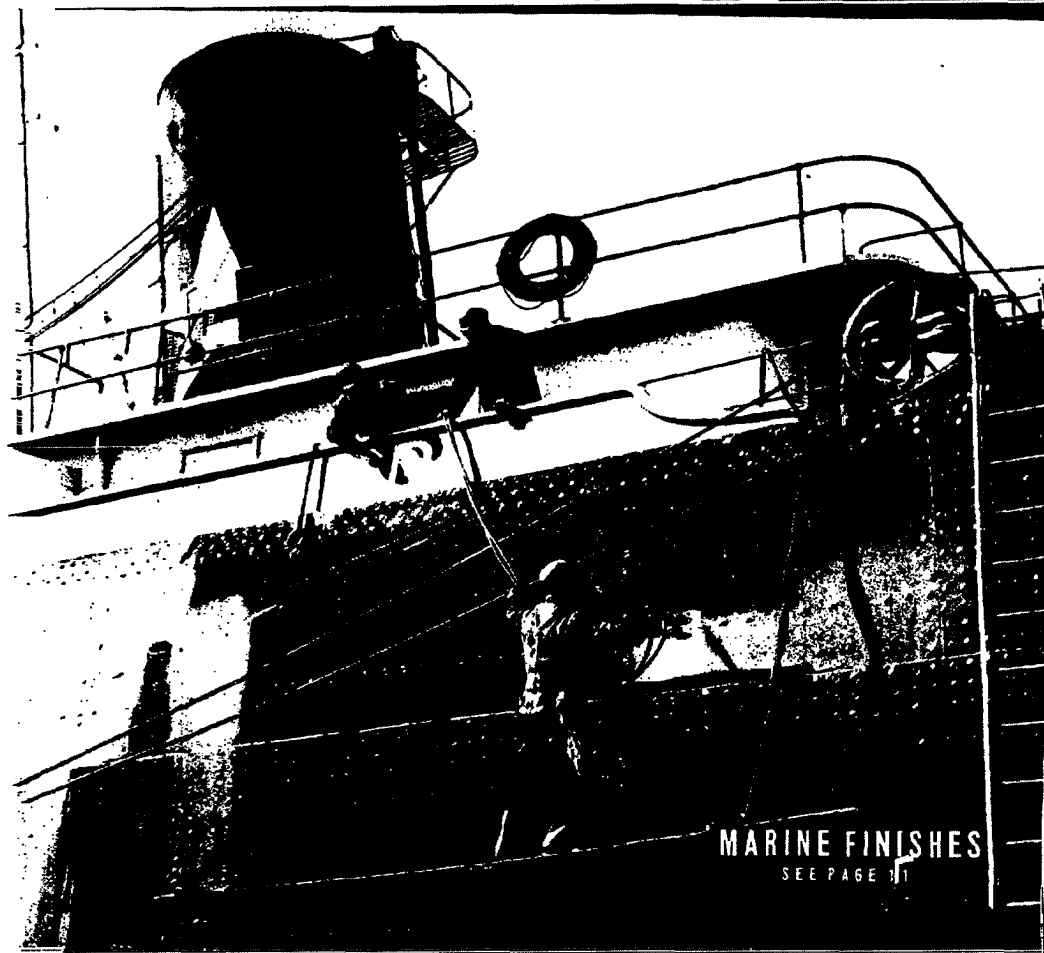


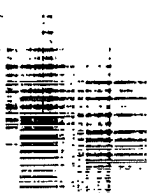
WORLD



MARINE FINISHES
SEE PAGE 11

MARCH-APRIL, 1948

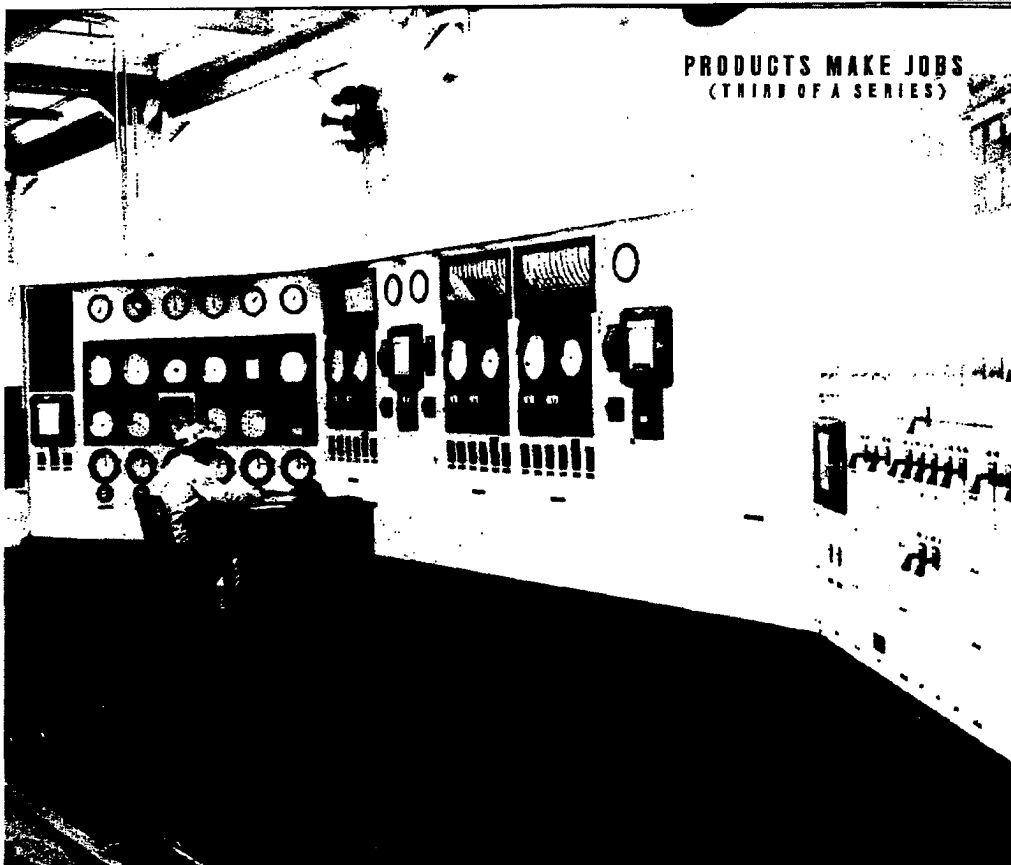
VOL. 6 - NO. 4 - PUBLISHED FOR SHERWIN-WILLIAMS EMPLOYEES





ED. COLEMAN, CHICAGO, STANDS ON A NARROW CATWALK HIGH ABOVE THE GROUND TO CHECK A VALVE AT THE PHTHALIC ANHYDRIDE PLANT.

PRODUCTS MAKE JOBS (THIRD OF A SERIES)



THIS COMPLICATED VITAL BOILER CONTROL PANEL IS UNDER THE SURVEILLANCE OF CHICAGO'S POWER PLANT FIREMAN, BOB RYTKER.



ELEVATOR OPERATOR, J. Segos, is a busy man at the Sherwin-Williams Cleveland Plant.

MAINTENANCE MEN

Seldom In the Limelight, They Keep Plants in Running Order

