



THE CHAMELEON

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*Responsible for the development of Opex Lacquers and Enamels
Dr. Van Stone and his Staff*

Supremacy Again — Lacquers

By A. W. Steudel

It has been just a year since the 36th General Conference was held at Chicago. As I look back at that wonderful presentation the greatest impression was the gripping word "SUPREMACY" emblazoned on the picture before us and the spontaneous outburst which greeted Mr. Martin's charge to the organization, the "I will" which rang with one voice from the entire assemblage. It was a unanimous resolve with a definiteness of purpose.

The "I will" was the power of purpose backed by unmeasureable energy which would create a still deeper conviction of superiority, making it more inspiring and of a far greater and broader scope.

As a result of our greatest Convention, many new records were made during the past year, indicating the development of heretofore unknown possibilities of men with a definiteness of purpose, recognizing progress as the very lifeblood of supremacy itself.

If I were asked to name one of the year's achievements which has materially added to our supremacy, I would say that it has been the remarkable success of our Opex Lacquer and Enamel Finishes. Their perfection is the fulfillment of the resolution made at Chicago a year ago.

No one item has so stirred the paint and varnish industry and consumers of finishing material as has the recent rapid entrance of Pyroxylin Finishes. It had been the hope of scientists to manufacture a film that when applied would have the characteristics of very rapid drying, toughness of film, good covering, heat re-

sistance, water-proof, weather-proof, not stained by alkalis, unaffected by acids, alcohol, gasoline, naphtha, etc. Our new Opex Finishes meet all of these specifications.

These Finishes are not new insofar as our Company is concerned. In fact, as far back as 1905, Prof. Holton had been conducting considerable research and development work. Actual sales were made by us as early as 1914, but it has been since then, due to a summation of events and discoveries and under the able guidance of Dr. Van Stone and his staff, that the greatest effort, research, and development work has resulted in our present high quality new Opex Finishes.

We have conducted hundreds of demonstrations in plants of large consuming accounts against all competition and under probably the most exacting conditions and with unvarying success for our products. The extent of our success can best be illustrated by the quadrupled productive capacity of a year ago. For the past three months, each individual month has seen a 300% gain in production and sales.

The uses of Opex Finishes are so varied and of so broad a scope that lack of space admits of naming but a few of the larger classes of manufacturers who are consuming large quantities of these products, as follows:

Automobiles, furniture, motorcycles, bicycles, automobile accessories, battery boxes, porcelain and clay novelties, bric-a-brac, washing machines, pencils, toys, water filters, signs and bulletins, license plates, hospital furniture, thermo bottles

and jugs, water heaters, engines and motors, gasoline pumps, metal bread and food container boxes, electrical goods, golf clubs, advertising novelties, handles, hardware, silverware, plating, imitation pearls, and dozens of others.

In the majority of cases, the material is applied with an air-gun and at times it is used for dipping and tumbling, but cannot be satisfactorily applied with a brush.

There is so much that can be said regarding this wonderful new finish that a short article such as this cannot begin to do justice and for those who wish further detailed information, I refer them to the following features and literature which have been issued recently:

Lac B Industrial Efficiency Information and Price List.

Lac C Automotive Efficiency Information and Price List.

B-462 Opex Auto Finishing Methods Booklet.

CC-235 Industrial Opex Color Card.

PA30 Automobile Opex Portfolio.

Our supremacy in this business offers our men on the territories a wonderful opportunity for not only increasing their sales volume but also adds materially to your prestige as the all-around authority on all finishing subjects. Many of our men have been quick to grasp this opportunity while others are a little slow in getting under way, but if for any reason this is on account of lack of knowledge or talking points on this new Finish, I would suggest that you get in immediate touch with your local Manager

Auxiliaries Department Running 100 Per Cent

By OLIVER BOX

All plants in the Auxiliaries Department are operating to maximum capacity.

The mines are shipping double the tonnage that was shipped for the same time last year.

At the smelter the emergency block is in operation and shipments are being made as fast as produced.

The White Lead and Lithopone Plants are turning out the largest tonnage in their history, which is being shipped as fast as produced. During the last week in October and the first two weeks of November, all previous records were smashed in the sale of ODP Lead in Oil and Litharge. Zilo sales continue to increase by leaps and bounds. Sales now are over 50% of our ODP sales. To take care of this expanding business the management have approved installing additional equipment to increase our output 50%. It is interesting to note that Zilo is being quoted in papers the same as "Lead in Oil," indicating that the public now recognize it as a standard product.

