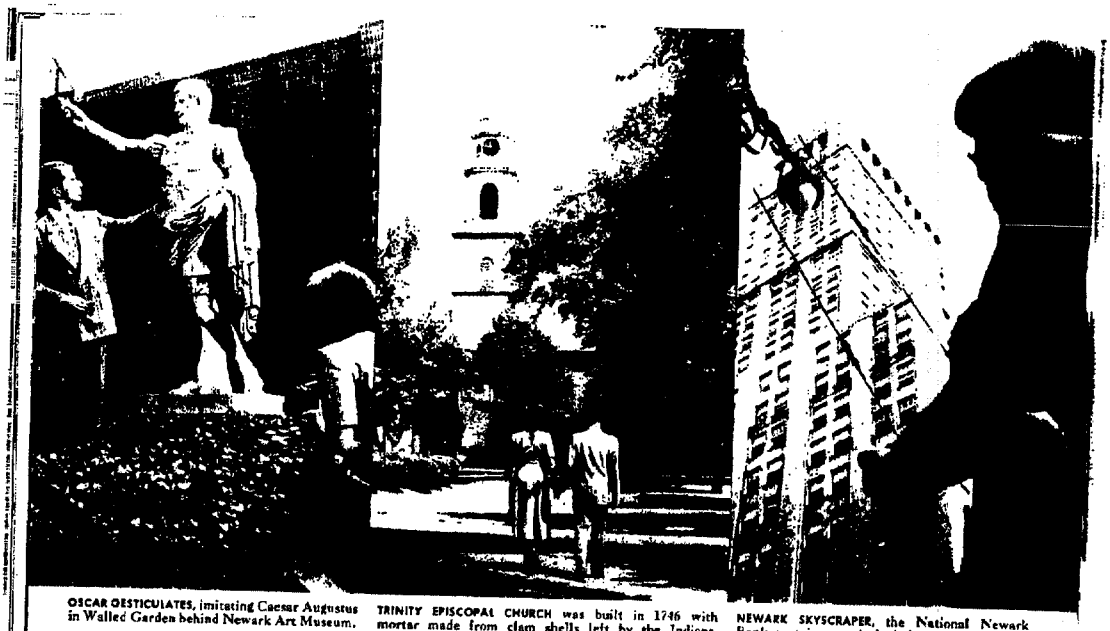


OSCAR GESTICULATES, imitating Caesar Augustus in Walled Garden behind Newark Art Museum.

TRINITY EPISCOPAL CHURCH was built in 1746 with mortar made from clam shells left by the Indians.

NEWARK SKYSCRAPER, the National Newark Bank, contains murals depicting city's commerce.



PORT NEWARK, the city's busy harbor, has welcomed vessels since early sailing days. Now ocean-going ships from all over the world call here.



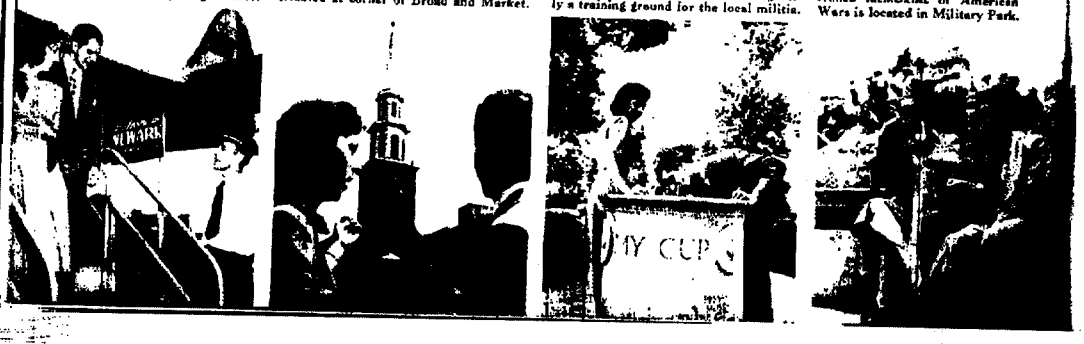
SHOPPING CENTER for Newark paint buyers is S-W branch managed by F. D. Ungemah, who shows color card to Oscar and Alice in front of his store.

NEWARK AIRPORT is served by four of the country's big airlines.

OLD FIRST CHURCH, built in 1787, is situated at corner of Broad and Market.

MILITARY PARK (background) was originally a training ground for the local militia.

FAMED MEMORIAL of American Wars is located in Military Park.



