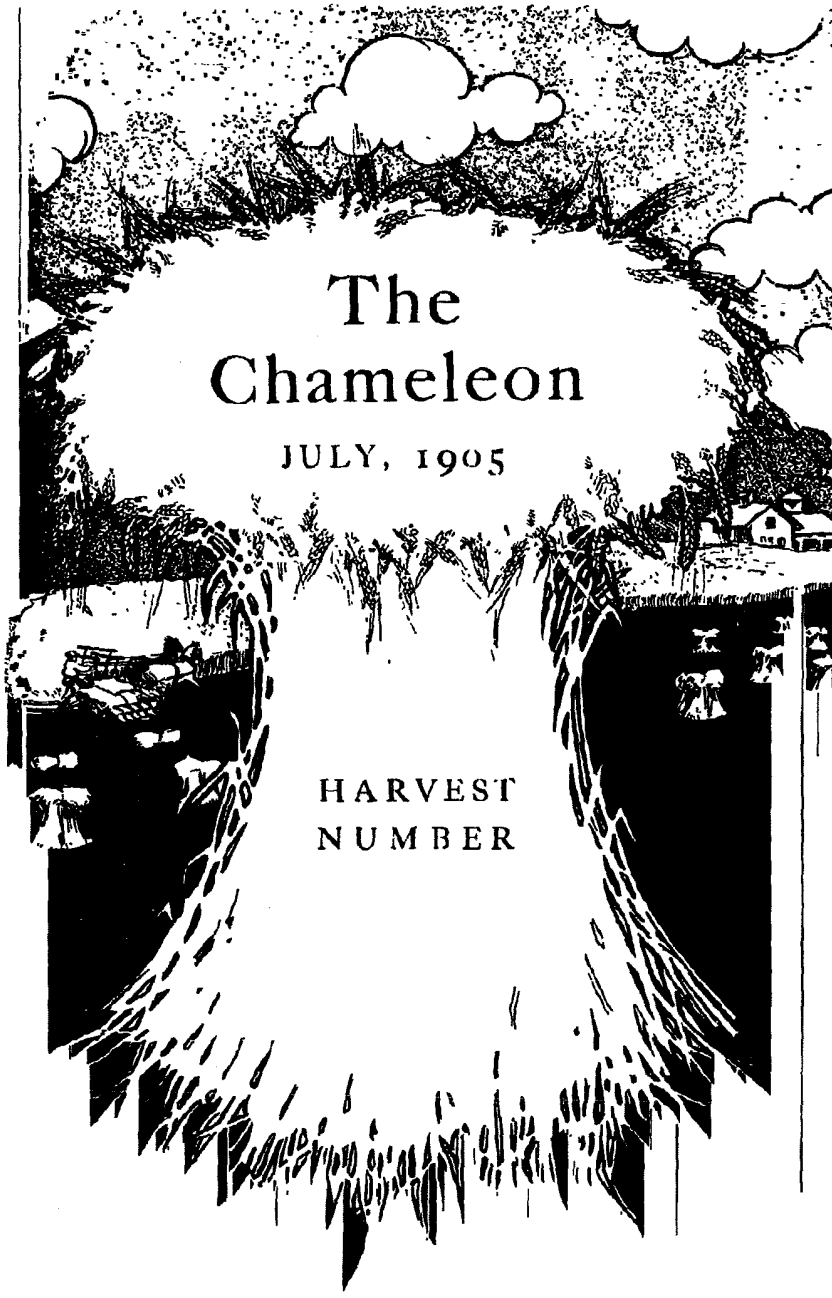
"All work and no rest takes the spring and bound out of the most vigorous life. Time spent in judicious resting is not time wasted but time gained."



N22615

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. JULY, 1905 No. 7

THE COMING FALL CAMPAIGN.

AT the end of the vacation period and before the men take up their work on the road again, local conventions will be held in most of our divisions, the principal object of which is to place before the staff our plans for the Fall Campaign.

We intend prosecuting with greater vigor and more effective methods than ever the fall painting idea. We are convinced it affords us a legitimate and sound basis for increasing our sales. The fall is a good time for painting and by forcibly and persistently educating people up to the idea they can be induced to do it. We can in this way create new business.

The first essential is that every one of us should become thoroughly convinced of the great possibilities that exist in the fall season for the extension of the paint business. With this point accomplished, then it will be easy to vigorously and enthusiasticly impress the agent and the dealer with the same idea, which they will pass on to the consumer, and every one will benefit by putting the plan into effect.

We have no idea of trying to load up the dealer with stock that he cannot move quickly from his shelves. This would, indeed, be shortsighted and only restrict our spring business. Our plans contemplate and embrace putting the goods into actual *consumption*, but we must have the help of the dealer in successfully executing them. We must, therefore, get his hearty and enthusiastic co-operation. We must convince him that the success of our plans means increasing his sales as well as our own, and we can do this very thing if we get the opportunity. There are nearly three months, two and a half anyway, that used to be pretty slow for paint trade in the fall that we can make lively and profitable. No one has pushed this idea of fall painting to the extent that we have done, for that very reason our opportunity is greater. If we can create new business for our agents it strengthens our position with them. More business means stronger and more loyal agents.

