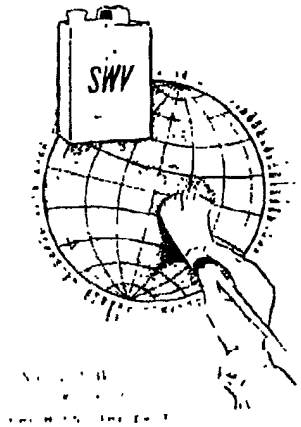


The
Chamele

OCTOBER, 19

N236

The Chameleon.

Published on the Fifteenth day of each month by The Department of Publicity, at 104 Canal St., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff.

Vol. VIII. OCTOBER, 1905 No. 10

THE MONTREAL CONVENTION.

WE have had great conventions in the past. In fact *all* of our conventions have been great, but everything seems to indicate that the one to be held at Montreal on the 30th of this month will eclipse all former efforts.

The conditions are all highly favorable to such an event. We have had a great year's business. We have started on another at a hotter pace, and with brighter prospects than ever before. The staff is in fine fighting trim, eager for new and greater victories, and the management, encouraged by success, is keen to press on to larger undertakings.

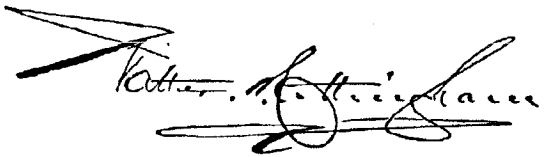
The opportunities for continued growth are greater than ever before, notwithstanding our unparalleled progress of the past few years. We have grown not only in size but in experience and in ability. Our organization, by training, has become more efficient, and with that spirit of co-operation, which is still the greatest factor in our success, we will march steadily on to new achievements.

We look to the convention as a time for brightening our armor, for renewing our courage, and stimulating our efforts. It is the time for recharging the batteries of our ambition, so that when we take to the highways again the current will be strong to carry us straight up to our aim.

Let every man come with an earnest desire to *get help* and *give help*. As individuals and as an institution we can only make advancement *sure* by improvement. We can ascend the ladder only by *climbing*.

If you want to be a winner you must train for the race, and remember in this strenuous land the pace is ever getting swifter, so it behooves us to find the means of increasing our speed if we want to keep in the lead.

A warm Canadian welcome awaits all who will attend the meeting, and the officers of the Company look forward with pleasure to meeting once more the "men in the field."



Vice President and Gen'l Mgr.

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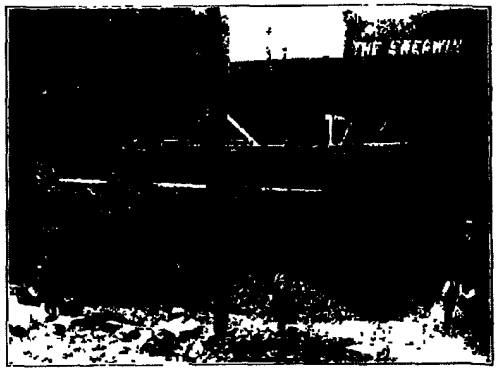
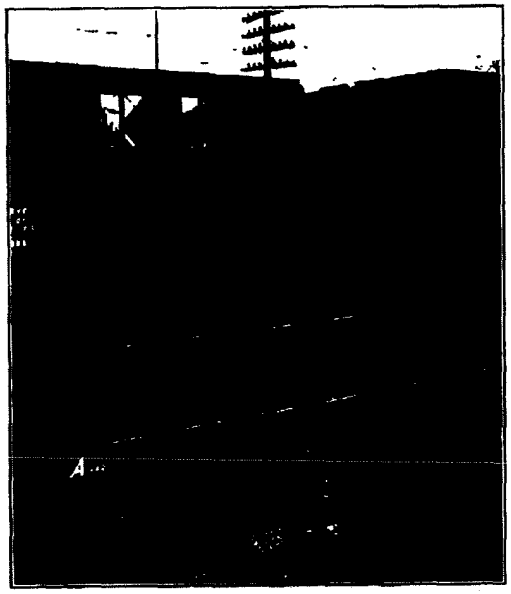
Improvements in Cleveland.