With the motto, "An ounce of prevention is worth a pound of cure," some 400 members of Sherwin-Williams' plant maintenance crews are busy 24 hours a day at the task of keeping the company's factories conditioned for production.

This group of employees includes the millwrights who set up plant machinery, electricians, pipe-fitters, carpenters, painters, boiler crews and other types of skilled and unskilled help whose important assignments are found in virtually every S-W factory.

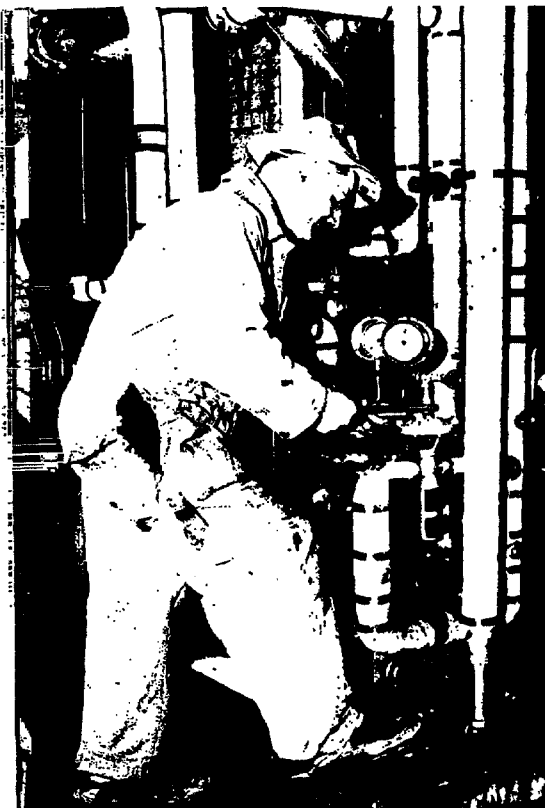
Production equipment must constantly be checked and, if need be, repaired. Buildings must be inspected regularly for signs of deterioration and, where necessary, fixed up.

