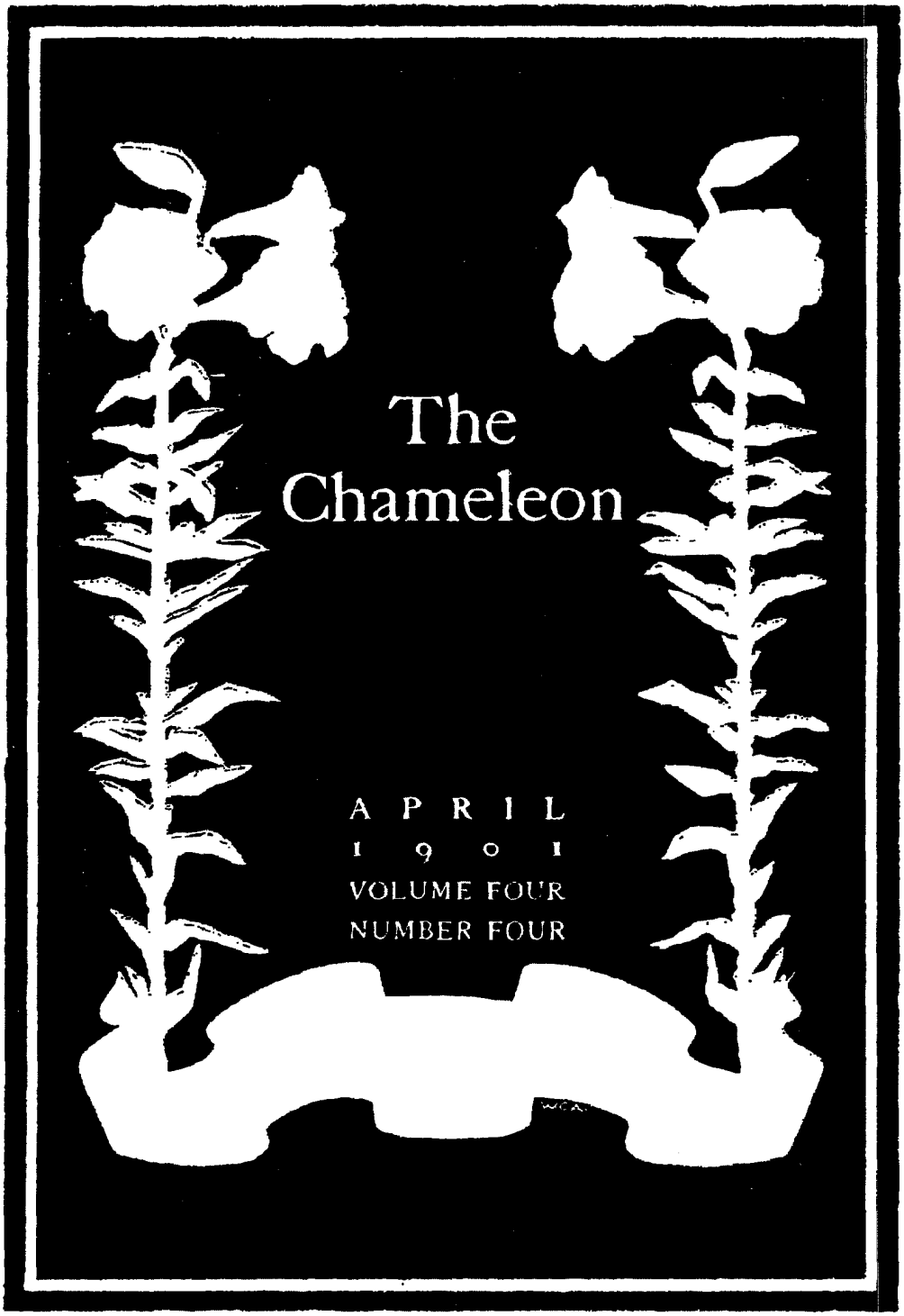


N23582

The Chameleon.

Published on the Fifteenth day of each month by
The Sherwin-Williams Press, 51 Michigan St.,
Cleveland, for the interest and benefit of
The Sherwin-Williams Co.'s loyal staff.

Vol. IV. APRIL, 1901. No. 4

OPENING OF THE NEW CLUB ROOM.

IF you could have seen the four hundred bright, attentive, interested attendants at the opening of The S-W. Club Room on Tuesday afternoon, April 2nd, you would certainly have felt that this was an auspicious day for the future progress and welfare of our Perfect Method Organization.

The room is large, airy, bright and well ventilated and was clean and shining in its new interior finish. There were book cases of attractive reading, some attractive pictures already on the walls, and a broad table of current periodicals, with an abundance of comfortable arm chairs to invite readers.

The many windows on two sides with the large roomy skylight seemed to send in a flood of air and cheer, while the hundreds of earnest, intelligent faces not only beamed from every seat in the room, but crowded around all the walls and into the passage ways beyond.

All these told a story of solid comfort, of progressive education, and of earnest enthusiasm in daily work which no words could fully outline.