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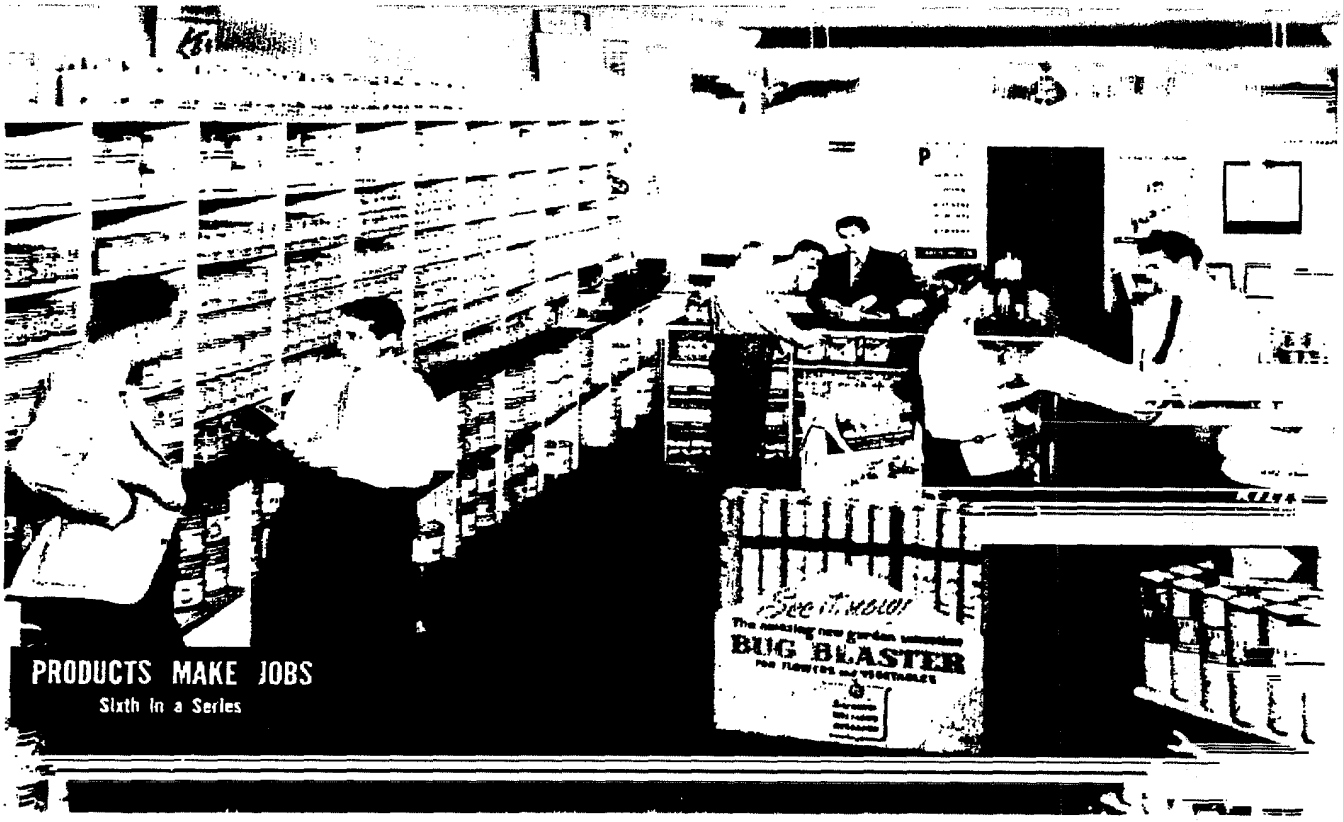

TYPICAL OF THE OVER 400 BRANCHES IN SHERWIN-WILLIAMS VAST SALES OPERATION IS THE ONE LOCATED IN WARREN, OHIO, MANAGED BY HAROLD W. PRICE.

PAINT SALESMEN, PLUS —

Modern branches in 400 key cities accomplish effective distribution of Sherwin-Williams products.

The whole system of mass production is based on mass distribution — getting the products of industry into the hands of millions of consumers quickly and at low cost.

To achieve both of these objectives, the Sherwin-Williams pattern of distribution is built around a network of more than 400 local sales branches. This unique branch operation is a vital link between S-W factories, an organization of some 31,000 full-line and Kem-Tone dealers, and the consumer.

In September, 1913, the company began its branch operation with the opening of stores in Detroit, Michigan; Binghamton, New York; and San Antonio, Texas. It took years of careful planning to pave the way for the successful operation that exists today, years spent in developing the best and most expedient method of serving the paint needs of the consumer.

For purposes of simplified operation, the nationwide branch organization is divided into eight regions, each headed by a regional director. The regions are further subdivided into Divisions. Each of the over 400 branches is responsible to one of 34 Division Managers. The system allows the branch manager to be in close and constant communication with the company and to avail himself of the advertising, merchandising and sales plans offered by the home office to help him provide the best possible paint service to his dealers and customers.

Typical of the over 400 sales outlets located in key cities across the country is the S-W Branch in Warren, Ohio, under the management of Harold W. Price. With a staff of four men—branch territorial salesman, Ken Anderson; store salesmen, Jack Arkwright and Jack Powell; and cashier, Larry Kovarik—Mr. Price supplies paint to consumers in Warren and Trumbull County.

Besides the retail and contractor trade, the Warren Branch serves 43 industrial plants in the area, solving painting problems, and sometimes securing technical advice for manufacturers. Ten new dealers in Trumbull County, recently added to the large S-W dealer organization through the efforts of the Branch territorial salesman and Mr. Price, are also serviced through this branch.

Over and above selling and recommending paints, Mr. Price has offered a unique and outstanding service to some of his customers. From time to time he has made scale drawings of interiors which owners wish to redecorate, suggesting wallpaper patterns and paints to do the job. The drawing usually offers more than one color combination, and in each instance, the customers have chosen one scheme and carried out to the letter the suggestions outlined. Mr. Price renders the service without charge in the interest of good customer relations.