When plant lay-out is revamped, these same employees have the responsibility for seeing that the new arrangement is accomplished with a minimum of interruption to production schedules.

And in their roles as plant "trouble-shooters" they are trained to act quickly in meeting mechanical emergencies that might otherwise upset the normal flow of output.

Though usually far in the background of the S-W operations, the plant maintenance force is none-the-less an integral part of the big Sherwin-Williams organization that makes quality S-W products possible.

(Continued on Next Page)



ADJUSTING VALVES for steam reduction to control fuel-oil pump to boiler is part of Pipefitter F. Kolb's work at Bound Brook.



SLIPPING LUMBER with a power saw is a familiar duty for Charlie Brunkhuet in carrying out his job as plant carpenter at Oakland.



EQUIPMENT REPAIRMEN E. Winters and E. Brown, Newark Plant, are putting finishing touches on a recently-overhauled air compressor.



NEW INSTALLATION for handling liquids for thin-down operations at the Dallas Varnish Plant is made by C. Morrison and F. Glenn.



PLANT PAINTER, W. Wagner applies protective finish to about 400 feet of new shelter for the belt conveyor at the Bound Brook Plant.



"MAGICIANS" BOB ROSSER (L.) AND JAMES S. BEGG PULLED 26 INGREDIENTS "OUT OF THE CAN" TO SHOW THE CONTENTS OF KEM-TONE.

B.U.G.'S GET "BLAST"

Clevelanders Hear Cheerful
Earful About Home Products

"We're gonna' blast the B.U.G.'s" announced Messrs. C. F. Toll, James S. Begg and Russell A. Burton of the Institutional Products Division when they were billed at the Brighton Up Girls' Club meeting in Cleveland, March 9.

And "blast" the girls they did—with a full two-hour program that provided an interesting "capsule education" covering the basic facts about Kem-Tone, Pestroy DDT, Weed-No-More, The Bug Blaster, Lin-X Wax and Polishers and that newest of the special products, Lin-X "30" spot remover.

Leading off, Special Products Sales Manager Begg presented the whole array of Lin-X items, and Pestroy products, winding up with a bit of Kem-

Tone "magic" as he pulled some 28 different ingredients "out of the can" to show his audience that this modern resin-emulsion wall finish is more than just pigment and water.

Burton, sales manager in charge of The Bug Blaster and Lin-X "30," demonstrated to the girls that the "Big Bertha" of garden insect dust guns is really "the" tool for the man-sized job of garden insect control.

As for Lin-X "30," he left little doubt about its varied uses after cleaning his necktie, gloves and suit and making an evaporation test.

Advertising Director Toll introduced the sensational new Weed-No-More film, "Agriculture's New Conquest," which acquainted the club with S.W.'s most recent achievements in research and development of 2,4-D for farm use.

The program was designed to familiarize the group with new products of Sherwin-Williams and the part that all employees have in making them available for better living.

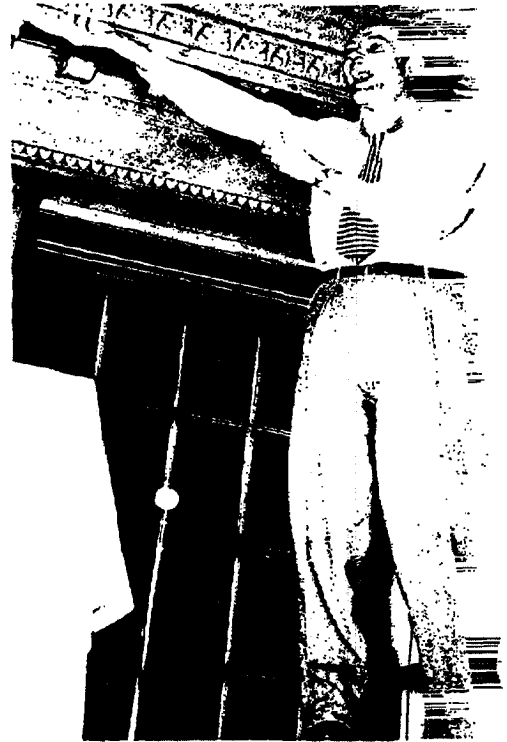


CLUB TREASURER Evelyn Buchman reports. Margaret Willison, president, at left.