There is also a great advantage in taking up the work again after the summer vacation, in having a new and definite plan to present to our trade. It enables us to enter the field with that energy and vim necessary to attract and secure the attention of the trade. It keeps us out of the rut and stamps our work and our organization as enterprising.

We are doubly anxious this year for the success of the Fall Campaign, for we still have our eyes and our hopes fixed on making that million gain before January 1st, next. We are making fine progress towards it, and if the entire sales organization will take hold of the Fall Campaign with their usual energy and enthusiasm, we will make it *sure*, and it will be a fine achievement—one

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worthy of the splendid reputation of the greatest selling force in the field. You know we wouldn't be happy, and we wouldn't be Sherwin-Williams if we didn't get all we went after, so there's nothing to do but go out and get it.

Vice President and Gen'l Mgr.

The Economy of Quality.

BY L. J. FASQUELLE, MANAGER CENTRAL DISTRICT, THE SHERWIN-WILLIAMS CO. PAPER READ BEFORE THE OHIO HOUSE PAINTERS AND DECORATORS CONVENTION AT COLUMBUS, JULY 11-13, 1905

THE dictionary definition of economy is "the frugal and judicious use of money, material, time, etc."

There is no master painter who would object to using high grade materials simply because they were such. His objection would be based on the idea that something cheaper would do as well and that people are not willing to pay for the best. That statement can be qualified—there is a certain large percentage of the human race who look at the price as the prime consideration. There is another and much smaller percentage who believe that quality should be considered before price. It is reasonable to expect the *Master Painter* who is true to his name to belong to the latter class. But, say you, the fierce competition of the present day will not allow the master painter to follow his instincts. His customers shop around, give their work to the man who makes the lowest price, while the honest man who uses high grade materials must either meet the price or be without work.

Aristotle says that quality is something which has a contrary, which admits of a degree, and is a respect in which things agree and also differ.

At this point "the frugal and judicious" use of quality will enable you to meet the price. That quality which has its contrary (and it is the contrary which your cheap competitor uses) enables you to meet the price, and more, for high quality means satisfaction, and that means a reputation for reliability which places you outside of "the pale of competition" and brings you a clientele which forgets the price, but wants you because you have done good work with good materials.

Perhaps you think this is a theory and one of the kind which does not work out in practice. Let us prove that it will. We will begin with colors in oil.

You can buy chrome yellow for 15 cents per pound, and you can pay 25 cents for the same amount by weight, but it will take three pounds of the 15 cent chrome yellow to even approximate the tint you can obtain with the 25 cent kind. A thousand pounds of the 15 cent yellow would never give you that rich, clear tone you obtained from the single pound of the high grade article.

For another example take lamp black. Half a pound of lamp black will go further than two pounds of a cheap black, and that half a pound will cost less than half as much as the two pounds of cheap black. A school boy could figure the economy there.

Again, let us try driers. The average driers on the market sell at wholesale at from 20 to 40 cents. These driers, to be liberal toward them, will dry raw oil in about the proportion of one part of drier to three parts of oil, or if we assume an average price of say 30 cents, we will get a cost of ten cents per gallon of oil for the drier used. On the other hand you can buy an excellent drier for 75 cents per gallon in bulk. One gallon of this drier will dry twenty gallons of raw oil in about five hours at a cost of 3-4 to the gallon of oil used. Again a triumph for quality.

These are practical illustrations—facts which have been proven and can be proven again, and they serve to demonstrate the actual money saving in the "use of high grade materials as against those of an inferior grade."

But there is another and a higher side to this subject, and it goes back to the old scriptural story of the two houses, one built on the sand and the other on the rock, applying just as truly to the building of trade as it does to the building of character.

The master painter who builds up his reputation on the rock of quality, who refuses to use other than high grade material and who is content to lose a contract once in a while rather than to be forced to meet the competition of low priced and poor workmanship, soon becomes a factor in his community, soon becomes known as a man who can be trusted to take a job of work without the price being stipulated in advance: and again the economy of quality is demonstrated because quality applies just as much to workmanship as it does to material used.

One of the well known Master Painters of the Pennsylvania Association said to me last winter that when he started out, he refused to meet competition where the price was not sufficient to permit him to do a first class job, and today he is scarcely ever asked to name a price in advance. He further said that he had long ago found that price was not the prime consideration in raw material, and that high grade material showed him a greater economy in the cost of a finished job.

Someone has said that thrift is a stronger word for economy, that it is a smart, ambitious, successful economy. Let us hope that every member of this Association is full of thrift and ready to agree that there is an economy in the use of high grade materials as against those of an inferior grade.

Hotel Florence, Fort Madison, Iowa.

Our Florence S.W.P. Agent, Mr. E. C. Barbour, sold them the paint for their entire building, in and outside. The landlord, Mr. Hurt, is a city official and has S.W.P. specified for all city work, because he "knows it's good."

This is but another example of how our agents may, with a little hustling, secure large orders.



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Recent Promotions.