Continual increasing demands necessitate operating the Oil Mill Sundays and holidays, day and night. The mill is making a record production. The Company has just decided to add 50% to the capacity of this plant. Work will be started at once.

The management have approved plans for increasing our Can Plant at Chicago. Five years ago when the plant was built it was thought that this plant was sufficiently large to take care of our increasing business for at least ten years, but already we find ourselves barely able to keep up with the demands upon it.

Sydney Stevens, General Superintendent of our Pigment Plants at Chicago, reports work progressing rapidly on our new Lead Recovery Plant, this being our second unit. This unit is for recovering lead from tan bark which formerly got away from us.

Mr. Box recently made a trip of inspection to the mines and smelter and reports everything in excellent condition. He was so enthusiastic over the grass on the lawn at the mine residence and the beautiful manner in which the buildings were decorated, that he forgot to inspect the mines, but we know they are still there because of the heavy shipments which Mr. P. H. Argall and his staff and the Mexican miners are sending forward.

"Breezy Bill" Wise "blew" into Cleveland last week and stopped long enough to deposit contracts for 1,800 tons of

Auxiliaries' products—the result of one week's work—A RECORD. "Bill" moved on the same day with the injunction that this is only a start on his next year's contracts.

One of H. J. Hain's police dogs took a second prize in the National Police Dog Show held at Cleveland the early part of November.

Since the untimely death of Mrs. Corts, Billie's father has retired after forty-four years with one company, and he and Billie's mother have moved to Coffeyville to comfort Billie and his daughters, Corine and Wilda.

Roy Clark, Office Manager at the smelter, is building a new home near the office. Roy likes to be on the job at all times.

Boss Padgett, master mechanic and assistant superintendent at the smelter, is oiling his guns, preparatory to duck season in the Ozarks. Boss is one of the champion wing shots in that section.

P. H. Argall, manager of the Magdalena Mines, attended in November, the meeting at Silver City, New Mexico, of the New Mexico Chapter of the American Mining Congress, where he gathered much valuable information on mining and metallurgy in general, and specifically on improved methods of separating complex ores. As is usual when Harry is at a banquet, he acted as toast master, at which he is a "past master."

Mr. Kramer, superintendent of the Linseed Oil Mill, has just bulletined the em-

ployment of E. R. Williams as an add to his Chemical Staff.

The many friends of H. W. Robin manager of the Linseed Oil Seed Meal Department, were much pleased his return to the office after his re illness.

Mr. E. W. Heath, Director of Distribution of Auxiliaries products, claims "niftiest" little office in the department is in the London Accident and Guaranty Building, 360 North Michigan Avenue overlooking the river. When in Chicago drop in and see how welcome Ernest make you feel.

Decorative Department Gets Resu

One of the best ways to make a Decorative Department of real use, a make it pay more than it does now, is be sure that people know about it, a about what it has done, is doing all t time, and can do for every salesman w wants to take advantage of the oppo tunity it gives him.

The letter reproduced below just show what can be done. Mr. Clare knows th the Decorative Department can help hir and make use of his knowledge. Th letter was written to Mr. Hookway aft sketches had been forwarded to our re resentative.

"Well, Old Top, your sketches landed i Logansport in the afternoon, and agent w the train and brought them into the session w were holding with the Board of Public Work. We sold them Glaze and Multi-Color Effect that amounted to over \$1,000. This credit i due you and your department. I told th painter I would make him some extra money if he would listen. This is above four hundre gallons Flat Tone, not \$400, that was in th original contract. Many, many thanks. Als received the small elevations. Many thanks again."

E. J. CLARE.

OFFICE OF THE

MISSOULA STREET RAILWAY CO.

Sherwin-Williams Co.
Spokane, Wash.

MISSOULA, MONTANA, Oct. 29th 1924.

Gentlemen.

There is, perhaps, one use to which your Handrail Black can be put, amongst many, which has not been drawn to your attention.

Sometime ago I promised your representative, Mr. J. B. Stott, that I would write a letter using only Sherwin-Williams Handrail Black for ink. This is the letter. You will excuse the poor penmanship, as I am more handy with a monkey wrench than a pen, but I want to convey to you that "Handrail Black" is a very good article to have around.

Yours Truly,

George Witcomb, m.m.