It is the "plus-interest" the "more-than-is-required" services like this, backed by a reputable company with quality products, which make the capable men who direct Sherwin-Williams Branches among the most effective distributors in the trade.

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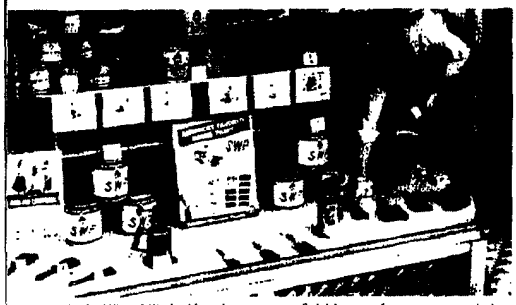
MANAGER PRICE and Larry Kovarik, Branch Cashier, check the tear sheet of an advertisement placed by the Warren Branch in a local newspaper.



BUILDING DISPLAYS like this Pestroy unit being completed by Jack Powell, inside salesman, is routine work in a well-organized, up-to-date branch.



JACK ARKWRIGHT, inside salesman, puts finishing touches on a new window display. Windows are changed often to attract attention of passersby.

JACK POWELL (L) and Hal Price scan company brochure which gives branch employees valuable merchandising tips and plans for advertising campaigns.



DEALER CONTACTS are very important to the successful branch. After a call, Hal Price, left, bids friendly goodbye to new dealer "Casey" Wolanzyk.



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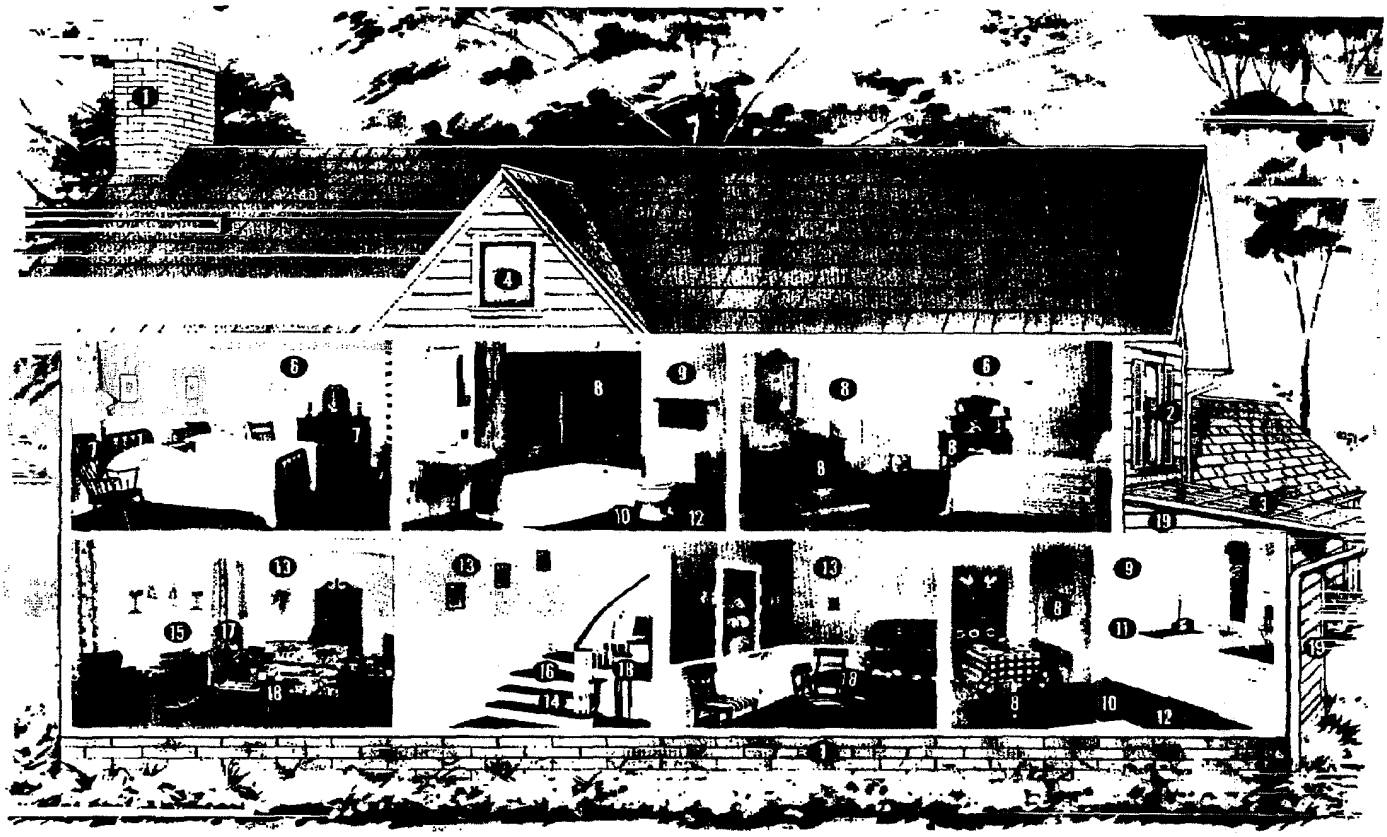


THE HOUSE PICTURED ABOVE ILLUSTRATES THE MANY S-W PAINT PRODUCTS REQUIRED TO PROTECT AND BEAUTIFY THE TYPICAL AMERICAN HOME

S-W'S 1500 VARIETIES

Few people realize the great number of S-W paints and finishes that are required to completely protect and beautify a home. Every finish is made for a particular purpose, therefore, in selecting a coating for interior or exterior use, it is important to choose the paint most suited for the job.