(Continued on Next Page)



ADVERTISING DIRECTOR C. F. Toll described how less than a pint of Weed-No-More per acre saves food crops from most common weeds.



STRIPPED FOR ACTION. "Ross" Burton used all the showmanship of a circus barker in telling about the virtues of The Bag Blaster and Lin-X "30."



FEMININE LOVELINESS WAS IN ABUNDANCE AS MORE THAN 500 E.U.O.'S FILLED THE HUGE MID-DAY CLUB DINING ROOM TO OVER-FLOWING.

OBJECTIVE: MORE FOOD

Editor's Note: Excerpts from "Agricultural Chemical Industry's Part in the World Food Problem," by Dr. Nathan E. Van Stone, Vice President, The Sherwin-Williams Company. An Address before the Agricultural Insecticide and Fungicide Association, Washington, D. C. Feb. 19, 1948.

"We recognize that no subject is as important, both for the present and the near future in our national affairs, as this subject of the food supply of the world, and our ability to share our fortunate position as producers of this food with the more unfortunate people of the world who are in such dire need of rehabilitation after the tragic events of the last few years.

"Over the years the Insecticide Industry has kept faith with the farmers, anticipating each year the possible pest outbreaks in cotton, fruit, vegetables and other crops. However, in this modern day no industry can be adjudged as fulfilling its duty merely by servicing the public at a profit. It is demanded of modern business that it extend its efforts in research and development of new and better products. We point to . . . developments in the insecticide, fungicide and more recently the herbicide field.

WEED LOSS IS STAGGERING

"As a result of this research and development we are now able to talk about additional aid to the farmer by control of a pest which has been almost neglected and almost accepted as the inevitable in the raising of our food and feed supplies. I refer especially to the weed problem.

"The Department of Agriculture tells us that there is more than a two billion dollar loss to the nation annually from insects, plant diseases and rats. It is estimated further that there is more than twice this loss suffered annually in this nation on account of weeds. This industry's products, properly applied in the field, could save a large part of this staggering sum at a relatively low cost.

"A few weeks ago we asked various individuals connected with the experimental work on weed control in the Land Grant Colleges across the nation to give us their opinion as to what increases in food could be obtained by the proper use of this new chemical weedicide known as 2,4-D. The returns were so outstanding that I deem it important to mention a few of them today.

"From Wisconsin, a highly-respected authority returned this statement: 'I would guess, with some speculation, that the increase in grain production, which is mainly oats in Wisconsin, would be 1,340,000 bushels — on corn, the increase would be 1,013,000 bushels — hay 13,000 tons — and an increased production, by proper treatment of the pastures with 2,4-D to eradicate the weeds, might result in an increased milk production of as much as 71,000,000 pounds.'

CANADIAN USE EXTENSIVE

"In Canada, in the great area from Winnipeg stretching West, 500,000 acres were treated last year and carefully watched by Dominion authorities. The estimated 1,500,000 additional bushels of wheat were made available through the use of 2,4-D. In 1948 they indicate that 7,000,000 acres will be treated in Western Canada from which they expect an additional 21,000,000 bushels of wheat through weed control. They are even looking ahead a few years to the treatment of 25 million acres for increases of from 50 to 100 million bushels of additional food stuffs.

(Dr. Van Stone reported further predictions of greatly increased crop yields from authorities in Iowa, Oklahoma, Oregon, Indiana, Illinois, Colorado and New Jersey.)

"If the farmer would use the modern methods for controlling weeds and would protect his growing crop with the necessary amounts of insecticides and if all handlers of food — yes, even down to the home pantry — would protect this food against the ravages of the pests mentioned before, we can accomplish the desired result."



TOM SHIMROCK and four members of his Junior Aviators' Club study several types of model planes in various stages of completion.

