

C. D. HOLLEY : PAINT PIONEER

EARLIER this year, one of the really great men of Sherwin-Williams left his desk for the last time. The fact that this desk stood in the center of the Chicago laboratories, equally accessible to the Chairman of the Board and the youngest research cub, is one of the reasons for the man's greatness.

For Clifford Dyer Holley wanted to be available to all without the restrictions of a private office. For one thing, it kept his mind open, and that open mind prevented him from becoming bound to any set theory—the first requisite of a successful research man. And no one will dispute that Dr. Holley was a highly successful researcher.

Many of Dr. Holley's innovations will live long after him, but the two most famous are the test fence and the weatherometer, both now accepted by the paint industry as standard test equipment. But in the days before Clifford Holley was a national figure, paint was made by hit-or-miss methods and chemists played a smaller part than the rule-of-thumb production man.

Because Dr. Holley was a leading exponent of continuous testing, his pioneering of the test fence and the Weatherometer was quite logical. The first, a simple device for exposing painted samples to direct sun rays and weather was used by him in conjunction with the Weatherometer—an accelerated testing device which combines ultra-violet light and salt spray and duplicates a year's exposure in a day or two. The Holley technique, now universally adopted, was to try formulas first in the Weatherometer to cull out poorer formulations, and then check his findings on the more leisurely but almost fool-proof test fence.

Despite Dr. Holley's broad interest in the paint field, some of his best work was done in developing modern exterior house paints. Because he made himself an authority on lead and zinc pigments and pioneered many new pigments and vehi-



cles and methods of controlling their uniformity, he, if any, can be called the leading spirit in modern house paint formulation.

Author of two books on paints and varnishes and scores of technical articles on similar subjects, Dr. Holley was such an excellent teacher of men that the industry is liberally sprinkled with scientists who will continue to carry the Holley torch. Asked one time why he was so quiet and retiring, he replied that as a lad in the Maine backwoods he was left alone so much that he grew up to rely upon himself. He asked the world for nothing yet gave his cooperation freely.

His earlier laboratory training was received at Acme White Lead and Color Works in Detroit and prior to that he was with the Lead Products Company and the Gould Storage Battery Company. For a time he was professor of Industrial Chemistry at North Dakota Agricultural College and for many years was professor of Chemical Engineering at the University of Michigan. He was Sherwin-Williams Research Director from 1935 to 1942.



Chemist examines test-fence such as developed by Dr. Holley. It exposes samples to 45° rays, is usually placed on roof.



Dr. W. O. Michaels studies panels after exposure in Holley-designed Weatherometer. Uses ultra-violet rays, salt spray.



THIS MONTH'S COVER—Flag raising at the Newark plant is not just a Fourth of July observance. It has been a morning and evening ritual for many months and is supervised with careful observance of flag-etiquette by George E. Smith, who thus wins the honor of being the first S-W man on this new publication's cover. George Smith is, among other accomplishments, captain of the Newark Plant Fire Brigade and a World War veteran.

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