



THE CHAMELEON

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EDITED BY N. M. COLLART

HUNT HUGE SUCCESS

334 New Agencies Landed.

Record Number of Painter and Dealer Outlets opened by "Pop" Gisriel's Loyal Hounds.

(Story of Hunt and Picture of Winning Kennel on page 27).

The Hunt is over but the melody lingers on! One of the greatest trade sales drives in the history of the Company ended officially on June the First with all official sales records broken in all brackets; new agents, painter and dealer outlets. But the melody lingers on. Pop Gisriel's loyal hounds continue to hunt for new and old business just as vigorously and with as much feverish activity that prevailed through the duration of the great Treasure Hunt.

Hounds Amass Over 100,000 Credits

When the hunt was in its preliminary stages and when the Master of the Kennels and the "High Priests" worked out the details, as much as they believed in the loyal Hounds, they did not think that over 25 or 30,000 certificates of credit need be prepared (however, 50,000 were printed). But the hounds broke loose and amassed a staggering total of almost 150,000 credits.

"Pop" Gisriel's Hounds have not only proved themselves equal to the loyalty and thoroughness that the sobriquet "hounds" implies, but they have added to these qualities, of the "whippet" the fleetest of the animal kingdom. The Hounds broke the all-time record when they landed 181 new agents in 31 days and the initial orders for these agencies were higher than at any other period.

Many homes of trade sales representatives will be made happy when the merchandise (premiums for credits earned) have been received. A new radio, furniture of all description and beauty, golf clubs, and other sport equipment, toys for the kiddies, washing machines, and wrist watches, and



MASTER OF THE KENNELS
S-W GISRIEL SAYS:

"For twelve years I have devoted my life to the training of men in industry. Numbered among these industries are several of America's largest, yet in these twelve years of experience I have never seen a sales force maintain such a hard pace of work and at the same time maintain enthusiasm and spirit as you loyal members of the Illustrious Kennels of The Sherwin-Williams."

jewelry, that will tickle every member of the family. The feature of the Hunt is the variety of premiums, which enables all members of the families to enjoy the fruits of the campaign.

The officials of the Hunt were: H.D. Whittlesey, Illustrious Chief of Kennels; L. F. Collister, W. A. Gorrell, C. M. Lemperly, Worthy Kennel Advisors; H. J. Douglas, Keeper of the Archives; R. T. Crowell, A. J. Gunderson, J. O. Hasson, R. H. Hookway, N. A. Schuele, E. W. Windsor, K. H. Wood. Eminent High Priests of the Kennels.

The Credit Managers in the various districts deserve a great deal of thanks for the extra hours spent in organizing the details of the Hunt in their district.

A vote of thanks goes to Miss Ida Devine of the C. C. & E. Department for her diligence in compiling the records for the Hunt.

L. Reese of the Comptroller's Office, Richard Rychtarik, Ted Garfield and Harry Weber of the Advertising Department and Carl Toll, Superintendent of the Printing Plant, deserve a big hand for the part they played in the publication and printing of the Hunt bulletins and various other Hunt forms.

Mr. C. G. Bull extended the fullest co-operation of the Manufacturing Departments during the Hunt which was a vital factor in its success.

Miss Helen Reinker, secretary to Mr. Gisriel and remembered by every Hound who attended the sales training school, as the essence of kindness and cheerfulness, worked indefatigably in her usual way to clear through the mass of correspondence and detail that deluged Hunt Headquarters during the campaign.

Yes, the Hunt is over but the melody lingers on. Let not the spirit of loyalty, co-operation, efficiency and determination recede. For when it does, then The Sherwin-Williams Co. will be The Sherwin-Williams Company in name only.



I want to congratulate the Trade Sales Representatives, Master of the Kennels, and all others who were connected with The Hunt, for having made The Hunt an outstanding success.

Your success in The Hunt is a demonstration of what can be done by trained men, working

intelligently and diligently.

You have proven yourselves loyal to the great faith the Master of the Kennels has in you.



goes to prove the progressiveness of the men who constituted the Kennels.