THE constant expansion of our business is shown not only in increased sales, but in the repeated additions we have been compelled to make to our facilities, in order to take care of the volume of business we already had and to provide for its continual enlargement. Our growth is evidenced by the fact that there is hardly ever a time when there is not some improvement being made at our various offices and plants. Besides additions under way or contemplated at other factories, we are now engaged in enlarging the office space and varnish storage facilities at Cleveland. The latter is especially noteworthy as showing the encouraging growth of our varnish sales. Varnish storage is such an important part of the production of good varnish that we cannot let ourselves run the danger of being caught unprepaired to fill the demand for our varnish, which is being more and more appreciated as its sterling qualities are recognized.



New "N" Building, for varnish storage, etc



New floor on "B" Building

We show illustrations of work which is under way on two additions to Plant No. 1 at Cleveland.

The new floor on the main factory building is L shaped, and will have floor space of 3,600 square feet. It will be occupied by the chemical laboratory and the master mechanic's office, besides furnishing space for other purposes.

The other illustration shows the work of the new "N" building, which is situated on the north end of our group of buildings along the Cuyahoga. "N" building will be of the most improved fire proof design. It will have five stories, each of 3,000 square feet floor space, of which the first will be devoted to varnish filling, the next three to varnish storage, and the fifth to tin can storage. This will add 190,000 gallons to our already large varnish storage capacity, which will then figure up to 460,000 gallons.

The Million Gain.

THE million gain looks very promising just now. The Fall Campaign is on in earnest, and the fine results obtained have shoved up the figures in grand style.

We have three months left in which to make our mark, and with an increase of about 30 per cent. all around we will make good.

It can be done.

THE GENERAL MANAGER.

Change in Management of the New England Division.

MR. HARRY C. HAIGHT has been appointed manager of the New England Division, to take the place of Mr. H. M. Gordon, resigned.

Mr. Haight's promotion is due to the ability he has shown in conducting his work, and the successful results he has obtained.

In addition to his work with us he has had business experience in other lines that fits him for his duties. He was for many years cashier and office manager of The Cleveland Axle Co., and resigned his position with them to go into the carriage hardware jobbing business for himself in New York City, where he was very successful.

In coming with our Company, some four years ago, Mr. Haight desired an office position, as his experience had been along that line, but no satisfactory opening showing up, he took a territory—determined to get in with us somewhere. From the start he made a signal success of his work as a result of his thoroughness, system and good salesmanship. He has twice been Top-Notcher salesman in the Eastern Division.

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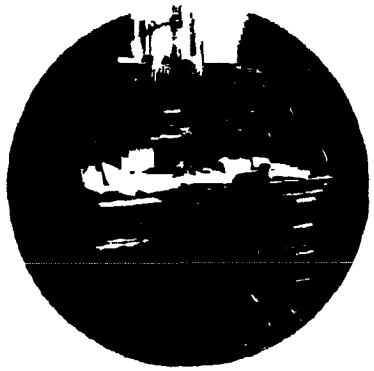
NYB Buildings

Doing Things Well.

IN a recent number of "Among Ourselves" we noted an article on "Doing Things Well," by Mr. James W. Thorne. We were struck by its originality and forcefulness, and give the accompanying illustrations to show how system in caring for little things may be applied to our own business.

The stock keeper who neglects to "take pains" with his stock, or the office man who knows no system in handling his work, is a detriment to himself and a hindrance to his employers, no matter what his ability may be. How often does a really capable man fail because he neglects the little things. Mr. Thorne says:

"If it's worth doing at all, it's worth doing well. No ten words ever had a truer ring. We spend our entire lives in work of one kind or another. Fifty times a day we start to do something—something that must be finished. It may be a task, a project, a time-killer, or any one of the endless forms human fancy is capable



The unsystematic desk.



A place for everything and everything in its place.

of devising. Every beginning has an ending—somewhere or some time—so, unconsciously, fifty times a day we have a chance to show our ability as a worker. We all work: we all do things differently—the one who succeeds in life is the one who finds the right way of doing things. Fifty times a day we make the start: we write a note: we tie up a package: we put away stock: we polish the brass work: we open a box: we build a shelf: we do this, that and the other thing—and every one of them can be done well, badly or indifferently. So, don't say that you never have an opportunity: you have fifty of them a day.

"Do one thing well—get cranky about doing it well, and you will be a marked person; your 'boss' will have you sized up and placed in his mental catalogue about ten times quicker than you think.

"Every employer is always on the lookout for 'the right man'—and his big trouble is to find the right man for the right place. Give him credit for keeping his eyes open. He is more worried about finding the right man for the place than you are in getting it. He knows more about you and your ability as a worker than you suspect. Show that you can be depended upon to put a finishing touch to your work and you will soon stand out from the other workers who are merely plodding. When your employer is looking for a man to take a place where things must be done right, he naturally selects the man who has shown some evidence of his ability.