In painting the exterior of a home, protective qualities should be as seriously considered as beauty. SWP Housepaint for siding gives both protection and long-lasting beauty. However, there are other places on the outside of your home which require special attention.

Shingle stain on a shingle roof lengthens the life as well as improves the appearance of the roof. Gutters and flashings take Tinners Red to prevent rust. A tiny rust spot may open the way for water to run behind the siding causing costly repair bills. Shutters also require extra care. SWP Trim Colors painted over a cleaned and dried surface keep water from seeping into woods and forestall unsightly peeling so often apparent on shutters. As most seepage occurs on the edges of shutters, they should be handled as carefully as the outside surface.

Exposed porch floors receive unusual wear because ordinarily they drain slowly after a rain, and are sunbaked in very warm weather. Wood has a tendency to warp and crack under these conditions if protected by anything less durable than Porch and Floor Enamel.

These are but a few of the danger spots on the outside of the house that require care with products designed to fill the precise requirements.

The interior also has need of protection, and often there is more than one product to do the job, depending on the particular taste of the individual.

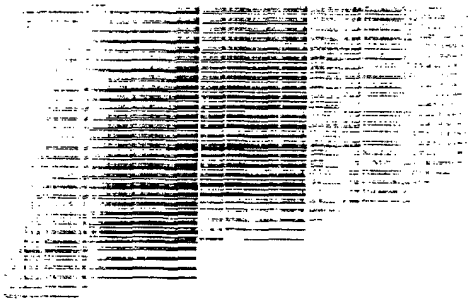
For example, on floors, Mar-Not Varnish produces a tough, long-wearing finish with high gloss, while Mar-Not Satin finish gives a dull-rubbed effect. For bedroom, dining room, and living room walls, the fine qualities and wide range of colors of Kem-Tone and Flat-Tone provide a choice.

These instances illustrate the importance of using the correct product to get a tastefully decorated and well-protected home, and to get the most from your painting budget.

In the photograph above, numbers indicate places where S-W products are used. See if you can match each of the numbers with the most suitable product listed in the accompanying box. Check yourself with the answers on the Pictures-To-The-Editor Page.

Write Numbers Below

Walnut Flo-Lac	____
SWP Trim Colors	____
Kem-Tone	____
Kem-Namel Snow White Eggshell	____
Mar-Not Varnish	____
Lin-X Creme Polish	____
SWP Housepaint	____
Semi-Lustre	____
Tinners Red	____
Lin-X Clear Gloss	____
Flaxnap	____
Flat-Tone	____
Kem-Namel Snow White Gloss	____
Bras-Brite	____
Enameloid	____
Brick and Stucco Paint	____
Lin-X Floor Wax	____
Shingle Stain	____
Screen Enamel	____



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S-W OPERATES "SO



The growing industrial importance of the Latin-American countries finds Sherwin-Williams among the leaders in the paint field south of the border. As long as twenty-five years ago, officials in the company could foresee the need for paint products in these neighbor nations which were beginning programs of industrialization, and they made plans for establishing subsidiaries to serve industries in several countries.

Mexico became S-W's first Latin-American affiliate when a company was founded there in 1929, solely to distribute paints manufactured in the United States. Later to better supply the increasing demand for paints, it was found expedient to operate a paint factory in Mexico. The modern, well-equipped plant is located in Mexico City, capital of Mexico. Seat of the ancient Aztec Empire, Mexico City is rich in cultural background and is the oldest metropolis in North America. Today most of Mexico's main roads and railroads pass through this city of 1,750,000 population.

The Sherwin-Williams Company of Mexico obtains oils and some pigments domestically, but most other raw materials essential to quality paint are imported, principally from the U. S.

The Mexican affiliate is the only Latin-American subsidiary owning and operating retail stores. In Mexico City there are three up-to-date branches to which the company points with pride. Mr. F. R. Maigler, born and raised in Mexico, is general manager of the Mexican affiliate.

Shortly after operations were established in Mexico, S-W bought a small plant in Cuba. Situated in Havana, the factory began production in 1930.

The huge sugar refineries and the efficient rail network connecting the refineries required modern, high-quality finishes. When the new plant went into production, Sherwin-Williams was able to supply their painting requirements. At present 40 per cent of the plant's output goes directly to sugar refining companies for maintenance painting. Since these large companies own whole towns, including homes, stores, buildings, public utilities, etc., there is need for a variety of paints and finishes. Hull paint for ships is another major item of production in the Cuban plant to take care of the large demand from Cuba's marine trade.

To handle paint sales other than to major industries, there are dealers located throughout the island.

The Cuban Company was one of the pioneers in marketing Weed-No-More for agricultural purposes. Widespread experiments were conducted, the result of which led to greatly increased sales.