Heartily congratulations to the Hounds for the splendid results achieved in The Hunt. The enormous total of nearly 150,000 credits piled up during The Hunt shows what an enviable record the Hounds made. When we consider the splendid percentage of these credits that were awarded for new business, it just



What a splendid volume of business our boys rolled up during those five months.

New agents, to the number of 334, were landed during that period, to say nothing of the new dealer and painter accounts brought into the fold. One of the best features about the Hunt is that even now—

six weeks after the campaign closed—the weekly sales gains are running just about as great as they were the last month or two of the campaign.

Geo. A. Martin

H. D. Whittlesey

Vice President and Managing
Director of Sales

L. F. Collister

Com

CHICAGO PLANT DIGEST

By George Wagner

POLICE ESCORT FOR CHICAGO ANNUAL OUTING

Junior and Production Club Picnic best ever. Long list of athletic events keeps picnickers busy.

The police escorted the 40 machine loads of Chicagoans to Roessnows Farm for their annual frolic day. The officers however, were present not to protect the umpires or to quell any riots that might arise on the diamond or golf course, nor were they there at the request of Mabel Willebrandt, but instead the motorcycle cops acted only as traffic escorts to keep the roads open and traffic clear for the joy caravan.

The day was a perfect one and the frolickers took advantage of it.

Golf, races, novelty contests and five ball games kept the funsters in a continual swirl of activity. A chicken dinner culminated a happy day.

Doc Van Stone was on the job with his movie camera and preserved for posterity action shots of chemists, grinders, formulators, office workers, division and district managers taken in off moments away from their desks and mills.

Mr. L. B. Quinn was there beaming with satisfaction over his family.

PICTURES ON PAGE 23.

DRY COLOR DEPARTMENT NEWS NOTES

Production in the Dry Color Department for the first eight months of the fiscal year is 14 per cent ahead of the same period of last year, according to Mr. F. J. Freeman, Operating Chemist and Dry Color Foreman.

Storage System

A Lead Liquor Storage System has recently been installed in the Dry Color Department. The addition of this equipment is expected, not only to lower the raw material cost of Lead Liquor (Basic Lead Acetate) but also to improve the uniformity and quality of our Chrome Yellows and Greens.

Modern Scientific Control

Scientific chemical control on Dry Color manufacture has been facilitated by the addition to the laboratory equipment of a standard apparatus for determination of Hydrogenion Concentra-

tion. Organic toners and lakes are very sensitive to acid and to alkali, and, in order to produce the brightest shades it is necessary to govern closely the hydrogen ion concentrations of the solutions in the striking tubs. Accurate control of Hydrogenion Concentration increases production of standard material, reducing blending operations to a minimum.

NEW CHICAGO PRODUCTION CLUB OFFICIALS



Upper Row (left to right): Andy Morrison, Secretary; Stewart Dickinson, Vice President; Nick Persenaire, President; C. R. Johnson, Treasurer. Lower Row: Shirley Lutes (last year Pres.), Board of Governors; Jack Brown, Member Board of Governors; E. Bolduc, Member Board of Governors.

Fade-O-Meter

A Fade-O-Meter will also be installed in the Dry Color Laboratory soon. It is well known that fastness to light is one of the necessary requirements of a good pigment, both for use in paint and in printing ink. Our colors rank with the best in this regard and we are constantly on the alert to improve them. The Fade-O-Meter consists of a powerful arc lamp provided with a surrounding holder where panels may be placed in position to be bathed in artificial sunlight. Dry Colors ground into paints or printing inks are placed on suitable metal, wood, or paper panels for exposure, a portion



Looking East across the stacks. Red Lead and W.L. Mill in background. Showing Stacks stripped of the building structure.

One corner of the property cleared to make way for the new building.

Showing method of removing surplus tan bark. Steam shovel loading truck which in turn loads car from the ramp. About 600 carloads of bark is to be deposited on the shores of Lake Calumet a few miles from the plant.

of the panel being covered to preserve original appearance. The relative difference in exposed and unexposed portions tells the story of quality. Mr. M. Doty of the Dry Color Department, has done a great deal of work on light fastness of pigments but up until this time it has been necessary to make exposure on the Fade-O-Meter in the Lacquer Department.

