

SCHOOL DAYS

By DWIG



SHEPHERD HAS LEOPOLD CELL

Former-Father "Millionaire Orphan Has Jail Quarters Frank's Murderer

CHICAGO, March 19.—William D. Shepherd, father of William N. McCintock, orphan millionaire, today occupied the same county jail cell in which Nathan Leopold, Jr., awaited trial nine months ago for killing Robert Franks, while prosecutors investigated a theory that the tycoon's son is accused of giving McCintock to kill him, may have come from the city's health department. Temporarily denied bail, Shepherd was taken to the county jail yesterday afternoon when a petition for a writ of habeas corpus was dismissed after the indictment against him was returned. It was agreed to send him into the city's health department.

Rev. Vincent Taylor Installed As Abbot

BELMONT, March 19.—Right Rev. Vincent George Taylor was blessed and installed as head of the diocese of Belmont, known as the abbot of the medieval period. The ceremony was picturesque and impressive. Rev. Mr. Taylor succeeded the late Right Rev. Leo Hall, who died in July 1924. The ceremony was the occasion of a great gathering of prelates, clergy-men from all parts of the south. Many Greensboro people attended. Mr. Taylor had formerly been assigned to the pastorate of St. Benedict church of that city. The sermon was preached by Rev. Ambrose Gallagher, O. S. B., pastor of St. Peter's catholic church, Charlotte. The occasion brought out all the ritual and chant of the most ornate kind, dating back to the early days

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Man Killed, Another Hurt in Plane's Fall

SAN ANTONIO, Tex., March 19.—One man was instantly killed, another was probably fatally injured, and an airplane was demolished when it fell a distance of about 1,000 feet this afternoon. Staff Sergeant Irwin Mackey was killed and Sergeant Womack, of Kelly field, was badly injured.

One Set of Success Principles Makes One Hundred Thousand Men Kin



GEORGE A. MARTIN

Manufacturer of 5,000 Products Points to Secret of Individual Success in Remarkable Code

From the manufacturing of house paints, to insecticides and fungicides; from the producing of automobile lacquers to hospital disinfectants; from controlling lead and zinc mines in New Mexico to operating lead corroding furnaces in Chicago—these are touching only a very few spots of the business enterprises over which George A. Martin holds reign as head of the Sherwin-Williams Company. When you speak of pigments to Mr. Martin it doesn't mean just producing white lead and red lead, but all kinds of things with outstanding names like litharge and lithopone, which seem to have stepped out of a cross-word puzzle. To say nothing of the tooth-pastes, tubes, kodaks, lead pencils, buttons, furniture, telephones, radios, automobiles, stores, kitchen cabinets, broom handles, washing machines, toys, bicycles and thousands of other articles covered with a separate surface finish made by the Sherwin-Williams Company, and especially designed for the uses to which these things are put. As to say nothing either of toothbrushes and para phenylene benzene, which in turn are used in rubber, glass, linoleum, insecticides, and other products so that Mr. Martin's 5,000 soon runs to 60,000. That 5,000 products are not turned out to-day does not mean that the number will be the same tomorrow. Chances are that Mr. Martin will have many more things to talk of; for he also has his finger in research and experimenting. This like production, is carried on a tremendous scale, in the largest and most completely equipped plant and varnish chemical research laboratories in America.

"From a sales force" in 1876 of one man, we have grown to a selling organization of over 700," said Mr. Martin. "From a handful of dealers we have grown to over 44,000 authorized agents and dealers scattered everywhere; from one little warehouse we have grown into a system of over 100 directly controlled distributing houses in principal cities. "We originally began with one plant and covered one-third of an acre," said Mr. Martin, "but now we have grown to 52 plants and cover 650 acres. "The one mill in 1873 has expanded to-day to 875 mills. Our properties, institutions and employees alone would make a city of 30,000 people."

A Remarkable Code

An admiring "how?" comes to the lips. It is easily and simply answered.

Although the Sherwin-Williams Co. is an organization consisting of widely spread plants and factories—international in scope, they have by a super-effort, by a reign of policy and discipline, been molded into one gigantic institution—an industry unto itself.

The cause of the phenomenal growth and the 5,000 successful products is the spirit of unity and solidarity behind their manufacture—a spirit epitomized by one of the most remarkable codes of ethics ever formulated by an industrial institution.

Secret of Success

Here is the Sherwin-Williams code of principles:

To win on our merits.

To be the best and largest concern of the kind in the world.

To be broad and liberal as well as aggressive in our policy and methods.

To take a pride in our institution.

To be loyal to the Company and to each other.

To foster good fellowship among ourselves, and to take pleasure as well as profit out of our work.

To strive constantly for the improvement and advancement of the business and ourselves.

To be considerate, polite and courteous in all our dealings within and without the company.

To be high toned in everything, everywhere.

To grow in knowledge and character as well as in size.

Family of Successful Units

Emerson said that "An institution is the lengthened shadow of man." The Sherwin-Williams company is a direct reflection of this man. Under good leadership it assumes the proportions of one great centrally controlled family—factories of steel and stone actuated by the fealty of their managers to a common objective.

Its many executives, its allied companies, its far flung interests, its thousands of dealers and co-workers, are all members of this great family, striving with a single goal in view—success by means of service.

"Whether or not we are achieving our aim," said Mr. Martin, "may be judged by the facts and figures on an international institution grown to its huge proportions in little more than half a century. The common denominator of all of us is our desire to succeed. One set of principles makes a hundred thousand of us kin."