The factory whistle blew at 4.30 and after fifteen minutes of preparation, all were promptly assembled at 4.45, when Mr. Cottingham called to order, announced the object of the occasion and requested Mr. Sherwin to outline the purpose and intention of the new Club Room.

Mr. Sherwin spoke in substance as follows:

This is our Club Room and we meet today to open it. We want every one of you to feel that it is *your* Club Room. We have been trying in many ways to help those who were laboring with us to make them more comfortable, more intelligent, and happier and better men and women. This is one of them and we hope it will be used in many ways. As we see today, it is not large enough for us all at once. We can have frequent meetings, however, for different purposes. Our Mutual Benefit Society and other organizations or committees can meet here, and I know there are plans for music. There has been some suggestion of classes on matters of interest which might be a help and instruction to us all, in fact all these things are for you to develop and carry out to please yourselves.

This will be a reading room and we have a good start with several of the best periodicals. This selection will grow as needed. Then we have a good library-branch of our Public Library, and this can grow if you wish until it covers all the walls.

We also want more pictures to elevate and educate us—in fact the Company wish to make this room *just what you desire it to be*. The management will welcome suggestions from anyone of any plan which will give profit or pleasure to any reasonable number.

Now you may say this is fine, but when can we get *time* to enjoy it all? This we have also tried to provide for as well as we could, and beginning with Monday next the lunch time will be extended from 30 to 45 minutes, so that every day you can have at least fifteen minutes for a little pleasure and relaxation here. Now this is to make us *feel* better, and if we feel better, we do better work. It is to encourage mutual sympathy and helpfulness, because the one who is interested in helping forward his associate will progress faster him-

0007-SWP-000131751



A corner of the new Club Room.

self. We do not want or intend to stop in these plans for the good of everyone connected with us. We want you to keep them on your mind and be ready with your suggestions of what will help you in your work. We spend one third of our time in the factory employment—surely it is important that this one-third should be as bright and clean and comfortable and attractive as it is in our power to make it and keep the surroundings as pleasant and inspiring as we can.

Physicians tell us that daylight is a great destructive agent, to disease. We believe in it and plenty of it and I think this bright room today is good evidence. We want The S-W. Co. to be in every way a progressive company and keep ourselves at the front. We intend always to make the best goods in the best way, and to do this we must have the best facilities, the best helpers and the best surroundings which it is possible to contrive. This room, we believe, will be a good help in this direction. It is yours, use it well, and for the good of all.

Mr. Williams followed with these few words of suggestion:

I only have one thought, gentlemen, that has impressed me as I sat in my chair, which is this, I wonder if any of you have felt the effect that is made on a person sitting as we are here, in seeing three or four hundred pairs of eyes watching—what does it mean? Three or four hundred brains, three or four hundred active brains that are all the while thinking about something, good, bad or indifferent, as the case may be. I wonder if we all appreciate what a power there is in the working of that brain, if it can all be concentrated to one single purpose. That is what this room was put in for—one object was that we might get nearer to you, to your brains, and your brains might get nearer to ours, that you might co-operate, and we believe in co-operation in your best endeavor to see that the business of The Sherwin-Williams Company is done after your lights just as well as you know how to do it, and we will stand behind and try to do our part of it just as well as we know how, and if we succeed in that, then The Sherwin-Williams flag will keep rising up higher and higher, and there is no limit to what the results may be.

I thank you very much for your courtesy.

Mr. Cottingham then called upon Mr. Beardslee, who said:

I won't detain you but just a moment, because I know standing is not the pleasantest thing in the world, but I do want to say that I think few of you can appreciate my feeling as I stand here today and see this room formally opened, because it represents something that I have, for a long time, looked forward to as being one of the most desirable

things that we could have, in that it would give us an opportunity, a place to gather together for our mutual benefit, and I want to leave with you one idea with reference to it, which has been in my mind, and that is that our responsibilities with reference to this room are mutual. The Company through its executive officers have provided the place—it remains for you to make the use of it, to make the best use of it, and while, as Mr. Sherwin has suggested, we will be ready and willing and anxious at all times to co-operate with you in making this room a thoroughly clean, practical success, we cannot do the work alone, and this room will be successful or the reverse, in direct proportion to the amount of interest that you take in it. I merely want to have you feel that every person in the room has a personal and a direct responsibility for what may come out of it. We are going to be dependent upon you for suggestions as to how it may be used to the best advantage, and in using it to the best advantage, it is going to be dependent upon you for the benefits which alone would make it valuable. In closing I merely want to say this one word, that whenever you come into this room or whenever you have occasion to use it, let it stand to your mind for one thing, and that is, that this Company is anxious to promote in every possible way the making of those of us who are here associated, better men and women, and is anxious and willing to co-operate with you in bringing this about.

Mr. Cottingham closed with a few pertinent words as to the advantages to be gained from the room and the importance and necessity of hearty co-operation in order to realize the best results in this or any other important enterprise of life.