HELPS BOYS BUILD PLANES

Any Tuesday evening about seven o'clock, Tom Shimrock of Sherwin-Williams Solvent Extraction Plant in Cleveland can be found surrounded by wide-eyed youngsters at Goodrich House, a Red Feather Agency, where he supervises model airplane construction. Tom merits the admiration because he is a master at this art which is so close to the hearts of so many young boys.

In his youth, Shimrock, himself, built model planes at Goodrich House, and now he is fulfilling a desire to help other boys as he was helped.

As advisor of the Junior Aviators' Club, Tom spends several hours on Saturdays, too, assisting the boys in conducting trial runs with the planes he helps them build during the week.

JUNIOR AVIATORS of the model airplane club, under Tom Shimrock, demonstrate the launching of a rubber-band propelled aircraft.





R. A. MC CAA WELCOMES TRAINEES (L. TO R.) G. BARKER, L. DUBSIN, R. ARWINE, D. RUCY TO S-W'S REGIONAL OFFICES IN CHICAGO.



WAREHOUSE TOUR gives the new salesmen a picture of merchandise handling, explained by C. C. Callier, Stockkeeper, (left).



BRUSH-OUT DEMONSTRATION is conducted by Elmer Berg, Chicago Factory. Trainees "test" each Trade Sales Product.

GROOMING SALESMEN

Chicago Course Gives Trainees Background for Products

Quality products are not the only reasons for Sherwin-Williams' leadership in the paint industry. A solid sales force brings the best out of every S-W item and puts it squarely before the buyer.

So the salesman may do this effectively, a paint sales training school has been organized at Chicago to acquaint future salesmen with all the "whys," "wherefores," and "hows" of paint production.

Ex-stockkeepers, floor salesmen, credit-managers, etc. are sent to Chi-

cago in small groups to participate in the training program. All ideas that the training at hand is to be anything but a thorough orientation in the rudiments of paint are quickly dispelled when the trainees don white overalls and caps and begin getting practical experience.

A tour of inspection in departments such as the paint department, C. P. Dry Color, Varnish, Lacquer, Tin Can Plant, and Specialty products department shows the novice the processes necessary to make the products he will sell.

At the conclusion of this well-rounded course, the new salesmen are familiar with the company's standard methods and they are able to return to their respective territories and better serve the S-W markets there.



DON KONE, JR. (r.) Dir. of Emulsion Research at Chicago, discusses special products.

A LESSON in the details of writing orders and making reports is given to the respective salesmen by R. A. McCas, (left).



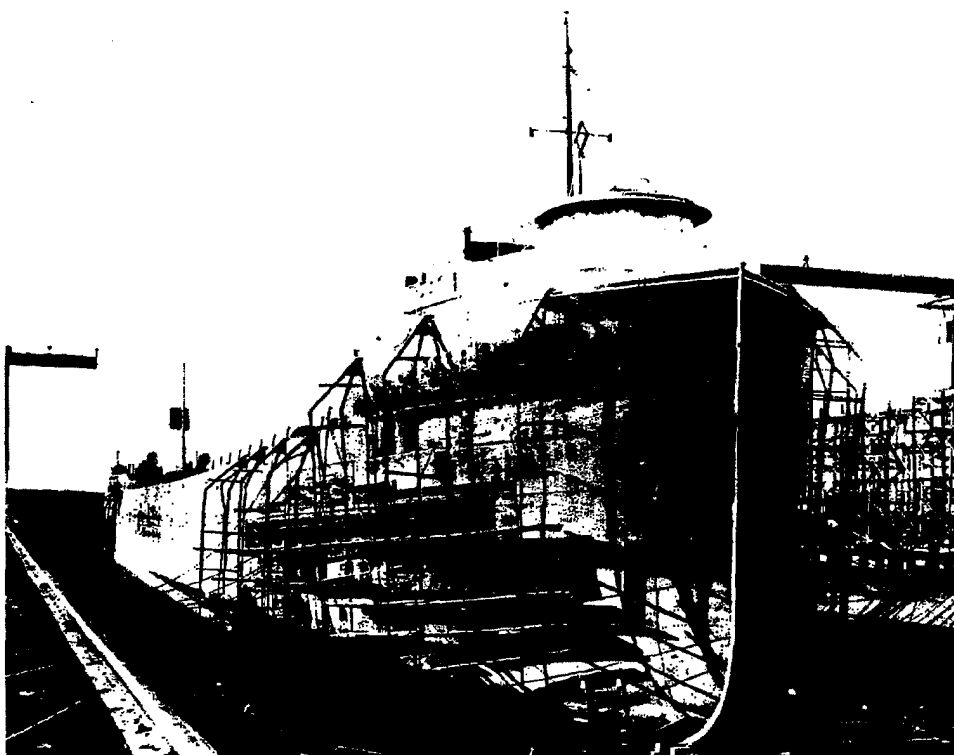
MOTION PICTURES are an important part of Sherwin-Williams' merchandising program. Harold Rich, Western Region, is the instructor.