"Write plainly—somebody has to read what you are pleased to inscribe. If you don't expect it to be read, what is the use to write it? Your name of all things should be legible. Several artistic slashes with a pen may be an easy way out of it for you, but have pity on whoever has to decipher your effort. Think of the impression a 'puzzle' signature creates on others. Then there is the rubber stamp evil—upside down, criss-cross, light on one end, heavy on the other—perhaps you



The result of neglecting little things.



The efficient stock room.

can read it, perhaps you can't. This apparently trivial thing is a give away on your character the first day you go to work. Whoever is responsible for you has your measure before you get your first pay envelope.

"This leads to what I like to call the finishing touch—that little extra something added to your work that shows you are anxious about getting it right. It is the finishing touch that makes one man's work different from another's—that makes him stand out from the others where his superiors can see and remember him. The finishing touch makes your reputation and gets you started up the ladder. If you are applying a rubber stamp put it on carefully and legibly. Write plainly: you may be a poor penman, but if your effort is readable you are forgiven. When stacking loaded baskets just a slight adjustment of the bottom baskets prevents the stack from toppling over. An extra nail in a box cover may be the finishing touch that holds the cover on firmly. Just a touch of cheerfulness injected into

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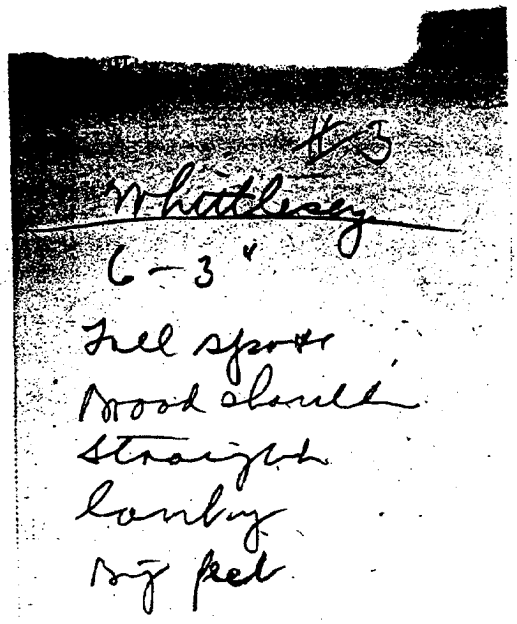

#3

Whittlesey

6-3"

Full sport

Broad shoulder

Straight

Cowboy

Big feet

your voice while telephoning may be your salvation. Whatever you do, finish it up to the best of your ability, and don't be afraid of doing it too well. It does not necessarily take longer or mean any greater effort to put a finishing touch to your task—in fact, it is mostly a question of habit, and when once acquired shows itself in everything you undertake.

"Incompleteness—the lack of a finishing touch—breeds carelessness and shiftlessness that must sooner or later pull downward instead of up."

Varnish Gums and Varnish Making.

WE have seen it stated in a recent number of a trade periodical that the making of varnish would seem to be a very simple matter. This may be true in regard to many of the cheap, inferior grades of material offered under the name of varnish in the ordinary market.

With any realization, however, of the manifold and varying demands made upon the varnish manufacturer by the progressive and critical trade of the present day it must be evident that it is only by the largest advantages, the most helpful facilities, experienced skill and watchful care that even a fair grade of such material can be made to work right, look right, wear right and *always* right.

In this series of very brief articles we have reached a point where the varnish is made, but we are still weeks or months from an ideal result. We have now to consider the straining, filtering and storing, with proper aging and ripening.

The turpentine or thinner having been added and varnish properly cooled, it is then pumped into the weighing tanks for inspection and comparison with absolute standards. This is a matter of great nicety and here the slighest variation in quality can be readily detected.

After this, the varnish is passed to the filters, which are a succession of cloth and paper strainers in strong iron frames, through which the varnish is forced under powerful pressure. There is no appreciable weight removed in this way, but small particles of dust may have been caught in the process of manufacture and every chance impurity must be carefully removed. The filtering process also evens and tempers the whole body and gives the foundation for a clear and limpid tone essential to the best varnishes.

If all is well the material is now ready to be pumped into general varnish storage. For this purpose we have large tank rooms at our several plants of liberal capacity and especially designed for this purpose.