Mr. Cottingham said:

Now that the Club Room has been opened I hope it will be used as has been suggested, freely by all of you. It is yours and you are the people who are expected to make the use of it. I hope that it will increase that good feeling and good fellowship which this Company is noted for, and we hope that this room will be the means of increasing interest in all of your work. The point that Mr. Williams has made is one that appealed to me as I sat here, that what we want more and more is co-operation, we want your brains and your thoughts to help us in building up this business to the high point which we have in view for it.

Some time ago I read some remarks that Mr. Andrew Carnegie made before his workmen, in which he compared a successful business to a three-legged stool, and called the



Genera view of new Club Room looking toward the rostrum.

0007-SWP-000131752

three legs capital, labor and business ability, but I thought at the time that a three-legged stool was not the most secure or the safest kind of a stool, and that he might have added to its strength by putting on another leg, and that leg I would call "Co operation". Of what good is capital, labor and business ability without co-operation? So I suggest that we have a four-legged stool and who knows but that we may in time even surpass the enormous record of Andrew Carnegie in his business. These are days of advancement and improvement in all things. This is a progressive country and this is a progressive organization, so I don't see any reason why we should not go ahead as we have done in the last few years, making such wonderful gains, and this we can only do by your help.

It was altogether a bright, hearty, cheerful gathering, full of indications for the best success of the new room and the liberal proportion of bonneted heads from nearly every chair in the audience was good evidence that the girls are not one whit behind the men in their anticipations and plans for the enjoyment of this new feature of industrial progress.

The industrial board of the Cleveland Chamber of Commerce has for some time been making a strong effort along the line of bettering the condition of the workmen of the city and Secretary Moulton who was present at our Club Room opening was ready to express himself in a very enthusiastic way.

The Promoting Department and Town Reports.

WE are striving our hardest to make the work of the Promoting Department as efficient as possible. We recognize in it one of the very best means for reaching the high mark we have set for this Company, and we want to leave no stone unturned that can give the Department more power and enlarge its field.

The work is being followed more closely and thoroughly than ever before. Each Division has been placed in position to handle the work to the best advantage through the rest of the year, while for next year we contemplate striking out still farther.

We know what sort of results to expect from the Promoting work now. It has passed the experimental stage. We are sure of our footing and are ready to go ahead. In the Western Division, where the work has been carried farther than in any other, we now have a staff of sixteen persons in the Promoting Department alone. Of course the larger field and larger opportunities there make a staff of this size possible, where it would not be in any of our other offices, but in proportion to their size we intend to make the other Divisions just as capable of handling all the work that comes in.

The Western Division has been making the largest gains this year, and we feel confident that a large part of the increases are due to the systematic Promoting work. A great deal of the work is of the sort that never shows direct returns, but is perfectly evident in the condition of the business as a whole.

One of the things that has made Chicago's Promoting Department so efficient is the manner in which most of her salesmen fill out their town reports, and we wish to make a strong plea for equally complete reports in all Divisions and all territories.

The town reports are the fuel that keeps the fire burning. Every name sent in on them makes more work for the Department, but it also makes more business for the territory and the Company.

We now have systematic methods of following up every name you turn in, and the more information you give us in regard to them the more intelligent our efforts will be.

Use the "Remarks" column. Give us all the helpful points you can in regard to the B. P. A., Dealers, P. O.s, etc. Your remarks are all condensed on our cards, so that they form a permanent record of all we know about each name and give us definite facts to figure on whenever we have occasion to handle the card. If you give good pointers about the people you want us to work for you, we don't have to treat them to generalities each time, but can work them as individuals. All names "look alike to us," unless you've given them some distinguishing mark in the "Remarks" column.

Full town reports mean bigger business in your territory.



An S. W. P. House
Residence of Dr. J. F. Cole, Oelwein, a. Painted 1890. Repainted 1899. Body 375, Trimmer 498, Gables 365, Sash 367, Porch Floor 365.

Success.

ALL the world longs for and strives for success. It's the powerful magnet around which restless humanity whirls and struggles in its desperate efforts to gain admittance within its enchanting circle.

It's the world's "Grand Prix." It's the reward of merit, the laurel of superiority and the distinguishing

0007-SWP-000131753

badge of preeminence.

It's worth striving for. it's worth the great price which it commands. Every one has a theory for gaining it.

The writer's theory is simply this:

First *resolve* to succeed, next *fix your aim*, then *work mightily* for it.

Resolve earnestly. aim high. work unceasingly.

The winning of success is a serious matter—it requires a firm resolution at the start. Make up your mind first of all that you *will* succeed. Begin there.

Aim. The fixing of your aim is important. You must have something definite to work for, some shining light ahead to stear by, or you'll drift upon the rocks that lie hidden in numbers along the dangerous course.

Decide early exactly what your line of work is to be and let your decision be arrived at only after a thorough study of your ability, capacity and inclination. Find the work you are best adapted for. When you have discovered it fix your aim for achievement in it. Place the mark high and keep your eyes ever on it. Think about it, dream about it, expect it, work for it, *reach it*.