PICTURE OF THE MONTH

G. B. Blackwell, manager of the Danville, Illinois Branch, sent along this picture of pretty colleen, Mary Jane O'Rourke, who set out to do honor to St. Patrick by painting the town green — Killarney Green, at that! On second thought, she decided to join her classmates of all nationalities at Schlarmann school who marked the festive day by "wearin' of the green."



WORKMEN APPLY A NEW PROTECTIVE COAT OF PAINT TO THE HULL OF THE FREIGHTER, D. J. KERR, WHILE IT RESTS IN DRY DOCK.



MARINE PAINT, produced at Cleveland's Canal Road Plant is being poured into cans by Dewey Cramer, Foreman of the factory's filling dept.

SHIP-SHAPE CARGO SHIPS

S-W Marine Finishes Give Beauty and Protection to Big Lake Boats

With the first sign of Spring, giant freighters that ply the Great Lakes awaken suddenly from their "hibernation" and become bee-hives of activity in ports and shipyards from Duluth to Buffalo.

In lake merchant marine circles this rush period of preparation is familiarly known as "fitting-out time." Crews come aboard ship after spending a few months ashore. Engineers fire the boilers and get up steam. Equipment and machinery is put in working order and crewmen scrub away the accumulation of winter dirt and give the ships a "new look" with bright, fresh protective paints.

The early pre-season painting usually is confined to hull painting. Re-finishing work on and above the deck is nearly always delayed until the boats are in service since this provides a job for the crew while the ship is enroute between ports.

(Continued on Next Page)



SALES REPRESENTATIVE James Bates (center) discusses problems with J. Kiesel (right) of American Shipbuilding Co. at Lorain, O.



CREW MEMBERS of the M. A. Hanna Company's Flagship, the Fred C. Hartwell, wash down the cabin exterior prior to painting.

There are few freighters engaging in the Great Lakes traffic that do not somewhere in their massive forms use S-W marine finishes. For over the years these products developed by Sherwin-Williams research chemists and made by the men and women of S-W have earned a reputation for quality and durability.

S-W marine sales representatives work closely with the fleet operators to see that their precise requirements are met. In many instances the paints furnished have been "tailored" to fit the particular color standards adopted by the steamship lines.

Since a majority of the big boats carry iron ore, maroon paint has long

been a favorite because its color is not easily marred by the ore dust. Ships which are used for transporting limestone frequently are painted gray since this color is most practical for service use.

Above the deck, the superstructures are nearly always coated with a glossy white paint which is easy to scrub down, gives an appearance of cleanliness and contrasts attractively with the darker color of the hull.

Service is one of the big advantages which S-W has always stressed with its Great Lake marine trade. During the regular lake navigation season, needed supplies are usually purchased while the boats are in port. Ordinarily, only

a few hours elapse between arrival and departure. Sometimes a vessel will not re-visit the same port more often than once a month. This means that service must be furnished on a 24-hour basis at nearly any point on the lakes.

Most of the American vessels on the lakes are operated by large steel producing companies, by firms which own coal, ore, and limestone mines, or by independent ship owners.

This year the lake shipping volume is expected to be one of the biggest in history. Sherwin-Williams employees can be proud that they have a share in the important contribution which this phase of the nation's transportation system makes to the country's economy.

ON-DECK VIEW of the John B. Cowie as it is undergoing a complete overhauling at the American Shipbuilding Yards at Lorain, Ohio.



SPRAY PAINTING with S-W Red Lead Primer aboard the John B. Cowie prepares the freighter for the busy shipping season ahead.