BRAZILIAN COMPANY OPERATION headed by Mr. J. E. Smith, is Sherwin-Wi Latin America, and the fastest growing subsidiary. Established in 1944, it n



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...ION OF THE BORDER"

To date, the Sherwin-Williams Company of Cuba is the largest Latin-American subsidiary in dollar volume and in production. It is headed by aggressive, vigorous, Luis Rodrigues.

The Sherwin-Williams Company of Argentina was formed ten years after S-W paint production began in Cuba. A new plant was built in 1940 on the outskirts of Buenos Aires, capital city of Argentina. Besides the plant, the company also maintains a warehouse there.

The rapid advances made by this already highly industrialized nation created a large market for industrial finishes. Since the 14,000,000 natives of Argentina enjoy the highest standard of living in South America, finishes for beautifying home interiors are also in great demand. Kem-Tone has been a popular leader in paint sales, representing over 30% of all paints now sold by the company.

In Mexico and Brazil, as well as in Argentina, the greatest item of production is enamels. Because most homes are cement or stone, house paint is secondary to the high gloss enamels used for interior wall finish. Varnish is manufactured primarily for industrial purposes. Floors in homes are either terrazzo or pounded wood that require no finish.

Under the leadership of R. F. Schwartz, the Sherwin-Williams Company of Argentina has set the country's pace in quality paints.

The youngest of The Sherwin-Williams South American subsidiaries is The Sherwin-Williams Company of Brazil, founded in 1944 in Sao Paulo, Brazil. This new company has adjusted itself to the tempo of its home, Sao Paulo, which has mushroomed from a village to a city of over 1,000,000 population in about 10 years. From a former coffee trading city it has swiftly changed into the greatest industrial center of South America.

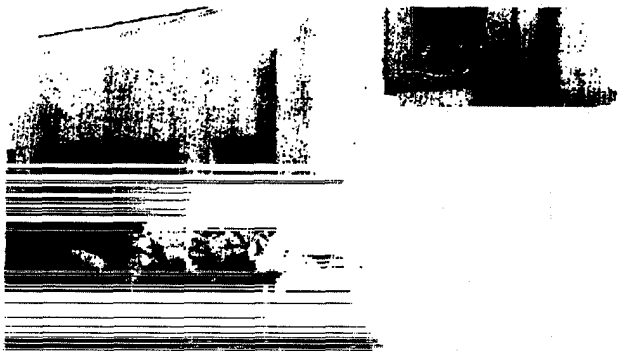
The Sherwin-Williams Company there has also grown rapidly until now it is the company's second largest South American subsidiary, and it is still expanding. Technical development has resulted in industrial finishes tailored to the needs of the Brazilian manufacturers. Sao Paulo has well over 200 American-owned factories whose managers are familiar with the dependable trade mark of Sherwin-Williams.

Kem-Tone has made an outstanding record in Brazil also. Production of Kem-Tone was begun in October, 1947 and in the short space of a year it has become a sales leader.

The plant at Sao Paulo supplies vast areas in Brazil, even 2,000 miles up the Amazon River in the jungle-surrounded city of Manaos. Mr. J. E. Smith is manager of the Brazilian Plant.



CASA REX-TONE, modern paint center located in Havana, although comparatively small in store area, is one of S-W's leading dealers in dollar volume.

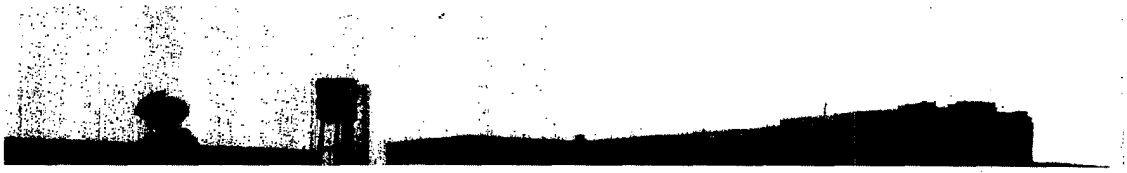


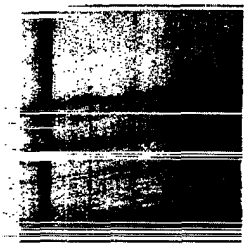
DELIVERY TRUCKS outside the Sherwin-Williams plant in Mexico City, the only Latin-American subsidiary which owns and operates branch stores.

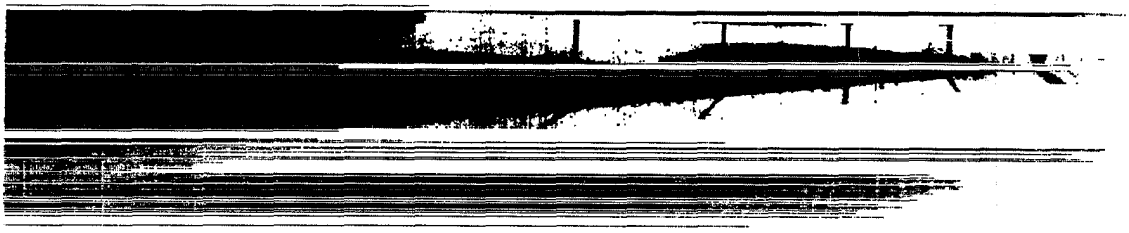
...Will's newest operation in ... it now ranks second in volume.