Work. Work mightily. The resolve and the aim will count for nothing without the work. Fortunate is the man who has a large and ready capacity for work. Difficult it will be for the one who finds work a hardship, a drudgery, an unpleasant task—something to be quickly done with. Such will require extraordinary ambition to keep alive within the necessary motive power of energy.

The trouble with most people comes from their desire of winning success by some lucky stroke. They are looking for some short cut, some royal road, by which they will be enabled quickly and easily to reach the lofty heights. They are always ready to take a long chance and have great faith in their "lucky star" and are constantly expecting to stumble into something some time that'll lead to fame and fortune. They are lured away by every quick and easy scheme that comes to their notice.

But it wont do. Precious time is wasted in such ways and the prize is further out of reach than ever. If you're going to win it you must *train* for it. The course is a hard one, the competition is the very keenest—it's tremendous, it's world-wide, and the one who dares hope to finish in the lead must be prepared for a *mighty struggle*. He must be swift with great endurance or go down with the crowd.

Get in training.

Be a prize winner.

Good Words From the Road.



ENCLOSE opening stock order (167 gallons, etc..) from new agency at Evansville, Ind. I regard them as the best connection we could have here, and they are going at it right. Eight and twenty-four sheet posters, window display, electrotypes, fence signs and everything. I had just convinced one of the partners that he wanted our line, but the buyer came in afterward and was not so enthusiastic, so I had to stay last night and win him over. Here is one of the arguments which seemed to make an impression—"Now, Mr. A.," said I, "if you were an architect, would you prefer to specify a paint of which the manufacturer made two or three grades and all of them short measure?" That was a clincher and won.

These people are thoroughly in earnest, they had the clerks all together and I went through the "DB.", explaining each line to them and how to talk paint. We had a little S-W. convention all by ourselves and I believe they will come out all right.

S. H. ROBINSON.

"Paints and Methods that Bring Success" at hand and I suppose completes the line of this work. It is a fitting end and makes Chas. Austin Bates' work look like 30 cents. This work should and I believe will prove a very valuable adjunct to efforts of all salesmen. EDW. S. BLANCHARD.

I had a painter at Moultrie, Ga., tell me that he has just finished a job, for which he purchased seven gallons S.W.P. and had two gallons left.

For this same job another painter had figured 16 gallons lead and oil to do the work.

Both of these painters now will use nothing but S. W. P.

WM. B. HAIGHT.

Crissey & Co., S. W. P. agents, at Stockton, N. Y., say their painters are all stuck on "Kopal" and won't use anything else. C. H. RICKETTS.

Here is a pretty good story I heard today while at Walker, Ia., concerning our Aluminum Paint. Mr. Swan, of Swan & Murphy, told me that the foreman of a local creamery noticed the aluminum on the stove in Swan's store and thought he could use it on the creamery separator.

After applying it to this article he was so well satisfied with its appearance that he purchased more and covered every other article in the creamery with it.

The sequel follows when the manager, in making one of his regular visits, is so well pleased with the general appearance of everything that he presents the foreman with a gold watch.

I thought that in itself was pretty good, but a customer in the store further added that this same foreman's salary had been raised $10.00 per month on January 1st on account of the most excellent appearance of the creamery, which is all due to The S-W. Aluminum Paint.

JOHN P. GREENE.
Cedar Rapids, Ia., Feb. 12, 1901.

Before



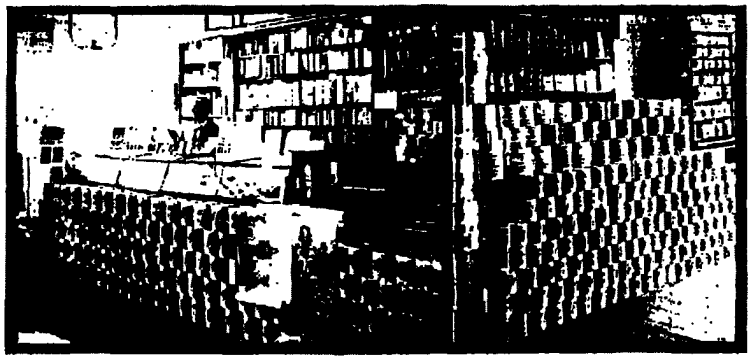
we
"and em."

After



Say!
"It's dead easy."

0007-SWP-00013175



Interior of Dr. F. M. Stearns' store, Frontier, Mich. Dr. Stearns says this is the season for paint, drugs afterwards, and he practices what he preaches.

The Real Turning Point.

C. C. BLACK.

ON reaching the depot, I find my train an hour late, so here goes for that letter I've so long promised to send THE CHAMELEON. If some of my road experience, related in my own way, will help some other fellow as much as some articles in THE CHAMELEON have helped me, then I'll not count this hour wholly lost to the Company.