May Helps Sales Department

Mr. May, of the C. P. Department has just completed a series of prints in the form of a cube showing full shades and two reduced shades of all colors manufactured at Kensington for use in printing inks. These prints are standard size Lefax sheets which are punched to fit a pocket note book, making them convenient for ready reference. They are expected to be of great assistance to the sales force in selling D Colors.

DWIGHT H. WALKER.

EXQUISITE CUISINE

By Hubigant

Tourists and casual visitors to Sherry-Willyams set jewelike on the walled shore of Lake de Calumet will agreeably surprised at the metaphorical that has come to the Restaurant which has earned for itself the sobriquet "Dining Hall."

Miss Prudence Ross is Maitre Hotel, her sole mission in this life being wholesome, appetizing food, distinguished enough for the palate of the King, the royal family enmasse, yet low enough in cost to suit the money bag of the most thrifty Scot, and all this amid cheerful surroundings. Voila!

WHITE LEAD RECONSTRUCTION WORK

Plans are under way for a model White Lead Plant—to take the place of the one destroyed by fire.

Rapid progress is being made in clearing out for the new Stack Building to make Old Dutch White Lead. The Department is confronted with an interesting problem of salvaging the lead from the present stacks, many of which are

(Chicago News continued on next page)



entirely intact and very little affected by the fire.

The machinery for the new stacks will be utilized in disposing of the salvage material through the regular channels of production.

PRODUCTION CLUB ENDS SUCCESSFUL YEAR

The Production Club wound up a successful season at its meeting on May the 21st. The following new officers were installed to guide the Club through 1929-30:



Looking South Along Lake Calumet from Kensington Plant.

Andy Morrison, Secretary. Foreman in the Lacquer Department; came with this Company in 1925.

Stewart Dickinson, Vice President. Started to work in the Tin Can Department in 1920, but is now on the staff of the White Lead Department.

Nick Persenaire, President. Foreman in Varnish Department. Has been in the employ of the S-W Co. since 1900. He is also secretary of the 25-Year Club.

C. R. Johnson, Treasurer. Came to work in the Tin Can Department in 1920 and is now Master Mechanic of this Department. He has served the Club as Secretary in 1927-28.

Shirley Lutes (last year President), Board of Governors. Served as President of the Club in 1928-29. Foreman of C. Department. Employed by the S-W Co. since 1914.

Jack Brown, Member Board of Governors. Served as Secretary during the past year. He has been employed in the Shipping Department since 1908 and is now the Shipping Clerk.

E. Bolduc, Member Board of Governors. Served as President of the Club 1927-28. Foreman of H. Department. Came to this Company in 1918.

FAREWELL ADDRESS

Shirley Lutes, Retiring President.

The Production Club wound up its season with a meeting held in the Company Dining Room, May 21st, by installing the new officers elected at the preceding meeting.

The past year has been interesting and each member feels that he has gained a good deal by the close association and good fellowship the Company provides in the maintenance of this organization. At almost every meeting there has been provided instructive talks by various plant superintendents in charge of manufacturing, and others from outside industries.

Two very enjoyable meetings were held in conjunction with the Junior and Wil-Sher-Win Clubs, one at the Shoreland Hotel, at which Mr. Whittlesey so

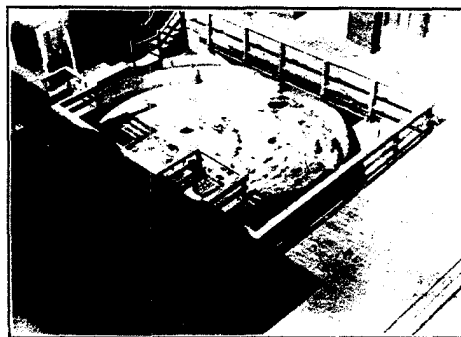
VIEW OF THE LAKE FRONT

This picture indicates that Chicago Plant has quantity if not quality in the way of landscapes, and that is something to boast of. Readers of the *Chameleon* might be interested in preserving this photo and comparing it with one of the same location ten years hence, after the Calumet Harbor is built and in operation—as the saying goes—The optimist promises an interesting comparison.

laid down on the job, the Romance began for Sherwin-Williams.