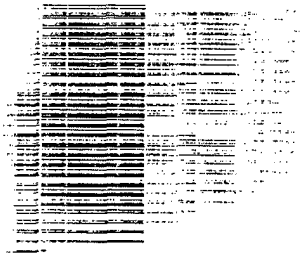
MODERN PLANT in Buenos Aires, Argentina, built by the Sherwin-Williams Company in 1940, provides industrial finishes for manufacturers in that rapidly advancing nation, and supplies beautifying home interior finishes for 14,000,000 Argentineans.











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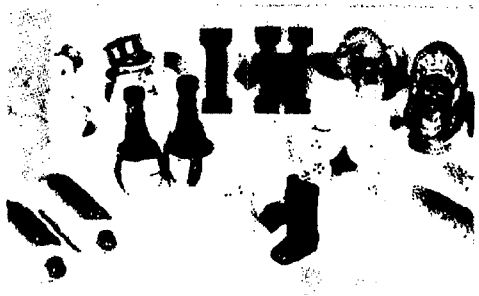
IDABELLE HOOD, Decatur Branch, dusts the collection of 168 salt and pepper shakers which she has acquired during the past eight years.



UNUSUAL PIECES in the collection are shown above. Having cellars from 22 states, Miss Hood hopes soon to own one from every state in the union.

SALT SHAKERS MAKE "SPICEY" HOBBY

Both literally and figuratively, Miss Idabelle Hood's hobby adds spice to her life. It all started in 1940, when a friend gave her two or three salt and pepper shakers which were vacation souvenirs. The unique shakers caught her interest and she decided a collection of such unusual items would be fun.

Miss Hood has been supplementing her collection with the help of friends and relatives. Today, she has 168 pairs of extraordinary shakers. As the number in her collection grew, Miss Hood began cataloging each new item, so she now has a list of all the pieces and an interesting note about each.

Included in the collection are tiny shakers cleverly fashioned in the shape of fruits and vegetables like apples, pears, watermelon slices, halved oranges, corn on the cob, acorns, and pumpkins. Highly prized are cellars which have been passed through several generations of her own family.

Send details of your hobby or recreational activity to WORLD Editor, 1305 Terminal Tower, Cleveland 13, Ohio, for use in a future issue of the WORLD.

GOLFER'S HEY-DAY

More than 40 members and guests were on hand to tee off at Ridgewood Country Club, when Cleveland's Golf-of-the-Month Club held its annual Tournament Day recently.

The Club, a comparatively new group in the company, was started last year when the bowling season ended, to continue the good fellowship which the Clevelanders enjoy in group sports. Club members meet one Saturday morning a month during the summer at a convenient golf course.

The last meeting of the year is set aside as Tournament Day. So that all players have an equal opportunity to win, they engage in "blind bogey" competition.

After the tournament this year, a dinner for the players was held in the clubhouse. A host of prizes were presented to winners in the tourney.

Awards went to Jesse Archibald, "blind bogey" first-prize winner, Steve Skala for low gross score of 82, Tony Nardi for longest drive, Tony Snabl for accuracy, and Elmer Evenson for low putts.

Every member who did not win one of the 20 prizes was presented a new golf ball as consolation.



"BLIND BOGEY" competition added interest to the annual Tournament Day participated in recently by these Golf-of-the-Month Club members and their guests at Cleveland's Ridgewood Country Club.

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CIRCUS CLOWN DELIGHTS DAVID MAXWELL (R.) MEMBER OF THE FAMILY WORLD PHOTOGRAPHER FOLLOWED TO GET A PICTURE OF CHICAGO PLANT S "FAMILY FAIR."



CHICAGO CHILDREN didn't have to catch brass rings for a free ride on the merry-go-round.

"FAMILY FAIR" GALA EVENT FOR CHICAGOANS

Santa Fe Park is scene of outing for Sherwin-Williams' employees and families.

On a sunny Saturday recently, Chicago plant employees put aside their work-a-day cares to enjoy a day of fun and relaxation at a "Family Fair" held in Santa Fe Park. Families of hundreds of employees joined together to make it one of the most festive occasions of the year.

John S. Maxwell, his wife and four children, John, Jr., Marilyn, David, and Karen were among the many who rose early on "Family Fair" day to pack a picnic lunch and be off on the bus at eight o'clock.

Activity at the park began at nine, and continued until six in the evening. The day was packed with fun for everyone, adults as well as the kiddies.

David and Karen Maxwell, along with the other children were fascinated by the circus clown who made his way through the park, and they squealed as loud as the rest when the organ grinder's monkey performed.

Events for older members of the families, like baseball games and a dancing contest caught the interest of John, Jr. and Marilyn.

Despite the large quantities of ice cream, lemonade and cracker jack consumed during the day, seemingly insatiable appetites made short work of bulging picnic baskets.

After lunch, the fun began anew. There were pony rides, the ferris wheel, a miniature train, the merry-go-round, and bingo. A magician with his full bag of tricks was also on hand for the amusement of all.

By the end of the day, heavy little eyelids dropped in sleep when the happy but tired families boarded buses to end the big day.

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MARILYN MAXWELL, right, experiences the thrill of a swinging carriage on the Ferris Wheel as it is about to ascend, while less-exuberant brother, David, grips the safety bar tightly.