At ——— I knew I'd a job on my hands before I reached the town, as I'd heard of ———, and I had made up my mind pretty well as to what I wanted to say; but when I had introduced myself, I found, as so often happens, that a slight incident made me change it. Bobbie Burns it was, I think, who said something about "The best laid plans of mice and men," etc. If a salesman don't know all about that then no one does. Just as I came into the store, a gentleman was leaving, but stopped long enough to say, "We will count on your meeting with us at the bank this noon." What more natural than that our conversation should drift into some talk about banks and bankers and that I should mention the fact that some of our people at home were connected with some of the most prominent banks in Cleveland. I want to say right here that I never knew a salesman to be successful unless he could let what he had to say come along *naturally* in his talk. Any attempt at a set speech has always seemed to put me just so much farther away from my possible agent, instead of getting me in closer touch with him. But about the bank. I soon discovered that because this particular dealer happened to be connected with the bank in his own village and was proud of it, that the mere mention of the facts concerning our people at home, inclined him to have confidence in them. It was not difficult to secure his attention after that and an order. He has been buying of us ever since.

I cite this case merely to illustrate what a *little thing* sometime proves to be *the real turning point*. I have seldom had occasion to refer to the fact mentioned above in all my experience since. The real turning point in making a sale seldom is found so quickly on entering the dealer's store. No two men are alike; no two situations, as you find them day after day, are alike. Each must be studied by itself, and generally there is only about an instant to study it in.

The art of selling might, I think, be described as the art of recognizing a "turning point" when you see it. I recall many of them, but one is sufficient to illustrate. There are others which I've used, used once and then forgotten, only to be brought up sometimes again at times like this as I'm trying to write, or when we get together to "talk it over."

Another incident comes to mind now. During the heat of the argument with a B. P. A. I noticed the trade mark on a saw which the dealer carried in stock. It was high grade. Everybody knew that that name on the saw meant the highest quality. The B. P. A. knew enough about the reputation of S. W. P. to make him admit that S.W.P. on the label meant just as much as the name on the saw did to his trade. The real turning point of the sale which I made hung on that saw—queer place to find a turning point.

I was talking to a man just the other day where the real turning point was. I believe, our lunch rooms at Cleveland, and all that these mean of a disposition to make it pleasant for those who make S. W. P.

I'll miss my train though if I keep stringing this out any longer.

Just a word though to the other fellow. Don't you know of a whole lot of interesting things which are happening on your territory and that THE CHAMELEON wants to pass it on to the next fellow.

Why not make a "real turning point" right now and determine that you'll send the editor a letter, so that I can have a chance to read what the "other fellow's" experiences are.

Marine Business.

THIS promises to be the best year we have ever had in the Marine Department. Notwithstanding the advance in price, we have overcome all opposition, and strictly on the merits of our Steamship Paint. It can't be beaten for use on either fresh or salt water.

It is now the time of year for marine business to begin in earnest, so far as painting is concerned. Most of the large fleets, of course, order a little ahead of the time they expect to use the goods, and we have already booked the orders for our largest customers, and have shipped most of the goods. But there is plenty of smaller business still to be had.

I know that at this season of the year the salesmen are all very busy with their regular Trade Sales line, but I feel sure if those who have any marine trade on their territories will make a little extra effort to gain the time and look up this end of the business, they will find it both pleasant and profitable. We trust you will be able to find a little time for Marine work.

E. M. RICHARDSON.

0007-SWP-00013175

BRUSH MARKS

Central Division Notes.

The boom seems to be on in the Central Division just now. Trade Sales for the last week in March show a gain of about 85 per cent over the corresponding week of last year and still the orders are crowding in.

The number of new agents landed shows up with a nice increase in nearly every territory, and with the new territories added, gives a total gain of 70 per cent over 1900 since November 1st. This is the practical result of promoting work, followed up by vigorous action in the field, and we feel sure that our representatives are appreciating the value of this help to a greater and greater degree. The rush is fairly upon us now for Hustle and Push to make the most of it.

Mr. R. W. Levenhagen is now in special charge of our Promoting Department and devoting his whole time to the "Incubator". He is just at present giving special attention to a fine lot of plump Easter eggs, from which we anticipate great possibilities.

Fred William Fischer has assumed the position of Information Clerk and entered upon his duties April 1st.

The piano and pianola in the Club Room are furnishing pleasant brief entertainment to many for a good time in the new lunch hour and it is only another attraction to this bright and cheery spot.

Thirty-four new agents landed during month of March.

Cleveland Factory Notes.

We had a very practical demonstration of the effectiveness of our sprinkler equipment a few days ago. A couple of workmen were putting some curtains in the skylight in the factory office, when one of them accidentally broke off a sprinkler pipe going up into the skylight. There was a rush of water wetting everything and everybody who happened to be near, and before we could get it shut off at the main, there was a great flood of water all over the office floor and the two floors below. The man might have meant it for an April Fool joke, as it happened on that day, but he failed to see the point, as he literally "got soaked".

Work on the Newark factory is progressing rapidly now. The buildings are nearly completed and some of the machinery is already being shipped.

We have just installed a new induced draft plant, which is very complete. It embraces a new scheme for heating the air before it gets to the furnaces, thus furnishing the fires with air at a temperature of about 300 degrees instead of cold air. We expect by this to get quite a saving of coal and to very largely reduce the amount of smoke.