Mr. Geo A. Martin



Mr. F. F. Myers

WE take pleasure in announcing the following changes and promotions:

Mr. Geo. A. Martin, Manager of the Western District, has been appointed manager of a new department, which is to be known as the Auxiliaries Department. This department will embrace the business of the following: Linseed Oil Works, Tin Can Department, Mechanical Department, Zinc Oxide Works, Mining Department, all of which will report direct to Mr. Martin hereafter.

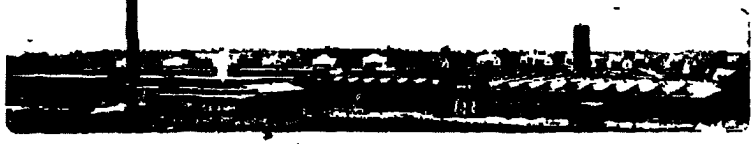
Mr. F. F. Myers, Manager of the Southwestern Division, has been appointed Manager of the Western District, to succeed Mr. Martin.

Mr. A. D. Joyce, special representative of the Central Division, has been appointed Manager of the Southwestern Division, to succeed Mr. Myers.

It is a pleasure to us to record these promotions, as all of these men have made a conspicuous success of their work with the Company, and have won their advancement on their merits.

— — — —

Brogan Mills, Anderson, S. C.



WE show herewith illustration of these buildings finished with S-W. Products. The following materials were used:

Metalastic on the structural steel.
40 bbls. S.W.P., China Gloss White.
7 " " Outside " "
2 " " 461.
1 bbl. " 374.
1 " S-W. Special Hard Oil.
½ " " Kopal Varnish.

The rapid increase and growth of these industrial enterprises at the present time affords many splendid opportunities for business like this, and for purchasers of this character the quality and economy of S-W. Products will always appeal with irresistible force. They need the very best of paints and varnishes and our products meet their wants in every way.

Varnish Gums and Varnish Making.

THERE are few operations in the line of paint industry which require greater skill in the selection of materials, more constant care and judgment or a more accurate adjustment of outside facilities and conditions than the making of thoroughly reliable and dependable varnishes.

To meet the varying requirements for different classes of work or degrees or methods of finish they must be more or less pale in color—easy flowing and elastic to a high degree—and yet dry quickly to a hard, durable surface that will present the highest possible finish and yet withstand the abrasion of the hardest wear.

The methods of manufacture in themselves are simple and natural, but require to be followed with scrupulous and painstaking care, varying in some material considerations according to the special characteristics desired in the particular kind of varnish under way. A slight variation in the precise kind or proportions of ingredients, the degree of stirring, the heat maintained, the rapidity of cooling, the thickness or limpidity, technically the viscosity, of the mixture, may induce blistering or cracking, checking or crawling, pitted or clouded effects or slow, tacky drying, which are some of the disappointments and sometimes unexplainable troubles of the varnish user.

The variety of varnish gums used as a base is not large, but the differences in quality are widely multiplied, so that the question of proper selection and sorting becomes one of prime and critical importance.

Amber is very hard, and the finer grades exceedingly smooth, clear and translucent. It is found among the sands and clays of the Baltic, Swedish and Danish coasts and in Eastern Germany. It sometimes forms and dries hard around insects or plants, entombing them in a solid transparent cage.

It is not used as extensively for varnishes as it has been, though still valuable for some of the higher grades of violin and coach varnishes.

Shellac is a gum substance from the East Indies. It comes from granular excretions which exude from certain scale insects, forming shells for the protection of their eggs and deposited on twigs of trees, etc. The females are imbedded in the mass and in perishing, furnish a red fluid valuable for brilliant crimson and scarlet dyes. These are dissolved out of the excretions or lac, leaving the shellac gum, which is purified and dissolved in alcohol and used largely in priming varnishes and lacquers.

It is too brittle, however, for extensive under-coating.

Copal—This name has been applied to such a large variety of gums and resins that it is to some extent misleading. Many are very inferior in quality, come from different sources, and vary widely in their properties.

The East African or Zanzibar Copal exudes from trees and the poorest is found in a raw state at their roots or near the surface.

The ripe copal is found buried several feet in the earth over a wide belt of the country.

It is extremely hard, elastic under changing temperatures, most valuable for many high grade finishing and polishing varnishes. The best is especially adapted to exposure and trying climatic conditions.

The New Zealand or Kauri Copal

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is doubtless the most valuable and popular gum on the market.

It is a fossil deposit of sap from the immense Kauri pine found in large groves in Northern New Zealand. It escaped from the tree, slowly dropping to the ground, made its way into the earth and in thousands of years became buried more and more deeply.

There are now said to be ten or twelve thousand Kauri diggers covering these fields in search of this hidden treasure. It is often dug up in the open land where not a trace of the original trees remain.

Nearly every day is a hunting day for the diggers and they go out prospecting with a barrow or a sack, a long, sharp spear and a spade. By tapping and piercing the ground in favorable spots the valuable deposit underneath is located and uncovered. Like other mining, there are many fruitless days and then a lucky strike will make up for all.