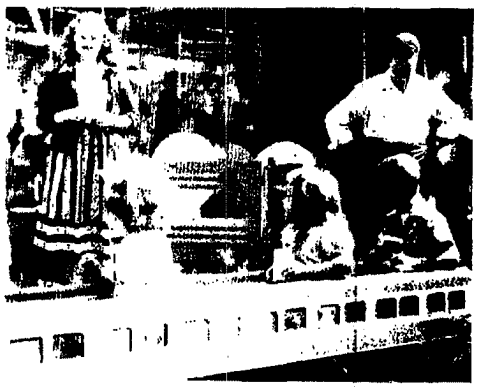
MONKEY SHINES were performed to the tune of a hand organ when David tossed "Mr. Monk" a penny.



"SO COLD" said Karen Maxwell, as she nibbled an ice cream bar during the afternoon's festivities.



JOHN S. MAXWELL, left, and family (l. to r.: Karen, 5, Mrs. Maxwell, Marilyn, 13, David, 7, John Jr., 16, pause for lunch during the busy day.



DAVID AND KAREN, at right, armed with cracker jack, say goodbye to sister Marilyn and settle back for a ride through the park on the Miniature Train.

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TWENTY-FOUR MEN TAKE NEW POSITIONS IN THE COMPANY



D. W. CAMPBELL
Mgr. Detroit Sales Div.
Detroit, Michigan

J. S. BEGG
Mgr. Chicago City Sales Div.
Chicago, Illinois

D. S. SHIMP
Mgr. Southeastern Ind. Zone
Atlanta, Georgia

J. R. STEVENSON
Mgr. Gulf Ind. & Trans. Zone
Dallas, Texas

W. K. KOESTER
Mgr. Atlan. Coast Auto. Zone
Newark, New Jersey

E. W. WINDSOR
Gen. Mgr. Automotive Sales
Cleveland, Ohio

E. T. EVENSON, SR.
Mgr. Southern Auto. Zone
Dallas, Texas

R. R. OWENS
Mgr. Pacific Coast Auto. Zone
Oakland, California

N. A. PAELKE
Mgr. Central Auto. Zone
Cleveland, Ohio

R. W. HENDERSON
Mgr. Midwest Auto. Zone
Chicago, Illinois

E. H. HILL
Mgr. Atlan. Coast Trans. Zone
New York, New York

J. F. SENTERS
Trans. Sales Rep.
New York, New York

W. J. BOLL
Trans. Sales Rep.
Pittsburgh, Pennsylvania

W. H. RIEMANN
Trans. Sales Rep.
Philadelphia, Pennsylvania

J. W. WERNICKE
Trans. Sales Rep.
Chicago, Illinois

ROY SCHROH
Sales Mgr. Graphic Arts
Cleveland, Ohio

W. A. McINTYRE
Dir. Lacquer Lab.
Chicago, Illinois

A. K. PENTTILA
Traffic Manager
Oakland, California

R. W. SPENCE
Industrial Salesman
Indiana

C. A. JOHNSON
Branch Manager
Muskegon, Michigan

T. J. KROETCH
Branch Manager
Oakland, California

D. L. SPAULDING
Branch Manager
Raleigh, North Carolina

G. D. McWITHEY
Branch Manager
Ventura, California

F. G. ELCHLEPP
Branch Manager
Memphis, Tennessee

0007-SWP-000119658

ALBERT W. BAEDER



The entire Sherwin-Williams Company mourns the passing of Albert W. Baeder, aged 61, North Atlantic Regional Director who died October 7 as a result of a heart attack. He was stricken while addressing a regional sales conference at the Biltmore Hotel in New York.

Mr. Baeder's rise from auxiliary bookkeeper to one of the key positions in the company is an inspirational story for every employee. Mr. Baeder was born in Elmhurst, Illinois, April 12, 1887, and moved to Cleveland with his parents in 1894. He joined The Sherwin-Williams Company on January 1, 1907 in the auditing department, and after working at the company's home office for several years was transferred to a post as traveling auditor. In 1916, he was appointed sales manager of the Kansas City Division and in 1926 was transferred to the Chicago Country Division. In June, 1935, he was promoted to manager of the Mississippi Valley District and served there until being named North Atlantic Regional Director in September, 1937.

Besides an enviable record of achievement, Mr. Baeder, in his over 40 years service with the company, gained a reputation for kindliness, thoughtfulness and consideration for his fellow-employees and business associates. He was well-known throughout the paint industry, and is especially remembered in The Sherwin-Williams Company as one of the most effective sales speakers in the organization.

Mr. Baeder married Ida M. Simpson of Cleveland on October 18, 1909. He belonged to the Sales Executive Club and the Newark and New York Advertising Club. Fishing and golf were his favorite recreational pastimes.

Besides his widow, Mr. Baeder leaves two daughters, Mrs. Robert Miller of Chicago, and Mrs. Jewel Ryman of Chatham.



BRAZIL SETS RECORD

On August 5, when the 100,000th can of Kem-Tone came off the production line at The Sherwin-Williams Company of Brazil, the occasion called for a celebration.