An addition has been made to the varnish storage building. One gallery has been widened and sixty twenty-five barrel tanks have been put into place and are now being filled.

True to our promises, that we would have Excello ready by April 15th, we have already begun to fill and ship some of this to the branch houses.

The factory has been running eleven hours a day since about the middle of March, and this extra time has made a corresponding increase in output.

Western Division Notes.

We are sorry to be unable to report improvement in Mr. Webber's condition.

Our Mr. Hommel is rapidly regaining his health and we hope to see him on the firing line at an early date.

We are in receipt of a letter from Mr. Adams' home, advising us that he is confined to his bed with typhoid fever.

Mr. T. V. Wright, our book-keeper, met with an accident to his knee some time since, and will be confined to his home for some time to come.

Every territory in the Division continues on the gain, both in sales and new agents. Should the representatives and staff of this house retain their health, we hope to beat the pace which we have held since the commencement of the year.

We take this medium of congratulating our Mr. Stewart on his success in leading with twenty-nine new agents to his credit at the close of business March 31st. We are also pleased to report that there are nine more of our representatives who are following closely, and it would be a difficult matter to name the leader in the race for the close of the month.

We are pleased to advise all representatives of this Division that Excello Varnish is in sight and shipments will go out on time. The sale of this splendid specialty has been fair, but not all that we expected. Some territories are lagging, but from the indications we have reason to believe that they will come to the front before the opening of the business, and will show good sales on Excello.

Eastern Division Notes.

The latest cable advice from Mr. Albright was from Vera Cruz announcing his safe arrival from Havana. His return is expected when our railroad interests at Mexico City, Monterey and other points have been looked after.

The work on the new factory is being rushed rapidly forward. We expect to begin to move from our present location April 26th and turn the key here April 30th.

We wish to call the attention of our staff to the advantage to our agents in anticipating their wants as thoroughly as possible along about the 15th of April in order that there may be as little interruption as possible in making prompt shipments owing to this change which will necessitate our closing for a day or two, April 29th and 30th.

Mr. Albright's office will be located in New York as well as our city sales office, the definite location of which has not as yet been decided upon.

The steamship business is beginning to yield up orders for Copper Paint and other steamship goods, and the largest order received so far was from the American Fisheries Co. for their fishing boats, for 300 gallons of Copper Paint.

Our Possible Agents have very liberally responded to our booklets and the Promoting Department is taxed to its limit in replying to and

0007-SWP-00013175

following up the constant inquiries which are being received.

New strength is being developed in our C. & M. work on the part of the trade salesmen and the Street Railroad, Marine and regular railroad work is, we are gratified to see, showing much improvement on all of the territories.

We were pleased to have with us for a short time on March 16th Mr. A. E. Schafer.

One of our customers writes that already he has received orders which were due directly to the "E" circular.

Business is good: getting better every day: great times ahead.

Mr. Wherahiko Rawei, the only native New Zealander who ever visited this country, says, that S. W. P. ought to win in New Zealand, as there is now a big field open for just such a product.

Canadian Division Notes.

It is not very often that we can learn of direct results obtained by the special letters sent out by our Promoting Department, but we wish to make mention of one very striking instance which we received word of this morning. A. C. Thompson & Co. of Sydney, C. B., and one of our best agents, writes as follows:

"You wrote Lauchlin McDonald, Sydney Mines, last year, and I think it was the reason of him buying enough S. W. P. for ten houses. We think this is about the best plan to get after these kind of people, and with us working at this end think we will do a good business this season."

Brush Marks not received from New England and Pacific Divisions up to time of going to press.

Report of the Mutual Benefit Society.

1st Quarter 1901.

Balance Jan'y 1st, 1901,			$497 92
Receipts, Cleveland ...	$268 79		
" P. & A.....	11 79		
" Montreal	43 04		
" Chicago.....	53 06		376 68
			$874 60
Disbursements:			
62 vouchers paid.....			433 94
Balance April 1, 1901,			440 66

A. E. OLDHAM, Sec'y.

The Number of Employees in the Company.

The records show a total on April 1st of 827. A gain of 20 over last report. We are still climbing toward the 1000.

"Get-Together" Dinner at New York.

Mr. Sherwin attended the dinner of the Get-Together Club at New York on the evening of March 26th, and spoke on the factory methods used by our Company. We quote the opening paragraph of the account of the dinner as it appeared in the *N. Y. Sun*.

The Get-Together Club met last night in the Madison Square Garden Concert Hall. The subject for discussion was: "Industrial Betterment, or Movements for Improving the Condition of the Employed." The speakers were representatives of great businesses in which there are great numbers of employees and where some effort has been made to create personal relations of affection between the concerns and the men and women who work for them. W. Bayard Cutting presided. There were about five hundred members of the club present and there were also a number of women in the galleries.

Lantern slides were used in illustrating the special features in connection with the different establishments in the interest of employees and Industrial Betterment, those of our Company being among the most prominent.