The gum then requires most careful sorting as to size, color, hardness, transparency and other qualities only evident to an experienced eye.

In the past quarter century the demand for Kauri Copal has far exceeded that for the Zanzibar, inasmuch as the latter by proper selection has all the most desirable qualities and affiliates more readily with linseed oil and other materials.

To meet the enormous increase in demand a very large quantity of second, third and lower grade Kauri is procured from swamps and marsh lands, it is soft and inferior and of little value.

The high grade Kauri is steadily advancing in price as its tractable qualities have done much to encourage the use of varnishes and varnish paints and the demand for consumption has gone far beyond any figures that would have been dreamed of a quarter century ago.

TO BE CONTINUED.

Thinning and Economy of S. W. P.

BY A. W. BALLARD.

THE 16th of next month will complete my 25th year with The S-W. Co., and in every year of that time my confidence and assurance has grown stronger and stronger that there is not a paint made in the world which will paint a house so well for so little money as S.W.P. The facts, however, have recently been distinctly forced upon my attention in an exceedingly practical way, on the house in which I live, and here is the result.

It is a twelve room house, surface 3600 square feet. It was painted eight years ago and in fairly good shape for re-painting. For first coat I took:

3 gals. S.W.P., Body Color, @ 1.60	$4.80
3 gals. Raw Linseed Oil, @ 60....	1.80
1½ gals. Raw Linseed Oil.....	.90
	$9.90

This after thorough mixing gave about nine gallons of paint ready for use. The painter has gone over the entire house, one coat body and trim, and I have 1½ gallons body color and ½ gallon trimming color left. So I have actually used seven gallons of paint to cover 3600 square feet of surface, one coat.

I added the oil and did the mixing myself so that I know these figures are correct. Every one remarks on the fine appearance of the house. It looks so well that I might leave it

Erratum.

A line is omitted from the second paragraph of "Thinning and Economy of S. W. P.", referring to the number of gallons of paint and oil used on the job. It should read as follows:

3 gals. S.W.P.., Body Color, @ 1.60	$4.80
3 gals. Raw Linseed Oil, @ 60....	1.80
1½ gals. S-W. Trimmer, @ 1.60...	2.40
1½ gals. Raw Linseed Oil.....	.90
	$9.90

Please put this in your July CHAMELEON.

0007-SWP-00013221

with this one coat if I cared to do so, and shall leave it anyway until the flies disappear.

You will note that the nine gallons of paint cost me $1.10 per gallon and covered a little more than 514 square feet, one coat, per gallon. For second coat I estimate that it will take in addition 2 gallons body color, 1 to 1½ gallons raw oil, ½ gallon trim, and 1 gallon raw oil.

This will be in all 15 gallons of S. W. P. and oil for an elegant piece of two coat work at a cost of a little more than $1.13 per gallon.

The figures enforce two facts that I have always championed: First, that S.W.P. will take with proper stirring far more oil than is usually added, and I think we should let it be understood that in no case will we guarantee the most satisfactory and economical results unless these suggestions for thinning are closely followed.

In the second place they show clearly that no S. W. P. agent should have any need of cutting the price on S.W.P. below $1.60 per gallon even in central localities to show its unmistakable saving over lead and oil or any other prepared paint. At distant coast points, with added freights, this price should, of course, have extra cost of handling added. There is no more occasion for sacrifice here on the part of our agents than there is for them to put their hand to their money drawer and hand out a gold dollar for 90 cents of a customer's money.

When you can give a customer a paint that will cost him, properly mixed, $1.10 to $1.13 per gallon, that will cover, well brushed out, 300 to 350 square feet, two coats to the gallon, and that will give a finish and durability that is unequalled, he is getting the best and the cheapest paint on which the sun shines.

I want to say right here that I have never seen, since I began to look into this matter of thinning, a single gallon of S.W.P. that would not stand a gallon of oil to a gallon of paint for either first or second coat, and for third coat at least a half gallon of oil to a gallon of paint. A little turps in second coat is all right, too.

Now this matter of thinning is not guess work with me, but the result of careful and thorough experiment. And I believe that every S. W. P. agent should be fully posted on the real merits of this product and sell it at a price where he can make a little money.

The goods will do it. The Company will back them up and the agents will feel a solid and substantial interest in maintaining a fair gold dollar price that will encourage them in their best efforts and redound to the better satisfaction of every customer.

Death of Mr. Frank R. Harris.

Just as we go to press we have received word that Mr. Frank R. Harris, who served this Company so faithfully for years in the Western Division, died at his home in Colorado Springs at 5:15 Thursday afternoon, July 13th.

All those who knew and loved him will feel the loss deeply.

What per centage of *your* agents handle Preservative Shingle Stains? They are one of the new additions to the fall line and can be handled with much profit to the agent. Convince him of this fact. They should be on the shelves of every agent.

0007-SWP-00013221

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

FOURTH OF A SERIES OF ARTICLES BY MANAGERS AND OTHERS, ON SALESMANSHIP AS APPLIED TO THE SHERWIN-WILLIAMS COMPANY.