It might be explained for those unfamiliar with sewage disposal methods, that the process used in the Calumet Works makes use of certain bacteria, to treat the sewage. Like all bacteria they thrive best under certain definite conditions, one of which in this case is the acidity or alkalinity of the sewage.

In September, 1927, the City's record of tests traced a disturbance indisputably to the Para Plant and it was therefore, our problem to neutralize the acidity of



EQUALIZING TANK FOR PARA WASTE DISPOSAL.

This picture was taken from the top of the Acetic Acid Building in Chicago. Upper right is the Para Department from which waste water enters the tank. The valve opposite side of tank allows liquor to trickle at a constant rate into the Sewer.

ably entertained us with his lecture on Hawaii, and the other at the Windermere.

The nucleus of the Sherwin-Williams orchestra was formed by the Production Club at the beginning of the year, and was soon augmented by several members of the Junior Club. It has furnished excellent music at all our meetings.

Very good entertainment was provided at each meeting by our efficient committee who have a knack for drawing local talent from here and there throughout the plant.

Ten new members were admitted during the year, each being initiated in a thorough, impressive manner that will linger long in their memories.

DISPOSAL OF INDUSTRIAL WASTE FROM THE PARA PLANT

By J. C. Owens

(Reprinted by permission Chicago Junior Club News)

Blessed is he who can see Romance in the unsavory processes of Chemical Plants. To the uninitiated, the disposal of 16,000 pounds of Sulfuric Acid—5 per cent in 40,000 gallons per day—from the manufacture of Para Nitriline, suggests little of Romance. It meant little to the Sherwin-Williams institution in the early days when it went into Lake Calumet where the dilution meant little if anything to anyone. But when the city installed an intercepting sewer in November, 1926, and the "Bugs" of the Calumet Sewerage Treatment Works

the waste water. This could be done by using five tons of lime per day and disposing of twenty-eight tons of calcium sulfate. A highly expensive proposition as this demanded a more feasible solution. It then occurred to the investigators that the trouble might be due to the intermittent discharge of the strong acid solution, which if equalized over a whole day would be so diluted as to be harmless. This theory was borne out in a practical test at an expense of nearly \$20,000. As a result we now have the tank pictured above, which is a real factor in the health of our community. Now that we know its history, and have a glimpse of its usefulness, we are not so inclined to deplore its unsightly lack of beauty.

CHICAGO CITY SALES PATTERN

Under New Management

Phil Hoche, our energetic Northwest Side Trade Salesman is a relabeled product now—married is his new trade name. Phil or T-154, drove to Sioux Falls, S. D., May 2nd, and strutted down the aisle with Miss Blanche Smith on his arm. Many happy years, Phil, and may all your Juniors be City Salesmen. He is at home at 234 S. Maple Avenue, Oak Park, Illinois.

Dan Hurley is now the only holdout on the force. He must be immune, but they say he seems to enjoy life just a wee bit more than some married men.

(Continued on next page)

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CHICAGO PLANT NEWS

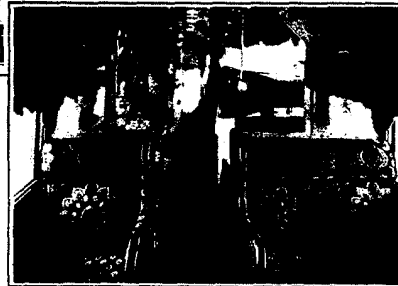
(Continued)

New Sleeping Coaches Finished with Opez.

This is the latest innovation in bus travel. A sleeping coach on rubber tires. This bus contains complete Pullman accommodation for the overnight traveler. It is finished inside and out with S-W Opez Lacquers.



Interior view of the Great Lakes Stages Company sleeping coach. The interior is decorated beautifully in harmonizing color schemes. The Great Lakes Stages Company are very enthusiastic over Opez Lacquers.



LACQUER NEWS NOTES

Mr. Martin and a distinguished company of officials connected with S-W activities, visited the lacquer plant Friday, May 24th. We believe they found this department in first-class operating condition and hope they were impressed with the efficient manner in which the department is laid out.