Twenty-five Years of Faithful Service

A meeting of the foremen of the factory was held in the Club Room at 5 o'clock Thursday evening, April 4th, called to present to Stock Keeper Mr. John George Weber a gold watch, on the completion of his twenty-five years of faithful service with the company. There were also present Mr. Sherwin, Mr. Cottingham, Mr. Parks, Mr. Beardslee, Mr. Richardson and Mr. Sims.

Mr. Beardslee made the presentation speech in a very happy way. There were few present who were really "on to" what was coming until he had nearly finished his remarks. To say that John was taken by surprise scarcely expresses it: as a matter of fact when responding he was very much overcome, but as usual "found his voice" shortly and in a very neat response told how sincerely he appreciated the gift. Mr. Sherwin spoke briefly regarding the long and faithful service of Mr. Weber, and the meeting closed with three cheers for John. Altogether this little affair was most pleasant to those who participated in it.

Every day more and more we are learning how much we need our Club Room and we all wonder how we have been able to get along so many years without one.

Preparation for 1902.

We will very shortly send out the suggestion blanks for ideas and suggestions for improvement in our goods, methods and advertising for 1902.

We will as usual hold a meeting of Managers in June to consider plans for next year. This is one of the most important of our meetings of the year.

We want every representative to give particular attention to the suggestions for next year. Begin now and make notes as you go along of the ideas that occur to you. *Be on the lookout for ideas.* We must progress, we must improve, if we are to keep our place in the lead. The man in the field is in the best position to judge of the success or failure of our plans, goods and methods. We want to know of our weak spots and what we can do to strengthen them. We want to drop things that don't pay and keep the ones that do, and find others of this kind.

Put on your thinking cap and go at this work in real earnest. It's important and can't be done without effort.

We will award prizes again this year for the most valuable suggestions and also a prize for the most intelligent and complete report. Particulars will be sent with suggestion blanks which will be out some time this month.

1901 is good—1902 *must be* better.

0007-SWP-0001131757

Record of New S. W. P. Agents.

March proved the best month of the season for securing new agents. Taking the business as a whole, we more than *doubled* the number of agents appointed this March compared with last.

While the report given below only states the names of the *leaders* in each Division, there are many of our representatives very near the high number, and we look for some changes in the positions next month. Every agent means a permanent increase in the business of the territory, for we rarely lose a man once we get him, and once in a town, we can't be kept out.

Western Division.
S. H. Stewart. ***29 new agents.***
Eastern Division.
J. P. Minetree, Jr., ***25 new agents.***
Pacific Division.
G. G. Mowat. ***23 new agents.***
Central Division.
L. J. Fasquelle. ***21 new agents.***
Canadian Division.
J. A. Brown. ***19 new agents.***
New England Division.
G. L. Wasgatt. ***17 new agents.***

E's Going Out.

The "E" calendar-circulars are still being mailed, though the bulk of the lists have already reached their destination and have begun to get in their work.

We quote from a few letters received, showing the effectiveness of the work.

S.W.P. agent at Erie, Pa., writes:

"Your calendar booklets have reached this office and nearly all found their destination. Would be glad to enlarge the list."

The Lawrence Paint Co., Binghamton, N. Y., writes:

"Yours of the 23rd at hand. The "E" calendar booklets have been received and have already begun to bear fruit. Several have been in and will place their order as soon as the weather will permit.

"We think there is no advertising that does us so much good and with such quick results as these circulars. We will keep tab on them for a short time and will report to you from time to time just what we get from them."

Our agent at Durant, Mich., writes:

"Your circulars have arrived at this office and I am noticing an increased amount of paint business for the past few days."

On page 50 of the April "S.W.P." we printed an article suggesting a series of postal card "follow-ups" for our agents, offering to furnish them with electrotypes for printing the cards. We wish the salesmen to do their best to help push that scheme along. It's a good one and the more dealers that uses it in your territory the more business you'll get credit for. The scheme is bound to bring business to every man who uses it. The cost to him is small compared with the results—and small any way you look at it. Push the scheme along.

Leaders in Varnish Sales.

The reports of varnish sales are watched very closely and with great interest by the management. We are making good headway. The field is so large we want to make the most possible of it. Some territories are showing up remarkably well and in others there is much opportunity for improvement. Every salesman ought to be in line on varnishes. He misses a chance if he neglects it. It's a line that requires *hard pushing* to get in, for the competition is keen, but it can be done especially with our agents—it's a matter of good salesmanship.

The leaders in varnish to April 1st in each Division follow:

Canadian Division.
W. S. Fallis.
Western Division.
J. P. Greene.
Central Division.
L. J. Fasquelle.
Eastern Division.
E. E. Lewis.
New England Division.
L. W. Barney.
Pacific Division.
E. T. Parsons.

Excello.

Splendid progress is being made with Excello. We have a great many orders booked from all parts of the country which we will be ready to execute on time, April 15th.

We are pleased to say, also, that the sale for "Kopal" is being well maintained, and we want every representative to keep up the interest in it. There's a place for both of these excellent varnish specialties and the men who are piling up the largest varnish sales are placing large quantities of these two brands—*Excello—Kopal*. Read the booklets and printed matter and let no agent escape.