Our main building at the Cleveland Plant was especially devised by ourselves and probably the most successful in existence. It holds four stories of tanks in double rows around all sides of a large centre shaft with a glass roof for perfect light and ventilation. It affords tank storage for 220,000 gallons of varnish. Each tank is numbered for identification, and the varnish when ready is pumped through pipes directly into the proper tank, carefully dated and listed by a card record system. Both the entry and discharge pipes enter the tank from behind, and tanks for any one varnish are coupled together in series.

In the basement under the shaft a large rotary fan regulates the supply of hot or cold air, so as to preserve an

absolutely even temperature at all seasons of the year. This is essential for a proper ripening.

In this room the large part of our varnish is stored and ripened until ready for use. It becomes smoother, more uniform and mellow with age, better working, more durable and reliable in every way. The proper length of time for aging each varnish is again a question for experienced judgment, depending on the special combination and the requirements of its intended work.

When fully ripe and ready for use it is drawn off from any one of the several hundred tanks through the pipes to the filling room, where it is subjected to final filtering and inspection before being allowed to go into packages for shipment.

We have also another varnish storage room of 50,000 gallon capacity for use exclusively in our own enamels and varnish paints to be drawn off in pipes as wanted for mixing and grinding on the floor below.

We have now an additional building under way, which will nearly double our present facilities for varnish storage and filling into packages. The new building, as described on another page of this magazine, will be five stories high and furnish additional storage for 190,000 gallons of varnish, making a total of 460,000 gallons for maturing.

Large additions for varnish storage are also under way for Chicago, Newark and Montreal.

This enlargemennt has been made necessaty by the enormous growth in the demand for our S-W. Varnishes, that are *right*. We are bound to keep pace with the satisfaction that consumers find in our varnishes.

No Slow Sellers in The S-W. Line.

GET in behind the slow selling goods on your territory and turn them into quick sellers! Have you a dealer, for instance, who has a good trade in S.W.P. and the Household Specialties, but who doesn't sell the varnish that he has a market for? Or perhaps there is one who lets Buggy Paint and Wagon Paint stand on his shelves and doesn't get the returns that are expected from a farming community. If you have a dealer in a residence center, don't let him forget that he has Aluminum Paint for all the radiators, steam pipes, water boilers, etc., around him.

Slow sellers in one place are quick sellers in another; our goods have all the qualities that establish popularity, and it lies with the salesman and the dealer to give them all a chance and make them all the 'quick sellers' they ought to be. Push and publicity are the only things necessary. Your dealers may all have their peculiarities, but we may presume that they are all willing to listen to arguments that touch their natural desire for more business. Co-operate with them in pushing the goods that they have been neglecting. Try to educate them to advertise, if they don't do so already; interest them in our window displays; and see that they advertise and display the "slow sellers." These are good habits that will stick to the dealer after his "slow sellers" have disappeared and "quick sellers" taken their places.

Study your dealers and their opportunities. You can give them the benefit of your observations and point out the chances they are neglecting.

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"Strong Points of The Sherwin-Williams Agency Proposition."

SEVENTH OF A SERIES OF ARTICLES BY MANAGERS AND OTHERS, ON SALESMANSHIP AS APPLIED TO THE SHERWIN-WILLIAMS PRODUCTS

THE agency for The Sherwin-Williams line has traditionally been associated with success. Year in and year out our agents and competitors alike have seen our agencies made stronger and stronger. Declaring for the highest quality in standardizing our original formulas and uncompromisingly maintaining them, S. W. P. agents from the begining have known what to expect. The enviable reputation of the house, and that of its allied customers, has also been in itself one of the very strong features in constantly creating a demand for the S. W. P. agency and the good things that go with it.



H. D Whittlesey.

The range of information with which our staff is equipped enables the agents and the agents' clerks, through coming in close touch with the salesmen constantly, to become proportionately strong in their representation over the counter. Recognizing in the beginning that good goods must be well sold, the combined efforts of our Manufacturing, Advertising and Sales Departments have co-operated and are co-operating constantly with each agency and its individual needs in overcoming difficulties, so as to make it possible to build up a growing and satisfactory business.

The individual quality and adaptability of the various lines, and the advertising and promoting methods belonging to each line, and the products as a whole, together with our selling methods, *get the business*, hold it and increase it in a peculiar, characteristic "Sherwin-Williams" way of doing things.

Good products, meeting exactly the customer's needs, sold through a quick grasp of the conditions and a clear insight into the possibilities, insure steady orders and hearty co-operation, and from the start the Sherwin-Williams agency presents a bristling front.