The Story of SHERWIN-WILLIAMS

BY W. R. SIEPLEIN

To better serve the business in the East and the Export Department, a plant was established at Newark in 1901. It was the last word in paint engineering and equipment. The Eastern Division as it was then called, extended all the way from Bar Harbor, Maine to Brownsville, Texas.

CHAPTER ELEVEN ...THE NEWARK PLANT...



1947

The Newark Plant now covers 7 acres, embraces 47 buildings, employs over 600 people in factory and office. During the past year, production was nearly 6,000,000 gallons of a wide variety of paints and varnishes.



1900

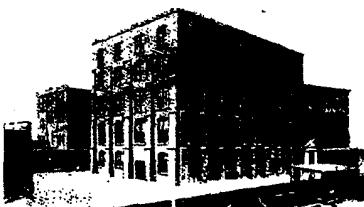
It being impossible to serve the Eastern Division advantageously from Cleveland and Chicago plants, this new plant was established to manufacture locally the heavier items of Trade Sales products and to better serve the growing industrial and transportation business. Eastern Division office and warehouse moved from New York to Newark.



1901

Plant began operations July 1. With appropriate ceremonies the plant was started by General Manager, W. H. Cottingham, pressing an electric button in the presence of Mr. Albright, Director, H. D. Whittlesey, Eastern Division Manager and W. J. Lawson, Factory Supt and many others.

As the mills started the plant was christened in true marine style when Mr. Whittlesey's secretary dashed a bottle of champagne against Mill No. 4.



1906

New office, warehouse and varnish buildings were erected to provide additional space. The business was growing so rapidly it could not be handled by existing facilities.



1925

The plant having grown to considerable size, an illuminated Covers-the-Earth design was erected where it could be seen by the many thousands of people passing daily on Pennsylvania Railroad and other trains across the Passaic River.



1935

Additional warehouse space was provided in 5 stories reinforced concrete building, 60 x 175 feet. This building was designed for floor load of 250 lbs. per square foot. Filled with the most modern storage and conveying equipment, good facilities for packing and shipping were provided.



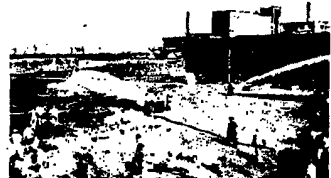
1937

To formulate and to control the development of many special products made in Newark Plant, the laboratory has been growing until now 48 chemists and assistants are constantly employed in research and control.



1942

The Newark Plant was the first one of S.W. plants to displace all of the old type paint grinding equipment with new ball and roller mills of the latest design. These mills were much more effective in quality and volume of paint produced. The plant now has 22 mills of this new type.



The plant maintains a very efficient fire-fighting squad. Crews are kept alert by constant training and frequent practice drills.



District and Division offices moved to a downtown building including a branch store at Central Ave. & Halsey St., Newark.



C. K. EGELER
Asst. Manager
New York, P.C.&C.



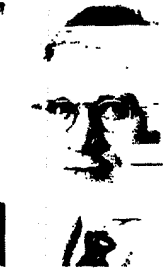
H. C. BINIG, Asst. Mgr.
Ind. & Trans. Sales
Oakland, Calif.



DR. J. C. WEAVER
Natl. Asst. P.F.&L.
Cleveland, Ohio



DR. C. A. COFFEY
Asst. Dir. Res. Research
Chicago, Illinois



J. S. BEGG
Gen. Sales Mgr. Spec. P.
Cleveland, Ohio



L. C. KNIGHT
Research Chemist
Oakland, Calif.

NEW ASSIGNMENTS

Highlighting the long list of new assignments in the company in the past few months, E. T. Housekeeper was named Vice-President of The Sherwin-Williams Company of California. Thirty-four other deserving employees have also been assigned to new positions. The changes involved personnel at Oakland, Chicago, Cleveland, and New York P. C. and C. plants and offices. Twenty-one branches have new managers most of whom had previously served the company in retail selling or as city salesmen.