CONCEDING a fairly close equality on main lines of goods to some of our competitors, the first and strongest point of The Sherwin-Williams Co.'s agency proposition lies in their systematic and persistent advertising policy. Today the other manufacturer has a pretty complete line of general advertising, embracing many features originated by us, but close observation leads one to believe in their entire lack of system. They promise but do not fulfill as we do.



Hector M. Gordon.

The possible B.P.'s first question is: "What will you do to aid me in moving your goods?" and the outlining of our entire promoting work, impressing him with the firm belief, and proving to him as you can conclusively, that we do all we promise, and even more, will do more toward landing the agency than any other one thing.

Second—Our conceded position as leaders from a manufacturing point of view in the paint world, and the fact that we crush our own seed, mine our own zinc, manufacture our own dry colors, and unquestionably have the best distributing facilities of any paint concern in this country.

Third (and not least)—Ability of our representatives not only to impart knowledge to the agent and dealer, but also to approach their customers and aid in selling them, also the fact that our representatives are better versed in paint lore than any other body of paint salesmen.

National publicity of The Sherwin-Williams Co., it being a well recognized fact that, although there may be exceptions, the best advertised product is the best seller.

It would take too long to enumerate all the points of the agency proposition, but from my own experience those above mentioned are the strongest.

Our proposition is a game of striking the other fellow out, not giving bases on balls, and the development of "Cy Youngs" in our representatives means the other fellow's finish.



"If you don't feel enthusiastic, get out and rub up against some fellow who does. Re-charge your batteries, and do the hard thing first: it will stimulate your nerve.

"Action generates energy."

—JED SCARBORO

Plans for the Fall Campaign.

WE are glad to tell you we have completed our plans for the Fall Campaign. At the recent managers' meeting all the details were carefully discussed and since that time we have been busy preparing the necessary features, working out the little things and getting ready for an early start. Practically everything is ready now. By the time the salesmen return from their vacations all the equipment and information will be awaiting them and they will find the Promoting Departments and the Department of Publicity ready and anxious to join with them in the best Fall Campaign we have ever planned.

While we are going to push all our products vigorously with every source of trade, special efforts will be directed along well defined lines. First, a campaign on Floor Finishes, Shelf Goods, S.W.P. and S.W.V. to agents and dealers; second, a campaign on Shelf Goods to jobbers.

We believe this year's Fall Campaign will be far more successful than any we planned in the past. We mean to reach that million mark. We have good goods, good advertising, good organization. We know there is a good demand. With determination and enthusiasm we will break all records.

Another Strong Agency Point.

I CALLED recently on one of our old agents who had not been handling much S. W. V. and he gave me a nice order for our leading brands, saying that he expected soon to sell no other varnishes. I was glad to hear this as he had been carrying a somewhat irregular stock.

On inquiry I found that the other leading make he was handling was carried by competitors in town and they had for years worked together to maintain a price which left them a fair margin.

A short time prior to my call, however, one of the lumbermen in the place had about completed two residences, and after consulting his painter, in order to get the benefit of a dealer's price, he ordered his material direct from the other factory on his own account, and the painter agreed to take what was left over and added enough more to make even cases.

The goods were ordered and shipped on time. The lumberman thus not only cut the dealers out of their legitimate profit on goods which they had taken time and work to build up a demand for, but no sooner did Mr. Painter learn the cost than he told his friends; and now the dealers in those lines must sell to the painters at near cost, and lose this much profit and satisfaction for their years of work.

This seemed to our agent a convincing reason why he should confine his best work as far as possible to lines in which they are fully protected and handle and push goods which they can control.

B. M. McDADE.

0007-SWP-00013221

Poster Ball and Carnival Advertising.

DURING the fall and winter our agents will have many opportunities for effective advertising and publicity through local, county and state fairs, street booths and parades, fancy costumes at public entertainments, etc. These efforts not only show enterprise and add to the interest of such occasions, but attract wide notice and invariably pay well for themselves in fastening public interest and attention.

We are always glad to encourage such work and help with suggestions to the best of our ability.

We reproduce here a photograph recently received from our S.W.P. agents in Napier, New Zealand, showing one of their young lady clerks dressed in a costume for a poster ball, which is exceedingly neat, simple and attractive, and in which S-W. advertising features are conspicuous.



Poster costume of young lady at Napier, New Zealand

The brushes in the head gear and the chameleon poster apron are unique and distinctive, though the lettering is not as clear in the reprint as we would like to have shown it.

Our Napier agents, Messrs. Williams Bros., are dealers in paints and wall papers and are pushing S-W. Products vigorously in this far distant land and find the quality and economy guaranteed in their use a most valuable asset for increasing trade.

We feel sure that their persistent work will redound to greater and greater success.

The labor incident to advertising of this kind is not nearly as much as one might suppose, and it is surprising how striking an effect can be secured with a little ingenuity and forethought in an hour or two of leisure time and at a season when the regular demands of the trade are not apt to be burdensome.

Who will send us more ideas and suggestions of a similar character?

Representatives can do much good by encouraging displays of this nature. They not only serve to develop enthusiasm and interest, but are a practical help to the business.