There is an essential friendliness between the house and the S. W. P. agent, which is strengthened constantly by the representative who keeps himself busy (as well his agents and the Promoting Department) with work which gets orders for his customers and the house. The day in and day out methods that have been brought to bear in moving constantly our complete line are so well washed down with common sense and aggressive business methods that there is no "out of season", but all has been made "seasonable" by looking ahead a little further than the "other fellow" in the interest of the trade.

If time is taken to consider our methods it must be evident that an agency such as the S-W. agency cannot help but have in it accumulative strength and growth, and a good part of this force comes from the fact that our customers and their clerks each month are brought in close touch with the house through "The S.W.P." magazine, which is unapproached by any other periodical put out for the purpose of accomplishing like results.

In booking initial orders for new accounts it requires time and painstaking care to anticipate and get in shape for steady use the selling helps which must be brought to bear from the beginning to insure certain repeat orders. It is no accident that our agents are unqualifiedly leaders among the paint stores in almost every town. We have always meant that they should be. We intend to keep them so thoroughly surrounded and equipped with trade winners that they will always be leaders. While the pace set is a hot one, in anticipating the individual needs of the trade throughout the country in all its details from twelve to eighteen months in advance, there are enough good things ahead to make the clip still faster.

Results have proved that our methods for getting business are the most modern and up-to-date of all others. As trade winners they are "entering wedges", and like the goods they are thoroughly tried out before they are put in the hands of our customers, if any are found to bind or prove ineffective they are called out and only those are approved and used which, when driven to the limit, will split competition.

The aim of this Company is to see that every agency is pre-eminently successful. Yours truly,

Mgr. Atlantic Coast District.

A "Full Line" Building.

WE show here an illustration of the Wentworth Building, which contains a number of fine offices and is the headquarters of one of the largest wholesale grocery concerns in New England. It is opposite the great South Terminal Station (largest of its kind in the United States), where thousands of people pass every hour in the day.



The Wentworth Building, Boston, Mass.

The proprietors of the Wentworth Building have found S-W. Products perfectly satisfactory. S. W. P. has been used entirely wherever paint is needed on the outside, while the interior is finished throughout with Special Interior Colors. All wood work is finished with Kopal, except the floors, which are finished with Mar not exclusively.

When a foothold is secured in cases of this kind, S-W. quality will do the rest, with proper care and watchfulness on the part of the representative. If you can't sell anything but Aluminum Paint at first, keep at it and you will soon have a "full line" building like the Wentworth.

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Workers—Co-Workers.

BY S. P. FENN.

ONE would think there could be no occasion for any difference between them, but in practical experience how often we have found they may not mean the same at all, either in spirit or aim.

Of the first class it is not unusual to find good, faithful men, and strong in many ways, and yet who do not appreciate the value of other ideas beside their own.

Co-operation in their minds is to be encouraged only so far as it may be concerned in carrying out their own ideas, not in crossing them. They have an inward, if not openly expressed desire to be let alone in what they consider the little kingdom they feel that they themselves have builded.

The contrast is striking, with the other class, who, although with no greater ability by nature for doing things, yet by the spirit of co-operation with which they do them, show that they believe it entirely possible to get from their fellows quite as much as they can contribute to them, and appreciate the fact so often patent to any observer that many of the very elements which have made them what they are and given them the position which they hold have been gained from the very co-operative spirit in thought and purpose which others may have despised.

Many people are like the young man of whom it is told that when he applied to a certain railway manager for a position, and stated all he felt himself capable of doing, was answered: "Young man, you know both too much and too little. You underestimate great things and overestimate small ones."

These ideas have come to my mind because of what is apparent from time to time in our different divisions, and in individuals in the different departments.

For instance, in the accounting department, in relation to matters of collections and credits, where satisfactory results are so dependent upon the hearty co-operating spirit of those in all departments connected with it; especially our representatives, the salesmen, those who more than any others come in personal contact with our customers, and who, above all others, also have the opportunity for determining the basis of credit of any new concern.

It is entirely possible for them to put matters in such shape always that when an order is received there should be no occasion for holding, save under circumstances that may be entirely known and understood in advance.

It is impossible for any credit man, at the home office, to hold a position equal to this with *new* customers and scarcely with old.