News of Export Department.

We have established an agency at Havana, Cuba, with Messrs. R. B. Lyon Co., for a full stock of S. W. P. shelf goods, Varnish, P. M. No. 5 and the entire line.

The latest sparks from the Havana cable brought an order for three barrels of Perfect Method No. 5.

Mr. Donnison's work in Australia has already secured for us an S.W.P. agent at Brisbane, and also an agent at Sydney.

We quote from Mr. Donnison's letters as follows:

"If we can only get the wedge in we can get these people, but they are slow in making up their minds and the only thing to do is to keep right at them and when we get them we shall keep them.

"You will understand what a hard market New South Wales is to work when I inform you that it is the dumping ground of the world, being a free port. You can have no idea what uphill work it is. People out here never heard of The Sherwin-Williams Co., and my price all round is 30 per cent. higher than any prices they have ever paid.

"I tell you it is a stiff fight from the beginning to end, but I feel that we will win, for every man we get we shall keep, and I am determined to get the business.

"It will take some time, but I shall stay right with them and win them. It is the stiffest fight I was ever in and if S.W.P. goes in Australia it will sell easy in any other part of the world."

Floor Finishes Gaining Steadily.

Each month the Floor Finish line makes an improved showing and gives promise of realizing our great expectations for these specialties. We mean to keep pushing them and have some ideas for still more vigorous work in introducing them.

We give the names of the leaders in the line in each Division below:

Canadian Division.
W. S. Fallis.
Eastern Division.
H. T. Sheldon.
Central Division.
L. J. Fasquelle.
Western Division.
B. H. Pinkerton.
New England Division.
F. B. Hare.
Pacific Division.
G. G. Mowat.

0007-SWP-00013175

Some More S. W. P. vs. Lead and Oil Figures.

BY EDW. S. BLANCHARD.

THE other night I was introduced to W. S. Hamilton by our agent. Mr. Frank Batter. of Bellefountaine. Ohio, who said Mr. Hamilton is the best painter in the county. The question of paint of course came up. and Mr. Hamilton stated that he couldn't use S. W. P. on account of the high cost.

I asked him to figure it. On lead and oil, three coat work. he obtained the following results:

FIRST COAT.

25 lbs. White Lead, *@* 7c.....	$1 75	
2 galls. Raw Oil, *@* 75c.....	1 50	
2⅝ galls. Paint cost	$3 25	
1 gall. cost.....		$1 24

SECOND COAT

25 lbs. White Lead, *@* 7c.....	1 75	
1½ gall. Raw Oil, *@* 75c.....	1 12	
2⅛ galls. cost.....	$2 87	
1 gall. cost.....		$1 35

THIRD COAT.

25 lbs. White Lead, *@* 7c.....	1 75	
1¼ galls. Raw Oil, *@* 75c.....	94	
1⅜ galls. Paint cost	$2 69	
1 gall. cost.....		$1 43
Brushing up and Tinting.....		40
3 galls. cost.....		$4 42
1 gall. cost.....		$1 47

Against these figures I made the following showing for three coat work with S. W. P.:

FIRST COAT.

1 gall. The S-W. Primer.....$1 40		
1 gall, Raw Oil.....	75	
2 galls. cost.....	$2 15	
1 gall. cost.....		$1 07

SECOND COAT.

1 gall. S. W. P.....	1 60	
½ gall. Raw Oil, *@* 75c.....	37½	
1½ galls. cost	$1 97½	
1 gall. cost.....		$1 32

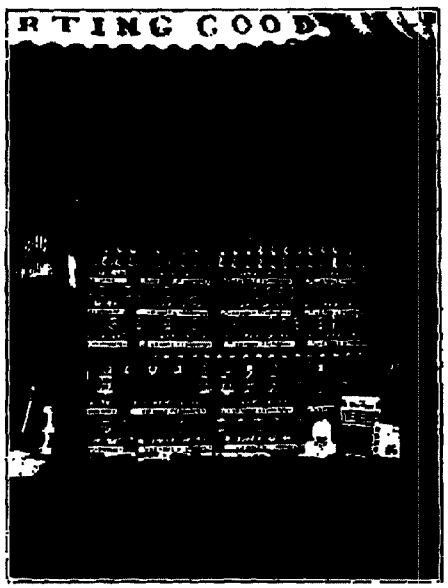
THIRD COAT.

1 gall, S. W. P.....	1 60	
3 galls. cost.....	$3 99	
Averaged gall. cost.....		$1 33

He conceded that S. W. P. would cover more surface gallon for gallon. He had used it and said it was the best mixed paint he ever used. but that he thought paste paint cheaper.

So I let him make P. C. P. figures. and the lowest cost he was able to show on P.C.P. was $1.38. In both his lead and paste figures he counted *lots* more oil than he ever uses in actual practice. as you know from above figures.

When he left he promised to push S. W. P.



A neat window display by A. B. Nobe. St. Catherines, Ont.

0007-SWP-000131759