The Specialty Man.

WE have the highest aspirations and the strongest hopes for the fall business of 1905. We are determined that it must show up for us better results, *far better*, than ever before.

We have made our plans for a very large gain in figures, "a gain of a million," as you know, and have no idea of being disappointed. So far, the figures have shown up with successive top-notcher records, the business is responding nobly to the efforts of our determined force in the field, and our confidence is greater and stronger than ever.

But it is when we are doing well and when all conditions seem most favorable that we should pause for a moment and ask ourselves, can we not do better?

We do not want to leave a single stone unturned which can down an obstacle or develop an opportunity.

We regard the present chances you have as representatives of this Company to be beyond all valuation or expression, and with all the countless avenues opening before us, so many that we cannot do justice to all at once, it becomes a serious question to every one which to select for the most direct and specific effort.

These are days of specializing. In the strife and diversity of present competition it is hopeless for any man to cover the field under his eye, and in endeavoring to scatter our energies too widely we often lose the force that is essential for the most successful attack.

Now, we are firmly of the opinion that in many interviews with individual customers it would be far better, before talking business, to make a careful survey of the situation, either by advance inquiry, scrutiny of stock or conversation direct, and outline some plain, specific line of attack in presenting some one particular specialty, and unless we have reason to anticipate a favorable chance for S. W. P. to say nothing about it at first, but rather start out on some other item with which your customer is not likely to be stocked.

We have written and talked a great deal about "entering wedges," and every shrewd salesman appreciates that it is generally easier to gain an entrance to a man's stock by some small and narrow byway than urge a general prepared paint proposition on one who really does not seem to be ready for it and might have room for no considerable supply during the present season.

Now, we have an idea that very many of our representatives are in the habit of going for nearly every man, especially for old agents, first and foremost for the S. W. P. order, spending their best force and ammunition on this product, and when it fails, as it must often do, they regard the cause as practically lost.

Even with an old established agency, if you go first for the S. W. P. and fill them up as they should be with this and a few other things, they are apt to be frightened at the size of their order and decline to consider further suggestions, whereas if the other items, and less likely ones, are urged at first in a special way, after these are secured, the S. W. P. must follow as a matter of course.

Within recent years we have so much increased our line of popular specialties that really the matter at hand is almost boundless. There are very few of our specialties which at this season should not prove in ready demand. The same one might not

0007-SWP-00013221

be most available on all occasions, and the wisdom of the choice would lie mainly in your knowledge of your customer and the condition of his stock.

It is often a lucky thing if you find your customer busy when you first get into the store, as this gives you a chance to look carefully around and outline your method of approach.

But of all things, don't generalize, don't ask "Do you want anything in my line today?" Select some specialty—*tell* him he wants it and show him *why*.

Then, with the ball started, the rest will come so much easier.

As your full list of products should always be ready for immediate reference, it seems needless to specify individual lines, but these are some few which might naturally occur to you as particularly seasonable at the present time:

S-W. Modern Method Floor Finishes.

S-W. Furniture Polish.

S-W. Aluminum Paint.

S-W. Buggy Paint.

S-W. Taxite.

We know of one successful man who first started several agents on a little thing like Imperial Gold Paint. Another one made Roof and Bridge Paint a strong leader for a season or two. The large amount of business picked up by specialty salesmen in all lines of trade who have but one well advertised product to sell, shows what such concentration will do.

What might we not hope for by combining their intense and single minded policy with our own vastly superior quality and latitude of selection?

Make your own choice of the wedge but take one, hit it often and hit hard, and don't scatter your blows.

In one word, *specialize*.

— — —

Missionary Work Helps.

The following letter from our S.W.P. agent at Jamesport, Mo., explains itself:

It is with great pleasure I report Mr. Nunn's recent visit here. To say he is a hustler is to put it very mildly. He arrived here on the 10:30 train and stopped in the store just one minute, and then we started together for the rural "deestricts." Say, I don't wonder that Nunn is a top-notcher, for when it comes to talking and selling paint he certainly "takes the time honored remnant of calico from the shrubbery." Well, to make a long story short, in less than twenty-four hours we had taken orders for more than $200.00 worth of paint and had everybody around town looking at us in open-mouthed wonder. We selected five of the finest homes in the county, owned by the most prominent men, and we landed every mother's son of 'em.

You remember Old Gorgon Graham's saying, "Don't argue with your wife, because when you are through you will probably find that she has a lot of talk she has never used yet." Well, that's Nunn, when he talks paint to a farmer, he don't put on a four-inch collar and try to look as wise as a tree full of owls, but he gets right down alongside of them, asks about cows and chickens, the exact date when the baby cut the last tooth, and pumps the enthusiasm into them in great shape.

We are going to Pertle Springs Convention, not for fun but for business. Let us have a nice lot of advertising matter—be liberal with us and we will show you that some good can "come out of Nazareth."

And say, if you ever take Nunn from this territory for any other purpose than that of promotion, I would be willing to lead a mob to throw you in the Missouri River.

Fraternally yours,
W. R. Ashbrook

June 9, 1905. Jamesport, Mo.