This I feel certain is not quite realized by everybody, for it is not an unusual thing to receive orders which seem to have been sent with the idea that all responsibility in this matter of credit rests with some one of supernaturally good judgment at home. In the watching of questionable accounts also, the collection or securing of accounts, and the prompt adjustment of differences from time to time we need the help of all our representatives.

We are pleased to note that the above criticisms apply to comparatively few in our employ, and we bespeak for the future that it may do so even less than at present.

What the Chameleon Sees

"I'M feeling chipper and lively now, and see lots of things, in my official capacity as general overseer, that the rest of the boys, perhaps, don't have time to notice. You know I'm not adverse to telling my opinion about things in general, and I'm sure you realize that my long connection with the business, in a position of importance, has given me an experience that makes my observations valuable.

"I've been making a tour of the agencies lately, because I wanted to get right down next to the consumer and help in the great work the boys are doing to make this a 'banner' year.

"Well, I dropped into a small store (there are lots of them in every territory) early one evening on a nice soft color card, and watched the rigs come in from the country. They were of every kind and date, and I'll turn graphite color if more than one in five of those rigs had been painted in the last year!

"I could turn and see a nice stock of Buggy Paint and Enamel Leather Dressing tucked away on the back shelves, just waiting to be applied to those buggies outside. And just around the corner was a livery stable, where a little touching up would have done wonders with the carriages and their leather parts. It was pitable to see the salesman and dealer miss the obvious relation between demand and supply.

"Now, that I've given you the hint, don't ever let me strike a town in *your* territory where buggies and S-W. Buggy Paint are strangers. Don't leave a livery stable in your trail without leaving at least a trial can of Enamel Leather Dressing and a Buggy Paint color card or two. Make every dealer give these goods a chance and use the window display we give for them.

"There are two or three livery stables in every small town, and a carriage repair shop or two, also. Almost three of the former and one of the latter to every 1,000 population. Just figure up your territory on this basis and see the great opportunities for sales in this line. Then go out with a determination to *get* this business. It's waiting for you."

This is Aluminum Paint time. There are so many points of superiority in our goods over other similar products that there should be no difficulty in including Aluminum Paint in every order sent in.

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Power of Determination.

AS we think so are those likely to think with whom we are brought into contact. If a young man continually pursues an optimistic line of thought, the atmosphere surrounding him is inspiring and he carries a glow into every office he enters. There is one indubitable, unchangeable fact in business that the mind must seize tenaciously and dwell upon. It is: "This thing can be done and I can do it." It may take seven trials or seven times seven to do it successfully, but if it is not absolutely a physical impossibility it will finally be accomplished as easily as smoothing troubled waters with oil.

A southern boy, tenderly reared, found himself at the age of eighteen thrown upon his own resources and compelled to assume the responsibility of the support of a widowed mother and three younger children. He had never done anything of a practical nature, had no knowledge of business, was unused to contact with men in the marts of trade and had everything to learn of the world. He secured a position as traveling salesman. There was one idea fixed in his mind, however, that was worth years of experience without it. He determined that he would succeed. He met discouragement after discouragement and rebuff after rebuff, without knowing how to repel them. But he kept repeating to himself, "I'm a salesman! I'm a salesman!" And he accepted in that spirit what knowledge he acquired from day to day.

That persistent line of thought finally began to shape his character. There was to be no doubt about it—no backdown. He took some small orders and, for comfort, stuck to his mental formula. It may have been what some would call "self hypnotism," but a man cannot project a striking performance into his neighbor's range of activity and attract attention to it unless he thoroughly believes in it himself; confidence inspires confidence. And although the youth had sold hardly a trunkful of goods in thirty days he kept hammering away and saw that he was gaining a little ground. He knew his attitude was convincing.

As the knowledge born of the actual experience broadened his views and reinforced his determination he gradually drew up to and distanced the older men on the road for his house. This measure of success did not turn his head. That kind of a head is not noted for its determination to begin at nothing and make its way for the owner. The "I am a salesman" young man has been recognized over a populous eastern territory for a number of years now as "a crackajack," in the parlance of the buyers, and he finds a business that was agonizing as pulling teeth ten years ago both pleasant and profitable today.—*New York Commercial.*

"Some people would like the honor of having won a fast race, but want to go around the course in a Sedan chair."—THE PHILISTINE.

Paints and Varnishes on Large Buildings.

WE show illustration here of the new Central Building of the Iowa State College, Ames, Iowa. The architects, Proudfoot & Bird, are a prominent firm of Des Moines, who have found S-W. Varnishes so good that they have specified them for several large buildings of their construction. For this building their specifications were Kopal for all outside work; Excello for all inside work; and S. W. P. 484 for window frames. This is an example of what may be done in the way of promoting S-W. products with architects.