Considerable comment was aroused among some of the guests, who watched the operation of one of our filling machines. This contrivance has been thoroughly studied and man efficiency is so high that an operative is able to turn out lacquer at the rate of 60 cans a minute. This is not a stunt performance, but an everyday occurrence, requiring sound practice. To put 60 caps on 60 cans that fly by at the rate of a can a second is no sinecure, as your commentator is willing to admit, having tried to put them in at the rate of 40 caps a minute, only to find the cans flying away under his fingers.

There aren't many places or things on which lacquer cannot or is not being used, but some of the curious applications are noteworthy. For instance, there are lacquers for hats, shoes, automobiles, aeroplanes, steel cars, finger nails, pianos, radios, stoves, paper, linoleum, wood. Each one of these requires a peculiar formulation applicable only to the particular job in mind, and could be used only for the kind of goods in this class. So that you cannot lacquer your shoes with an automobile lacquer if you hope to have any degree of success.

All the friends of Mr. Miller will condole with him on the recent loss of his mother. Mrs. Miller was a very charming woman and her departure will be keenly felt by all who knew her.

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The Lacquer Department has recently installed a 150 - gallon water jacketed ball mill. There have been a number of pebble mills in operation in the department for several years, but this is the first mill using steel balls in grinding.

Increased grinding efficiency is one of the advantages claimed for this type of mill, and it will be interesting to note whether claims made are borne out in practice. The use of a water jacket is expected to improve the gloss of the resulting product.

Paste grinding for gloss enamels has heretofore been impossible in pebble mills because of the poor gloss obtained. If this new mill shows an advantage in grinding efficiency and gloss, several more will probably be placed in operation. This type of mill may replace pebble mills and some stone mills.

The first batch run in the new mill was a synthetic primer which has recently been developed. This product is being used by Stewart Warner Company on radio cabinets and will, no doubt, find use in other lines to replace slow drying oil primers. The use of the ball mill on this product shows about 50 per cent reduction in grinding over that of a stone mill.



Mr. Jack Kerr, Official of the Ohio Corrugating Co., sends this in to us via Art Shilk. It seems as though two Irishmen, Art Budden and Ken Wood went out and played 18 muddy holes during a continual downpour of rain.

CHICAGO COUNTRY SALES

Miss L. Marcon, prim stenograph for A. W. Baeder, Sales Manager, back on the job after a minor operation. Hound Dog "Doc" Storrs, Chicago Country's New Agency Getter, has taken on an additional occupation. He is official ad writer for three of the large agencies, and Doc says that the agents are real pullers. For your information Doc's many jobs and titles are as follow: Michigan State Billiard Champion, Sign writer, Cartoonist, Credit Manager, and don't forget, Top-Notcher Salesman.

Western District and Hay Fever were once the main topic of discussion. Now it's Chicago Country Division and Ros Cold. Absolutely Mr. L. B. Quinn. Positively, Mr. Baeder.

T. Wardingle, Trade Sales Chief Clerk, has been bitten by the golf bug. Decoration Day Tom got a 90 and sun-burnt nose.

CHICAGO SALES PATTERN—Cont'd. Doing a Good Job

Jack Potter, formerly in Lithopon Department and later MSD Clerk, and now doing a good job in Oscar Nelson's place as right hand man to Clarence Tritton, keeps Dan company on Bachelor List.

Top-Notchers

Wood, Collette, Howard and Jansen have all made their varnish estimate and now for the home stretch. Bill Howard started off with an order for 1000 gallons of varnish; Bill can now buy a new GOOD car. His old one is the "Talk of the town." Jensen and Wood are running a good race and are sure bets to finish at the top of the Painter list. Oscar Nelson started late, but just watch his smoke. He has the makings of a Top-Notcher in record time.

Appendix

George Collette had his appendix removed. He was in the hospital two weeks and lost all of two pounds, and today weighs ten pounds more than ever, a month after his operation. Making up for lost time will no doubt keep him in form.

Horses, Horses

To the races—See the horses run around Arlington Race Track to the tune of S.W.P. Nice order for Dan Hurley and a few passes in the bargain, but he likes the ponies too well to pass them round.