



The Chameleon



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Those New Year Resolutions

ANOTHER New Year has rolled around, bringing with it — what? Another crop of new aspirations never to be attained, of good resolutions soon to be broken and thrown onto the moral scrap heap we all maintain?

Where are the good resolutions of last New Year, the vows we so confidently made to ourselves? Looking back, we see most of those brave resolutions lying broken along the road we traveled from last year to this.

And we know that year after year it has been the same old story—the same old determination on January the first—to live our lives better than before and the same old weakening, the same inability to achieve our resolutions against inertia and the force of untoward circumstances.

Some of us ask: "What's the use?" We are discouraged. We say the only resolution we made this year was never again to make a New Year resolution.

Wrong! All wrong!! The only New Year resolutions worth recording are the very ones we can't keep. It's the unattainable aspirations that lead to greatest achievement. To accomplish something that you knew before was within your power brings only an easy complacency at best. The history of America begins with the story of apparent failure. Christopher Columbus set out to find a new route to India. He failed. But he discovered a new continent.

Try the impossible! You'll fail, of course. But you'll accomplish more than if you had tried the mere possible. Often, too, you'll find the impossible wasn't impossible. A handful of American marines attempted the impossible when they set out to check the advance of the victorious German host until the retreating French Army could be reorganized. So far as they knew, or the world knew, their resolve was impossible of attainment. But they tried. And they not only accomplished the impossible, but exceeded it. They not only checked the German advance, but started an advance of their own that ended in the complete overthrow of the malignant power that for four years had threatened civilization with destruction.

Anyhow, the good of resolutions doesn't lie in the mere *keeping* of them—it's the *trying* that's good. Better to fail with a big resolution than to succeed with a little one, so far as character and accomplishment are concerned.

And so, let us this year set ourselves impossible tasks. Let us resolve to sell an impossible amount of goods. Let us go after the impossible prospects. In whatever department we may be employed, let us strive for perfection. Doubtless we won't attain it, but we will surprise ourselves at how close we came to it. Let us set ourselves the highest standards of Quality and Service in order that the Sherwin-Williams Family may do bigger and better things this year than ever before.

Addition to Zinc Oxide Plant

In line with our plans "to increase our facilities to enable us to take full advantage of the present favorable opportunities for large expansion," extensive additions are now under way at our Zinc Oxide Plant at Coffeyville, Kansas.

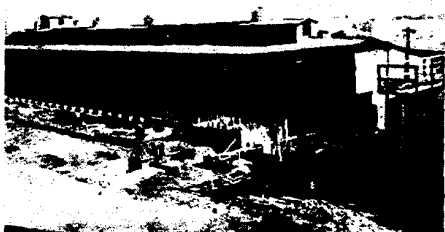


New Ore Crushing Building Awaiting Installation of Machinery

A new ore crusher building is now ready and waiting for the installation of gyratory ore crushing machinery. The ore as it comes from the mines is unloaded direct from the car into a large breaker. After the preliminary crushing in the breaker it passes through rolls which crush it still finer, then is screened through two screens and finally comes out in small particles, none being larger than five-sixteenths of an inch.

The foundation is completed for a new Cappeau Kiln. All sulphide ores are roasted in a kiln of this kind before burning, as all sulphide ores contain from 15 to 30 per cent sulphur, which would discolor the pigment produced unless subjected to this process.

Another change is the tearing out of old and erection of a new block "B" pipe line. This pipe line leads from the furnace and after making a large semi-circle, enters the bag room. The pigment fumes after leaving the furnace are drawn through this pipe line by a large electric fan. It is necessary for the pigment fumes to take this semi-circular course in order to cool off before entering the muslin bags in the bag-room. The fumes are then forced into the bags by another electric fan. The pressure forces the gases through the bags, while the solid particles (leaded zinc oxide) drop down into hoppers from which they are taken out every day.



Texas

By R. N. Ballow

The fact that Texas was an independent Republic from 1836 until 1845 accounts for its name—the Lone Star State, and until very recent years Texas maintained an individuality and an independence among the United States that was entirely different from any other state in the union.

Texas is by far the largest state in the union, having an area of 265,780 miles, the length from East to West being 825 miles and the breadth North and South 740 miles. Its area is larger than the combined area of the Atlantic Coast states from Maine to Virginia inclusive and nearly one-third greater than that of the entire German Empire.

The population is just a little over four million, consequently there is a vast area yet to be settled and developed.

The state is divided into two great sections, the eastern half being an agricultural, lumber and mining country, the western half consisting of prairie lands, being a cattle-raising country and at the present time an oil-producing country.

Being primarily an agricultural country and a cattle-raising country, business conditions naturally depend largely on the weather and the Texas pioneers will tell you that "no one ever predicts the weather in Texas unless he be a stranger or a fool." There are many places in Texas where there is no rainfall for as long as three years at a time. This is the cause of the bit of philosophy which tells us that Texas can promise more and do less and promise less and do more than any state in the Union.

Within the past generation the attitude of Texas business men has changed entirely. Where they formerly discouraged development with outside capital and manufacturers and passed laws which enabled them to do this, the general attitude is now one of welcome to every individual or corporation who wishes to do business in the State. This change in attitude accounts for the wonderful development of such cities as San Antonio, Houston, Galveston, El Paso, Waco, Ft. Worth, Amarillo, Dallas and Wichita Falls.

Dallas is conceded to be the metropolis of the State and has a motto—"The City Where Men are Looking Forward." An article in a recent issue of *Collier's Weekly* contained this statement: "Dallas from its three-quarter million dollar concrete viaduct presents the most imposing skyline of any city save New York."

Readers of *The Chameleon* learned from a recent issue that The Sherwin-Williams Company "discovered Texas"

"Dean of the District," E. S. Donnelly. Since the original discovery, our Texas organization has grown until today we have more than 120 loyal, happy, contented, hard-working members, with 20 territories, 6 retail stores—Dallas, Ft. Worth, Houston, San Antonio, Waco and Wichita Falls, and two wholesale warehouses—Dallas and Houston. The Dallas warehouse is conceded to be the most attractive and conveniently arranged warehouse in the entire S-W organization.

The Texas people are fine people to know and live with and do business with. There is none of the selfishness, exclusiveness and coldness often found in some of the older sections of our country.

If you want to be in a place where you can live and let live, come to Texas.

Sales Manager of St. Louis Division

Mr. J. D. Jones has been appointed Trade Sales Manager of the St. Louis Division. All who are acquainted with Mr. Jones' record during the fourteen years he has been associated with the



company, agree that his appointment is merited. He has had valuable experience in the Trade Sales Department as chief clerk. His road experience has been extensive and thorough. His past fifteen

months' work as Manager of our Credit Department of the Mississippi Valley District has been able and satisfactory in every way.

He has been a consistent and conscientious worker day in and day out in every position he has held; dependability and loyalty have been the distinguishing features of his service.

S-W Man Guards Property

During the critical times of the coal strike the first platoon to Company D, Seventh Regiment, was stationed at Minden, Missouri, to guard the Sherwin and Liberal mines.

Mr. Kenneth Thomas, of the Kansas City Promoting Department, is a member of this regiment and did splendid work in helping to protect property