Iowa State College, Ames, Iowa Proudfoot & Bird, Architects.

To the Knight of the Grip.

When you start out with your grip,
Be polite.
All the length of the long trip,
Be polite.
When you step into a store,
And drop your grips upon the floor,
Even though you're tired and sore,
Be polite.

If you hand your man a card,
Be polite.
If he slams you good and hard,
Be polite.
If you've met him oft before,
And you know the man of yore,
It will pay you ten times o'er
To be polite.

If his hand is slow or glad,
Be polite.
If he's sick, or sore, or sad,
Be polite.
Even though he walks away,
Without a single word to say,
Then, if ever, it will pay
To be polite.

If you travel you must learn
To be polite.
Be truthful, bright and firm,
But be polite.
Though your man may cut up rough,
If you really are the stuff,
You will stick and call his bluff
And be polite.

Though you're heartsick for your home,
Be polite.
Fight it out, you're not alone,
Be polite.
Though the letters from your firm
Sometimes hurt and make you squirm,
When you send one in return,
Be polite.

T. H. KENDALL

0007-SWP-00013247

Believe in Yourself.

DO not get into the habit of feeling that you are not sufficiently well equipped. This comes of a very honest, intellectual process—the understanding, as we get more knowledge, of how very little we really know—as we get more skill, of how very unskilled we really are—the feeling that, high as our training is, there is some person else more highly trained. Of course, there is, but if that is any excuse why you should do nothing—because there is some person who can do it better—you will never do anything. So sail in yourself and pat on the back every other young fellow that sails in. Suppose every young man with a scientific mind had declined to make any experiment because there were abler scientists than he—how many Pasteurs and Finsens would the world have had? I might go on for an hour with similar illustrations, writes Senator Albert J. Beveridge in the Saturday Evening Post.

So go ahead and try to do things. Believe that you can do things. You will be amazed at your own powers. And if you do not believe in yourself, how do you expect the world to believe in you? The world has no time to pet and coddle you, remember that. So get the habit of faith in yourself and your fellowmen. Cultivate a noble, intellectual generosity. It is a fine tonic for mind and soul—a fine tonic even for the body. The doctors say that envy, malice, jealousy produce a distinctly depressing effect upon the nervous system. Be generous. Have faith. Do things. Make mistakes and achieve success, fail or win—but do things. Share the common lot. Be hearty. Be wholesouled. Be a man.

That is the most important thing of all: believe in yourself. Do not underestimate your strength. Do not fear to attempt any task. There are things you would like to do—very well: sail in and do them! Do not be afraid of making a mistake. Do not be afraid that you will fail. Suppose you do fail. Millions have failed before you.

Good Words From the Trade.

To Compare is to Buy.

Our Canadian Division sends this from one of their representatives:

"In an agent's store a few days ago a customer came in and asked for —— Floor Paint. The clerk told him about S.F.P., and set the cans side by side. The customer said —— was good enough for him. I gently slipped the cans on a scale and he saw that ours weighed a pound more than the other. He wanted to know where the difference was, and I took off the covers and showed him. The —— can was not full, and did not have the body. The customer took S.F.P. There were several in the store and I took advantage of it. No one was more surprised than the clerk."

A Bit of Ancient History.

It is often pleasant to look over our progress in the past, and we very frequently find that customers are grateful even in the few cases where they were at first persuaded against their will. The letter following will explain itself:

"I called recently on our agent, Mr. J. G. Howard, Indianola, Iowa. His first order for S.W.P. was given to Jim H——, one of the S-W. representatives in 1872, and Mr. Howard says: 'This man was one of the most persistent, untiring paint solicitors you could conceive of.

'If you said you did not want to buy any paint at any price, he simply could not understand you.

'I had at that time a partner doing some work at Atlantic, Iowa, Jim found this out, went to Atlantic, located my partner and showed him a list of our paint requirements, as he explained them, but for which I would not give the order without my partner's sanction. Mr. Martin, the partner, after hearing the story gave his order for about 75 gallons of S.W.P., and this was a large order for prepared paint in 1872.

'The paint arrived in due time, much to the surprise of Mr. Howard. Before receiving the goods he communicated with Mr. Martin, asking what he should do with what appeared to look like a car load of paint which that "Pudden-head Jim" had sent them by mistake. Mr. Martin said, 'I gave the order and signed for it, and I guess we shall have to keep the paint.' There was really nothing else to do, but Mr. Howard says, "I never slept one wink that night."