Less First Cost than Lead and Oil.

During the summer of 1904 I painted two houses on Orleans St. of this city which proved to me the saving in the use of S. W. P., both to the painter and contractor. One house was for Mrs. Amanda Danielson, 1412 Orleans St., with lead and oil. The material cost at close figures $11.00. Shortly after this I painted a house for Mr. J. M. Meredith at 1422 Orleans St., about same size and having the same amount of surface, with Sherwin-Williams Paint, costing just $9.00, a saving to me of just $2.00, or nearly twenty per cent, and I consider the S. W. P. job the better of the two. Anyone can see these jobs for themselves, as they are close together, only a few doors apart.

E. E. Harsh.

Keokuk, Iowa, Jan 31, '05.

S.W.P. in Lewis & Clark Exposition.

Our Mr. J. A. McLaren has secured orders from the Giant Whirl Amusement Co. at the Lewis & Clark Exposition for $130 worth of S.W.P., Buggy Paint, Varnishes and other products.

This with others will make a good show for us in an exceedingly conspicuous place.

DIVISION NOTES.

Middle West Division.

Vacation time is again at hand. Each member of our staff has our best wishes for a "bully good time".

Notable among the orders received during the past month are those coming from large institutions. Among these is an order from Mr. M. S. Krimbill for one barrel each Kopal, Excello, and Spartan Red in Varnish, and an assortment of other goods for the Illinois Soldiers' and Sailors' Home at Quincy, Ill.; an order for one barrel Metalastic for the Illinois Northern Hospital for the Insane at Elgin, Ill.; another for one barrel Metalastic and twenty-five gallons Salamander Black to be used on building of the Great Northern Portland Cement Co., Marlborough, Mich. There is certainly a nice lot of business to be had from these sources, as these orders will indicate.

Eastern Division.

Superintendent Forman and representative Kiser landed a cotton mill order for 1500 gallons of S. W. P. at Macon, Ga., a few days ago, as a follow-up to the work done by representative Wallace two weeks before in securing a similar order at Alabama City.

Representative Spencer arrived back from Tennessee on the 30th on his way to spend his vacation at home. As a finishing touch to his spring work, he handed us on his arrival a $600.00 new agency order.

The colts are hitting their gait all

0007-SWP-00013221

right and will give some of the old heads a run for the prize.

A brass band has been hired to meet Mr. and Mrs. Lawson upon their arrival back from their honeymoon. It is evident good promoting can be done even by a superintendent.

The Annual Outing to Cranberry Lake, June 23rd, was a most enjoyable event. Two hundred and fifty employees and their friends made up a very jolly party. The factory base ball team sprung a surprise on the office by winning the ball game by a score of 5 to 2. Umpire Albright covered himself with glory by his strict rulings. The features of the game were the way in which Messrs. Whittlesey and Kydd struck out, and the strenuous attempts to steal bases made by "P. D." Woodbridge while all eyes of the factory team were upon him.

The following is the score:

							R	H	E
Office.	1	1	0	0	0	—2	5	0
Factory.	2	0	0	0	3	—5	7	0

The bowling match was won by the factory team by a score of 714 to 624.

The record of winners of the other field sports is as follows:

100-yard dash—1st, Berger; 2nd, March; 3rd, Vasey.

50-yard boy's race—1st, Kidder; 2nd, Kerns; 3rd, Kelley.

Tug-of-war—Factory.

Running broad jump—1st, Marsh; 2nd, Berger; 3rd, McKenzie.

Boat race, double scull—1st, Richards; 2nd, Bunk; 3rd, McKenzie.

The orchestra was up to its usual standard and enticed a great many to trip the light fantastic.

Canadian Division.

Instead of being slack, as we had expected, June has been one of our busiest months in the Manufacturing Department. Orders are coming in as fast as ever, and there is as yet no sign of a let-up.

We had the pleasure of a visit from Mr. J. C. Beardslee during the past month.

When we moved out to our present location it was literally "the jumping off place". Lately, however, the city is paving the street, a new bridge across the canal is being built and there is every likelihood of the Street Railway running a belt line past our works. As usual The Sherwin-Williams Company leads in the march of improvement.

DEPARTMENT NOTES.

Trade Sales Department.

General trade sales have been exceedingly buoyant during the month just ended, but owing especially to the advanced season the record of new agencies shows but few changes.

We regret that no reports at all have come to hand from the Canadian Division, hence their status cannot be considered in the present ratings. Middle West has taken third place from Eastern, with others in same order as before.

In other new accounts there are no changes whatever, but the percentage of increase has been creditable for the season.

In new agents and accounts, Eastern still leads, and others as before, with

a tie between Messrs. Torrance and Robinson for fifth place.

In Floor Finish sales there have been some good gains, but no change either in order or names of representatives. The figures follow:

Leaders in New S. W. P. Agents.

Central Division,
J. M. Benedict. .... 28 New Agents
Southwestern Division,
C. E. Sinn. .... 27 New Agents
Middle West Division,
C. I. Haigh. .... 24 New Agents
Eastern Division,
W. H. Porter. .... 23 New Agents
Central Pacific Division,
J. A. McLaren. .... 10 New Agents
New England Division,
R. F. Ketchum. .... 10 New Agents
Southern Pacific Division,
G. E. Wise. .... 9 New Agents

Leaders in Other New Accounts.