Those present were (standing l. to r.) Fernando Flandoli, Paulo Magalhaes Viotti, Bruno Pagliara, Joaquim de Souza, Nicolau Ancona, Hilton Della Rosa, Andre Scatigno, Jose V. de Almeida, Cleber Piccione, Lazaro Guimaraes, Delmiro Ribeiro das Chagas, office boy, (seated l. to r.) Walter Dal Secco, Adriano Thomazoni, Miguel Cristofaro, H. L. Bewick, J. E. Smith, H. O. Dougherty, Orlando Dal Secco, H. H. Joerges. Decio Grassmann is holding the first can of Kem-Tone produced at the plant, and the history-making 100,000th package.

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CELEBRATE 25 YEARS WITH S-W

Its ranks ever-increasing, the Sherwin Williams' Twenty-five Year Club boasts twenty-two new members—people who started with the company during June, July, and August, 1923.

In the twenty-fifth anniversary year of the company's founding, the club was formed for loyal employees who had been with Sherwin-Williams from the beginning.

Each year, as the company has expanded and grown older, more and more new members have been added to the original roster.

At the end of this year, the roster will exceed 900.



GEORGE W. LENHART
Cleveland
July 8



EVELYN McCLENNEN
Cleveland
July 9



CLARENCE CARROLL
Chicago
July 22



B. B. COSDEN
Charlotte
August 1



CHARLES H. WILLIAMS
Chicago
August 1



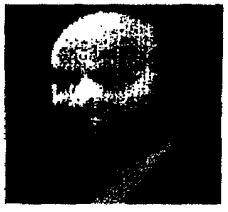
THOMAS A. LUCAS
Cleveland
August 2



ELMER GRUBER
Coffeyville
August 10



O. H. WARD
Brownsville
August 20



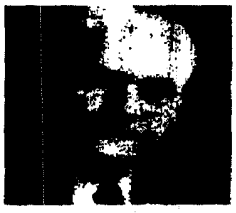
PETER LIRA
Chicago
August 21



RALPH F. SCHNEIDER
Chicago
August 23



GEORGE SPANUR
Cleveland
August 27



E. T. BLACKMORE
Jackson
September 1



JOE WALLER
Chicago
September 3



HAROLD G. WHITCOMB
Cleveland
September 4



FRANK SVATOS
Chicago
September 6



LENA DALLA COSTA
Chicago
September 10



JOHN S. PRESCOTT
Cleveland
September 10



A. M. RAMAGE
Cleveland
September 12



BERNARD E. LaCHANCE
Oakland
September 14



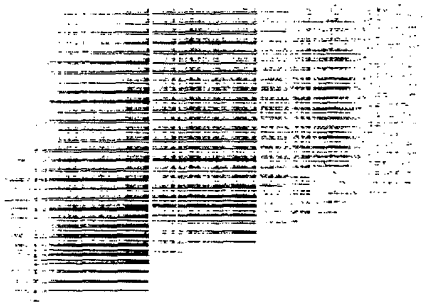
DOROTHY ZABEL
Cleveland
September 18



JOHN DAVIES
Oakland
September 23



HARRY F. WHITE
Yakima
September 25



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PICTURES TO THE EDITOR

$5.00 each goes to prize winners in Contest.



ST. PATRICK'S CATHEDRAL, on Fifth Avenue in New York was taken by John Hoffmeyer, Dallas, from atop the R.C.A. Building.



"SEA JEWELS" is the title of this unusual still photograph which won a five dollar prize for Robert O. Fossett, General Trade Sales Department, Cleveland.



R. A. BRADLEY, stockkeeping, Cleveland, took this picture of an Otomie Indian woman in Mexico.

KEEP 'EM COMING!

The December issue of the WORLD will present the second group of winners in the Photo Contest. Look through your collection of photos and snapshots for unusual pictures, and enter the competition. Vacation pictures make good entries. Five dollars is the reward for having one of your photos appear on the Pictures to the Editor Page.

Follow these easy rules:

An employee or member of his family must either take the picture or appear in the picture. Each photo must be accompanied by brief identification, and name, address and job of sender. Send as many as you like to

EDITOR, THE WORLD
1305 Terminal Tower
Cleveland 13, Ohio

ANSWERS TO PRODUCT USE QUIZ

Walnut Flo-Lac	7
SWP Trim Colors	2
Kem-Tone	6 or 13
Kem-Namel Snow White Eggshell	15
Mar-Not Varnish	16
Lin-X Creme Polish	18
SWP Housepaint	19
Semi-Lustre	9
Tinners Red	5
Lin-X Clear Gloss	10
Flaxoap	11
Flat-Tone	13 or 6
Kem-Namel Snow White Gloss	14
Bras-Brite	17
Enameloid	8
Brick and Stucco Paint	1
Lin-X Floor Wax	12
Shingle Stain	3
Screen Enamel	4

SHERWIN WILLIAMS
WORLD

The Sherwin-Williams WORLD is published for Sherwin-Williams employees. Address all correspondence to The Sherwin-Williams WORLD, Midland Building, 101 W. Prospect Street, Cleveland 1, Ohio.

THE COVER: Besides submitting a prize-winning picture for the WORLD Photo Contest, Mr. R. O. Fossett of General Trade Sales, Cleveland, also sent our cover photo.

0007-SWP-000119661