It's Teddy Bears' Turn to Tuck

BABY'S does and children—whether they be real live ones or just stuffed—his teddy bears, and all the other beloved toys, which he hugs and kisses and chews and adores, must be kept as spruce and clean as baby himself. Often children are deprived of the toys they love best because it is feared it will be difficult to keep them clean. Here's a method, however, which easily cleans stuffed toys even those of rough goods like teddy bears, and long haired animals.

Make a thick lather of Ivory soap and with a small brush, rub this briskly into the surface of the toy. Rinse thoroughly and quickly by pouring clear lukewarm water over it. Never lay the toy on the top of water. Do not squeeze, but shake as free as possible in a strainer and hang in the sunshine, also in a high wind if possible, until quite dry. To get out the hair of teddy bears and long haired animals, use a brush lightly when thoroughly dry.

Those Who Live in Glass Houses Do Not Desire to Throw Stones

By EARL PANCOAST

SOME one said that those who live in glass houses should not throw stones. He might have added that they would not want to provide there were a few draepoles and curtains to create privacy on occasion.

Modern folk often do live in glass houses, or what amount to the same thing. They find the custom good for their health and spirits, and, consequently, their morals. (The adage arose, I believe, over a question of morals.)

Living in glass houses is pleasurable, too. It permits an introduction of beauty and joyousness to the home that would be less pronounced otherwise.

You may ask where these glass houses are to be found. The answer is: everywhere that modern building methods are in vogue. They are wherever architects and home-builders have learned the virtues of windows in the walls of a house, and where interior decorators have learned the merits of mirrored rooms. Glass, plate glass for preference, is as much the mark of the present building age as stone was of the Stone Age, gold of the Gold Age, and glaciers of the Glacial Age. This is, in many ways, a Glass Age.



DECORATE YOUR ROOMS WITH SUNLIGHT

The windows in my home will be many; and all of polished plate glass. This will be because I have found out for myself that sunlight makes me cheerful and contributes to my sense of well-being. Scientists have confirmed my impression by proving that sunlight kills germs, diminishes fatigue, and contributes to the restfulness and wholesomeness of a building into which it is permitted to flood; whether the building be home or factory building. Factory builders have been aware of this for some time, so that many modern factories seem made all of glass. I have looked at plate glass for many months because I believe it is the most perfect glass there is. It reflects in true and transparent light rays without dispersion. You can look through it as readily as through the open air, and sunlight comes in just as directly, with no refraction and a minimum of glare.

Ponce de Leon in Quest of Eternal Youth Will Land Again on Shores of Florida

His Descendants Will Take Part in Historical Celebration at St. Augustine, April 2, 3 and 4.

St. Augustine, Florida, the oldest city in the United States, and one of the quaintest and most beautiful Spanish-type cities in the New World, is planning to give Florida visitors a real thrill on April 2, 3 and 4, when she celebrates the landing of Ponce de Leon at what is now St. Augustine, in 1512, 450 years ago. The celebration will be a grand affair, with a parade, fireworks, and a pageant. The Spanish Ambassador to the United States, representing King Alfonso of Spain, will be the guest of honor.

Three thousand people clad in silks, satins, and helmets and the picturesque dress of the days of chivalry, will take part in the celebration. The Spanish Ambassador to the United States, representing King Alfonso of Spain, will be the guest of honor.

To most persons not the least interesting participant will be a little nine-year-old girl, Mary Ramondine Ponce, daughter of R. A. Ponce, whose descent in St. Augustine has been traced back continuously for three hundred years, and who is, so far as can be found, the youngest living descendant of Ponce de Leon to bear his name. Little Ramondine's great-great-grandfather was a Ponce de Leon, but in 1821, when the United States purchased Florida, the de Leon was dropped from the family name.

Another group of really oldest families will be represented by Mr. St. Elmo Acosta, first past City Commissioner of Jacksonville, Fla., and his little grandchild Mr. Acosta is a direct descendant of Admiral Menendez who founded St. Augustine 55 years before the Pilgrims landed at Plymouth Rock. His descent has been traced by the St. Augustine Historical Society through Theresa Menendez who

new, ninety-one year old statesman, is the president and largest shareholder contributor. The society has kept research workers busy among the archives of Spain.

St. Augustine dates its modern progress from 1897, when the late Henry M. Flagler, one of the founders of Standard Oil, invested millions in magnificent hotels, public works and edifices all conforming to the picturesque old-time Spanish architecture. He did not pull down the quaint old buildings or erect walls, or change the narrow streets with their overhanging balconades, except some that were in disrepair.

Today the ancient city is booming. It has recently passed a bond issue providing over a million dollars for public works, including a new bridge to Anastasia Island, one of the five best resorts.

The three-day program which will entertain Florida visitors will be staged at the huge P. L. Marion, built by the Spanish at a cost of thirty millions. It will commence with the arrival of Ponce de Leon and his chivalry on their quaint old ships, and from then on the early history of Florida will be recounted. P. L. Marion was recently declared a national monument by the War Department. The new Chamber of Commerce with its 900 members, the Florida State Club, and all the citizens are working hard to make the celebration a great success.

And in this endeavor, with the dancing, music and sports, little Mary Ramondine Ponce will, it is safe to say, be the cynosure of all eyes.