G. J. GRAY
Supt. P.F.&L. Mfg.
Oakland, Calif.



R. C. LANDIS
Lab. Director
Oakland, Calif.



R. B. COURCHENE
Personnel Dir.
Chicago, Illinois



L. A. MASON
Export Dir. P.C.&C.
New York, New York



C. R. DIVINS
District Manager
New Orleans, La.



G. A. GRAY
Gen'l Foreman, Paint Fac.
Oakland, Calif.



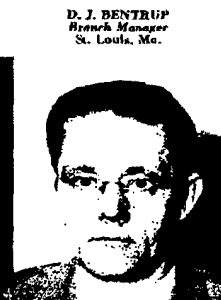
F. C. GAUGUSH
Director of Safety
Chicago, Illinois



W. R. PETRUS
Branch Manager
Watertown, S. D.



G. D. BALSLEY
Branch Manager
Atlantic City, N. J.



D. J. BENTRUP
Branch Manager
St. Louis, Mo.



R. C. BERMAN
Branch Manager
Oshkosh, Wis.



J. H. HAYBURST
Branch Manager
Winona, Minn.



T. D. HEBBARD
Branch Manager
Hudson City, N. Y.



J. C. MCCREERY
Branch Manager
Oil City, Pa.



M. J. EDSALL, JR.
Branch Manager
Dunkirk, N. Y.



R. A. McDONALD
Branch Manager
Corpus Christi, Tex.



O. H. WARD
Branch Manager
Galveston, Tex.



B. VOELKEL, JR.
Branch Manager
Belleville, Ill.



R. T. HILL
Branch Manager
Decatur, Ga.



E. T. Housckeeper, above, was recently elevated to vice-presidency of The Sherwin-Williams Company of California. With the company since 1920, Mr. Housckeeper was formerly General Manager of Pacific Coast operations. He will continue to hold this position in addition to his new responsibilities.



W. M. FEATHERS, JR.
Branch Manager
Johnson City, Tenn.



C. D. THOMAS
Branch Manager
Uniontown, Pa.



E. W. SCHULTZ
Branch Manager
Cheyenne, Wyo.



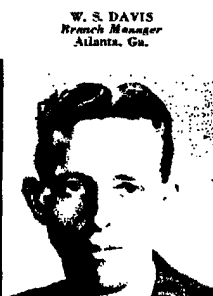
T. L. LYTLE
Branch Manager
Tyler, Texas



E. R. THOMAS
Branch Manager
Trenton, N. J.



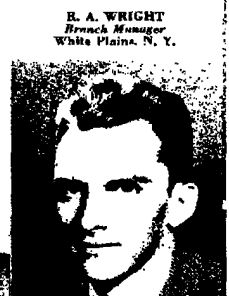
M. R. AKER
Branch Manager
St. Louis, Mo.



W. S. DAVIS
Branch Manager
Atlanta, Ga.



G. H. BARRETT
Branch Manager
Rome, Ga.



E. A. WRIGHT
Branch Manager
White Plains, N. Y.

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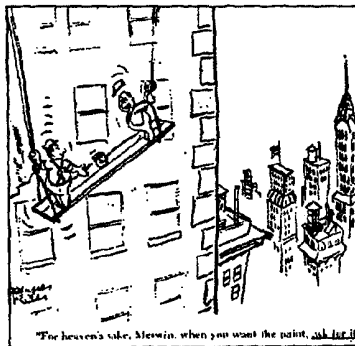


CARMEN ROSALES, manager of Mexico City's No. 2 Branch has the distinction of being Sherwin-Williams' only lady manager down Mexico way. She is assisted by an efficient all-girl staff.

PICTURES TO THE EDITOR



\$8,000,000% CAM of Kem-Tone held by Dr. N. E. Van Stone (center), Vice-Pres. and Exec. Dir. of Institutional Prod. Div.; M. J. Fortier, (left) Vice-Pres. and Gen. Manager, and President A. W. Staudel.



"The heaven's sake, Messin, when you want the paint, ask for it!"



CO-WINNERS in Flow Magazine's contest were C. Day, (l.), and J. Hudson, Chicago.



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. (Printed in U.S.A.)

The Cover: To get the cover photo the **WORLD** reporter and photographer visited Cleveland's C. and P. ore dock, which was alive with pre-season activity. The picture is a close-up view of a section of the hull of the Emory L. Ford, an M. A. Hanna Company freighter, getting a bright maroon coat of Sherwin-Williams marine paint to be ready for the opening of the Great Lakes shipping season.



A DINNER PARTY HELD RECENTLY AT THE MID-BAY CLUB IN CLEVELAND HONORED NEW MEMBERS OF SHERWIN-WILLIAMS' 25-YEAR CLUB.