"This was 33 years ago. Mr. Howard is now 73, and has a record as agent for S.W.P. of which he is justly proud. During all these years other makes have edged in from time to time, but the strong roots of S.W.P. have grown and flourished with a strong hold, and a complete control of the situation.

"Mr. Howard wants to offer his sincere thanks to the representative who thus insisted on putting him into the "Everlasting paint business" so much against his will.

"He says that he believes S.W.P. is the only paint ever made that could stand the wear and tear of 33 years with such a record of satisfaction.

It certainly braced me up in good shape to hear him talk."

G. J. Manassa.

Trunk Paint Heard From.

The Wichita Trunk Co., of Wichita, Kas., state that our Trunk Paints give them the most satisfactory results of anything of the kind they have ever used. They are very durable, and by using them find it is not necessary to add a coat of varnish as is usual when using other goods. They are good for painting canvas of every kind; an inquiry as to their use for painting in canvas the ceiling of street cars recently came to the Middle West Division. Don't neglect Trunk Paints on your territory, if there is any opportunity for their sale.

Note This Concerning Pure Acheson Graphite Paint.

One of the representatives in the Middle West Division was successful in selling Acheson Graphite Paint for the structural steel work of a large cathedral now being built in Memphis, Tenn. He writes as follows:

"They tested the five gallons of Acheson Graphite Paint, and Mr. Smith, the superintendent, says that it spreads and covers 20 per cent. more surface than other graphite paints, and so far as cost is concerned it is more economical to use than the cheaper graphite mixtures costing 75 to 80 cents per gallon."

Another Enthusiastic Painter.

"I am using your paint for both inside and outside work, and it has given me entire satisfaction.

It works easily without dropping, and I can make it spread and cover

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far more surface with a given quantity than any other I have used.

The finish and durability is unexcelled." CHARLES E. ANCOIN.
Eastern Harbor, N. S.

Mar-not—Well Named.

"I am stronger than ever on Marnot. I have just rolled a piano over a floor finished with three coats of the goods and it did not leave a mark of any description.

"The lady of the house objected strongly to my handling the piano in this way, but for my own sake I wanted to test the toughness of the varnish." W. F. GALLINGER.

DIVISION NOTES.

Southwestern Division.

First Annual Outing:

The First Annual Outing of the Southwestern Division Employes was held at Fairmount Park, on Saturday, Sept. 9th. Fairmount Park is an ideal place for a picnic, and the whole force was at the appointed place promptly at 10 o'clock.

Mr. F. P. Thornton. the official announcer, promptly got the games under way. The first was a 100 yard dash for men. The first prize was won by Mr. Francis A. Welsh and the consolation prize by Mr. Jas. Havener. The needle threading race for the ladies proved to be a very exciting event. The first prize was won by Miss Estes and the consolation prize by Miss Skonberg.

There were 15 entries for the running broad jump. Mr. Cogswell won first prize and Mr. Havener "booby" prize. In the 50 yard dash for girls, Miss Lynch won by a very small margin and Miss McGinnis received the consolation prize. There were four pairs entered for the three legged race which was won by Mr. Payne and Mr. Fred Lott. Messrs. Free and Havener succeeded in getting the "booby" prize.

The egg race for the girls was the most exciting event of the day; all the ladies of the office force entered for this contest and it was very exciting throughout. Miss Robinson won first prize and Miss Froelich the consolation prize.

The ball game had to be postponed owing to the wet condition of the ball grounds and will be played off on some Saturday afternoon in the near future.

Everyone thoroughly enjoyed themselves and unanimously voted the first annual picnic a huge success. Thanks are due to Mr. J. H. Payne for looking after the details and arranging for a splendid luncheon.

Messrs. I. F. Watkins, J. W. Anderson, R. L. Graves and F. B. Gable, have each received credit for carload orders since August 15th and E. S. Donnelly, desiring to "lead the bunch," sent in two full carload orders.

Some of our representatives are doing splendid work in bringing up their business on Q. D. Colors and Taxite.

Since August 1st, this division has added 58 New Agents, 65 new dealers and 34 new C. & M. accounts to its list of customers.

We succeeded in beating our estimate for the year ending September 1st and if we can keep up the pace we have made since the starting of the new fiscal year, the "Trophy" will surely make its permanent home in Kansas City.

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