Eastern Division,
W. H. Jarden, Jr. 100
Middle West Division,
B. M. McDade. 84
Southern Pacific Division,
J. B. Kurtz. 66
Southwestern Division,
S. S. Burns. 58
Central Division,
H. P. Torrance. 49
Central Pacific Division,
W. A. Latham. 47
New England Division,
E. P. Mansfield. 29

Leaders in Total New Agents and New Accounts.

Eastern Division,
W. H. Jarden, Jr. 113
Middle West Division,
B. M. McDade. 97
Southwestern Division,
S. S. Burns. 70
Southern Pacific Division,
J. B. Kurtz. 72
Central Division,
H. P. Torrance. .... 56 each
S. H. Robinson. .... 56 each
Central Pacific Division,
W. A. Latham. 55
New England Division,
R. F. Ketchum. 34

Leaders in Floor Finish Sales.

Eastern Division,
H. T. Sheldon
New England Division,
R. F. Ketchum
Middle West Division,
W. H. Kime
Southern Pacific Division,
G. E. Wise
Central Pacific Division,
G. G. Mowat
Central Division,
H. M. Kipp
Southwestern Division,
W. W. Walton

Varnish Sales Department.

The varnish competition has waxed closer and closer and shows lively changes.

Southern Pacific jumps from second to first and New England follows closely, only four points away. Central drops from first to last, but when you realize that the difference between the two places is covered by only forty-five points, its easy to see how close the records tally.

In C. & M. Varnishes, New England passes the Eastern, and Mr. Barney is again in second place, where he was two months ago.

In percentage of estimate, Eastern seems to have firm hold on the first place; Central has passed Middle West, leading only by two points.

In Kopal, three divisions are now tied with 100 per cent. of agents handling, and the general figures show up in fine shape. Eastern has come up to join the leaders, which leaves lots of good work to be done by the others. Every agent should handle Kopal, and 100 per cent. is the standard all should set.

In Excello, Mr. Kane's good work has put Middle West in first place and Mr. Mowat has pushed up Central Pacific from fifth to fourth. Many of these percentages show exceeding close work.

In the Mar-not competition, Mr. Kurtz of Southern Pacific ties Mr. Coleman of Middle West with 100 per cent. of his agents handling, with

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Southwestern and Central Pacific also tied for fifth place.

In new varnish accounts, Eastern, Central and Southern Pacific have forged ahead, and Southwestern shows four men tied for fifth place.

Here is the showing:

Leaders in General Varnish Competition.

Southern Pacific Division, Geo. W. Burrill.
New England Division, I. B. Wells.
Southwestern Division, W. W. Walton.
Central Pacific Division, G. G. Mowat.
Middle West Division, A. W. Ballard.
Eastern Division, W. H. Porter.
Central Division, W. D. Moore.

Leaders in C. & M. Varnish Competition.

Central Division, L. B. Quinn.
New England Division, L. W. Barney.
Eastern Division, L. R. Rogers.

Leaders in Varnish Sales.

(Highest per cent. of estimate.)

Eastern Division, Chas. Tucker.
Southern Pacific Division, J. B. Kurtz.
Central Division, W. D. Moore.
Middle West Division, J. P. Coleman.
Southwestern Division, H. B. McNair.
New England Division, I. B. Wells.
Central Pacific Division, W. J. Bland.

Leaders in Kopal.

(Highest per cent. of agents handling.)

Eastern Division, W. M. Trippe. } tie
Southern Pacific Division, J. B. Kurtz. } tie
Middle West Division, J. P. Coleman. } tie
Southwestern Division, W. W. Walton.
Central Pacific Division, W. A. Lathan.
Central Division, H. M. Kipp.
New England Division, A. J. Horton.

Leaders in Excello.

(Highest per cent. of agents handling.)

Middle West Division, W. H. Kane.
Eastern Division, H. T. Sheldon
Southwestern Division, W. W. Walton.
Central Pacific Division, G. G. Mowat.
Central Division, Fred Burke.
New England Division, B. P. Mansfield.

Leaders in Mar-not.

(Highest per cent. of agents handling.)

Southern Pacific Division, J. B. Kurtz. } tie.
Middle West Division, J. P. Coleman. } tie.
Eastern Division, W. H. Porter.
New England Division, A. J. Horton.
Southwestern Division, F. E. Byron. } tie
Central Pacific Division, W. A. Lathan. } tie
Central Division, H. M. Kipp.

Leaders in New Varnish Accounts.

Eastern Division, W. H. Jarden, Jr.
Central Division, S. H. Robinson.
Southern Pacific Division, J. B. Kurtz.
Middle West Division, W. W. Stemm.
Southwestern Division, W. W. Walton, C. E. Nunn, Y. Patterson, S. S. Burris } tie.
Central Pacific Division, G. G. Mowat.
New England Division, A. J. Horton.

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